

# THE BUYER'S JOURNEY LEVERAGED

With experts strategically placed at each phase of the home-buying journey, The Dan Holt Team is creating better experiences for clients. Here's how they use team leverage to increase listings taken year after year.

## PHASE 1

### A DETAILED BUYER CONSULTATION

When a buyer lead comes in, Nicole Bower, transaction coordinator for the team, spends time going over the client's needs in great detail. She identifies the client's motivations and possible objections so that the agents are going on only quality appointments. "In the buyer consultation, I find out where they are financially, what they need and what they must have," she says. "This allows us to hand-select the top three to four best homes for them to visit with our showing assistants. When clients view the homes, they can tell we listened to them," adds Jen Davis, buyer's agent for the group.

## PHASE 2

### THE SHOWINGS

Clients then schedule walk-throughs and meet with a showing assistant. Beforehand, they are told they will work with a single, dedicated showing specialist who will accompany them through all their showings, answering all their questions and preparing them for the negotiations phase.

**After their first full year of having two showing assistants on the team, the Holt Team closed 182 units on the buyer's side for a total of 339 units for the entire team.**

## PHASE 3

### THE NEGOTIATIONS

Once the perfect home is selected, the clients work with Davis on the contract negotiations. Without the distractions of administrative tasks and showings, she facilitates all negotiations and repair requests.

## PHASE 4

### THE CLOSING

It is at this time that Emily Baker, director of lead generation and operations, steps in with her expertise and sees the client through until the keys are in their hands.

When asked if the client feels "passed around" as a result of interacting with so many people, the team responds with an emphatic "no." "We have made it better for our clients because they are working with the best person for the task," Dan Holt, owner and CEO of the team, says. "This delivers the highest level of service because it is all that person works on. It's what they have mastered."

## HIGH STANDARDS=HIGH REWARDS

Holt says that it is their team culture of productivity and strong support that has helped fuel their performance. "We only want to work with the most talented people who do an exceptional job and are natural leaders."

By methodically using the Career Visioning process and making sure they are putting people in their top 20 percent every day, Davis says the Holt Team specializes in career satisfaction.

"It's rewarding to see people go from living paycheck to paycheck to being able to buy a home, car, education – whatever – with no concern. Our standards are high ... in turn, the rewards are high."