

**The Buyer Process**  
**Acts 2 & 3 Showing Property & Soft Closes**  
**A Webinar with Larry Kendall**

1. Working with buyers is a 3 act play.

- Act 1: \_\_\_\_\_
- Act 2: \_\_\_\_\_
- Act 3: \_\_\_\_\_

2. Typical results if you follow the Ninja system:

- \_\_\_\_\_% of your buyers will find their home on their first time out
- \_\_\_\_\_% of the remaining 40% will find their home on their second time out
- \_\_\_\_\_% Total (60% + 20%) will find their home on their first or second time out
- \_\_\_\_\_: Average number of homes viewed before writing a contract (NAR Profile of Buyers)

The remaining 20% either have issues that are beyond the capability of your process to handle or you need to look at your process.

3. The goal of the Ninja 3 Act Play is to help buyers become \_\_\_\_\_ & \_\_\_\_\_ so they are comfortable to \_\_\_\_\_.

4. Prepare Expectations. Topics to cover BEFORE you show property:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

5. You control \_\_\_\_\_. Your buyers control \_\_\_\_\_.

## 6. Showing Rules of Thumb:

- MLS map and sheets (be visual)
- Have solds and actives available in neighborhoods you are showing.
- If you are driving, SLOW DOWN!
- Plan your route to show the BIG values that carry the small values.
- Park across the street to show off the house. Don't park in the drive way, the seller may want to leave.
- If meeting at the house, meet the buyers out in front.
- If the buyer is a stranger, stay behind them.
- If you know the buyer and feel it is safe, go in the house first, step to the side and invite the buyer(s) across the threshold.
- Watch their eyes. If they like what they see, their pupils dilate. If they don't like what they see their pupils contract (become "beady eyed").
- Don't over sell and talk too much. Help the buyers become involved in the home. Point out features they may not notice but don't over sell them.
- Pay attention! What stage of the buying process are they in:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- If they are in the "desire stage", the "gate of the mind is open" and it is appropriate to ask "soft closing questions". Never ask a closing question unless they are in the desire stage.
- Discuss the home and ask soft closing questions when you are in the best part of the home – not in the basement or garage! **Be aware of hidden cameras!**

## 7. "The Dance"

## 8. Soft Closes

- "Is this a Top 3 home?"
- "Where would you rank this home?"
- "Can you see yourself living in this home?"
- "Is this a home you would like to own?"

9. If this is a home they would like to own, finish with either a contract or another appointment to see the home again.

- "So, shall we see if you can buy this home?" (Power & Party – toward decision makers)
- "So, shall we make sure you don't lose this home?" (Peace & Perfection – from decision makers)
- If they want to think about it, this is usually because they are \_\_\_\_\_ or \_\_\_\_\_.
- Help clarify with the "Scratch Pad Close"
- Help handle their fear with the "Auction Close"
- If they still want to think about it, that's OK. It's THEIR decision. You control the process and they control the decisions.
- Ask, "Would you like to see the home again after you've had a chance to think about it?" If they say "Yes". "When I call the listing office to set up the appointment, if they say there are other showings, do you want me to call you?" "Why don't I try to reach them right now and see what the status is?"
- "If this home sells tonight, are you going to be OK with that?" (It's their decision)

10. Reducing Buyer's Remorse:

- Walk through the home \_\_\_\_\_.
- Walk through \_\_\_\_\_.
- Tour the home \_\_\_\_\_.
- Take the \_\_\_\_\_ (if available).
- Review the \_\_\_\_\_ and \_\_\_\_\_ (if available)
- Read \_\_\_\_\_ and \_\_\_\_\_ (if available) before (while) writing the contract.
- Does this home fit \_\_\_\_\_? Do you want to \_\_\_\_\_ it  
or do you just want to \_\_\_\_\_ it?

## Soft Closes with Buyers

A “soft close” – an easy, low risk question that requires a small, low drama decision.

A “hard close” – a tough, high risk question that creates drama and requires a big decision.

### Favorite Showing Questions (after the gate of the mind is open):

1. Can you see yourself living in this home?
2. Is this a home you'd like to own?
3. When would you like to move in?
4. Shall we see if you can buy home? (power & party personality type)
5. Shall we make sure you don't lose this home (peace & perfection personality type)
6. If they express an objection: So . . . is there anything else?
7. Is there any portion of the home you'd like to see again before we leave?
8. If they want to think about it.... Offer “Auction Solution” (peace/perfection personality)
9. If they want to think about it .... Offer “Scratch Pad Solution” so they have something to take home.

### Favorite After Showing Questions:

1. Which home do you like better? (Comparison of two homes)
2. Is this home in your top 3? Would you rate this as an 85% home or better?
3. For new construction: What is your favorite plan? Lot?
4. If I call you later tonight and tell you one of these houses has sold, which one would you be most disappointed to lose?
5. If this home sells tonight, will you be OK with that? What is your Plan B?
6. “Scratch Pad” close (“practice contract”), “Auction Close” or set another appointment

## The Scratch Pad Solution (Practice Contract)

When you can tell your buyers love a home but for some reason, they want to think about it, they are either confused or afraid or both. Two strategies that can help them become clear and confident are to;

1. Prepare a scratch-pad or practice contract for them to look at.
2. If the scratch-pad contract is not helpful, ask them if they would like for you to set up another appointment to see the property again later.

The scratch-pad solution chunks the big decision to buy into five smaller decisions - Price, Terms, Dates, Inclusions/Exclusions, and Contingencies. This simplifies the contract in the buyer's mind and helps them become clear. Here's how the scratch-pad solution sounds. It is done in a pretend state.

Ninja: "Of the properties we've seen so far, would you rate this home in your top three?"

Buyer: "I would rate it as my first choice. I love it!"

Ninja: "Can you see yourself living in this home?"

Buyer: "Oh, yes!"

Ninja: "Is this a property you would like to own?"

Buyer: "I really like it a lot, but I'm not ready to buy just yet. I would like some time to think about it."

Ninja: "**Absolutely. You need to feel comfortable with your decision. Let me offer you this.**

If it's all right with you, I'll scratch out the basics of a contract on the back of the property's MLS sheet. That way you can take it home with you and it will give you something to look at tonight."

Buyer: "Sure. That would be helpful."

1. **Price:** "Let's see. This property is priced at \$\_\_\_\_\_. If you were to buy this property (pretend state), would you be comfortable with this price? At what price would you be comfortable?"

(No matter what the buyer says for price, write it down, even if it is low. You can come back and discuss raising the price later.)

2. **Terms:** "I know when you met with Jason (lender) you talked about going with either a 30-year or a 15-year fixed rate loan. If you were to buy this home, at this point which way do you think you would go?"

(Write down the down payment, loan amount, and monthly payment on the back of the MLS sheet. Some Ninjas will already have calculated the payment and written it on the

property MLS sheet prior to showing. That way the buyer easily knows what the payment is and it is readily available for the scratch-pad solution.)

3. **Dates:** “If you could wave your magic wand and close and move into this property when you want, when would that be?”
4. **Inclusions and Exclusions:** “Here’s a list of personal property that is either included or excluded in the sale, are you okay with this list?”
5. **Contingencies:** “Let’s see. Do you want to make the contract contingent on getting your loan? If you don’t get the loan, you don’t have to buy the property. Would you like an inspection of the property? Is there anything else you would want to have as contingencies?”

**Ninja:** Review the 5 points and then ask, “Do you have any other questions? Are you comfortable with this?”

In our experience, the buyer will choose to go ahead about 50 percent of the time. Why? Because they’ve chunked a big, scary decision into five smaller decisions. You’ve helped them think through the decision by simplifying, clarifying, and reassuring them. They feel safe, clear, and confident.

**If they want to go ahead:**

“OK. Let me take this worksheet and prepare a contract for you.” (Note: As you prepare the contract, you can discuss whether they want to enhance the price , terms, etc.

About 50 percent of the time the buyer will decide not to buy right then. They truly want to think about it. That’s okay. Don’t push them. It’s their decision. You control the process. They control the decisions.

**If they still want to think about it:**

“Great, if you have any questions tonight, feel free to call me. In the meantime, would you like for me to set up an appointment for you to take another look at the home?”

“When I talk with the listing Realtor, if they say they have an offer coming in on the property, shall I call you?”

“If this home sells tonight, will you be OK with that?”

## The “Auction Solution”

Sometimes when the buyer says they will take the scratch pad contract home and look it over, it could mean they are headed to another city or even another country and will not be back for 6 months. This especially happens in resort markets. The “Auction Solution” is another tool in your tool kit.

Buyer: (Doing the dance.) *“I really like this property!”*

You: *“Of the properties we’ve looked at, is this one your favorite?”*

Buyer: *“Oh yes! By far! I love it!”*

You: *“Is this a property you would like to own.”*

Buyer: *“Definitely but I want to think about it first.”*

You: *“Absolutely. You need to feel comfortable with your decision. Let me offer you this. If it’s alright with you, why don’t I scratch out the basics of a contract on a blank sheet of paper that you can take home with you? It will give you something to look at tonight.”* (Realtor and Buyer do the Scratch Pad Solution.)

Buyer: *“Thank you very much. This really helps clarify everything. We’ll talk it over and get back with you.”*

You: (Knowing the buyer is leaving that night for Chicago.) *“Let me ask you this. This home is priced at \$3.2 million. Just for fun (pretend state), if you could wave a magic wand and buy it for \$2.7 what would you do?”*

Buyer: *“I’d buy it in a heartbeat. It would be a steal at \$2.7.”*

You: *“Just for fun, if you could buy it for \$2.8, what would you do?”*

Buyer: *“At \$2.8 it’s still a great buy.”*

You: *“I agree. How about \$2.9?”*

Buyer: *“I’m still in at \$2.9. That’s still a good deal.”*

You: *“How about \$3.0?”*

Buyer: *“At \$3.0 I would have to think about it.”*

You: *"I can tell you are comfortable at \$2.9 but not at \$3.0. Shall we go ahead at \$2.9?"*

About half the time the Buyer will say "Yes". You have clarified with the Scratch Pad Solution and found a price at which they are comfortable with the Auction Solution.

However, you will be writing an offer for substantially less than full price and this may upset the seller. You will need to explain to the Seller (or their Realtor) that this is the best you could do and it is better than no offer at all. Once the "game" starts our experience is that both Buyer and Seller get into the negotiation and the odds are high of a signed agreement.

What if, after the Auction Solution, the buyer still says they want to think about it? If you want to have some fun with your buyer, and if you have a great relationship with them, you may want to try this dialogue.

Buyer: *"\$2.9 is a great price but I still need to think about it."*

You: *"Absolutely. It is your decision. Let me ask you this. When will you be coming back to Vail?"*

Buyer: *"Not until ski season. I guess about five months."*

You: *"Well, I know when you get in next time we'll get together for either a drink or a few turns on the mountain. And I know you'll ask me a question . . ."*

Buyer: *"Yeah. Did that house ever sell?"*

You: *"And if I say it did, I know what you'll ask me next."*

Buyer: *"What did it sell for?"*

You: *"And if I say \$2.9, I know what you'll say next."*

Buyer: (grinning) *"I would have paid that for it!"*