



## Six Step Buying Process

### Introduction:

**Agent:** “How are you doing? ... Nice to see you .... Take a seat .... Have some coffee.”

Sit down with them.

**Agent:** “Mr and Mrs B, before we actually get started looking at houses, I’d like to sit and talk with you for a little bit. I have been in this business for a long time and I have learned that there is a process to help you folks find the right house at the best possible price and in the least amount of time. As a matter of fact, if any agent has to physically show you more than five to seven houses, they are not doing their job.”

### Step 1: Inform

**Agent:** “The first thing I would like to do is inform you about myself and about my company. The reason I want to do that is because when you folks buy a house, I feel it’s important that you trust the credentials of the agent and the company that agent works for. So I want to let you know what those credentials are and I mean this sincerely. If, after going through my credentials and those of my company, you don’t believe that I am a qualified agent to help you in getting that house today, I give you permission to tell me. Fair enough? Now, assuming I pass the interview, the next thing I would like to do is ask some questions.”

### Step 2: Ask Questions

**Agent:** “I’m going to ask you some more detailed questions than when we were on the phone, so I can get a better picture in my mind of what type of home you are looking for. See, the better idea I can get, the better I can help you folks. Do you mind if I ask you questions later on? ... OK, great.”

### Step 3: Select Houses

**Agent:** “The third thing we will do is select the houses we’re going to look at. Now, what I’m going to do is show you all of the houses that are currently on the market. Not physically, but through the multiple listing service, our in-house inventory, etc. The reason I want to do that is because, Charles and Debbie, assuming we find the right house today, I don’t want you to procrastinate, thinking, “Is there something better out there for me?” So, this way you know I have already shown them all to you. Does that make sense?”

**Client: Yes**

**Agent:** Great!

### Step 4: Inspect

**Agent:** “After we select our houses, we’ll physically go take a look at them. When we do, I’m not going to bring any of the technical aspects of the home—taxes, yard size, all that stuff. My experience has taught me that what’s important is if the house talks to you when you first walk in, does it feel like it is a place you can call home? In other words, if you don’t like it, all of the other information is not important. I want you to just look at the house, get the overall feeling of it. As a matter of fact, I encourage you to write down the things that you find that stand out about the house. Did you folks bring a pen and paper?”

**Agent:** “OK, great. So take that with you.”

### **Step 5: Paperwork**

**Agent:** “Assuming we find the right house today, we’ll come back to the office and go over the paperwork. The first set of papers is all the detailed information I didn’t bring with me when we looked at the house—taxes, yard size, etc. The second is a review of the financial aspect of buying the home and putting together an offer that works for everyone.”

### **Step 6: Ongoing Service**

**Agent:** “When the seller accepts our offer, we move onto Step 6, Ongoing Service. I want you folks to know that I am not committed to just selling you a house, if we come that far, but I am committed to building a relationship with you, so that even after you move into this new home, if you ever need anything real estate-related, I want you to feel free to call me.”

**Agent:** “So do you have any questions about this process?”

Now, you start doing the steps...