

# Types of Connections — and How to Work Them

As a StreetEasy Expert, there are five different types of buyer connections that may come your way. Each has unique needs and desires for a home and an agent, and working them accordingly is crucial. Here's how to have success with Building, Like Listing, Townhouse, Luxury, and Buyer Match connections.



## Building

Building connections have shown interest in a particular building. Focus on nailing the first call and using the ALM (Appointment, Location, Motivation) framework. If it's a co-op building, use your knowledge of the building's co-op board to help the buyer get approved. Based on your previous deals in the building, assist the buyer in coming up with a realistic but winning bid.

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## Like Listing

Like Listing connections have shown interest in listings similar to ones you've had success with. Make note of the things the buyer likes about the listing, using the M (Motivation) in ALM. Ask questions like "What about this listing caught your eye?" When looking for other properties to show the client, keep their answers to this question in mind.

If the connection isn't qualified, develop a plan. When can they realistically move? What can they get done between now and then? Establish that when they're ready to move forward, you'll be there for them and can set up showings.

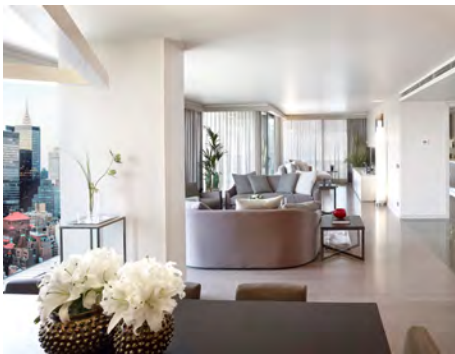
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## Townhouse

Townhouse connections are often searching at a higher price point, but also want to put down roots in a more spacious home. It's still important to pay attention to these buyers' wants, needs and motivations, which can vary. They may want a yard, more square footage, a lack of building rules and restrictions, lower carrying costs, or a sense of true ownership.

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## Luxury

Luxury buyers tend to be more hands-off and have very demanding schedules. They're self-sufficient and usually have some homebuying experience. The home they seek could also be purely an investment. Regardless, they'll want to see an agent who's polished and personable, knows the market inside and out, and can bring valuable insight that they couldn't find on their own. Build trust by asking them questions that may not be obvious from looking at the listings. "Did you notice the maintenance is \$5,000/month?" "This unit has southern exposure — is that something you're looking for?"

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## Buyer Match

Buyer Match connections are matched with you based on what they're searching for — for example, a two bedroom co-op under \$1.5M in Greenwich Village. Approach these like a blank canvas. Start asking questions to determine their needs, wants, and the "why" behind their search. Ask questions around the "L" and "M" in ALM to narrow in on a few buildings or properties where you can set up showings.