

THE ULTIMATE REAL ESTATE PLAYBOOK: BREAKTHROUGH TO BUYERS

# Creating Educated and Informed Buyers from the Start

Educating Buyers Upfront to Smooth the Process

**Liz & Jeff  
Johnson**

 RE/MAX

 @thejohnsonteam



# At a GLANCE

Late in the game is not the time to teach your buyers about how things work. If you're all hype and no info at your buyer consultation, you're setting yourself up for failure. Liz and Jeff Johnson have seen it happen to too many buyers working with less prepared agents. That's why they developed a consultation to create an amazing client experience.



**Toronto,  
Canada**

PRIMARY MARKET



**\$1.2m**

AVERAGE PRICE POINT



**22**

YEARS IN REAL ESTATE

## 2022 PRODUCTION STATS

**167**

TRANSACTIONS

**\$205,000,000**

SALES VOLUME

**\$4,600,000**

GCI

### CORE CLIENTELE

- ✓ First-time buyers
- ✓ Downsizing

### PRODUCTION

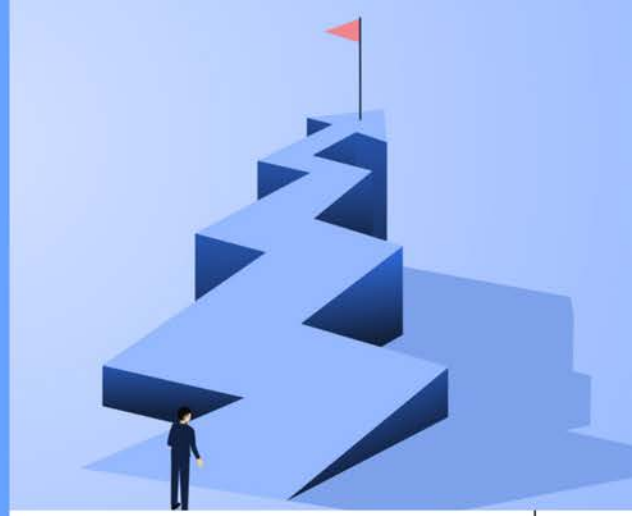
**60% | 40%**

Buyers | Sellers

### TEAM STRUCTURE

- ✓ 20 agents
- ✓ 7 staff members

# Liz & Jeff ON COACHING



Working with a coach in my real estate journey, especially one of Tom Ferry's caliber, was an absolute game-changer. It wasn't just about the strategies or tips; it was the holistic approach to coaching that made all the difference. It was through this experience that I learned to push my boundaries and truly tap into my potential. Having a coach, and the personal growth it brought, simplified the complex world of real estate for me and allowed me to reach new heights. Coaching, in general, has been a transformative force in my career, and I cannot recommend it enough.



## BY THE NUMBERS

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**25**

Buyer consultations conducted a month on average

**86%**

Buyer consultations result in a closed transaction

**< 1%**

Of buyer exclusives canceled





## THE STORY

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Like most agents at the beginning of their careers, Liz and Jeff focused almost exclusively on buyers, most of whom they first met at open houses. These days, their business is much more balanced, but buyers still constitute the majority of their clients.

They've just about seen it all over the years, every type of problem a buyer could encounter with another agent, and this has taught them what it means to give a great client experience.

Education and communication – that's what sets buyers up for success. If buyers aren't given the full picture up front, they'll likely hold the agent responsible for everything from a declined offer to a problem during the transaction. The buyer consultation is critical; it's the first time for Liz and Jeff's team to impress the client with both their knowledge and their ability to communicate.

That's why for Liz and Jeff, education and communication are the greatest priority.





## THE STRATEGY

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### RATIONALE

- Liz and Jeff's buyer consultation typically lasts for around 30 to 45 minutes. During that time, they ensure that buyers understand their path going forward. Time spent up front eliminates potential delays and bottlenecks that might otherwise arise during the transaction. It also gives buyers confidence and a sense of control, and it demonstrates the sort of value Liz and Jeff provide.

### SETTING

- 30% of consultations are conducted face-to-face, with the rest being virtual. Liz and Jeff conduct consultations for their agents, who are responsible for booking the appointment and sit in on the meeting.

### PRESENTATION METHOD

- Using a slide deck increases visual engagement and reinforces important points.

### FINANCES

- If a buyer is not already committed to a lender, Liz and Jeff help them connect with one. Since finding a lender is usually the first major step a buyer must take, initial support from Liz and Jeff confirms to the client that they'll be guided every step of the way going forward.
- It also helps Liz and Jeff open communication channels and establish expectations with the lender at the outset.
- Liz and Jeff also help the buyer narrow in on a feasible payment range.



## THE STRATEGY

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### KEY DECISIONS

- At this point, Liz and Jeff gauge the buyer's tolerance for risk and discuss the importance of removing conditions promptly. Discussion early on means they don't have to slow down to educate them later when time is of the essence.
- They also share negotiation strategies such as bully offers.

### PURCHASE CONTRACT REVIEW

- Buyers should understand the elements of a purchase contract, including boilerplate verbiage. Liz and Jeff explain complex terminology – lender and mortgage speak, for example.

### MARKET DATA

- With reference to the MLS, they explain why various properties sold at specific prices.

### COMMUNICATING WITH THE LISTING AGENT

- Without an established relationship with the listing agent, it's less likely that an offer will get the attention it would otherwise deserve. The key is to work alongside the listing agent, not against them.
- Connecting initially by phone helps build a relationship and rapport, and it allows the buyer's offer to be presented in the best possible light. By speaking with the listing agent, they can also inquire about any concerns or preferences the sellers may have.

# Liz & Jeff's 3 Action Items **FOR SUCCESS**

**1**

Manage expectations of clients by putting in the time up front. Be the educator, then the influencer!

**2**

Make sure the buyer has the opportunity to understand the contract ahead of time.

**3**

Make communication your degree of separation with the buyer and the listing agent to win more offers.



# 6 Things Liz & Jeff Will Do **MOVING FORWARD**

1

Training the whole team on when to do the buyer consultation and the importance of it. Everyone on their team gets certified by their sales manager on doing a buyer consultation as part of their training

2

Having the entire team trained on using deal cards on Follow Up Boss so that they (and Liz and Jeff) can see at a glance where they are in the process

3

Strengthen communication with lenders. Liz and Jeff have established strong connections with buyers' lenders and recently focused on expanding their network of brokers at the major banks.

4

Develop effective techniques for presenting offers in person. This includes enhancing communication skills, body language, and rapport-building with sellers and listing agents.

5

Cultivate strong relationships with listing agents and other industry professionals. Prioritize open and respectful communication during negotiations.

6

Work with their Tom Ferry coach to help keep them accountable and to help implement these ideas!

# Liz & Jeff's TOOLKIT



SEE SUMMIT RESOURCES FOR  
LIZ & JEFF'S TOOLKIT

## Buyer Consultation Template

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Example template of the Johnson Team's buyer consultation slide deck.