

Today's Buyers: Exceed Their Predictable Expectations
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Buyers are liars! Well that is how the old saying goes, but I do not like to believe that my buyer's are lying to me. Often times we feel like buyers are lying to us only to find out that we did not ask the right questions in the first place.

As the real estate market begins to cool down buyers are taking a more cautious approach to buying. They have read the newspapers, heard news reports and have spoken with their friends and they are wondering if they are making the right decision to buy now. It is only natural. Now couple that with a preconceived notion of how real estate agents work and we can begin to understand what is going on in the minds of today's buyers.

It takes a lot of energy and stress for a buyer to walk into a real estate office not knowing an agent ahead of time and to have probably had a bad experience in another office before coming in to yours. So, when they come into your office and you are meeting them for the first time, the first impression you make will stick with them. Therefore, make the first contact both professional and caring and then ask them to step into a comfortable conference area to get to know on another.

This step is vital, you need to make a friend first and create the trusting relationship. Get to know their wants and needs. Guide them with the right questions and actively listen to their response to get to the emotional level of why they are buying a new home. More real estate is sold knowing the right questions than knowing the right answers. This initial meeting will exceed what they have experienced and expected.

You know the critical points of the real estate transaction, from choosing the right mortgage company to choosing the right home. Assisting and advising the buyer in the preparation of making an offer. Then presenting the offer to the listing agent and negotiating the best terms and conditions for your buyer. Coordinating the various required vendors. Coordinating and supervising preparation of the documents for closing. Being available to resolve any last minute issues and to see that there are no surprises and that the home closes in a timely fashion. Stop by after closing to see how the buyer's move-in is going and to see if you can be of any assistance.

By continuing to anticipate what the buyers are expecting in service from us in each phase of the transaction and then to exceed that expectation will make for a smooth transaction and build the foundation for a loyal customer for life.

For more insight to working with today's Buyers take the CRS 202 class.