

CBT “Ninja” Buyer Process Worksheet

I would like to ask you a few questions that will help me help you find the right home. Is it OK if I take some notes?”

1. Where are you living now?

Do you own your current home?

How long have you owned it?

Tell me a little bit about it

About how many homes have you owned in your lifetime?

2. When you purchased your current home, what was the process you used to find that home, how did you start looking?

What did you do next?

How long did it take to find the home?

How did that process work for you?

Is there anything you would like to change on this purchase?

3. If you could wave a magic wand and have this purchase go just the way you want it, what would that look like?

Are you familiar with how real estate works here in _____ ?

Are you familiar with the current market here in (location) conditions?

4. Go through your Buyer's Packet.

FUNNELL PROCESS

5. Our goal is to help you find the right home and, at the same time, make sure you don't miss anything or pay too much. We have a process called the funnel process that will help accomplish those goals. Would you like to see how it works?

- First, did you bring any listings with you? _____ Have you been inside any of them?
- To make sure you don't miss anything we will put everything in the funnel that you might consider: All MLS, New Listings, New Construction, Foreclosures FSBO, Zillow/Trulia.
- Now that we have everything in the funnel, we will start eliminating those that won't work for you. We have found that it is easy to eliminate items that won't work. For example would you buy a house with no garage?
- We'll go from 1,000's to 100's of properties in the funnel down to dozens (if there are that many on the market) as we begin to eliminate those that don't work.

6. On a scale of 1-10, where would you rate yourself in the process, where 1 is just beginning to look and 10 is you are ready to buy today?

What would have to happen for you to be a 10?

7. Two pieces of paper exercise. (Give each person a piece of paper.)

"After you have made your list, put stars beside the 3 things that are most important to you."

8. What's and the why's ? Features & benefits. Draw the T. Explain the concept of "the 85% perfect home."

9. Will you be selling your current home?

Have you thought about keeping it as part of your wealth plan?

Will you be paying cash for this home or will you be getting a loan?

If getting a loan: "Do you have a loan arranged? Do you have a lender?"

"Are you familiar with the 1% = 10% Rule?" "Every 1% change in interest rate affects your buying power 10%."

4.5%, 30-year, \$1,013/month = \$200,000 mortgage

5.5%, 30-year, \$1,013/month = \$178,476 mortgage

6.5%, 30-year, \$1,013/month = \$160,326 mortgage

10. If we find a house that works for you today what will you do?

Explain the "creampuff"