SUPPORT WEBINAR
FIRST TIME BUYERS

Michael White

REAL ESTATE AGENT - MORTGAGE LENDER
POWER PARTNERSHIPS

www.RLPPnow.com

Terri Murphy

The six keys to working with first time buyers

1. Tell the story about renting vs. owning
2. Communicate on all forms of media
3. Tell the story of the process
4. Provide 24/7 access to information
5. Social media presence provides credibility
6. Share generic information and show how to make it specific to them!

Share information about renting vs. owning.

- In most areas of the country, owning is cheaper than renting.
- Explain leverage and equity growth
- Show them short term and long term projections

Communicate on all forms of media.

- Websites and phone numbers aren't enough
- Facebook® - LinkedIn® - even Zillow® recommendations
- 24/7 access to information is important

Provide 24/7 access to information:

- Website needs to be found and easy to navigate
- Social media must contain helpful information
- Get testimonials and recommendations published

Provide 24/7 access to information:

- Ask for followers and likes
- Connect on LinkedIn® and write recommendations
- Publish short but helpful information

Generic vs. Specific information:

- Be careful to explain the difference.
- Show them HOW to calculate monthly payment
- Stress the importance of how taxes and insurance change how much money they can borrow!
- Specific information about their situation requires real documentation and examination. But it's worth it!

Action Steps

- Be an expert on first time buyer programs like loans, grants, and properties.
- Record 30 second to 2 minute tutorials to help share information
- Establish your website and social media presence.
- Learn how to communicate using their technology!
- Provide a clear and detailed path to closing the transaction

First time buyers are more work and are smaller size transactions than those people trading up.

Providing information and a great client experience allows you to establish yourself as the only one they will ever need!

We want you to be SUCCESSFUL!

Do Something Today to Improve Your Tomorrow

info@RLPPnow.com
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