



The Strategic Buyer Workbook

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A living, printable workbook to help buyers evaluate homes clearly, calmly, and confidently.



The Strategic Advantage

Most buyers enter the market with good intentions but no real system. This workbook exists to slow the process down, capture what matters, and support confident decisions — whether you print it or use it on a tablet.



Property Snapshot 1

Property Address

Date Viewed

Asking Price

Neighborhood Notes

Neighborhood Notes

Top 3 Things I Liked

Top 3 Things I Liked

Top 3 Things I Liked

Top 3 Concerns

Top 3 Concerns

Top 3 Concerns



Non-Negotiables Met? (Yes / No / Partially)

Overall Gut Reaction

Overall Gut Reaction



Property Snapshot 2

Property Address

Date Viewed

Asking Price

Neighborhood Notes

Neighborhood Notes

Top 3 Things I Liked

Top 3 Things I Liked

Top 3 Things I Liked

Top 3 Concerns

Top 3 Concerns

Top 3 Concerns



Non-Negotiables Met? (Yes / No / Partially)

Overall Gut Reaction

Overall Gut Reaction



Property Snapshot 3

Property Address

Date Viewed

Asking Price

Neighborhood Notes

Neighborhood Notes

Top 3 Things I Liked

Top 3 Things I Liked

Top 3 Things I Liked

Top 3 Concerns

Top 3 Concerns

Top 3 Concerns



Non-Negotiables Met? (Yes / No / Partially)

Overall Gut Reaction

Overall Gut Reaction



Property Comparison

Feature	Home A	Home B	Home C
Price			
Layout / Flow			
Condition			
Location			
Light / Feel			
Overall Rank			



Decision Anchors

If I buy this home, what am I saying YES to?

If I buy this home, what am I saying YES to?

What am I saying NO to?

What am I saying NO to?

Will this home still work for me in 3–5 years? (Yes / Unsure / No)



How to Use This Workbook

Bring this workbook to every showing. Use it immediately after tours. Clarity fades quickly — writing locks insight in place. If questions arise, bring this to your strategy session.

Next Step

Schedule a Strategic Buyer Call when you're ready to review your notes and align next steps.