

Creating and Leveraging a Buyer's Packet

Even in today's highly digitized real estate industry, buyer's packets have stood the test of time. A buyer's packet is a collection of documents that an agent gives to a buyer, usually after an in-person appointment. The contents tend to be educational in nature, informing the buyer about the agent, current real estate market, neighborhood of interest, homebuying process, and more. Here's what we recommend including, and how to best leverage it.



Your bio and business card

Tell the buyer a little about yourself. Speak to your experience and expertise, particularly in the neighborhood, building, or property type the buyer is interested in. Include a business card that clearly shows your brokerage and contact information.



Client testimonials

Buyers love seeing testimonials from satisfied clients. Include the ones you think are most relevant to this buyer in particular. If possible, use testimonials from clients you've worked with in the Experts program.



Neighborhood guide

There's nothing like a neighborhood guide to show your local expertise and attention to detail. Show and describe the neighborhood's geographical boundaries, housing market, history, architecture, points of interest, public transportation, schools, parks, restaurants, culture, etc.



Market update

What's the state of the housing market the buyer is looking to enter? Create a market update with data and insights to help set expectations and empower the buyer to make educated decisions. Make sure it's easy to understand and digest.



Steps to buy a home

Include a step-by-step guide to the homebuying process in New York City. StreetEasy has a guide of its own ready to download and print.



Co-op vs. condo explainer

Even if your buyer knows the difference between the two, it's helpful to include an explainer that lays out the pros and cons of each. Again, StreetEasy has one that you can use.



Pre-approval information

Help with pre-approval by explaining what it is, why it's important, and how to obtain it. You can also recommend mortgage lenders to work with and include their contact information.

The Value of a Buyer's Packet

It formalizes the process

A packet of well curated, informative content can do a lot to legitimize the process and make it feel real to the buyer.

It sets expectations

A buyer's packet is also an effective way to manage expectations. Your buyer will know what to expect in terms of the neighborhood, market, and homebuying process.

It provides a tangible takeaway

A packet that the buyer can hold in their hand gives them something to remember and refer to. They won't go home from the appointment empty-handed — physically or mentally.

It educates the buyer

A well educated buyer is a successful — and satisfied — buyer.

