

GET CHOSEN™ • FREE DOWNLOAD

The Buyer Service Flow

A repeatable client experience — so every transaction feels handled, and is worth talking about afterward.

Buyers rarely tell you when they've lost confidence in you. They just get quieter. Showings slow down, replies take longer, and eventually they mention that a friend's agent sent them something interesting. Nothing went wrong. The experience simply stopped feeling led.

This isn't a transaction checklist. It's a map of the moments where a buyer decides whether you are **guiding** them or **chauffeur**ing them — and what happens at each one.

HOW TO USE THIS

1. **Read the flow once, start to finish.** Don't edit yet. Just notice which stages you already do consistently and which ones change depending on how busy you are.
2. **Mark the gaps.** The uneven stages are where buyers go quiet. That's your build list.
3. **Check the Carried By column.** Every touch belongs to someone. If a touch is assigned to you but doesn't require your judgment, it belongs to your Quiet Team™ instead.
4. **Build one stage at a time.** Pick your weakest stage and make that touch automatic before moving to the next. A flow you actually run beats a flow you admire.

The Carried By Key — the 40/30/30 doctrine

QUIET TEAM ≈ 40%. Your systems: CRM, AI, MLS, file system, templates. Runs whether you're rested or slammed.

PARTNER ≈ 30%. Your Edge Business Partner™ — the planner and structure that decides *when* the touch happens and holds you to it.

YOU ≈ 30%. Judgment, conversation, and negotiation. The work only you can do — and the reason to protect it.

Buyer work is where solo agents burn the most hours and keep the least structure. Assigning the routine touches isn't about caring less. It's what keeps you sharp for the conversations that decide the outcome.

The Buyer Service Flow

Stages 1–5 • First conversation through writing the offer

STAGE	WHAT THE BUYER IS QUIETLY WONDERING	THE TOUCH THAT ANSWERS IT	CARRIED BY
01 First Conversation	<i>"Are they going to send me to a lender before I even know if I want to do this?"</i>	Same-day reply that answers the question they actually asked. One useful thing about their price range or area, with no appointment attached. Tagged in the CRM by stage, timeline, and preferred channel before the conversation ends.	YOU QUIET TEAM
02 Buyer Consultation	<i>"What is this actually going to cost me every month – not just the down payment?"</i>	The full monthly picture modeled together: payment, taxes, insurance, utilities, and reserves. Representation and compensation explained in writing before it comes up. The search criteria written down and read back to them.	YOU
03 Search Setup	<i>"Am I going to see everything, or only what they want me to see?"</i>	A saved search built to their criteria and sent from the MLS, not a portal. Instructions for how to flag a home and how fast you'll respond. New inventory arrives automatically – they never have to ask what's out there.	QUIET TEAM PARTNER
04 Showing Rhythm	<i>"Are we making progress, or just looking at houses?"</i>	Confirmed showing schedule sent the day before with addresses, order, and timing. A short recap after each round: what they liked, what they ruled out, and what that tells you about the criteria. Search adjusted, not repeated.	PARTNER QUIET TEAM
05 Writing the Offer	<i>"How do I know what to offer without overpaying or losing it?"</i>	Comparable sales walked through before a number is discussed. Terms explained as tradeoffs, not boxes. Your recommendation stated plainly with the reasoning attached, so they can disagree with you intelligently.	YOU

Before you turn the page

Of stages 1 through 5, which one changes most depending on how busy you are?

What would have to be true for that stage to run without you deciding to run it?

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Stages 6-9 · Negotiation through the handoff that earns the referral

STAGE	WHAT THE BUYER IS QUIETLY WONDERING	THE TOUCH THAT ANSWERS IT	CARRIED BY
06 Negotiation	<i>"Is anyone else looking at this? Am I being played?"</i>	Every counter delivered with context: what changed, what it costs, and what you'd do. Response deadlines communicated before they arrive. When it's lost, they hear it from you first — with the next step already identified.	YOU
07 Under Contract	<i>"How many ways can this still fall apart, and will anyone tell me?"</i>	A dated timeline of every deadline delivered the day the contract is executed. Milestone confirmations as each clears. Inspection, appraisal, and loan updates delivered with context and options — never forwarded raw.	QUIET TEAM YOU
08 Closing Week	<i>"What do I need to do, what do I bring, and when do I get keys?"</i>	A single closing-week message: time, place, funds instructions, what to bring, utility setup, and key handoff. Final figures reviewed with them before the table. Final walk-through scheduled, not squeezed in.	QUIET TEAM PARTNER
09 The Handoff	<i>"That's it? Do I matter now that they've been paid?"</i>	A closing-day note that isn't a request. Their file delivered in one organized place they can find in five years. Moved from active to past client in the CRM the same week, with the post-close sequence started — not scheduled to be started.	YOU QUIET TEAM

Your one build

Pick the single stage where your experience is least consistent. Build that one touch until it runs on its own. Then come back to this page.

The stage I'm building:

The touch that has to become automatic:

This is the map. The Local Presence Builder is the material.

The flow tells you which touches matter. It doesn't hand you the buyer consultation packet, the showing recap, the closing-week message, or the post-close sequence — branded to your brokerage, ready to send. That's what the Local Presence Builder is for.

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