Tactical Sales
Beyond Best Practices

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A Big THANK YOU to our Overall Council Sponsors
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PEAK Staffing Group

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Agenda

1. BEFORE THE SALE
2. DURING THE SALE
3. AFTER THE SALE
“Start with the end in mind”
Success Tools

- Building Broker Business Through Education
  - Broker Presentations
  - Host Continuing Education Classes
  - Maximize your return using the MLS

- Buyer & Broker Trust Through Education and Communication: Previewing with Buyer & Broker
  - Did the buyer visit without the broker?
    - Are they working with a broker?
    - Have they been pre-qualified with a lender?
    - Be sure to follow-up with the broker and/or lender after the buyer makes a visit!!
Success Tools

- Buyer & Broker Trust Through Education and Communication: Previewing with Buyer & Broker (continued)
  - Is a visit being pre-scheduled?
    - Whenever possible, try to preview with the broker first; gives ability to lay the groundwork for the home and community along with the relationship.
    - Set a foundation by explaining the builder sales process
  - Set expectations
    - Contract process
    - Design center
    - Standard touch points during construction
During the Sale
Success Tools

- Buyer & Broker Trust Through Education and Communication: Contract Time!
  - Keep the broker engaged throughout the process.
    - Good time to review expectations again.
    - If possible, have a pre-contract overview with the broker only.
    - Ask broker to attend contract presentation.
  - What does broker/lender involvement throughout the process look like?
    - Attendance at all builder meetings (broker).
    - Attendance at design center (broker).
    - Lender updated of all timeline and cost changes at the time they occur; not just at the end.
Success Tools

- What does broker & lender involvement look like throughout the process? (continued)
  - Use all your tools.
    - Contract software & CRM
    - Email
    - Calls
    - Texts (if necessary; set parameters)
  - Copy broker & lender on everything from the beginning; it's a good habit.
  - Involve the broker & lender proactively in complicated situations; it's good to have them looped-in and be on the same page.
After the Sale
Success Tools

- **Buyer & Broker Trust Through Education and Communication: Coming full Circle**
  
  o Relationships are the key.
    - Brokers and lenders become repeat customers.
    - Always follow-up and stay in touch after the close of the sale.
    - When you build trust, they'll come back to this community, and your future communities.
  
  o Find ways to stay engaged.
    - Create your go-to list.
    - Host broker and/or lender events.
    - Build on those broker presentations and continuing ed classes.
Now get out there and ...

... one buyer at a time!
A Big THANK YOU to our Overall Council Sponsors
Thank you for joining us today.
We hope you found this presentation of value, and look forward to seeing you again soon!
For a better quality of life.

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