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## FREE Report: Understanding the 4 Kinds of Buyers

Waiting for your home to sell can be frustrating. *“What’s happening?” you wonder. “Buyers come through.... why aren’t we getting more offers?”*

Realtors understand there are four kinds of buyers cruising the marketplace. (For this discussion’s sake, let’s assume we are talking only about **qualified** buyers—those who could afford to buy if they chose.) Here’s a brief description of each kind:

1. **Just Lookins’**- A favorite saying is “I’d be ready if...” Some of these people never buy- they’re the eternal window-shoppers of homes on the market. They’re simply curious how other people live (and decorate!). Others are extremely fussy and looking for the ‘perfect’ home.... if your home is fortunate enough to meet all their criteria, you might have a winner.
2. **Bargainhunters**- These buyers are looking for the bargain-basement winner. Their saying is often “Let’s make a deal.... *that works for me.*” Their gain is usually your loss.
3. **Relo-Rushers**- *“The heat is on....”* Stress is a big component in these buyer’s lives. A new job, a new home to buy, an existing home to sell.... and never enough time to get it all done. And then there’s the worries about making the move, getting the kids in a good school, making a big change in life.... Relo-Rushers don’t have time to mess around. They usually work with a Realtor, who can handle the many overwhelming details. They want to get in, look around, make a deal, and get things done— fast.
4. **Change of Lifer’s**- “I want a change” is a frequent saying. These buyers are upsizing, downsizing, resizing, or having a personal change in circumstances. They can be apprehensive about their change in life, or charging full steam ahead. Many times they’re not exactly sure what they want. Once their mind is made up, decision can come quick.