ACCORD MORTGAGES

The Accord Growth Series

Helping first-time buyers is one of the most rewarding parts of the job. They're excited, motivated, and usually grateful for your help. But many of them go quiet before they get very far.

They lose confidence, pause their search, or stop replying, not because they've changed their minds, but because they're unsure what to do next.

For most, this is their first time doing anything like this. They don't always know what a broker does, when to get in touch, or how to prepare. Without clear steps or support, they can get stuck and once they're stuck, they often drift away.

With a few simple changes, you can help more of these buyers stay on track and feel good about moving forward.

This must read article delves into:

- **Where first-time buyers tend to lose momentum**
- **What first-time buyers need to keep going**
- **Small changes that help you keep buyers engaged**

First-time buyers don't usually disengage because they've lost interest. More often, they pause because they feel uncertain, overwhelmed, or unsure what should happen next. By offering clear guidance, regular reassurance and simple, well-timed resources, you can help them feel more confident at every stage of the journey. Small, thoughtful changes in how you communicate can make a big difference to keeping first-time buyers engaged and moving forward.

Read the full blog here