Buyer Presentation

A Buyer Presentation is crucial for real estate agents for several reasons, as outlined in the attached material. It serves to meet TRESA standards, educate buyers on the home purchasing process, and contract the client to represent them in a successful transaction. The presentation also helps in obtaining important inputs or information from the buyer to find the right home, increasing efficacy, creating a smooth transaction, and minimizing liability for both the agent and the client. Additionally, it identifies the best way to present the value of a REALTOR® in a professional manner and understand how to meet service standards to build the business through repeat and referral methods. Ultimately, a well-executed Buyer Presentation is instrumental in establishing trust, providing valuable information, and setting the stage for a successful and enduring client relationship.

- The Buyer Presentation
- The Seminar
- Home Buyer Readiness & Preferences Checklist

The Buyer Presentation

The key components of a successful buyer presentation for real estate agents include:

1. **Qualifying Buyer's Needs**: Understand and qualify the buyer's needs to provide tailored solutions.
2. **Professionalism**: Dress professionally and create a quiet, distraction-free environment for the presentation.
3. **Introduction**: Introduce yourself, your team, and your office to establish credibility and trust.
4. **Value Proposition**: Clearly present the value of working with a REALTOR®, emphasizing local expertise, access to properties, and minimizing stress.
5. **Commitment to the Buyer**: Express commitment to understanding the buyer's needs, utilizing technology, and establishing a long-term relationship.
6. **Mortgage and Financial Guidance**: Provide information on mortgage pre-approval, deposits, closing costs, and government programs for first-time homebuyers.
7. **Home Scouting and Offer Process**: Explain the home scouting process, exclusive listings, and the offer negotiation and presentation process.
8. **Home Inspection and Closing**: Discuss the home inspection process, potential stressors, and the closing day logistics.
9. **Additional Services**: Offer additional services such as legal guidance, financing, and post-purchase support.

Here is a link to a templated Buyer Presentation to get you started,

Century 21 Heritage Buyer Presentation

The Seminar

Century 21 Heritage provides all agents access to a learning management system called Xsel. The buyer presentation seminar can be found at the link below.

Login to Xsel - The Buyer Presentation

Home Buyer Readiness & Preferences Checklist

Home Ownership & Living Situation

- Is this your first home purchase?
- Are you currently renting?
- If yes, have you signed a lease?
- When does the lease term end?
- Do you currently own a home?
- Will you need to sell it to use the proceeds for your next purchase?

Financing & Deposit

- Have you been pre-qualified or pre-approved for a mortgage?
- Can you access funds quickly to cover a deposit once you’re ready to make an offer?
- If you are a non-resident of Canada, do you have sufficient funds in a Canadian bank account to cover your down payment?
- In whose name(s) will you be purchasing the property?

Lifestyle Considerations

Do you require easy access to any of the following?

- Public transportation
- Schools
- Shopping

Condominium Considerations (if applicable)

- Would a “no pets allowed” policy be an issue?
- Do you require designated parking?
- Is a storage locker necessary?

Potential Deal Breakers

Would any of the following discourage you from purchasing a property?

- Urea formaldehyde foam insulation (UFFI)
- Vermiculite insulation (may contain asbestos)
- Aluminum wiring
- Swimming pool
- Backing onto a train track or major road

Close proximity to:

- Hydro towers
- Wind turbines
- Ongoing or upcoming construction/development
- Commercial or industrial zones
- Additions or renovations done without proper permits
- A secondary suite (apartment) that may not meet local zoning or safety regulations
- Hot water or baseboard electric heating
- A heritage-designated property
- Evidence of pets previously living in the home

Psychological Stigmas

Would any of the following affect your willingness to purchase a property?

- Known criminal activity (e.g., marijuana grow-op)
- Natural death on the property
- Suicide or murder on or in the property
- Alleged paranormal activity
- Neighbourhood factors (e.g., group home, daycare center, etc.)

Must-Haves or Deal-Breakers

Are there any specific must-haves or must-avoids that would influence your decision to buy?

PDF - https://drive.google.com/file/d/1USPKP65jkw-drvr62CnJqNHcJ9WXx47y/view?usp=drive_link