LPMAMA

Everyone know: LPMAMA & 3 Whys, 2 - G's

3 Whys is simply Q&A to Move the conversation from Transactional to Relational a. What's Important to Them ~ VERY OPEN QUESTIONS

2 G’s is Simply a Tactic = Give & Get (Negotiating 101)

**L = Location**

* Is that the location you're looking?
  + Why is that important to you?
    - Why do you like Spring Ridge community?
      * Why is it important for your kids to go to [school of choice]?

**P = Price**

* I see that the house you're interested in is priced at $400,000.00.
  + Is this the amount that your lender preapproved you for?
    - Why is $400k the price range comfortable for you?
      * See where that goes

**M = Motivation**

* What kind of timeframe do you wish to make this move?
  + Do you have another home to sell OR are you leasing?
    - So, if find the Perfect Opportunity, are you prepared to make an Offer TODAY?

**A = Agent**

* How are you finding homes for sale, through the internet or Driving around the Area?
  + So, you haven't seen any homes?
    - Oh, so are you working w/ an Agent, if so just send me over the Paperwork you signed, I can help you & FU w/OA
* (If referred) 3 Whys

**M = Mortgage**

* How are you planning to purchase your home, through Cash or Financing?
* I have one the BEST Lender Partners in the Country, his Team takes of My personal loans, my Fam, a little over 2000 PC
* So, we have some great Relationships

**A = Appointment**

1. Complete a Needs Assessment
2. about the particular FEATUREs you want in your New Home
3. Take a Look at ALL On & Off Market Opportunities
4. During that meeting we will have our Lender Partner here to Explain Loan Programs

We do these Consultations in the afternoons; I have Tuesday at 1:00 or is Wednesday at 3:00 PM better?

**In the Meantime, I'd like to Transfer you to My Lender Partner so they can Jump Start the Process to make our time tomorrow Most Productive. How does that sound? Ok Great! I'm going to transfer you to [Lender’s First Name] he's our go-to Lender.**

Take a Look at What you’ve learned:

1. Preferred location and reason why
2. Timeframe and price point
3. They're not signed with a competitor & are not preapproved
4. Leveraged my lender partners time & hit a homerun w/ Assumptive Close

CCR ~ Weave **their GOALS** back into the Conversation for any Corrections Needed throughout the Process AND CCR Requests!