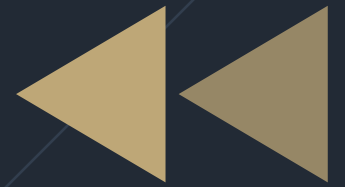
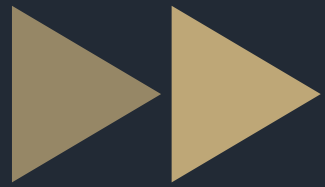


SUCCESSFUL BUYER CONSULTATIONS

KNIPE | REALTY 

Research shows that 93% of buyers have been searching online for an average of three weeks before reaching out to an agent. Around 70% of those buyers work with the first agent they meet.



SECURE THE BUSINESS WITH A STRONG BUYER PRESENTATION

- ▶ **1. Set up the consultation**
- ▶ **2. Meet in person for the presentation**
- ▶ **3. Utilize collateral – questionnaires, KR buyer book, personal stats**

SETTING UP THE CONSULTATION

- ▶ **1. Profile**
- ▶ **2. Gather Intel**
- ▶ **3. Set Expectations**
- ▶ **4. Close For The Appointment**

PROFILING

Segments – Active Variables & Descriptions

Values in cells represent where a segment over indexes against the total average - not necessarily a majority
Any cell left blank means segment aligns with average and does not skew on that metric

	1. Wide-Eyed Pathfinders	2. Stressed-Out Dreamers	3. Accomplished Navigators	4. Untethered Rangers	5. Seasoned Nesters	6. Worried Wanderers
Age	Millennials	Millennials and Gen Xers	Gen Xers	Split but skews older	Baby Boomer and older	
Lifestage	Single or have a partner, but no children	Married with young children	Married with young children	No partner	Married, no young children in HH	No partner
HH Income		Moderate	High	Low	Moderate to High	Low
Reason for Moving	HH Composition Change	Upgrading and new neighborhood	Upgrading	New neighborhood	Downsizing	Downsizing
Functional Desires from Residence	Size of residence	Neighborhood	Neighborhood		Skews higher on aesthetics	Finances
Psychographics		Stressed, especially about finances	Confident and stress-free, willing to pay more to get what they want, up to date on home trends	Confident and stress-free	Confident and stress-free	Stressed, especially about finances, behind on home trends
Tech-Savvy			Yes		No	No
Agent Influence	Very Influential	Somewhat Influential	Very Influential	Somewhat to not Influential	Somewhat Influential	Not Influential
Residence Type		Single-family house	Single-family house		Single-family house	Apartment/ Condo

PROFILING

Segments – Sample of Profiling Variables

Values in cells represent where a segment over indexes against the total average - not necessarily a majority
Any cell left blank means segment aligns with average and does not skew on that metric

	1. Wide-Eyed Pathfinders	2. Stressed-Out Dreamers	3. Accomplished Navigators	4. Untethered Rangers	5. Seasoned Nesters	6. Worried Wanderers
Attitudes Towards Move			Confident and excited above move	Confident and excited above move	Confident and excited above move	Stressed and worried about move
Emotional Desires from Residence	No differentiation across segments - top emotional desires when thinking about their ideal home are 'I won't settle for anything less than my dream home', 'I want to feel a sense of belonging in my community' and 'I want to have a deep attachment to my residence'					
Degree of Help Needed	Some to A lot		A lot			A little
Jobs Most Needed Help On <small>(among jobs relevant to all respondents)</small>	Deciding whether to rent or buy, Determining your budget, and Deciding whether to move	Negotiating the best deal, Determining your budget, and Figuring out how much you can actually afford	Negotiating the best deal and Determining the right timeline to move	Negotiating the best deal and Finding residences that meet your criteria and needs	Negotiating the best deal and Finding residences that meet your criteria and needs	Negotiating the best deal and Figuring out how much you can actually afford
When They Want an Agent	Little differentiation across segments Most say "As soon as I decide I want to move" with the exception of Worried Wanderers who skew on "Once I know what I can afford."					
Co-Shopping	Shopping Alone	Shopping with Partner	Shopping with Partner	Shopping Alone	Shopping with Partner	Shopping Alone

PROFILING

Segments – Demographics Skews

Values in cells represent where a segment over indexes against the total average - not necessarily a majority
Any cell left blank means segment aligns with average and does not skew on that metric

	1. Wide-Eyed Pathfinders	2. Stressed-Out Dreamers	3. Accomplished Navigators	4. Untethered Rangers	5. Seasoned Nesters	6. Worried Wanderers
Gender		Female		Slight skew towards male	Slight skew towards male	Slight skew towards female
Race/Ethnicity	Asian, Hispanic			Black/African American	Caucasian	
Relationship Status		Married	Married	Single	Married	Single
Highest Level of Education			College or grad school		Grad school	Some college (no degree) or less
Employment Status	Employed full time	Homemakers	Employed full time	Retired	Retired	Part time employee or unemployed
Urbanicity	Slight skew towards Urban				Suburban	Slight skew towards Urban
Political Viewpoint					Republican	

PROFILING

Segments – Sample of Profiling Variables

Values in cells represent where a segment over indexes against the total average – not necessarily a majority
Any cell left blank means segment aligns with average and does not skew on that metric

	1. Wide-Eyed Pathfinders	2. Stressed-Out Dreamers	3. Accomplished Navigators	4. Untethered Rangers	5. Seasoned Nesters	6. Worried Wanderers
Buyer or Renter		Buyer	Buyer		Buyer	Renter
Transition Type		Renter/Owner to Owner	Owner to Owner		Owner to Owner	Renter to Renter
Moving Timeframe	Recent <i>(Past 6 months)</i>		Soon <i>(Next 6 months)</i>			
Purchase/Rental Experience	First time buyer, First time renter	First time buyer	Tenured buyer		Tenured buyer	First time renter, Tenured renter
Selling Experience			Tenured sellers		Tenured sellers	No selling experience
Current Living Situation			Owners		Owners	Renters
Open to Buying OR Renting	57%	37%	39%	28%	10%	26%
Recent movers: % Buyer vs. % Renter	50% Buyer, 50% Renter	55% Buyer, 45% Renter	77% Buyer, 23% Renter	37% Buyer, 63% Renter	87% Buyer, 13% Renter	17% Buyer, 83% Renter
Future movers: % Buyer vs. % Renter	71% Buyer, 29% Renter	82% Buyer, 18% Renter	94% Buyer, 6% Renter	65% Buyer, 35% Renter	92% Buyer, 8% Renter	41% Buyer, 59% Renter

GATHERING INTEL

- ▶ **LISTEN – TWO EARS, ONE MOUTH**

As a rule, the key intel you are looking for falls into two buckets: info about the buyers themselves and details about the right property

MOTIVATION

- ▶ **1. Do you own or rent?**
- ▶ **2. What is your timeline**
- ▶ **3. What are you looking for in a home?**
- ▶ **4. How long have you been looking?**
- ▶ **5. What is most important – the home, the process, the price, the convenience?**

ABILITY

- ▶ **1. Have you determined your budget with a lender?**
- ▶ **2. Is anyone else involved in the decision making?**

EXPERIENCE

- ▶ **1. Have you purchased / sold a home before?**
- ▶ **2. If so, what did you like most and least about the process?**

PROPERTY BASICS

- ▶ **1. Area**
- ▶ **2. Price range**
- ▶ **3. Style / Rooms / Amenities / Schools / Extras**

SET EXPECTATIONS FOR THE CONSULTATION AND CLOSE FOR THE APPOINTMENT

- ▶ **1. Establish the appointment duration and location (office is best)**
- ▶ **2. Offer a choice of two appointment times**
- ▶ **3. Set the appointment**
- ▶ **4. Follow up with an email that includes any questionnaires to fill out**

THE CONSULTATION

- ▶ An exceptional Buyer Consultation helps you gather the detailed information you need to successfully represent your client, set the stage for an effective and efficient working relationship, and turn prospects into clients. This is the moment where you demonstrate expertise, position yourself as a trusted advisor, and take the next step in creating a great working relationship—and client for life.

YOUR GOALS IN THE CONSULTATION

1. Set The Stage

- ▶ • Confirm and Clarify in the Pre-consultation Interview

To get to the heart of what your buyer is looking for:

- ▶ • Use notes: Work from the Buyer Questionnaire you used in the interview.
- ▶ • Take notes: Writing down what you hear underscores your level of interest and forces you to listen intently.
- ▶ • Dig deeper: Ask questions and get to buyer motivation by asking, “Why is that important to you?”
- ▶ • Never assume: If you aren’t entirely clear about something a buyer is saying, ask for clarification.
- ▶ • Make it a dialogue: Take this time to build rapport by keeping the tone conversational, not interrogational.

YOUR GOALS IN THE CONSULTATION

2. Build Trust

- ▶ • Present Your Value Proposition for Buyers
- ▶ • Demonstrate Mastery of the Market

PRESENT YOUR BUYER VALUE PROPOSITION

- ▶ Simply telling buyers, **“I’M GREAT AT WHAT I DO!”** is not enough to build trust. Being able to share specific measurable results from your business, or unique services you provide gives you the added proof you need to demonstrate why they should work with you.

DEMONSTRATE YOUR MASTERY OF THE MARKET

- ▶ Your professional opinion, backed by facts, can help you win the buyer. However easy it may be for buyers to find properties online, they don't market insights that you can bring to the table to help them obtain their dream home. Things to know:
 - Days on market
 - List to Sale ratio
 - Top factors influencing supply and demand

DEMONSTRATE YOUR MASTERY OF THE MARKET

- ▶ **3. Define Your Services – Use the KR Homebuyer's Guide**
 - Guide Them Through The Process (and Your Process)
 - Explain Mortgage Basics
 - Establish Communication Expectations With You
 - Establish Communication Expectations With Others (FSBO, Open House, New Construction)

DEMONSTRATE YOUR MASTERY OF THE MARKET

▶ 4. Earn The Business & Close

- Get The Buyer's Commitment To Work With You
- Set Up Next Steps

**WE HOPE THAT YOU
ENJOYED TODAY'S KLASS.
THANK YOU!**