

The Close's LPMAMA Scripts

Location • Price • Motivation • Agent • Mortgage • Appointment

LOCATION

Sample location scripts:

- Do you have a specific neighborhood in mind yet?
- What are you looking for in a neighborhood?
- Can you describe your perfect neighborhood?
- Have you thought about opening up your search to _____?

Example:

AGENT:

Do you have a specific neighborhood in mind yet?

BUYER:

Yes! We have been looking on Zillow in Ridgewood, but we've also heard great things about Oakland. So I think our first choice is Ridgewood and our second choice would be Oakland.

AGENT:

I love both of those neighborhoods. I went to school in Ridgewood and my wife worked in Oakland for years. Great coffee shops there! What are you looking for in a neighborhood? I know commute time is important for a lot of the buyers I work with. School districts are too. Can you describe your perfect neighborhood?

BUYER:

Well, we want to be close to my wife's new office in South Bay, but we also want a neighborhood that is walkable and has great restaurants and coffee shops. That's why we fell in love with Ridgewood.

Location (cont'd)

AGENT:

Sounds great! Have you thought about opening up your search to East Bay? This might give us a few more options, and it is very walkable.

BUYER:

No, but we are willing to look. Thanks for the suggestion!

PRICE

Sample price scripts:

- Now that I have a better idea of where you want to live, let's talk about budget. Do you have a range in mind for your new home?
- Is it easier to think about monthly payments you are comfortable with?
- What is your low range, high range, and comfortable range for budget?
- If I found your dream home listed at \$_____, would you want to go see it?

Example:

AGENT:

OK, so now that I have a better idea of where you want to live, let's talk about budget. Did you have a range in mind for your new home? A lot of the buyers I work with find it easier to think in terms of monthly payments instead of total price, but I know that can be tricky at first. Have you arrived at a budget that you would be comfortable with?

BUYER:

Well, we would love to stay below \$475,000, but I don't know if that's possible in Ridgewood.

Price (cont'd)

AGENT:

It's definitely possible! While it's true that you will generally get more house for the same price in South Bay, \$475,000 is definitely doable in Ridgewood. A lot of my buyers find it helpful to create a price range for their search, rather than a specific number. For example, if I found your dream home but it was listed at \$495,000, would you want to go see it? It might look like a lot on paper, but your monthly payment would only go up a little bit and we might be able to negotiate.

BUYER:

Yes, we'd definitely want to at least see it!

AGENT:

And if I found something for much less, you'd want to see that too, right?

BUYER:

Haha, of course!

AGENT:

OK, perfect. So it sounds like we can say your price range is between \$400,000 and maybe \$495,000 for your dream home? Don't worry, you can always adjust either of these numbers up or down, but this will help me search for the perfect home for you.

BUYER:

Yes, I think that sounds about right.

MOTIVATION

Sample motivation questions:

- What are you looking for in your new home?
- What would finding the right home do for you and your family?
- Do you have a time frame for when you want to be in your new home?
- How long have you been considering a home?
- How long have you been looking for a home?
- Have you seen any homes yet that you liked?

Example:

AGENT:

Now that I know where you want to be, can you describe a little bit about what finding the right home would do for you and your family?

BUYER:

Well, my wife just accepted a new job in South Bend, so she would have a much shorter commute, for starters. I work from home, so I would finally be able to build a home office. We're also looking forward to being able to walk to a dog run with our dog, Sam.

AGENT:

Got it. Long commutes can be a pain, especially now that so many people are working from home these days. Can you tell me more about the home office? Why didn't you build one in your current home?

BUYER:

Well, we're renting now, and we don't really even have the space to dedicate to an office even if we could construct something.

Motivation (cont'd)

AGENT:

I see. Well, I will make a note to look for homes with enough space for an office. Have you seen any homes in person yet that might work for your home office?

BUYER:

Not really.

AGENT:

Understood. By the way, do you have a time frame for when you want to be in your new home?

BUYER:

Christina's job starts in July, so we'd love to get started in the next few weeks, if possible.

AGENT:

That sounds like a plan! It will give you enough time to learn what's out there and really kick the tires to narrow it down and find something that will make you happy. Have you seen any homes yet that you liked?

BUYER:

Yes, we saw a home on Spring Street that was on a great block.

AGENT

Sample agent questions:

- Tell me about the home on _____ Street. Did you see it with a buyer's agent or by yourself?
- Have you met with any other agents?
- Are you already working with an agent?
- Did you sign an exclusive buyer-agent agreement with another agent, or are you still looking for the best deal from an agent?
- What method do you prefer for looking at homes?

Example:

AGENT:

Tell me more about the home you liked on Spring Street. Did you see it with a buyer's agent or just by yourselves?

BUYER:

We saw it with an agent we found on Facebook.

AGENT:

Got it. Did you already make plans to see more homes with this agent? Also, what is their name? This is a small community, so chances are I know them. I just want to make sure if I should send new listings to you directly or to them.

BUYER:

The agent we worked with was Sally Jones. She was great, but we didn't make any appointments to see more homes yet.

Agent (cont'd)

AGENT:

Understood. Did you sign an exclusive buyer-agent agreement with her, or are you still looking for the best deal from an agent?

BUYER:

No, we didn't. She was great, but we're still looking.

AGENT:

I hear you. It's always better to explore your options this early in the process. So if I find great homes for you with space for a home office, can I send them directly to you?

BUYER:

Yes, that would be ideal, thanks.

MORTGAGE

Sample mortgage scripts:

- Have you talked to anyone yet to discover the best way to finance the home you're looking for?
- Do you have any questions about the mortgage process that I can help you with?
- Have you decided what kind of mortgage you'd like?
- Have you already met with a mortgage professional? Would you like a recommendation?

Example:

AGENT:

Have you talked to anyone yet to discover the best way to finance the home you're looking for?

Mortgage (cont'd)

BUYER:

Well, we looked at a few options online and talked to my wife's cousin, who is a mortgage broker, but nothing set in stone yet. We have an inheritance from my uncle that I think we're going to use as a down payment.

AGENT:

That's really smart, and you are way ahead of most new buyers in this stage of the process. Do you have any questions about the mortgage process that I can help you with?

BUYER:

Well, we're very focused on keeping our monthly payments under \$2,500, if possible. Also, we're still trying to figure out the best way to do that considering how volatile interest rates have been lately. What do you think?

AGENT:

Well, there are a lot of variables at play here, but since you mentioned your inheritance from your uncle, I would note that putting down a larger deposit would be a smart strategy in your situation. You should also remember that, whether you're paying the bank a higher interest rate or paying more for the home itself, your monthly payments will be the same. Of course, there are a lot of variables to go over here, so if you'd like, I can connect you with Brad Smith, a mortgage specialist at Stone Street that we've been working with for years. He can answer your questions in more detail.

BUYER:

Thanks, that would be great.

APPOINTMENT

Sample appointment scripts:

- Let me go over what we've discussed to make sure I know how to best help you.
- Do I have everything correct from what we discussed?
- Is there anything else you think I should know?
- Is there anything else you'd like to ask me?
- Let's set up an appointment for _____ to come into my office to talk in more detail about your home search. And if we have time, we can take a quick drive to see a few nearby homes. Do Tuesdays or Saturdays work better for you?

Example:

AGENT:

I want to just quickly go over your situation to see how I can best help you. You are looking for a home, in Ridgewood ideally, that has enough room for a home office, is a quick commute to South Bend, and is in a walkable neighborhood near a dog run. You have an inheritance you can use for a down payment, but still want to explore options for financing. Did I get that right? Is there anything else you think I should know or would like to ask me?

BUYER:

No, that about covers it.

AGENT:

Perfect. So I think our next step here might be to set up a follow-up appointment to go look at a few listings I know of that I think will fit your needs, and a few that will give you a sense of how much further your money can go in Oakland. Like I said before, the more homes you see, the better informed you will be. This means you will be in a better place to make an educated decision when the right home pops up.

By the way, seeing homes you don't like can be just as important as seeing homes you do like. We can do this online, but until you see something in person, it can be very hard to differentiate between your wants and needs versus what you definitely don't want.

Appointment (cont'd)

How about this: Why don't we set up an appointment for next week to come into my office or Starbucks to talk in more detail about your home search, and then if we have time, we can take a quick drive to see a few nearby homes based on that meeting. Do Tuesdays or Saturdays work better for you?

BUYER:

That sounds great, thanks. It can be tough to get us both away from work during the week, so Saturday would work better.

AGENT:

I hear you. Why don't we set something up for this Saturday at 12:30 in my office at 27 Vine Street? I can text you a calendar invite with all the information.

BUYER:

That works for me. Looking forward to it!