



# L P M A M A

## 1. Location — Where Do They Want to Live?

---

The home you called on is located in the \_\_\_\_\_ neighborhood. Is that the area you are looking to *buy* in?

- **IF YES:** Great! What is it that you like about that area?
- **IF NO:** Great! What other areas are you looking to *buy* in? Just out of curiosity, what is it that you like about those areas?

## 2. Price — How Much Can They Afford?

---

The home you called on is listed at \$ \_\_\_\_\_. Is that the price range you are looking to *buy* in?

- **IF YES:** Okay, great! How did you come up with that price range?
- **IF NO:** So, what price range are you more comfortable *buying* in? Just out of curiosity, how did you come up with that price range?

## 3. Motivation — When Can They Move In?

---

Just out of curiosity, do you currently rent or own your home?

- **OWN:** Will you need to sell your home before you buy a new one?  
Great! Is your home currently on the market?  
Ideally, when would you like to be in your new home?
- **RENT:** So, are you in a long-term lease, or are you month-to-month?  
**Month to Month:** Wonderful! Ideally, when would you like to be in your new home?  
**Long Term:** Okay, great, when is your lease up?....Great! If you found the perfect home today, would you be able to get out of your lease early?

## 4. Agent — Have They Signed a Buyer Representation Agreement with Another Agent?

---

By the way, how long have you been looking for a new home?

Good. How many homes have you seen the inside of?

Excellent! Just out of curiosity, how have you been seeing homes? Are you going to open houses, knocking on doors, or having an agent show you?

- **IF AGENT:** Okay, great! Are you calling signs and having the listing agent show you the homes, or do you have an exclusive agreement with an agent? Okay, so you're not working with one agent exclusively yet?

## 5. Mortgage — Have They Been Pre-Approved?

---

By the way, when you *buy* your home, will you be paying cash, or will you need a mortgage?

- **IF MORTGAGE:** Great! Have you spoken to a lender about getting pre-qualified for a loan?
  - **IF YES:** Wonderful! Who are you pre-approved with? So you already have the pre-approval letter, right?
  - **IF NO:** Great. I highly recommend doing that. Many sellers won't even consider an offer from a buyer that's not already pre-approved. I am going to have one of my preferred lenders give you a call. They are great at explaining the entire loan process and let you know exactly how much house you can afford, even if you decide not to use them to obtain your loan. What would be the best number to reach you?

By the way, who am I talking to?

## 6. Home Criteria — What Do They Want in Their Next Home?

---

I'd like to send you more information about the home on \_\_\_\_\_ as well as some other properties that meet your criteria. What is the minimum number of bedrooms you want in your new home?

- Gather all home search criteria from the Buyer Information Sheet.

## 7. Closing — Close for the Appointment.

---

Based on the information you have given me, here is what I recommend we do: Let's meet as soon as possible to go over the home buying process, do a complete market overview of the areas you're looking to *buy* in, get you inside the home on \_\_\_\_\_, and look at some other homes that meet your criteria.

Do weekend or week days work best for you?

Mornings, Afternoons, or Evenings? Great!!!

I am available \_\_\_\_\_ at \_\_\_\_\_; or \_\_\_\_\_ at \_\_\_\_\_. Perfect!

By the way are there other decision makers that will be joining us?

Do you have something to write my address with? Great (give them your address)

I am going to send you an email with all my information, my office address, and some homes that might meet your criteria, what is the email address that you most frequently check?

Great!

I am looking forward to meeting you on \_\_\_\_\_. Have a great day.

---