

Prequalify Your Buyers



Remember ...

- Cash Buyers are Best when Wholesaling
- Retail Buyers for Fix and Flip (MLS)
- Recurring Buyers
 - Landlords
 - Rehabbers
 - Investors
- Build your “Avatar” of Your Perfect Buyer



Remember ...

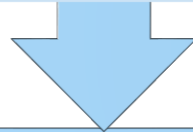
- Your buyer PROVIDES the money for the purchase
- The highest percentage of buyers (rehabbers and landlords) want:
 - ✓ Single Family Houses;
 - ✓ Not Too Big, Not Too Small;
 - ✓ Need Repairs (lower price);
 - ✓ Located in Low to Middle-Income Areas



Negotiation Tips with Buyers

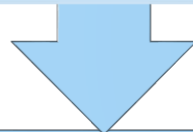
Qualify Buyers

Dialogue not Monologue



Able Buyers

Financially Able



Establish Trust

Provide Resources

Professionalism

Manage Your Buyers

- Educate your buyers to become investors
- Keep in contact via email or newsletters
- Send surveys – [SurveyMonkey.com](https://www.surveymonkey.com)
- Keep a preferred list of buyers:
 - Call them when you have a property available for their criteria
 - Arrange meetings or lunch with them



Manage Your Buyers

Survey them via email (give them a multiple choice type question) or ask them on the phone:

- What type of properties are they looking for? Single, Multi (2 to 4 units) or Larger
- Which areas specifically?
- How much do they want to spend? \$50k or below, \$50k to \$100k, \$100k to \$200k or over
- Are they ready to buy now? Less than a month, 1 to 3 months, in the future

Quality vs Quantity

