

FIND AND SHOW HOMES

MAKING YOUR BUYER'S DREAM A REALITY

IGNITE POWER SESSION #8

Instructor Edition

In this chapter ...

- Finding the right home to show
- Show homes like a pro
- Getting to yes!



Instructor:

Timing: 3 hours

Take-aways of this chapter:

This session covers how to find and show homes to your buyers as well as how to deal with objections during the process.

- € *Learn techniques for qualifying homes to show your buyers*
- € *Develop your showing skills*
- € *Practice scripts that will help buyers in the decision-making process.*

IMPORTANT!

Daily Report Out – Instructor, it is important to the participants’ success that you do this every class! It is essential to the participant’s success to establish this habit and for you to hold them accountable. They will thank you for it!

1. *Daily Calls – every class will include Real-Play calls*
2. *Qualify Properties*
3. *Point Out Benefits*
4. *Buyer Objections*
5. *Show Homes*

Remember that the participant benefits from doing the actual work in class with your guidance and support! You are the hero who helps them achieve!

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Today's Expectations

Cappers in Training

1. Learn techniques for qualifying homes you find online.
2. Develop your showing skills.
3. Practice powerful scripts that will help your buyers in the decision-making process.

Ignite Faculty

To maximize your learning, your Ignite faculty is committed to:

1. Show great role model **videos** in class, if applicable.
2. Devote the majority of time on **activities** in class.
3. Role model what it takes to be highly successful. Guide and support the Cappers in Training by holding them accountable to their **Daily 10/4** and **Mission**, and during the phone call activity make calls along with the class.

Instructor:

Cover this page thoroughly and make sure everyone knows what's expected and has completed all Mission work.

Remember there are expectations for you too! Help participants be successful!

Be sure to review the videos in the Mission prior to class.

Instructor:

Hold the participants accountable to their Mission work and Daily 10/4!!

Action Reveal

There are three parts to the Action Reveal.

Daily 10/4!!

1. Review **Mission** assignments and get questions answered.

a. Answer questions about any videos watched.

b. Provide your aha's from the Mission.

When participants have a question about the Mission,

2. Announce your **Daily 10/4** activity results from the day before class and review leaderboard standings. Celebrate successes!

before you answer, ask the class, "How

3. Make **Real-Play** calls in class.

would YOU answer that?" This is a good way to check for understanding and to reinforce participants learning from one another.

Ask questions (on the PPT) to ensure learning from the videos.

Ask for aha's from doing the Mission and working on their Daily 10/4.

IGNITE

Complete this **Mission** prior to attending Ignite Power Session 8

Mission 8

DONE ✓

1. Daily 10/4 – develop your lead generation habit



Complete your Daily 10/4 daily!



Write notes on the homes you previewed and bring to class to share



Report out – be prepared to share your Daily 10/4 results in class



Bring a supply of notecards, business cards, and stamps for handwritten notes

DONE ✓

2. Extend your learning



Practice scripts with a partner

DONE ✓

3. Follow up – with previous Power Session



Complete activities from the Action Plan in the previous Power Session

DONE ✓

4. Grow your database – with your current contacts



Bring your prepared contact list and your laptop/tablet to the next Ignite class

*Access videos from KWConnect.com. Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.



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Report Out – Daily 10/4

Note: For help using myTracker, refer to instructions on the back of your Mission page.

Report on Your Daily 10/4 Activities

The **Daily 10/4** is your most important business activity!

Keep track of yourself and your fellow Cappers in Training and cheer their successes!

Capper in Training	10 Contacts Added	10 Connections	10 Notes	Homes Previewed
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11 Instructor				
12.	<i>Have participants report on the Daily 10/4. This is to be done EVERY class!</i>			
13.	<i>1. Participants should have entered their activities into the electronic myTracker —</i>			
14.	<i>show the leaderboard results in the classroom (on a projector if you have one.)</i>			
	<i>2. In addition, have each participant either fill in his/her numbers or you can fill the numbers on a white board or flip chart that is displayed in the classroom.</i>			

Techniques such as competitions will promote productivity and comradery in the classroom—refer to your Ignite Instructor Tools for ideas and inspiration.

Instructor:*Remind**participants that**Real-Play is a money-making activity done in the classroom**with the support and guidance of you and fellow participants.**Ask for results at the end of the call time!**Celebrate**successes!*

Your Turn – Lead Generate for Business

Daily 10/4 Real-Play

Say an affirming message out loud. **“My business is growing as my database grows!”**

1. Get your phone and your list of contacts you prepared for this calling session. This week you'll be calling people **from personal and professional service industries** and any **referral** names you've received by now.
2. Use scripts included here.
 - Goal #1: Call for 20 minutes and make **contact** with as many people as possible.
 - Goal #2: Always ask for **referrals** from each contact and offer your **app**.
 - Goal #3: Secure an **appointment**.
3. Record your results below and share them at the end of the call time.

Reminder: Comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

Results

Name	Phone Number	App ✓	Referral Name	Result of Call
1.				
2.				
3.				
4.				
5.				
6.				
7.				

4. Write a note to 2 – 3 people you called to thank them for their time.

Time: 20 minutes

Scripts for Calling Personal and Professional Service Industries

CREATING REFERRAL PARTNERSHIPS WITH BUSINESS OWNERS YOU HAVE DONE BUSINESS WITH

Hi _____ (*business owner*), I'm _____ with Keller Williams Realty. I'm in the process of creating a list of preferred business and service providers to give to my clients. Since I frequently have clients ask me for a good _____ (*dentist, landscaper, or other business*), I only want trusted companies to refer them to. Since I have had excellent service from you, would you and your business be interested in being included?

(If yes, continue . . .)

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

(If yes, continue . . .)

Excellent! How about we confirm each other's contact information so that we can get started?

CREATING REFERRAL PARTNERSHIPS WITH BUSINESS OWNERS YOU HAVE NOT DONE BUSINESS WITH

Hi _____ (*business owner*), I'm _____ with Keller Williams Realty and I'm in the process of creating a list of preferred business and service providers to give to my clients. Since I frequently have clients ask me for a good _____ (*dentist, landscaper or other business*), I'm looking for a trusted company to refer them to. I've heard good things about your company. Would you and your business be interested in being included?

(If yes, continue . . .)

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

(If yes, continue . . .)

Excellent! How about we confirm each other's contact information so that we can get started?

Get Your Head in the Game

The Journey

The journey from buyer consultation to offer is the most exciting and rewarding part of working with buyers. Finding the right home as quickly as possible is a win for the buyer, and a win for you because you can work with as many buyers as possible.

Here are some NAR* statistics that will help with the home search process:

- The typical home buyer searched for 10 weeks and viewed 10 homes
- 92 percent of buyers used the internet in their home search process
- 50 percent of buyers use a mobile website or application in their home search
- 98 percent of buyers, who used an agent, viewed real estate agents as a useful information source
- More than 50 percent of buyers reported finding the right home was the most difficult step in the home buying process.
- 24 percent of recent home buyers reported the primary reason for the recent home purchase was a desire to own a home
- 9 percent purchased a new home due to a job-related relocation or move
- 8 percent bought for the desire to be in a better area or a change in family situation

Instructor:
Discuss each of these NAR statistics and ask for feedback on how they apply to working with buyers.

Ask for their aha's.

* SOURCE: NATIONAL ASSOCIATION OF REALTORS 2014 PROFILE OF HOME BUYERS AND SELLERS

Make It Happen – Working with Buyers

In order to have a successful home search process, focus on these three steps:

1. **Find** the Right Homes
2. **Show** Qualified Homes
3. Bring Your Buyers to a **Decision**

1. Find Homes

TRUTH

92% of buyers used the Internet in their home search process.

There is no doubt your buyers will be searching the Internet on their own. It's your job to help them identify which homes are actually worth the time to see.

Your thorough buyer consultation helped establish exactly what the buyers are looking for in their dream home. Leverage that criteria using online property search sites to find several homes for your buyers to view.

1. Set them up on a buyer instant notification (BIN) system that lets them know when a property matching their needs appears on the market.
2. Monitor what your buyers receive from your KW website and app through your back-office tools.
3. Contact them when you find a property they should see. Likewise, ask them to contact you immediately when they find something they would like to see.

Instructor:

This is where knowing the market can save time and frustration. When working with buyers, set the expectation that whenever the buyers see a home online they really like, they should do a drive-by before deciding if they really want to see the inside! If you have already previewed the home they want to see, be sure to let them know if you think it is a good match or not and any relevant details you noticed.

4. Continue to check in periodically to see what your buyers think of the homes in their search. If no homes meet their criteria, you may have to meet with them again to realign their expectations.

Keep your buyer's focus on the top five to seven homes you've selected for them to view based on their needs. Use this script:

SCRIPT**Keep the Focus on the Best Homes**

Mr./Ms. Buyer, when we do find the right home, we'll need to act quickly, and I know you are going to have that feeling of "Well, is there something better out there?" But I have to tell you, the best homes sell right away because they are the best homes.

Do you want to see all the homes, or do you want to find the right one quickly?

Qualify Homes Found Online

You know your buyers will be searching online, so when they call you and are excited because they have found "the one", remind them that you still need to qualify the home before you jump in the car to show it.

1. **Check** the MLS to make sure the home is still available.
2. **Compare** the features of the home with your buyer's wish list and **Five Must-Haves** sheet.

Is it really a good fit, or are the buyers letting an emotional factor cloud their better judgment? If it doesn't seem like a good match to you, take advantage of the opportunity to further fine-tune their wants and needs. Simply asking two or three questions can save you an hour of time viewing a home that doesn't meet their criteria.

You told me that _____ (feature) was one of your five must-haves. Two of the homes you sent me do not have _____ (feature). Is that something you are willing to give up?

3. **Make a showing appointment.** Leverage the trip by checking to see if there are other comparable homes your buyer might want to see at the same time.

Instructor:

Your Turn – Qualify Properties

Choose the Best Properties to Show Your Buyers

1. Choose a partner to work with. One will be the agent, and the other will be the buyer.
2. **Buyer:** Determine the type of home you would like to buy. You can model it after your current home, a home you previously lived in, or even your dream home. Come up with the following criteria: price range, neighborhood or area, and number of bedrooms and bathrooms. Are there other or special features you would like in a home?
3. **Agent:** Log in to your MLS and enter the buyer's criteria:
 - Price range (use the average for your area)
 - Neighborhood (choose one of the most popular or your geographic farm)
 - Number of bedrooms and bathrooms
 - Special features (pool, formal dining room, finished basement, etc.)
4. **Agent and Buyer:** Determine the Five Must Haves.
5. **Agent and Buyer:** Based on the number of homes that result from the search, refine their criteria until you have 15 (or fewer) properties to review.
6. **Agent and Buyer:** Using just these 15 (or fewer) properties, further refine them with your buyer until you have a maximum of five to seven homes.

Time: 15 minutes

Have participants form pairs (or triads if there are not enough laptops to go around).

Conduct a group discussion on how you would reduce the list of matching properties down to 15 and then to a final five!

Ask for their aha's from the exercise.

Aha's from Activity

- _____
- _____

Instructor:

Tell:

2. Show Homes

By showing your

buyers the best

homes first, you

can reduce your

touring time. Once

your buyers

realize that

nothing compares

to the first one or

two homes they

saw, ask them if

they want to make

an offer on one of

those!

Tell: *It will take*

approximately 3 to

4 hours to tour 5

to 7 homes. Avoid

anything longer as

it will only exhaust

your buyers and

make it difficult

for them to

remember the

properties shown.

Organization and the ability to guide your buyers toward a decision will make your home showings successful.

Prepare to Show Homes

- Look at the showing instructions on the MLS to schedule the show times.
- Always call the listing agent to see if the home is available and if there have been any offers.
- Set the home tour date with your buyer, with a specific start and end time.
- Try to give a 24-hour notice if possible.
- Check with your buyer to make sure they have earnest money ready if necessary.
- Preview the homes and eliminate any that do not meet their criteria.
- Prepare and educate yourself about the homes and demographics—be the source of information.
- Determine which route to take, always showing the best homes first.
- Arrange to meet with your buyer at your office or in front of the first home you will be touring.
- Print out two detailed MLS information sheets for each property you plan to tour with your buyer.
- Place the MLS information sheets in the order you will tour the properties, and include a home tour checklist for each one so the buyer can record their own comments. Make one set for your buyer and one for yourself.
- Make a copy of the Five Must-Haves sheet that was filled out during the buyer consultation, and include it with the MLS and Home Tour Checklists you will give to your buyers.

Help Buyers View Homes

One of the most important parts of preparing your buyers to evaluate the home is to help them understand the things they should look past. As you ask buyers for their comments on the homes, help them to distinguish between the things they liked and didn't like.

- If their dislikes are things like the yard size or structure of the home — things that cannot be easily changed — ask them if that is a deal breaker.
- When it comes to things like wall color or lack of landscaping, discuss easy low-cost solutions and help them see past these issues.
- Have your buyers use the **Home Tour Checklist** to guide them as to what to look at in the home and to make comments.

You should use the Home Tour Checklist (found in the Ignite Toolkit) as well.

Remember: every time you take buyers out to look at a home, you are also previewing the home for other potential buyers. As a real estate expert you need to be aware of what is on the market.

HOME TOUR CHECKLIST			
Property Address:			
Property	Comments	Exterior	Comments
✓View		✓Foundation	
✓Lot Size		✓Roof	
✓Landscaping		✓Architectural Style	
✓Square Footage		✓Deck/Patio	
Interior	Comments	✓Swimming Pool	
✓Number of Bedrooms		✓Garage	
✓Number of Bathrooms		✓General Exterior Condition	
✓Living Room		Location	Comments
✓Kitchen		✓Convenience to Work	
✓Dining Room		✓Convenience to Shopping	
✓Family Room		✓Convenience to Schools	
✓Study		✓Convenience to Day Care	
✓Fireplace(s)		✓Nearby Recreation	
✓Openness		✓General Appearance of Houses in the Area	
✓General Interior Condition		✓House Value Relative to the Area	
✓Basement		✓Other	
Additional Comments:			

Tour the Home

Instructor:

1. Ring the doorbell even if the home has a lockbox. If the property is occupied, ring the bell at least twice before entering. Before going beyond the entry, shout, “Hello, real estate agent” a few times to make sure no one is at home.
2. Record your own comments on your copy of the MLS sheet for each property as you show it.
3. Have your buyers give descriptive names to help them visualize the homes individually (e.g., “The Great View House,” “The Creek House,” “The Fountain House,” “The Smelly Cat House”).
4. While touring properties, avoid making comments. Let your buyers come to their own conclusions. Instead, ask questions. You want to get inside their heads to determine if this home is really a match for what they want. Try asking: “What would you change about this house?” This can give you the knowledge you need to get them to the proper home.
5. Help buyers identify their perfect home by pointing out the benefits—not the features—that align with the needs, wants, and values you have already identified with them. Features are attached to the property, benefits are attached to the buyer. For example, if the home has new windows, point out the benefit, not just the fact that they are new: “New windows mean you’ll have lower utility bills, so you’ll have some extra spending money every month.”
6. Have the buyers rank the houses you have shown them in order 1-5. If you are working with a couple, have them do this at the same time to see if they are on the same page. This exercise will help the buyers self-discover as to what is really important to them in their new home.
7. Finally, ask the buyers “Do you see yourself living here?” Follow up with “Why?” or “Why not?” If they respond affirmatively, ask, “Are you ready to make an offer today?”

Tell:

Couples may want to exchange opinions on their own; be sure to give them some private time by stepping outside or into another part of the home.

Also, point out

that you are

stressing benefits (not features)

throughout the home tour.

Don’t “Vanna White” the house; let the buyers make comments.

Ask:

Why is it important to ask if they are ready to make an offer today?

Home Touring Etiquette

As a professional agent, it's important that you observe basic etiquette when showing homes to your buyers.

Instructor:

Review home touring

etiquette.

Relate any stories you

have that will enforce these points.

There are

added lines for the

participants

to add

additional

points.

- Leave the home as you found it, including lights and AC/heat.
- Be sure to look for and observe all touring notes in the MLS or given by the listing agent.
- Be mindful of pets when opening exterior doors or going into the backyard (seller may not realize how dangerous their pets can be to strangers and you don't want to chase an animal throughout the neighborhood while your buyers wait.)
- Leave a card on the counter to let the seller know you were there (if the home listing should expire, it may be good that the seller knows you actually brought buyers in).
- Make sure to secure and lock the house when you leave.
- Notify the listing agent if you notice anything is wrong.
- _____
- _____
- _____

Your Turn – Benefits

Point Out Benefits

1. Working with a partner, use the chart below to list three common home features you might want a buyer to notice (e.g., new roof, fireplace).
2. List the benefits of that feature.
3. When called upon, stand up and read off the benefits of the feature you listed without naming it. The class will guess what feature you are talking about. Use the extra space provided to write down what the other groups say.

Feature	Benefit
<i>Large Yard</i>	<i>A place for the kids to play soccer Plenty of room for the dog to run Great place for entertaining friends</i>

Instructor:

Have participants break into groups of two. They will write down three features of a home and then any benefits they can think of for each feature.

When all teams are done, have one person from each pair read the benefits and have the class guess with the feature is.

Aha's from Activity

- _____
- _____

Time: 10 minutes

Recognizing Buying Signals as You Tour the Home

Pay attention to your client's buying signals as you are touring properties. This will give you the leverage you need to help the buyer make a decision.

Instructor: Once you know who the decision-maker in a family is, keep your focus on them, if possible.
Review this list.

Ask: What else Some of the most common buying signals are listed below.

might be a buying signal?

1. Body language and facial expressions (smiling, brightening up)
2. Asking about a seller's motivations
3. Asking detailed questions—such as about the seller's disclosure or taxes
4. Visualizing furniture placement
5. Comparing other houses to it
6. Discussing new paint or carpet
7. Sitting down in the house
8. Becoming protective—not wanting other buyers to see the property
9. Asking for a second showing
10. Raising objections

Additional lines are available for the participants to write in more buying signals.

You may be surprised by number 10. It is a common misconception that objections such as “I don't like _____” means that a buyer is not interested in a property. Objections can actually be strong buying signals. When buyers raise an objection to some features of the home, it may mean they are imagining themselves in that home.

- _____
- _____
- _____

Common Objections During Home Viewing

SCRIPT

Objection: *We love it, but we haven't seen enough properties yet.*

Mr./Ms. Buyer, my role as your buyer specialist—and the reason why we met for a consultation—is to sort through the homes that meet your criteria and only show you the best available homes, the cream of the crop. And the best homes on the market go fast, usually in one, maybe two, days. If you love this home, chances are someone else does too! Are you willing to lose the perfect home for you, your WOW home, the one you will absolutely love, just so you can see everything out there?

SCRIPT

Objection: *We really want a formal dining room.*

Mr./Ms. Buyer, remember at our first meeting when we talked about there being no such thing as a 100 percent house? (Refer to the Five Must-Haves sheet.) We identified _____ as being the five must-haves in your new home. Has a formal dining room taken precedence over one of these items? If so, which one? (If yes, you will need to begin a new search.)

SCRIPT

Objection: *We don't like the carpet/paint color/landscaping.*

I hear what you're saying and this home does offer you a chance to add your own personal touches. Would it be better for you to pay a higher price for the seller to make the changes or just re-do this one thing yourself to meet your specific needs? Great!

The more houses you show them, the less competent they think you are!

Tony DiCello, Vice President Coaching, Research and Development, KW MAPS

3. Bring Your Buyers to a Decision

Remember, you are not a tour guide with a lockbox key! Your job, once you have helped them find the right home, is to facilitate the decision-making process for your buyers so they can make an offer and get the home they want—before someone else does.

Instructor:

Talk about

how you bring

buyers to a

decision.

This is an important milestone in the home buying process.

Ask:

How do you

handle buyers

“afraid to pull

the trigger”?



Where there is no passion, there is no vision.
Mo Anderson, Vice Chairman of the Board, Keller Williams Realty

The Decision-Making Process

1. Each time you show a new property, ask your buyer to **rank that property** on a scale of 1–10. You should each record that number on your Home Tour Checklists. The purpose is to continuously decide which property is ranked at the top for a possible offer. Ask them why they ranked a home lower or higher.
2. After each showing, **ask if they want to purchase that home**. If not, find out why not. This is your opportunity to further understand or to reassess the buyer's needs, wants, and values.
3. When you have finished touring homes, put all the MLS sheets together in their order of ranking. Eliminate all but the **top two ranking homes**.
4. Take the **highest scoring home** and ask, "So is this one your favorite? Is it going to be your new home? It does meet everything on your checklist, doesn't it?" You can validate their choice by adding, "I can see why you are so excited about it!"
5. Take the MLS sheet of the top-ranking home, flip it over, and draw a line from top to bottom. On the left side of the line write pros, and on the other side write cons. Dig deep with your questions to truly pull out what they like and don't like about the home. This way, your buyers don't feel like you are pushing the home sale on them, and it helps you isolate objections.

<i>Pros</i>	<i>Cons</i>

6. Ask them to **make an offer**! Once they have clearly narrowed in on the highest ranking house, help them focus on the next step—making an offer—by asking, "So would it make sense for us to go back to my office to do some research on house prices in the neighborhood to see what would be a good offer?"

Instructor:
Talk about possible roadblocks in this process. Talk about how you have handled any roadblocks with your buyers.

Video

Activity: Create Buyer Urgency

Instructor:

Find this video online on Ignite on KWConnect, under Instructor Resources for this Power Session. Play the video and ask for aha's.



- Watch the video **“Create Buyer Urgency”** (3:29)
- What are your aha's?

Time: 5 minutes

What, No Offers?

If your buyers do not want to make an offer on any of the properties you show, make sure you understand why. Then be sure to schedule the next appointment before you say goodbye. Even if you have nothing lined up to show yet, never leave an appointment without scheduling the next!

SCRIPT

Set the Next Appointment

Mr./Ms. Buyer, before we part company, let's get out our calendars and set up our next meeting to look for that home you want to buy. If nothing worth seeing has hit the market by Friday, I will call you, and we'll reschedule for the next Saturday.

Instructor:
*Read the
scripts to
the class.*

Overcome Buyer Reluctance

Once you have seen the best houses that meet the buyer's criteria, you may have to help your buyers overcome buyer reluctance. It's a common issue many people experience when they are suddenly faced with the reality of making an offer for one of the greatest financial investments of their lives!

Your job is not to try and sell your buyers a home that isn't right for them, but it is your job to help them recognize when a home fits their needs, wants, and values.

When buyers are sure they like a house, but are reluctant to take the next step to make an offer, reassure them that the simple step of making an offer is not as binding as they may think.

SCRIPT**Objection: *What if prices drop?***

Mr./Ms. Buyer, are you most concerned about the price of the home, or the monthly payment on the mortgage?

Of course, the monthly payment, I would have to agree with you. Let me ask you another question: do interest rates generally go up faster than home prices come down? What do you think?

Yes, no doubt about it. In fact, interest rates could rise one percent tomorrow, right? Well, home prices would have to come down 10 percent to make up for a one percent rise in interest rates. So if you are looking for a \$200,000 home, do you think interest rates might go up one percent before home prices come down \$20,000 in your price range?

I would definitely agree with you there. So let's do the right thing and make an offer today before interest rates go up.

SCRIPT**Objection: *We want to sleep on it.***

You're right. This is a huge decision. However, I have to give you fair warning with as little pressure as possible. If you are ready to write an offer on this home, other buyers may also be ready to write. Being first to write will make a difference in negotiating the best possible price for you.

Is there something specific holding you back? How can I assist you with your decision?

If they still want to wait...

That sounds good. I will call the listing agent first thing in the morning to see if the home is still available and then I'll call you. Do you have any questions on the property I can get answered for you?

Do you have any other purchasing concerns I can assist you with?

Regroup and Rethink

If you have shown more than the average number of homes and your buyers have not made an offer, it is time to go back to the drawing board.

Own it! Whatever the issue was, now it's time for you to rectify the situation. Sit down with your buyers back at the office and review your needs analysis—perhaps there were things you did not uncover the first time. Get on the MLS together, and refine your search. When a new set of homes comes up, make appointments to see them immediately.

If nothing comes up, it's best to get to the bottom line quickly, and move on if you are not going to get the results you are after.

SCRIPT

Get to the Bottom Line with Your Buyers

Mr./Ms. Buyer, what you are looking for doesn't exist. So, we have to make a decision:

1. You can step into a higher price point.
2. You can adjust your expectations.
3. You can step away from the home buying process for a year and see what happens.

What is the best course of action for you?

If they are willing to adjust their expectations, do a new search. If not, re-categorize them as a low priority buyer, and stop devoting your showing time to them.

Keep them on your campaign, and tell them to get in touch with you if a property eventually comes on the market that they would like to see

Instructor:

Your Turn – Buyer Objections

Have participants break up into groups of two. Have them practice responding to objections. Circulate around the room to be available for any questions and to observe the role-play.

Practice Buyer Objection Scripts

- With a partner, practice the scripts on the previous pages, taking turns being the agent and the buyer.

Time: 10 minutes

Aha's from Activity

- _____
- _____

Customer Experience Focus

Keep your buyers focused on their objective: finding the home that most closely matches their needs and wants, and then making an offer on it quickly so that it can become theirs!

Be proactive when it comes to communicating as you both try to find the home on the Internet. Establish how they like to keep in touch—is it email, phone calls, or text messages? Talk to them about how often you will be in touch—is it every time a new home comes on the market, plus a weekly communication to check in? Whatever you establish, stick to it!

Also, you will be spending a lot of time with your buyers, so bring plenty of resources to cover any eventuality, and make the experience as comfortable as possible!

Instructor:

Ask:

What else would be helpful to have to ensure your buyers have an exceptional experience?

Items to Take			
	Paperwork (list of customer needs and wants, contract, MLS sheets)		Paper goods (tissues and toilet paper)
	Map		Office supplies (pens, pencils, notepad, tape, stapler)
	First aid kit		Umbrellas (2)
	Flashlight		Beverages and snacks
	Tape measure, level		Entertainment for kids (coloring books with crayons, movies)
	Digital camera		

Your Turn – Show Homes

Instructor:

Ask for two volunteers, one to act as agent and the other to act as buyer.

Both volunteers will use the Five Must-Haves shown listed during the mock tour.

Ask the rest of the class to observe and jot down feedback.

Ask for aha's.

“Mock” Show a Home

Practice touring a home, while pointing out benefits and handling objections.

1. Your Ignite faculty will ask for two volunteers – one “agent” and one “buyer.”

- **Agent:** Mock show a home by pretending the classroom is the house. Point out features and benefits that correspond to the buyer’s mock needs analysis and handle any objections raised.

Assume a Buyer Needs Analysis has been done, so you can reference the mock needs analysis; for example, “Here you will see the formal dining room for the large dinner parties you like to host.”

- **Buyer:** Raise common objections as you “tour” the home. Objections like “we wanted a bigger yard”, “we want to see more properties”, “I hate the carpeting” and “we want to sleep on it”, etc.

Five Must-Haves

1. Large eat-in, chef-inspired kitchen
2. Room for an office
3. Three-car garage (for their boat)
4. Large yard (for kids and dogs)
5. Move-in ready

2. All remaining Cappers in Training: Observe the actions of the “agent” and “buyer” and jot down notes for constructive feedback.

Time: 20 minutes

Aha's from Activity

- ---
- ---

Putting It All Together

1. **Action Plan**
2. **Prepare for Your Next Class**
3. **Recall and Remember**

Action Plan

Recap of all assignments from today, and in preparation for next class.

Action	Completed / Due Date
Complete your Daily 10/4.	
Enter numbers into myTracker.	
Continue to preview and visit homes to practice touring and identifying features and benefits.	
Practice your buyer scripts and objection handlers.	
Complete your Mission for the next class.	

Bring your phone, laptop/tablet, and database to every class.

Prepare for Your Next Class


Prepare for your next class by completing the Mission prior to the next scheduled Ignite Power Session.

Instructor:
Ensure that participants are preparing with their next Mission!

Download your **Mission** for the next class from Ignite on KWConnect.

IGNITE		Mission 9
Complete this Mission prior to attending Ignite Power Session 9		
DONE ✓	1. Daily 10/4 – develop your lead generation habit	
<input type="checkbox"/>	Complete your Daily 10/4 daily!	
<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share	
<input type="checkbox"/>	Report out – be prepared to share your Daily 10/4 results in class	
DONE ✓	2. Extend your learning	
<input type="checkbox"/>	Practice scripts with a partner	
DONE ✓	3. Follow up – with previous Power Session	
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session	
DONE ✓	4. Grow your database – with your current contacts	
<input type="checkbox"/>	Bring your prepared contact list and your laptop/tablet to the next Ignite class	

*Access videos from KWConnect.com, Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email support@kw.com.



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Your Turn – Prepare

Targeted Prospecting

Every day in class you will be making calls to specific targeted groups. We will follow the three-step process each time.

- 1. **Prepare** – Create your call list for the next class
- 2. **Take Action** – Real-Play calls will be made in the next class
- 3. **Maintain** – Notes will be written to all those you call in class.

Prepare Your List

For your next class, you will focus on people you know from **clubs** you belong to (sports, gyms, country club, sorority, etc.) and people you know from places of **worship**. As usual, include the referrals you’ve received.

Industry	Name(s) and Phone Number(s)

Instructor:
Ask participants to write names and phone numbers. Tell them to complete this list and be prepared to call these people next class!

Recall and Remember

Instructor:

Allow time for

Cappers in

Training to

complete this

Recall sheet.

Ask for their

answers

before

supplying the

correct ones.

How should you qualify homes found online?

Check the MLS and listing agent, compare the features with your buyer's wish list, and look for comparable properties close by for more efficient showings.

Why is it important to not make comments when touring a home with your buyers?

This will let your buyers come to their own conclusions. This will help determine if the home is a match for them.

What is the difference between benefits and features?

Features are attached to the property, benefits are attached to the buyers.

Why is raising objections considered a buying signal?

When buyers raise objections, it means that the buyers are beginning to imagine themselves in the home.

How many contacts in your KW eEdge database by the end of Ignite? 200 new +
your

How many contacts do you have today? _____

*existing
Mets*

*They should have more than 100
by now!*

From Aha's to Achievement

AHA's

Instructor:

Have participants fill in their aha's individually, or brainstorm as a group

What are your Aha's?

BEHAVIORS

Instructor:

*Ask: How will you translate your aha's into concrete changes in your behaviors? Example: **Aha**—I need to practice my scripts. **Behavior Change**—find a script partner and schedule time.*

What behaviors do you intend to change?

TOOLS

Instructor:

Tell: List out the tools you will use to achieve real behavior change.

Example: accountability tool, timeblocking on calendar.

What tools will you use?

ACCOUNTABILITY

Instructor:

Tell: Evaluate what kind of accountability will sustain your behavior change. Is this an accountability partner? Mentor? MyTracker? Be realistic. The best accountability system is the one you will use.

What does accountability for this look like?

ACHIEVEMENT

Instructor:

Tell: Think of the results you want to achieve. What are you doing to get there? What do you have? What will you do?

What will you achieve?

Enhance Your Learning

Use Tools

Home Tour Checklist

The Five Must-Haves

Connect on Social Media

Keller Williams Facebook Page -

<https://www.facebook.com/KellerWilliamsRealty>

KW Blog - <http://blog.kw.com>

Inman - <http://www.inman.com>

Ignite Correction/Suggestion Log

Your Name: _____ Market Center: _____ Date: _____

Page #	Change

Scan and email any course corrections or changes to kwuhelp@kw.com.

Or mail to:

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