

The Profile of A Smart Shopper

- ☺ They have written **mortgage loan approval** before they start house hunting so they can negotiate from a stronger position.
- ☺ They have their **present home sold**, or at least on the market, before they start looking around.
- ☺ They wait to start looking at homes until they're absolutely **ready** to make a move
- ☺ They **employ professionals** for all inspections
- ☺ They spend time driving through a neighborhood at different times and they talk to the neighbors before they make a buying decision.
- ☺ When they see the house that's right for them, **they don't hesitate** to write a contract and allow another buyer to buy it.
- ☺ They **don't talk** to sellers or other agents about their plans, interests, financial ability, motivation, urgency, etc.
- ☺ They don't call on advertisements or enter open houses **without their own agent.**
- ☺ They **offer a fair** price based on an analysis of other homes that have already sold.
- ☺ They **call their own Agent if** there is a For Sale By Owner they would like to see.
- ☺ They **give their agent's business card** to a host at any open House or new homes community where they might visit without their agent.

