

Buyer Motivation Info Sheet

Motivation Script- finding motivation is key to knowing your leads needs and how to create a plan for action and follow up

Part 1 Motivation:

Agent: Hi _____ this is _____ with Community Real Estate Group, Keller Williams Realty thank you for taking my call. I was calling because_____. Moving is a lot of work, what put that on your radar?

Client: I am/was (that)

Agent: Tell me more about (that)....

Agent: What will (that) do for you?

Agent: This might be an obvious question, but what will (that) mean for you?

Agent: So, what I am hearing you say is Is that right?

Agent: Is there anything else?

TEMP CHECK:

Agent: On a scale from 0-10, how motivated are you to (recap motivation)?

Agent: What makes it that number?

Agent: What would need to happen for it to be a 10?

Agent: So if I did _____, you would be a 10?

..... Great! Let's see what we need to do to make (Motivation) happen.

Part 2: Prequalification:

Agent: Are you already working with a realtor?

Is yes - have you signed paperwork meaning that you are committed to working with them?

Agent: What's your ideal timeframe for (achieving motivation)?

Agent: Describe for me your target location:

Agent: Tell me about your ideal home:

of BR, # of baths, SqFT, Garage, Yard size etc...

Agent: What is your price range?

Agent: How will you be paying for this home (cash or loan)?

If loan - great, tell me what you know about the prequalification process.

If no pre-approval yet - your next step is to talk with a lender

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Agent: Do you have a home to sell in order to buy this home?

If yes - will need to prequalify for the seller side also (See Seller Info Sheet)

Agent: Who are all of the decision makers (realtor - note all decision makers need to be present in the appointment)?

Agent: What are the qualities you are looking for in a realtor?

Agent: Great - is there anything else I should know before we meet that would help me prepare for our appointment?

Part 3 Your next step is:

Agent: Perfect. Our next step is to meet together and do three things:

1. Go back over your motivation and price
 2. Interview each other - make sure we are a mutually good fit
 3. If everything looks good, we will sign paperwork to activate the next step.
- Any questions? (said with downswing)

OK great - let's pick a time.

Part 4 Give a deadline:

Agent: Let me put you on hold for a second so I can check the calendar ...

Agent: Ok, looks like we can carve out time at 2:00 today or 4:00 tomorrow. Which one can you commit to?

Agent: I am going to save this spot for you ... what that means is I am going to turn away anyone else that wants that spot - is there anything you can think of that would prevent you from keeping this commitment? (if so, brainstorm how to solve if it does happen)