

ESTABLISH COMMUNICATION EXPECTATIONS



Establish Communication Expectations

Communication with buyers is not necessarily as systematic as it can be with sellers. Your buyers will want to reach out as soon as they see a property they like—or add a property to the list of homes you are touring on an appointed day. You will also want to contact them if you see a property that is a close match.

1. Consider asking the buyers how *they* would like to communicate with *you* and vice-versa, taking market factors and their timelines into consideration:

Sellers Market/Short timeline =

- Daily Phone
- Daily Text
- _____
- _____

Buyers Market/Long Timeline =

- Weekly Phone
- Weekly Text
- Email
- _____
- _____

2. Consider establishing how you would like *the buyers* to communicate with *others*:

- **FSBOs:**

If they find a FSBO, ask that they contact you first—you will call the FSBO to request a showing and negotiate the commission. *“Protect your time and stay safe by allowing me to assess the potential and credibility of the owner.”*

- **Open Houses:**

As soon as a buyer enters an open house without you, ask them to present your card immediately. *“You don’t want to deal with all the follow-up calls—I’ll protect you from the hassle!”*

- **New Construction:** As soon as a buyer enters a new construction without you, ask them to present your card immediately. *“Don’t sign anything unless I am present. Do not even sign in! Those agents represent the builder and cannot protect your interests like I can, or negotiate on your behalf!”*

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- _____