



**FOR
SALE**

3 Ways To Make Home Buyers More Confident

Your role as a real estate agent gives you the pleasure and responsibility of sharing in some of the biggest financial choices your clients will make in their lifetimes.

Not only is home buying a significant financial investment, but most of your buyers are also looking for a house to hold years of future family memories. Or, if they're investors, they're hoping this single purchase will get them one step closer to retirement. Your potential clients want to know that they can trust you and your experience to guide them through the process of finding the house they really need.

By this point in your real estate career you've amassed an impressive amount of knowledge about the neighborhoods and schools in your town, the ups and downs of the real estate market, and the going rate for houses of any size. But is that enough to make sure that your clients continue to feel certain in your abilities moving forward?

Here are some tips for instilling confidence in your clientele.

1. Guide Clients Toward Realistic Home Choices

When your clients come to your office with a 2 bedroom 1 bath budget and a small castle's worth of expectations, you know they're in for an awakening of sorts. It can be difficult to convince new home buyers that finding all of those things in one house will cost a good deal more than they can afford. As much as you want to give them everything they dream of, it's most important to give them an education in exactly what their budget will bear in the current market. The more they can see with their own two eyes how much (or how little) of their wish list they can actually afford, the easier it will be to bring their expectations closer to reality.

For some clients a great way to get more bang for their buck is to invest in a fixer upper. These days many people are familiar with the concept from the popular television shows (one bearing the same name) that promote the concept. Making your clients feel more confident about their home purchase will often require you to have a working knowledge of remodeling and exactly how simple (or complicated for that matter) this fixer upper will actually be. The last thing you want is a young couple - with limited funds and even less experience - taking on a huge home improvement project that they won't ever be able to dig themselves out from under.

Building confidence with your clients is a process that requires consistency. As you guide your clients toward good home investments and away from those they aren't prepared for,



you are showing them that you have their best interest in mind. And when your clients make the most realistic choice in their next home, they will be happier in the long run. Your confidence and expertise will undoubtedly draw clients to you who want to feel that same confidence in their home buying experience.

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2. Expand Your Education Beyond The Real Estate Basics

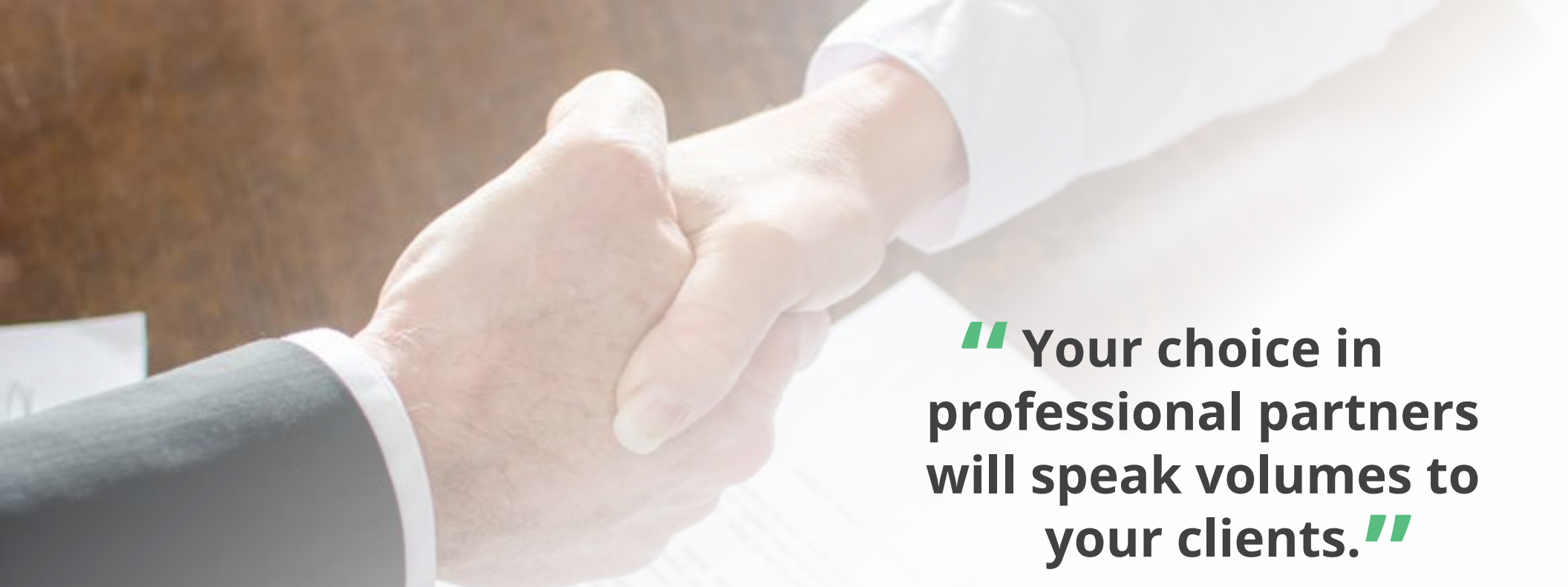
You know more than most people about the real estate statistics in your community. You have a sense about which neighborhoods are up and coming, and which to avoid all together. You are a wealth of real estate knowledge poised to help each client have a successful home buying experience. But there's one bit of very valuable knowledge that you might

not already have. How much do you know about construction? Do you have a basic knowledge of remodeling, and the costs associated with home renovation projects? Are you aware of how much it would cost to put a metal roof on a home instead of shingles? The more you can educate yourself about every aspect of home maintenance and the professional service providers in your area the better resource you'll be to your clients.

For instance, as you walk through a home with a home buyer it would behoove you to know and be able to share with some accuracy how much it would cost to make some of the changes they're interested in making. They may really love the house but aren't quite sure about the kitchen, or the roof needs to be replaced, or they would want to add a privacy fence. Having access to all of this information is a great tool for helping your home buyers feel more assured about buying a home that needs a little bit of work.

Educating yourself is first and foremost a benefit to your clients. However, being educated will also help you to carry yourself more confidently. As you know from your own experience as a consumer, confidence begets confidence. Whether you're shopping for a new car or taking a recommendation from your waiter a dinner, it's easier to believe in someone who believes in themselves. If your clients sense a lack of certainty, they'll be much less likely to believe in your abilities to serve them. Expand your knowledge base, learn all you can about remodeling, local craftsmen, and the true costs of home projects in your community and you'll





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become an irreplaceable resource to your clients. And once you've gained their confidence, continue or show up as the talented, client-focused real estate agent you already are.

3. Partner With Local, Dependable Experts

Your choice in professional partners will speak volumes to your clients. Building a stable of professional and dependable people at the ready to assist your home buyers is an excellent way to build confidence and set yourself up for home selling success. One great partnership that will benefit your clients in the long run is between the real estate agent and a local bank or credit union. At a local bank, like most other local businesses

your clients will always be more than a number. Families who choose to get loans from a local bank may have greater access to other financial services like checking and savings accounts, investment accounts, credit cards, and additional loans. Plus, small, local banks are less likely to sell your clients' loans to another company - which is a very common practice in larger financial institutions.

As a real estate agents, your partnership with a quality home inspection team can make a world of difference in your clients' experience. The best home inspection teams are quick, thorough, and dependable, and help you make a great impression with your home buyers. A small, family-owned



inspection company will provide the same level of care to your clients as you do and ensure they are making a quality investment. Many inspection companies offer complete home inspection services as well as a 4-Point inspection, which is required by most home insurance companies. Look for a partner who also provides services which look deeper below the home's surface and uncover potential issues like water intrusion and wind sensitivity that may pop up down the line. Your clients will be eternally grateful that you've connected

them with a dependable company that can provide specific information to aid in their decision making process.

Local Title Companies also make a great partners for real estate agents. Unlike the big national companies, a local team can ensure that the process of getting the title and title insurance is smooth and efficient. Plus, just as with all of these potential partners, should anything go wrong your clients will benefit from having easy access to the players who have significant

decision making power over their home purchase. Finally, depending on the complexities of a specific home sale, your clients will absolutely appreciate your access to a local real estate attorney. Your real estate investor clients probably have their own attorneys they choose to work with, but the average family home buyer may not know where to even find a good attorney. Providing them access to a reputable attorney who can give them unbiased advice when making such a large purchase will undoubtedly inspire confidence. There is no substitution for local businesses who are invested in the health of your community and are passionate about growing long term relationships with their clients.

As a real estate agent you are perfectly poised to lead trusting home buyers to the new home or investment property

they've been hoping for. Your real estate expertise, continued education, and excellent community partners will all combine to instill confidence in your potential clients and drive them toward making the best real estate decisions available to them. As your clients close in the perfect home, make sure you're prepared with the best home inspection company. Don't go with the status quo, align yourself with the professionals who will treat your customers with the same degree of care that you do, enhance your reputation in the community, and continuously commit to excellence and efficiency. [At Super Inspection Pros we are committed to providing the best, most thorough inspection services](#) in a timely manner and with all of the care and consideration you give to your own clients. Contact us today to learn more about how we can partner to build your clients' confidence.





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