

Are You an A, B, or C Buyer?

At the (*Group/Team/Office*) We want our motivation to match your motivation. This means that if you need to buy a home today, you probably want me to call you every time a new listing becomes available that matches your needs. Now, if you are not really in a hurry to buy, you probably don't want me to call you every time a new listing becomes available—perhaps the mail would work better for you in this situation. Nevertheless, by completing this form you will help us make sure that we can match your motivation.

When touring (*Group/Team/Office*) it doesn't take long to see how busy the buyer department is. For you, the buyer, that's a good thing. You want a Buyer Specialist who is active and really knows the market. Touring our office, you probably also noticed our buyer activity board. These boards serve a couple of purposes. One is to enable us to match properties with specific buyer needs. The second reason, and the most important, is to classify all of our buyers by motivation. In order for our team to focus on your real estate needs, we must first determine your motivation or your readiness to buy. Since all buyers don't have the same needs, we categorize our buyers by motivation as follows:

- A Buyer: Our highest priority buyer. These are people who have to buy a home. They have either sold their existing home, transferred into town, or their lease has expired. In many cases, they could potentially be homeless.
- B Buyer: Our second-highest priority buyer. These are people who are ready to buy, except they have a home to sell first, have a lease to fulfill, or are in the stage of getting preapproved.
- C Buyer: Our third highest priority buyer. These people may buy a home when the right one comes along.

As you can see, if you are a B or C buyer, it doesn't mean you are less important to us. Your needs are paramount. It only means we are working to find homes for our A buyers first, since they could be homeless. Remember, you could quickly become an A Buyer and become top priority. We will always do our best to accommodate you. Should your motivation change at any time, please let us know, so we may adjust our motivation to match yours.

I/We've read the above and feel that I am/we are _____ Buyer(s)

Buyer

Date

Buyer

Date



Buyer Scripts

Script 1

You see, Mr./Mrs. Buyer, the reason so many people choose me to buy a home from is because I'm what is called a buyer's agent. This means all I do is work with buyers. I look at more than 200 homes per month. I know the inventory, so I won't be showing you homes that won't fit your needs. After all, do you want to work with a specialist, one who only works with buyers, or a jack-of-all-trades who lists property, puts up signs, talks to sellers, makes calls asking for price reductions, and the works? Most people choose me due to my dedication to them as a buyer. You do want someone dedicated to your needs, don't you?

If you are not a buyer's agent, change to the following:

You see, Mr./Mrs. Buyer, the reason so many people choose me to buy a home from is because I look at homes every day. I know the inventory, so I won't be showing you homes that won't fit your needs. After all, do you want to work with an agent that knows the inventory, knows what areas offer great schools, shopping, etc., or someone that just waits for a buyer to call and then takes them out and shows them houses they haven't seen before and hope the house will fit your needs? Most people choose me due to my dedication to them as a buyer. You do want someone dedicated to your needs, don't you?