

# Qualifying the Buyer

If you are going to work with a buyer and show him property, then you'd better not be wasting your valuable time taxi-ing a buyer around who can't or won't be buying in the near future.

It's important to know that buyers make their decisions on both a logical and an emotional level. Therefore, you'll need to qualify them on both levels.

The following questions do both, and do it in such a way that the qualifying interview won't see like an interrogation to the buyer.

1. "Where are you folks from?"
  - If from outside the area..."Is this your first visit to our area?"
2. "Where do you live now?"
3. "Do you currently own or rent?"
  - If they own...
    - "Will you need to sell first?"
    - "What is the resale market like there?"
    - "Approximately what is the value of your property?"
    - "About how much do you owe now on the property?"
    - "If it is not currently listed, would you like me to do a referral for you?"
4. "Would you describe your present home to me?"
  - "What do you like most about it?"
  - "What do you like least about it?"
5. "How long have you been seriously looking for a home?"
6. "Have you seen any areas that you like?"
7. "Have you seen any properties that you like?"
  - If yes, "Why didn't you buy it?"

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8. "Where are you currently employed" (Both)
9. "What is your position there?"
10. "How long have you been employed there?"
11. "If we find the right property today, are you ready to make an offer?"
  - If not, "Why not?"
12. "If we find the right property, how soon do you want to be moved into it?"
13. "How many children do you have?"
  - What are their ages?
  - How many bedrooms do you feel you will need?
14. "Are there any special rooms or features that you would like to have?"
15. "How much of your savings had you planned to use as a down payment on the home?"
16. "What is the maximum amount you can afford pay each month?"
17. "How long have you been looking for a property?"

Remember that you must get answers from both buyers, since both are buying.

If you wish, you can simply retype these questions, and hand them to the buyer for him to fill in the answers. However, it is far better if you sit and ask the questions and interact with the buyers.