



Skills to Spark a Great Career



Lead Follow-Up

SESSION 13

Qualify Potential Buyers and Sellers





Today's Agenda


**Real Estate
Expert**




**Lead
Generation**




**Lead
Follow-up**




Transaction

Notes:



Your number one job as a real estate agent is to find ways to get in the path of motivated buyers and sellers.

Gary Keller
SHIFT



Find the Motivated

Dispel Mythunderstandings

What beliefs do you hold about finding buyers and sellers?

What statistics about how buyers found their agent stand out?

What statistics about how sellers found their agent stand out?



Aha's



Classify by Able, Ready, and Willing



Focus becomes increasingly possible in direct proportion to how clear you are about what you want, when you want it, and what you must do to get it.

Gary Keller

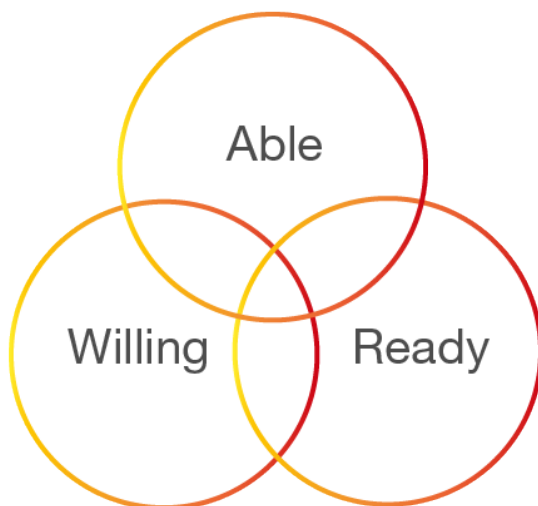
The Millionaire Real Estate Agent

How do you define Able, Ready, and Willing?

Able: _____

Ready: _____

Willing: _____



When do we anticipate each type of buyer or seller will be ready to transact?

A Buyers/Sellers	B Buyers/Sellers	C Buyers/Sellers



Aha's



Qualify Buyers and Sellers

Qualifying is Win-Win

1. Document
2. Follow a checklist
3. Abide by Fair Housing Regulations

Notes:



Qualify Buyers

Buyer Lead Sheet

Date: _____

Lead Source/Property that prompted the call: _____

Contact Information

Name: _____

Email: _____

Street Address: _____

Childrens' Names: _____

Home Phone: _____ Mobile Phone: _____

What is the best way to get in touch with you? _____

What times are best? _____

Buyer Consultation Prequalification Questions

1. Has an agent taken you out and shown you any properties? ☐ YES ☐ NO
If yes, how is it going?

2. Is there anybody else buying the home with you?

3. Who will be living in your home?

4. How long have you been looking for a home?

5. I'm curious, why are you moving?



Qualify Buyers

Buyer Lead Sheet

6. Are you renting now, or do you own? ☐ RENT ☐ OWN

Renter: Do you know when your lease is up? _____

Owner: Do you need to sell your current home before you buy your next home?

☐ YES ☐ NO

If yes: Have you signed a listing agreement with a real estate agent to sell your home?

☐ YES ☐ NO

If no: When would be a good time for us to get together so I can give you a free market analysis on your home? _____

7. Are you going to be paying cash or will you be getting a mortgage for the purchase of your home? ☐ CASH ☐ MORTGAGE

Mortgage: Have you already been preapproved by a lender? ☐ YES ☐ NO

If yes: Who are you working with? _____

If no: Do you need a lender recommendation? _____

What is the amount you are preapproved for? _____

What will your down payment be? _____

8. What price are you comfortable with? _____

9. Is anyone else involved in your home buying decision? _____

10. On a scale of 1 to 10 with 10 meaning you must buy a home as quickly as possible and 1 meaning you are not sure you'll really buy anything, how would you rate yourself? _____

Anything less than 10: What would it take for you to become a 10?

11. When do you need to be in your new home? _____

12. I'd love to help you buy a home. In order to help you find a perfect home, all we need to do is set an appointment (with all of the decision makers) so I can help you get what you want in the time you want. What is a better time for us to meet? _____ day at _____ time, or _____ day at _____ time?

Appointment Date & Time: _____



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Qualify Sellers

Pre-listing Questionnaire

Seller (s) Name(s): _____		
Email: _____		
Street Address: _____		
Home Phone: _____		Mobile Phone: _____
Appointment Date: _____	Time: _____	Location: _____

Do you have about 5 minutes so I can ask you some very important questions before I come out to meet you?

1. How did you hear about me?
2. Where are you moving?
3. What's motivating you to move there?
4. How soon do you have to be there?
5. If we sell your home in the next 30 days, will that pose a problem for you? If "yes," what would the problem be?
6. What would happen if your home did not sell?
7. How much do you want to list your home for?
8. How much do you owe on the property?
9. I'll be sending you a packet of information. Will you take a few minutes to review it before we meet?
10. Do you have any questions before we meet?
11. Will all decision-makers be there when we meet?

Just so you know, our meeting will take between _____ and _____ minutes, OK?

I look forward to meeting with you on _____ at _____.



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Lead Follow-Up Plan



Source	✓	Strategy	By When
Follow Up			
Convert			
Stay top of mind			
Qualify Buyers and Sellers			



Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?

How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?



Daily Success System

Success Activities

These are suggested activities for the second half of your session.

DAILY SUCCESS SYSTEM

☐

____ of 10 CONVERSATIONS

☐

____ of 10 CONTACTS ADDED

☐

____ of 10 HANDWRITTEN NOTES

☐

10-5-1 SOCIAL MEDIA ENGAGEMENT

☐

ENRICHMENTS

☐

APPOINTMENTS

☐

AGREEMENTS

☐

CLOSINGS

10					
5					
1	<div style="display: flex; align-items: center;"> <div> Social Media Engagement </div> </div>				

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.



Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

Name	#	Email	Notes

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.