

HBA's Sales & Marketing Council proudly presents

Tactical Sales Beyond Best Practices

June 15, 2020

For a better quality of life.



HOME BUILDERS
ASSOCIATION
of
METRO DENVER®



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Council
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Moderator:

Philip
Eidenschink
PEAK Staffing
Group

Jen Ankrum: KB Home

Shelby Smith: Shea Homes

Heidi Tackett: Colten Mortgage

Kathi Weaver: RE/MAX Professionals

Agenda



1. BEFORE THE SALE



2. DURING THE SALE



3. AFTER THE SALE

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“Start with the end in mind”

Before the Sale

TRUST



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!!



honesty people respect
accept TRUST belief
relationships loyalty



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

honesty respect
people
TRUST
belief
relationships loyalty
accept

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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.

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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



TRUST



Success Tools

- **Buyer & Broker Trust Through Education and Communication: Coming full Circle**
 - 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.
 - 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!

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Thank you for joining us today.

*We hope you found this presentation of value, and
look forward to seeing you again soon!*

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