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REBSP Educational Portal: Buyer Presentation Tools

URGENT MUST KNOW: NAR Changes and Training Sessions from eXp Realty

- [Google document for Important eXp Realty class links and Helpful Resources](#)

Note: Links to class recordings are within the eXp Realty Workplace platform.

The slides are available for viewing and download.

Buyer Forms: eXp and FAR with Ann Shahin, Michele Williams, and Frank Rodriguez

- [Buyer Forms Class 08-05-24](#)
- [Buyer Forms Class Slides 08-05-24](#)

Buyer Representation Toolkit

eXp Realty LLC Buyer Representation Toolkit

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Knowing your Buyers' Motivation!

As presented in the July 16, 2024 FL Auditorium eXp Realty, LLC State Meeting

L.P.M.A.M.A Framework

1. Location

- Focus on the property location and remove all other location possibilities, so as to narrow down the search.

2. Price

- Settle a price range that the buyer is comfortable with. Match property prices and find the bracket they can afford.

3. Motivation

- Determine the buyer's motivation to purchase a home. Is it an urgent relocation or a desire for a specific feature or lifestyle?

4. Agent

- Inquire about the buyer's need for an agent. Either ask directly or pose an indirect question that presents an opportunity.

5. Mortgage

- Clarify if the buyer is pre-approved already or not. This can be asked directly, as it should be a clear-cut answer if they are or are not.

6. Appointment

- This is where you set a meeting and schedule a showing of a property. Promise to help with a home evaluation and show them multiple properties.

Questions to Ask

• Motivation

- What is motivating you to buy a house?
- How will that impact you? (Continue digging...)

• Location

- What's your ideal home look like?
- Where do you want to live?

• Price

- What is your target price range?

• Agent

- Are you working with another agent? (If yes, have you signed an exclusive buyer brokerage agreement to work with them?)

• Mortgage

- Do you currently own or rent?
- Cash or Finance
- Do you need to sell your current home to buy a home?

• Appointment

- Great! The next step for you is to come in so we can meet and set you up on a quality search that will save you time (then we can go out and look at the house, if applicable).





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Buyer's Presentation Outline

Introduction/Build Rapport:

- Be prepared prior to client arrival and ready to greet client professionally.
- Create small talk (try to identify something in common such as hobby, sport, travel, etc.)
- Discuss the Brokerage (eXp Realty) and yourself.
- Bring up one of our recent success stories with a client (this can happen throughout the conversation).

Expectations:

- Understand what the customer's expectations are. ("What are your expectations of this meeting?")
- Briefly summarize what you will be covering in the conversation and set clear expectations of your services. (Mr./Mrs. Customer, my goal is to advise you and provide you guidance during the real estate process so you can make the best decision possible for the purchase of your home.)
- Discuss the EBBA and representation during the home-buying process.

LPMAMA:

- Review and confirm LPMAMA.
- Start with M First.
- Motivation: What is motivating you to buy a house? How will that impact you? (Continue digging...)
The Scale of 1-10, 1 being I don't want to move ever, and 10 being I wanted to move yesterday, what number are you? What makes it that number for you?
- Location: What is motivating you to buy? How will this impact you?
- Price: What is your target price range?
- Agent: Are you working with another agent? (If yes, have you signed an agreement to work with them? This should be avoided if properly verified in the initial qualified conversation.)
- Mortgage: Verify pre-approval letter or proof of funds.
- Appointment: Agree on appointment date for showings.

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