

# WEDNESDAYS

with

# WAYNE



LIVE AGENT TRAINING

*Redefining the Buyer Value Proposition*

*Session 3*

*Begins in:*

**10:00**

Stop

WEDNESDAYS  
with  
WAYNE   
LIVE AGENT TRAINING

*Redefining the Buyer Value Proposition*  
*Session 3*

# The 5 Steps

Discovery

Education

Value

Expectations

Commitment

# Commitment

“I would like to commit to finding your perfect home, and I only ask one thing in return from you: That you commit to working exclusively with me.

I guarantee you the best service in the industry if you can guarantee me your loyalty.

What do you say?”

(Sign Buyer’s Agency Agreement)

What if they don't want to sign?

Why wouldn't they?

Normally they have either:

1. Had a bad relationship with an agent
2. Want to deal with the listing agent...

WHY?

I think I can save money!

"Do you realize that the listing agent is contractually bound to get the seller the MOST money they can for the property?"

Stay in the process and have them defend the fact they don't want representation.

Remember the 3 key words...

Why, How, What

**Decision time!**

If the buyer will not sign under any circumstances...





"I'm sorry, but the only manner I work with buyers is as a client, and with a representation agreement. I can't commit to the things I laid out without knowing that you are my client. It doesn't look like you agree with my position, which while I don't agree with it, I will respect your position. Purchasing a home is a huge decision and one in which I believe a buyer should be represented."

"I am obviously not going to be that person, but PLEASE find an agent that you trust to represent you."

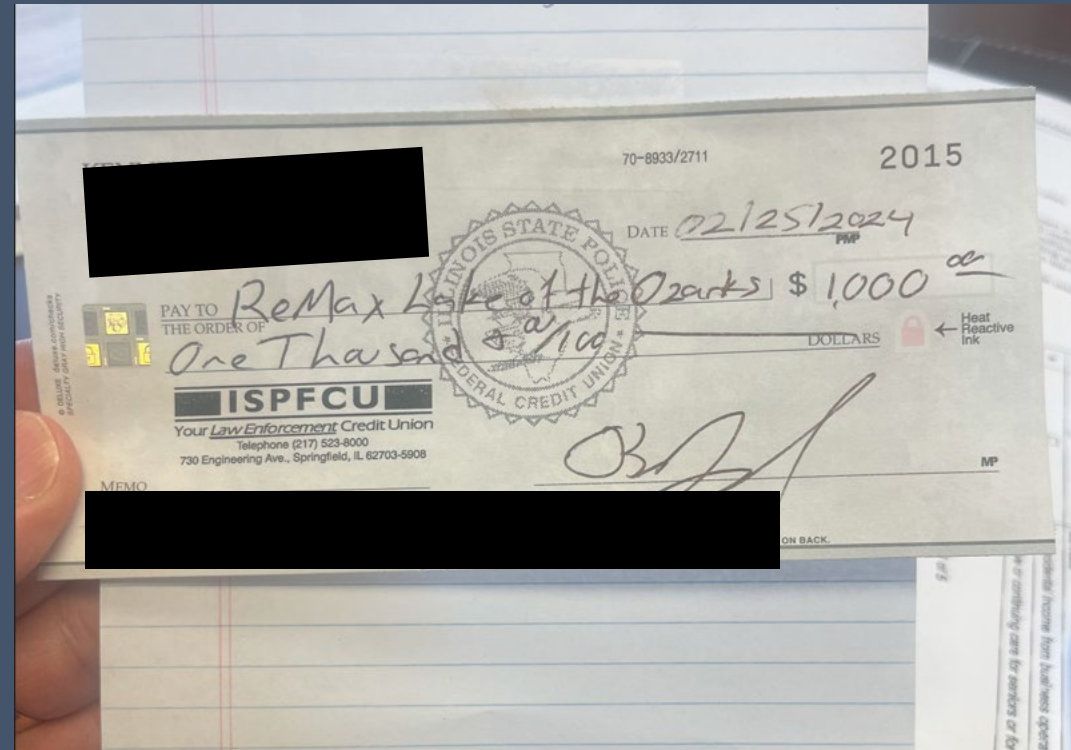
Get up, shake their hand, and end the meeting

However, should they agree to hire you (the vast majority will), now it's time to cover compensation...

# Really Bringing Value/Fortifying Commitment:

Consider an upfront retainer that is credited at closing.

Well, that didn't take long! One of our agents already collected a retainer!



Compensation may be paid by:

Buyer Responsibility

Seller Responsibility

Both Buyer and Seller (Not All States)

Regardless of HOW you are paid, you must decide your minimum fee for your services. This is an agent or brokerage decision.

1. Put an asterisk (\*) in the space for compensation
2. Under the “Special Agreements” section of the agreement:

“Fee to be that which is offered by the listing company, but under no circumstances shall fee be less than \_\_\_\_\_ % or \$\_\_\_\_\_”

Make sure to tell the buyer that PRIOR to showing any property, you will let them know if there is a deficiency between the fee being offered and your agreement.

Or...

My fee for working with you will be X% (\$X). This means that if a seller is offering a bonus to the selling agent, I will not charge it, and we will reduce the sales price accordingly.

On the other hand, if the fee offered is less than X% (\$X), you would be responsible for the remainder. I will let you know either situation prior to us viewing the property.

# Seller Issues: (Perhaps the Tougher Conversation)

1. Time is not a seller's friend.
2. Anything that elongates the timing of the transaction is to the detriment of the seller (not offering compensation upfront elongates the transaction)
3. Over 90% of transactions involve 2 agents
4. The "traditional" compensation structures created initial speed
5. Initial speed was promoted via MLS system
6. Speed creates bidding wars
7. Bidding wars are good for sellers!



# Seller Dialogue: Explaining the “Playing Field”

“There have been changes in the industry that you may or may not have heard about. Previously, I offered a portion of my commission to all the other agents who may have had a buyer for your house through the MLS system. Due to new rules, possibly beginning as early as mid-July, we will no longer be able to offer compensation via MLS. Although it is not required in anyway, it is in your best interest for us to offer attractive compensation to the X # of members of our MLS, as there is a greater pool of buyers among the other agents in MLS than I or any agent would have.”

Where previously an agent would have known via MLS what compensation we were offering, now they will in most cases be contacting me, to determine if what we are offering is in line with their buyer agreement. If there is a deficiency between their agreement and our offer of compensation, one of four things will happen:

1. Buyer will cover the deficiency
2. Contract will include us raising our compensation
3. Agent will decide to reduce fee to be in line with our offer
4. Buyer will decide to not look at the house

In every case, the process is slowed, which is not to our advantage. I would suggest that we offer X% to agents working with buyers so that we are able to create speed.

(Go back over the ave. DOM for past sales to validate the process)

# Comparative Market Analysis Property Sold

	Address	Original Price	Asking Price	Selling Price	%AP	DOM	Date	Bed	Bath	Garage
1.	3647 S Homewood	\$237,500	\$224,900	\$223,000	99.2	92	Oct- 23	3	2	2
2.	1627 S Jewell	\$239,900	\$239,900	\$232,000	97.6	68	Nov-23	3	2	2
3.	1849 Main	\$242,000	\$242,000	\$237,500	98.1	17	Jan-24	3	2	2
4.	2688 Johnson	\$239,900	\$239,900	\$245,000	102	6	Dec- 23	3	2	2
5.	2787 Catalina	\$249,900	\$239,900	\$239,900	100	30	Nov-23	3	2	2
6.	2942 Meadow	\$239,900	\$239,900	\$250,000	104.2	1	Oct-23	3	2	2
7.	2816 Cedar	\$247,500	\$247,500	\$242,000	97.8	16	Feb-24	3	2.5	2

**Average Days on Market**  
**Average List / Sale Price Ratio**

**32**  
**99.84%**

# 3 Last Thoughts...

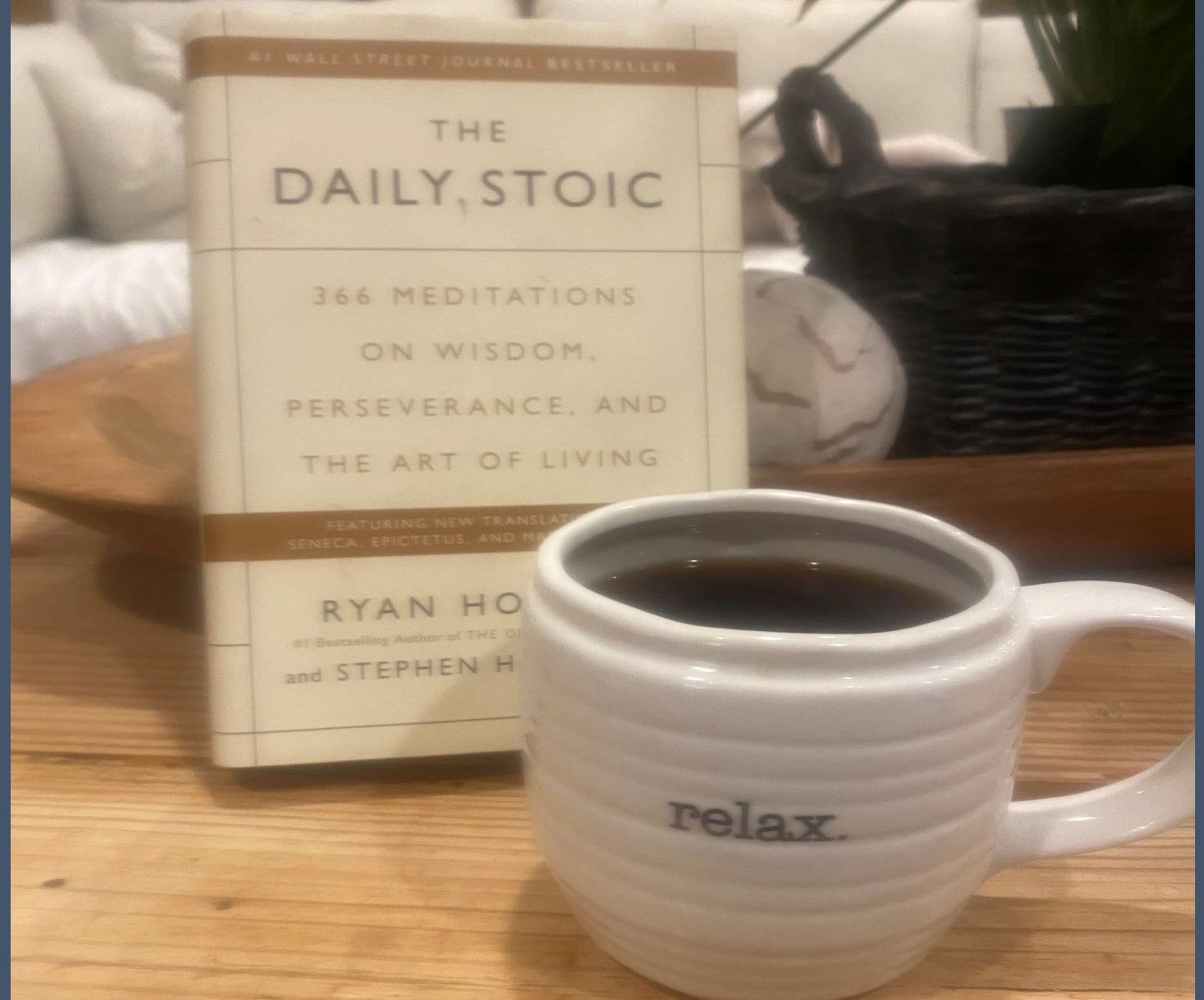
# 90 Days

# Practice



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

And Lastly...





*See you June 5th  
for  
Buyer Presentation  
Q&A  
(ZOOM MEETING!)*



# Thank You!

For more information please visit  
[waynefredrick.com](http://waynefredrick.com)

Presenting your Value to a  
Buyer Client

Madeline

[Admin@stfconsult.com](mailto:Admin@stfconsult.com)

417-860-4903

[Wayne@stfconsult.com](mailto:Wayne@stfconsult.com)

417-838-9944

