



Buyer Agency Agreement

There are a few things you must keep in mind before you tackle any Buyer Agency questions.

1. **Set the Stage.** You are meeting a potential buyer for the first time. You believe that they may be good clients for you and have the potential of buying a home in the current market. The first thing you need to do is to take charge of the relationship and establish that you are in control. Most importantly, before you start investing your time and expenses in helping them find a home you need to protect yourself!
2. **Let them know your expectations.** In my business I have set four simple rules for myself that I stick to absolutely when helping buyers
 - I expect absolute loyalty from my clients - if you are now, or intend in the future to work with other agents then please say so now.
 - I also expect all of my clients to sign a Buyer / Agency Agreement with me. It costs you nothing and you can cancel it at anytime but it ensures that my time and money investment in you is protected when we are successful.
 - I will need you to pre qualify for a mortgage so that we can act quickly when we find your home. You must also understand that we may have to go over asking price in order to get the house you want so you need to know before hand the price beyond which you cannot go.
 - I will need to meet all the decision makers so that I can understand their needs and wishes before we start looking. In any market, you must be able to commit to me that you will react immediately for showings and offers when I find a potential property.
3. **Know your states agency laws.** In most states by default you are working as a subagent for the listing agent if you do not have a signed buyer agency agreement. Most buyers don't know this...and even some agents! It pays to know your rules & regulations!
4. **Believe you are worth it, or the buyer never will.** If you lack confidence, role play with a buddy. Find one who will give you kind but real feedback and will stick with it until you sound and feel self-assured. Two questions to ponder: "Why am I the best agent to help them achieve their dream of home ownership? Why is it in the best interest of the buyer to sign an exclusive agreement?"



5. **Be Polished.** Let us consider how you present the message, as well as the message itself. Remember you are on “stage” at a Buyers Consultation. Use the skills a great presenter uses all the time. Be sure to smile for all you have got. Call them by name and sound sincere and empathetic. Tell them what is in it for them (it is not about you). Communicate a willingness to go the extra mile to help them achieve their dream and look like a million dollars, even if the power company is about to turn off your electricity.

Here are some examples of how to overcome buyer agency objections

“I want my lawyer to look at it first”

Here is a copy of the agreement. It's really very simple so I will explain it to you now. Then you can show it to your lawyer and he/she can go over it in much greater detail.

“I don't see why I should have to sign an agreement just to see a few houses. I've never had to do this before.”

You don't. This is a change in the law since you were last in the market for a house. If you are serious about buying and expect an agent to do a really thorough and professional job of finding you the right property and represent you in a negotiation then all agents will request you sign this document.

We recommend you role play overcoming commission cutting requests for at least 30 minutes a day. By role playing consistently you will become more confident with handling the objections and you will walk away with your commissions intact.

Make A Commitment: I will role play for 30 minutes each day!

Deadline: _____