

Helpful Hints For REALTORS™

When Visiting Builders



- **FACE IT** - your client will go home shopping without you. To ensure that you are paid, give lots of business cards to your clients before they go shopping. Your clients should give your card to the builder representative with instructions to call you for any follow up. Be aware, not all builders will honor your commission without you being present with your client.
- You **NEVER** stop representing your client when they've purchased from a builder. Once under contract, the builder representative will call them directly for many decisions and meetings. The representative should also contact you by phone or email with updates each time they call your client. Discuss which you prefer with the Representative.
- Let the builder representative do their job. They've been trained about their communities, products and construction methods. They want the same thing you want - to make the sale happen in a win-win-win fashion. After all, no one is paid unless the client closes on the house. The builder representative wants to do what's right and fair for the client and for you.
- A newly constructed home is the most expensive item most families will ever purchase. It is built by hand right in front of the buyer's eyes. Because it is built out outside, there are many factors that may cause delays in completion of the home: weather, material availability, labor availability, building department approvals and/or indecision from the client. Don't get locked into a completion date until the Builder has actually given one. The representative will communicate an "expected" time frame for completion, but until construction is completed and the local building department grants the "certificate of occupancy" the house won't close.
- The builder provides all documents necessary for the contract to take place. The purchase agreement is unique to each builder. It's your responsibility to help your client understand the details of the contract before signing.
- There is more to selecting the best home than which builder has the best price. Help your client evaluate if the community is convenient to work, shopping, schools and recreation? Are the community amenities sufficient? Does the builder provide a floor plan that best meets the needs for this family's lifestyle? What is the builder's reputation for warranty care after the close and buyer moves in.
- Understand the incentives offered by the builder. Know how the incentives can be used so you can counsel your client how to gain the most from what the builder is offering.
- Every builder offers a different capacity to personalize a home. When in doubt, ask the Builder Representative if a special request can be accommodated. Certain features for disability access are required by law to be installed in a home. Prepare your client to pay for the request, if allowed, up front.
- Every Builder's goal is to provide the best experience for your client when purchasing a new home and a long-lasting, mutually beneficial business relationship with you.