**Buyer Meeting**

**At close of your LPMAMA conversation**

* Give two options for appointments (Thursday at 3pm or Friday at 10am)
* Explain to the potential buyer that being informed about the process will make this a much more enjoyable experience.

**Prior to meeting**

* Prepare polished buyer book
* Print any potential listings as demonstration or use TV in conference room (market, process, get them familiar)
* Have an “intake” form to gather all pertinent customer/client information
* Separate copy of Agency Disclosure
* Copy of Exclusive Right to Represent Buyer Contract
* Organize your space to be clean and representative of you

**Meeting**

* Introductions – Establish rapport, be an active listener, find their pain
* Use your buyer book as your guide through the process
* Introduction to Loan Officer or other vendors if appropriate.
* Set up search on Real Scout in person
* Before you end meeting, establish next time you will meet (at house, with loan officer, in office)

**Post Meeting**

* Send a hand written note thanking them for their time
* Add information into your CRM and add them to drip campaign
* Call within a few days to modify search parameters if needed. Opportunity to speak with clients again
* Communicate with Lender that you represent buyer to establish relationship
* Send them at least one property personally each week

**What is in a Buyer Book?**

* Buyer Letter
* Personal Page (Same as Listing Presentation)
* Testimonials
* Social Media
* Experienced Buyer’s Agent (HH)
* Getting Started (HH)
* Home Buying Process
* Contract to Closing (HH)
* Inspections Required (HH)
* Seller’s Concessions (HH)
* Home Styles
* Homeowners Insurance (HH)
* 100% MBG (HH)
* New Home Checklist (HH)
* Loan Types (Co-Brand with LO)
* Open House Etiquette
* Top 11
* What not to do when closing (HH)
* Attorney & Inspectors
* Sample Agency Disclosure
* Sample Purchase Contract
* Sample Addenda
* Sample Inspection
* Sample Lead
* Sample PCD