

Qualifying Questions to Your Client

- How soon do you plan on purchasing a home?
- Where are you moving from?
- Why do you want to move?
- How did you decide on that area/neighborhood?
- How long have you been looking for a home?
- What are you looking for? Please be as specific as possible.
- What's most important to you on choosing a home?
- Can you describe your ideal home?
- Do you rent or own?
- Do you need to sell your home in order to purchase?
- Have you been pre qualified with a lender?
- Have you established a relationship with your lender?
- How do you determine where you want to move to?
- I am available for us to meet on Saturday at 1pm or Sunday at 3pm. Which time do you prefer?
- I will spend a great deal of time, effort and resources researching the market to assist you in finding your dream home where there is clearly value. I am committed to being responsive and obtaining your desired home buying goals.

I would only ask that you are equally committed to having me act as your realtor. Are you comfortable with this arrangement?

How to Handle Objections

1. Just started looking

That's great. You should take your time and be 110% satisfied before you purchase anything. Can you please share with me what you are looking for?

2. Would like to deal directly with listing agent

I understand. Would you share with me what benefit you receive working with the listing agent?

When the listing agent was hired by the seller, don't you believe the primary objective was to sell their home for the most amount of money? Wouldn't you agree?

Isn't it your objective to get the best possible price when buying a home? How can the listing agent secure their seller the most money and save you money at the same time? There is a huge conflict that comes into play. Wouldn't you agree?

3. I have a friend in the business.

Great, I understand and you owe me nothing. You owe your friend friendship. You owe yourself the very best. Isn't it your goal to hire the best CPA or attorney when seeking those professional services? Wouldn't you agree that purchasing a home is at least the same magnitude in terms of importance? [customer name], if I could find you the home of your dreams, where there is obvious value in a fun and hassle free environment, could I earn your business?

OR

An important question that needs to be posed is... Are you willing to risk your friendship if the job doesn't get done to your satisfaction? Are you looking for an objective professional to help you achieve your dreams?

Being a friend/relative and performing as your real estate professional can be a difficult task to juggle. Wouldn't you agree?

4. Will you cut your commission?

[Consumer's Name], If I can't negotiate my own commission properly, would you want me negotiating on behalf of you?

OR

Agents who discount their commissions will also need to discount the services they provide. A home is typically someone's largest asset. Why would we even consider discounting the quantity or quality of services rendered? Isn't providing you with your desired results what we are really after?

OR

If other agents are willing to discount their fees – which services are they cutting out or not providing that we are? Here is the truth - you are getting 11% service for 6% price. I am already giving you a 5% discount. Fair enough?

5. I am already working with an agent.

Great, what firm is your agent affiliated with? How much time are you spending on your home search? Is it your desire to spend this time searching for your home or would you prefer to have a real estate professional providing this service for you? You see, when working with my clients, I have three objectives that I want to communicate:

- New homes that meet their criteria that have recently come on the market.
- Providing them with the details of homes where I see significant value.
- Homes that I preview day in and day out where I have determined that they would have interest.

Do you see how this might benefit someone searching to find their home, but more importantly might be of benefit to you?

[Consumer Name], If I could find you the home of your dreams where there is significant value to you and your family, and do so in a hassle-free and fun environment, could I earn your business?

6. I had a bad experience with a previous realtor.

I don't want a bad experience that you had in the past to prevent you from receiving the service you deserve now and in the future. Please tell me what happened. (Listen)

My goal is to make your relationship with me risk-free. I will make a commitment to you to make sure that as long as you are doing business with me that will never happen. If you at any point in time feel like I am not being responsive to your needs, I would ask that you bring it up to my attention. Fair enough?

My goal is to ensure that your home buying/selling experience surpasses your expectations – so in turn I can have you as a client for life and someone who can vouch for the quality of services I am proud to render.

Do you feel we have a basis for moving forward in a business relationship?