

The MAP Method:

Our Tailored Buying Process



A MAP for Success:

- **Builds Buyer Confidence:** The Mortgage & Money Matters step ensures clients understand financing, creating clarity and confidence before they begin their home search.
- **Turns Agents into Advisors:** The Analysis & Strategy phase elevates the agent's role from order-taker to trusted strategist by using market data and tailored game plans.
- **Brings Focus and Efficiency:** Through Property Search & Selection, MAP helps buyers avoid overwhelm by focusing only on homes that fit their goals, budget, and strategy.
- **Sets the Tone for Success:** By following MAP, agents lead clients through a logical, emotion-balanced process — ensuring smoother transactions, stronger offers, and more satisfied buyers.

M – Mortgage & Money Matters

Goal: Ensure buyers understand their financing options and feel confident about their budget.

- **Mortgage Calculator:**
 - Walk buyers through basic affordability (monthly payment, interest rates, taxes/insurance).
 - Show how changes in down payment or rate affect affordability.
- **Loan Types:**
 - FHA, Conventional, VA, USDA – pros/cons and who qualifies.
 - Discuss fixed vs adjustable rates.
- **Financing Prep:**
 - Stress importance of pre-approval vs pre-qualification.
 - Explain how strong financing strengthens offers.
 - Connect buyers with trusted lenders.

Key Talking Points for Agents:

- Start by addressing the money conversation early. Buyers need clarity on what they can realistically afford.
- **Tools:** Use a mortgage calculator with them so they see how payment changes with rates, taxes, and insurance.



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- **Loan Types:** Educate on FHA, Conventional, VA, USDA — explain pros/cons without overwhelming.
 - Stress **pre-approval** over pre-qualification. A pre-approval strengthens offers and sets expectations.
 - Always offer to connect them with our **preferred lenders** for smoother communication.

Trainer note: Emphasize that this step sets the tone. If we skip this, buyers shop with emotions instead of strategy.

A – Analysis & Strategy

Goal: Educate buyers on the market and help them make data-driven decisions.

- **Market Stats:**
 - Current inventory, average days on market, list-to-sale price ratios.
 - Trends (buyer's vs seller's market, seasonal considerations).
- **Needs Analysis:**
 - Wants vs. needs (must-haves vs. nice-to-haves).
 - Lifestyle factors (schools, commute, neighborhood amenities).
- **Game Plan / Strategy:**
 - How to make competitive offers.
 - Negotiation strategies (pricing, contingencies, closing costs).
 - Setting realistic timelines.

Key Talking Points for Agents:

- Use local **market stats** to educate: inventory levels, average days on market, list-to-sale ratios.
- Conduct a **needs vs. wants analysis**. Help buyers separate “must-haves” from “nice-to-haves.”
- Position yourself as their **strategist**: explain what's realistic in today's market and how to compete.
- Share tactics like: adjusting contingencies, offering flexible closing dates, or escalation clauses when appropriate.
- Remind clients: strategy prevents disappointment and sets them up to win when they find the right home.

Trainer note: Here's where agents shift from order-takers to trusted advisors.



P – Property Search & Selection

Goal: Use MLS and other tools to find homes that fit buyer criteria.

- **MLS Search:**

- Teach buyers how you refine searches: price, beds/baths, sq ft, lot size, neighborhood.
- Save searches and set up alerts for new listings.

- **Touring Homes:**

- Organize efficient showing schedules.
- Help buyers evaluate condition, potential repairs, resale value.

- **Narrowing Choices:**

- Compare top contenders side-by-side.
- Provide guidance on making the winning offer.

Key Talking Points for Agents:

- Demonstrate how to use **MLS searches** to narrow down properties that truly fit criteria. Don't let buyers get lost in Zillow scrolls.
- Set up saved searches and **auto-alerts** so they never miss opportunities.
- When showing homes, **guide their eyes**: point out resale value factors, potential repairs, and neighborhood pros/cons.
- After touring, help them **narrow choices** — don't let buyers stay stuck in indecision.
- Finally, coach them on making a **winning offer** that aligns with both their goals and market conditions.

Trainer note: Remind agents this is where our expertise shines — clients don't just need homes emailed, they need **guidance and structure**.

Buyer's Gameplan: Mapping for Success Worksheet



Trainer Tip:

Use this worksheet to document every step of the buyer journey. Keep it in your CRM or transaction file to ensure consistency and professionalism across the team.

M – Mortgage & Money Matters

Goal: Ensure buyers understand their financing options and feel confident about their budget.

1. Buyer Financing Snapshot

☐ Pre-Qualified ☐ Pre-Approved

- Lender Name: _____
- Loan Type (FHA, VA, USDA, Conventional, etc.): _____
- Estimated Purchase Price Range: \$_____
- Estimated Monthly Payment Comfort Zone: \$_____

Tip: If not yet pre-approved, give them a list of our preferred vendors and offer to let them take the reigns or offer to get them connected with lender(s).

2. Notes from Money Conversation

What concerns, goals, or misconceptions came up?

3. Action Steps

- ☐ Send mortgage calculator link
- ☐ Connect with lender for updated pre-approval
- ☐ Review how taxes/insurance affect payment
- ☐ Other: _____



A – Analysis & Strategy

Goal: Educate buyers on the market and help them make data-driven decisions.

1. Market Awareness

- Today's market is a: ☐ Buyer's Market ☐ Balanced ☐ Seller's Market
- Avg. DOM: _____ List-to-Sale Ratio: _____
- Current Trend Notes: _____

Tip: Utilize GGAR report to visualize these numbers

2. Buyer Needs vs. Wants

Must-Haves

1. _____
2. _____
3. _____

Nice-to-Haves

1. _____
2. _____
3. _____

3. Strategy Discussion

Competitive tactics we discussed (check all that apply):

- ☐ Escalation clause ☐ Reduced contingencies ☐ Flexible closing
☐ Closing cost strategy ☐ Other: _____

4. Action Steps



P – Property Search & Selection

Goal: Use MLS and other tools to find homes that fit buyer criteria.

1. Search Parameters

- Price Range: \$_____ – \$_____
- Beds/Baths: _____ / _____
- Location Preferences: _____
- Schools / Commute Notes: _____

2. Showing Plan

- Number of homes to tour: _____
- Top contenders:

1. MLS # _____

- Notes:

2. MLS # _____

- Notes:

3. MLS # _____

- Notes:

3. Offer Readiness

Buyer feels ready to write when: _____

Biggest hesitation: _____

4. Next Steps / Follow-Up Date: _____