

## Five Quick Tips to Faster and Easier Buyer Sales

In most markets across the country it is a buyer's market where houses are staying on the market longer and buyers are feeling more confident in their ability to negotiate harder and be fussier at nearly every stage of the transaction.

Buyers are feeling more than ever that they don't need an Agent. They feel like they don't need to act quickly. They feel they should make lower offers, negotiate more aggressively and walk away more easily.

With these skills you are going to earn a lot more than the Agents that keep doing what they have been doing. This is a time to sharpen your sales skills, your communication skills, and your presentation skills or struggle for years until the market turns around.

**Quick Tip Number One:** An Educated Buyer is Your Best Client.

Top salespeople want to work with educated clients. Mediocre and dishonest salespeople prefer to work with uneducated clients.

**Quick Tip Number Two:** Educating Your Client is Your Responsibility.

This is true for a very simple reason. Anyone else that educates your client will do it badly or at least not the way you want it done which then costs you time, aggravation and often money.

Before you get started or as early as possible in the relationship you explain to the buyer exactly how the buying process is going to go.

Then when it happens as you described you have very naturally built tremendous confidence in their eyes and they look to you for guidance. They trust your advice and look to be guided by it.

You also educate them about the potential problems that may arise.

**Quick Tip Number Three:** Educate the Buyer As Early As Possible in the Relationship

You only have one chance to make a first impression.

So, at that first impression, indicate to the buyer that you have a wealth and depth of expertise on every possible issue, situation and skill that will make their home search and home purchase experience extremely successful.

You do that by meeting with the buyer at the earliest opportunity to educate them and prepare them for the entire process.

At the end of that meeting you are going to have a buyer who is loyal to you, a buyer who will trust your word. They will buy more quickly, negotiate more easily, cooperate with more ease, and send you more referrals sooner.

**Quick Tip Number Four:** Use the Opportunity to Educate to Make the Appointment

You ask them if they have a copy of the latest paperwork that is used to purchase a home in your area.

You ask if anyone has walked through the process with them explaining the role of the attorneys, the lenders, the appraiser, the inspectors and any other professionals they will encounter.

It is so obvious. It makes so much sense that most buyers are eager to meet with you. So few Agents do this that the buying public doesn't expect it. Once they realize what you are offering they will make this appointment with you easily.

**Quick Tip Number Five:** Educate the Buyer by Walking Them Through the Process

Walk the buyers through the entire process.

Explain each person's role in the process.

Explain when a buyer likes a house, what they do next.

Then you go over the offer and walk them through all the decisions they will be making. Highlight those items right on a purchase agreement.

The buyers are appreciative and grateful to you for that. After that experience with you they are reluctant to trust any other Agent because the other Agent may not be as thorough as you are.

Then explain the inspection and removal of inspection contingency, the mortgage application process and how you stay in touch with the bank and keep them informed.

Relate anecdotes that make your points and prove your competence.

Laugh with them and show serious concern for their well being.

This process of educating your buyer is a huge time saver. This investment of your time up front rewards you with much more time saved over the course of the relationship.

**In summary:** Use the education of your buyer in a buyer presentation earlier in the relationship to take advantage of the opportunities that many other Agents are missing in this very challenging Buyer's Market.

**Want more Information on Buyers?**

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