

Five Buyer Certification Program - TWO PARTS

Buyers certifying themselves!

Yes, we made up. It's OK. WE ARE A MOVEMENT TO MAKE BETTER AGENTS!!

Team is stronger ALREADY by just THINKING about this.

Stronger Conversations with buyers

Stronger Offers are being written

Idea is that we present offers **with a 5-Star Certified Buyer** (makes that buyer stand out from other people).

We have a cover letter that explains the Stars they've earned and why that makes their offer better. We'll explain the program to the Agents. UNIQUE PROGRAM that they in turn will use in presenting the offers to the sellers.

PART ONE

Must get 3 Stars before we will spend more than an hour showing property.

1. Pre-qualified with a lender. We have a PreQual Letter.
2. Initial Interview - Buyer Presentation takes about an hour total.
3. Sign Buyer Broker Agreement. (includes a \$325 transaction fee for the buyer and minimum 3% - if SS or Foreclosures it's 4%)
4. Conversation about \$\$ - "Skin in the game." Money available for Down Payment (theirs) {Rather than USDA/RD or VA or a gift letter} and/or they have Closing Costs and/or Reserves. — OR agreement to offer OVER full price so costs are wrapped into their loan.
5. Committed to close in <60 days. (Looking for a house in next week).

5 Stars gets them a "Buyer Basket of goodies"

Ideas:

Deck of personalized positive messages (quote cards) with their email

\$100,000 bar

Jar of Panic Candy (buyers remorse pills, doubt curbers)

Coupons to Lowes, Discount Inspection, Termite, etc.

Enjoy the Journey Adult Coloring Book

Less than \$100

PART TWO:

Reward for every 10 POINTS- Get 5 Points by listening to INITIAL VIDEO - Admin keeps track of the Points/Gifts.

Card Mock Up

They get credits (or Points) for listening/watching Educational Videos. 1-3 Minutes each:

"What's important to you about":

- **5 Stars Initial Video = 5 Point to start! (5 minutes DURING the presentation)**
- Pre-Approval vs Pre-Qualified
- Pre-Qualified vs Underwriting
- Where CASH for your purchase comes from (401K, savings, sell something, gifts, etc)
- Bringing all decision Makers to every showing
- Being available to look at property, write an offer, do inspections, come to closing - DURING business hours...(take off work a few times in the process)
- Benefits of Driving by potential properties before you see Inside (saves you tons of time)
- Sticking to your Price Range rather than looking over what you can afford
- Sticking to condition parameters that your Loan requires (Not buying a fixer upper that FHA/VA won't approve)
- FHA203K loans (longer, higher interest, etc.)
- Short Sales & Foreclosures - Cost 1% more, here's why.
- Importance of choosing the right inspector
- Home Inspection Process
- The Wisdom of Asking for a Credit vs Repairs - UNLESS required by Appraisal
- Auction Properties
- Repair Requests
- How Agents get paid
- Multi-Offer Scenarios & tips and tricks to use (offer to pay over appraisal; not asking for help; personal help; cash)

- How many homes per showing tour - never over 5 - pick 1 or 2, then winner of that... only 1-2 end of tour.
- When is it time to write an offer
- How many it normally takes to buy on Average (5)
- How appts are arranged (can't add 2 addresses at drop of the hat)
- Full Price or Over Full Price as it relates to Appraisals (must appraise)
- How Appraisals Protect you
- Loan Process - Yes, it's difficult - that's normal
- "The Principle of the Thing" stopping us from our goal
- Why not offer low-ball offers
- Referring a Friend to us that goes through the 5 Star process! (gets 5 bonus points)
- **Gifts for each 10 Points earned:**

1. Coffee Card (\$5-25)
2. Lunch or Lowes Card (\$25-50)
3. Design Consult or Bigger Lowes Card (\$100-125) *Prize given at closing
4. Free Home Inspection or Warranty for watching all 40 videos (\$350) *Prize given at closing