

BUYER BLUEPRINT

Discover how we turn chaos into clarity—before the first showing even happens.



AVOIDING BUYER BREAKDOWNS

Many agents struggle with overwhelmed buyers, missed goals, and unclear timelines. This guide is designed to help you avoid these common pitfalls.

By following the steps outlined below, you can ensure your buyers are prepared and motivated throughout the entire process.

Following the steps of the process below:

- Clear timeline
- Strategic offers
- Clear contract terms
- Detailed checklist
- Late contracts handling

THE 7-STEP BUYER BLUEPRINT

1. Get Pre-Approved or Show Proof of Funds
Ensure your buyers are financially ready.
2. Host a Buyer Consultation to Define Search Criteria
Discuss their needs, wants, and budget.
3. Strategize Showings with a Purpose
Use the buyer's criteria to guide your showings.
4. Meet in Person Before Offer for the Offer
Connect personally and build trust.
5. Coach Through Offer Period & Inspection
Stay on top of the offer and inspection process.
6. Prep Buyers for Appraisals & Contingencies
Address any concerns and delays.
7. Celebrate Closing—Like Pros Do
Bring your buyers to the closing with confidence.

AVOIDING BUYER BREAKDOWNS

Many agents struggle with uncommitted buyers, shifting goals, and unclear timelines. The truth? It all starts with the buyer consultation.

We've built a proven consultation framework that creates alignment, sets expectations, and builds trust from Day 1.

Mastering this part of the process means:

- Fewer surprises
- Stronger offers
- More confident buyers
- Smoother closings
- Less contracts busting out

THE 7-STEP BUYER BLUEPRINT

1 Get Pre-Approved or Show Proof of Funds

Establish buyer seriousness & price point.

2 Host a Buyer Consultation to Define Search Criteria

Uncover must-haves, deal-breakers & market fit.

3 Strategic Showings with a Purpose

How to manage expectations using a showing assistant

4 Run a Data-Driven CMA for the Offer

Eliminate guesswork and justify price.

5 Coach Through Option Period & Inspections

95% of deals that fall, fall through at inspections! Take them through the "Big 5" on inspections before you even start.

6 Prep Buyers for Appraisals & Contingencies

Avoid panic when values shift.

7 Celebrate Closing—Like Pros Do

Wrap with systems, referrals, and next steps.