

SHIFT Book Club Session 8

TACTIC #9: Create Urgency — Overcoming Buyer Reluctance (p. 167-196)



Questions to Ask:

1. Buyers can't wait for messaging from the media to tell them to "buy now." What messaging am I providing to my database to let them know that now is as good a time as any to buy a home?
2. What tools do I have to show my database that I'm the local economist of choice? Motivated leads?
3. What tools do I have to show homes to my clients virtually?
4. How can I use my market knowledge to inform my buyer of their best options, and ensure their safety at the same time?