



Professional Representation For Purchasers



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Thank you for joining!



Thank you for joining us today! Please note that every 15 minutes we will be stopping for questions, a poll, and/or discussion. Please feel free to either type your question into the chat or raise your hand. If no one has questions, please be prepared to be called on. This is for 2 hours of CE in Ohio and Michigan. You must have logged in on the link that was sent to you to receive credit and must be in attendance for 90% of the time allotted. It is being monitored.



The Market

Rates still at Historical lows

New Construction at record levels

Home Prices are up 13%

Loan application up 9% this week, 28% for year

Home Sales are up as well as pending sales

Continued momentum into 2021



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Market Conditions - New Realities & Situation



We have an acute housing shortage

Values are up significantly

Interest rates are remaining at low levels

Listing inventories have dropped dramatically

Market Conditions - New Realities & Situation



500 - 700,000 houses for year - we needed 2 million

The economy is stable

Transitioned to a seller's market

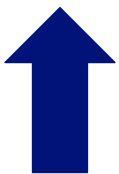
When the market turns, it is fast

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How's the RE Market?



Prices
13%



Rates
2.5. - 3%
Historic Lows



Loan Apps
9% 28%
Historic highs

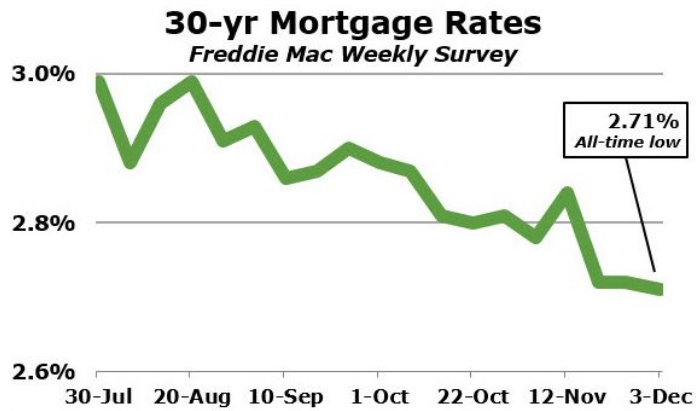


Construction
41%
Over last year



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Questions and Discussion



Advantages of Professional Representation

Better trust factor

Easier to become their friend

Consumer understanding of your value

Faster and easier transactions

More referrals because of value perception

Better control of business - procuring cause, etc.



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The Dialogue - Rapport & Needs

"Can you tell me a little about what you are looking for, maybe we can help you?"

"How many bedrooms did you need?"

"Do you need a basement?"

"And how about a garage?"

"Did you have an area in mind?"

"And how about a price range?"

Get the Appointment - Get the Appointment - Get the Appointment

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The Dialogue - Benefits

“The Top 10”

“We have a program called the “Top 10” where we do 2 to 3 hours of research for you and try to find you the top 5 to 10 buying opportunities in the _____ area in your price range.

We can spot the best buys for you sometimes save buyers up to \$____ to \$_____.

“Can I do the homework for you and swing by and drop the information off on Wednesday afternoon about 4 o'clock or maybe Thursday.”

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The Dialogue - Benefits

“Good Buys Go Fast”

“Homes are like other products, good buys go fast and the best ones are only on the market for hours .

I can show you how to put every home, including the best buys instantly on your cell phone as they come up for sale.”

“Could I possibly spend about 20 to 30 minutes with you on Thursday afternoon about 5 o'clock and chat about your home-buying goals.”

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Expectations and Entitlement

Expectations are the key to client satisfaction .

Listings to Listing Sold Price Ratios

Time on Market and Showings

Follow-up

Become their friend, they must move quickly .



Rules for Buyers

Pre-approved

Proof of Fund

Can buy right now

Professional representation agreement

Natural, easy communication





The Presentation

Always ask for permission to present

Don't ask for an agreement without presentation

Don't be concerned about this, 95%+ hit ratio



The Agreement

Retainer

No obligation to buy

No payment to you



Questions and Discussion

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What Professional Representation Is Not

Giving up on them as buyers
Whining
Giving up on the market
Not calling them back
Not keeping them informed
Being salty with other agents
Making false or unfounded claims





Bottom Line

Faster and easier transactions

More agreement because of value perception

Better control of business - procuring cause, etc.

Strategic Investing rather than spending your time

Feel more professional

Screening process

Family Realtor



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Questions and Discussion

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Seller's Market

Buyers- How do we give them a chance?

- Always have an appointment- Show Value and Build Trust
- Create expectations through education
- Teach “doing nothing” can be expensive- Why?
- Don't tell them about the market- Show them
 - CMA's
 - Sold price to Listed Price ratios
- Get Full and Unconditional Pre- Approvals- Trusted Lenders
- Larger EMD, non-refundable
- Higher down payments
- No concessions



Seller's Market

Buyers- How do we give them a chance?

- Shorten or eliminate inspection periods
 - Consider Pre-Inspection or limited inspections
- Use Dotloop or other electronic signature platforms
- Write over List Price immediately
- Buyer Letter- Pull on the heart strings
- Escalation clause- Caution
- Bridge the Appraisal gap
- Ask to personally present the offer to sellers
- Possession on Seller's terms- no fee to seller





Seller's Market

Buyers- How do we give them a chance?

- Make it easy for the listing agent
- Include all the signed LBP, PD, Pre-approval, Proof of funds
- MOST IMPORTANT - BE COMPETENT
- If doing Appraisal GAP, proof of funds
- Pay seller's closing costs.
- Don't bug the listing agent.
- Enlist the help of friends and family
- Enlist the help of your team or office. Wants and Needs meeting



Seller's Market

Buyers- How do we give them a chance?

- Humanize the buyer
- Backup Offers (can do multiples if the buyer has the option to withdraw)
- Lease back and free post-occupancy after closing.
- Give the seller extra time to find a home.
- Escalate the Appraisal gap clause.
- Close with cash
- Waive the appraisal
- Be easy to work with
- Let buyers know that mass foreclosures are unlikely





Seller's Market

Buyers- How do we give them a chance?

Writing the Escalation Clause

<https://www.youtube.com/watch?v=1Nb9UxghxGA&t=1s>

Buyers will increase their offer by \$1,000.00 more than any bona fide or good faith competing offer made for _____ in an amount not to exceed \$_____. Buyers must be provided with a copy of the competing offer together with a bank pre-qualification or pre-approval letter demonstrating, to Buyer's sole satisfaction, that the second buyer is qualified to purchase _____ at the price set forth in the competing offer. Prior to increasing the purchase price pursuant to this paragraph, the total of all seller concessions and any separate consideration for personal property provided for in the competing offer shall be deducted from the purchase price contained in said offer.



Questions and Discussion



Seller's Market

Buyers- How do we give them a chance?

FIND THEM A HOME



Seller's Market

Key is to proactively look for homes

Drive Neighborhoods 1 to 2 times a day

Open house to attract other sellers and buyers with homes to sell

Bird dogs who live in the area, newspaper or pizza delivery drivers

The area specialist - what do they have coming up?

An agent showing in the move up price from your buyer- home to sell?

Flippers- What do they have coming up? Can they flip a home to your buyer?





Seller's Market

Key is to proactively look for homes

Use technology to help in the search HomeSnap Smart analytics.
Searching capabilities of the title companies.

Builders - Get to know them. Upcoming subdivisions and new
plats, Models that will be sold, back-up position in case the
contact they are building falls through.

Auction Companies - Upcoming auctions. Learn the rules to
represent a buyer. Will they take an offer before the sale.

Estate sale vendors - what do they now is coming up.



Seller's Market

Key is to proactively look for homes

Estate Attorneys - what do they know that is coming up for sale

Remodelers - Sticker shock on a remodel job that decides to move
instead.

Reach out to past client sales - Updated CMA Hand write note /
gift.

Walking neighborhoods - notes, door hangers.

FSBO's Be there first

Old Expireds - can be really old

Someone - who is building. Do they have a home to sell?





Seller's Market

Key is to proactively look for homes

A homeowner who expressed interest in selling but is in Florida, but may consider selling now and staying.

A homeowner with someplace to go. Home up north, cottage, camper, rental, family.



Questions and Discussion

Thanks for Coming!



Stock Market YTD

DJIA

+ 5.89%

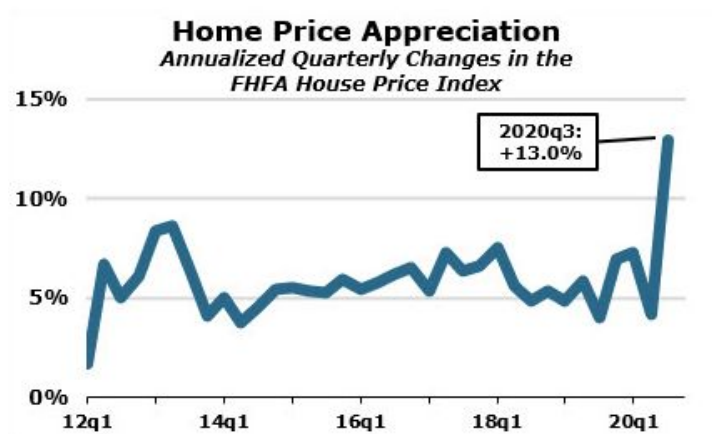
NASDAQ

+38.91 %

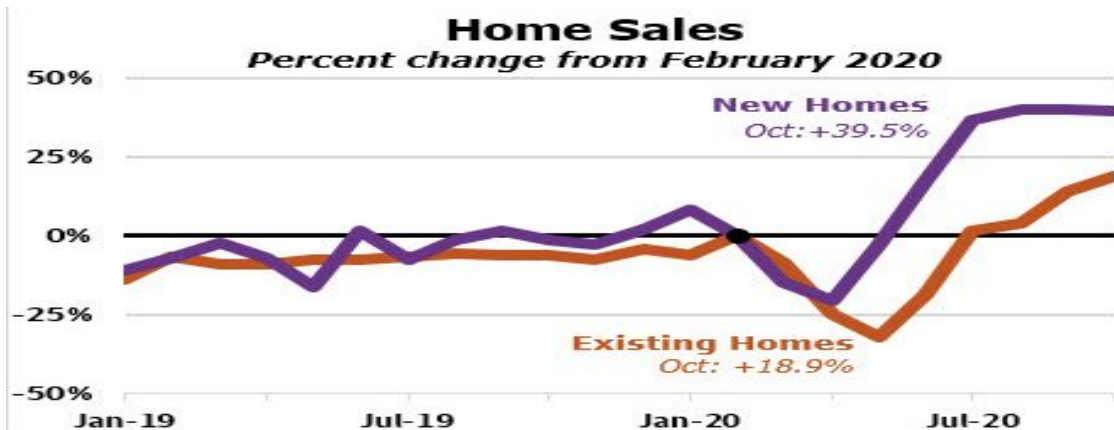
S+P 500

+14.50%





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Multiple Offers

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NOT APPLICABLE

Back Up Contract addendum



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Purchasers, Listings & a Different Day Realtor as Hero, FSBOs & Expireds



Listings will be 166% more profitable

Easier to sell - sold ratios are skyrocketing

Private sellers will sell

Fewer Expireds

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Advantages of Professional Representation

Better trust factor

Easier to become their friend

Consumer understanding of your value

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Rules for Buyers

Pre-approved

In your car

Can buy right now

Professional representation agreement

Natural, easy communication



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The Presentation

Always ask for permission to present

Don't ask for an agreement without presentation

Don't be concerned about this, 95%+ hit ratio



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The Agreement

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In Conclusion

Faster and easier transactions

More agreement because of value perception

Better control of business - procuring cause, etc.

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Feel more professional

Screening process

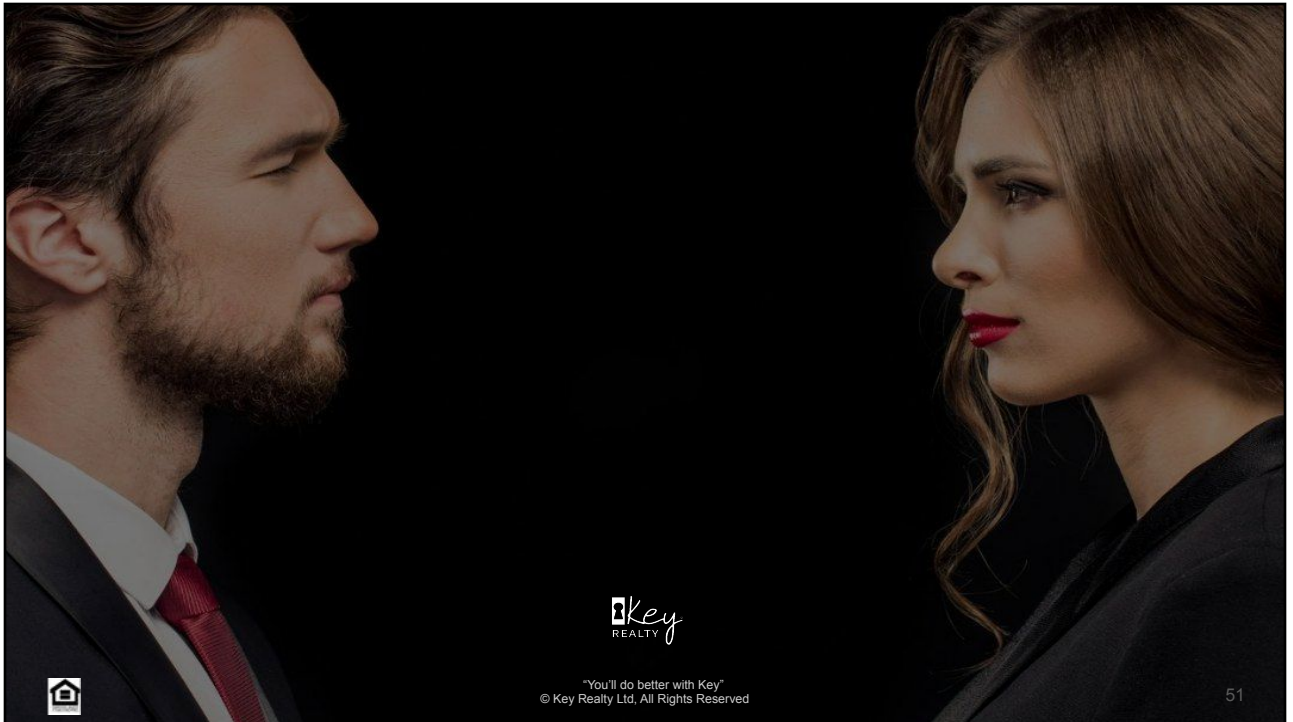
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What	Do	Are
Accessible	Accessible	
Honesty	Honesty	
knowledge	knowledge	knowledge
Integrity		Integrity
Communication	comm	
Persistence	??	??
Patience		Patience
Market Knowledge	Market Knowledge	Market Knowledge
Assertive	Assertive	