

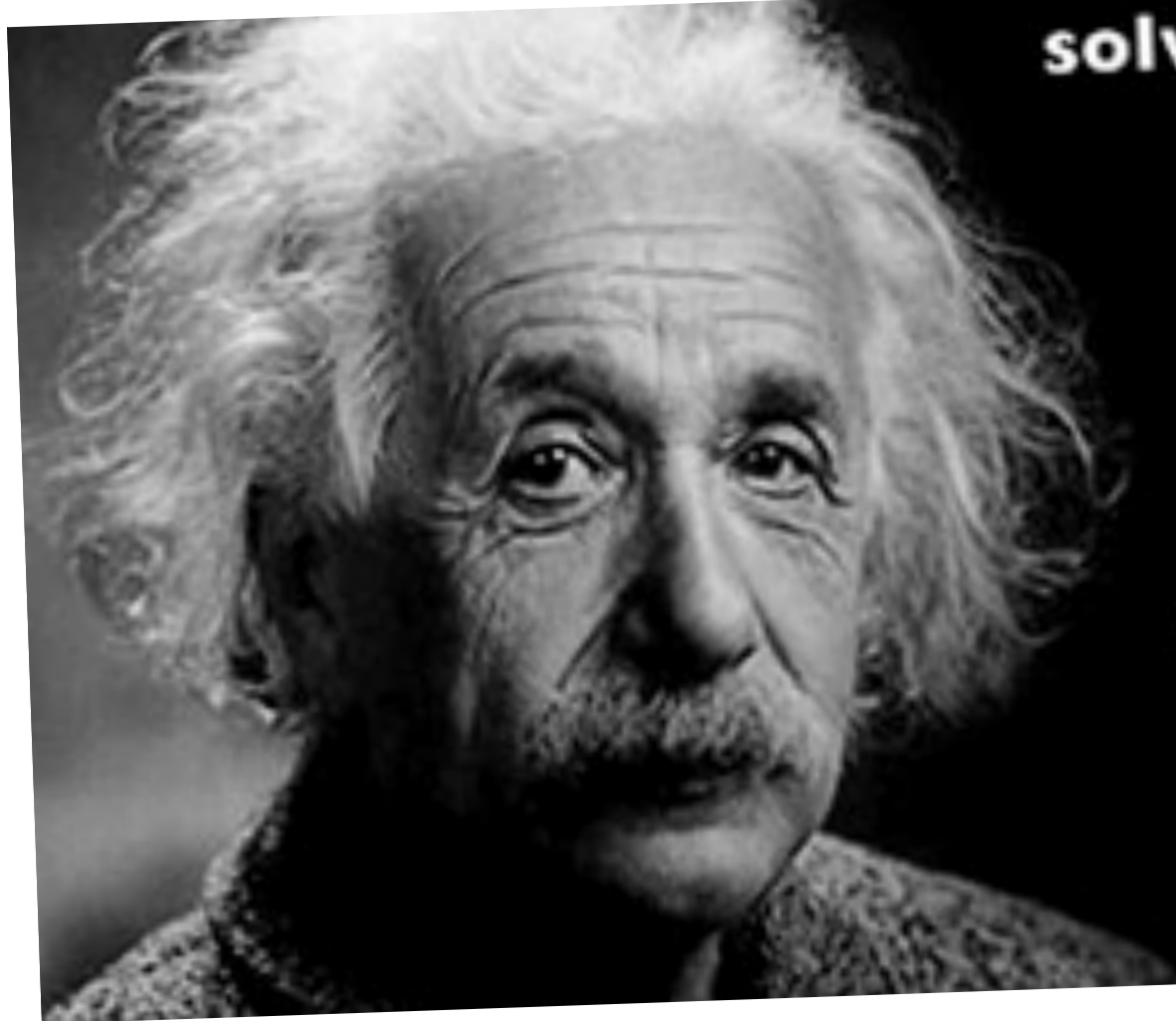


BERKSHIRE HATHAWAY
HomeServices

Florida Properties Group

QUESTIONS ARE Q&A ANSWERS

Questions Are The Answer



solve a problem and my
life depended on it,

I would use the

first 55 minutes

determining the

proper questions to ask.

Albert Einstein

LET'S START AT THE VERY BEGINNING

**A VERY GOOD
PLACE TO START**



GETTING TO KNOW YOU

- Meet and Greet (Your 1st Impression)
- Discovering Wants & Needs/Qualifying

FINDING A SOLUTION

- Presentation
- Demonstration (Includes ALL Tours)
- Selection (finding that “one of a kind”)

ASSISTING THE BUYER ACHIEVE THEIR DREAM

- Overcoming Objections
- Closing (both for the sale or the next appointment)

THE CRITICAL PATH



The power to make it better.®

WHAT DOES THIS STAND FOR?



GETTING TO KNOW YOU

YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION

- **The 1st Impression Starts EVEN BEFORE YOU GET TO SAY “HI!”**
 - **Internet—Google My Business, Testimonials, Reviews**
 - **Phone**
 - **Web Site**
 - **Social Media**

The Prospect's 1st Impression of You

- What are they seeing?
 - Are you professionally dressed?
 - How about your grooming?
 - And, even how do you smell?
- What type of Non-verbal Communication Signals are you using?
 - Are you smiling?
 - What is your posture?
 - Do you appear open and genuinely interested in them?
 - How is your energy level and enthusiasm?





HOW DO YOU THINK YOUR PROSPECT FEELS? WHY DO THEY “ACT THE WAY THE DO?”

- Most are probably confused
- Most are probably in a hurry
- They may have a “hardened or conditioned approach”
- How do you feel when entering a strange place for the first time?



What should the you say or do to break the ice?

- How about, “Thanks for coming in today, please make yourself at home...This weather is something else, isn’t it? I was just on my way to grab a cold water, could I offer you one?...”
- OR “Welcome, I am so glad you decided to stop by today. Please come in and make yourself comfortable. I just made a fresh pot of coffee, could I offer you some? It is really nice to meet you _____.

The question to avoid at all costs is:

“Hi! May I help you?”

- Who can tell me what happens automatically when you ask this question?
- What other types of questions should be avoided?



Because, of course, my focus is on NEW Homes, I must also address the challenges our On-Site Friends must overcome



- I'm Just Looking
- We are in a hurry, or we are on our way to the airport.
- Do you have a brochure or price list?
- My spouse is in the car with the kids...
- "The one-legged up" ...
- REALTOR® does all the talking

How many greetings should you use?



There is no magic to any one approach. You say something and your prospect responds or not. If not, try another approach, try to find the common ground. The goal here is to make your prospect feel welcome and comfortable so that you can further assist them in the buying process.

Then, what do I do?

- While we are still in the trust building stage, we can still gather some helpful information:
 - Are you folks from the area?
 - Have you lived _____ long?
 - Were you referred to us? How did they hear about us then? Did they view our website?
 - NOTE: No one just “drive’s by” your community by accident, you must probe deeper to get the real answer.
 - What line of work are you in?
 - Tell me about your family/pets



WIFM or FORD





Remember, we are NOT playing 20 Questions.



In Relationship Based Selling, |
Questions ARE the ANSWERS!



What is “Discovery”?

- Discovery Determines wants, needs, and desires.
- Discovery provides you with the prospect's financial status
- Discovery provides you with the prospect's financial parameters (keeps you from over or underselling)
- Discovery determines which parties are involved in the decision to own
- Discovery determines time frame
- Discovery reveals your competition
- Discovery helps eliminate objections before they arise or they appear



- Where are you folks from? Fabulous (if you know something about that place—relate). Is that where you are from originally? (again, comment)
- What is it about this particular area that drew your interest?
- How long have you been looking for new home? So far has it seemed like fun or more like work? I understand. So, tell me, what have you seen so far that you liked? May I ask, what kept you from owning that home?
- Where else have you been in your search? What have you seen that you liked? (If they get particularly excited about a certain home they saw, ask them, “Wow that seems like a great house, may I ask you what kept you from owning it?”)

When Should You Say What?



When to say What?

- Tell me about your present home, what do you like about it? More importantly, what would you change if you could?
- Are you investing in your current home or are you leasing?
- If they tell you they have another home: Is your current home on the market? If not, are you planning to put it on the market? Would you consider leasing that home if you found the right new home?



- What is your current monthly mortgage payment? (Or current rent if applicable).
- How much do you envision spending on your new home? Or probably more importantly, as most families are more concerned with monthly budgets, what do you anticipate your monthly investment to be?
- In order to get a range, once they tell their monthly budget, write it down then say, “But not more than?”

When to say What?

Tell me more about your family...

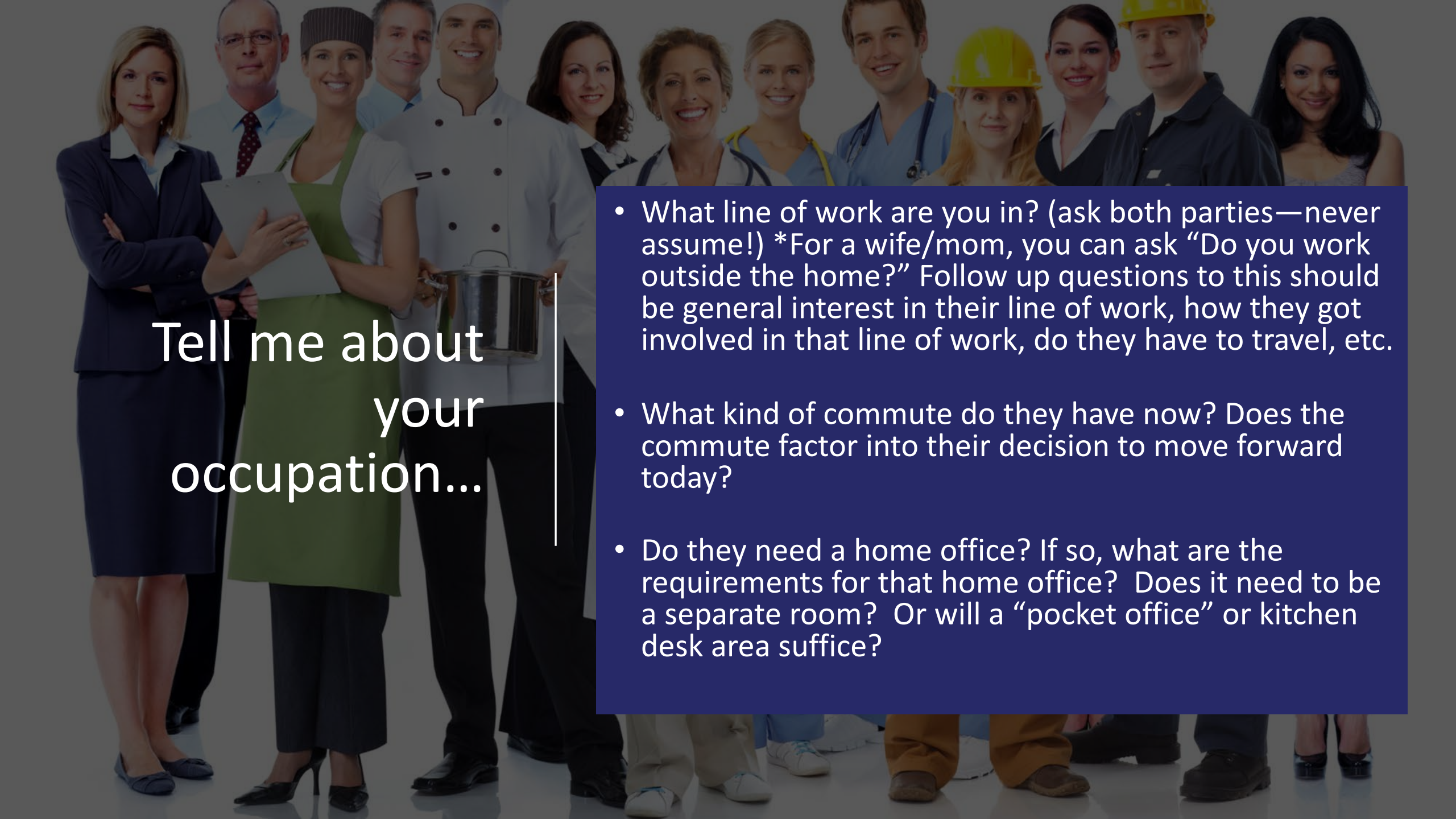
- So, how many are in your immediate family? Who all will be living with you?
- Will anyone be living with your part-time? What about guests? Frequency of visit and length of stays?
- Looking forward for the next 5-7 years, is there a possibility of someone else needing to come live with you? (Perhaps an aging parent or an adult child?)
- Depending on their age & physical condition, “If you plan to remain in this home for a long time, should we consider some aging in place amenities in your new home? Or at least the capabilities of remodeling for it should the need arise?”
For instance, master bedroom placement, stairs, etc.
- Please describe how you live in the home? What does a typical day look like inside your new home for you and your family? *(Find out if they want the kids doing homework in the kitchen, easy access to laundry room while doing family activities, family game nights, etc. You are looking to understand what kind of layout would work best for them.)*
- How important is the outdoor living area for you and your family? What do you envision it to look like? Is that something we need to ensure is included now, or is that something you envision adding on later?





- **Who is the cook in the family?
Awesome! What kind of cooking do you do?**

**Do you entertain?
What types of gatherings do you normally have?**

A diverse group of approximately 15 people of various ages and ethnicities are standing in a row. They are dressed in a variety of professional and work-related attire, including business suits, a chef's uniform, medical scrubs, a construction hard hat, and an apron. The background is a plain, light color.

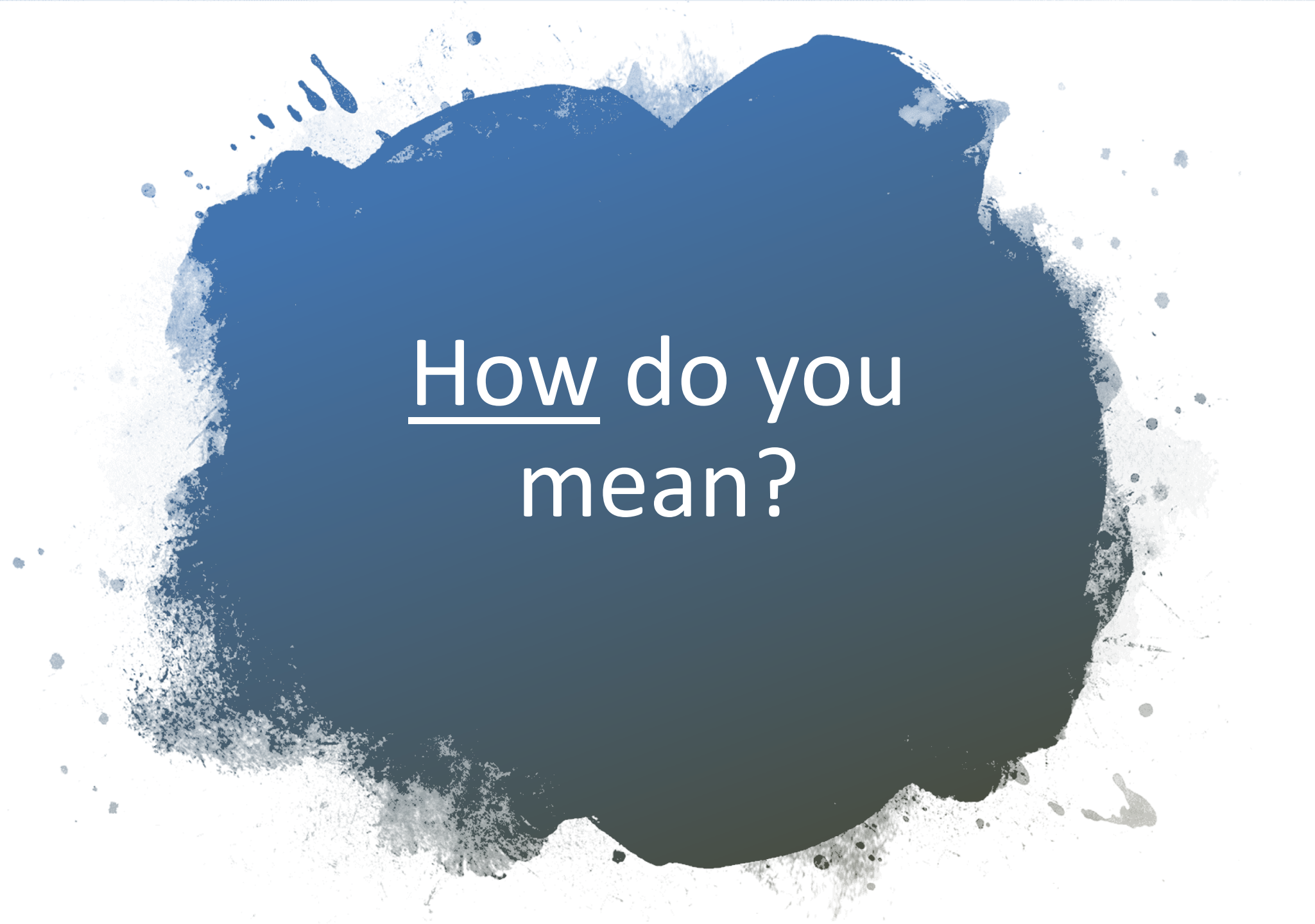
Tell me about your occupation...

- What line of work are you in? (ask both parties—never assume!) *For a wife/mom, you can ask “Do you work outside the home?” Follow up questions to this should be general interest in their line of work, how they got involved in that line of work, do they have to travel, etc.
- What kind of commute do they have now? Does the commute factor into their decision to move forward today?
- Do they need a home office? If so, what are the requirements for that home office? Does it need to be a separate room? Or will a “pocket office” or kitchen desk area suffice?



What do you do for fun? In other words, hobbies or recreation.

- What other hobbies or special interests do you and your family share?
- Could you tell me about your recreational activities? How often do you get to participate in those where you currently live? Do you think that would change living here?
- Do you have any special requirements regarding room arrangements? For instance, do you need a playroom, “man-cave”, home theater, hobby room, workshop, out-buildings (Cheryl’s She-Shed), extra storage for boats, RV’s, motorcycles, etc. or recreational area?



How do you
mean?

REMEMBER the Home Site and Community:

- LOCATION, LOCATION, LOCATION
- Where do they plan to build?
- What are the restrictions?
- Home site and community play a huge role in the purchasing decision.
- What type of home site are they looking for? Do they want low maintenance? Do they want a big yard for the kids to play? Will they want to fence for privacy or safety? Is the view the most important thing?





**People create their own success
by learning what they need to
learn and then by practicing it
until they become proficient at it.**

Brian Tracy

quote fancy



Practice does not make perfect. Only perfect
practice makes perfect.

(Vince Lombardi)

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