

NINJA 気 SELLING

Ninja Buyer Process

(Steps 1 and 2)

Greeting– 1. Ask a question. 2. Thank you, welcome, or compliment. 3. Who you are.
Get connected (F.O.R.D. questions).
Meet in a different location (conference room or your office).

I would like to ask you a few questions that will help me help you find the right home. Is it OK if I take some notes?"

3. Prior Learning Questions

Where are you living now? _____

Do you own your current home? _____

How long have you owned it? _____

Tell me a little bit about it. _____

About how many homes have you owned in your lifetime? _____

When you purchased your current home, what was the process you used to find that home?

How did you start looking? _____

What did you do next? _____

How long did it take to find the home? _____

How did that process work for you? _____

Is there anything you would like to change on this purchase? _____

If you could wave a magic wand and have this purchase go just the way you want it, what would that look like?

4. Buyer's Packet

Are you familiar with how real estate works in this area?" _____
I've prepared a packet of information for you. In here is everything you need to be successful with a real estate purchase in this area.

5. Funnel Process

Don't miss anything.
Don't pay too much.
Process of elimination, not selection.
Rolling Top Three favorite properties.
CMA to identify market value.

6. Scale of 1-10

On a scale of 1-10 how would you rate yourself in terms of being prepared to purchase a home? 1 = Not ready at all. 10 = Ready to buy today. _____

What would have to happen for you to be a 10?

7. Pieces of paper exercise. (Give each person a piece of paper.)

"After you have made your list, put stars beside the 3 things you can't live without."

8. What and why? Features & benefits. Draw the T

(Explain the concept of the "85% perfect home.")

9. Cash? Loan?

Will you be selling your current home? _____

Will you be paying cash for this home or will you be getting a loan? _____

If getting a loan: "Do you have a loan arranged? Do you have a lender?" _____

Would it be a benefit to get a second opinion from another lender? _____

Discuss the 1% - 10% rule.

(A one percent increase in interest rates equals a 10 percent drop in buying power in order to keep the same payment.)

10. If we find it . . . What will you do? _____

Have the "cream puff" discussion.