



How to Embrace and Thrive in Today's Buyer's Market

A question I hear a lot as a real estate consultant and coach is, "How do I get a buyer off the fence?" The answer? Know your scripts and use them to understand buyer motivation. If you do this, buyers will jump off the fence like it was on fire. Do a quick audit of your scripts by asking:

1. **Do your scripts go deep?** - By that I mean, do they uncover the buyer's true motivation? Once you know the motivation, you can focus in on what really sells. Ask lots of open-ended questions and then, by all means, be quiet. Listen! Find out why they're looking in a certain area? Is it schools? Is it a job transfer? Is it retirement? Learn why they want a basement, a view or a deck. Go three, four or five questions deep.

Start with the top three items a buyer wants and as you find what homes that fit those criteria, go back and learn more of the buyer wants. Continue to trim the list to about 10 homes.

Then spring this on them, "Remember those top three items you wanted in a home? Well, here we have 10 homes that have those three items plus all the other things you want in a new home."

You've given them more than they wanted. You've over delivered which is never a bad thing!

2. **Do your scripts reflect your knowledge of the current market?** - Understanding the nuances of the real estate market is precisely what buyers expect from an agent, especially in a buyer's market.

Yes, you want to know about the interest rates and the number of homes on the market, but you also want to be able to match your services with those current market conditions. Make sure you're sharing your track record and experience. When you do, your credibility skyrockets.

Know how to take advantage of what is going on in your market, to make the most of rising interest rates and of larger inventories of homes.



3. **Do your scripts create a sense of urgency?** - Use the fact that rising interest rates can do just that - rise and rise quickly. Yes, there are plenty of homes on the market, but don't think that there are plenty of buyers who know that. The balance can shift quickly. Buyers can start snapping up those good properties at any time.

Remember the old adage about the power of suggestion? Make sure you give buyers suggestions. "Here's what I recommend we do..." kind of verbiage will often get the buyer moving toward action.

There you have it - time spent honing your scripts will pay major dividends. I have a document on my website called "Overcome the Fear of Rejection" that would be great for you to read and implement in this buyer's market. For quick reference, it's located at: www.CorcoranCoaching.com/Commitment.php

Make A Commitment: I will learn my scripts and practice them daily!

Deadline: _____