

WEDNESDAYS  
with  
WAYNE   
LIVE AGENT TRAINING

***Redefining the Buyer Value Proposition***  
***Session 2***  
***Begins in:***

**10:00**  
**Stop**

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Proposition  
Session 2***

# The 5 Steps

Discovery

Education

Value

Expectations

Commitment

# Discovery

## Beginning the Conversation

“As we go through the process today, I would like to ask you some questions about your goals in the home buying process.”

“Have you been through this process before?”

“Was it a good experience or bad experience?”

(Write answers down/Explore)

Go Three Deep!!! (What, Why, How?)

# The “Big Questions”

Do you think buying a home is easy or hard?

Do you think there is a lot or a little negotiation that goes on?

How many properties do you think you’ll need to look at before you purchase?

What are your thoughts on the current marketplace?

Write down and explore their answers!

## Getting Specific

If you would, please define your “perfect house” for me, in detail...

Write down all thoughts/answers!

Go “three deep” in your questioning until you are CRYSTAL CLEAR on exactly what the client is looking for in the transaction

Specificity is the key!

It is IMPOSSIBLE to spend too much time here!

**"Which of the items from our previous "perfect house" list is non-negotiable? In other words, if the house doesn't have "X" you don't even want to look at it?"**

**"What is important to you about (answer given)?"**

**"What else is important to you about (answer given)?"**

**"What would be the second most important feature?"**

**"What is important to you about (answer given)?"**

**"What else is important to you about (answer given)?"**



**“How about a third feature?”**

**“What is important to you about (answer given)?”**

**"What else is important to you about (answer given)?"**

**"Anything else that is important?"**

**Keep asking until the list is exhausted.**

Ask the buyer to "defend" each of their needs/wants for the new house, as you go

Example: "We need 3 bedrooms"

"Let's talk about the uses of each of the bedrooms"

"Well, 2 to sleep in, and the third for an office"

"Do you specifically need a bedroom for the office, or a space large enough for an office in the house?"

This conversation allows you to have clarity on the underlying motivations to the comments, and to possibly expand the parameters of the search.

Be willing to have this conversation about all features mentioned.

With low inventories, we are looking to expand the search criteria.

With high inventories, we are looking to tighten the search criteria.

The same process accomplishes both

“If I can show you a way we can satisfy these needs tonight, would there be any reason you wouldn’t hire me to represent you?”

# Time to Role Play!

# Education

After you have explored their answers, explain the reality of the current marketplace:

The speed of the marketplace

Lack of existing inventory

The importance of having financing secured

Multiple offers

Bidding wars

Be sure to get their thoughts on each and write them down!  
This sets the stage for the rest of the conversation.



# Value



“Should you choose to hire me to represent you,  
here is the 5-step process we will be using..”

# Step 1: Property Search Techniques

1. MLS – ALL RELATIONSHIPS
2. Neighborhood Mailers
3. Calls
4. Door Knocking
5. Networking with other Agents (Pre-Market)
6. Canvassing Past Clients

Hi!

I'm Wayne Fredrick with REMAX.

I have a situation that you may be able to help me with. I have a buyer who has targeted your neighborhood (street) as the specific area that they want to live. The problem is, there are no properties on the market.

This buyer is ready to buy, and is looking for the following features:

4 Bedrooms  
2+ Bathrooms  
2 Car Garage  
(Additional features)

This buyer is (pre-approved/cash) and is willing to negotiate on any terms you see fit.

If you have been contemplating a sale, please give me a call so that we can discuss next steps.

Please understand...This is NOT a fishing expedition trying to secure listings. I actually do have a buyer who loves your (neighborhood/street) and I am working hard to help them find their dream home and location.

Thank You!

Wayne

# The “Blue Ocean” Letter



## Step 2: Pre-Offer

I Will:

Generate a Market Analysis on all properties under consideration

We Will Review:

Covenants/Restrictions

HOA Documents

Any other pertinent information



# Step 3: Negotiation Strategies

## Proper Initial Offer Strategy:

The higher the initial offer, the lower the sales price. Less than the seller expects, but high enough they are afraid to counter.

## “Plan B”:

We will always have a “Plan B” house we are willing to purchase if the offer is not accepted. This will help to create leverage.

# Step 3: Negotiation Strategies (Continued)

## Market Analysis to Seller:

I will attach a market analysis to each offer so that the seller will understand how we determined our offer amount.

## Physically Presenting Offer to Seller and Seller's Agent:

I will make it a condition of the offer that I meet with seller and seller's agent (physically or via ZOOM) to present the offer. This is to make sure that our offer is not “spun” to the seller.

# Step 4: Contract To Close

I will provide recommendations on:

Inspectors

Contractors

Lenders

Title Insurance

Home Warranty

We will devise the proper strategy for Negotiating Inspection Remedies (if needed).

# Step 4: Contract To Close (Continued)

I Will:

Review Title Commitment

Review Survey

Provide you with a list of “To-Do’s” before closing

**Communication Guarantee:**

Weekly communication on progress and process.



# Step 5: CLOSING

Review HUD Statement prior to closing for accuracy

Attend Closing with you

# Expectations

# Expectations

“Let’s switch gears for a moment.”

“What do you feel you have the right to expect from me as your real estate agent?”

“What do you feel I have the right to expect from you as my client?”

# Expectations

“How does someone win with you?”

“How does someone lose with you?”

“What is your preferred communication method?”

“On a scale of 1-10 with 1 being dishonest and 10 being extremely honest, how honest do you want me to be with you?”

“I have my own list of what I think you can expect from me and what I expect from you.”

## What you can expect from me

To be punctual

To find the best homes

To be loyal

To be honest

To respect your time

To be sincere

To listen to your opinions

To negotiate the best price

To be your consultant

To relay information in a timely manner

## What I expect from you

To be loyal

To make an appointment to see property

To be honest

To be motivated to buy

To respect my time

To obtain a pre-approval letter (if needed)

To respect my opinion

To be realistic on inspection requests



*See you May 15th  
for  
Redefining the Buyer  
Value Proposition  
Session 3*

# Thank You!

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

Presenting your Value to a  
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