**All items referenced in this Plan are available on Cab Corner within the Buyer Resources tab unless otherwise noted.**

### Denotes Florida Properties Group competitive points of difference.

**PRIOR TO HOME-FINDING ACTIVITIES**

* + On first contact, complete **Buyer Questionnaire** during conversation with Buyer. *(Remember Brand Promise 1, Communication and Brand Promise 5, Truly Listen when speaking with your Buyers.)*
  + Make appointment with Buyer for initial purchase consultation.
  + Give the Buyer your Preferred Lending Services Loan Officer’s information and let them know to be expecting a phone call.
  + Send your Preferred Lending Services Loan Officer your Buyer’s contact information.
  + Add Buyers full contact information into **BHHS Connect (kvCORE)**.
  + Set the Buyer up on a **Property Search Alert** using criteria obtained from the Buyer Questionnaire. *(Brand Promise 2, Forever Advisor)*
  + Prepare **My BHHS Team Flyer** (MADI) and include in Buyer Consultation Packet.
  + Pull current school district information for Buyer reference at consultation.
  + Gather a 2-10 Home Buyers Warranty booklet for Buyer consultation so Buyer is aware of coverages available.
  + Prepare other materials as needed for Buyer Consultation packet.
  + Coil bind Buyer Consultation materials into a **Here for You Presentation Cover** (provided by your office)
  + Start a new purchase transaction within Dotloop and complete the view details section.
  + Identify potential new construction neighborhoods and floorplans.
  + Identify potential For Sale by Owner properties available.
  + Call For Sale by Owner to secure a signed Commission Agreement (found in Dotloop).
  + Identify potential Expired Listings that meet Buyer’s criteria.
  + Call Expired Listing Owners to secure a signed Commission Agreement (found in Dotloop).
  + Use **CORE Present** to create a Buyers Tour. Print and coil bind for Buyer Consultation with initial properties.
  + Call Buyers to verify consultation time, asking them to review the initial emails of listings available (through Property Search Alert). *(Brand Promise 1, Communication, Brand Promise 4, Their Best Interest, Brand Promise 5, Truly Listen)*

## BUYER CONSULTATION

* Take your prepared materials and a notebook and pen to presentation.
* Review Marketing Materials with Buyers explaining competitive advantage of using Florida Properties Group.
* View the properties with the Buyers. Make notes of all information given and any changes to the search criteria.
* Review New Construction neighborhoods and floorplans you found with the Buyers. Make notes of all information given and any changes to the search criteria.
* Review For Sale By Owner properties you found with the Buyers. Make notes of all information given and any changes to the search criteria.
* Review potential Expired Listing properties you found with the Buyers. Make notes of all information given and any changes to the search criteria.
* Review Property Search Alert (kvCORE) benefits with Buyers.
* Talk with Buyers about questions they have on the information presented.
* Review CORE Present Buyer’s Tour and Showing Times reports of most active showing price range with Buyers so they are prepared for market conditions.
* Offer strategy based on your professional judgment and interpretation of current market conditions. Explain your job is that of a messenger between Sellers and the current marketplace.
* Complete the documents within Dotloop and click “share” (or host in person) so your Buyer has access to the documents.
* Explain all Buyer specific paperwork and obtain Buyer’s signatures.
* Give a brief overview of the real estate contract, process, and timelines.
* Provide 2-10 Home Warranty information.
* Ask Buyers to draft a personal letter about themselves ha can be used in a multiple offer situation.
* Remind Buyers of the importance of a pre-approval letter being readily available.
* Help Buyers identify a Home Inspector, so at time of offer the inspection process moves quicker.