



# Mastering Buyer Consultations

With Senior Coach: Alyssia Essig

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*A 100% Effective Approach*

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# How It Started



*The lesson that  
changed everything*

# How It's Going...

2024 NAR Practice Changes

## Transparency

*The rules changed.*

Buyer agency agreements are now required before showing homes. Compensation must be negotiated and disclosed upfront.

## Choice

*The opportunity is yours.*

Agents who can articulate their value will thrive. Those who can't will struggle. This system solves that.

*Agents who were already doing consultations? The changes validated everything.*

# It Works.

*Real agents. Real results. Same day implementation.*

*“Loved your podcast with Tom Ferry! I started using your suggestion & have been getting buyers to sign my agreement & pay full commission.*

*Game changer!! Thank you!!”*

— Kat West, Agent (after 1 podcast episode)



# How Buyers Find Their Agent

NAR 2025 Profile of Home Buyers & Sellers

**88**  
**%**

of buyers used a real estate agent—the most trusted source, ahead of online listings

**40**  
**%**

found their agent through a personal referral

**21**  
**%**

used an agent they'd worked with before

**61**  
**%**

total came from RELATIONSHIP & REPEAT business

*Relationship wins. Every time. This system is built on that truth.*

# It's Not the Rates..... It's the Fear.

**62**  
**%**

of Americans say buying a home in 2026 feels unrealistic—up from 49% just a year ago

**80**  
**%**

of buyers are waiting for rates to drop; nearly 1 in 3 won't move until rates hit 5.5%

**41**  
**%**

of homeowners say high rates have made their house a “forever home”—sellers aren't moving either

**63**  
**%**

of buyers feel trapped by the broader economy. They're not waiting for a deal—they're waiting to feel safe

**Fear is the most expensive real estate decision you'll ever make.**

# The Antidote to Fear: **Trust.**

**01**

## **Acknowledge**

Hear what they're feeling without judgment. Let them feel seen before you say a word about real estate.

**02**

## **Empathize**

Validate the fear. The market IS confusing. Their concern IS rational. Say so.

**03**

## **Strategize**

Now—and only now—you build the plan together. Strategy lands because trust is already there.

*That's not a sales technique. That's human connection.*

# Why This Works

## **Positions You as Local Expert & Trusted Advisor**

You walk in as the authority. They feel it before you ever talk price.

## **Sets Proper Expectations for Both Parties**

No surprises. No resentment. No ghosting after 10 showings.

## **Screens Out Non-Serious Buyers**

Your time is your inventory. Stop spending it on people who aren't ready.

*And here's the one result that surprises every agent who tries this...*

# You Will Show **LESS HOMIES.**

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When you do this right, buyers are pre-committed before they ever get in  
your car.

That's not an accident. That's the consultation working.

# Getting the Appointment

*Every lead source. Same mission: earn the consultation.*

## Direct Referral

- Listen first—they'll want to tell you everything
- Build rapport before you talk real estate
- Validate their excitement or concern
- "This is how we best serve our clients..."

## Open House

- Invite them to view—don't hover
- Build rapport naturally
- As they leave: "How does this compare to others you've seen?"
- "Are you working with an agent to help through this process?"

## Online Lead

- Nurture first, rapport second
- Ask: "Has anyone offered to review the sales contract with you?"
- Position yourself: "I'd like to apply for the job of being your REALTOR"
- "This is how we best serve our clients..."

*When they say they're "not ready" — that's exactly when you schedule the meeting.*

# The 3-Part Consultation Framework

*Acknowledge • Empathize • Strategize — in action*

**01**

15–20 min

## Legal, Local & How Agents Get Paid

- Agency types explained (seller, buyer, dual)
- The 3 ways to fund buyer agent compensation
- Local market conditions & jurisdiction issues
- Review the purchase contract together
- Controlling the client: FSBOs, Zillow, new construction

**02**

20–25 min

## Discovery & Soft Financial Qualification

- Learn who they are BEFORE you talk numbers
- Lifestyle questions: work, hobbies, neighborhood, pets
- Favorite room, willingness to renovate, long-term goals
- Reverse-engineer budget from monthly comfort (PITI)
- Ask about cash, down payment, closing costs

**03**

15–20 min






## Live MLS Review & Strategy

- Share screen or sit side-by-side at the MLS
- Go through listings together—let them react
- Discuss resale value and investment lens
- Build a saved search & saved list before they leave
- This is the Strategize step—they feel it working

# Never leave without the next face-to-face appointment scheduled.

*The consultation isn't the end of the process.  
It's the beginning of the relationship.*

## Before They Leave:

-  Schedule first tour
-  Send lender recommendations
-  Send buyer agency agreement
-  Send a personal video email
-  Confirm next steps