

LESSONS IN REAL ESTATE



Buyer Representation Conversation Checklist

10 Questions Every Realtor Should Ask Before
Presenting the Buyer Representation Agreement

**Before discussing representation,
focus on the relationship... not the paperwork.**

The best buyer consultations begin with curiosity, trust, and understanding. Use this checklist to guide a natural conversation before reviewing the Buyer Representation Agreement.

Buyer Discovery Conversation

- ☐ What motivated you to start looking for a home?
- ☐ Where are you in the home-buying process?
- ☐ Have you already been pre-approved by a lender?
- ☐ What areas or neighborhoods are you considering?
- ☐ What type of home are you looking for?
- ☐ What is your ideal timeline for buying?
- ☐ Have you been working with another real estate agent?
- ☐ Have you already viewed any properties with another agent?
- ☐ What concerns or questions do you have about buying a home?
- ☐ How do you prefer we communicate throughout the transaction? (Phone • Text • Email)

Before Presenting the Buyer Representation Agreement

Make sure you've discussed:

- ☐ My role as your Realtor
 - ☐ How I represent and protect your interests
 - ☐ What services I'll provide throughout the transaction
 - ☐ How buyer representation works
 - ☐ Compensation and how it may be handled
 - ☐ Questions about the agreement
 - ☐ Representation options and term length
 - ☐ Next steps
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Remember

Relationships first.

Representation second.

Paperwork third.

Buyers who feel heard are far more likely to trust you throughout the transaction.

Judy's Tip

Don't rush into the Buyer Representation Agreement. The strongest client relationships begin with listening. When buyers feel understood, the representation conversation becomes much more natural.



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