

The Buyer Consultation

While real estate agents work with homeowners trying to sell their home, they also spend a majority of their time working with buyers searching for a home. If you have a potential buyer, follow this real estate prospecting script and ask these important questions:

1. What are some of the reasons for making the move?
2. What websites do you use to find property? How's it going so far?
3. Tell me more about what hasn't worked for you throughout the home buying process?
4. Have you seen anything you really like?
5. What's important to you about the location you live in?
6. What are the five things you can't live without?
7. How soon would you like to be in the new home?
8. What price range are you looking in?
9. Have you met with a lender?
10. Is there anyone else involved in the home buying process?
11. Do you have any questions for me?

Once you go through this buyer questionnaire, talk through the homebuying process with the potential buyer. This includes information such as how to choose an agent, how to get approved by a lender, ways to negotiate, and so forth.

After that, gain their trust by explaining what sets you apart from the rest, such as how you go above and beyond for your clients, and the tools and resources you have to help them find their dream home in their price range.