

# LPMAMA BUYER SCRIPT

DIG 3 LEVELS DEEP WITH EACH QUESTION.

## LOCATION - WHERE DO THEY WANT TO LIVE?

Agent: That's fantastic, real quick as I look up that information tell me, are you looking specifically for homes in the \_\_\_\_\_ area?

If YES: Great! What do you like most about that area?

If NO: Great! What areas are you looking to .... BUY A HOME.... in?

### DIG DEEP QUESTION EXAMPLES:

What's important about \_\_\_ bedrooms?

What would having a home office mean for you?

We've discussed in great detail what you're looking for, is there anything we missed?

## PRICE -- HOW MUCH CAN THEY AFFORD?

The home you called on is listed at \$\_\_\_\_.

Is that the price range you are looking to buy in?

If YES: Okay, great! How did you come up with that price range?

If NO: So, what price range are you more comfortable buying in? Just out of curiosity, how did you come up with that price range?

### DIG DEEP QUESTION EXAMPLES:

Everyone wants a "good deal" when they buy a home. What does that mean to you?

If we find a home in that price point that fits your wants and needs would you be ready to put in an offer?

## MOTIVATION - WHEN CAN THEY MOVE IN?

Just out of curiosity, do you currently rent or own your own home?

OWN: Will you need to sell your home before you buy a new one?

Wonderful! Ideally, when would you like to be in your new home?

RENT: So, are you in a long-term lease, or are you month-to-month? Great! If you found the perfect home today, would you be able to get out of your lease early?

### DIG DEEP QUESTION EXAMPLES:

What is your timeframe looking like to realistically ... BUY A HOME....?

What happens in \_\_\_\_ months/years?

What is stopping you from making your dream a reality?

## AGENT - HAVE THEY SIGNED A BUYER AGREEMENT?

Agent: That's fantastic, real quick as I look up that information tell me, are you looking specifically for homes in the \_\_\_\_\_ area?

By the way, how long have you been looking for a new home?

Good. How many homes have you toured? Excellent! Just out of curiosity, how have you been touring homes? Are you going to open houses, knocking on doors, or having an agent show you?

IF AGENT: Okay, great! Are you calling signs and having the listing agent show you the homes or do you have an exclusive agreement with an agent? Okay, so you're not working with one agent exclusively yet?

### DIG DEEP QUESTION EXAMPLES:

What is important to you about the next agent you hire?

How many agents have you interviewed for the job of helping you.... BUY A HOME.... ?

Wow! You've been looking for \_\_\_ long?! Who is helping you navigate the Real Estate Market?

## MORTGAGE - HAVE THEY BEEN PRE-APPROVED

When you buy your home will you be paying cash or will you need a mortgage?

IF MORTGAGE: Great! Have you spoken to a lender about getting pre-qualified for a loan?

IF YES: Wonderful! Who are you pre-approved with? Have you received your preapproval letter?

IF NO: Great, well that is going to be your first step! Most sellers won't even consider an offer that's doesn't have a preapproval letter attached. Would it be okay if one of our preferred lenders give you a call?

### DIG DEEP QUESTION EXAMPLES:

Do you know the difference between a preapproval letter and a prequalification letter?

How did you find your lender?

Did you shop around?

## CLOSING- CLOSE FOR THE APPOINTMENT

Based on the information you have given me, here is what I recommend we do: Let's meet as soon as possible to go over the home buying process, do a complete market overview of the areas you're looking to buy in. get you indise the home on \_\_\_, and look at some other home that meet your criteria.

Does tomorrow at \_\_\_ or \_\_\_ work better?

Are Mornings, Afternoons, or Evenings better for you? Great!!!

I am available \_\_\_ at \_\_\_ : or \_\_\_ at \_\_\_. Perfect!!

I'm going to send you a Google Calendar invite. What's the best email to reach you at?