

AUCTION CAMPAIGN DAILY BUYER CALL CHECKLIST

WEEK 1

- Invitation to the weekend open home

WEEK 2

- Invitation to the weekend open home
- Do you need any help with your finance ? **(refer broker)**
- Do you have a conveyancer that will help you out if you are successful? **(legal documentation)**

"I just want to know as you have expressed interest in the property, that I met with the vendor yesterday and there were a few things that came up I wasn't even aware of myself. Based upon that information my instructions are that it has to be sold on the day – at this point in time Mr. buyer you are in the box seat to buy this property"

WEEK 3

- Invitation to the weekend open home
- Offer vendor statement separate **(legal documentation)**
- Offer auction contract separate **(legal documentation)**
- Call to see if they have any questions regarding the paperwork **(legal documentation)**
- Face to face meeting to deliver documentation **(bidder meeting)**

"I spoke with the vendor yesterday and they asked about you – if you were still intending to come to the auction?"

WEEK 4

- Would you like me to forward the paperwork onto your solicitor? **(legal documentation)**
- Is there anyone else you would like to view the property before the auction? **(2nd inspection)**
- Auction terms - Would a 60 day settlement suit **(terms)**
- Auction terms - 10 % deposit, is that ok for you? **(terms)**
- How would you like to pay the deposit on the weekend if you are successful? **(terms)**
- Arrange a call or meeting to go over the auction day rules and regulations **(bidder meeting)**

*"I am meeting with the vendors tomorrow to set the reserve. Where would that need to be, for you to be in a position to buy?" **(Reserve conversation)***

KEYS FOR ENGAGEMENT SUCCESS

- At least once during the week, feed the greed and make the bidder feel they are in the best position to purchase the home.
- At least once during the week, be sure the buyer knows what the value of the property is – You want to keep them on the hook, if they think there is not a good buy there to be had.
- Always leave a message if there is no answer with a reason for them to call back, it gives you another reason to call the next day.
- Always speak about post auction bidders on every call- **"At this point in time our other buyer who was interested can't get his finance together by auction day"**

BUYER CAMPAIGN CALLS

- Weeks 1 & 2 of the campaign - call buyers 3 times a week
- Weeks 3 & 4 of campaign - call buyers 5 times a week