

Sample shopping report: client weighted



Shop Date: February 13, 2008 Duration 0:51  
 Builder: Turnkey Homes  
 Agent: Evan Selbiger  
 Grade: ● **82 B**

Category	Item	Feature (1-5)	Benefit (1-5)	General (1-5)	Weight (1-5)	Weighted grade
<b>Introduction</b>	Provided name			5	1	<span style="color: green;">●</span> 100
	Requested name			5	2	<span style="color: green;">●</span> 100
	Requested registration			5	2	<span style="color: green;">●</span> 100
<b>Macro</b>	Area information	5	1		3	<span style="color: red;">●</span> 60
	Community information	5	1		3	<span style="color: red;">●</span> 60
	Builder information	5	5		5	<span style="color: green;">●</span> 100
	Involvement questions			1	4	<span style="color: red;">●</span> 20
<b>Qualifying question</b>	Price			5	4	<span style="color: green;">●</span> 100
	Product			5	4	<span style="color: green;">●</span> 100
	Availability (customers)			5	5	<span style="color: green;">●</span> 100
<b>Demonstration</b>	Exterior	1	1		3	<span style="color: red;">●</span> 20
	Foyer	5	5		3	<span style="color: green;">●</span> 100
	Living and Family Room	5	5		3	<span style="color: green;">●</span> 100
	Kitchen	5	5		3	<span style="color: green;">●</span> 100
	Baths	1	1		2	<span style="color: red;">●</span> 20
	Involvement questions			5	3	<span style="color: green;">●</span> 100
<b>Site</b>	Home site visit	5	5		5	<span style="color: green;">●</span> 100
<b>Closing questions</b>	Ask for sale			1	5	<span style="color: red;">●</span> 20
	Ask for reservation			5	5	<span style="color: green;">●</span> 100
	Follow-up question			5	5	<span style="color: green;">●</span> 100
<b>Subjective</b>	Attitude			4	5	<span style="color: green;">●</span> 80
	Energy			4	5	<span style="color: green;">●</span> 80
<b>Objection resolution</b>	#1			5	5	<span style="color: green;">●</span> 100
	#2			4	5	<span style="color: green;">●</span> 80
<b>Weighted Grade</b>						<b>81.56</b>

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**General info**

Shop date 02/13/08 Start time 1:35 PM End time 2:26 PM  
 Builder Turnkey Homes Community Veranda  
 Sales agent Evan Selbiger SA-off days M,T

**Shopper profile**

Shopper name	Mark Steinberg
Type of buyer	Married couple with children
Availability	Ready to occupy inventory
Price Range	\$300k to \$349k
Reason for Purchase	
Objection#1	Few residents in new community
Objection#2	Prices may continue to fall

**Community Review**

	Yes	No	N/A
Signage - location well marked and easy to find	Yes		
Community Entry - clean and desirable	Yes		
Common area landscape - well kept and manicured		No	
Vacant lots - clean and maintained		No	
Walk from parking to model - clean and well maintained	Yes		
Model exterior - Clean and in good condition	Yes		
Sales Area - Clean and organized	Yes		
Model lighting - all lights on	Yes		

## Video shop

### Introduction

Provided name

Yes/No	Points
Yes	5
Yes	5
Yes	5

Requested name

Requested registration

### Macro

Area information - Feature

Area information - Benefit

Community information - Feature

Community information - Benefit

Builder information - Feature

Builder information - Benefit

Involvement questions

Yes/No	Points
Yes	5
No	1
Yes	5
No	1
Yes	5
Yes	5
No	1

### Qualifying questions

Price

Product

Availability (customers)

Yes/No	Points
Yes	5
Yes	5
Yes	5

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### Demonstration

Exterior - Feature  
Exterior - Benefit  
Foyer - Feature  
Foyer - Benefit  
Living and Family Rooms - Feature  
Living and Family Rooms - Benefit  
Kitchen - Feature  
Kitchen - Benefit  
Baths - Feature  
Baths - Benefit  
Involvement questions

Yes/No	Points
No	1
No	1
No	1
No	1
Yes	5
Yes	5
Yes	5
Yes	5
No	1
No	1
Yes	5

### Site

Home site visit

Yes/No	Points
Yes	5

### Closing questions

Ask for sale  
Ask for reservation  
Follow-up question

Yes/No	Points
No	1
Yes	5
Yes	5

### Subjective

Attitude  
Energy

Grade (1-5)	Points
4	4
4	4

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### Objection Resolution

Few residents in new community

Prices may continue to fall

Grade (1-5)	Points
5	5
4	4

### Notes:

Main entrance of community was well maintained. Neighborhood entrance however was unfinished and disjointed. Model home was the only home in the community. No specific parking area for customers. I was greeted promptly at door by sales representative Evan Selbiger. No model trap, entrance was through front door. Evan warmly welcomed me before proceeding with his presentation. No specific displays available when discussing area information. Even did an excellent job pointing out Green Building and included features. Evan quickly focussed on setting up "one of a kind". Pointing out the best lot available to build on. Evan walked the lot with me pointing out views and how the home would be positioned.

### Objection #1: Few residents in new community

When walking to the lot with Evan I brought up the objection that I would be uncomfortable being the only customer in the community. Evan responded explaining that this is a new community in a difficult market and that given the huge changes in lot and home pricing things will not stay like this for long. He also pointed out that historically some of the best communities began in difficult markets where values could be delivered to buyers below market perception.

### Objection #2: Prices may continue to fall

When discussing with Evan about some possible features I would be interested in I brought up the objection that I may be paying too much as prices continue to fall. In response, Evan provided some graphs showing historical prices in Brevard and how they are beginning to increase. He also pointed out the unique value of Veranda Place in that it's the only community in Brevard with 1/3 acre lots in the mid \$200's. In addition to being the best value it's located in the most desirable location.

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### Sales Agent Follow-up set up:

Before leaving the model home Evan told me that he would work on finding a list of available places to store my boat and would give me a call.

### Sales Agent Follow-up call:

On 2/14/08 @ 5:23p.m Evan called me to inform me that he now has the list of boat storage facilities. In addition, he told me he also has a new area information package that might be of interest. He informed me that he would be willing to stay late to make sure I get it. He asked me what day would be best and I told him Friday at noon.

### Sales Agent Follow-up card:

Received thank you card on 2/15/08.

### Sales Agent Follow-up other:

Received thank you email by the time I got home 2/13/08