

TOP 10 WAYS TO ENCOURAGE A BUYER TO BUY A HOME IN THE CURRENT HOUSING MARKET

1. Be a matchmaker:

Help your clients find a home that matches their personality and lifestyle. For example, if they love to cook, show them homes with spacious kitchens.

2. Create a sense of urgency:

Let your clients know that the current housing market is competitive and that they need to act fast if they want to secure their dream home.

3. Highlight the benefits of homeownership:

Owning a home is a great investment and provides a sense of stability and security. Maybe reach out to a tax consultant to ask for material on the possible tax savings on homeownership.

4. Provide a personalized experience:

Take the time to get to know your clients and their needs. This will help you find the perfect home for them.

5. Use humor:

Buying a home can be stressful, so use humor to lighten the mood and make the experience more enjoyable.

6. Be yourself:

Remember, your clients chose to work with you in their homeownership journey. So be yourself.

7. Be a problem solver:

If your clients have concerns or issues, work with them to find solutions. Have solution-based conversations with your clients and keep records of their concerns and issues so you can address accordingly.

8. Stay positive:

Even if your clients are feeling discouraged, stay positive and remind them that their dream home is out there.

9. Be a resource:

Provide your clients with helpful resources such as home buying checklists and mortgage calculators. Reach out to me today as we have several resources available for you and your clients to assist in the successful close of the transaction.

10. Celebrate the purchase:

After your clients have purchased their new home, assist them with a housewarming party and attend the event to meet their family and friends. Remember, referrals, referrals, referrals.



Mel Lautenbach

Sales Executive
mlautenbach@ortc.com
Cell: 360.901.7702
5500 Meadows Road, Suite 100
Lake Oswego, Oregon 97035

