ListerPros

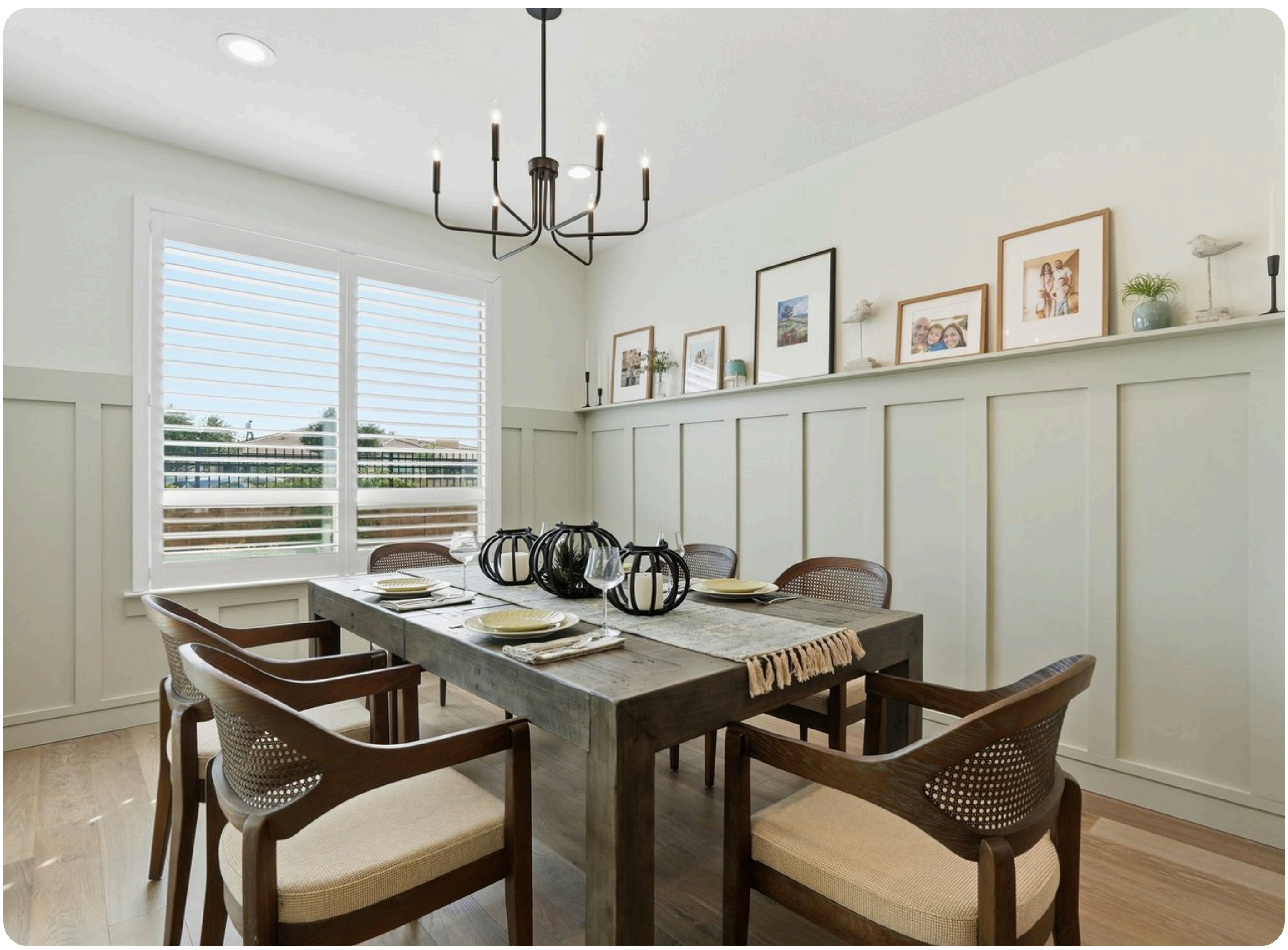
FREE AGENT GUIDE

FOR ARIZONA BUYER'S AGENTS

The Buyer Consult Playbook

The signed buyer agreement now comes before the first showing. This is the consult that earns it: a minute-by-minute agenda, word-for-word money scripts, and calm answers to the five objections you hear most.

45-minute agenda · 4 money scripts · Objection cheat sheet · Every stat sourced



WHY THIS MATTERS

The consult is the new listing presentation

Since August 17, 2024, the rules Realtors work under require a signed written buyer agreement before touring a home with a buyer, including live virtual tours. The relationship now opens with a document nobody taught you to present. And the stakes are winner-take-all: 67% of first-time buyers and 76% of repeat buyers interviewed only one agent (NAR 2025 Profile).

NAR settlement practice changes, 2024 · NAR 2025 Profile of Home Buyers and Sellers

88%
of buyers purchased through an agent
NAR 2025 Profile

43%
found their agent through a friend, neighbor, or relative
NAR 2025 Profile

16%
interviewed a second agent before choosing
NAR 2025 Profile

1. **Paper before tour.** A signed written buyer agreement comes before the first showing, and a live virtual tour counts. No exceptions for 'just this one house.'
2. **Compensation moved off the menu.** Buyer-side compensation is no longer advertised on the MLS. It is still negotiable, deal by deal, and the listing side can still pay it. You just have to ask for it in the offer.
3. **Your fee needs a real number.** Open-ended language is out. The agreement must state an amount anyone could calculate, and you cannot collect more than it from any source.
4. **The consult became the job interview.** Buyers who once auditioned you from the passenger seat now decide across a table. Win the first real consult and there is usually no round two.

WHAT THE RULE DOES NOT DO

Knowing the edges cold is what calm sounds like. It does not set your fee: nothing does, fees stay fully negotiable. It does not stop a buyer from walking an open house without you; that alone triggers nothing. And it does not require a long exclusive: a [7]-day, single-property agreement satisfies it. Present those three edges without notes and you sound like the professional in the room.

BEFORE THEY SIT DOWN

Win the consult before it starts

They researched you before they ever texted: 33% of buyers say online research shaped their agent choice, and 47% hired the first agent they actually spoke with (Zillow 2025 Consumer Housing Trends). Most walk in leaning yes. The prep below protects that lean.

Zillow 2025 Consumer Housing Trends Report

1. **Send the agenda the day before.** One short email: what we will cover in 45 minutes and what to bring. Nobody fears a meeting they can see the shape of. Attach nothing that needs a signature yet.
2. **Ask three warm-up questions.** Why the move, rough timeline, who else weighs in. You will quote their exact words back during the consult, and they will notice.
3. **Tee up the lender.** Ask if they hold a pre-approval. If not, have [two] lender names ready to text the minute the meeting ends.
4. **Build the packet, then get it blessed.** Agenda, process map, both agreement versions, this week's numbers from your MLS. Have your broker or attorney review the packet and every form in it first. These are legal contracts, and they change.
5. **Offer video before they ask.** October through April, winter visitors and relocation buyers consult from out of state. Run the same agenda on video, and remember a live virtual tour requires the same signed agreement as an in-person one.

The one-page agenda

Printed and on the table. A meeting with visible shape feels shorter and safer.

Also sent the day before

This week's market sheet

Actives, median price, days on market for their target areas, pulled from your MLS that morning.

Fresh numbers beat adjectives

Two agreement versions

Your brokerage's current buyer agreement plus a [7]-day single-property version for hesitators.

Broker reviewed, always

The lender shortlist

Two names with cell numbers. The intro text goes out before your buyer reaches the parking lot.

Momentum is a same-day thing

THE AGENDA

Forty-five minutes, minute by minute

The most common post-2024 mistake is opening with the contract. Run it the other way: thirty minutes on them and their search, five on how you get paid, and the signature request last, once the value is obvious. This agenda is the whole method.

0:00 — **Welcome, zero paper**
Water, small talk, agenda on the table. Tell them the agreement conversation comes at the end, so they can relax and be honest until then.

0:05 — **Discovery, their story**
Run the ten questions below and talk 20% of the time. Write down exact phrases. You will reuse them in listing alerts and offers.

0:15 — **How representation works**
Two-thirds of consumers wrongly assume any agent is required to represent their interests (Consumer Federation of America, 2019). Explain that the agreement is what actually creates that duty. Watch it land.

0:20 — **The process map**
Pre-approval to keys on one page. 76% of first-time buyers credited their agent with helping them understand the process (NAR 2025 Profile). That is the job. Do it here first, free.

0:25 — **Market reality, three numbers**
Actives, median price, days on market for their target areas, pulled from your MLS that morning. Numbers you looked up today beat adjectives every time.

0:30 — **The money talk**
Your fee, the three routes it gets paid, and a page-by-page walk through the agreement. Ten unrushed minutes. Word-for-word script in the next section.

0:40 — **Lender handoff**
No pre-approval yet? Text the [lender] intro while they watch. Same-day momentum is real.

0:45 — **Sign or schedule**
Ready buyers sign the agreement they have now seen twice. Hesitant buyers get the [7]-day single-property version and a booked first tour. Everyone leaves with a next step.

- [ ] What is making a move feel necessary right now?
- [ ] Three must-haves and three nice-to-haves?
- [ ] Pre-approval in hand, or should I intro a lender?
- [ ] Who else weighs in before you write an offer?
- [ ] Which areas are you curious about? You name them, I bring data
- [ ] Worst case, when do you need to be moved in?
- [ ] What monthly payment feels comfortable, not maximal?
- [ ] A home to sell or a lease to exit first?
- [ ] Best and worst of your past buying experience?
- [ ] Texts, calls, or email, and how often?

THE MONEY TALK

Say the number out loud

Ten minutes of this meeting decide how you get paid, and the 2024 practice changes wrote your talking points for you. For context only, never a standard: buyer's agent commissions averaged 2.42% in Q3 2025, running 2.52% under $500,000 and 2.22% above $1,000,000 (Redfin, December 2025). No fee is set by law, every fee is negotiable, and yours is yours to set.

Required agreement contents: NAR settlement practice changes, 2024

1. **A specific, conspicuous fee.** Your compensation, stated plainly, placed where nobody could miss it.
2. **An objectively ascertainable amount.** A number anyone could compute: [2.5]% of price or $[9,500] flat. 'Whatever the seller offers' no longer qualifies.
3. **A hard ceiling.** You cannot collect more than the agreed amount, from any source, in any combination.
4. **The negotiability sentence.** Conspicuous language that commissions are not set by law and are fully negotiable. Say it out loud before they read it. Calm recitation builds more trust than any brochure.

Route one: seller concession

Written into the offer: the seller credits buyer costs, your fee included. 44% of U.S. sellers gave concessions in early 2025 (Redfin, March 2025).

Ask in every offer

Route two: listing side

No longer advertised on the MLS, still negotiable deal by deal. One call to the listing agent finds the number.

Off the menu, not off the table

Route three: your buyer

Whatever routes one and two do not cover, capped by the agreement. Say it plainly. Surprise is the only real enemy here.

The capped backstop

THE MONEY TALK

My fee for representing you is [X]% of the purchase price. That number is not set by law, it is fully negotiable, and I can never collect more than what we write on this page, from any source. It can get paid three ways: the seller covers it as a concession in our offer, the listing side agrees to pay part of it, or you cover the difference. My job is to push it toward the first two, and in this market sellers are granting concessions at near-record rates.

THE OBJECTIONS

Five objections, five calm answers

A consult objection is engagement, not rejection: 91% of buyers say they would use or recommend their agent again (NAR 2025 Profile). Buyers want this to work. Meet each pushback with the same tone you gave the fee: calm, specific, zero pressure.

THE OBJECTION	WHAT IT USUALLY MEANS	YOUR MOVE
I don't want to sign anything	A past bad experience, or fear of being locked in	Offer the [7]-day single-property version. Short term, easy exit, trust earned in the open.
Another agent charges less	Price-shopping a service they have not seen yet	Never match blind. Walk your process map end to end, then let them choose the agent, not the discount.
We're just looking	True, and looking is how every purchase starts	Zero pressure, real help: a listing alert on their exact criteria today, the [7]-day version when a home pulls them inside.
We'll use the builder's rep	New build feels like a no-agent purchase	That team works for the builder. Bring your own representation to the very first sales-office visit; many builders decide agent participation right there.
Can't we just go see it?	Urgency. They fear losing the house	Book the showing for [tomorrow at 8 AM], then: 'Here is the one-property version so the rules I work under let me open that door.'

THE NO-SIGN HESITATION

You should not sign anything you are not comfortable with, full stop. The rules I work under say I cannot tour homes with you until we have something in writing. So here is a [7]-day version that covers [this property only]. If I have not earned the long version by [next Friday], tear it up and keep the market report.

THE SELLER-PAYS QUESTION

Sometimes, and I will push for exactly that. It is negotiated deal by deal now: we ask the seller to cover my fee inside our offer, and many say yes. Whatever they do not cover is capped at the number on our agreement, so there are no surprises in either direction.

THE LISTING-AGENT SHORTCUT

You can absolutely call the listing agent. Just know their signed job is the seller's best outcome, the highest price. Mine would be yours, the lowest workable number and the strongest terms. You deserve a negotiator whose paperwork has your name on it.

AN HONEST NOTE

No published research says how many buyers actually sign before the first tour. The closest thing is a Consumer Policy Center mystery shop of 281 buyer agents across 26 metros (2025): 95% quoted fees between 2.5% and 3%, and 52% asked for a signature before the first showing. That measures what agents request, not what buyers do, and every one of those fees was negotiable, like yours. So skip 'everybody signs these now.' Say the true thing instead: 'the rules I work under require it, and here is exactly what it commits us both to.'

THE ARIZONA PROOF

Use this market as your evidence

Buyers walk in assuming they have zero leverage right now. In this metro, the data disagrees, and you are the one holding it. Anchor the market-reality minutes with these, then refresh them with this week's pull from your MLS.

51.2%

of Phoenix-metro home sales included a seller concession in early 2025

Redfin, March 2025

44%

of sellers nationwide gave concessions, just shy of the record

Redfin, March 2025

26%

of buyers paid all cash, a record share. Offer strategy is the answer

NAR 2025 Profile

WHAT BUYERS MOST WANTED HELP WITH

Finding the right home	**50%**
Negotiating terms	**13%**
Negotiating price	**12%**
Handling paperwork	**7%**

NAR 2025 Profile

SNOWBIRD SEASON IS CONSULT SEASON

October through April, the consult happens on a screen. Winter visitors and relocation buyers run the whole meeting by video from [Minneapolis], and a live virtual tour triggers the same signed-agreement rule as an in-person showing. Run the full agenda on screen share, and let them explore neighborhoods visually before the flight: ListerPros publishes free community photo galleries across Phoenix and Tucson at listerpros.com/community-photos. Keep discovery buyer-led: they name the communities, you supply the data.

AFTER THE CONSULT

The follow-up that signs the fence-sitters

Buyers who used an agent prefer texting or messaging apps over calls, 50% to 33% (Zillow 2025 Consumer Housing Trends). So the follow-up runs text first, same day, with the agreement attached to the email right behind it. Every step below fits inside 15 minutes.

Zillow 2025 Consumer Housing Trends Report

From: You · To: [Buyer first name] · Same day, 6:10 PM

Your game plan + the two documents from today

1. Hi [First name], great sitting down today. Here is the short version of what we agreed.
2. Your targets, in your words: [area one] and [area two], under $[525,000], moved in by [March 1].
3. Attached: the process map from today and the [7]-day agreement covering [first tour address].
4. Next step: I text you [two] matches tonight. Say the word and Saturday tours are booked the moment you sign.
5. Worth remembering: over half of Phoenix-metro sales included a seller concession in early 2025 (Redfin, March 2025). That is leverage we will use.

The text that goes out first: 'Recap and documents are in your email. Two homes coming tonight. Saturday tours?'

HR 1 — **Text the thank-you**
Within the hour, three lines, zero ask. You are confirming the channel they already told you they prefer.

DAY 0 — **Email the recap**
The email above, agreement and process map attached. Everything they need to say yes without scheduling another meeting.

DAY 2 — **Send two real homes**
Hand-picked, one-line reason each. 54% of buyers said their agent pointed out features or faults they missed (NAR 2025 Profile). This is that skill, previewed.

DAY 5 — **The soft close**
'Want me to keep these coming? The [7]-day version covers Saturday.' Signed already? This becomes your first tour confirmation.

WK 2 — **Stay the only agent**
The median buyer search runs 10 weeks (NAR 2025 Profile). A weekly rhythm of matches and market notes keeps you the only agent they ever interview.

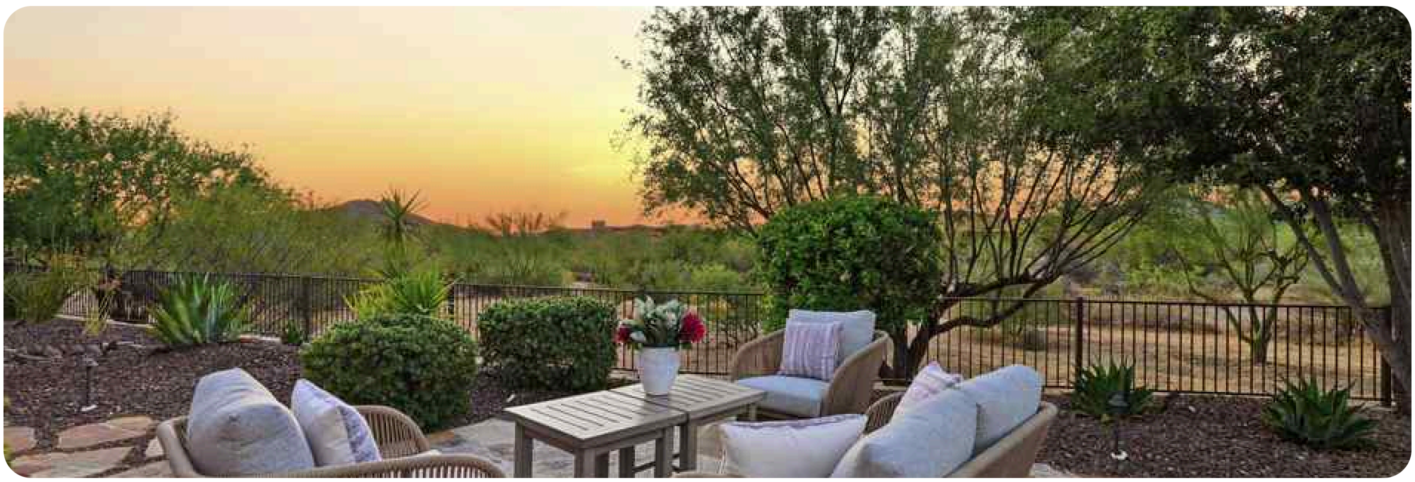
THE LINE YOU DO NOT CROSS

Some buyers will not sign, and that is fine. They stay on your value list, not in your passenger seat. Touring now and papering later, or backdating to patch it, turns a lost tour into a compliance file. The [7]-day version exists so you are never tempted, and your broker is the call to make whenever a form situation feels gray.

PRINT IT, PIN IT, RUN IT

The buyer consult checklist

- [ ] Agenda and three warm-up questions sent the day before
- [ ] Broker or attorney has reviewed every form you hand out
- [ ] Fee said out loud, with all three payment routes
- [ ] [7]-day single-property version offered to every hesitator
- [ ] Recap email with agreement attached, sent same day
- [ ] Packet printed: agenda, process map, market sheet, both agreement versions
- [ ] Run the 45 minutes in order, paperwork last
- [ ] Concession data shown: 51.2% of Phoenix-metro sales (Redfin, March 2025)
- [ ] Lender intro texted before they leave the parking lot
- [ ] Two hand-picked homes by day 2, soft close on day 5



ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

Every stat in this guide is sourced: the research named where it appears, 2019 to 2026. Sources on request.

Book your next shoot
listerpros.com

(480) 582-7767
@listerpros on Instagram, Facebook and TikTok