The Buyer Process

Help buyers understand their choices from the first consultation through closing and beyond. Your work combines listening, market knowledge, clear explanations, property evaluation, negotiation, and consistent communication. The buyer should understand the next step and feel prepared to make the decisions that belong to them.

At List n Show, you manage the buyer relationship, agency discussions, representation agreements, home search, showings, offers, negotiations, and client communication. Transaction Coordination, or TC, supports file administration, deadlines, participant coordination, documents, and closing preparation. The broker provides oversight, risk management, policy interpretation, and direction on escalated issues.

How to use this guide

Read the sections in sequence. Complete the practice activities using a notebook, hypothetical situation, or authorized training file. Compare your responses with the suggested answers. Use the final readiness plan and worksheets to identify skills and company procedures you need to confirm before working with a buyer.

Form numbers refer to company documents named in the training material. Use current approved forms and the applicable company workflow. Requirements vary with representation and transaction circumstances. Ask the broker about applicability, legal interpretation, unusual terms, and unresolved questions. Examples illustrate the process rather than determine rights in a particular transaction.

Your route through the guide

1 Conduct the buyer consultation

2 Explain agency and buyer representation

3 Plan the search and show properties

4 Prepare offers and negotiate

5 Verify execution and hand off to TC

6 Guide inspections financing and amendments

7 Prepare for the walkthrough and closing

8 Continue care after closing

Your first buyer readiness plan

Worksheets and readiness review

What you will be able to do

Explain representation and the buying process, develop a useful search plan, discuss offer tradeoffs, prepare a clear TC handoff, and maintain buyer communication through closing. At each transition, identify the next action, responsible person, supporting document, and any question needing professional direction.

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1 Conduct the buyer consultation

A buyer consultation establishes goals, readiness, expectations, communication preferences, and the representation discussion. Treat it as a professional conversation. Good questions help you understand which guidance is relevant rather than assuming every buyer needs the same search or offer strategy.

Connect the inquiry to a useful next step

Buyer opportunities may come from your sphere of influence, past clients, professional referrals, open houses, website or property-search inquiries, broker-sponsored leads, social media, and community activity. Record the source, relevant notes, and next action in the CRM. An inquiry does not automatically establish a representation relationship.

Ask about the person before the property

Explore why they want to move, their ideal timing, prior experience, financing preparation, priorities, and concerns. Ask what matters most and what would make the process successful. For example: "What needs to change about your current situation?" or "Which part of buying feels least clear right now?"

Separate needs from preferences. A home office, accessibility requirement, commute limit, price range, or low-maintenance property may shape the search differently. Help buyers identify tradeoffs without substituting your preferences for theirs.

Explain the route through the purchase

Outline consultation, agency and representation, financing preparation, search and showings, offer, negotiation, contract execution, inspections, mortgage milestones, and closing. Explain agency and complete the required representation process before proceeding with activities covered by the company's agency procedure, including showings and advice on the buyer's behalf.

Bring financing into the conversation early

Encourage buyers to understand budget, monthly payment, down payment, closing costs, and financing options with a qualified mortgage professional. You can explain general concepts, but do not provide loan advice, tax advice, or financial planning. Early pre-approval can clarify the search and support realistic expectations; do not treat it as a guarantee of final financing.

Agree on communication and expectations

Discuss market conditions, inventory, competition, showing arrangements, offer decisions, inspection uncertainty, and the general closing process. Agree on contact methods and update frequency. Do not promise a particular property, accepted offer, financing outcome, or closing date.

Put it into practice

Prepare six consultation questions, a plain-language outline of the purchase process, and a financing referral explanation. Identify the agency steps you must complete before the search moves to showings or buyer-specific advice.

Check your understanding

The buyer loves a price range but has not explored the monthly costs. What should you do?

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Suggested answer: Encourage an early discussion with a qualified lender about budget, payments, down payment, and closing costs. Keep your own discussion within general concepts and your professional role.

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2 Explain agency and buyer representation

Buyers may assume the agent showing a home automatically represents them. Explain who represents whom, services, duties, obligations, compensation, and consumer choices. The company procedure calls for establishing the agency relationship before showing homes, giving advice, preparing offers, or negotiating on a buyer's behalf.

Explain duties and the initial notice

The company identifies general duties of loyalty, obedience to lawful instructions, confidentiality, disclosure of known material facts, reasonable care and diligence, and accounting for entrusted money or property. Explain how the actual arrangement operates and seek broker direction about conflicts or limits.

Review Real Estate Disclosure Notice [501], representation options, company policies, and consumer rights. Allow time for questions. Complete required signatures and records through the approved workflow; the explanation is part of your responsibility, not a task to defer to TC.

Review Exclusive Right To Represent Buyer 503

The Buyer Representation Agreement [503] establishes the contractual relationship with the company. Review its term, geographic area, services, agent and buyer duties, compensation, termination provisions, and agency terms. Explain the actual document and obtain required execution rather than presenting it as a formality.

Use clear language about company compensation, buyer obligations if any, seller contributions when applicable, and negotiability. Do not assume seller payment or imply the buyer has no possible obligation. Resolve unclear terms with the broker before the buyer relies on an explanation.

Clarify other representation situations

- Unrepresented Persons Notice [502]: explain when you do not represent a consumer, the duties you owe your client, and the consumer's ability to choose representation.
- Dual Agency [504]: the company addresses brokerage representation of both sides and informed written consent. Explain applicable limits and protect confidential information; obtain broker direction rather than assuming consent.
- Dual Designated Agency [505]: the company describes different company agents representing buyer and seller separately. Explain how the applicable arrangement protects information and operates, using broker guidance and required documentation.

Apply fair housing and professional boundaries

Follow Fair Housing [401], federal and Connecticut requirements, and company policy. Avoid steering, discriminatory statements, selective showings, or preferences based on protected characteristics. Use objective property and public information. Refer legal, lending, inspection, appraisal, engineering, or technical questions to qualified professionals.

Put it into practice

Practice explaining the representation agreement's services, term, scope, and compensation without jargon. Write the questions you would ask the broker if the buyer wants a home listed by another agent within the company.

Check your understanding

Does a buyer's agreement to tour a company listing establish all required dual-agency consents?

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Suggested answer: No. Do not assume the arrangement or consent. Obtain broker direction, explain applicable choices and limitations, and complete the required disclosures and documentation.

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3 Plan the search and show properties

Build the search around the buyer's priorities, financing preparation, timing, and informed choices. Technology can surface listings, track favorites, and send alerts; your contribution is helping the buyer interpret information and evaluate tradeoffs objectively.

Agree on a search plan

Define locations chosen by the buyer, price range, property types, needs, preferences, timeline, and alert frequency. Discuss current inventory, competition, comparable sales, and days on market. Revisit the plan as tours reveal what matters most, rather than continuing an unsuitable search unchanged.

Prepare showings professionally

Confirm appointments, instructions, occupancy, seller requirements, access, and timing. Communicate changes promptly to the buyer and listing side. Review available property information and disclosures and identify questions needing verification. Follow the company representation process before showing.

Remind buyers to arrive on time, respect property and access limits, supervise children, and follow instructions. Do not enter closed areas or use facilities without permission. Avoid touching personal belongings unnecessarily or discussing negotiation strategy loudly inside the home.

Help the buyer evaluate the whole property

Discuss location, commute, amenities, condition observations, age, improvements, major systems, deferred maintenance, taxes, HOA fees, insurance considerations, and possible future maintenance. Ask: "How does this property fit your priorities?" Separate what is observed, what has been reported, and what needs verification.

You are not an inspector, engineer, contractor, attorney, or environmental specialist. Do not say a foundation is sound or diagnose a defect. Identify the question and recommend qualified evaluation: "That is something to ask an inspector about before relying on an assumption."

Keep location guidance objective

Discuss property characteristics, parks, transportation, public information, and the buyer's own location criteria. Do not describe areas by religious affiliation, ethnic composition, protected characteristics, or the people a buyer should live near. Help buyers evaluate homes through objective information and their stated needs.

Manage fatigue and excitement

If the search becomes exhausting, review priorities, pace, or the search area with the buyer. If they find a favorite, balance enthusiasm with comparable sales, condition questions, financing, competition, and offer risks. Do not use fatigue or fear of missing out to pressure a decision.

Put it into practice

Create a search brief with three needs, three preferences, budget preparation, locations, and communication arrangements. After a hypothetical tour, write one observation, one unresolved technical question, and one tradeoff to discuss.

Check your understanding

A buyer asks whether the home's major systems will last another decade. Can a visual showing answer that?

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Suggested answer: No. Do not guarantee performance or provide technical conclusions. Refer the buyer to qualified inspection or specialist evaluation and help organize the next step.

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4 Prepare offers and negotiate

Before drafting an offer, clarify whether the buyer's priority is price, timing, preserving cash, condition, minimizing risk, or obtaining the property in a competitive market. Explain strategies and tradeoffs supported by comparable sales, competition, market conditions, and the property. The buyer makes the decisions.

Review Purchase and Sale Agreement 507

Use Purchase & Sale Agreement [507] and applicable approved riders. Explain price, initial and additional deposits, timing, loan type, down payment, mortgage contingency, inspections, closing, possession, included and excluded personal property, and additional terms. Review important provisions without rushing.

Explain deposits and contingencies carefully

Discuss deposit amounts, due dates, handling requirements, and questions affecting refunds. Do not promise a deposit is always refundable. Refer legal rights or interpretation to the broker or counsel. Explain financing application requirements, documentation, commitment dates, and the importance of responding to the lender.

Discuss inspection options and timelines. Qualified inspectors and specialists provide technical findings; you explain the process, help the buyer identify questions, and discuss transaction options within your role. Do not interpret a report as a technical expert or guarantee what an inspection will find.

Compare competitive strategies

The company discusses stronger initial terms, flexible closing, larger deposits, escalation clauses, and changes to contingencies. Each involves tradeoffs. Explain how a proposed change may affect cash, cost, flexibility, and protection; do not present reduced contingencies as a routine requirement for winning.

For escalation clauses, identify the trigger, maximum price, documentation, and confidentiality questions. Obtain broker direction on legality, ethics, and company policy. The buyer should understand the operation and risks before authorizing a strategy.

Review every counteroffer as a complete proposal

A counter may alter price, closing, deposits, repairs, contingencies, possession, or personal property. Compare the entire revised agreement, confirm instructions, and document decisions through the approved process. A small wording or timing change can matter beyond the price.

Remain calm and courteous with listing agents, sellers, attorneys, lenders, and inspectors. Explain uncomfortable evidence honestly and keep the strategy tied to the buyer's goals. TC supports administration after agreement; you handle counseling, negotiation, and communication.

Put it into practice

Compare two hypothetical offer strategies: a lower price with more flexibility and a stronger price with a tighter cash position. Identify the buyer's priority, risks, unanswered questions, and terms needing broker or professional guidance.

Check your understanding

The buyer wants to win at any cost. Should you skip explaining a proposed contingency change?

Suggested answer: No. Explain risks, benefits, alternatives, and consequences and seek appropriate direction. Enthusiasm does not replace informed instructions.

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5 Verify execution and hand off to TC

Once the parties reach agreement and the purchase agreement and required riders are executed, create or update the RBO transaction immediately. Check the package before relying on it and promptly give TC the information needed to coordinate the file. If execution or a term is unclear, obtain broker direction.

Verify the executed package

- Purchase agreement: signatures, acceptance dates, accurate price, clear deposits, financing terms, and closing date.
- Riders and addenda: applicable inspection, mortgage, property-specific terms, additional disclosures, and amendments.
- Agency records: Real Estate Disclosure Notice [501], Buyer Representation Agreement [503], and Dual Agency [504] or Dual Designated Agency [505] when applicable.

Check completeness, readability, required signatures and dates, and consistency. Do not assume a verbal understanding resolves a missing or contradictory term. Use current company requirements to identify all applicable documents.

Create the official transaction record

Verify buyer, seller, attorney, lender, and cooperating-agent information. Confirm address, price, contract and closing dates, deposits, company fees, referral fees, and commission information. Upload the executed contract, riders, amendments, agency forms, and disclosures to RBO through the company workflow.

Notify TC promptly with a usable handoff

Provide acceptance, deposit deadlines, inspection deadline, mortgage contingency, applicable appraisal deadline, and closing date. Include participant contacts and special circumstances such as occupancy arrangements, home-sale contingencies, construction concerns, title issues, or unusual financing. Resolve uncertain deadlines through appropriate support rather than guessing.

A useful message identifies the property and file, documents uploaded, verified dates, open items, responsible person, and broker questions. For a training scenario, outline those fields rather than inventing live transaction information.

Explain the continuing partnership

TC organizes records, tracks deadlines and milestones, requests missing documents, coordinates participants, supports compliance review, and prepares closing administration. You remain responsible for buyer counseling, negotiation, amendments, expectations, advice within your role, and regular communication.

Explain to the buyer: “Our coordinator helps keep the file and milestones organized. I remain your contact for guidance, decisions, negotiations, and concerns.” Confirm the next buyer update and check that open work has a clear owner.

Put it into practice

Draft a handoff outline for a hypothetical accepted offer with executed documents. Include the file, participants, key dates, one missing item, and the buyer’s next update. Identify which date or term would require clarification before entry.

Check your understanding

Does sending the file to TC mean you can stop reviewing buyer concerns and transaction deadlines?

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Suggested answer: No. Continue your client responsibilities, monitor developments, communicate changes, and coordinate who is completing each action.

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6 Guide inspections financing and amendments

After execution, explain milestones and decisions, communicate consistently, and help buyers obtain qualified advice. TC tracks the file; you counsel, negotiate, and escalate issues outside your authority.

Prepare the buyer for inspection decisions

Discuss inspection purpose, scheduling, deadlines, and the role of specialists. Encourage the buyer to discuss findings with inspectors, engineers, contractors, and attorneys as appropriate. Keep technical and legal conclusions with qualified professionals.

Findings may involve safety, defects, maintenance, or deferred work. Help the buyer identify questions and priorities. Possible transaction responses may include accepting the condition, requesting repairs or credits, renegotiating, or termination if permitted. Actual options depend on the agreement and circumstances; seek broker or legal direction on rights and interpretation.

Monitor financing progress

The buyer is generally responsible for applying promptly, providing lender documentation, and cooperating with the lender. Monitor application and commitment milestones, communications, contingency dates, and requests that may affect timing. TC supports date and milestone tracking. Do not assume a deadline automatically extends because financing is unfinished.

Explain appraisal developments without guarantees

An appraisal can affect financing, negotiation, and closing timing. A value at or above the price does not by itself confirm that all financing or closing requirements are satisfied. If value is lower, discussions may involve additional funds, a price change, renegotiation, or termination if permitted. Coordinate with the lender and broker and explain uncertainty.

Document changes and tell TC

Changes may include inspection terms, credits, extensions, deposits, and occupancy arrangements. You handle negotiation, buyer counseling, amendment preparation within approved procedures, and communication. Seek direction for unusual drafting or interpretation. Upload executed changes promptly and update affected details through the company workflow.

Notify TC of relevant developments so dates, milestones, documents, and coordination reflect the actual agreement. Distinguish proposed changes from executed amendments and keep the buyer informed.

Escalate significant problems promptly

Involve the broker for legal concerns, ethics issues, significant disputes, threatened litigation, unusual circumstances, serious complaints, and issues involving financing, title, inspection, appraisal, or earnest money that need direction. Keep TC informed; do not expect TC to resolve legal questions.

Put it into practice

An inspection concern arises while a financing date approaches. List specialist and broker questions, buyer decisions, negotiations, and TC updates. Assign an owner and next action to each.

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Check your understanding

Can you reassure a buyer that an inspection finding guarantees a right to cancel and recover the deposit?

Suggested answer: No. Refer the actual contractual rights and circumstances to the broker or counsel. Explain the process and options without guaranteeing a legal outcome.

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7 Prepare for the walkthrough and closing

Confirm property condition, closing requirements, funds, logistics, and possession with the appropriate participants. A scheduled date does not establish that every requirement is complete.

Explain the final walkthrough

The walkthrough generally occurs shortly before closing. Its purpose is to review the property's condition, agreed repairs, included items, required vacancy, and any apparent new problem against the transaction terms. It is not a new home inspection or a substitute for technical evaluation.

Agree on timing and access. If an issue arises, document it, notify the appropriate parties, consult the broker when needed, and help the buyer understand the next steps. Do not promise that closing must stop or that a remedy is guaranteed; obtain direction on the actual circumstances.

Confirm closing logistics and documents

Review date, time, location, identification requirements, and the correct contacts for questions. Encourage the buyer to review the Closing Disclosure and estimates carefully with the lender and attorney. Address unresolved cost or document questions with those professionals rather than guessing at an answer.

Reinforce the company guidance on wire fraud

Remind the buyer not to rely solely on emailed wiring instructions, last-minute changes, or unverified requests. The company directs verification with the attorney, lender, or other trusted closing participant using known telephone numbers. If a request appears unusual, stop and verify before acting.

Reinforce verification and involve the right professionals. A forwarded message does not establish authenticity. Escalate suspicious circumstances promptly.

Coordinate moving and possession

Confirm agreed occupancy and possession timing, keys, garage openers, utility transfers, service activation, and moving arrangements. Distinguish the planned closing schedule from contractual possession terms.

Stay available through closing day

When practical, contact the buyer before closing, remain available for questions, attend when appropriate, and congratulate them afterward. Coordinate with TC and closing professionals about outstanding administrative matters. Verify the status before treating the transaction as completed.

Put it into practice

Create a closing preparation checklist with walkthrough, logistics, document questions, verified funds instructions, utilities, possession, and keys. Add the person responsible for confirming each item and a route for unresolved concerns.

Check your understanding

The buyer receives an email announcing new wiring instructions on closing morning. What should your guidance be?

Suggested answer: Do not rely on the email alone. Stop and verify directly with the appropriate trusted closing professional using a known telephone number, and escalate anything suspicious.

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8 Continue care after closing

After purchase, buyers may need vendor contacts, community information, or specialist referrals. Remain available within your role and respect communication preferences.

Make the first follow up personal

Shortly after closing, call, write, or email to thank the buyer and ask how the transition is going. Include a useful way to reach you. Match the message to the client's circumstances.

Help with resources and referrals

Questions may involve plumbers, electricians, attorneys, market conditions, home value, or refinancing. Provide relevant resources and connections. Do not turn a request for a recommendation into a technical guarantee or offer financial advice. A refinancing question belongs with a qualified mortgage professional; legal questions belong with appropriate counsel.

Keep future contact relevant

Update the CRM with the closing, current contact information, home anniversary, communication preferences, and next useful action. Consider market information, local activity, homeownership tips, holidays, or major milestones when welcome.

Show appreciation through useful connection

Simple options include a note, coffee gathering, educational workshop, food drive, community event, or home maintenance resource. Keep activities useful, affordable, and welcome.

Earn introductions through service

Earn confidence through communication and follow-through rather than pressure. If appropriate, you can say: "If someone you know needs real estate guidance, please feel free to introduce us."

Buyers may later become sellers, investors, or referral sources. Keep improving your service without assuming future business.

Put it into practice

Write a first post-closing message and three future contact ideas for a new homeowner. Assign a date and purpose to the next check-in. Identify one question that would require a lender, inspector, attorney, or other specialist.

Check your understanding

A past client asks whether refinancing is the right financial decision. Should you make that recommendation yourself?

Suggested answer: No. Help connect them with a qualified professional who can evaluate their situation. Remain a useful resource without providing financial planning or loan advice.

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Your first buyer readiness plan

Use this practice sequence to prepare for buyer representation. It does not postpone any current client, document, response, or deadline obligation. Work in a notebook or approved training setting, using company support to resolve uncertainty.

Step 1 Practice the consultation and agency discussion

Prepare discovery questions about motivation, timing, experience, priorities, concerns, and financing preparation. Practice the process explanation, representation choices, compensation discussion, and boundaries of your expertise. Review the current company forms and execution workflow.

Ready when: you can explain the services and obligations clearly and identify what must happen before showings or buyer-specific representation work.

Step 2 Build the search and showing plan

Create a training buyer profile with needs, preferences, chosen locations, budget preparation, and timing. Develop objective property evaluation prompts and a showing checklist. Practice answering a question about a neighborhood using reliable public information and the buyer's criteria.

Ready when: the plan reflects the buyer's priorities and you can distinguish an observation from a technical conclusion.

Step 3 Compare offers and counteroffers

Review an approved training purchase agreement and riders. Explain deposits, financing, inspections, closing, possession, and personal property. Compare strategies with different costs or risks. Identify escalation-clause and unusual-term questions for broker direction.

Ready when: you can explain the full proposal and tradeoffs without making the decision for the buyer.

Step 4 Practice the handoff and contract milestones

Check a training executed package, identify participant details and dates, map the RBO updates, and prepare a TC handoff. Practice an inspection concern, delayed financing milestone, and proposed amendment. Identify which professional handles each issue.

Ready when: open items have owners, dates have support, and you can explain your continuing role to the buyer.

Step 5 Prepare closing and continuing care

Create a walkthrough and closing checklist, practice the wire-verification reminder from the company, and prepare post-closing contact. Schedule a recurring buyer and file review so the communication plan remains active as circumstances change.

Before working through a live purchase

Confirm current agency and representation procedures, applicable forms, RBO setup, TC handoff, and broker escalation contacts. Resolve unanswered questions about compensation, dual or designated arrangements, unusual property concerns, contract interpretation, and closing processes before relying on an assumption.

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Worksheets and readiness review

Use these prompts alongside company procedures and the official RBO record. Enter agreed actions and important decisions in the appropriate company system.

Buyer consultation and search brief

Motivation timing priorities and concerns: _____

Financing preparation and professional referral: _____

Agency agreement compensation and disclosures reviewed: _____

Needs preferences locations and search plan: _____

Communication arrangements and next action: _____

Offer and contract review

Buyer priorities and market evidence: _____

Price deposits financing and contingencies explained: _____

Closing possession personal property and riders checked: _____

Buyer instructions and unresolved broker questions: _____

Executed package participants and key dates verified: _____

RBO updated TC notified and open items assigned: _____

Next buyer update and milestone to monitor: _____

Readiness scenarios

1. A buyer asks for a showing before discussing representation.
Explain the company's agency and agreement process and complete the applicable steps before proceeding with the covered activities.

2. A buyer loves a home and dismisses a visible condition concern.
Balance enthusiasm with objective questions, recommend appropriate professional evaluation, and explain options without pressure or technical assurances.

3. A financing deadline may be missed.
Review confirmed dates and communications, involve the broker for rights or extension questions, and coordinate promptly with the lender and TC. Do not assume an extension.

4. An included appliance is missing at the walkthrough.
Document the issue, notify appropriate participants, obtain direction as needed, and help the buyer understand the next steps without guaranteeing a remedy.

Your next commitment

One skill I will practice before my next consultation: _____
One company procedure I will confirm: _____
My next buyer and file review: _____

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