

Strategies to Find Clients the Right Home

1. Ask lots of questions / questionnaire
2. Find out needs of the client
3. Ask if they want new, used, plan to reno or not
4. Find out size needed
5. Find out important features
6. Find out their timing
7. Identify long term & short term goals
8. What are their future needs / wants
9. Ask about personal situation / family
10. Find out where relatives & friends live
11. After each showing send email of each home you showed in 1 email so they have history of what they have seen & can refer back to the color pictures
12. Provide a checklist for the client to show their needs & wants
13. What amenities are needed
14. Make sure they make the home search a priority
15. Make sure client is ready to buy (mortgage, down payment)
16. Find out who else is a decision maker or influential person ie)parents etc
17. Keep communication flowing & call them regularly
18. Use mlx & set up search with their criteria
19. Screen properties using geo-jet for busy roads or so no negative surprises such as backing onto Deerfoot
20. Send a postcard to the prospective neighborhood letting homeowners know you have a client looking there
21. Get to know your farm area inventory through open houses & Realtor caravans
22. Know the amenities of your farm areas
23. Ask your clients for feedback
24. Make sure they have talked to a mortgage broker, preferably the one I recommend, & are qualified
25. Find out what is important to the client
26. Find out budget
27. Have a face-to-face meeting & make list of must-haves & would-likes
28. Discuss districts & price ranges that will work
29. Look at several & change criteria as needed
30. Narrow down search
31. Narrow down to #1 & #2 choice
32. Always do a pro/con on each property on the short list
33. Name each house after viewing
34. Have fun
35. They'll give signs when ready to write
36. Get to know the client so you can picture the 'right home' for them
37. If you know the client's dislikes then you won't waste time on properties the client won't like
38. Offer alternatives that they may not have thought of
39. Look beyond the MLS
40. Help them visualize potential of a property
41. Provide non-obvious details
42. Investigate for potential problems

43. Drive around neighborhoods they like
44. Get them registered on your website
45. Educate them on the buying process & how you work
46. Look at open houses
47. Talk to other Realtors in your office
48. Watch new listings constantly
49. Be positive
50. Burn a lot of gas