

HOW TO BUILD A BUYER REPRESENTATION BUSINESS

Presented by *Evan Fuchs*

ABR, CRB, CRS, GRI, RENE, RSPS, SRS, e-PRO



Ready to help more buyers in less time with fewer headaches?

Learn how to analyze buyer DNA (Desires, Needs, Ability) to determine how you can best help them, create an intentional home buying process for great service with minimal stress,

and set expectations to ensure smoother transactions.

This program walks you through a systematic process of incorporating the buyer consultation as the cornerstone of your buyer representation business.

Develop systems, procedures and forms to enhance consistency and quality service, and time to minimize stress and achieve smoother closings.

AFTER THIS SESSION, YOU WILL BE ABLE TO:

- Structure a buyer consultation for better service, profitability, and safety.
- Build and promote your unique value proposition to show buyers why they should choose you over your competitors.
- Create an *intentional* home buying process for smoother transactions.

TOPICS COVERED IN THE SESSION:

- Buyer Consultations: The Buyer's Agent's Secret Weapon
- Are you in the Buyer Representation Business?
- How to Structure a Buyer Consultation
- Connecting with your Client
- Systems for Working with Buyers
- Analyzing Buyer DNA (Desires, Needs, Ability)
- Buyer Intake Sheet
- Designing an Intentional Home Buying Process
- Setting Expectations
- Action Plan



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19 BENEFITS

OF BUYER CONSULTATIONS

- Systems scale
- Save time
- Less stress
- Lead to more closings - success rate
- Give yourself a raise
- Repeat and referral business (client experience)
- Keep you safe
- You control the process
- Demonstrate expertise
- Position yourself as trusted advisor
- Establish credibility as a professional negotiator
- Showcase your value proposition
- Build trust and loyalty
- Connect and communicate
- Explain the process
- Qualify - DNA
- Set expectations (market, properties, working together)
- Decision to work together
- Get commitment

THE HOME BUYING PROCESS



BUYER INTAKE

Name: _____

Email: _____

Mobile: _____ Home: _____ Work: _____

Mailing Address: _____

How has the home search been going?:

Do you currently own a home? Yes No

How Long? _____

Will you need to sell your current home in order to buy a new home? Yes No

When would you like to move? _____

Will you be financing or will it be a cash purchase? _____

Have you met with a lender and been pre-qualified for a loan? Yes No

Tell me about your current home. What do you like best?

Describe what you're looking for in your next home:

What are three things you can't live without?

Do you have a price range in mind? _____ How many homes have you purchased? _____

What is your price range based on? _____

When did you last make a real estate purchase? _____

Are you familiar with how real estate works in _____? Yes No

NOTES:



ABSORPTION RATES

& MONTHS OF SUPPLY

If 12 homes sold in the last 12 months, the market absorbed an average of one house per month (absorption rate). With 10 active listings, it would take an average of 10 months for them to sell (10 month supply).



HOW TO CALCULATE ABSORPTION RATES AND MONTHS OF SUPPLY:

1. Choose a market segment for your search criteria. This can be a city, a subdivision, a type of property, your farm area, etc.
2. How many closed transactions in last 12 months? 3 months?
 - a. Longer time periods give a better overall average, while shorter time periods give the latest trend. Compare time periods to see where the market has been headed.
 - b. Search the MLS for closed sales in a given time period using your market segment as the search criteria.
3. Divide the number of closed sales by the number of months:
 - a. Number of closed sales in the last 12 months divided by 12 = average number of closed sales per month.
 - b. Number of closed sales in the last 3 months divided by 3 = average number of closed sales per month.
4. Divide the number of active listings in your market segment by the average number of closed sales per month to find the months of supply for your market segment.

ACTION PLAN

BUYER CONSULTATION

VALUE PROPOSITION

HOME BUYING PROCESS

Evan Fuchs is the broker owner of a top producing real estate company who speaks nationally on leadership and team building, strategic planning and sales. He combines his experience in business and leadership with a down to earth, interactive style to deliver engaging and actionable programs to individuals and teams who aspire to produce their best work.



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