

# ACTIVE BUYER CHECKLIST



## Communication

- ☐ Establish Communication Plan
- ☐ Confirm First Showing Appointment
- ☐ Touch Base with Lender on Price Range
- ☐ Connect on Social Media Channels

## Set Up Automated Emails

- ☐ Set Up Automated Drip of New Listings
- ☐ Hand Curate Listings by Adding Comments
- ☐ Make Calls | Send Texts when New Listings Arrive

## Identify Target Areas

- ☐ Begin Circle Marketing Neighborhoods
- ☐ Connect with For Sale by Owners
- ☐ Connect with Expired Listings
- ☐ Email "Top Agent" List for "Coming Soon Listings"
- ☐ Monitor Hot Sheet for New Listings
- ☐ Pitch Needs at Office | MLS Meetings

## Research Interesting Homes

- ☐ Length of Ownership
- ☐ What the Seller Paid for the Home
- ☐ Last Mortgage Obtained
- ☐ Neighborhood Appreciation Rates
- ☐ Average Utility Costs
- ☐ Provide a Buyer CMA

## Extra Services

- ☐ Offer to Preview Homes
- ☐ Offer to Show Homes Virtually
- ☐ Provide Links to Virtual Tours or Added Info
- ☐ Interview Listing Agents