

BUYER BROKER AGREEMENT SCRIPT (POST-NAR SETTLEMENT)

Help Realtors confidently introduce and secure the Buyer Broker Agreement as part of a trusted, professional process.

Tone: Calm authority. Empathetic, educational, and confident — not defensive or salesy.

Step 1: Start with Empathy + Authority

Agent: Thanks so much for meeting with me today. I've been helping clients buy homes here in [your market] for [X years], and I've developed a process that gives buyers a real advantage — especially in a market where preparation and strategy matter more than ever.

My role isn't just to find you a home — it's to protect your interests, your time, and your investment from start to finish.

Step 2: Establish Unique Value

Agent: What makes my process unique is that we don't just look at listings on the MLS. We identify off-market opportunities, use tools like seller-paid rate buydowns to stretch your budget, and structure offers that win — without overpaying.

The idea is to make you the most certain, prepared buyer in any negotiation. That's how we win homes others lose.

Step 3: Introduce the Buyer Journey Tools

Agent: I'll walk you through my Homebuyer Journey Map in a moment — it outlines what to expect every step of the way. You'll also have access to tools like side-by-side loan comparisons, a Cost-of-Waiting Calculator, and customized offer strategies based on the homes you're considering.

I work closely with the FMZ Team to make sure financing, timing, and negotiation all move in sync — no surprises, just clear communication.

Step 4: Introduce the Agreement — With Confidence

Agent: Part of our process includes a Buyer Representation Agreement. It's not about locking you in — it's about protecting you.

It formalizes that I work for you — not the seller, not the listing agent.

It guarantees that my time, advice, and strategy are 100% focused on your goals, not anyone else's agenda.

Think of it like your own buyer-side insurance policy — it levels the playing field so you're represented with the same protection sellers have always had.



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Use this as a guide, not a script to memorize. Adapt it to your voice and your client's personality.
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Step 5: Frame as a Client-Only Benefit

Agent: Because I want to give every client my full attention, I limit how many buyers I work with at a time.

That way, you get the full benefit of my experience, my team, and our proven system — including full access to our lender, inspectors, title team, and support staff, seven days a week.

Signing the agreement just formalizes that commitment — that I'm on your side, fully and exclusively.

Step 6: Reinforce Trust + Lifetime Value

Agent: Most of my business comes from repeat clients and referrals — and the reason is trust. My goal isn't just to help you buy this home — it's to become your lifelong real estate resource. I want you to feel completely protected and confident, not just today, but for every real estate decision you make in the future.



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