



Right Start Day Two:
Converting Buyers and Building Your Buyer-Side Business
Hours: 6-hour class

Description: Agents, new to the business, will gain an in-depth knowledge of today's buyers and their unique needs, how to provide an elevated level of professional service while maintaining strict adherence to Statutory law and Code of Ethics

LEARNING OBJECTIVES:

1. Recognize the different segments of the population and understand the generational, financial and motivational factors driving their housing choices
2. Create a solid understanding of how the Fair Housing Act and Code of Ethics dictate Agent behavior when servicing any protected class.
3. Recognize the Ethical obligations of ensuring a prospect is not currently contractually represented.
4. Identify prospects and understand different strategies for lead conversion.
5. Learn to understand the buyer's requirements and how to convey value
6. Recognize the benefits of the buyer counseling session as an educational and risk reduction tool
7. Understand the legal and ethical requirements that are in place to protect the consumer.

Timed Outline

Meet the Buyer: Slides 3-8

Time: 45 min

1. Identify the different segments of the population and how each segment impacts the housing market.
2. Develop a firm understanding of the differences in housing choices between generational and financial position.
3. Recognize the different motivations and their impact on housing choices.

Fair Housing and Buyers: Slides 9-14**Time: 45 min**

1. Understand Fair Housing Laws and their impact on how agents conduct business
2. Analyze agent obligations to adhere to fair housing laws as directed by the Code of Ethics.
3. Identify any State laws and protected classes
4. Activity: Fair Housing Scenarios: What would you do?

Lead Conversion: Slides 16-23**Time: 35 min**

1. Understand conveying value
2. Recognize the legal and ethical obligations regarding representation and interfering with agency relationships
3. Determine the impact of company policy regarding the types of agency relationships that may be entered into and the forms that are required
4. Activity: What can you do if buyer is represented worksheet

Ask For the Order: Slides 24-38**Time: 45 min**

1. Identify the steps involved in converting generated business into buyers
2. Define the differences in contacts and analyze how to gain their attention, convert them to buyers and through elevated service retain them as clients
3. Understand the different methods and strategies available to initiate conversion dependent on the type of interaction: Sign call, walk in, open house, and electronic inquiry

Q&A**Time: 10 min****The Consumer Decision Process: Slides 40-41****Time: 10 min**

1. Analyze the steps in the consumer's decision-making process
2. Understand the necessity of conveying value
3. Group Activity: Brainstorm: Who do you know? Where to find a potential target market.

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The Buyer Counseling Session: Slides 42-80**Time: 160 min**

1. Recognize the appointment objective and the benefits to the client
2. Understand the benefits of a structured presentation as a risk reduction tool.
3. Identify the benefits to the client of detailing the entire buying process
4. Understand laws and Code of Ethics that prevent certain actions
5. Understand agents fiduciary duties to the client

6. Recognize who is paying the compensation, who determines the amount paid, and Code of Ethics Articles and SOPs that impact compensation issues.
7. Identify COE requirements when entering into a buyer representation agreement
8. Understand how stigmatized properties are handled and what are the buyer client's rights
9. Develop a full understanding of the property selection, appointment showing and legal implications of giving feedback
10. Learn how to appropriately navigate multiple offer situations
11. Understand how working with banks and third parties differs from working with more conventional sellers
12. Recognize the importance of the Home inspection, repair phase and the protection provided to the buyer client
13. Activity: Review a blank representation agreement
14. Activity: Group Act out a buyer counseling Session

Q&A

Time: 10 min.

Total Time 6 Hours