

FIND THE URGENCY

One of the driving factors that influences any buying decision is the fear of missing out. The more urgency your customer senses, the quicker they will make the decision to purchase. You have the ability to influence the customer's point of view of your community and determine how your message will come across.

Think about how you will create a sense of urgency in your community. Regardless of where you are in the life cycle of the community, there is always some factor that can create a sense of urgency for each customer.

There are many angles to take, here are a few examples:

First Year of the Community (First Cycle)

- First Choice of Lots
- Get in at pre-construction pricing
- What's the sales pace of your community? a house every other day? or a house a day?
- How many other sales agents are in the office? Any can sell the home while the buyer decides.
- There are only a few center lake lots left or cul-de-sac lots remaining.

Years 2-3 (Mid Cycle)

- Price increases are coming (can be at any time)
- Limited views or exposures left
- Easement and corner lot availability
- Limited corner lake or peekaboo lots left
- Last lot that a particular plan can be built in a row
- Getting in before season, buy now so your home is done for season.
- Amenities are under construction, get in before they are completed.
- Limited Spec homes.
- Limited specs with the desired view or features.

Year 4 (Closing Cycle)

- Only a few more lots left in the community
- last lot left in a completed section
- last lot that can accommodate a pool
- Interest rates are low, great time to take advantage of a spec home.
- Models for sale, one of a kind home.

NEXT STEPS TO BECOME THE MASTER OF URGENCY:

1. **Evaluate & Create the Urgency**
 - a. What the customer is looking for and how you can demonstrate where the urgency is?
2. **Adjust Your Current Presentation**
 - a. Is it tailored to your community's life cycle?
3. **Read Master Class Chapter 1 – MASTER YOUR COMMUNITY: [CLICK HERE](#)**
 - a. Find tips on how you can sharpen your presentation and continue to create a sense of urgency.