

# Kaleb Monroe

Houston, TX | @kalebrmonroe | The Monroe Team



# Mastering the Art of the 10 Minute Buyer Consult

# Who Is This Kid?

**24 Year Old Team Owner in Houston, TX**  
**\$100M+ in career sales - Lic. Since 2020**  
**Serial Real Estate Investor**  
**31 Doors Owned**  
**...Just getting started!**



**People don't care how much  
you know until they know  
how much you care.**

# The First Contact

## Very First Conversation - BEFORE The Consultation

- **Be Fearless**
  - The initial conversation is a sorting one
  - We are asking the “hard hitting” questions + gaining context on their POV of the process
  - No stone left unturned
    - Credit, monthly expenses, expectations, etc.

# Set The Tone for The Relationship

- **You are the professional**
  - Drive the conversations to a positive outcome
    - Not only for you, but more importantly - the client.
- **The person who asks the questions, controls the conversation**

- **Always ask 3 questions deep**
  - Rapport Building on Steroids
    - “How is your day going”
    - “Great! What has been the highlight of it?”
    - Take it one question further based on response.

***“Yes, and” mentality is a key component to your conversion in conversations.***



# Your 10 Minutes of Fame

## **THIS is your time to SHINE**

You have built rapport - this part should feel like catching up with an old friend. With that, here are the KEY POINTS to hit.

1. You and your UVP
2. Cliff notes version of yesterday and today's market
3. NUMBERS, NUMBERS, NUMBERS
4. Marriage agreement

# You and Your UVP

What is your unique value proposition? This section of your appointment should be brief — ***and being brief does not mean lacking impact.***

First impressions are everything and the level of impression you leave on someone either makes or breaks their trust with you.

What can you guarantee your client without fail? In a world where nothing is really new, we just know how to present in the best way.



SUCCESS SUMMIT

## CLIENT STANDARDS

### Transparency

We are straight up as an agent, we will be able to give you our professional insight with no sugar-coating. What type of feedback we're receiving, what type of traffic we're getting, etc. Most of all, calling the people who have shown the house and getting concrete responses.



### Availability

All of our sellers get a touch every Tuesday with an update. Between that, we are constantly talking to our clients and sellers. It will be as if the feedback we are receiving is being presented to both of us with how efficiently it's presented.



Upon meeting,  
we will explain  
these points  
further.

## Hear What Our Clients Have to Say

### Jae Kyoung Lim

★★★★★

Excellent, Professional, and Strategic Real Estate Consulting Team!!! They are very focused on client favor and interest. Kaleb always has been so kind and thoughtful of any question and has done his best for any kind of situation on processing. Kaleb and his team are mostly the best realtor team I've ever met.

### Eduardo Lozano

★★★★★

Kaleb Monroe was very professional from the very first call, message, and tour when viewing houses till today on closing day! Always answered every single question, with great responses and showed professionalism! I would recommend working with Kaleb 100%! Everything was punctual and on time!

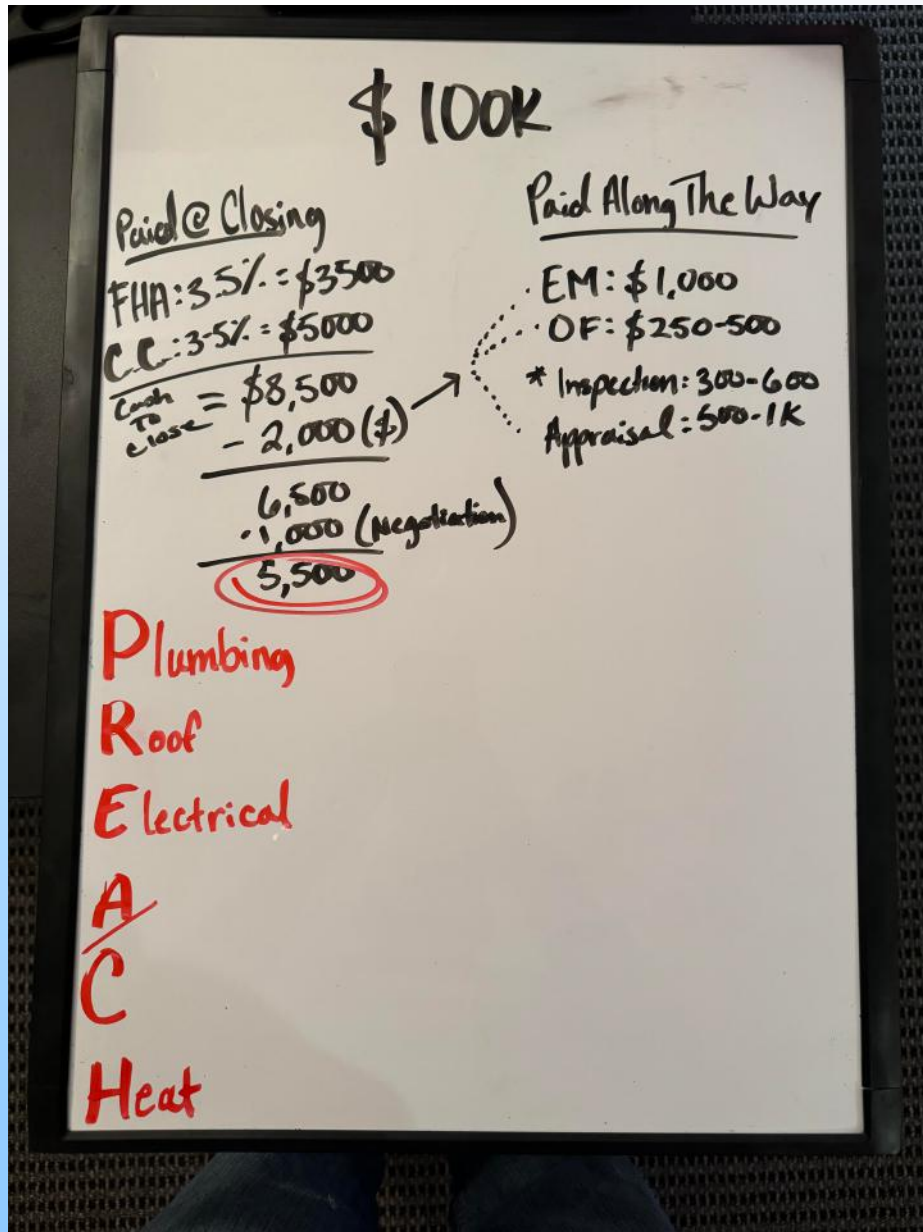
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# Yesterday and Today

- x Giving context on where the market has been and where the market is establishes trust.
- x We know, you don't know where rates are going. So say that, and explain to them why their overall numbers being good trumps the rate.
- x Explain & show proof about your clients WINNING in today's market and why?!
- x Showing real results of what it is like in a working relationship with you during the conception of that relationship gives you influence and undeniable *loyalty*.





# The Numbers

Provide value by explaining:

- Earnest Money
- Option/Contingency fees
- Inspection & Appraisal Costs
- Down Payment
- Closing Costs

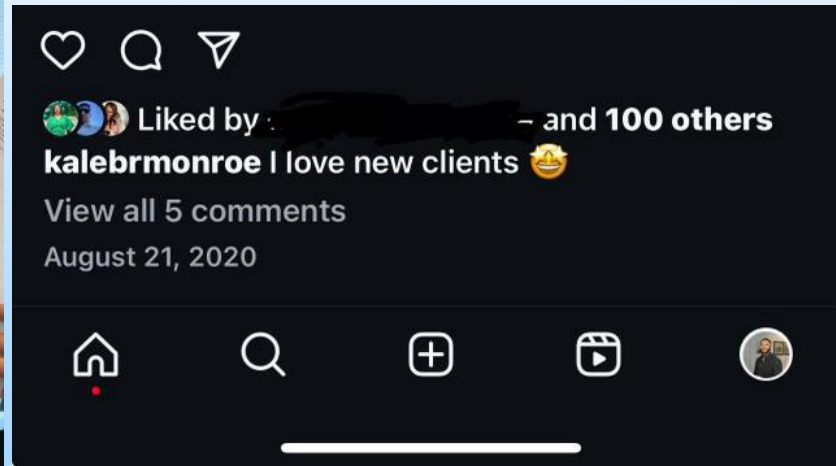
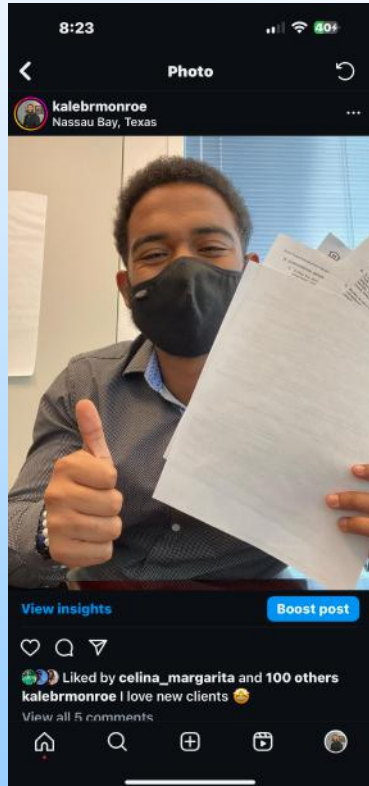
“The numbers” doesn’t have to be monthly payments, but giving value on the funds it costs them along the way breaks a barrier in you & the client’s relationship.

Preface that these numbers are super rough estimates and a placeholder so they know what to expect as we go.





# Buyer Representation



Whether a NAR settlement was reached or not.

You should have been getting a representation agreement signed.

On top of that, we certainly should not have been scared to present it.

- You are a professional
- Professionals have agreements
- It helps establish clear expectations
- Makes you married

## Connect with Me!

Instagram



Contact Info

