Buyer Activities

Buyer Consultation (approx. 1 hour)

- Meet in office, title company, lender office or local business (Don't go directly to the car)
- Set the tone
- Conduct Buyer Consultation (conversation)
  - Build rapport: Follow the FORD Model
  - Family
  - Occupation
  - Recreation
  - Dreams
- Uncover wants/needs
- Prioritize wants/needs
- Check financial ability (Refer three lenders if needed)
- Transition to Roles and Expectations
  - Review your role
  - Review clients role
- Agree on roles
- Close in on a working relationship
- Review and sign Buyers Agency Agreement
- Review Purchase Contract
- Discuss earnest money, contingencies, home warranty and other concerns at the start

Prep

- Import client into CRM
- Connect with the buyer's lender
- Get pre-approval letter
- Ask client if they have questions regarding lenders requirements
- Review market and housing stats based on buyers wants, needs and ability
  - Understand the current state of the local real estate market
  - Identify any unique market conditions, trends or opportunities

Offer

- Identify property to make offer on
- Call LA to learn about sellers wants/needs when it come to present the best possible
- Do CMA and review with buyers to determine offer price
- Send a message to the buyer regarding the information needed to write an offer
- Save PDF of Agent Details view on MLS to digital file

Mutual Acceptance

- Email Next Steps, PSA to client (address Earnest Money)
- Email contingency dates calendar to buyer to buyer
- Send PSA (Purchase and Sale Agreement) to lender
- Send PSA to escrow, listing agent
- Upload contract into brokerage transaction management platform
- Obtain Earnest Money receipt and upload to brokerage transaction management platform
- Check in with owner to find out if they applied for homeowners insurance during the inspection period
- Message Lender to find out when the appraisal is due back

Inspection

- Schedule inspection: Bank owned - make sure power, water and gas is on / Condo ensure roof access
- Schedule sewer scope or septic tank inspection (if applicable)
- Clear inspection, sewer scope and oil tank time with listing agent/seller
- Read/review inspection report with buyers
- After review, write inspection response for buyers, send for signature.
- Send buyers inspection response to LA
- Prep buyers for sellers response and possible outcomes
- Respond in appropriate time, accepting sellers response/terminating contract
- Make plans to attend appraisal

Buyer, Agente

Buyer Activities

Pending

- If price has changed, update Commission section in brokers transaction management platform
- Message to Lender- are we on track for closing on time?
- Update signing/closing dates on calendar if changes have been made
- Get title and review it with buyer, check for "Homeowner's Policy"
- Check to see if appraisal is completed and update listing agent
- Order home warranty? (edit Commission Details if buyer agent is purchasing)
- Review Commission Disbursement to escrow, upload to brokerage transaction management platform
- If client is out-of-state, make sure escrow has sent documents early
- Get receipts from repairs completed

Closing

- Message to Lender to find out when documents will be out
- Schedule re-inspection/walk-thru
- Send utility contacts to client
- Request/review estimated Settlement Statement from escrow
- Schedule signing time
- Send "preparing for closing" email
- Assist in scheduling locksmith, cleaners, etc
- Alert buyer closing has occurred
- Close transaction in brokerage transaction management platform on closing day, upload extension if necessary
- Coordinate key exchange (incl garage door, community keys and mailbox keys)
- Schedule key time with client

Post Closing

- Update client in CRM
- Record Home Warranty info in clients file
- Save Final Settlement Statement in digital file
- Set reminder to send Closing Docs by end of January for tax purposes.
- Send review request with links
- Set up sales search in their area for follow-up contact
- Add sale to Zillow, Realtor.com, etc... closed sales on/after closing day
- Make sure digital file is updated, move transaction to Closed folder
- Thank you card to agent(s) on other side
- Add Follow up dates to CRM/for 2 weeks, 1 month, 6 month and 1 year contact

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