



COACH SUPER MIKE™

Taking Real Estate Agents to Pinnacle Levels™

Training Topic: Successful Buying Guide™

Successful Buying Guide

- **Exchange of contact information**– Addresses, emails (newsletter?), cell phones and schedules
- **Why (Name of Team)** ___ years of Experience, Testimonials, Self imposed evaluation, Staff
- **Representation**– Agency relationships. How do we get paid?
- **Buying a home in a “nutshell”** (over)
- **Assessment of needs**– Needs vs. wants
- **Financing**– Closing costs, down payment, seller concessions, PMI, appraisals
- **Service Providers**– Attorney’s, home inspectors, Insurance Companies
- **Process of elimination, not a process of selection** (concessions)
- **Distressed Properties**- Short Sales, REO’s, Foreclosures, Estates, Court/Bankruptcy
- **Pitfalls**– Septic, well, oil tanks, mold, wood destroying insects, radon, home inspections, appraisals
- **Making an offer**– deposit check, mortgage pre-approval, contract
- **Expectations:** Your timeframe? No pressure. Our day off.
- **“YOUR NAME”- Your Agent for Life**- Referrals for life treated like gold, loyalty
- **The “YOUR TEAM NAME” VIP/CONCEIRGE PROGRAM**
- **Review our email on basic tips** (YOUR WEBSITE, MLS site, pad, open houses, Assistant)
- **Evaluating homes**- Any home by any company, in out or ?, rate homes you like with 1-10 system
- **Search the MLS** together while setting up your automated email system
- **Rankings**– Our team has the highest rankings on the MLS, local marketplace.
- **Questions**– Comments, concerns, what have we missed?

**It is my our to provide you with excellent service and to
earn your referrals for life!**