![Buffini & Company logo]

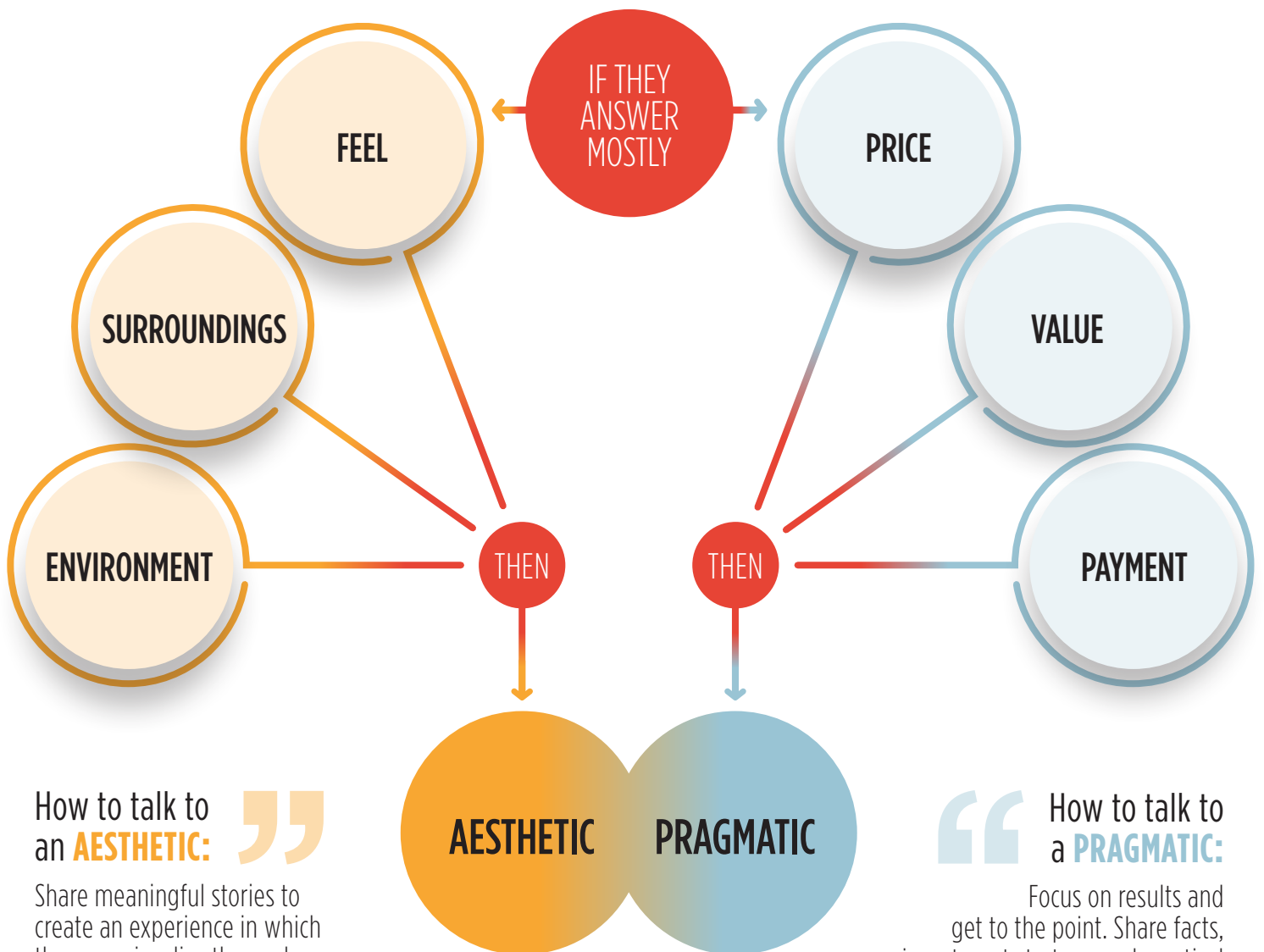# IS YOUR CLIENT
AESTHETIC OR **PRAGMATIC**?

TO FIND OUT, ASK YOUR CLIENT THE FOLLOWING:

"What do you look for when purchasing a house?"

IF THEY ANSWER MOSTLY

FEEL · **SURROUNDINGS** · **ENVIRONMENT** → THEN → **AESTHETIC**

PRICE · **VALUE** · **PAYMENT** → THEN → **PRAGMATIC**

How to talk to an **AESTHETIC:**
Share meaningful stories to create an experience in which they can visualize themselves in the home.

How to talk to a **PRAGMATIC:**
Focus on results and get to the point. Share facts, investment strategy and practical statistics about the house.