

Buyer Consultation Mastery

Wealth Horizons Academy | \$297

THE CONSULTATION THAT WINS CLIENTS FOR LIFE

The buyer consultation is the most important meeting in the buyer's journey. Done right, it establishes you as the expert, sets clear expectations, and secures commitment. Most agents skip it. That is why most agents lose clients to other agents.

THE PRE-CONSULTATION PREPARATION

Before every buyer consultation, know: 1. Their timeline (when do they need to move?) 2. Their budget (have they been pre-approved?) 3. Their motivation (why are they moving?) 4. Their deal-breakers (what will absolutely not work?)

Send a pre-consultation questionnaire via email to gather this information before you meet.

THE CONSULTATION STRUCTURE

Opening (5 minutes)

Build rapport genuinely. Ask about them, their family, their situation. People buy from people they like and trust.

"Before we dive in, tell me a little about what's driving this move. [Listen completely without interrupting]"

Education Phase (15 minutes)

Walk them through the buying process step by step: 1. Pre-approval (if not done) 2. Home search and showings 3. Making an offer 4. Under contract / inspection period 5. Appraisal 6. Final walkthrough 7. Closing day

Most buyers have never bought a home. They are scared. Demystifying the process builds enormous trust.

Needs Analysis (15 minutes)

Wants vs. Needs exercise:

Category	Must Have	Would Like	Don't Care
Bedrooms			
Bathrooms			
Garage			
Yard size			
School district			
Commute time			
Neighborhood feel			

Finance Review (10 minutes)

If not pre-approved: "I work with some excellent lenders. Getting pre-approved before we start looking protects you and strengthens your offers significantly. Can I introduce you to one of them?"

If pre-approved: Review their approval letter. Confirm budget. Discuss down payment and closing costs.

Buyer Representation (10 minutes)

Explain clearly and confidently why they benefit from representation. Cover: - Your fiduciary duty to them - Your market knowledge and negotiation skills - Your professional network (lenders, inspectors, attorneys) - The compensation structure

Commitment and Next Steps (5 minutes)

"Based on everything we've discussed, I am confident I can find you the right home at the right price. Are you ready to get started?"

COMMON BUYER OBJECTIONS AND RESPONSES

"We want to look on our own first" "Absolutely — and I encourage you to look online. What I provide is access to homes before they are listed, guidance on value, and protection during the transaction. You can look on your own and still have me represent you when you find the right home."

"Our friend is a Realtor" "That is great. My question for you would be: is your friend active in the market area you are looking in? Local knowledge matters enormously. Interview us both and choose the person best qualified to help you."

"We are just starting to look" "Perfect timing. The best time to hire a buyer's agent is at the beginning, not after you've already fallen in love with a home."

Educational purposes only. Not professional advice. Results vary.

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