

# YESMASTERS.COM

## BUYER SCRIPTS

GET MORE YES'S AND SAY NO TO NEGATIVES IN BUSINESS... AND IN LIFE

## YesMasters® BUYER SHEET: Pre-Qualifying Script

Source: \_\_\_\_\_ Contact Date: \_\_\_\_\_

Appt. Date: \_\_\_\_\_ Time: \_\_\_\_\_

Name: \_\_\_\_\_ Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Referral from \_\_\_\_\_ Property Address: \_\_\_\_\_

1. How soon would you like to be in your home? \_\_\_\_\_
2. How long have you been seriously looking? \_\_\_\_\_
3. Have you seen any homes/areas you really like? \_\_\_\_\_
4. [OPTIONAL] What's important to you about buying a house right now? \_\_\_\_\_
5. Do you already have a good Buyer's Agent working with you? \_\_\_\_\_
6. How much money do you have set aside for down payment and closing costs? \_\_\_\_\_
7. Have you already started working with a mortgage company/lender? \_\_\_\_\_
  - (If YES) Great! Do you have your pre-approval letter from them? \_\_\_\_\_ Great!
  - (If NO) Great! I have some great lenders I work with...I will have one of them give you a call and... get you pre-approved. It's no cost or obligation for you...but it will give us extra leverage in getting the best price on the home you choose...because it lets the seller and their agent know that you are qualified.
8. Do you have a home to sell before you close on your next home? \_\_\_\_\_
9. Are you currently in a lease? \_\_\_\_\_ When is your lease up? \_\_\_\_\_
10. Besides you, are there any other decision makers? \_\_\_\_\_
11. Tell me briefly what you're looking for...
12. Price Range: \_\_\_\_\_ Areas: \_\_\_\_\_  
 Bedrooms: \_\_\_\_\_ Baths: \_\_\_\_\_ Garage: \_\_\_\_\_ Pool: \_\_\_\_\_ Lot: \_\_\_\_\_  

Special needs/considerations:
13. Fortunately, it sounds like our next step to get you one step closer to your new home, is to...set up a time ... to... get together...so we can get on the computer and ...start finding you the house you want...won't that be great?!
14. So which is better for you... \_\_\_\_\_ or \_\_\_\_\_?

## YesMasters® BUYER CALL ASKING FOR INFORMATION

- **Buyer:** Hello. I was calling about the house for sale on Elm Street...what's the price they're asking.
- **AGENT:** Absolutely, that is a great house! It's listed at \$585,000....is that the price range you're looking for?
- **Buyer:** Well....possibly....do you have any homes in the area under \$500,000?
- **AGENT:** Absolutely! How soon are you looking to be in a new home? (*this summer.*) Fantastic!
- **AGENT:** And by the way....my name is \_\_\_\_\_. What is your name? ( ) Hi, \_\_\_\_\_.

[Go to Buyer Sheet #2...and continue the conversation]

### KEY POINTS TO REMEMBER:

1. Ask questions. Asking the right questions (*from the Buyer Sheet*) lead the conversation the right direction.
2. Be excited about what they are excited about.
3. Be interested! Be eager! Be curious! Be conversational, this is not an interrogation!
4. Ask for the appointment.

## YesMasters® OPEN HOUSE EVENT SCRIPT

### ICEBREAKER QUESTIONS:

1. Hi! Come on in! My name is \_\_\_\_\_. Feel free to look around and...let me know if you have any questions...OK?
2. Have you been out looking at a lot of open houses this weekend...or is this your first one? ( ) Excellent!
3. Are you just out looking around...or are you actively in the market for a new home?

### GOING DEEPER QUESTIONS:

[Use as the conversation dictates.]

4. Do you own a home in the area? (Yes) Great! [Go to Open House Invite Script #2]
5. How well does this house match what you're looking for? ( ) Terrific!
6. Is this in the price range you're looking for...or are you looking for something different? ( ) Excellent!
7. How soon do you want to...be in a new home? ( ) Fantastic!
8. Do you...have a fantastic Buyers Agent representing you yet...or are you still on your own? (Not yet.) Excellent!
9. I would be happy to help you out. Do you have a list of the other open houses going on in the area today...or are you just cruising around? (Offer to email them a list of today's open houses.)

### IF ACTIVELY LOOKING:

10. What's your next step?
11. I would be delighted to work with you and help you...get into a new home. When would be the best time for us to ...get together ...and start really finding the right home for you...are weekends best for you...or are you available during the week? ( ) Great!

### GETTING GUESTS TO REGISTER:

"Before you leave would you please... register ...so the Seller can know how many people came by... Thanks!" OR "For Security purposes, the Seller is asking that all guests register before they go through the house. Thanks!"

One of the most effective strategies is to use an iPad (or comparable) using Open Home Pro (or comparable). There is no perfect time to ask guests to register. It is preferable that their first moment in the house allows them to feel the house, not pressure from an agent. Another effective strategy is to have a visible sign "Please Register" posted next to your iPad (but not next the front door).

## **YesMasters® GETTING OPEN HOUSE EVENT GUESTS TO REGISTER**

“Before you leave would you please... register... so the Seller can know how many people came by... Thanks!”

**OR**

“For Security purposes, the Seller is asking that all guests...register...before they go through the house. Thanks!”?

**YESMASTERS.COM**  
GET MORE YES'S AND MORE SUCCESSES IN BUSINESS... AND IN LIFE