

WEDNESDAYS

with

WAYNE



LIVE AGENT TRAINING

Redefining the Buyer Value Proposition

Session 1

Begins in:

10:00

Stop

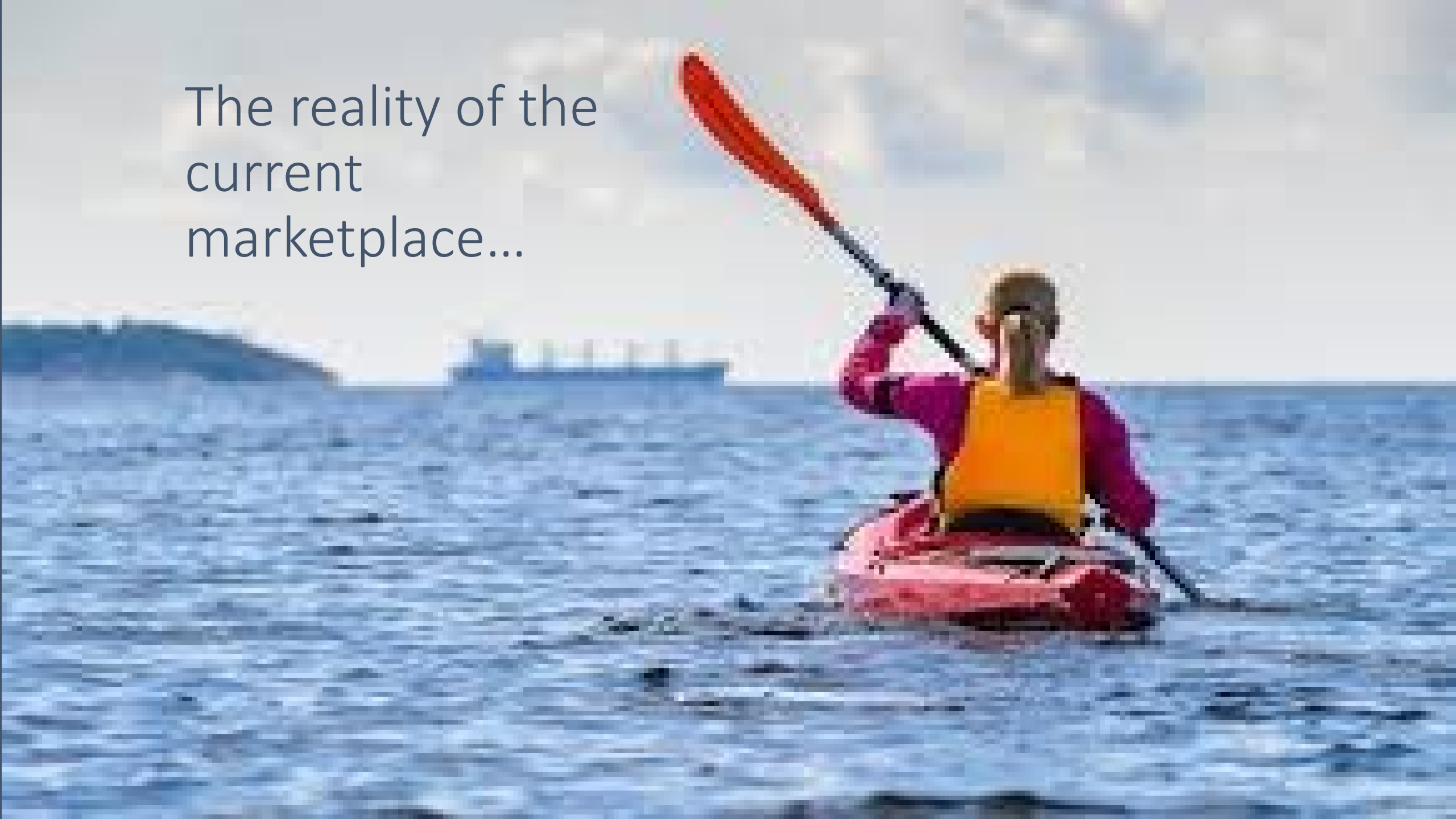
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Where many agents are mentally right now...



The reality of the
current
marketplace...



What has this situation exposed?

1. An OVER RELIANCE on the MLS system
2. A lack of property search strategies beyond MLS
3. Lack of presentation skills on the buy side
4. Lack of strategies on negotiation and representation

These exact issues led to buyers firing agents in 2021!

Did we learn the lesson of that?

As an industry...NO!

**“You only learn who
has been swimming
naked when the
tide goes out”**

-Warren Buffett



**“Be fearful when
others are greedy
and be greedy when
others are fearful”**

-Warren Buffett



3 Things...

89 Days

Practice



Embrace: The Power of 15
Beware: The Rule of Two

89 days X 15 min/day = 22.25 hours

Are you willing to do the work?

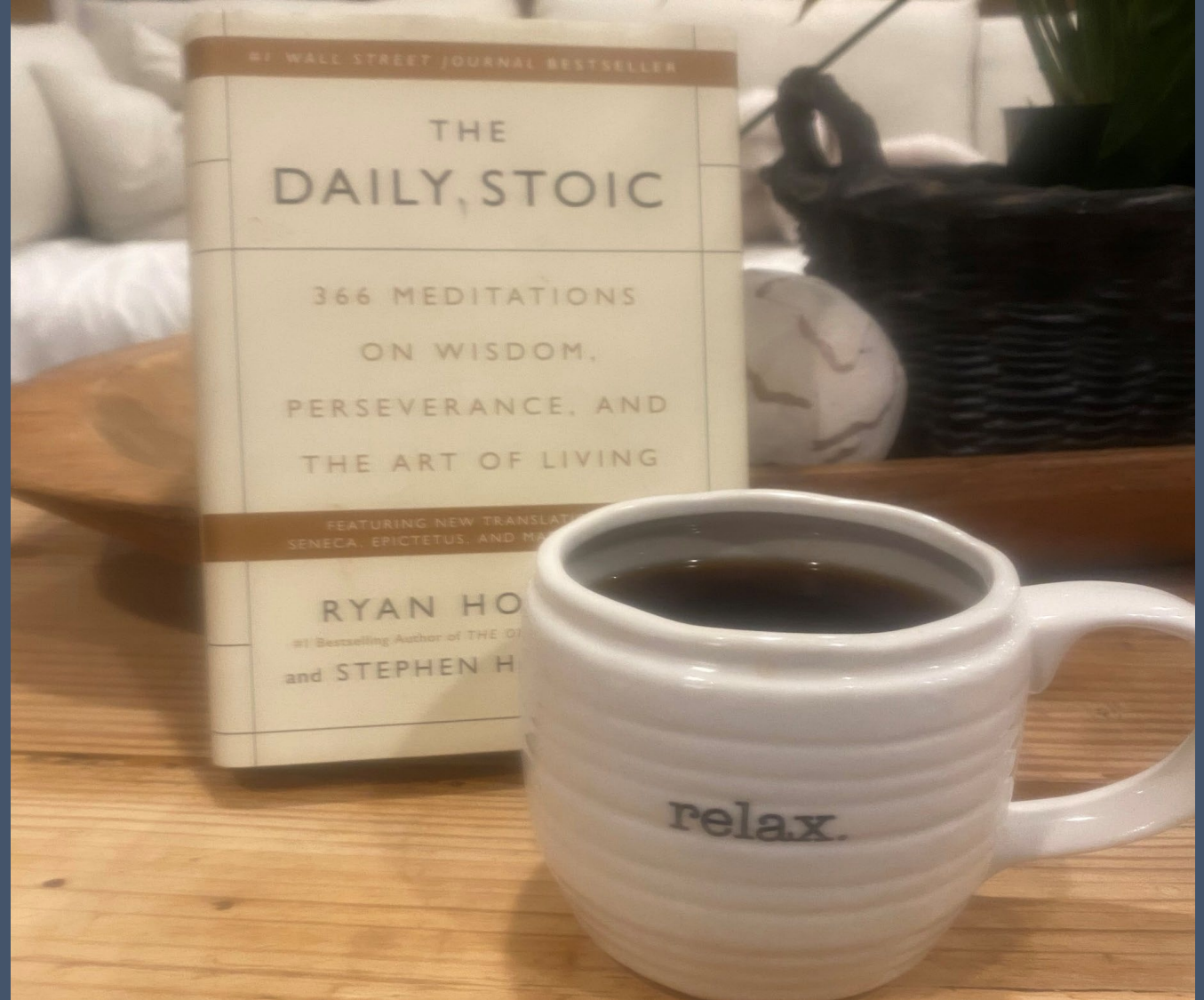
Are you willing to practice?

Are you willing to upgrade?

Are you willing to collaborate and mastermind?

I certainly hope so, I think your future depends on it!

If you are, you can
do this...



My Goals...

Calm your fears
Give you strategies

A Few Things to Remember...

The only “mechanical” change as a result of the proposed settlement is the removal of the compensation field in MLS

The issue is not mechanics, but presentation

Your social media and emails are filled with the topic...because you are in the real estate business!

Your news feed is not the consumers news feed!

These are all **PROPOSED** settlements, they have not been approved by the court.

Once approved there will still be MLS rules, lending guidelines and State laws to be modified/interpreted

Look at the situation through a “Listing Lens”

You already have the skill set on the seller side,
just transfer it to the buyer side

Think Of It This Way...

Would you:

Take an “Open” Listing?

Take an “Exclusive Agency” Listing?

List a Home for a Single Day?



Why is it so much different in working with a Buyer?

Two Key Areas to Navigate:

Showing Value to a Buyer

Explaining the Process to a Seller

Acquisition/Differentiation

In today's environment, you must differentiate at
INITIAL CONTACT!

But How?
Dialogue
Materials
Processes

**Immutable Law #1: "The Battle of Processes" Get the Buyer into
YOUR process! People refer processes!**



The goal of any contact is to
IDENTIFY a potential client,
not to try and turn everyone
into a client!

The 4 Step Qualification Process



Desire

(Do they have a
desire)



Ability

(Can they)



Assistance

(Would they like
some help)



Interview

(Could you
interview for the
position)

*If you receive 4 “yesses” you now have a lead!
Book an appointment for a listing/buyer consultation!*

The Tools



Buyer Questionnaire

Date: _____

Buyer Name: _____

Address: _____

Phone Number _____ Work (His) Hers Fax

How did you hear about the house? Sign Newspaper Homes Internet Neighbor

How long have you been looking? _____

How soon do you need to move? _____

Do you own or rent? _____

(if rent) Must you complete your lease before buying? _____

(if buy) Do you need to sell your home before buying? _____

Areas you are interested in? _____

How many in your family? _____

When you purchase, will you be paying cash or getting a loan? _____

If Loan, have you spoken to a lender? _____

If yes, whom _____

If no, Suggest your Lender!!! _____

What do you want your monthly payment to be? _____

Have You signed a contract with any Realtors? _____

Special Requirements? _____



Pre-Listing Questionnaire

Name: _____

Address/City/State/Zip: _____

Home Phone: _____ Office: _____ Cell: _____

Is this your principle residence? _____

Are you planning to stay in the area? _____

If not, what is your time frame for being in your new location? _____

Can I send a referral to that city for you? _____

Please tell me a little about your home:

Bedrooms: _____ # Full Baths: _____ #Half Baths: _____

Car Garage: _____ Fireplace/location: _____

Basement: _____ Walkout?: _____ Finished: _____

Formal Dining: _____ Family Room: _____

Age of Home: _____ Sq. Ft.: _____ Central Air? _____

Heat: G E Dryer: G E Utility Rm Location: _____

Exterior: (circle one) All Brick Partial Brick Perm. Siding

School District: _____

Other: _____

Do you have a price in mind? _____ What would that be? _____

Are you going to interview any other Realtor? Y N (if yes) Who are you talking to? _____

How did you hear about me/us? _____

My first appointment will only take 10-15 minutes. What would be a good time for me to come by and take a tour of your home? Date: _____ Time: _____

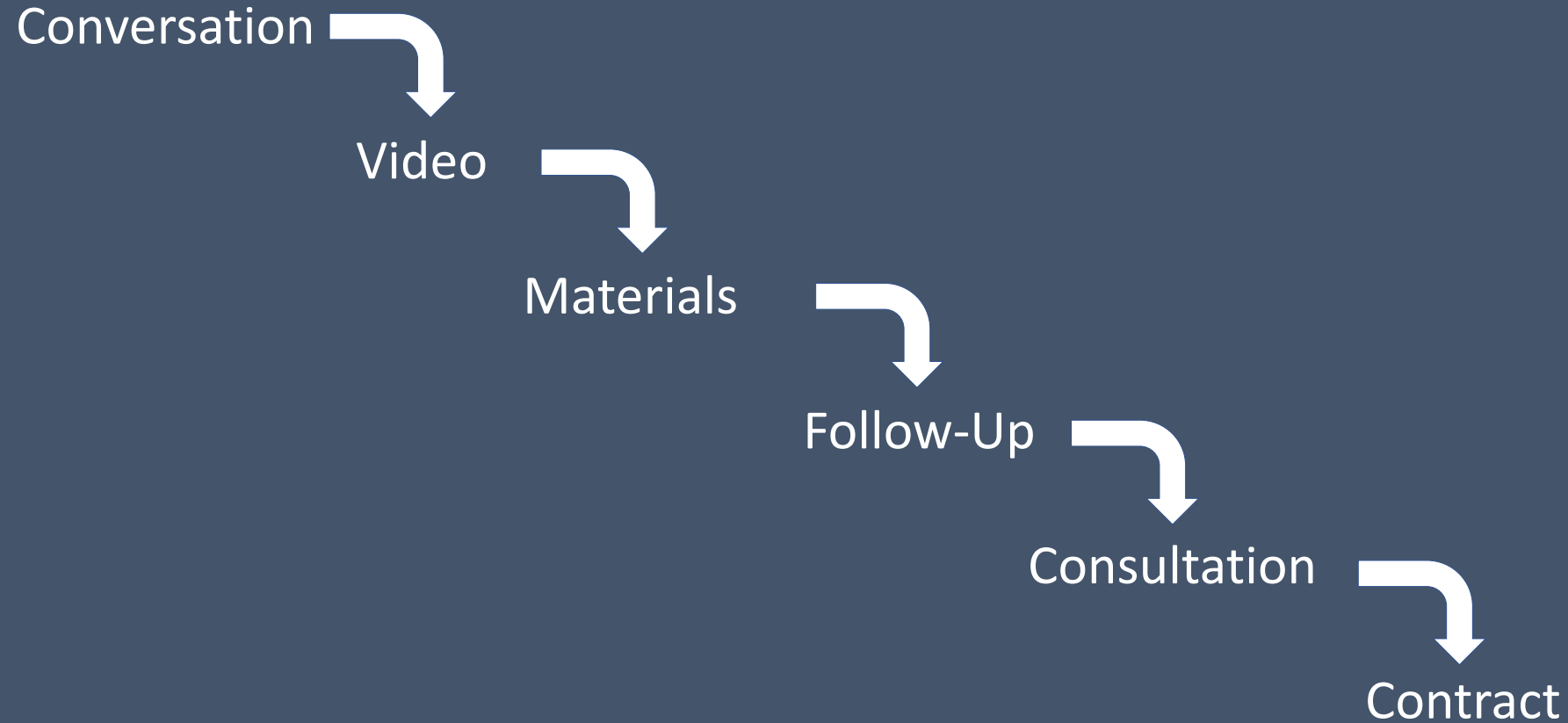
Great, now if I can go ahead and set a time to go over the marketing analysis and complete the listing. When would be good? Date: _____ Time: _____

May I have directions to your home? _____

Buyer and Listing Questionnaires




The Conversion Process:



Online/Phone Call
Leads:
Create a video like
this...






Buyer's Guide

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SEE THE FIELD CONSULTING

INTRODUCTION

The Buying Process

STEP-BY-STEP

- 1 FIND A REALTOR**
The first step in the home buying process is finding a realtor you can trust. This guarantees that your needs are met throughout the entire process.
- 2 LOOKING FOR A HOME**
The next step is to look for a home. I am available at any time to help you find the perfect home.
- 3 YOUR OFFER**
When you find your dream home, I will ensure you get just what you want for the best price.
- 4 THE OFFER IS ACCEPTED**
When the seller accepts your offer, I will ensure you have all the necessary documents and information.
- 5 FINAL DETAILS**
Final details are handled and inspected. Contract details are finalized.
- 6 NO MORE WAITING**
Be prepared to bring certified funds and to close on the day you will take possession.

5 THINGS YOU NEED TO KNOW

1 We will find you the best deal.

2 We will negotiate for you.

3 We will handle all the paperwork.

4 We will ensure you get the best price.

5 We will ensure you have all the necessary documents.

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Seller's Guide

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Real Estate Agent

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SEE THE FIELD CONSULTING

8 UNIQUE REASONS TO HIRE ME

MARKETING STRATEGY

- 1 30+ years experience, national reputation
- 2 21 Point Marketing Strategy
- 3 24 Hour Feedback Guarantee
- 4 Weekly Market Reports
- 5 Weekly Phone Updates Above and Beyond
- 6 Same Day Call Back Guarantee
- 7 Cancellation Guarantee
- 8 Each listing is a blessing. I will ensure you get the best price for your home.

Selling Priorities

- 1 WE WILL FIND YOU THE BEST DEAL
- 2 WE WILL NEGOTIATE FOR YOU
- 3 WE WILL HANDLE ALL THE PAPERWORK
- 4 WE WILL ENSURE YOU GET THE BEST PRICE
- 5 WE WILL ENSURE YOU HAVE ALL THE NECESSARY DOCUMENTS
- 6 WE WILL ENSURE YOU GET THE BEST PRICE
- 7 WE WILL ENSURE YOU HAVE ALL THE NECESSARY DOCUMENTS
- 8 WE WILL ENSURE YOU GET THE BEST PRICE
- 9 WE WILL ENSURE YOU HAVE ALL THE NECESSARY DOCUMENTS

Listings

The Importance of Timing

Timing is everything. A property attracts the right community and potential buyers at the highest price.

HOW TO SELL YOUR HOME

Your greatest exposure to your home correctly up to you to maximize the sale.

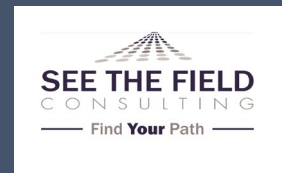
PRICING YOUR HOME AND WHAT HAPPENS

- * PRICED BEHIND
- * PRICED AT MARKET
- * PRICED AHEAD

CONTENTS

- INTRODUCTION
- WHY HIRE ME
- 8 UNIQUE REASONS TO HIRE ME
- CANCELLATION GUARANTEE
- BEFORE WE LIST
- SELLING PRIORITIES
- 3 LEVELS OF HOME SALES
- PRICING
- LISTING STRATEGY
- PREPARE YOUR HOME
- WHEN WE LIST YOUR HOME
- MARKETING
- AFTER WE LIST YOUR HOME
- PRE-SHOWING CHECKLIST
- OFFER CONSIDERATIONS
- THE OFFER PROCESS
- OFFER IS ACCEPTED
- CONTRACT TO CLOSING
- INSPECTION
- CLOSING DAY
- FINAL STEPS
- FINAL STEPS FOR THE SELLER
- CONTACT ME
- MOVING CHECKLIST

SEE THE FIELD CONSULTING
Find Your Path



A PROVEN SYSTEM

FOR DOUBLING YOUR BROKERAGE PROFITS

WEDNESDAYS WITH WAYNE

COACHES CORNER

APPLY FOR COACHING

VULCAN 7

PURCHASE DISC TESTS

BUYER & SELLER GUIDES

www.waynefredrick.com

VIDEO CARD





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Anna Shen

Bottom Line...

More money will need to be spent to
differentiate yourself with
buyers...JUST LIKE THE LISTING SIDE!!!

QUESTION:

What is your desired result of the consultation?



A signed Buyer Agency Agreement

*The "New World" is moving toward **REQUIRING** an Agency Agreement **PRIOR** to Showing!!*



The 5 Steps

Discovery

Education

Value

Expectations

Commitment

Discovery

Beginning the Conversation

“As we go through the process today, I would like to ask you some questions about your goals in the home buying process.”

“Have you been through this process before?”

“Was it a good experience or bad experience?”

(Write answers down/Explore)

Go Three Deep!!! (What, Why, How?)

The “Big Questions”

Do you think buying a home is easy or hard?

Do you think there is a lot or a little negotiation that goes on?

How many properties do you think you'll need to look at before you purchase?

What are your thoughts on the current marketplace?

Write down and explore their answers!



*See you April 17th
for
Redefining the Buyer
Value Proposition
Session 2*

Thank You!

For more information please visit
waynefredrick.com

Presenting your Value to a
Buyer Client

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