

## BUYER

### 5/28/2019 - Sandler Success Principles

- Real Estate/Example of a Up Front Contract (UFC)
  - Searching for a home
    - *“Thanks for reaching out to me, (first name) as a possible partner in your home search. Let me start off by setting the stage for our conversation...”*
    - *I appreciate that this home choice is important to you, and you want to make sure you chose the right home.*
    - *Naturally I’ll have some questions for you as we move through the process- I hope you don’t mind me asking you some questions.*
    - *Obviously you’ll have some questions for me, and we’ll want to get those answered for you.*
    - *Typically at the end of our conversation you’ll know what you want to do. If we seem like a fit, we’ll move on to the next step and fill out a small amount of paperwork and start looking for your dream. If it doesn’t seem to fit for whatever reason, (first name) I have no issue with you telling me it doesn’t fit- we don’t fit everyone.*
    - *Is that fair?”*