

Taking Care of Today's Buyers and Sellers



Based on the NAR Profile of Home Buyers & Home Sellers



With Theresa Barnabei

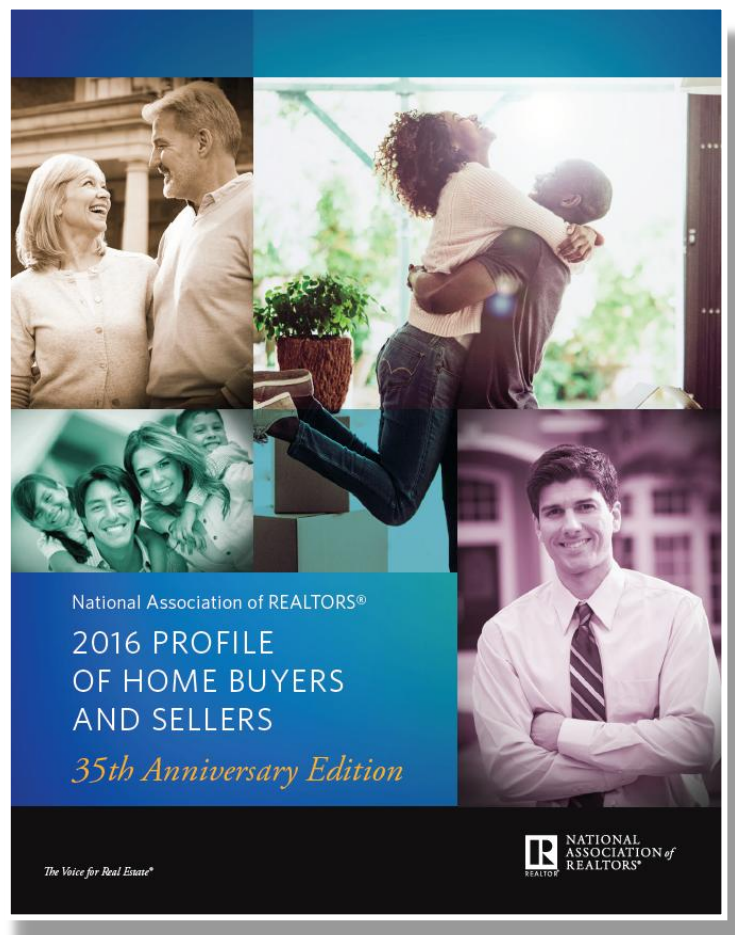
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Where I Get It Links & Resources

Quick Link Resources You Can Use

- National Association of REALTORS® – Member Profile
Realtor.Org



Characteristics of Home Buyers

Average Age of Today's Buyer Is:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Marital Status & Gender of Buyer Is:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Prior Living Arrangements of Buyers:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Primary Reason Buyers Purchase:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Every year NAR creates and sends out questionnaires to our past clients. The survey results are analyzed and published by NAR's Research and Marketing Department in the annual Profile of Home Buyers and Sellers. The Profile contains a wealth of information. It takes the guess work out of where the consumer is!



Primary Reason for Timing:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Characteristics of Home Search

First Search Step Taken:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

How The Buyer Found The Home:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

1st Action After Internet Find:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

The real impact of today's technology is about the way that it has fundamentally changed the way we conduct business. It has created a world of instant information and we need to figure out how to fit into the new rules of real estate from the consumer perspective.



Most Valued Website Feature:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Most Difficult Steps for the Buyer:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Provide the client and customer with exactly what they are looking for in the places in which they are looking for it. All we have to do is follow the directions they gave us in the NAR Profile of Home Buyers and Sellers.

Home Buyers & The Real Estate Agent

Buyers Want Most From Agents:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

How The Buyer Found The Agent:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



Most Important Factor in Choice of Agent:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Characteristics of Home Sellers

Average Age of Home Seller:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Marital Status & Gender of Sellers:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Primary Reason for Selling:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Branding is an important part of any marketing strategy. We used to brand companies, then we branded individual agents, today we are branding the customer experience.



How Long Have Sellers Lived in Home:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Distance between Home Purchased & Sold:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Sellers & The Selling Process

How The Seller Found Their Agent:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Networking with your Sphere of Influence will always put you in the path of opportunities. Network in such a way that always shows you care, before, during and after the sale.



Most Important Agent Choice Factor:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Number of Agents Interviewed:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

What Sellers Want Most:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Who Started Commission Negotiations:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Agents who utilize the new technologies of QR Codes, Zillow, Trulia and social media sites are going to lead the pack. In these new venues we can provide the client and customer with exactly what they are looking for in the places in which they are looking for it. All we have to do is follow the directions they gave us in the NAR Profile of Home Buyers and Sellers.



What Are We Missing?

Would The Buyers Use Us Again?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Would The Sellers Use Us Again?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

*Those who seek
out new ways of
differentiation to
create the most
unique
experiences for
their clients will
lead the pack.*



How I Become More Successful My Captured To Do List

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Today, real estate is changing faster than ever before. We are separating this industry in very rapid fashion between those who are implementing and integrating new ways of doing business and those who aren't. The future of real estate will be in the hands of the doers and not the watchers.





Instructor: Theresa Barnabei, Course Creators

Date: 3/28/17

Your evaluation is important in our goals for meeting the needs of our students. Please take a moment to fill out the form below and return it to the instructor before leaving class.

<i>How Do We Rate?</i>	<i>Did Not Meet Expectations</i>	<i>Met Expectations</i>	<i>Exceeded Expectations</i>
<i>Training topic applicable to you and your business</i>			
<i>Quality of Instructor(s)</i>			
<i>Quality of visual materials (PowerPoint, video, etc)</i>			
<i>Quality of Course Creators Playbook</i>			

What was your favorite portion of this course?

What was your least favorite portion of this course?

How can we improve?

What type of classes do you need us to provide to help you and your business?

Would you like to provide us a testimonial today? Please use reverse side for additional room, *Thank You!*

*Thank you for participating in our class today.
Get it! Use it! Become more successful because of it!*

Name: _____ Company _____

Phone: _____ Email: _____

