

THE ULTIMATE REAL ESTATE PLAYBOOK: BREAKTHROUGH TO BUYERS

Knowledge Broker, Not Tour Guide

Educating Buyers to Earn Their Commitment

**Garrison
Comstock**



Garrison Team Real Estate



@soldbygarrison



At a GLANCE

Does working with buyers ever feel like you're just going through the motions? It did for Garrison Comstock until he decided to step up his buyer consultation and double down on educating his prospects. By getting active with his buyers, Garrison now has a reliable process for getting them under contract, creating happy clients, and growing his business.



**Redondo Beach,
California**

PRIMARY MARKET



\$950k

AVERAGE PRICE POINT



11

YEARS IN REAL ESTATE

2022 PRODUCTION STATS

16

TRANSACTIONS

\$14,283,200

SALES VOLUME

\$337,380

GCI

CORE CLIENTELE

- ✓ First-time buyers
- ✓ Upsizing sellers

PRODUCTION

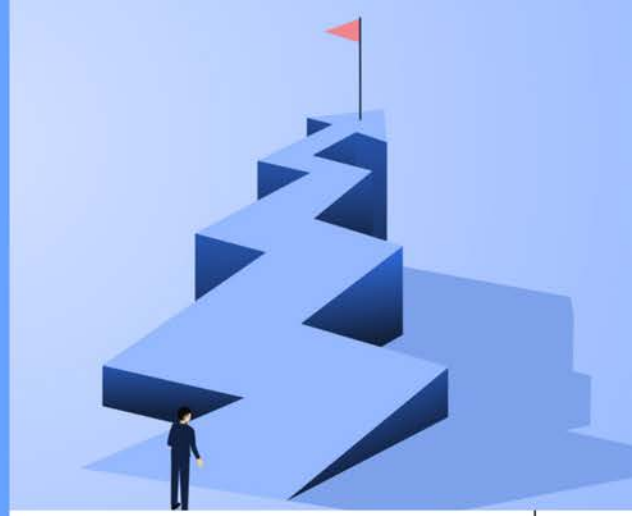
60% | 40%

Buyers | Sellers

TEAM STRUCTURE

- ✓ Solo agent
- ✓ 1 staff member

Garrison **ON COACHING**



Coaching has introduced me to new lead pillars and really helped me put together plans and strategies to make them work. And my coach has really held me accountable to doing what I say. That's why I've been able to keep improving. And it's interesting... I started coaching as a high IS on DiSC. Now I've become more of a D because I've learned to be a business owner. I'm more consistent, more predictable, and my production has more than doubled.



BY THE NUMBERS

Garrison gets incredible results from his consultation -

20

Upfront hours to develop the repeatable process and materials for the presentation

\$20

Cost of each consultation package

94%

Of buyers sign buyer-broker agreement after consultation (past 30 months)

57%

Of signed buyers have closed (past 30 months)

34%

Of signed buyers are still active (past 30 months)





THE STORY

It was 2018 when Garrison realized how much time he was wasting with buyers. It's not that the buyers were a waste of time; it was him! He was simply meeting clients at properties and giving them tours, day after day after day...

It didn't make sense. He knew that most new buyers don't understand what is involved in buying a home or what the agent does in the process, and he had the ability to educate them. So why was he being reduced to a door opener?

It was time for Garrison to reimagine his buyer consultation process – and increase his value.

Now when Garrison books an appointment, it's not to show a home, but to show everything a consumer needs to know about buying a home.

"It seems like you would benefit from learning all about the process of buying a home from start to finish. Why don't we get together so I can teach you everything – where you are protected and where you are at risk – so you can act with more confidence going forward? Sound good?"

With better educated clients, Garrison sees them asking fewer questions, making more confident decisions, being more committed to working with him, and trusting his expertise.



THE STRATEGY

RATIONALE

Garrison has meticulously refined the sequence of his presentation. He begins by building rapport and along the way encourages the buyer to express their dreams. But there's a problem that stands between the client and their dream (which Garrison now presents) – they don't have the critical knowledge required to safely enter the buying process. Garrison to the rescue! He dives straight into educating them. He demonstrates the quality of service he provides while informing his clients on the value they can expect him to deliver in the future. So, simply put, his process is 1) Build rapport, 2) Educate, 3) Promise. With those three in place, the client has sufficient and compelling information to sign on as a client.

Only after signing them as a client does Garrison move forward. It's not that the buyer-broker-agreement is necessary upfront, but it ultimately saves time. If the prospective client doesn't want to proceed, Garrison has saved time by limiting his presentation to the essentials.

Finally, he makes sure the client departs with clear action steps. If his clients are going to find a home as soon as possible, they need to get into action.



THE STRATEGY

KEY DOCUMENTS

Get them in the toolkit

- Client Information Form
 - Collect contact info, family details, hobbies and interests. A home is a lifestyle.
- Dream Home Form
 - Set the stage for the search, identifying priorities and areas where he can compromise.
- Outline of the Sales Process
 - Walk through each step of the process, "stacking the cool" with mention of additional services he can provide, and ensure that buyers are serious.
- Example of Residential Purchase Agreement
 - Highlight what is most important and discuss key terms and contingency considerations.
- "Here Is What I Do for You" (one-page print piece)
 - List all activities he performs for buyers.
- Buyer Representation Agreement
 - Get buyer commitment.
- Map of the Market
 - Identify areas for buyers to consider and what they can do to prepare for their search.
- Mortgage Write-off Sheet
 - Show potential affordability with mortgage tax write-offs considered.
- Client Instruction Sheet
 - Share helpful pointers and tips.
- Next Steps
 - Schedule buyers with a lender for pre-approval and visit neighborhoods and showings.

Garrison's 3 Action Items **FOR SUCCESS**

1

Start by outlining the buyer's journey and your process, using ChatGPT, making sure to include everything you want the buyer to know or could be missing without you. Convert to a beautiful presentation with Beautiful.AI or another tool.

2

Sell the consultation to the potential buyer by emphasizing all the valuable information they will receive and the benefits of going through the process with you as their guide. "Has anyone taken the time to walk you through the process..."

3

Provide the promised information while continuing to deliver expectations and promises on the next steps.

6 Things Garrison Will Do **MOVING FORWARD**



1

Experiment with new formats for his buyer consultation.

2

Find new ways to provide value, including additional questions to address.

3

Pay attention to approaches shared in the Tom Ferry ecosystem.

4

Improve rate of converting leads into booking a consultation.

5

Build out buyer consultation presentation online for his YouTube channel.

6

Work with his Tom Ferry coach to help keep him accountable and to help him implement these ideas!

Garrison's TOOLKIT



SEE SUMMIT RESOURCES FOR
GARRISON'S TOOLKIT

Dream Home Sheet

Garrison's form for discovering a prospect's dream home and level of readiness.

Getting to Know You Questionnaire

Example of Garrison's "Getting To Know You" form.

Buyer Steps Timeline

Example of Garrison's step-by-step guide to working with buyers.

Commitment to Buyers

An example of the list of the services Garrison's team provides buyers.