



**YOUR BUYERS
ARE CHEATING
ON YOU:
HERE'S HOW
TO STOP IT.**

BY GREG ROBERTSON



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Introduction

Hello.

First off, I want to thank you for taking the time to read this e-book.

Secondly, I want to introduce myself. I'm Greg Robertson, and I'm going to help you stop your buyers from cheating on you.

I've been in the real estate industry for over 20 years, and there have been moments where it has felt like a torrid love affair. I've spoken to so many buyers' agents, and I've heard their complaints and seen their plight.

The struggle is real, folks. Your buyers are cheating on you.

But you mustn't give up hope just yet.

You can win their hearts back. You can still get the girl or guy; they've simply lost their way.

And I'm going to help you do it.

We're in this together, and you will be riding off into the sunset before you know it. Figuratively, of course.

So, let's get started.

Greg

CHAPTER TWO

Buyers are Liars?

Well, “liar” is such a strong word. But sometimes it completely fits.

Let me tell you why.

By the time a buyer comes to you and asks you to be their agent, they've already done some hunting. They've already created online profiles to check out the fish in the sea, or, rather, the houses on the market. They've tried to run their numbers through the online mortgage calculators, first on the conservative end, then pushing the limits to just beyond their means.

So, when they come to you saying they kind of have an idea of what they want, they're fibbing.

Now, let me show you why.

Competitive Reality

According to the 2014 National Association of REALTORS® (NAR) report *Profile of Homebuyers and Sellers*, 43% of homebuyers first looked online for houses for sale.

That's almost half of all homebuyers, folks. 43% of all homebuyers first went online to see what was available, sidestepping you, the agent.

Instead of contacting an agent to learn about the home-buying process, 12% of homebuyers went online to learn about the home-buying process overall. This is another place where the agent would have been of great assistance.

Those are some significant percentages, considering. But, let me show you some starker numbers.

The same NAR report says that 92% of buyers use the internet in some way in their search for a home. Ninety-two percent! That's nearly everyone!

And if internet technology isn't already stealing away your buyers, 50% of buyers have used apps on their phones to search for homes.

Imagine swiping left or right to uncover the home of your dreams.

My point is that it is competitive out there. You as the buyer's agent are **competing against the World Wide Web** and its mass amounts of both accurate and inaccurate information.

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Not only that, but **you are competing against other agents.**

This may sound harsh, but there will always be better agents. There's always someone funnier, someone prettier, someone in better shape, someone with more money or more charisma.

But also know that you are that person when compared to someone else.

I'm not trying to scare you, but I do believe it's important for you do understand what it is you're up against.

If you're catching on to the dating undertones that are weaving their way into this e-book, great! Because that's exactly what the buyer's agent relationship is—it's a courtship of sorts, where you must woo your client and make them realize that you are the person for them.

Because you are.

They just don't know it yet. And maybe you don't even know it yet. But you will.

“The best preparation for tomorrow is doing your best today.” – H. Jackson Brown, Jr.

Silver Lining

Let me share with you a few more tidbits about homebuyers in the 2014 report.

I think these will make you feel a little better inside, since I know the ones mentioned earlier were a bit too much of a harsh reality.

40% of homebuyers found their agent through a referral from a friend or family member. This means that there's a whole 60% out there that didn't. That 60% of homebuyers is looking for you.