

Buyer Qualification Script

How to Screen Buyers Before You Schedule a Showing

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Why This Matters

Not every person who calls about your house is a real buyer. Some are just browsing. Some can't afford it. Some aren't even pre-approved. This script helps you figure out who's serious before you spend your Saturday cleaning the house and doing a showing. Keep it conversational. You're not interrogating anyone. You're just making sure it's a good fit for both sides.

Opening (Friendly but Professional)

You: "Thanks so much for calling about the home at [address]! I'd love to tell you more about it. To make sure I give you the most helpful information, can I ask you a few quick questions?"

Step 1: Gauge Interest Level

You: "What caught your eye about this property?"

Coaching note: Listen for specific features vs. just browsing. Genuine interest shows in details. Someone who mentions the kitchen, the yard, or the location by name is more likely a real buyer than someone who just says "it looks nice online."

Step 2: Timeline (Critical Filter)

You: "Are you actively looking to buy right now, or are you still in the early stages?"

If they say "just looking": **You:** "That's great! Are you thinking more in the next few months, or is this longer-term planning?"

Red Flag: Vague timeline like "someday" or "when we feel ready" equals lower priority. These buyers might call back in six months. They're worth noting but not worth your prime weekend slot right now.

Step 3: Financing Status (The Make-or-Break Question)

You: "Have you already spoken with a lender about financing?"

If YES: You: "Have you been pre-qualified or pre-approved?"

- **Pre-approved** = much stronger (income and assets verified)
- **Pre-qualified** = preliminary (less reliable)

Follow-up: **You:** "Would you be comfortable sharing roughly what purchase price you've been approved for? Just want to make sure we're in the right range."

If NO: You: "No problem! Are you planning to pay cash, or would you need financing?"

If financing: **You:** "I'd definitely recommend connecting with a lender soon. I'm happy

to give you a couple of recommendations if that's helpful. Most sellers want to see pre-approval before accepting offers."

If cash: **You:** "Great! Would you be able to provide proof of funds when making an offer?"

Red Flag: Defensive about money questions or unwilling to discuss financing. Real buyers understand this is standard. If they clam up, they're probably not serious.

Step 4: Current Housing Situation

You: "Are you currently renting, or do you need to sell a home first?"

If they need to sell: You: "Is your home already on the market? How's that process going?"

- Haven't listed yet = contingent offer risk. They can't really move until theirs sells.
- Under contract or closed = ready to move. This buyer is unencumbered and serious.

If renting: You: "What's your lease situation? Do you have flexibility on move-in timing?"

Step 5: Decision-Making Process

You: "Will you be the only person making this decision, or is there anyone else involved that should see the home?"

Coaching note: Listen for spouse, parents, business partner. If others are involved, try to get them ALL to the showing. You don't want to do a second showing later because someone's significant other didn't see it the first time.

Step 6: Competition Check (Optional but Smart)

You: "Are you looking at other properties as well, or is this one of your top choices?"

Coaching note: This helps you understand urgency and competition. If your home is their top choice, they're more likely to move quickly.

Closing the Call

If They Seem Qualified

You: "This sounds like it could be a great fit! The home has [mention 2-3 key features they mentioned interest in]. Would you like to schedule a showing? I have availability [offer 2-3 specific time slots]."

If They Need Financing Work

You: "I appreciate your interest! Since you're still working on the financing piece, why don't I send you some information about the home, and you can reach back out once you've connected with a lender? That way when you're ready to make an offer, we can move quickly."

If They're Not Qualified

You: "I appreciate you calling! It sounds like you might be in a different price range or timeline than what works for this property. Best of luck with your search!"

Red Flags to Watch For

- Unwilling to answer basic questions
- No urgency or timeline
- Haven't talked to a lender and don't plan to
- Need to sell but haven't started the process
- Want to see "everything available" (not serious)
- Asking to see the home within the hour (often not serious or difficult buyers)
- Getting defensive or evasive when you ask about finances
- No clear reason for buying right now

Green Flags

- Pre-approved with letter ready
- Specific about what they want
- Clear timeline (need to move by X date)
- Already sold their home or paying cash
- Asks intelligent questions about the property
- Professional and respectful
- Ready to schedule showing on the call
- References seeing the home in person (not just online)

Pro Tips

- **Keep it conversational.** This shouldn't feel like an interrogation. Frame it as "making sure it's a good fit for both of us."
- **Don't apologize for asking questions.** Serious buyers expect this and respect it.
- **Take notes during the call.** Reference them when they arrive for the showing. It shows you were listening.
- **Trust your gut.** If something feels off, it probably is.
- **Schedule wisely.** Don't waste prime weekend showing slots on unqualified buyers. You can always schedule weeknight or less convenient times for maybes.

What to Send After Qualification

If qualified, immediately email:

- Property details and fact sheet
- Recent photos (multiple angles, good lighting)
- Showing address and time confirmation
- Your contact info and availability for questions

This keeps them engaged and confirms they're serious when they respond. If they don't respond to your email, that's another signal they might not be as committed as they seemed on the phone.

Need Help?

Need help putting together a fact sheet or figuring out what to say on the phone? Give me a call.

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