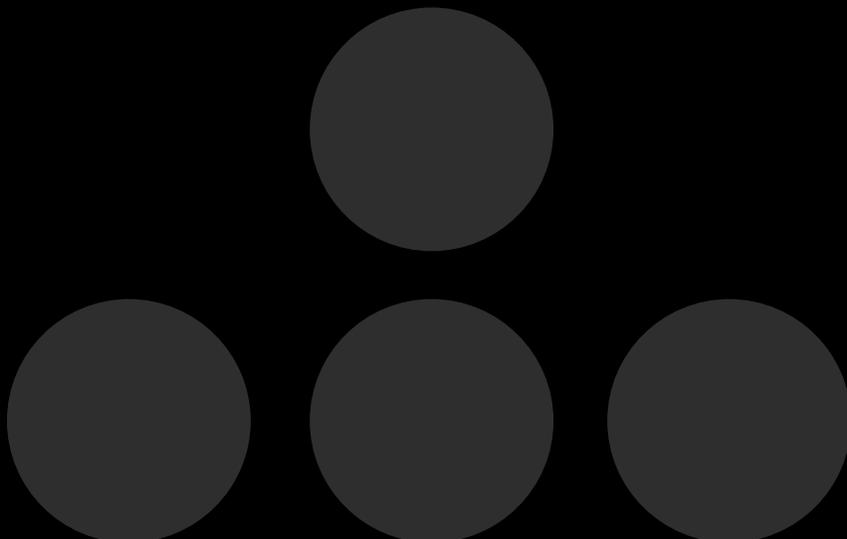


REV UP!

MODULE 01

Introduction to REV UP!
GPS: Goals, Planning and Systems





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ONE University 23811 Aliso Creek Road Suite 168 Laguna Niguel, CA 92677



ARE YOU READY?

In order to create a successful business, you must look deep down and find the strength to push yourself out of your comfort zone.

You will learn the strategies to launch your real estate career as quickly as possible. The greatest challenge a business owner may face is staying positive and motivated. Your efforts in real estate can sometimes be hard to measure as those efforts are a string of activities that ultimately lead you to profitability.

REV UP! Module 01 is the first in the series; however, you can begin these workshops at any time. Your office will offer this course on an ongoing basis, and you'll have an opportunity to attend all 12 Modules. Begin with whichever module happens to be on the schedule after Orientation.

This program is designed to be immediately impactful, interactive, fun, and get results for you right away. Get ready to REV UP! your success.



REV UP!

MODULES

YOU WILL LEARN:

- 01 Introduction to REV UP!
GPS: Goals, Planning & Systems
- 02 Establishing Your Brand
Developing Your Farm
- 03 Your Database IS Your Business
Creating your Online Presence
- 04 The Sales Cycle
Effective Client Communication
- 05 The Residential Purchase Agreement:
a Detailed Review
- 06 Working with Buyers
Getting your Offers Accepted
- 07 Holding Successful Open Houses
- 08 Financing the Sale:
Mortgage Basics
- 09 The Residential Listing Agreement:
a Detailed Review
- 10 Finding Motivated Sellers
Preparing to Win the Listing
- 11 Winning the Listing
Negotiating The Sale
- 12 Closing the Sale
Creating Clients for Life





WELCOME TO REV UP! 01

IN THIS WORKSHOP, YOU WILL LEARN:

- The importance of positive mindset and self-talk in your real estate career
- A summary of tools that you will use for a successful real estate business
- Thinking like a business owner
- A resource library of recommended books to read for business and personal development
- Writing SMART goals and creating a budget and expense worksheet
- Current productivity
- Time blocking for business success
- Personal accountability
- Various types of prospecting
- Using scripts and dialogues
- Committing to a prospecting schedule
- Lead follow-up
- Utilizing the GPS tools



Dear Real Estate Professional:

Congratulations on making a commitment to your real estate career. Your long-term success will be based on the actions you take. Your ability to set goals, create action plans, and consistently follow your plans will lead to your overall success.

Your leadership team is also making a commitment today - to you. We are committed to your success with ongoing support and training. Together we will build your business.

We all have 86,400 seconds a day - no more, no less. We all start each day equally on a level playing field. Time is a precious commodity to each and every one of us, and managing that time is essential.

Remember to be clear about why you have chosen real estate as a profession. What will the income do for you, your family, your community? What will be your legacy? Have fun and enjoy your work. Feel the sense of accomplishment and be proud of what you do. Invest time with family, including anyone who is special to you. All work and no play leads to burnout. Schedule the time *off* as well as the time on. Enjoy and thrive in your own personal life by focusing on your health, your education, your spirituality, your interests and your hobbies.

You can achieve what others say is impossible. You can have riches most people will never see. Your management team will do our part to keep focused and follow through with you on your goals until you reach them. Again, welcome to the Realty ONE Group team. We are proud you are here.

Your Realty ONE Group Leadership Team

A handwritten signature in black ink, appearing to read "Kuba". The signature is fluid and cursive, with a large initial letter 'K'.



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01

AFFIRMATION

I am the architect of my life; I build its foundation and choose its contents.



DEVELOPING YOUR BUSINESS MINDSET.

The most successful real estate professionals are self-starters with a true entrepreneurial spirit. They also share the following three key characteristics for real estate success:

- A great work ethic (*they show up and work their plan*)
- An unwavering perseverance
- A positive, make-it happen mindset

HAVE WORK ETHIC

Diligence, hard work, and self-discipline are the components of a great work ethic. This means you have a definite plan of action and you work it consistently and in alignment with your personal and professional goals. Ask yourself if you possess or will develop these qualities and habits.

Be consistent: Implement effective systems - are you working on your business while also working in it? Think like a business owner rather than merely a sales person. Pick the best tools available that work for you and stick to them. Be intentional and specific with your actions. Perform ordinary tasks with such consistency that it becomes extraordinary.

Stick to your schedule: Time block all of your activities and follow it. Know how many calls, face-to-face contacts, emails and new contacts you need before you quit for the day. Challenge yourself with daily goals. For example, don't go home until you have at least one appointment.

TIPS:

- Thirty to 60 days equals a habit change. One year equals a lifestyle change.
- Define what success means to you. Is it a dollar amount or a lifestyle that the dollar amount will provide you with? Is it something other than income?

HAVE PERSEVERANCE

With continued and patient effort, you will persevere. Small victories are a result of perseverance, and perseverance leads to a higher self-esteem and the confidence to achieve even greater victories as you go.

Be committed: How committed are you? Become crystal clear with what you want in your professional sales career. People who persevere make no provision for anything but success. Success is the only option.

Be accountable: Get an accountability partner or hire a coach. You can always ask for help, keep daily track of your tasks, or even form a mastermind or accountability group. Create daily tracking for your own accountability.

Great salespeople figure it out: There is always more than one solution to any challenge. Find a way. Find the "win-win."

HAVE A POSITIVE ATTITUDE

Attitude is everything. Mindset is a process, not an event. It is estimated that as much as 90% of success, in any sales related field, can be attributed to attitude. As a matter of fact, it is not unusual for attitude to be the only difference between the person who is successful and the person who is not. Your expectations can lead to success. Create your real estate career the way you want it to be, not what others say it should be. Your intention behind your activity will drive your success.

Self-talk matters. When a listing opportunity arises, are you going out expecting success or failure? Expect failure and it will be evident in how you look, what you say, your choice of words and your tone of voice. Expect success and you will prepare more carefully; have more support material and statistics, appear confident and relaxed. You will get the listing if you want it.

When working with buyers, are you taking them out to "show them houses" or will you take them out to "find them their new home?" Many salespeople stop themselves from making a sale the first day they are out with a buyer simply because they are convinced the person would not buy that day. Says who? Find them the right house and there will be no reason for them to put off purchasing it. Again, it takes no longer to "show" property than it does to "sell" property.

TIP:

- a. "Clients first" means always conducting your business with honesty, competence, and care.

TAKE PERSONAL RESPONSIBILITY

Take 100% responsibility for where you are at this exact moment. All of your thoughts and actions have led you to this exact place in time. If you are not entirely pleased with your results, change your thoughts and take action toward what you want to create. Check in with yourself often. Are your thoughts positive or negative - toward or away from what you desire?

Most people pay attention to their current reality and continue attracting the same results/outcomes. Focus on what you want. Be deliberate and intentional in your thoughts and actions.

MAINTAIN A "CLIENTS FIRST" MENTALITY

Make a commitment to always take care of your clients' needs first and be sure to set your business hours and boundaries. Always work in their best interest - which sometimes means recommending they don't do the deal. Do not focus on that commission check. Do the right thing and the money will flow. In this profession, those who really get this concept at the base level will enjoy a prosperous career with a steady stream of repeat and referral business. Honesty, integrity, and professionalism are non-negotiable traits.

DO'S AND DON'TS FOR A SUCCESSFUL REAL ESTATE CAREER

Do

- Show concern about customer's wants, needs and desires
- Build rapport and find common interest
- Maintain professionalism under stress
- Be flexible and ready to learn new techniques and technology
- Dress, speak, and write professionally
- Communicate work hours and return all calls, text messages and emails in timely manner
- Use a sense of humor
- Commit to excellence
- Be persistent and positive
- Build trust
- Associate with people who are doing more than you
- Believe in yourself, your company, and tools
- Listen to what client says
- Take a lot of notes
- Show your client you can get the job done
- Acknowledge a negative comment with a quick yes, but don't make a big deal out of it

Don't

- Be easily influenced
- Criticize the client
- Lose your cool
- Make excuses
- Focus on your past
- Assume
- Sell desperate
- Sell that you are great
- Ask questions that they can answer "no" to
- Put down the competition

TIP:

- a. Conduct a search on 'visualization in sales' or 'visualization techniques' for more ideas.

VISUALIZATION FOR A SUCCESSFUL REAL ESTATE CAREER



Creative visualization is a powerful technique wherein you form a mental picture of your desired outcome. Visualize it every day for only about five to 10 minutes.

1. Listen to positive, powerful audiobooks, CDs, podcasts, etc.
2. Experience the feelings of victory, accomplishment, elation, etc.
3. Sit comfortably and run your perfect outcome "video" in your head.
4. Consider 10 - 20 minutes of daily meditation or prayer.
5. Create a vision goal board and/or notebook, include personal as well as business goals. Use words and pictures.

AFFIRMATIONS FOR A SUCCESSFUL REAL ESTATE CAREER



**I am the architect
of my life; I build
its foundation and
choose its contents.**

Affirmations are statements of positive beliefs. The statements may be internal or external, personal, or global. They declare your character and success. Affirmations are most effective in the first person present tense and allow for opportunities of reflection.



**I always put my
client's best
interests first. I do
the right thing by
them, knowing it
will come back to
me tenfold.**

AFFIRMATIONS FOR A SUCCESSFUL REAL ESTATE CAREER

I have written goals in all the key areas of my life, and I love to track my activities and results, seeing the progress I am making.

I am professional in every way—in dress, manner, knowledge and action.

I love having counter balance in my life and enjoy the knowledge that hard work in one moment allows me more play in another.

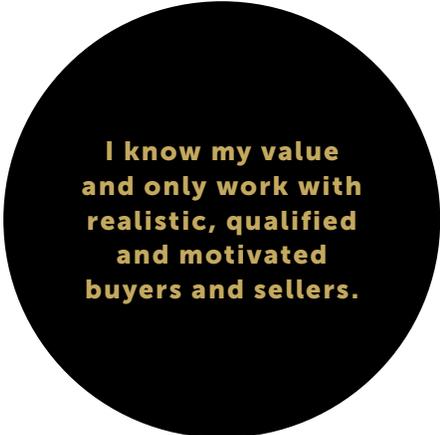
I am happy, positive and have a can-do, solution oriented attitude.



I love to set appointments and I love to make presentations.



Money flows to me freely and easily from expected and unexpected sources.



I know my value and only work with realistic, qualified and motivated buyers and sellers.



I have the power to create all the success and prosperity I desire.

AFFIRMATIONS FOR A SUCCESSFUL REAL ESTATE CAREER



I love the real estate industry and am proud to help people achieve the "great American dream:" home ownership.



I know my strengths and what my revenue producing activities are. I love delegating the "busy" work to those who are better at it than I.

SETTING THE STAGE FOR SUCCESS.

TURN YOUR CAR INTO A MOBILE OFFICE

As sales people, we spend at least 50-80% of our day in our cars. Our vehicle is literally a mobile office; we should have it running as such. As most sales people find that they seem to misplace items or forget certain tools that they need to sell, having a clean, organized car will eliminate your distractions and allow for a clear, focused mindset. Every time you open your trunk you will be reminded of the sales tools you have to introduce to your clients.

MAGNETIC CAR SIGNS

Customized magnetic signs on your car, strategically placed on a busy street, parked at a mall, or in a high traffic area, have an equal, if not greater impact than that of a bench or grocery cart advertisement.

TIP:
b. The less time you spend looking for something, the more time you can spend on your business. Time is money. Do not spend it doing unproductive activities.



SUGGESTED ITEMS AND TIPS

Note Pad/Notes App: Take down notes or remind yourself of things to do.

Navigation: Pre-plan your showing routes and program them into your GPS navigation to ensure you will get to your destination(s), allowing you to focus on your clients rather than worrying about getting lost.

Packets: Always be ready to take a listing or write a purchase agreement. It's also a good idea to have extra common forms on hand.

Farm/Market Area Data: Cover the area you have targeted for the day. Prior to entering your farm area, briefly glance at your list before you knock on someone's door so you do not forget people's names.

Open House Kit: Be ready for anything. Always have the materials you need to conduct an open house on hand.

Pens: Don't be the person digging for a pen. Keep extras in the car.

Audiobooks and Podcasts: Stay in the know. As tempting as the radio may be, try to listen to sales podcasts or CDs that will enhance your abilities and get ideas for conversations on your next call. Always be motivated.

Toolkit: Be prepared. Extra chargers for all your devices, flashlight, basic tools, measuring devices, broom, dustpan, scissors, tape, etc.

Time: Practice time management to maximize your productivity. Your mobile office is a great place to use in between appointments. Park in a peaceful place where you can return calls and emails.



LAPTOP



EXCELLENT CAMERA AND
PORTABLE TRIPOD



NOTECARDS AND ENVELOPES



PASSENGER VEHICLE
WITH AC, IN GOOD
RUNNING CONDITION



SEPARATE BUSINESS
CHECKING AND
SAVINGS ACCOUNTS



NAME TAG AND ONE PIN



STAMPS

The basics.



SMARTPHONE WITH CAMERA



BUSINESS CARDS



INTERNET ACCESS
HIGH SPEED IS OPTIMAL



FINANCIAL CALCULATOR
OR CALCULATOR APP



PERSONALIZED YARD AND
OPEN HOUSE SIGNS
5-10 EACH



PRINTER/ SCANNER/ COPIER



TABLET
OR COMBO LAPTOP/TABLET

DRESSING FOR SUCCESS

Sweat pants and a t-shirt may not make the best first impression. Your clothing should be appropriate for the nature of our business and the type of work performed. Keep your shoes, clothing, hair, and make-up neat, clean, and tasteful.

Observe good habits of grooming and personal hygiene. To accommodate sensitive individuals, refrain from wearing or applying excessive amounts of perfume, cologne, scented lotions, or body washes.

Some types of clothing are inappropriate for work environments. Clothing that works well for the beach, dance clubs and exercise sessions such as mid-drift tops, shorts, bare backs or low cut tops do not reflect a professional appearance at work. In addition, inappropriate graphics, words or terms that are political, religious, sexually provocative, or that may be offensive are unacceptable.

TIP:

- a. Dress one step up from your clients.

STANDARD MARKETING PIECES

Have a standard piece that represents you and your business that will also be helpful to your farm and database. The following are some great examples:

- Personal marketing brochure
- Local zip code charts
- Useful numbers
- Calendar with holidays

MLS, PREVIEWING PROPERTIES, INVENTORY KNOWLEDGE

Once you have joined the National, State and Local Board of REALTORS, you will also need to join at least one Multiple Listing Service (MLS). You may live in a metropolitan area where it might make sense to join more than one. Consult with your office manager or broker if you have questions.

Attend the basic MLS classes and learn how to navigate listings. In the beginning, focus on searching active listings only. Inputting new listings, etc. will come later.

Create time blocks each day to preview active listings. Concentrate on one area at a time in order to save time and fuel. Coordinate with an agent or two and discuss the properties you see. Are they priced correctly? What are their strengths and weaknesses? Do the research. Your success will be in direct proportion to the knowledge you possess.

Your job is to know the market and know it well. In addition to knowing what is currently being offered for sale, you should know and understand the following:

- High and low price points in your area
- Median price
- Average time on the market will vary by price range and area
- Absorption rates—how long will it take to sell existing inventory?
- Area economics: employers, industries, schools, hospitals, shopping, etc.

TIP:

- a. New home construction: knowing the inventory also includes new home subdivisions.

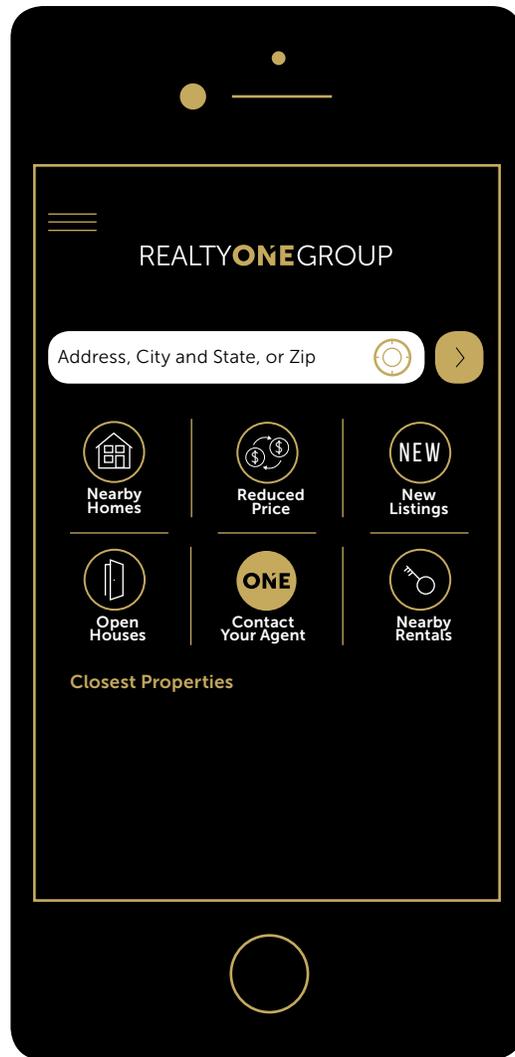
SETTING UP YOUR PERSONALIZED AGENT APP.

As a real estate professional at Realty ONE Group, you are provided with your own personalized agent app. This ONE tool will help you attract and convert numerous clients if used properly. Before you can start sharing your app with prospects, you need to install it on your smart phone.

INSTALLING AND SHARING YOUR APP

Once installed, you can easily begin to share the app through a variety of methods. You can text or email the link, or you can post it on Facebook or Twitter. We encourage you to use the app when meeting someone new instead of your business card. Cards are subject to being lost or misplaced, but your app will always be with them. And within your app, there is a "Contact Your Agent" button that makes it easy for them to reach you anytime. They are given the option to call, email or text you with just ONE click. It's simple to share your app by clicking on the drop down menu and selecting "Share App."

From there just enter the prospect's phone number and a download link will be sent to them immediately by text. Show them how to click on and install the app within seconds. Have them open it and click on the "Contact Your Agent" button. From there you can show them how your app is linked to the MLS, and has all of the current available listings for sale or rent in your area.



BEST PRACTICES WITH YOUR APP

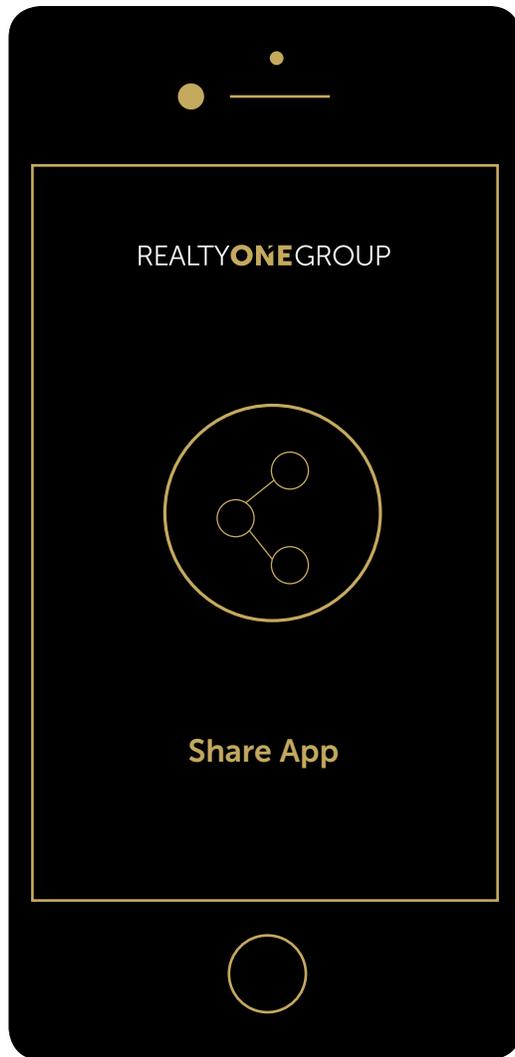
They can easily get information about any home they see by clicking on "Nearby Homes." Because your app is linked directly to the MLS, it's always up-to-date. They don't need to worry about finding properties in their searches that are no longer available. This is a common frustration for clients when searching on other apps and services. This also keeps them searching on your app instead of a general site where they are exposed to dozens of local agents.

Your app has IDX built into it, so no matter whose listing they find in the area, if they request more information, that lead is coming directly back to you.

Make sure you also show them how they can share your app with their family and friends. It's the same process you use to share with them. Just click on the drop down menu and select "Share App." Always train your clients to share and refer you to their Circle of Influence.

This app is highly effective at capturing new leads at Open Houses, Farm areas, Networking events and frankly anywhere you're talking real estate. Take full advantage of this resource.

Your App also has a Dashboard that will allow you to see what properties your clients are saving as favorites and how often they are using your app to search for listings in your area. Be sure to monitor their usage and use it as an opportunity to follow up with them.



IDENTIFYING YOUR STRENGTHS INVENTORY.

In the beginning you must try just about everything to see what works for you. Everyone is different; what works for one person will not necessarily work for another. Over the course of the REV UP! program, we will introduce you to a variety of prospecting strategies to develop your business which will also help you determine what you like best.

Here is a fun exercise that can help point you in the right direction. Complete the exercise provided on the next page using 1-3, then answer questions 4-6.

1. List your past jobs or the role for which you were hired.
2. List the activities you performed that you enjoyed the most.
3. List the activities you performed that you enjoyed the least.
4. Are there any patterns either in the activities enjoyed or not enjoyed?

5. What activities or roles in the Real Estate industry are the best fit for you?

6. What types of lead generation might be your best fit?

**JOBS/
ROLES**

- a. _____
- b. _____
- c. _____

**ACTIVITIES
ENJOYED**

- a. _____
- b. _____
- c. _____

**ACTIVITIES
NOT ENJOYED**

- a. _____
- b. _____
- c. _____

DETERMINE YOUR TOP SELLING STRENGTHS.

Below is a list to get you thinking about the skills and characteristics you have, enjoy, and want to incorporate into your business. We will revisit this in the future workshops of REV UP! to work on your personal branding, unique value proposition, core values and mission statement.

In this exercise, please circle the top five skills that best match you. Then, underline five skills that you want to enhance or refine.

- Good reputation
- Trustworthy
- Professional
- Integrity
- Possess potential to grow
- Successful and hardworking
- Relationship building
- Adaptable and flexible
- Mission and vision-oriented
- Apply selling principles
- Knowledge of sales process
- Enthusiastic personality
- Proper planning using systems and tools
- Great customer service
- Good follow up
- Bilingual
- _____ years experience
- Great marketing pieces
- Consistent communication
- Positive high energy
- Approachable
- Trained and educated in field
- Service-oriented
- Thorough and dedicated
- Problem solver and listener
- Motivated to succeed
- Team-oriented and independent

RUN YOUR BUSINESS LIKE A BUSINESS.

BEGIN WITH THE END IN MIND

- Are you serious about building a business and creating an asset?
- Do you want a business you can sell or pass down?
- Are you here just to earn extra money?

At Realty ONE Group, we believe that through creative coaching and our approach to real estate education, we provide you with all of the tools and knowledge needed to run your real estate business as a true business. This means showing you how to set-up, operate, and ultimately exit from your successful real estate business.

As an industry, training is primarily focused on basic sales skills, prospecting, and how to generate and convert those leads or build referral business. These skills are critical to a successful real estate career, but we provide the missing key ingredient: effective training and coaching on the basic and advanced business and financial structure, including the systems that any successful company uses on a daily basis.

BUILDING YOUR TEAM AND COMPANY.

From the beginning you have a team - a company. Learn to let everyone in your Circles of Opportunity know that you have a team of professionals and specialists to help make sure your clients' real estate experiences are top notch. Here are a few of your team members:

- All of us at Realty One Group. Remember that you are surrounded by tremendous experience, ready and willing to help and support you.
- _____ Mortgage
- _____ Escrow
- _____ Title
- _____ Home Inspection
- _____ Home Warranty
- _____ Home Repair
- _____ Lawn Care, Pool, Spa
(and other maintenance providers)
- _____ Transaction Coordinator
- _____ Attorney

GOALS: THE BIG PICTURE.

THE S.M.A.R.T. SYSTEM FOR GOAL SETTING

The S.M.A.R.T. system is an excellent guideline for setting effective goals.

S. Specific

Is your goal specific? For example, "I will get rich" would not be considered specific; however, "I will earn \$100,000 by December 31st of this year" is goal specific.

M. Measurable

When determining your goal, ask yourself these questions: How much? How many? How will I know when it is accomplished? The same example would apply. Example: "I will get rich this year." That sounds great, but how would you measure it? You should state that you will earn a specific dollar amount this year. At the at the end of the year, you'll be able to measure if you earned that amount of money by reviewing your income statement.

A. Attainable

Is your goal attainable? Is it something you can achieve in the time frame you've set forth? Example: "I will earn \$1,000,000 by December 31." Although anything you put your mind to is possible, it may not be attainable in the time frame you've established based on your current methods, experience and efforts. Setting attainable goals will not only motivate you to pursue them, but inspire to set even greater goals when you attain them.

R. Relevant

Is your goal relevant? Does it align with your values and larger, long term goals. Will it move you and your business in the direction you want to go? If it doesn't contribute to your broader objectives, you might rethink it. Ask yourself why the goal is important to you, and how achieving it will help you. How will it contribute toward your long term goals.

T. Timely

Is your goal timely? Does it have a due date? Without a specific deadline, oftentimes a task will be put off over and over again and sometimes never completed at all. Assign levels of priority as you plot out your goal setting. Even if your goal is easy to attain, continue to write down, mark, and track all of it. Remember everything counts. Successfully achieving your goals comes from the sum of all activities that have a specific focus.

WHERE ARE YOU NOW?

To get to where you want to be, you need to know where you are now. Example: If someone were dropped into the middle of the Sahara Desert with a compass and a map and was told to find their way to an X on the map, what would be their first question? Answer: Where am I? Ask yourself if you really know where you are. Do you know exactly what it costs to keep a roof over your head and feed your family? Do you know how much your monthly business expenses are? Do you know how much volume you have done this year, or will need to to reach your goal? Do you know what your average sales price is, or is in your market? Do you know exactly where your business has come from, have you identified your targets? Remember, we are not merely self-employed independent contractors. We are business owners and every decision we make should be from a business owner perspective.

SPECIFIC

MEASURABLE

ATTAINABLE

RELEVANT

TIMELY

S.M.A.R.T. System for goal setting.

PERSONAL EXPENSES AND INITIAL INCOME GOAL.

Writing your goals down is a great step toward achieving them. Putting them into action is what makes the difference.

In order to create a compelling future you must look deep down and find the strength to catapult out of your comfort zone. Activities you spend your time on must move you toward your goals, not away from them.

TO DETERMINE YOUR INITIAL ANNUAL INCOME GOAL FOR REAL ESTATE, COMPLETE THE FOLLOWING:

Personal expenses annual total *(use worksheet)* _____

Vacation or travel _____

Savings annual goal _____

Projected business expenses *(use worksheet)* _____

Desired annual profit _____

Add all above for income needed _____

Divide by 25% for tax liability and subtract _____

My income goal _____

TIPS:

- a. Use the personal business expenses worksheets to calculate those expenses. The Real Estate closing goals excel spreadsheet will turn your income goal into required units closed.
- b. Use the listing and sales goals template to automatically calculate the closings needed to reach your income goal.

CALCULATE TRANSACTIONS NEEDED TO REACH YOUR INCOME GOAL.

What is the average sales price in my area? _____

What is the average commission per side? _____

What is the average commission per sale? _____

How much money do I intend to earn? _____

How many transactions will I need to close each year? _____

Example:

What is the average sales price in my area?	\$250,000
What is the average commission per side?	2.5%
What is the average commission per sale? ($250,000 \times .025$)	\$6,250
How much money do I intend to earn?	\$100,000
How many transactions will I need to close this year? ($100,000 / 6,250$)	16

WHAT IS AN HOUR OF YOUR TIME WORTH?

Desired annual income: _____

Divide your income goal by 52
(weeks per year): _____

Divide that weekly goal by number
of days worked per week: _____

Divide by number of hours working
in real estate daily: _____

Example:

Desired annual income: \$100,000

Divide your income goal by 52 weeks
per year: $(100,000 / 52)$ \$1,923.08

Divide that weekly goal by number of
days worked per week: $(1,923.08 / 5)$ \$384.62

Divide by number of hours working in
real estate daily: $(384.62 / 8)$ \$48.08

HOW WILL YOU GET THERE?

Do you have a specific business plan outlined to support your goals? A good business plan not only outlines what you wish to accomplish, it breaks your activities down to monthly, weekly and even daily tasks that will support you in achieving your Big Goal. How do you eat an elephant? One bite at a time.

TRACKING YOUR NUMBERS

Knowing where we want to go and where we currently are is crucial; however, knowing how we are doing is essential. If we are not on track and need to adjust, we need to acknowledge it right away. It is far too late to course correct at the end of the journey. We suggest, at the very least, a quarterly review of your progress in all areas of your business plan. If you're not on track to meet your annual goals at the end of a quarter, then make the necessary adjustments to get back on track.

CURRENT PRODUCTIVITY.

WHAT DOES MY WEEK CONSIST OF?

If you were to take an objective look at your weekly work schedule, how would you grade yourself? Are you efficient, organized, and highly productive, or are you scattered, disorganized, and wasting too much time?

REVENUE PRODUCING VS. SUPPORTIVE ACTIVITIES

Every single task we do in our real estate careers can be categorized as either an "R" for revenue producing, or an "S" for supportive. A revenue producing activity is an activity that leads directly to income. These are the activities that get us paid. Supportive activities are the activities that support those revenue producing activities that lead to a paycheck. For example: sitting at the table signing listing contracts with the seller would be considered an "R" activity, whereas uploading those documents into the system would be considered an "S" activity. Or could you assign these activities to someone else for a lower hourly rate, and use your time on more revenue producing activities?

Look at your day and assign a dollar amount to all the activities that were labeled as supportive. Based on your hourly wage would you continue to do these activities if you knew what it was really costing you in missed opportunities?

WHERE DOES THE TIME GO?

An excellent tool to gauge your productivity in the work week is the "Where Does the Time Go?" worksheet. This is a daily eye opener to how productive we actually are. Remember, We have to know where we are in order to get to where we want to be.

TIME MANAGEMENT STRATEGIES.

WHAT IS TIME BLOCKING?

Time blocking is simply scheduling blocks of time for specific activities: Revenue Producing first, followed by Supportive Activities, education, etc. Time blocking for activities ensures that important activities are done routinely, so you don't have to constantly ask yourself, "Now what am I supposed to do?".

WHAT ARE REVENUE PRODUCING ACTIVITIES?

It is not uncommon for an agent to think that "busy work" (*like checking email, working on a flier, correcting addresses in a database, etc.*) is dollar productive. While almost everything we do in this business is necessary, not everything is top priority or the kind of activity that will lead to income. Think about it, if you do not have leads, you do not have a business. Focus first on activities that will actually put you in front of potential buyers and sellers.

DO I REALLY HAVE TO CREATE AND FOLLOW A SCHEDULE?

Yes, you are your own boss now. However, most agents get into the business for the perceived freedom and to escape "punching a clock" for someone else. Consequently, they cause their own failure by wasting valuable time jumping from one activity to the next or trying to do too many things at once; resulting in no results. The very thing that attracts them to the business becomes the thing that causes them to fail.

THOUGHT:

Am I willing to follow a schedule and treat this like a job, even though I am not "punching the clock" for someone else? Am I firmly committed? Do I keep pushing forward even when the going gets tough? Am I coachable and ready to learn?

DOES FOLLOWING A SCHEDULE GIVE ME MORE FREEDOM?

A common misconception is that following a schedule will cause you to lose your freedom and ability to be spontaneous. The truth is that not following a schedule causes chaos, confusion, wasted time, and all too often, no time spent with family, friends, or the most important person: you.

DO I HAVE TO USE A DIGITAL CALENDAR?

Use whatever works for you. Many highly successful executives still use a paper calendar notebook. Whatever you choose, stick with it and be consistent. You may wonder, "how can I follow a schedule when clients (*particularly buyers*) need me when they need me?" It is true. Our clients' schedules can wreak havoc on ours if we allow it. One simple rule to follow: If you erase it, you must replace it. Realistically, there will be times when an out-of-town buyer needs us for several days at a time. Fine. Make adjustments to your schedule as needed.

THE TIME BLOCKING STEPS

1. Make a list of all repeating activities: prospecting, database management, meetings, classes, etc. Do not forget to put scheduled maintenance on the list.
2. List holidays, time off, and upcoming travel for business and personal.
3. Sort the list by frequency of occurrence: yearly, monthly, weekly, and daily.
4. Decide how much time each occurrence will require.
5. Time block for each activity on the list. Begin with the annual occurrences, followed by monthly, and then weekly, and lastly, daily.
6. Schedule time each week to maintain your schedule.
7. Once you have a handle on things, maintenance can be scheduled once or twice per month.

CONCEPT OF TIME BLOCKING

Time blocking is an excellent way to stay on track with the activities you set out to complete during your day because it allows you to focus all your attention on one activity at a time instead of jumping from one activity to the next.

For example: If you have time blocked for three hours of prospecting from 9:00 a.m. to 12:00 p.m., you should be doing nothing else during that time slot. That means no administrative duties, no answering calls or emails, no interruptions at all. Time blocking will keep you organized and efficient in all areas of your business. It may require some time to perfect, but it can be a tremendously effective tool. Remember, distractions will always happen; how you choose to deal with them is up to you.

PERSONAL AND BUSINESS ACTIVITIES

Time blocking should include both personal and business activities. In most cases, personal activities are more crucial than business activities. Schedule the time off before you schedule the time on.

For example: If going to the gym is part of your week, you will probably be more effective in your business by going to the gym as planned. If family time is your personal focus, then you will be more effective in your business by keeping your family life on track.

SUPPORTIVE OF YOUR GOALS

Your time blocking should support your goals. If you have a certain number of calls to make in a week, your time blocking should support that goal. If you time block three hour lunches every day without any prospecting but have plenty of time for the mall, happy hour, golf and sleeping in each morning, then you will soon see the result of poor time management affecting your bottom line.

USING THE "PERFECT WEEK"

The "Perfect Week" is an outline of what your schedule would look like in a perfect world. It is not a mandate; it is a suggestion for what the perfect schedule would be. The "Perfect Week" should help keep you focused on the time blocked activities you outlined in your business plan. If you compare your "Where Does the Time Go" sheet to your "Perfect Week," how similar are they? We recommend that you print out your "Perfect Week" and put it somewhere that you'll see it. It will help keep you on task throughout your day.

IF YOU ERASE, YOU MUST REPLACE

One of the most important rules when using the "Perfect Week" is "If you erase, you must replace." In other words, if a client calls and says, "I absolutely have to meet you tomorrow morning," and you have prospecting scheduled for that spot, you will need to make up that missed prospecting slot elsewhere in your week. This will keep you on track with your goals and the activities you committed to in your schedule.

	S	M	T	W	T	F	S
5 AM							
6 AM	DAY OFF.	WAKE UP	WAKE UP	WAKE UP	WAKE UP	WAKE UP	
7 AM	DAY OFF.	WORK OUT	WORK OUT	WORK OUT	WORK OUT	WORK OUT	
8 AM	DAY OFF.	ACCOUNTABILITY	ACCOUNTABILITY	ACCOUNTABILITY	ACCOUNTABILITY	ACCOUNTABILITY	
9 AM	DAY OFF.	PROSPECT-COI	POP BY'S	PROSPECT-FARM	CIRCLE PROSPECT	PROSPECT-COI	
10 AM	DAY OFF.	PROSPECT-COI	POP BY'S	PROSPECT-FARM	CIRCLE PROSPECT	PROSPECT-COI	
11 AM	DAY OFF.	SOCIAL MEDIA	SOCIAL MEDIA	SOCIAL MEDIA	SOCIAL MEDIA	SOCIAL MEDIA	
12PM	DAY OFF.	LUNCH WITH CLIENT	LUNCH	LUNCH WITH CLIENT	LUNCH	LUNCH WITH CLIENT	
1 PM	DAY OFF.	FOLLOW UP	FOLLOW UP	FOLLOW UP	FOLLOW UP	FOLLOW UP	OPEN HOUSE
2 PM	DAY OFF.	CLIENT TIME	CLIENT TIME	CLIENT TIME	CLIENT TIME	REVIEW SCHEDULE	OPEN HOUSE
3 PM	DAY OFF.	CLIENT TIME	CLIENT TIME	CLIENT TIME	CLIENT TIME	DATABASE MAINTENANCE	OPEN HOUSE
4 PM	DAY OFF.	CLIENT TIME	CLIENT TIME	CLIENT TIME	CLIENT TIME	DATABASE MAINTENANCE	
5 PM	DAY OFF.	ADMINISTRATION	CLIENT TIME	ADMINISTRATION	CLIENT TIME	ADMINISTRATION	
6 PM	DAY OFF.	FAMILY/ PERSONAL		FAMILY/ PERSONAL			
7 PM	DAY OFF.						
8 PM	DAY OFF.						
9 PM	DAY OFF.						
10PM							
11PM							
12 AM							

Sample week schedule. Make sure to schedule a day off, such as Sunday.

PERSONAL ACCOUNTABILITY.

PLAN YOUR WORK, WORK YOUR PLAN

This is where the rubber meets the road. It is time to get to work. You have a plan laid out, now follow it. The trouble is, as easy as it is to do, it is just as easy not to do it. That is where accountability comes in. Accountability is not a dirty word; accountability is how we save ourselves from ourselves. In other words, we are most likely to get things done if we know someone is watching and are expected to report our progress.

Have you ever noticed police officers parked at the side of the road? They are not watching traffic. In fact, the radar probably is not running either. They may be doing paperwork or eating a sandwich. The point is, we slow down as soon as we see the car, do we not? That is accountability. There are a variety of ways we can hold ourselves accountable to our goals and the actions necessary to meet those goals.

ACCOUNTABILITY PARTNERS

Having an accountability partner is an excellent way to stay on track with your goals. The key is choosing a partner that will hold your feet to the fire. If an accountability partner accepts repeated excuses without giving honest feedback and taking a stern approach, you will lose the sense of urgency and importance in your goals. Choose your accountability partners wisely.

TIP:

- a. Knowing your numbers is the key to staying on track or correcting when off course.

USING THE YMW

The YMW (*year, month, week*) is a tool designed to break your larger yearly goals down to the monthly activities that support them and then down again to the weekly tasks that need to be completed to reach your monthly goals. The big goal can be intimidating and overwhelming. However, weekly tasks are much easier to address. The YMW can be used to track your progress and stay on track before it is too late to adjust. The YMW should include both personal and business goals.

TRACK YOUR PROGRESS

Track the number of calls you make, the number of doors you knock, the number of social media posts you make, and any prospecting activity you conduct. Additionally, keep track of the results of how many listing leads, listing appointments, and listings taken, sold and closed. This will allow you to gauge how many calls you should make to get one closed listing. The same applies for buyers. How many open houses, buyer leads, etc.

COACHING

A good coach will help you establish your goals, identify your strengths and capitalize on those strengths. That person can also help you learn when and to whom to delegate the tasks that are not revenue producing, and/or are not one of your strengths. Since we all experience setbacks, a coach will help you up, over and through the hurdles that you run into in the business when you are tempted to throw in the towel. As with accountability partners, you will want to find a coach who does not accept repeated excuses and will hold you firmly, yet graciously accountable.

Remember: feedback is not criticism. It is meant to move you forward and hold you to your goals and plan. Your coach is on your side. If you remember some of your greatest teachers, they were probably the ones who were harder on you. Your coach sees the best version of you, what is possible for you to have, and the success you will achieve in your business.

TIP:

- a. A good coach will hold you accountable in reaching your goals.

MENTORS

A mentor is typically someone who has been in the industry for quite a while and has demonstrated at least three things:

Experience: Successful in the real estate business.

Training: Knows how to train others and has time and patience.

Wisdom: Most mentors have already been there and done that. This means you can benefit from their wisdom and learning experiences, which will prevent a lot of unnecessary surprises in your real estate career.

Good mentors will take you "under their wing" and include you in everything they do: time blocking, making calls, and meeting with buyers and with sellers. You will literally have hands-on training as a result. It can be extremely effective.

A word of caution, however, when choosing a mentor. Sometimes successful real estate professionals agree to mentor others with the best of intentions, and then fail to spend the time necessary with their protegee; conducting business as usual without including the trainee, or worse, handing off non-revenue producing activities as though the trainee is an assistant.

CIRCLES OF OPPORTUNITY.

BASICS FIRST

A lot of agents are always looking to "Think Outside of the Circle." Ask yourself: have I thought inside of the circle first? Do I have the basic essential prospecting methods in place? Do I have a database, a social media campaign, a geographic farm, a lead capture plan, etc.? You can generate as many leads as you want by thinking outside of the circle; however, if you do not have basic systems in place to convert them, they are of absolutely no value.

PERSONAL CONNECTIONS ARE KEY

Personal touches are crucial in all types of prospecting. Personal contact either in person or over the phone tops the list, followed by a personal handwritten note card. A good set of rules to follow when writing a note card are as follows:

- Blank card with no pre-written message
- Personal message written in colored ink and asking for business/referral
- Minimum of one business card included
- Hand addressed/return addressed envelope written in colored ink
- Bold and bright oversized stamp

The idea is that there is no possible chance of someone not opening this card, and when they do, they will be thankful they did. Nothing shows a client that you care about them more than a handwritten personal message. Some people will save them for months on their refrigerator or desk.

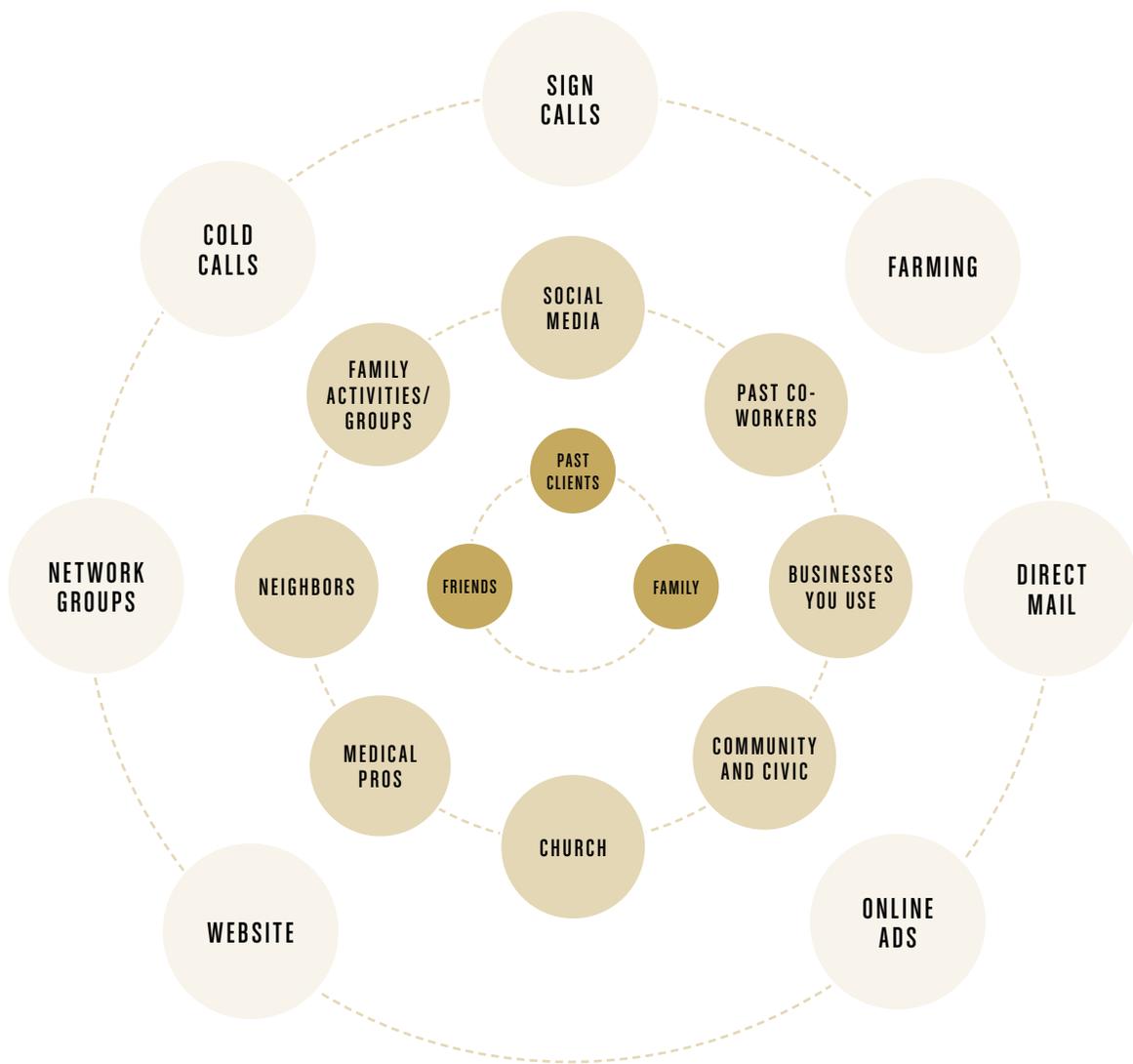
DATABASE IS MANDATORY

A database is not only essential to the very core value of your business, it is a tool to stay efficient and organized in your entire operation. A good C.R.M. is essential. Choose this program well. It will become the central hub for your business. Mega producers can account for anywhere from 50% to 75% of all of their business as a direct result of their database.

In Module 03, *Your Database IS Your Business and Creating Your Online Presence*, we go into more detail about developing and marketing to your database. We will teach you how to: build, feed, nurture, and maintain it.

The key factor to remember is that an agent does not have to use all of the prospecting options. In fact, they should focus primarily on the ones (*no more than five*) they enjoy and excel in. Find the most effective means and focus on those. Consider it "joy based prospecting." There may be some prospecting methods that you are fairly confident in. Focus on those and work toward improving them. The main point is to not be intimidated by the idea of prospecting. You have several choices, some of which you may actually enjoy.

CIRCLES OF OPPORTUNITY MODEL



- NOT CONNECTED
- CONNECTED, NO BUSINESS YET
- CONNECTED AND HAVE REFERRED

SCRIPTS AND DIALOGUES.

FORMULA FOR A SUCCESSFUL SCRIPT

Scripts are an essential part of our industry. Many people, especially in the beginning, object to learning and using scripts, fearing that they will "sound scripted." If you were ever taught how to answer the family telephone, you were learning and using a script. In fact, every single successful agent in real estate uses them on a daily basis. Most of the time they are not even aware of it. Scripts are the most effective way of handling objections and they are limitless. A script that is internalized is not a script.

Scripts accomplish several important objectives:

- Eliminate stammering, stuttering and audible pauses that cause us to sound unsure of ourselves.
- Provide consistent servicing of our clients since we use basically the same words and deliver the same message using scripts and dialogues.

A script can be created for any scenario. Once a script has been written (*and you do not have to write your own as there are already hundreds that have been created for you*), the formula for utilizing a good script and *not* sounding scripted is as follows: memorize, customize, internalize, and capitalize.

Memorize

To memorize the script, you must read the script over and over again until you can say it without reading it. Even though parts of it may not feel comfortable or roll off your tongue quite as easily, memorizing your script is a crucial element.

Customize

This is where you can customize the script to feel more comfortable and deliver the same message but using your words.

Internalize

After memorizing the script, it will flow and sound in no way rehearsed. Make it your own and be comfortable with it.

Capitalize

This is where you will put your script to work. You are now prepared to handle any objection that comes your way.

An extremely effective relationship building script is one that uses the F.O.R.D. technique. Simply ask the prospect about one of these and *listen*:

If the client diverts from your question, engage in the conversation and when possible, get back to the script. Take notes and record them in your CRM. When practicing the F.O.R.D. technique, your client will feel that the conversation is about them and not just you. This is a "win-win" conversation. The F.O.R.D. technique is also an excellent guideline for managing the amount of time spent on each call. If you stay on track, your calls will be relatively short. Always end with: "Oh, by the way, if you know of someone interested in buying, selling or investing in real estate, this is an incredible time. Please let me know. I promise I will take excellent care of them."

PRACTICE, PRACTICE, PRACTICE

Practice is necessary in any area we want to excel, and scripts are no exception. The more we practice, the more comfortable we will feel and the more effective our scripts will become. A good suggestion is to find a practice partner and work together to finetune your scripts and dialogues. If an unexpected objection comes your way, write a script to better prepare yourself in the future. Additionally, be sure to seek guidance from a trusted coach, mentor or your broker/manager. Many seasoned professionals have already handled the very objection you encountered.

FAMILY

OCCUPATION

RECREATION

DREAMS

F.O.R.D. Script.

PROSPECTING SCHEDULE.

TIME BLOCKED

An effective prospector has their prospecting scheduled into their week, ideally three hours a day between the hours of 9:00 am and 12:00 pm. Remember, if you erase, you must replace.

WORLD SHUTS DOWN

The time you dedicate to prospect should be the most protected part of your day that is free of any phone calls, emails or interruptions. A great way to limit interruptions is to post a notice on your door or in your work area announcing "Prospecting in progress. Please do not disturb."

MINDSET

Your mindset can affect how you prospect. With that said, positive energy delivers positive results. Confidence and authenticity are key and can be heard through the phone.

PREPARE, PROSPECT, FOLLOW-UP

When agents are met with the three-hour prospecting per day model, they are immediately intimidated. Three hours is a considerable amount of time, especially when doing something you are not particularly looking forward to.

FIRST HOUR - PREPARATION

The first hour is spent preparing to prospect. Begin by preparing your mindset; get your head straight and put on your best positive attitude.

Get your blood flowing by taking a quick walk around the office. Some of the world's best prospectors will prospect while standing. There is a visible difference in tonality and energy when a person is standing rather than sitting; this can be heard and felt through a phone conversation.

Prepare and read through the scripts and dialogues you will be using. Know what you are going to say and how you will say it. Remember the F.O.R.D. Technique. Get your call lists organized and be prepared to take notes. Have your C.R.M. program open and ready. Do your due diligence by researching your prospects online.

SECOND HOUR - ACTION

Prospecting should take place in the second hour. This includes making calls, open houses, door knocking, etc. If you are making calls, follow your scripts and take plenty of notes; these notes will be essential when making future calls. Make it about the client-relax and have fun. Yes, fun.

THIRD HOUR - FOLLOW UP

This is the time to enter notes, write personal note cards and follow up on any lead generated through prospecting. Following this tremendously effective three-hour model will keep you motivated and on track. Sounds a lot better than three hours of straight phone calls, doesn't it?

HOUR 1
PREPARE

HOUR 2
PROSPECT

HOUR 3
FOLLOW UP

TRACK PROGRESS

Track the amount of calls you make or doors you knock.

Knowing these numbers will allow you to track your effectiveness and gauge your results. Wouldn't it be great to know how much each phone call is worth? For example: the average sales price is \$200,000, multiplied by 3% commission equals \$6,000. If it takes 100 phone calls to obtain a prospect that buys or sells and closes, each call is worth \$60. If you knew that each call you make is worth \$60, would you be more excited to make them? Keep in mind the importance of tracking your numbers. Remember, we are all business owners who make business decisions; smart and successful business owners know their numbers.

LEAD FOLLOW-UP.

NOTE CARDS

Follow the rules of sending note cards. There isn't a better way of making your client feel important. If you had a conversation or left a message with your client, send them a follow-up note card.

USE YOUR CRM PROGRAM

Any lead that you generate through prospecting should be entered in to your C.R.M. program in real time. Categorizing your clients in your C.R.M. is crucial as you need to be able to find them quickly and sort them with like prospects.

Action plans should be applied to a lead immediately after entering them into your C.R.M. An action plan will keep your leads from falling through the cracks and can be created for any type of contact: buyer leads, seller leads, investor leads, long-term, short-term, etc. When applied, an action plan will remind you to make any type of follow-up contact necessary (*e.g., call, email or mail*) while keeping you on track and efficient.

UTILIZING THE "GPS" TOOLS

In this course, we have discussed several tools that can be applied in your business to create a navigation system that will:

- Keep your laser beam focused on the core essentials of your business.
- Give you a clear picture of where you are today and where you want to be in the future.
- Promote balance in your life and goals.
- Remind you when you are off course to allow yourself to correct before it is too late.
- Reduce the "overwhelming" big picture to activities that can be done today.
- Ensure that you are on a clear-cut path to your goals and simplify the process.

IN SUMMARY.

In this comprehensive course, we have introduced you to essential concepts, tools and methods to develop a highly successful career in real estate. We began with mindset, as all things do, and reminded you that you are responsible for your success. By maintaining a positive attitude, setting SMART goals and executing your plan, you will create a thriving business for years to come.

We also introduced you to GPS for your business. It can be compared to driving your car at night. You would have no reservations about driving across town at night, because you have headlights on your car. Even though your headlights only shine fifty feet ahead, you only need to focus on the next fifty feet, and if you continue to focus on fifty feet at a time, you will arrive at your destination.

If you utilize these tools as a guide, you will only have to focus on today's activities. If you do not complete an item today, you simply add it to tomorrow's list. At the end of the week, you have either completed your goals or not. If not, you review your GPS and correct by adding the missed activities to next week. If you fall behind, you are aware before it is too late to correct. At this point, you are faced with two choices: either correct and stay on track, or fall short of your goals. The tools should be used in the following order:

The YMW (Year, Month, Week)

This is the tool to take the big yearly goals and reduce them to a much smaller (*and less intimidating*) weekly goal.

Weekly Accountability Sheet

This is the tool that allows you to define the activities that you need to complete this week, and tracks whether or not you actually complete them. It also tracks the results that those activities create. If at the end of the week you fall short, adjust.

Lead Conversion Tracking Sheet

This is a tool that allows you to track your results on a weekly, monthly, quarterly and YTD basis. You will create a clear-cut picture of where your business comes from and how well you capture, convert and service your hard-earned leads.

The Perfect Week

This is the tool that keeps you balanced in your week, ensuring that you are focused on the Revenue Producing Activities rather than the Supportive Activities. It should contain all the necessary time blocked activities needed to achieve your goals.

Where Does The Time Go?

This is the ego-crushing wakeup call that we all dread. This is the tool to track where you actually spent your time in the last week. By tracking your activities, you can see where you were most efficient as well as where you wasted precious time or fell short.

Scripts And Dialogues

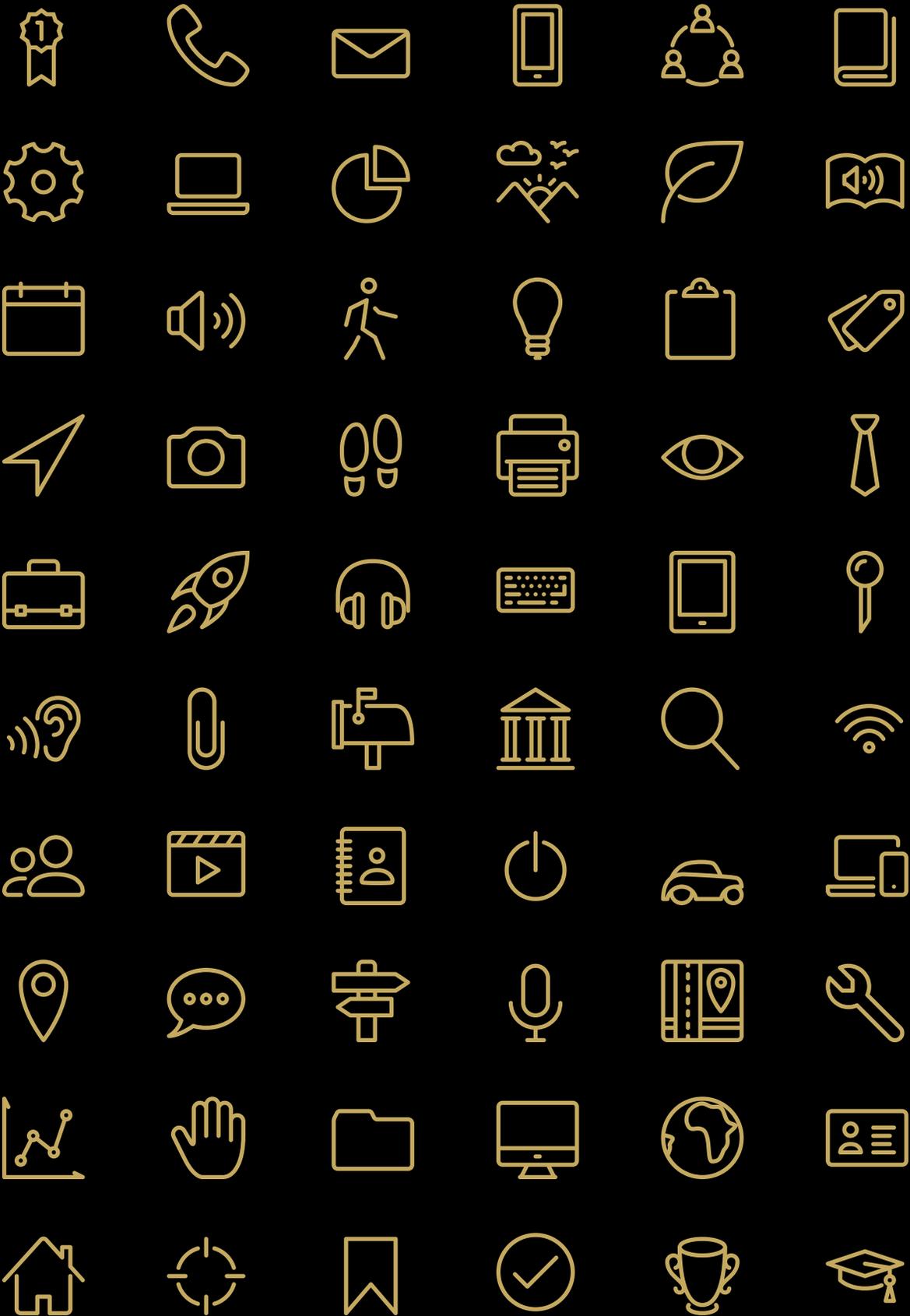
These help you deliver a smooth, consistent message to everyone with whom you work.

All in all, these tools will require only minutes a week in effort, will produce tremendous results, and will ensure that you crush your goals.

RECOMMENDED READING

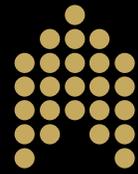
- The E-Myth Revisited by Michael Gerber
- The ONE Thing by Gary Keller, Jay Papasan
- Millionaire Real Estate Agent by Gary Keller, Dave Jenks
- Fierce Conversations by Susan Scott
- Failing Forward by John Maxwell
- BRAG. The Art of Tooting Your Own Horn Without Blowing it by Peggy Klaus
- The Power of Focus by Jack Canfield, Mark Victor Hansen, Les Hewitt
- Smart Talk by Lou Tice
- Eat That Frog: 21 Ways to Stop Procrastinating and Get More Done in Less Time by Brian Tracy
- Getting Things Done by David Allen
- Awaken the Giant Within by Tony Robbins
- The 7 Habits of Highly Effective People by Stephen R. Covey
- The 7 Levels of Communication by Michael J. Maher
- The Miracle Morning by Hal Elrod





REALTY**ONE**GROUP

REV UP!



MODULE 02

Establishing Your Brand
Developing Your Farm





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WELCOME TO REV UP! 02

IN MODULE 01, YOU LEARNED:

- Developing your business mindset
- Setting your stage for success
- Identifying strengths inventory
- Goal setting and business planning
- Time blocking, tracking and accountability
- Prospecting methods, scripts and dialogs

IN THIS MODULE, YOU WILL LEARN:

- ONE Value Proposition (*OVP*)
- Creating your individual signature, real estate branding, email and voicemail message
- Philosophy of farming
- Types of farms
- Researching and choosing a farm
- Outlining the farm touches
- Walking your farm
- Maintenance of your farm



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“

02

AFFIRMATION

I have written goals in all the key areas of my life, and I love to track my activities and results, seeing the progress I am making.

”

ONE VALUE PROPOSITION (OVP).

WHAT IS YOUR ONE VALUE PROPOSITION (OVP) FOR CLIENT ATTRACTION?

Create your OVP to define your uniqueness as a real estate professional and to clearly state the benefits for your clients. Your OVP should answer these questions:

- Why should a client associate themselves with me and my company?
- What do I provide?
- What makes me unique? How do I set myself apart from other agents?

CREATING YOUR INDIVIDUAL BRANDING.

EMAIL SIGNATURES, ONLINE PROFILES, AND MARKETING MATERIALS

An excellent email signature should include four key components: your name along with pertinent contact information (*direct phone #, etc*) and links to your website and social media pages; where you work (*include a company logo whenever possible*); what you do (*your title or role*); and how well you do it (*awards, achievements, etc*). Don't be afraid to toot your own horn a little. You should also include a strong call to action in your signature block, such as a link to a "Free MLS Home Search" or a link to download your personal home search app. You will be sending thousands of emails throughout your real estate career and your email signature speaks volumes.

VOICEMAIL GREETING

Like your email signature, your voicemail greeting can serve as a powerful communication tool. You have the ability to create a powerful 15 to 30-second commercial that will boost your business. In some instances, your voice mail greeting will serve as your only chance to make a great first impression and can instantly set you apart from other agents. You will spend time and money to build your business, so in order to get your phone to ring, capturing every call is critical. This process begins with your voice mail greeting.

A few key steps to consider:

1. Listen to your current greeting and decide how it makes you feel. Is it a good representation of who you are and how you want people to think of you?
2. Decide which items to include in your greeting, such as your company name, your specialties or your primary purpose, your selling strengths, why you are in real estate, how you can or want to help people, and a call to action.
3. Do not be redundant or state the obvious.
4. Use words that you would normally use so it will flow, and above all sound natural. Do not try to sound like someone else.
5. Compose your message and practice, practice, practice.
6. Have people of importance listen and critique your message.

SOCIAL MEDIA, ONLINE PROFILES AND MARKETING MATERIALS

Once you begin creating your social media pages, online profiles, and online and print marketing materials, it is important that you create them with your personal brand in mind. Potential and current clients, as well as your sphere of influence, will see you on these different platforms, so a consistent look and message must be portrayed to increase your chances of being remembered when your services are needed. Consistent branding is important. If you intend to include a logo as a part of your marketing materials, make sure it is compliant with your company's branding standards.

TYPES OF FARMS.

GEOGRAPHIC

A geographic farm is based on a specific community, neighborhood, or subdivision.

DEMOGRAPHICS

A demographic farm is based on a specific demographic (e.g., *distressed sellers, first time home buyers, or military*).

THE PHILOSOPHY OF FARMING

The idea of farming is to choose a specific area, demographic or psychographic and specialize on it. Nurture the Farm and over time become the "top of mind" real estate specialist for that particular farm; the real estate professional of choice. As in an agricultural farm, you would plant the seed, fertilize, water, and nurture until eventually it will produce crops. The advantage here is that you can actually choose the crops (*clients*) you want.

TIP:

- a. Plant the seeds. Feed, water, and nurture them. Then reap the harvest.



RESEARCHING AND CHOOSING A FARM.

Your farm can serve as one of your best sources of business and you will continue to reap the benefits for years to come as long as you nurture it, which will require a substantial amount of time and financial commitment. With that said, it is imperative that you properly research and choose your farm wisely. A small amount of time upfront can make the difference between an acceptable business-building tool and an incredible one. Consider the following steps when researching your farm:

MLS AND TAX RECORDS

How many homes: How many total homes are in the specific community/subdivision?

Average sales price: What is the average sales price in the community for the last twelve months?

Turnover rate: How many homes, on an average, have sold per year over the last five years?

Agent saturation: Does one particular agent or team list or sell a majority amount of the homes in the community?

Potential return: Based on the previous research, what can be expected as a potential commission income from the community? Note: There are two potential commissions from every transaction (*listing side as well as buyer side*).

TITLE COMPANY

Your Title Company is an excellent resource for choosing and maintaining your farms. Some of the tools that they have available include:

Farm packages: Your Title Company is an excellent resource for choosing and maintaining your farms. Most companies now provide access to their tools online and in mobile apps and may include:

Property profiles: Property profiles contain information about a specific property, including tax information, plat maps, comparables, community information, deed recordations, etc.

Farming Apps: Check with your title company to see if they have an app for your smartphone or tablet. Some companies have a mobile resource that will allow you to access pertinent home owner data at your fingertips when you're out walking the neighborhood. Title companies may also provide access to property profiles on demand, and neighborhood analysis tools.

Mailing Addresses: Your title company can provide mailing label lists to apply to any direct mail pieces you decide to send. Note: Make sure you are within real estate Settlement Procedures Act guidelines when accepting materials from your vendor representatives.

RESEARCH THE NEIGHBORHOOD.

PHYSICAL INSPECTION

Drive the entire neighborhood/community. Look at the frontal elevations of the homes. Is the community aesthetically pleasing? Look at entrances and exits.

COMMON INTEREST COMMUNITY HOMEOWNERS ASSOCIATION (HOA) QUALITY

Is the community well maintained and regulated by the HOA? Are the yards and landscaping well maintained? Are there too many vehicles parked in the community? If the community is not well kept, it can be a major drawback and ultimately affect saleability.

PREVIEW ALL HOMES

Preview any homes that are currently on the market. Are the floor plans well laid out and desirable?

FEATURES AND BENEFITS VS. NON-DESIRABLES:

Look for features that could affect a community in either a positive or adverse manner. For example, is there a guard gate, park, or another community feature that could positively affect values? If the community backs up to a busy street, freeway, school, or power line, could it adversely affect values? Once a farm has been chosen, it is time to become the neighborhood specialist and begin the process of nurturing your farm.

TIPS:

- a. Be sure to order a Farm Package of 100 homes surrounding your personal address.



DEVELOP YOUR FARM MARKETING MATERIALS.

TIPS:

- a. Be sure to order complete property profile of your personal address.

INTRODUCTION: ANNOUNCEMENT LETTER

Use the sample introductory letter to customize your announcement to residents within your farm that you are the area's neighborhood specialist. Make sure to include calls to action and outline any benefits you will be providing for homeowners. This can include monthly newsletters, market updates, free market valuations of their property, and so on.

MONTHLY OR BI-MONTHLY NEWSLETTER

Find a source for creating a newsletter and customize it for your farm. Templates can be found online or from local vendors, your state Association of REALTORS®, or other third-party vendors. Make your newsletter eye-catching by including a photo of the entrance to the neighborhood.

CIRCLE PROSPECTING

Calling, door knocking, and door dropping recently listed or sold properties and open houses in your farm are a great way to introduce yourself, increase your name recognition, and get more business from your farm.

SOCIAL MEDIA

Creating a Facebook group for your farm can be a great way to connect with people that care about the community and wish to stay up-to-date on current events that affect the community.

QUARTERLY NEIGHBORHOOD MARKET UPDATE

On a quarterly basis, mail or deliver a market update that contains an analysis or overview of market data for that neighborhood, including:

- Available properties
- Properties sold year to date
- Average sales price
- Average time on the market
- Properties you have listed and/or sold
- Call to action (*free market analysis of their property*)
- Any other data or information about the local area
- Trends for the overall market by comparison

FARM TOUCH GRID (SEE HANDOUT FOR EXAMPLE):

This is an excellent tool used to outline when, how, and what will be delivered to your farm.

CONSISTENT MESSAGE

Materials delivered to your farm should contain a consistent message branding you as the "neighborhood specialist" and asking for business. Color schemes and styles should be branded consistently so each piece clearly relates to you as the Real Estate agent of choice.

QUALITY OF MATERIALS

Any materials delivered to your farm should be of the highest quality using quality paper, full color printing, and so on. These items are a direct reflection of you and how you present yourself, your business, and more importantly, your clients.

CALL TO ACTION

A call to action gives someone a reason to perform a certain action and it is a very powerful tool to include in any materials sent to your farm or database. "Contact us for the top five ways to increase your property value" is an example of an effective call to action. The goal of farming is to connect with people and the more compelling the reason to call you, the more likely you are to connect.

METHODS OF DELIVERY.

There are two basic ways to deliver materials to your farm:

Walking your farm: Walking your farm, door knocking, or door dropping are excellent ways to connect with people, as well as save money on postage.

Mailing your farm: Mailing your farm will save time; however, it can be costly in the long run.

TIPS ON WALKING YOUR FARM

Comfortable and professional: Remember, you are a real estate professional; be sure to dress the part. However, remember that you are walking quite a distance each time so be comfortable as well.

Effective times: The best times to walk your farm are when you are most likely to meet people and make connections. Weekends or afternoons are effective times when people are most likely to be outside doing yard work, washing cars, working in the garage, etc.

Notepad and pen for follow up: Be sure to have a notepad and pen or a mobile device to take notes when making a connection or talking to people you have already connected with. Follow up is key when making a connection and good notes are essential. Names, addresses, contact information and what was discussed are important. The sooner you follow up with any information someone might ask for, the better.

Business cards: Be sure to have plenty of business cards and/or leave behinds when walking your farm. Remember, giving your card is great, but obtaining their information is essential.

Converting connected vs. not yet connected: Every person you come into contact with in your farm is now converted to a "Connected" rather than a "Not Yet Connected." In other words, these are people who you had a personal conversation with. Connecting with the people in your farm is your primary objective. Once you have connected, you can stay in touch with them through phone calls, personal note cards, emails, etc. When you make a connection, be sure to recategorize them so you can stay in touch. Building relationships and becoming "top of mind" is the name of the game. You want to be the first person they think of when they hear the words "real estate."

Walking farm app: See title companies about any specific apps that can help you track how much of farm you have covered.

BUILDING YOUR FARM FACTS.

Create a document to compile pertinent information in your farms as you come across it. Your primary goal in farming is to become an expert in your area and to communicate this to the people in your farm. Outline five skills that you want to enhance or refine.

COUNT

Know exactly how many homes are in your farm so you can print the appropriate amount of materials. Do not deliver to homes that are listed or in escrow with another agent.

DURATION

How much time does it take to walk your farm? If you walk with another person occasionally, keep track of how much time it takes with two people rather than one person.

PERTINENT INFORMATION

Gather any relevant information as you walk your farm. Look for newly vacant properties and do the necessary research. Make note of any interesting features and benefits of the neighborhood. If someone asks about anything in your farm, you should be prepared with an answer.

TIPS:

- a. Create a catalog of farm facts. Become the expert.





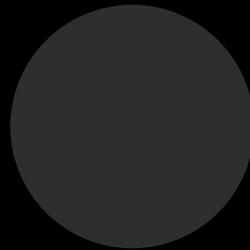
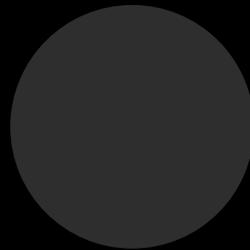
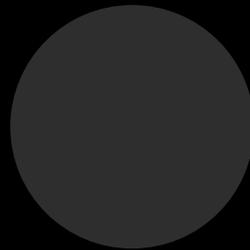
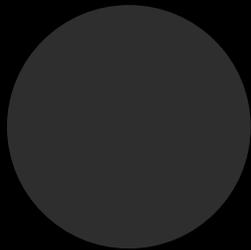
REALTY**ONE**GROUP

REV UP!



MODULE 03

Your Database IS Your Business
Creating Your Digital Footprint





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WELCOME TO REV UP! 03

IN REV UP! MODULE 02, YOU LEARNED:

- Your ONE Value Proposition (*OVP*)
- Setting up your individual signature, real estate branding, email/voice mail message
- Philosophy of Farming
- Types of Farms
- Researching and choosing a Farm
- Outlining the Farm touches
- Walking your Farm
- Maintaining of your Farm

IN THIS MODULE, YOU WILL LEARN:

- Why your database is the foundation of your business
- The four irrefutable laws of managing your database
- How to use the Circles of Opportunity to build and add to your Database, and to get predictable business from it
- Utilizing Client Relationship Managers (*CRM*) for staying in regular and automatic touch with everyone in your database
- What is an online presence and why is it important for your business?
- How to create, build and maintain your online presence.





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The Four Irrefutable Laws of Database	Pg. 03
Servicing the Leads	Pg. 19
Creating Your Online Presence	Pg. 23



“

03

AFFIRMATION
I am happy, positive and have a can-do, solution oriented attitude.

”

THE IMPORTANCE OF A DATABASE.

THE CORE VALUE OF YOUR BUSINESS

A database is the core value of a successful real estate business. As in most industries, a strong client base not only generates a steady stream of leads, but it can also become a salable asset in the future. The business minded professional knows that without a database their business is solely reliant on their efforts. In other words, if they stop working, their business stops with them. A well-maintained database should be part of your short, mid and long-term goals. It is your exit strategy.

WHAT CAN A DATABASE DELIVER?

Statistics show that a seasoned database of people (*connections*) communicated with 30 to 40 times a year with a balance of touches including emails, personal touches, social media, and direct mail will result in a consistent long-term referral based business. Once a database is established and properly seasoned, agents can continuously expect 70-80% of their business to come from repeat and referral customers for the life of their career. In some cases 100% of a agent's business is repeat and referral. Be aware that it can take six to 12 months of consistent connections to season a contact that will produce referral business.

BUSINESS PLANNING

A fundamental portion of a real estate business plan is the database. In addition to outlining types of touches, you must define when and how they are delivered, and what they will cost. You will need to plan for the growth of your database itself. Plan your work and work your plan.

TRACKING THE RESULTS

Track your results. You will be excited to see and celebrate your success when you measure and track business plan milestones. Challenges and obstacles will occur; however, tracking activities and results allows you to make course adjustments quickly and efficiently.

THE FOUR IRREFUTABLE LAWS OF DATABASE.

1. BUILD YOUR DATABASE

Discover your circles of opportunity by using the Circles of Opportunity outline as a tool to build your initial database. Start from the center circle (*inner circle*) and work outward.

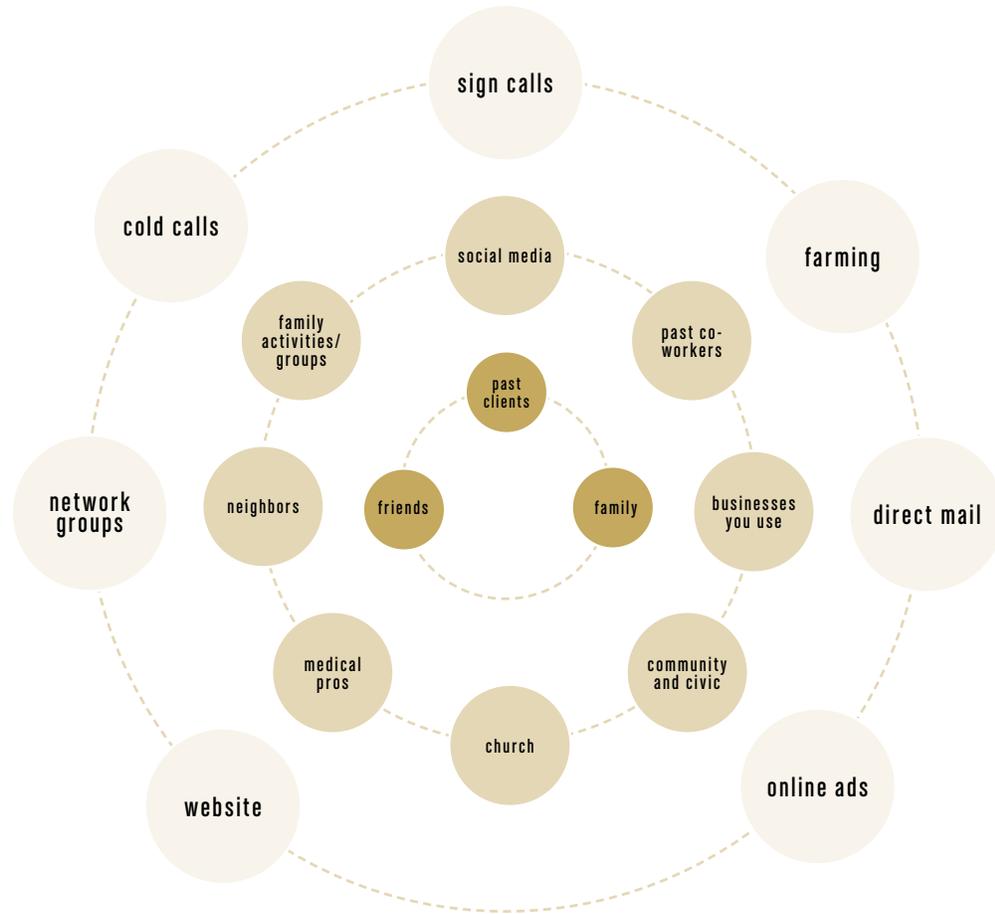
Your **first Circle of Opportunity (COO)** is represented by the inner circle. These people have either already done business with you or will in the future, and will absolutely send you a referral when the opportunity arises. They are already in your inner circle. You are their trusted adviser.

Your **second COO** (*working outward*) represent the people that you have met and know who you are. These are folks who need to be trained to think of you whenever they hear the words "real estate."

Your **third COO** represent people whom you have not yet met. This is a vast and potentially limitless opportunity.

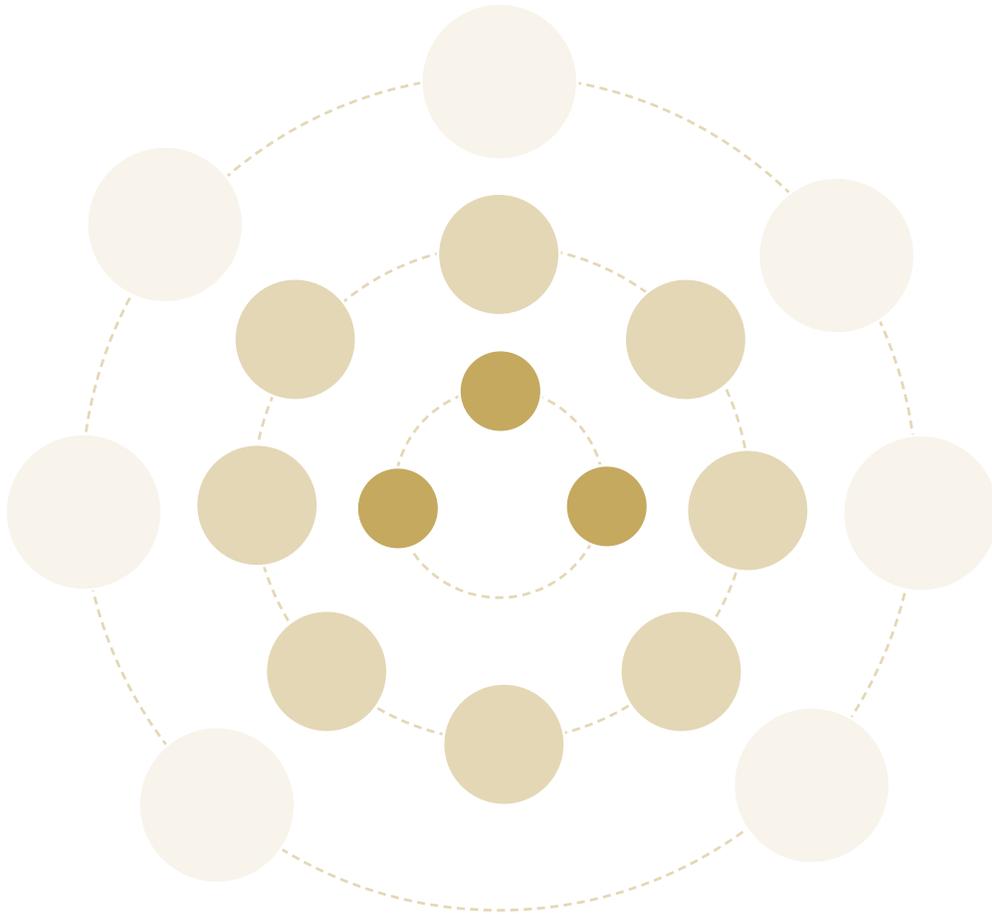
As you nurture your database, your circles will naturally move inward until they become part of your inner circle and you become their trusted advisor.

Circles of Opportunity Model



- NOT CONNECTED
- CONNECTED, NO BUSINESS YET
- CONNECTED AND HAVE REFERRED

Circles of Opportunity Model



- NOT CONNECTED
- CONNECTED, NO BUSINESS YET
- CONNECTED AND HAVE REFERRED

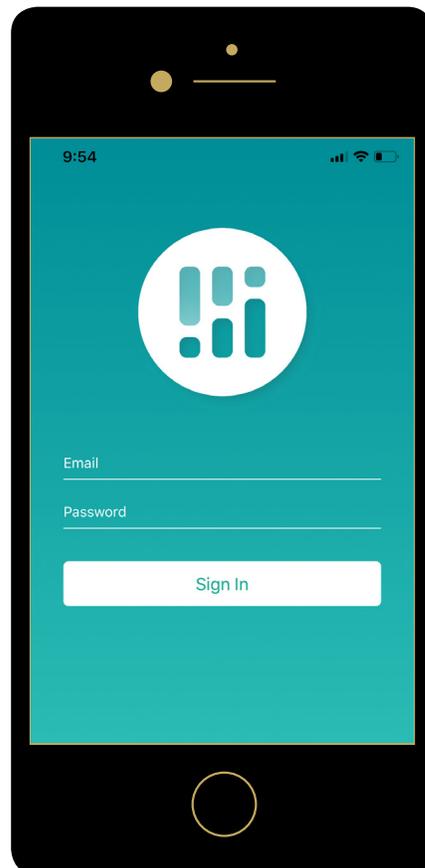
IDENTIFY YOUR CIRCLE OF INFLUENCE

Create Your Contact List

Later you will enter your contacts into a spreadsheet that will in turn be imported into your chosen CRM. Start with the top five people you know who will do business with you or refer business to you. Keep writing until your page is full or you've listed a minimum of 25 people. Use the "Discover Your Circles of Influence" handout to jog your memory and build this list.

TIPS:

- a. Use the Database Contact List spreadsheet to enter the key contact information.
- b. Follow the instructions on how to import your contact spreadsheet into your CRM.



Choose a Client Relationship Management Application

When used properly, a Client Relationship Management application (*CRM*) will provide leverage in your business, allowing you to automate touches and communicate to and with your database. Additionally, a good CRM will keep you organized and efficient in your business. Check with your MLS to see if a CRM is provided as part of your membership dues. Realty ONE Group also provides our agents with web templates and a customizable CRM.

Features of a Good CRM Include:

- Content Management
- Document Storage
- Client Management
- Transaction Manager
- Calendar
- Email Marketing
- Customizable Action Plans
- Task Manager
- Social Sharing

Enter Contacts Into Your CRM

If you haven't already done so, put all your contacts into an Excel spreadsheet. When entering a contact into your database, gather as much information as possible. An ideal contact list will include:

- Name (*first and last*)
- Name of spouse or significant other (*first and last*)
- Address (es)
- Phone number(s)
- Email address (es)
- Names of family members and their relation
- Birthdays, anniversaries, or other special dates
- Social media (*Facebook, Twitter, Instagram, LinkedIn*)
- Contact type (*COI, past client, buyer lead, seller lead, etc.*)
- Notes (*where you met, most recent conversation, needs etc.*)

Categorize and Organize

In order to organize your contacts, it is helpful to categorize them. By doing this, it will allow you to send information to the category it is pertinent to. It will also help to avoid losing touch or allowing clients or leads to fall through the cracks. An ideal list of contact types to start from would include:

- Circle of Influence (*COI*)
- Past clients
- Farms (*geographic, demographic, psychographic*)
- Your "Number ONE Fans" (*people who send you referrals*)
- Buyer leads (*to "active buyers" later*)
- Seller leads (*to "active sellers" later*)
- Geographic Farm
- Business Farm (*cross pollination*)
- Vendors (*e.g. roofers, maintenance, repair, etc.*)
- Escrow Officers/Attorneys

2. FEED YOUR DATABASE DAILY

The ONE Habit

Feeding your database daily should be a primary goal. To stay consistent and on course in the growth of your database, utilize

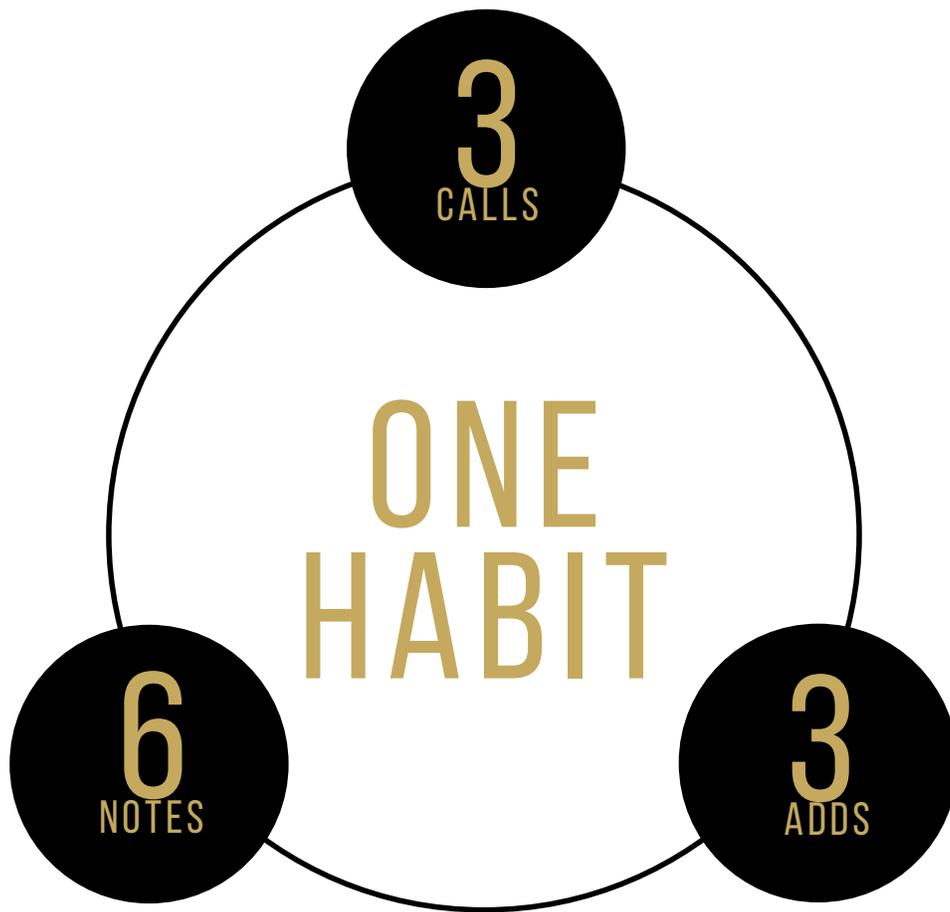
The ONE Habit:

- Three adds
- Three calls
- Six handwritten note cards

This is a simple system that consistently reminds you to tell the world that you own a real estate business. Everywhere you go and everyONE you meet is an opportunity to grow your database.

TIPS:

- a. Follow this process when using scripts for business: memorize, customize, internalize, capitalize.



A FEW POINTS YOU MAY WANT TO CONSIDER WHEN PRACTICING THE ONE HABIT:

Create and use a ONE-minute script. This is a short script that can be stated in the amount of time an elevator takes to go between floors. A good script should include who you are, what you do, and value for the recipient. Ask for someone's information rather than giving yours. Giving your business card is good. However, getting theirs is the key.

Convert "Not Yet Connected" to "Connected." As seen in the Circles of Opportunity, there are limitless people that we do not know yet. The goal is to meet them, put them into a database and then they are considered known. In time, they will become people in your inner circle.

A database will grow as a result of your prospecting activities. Every type of prospecting that you do will feed your database. For example: an open house is an excellent opportunity to meet potential buyers or sellers. It is also an opportunity to meet contacts who may not be ready to buy or sell at this point; however, if added to your database, they may buy or sell in the future or send you a referral. This demonstrates the value of every seasoned contact generating referrals that contribute annually towards commissions earned.

A well maintained database will begin to grow on its own. Every referral from within the database is an opportunity to add a new contact to your database. This creates momentum, resulting in the snowball effect. A simple script for this would be:

"Hello, my name is _____. From time to time, I run across useful updates about the _____ real estate market. I am happy to send them to you. Is email or 'snail' mail better for you?"

TIP:

a. Write your ONE-minute script.

3. NURTURE YOUR DATABASE

When communicating with your database, there are several basic ground rules:

- **Deliver a consistent message.** Every touch or contact should be consistent and clearly state your message (*e.g., I am a real estate agent, I specialize in X, I want to work with you*).
- **Must be branded.** Refer to Module 02 to learn how to create and develop your brand.
- **Make it personal.** Phone calls followed by a personal handwritten note card are second only to a personal visit. A minimum of four calls a year should be made to your database. When calling, practice the F.O.R.D. Script. F.O.R.D. is an excellent way to keep on point, stay focused on the client and not yourself, as well as ask for a referral.

Your initial plan to nurture your database will allow you to effectively start the seasoning process.

"A good plan implemented today is far better than the perfect plan implemented tomorrow."

FAMILY

OCcupation

Recreation

Dreams

F.O.R.D. Script.

Introduction/Announcement - utilize all techniques:

- Realty One Group announcement/welcome
- Letter mailed to your database
- Email to your database
- Postcard sent to your database
- Personal follow up call
- Personal handwritten note cards to 25 people from your list
- Twelve to four connects
- Social media

Twelve Monthly Newsletters - there are numerous sources that provide customizable, content rich templates:

- Your Website
- Supporting vendors (*home warranty, escrow, etc.*)
- Local MLS or Association

Calls, Cards & Social Media - stay top of mind:

- Four calls followed by personal handwritten note cards
- Greeting cards: birthdays, anniversary's, holidays, etc.
- Simple social media weekly plan: "3CLP" (three comments per day, three likes per day, and ONE post per week)

4. MAINTAIN YOUR DATABASE

As your database grows, you must constantly update your contacts. Either move them inward toward your inner circle (*re-categorize*), or move them out (*D is for Delete*).

A word about deleting contacts: sometimes we fear that if we delete someone from our database, we will somehow lack or lose business. Remember that likes attract. If you have been trying to work with someone who insists on being unhappy, angry, belligerent, and/or difficult, it is better to let them go. Since negative people hang out with other negative people, if you work hard to keep that kind of person happy (*and miraculously succeed*), they will likely refer you to more negative people. Negative people take more time, energy, and resources than happy, cooperative people do.

SERVICING THE LEADS.

CREATE/CAPTURE

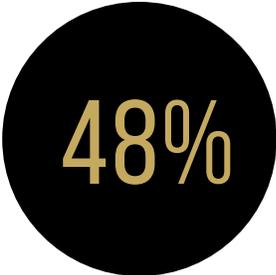
The lead process begins with creating the lead. As your database grows, it will become a consistent source of leads. Understanding the value of every lead generated is essential.

The time, work, and money that are spent in generating each lead can be wasted if a good system to capture those leads is not in place. Time is of the essence when responding to a lead. A Harvard study found that a real estate professional is ONE-hundred times more likely to capture a lead if responding in five minutes rather than waiting 30 minutes to respond. Recent NAR statistics show that 76% of all sellers and 74% of all buyers work with the first real estate professional they meet. In other words, if you are the first to respond, you are three-quarters of the way there.

CULTIVATE

Once you have captured a lead, they become a connection. Now is time to nurture that connection and cultivate the lead. A systematic follow-up plan based on each type of lead should be in place.

In a recent study, statistics show that:



SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT



SALES PEOPLE MAKE A SECOND CONTACT AND STOP



SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP



SALES PEOPLE MAKE MORE THAN THESE THREE CONTACTS



SALES ARE MADE ON THE FIRST CONTACT



SALES ARE MADE ON THE SECOND CONTACT



SALES ARE MADE ON THE THIRD CONTACT



SALES ARE MADE ON THE FOURTH CONTACT



SALES ARE MADE ON THE FIFTH TO 12TH CONTACT

CONVERT

Once you have cultivated and nurtured a connection, your next goal is to convert them. This requires identifying their wants and needs through the consultation process. By digging deep and asking additional questions you may find that their wants and needs differ from your initial interpretation; this is where listening skills come into play. Once you have identified their needs you will be prepared to support them in achieving them.

CLOSE

There are many steps to a successful closing of either a seller or buyer transaction. Constant communication with all involved parties is key. An informed client is a happy client. Even if there is no news to share, a simple call stating so is an effective way to show your client that you are looking out for their interests.

COMMUNICATE FOR REFERRALS

Every closed transaction is a tremendous opportunity for future referrals, providing you stay in touch with them. The average consumer agrees that they would work with their former real estate professional if they could just find them. A systematic follow-up plan with past clients is key.

"Surveys from NAR show that the average consumer would work with their real estate professional again if they ever heard from them."

CREATING YOUR ONLINE PRESENCE.

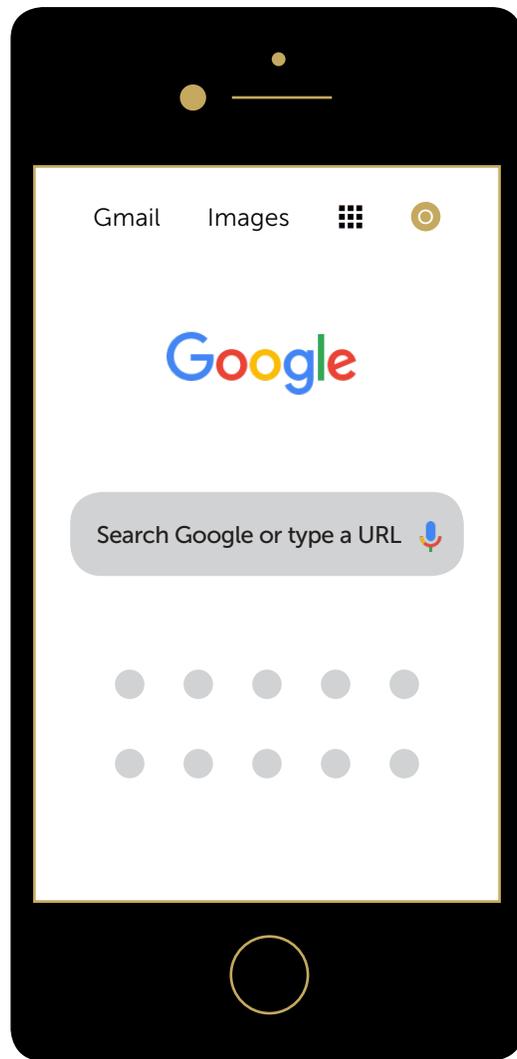
What is an online presence? This is your visibility and that of your business on the Internet. It's how easily you and your business can be found online. And the quantity of data that exists about you and your business. It covers all formats including websites, social media, video and blog.

Depending on your experience online, much of this may be common knowledge; but, we have also found that many of our agents do not fully utilize this resource in their real estate businesses. This section is designed to give you a basic understanding and approach when going online to promote your business.

There are many coaches and resources available when it comes to building and growing your businesses online. We would encourage you to explore ONE University for more detailed training on this, and a large variety of other topics.

In today's digital age, it's essential that your clients can find you online, and that they can gain a perspective on who you are and what your business is about. In order for you to build your business, and to help support your business, we believe that your online presence is and will continue to be a key factor.

The vast majority of your clients and prospective clients use the web to search for almost every product or service they use in their daily lives. They do so either to learn more about a product or service, or in many cases to purchase it. Without question, this applies all aspects of real estate.



Depending on your experience with these online formats, you may have positive or negative views about them. The important thing to understand and acknowledge, is that your online presence, or lack thereof, may affect the volume of clients you can reach.

You might not choose to use social media and networking sites for personal contacts or communication, but you should embrace them when it comes to promoting your business.

For the most part, these tools and resources are free; yet, they provide you with the ability to communicate your message, brand and services to thousands, and even of tens of thousands of potential customers.

Whenever you meet or are going to meet a prospective client, regardless of their age, it is highly likely that they are going to look you up online. They will most likely start with a Google search of your name. What happens when you do that now? Is there a wealth of information about you, your business and positive reviews from your past clients? Or do you have to scroll down a bit to find anything relevant?

Now ask yourself this: in today's day and age—where all of our clients search for homes online and expect their homes to be marketed online—would they believe that you are qualified to assist or represent them from an online perspective?

We think you get the point. You need to be where your customers are. All of your customers are online, and if you're not, then you're missing or losing opportunities on a regular basis. Thankfully, it's very simple to build your online presence and even easier to maintain.

There are many choices when it comes to establishing your online presence, but for the purposes of this course, we will limit it to just a few essentials.

SOCIAL MEDIA

With literally more than 1.5 Billion users on Facebook & Instagram, there is no question that you, or more importantly your business, need to be here. If you don't already have an account, you'll need to create one. From there you'll need to create a Business Page, as the goal here is to promote your business and attract customers to it. Having a Business Page also gives you the ability to expand your reach and exposure by "Boosting" your posts for a fee.

If you are inexperienced in using social media, we promote a very basic **Social Media Weekly Plan** to get you started: **3CLP**. That's **3 comments** on other people's posts, **3 likes** of other people's comments or posts, and **ONE of your own posts** per week.

Over time you'll develop a presence on social media as your posts, comments and likes begin to accumulate. You can accomplish this by spending no more than 20 minutes a day. And our recommendation is that you do just that. Your goal is to log in, review some posts, Comment on 3 of them, Like 3 of them and create ONE of your own. That's it! You don't need to spend hours on Facebook to accomplish this task. In fact, doing so would probably not be the most effective use of your prospecting time.

Do this activity during your prospecting time block, and then move onto other things. What you'll find over a relatively short period of time, is that your social media pages will accumulate a significant amount of content.

This will assist you in having an online presence when clients connect with you. Otherwise, they may see an empty page with little to no content, and they will choose not to engage with you.

You can complete the 3CLP or any level of engagement with the social media platforms via a desktop computer or from your mobile device. The majority of your clients are doing so from their smartphones, and for that reason we recommend that you set up messaging through these platforms. If your clients are on their devices and they have questions for you about your business, it is likely that they will attempt to contact you through the application.

You want to be accessible to your clients and prospective clients, and also be in a position to respond to them quickly. We would encourage you to set up notifications from the applications on your smartphone. This means that if a prospect attempts to connect with you, you will know about it immediately instead of hours later when you view your account. As we have discussed, your response times to online leads are crucial to your success with them.

There are also highly effective systems and methods for using the advertising portions of social media to generate and drive customers to you. These can vary widely in cost and effectiveness, and we recommend that you do your homework. Ask your manager, your coach and other agents in your office what's working for them.

Be careful not to just spend money on advertising without a plan and some sound advice. And be prepared to respond to leads quickly once you start generating them. Otherwise you will miss most of the opportunities.



WEBSITES

In the real estate world of today, having a website is like having a business card. It is fundamental and an absolute must. Your clients will fully expect you to have a website, and if they cannot find one when searching for you, it will send a message that you are not a tech savvy Realtor.

With that said, your website does not have to be incredibly dynamic or offer stunning images to be effective. It simply needs to have some basic functionality to give you credibility as an active real estate agent/broker. Your website should have an MLS Search function with an IDX feed. This means that home buyers can use your site to search for all available listings in your area. In addition, your site should have a bio about you, your services and the area(s) you specialize in. You should also request reviews from your clients describing their experiences working with you.

Like most products and services today, our clients want to hear what others say about our services. This will affect the level of interest in working with you, not only with prospective buyers, but even more so with potential sellers. Your reviews or lack of reviews may be the reason you get the listing appointment to begin with.

It's also important that your website provides prospects with all of your contact information, links to your social media pages and an easy method for contacting you directly. After all, if they see a home they're interested in, or they'd like to interview you about listing their property, they should be able to communicate with you quickly.

In many cases, they will visit your social media pages to learn more about you before reaching out or expressing interest. Your website, reviews, and social media content combine to form your online presence and reputation. You want to be able to draw your clients in from a variety of channels.

At Realty ONE Group, we offer a website solution to our agents that not only provides all of this functionality, but combines it with a great customer experience. Once your website is set up, you need to start promoting it in every marketing piece you distribute. It should be on your business cards, your email signature, all of our flyers and brochures, your social media pages and on your For Sale signs. Your job is to drive traffic to your website in every method possible.

You can also accomplish this through methods called Search Engine Optimization (*SEO*) and Search Engine Marketing (*SEM*). Both of these tools are designed to improve the ranking or placement of your website in Internet searches; so, when a home buyer or seller in your area goes online and enters certain words or phrases, your website comes up on the first page of results.

This can be accomplished "organically," meaning that through your own efforts and promotion, your website achieves enough traffic that it shows up in searches without paying for the placement. However, the majority, if not all websites found on the first page of any Internet search are there because they paid to be. Or in some cases they're so well established that they've gained their own momentum. This comes down to significant brand awareness, which you can develop over time.

There are a number of methods by which you can pay to increase your website's visibility in Internet searches. Some of these can be quite costly. We won't go into a lot of detail here, but we do recommend that as with advertising on social media, you do your research.

ONLINE LEAD PLATFORMS

There are many choices when it comes to purchase leads. We have determined that many of our agents have success with this method of generating clients while many more have invested thousands of dollars without producing a great return. We can debate the quality of the leads depending on the source, but the reality is that a lead is a lead.

As we shared with you in the section "Servicing The Leads," the vast majority of agents do not follow up consistently with the leads they receive. It's important to understand that most online leads are not ready to utilize your services when they contact you or engage with your site or page. They are simply exploring for information, and will not conduct business in many cases until months down the road.

Most agents are seeking clients that can and will conduct business in the next 30 days. If you're going to pursue online leads, you will need to resolve yourself to the process of following up consistently over an extended period of time. With that said, there is a smaller percentage of online leads that are ready to transact business quickly.

By obtaining access to a steady flow of online leads, you will be able to find some of these customers as well. Just keep focused on the fact that you are building a pipeline of leads that will do business with you at some point in the future.

We are not going to recommend any specific lead sources as there are so many, and the results vary widely from agent to agent and state to state. It's important that you choose carefully, and that you're committed to the process of converting the leads that are generated.

Analyze your marketing budget and determine if the leads are worth the expenditure. It's also important to acknowledge that there are no guaranteed results. You may have success, or you may not. As we've stated, you and your efforts will be the most significant factor.

VIDEO

According to the National Association of Realtors (NAR), "73% of homeowners say they're more likely to list with a Realtor who offers to create a video for them, but only 4% of agents put their listings on YouTube." There is an opportunity for you set yourself apart from the competition with video as most of them are simply not using it in their businesses. YouTube now has over 1 billion users worldwide and over 500 million people are watching videos on Facebook everyday according to Forbes. And yet, the vast majority of real estate agents are not using this medium. Here are some additional statistics to help you realize the significance of video marketing, and the impact it can have on your online presence:

- 72 Hours of Video are uploaded to YouTube every 60 seconds
- One third of online activity is spent watching Video
- Over half of video content is viewed on mobile
- 92% of mobile video viewers share videos with others
- Marketers who use video grow revenue 49% faster than non-video users
- Views on branded video content have increased 258% on Facebook and 99% on YouTube as of June 2017
- Videos up to two minutes long get the most engagement
- By 2019, Internet video traffic will account for 80% of all consumer Internet traffic
- The average user spends 88% more time on a website with video



Video can be intimidating, and most of us are self-conscious about the way we look or sound on camera. But like most things that are new or unknown, the more often we do it, the better at it we become. At Realty ONE Group, we've provided our agents with a video tool that makes creating quality videos simple and quick called Videolicious.

Videolicious is an app that works on your smartphone, and allows you to easily produce branded videos in just minutes. Please visit the Videolicious circle on the ONE Dashboard to download the app to your device. Once installed, there are several tutorials on the ONE Dashboard designed to help you customize the app and help promote you and your brand. As part of your completion of this module, please download the app to your device and follow the steps below to get it set up. We know that if we help you get over the initial hurdle of setting up your video marketing tool, you'll begin to experiment with it in your life and business. And once you become comfortable using it, you'll see how your business will grow exponentially.

"73% of homeowners say they're more likely to list with a Realtor who offers to create a video for them, but only 4% of agents put their listings on YouTube."

BLOGGING

Do you enjoy writing? Are you interested in sharing your thoughts and opinions about a variety of topics? If so, you can develop a great following. Blogging can be an excellent way to attract potential customers by leading with value.

We know that your prospects are going online to gather information about a wide variety of real estate topics. By providing them with a resource, becoming their guide and answering their questions, you can become a trusted advisor.

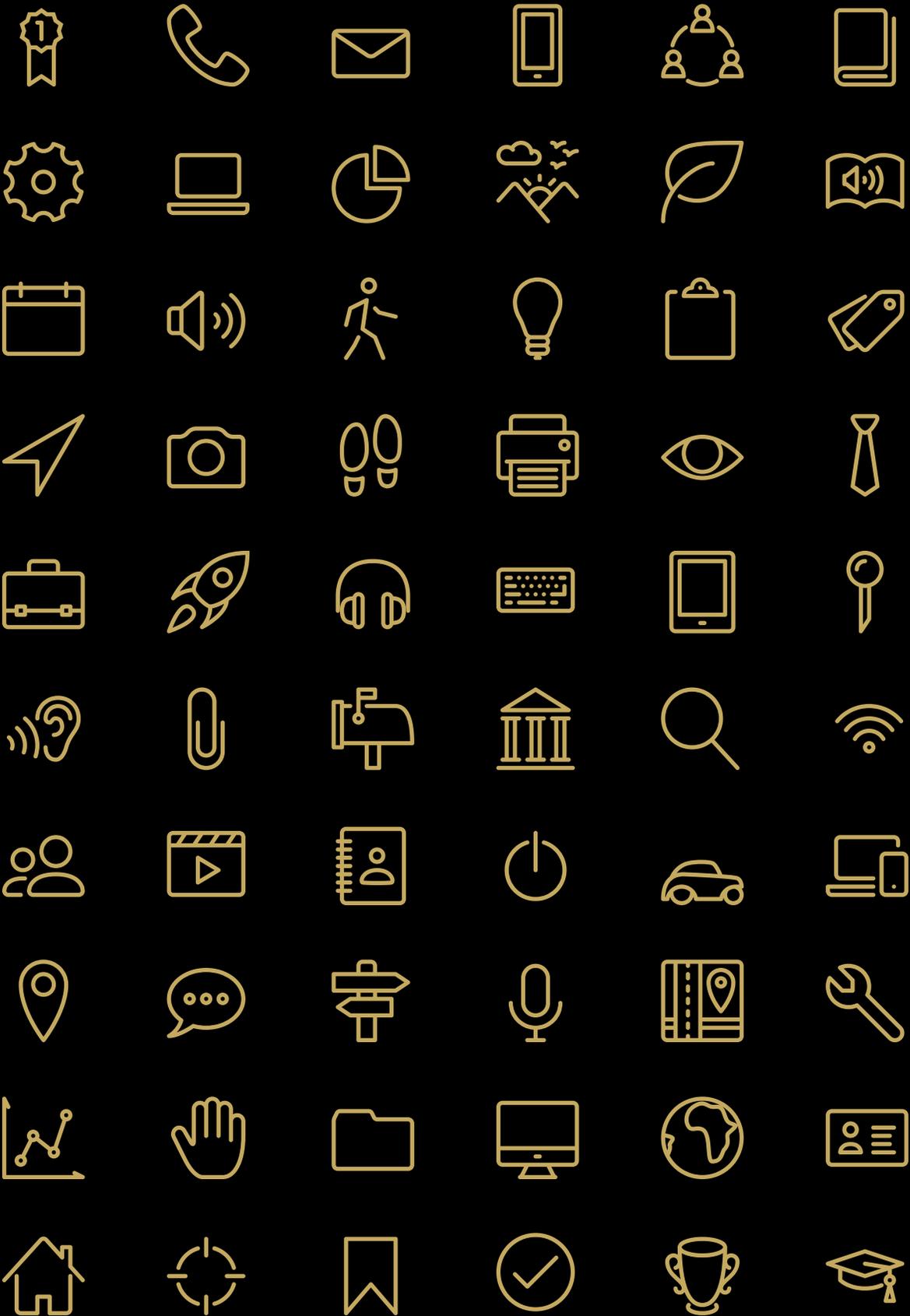
Most agent websites now provide a blogging feature. You can log into the dashboard of your site and generate a blog post with ease. Then post that topic to your website, your social media pages and distribute it to your database of clients.

Your blog can and will drive traffic back to your website and the buyer and seller tools and links that can be found there. It's another method for building your client base.

Your blog is an opportunity to communicate your knowledge and expertise. It can also be a way to share client success stories, and a means of helping prospects avoid costly mistakes.

Think of blogging as your method of educating your clients and prospective clients on the real estate buying and selling process. Your blog will also significantly increase your online presence and give your business even greater exposure.





REALTY**ONE**GROUP

REV UP!



MODULE 04

The Sales Cycle
Effective Client Communication



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WELCOME TO REV UP! 04

IN REV UP! MODULE 03, YOU LEARNED:

- Why your "Database" is the foundation of your business
- The four irrefutable laws of managing your "Database"
- How to use the "Circles of Opportunity" to build and add to your "Database," and to get predictable business from it
- Utilizing "Client Relationship Managers" (*CRM*) for staying in regular and automatic touch with everyone in your "Database"
- What is an "Online Presence?"
- How to create, build and maintain your "Online Presence"

IN THIS MODULE, YOU WILL LEARN:

- The Seven Steps in the Sales Cycle
- Objection Handling Techniques
- Effective Communication in Sales
- Utilizing the D.I.S.C. Assessment





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Effective Client Communication	Pg. 11
Semantics and Real Estate Sales	Pg. 19
Utilizing the D.I.S.C. Assessment	Pg. 35
Learning and Communication Styles	Pg. 39



“

04

AFFIRMATION
I love to set appointments and I love to make presentations.

”

THE SEVEN STEPS IN THE SALES CYCLE.

EXERCISE THE MUSCLE OF PATIENCE

Picture a staircase. Your prospective clients are standing at the base. Your job is to move the prospects up the staircase. At the top is the main goal: a closed transaction for them and \$\$\$ for you.

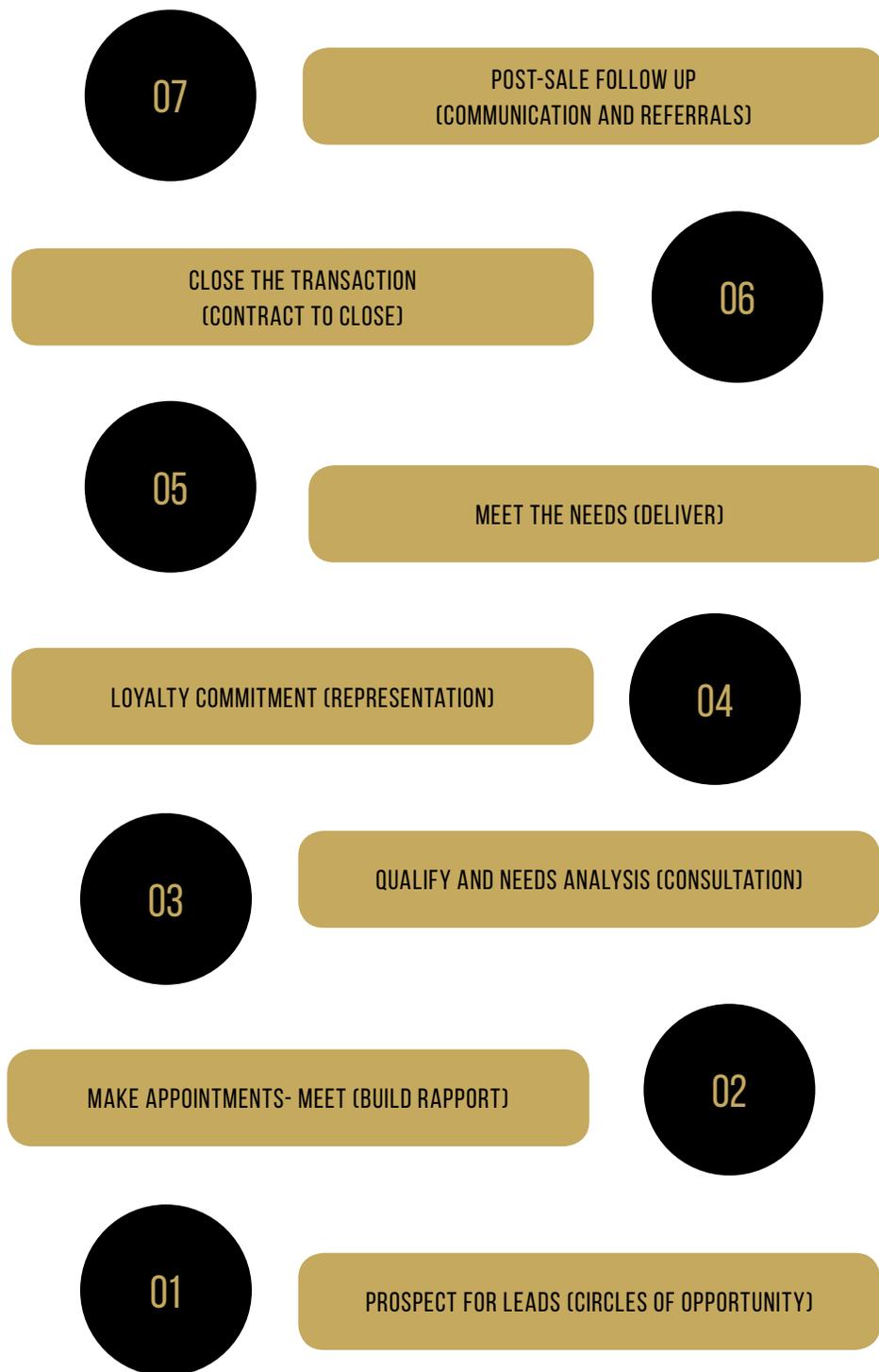
You cannot move them from the base to the top in one giant step, can you? You must move people one step at a time. Each time your prospect says "yes," it is a step forward and up that staircase. Most of the time the steps are small. Let us call each small "yes" a "micro-close." Micro-closes lead you to the major closes, like signing a representation agreement and making a written offer to purchase. You cannot be in a rush to get people to the top of that staircase.

How do you get people to say yes? Not by trickery or force. Here's how. We'll go into each of the seven steps in more detail. At a glance:

1. Prospect for leads (*Circles of Opportunity*)
2. Make appointments to meet (*build rapport*)
3. Qualify and needs analysis (*consultation*)
4. Loyalty commitment (*representation*)
5. Meet the needs (*deliver*)
6. Close the transaction (*contract to close*)
7. Post-sale follow up (*communication and referrals*)

TIP:

- a. Rapport = trust. The key to building rapport is asking questions and listening.



Seven Steps in the sales cycle. Each circle represents a step. Start from the bottom and work your way up.

STEP 1:**Prospect for Leads**

Seems like that should go without saying, right? The sad truth is a lot of would-be real estate professionals avoid step one like the plague and wonder why they are failing. Remember, you are in the business of generating leads; no leads=no business. As you move through the REV UP! modules, you will delve into the different methods of generating leads in detail. For now, please know that there are many different ways to generate leads. What works for one person won't necessarily work for you. In the beginning, try them all. Then choose the three or four types that work for you.

- Open houses
- Circle of Influence referrals (*circles of opportunity*)
- Social media
- For Sale By Owner (*sellers also need to buy*)
- Expired listings (*sellers also need to buy*)
- Relocation
- Farming (*geographic, demographic, psychographic*)
- Paid lead services (*online*)

STEP 2:

Make Appointments to Meet

Real estate is a contact sport. That means you must get face-to-face with people as soon as possible. Having said that, remember that your time is extremely valuable. By asking a few simple questions designed to prequalify your client, you will be able to make sure your prospect is ready to meet now. Often, you will find that meeting now is not wise for you or them, but meeting later (*after certain events, like cleaning up credit for example*) is better for all involved. In these cases, you will launch a follow up plan in your CRM (*Client Relationship Manager*) program.

Sometimes, an appointment to meet now may be set even when the prospect is not ready. This may begin the critical relationship building process. You will know when you are in a situation that calls for an immediate meeting versus a delay. Follow your intuition; when in doubt ask your coach or a seasoned agent for guidance. Here are the questions to ask up front:

1. What is your time frame? Ideally, how soon would you like this (*buy or sell*) to happen?
 - a. Thirty days or less
 - b. Thirty days to six months
 - c. More than six months
2. Do you have a home to sell first? If yes, is it currently on the market? Does it have an offer?
3. Will you be paying all cash or arranging for financing? If financing, have you met with a lender yet?
 - a. No = Make lender recommendation now (*first step*)
 - b. Yes = Who? How long ago? Loan type? Amount? Any other terms?

All first-time appointments should be set to meet at the office. This is for your personal safety and protection. If you must meet at the owner's home or the property a new buyer wants to see, please do the following:

- Take another agent, a friend, or family member.
- Report your exact location to someone who can take action if you do not return as expected.

We will go into more detail on exactly how to set the stage and conduct your first meeting in later workshops.

STEP 3:

Qualify and Needs Analysis

Present your "Duties Owed" disclosure and use to establish trust and rapport. Qualifying means making sure that the odds of getting paid are in your favor. Face it, you work on contingency. That means you do not make a dime until title changes hands. As such, you must be selective about who you work with and when.

In the buyer and seller workshops, you will learn the process, questions, and dialogues to use to fully qualify your prospect. Remember, you will need to re-qualify your prospects as you work together as things change. Check often to be sure you are staying abreast of your clients' lives.

STEP 4:

Loyalty Commitment

Now that you have secured the lead, met, and qualified the prospect, it is time to get their commitment to work exclusively with you. After all, they expect you to "eat, sleep and drink" their needs. Doesn't it make sense for that loyalty to go both ways? Remember that you don't make a dime until title changes hands.

Make it a part of your professional policy to require that all buyers sign a buyer representation agreement for the time you will be working together. Sellers are not usually the issue. They are prepared to hire an agent to sell their home and sign an exclusive right to sell listing agreement. The exact nuances of filling out the agreement itself will be handled at your local level with your office manager or broker.

If you are still unconvinced that a buyer representation agreement is the way to go, think about how it works in your client's best interest. When asked to work for an uncommitted buyer, most people will only make half the effort knowing that someone else will likely find the property first. Worse, we know that the buyer will most likely call the listing broker or stumble into an open house and buy directly. The buyer only gets half-hearted efforts from an army of real estate associates when they thought they were covering their bases by working with more than one. See how it can backfire? Learn to explain this to reluctant buyers and watch the light bulb go on.

There are other objections you will hear from buyers and those will all be covered along with the methods for handling in the buyer workshops to come.

STEP 5:**Meeting Clients' Needs**

The most important component in meeting your clients' needs is communication. According to yearly research conducted by the National Association of Realtors (*NAR*), the number ONE complaint lodged by buyers and sellers of real estate is that they never hear from their agent and never know what is going on.

How often should you communicate? Ask your client. Make it your own professional policy to call your client before your client calls you. No news to relate? Call, email, or text message anyway. No news is the news.

"Hi, (*client*). This is (*your name*), from Realty ONE Group following up to let you know I'm here for you. There is nothing new to report, but I did not want you to think that I had forgotten you."

If you want a business built on raving fans who repeatedly choose to do business with you and send you referrals, work diligently to exceed your clients' expectations. That is how you will establish clients for life.

"There is nothing new to report, but I did not want you to think that I had forgotten you."

STEP 6:**Close the Transaction**

One of the main reasons people ask us to reduce our commission is because they do not understand how much work is really done. That is our own fault. We tend to think that if we show people what we do, they will go "For Sale By Owner" and we will be out of a job. The opposite is true.

WHAT THE PUBLIC SEES OF REAL ESTATE PROFESSIONALS:

- Driving luxury cars
- Filling in blanks on printed forms
- Putting lock boxes on doors
- Placing a sign in a yard
- Placing their home on the MLS and the Internet
- Collecting a big, fat check

Ask any successful real estate professional and they will confirm that the most difficult part of any transaction is getting it from contract to close. That is why it is called "the pending path." It is strewn with obstacles.

There are a myriad of ways for a sale to fall apart. Sometimes we feel like circus performers who spin plates on their heads, feet, and hands. It can be trying, and an important factor when clients are determining whether to hire you as their real estate professional.

Your job is to coordinate all of the pending procedures, the many vendors involved in the process, keep everything on track, renegotiate when necessary, and most importantly: keep your client out of a court of law. Let people know how much work is involved. Do not be shy about this. Your value will only increase.

- Follow a checklist
- Hire a transaction coordinator
- Communicate with your client(s) often during this phase, sometimes daily if necessary

STEP 7:

After the Sale Follow Up

At last, the sale has closed and the commission check has arrived. All finished, right? Of course not. There are more vital steps that are too often overlooked:

- Thank the client with a gift that will remind them of you every time they see it and/or use it. Tips:
 - a. Branded item(s) with your name and contact info.
 - b. Perishable items like wine or food once consumed are gone forever leaving no reminder of who gave the gift – out of sight, out of mind.
- Ask for referrals during and after the transaction
- Ask for testimonials (*written and/or video*)

- Ask for feedback:
 - a.** How did you do?
 - b.** What did you do well?
 - c.** What could you do to improve?

- Launch an automatic follow-up plan that will contain a series of touches
 - a.** Reminders to call and check in
 - b.** Monthly newsletter
 - c.** Anniversary reminders (*e.g., home purchase*)

EFFECTIVE CLIENT COMMUNICATION.

Sales professionals often fear that they will lose control unless they do the talking. The opposite is true. When you ask a question, you:

- Listen carefully to what they say about your next question
- Watch their eyes, facial expressions and body language

It is very easy to keep the ball bouncing with questions like these:

- Can you tell me more about that?
- What does that look like (*or feel like*) to you?
- Why is that important to you?
- What else?

Once you are clear on your prospects' needs, wishes, dreams and objectives, you can then ask for the sale. In our case it can be major closes, such as:

- Shall we pencil this out and see what it looks like on paper?
- Let us move to the paperwork that allows me to represent you.
- Are you ready to get started?

THE LISTENING/COMMUNICATION TECHNIQUE

Meet I.V.E.C., a simple, yet powerful technique for effective communication.

Typically, when communicating with a client, the first objection you encounter is only a "smoke screen." All objections are really an expression of some sort of fear. The typical buyers' fears:

- Losing money (*financial*)
- Losing face (*shame*)
- Losing control

When communicating, and especially when handling objections, use these four steps. Instant success will not occur overnight, but with practice, you will notice incredible results with everyone you encounter.

INVESTIGATE

VALIDATE

EDUCCATE

CLOSE

INVESTIGATE/INQUIRE

This is the first and most vital step in the communication sequence. In most exchanges, you will move back and forth from Investigation to Validation and Education, then back again. The goal in Step 1 is to learn what the true objection may be. What does your client want? What are they concerned about? What is the underlying fear?

VALIDATION

Validation is not the same as an agreement. When you validate someone, you are demonstrating that you listened and heard what they said. Remember that even if your client is off the mark, their perspective is important to them. Before you can change their way of thinking, you must gain their trust. Picture the prospect holding up a shield. This metaphorical shield protects them from *you*, the dreaded sales person. Imagine that they are barely peering over the shield at you. You must gain their trust and get them to lower the shield before you can make headway.

The key to building trust is safety. When people feel safe, they lower their shield. Violate that trust (*by immediately jumping to the Education step, for example*), and the shield comes right back up. Remember, if there is no trust, there will be no closing nor sale.

Here are some ways you can validate your clients' thoughts. Practice them on your fellow agents, friends and loved ones until you master them:

- "Oh, I see..."
- "I hear you."
- "I felt that way too, when I was in a similar situation." (**Only say this if it is true. People have uncanny radar for lies**)
- "I probably would have the same concern if I were in your shoes."
- "Before I got into real estate, I felt the same way."

Do not jump to Education (*the third step*) until you are sure you understand exactly what the prospect is saying and feeling, and have validated their thoughts and concerns.

Have you ever had someone just talk at you? Think back to when you were a teenager. You shut down rather than become responsive. This is the feeling we want to avoid evoking in our clients. Exercise the muscle of patience.

EDUCATE

Again, do not jump immediately to educating your prospects. Timing is everything. If you have not gained their confidence, you will be perceived as merely talking at them and your words will fall on deaf ears. Keep in mind that the way you introduce education is critical. Your prospects are adults, treat them as such and if you treat them with respect you will win every time. Start by asking for permission:

"I believe I have information that will address your concern, may I share it with you?"

"I understand your concern; however, I can show you a way that may work better for you. Would you like to hear it?"

There are several ways to introduce education. Practice with your coach, your accountability partner, mastermind group, or even your family and friends. Practice makes perfect.

CLOSE

The last step, and unfortunately the most overlooked, is to ask for the sale. Why is this the most overlooked step? Because most people fear it.

What are you afraid of? Losing the sale? You can't lose what you don't have to begin with, right? You must ask for the agreement. The prospects almost never close themselves. Rarely will you hear, "Oh, that makes perfect sense! Where do we sign?" For that reason, always ask the following:

- **"Does that make sense?"**
- **"Are you ready to get started?"**
- **"Are you ready to work together now?"**
- **"Are you ready to move forward?"**
- **"Does that handle your concern?"**
- **"Shall we move on to the paperwork now?"**

SEMANTICS AND REAL ESTATE SALES.

se·man·tics

sman(t)iks/

noun

Semantics is a branch of linguistics and logic concerned with meaning.

Linguistics is:

- a. The study of meaning.
- b. The study of linguistic development by classifying and examining changes in meaning and form.

We will not go into a lot of detail here other than to remind you that words, and the meaning we attach to words, are very important if you are to be successful in real estate sales. Be mindful of words and phrases in our industry that make a difference. Remember, there are always exceptions. When in doubt, discuss with your manager and/or coach prior to meeting with clients.

CONTRACT

INSTEAD OF SAYING

"Contract"

TRY USING

"Paperwork" *(or)* "agreement"

POSSIBLE EXCEPTIONS

Use "**contract**" if someone threatens to default and you need to remind them of the possible consequences.

"You signed a legal and binding contract and the other party may bring action. Please consult legal counsel."

HOUSE

INSTEAD OF
SAYING

"House"

TRY USING

"Home"

POSSIBLE
EXCEPTIONS

Use **"house"** if the seller is emotionally attached to a property they must sell.

"Mr. and Mrs. Seller, there are a few items that need to be addressed before putting the house on the market."

SIGN HERE

INSTEAD OF
SAYING

"Sign here"



TRY USING

"I need your John or Henrietta
Hancock here, please" *(or)* "May I
have your autograph here, please?"

"WOULD YOU LIKE TO MAKE AN OFFER?"

INSTEAD OF
SAYING

"Would you like to make an offer?"

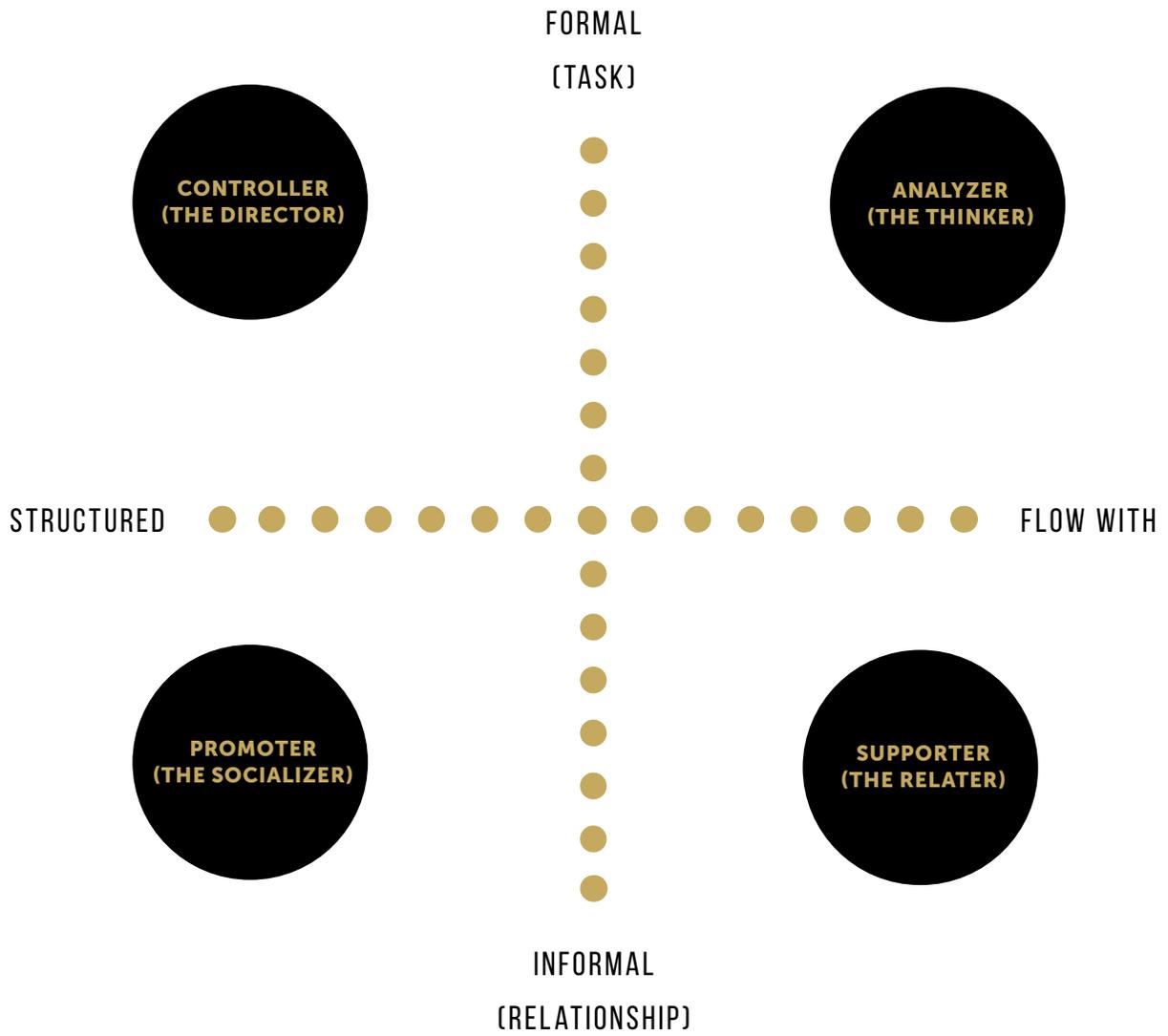
TRY USING

"Shall we pencil this in and see
what it looks like on paper?"

PERSONALITY TYPES

Using the grid, answer the following questions. Use this scenario when making your selections: under stress, confrontation, or a difficult situation. What is your tendency?

1. Begin with the horizontal line labeled "Structured – Flow With" and plot where you think you fall on the line. Do not place your dot on the axis (e.g., if you place great emphasis on running a structured day, place your dot closer to Structured.).
2. Now focus on the vertical line labeled "Formal (Task) - Informal (Relationship)." Plot where you think you fall on this line (e.g., are you more task or relationship-oriented?).
3. Draw a line to connect the two plotted points and discover which quadrant is your dominant behavioral style.
4. Check to see what your dominant behavioral style is in the matrix. If you are in a group for this exercise, share your results with the others.
 - How are you similar?
 - How are you different?
 - How can this information help you in communicating? With co-op agents? Clients? Friends and loved ones?
5. Refer to the personality descriptions on the next few pages. Think about what clues will help you determine someone's dominant behavioral style based on how they speak, dress, act, and even by their occupation. If you are in a group, discuss your ideas out loud.





**CONTROLLER
(THE DIRECTOR)**

CHARACTERISTICS

Independent, ambitious, confident, dominant, decisive, goal-oriented, takes initiative, takes authority

PACE

Fast, decisive

WANTS TO BE

In charge

UNDER TENSION

Dictates, asserts

IRRITATED BY

Inefficiency, indecision

SEEKS

Productivity

FOR DECISIONS

Give them options and probable outcomes (*let them decide*)

LIKES YOU TO BE

To the point

FEARS

Loss of control

APPEARANCE

Businesslike, functional

PRIORITY

The task (*results*)

SHORTCOMINGS

Demanding, pushy, critical,
impatient, overwhelms, unfeeling

SUPPORT THEIR

Goals

DECISIONS ARE

Decisive



**ANALYZER
(THE THINKER)**

CHARACTERISTICS

Serious, orderly/systematic, perfectionist, precise, cautious actions

PACE

Slow, systematic

WANTS TO BE

Correct

UNDER TENSION

Withdraws, avoids

IRRITATED BY

Surprises, unpredictability

SEEKS

Seeks facts/data, accuracy

FOR DECISIONS

Give them facts, details and documentation

LIKES YOU TO BE

Precise

FEARS

Embarrassment

APPEARANCE

Formal, conservative

PRIORITY

The task (*process*)

SHORTCOMINGS

Avoids risk, procrastinates,
overcritical, appears unemotional,
too serious

SUPPORT THEIR

Thoughts

DECISIONS ARE

Deliberate



**SUPPORTER
(THE RELATER)**

CHARACTERISTICS

Agreeable, likable/friendly, good listener, cooperative, loyal/dependable, patient, considerate, warm/sensitive

PACE

Slow, easy

WANTS TO BE

Liked

UNDER TENSION

Submits, acquiesces

IRRITATED BY

Insensitivity, impatience

SEEKS

Attention

FOR DECISIONS

Give them reassurance and assurances

LIKES YOU TO BE

Pleasant

FEARS

Confrontation

APPEARANCE

Casual, comforting

PRIORITY

Maintaining relationships

SHORTCOMINGS

Lacks direction, too eager to please, unstructured in efforts, tends to give in, goes with the crowd

SUPPORT THEIR

Feelings

DECISIONS ARE

Considered



**PROMOTER
(THE SOCIALIZER)**

CHARACTERISTICS

Talkative, gregarious, energetic, fun-loving, intuitive, impulsive, spontaneous, undisciplined about time

PACE

Fast, spontaneous

WANTS TO BE

Admired

UNDER TENSION

Attacks, sarcastic

IRRITATED BY

Boredom, routine

SEEKS

Recognition

FOR DECISIONS

Give them incentives and testimonials

LIKES YOU TO BE	Stimulating
FEARS	Loss of prestige
APPEARANCE	Fashionable, stylish
PRIORITY	Relationships: interacting
SHORTCOMINGS	Pushy, no concern for details, disorganized, egotistical, impatient, unrealistic
SUPPORT THEIR	Ideas
DECISIONS ARE	Spontaneous

UTILIZING THE D.I.S.C. ASSESSMENT.

Understanding your client's "Personality Profile" will make you more effective as a communicator. As we've discussed, your success will be heavily based on your ability to build rapport with people. Building rapport quickly and effectively is accomplished through your communication skills. In order to understand how best to communicate effectively with your clients, you must first be able to identify how they prefer to communicate.

Depending on your clients' personality style, they will communicate differently. They may be the type that gets right to the point, or they may tell a story and take a little time first. They may be animated and enthusiastic in their discussions, or they may be subdued and quiet. Your ability to identify their personality style quickly will assist you in being able to connect with them faster.

There is a well-known personality assessment called the D.I.S.C. It stands for D–Decisive, I–Interactive, S–Stable, C–Cautious. Each of us has all of these characteristics, but typically we are a combination of two traits with one being the most prominent. The other two are less prevalent but still present at times. And each person with these character traits will generally have certain behaviors that are associated with their profile. For example, a D personality will be direct, sometimes impatient and often controlling. An S personality will be supportive, patient and usually avoids confrontation.

TIP:

- a. What D.I.S.C. is not: a measurement of intelligence, skills and experience or education and training. Not an indicator of values.
- b. "You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you." – Dale Carnegie

In order to fully understand the D.I.S.C. profile, and to be able to identify the personality traits of others, you must first be aware of your own. Our ONE University offers a free D.I.S.C. Assessment that we encourage you to take upon completion of this module. You can access the assessment by logging into ONE University and visiting the "Resources Menu."

The results will be both eye opening, and at the same time expected. You already know yourself, but may not have taken the time to categorize your personality into one or more of these groups. The results of the assessment are sent to you and are not shared with anyone. You should download the assessment results and discuss them with your manager. They will be able to help you understand the findings, and show you how they can be applied to your business.

The ultimate goal here is to help you understand your clients better, and as a result be able to deliver on their needs better. Once you know how your client likes to communicate, both in a relaxed and a stressed state of mind, the more effective you'll become at helping them achieve their goals. And when you can do this consistently and with ease, you will have better relationships with your clients. This will result in more closed transactions, and more referral opportunities in the future. You may also discover that this applies to all of your relationships and could positively impact your personal life as well.

DOMINANCE

INFLUENCE

STEADINESS

COMPLIANCE

LEARNING AND COMMUNICATION STYLES.

Each of us prefer to learn and communicate in one of three ways. Often, we are a combination of two, and sometimes even all three. However, we all have one that dominates our learning and communicating style. Which one most closely describes you?

WHAT'S YOUR STYLE?

Here are examples of how you can introduce a prospective home to show based upon your client's communication style. Which one seems closest to your own style?



NEEDS TO SEE IT

SPEAKS RAPIDLY

THINKS OTHERS ARE TOO SLOW

SHARES FIRST

SEES THAT YOU ARE THERE



NEEDS TO HEAR IT

WILL COCK THEIR HEAD AND
TAP THEIR FOOT OR SNAP THEIR
FINGERS

SPEAKS IN A MODERATE PACE
(NEITHER FAST OR SLOW, BUT
STEADILY)

SHARES SECOND

WANTS TO BE HEARD



NEEDS TO TOUCH AND FEEL WITH
THEIR HANDS

SPEAKS SLOWLY

THINKS OTHERS ARE TOO FAST/
QUICK SHARES LAST

WANTS TO FEEL CONNECTED

VISUAL

"There is a home that I'm sure you would like to see. This home is in a beautiful neighborhood and is very picturesque. Even the doorbell has a unique design. You'll certainly see for yourself that the rooms appear large and have the right colors. If you go to the balcony, you can see some really nice scenery. I'm sure you'll see this as an excellent choice."



NEEDS TO SEE IT

SPEAKS RAPIDLY

THINKS OTHERS ARE TOO SLOW

SHARES FIRST

SEES THAT YOU ARE THERE

COMMONLY USED PHRASES FOR VISUAL LEARNERS:

- An eyeful
- Appears to be
- Bird's eye view
- Catch a glimpse of
- Clear-cut
- Dim view
- Eye to eye
- Flashed on
- Get perspective on
- Get a scope on
- Hazy idea
- In light of
- In person
- In view of
- Looks like
- Make a scene
- Mental image/picture
- Mind's eye
- Naked eye
- Paint a picture
- Photographic memory
- Plainly see
- Pretty as a picture
- See to it
- Short-sighted
- Showing off
- Sight for sore eyes
- Staring off in space
- Take a peek
- Tunnel vision

AUDITORY

"Yet, there is another home that I'm sure you would like to hear about. This home is in a quiet neighborhood and is of very sound construction. Even the doorbell has a nice tone. You'll certainly say to yourself that the rooms are large and have the right tones. If you go to the balcony, you can hear the birds chirping and the sound of the breeze. I'm sure you'll tell yourself that this is an excellent choice."



NEEDS TO HEAR IT

WILL COCK THEIR HEAD AND
TAP THEIR FOOT OR SNAP THEIR
FINGERS

SPEAKS IN A MODERATE PACE
(NEITHER FAST OR SLOW, BUT
STEADILY)

SHARES SECOND

WANTS TO BE HEARD

COMMONLY USED PHRASES FOR AUDITORY LEARNERS:

- Blabber mouth
- Clear as a bell
- Clearly expressed
- Call on
- Describe in detail
- Earful
- Express yourself
- Give an account of
- Give me your ear
- Heard voices
- Hidden message
- Hold your tongue
- Idle talk/ tongue
- Inquire into
- Keynote speaker
- Loud and clear
- Power of speech
- Purrs like a cat
- Outspoken
- Rap session
- Rings a bell
- State your purpose
- Tattletale
- To tell the truth
- Tongue tied
- Tuned in/out
- Unheard of
- Utterly
- Voiced an opinion
- Within hearing range

KINESTHETIC

"There is one more home that I'm sure you will find satisfying. This third home is in a warm neighborhood and is very solidly built. Even the doorbell gives a welcome feeling. You'll certainly sense that the rooms are spacious and have the touch. If you go to the balcony, you can feel the warm sun and a light breeze. I'm sure you'll feel that this is an excellent choice."



NEEDS TO TOUCH AND FEEL WITH
THEIR HANDS

SPEAKS SLOWLY

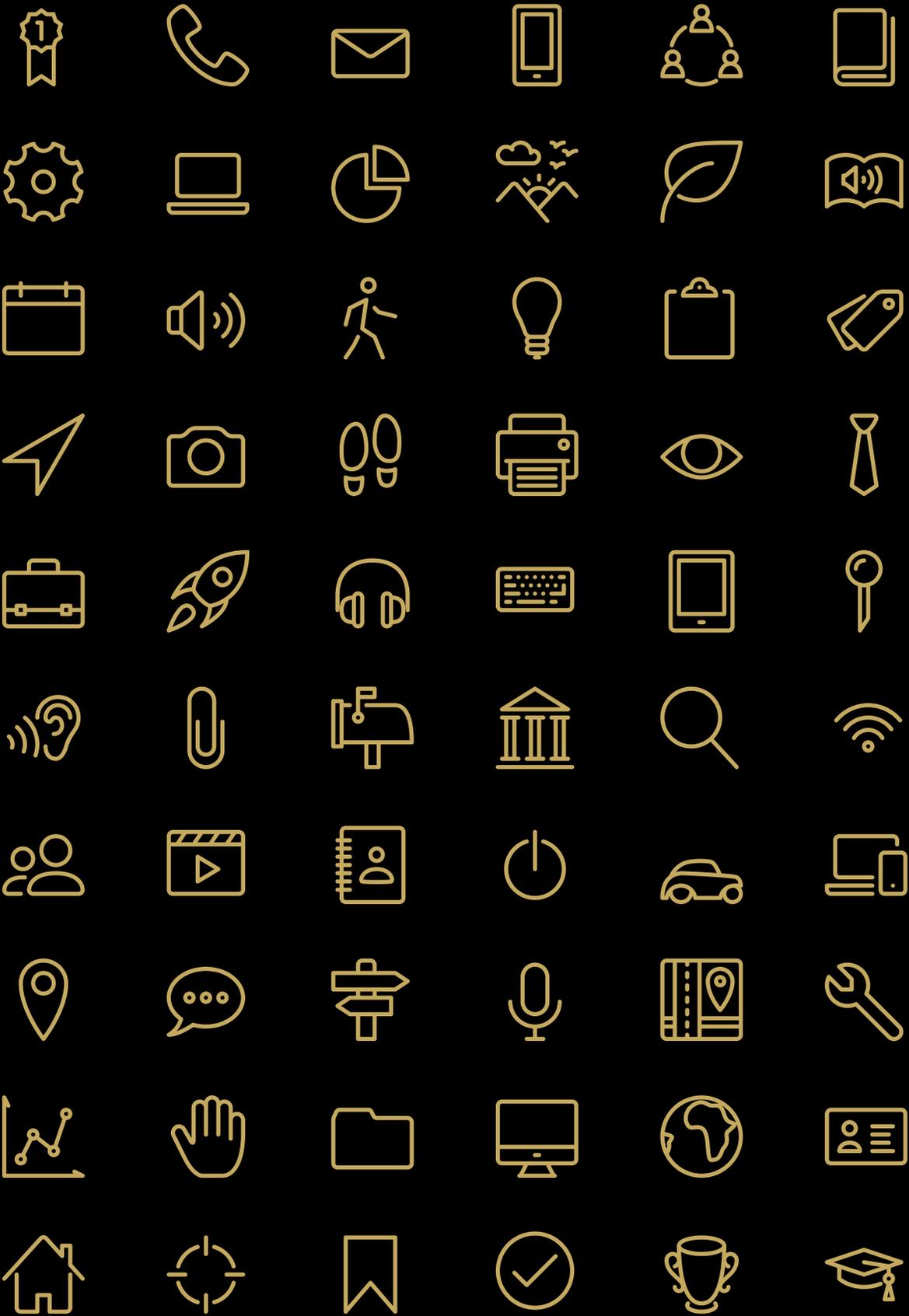
THINKS OTHERS ARE TOO FAST/
QUICK SHARES LAST

WANTS TO FEEL CONNECTED

COMMONLY USED PHRASES FOR KINESTHETIC LEARNERS:

- All washed up
- Boils down to
- Chip off the old block
- Come to grips with
- Cool/Calm/Collected
- Firm foundation
- Floating on thin air
- Get a handle on
- Get the drift of
- Get your goat
- Hand-in-hand
- Hang in there
- Heated argument
- Hold it
- Hold on
- Hot-head
- Keep your shirt on
- Lay cards on the table
- Light-headed
- Moment of panic
- Not following you
- Pull some strings
- Sharp as a tack
- Slipped my mind
- Smooth operator
- So-so
- Start from scratch
- Stiff upper lip
- Stuffed shirt
- Topsy-turvy





REALTY**ONE**GROUP

REV UP!



MODULE 05

The Purchase Agreement:
A Detailed Review



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WELCOME TO REV UP! 05

IN MODULE 04, YOU LEARNED:

- The Seven Steps in the Sales Cycle
- Effective Client Communication
- Utilizing the DISC Profile

IN THIS MODULE, YOU WILL LEARN:

- Buyer Representation Agreement
- Agency Disclosure
- Purchase and Sale Agreement (*the offer paperwork*)
- Contingency Addenda
- Buyer/Seller Disclosures
- Counter Offer
- Multiple Counter Offers





CONTENTS.

CHAPTERS

Completing the Sale Paperwork

Pg. 01



“

05

AFFIRMATION
Money flows to me freely and easily from expected and unexpected sources.

”

COMPLETING THE SALE PAPERWORK.

The primary goal of this workshop is for you to fully understand all the buyer paperwork, practice completing the forms and have samples to use for reference.

Request a copy of the Sale Checklist so you can revise and customize it to your needs.

The Offer and Acceptance form is an excellent tool to use in preparing your offers and keeping track of the key terms and specifics when negotiating the final sale. This document will also assist you in preparing the Buyer Cover Letter to submit with your offer to the Listing Agent.

Your Manager or Local Association will offer a detailed analysis of the Purchase Agreement and related documents. It is key that you attend these classes, and repeat them if necessary.

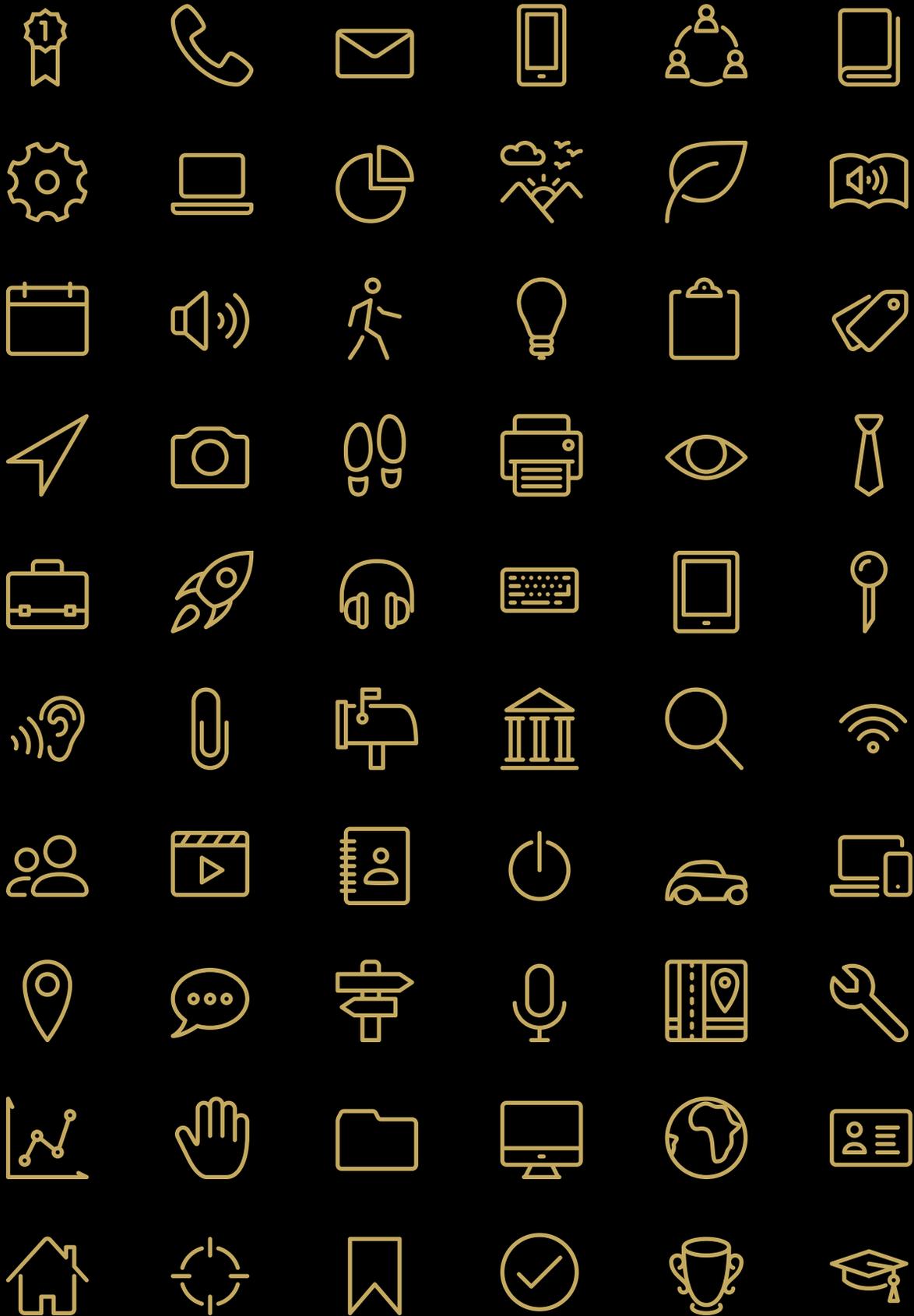
The best place to start is to print out and read every line of your Purchase Agreement and all related documents. It is key that you understand what they mean, and more importantly, that you can explain them to your clients.

The confident and comfortable you are with these documents, the more at ease your clients will be when completing them.

It is recommended that you begin to write practice offers, and that you do so on a variety of property types, loan types, cash offers and price ranges. Practice, practice, practice.

Your ability to write clean and clear offers will become one of your greatest value propositions to your clients. You will develop a reputation in your market as a quality agent who other agents want to work with.





REALTY**ONE**GROUP

REV UP!



MODULE 06

Working with Buyers
Getting Your Offers Accepted



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WELCOME TO REV UP! 06

IN MODULE 05, YOU LEARNED:

- Buyer representation agreement
- Agency Disclosure
- Purchase and Sale Agreement
- Contingency Addenda
- Buyer and Seller Disclosures
- Counter Offers
- Multiple Counter Offers

IN THIS MODULE, YOU WILL LEARN:

- The Steps in the Buyer Process
- Buyer Qualification and Consultation
- The Art of Showing Homes
- Purchase Agreement Concepts
- Buyer's Market vs. Seller's Market
- Getting Your Offers Accepted



CONTENTS.

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06

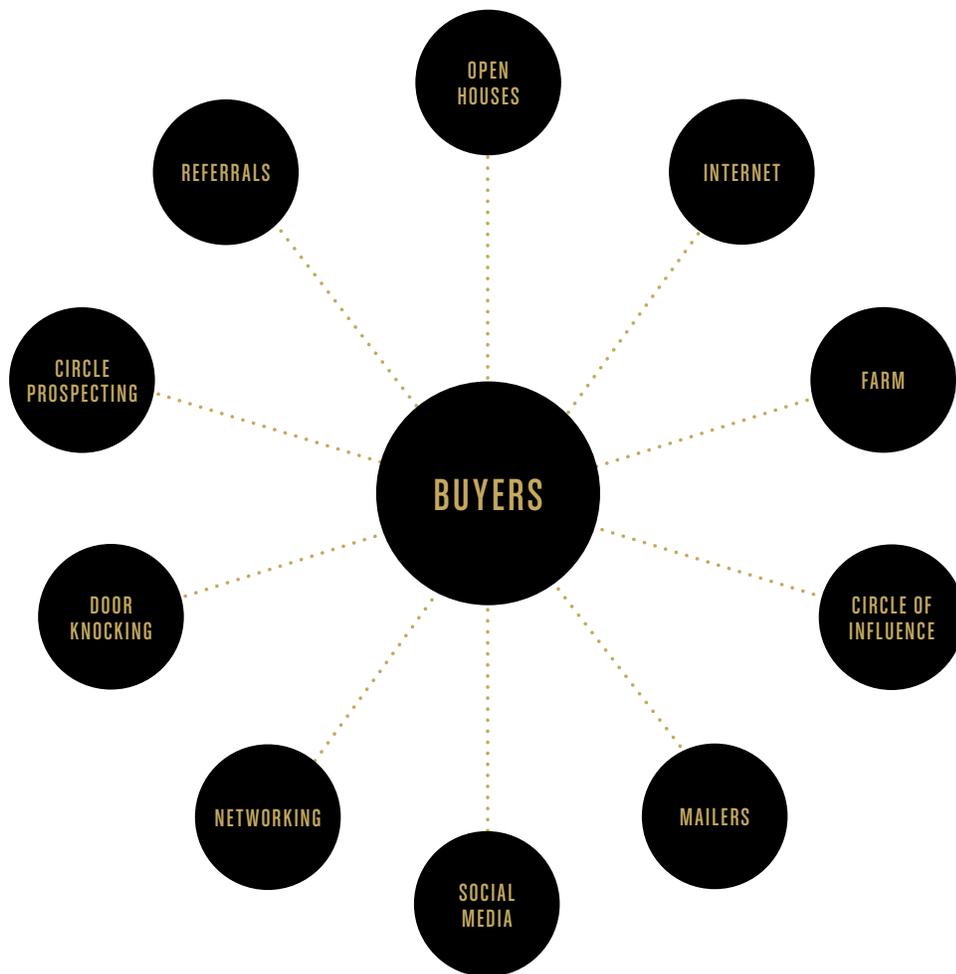
AFFIRMATION
I know my value and only work with realistic, qualified and motivated buyers and sellers.

”

FINDING AND QUALIFYING BUYERS.

CIRCLES OF OPPORTUNITY: ATTRACTING BUYERS

Use the Circles of Opportunity outline as a tool to build your initial database. There are many sources of buyer leads. Select 2 or 3 to begin with and work with your manager, coach or mentor to implement a lead generation system for each.



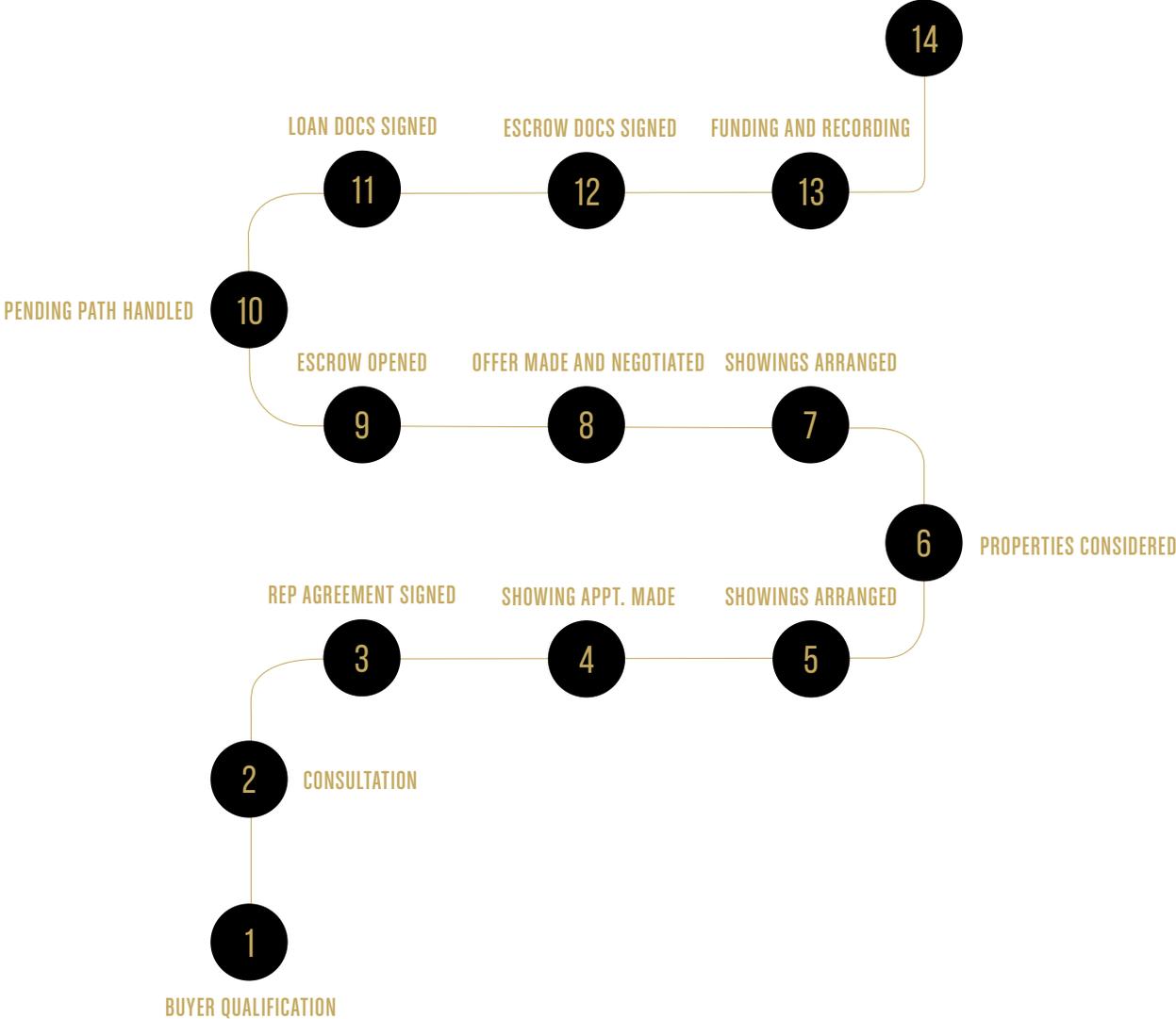
Circles of Opportunity.

THE BUYER PROCESS.

1. Buyer qualification
 - a. Prequalify and buyer receives three lists "homework"
 - b. Initial meeting with lender
2. Consultation with you
3. Representation agreement signed
4. Showing appointment made
5. Showings arranged
6. Each property considered or eliminated
7. Property selection
 - a. Property selected or
 - b. Criteria revised
8. Offer made and negotiated
9. Escrow opened (*earnest money deposited*)
10. Steps in the pending path handled
11. Loan documents signed
12. Escrow instructions/documents signed
13. Funds released and sale is recorded
14. Buyer takes possession

ON TO THE NEXT ONE...

BUYER TAKES POSSESSION



START HERE.

BUYER QUALIFY AND CONSULTATION.

STEP 1A:

Prequalifying: Ready, Willing, and Able

Once you find people who are thinking of buying, you must be sure they meet the following criteria:

Ready?

Can they make a move now?

Check for:

- Lease expiration date
- Home recently sold or within 30 days of closing.

Do they have their financing in order?

Check for:

- Down payment
- Deposit

Willing?

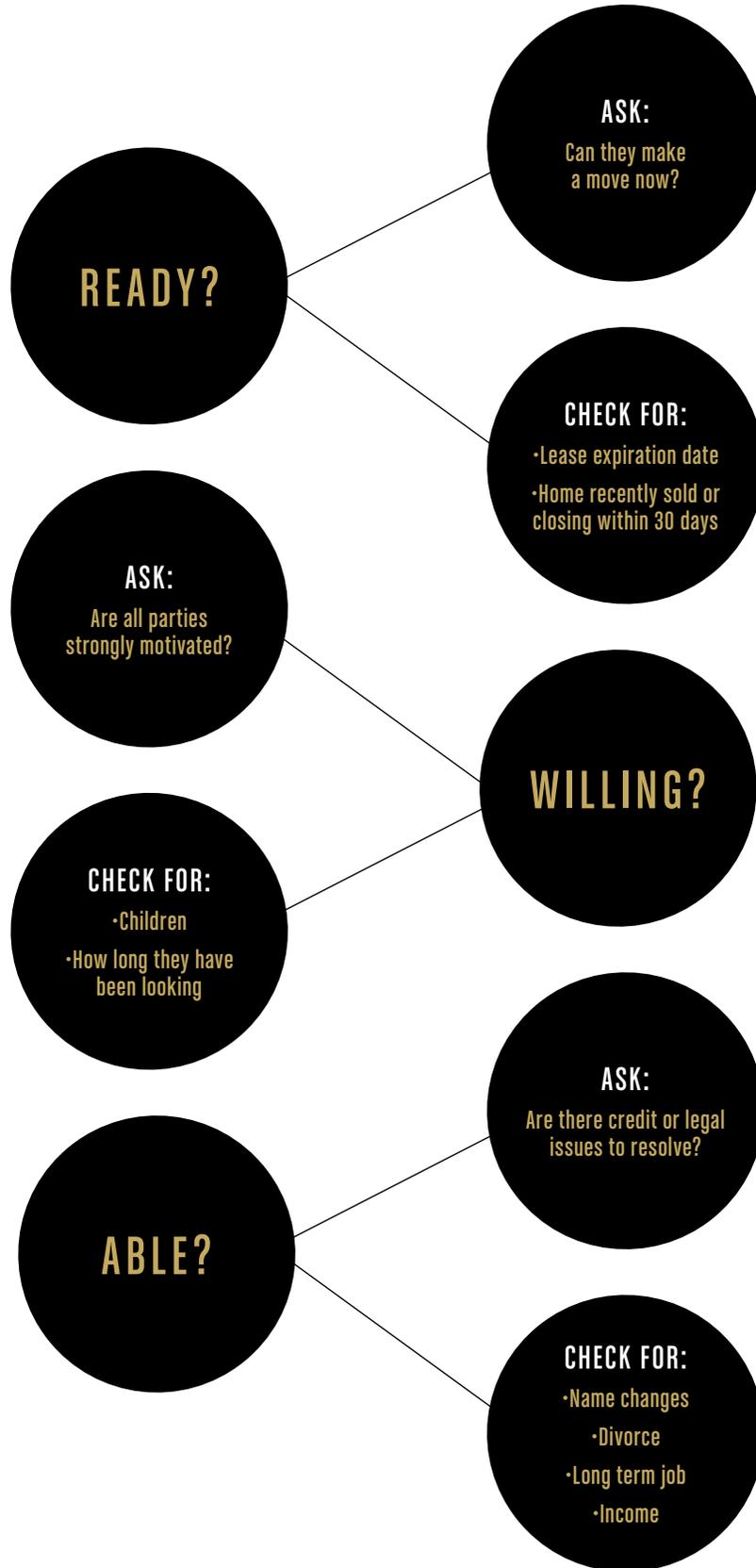
Are all parties strongly motivated?

Able?

Are there credit issues to resolve? Have they been on the job long enough? Make enough money? Are there any legal issues to resolve?

Check for:

- Divorce
- Name changes



Ready?

- Do you currently own your home? If so, do you plan to sell it before you buy?
- If you plan to sell, is it on the market? If so, have you accepted an offer? If yes, when is it scheduled to close escrow? Are there any contingencies still to be met? If so, what are the contingencies and time frames?
- If no offer, then how long has it been on the market? (*Get details, like price, listing agent info, etc.*)
- If not on the market, then what has to happen before you put your home on the market? Do you plan to sell it by owner, or list with a broker?
- If leasing, when does the lease expire?
- Will you be paying all cash? If yes, are the funds readily accessible or will you need time to secure them?
- If financing will be sought, how much do you plan to use for a down payment?
- Do you have a mortgage lender? If yes, have you been in touch with him or her recently for pre-approval?
- If yes, was it a full loan approval or a preliminary? May I speak with your loan officer on your behalf?
- If no mortgage lender, do you have someone at your bank or credit union that you will use? If no, may I make a recommendation?

Willing?

- Ideally, when would you like to be in your new home?
- How long have you been looking?
- Is there anything that might hold you back from moving forward?
- Do you have children? If so, how do they feel about your possible move?
- Who are the decision makers? Are there any friends, co-workers, or family members who will be helping you decide? If so, who?

Able?

Listen carefully to clues that your prospects might leave in statements they make.

- Recent divorce
- Credit issues
- Recent job losses or changes
- Recent long distance moves

TIME UNTIL PURCHASE

Before you put people in your car and invest your valuable time and resources, be sure the odds that your buyers can and will buy are in your favor. The only way to know for sure is to ask a lot of questions, then give your prospects a quick "grade:"

A= LESS THAN 30 DAYS

B= 30 DAYS TO 6 MONTHS

C= GREATER THAN 6 MONTHS

Assuming your buyer has scored an A+ or B+ (*the rest will be educated on why they must wait and then you will follow up regularly until they become that B+ or A+*) you must take charge and lay out the game plan.

THE "HOMEWORK ASSIGNMENT"

You will schedule your first consultation meeting with the buyers after you have sent them to the lender for prequalification. Use the following dialogue and "homework assignment." This will make your job much easier and get the buyers' thoughts out of their heads and onto paper.

- You: **"The next step in the process is to meet and determine exactly what you are looking for. Plus, it will allow me the opportunity to get you acquainted with my team and our system for finding just the right property for you. Sound good? When is a good time to meet in my office?" (*Set date and time.*)**
- You: **"Great! I'm really looking forward to meeting you (*or seeing you again*). I know you'll be very impressed with the systems we have for finding just the right property for each of our buyers. In order to make our meeting extremely productive, I am going to give you a little 'homework assignment,' okay?"**
- Buyer: **(*Usually laughs*) "Okay! And what is that?"**

- You: "Grab a piece of paper or something to write with. Got it? Okay, here we go. I want you to make three lists. The first list is the must-have list. In thinking about your ideal home and property, any feature that you absolutely must have will go on this list. Now, the second list is the bonus list. These are features that you would love for the home or property to have, but you can live without and/or add later. The third and last list will be the knock-out list. I sometimes call this the no-no list. This will be the list of features that you find absolutely unacceptable. Got it?"
- Buyer: "You bet. I got it."
- You: "Wonderful. Now, a word of caution here: be careful how many items go onto the must-have list and the knock-out list. The longer these two lists get, the more difficult it is for me to search and find the right properties."
- Buyer: "That makes sense. Thanks."
- You: "Like I said, I know you will be very impressed with my buyer system and this will be great fun working together. I will see you this **(day)** at **(time a.m./p.m.)** and be sure to bring your lists."

"I want you to make three lists. The first list is the must-have list. In thinking about your ideal home and property, any feature that you absolutely must have will go on this list. Now, the second list is the bonus list. These are features that you would love for the home or property to have, but you can live without and/or add later. The third and last list will be the knock-out list. I sometimes call this the no-no list. This will be the list of features that you find absolutely unacceptable."

STEP 1B:**Initial Meeting With Lender**

The first step in the process for non-cash buyers is loan approval. This should be taken care of as soon as possible; especially before you and your buyers spend much time looking. A few considerations:

Wrong price range:

- a. Too high and the disappointment may lead them to decide not to buy at all, or worse, they 'fire' you and hire someone else
- b. Too low and while they are delighted with the good news, both of you (*especially you*) have wasted valuable time and resources

Timing:

- a. Too soon and they fall in love with a home that becomes impossible for them to have.
- b. Too late and you are at risk of being fired. After all, they expect you, the real estate professional, to know the process.

In module 08 we will review the different loan types, your role in the process, and how you can best support the lender and the buyer through the process.

Once the lender has met with your buyer and full loan approval has been secured, subject only to final underwriting and appraisal, you and your buyers are ready to continue together.

STEP 2:**The Buyer Consultation**

The buyers are meeting you in your office for the first appointment. Why?

- Safety and Security (*make sure they are legitimate*)
- Professionalism (*we do not meet doctors or attorneys in coffee shops.*)
- Control (*as the consultant, you establish the ground rules*)

Here are the points you will cover in the buyer consultation meeting:

- Verify loan qualification (*or strong pre-approval*)
- Review buyers' home search criteria
 - a. Discuss each item on the three lists they made
 - b. Learn "why" on all must haves and knock-outs
- Learn all you can about your buyers
 - a. Background
 - b. Culture
 - c. Family
 - d. Lifestyle
 - e. Who makes the buying decision

- Introduce the buyer to your team
 - a. Other agents if applicable
 - b. Office Manager
 - c. Coach or Mentor
 - d. Lender
 - e. Escrow
 - f. Title
 - g. Transaction Coordinator
 - h. Inspector(s)
 - i. Repair
 - j. Real Estate Attorneys
- Educate the buyer about the process from now to close of escrow
 - a. Review "pending path"
 - b. Discuss agency/representation and benefits to the buyer
 - c. Handle questions and concerns about the process
 - d. Set showing and selection expectations
 - e. Familiarize with sample contracts, addenda, disclosures
- Secure buyer loyalty (*representation agreement signed*)
- Schedule showing appointment

Let us delve into the consultation with more detail where needed regarding the **verification of loan approval**. It is vital to confirm that the lender has given your buyers the "green light" to proceed. Be sure you and the buyers are aware of any hurdles that may impede their ability to secure financing. Examples of this, and there may be others, include the following:

- a. Unrecorded judgment liens
- b. Unpaid or late child support
- c. Not enough time with a new employer
- d. Self-employed and not enough 'track record' to verify stability

Let your buyers know that lenders frequently request further documentation during the pending phase (*accepted contract to close*). This is not unusual, and the faster they comply, the smoother the closing will be.

Reviewing buyer's home search criteria can actually be quite fun and help you bond with your buyers. How they handle their 'homework' assignment will give you clues as to their personality style(s):

- a. Homework is arranged and categorized, color coded, detailed, and in a notebook: Analytical (*or C in DISC*)
- b. Homework is handwritten on lined, three-hole punch type paper (*like you would use in school*) and neatly organized into columns or three separate pages: Amiable (*or S in DISC*)
- c. Homework is hastily written and sometimes messy, on scrap paper or even napkins, as it was forgotten until just before the appointment with you: Influencer (*or I in DISC*)
- d. Homework is neatly handwritten or typed, organized into the three categories, but usually everything fits on one sheet of paper and the criteria items are short and to the point: Controller (*or D in DISC*)

Discuss with the class how each of the personality styles will likely handle the homework and how best to review the criteria with them, based on their personalities. Remember—people usually buy in pairs (*or small groups*) and rarely have the same personality styles.

Begin with the items on the must-haves list. Review each one with them and ask:

- a. "Why is this important to you?" (*Listen carefully.*)
- b. "If I find a home that does not have this feature, will you want to see it anyway?"

Discussing each feature or item and the why will give you tremendous insight about your buyers. You will help them be more objective in the event their *must-have* list is long. Through thoughtful questions and discussions, it is often possible to move a *must-have* feature to the bonus list, making your job in finding a suitable house that much easier—not to mention the lessening of stress for the buyers. As a part of your review of the three lists with your buyers, you will end by discussing those items or features on the "no-no" or "knock-out" list. Follow the same pattern of review:

- a. "Why is it important to you that the property *must not* have that feature?" (*Listen carefully.*)
- b. "If I find a home that has that particular feature, will you want to see it anyway?"

Again, sometimes a feature on the knock-out list gets eliminated altogether or at the very least will not keep you from showing an otherwise appropriate home.

Learn all you can about your buyers while reviewing the three lists. You will learn a lot about your buyers' backgrounds, culture, family, and lifestyle without requiring separate or specific questions. Simply pay attention. Remember, the two eyes and two ears rule. Listen carefully and be observant, ask open-ended questions, listen to the words they use while answering, and observe body language.

Caution: sales professionals frequently make the mistake of focusing on one of the two buyers because of similar personalities and/or that particular buyer is more highly motivated than their partner.

For example, let us say you are working with a husband and wife. The husband is really excited about every aspect of the process, nods vigorously and enthusiastically agrees with every suggestion you make. Meanwhile, the wife is saying very little, avoiding eye contact with you and her husband, and displaying closed body language; holding her arms close to her body or even keeping arms crossed protectively. Rather than focusing primarily on the good energy from the husband and neglecting the wife, try to spread the enthusiasm to the wife. Unless the husband has all of the say in their relationship, the wife will figure out a way to thwart (*or sabotage*) the purchase. You must ensure that all parties are on board if you want a successful transaction.

Introduce the buyers to your team. We do not mean literally bring each of the people you work with into the meeting. Sometimes you will be able to personally make introductions to your office manager, transaction coordinator, and in-house escrow officer; but, more often than not, the people on whom you rely to help will not be available to meet your buyers during consultation.

Create a nice flier or brochure that highlights each of the vendors and support people so your buyers know how well taken care of they will be, and how important this is to you and them.

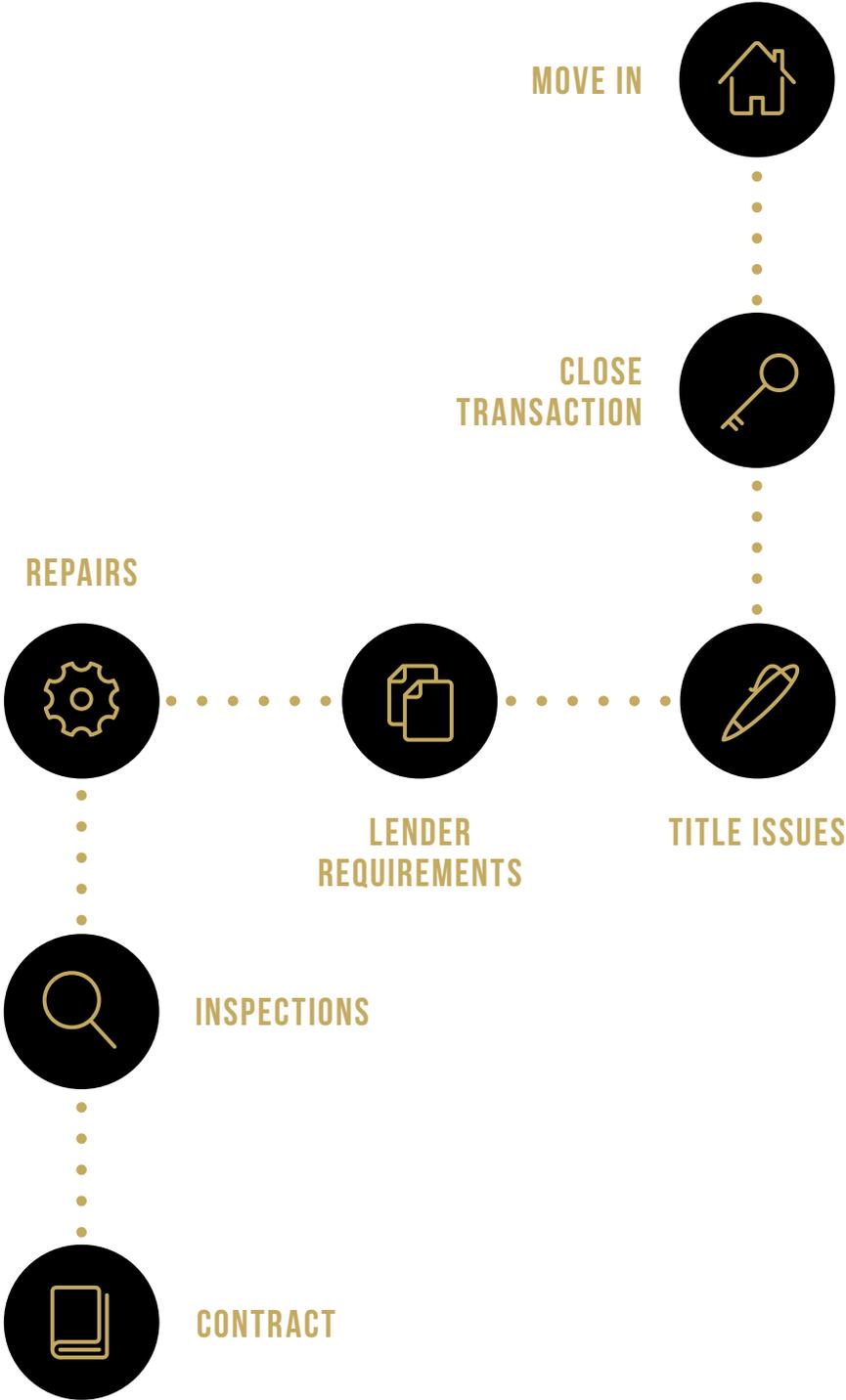
Educate the buyer about the process from now to close of escrow. There are multiple steps along the pending path and many times there are hurdles, potholes, and detours. That is why we use the phrase "pending path" and the visual aid showing a winding road and the potential obstacles we all must deal with between acceptance and closing. While you certainly do not want to frighten the buyers and cause them undue stress over events that have not occurred yet (*and may not occur*), we have found that not covering these very real possibilities with buyers has almost predictable negative results often to the demise of the transaction itself.

Hopefully you have been sprinkling lots of comments about representation throughout your presentation by saying things like the following:

- a. "I am going to help you negotiate the best possible price and terms."
- b. "I will act as your advocate."
- c. "My job is to help you get through the process and the paperwork quickly and successfully."
- d. "I will explain every step in the transaction and make sure you're always in the know."
- e. "I will communicate with you regularly throughout the transaction."

You can avoid the risk by simply saying something like this while showing the pending path:

"This flier illustrates what we in the industry refer to as the pending path. A lot of people think that once we find the home and have successfully negotiated an acceptable offer that our work is finished. Actually, once you and the seller are in agreement, that is when the greatest amount of work begins. Most of it is done behind the scenes and you will not even be aware of it. However, occasionally, we come across something that might cause a delay, such as repairs or a title issue that was not public record to begin with. If something like that comes up, our Transaction Coordinator and I will communicate with you right away and help you through it. Our job is to make the transaction as smooth and stress-free as possible."



The Pending Path.

STEP 3:**Representation Agreement Signed**

There are agents and brokers who routinely work with buyers without a written loyalty agreement; this is known as "buyer representation". However, everything you do for your buyers, from beginning to end, is done on contingency; meaning you do not make a profit until the title changes hands.

The buyers expect you to work tirelessly on their behalf until they are in their new home. We believe the expectation goes in both directions.

It is all in presentation. Make a big deal out of it and it becomes a big deal. Treat it like it is all in a day's work, and the buyers will follow your lead.

Securing buyers' signatures on a representation agreement is fairly simple:

"Let us move to the paperwork that allows me to represent you. I will give you an overview of each section (or paragraph). It is actually pretty straightforward, but if you have any questions, please let me know."

Do not attempt to interpret legal ramifications, or give legal advice. You are only describing what each paragraph or section handles. When in doubt, direct the buyer to legal counsel.

STALLING TACTICS (TRUST ISSUE)

There are several objections to signing a buyer representation agreement that you will need to anticipate and be prepared to handle.

"I'D LIKE TO SLEEP ON THIS"

- You: "It sounds like you need time to make sure the agreement is acceptable, is that right?"
- Buyer: "Well, kind of."
- You: "Can you share with me what concern or concerns you might have in moving forward?"
- Buyer: "Nothing really. It is just that we want to run it past our attorney *(or parents)* first."
- You: "Oh, of course. That makes perfect sense and is a good practice to have. May I make a suggestion?"
- Buyer: "Sure..."
- You: "How about if I write in here that you may cancel the agreement in writing within forty-eight hours for any reason. That way, I can get started on your home search without delay. Would that work for you?" *(The tactic is to get them over the fear hump and offer an out that requires no more than a phone call to activate.)*

"How about if I write in here that you may cancel the agreement in writing within forty-eight hours for any reason. That way, I can get started on your home search without delay. Would that work for you?"

"I PROMISED (*NAME*) THAT I WOULDN'T SIGN ANYTHING"

- You: "Interesting. Can you share with me the reason?"
- Buyer: "Sure, it is just that (*name*) is my (*relation*) and I trust (*him/her/them*). They told me not to sign anything and I promised I would not."
- You: "Okay. I understand. Tell me, did this person share with you why you should not sign anything?"
- Buyer: "I think they had a negative experience sometime in the past by signing a contract with an agent who then did nothing for them and threatened to come after them for the commission if they bought from someone else."
- You: "Oh, my! That is a shame. Luckily, you will not have that issue with me. May I explain why?"
- Buyer: "Sure, go ahead."
- You: "As we have already discussed, my team and I work systematically on your behalf to locate, negotiate, and get you into the right home, at price and terms that are acceptable to you. Was there anything in my presentation that is missing for you?"
- Buyer: "No. You seem to have a great process for your clients."

You: "Thank you. I am very proud of my team and my system. I take my business very seriously because I depend on great people like you for continued business and your referrals. If I behave otherwise, I would not be in business very long, would I?"

Buyer: *(Laughs)* "No, you would not."

You: "So, I would like to be your agent. Working with my team of professionals and me, we will put your best interests first and do everything within our power to locate, negotiate and get you into just the right home. Are you ready to get started?"

"... I am very proud of my team and my system. I take my business very seriously because I depend on great people like you for continued business and your referrals. If I behave otherwise, I would not be in business very long, would I?"

"I WANT TO WORK WITH MORE THAN ONE AGENT"

(This is the flawed belief that a small army will increase the odds of finding the home they want.)

You: "Are you thinking that working with more than one agent will increase the odds of you finding just the right home?"

Buyer: "Yes, that is correct."

You: "I can understand where you are coming from. Before I got into real estate, I might have thought *(or did think, if it is true for you)* the very same thing. The opposite is actually the truth. May I explain?"

Buyer: "Well, sure."

You: "A lot of people don't know that real estate professionals work on contingency, meaning we don't make a profit until you take title to your new home."

Buyer: "No, we did not know that."

You: "It is true. So, we must do everything within our power to increase the odds that our buyers will buy, since this is our livelihood. Does that make sense?"

Buyer: "Yes, it does."

You: "Good. So, when you work with more than one agent, they are all aware of it. Knowing that the odds are against them, the agents do not work as hard for you. On the other hand, we work extremely hard for our clients who agree to work exclusively with us. Does that make sense?"

Buyer: "Yes, I had not thought of it that way. That does make sense."

You: "Great! I would like to be your agent. Working with my team of professionals and me, we will put your best interests first and do everything within our power to locate, negotiate and get you into just the right home. Are you ready to get started?"

"Good. So, when you work with more than one agent, they are all aware of it. Knowing that the odds are against them, the agents do not work as hard for you. On the other hand, we work extremely hard for our clients who agree to work exclusively with us. Does that make sense?"

Notice how the objections and scripts for handling follow the steps of I.V.E.C. You, the agent, respond to the buyers' objection by acknowledging and asking a question to investigate. Get to the real objection, which is almost always based in fear.

Next, you validate the buyers' concern. This does not mean you agree that they are correct in their thinking. Quite the contrary, you need to deliver the truth and help them see why it is in their best interest, but you must make sure they feel safe first or that metaphorical shield will remain up. If so, nothing you say will be heard. Your words will bounce off that "shield" like so many arrows.

Only after you have validated their concern will you educate. Notice, however, that with the exception of one objection (*not signing anything*) the education is only delivered after asking for permission.

Once the information that pertains to your buyer's concern is delivered (*education*), you must close. Get to yes. You must ask for agreement. Human beings rarely "close" themselves.

"WHERE DO I SIGN?"

You must ask for agreement. As you can see from the scripts, there are many ways to do it:

- **"Are you ready to get started?"**
- **"Will that work for you?"**
- **"Sound good?"**
- **"Are you ready to move forward together?"**

STEP 4:**Showing Appointment Made**

After the buyer signs a loyalty agreement or buyer representation agreement, you will set your first appointment to show them a few homes. Set the expectations before they leave your office.

- a. You will show no more than six homes at a time. Let them know that, because of your system, most buyers find just the right home in fewer than six. Your system is that good.
- b. Between each showing, you will ask them to evaluate what they just saw.
- c. Once they decide on the property for which to make an offer, know how you will prepare said offer.
- d. Ask how best to communicate with them during your time working together: email, text messages or phone calls.
- e. Give them a buyer packet that includes samples of your purchase agreement, disclosure documents, and contingency addenda, if applicable.
- f. Make sure they have your Realty ONE Group home search app and any applicable links to your website.

THE ART OF SHOWING HOMES.

STEP 5:

Showings Arranged

Using the buyers' three lists (*particularly the must-haves*) search your Multiple Listing Services (MLS):

- Price range
- Minimum and maximum bedrooms and baths
- Other must-have features

Set up an automatic search in MLS:

- Buyer email notification—once per week maximum

Contact your database with buyers' criteria:

- Do not disclose buyers' identity
- Send blanket email request
- Follow up by phone with your top ten percent
- Ask for referrals

Other sources:

- Social media—consider posting your buyers' needs
- Your website—consider adding a "Current Buyers" section (keeping your buyers anonymous)

SHOWING TECHNIQUES

Do:

- Call ahead—verify availability with listing agent
- Ring the doorbell and knock loudly
- Announce yourself upon entering and lead the way, initially
- Encourage the buyers to explore
- Watch and listen to the buyers for signals
- Ask for feedback: "How do you feel about this one so far?"
- Turn on lights and open window coverings if necessary
- Return lights, window coverings, or anything else that was changed, to how you found them before leaving
- Leave your business card
- Leave a note if you are out of business cards

Don't:

- Insist on accompanying the buyer into every room. Give them space
- Insult their intelligence by stating "this is the kitchen."
- Disagree with them. This is their purchase, not yours. How you feel about the property does not matter
- Defend the home or the property. Instead, seek understanding: "tell me how you would change this if it were yours"
- Skip a home that you have arranged to show. Say this: "the owners are expecting a showing today. Out of courtesy, let us run in and take a quick peek at the front part of the house, at the very least."
- Show any more homes until the buyers have eliminated this one from further consideration

STEP 6:**Each Property Considered or Eliminated**

It is tempting to plow through your list of showings, but in order to avoid having the buyers make a decision by not making a decision, you must keep them focused and on track from the beginning. After the first home, ask: "Is this the one?" Even if it is, the buyers will likely want to see more.

After the second home, hold up the MLS data sheets for home #1 and this home. Ask: **"If there were absolutely no more homes on the market to choose from and you had to choose one of these, which one would it be?"** Why? The goal is to eliminate one of the homes altogether, getting the buyer highly focused on the obvious choice when it becomes clear. Advantages to this approach include the following:

- Eliminates or greatly lessens the number of homes you need to show
- Keeps the buyers moving forward through the decision making process
- Makes it easier for the buyers to say yes to making an offer when it is time
- Gets you paid in a timely manner.
- Helps you determine if any of the buyers' criteria has changed

TIPS:

- a. Listen. Pay attention. Ask questions.
- b. Remember to summarize the needs, summarize the benefits and ask for a decision.

STEP 7A:**Property Selection: General Buying Signals**

- They talk about where they would place furniture or how they would use a room
- You hear positive exclamations such as:
 - a. "Wow!"
 - b. "Oh my!"
 - c. "Now this is more like it."
- They ask questions they have not asked at other properties such as:
 - a. "Do you know if this house has other offers?"
 - b. "What are the property taxes for this house?"
 - c. "I wonder what our payment would be for this?"
- They ask to go back through the home again

Non-verbal Buying Signals

- The buyers exchange glances—looks that say "This is good!"
- Lingering in the home or particular room
- Sitting on the furniture, usually the living or family room
- Touching any part of the home
- Touching their chins and nodding
- Starting to take notes, if they haven't before
- Not taking notes, if they were before
- Measuring

HOW TO MOVE THE BUYER TO MAKING AN OFFER

If you have been paying attention to the buying signals, you will just need to ask a few questions:

- "Is this the one?"
- "How do you feel about this home?"
- "Would you feel comfortable living here?"
- "Well, it looks like this is it. Am I right?"
- "Where would you place your armoire? Your sectional? Your king size bed and master bedroom furniture?"
- "Which bedroom will be (*Johnny's*)? (*Suzy's*)?"
- "Would you like to go somewhere, have a cup of coffee, and talk about it?"

When It is Time to Make an Offer, Ask Closing Questions:

- "Are you ready to make an offer?"
- "Shall we make an offer on this one?"
- "Should we pencil it up and see what it looks like on paper?"

Securing a Decision Consists of:

- Summarizing the needs
- Summarizing the benefits
- Asking for the decision

Summarizing the Needs:

"If we think back to when we started, you said you are tired of not having a guest bath, and the houses are so close that you are feeling hemmed in. **(Name)**, you wanted to start your woodworking hobby again. **(Spouse name)**, you indicated that with your children getting older, you wanted them to have separate bedrooms and that with all your trips to the airport, you were tired of the long drive."

Summarizing the Benefits:

"This home has the extra three-quarter bath for guests to use, leaving your master bath private. It has about four-hundred feet to your nearest neighbor which will give you the elbow room you wanted. **(Name)**, you said that the walkout basement would be perfect for a workshop. **(Spouse name)**, there will be a bedroom for each child and the driving time to the airport is fifteen minutes less than from your present house."

Asking for the Decision:

"Now, in order to give you plenty of time to finalize details on your present home, how would a ninety day closing date work?"

STEP 7B:**Criteria Revised**

If after a few showings you become aware of a change in the buyers' criteria (*something suddenly becomes a must-have when it was previously on the bonus list*) you must set an appointment or take the time right then and there to review the three lists. Go back through every feature and ask the buyers to think about that feature in relationship to the homes they have seen so far. Ask **"Is this feature still on the list? Do we need to move it to the list?"**

What if the buyer stalls? Ask (*use I.V.E.C. if necessary*) **"What is holding you back from making an offer?"** Usually, like all other objections, it is something based in fear. Fear of jumping in too soon, fear of missing a better property or fear of getting in over their heads. It is wise to remember this is the single largest purchase we usually ever make in our lives; it can be very scary.

"What is holding you back from making an offer?"

Use everything you know about communication to help ease the buyers' minds and assist them in feeling comfortable moving forward. For example:

You: "What is your main concern?"

Buyer: "I do not know. It does not seem like we have looked at enough houses. What if there is something better out there?"

You: "I hear you. You are thinking that if you go with this one, you may be missing out on an even better property, right?"

Buyer: "Right!"

You: "I understand your thinking. Here is the challenge, though, if you will indulge me. **(Buyer nods.)** Let us say we keep looking based on that assumption. A few days go by, or even a week. You come to the conclusion that this, indeed, is the best fit and we discover that it sold immediately after you saw it. How will you feel about that? **(Pause to let that soak in. Listen to their response.)** This is the reason that I have the system that I do, which includes having you make three lists and why I carefully and meticulously review those lists with you. I want to be sure I have done all I can to know your needs inside and out. That way, the very best matches are what we see first. Does that make sense? Are you ready to move forward with this property?"

"I understand your thinking. Here is the challenge, though, if you will indulge me. (Buyer nods.) Let us say we keep looking based on that assumption. A few days go by, or even a week. You come to the conclusion that this, indeed, is the best fit and we discover that it sold immediately after you saw it. How will you feel about that?"

GETTING YOUR OFFERS ACCEPTED.

STEP 8: KEY AREAS OF THE OFFER TO PURCHASE

Your office manager, broker, and/or mentor will carefully review all aspects of the purchase agreement, related addenda and disclosures for your particular state and local area laws and regulations. For our purposes, this section is universal and intended to help you know the key areas of all purchase agreements:

Your buyers' lender should already have fully qualified the buyer and together decided which financing vehicle to use: **FHA, VA and Conventional Loans**. You will declare their loan type when making an offer. If points are charged for the current interest rate (*or the buyer desires to buy down the interest rate*) you will need to decide who pays points. Remember, however, that points are a term.

Encourage every buyer, regardless of their own expertise to hire a professional home **inspector** and any other types of inspectors who may help determine the status of the property's condition. Aside from the usual look at plumbing, electrical, and structural systems of the house, discuss with your buyer hiring specialists. Examples of this are termite, pool and spa, lawn sprinkler systems, soils engineering, roofing contractors, etc.

TIP:

- a. Don't forget the big picture. Always act in your client's best interest.

Repairs: Once the inspection(s) is/are complete, review the results with your buyers and make a cursory list of repair and/or replacement items with them. Next, discuss which items are non-negotiable and must be handled by the seller. Encourage the buyer *not* to give the entire list to the seller as a repair request, but rather to concentrate on the really important and/or costlier items for the seller, while agreeing to handle minor and inexpensive repairs on their own. Often, buyers' agents will share the entire list with the listing agent, noting that "the buyers' inspection identified all of the following items or issues, but is only asking for..."

Property condition disclosure(s): Most listing agents procure these documents from the seller as part of the listing process, but if you and your buyers are not in possession of them at the time you make an offer, make sure the buyers are aware of what disclosures they can expect to receive and when.

Environmental disclosure(s): The same advice for these types of disclosures as above.

TIPS FOR WRITING "WIN-WIN" OFFERS

Unless the market is an extreme buyers' market, the following truth should be shared with every one of your buyer clients. This helps them understand the reality of the real estate market and encourages them to be realistic in their expectations.

"You will get price or terms, but not likely both. Which is more important to you? Would you rather pay a lower price for the home and take care of your own financing terms, or would you rather have help from the seller with your financing terms?"

The most likely offer to get accepted is the one that comes closest to meeting the seller's asking price, with a minimum of additional requests and/or conditions, and a timely close of escrow.

Plan strategies with your buyers. If they are planning to ask for personal property items, major repairs or corrections, or make the offer contingent upon something occurring in the future (*e.g. the sale of the buyers' current home*). Discuss the pros and cons, as well as how to structure these items in the offer itself, and your plan for presenting to the listing agent.

TIP:

- a. Always include a buyer cover letter that summarizes the qualifications of the buyer and highlights the offer.

BUYER COVER LETTER: A RELATIONSHIP BUSINESS

Keep in mind that people make buying and selling decisions emotionally and then justify said decisions with logic. This knowledge is critical at all times, but especially if your buyers are in a competitive market and you know the subject property will likely receive several offers. Give your buyers as many chances as you can to gain the seller's favor. There are a couple of excellent strategies to accomplish this:

Arrange a meeting with the sellers while the buyers are previewing the property. Admittedly this is tricky to pull off, but if a second viewing is scheduled over a weekend, the sellers may be at home. Do not object to their presence. As a precaution, take the sellers' reasons for selling into account before doing something like this; it could backfire if extreme unhappiness exists such as in a divorce or financial hardship.

Write a cover letter to submit with the offer. Include information about your buyers' qualifications but really emphasize the things they love about the house and property. Brian Buffini tells the story about a couple who owned prime property near the ocean in San Diego and who dreaded the thought of someone bulldozing their prize winning rose bushes. The agent representing a developer bragged only about how valuable the land was and what grand plans the developer had to create estate lots for fabulous, spectacular homes. Meanwhile, Brian came in with a lower offer and explained to the seller how much his clients loved the rose bushes and planned to keep them in tip-top condition. Although Brian's offer was lower, the seller accepted it and all because of the rose bushes.

TIPS FOR COMMUNICATING WITH THE LISTING AGENT

Before buyer brokerage it was customary for the selling agent to present the buyers' offer directly to the seller, with the listing agent in attendance. Not only that, it was expected that the selling agent would provide the seller with a net sheet (*estimate of closing costs*) as part of the presentation. In those days, we called the listing agent and arranged an appointment to meet them in the seller's home. Times have changed. However, please note that if your buyers want the offer presented directly to the property owner, they have that right.

1. Read the agent remarks in the MLS listing data for instructions on how to submit an offer. Many times a listing agent directs you to a specific email address or to an online offer submission system or portal.
2. Many listing agents are easier to contact by text message. If you have a question or two before you submit an offer, consider sending a text message.

TIPS FOR HANDLING DIFFICULT OR UNREALISTIC PEOPLE

Difficult Agents

Many agents sabotage negotiations by engaging in a war of egos with a difficult agent on the other side of the transaction.

Remember who you are representing. **Ask yourself, "Is this behavior in my clients' best interest?" (Or) "What do I have to do or say in order to be successful on my clients' behalf?"**

Sometimes, in spite of your best efforts, the agent on the other side of the transaction makes it difficult to be effective on behalf of your client, by displaying one or more of the following behaviors or attitudes:

- Rude
- Aloof
- Non-communicative
- Bullying
- Criticizing
- Belligerent
- Condescending
- Dishonest

What can you do? First, take a deep breath each time a bad behavior is displayed; you must stay calm. Our first response is physiological. If you recognize what is happening to your body (*heart rate increases, breath shortens, blood pressure rises*) you can take immediate steps to regain normal mannerisms. Tightening up and getting angry in response will not serve you or your client. Do not match your response to that of the other agent. Here is a typical exchange that gets out of hand:

- Bad Behavior agent: **"You have not been in the business very long, have you?" (*Rude, condescending*)**
- Victim agent: **"Yes, I have. What makes you think I have not?" (*Defensive*)**
- Bad Behavior agent: **"Your offer. You left out (*fill in the blank*) and you should know better than to write (*information*) in section (*fill in the blank*) like you did." (*Condescending again*)**

You can see where this will go. It quickly spirals downward into a no-win argument that will inevitably affect the buyer and seller as well as the agents, especially if the transaction is not accepted and/or does not close. This kind of behavior could be considered malpractice. Instead of the interaction previously depicted, use the steps of Investigate Validate Educate Close (*I.V.E.C.*) whenever possible.

- Bad Behavior Agent: "You have not been in the business very long, have you?" (***Rude, condescending***)
- I.V.E.C. Agent: "Hmm, it sounds like I may have missed something in the offer. Did I?" (***Stays calm and investigates the underlying issue***)
- Bad Behavior Agent: "You sure did. Not only did you leave out (fill in the blank) you also..." (***Continues the aggressive behavior***)
- I.V.E.C. Agent: "Okay. How about if we go over the offer together? If I missed something or did something in error, I certainly want it to be corrected. After all, it is in both of our clients' best interest." (***Does not take the criticism personally, stays focused on the client***)
- Bad Behavior Agent: "Well, okay. I am sorry if I offended you. I just get so frustrated with agents who do not fill out an agreement properly." (***Calming down, relieved that the other agent is not fighting back***)
- I.V.E.C. Agent: "No problem. I understand and I want to do what is right by our clients. Now, tell me again, where did I miss something?"

Now the "shield" has come down; meaning the aggressive posturing and subsequent defensiveness that would have occurred in a typical encounter subsides and cooperation can take place. This can be challenging to do sometimes, especially when the ego is involved. Ask yourself this question whenever you feel attacked and feel the inclination to defend yourself: do I want to be right or do I want to earn a commission?

INVESTIGATE

VALIDATE

EDUCATE

CLOSE

I.V.E.C. Technique.

"DIFFICULT BUYERS"

What about the difficult and/or unrealistic buyer? Using the steps of I.V.E.C. can help in just about every situation. Try it at home with your spouse and your kids, too. You may be pleasantly shocked.

Buyer: "There is no way I am going to make an offer at full asking price. Sellers always overprice, knowing the offer will be lower. My plan is to offer at least \$20,000 under the asking price."
(Unrealistic in your market)

I.V.E.C. Agent: "It sounds like you are concerned about paying too much for the property, right?"
(Investigates to identify the real issue, which is likely fear)

Buyer: "Well, certainly. I mean, the last thing we want to do is pay too much."

I.V.E.C. Agent: "Absolutely. I am a consumer too, and I do not want to pay too much for anything either. However, may I take a minute to address this?" *(Validates the buyers' fear and makes a truthful statement that equalizes both sides and humanizes the agent, plus asks for permission to educate)*

Buyer: "Well, I guess so. But I am still not making a full price offer." *(The "shield" comes up again)*

I.V.E.C. Agent: "Do not worry. I am not here to make you do anything you are not comfortable doing. My job is to help you locate, negotiate, and have a smooth, successful transaction. Let us take a look at the market data." ***(Agent, anticipating this, shows printouts of current MLS research depicting current number of homes on the market in the area. The printouts also depict price range, number of properties in pending status, days on market, number of sold properties in the price range, and area from the past three months.)***

I.V.E.C. Agent: ***(Continuing)*** "Do you see that in the past three months _____ homes were on the market and out of that number, (#) sold and (#) are in escrow? That means that if no other homes were to come on the market, there are only (#) months of inventory left. Also, on average, the final sales price to asking price ratio was (#) %. That means the sellers are pricing their properties pretty close to where they should be for our market. Does that make sense?"

Buyer: "Well, yes. I guess it does." ***(Not happy, but realizes that the facts do not lie.)***

I.V.E.C. Agent: "So, do you see what would happen if we make offers \$20,00 lower than asking price?" ***(Does not answer, lets the buyer answer.)***

Buyer: "Yes, our offer would likely be rejected, would it not?"

I.V.E.C. Agent: "Yes, you are correct and that would only frustrate our efforts to find just the right home for you." ***(Trial close)***

Buyer: "Yes, I guess it would."

I.V.E.C. Agent: "Okay, let us get started. And when we find the home you choose, we will revisit the market data again. Sound good?"

UNDERSTANDING REAL ESTATE MARKETS.

BUYER'S MARKET VERSUS SELLER'S MARKET

The kind of market you are currently experiencing will certainly influence the terms and ultimate outcome of a buyer's offer. You must always know and be prepared to show your clients the data that helps them understand the current state of the market you are in.

- Active listings in the area
- Price range
- Pending sales
- Days on market
- Sold listings

BUYER'S MARKET (EXCESSIVE INVENTORY/LOW DEMAND)

If the available inventory in a given area and/or price range is selling sluggishly (*in more than 120 days or so*) you are likely experiencing a buyer's market—one in which there are plenty of available homes for sale, and with very little competition for those homes. Effect on negotiating: positive for buyers, negative for sellers.

SELLER'S MARKET (MINIMAL INVENTORY/HIGH DEMAND)

Just the opposite of the buyer's market, if the available inventory in a given area and/or price range is selling quickly (*in less than ninety days or so*) you are likely experiencing a seller's market—one in which there are plenty of available buyers and not enough available properties to meet the demand. This situation often results in multiple offers made for a single property and sales prices that end up above the initial asking price.

BALANCED MARKET

A balanced market is one in which a healthy number of properties are available at any given time (*and price range*) and receive offers within 120 days or so. It is also considered a balanced and economically healthy market if prices are increasing at approximately four to five percent per year.



PRESENTING THE OFFER.

IN PERSON

- If possible, contact the listing agent by telephone and explain the buyers' request.
- Arrange an appointment with the listing agent to meet the property owner, usually at the home, but sometimes at the listing broker's office or seller's place of employment. Let the listing agent be your guide
- Confirm all attendees
- Prepare cover letter about the buyers; although you will cover the information in person, this is a "leave behind."
- Bring hard copies for all parties in attendance: cover letter, offer and any addenda, lender qualification letter, earnest money check, etc.

BY EMAIL OR OTHER ELECTRONIC FORMAT

- Check the MLS agent remarks for instructions
- Alert the listing agent via email, phone or text regarding your offer.
- Scan all related documents to send: cover letter, offer and any addenda, lender qualification letter, earnest money check, etc.
- Be sure to keep copies of all correspondence in your client activity file.

OPENING AND CLOSING ESCROW.

STEP 9:

Escrow Opened (Earnest Money Deposited)

After successfully negotiating your buyers' offer, it's now time to send the properly signed and initialed offer and related addenda to your transaction coordinator and escrow officer. Oftentimes, the Transaction Coordinator will send the paperwork to escrow, but always remember that ultimately you are responsible for the accuracy and handling of the transaction. Depending upon your state law, the buyers' earnest money will be deposited at this point.

STEP 10:

Steps in the Pending Path Handled

Now your work really begins. You and your Transaction Coordinator will want to use a transaction checklist and note *all* deadlines noted in the contract for:

- Loan Approval
- Inspection(s)
- Repair Requests
- Other Contingencies
- Closing
- Possession

Follow up systematically on time frames, deposits, etc. Do not rely on your Transaction Coordinator to do this for you. Keep your client informed every step of the way. What if the seller and listing agent miss your deadline? Simply report this fact to your buyer and ask, **"What would you like to do now? Your offer has expired. We can notify them and give them more time or we can notify them that you plan to find another home."**

STEP 11:**Loan Documents Signed**

One of the most crucial aspects of the transaction is the buyers' loan (*sometimes plural: loans*) and making sure that the lender's requirements are met in a timely manner in order for final loan approval and loan documents to be ready for signing before closing. There are often hurdles along the pending path that pop up with regard to the buyers' loan(s):

- Re-checking credit reports and major purchases discovered since the first credit check. This discovery can sometimes cause your buyer to be outside of the maximum debt-to-income ratios, thus causing them to no longer qualify, which in turns results in a failed sale (*at best*) and/or lost earnest money deposit (*bad*) and/or lawsuits filed by the seller for damages (*at worst*). Be sure to consult with your buyers early on about not making any major credit purchases until after closing.
- Requests for documentation regarding deposits
- Requests for documentation that explains past debts, income gaps, paid judgment liens, etc.

Keeping abreast of any lender requests, along with making sure the buyers are complying in a timely manner (*gentle but frequent follow up*) will greatly enhance the likelihood of a smooth, uneventful closing. Once all documents have been submitted to the lender's satisfaction, full loan approval will be granted. Once full loan approval is granted, the actual loan documents (*deed of trust and other Reg Z documents*) will be created and made ready for the buyers to sign. Sometimes these loan documents are signed together with the other closing documents at either the title company, escrow office or the attorney's office. Other times, they are signed separately in the lender's office or elsewhere as arranged.

STEP 12:**Escrow Instructions/Documents Signed**

As was stated above, sometimes the loan documents are sent to the title company, escrow office or attorney's office to be signed alongside the other escrow documents. Each state is different. In Module 05 (*The Residential Purchase Agreement*), Module 08 (*Financing The Sale*), Module 09 (*The Listing Agreement*) and in Module 12 (*Closing The Sale*), you will learn all of the nuances in your particular area and state.

Just remember that the purchase and sale agreement, along with all related addenda, are the closing escrow instructions. Whoever is coordinating the closing for the buyers and sellers must follow the contract. They do not have the legal authority to deviate in any way from what the buyers and sellers have agreed to in writing. Also, it is worth noting that at no time do the sellers or buyers have legal authority to deviate from what was agreed to in writing. In such cases, it is an attempt to re-negotiate the terms of an already agreed-upon contract. Neither party is obligated to accept the other party's request. Each situation is different, however, so be sure to consult with your broker.

STEP 13:**Funds Released and Sale is Recorded**

Once the escrow closing officer (*or attorney*) is satisfied that all documents have been properly signed and dated by all parties to the transaction, the lender releases the loan funds and after all expenses have been accounted for and the sale proceeds have been released to the sellers, the sale (*deed*) will be made public record (*recorded at the county recorder's office*).

STEP 14:**Buyer Takes Possession**

If you and your Transaction Coordinator have been following a checklist, you have already made prior arrangements to pick up keys and/or garage door openers in anticipation of the buyers taking possession. There are several ways this is accomplished:

- Listing broker gives permission to retrieve house key from lock box and given to buyer
- Extra keys and garage door opener(s) are often left in a kitchen drawer or other drawer or cupboard for the buyer to retrieve once inside the home
- Listing broker or sellers may give all keys and garage door openers to the escrow closing officer (*or attorney*) for retrieval after funding and recording has been verified

It is important to note that plans for possession (*keys and garage door openers*) must be coordinated in advance of closing. Last minute scrambling makes for a stressful experience for all, especially for your buyers.





REALTY**ONE**GROUP

REV UP!



MODULE 07

Holding Successful Open Houses



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WELCOME TO REV UP! 07

IN MODULE 06, YOU LEARNED:

- The Steps in the Buyer Process
- Buyer Qualification and Consultation
- The Art of Showing Homes
- Purchase Agreement Concepts
- Buyer's Market vs. Seller's Market
- Getting Your Offers Accepted

IN THIS MODULE, YOU WILL LEARN:

- The purpose of open houses
- How to select homes to hold open
- How to prepare for and increase attendance
- Staging and setting up your office for the day
- A step-by-step method for meeting attendees and getting an appointment
- How to use Spacio to convert more prospects
- Post open house protocol and follow up systems





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“

07

AFFIRMATION

I am professional in every way—in dress, manner, knowledge and action.

”

SUCCESS WITH OPEN HOUSES.

Open houses—agents either love them or hate them. Based on your attitude about them, they will either work for you or they will not. For many new agents, open houses are the single most cost-effective way to generate leads and make money right away.

Consider the benefits of holding open houses:

- #1 – Lead generation. Every single attendee is a potential buyer, seller, or both.
- Marketing exposure for your active, salable listing inventory. Although it is not common, there have been offers made on the actual property being held open.
- The investment of your time. Open houses can be the most cost effective prospecting activity, if done properly.
- Worst-case scenario: if no one shows up, you can catch up on administrative tasks, follow-up calls, mailers and other "busy work."

To hold a successful Open House, preparation and planning is required.

ATTITUDE IS EVERYTHING

- Know that the open house is going to be productive
- Plan, prepare, and know the property and the market
- Dress to impress—you are holding an open house intending to be hired by prospective buyers and sellers
- Smile, be happy, friendly, warm and engaging (*be someone you would want to hire.*)
- Ask, believe, and receive

SELECTING THE PROPERTY

- Location. Choose a listing that has great traffic; cross streets
- Condition, price, terms, great condition, priced right with motivated sellers
- Your own listings (*whenever possible*)
- Research office/company listings and coordinate with the listing agent
- Invest in personalized yard and open house signs
- Hold open houses on listings in your farm areas
- Vacant vs. occupied properties. Pros and cons for both
- Weekends vs. weekdays. They both work; be strategic about times that increase odds of good attendance

OPEN HOUSE KIT

- Minimum of six to 12 open house signs with your name, number, and website
- Business cards
- Area info, buyer handbooks, and personal marketing materials
- Property disclosures, *(if available and appropriate)*
- Clipboards and Evaluation Sheets
- Install the Spacio App from the ONE Dashboard
- Cooler of bottled waters
- Table and chairs *(if vacant)*
- Flashlight

OPEN HOUSE PREPARATION AND PROMOTION.

- Preview the listing—brief seller (*or listing agent*) on any needed staging
- Calculate the number of directional signs needed and plan placement in advance
- Gain permission in advance for signs placed on private property
- Research city/county websites for sign ordinances to avoid violations and removed signage
- Preview the surrounding available properties in order to know the inventory.
- Call your local title rep for the address/phone list of the subdivision
 - a.** Circle Prospect: Send invitation post cards to neighbors (*five.ten.ten: five on each side, ten across and ten behind*) ten days in advance
 - b.** Use door hangers instead of or in addition to post cards
 - c.** Make calls to follow up on postcards (*ask who else you should invite*)
 - d.** Send email invitation to your Circle of Influence
 - e.** Make calls to follow up on email (*ask who else you should invite*)

COORDINATE ADVERTISING

- Investigate company advertising venues
- Order post cards for circle prospecting (*see above*)
- Order door hangers for circle prospecting (*see above*)
- Post to Zillow, Trulia, and Realtor.com
- Post to your local Multiple Listing Service/association public website
- Promote the open house on your own business website
- Promote the open house on Craigslist, Facebook, Twitter and other social media sites (*be sure to exercise personal safety precautions here*)
- Put up a sign: "Open house from (*time*) to (*time*)" one week prior
- Put fliers in the sign box to promote upcoming open house
- Post photos and/or Videolicious tours on social media in advance of the open house
- Boost Social Media post to surrounding area
- Talk with your manager/coach about how to select an audience for your posts

PREPARE FOR THE OPEN HOUSE

Create an info packet for visitors containing:

- Modified Multiple Listing Service data sheet
- Property flier with your marketing info
- Plat map
- School info
- Nearby businesses
- Property feature sheet and other pertinent info
- Comparative Market Analysis on the property and neighborhood update

Consider a partner for safety. At the very least make sure your office, and/or someone who could take action, knows the following:

- Address of the open house
- Hours you will be there
- Anticipated return time
- "Code" you can use if you call in trouble

THOUGHT:

- a. You never know when you are being interviewed.

CONDUCTING THE OPEN HOUSE

01. Arrive early for sign placement
02. Memorize how you found the house (*doors, windows, lights*). You will want to leave it the way you found it
03. Bring things to do (*note cards, envelopes, business reading materials, follow up call list*) in case of slow activity
04. Bring WiFi for your laptop so you can get work done, search for properties and link your Spacio App
05. Stage the home:
 - a. Turn on lights and open all window coverings
 - b. Arrange pillows, throws, books and magazines
 - c. Hide any valuables the seller may have overlooked, and remember these items and return them to their place before you leave.

CONDUCTING THE OPEN HOUSE.

READY, SET, ACTION!

01. You hear guests at the door:

"Come in!" (Or) "Welcome!" (Or) "Come on in!" (They need to hear your voice before they see you. It is their first introduction to you.)

02. Meet the guests immediately after they have entered and heard your welcome. You have your tablet and pen in your left hand in order to allow you to shake with your right:

"Hi! My name is (your name)."

Make eye contact with each person, smile warmly, extend hand to the person who either steps forward or seems to be the "leader."

If they do not offer their name, ask **"And yours?"**

Immediately use their name to help remember it.

"Welcome (guest's name). It is nice to meet you! And who might this be?" (To not make assumptions.)

- 03.** Extend the clipboard and pen for signing. Choose the person (*always an adult*) with the best eye contact and open body language:

"Enter and sign in please" (or) "I need someone to sign in, please."

Watch for reluctance to sign. If necessary, use this script:

"I see that you are hesitant to sign. I understand. However, this is at the request of the homeowners for security reasons. I am sure you understand. Do not worry. I will not use this information for any other purpose other than to send you a thank you note. Okay?"

- 04.** Engage them by asking:

"How did you hear about the Open House today? While you are signing in, I will go get information about the home. By the way, how did you find me? I like to know where my business comes from."

Keep track of what generates attendance. This will be useful information for future open houses, and it is a question you can ask everyone without awkwardness in the event several parties come in at the same time.

"Thank you for signing in. Let me grab a property flier and evaluation for you."

Pick up a flier, clipboard, and pen with the Open House Evaluation Form.

5. Hand the flier and the clipboard to the prospect and say

"Here is a property flier as well as Evaluation Sheet. If you would, please share your opinions about the property as you take a tour. It's helpful to me to share your feedback with the Seller."

A few other features to note are:

- Number of bedrooms and bathrooms
- The square footage is approximately (*number of sq. ft*)
- Be sure to check out two or three additional features that you noticed yourself

06. Let them explore on their own:

"Thank you (*name of person*). Now, I will stay out of your way so you can explore the property on your own. If you have questions, you can find me here. Have fun!"

07. Confirm on your smartphone app that their info has synced with your account. Review their Spacio info and social profiles to learn more about them.

08. Watch and listen when the prospect returns to your area:

"What do you think? Is it anywhere close to what you have in mind?"

If body language or expressions are disapproving:

"It does not look like this will work for you. Can you share with me. If you owned this property, what would you change?"

09. Ask questions that will lead to an appointment opportunity:

"Are you looking specifically in this neighborhood? This area of town or the county?"

"Is this the correct price range?"

"How long have you been looking?"

"I see that you live on (*street name*). Do you own your home?"

10. If the party owns their home:

"Will you need to sell it in order to make a move?"

"Do you know what it's worth in today's market?"

"Would you like an opinion of value?"

Close for an appointment to do a market study (*CMA*) for them. (*Common objections and handlers to follow.*)

11. If the party does not own their home:

"Is that by choice? Would you invest in real estate if you could? Do you need someone to help you get the information you need to know when you are ready?"

- Suggest a call from your lender—no obligation
- Set up a meeting with your lender—even better

CMA OBJECTIONS

Objection: "Oh, we would not want you to go through any trouble."

Your Response: "Oh, it is no trouble at all. It is part of my job. I do market studies on a regular basis in order to stay on top of the real estate market. It only takes a few minutes to gather the information I need and then do a little research for you. All I need to get started is to take a quick look at your home. Is today at *(time a.m./p.m.)* possible, or is tomorrow better?"

Objections: "We are not thinking of selling." *(Or)* "We are not ready to sell right now."

Your Response: "No problem. We can do a quick market study now to give you an idea of today's value and it will serve as a kind of 'baseline' and then we can update the research down the road. All I need to get started is to take a quick look at your home. Is today at *(time a.m./p.m.)* possible, or is tomorrow better?"

"Oh, it is no trouble at all. It is part of my job. I do market studies on a regular basis in order to stay on top of the real estate market."

Objection: "We know what it is worth. We just had an appraisal." **(Or)** "We know what it is worth. We just had an agent do a CMA."

Your Responses: "Oh, that is terrific! And what did the appraiser **(or agent)** think it was worth? How long ago was this done?" **(Or)** "How about a second opinion? All I need to get started is to take a quick look at your home. Is today at **(time a.m./p.m.)** possible, or is tomorrow better?"

Objection: "It does not matter since we are never moving."

Your Response: "Never say never. Seriously, at some point in time, you will need to know, even if it is for estate planning; I am happy to at least establish a baseline for you."

"Never say never. Seriously, at some point in time, you will need to know, even if it is for estate planning; I am happy to at least establish a baseline for you."

If they still resist, try this:

"Do you, or someone you know, own stock?" ***(The answer is always "Yes.")***

"What does the owner of stock do on a regular basis, whether they plan to sell the stock or not?" ***(Wait and let them answer. The answer is always, "They check the value.")***

"Right; since real estate is the single largest investment you will likely ever make, it is good to know the value on a regular basis, is it not?"

"So, how about it? All I need to get started is to take a quick look at your home. Is today at ***(time a.m./p.m.)*** possible, or is tomorrow better?"

"Right and since real estate is the single largest investment you will likely ever make, it is good to know the value on a regular basis, is it not?"

POST OPEN HOUSE.

- Return the house to its original condition; secure doors/windows
- Brief the sellers, if they return prior to you leaving (*brief listing agent if it is not your listing*)
- Write a thank you note and brief report for the sellers, if they do not return before you leave
- Collect your signs
- Confirm that Spacio has emailed the prospect (*automatic emails*), or send a follow up email to all prospects
- Make follow up calls as necessary
- Contact the listing agent on activity
- Confirm that all prospects have been added to your CRM (*Contact Spacio to connect with your CRM*)
- Rinse and repeat

TIP:

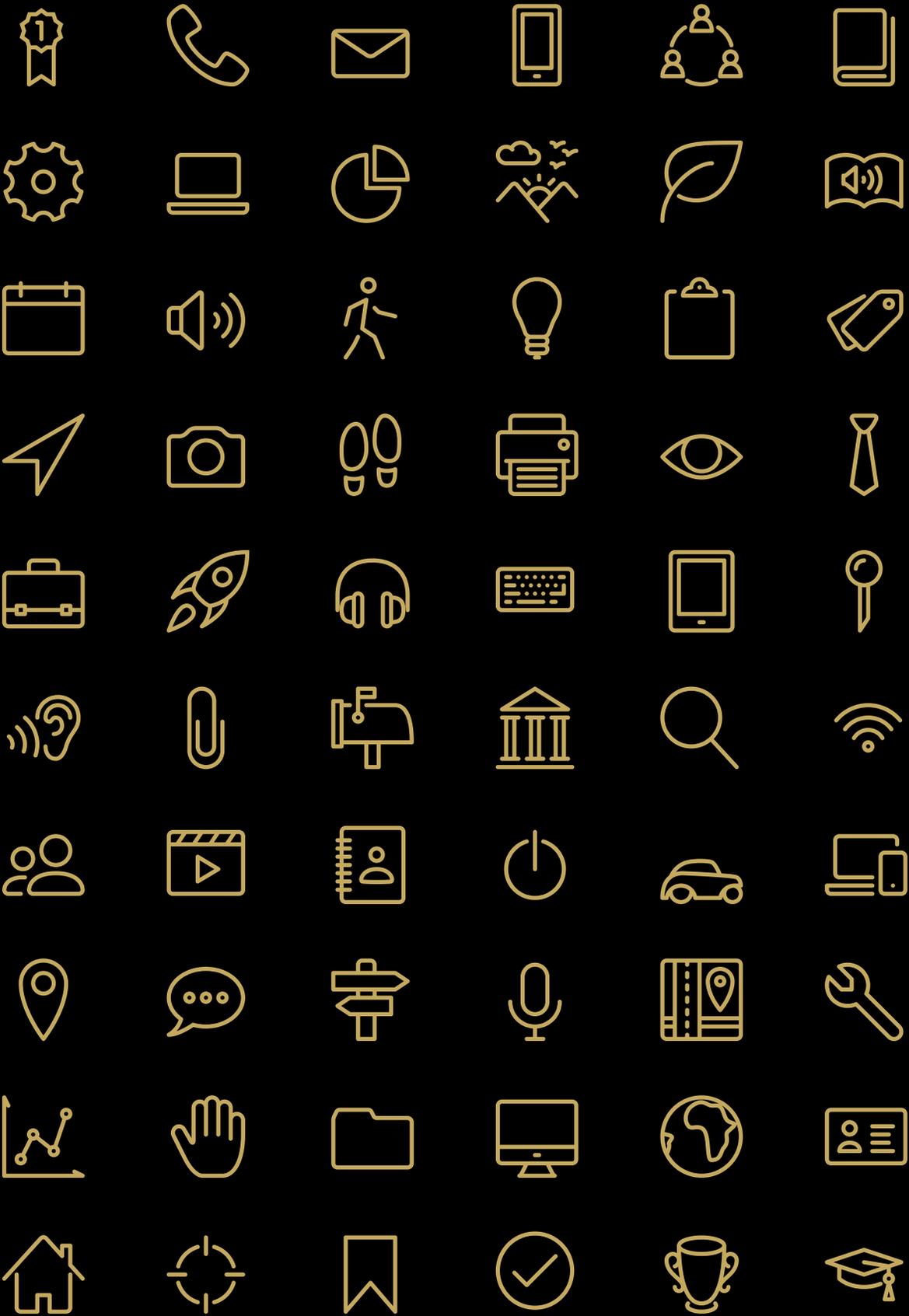
- a. Conduct open houses two-three times a week to see best results.

SETTING UP YOUR SPACIO ACCOUNT

Visit the ONE Dashboard to activate and set up your Spacio account. Start by scrolling to the Spacio Circle, and then clicking on the Info Button. From there, view the Tutorials on setting up and using your app. Follow the steps. In a matter of minutes, this amazing lead conversion tool will be ready for use at your next Open House, and every one after.



ONE



REALTY**ONE**GROUP

REV UP!



MODULE 08

Financing the Sale:
Mortgage Basics



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WELCOME TO REV UP! 08

IN MODULE 07, YOU LEARNED:

- The purpose of open houses
- How to select homes to hold open
- How to prepare for and increase attendance
- Staging and setting up your office for the day
- A step-by-step method for meeting attendees and getting an appointment
- How to use Spacio to convert more prospects
- Post open house protocol and follow up systems

IN THIS MODULE, YOU WILL LEARN:

- The basic loan types: FHA, VA, and conventional
- Any state sponsored programs available in your area
- The Loan Estimate and Closing Disclosure
- How to estimate your buyer's mortgage and down payments





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“

00

AFFIRMATION

I love having counter balance in my life and enjoy the knowledge that hard work in one moment allows me more play in another.

”

TIP:

- a. Review your own credit report.

FINANCING THE SALE.

MORTGAGE LOAN TYPES

FHA (Government Insured Loans)

Maximum loan limit in your area:

Down payment requirements are:

Down payment "gift" okay when:

Front/back end defined and ratios:

Other FHA nuances:

VA (Veterans Administration Guaranteed Loans)

Maximum loan limit:

Down payment: not required

Front end/back end ratio(s):

Seller required closing costs:

Veteran eligibility:

- a. DD-214 (*Discharge Document*)
- b. Certificate of Eligibility

Conventional

Maximum loan limit:

Jumbo loan:

Front end/back end ratios:

CREDIT SCORES AND COMMON ISSUES

- FICO reviewed
- Divorce
- Child support
- Judgment liens
- Name changes/aliases
- Others

APPRAISAL ISSUES

- FHA
- VA
- Conventional
- Others

WHAT IS A LOAN ESTIMATE?

A Loan Estimate is a three-page form that you receive after applying for a mortgage.

The Loan Estimate tells you important details about the loan you have requested. The lender must provide you a Loan Estimate within three business days of receiving your application.

The Loan Estimate is a form that took effect on October 3, 2015.

The form provides you with important information, including the estimated interest rate, monthly payment, and total closing costs for the loan. The Loan Estimate also gives you information about the estimated costs of taxes and insurance, and how the interest rate and payments may change in the future. In addition, the form indicates if the loan has special features that you will want to be aware of, like penalties for paying off the loan early (*a prepayment penalty*) or increases to the mortgage loan balance even if payments are made on time (*negative amortization*). If your loan has a negative amortization feature, it appears in the description of the loan product.

The form uses clear language and design to help you better understand the terms of the mortgage loan you've applied for. All lenders are required to use the same standard Loan Estimate form. This makes it easier for you to compare mortgage loans so that you can choose the one that is right for you.

When you receive a Loan Estimate, the lender has not yet approved or denied your loan application. The Loan Estimate shows you what loan terms the lender expects to offer if you decide to move forward. If you decide to move forward, the lender will ask you for additional financial information.

WHAT IS A CLOSING DISCLOSURE?

A Closing Disclosure is a five-page form that provides final details about the mortgage loan you have selected. It includes the loan terms, your projected monthly payments, and how much you will pay in fees and other costs to get your mortgage (*closing costs*).

The lender is required to give you the Closing Disclosure at least three business days before you close on the mortgage loan.

This three-day window allows you time to compare your final terms and costs to those estimated in the Loan Estimate that you previously received from the lender. The three days also gives you time to ask your lender any questions before you go to the closing table.

ESTIMATING BUYER DOWN PAYMENTS AND MORTGAGE PAYMENTS.

By installing your Smarter Agent App, you can easily access the Mortgage Calculator from the drop down menu. Enter your buyer's estimated down payment based on their loan type, and calculate their monthly mortgage payment. You should share your app with your buyers and show them how to locate the Mortgage Calculator.

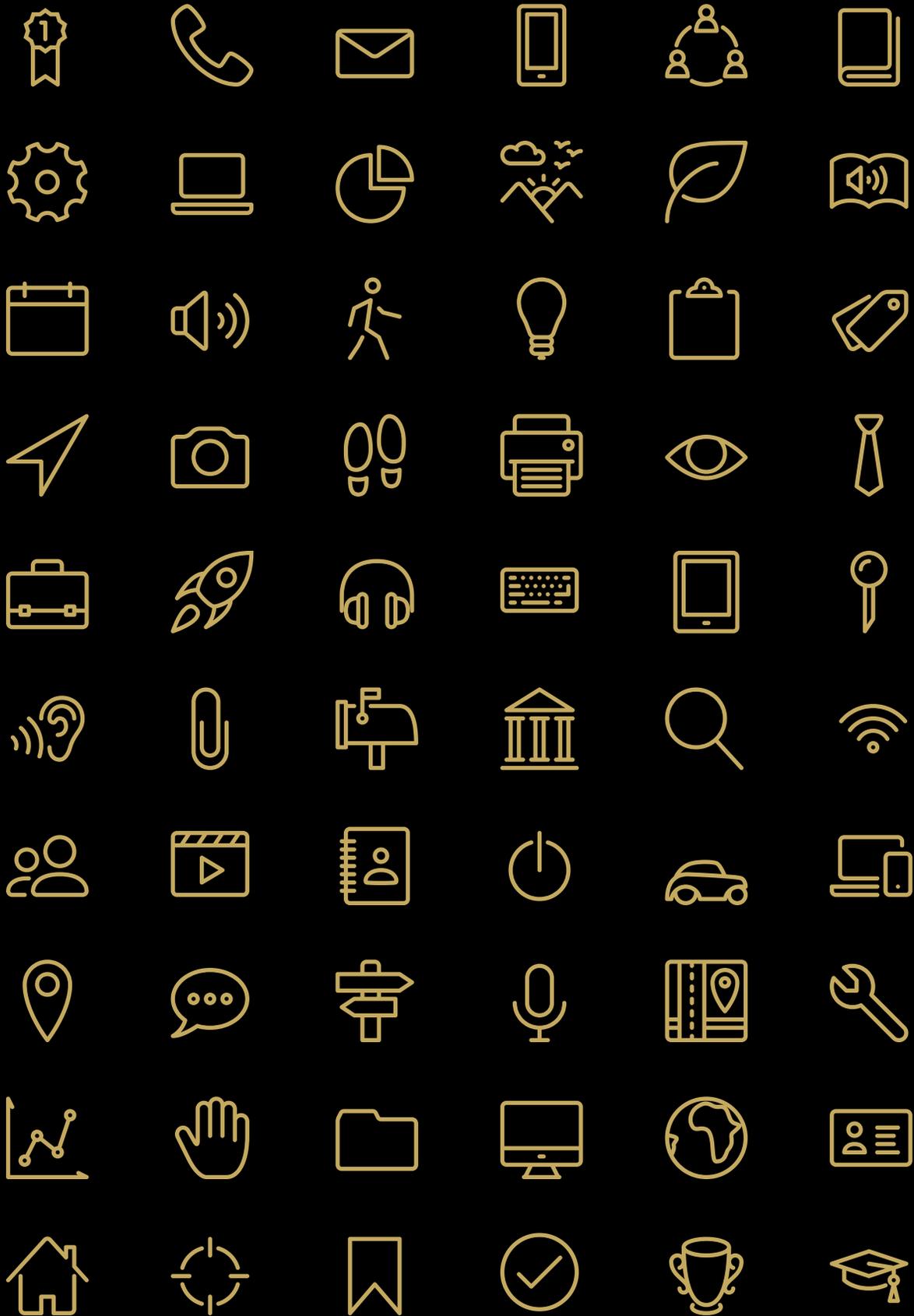
Important note: you should always use the word "estimate" when discussing any down payment, monthly payments or closing costs with your buyers. They should always obtain the exact amounts from their lender. The Loan Estimate will assist them in verifying this information.

Remind them that the Mortgage Calculator is a basic tool to give them a ballpark figure. There may be variations depending on the amount of their down payment, their interest rate and the term of the loan.

TIP:

- a. Buyer's should always verify all payment info with their lender.





REALTY**ONE**GROUP



MODULE 09

The Residential Listing Agreement:
A Detailed Review



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WELCOME TO REV UP! 09

IN MODULE 08, YOU LEARNED:

- The basic loan types: FHA, VA, and conventional
- Any state sponsored programs available in your area
- The Loan Estimate and Closing Disclosure
- How to estimate your buyer's mortgage and down payments

IN THIS MODULE, YOU WILL LEARN:

- Seller representation agreement
- Agency disclosure
- MLS listing forms
- Seller disclosures
- Counter offers
- Multiple offers
- Multiple counter offers





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Completing the Listing Paperwork

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09

AFFIRMATION
I have the power to create all the success and prosperity I desire.

”

COMPLETING THE LISTING PAPERWORK.

The primary goal of this workshop is for you to fully understand all of the paperwork required to take a listing, practice completing the forms and have samples to use for reference.

Download or request the Listing Checklist for your coach so you can revise and customize for your market area.

Your Manager or Local Association will offer a detailed analysis of the Listing Agreement and related documents. It is key that you attend these classes, and repeat them if necessary.

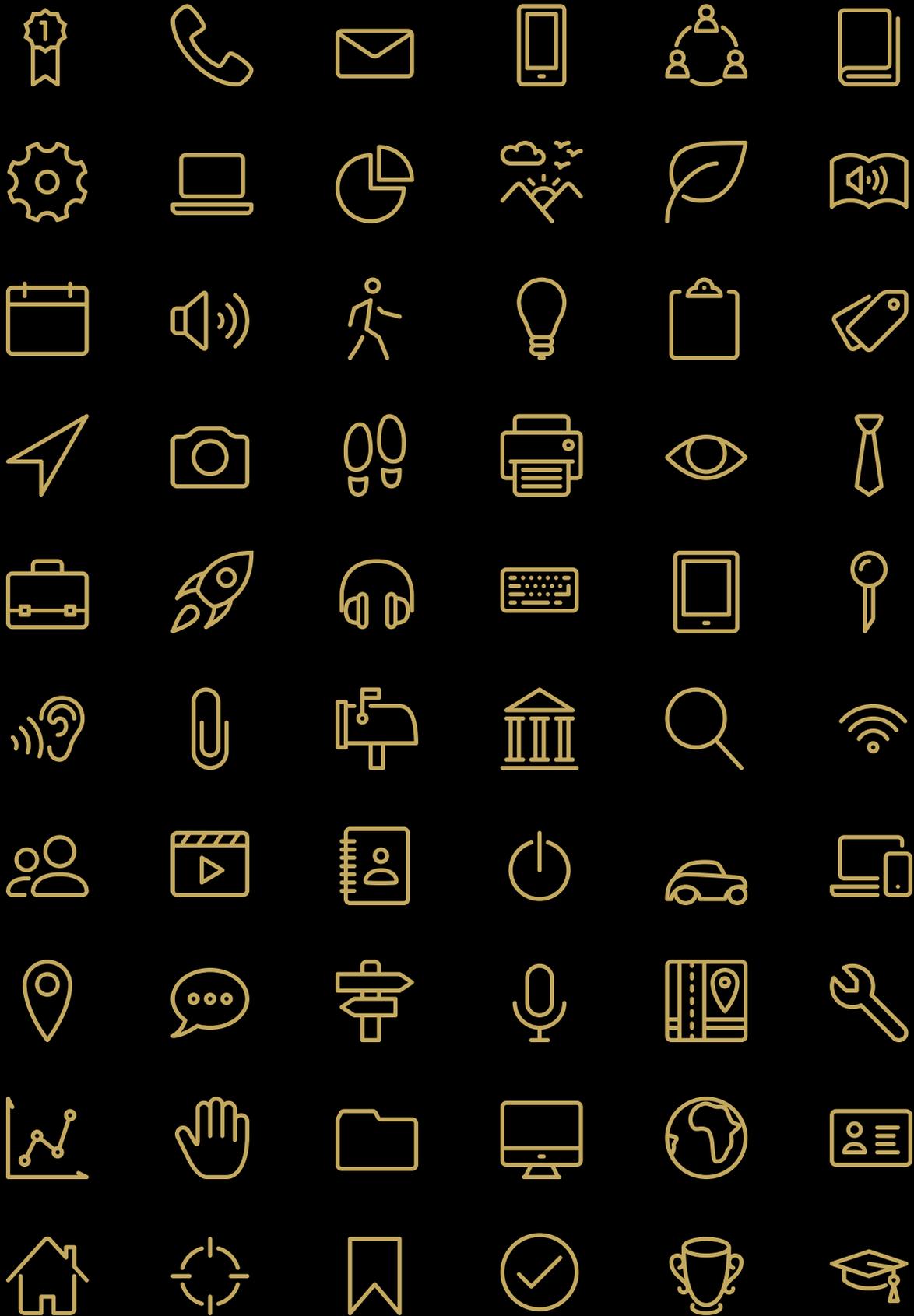
The best place to start is to print out and read every line of your Listing Agreement and all related documents. It is key that you understand what they mean, and more importantly, that you can explain them to your clients.

The more confident and comfortable you are with these documents, the more at ease your clients will be when completing them.

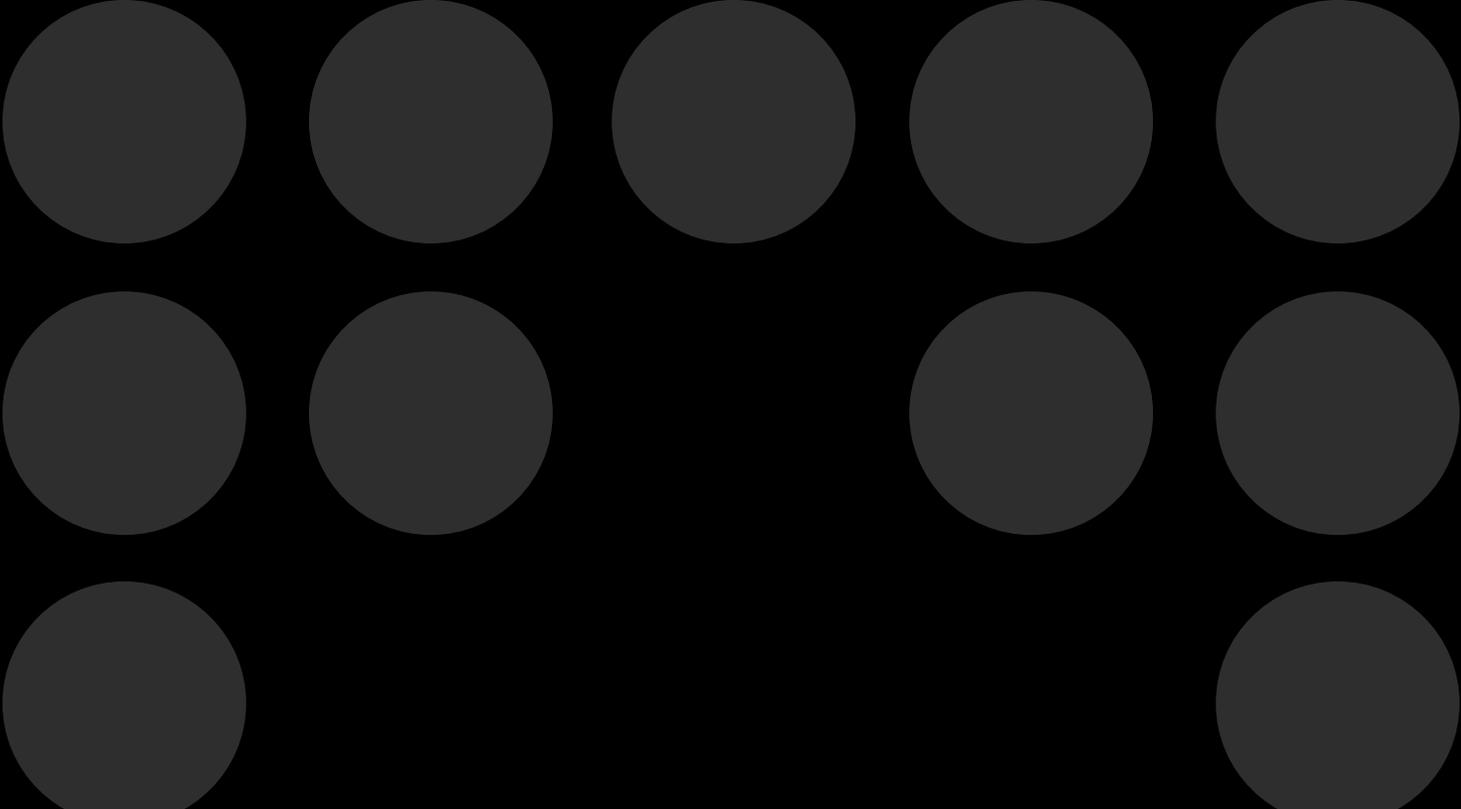
It is recommended that you begin to write practice listings and that you do so on a variety of property types and price ranges. Practice, practice, practice.

Your ability to present a Listing Agreement and all of its terms to a prospective seller may mean the difference between you winning and losing the listing.





REALTY**ONE**GROUP



REV UP!



MODULE 10

Finding Motivated Sellers
Preparing to Win the Listing



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WELCOME TO REV UP! 10

IN MODULE 09, YOU LEARNED:

- Seller representation agreement
- Agency disclosure
- MLS listing forms
- Seller disclosures
- Counter offers
- Multiple offers
- Multiple counter offers

IN THIS MODULE, YOU WILL LEARN:

- Circles of Opportunity—how to find qualified, motivated sellers
- Customizing your ROG listing presentation
- The seven steps in the listing process
- How to qualify sellers
- Using the pre-listing questionnaire
- Effective research and preparation
- The components of a pre-listing package
- How to determine an accurate price range Comparative Market Analysis (CMA)
- Scripts and dialogues for sellers





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“

10

AFFIRMATION

I always put my client's best interest first. I do the right thing by them, knowing it will come back to me tenfold.

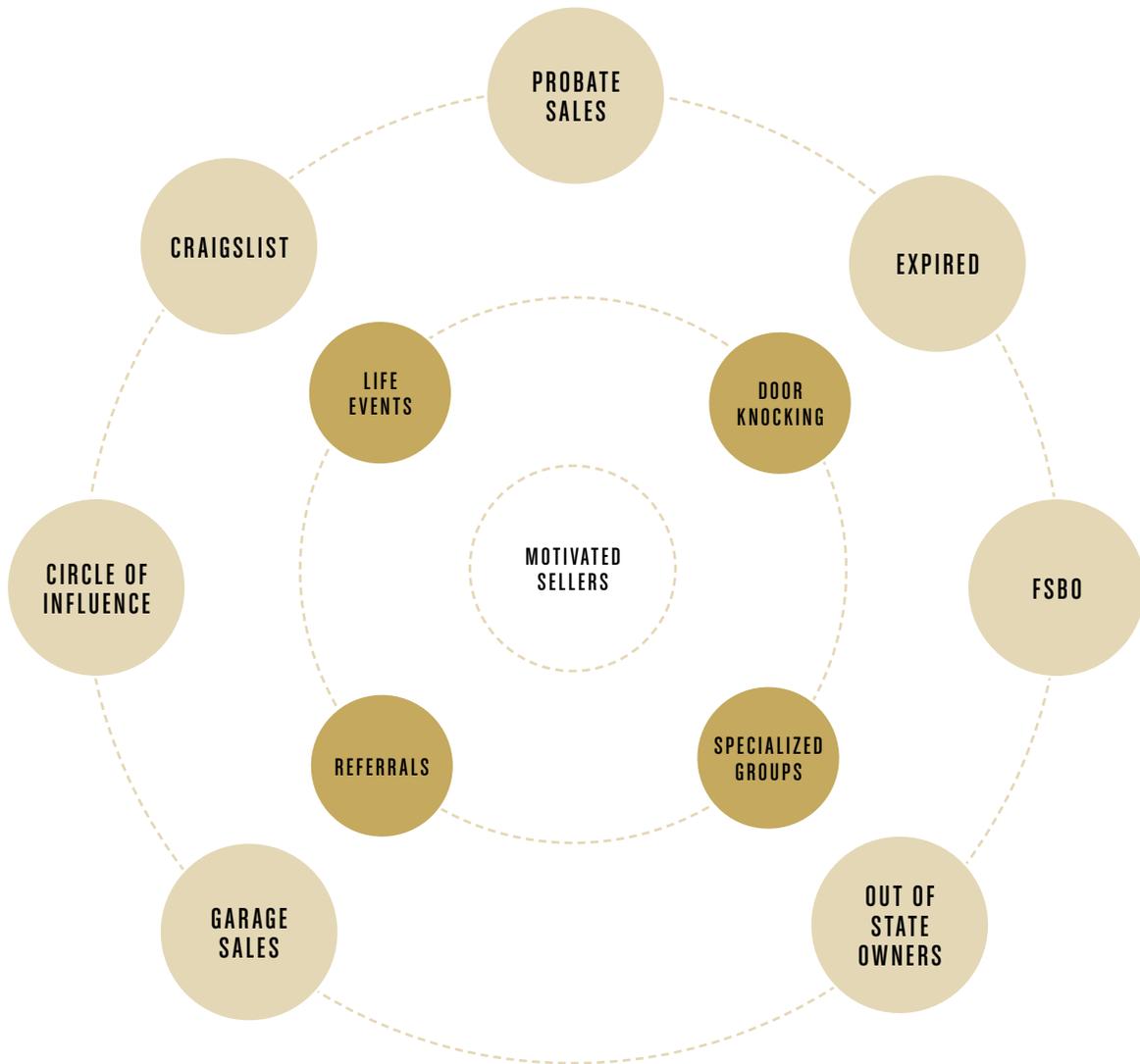
”

FINDING MOTIVATED SELLERS.

Pay attention to the top sales professionals in the industry; you will find that the top listing sales people are nearly always the top income earners. As a success-minded business owner, you will want to focus your attention on securing listings. These are some major reasons for this focus:

- You gain greater control over your time and your clients
- Listings build your reputation in the marketplace
- You can handle four to five as many listings as you can buyers, at any given time
- Buyers driving an area are impressed with a real estate company that has signs on many properties, resulting in more sign calls and walk-in business
- In order for any type of marketing company to stay in business, it must have something to sell. The same is true for real estate brokerages. You must have a large inventory of available listings at all times
- Listings are a major source of buyers and referrals; controlling the listings controls the buyers
- Most sellers become buyers when their home sells, or if relocating will possibly need an agent in their new area, providing you with referral opportunities

Use the Circles of Opportunity worksheet to explore ways to find potential property owners ready, willing, and able to sell. Once complete, select three to five techniques (*not more than five*) on which to concentrate your efforts.



PROSPECTING FOR MOTIVATED SELLERS.

The best way to find sellers is to focus on three primary sources. There are several listed below; however, you will want to focus on the methods that you will not grow weary of doing each day. Prospecting is something you should be doing daily at a minimum of about 15 hours a week. If you are using a method that you do not feel passionate about, you will eventually find other ways to stay busy and your seller database will not be replenished.

AREAS OF OPPORTUNITY

COI: Circle of Influence

Friends, family, and anyone you know.

Farming

This can include a geographic farm or any select group that you stay in touch with on a regular basis.

Door Knocking

Go right to the source. Choose areas close to home, or better yet, concentrate on your farm.

Open House

Probably one of the most effective ways to build your client base of both buyers and sellers.

Expired Listings and FSBOS

These sellers are probably frustrated with lack of activity and if they are still motivated to sell, they can be the best source for listings.

Online Marketing and Social Media

If managed properly and done frequently, this can be a very effective way to build your database, especially since many agents still lack the knowledge of just how to approach this highly effective way to find sellers.

Mailers

If you are considering sending out marketing info to promote your business, be sure you have a decent monthly amount in your budget that will cover your campaign for a minimum of six months. Long-term consistency is crucial in any type of print media or direct mail campaign.

Remember that once you commit to your best method of prospecting, you will want to be consistent with it. Develop a daily plan to spend a minimum of 3 hours a day for a solid year.

SCRIPTS AND DIALOGUES.

FORMULA FOR A SUCCESSFUL SCRIPT

Scripts are an essential part of our industry. Many people, especially in the beginning, object to learning and using scripts, fearing that they will "sound scripted." If you were ever taught how to answer the family telephone, you were learning and using a script. In fact, every single successful agent in real estate uses them on a daily basis. Most of the time they are not even aware of it. Scripts are the most effective way of handling objections and they are limitless. A script that is internalized is not a script.

Scripts accomplish several important objectives:

- Eliminate stammering, stuttering and audible pauses that cause us to sound unsure of ourselves.
- Provide consistent servicing of our clients since we use basically the same words and deliver the same message using scripts and dialogues.

Within ONE University there are many time-tested scripts for you to choose from. Simply search for the type of seller lead you want to pursue, and you'll find a script to match. A script can be created for any scenario. Once a script has been written (*and you do not have to write your own as there are already hundreds that have been created for you*), the formula for utilizing a good script and *not* sounding scripted is as follows: memorize, customize, internalize, and capitalize.

Memorize

To memorize the script, you must read the script over and over again until you can say it without reading it. Even though parts of it may not feel comfortable or roll off your tongue quite as easily, memorizing your script is a crucial element.

Customize

This is where you can customize the script to feel more comfortable and deliver the same message but using your words.

Internalize

After memorizing the script, it will flow and sound in no way rehearsed. Make it your own and be comfortable with it.

Capitalize

This is where you will put your script to work. You are now prepared to handle any objection that comes your way.

An extremely effective relationship building script is one that uses the F.O.R.D. technique. Simply ask the prospect about one of these and listen:

If the client diverts from your question, engage in the conversation and when possible, get back to the script. Take notes and record them in your CRM. When practicing the F.O.R.D. technique, your client will feel that the conversation is about them and not just you. This is a "win-win" conversation. The F.O.R.D. technique is also an excellent guideline for managing the amount of time spent on each call. If you stay on track, your calls will be relatively short. Always finish with: **"Oh, by the way, if you know of someone interested in buying, selling or investing in real estate, this is an incredible time. Please let me know. I promise I will take excellent care of them."**

PRACTICE, PRACTICE, PRACTICE

Practice is necessary in any area we want to excel, and scripts are no exception. The more we practice, the more comfortable we will feel and the more effective our scripts will become. A good suggestion is to find a practice partner and work together to finetune your scripts and dialogues. If an unexpected objection comes your way, write a script to better prepare yourself in the future. Additionally, be sure to seek guidance from a trusted coach, mentor or your broker/manager. Many seasoned professionals have already handled the very objection you encountered.

FAMILY

OCCUPATION

RECREATION

DREAMS

PROSPECTING SCHEDULE.

TIME BLOCKED

An effective prospector has their prospecting scheduled into their week, ideally three hours a day between the hours of 9:00 am and 12:00 pm. Remember, if you erase, you must replace.

WORLD SHUTS DOWN

The time you dedicate to prospect should be the most protected part of your day that is free of any phone calls, emails, or interruptions. A great way to limit interruptions is to post a notice on your door or in your work area announcing, "Prospecting in Progress—Please Do Not Disturb."

MINDSET

Your mindset can affect how you prospect. With that said, positive energy delivers positive results. Confidence and authenticity are key and can be heard through the phone.

PREPARE, PROSPECT, FOLLOW-UP

When agents are met with the three-hour prospecting per day model, they are immediately intimidated. Three hours is a considerable amount of time, especially when doing something you are not particularly looking forward to.

FIRST HOUR - PREPARATION

The first hour is spent preparing to prospect. Begin by preparing your mindset; get your head straight and put on your best positive attitude.

Get your blood flowing by taking a quick walk around the office. Some of the world's best prospectors will prospect while standing. There is a visible difference in tonality and energy when a person is standing rather than sitting; this can be heard and felt through a phone conversation.

Prepare and read through the scripts and dialogues you will be using. Know what you are going to say and how you will say it. Remember the F.O.R.D. Technique. Get your call lists organized and be prepared to take notes. Have your C.R.M. program open and ready. Do your due diligence by researching your prospects online.

SECOND HOUR - ACTION

Prospecting should take place in the second hour. This includes making calls, open houses, door knocking, etc. If you are making calls, follow your scripts and take plenty of notes; these notes will be essential when making future calls. Make it about the client-relax and have fun. Yes, fun!

THIRD HOUR - FOLLOW UP

This is the time to enter notes, write personal note cards and follow up on any lead generated through prospecting. Following this tremendously effective three-hour model will keep you motivated and on track. Sounds a lot better than three hours of straight phone calls, doesn't it?

HOUR 1
PREPARE

HOUR 2
PROSPECT

HOUR 3
FOLLOW UP

TRACK PROGRESS

Track the amount of calls you make or doors you knock. Knowing these numbers will allow you to track your effectiveness and gauge your results. Wouldn't it be great to know how much each phone call is worth? For example: the average sales price is \$200,000, multiplied by 3% commission equals \$6,000. If it takes 100 phone calls to obtain a prospect that buys or sells and closes, each call is worth \$60. If you knew that each call you make is worth \$60, would you be more excited to make them? Keep in mind the importance of tracking your numbers. Remember, we are all business owners who make business decisions; smart and successful business owners know their numbers.

	MON	TUES	WED	THUR	FRI	SAT	SUN
	GOALS VS. ACTUAL						
COI FACE TO FACES							
COI CALLS							
COI MAILERS/NOTES							
OPEN HOUSES							
OH CALL CONTACTS							
OH DK CONTACTS							
OH FOLLOW-UPS							
OH PROPERTY EMAILS							
EXP/ WITH CONTACTS							
FSBO CONTACTS							
FARM DK CONTACTS							

COI– Circle of Influence
 OH– Open House
 EXP– Expired Listing
 DK– Door Knocking
 FSBO– Fale Sale by Owner

	MON	TUES	WED	THUR	FRI	SAT	SUN
	GOALS VS. ACTUAL						
FARM MAILERS/NOTES							
FARM JL/JS CALLS							
FACEBOOK POSTS/ADS							
NEW LEADS							
NETWORKING CONTACTS							
VIDEO POSTS							
INTERNET ADS							
LEAD FOLLOW-UPS							
LISTING APPTS.							
BUYER APPTS.							
NEW CONTACTS							

JL- Just Listed
JS- Just Sold

	LISTINGS TAKEN	LISTINGS SOLD	SALES	CLOSINGS	PROSPECTS
	GOALS VS. ACTUAL	GOALS VS. ACTUAL	GOALS VS. ACTUAL	GOALS VS. ACTUAL	GOALS VS. ACTUAL
JAN.					
FEB.					
MAR.					
APR.					
MAY					
JUNE					
JULY					
AUG.					
SEPT.					
OCT.					
NOV.					
DEC.					

LEAD FOLLOW-UP.

NOTE CARDS

Follow the rules of sending note cards. There isn't a better way of making your client feel important. If you had a conversation or left a message with your client, send them a follow-up note card.

USE YOUR CRM PROGRAM

Any lead that you generate through prospecting should be entered in to your C.R.M. program in real time. Categorizing your clients in your C.R.M. is crucial as you need to be able to find them quickly and sort them with like prospects.

Action plans should be applied to a lead immediately after entering them into your C.R.M. An action plan will keep your leads from falling through the cracks and can be created for any type of contact: buyer leads, seller leads, investor leads, long-term, short-term, etc. When applied, an action plan will remind you to make any type of follow-up contact necessary (*e.g., call, email or mail*) while keeping you on track and efficient.

CUSTOMIZING YOUR LISTING PRESENTATION.

Before you are ready to prepare and deliver a listing presentation, you will need to download and customize your Realty ONE Group Listing Presentation. Download and customize the Realty ONE Group Listing Presentation from zONE. Each seller and listing is a little different. Do not use a "cookie cutter" approach. You can create and re-use a listing presentation template and make adjustments, changes, and/or enhancements to fit each situation as needed. Here is a list of the most common listing presentation components:

- Your background and what makes you uniquely qualified to sell their property.
- Your company and how it supports you and the seller.
- Your team, each person's role, and qualifications.
- Your market knowledge.
- The pricing/market research.
- Your knowledge of target marketing.
- The target market buyers you have determined most likely for their property.
- The marketing techniques you have chosen to find those buyers.
- Online strategies: search engines, your website, your personalized app.
- Social media strategies.
- Marketing to agents with listings and recent sales in the same price range and area.

TIP:

- a. Be sure to utilize the Realty ONE Group Listing Presentation tools during your appointment.

- Marketing to all offices/agents.
- The timeline of actions, steps and events for their listing.

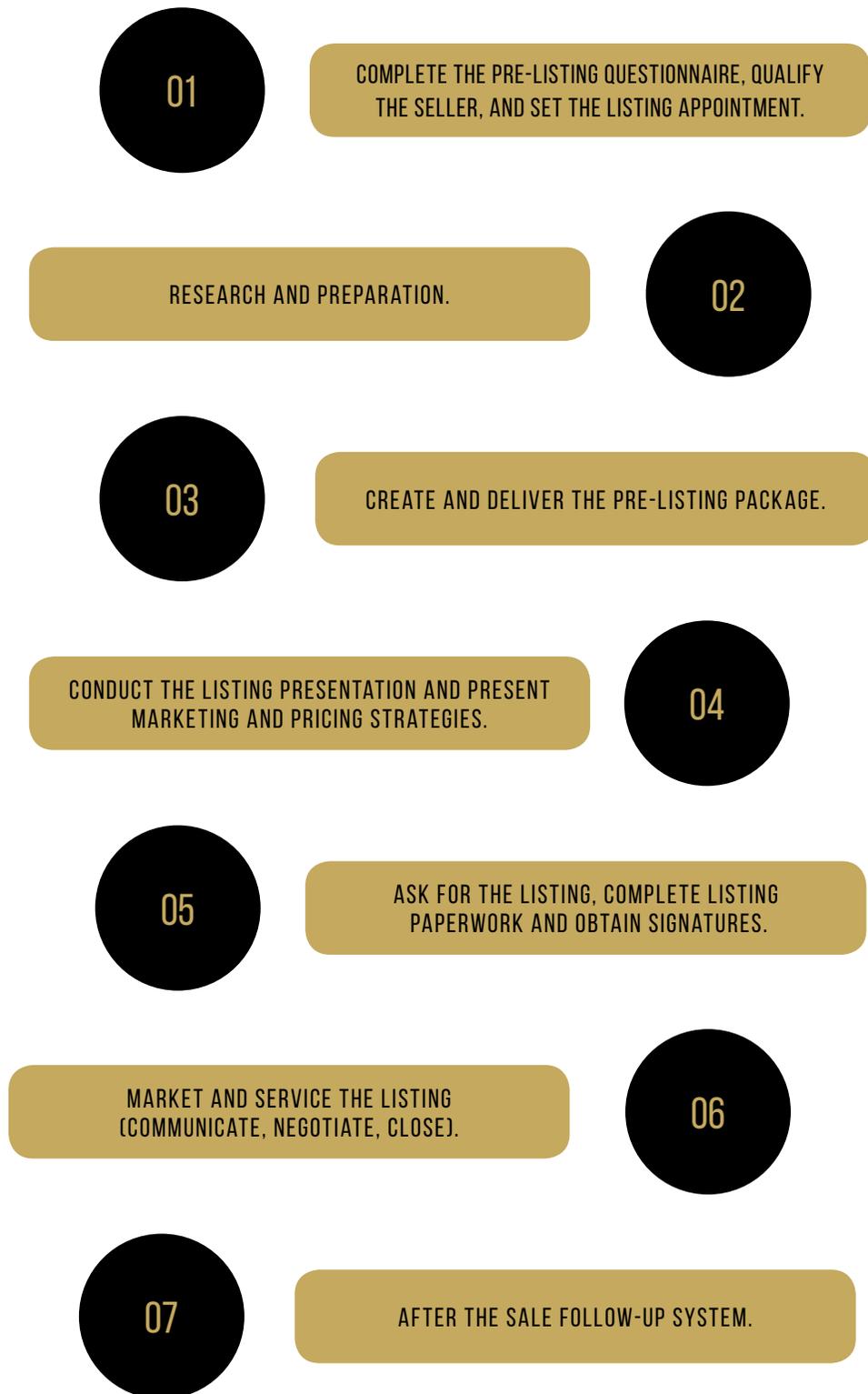
Once you have completed your presentation, you are prepared to take a listing call.

THE SEVEN STEPS IN THE LISTING PROCESS.

1. Complete the pre-listing questionnaire, qualify the seller, and set the listing appointment.
2. Research and preparation.
3. Create and deliver the pre-listing package.
4. Conduct the listing presentation and present marketing and pricing strategies.
5. Ask for the listing, complete listing paperwork and obtain signatures.
6. Market and Service the Listing (*communicate, negotiate, close*).
7. After the sale follow-up system.

TIP:

- a. Your affirmation for sellers: I work only with motivated, qualified, and realistic sellers.



The Seven Steps in the Listing Process.

MINDSET—IT'S OKAY TO SAY NO

All listings are the same, right? Of course not! Many people will claim to be interested in selling their home or property, but remember that "like attracts like." If you choose to work with a seller who is negative, angry, demanding, and unrealistic, not only will they require more of your time, energy and resources, but if you manage to successfully find a buyer and get the listing sold, they will refer their friends and family to you—people who may be equally as negative and difficult to work with. Don't believe this? Ask any seasoned agent and they will confirm it.

Consider the other ramifications of working with unmotivated, unrealistic, and difficult sellers:

- You are working so hard to please them and meet all their demands that other motivated sellers pass you by unnoticed.
- Considering the amount of time and energy it will take to keep the wrong sellers happy, you could have successfully located and sold at least four more listings.
- Unhappy, unmotivated, and/or unrealistic sellers stay that way, no matter how hard you work.
- It will drag you down emotionally, psychologically and physically.

You have the right to say no to people who do not meet your professional standards. Make the commitment right now to set the bar high. Your business will stand a much greater chance of flourishing, and your health, family, and friends will thank you.

Need a great script to graciously and professionally decline doing business with someone?

"Mr. and Mrs. (*name*), I am afraid that we are not the best match for doing business at this time. I know I will not be able to meet your expectations, and I would rather turn you down now than disappoint you later. Thank you for your consideration. I wish you the very best."

No need to justify, risk an argument, or hurt feelings by pointing out their shortcomings. If they ask why, keep it short and sweet. Something along these lines will work:

"It is just that I have very strict criteria for each and every listing that I take. Since I do not make a profit until title changes hands, I have to be as sure as I can that your listing will sell. At this time, I do not think that will happen. If anything changes, let us get back in touch with one another."

STEP I:**Complete the Pre-listing Questionnaire, Qualify the Seller and, Set the Listing Appointment**

Using the pre-listing questionnaire as a guide, ask the questions to determine readiness, willingness, ability to sell, and whether the seller's expectations are realistic.

Many homeowners will press you for opinions on pricing right away. Some believe the only differentiator between agents is in the price they recommend; others are merely excited and eager to get started right away. Regardless, do not make pricing recommendations before seeing the property. Use the correlation of a physician to help you:

"Although I know the market is doing well, I would be doing you a disservice to make a recommendation before I have seen your property and completed the research. Can you imagine a doctor giving you a diagnosis without checking your vitals or running tests? (*Pause for response*) Neither can I. So, is today at (*time a.m./p.m.*) available, or is tomorrow better?"

TIP:

a. When you list, you last.

HOW TO QUALIFY SELLERS

Not dissimilar to qualifying buyers, the process of qualifying sellers includes asking several questions to learn if the seller is truly ready, willing, and able to sell now. Additionally, you will need to determine how realistic the seller is with regards to price. Why not just take any and all listings? Consider:

You do not make a profit until title changes hands. Unmotivated and/or unrealistic sellers demand more of your time. Overpriced listings take more of your valuable time and resources. Typically, these listings expire unsold. Once expired, the seller usually relists with another broker at the price they should have in the beginning. Overpriced listings help sell the competition.

Calculated risks are a requirement in the real estate business. "Calculated" implies that you have done your homework, while the "risk" is the listing. After all, there is a chance that even after you take the listing and spend the time and money to market the listing, it still may not sell. There are no guarantees, that is why this is a calculated risk. Smart real estate professionals work with only motivated and realistic sellers, putting the odds in their favor of being paid for their efforts.

- You have carefully questioned the seller to determine his or her motivation level.
- You have determined that the seller is realistic about pricing and timing.
- You have checked public records to ensure the transferability of the property.
- You have previewed the home and surroundings for marketability.

Using the Pre-Listing Questionnaire as a guide, ask the pertinent qualifying questions, such as:

- Why are you thinking of selling?
- If you sell your home, where will you go? If you are moving out of state, do you have a real estate professional there?
- If your home does not sell, do you plan on staying put or moving away?
- Ideally, when would you like to be in your new home? (*In the case of job relocation*) When do you start your new job?
- Will all decision makers be present for our appointment? (*This is an important detail to consider. You could give your entire presentation to one of the decision makers and believe that you have the listing, only to find that the other decision maker is on an entirely different agenda.*)
- What do you think your home is worth?

The last question is extremely important to ask and will help you establish a baseline for your research. If you know the market well, you will also know instinctively whether the owner is realistic about pricing.

Many sellers will dodge the question, fearing that you will somehow use their number against them. However, every homeowner has an idea of the property's value. You must probe to get a feel, while also reassuring the owners.

Agent: "What do you think your property is worth?"

Owners: "I don't know. Is that not what we are hiring you to tell us?"

Agent: "Yes, and I will definitely do the market research and report. However, it is helpful if I have a place to start. What do you think it is worth?"

Owners: *(Stalling)* "Gosh, we really do not know."

Agent: "Well, how about the tax assessment? *(Referring to public record.)* The tax rolls show your property value to be \$ _____. Do you agree?"

Asking if they agree about the tax assessment works every time. Assure the homeowners that you will in no way use their opinion of price other than to give you a baseline.

If while asking qualifying questions you hear statements like the following, it should be considered a signal that the sellers may not be ready, willing, and/or able to sell at this time:

"Oh, there is no hurry. If it sells, it sells. If it does not, we will just stay put." *(Or)* "We spent \$X on additions to the *(roof, chandelier, swimming pool, etc.)* and we plan to add that amount to the price." *(Or)* "We have heard that realtors routinely underprice when they do CMAs. Whatever an agent tells us, we will add X% to it."

STEP 2:**Research and Preparation**

- Order a Property Profile from your Title Representative.
- Research comparables to determine the seller's equity position (*or lack thereof*).
- Drive the surrounding area of the property and gather research such as community features and amenities. Be sure to also note any challenges, which may affect salability.
- Preview any comparable properties currently on the market.
- Take exterior photos of the property. Look at the property through a potential buyer's eyes and note the following:



ANYTHING ELSE NOTED?

PAINT PEELING?

ROOF IN GOOD SHAPE?

GARAGE DOORS IN GOOD SHAPE?

PLANTS OVERGROWN?

CURB APPEAL?

STEP 3:

Create and Deliver the Pre-Listing Package

A Pre-Listing Package is an incredible tool will allow you to minimize objections that may come up in the listing appointment, distinguish yourself from the competition, and in some cases, get you the listing before you even give your presentation. It is such a distinct advantage that you can almost not afford to utilize it. If prepared properly, a Pre-Listing Package will be no additional work and can be used as your actual Listing Presentation.

A Pre-Listing Package can either be printed or digital, and can be delivered by email, mail, or hand delivered, depending on the client preferences or the property's proximity. Keep in mind that any material printed or otherwise that is delivered to a potential client must be of the highest possible quality standards. Poorly prepared materials can eliminate your chance to even get in the door. A key element in utilizing a Pre-Listing Package is a system; a template or outline for how it is prepared is key.

TIPS:

- a. Pre-listing package: Share (the benefits), Build (the value), and Win (the listing).
- b. "Clients First" means always conducting your business with honesty, competence, and care.
- c. A good cover letter is an excellent way to set a positive pace and is full of assumptive closes that can give you an advantage over the competition.

Here are a few important components to include:

INFORMATION ABOUT YOUR HOME

This section would include any pertinent information gathered during the Research and Preparation step. For example:

- Current photo taken while researching the community
- Tax information
- Plat maps
- Aerial photos
- Property Demographics
- Community information

COMPARABLES (CMA—COMPARATIVE MARKET ANALYSIS)

Property Comparables:

- Available homes comparable to the subject property. These will not determine value; however, they are relevant because they represent the competition.
- Pending or contingent homes comparable to the subject property. These will not determine value. However, they will give a good indication of a saleable range.
- Recent properties that have sold which are comparable to the subject property. These are the best indicator of fair market value and are what an appraiser will use to determine so.

INFORMATION ABOUT YOU AND REALTY ONE GROUP

Your Resume

You can utilize the Realty ONE Group Listing Presentation download to create this section. Components to include would be:

- Your professional experience
- Education and industry designations—Realty ONE Group history and growth statistics
- Family information (*spouse, children, etc.*)
- Outside interests (*hobbies, pets, sports, etc.*)
- Your mission, vision, and ONE value proposition
- Client testimonials
- Social media information, your personal website
- Your team information:
 - a. Transaction coordinator
 - b. Title
 - c. Escrow
 - d. Loan officer
 - e. Office broker/manager
 - f. Support staff

Sample Contracts

This section should include all the necessary contracts to list the property, providing you with two distinct advantages. By completing the contracts with both the client's and your information, you are creating an "assumptive close." This is when you naturally assume that you will be taking the listing. Once your client sees their information as well as yours on the completed contracts, they will have already pictured themselves under contract with you. Assumptive closes are powerful tools that can be used throughout the process.

Remember that real estate is a relationship-based business, so do your best to help people see you as more than just a real estate agent. Many agents supplement their Pre-Listing Package with additional materials. Be as creative as the situation warrants:

- Family movie DVD with microwave popcorn
- Treats for the family pets
- Coloring books and crayons for the kids
- City/area information for relocations

Delay the mention of marketing tactics, search engines and other ideas for finding motivated, qualified buyers. Your plan will be addressed in the listing and pricing presentation. Think of the Pre-Listing Package as a way to keep the "interview" process moving forward while deepening the relationship.

The Pre-Listing Package should include a cover letter stating the following:

New Message

To Cc Bcc

Subject

Dear Mr. and Mrs. Seller,

Enclosed is some information I have gathered about your home. I have also included information about myself and my company, and the listing contracts for you to review if you choose. Please feel free to review any of the enclosed information ahead of time and note any questions you may have. I look forward to answering all your questions and reviewing this information in detail during our appointment on XXXX at XXXX. By the way, there are a few things you may want to have handy for our appointment:

1. A spare key. We will need this for the lockbox.
2. A recent mortgage statement.
3. Home Owners Association information (if applicable)
4. A copy of your trust or L.L.C. if the property is held in either.

Again, I look forward to meeting you on xxx, and please don't hesitate to contact me with questions.

Sincerely,
Your Name | Real Estate Professional

REALTY ONE GROUP
O: XXX.123.4567
Your address here

Send 🗑️ | ▼

DETERMINING AN ACCURATE PRICE RANGE: THE COMPARATIVE MARKET ANALYSIS (CMA).

A few words of wisdom to keep in mind with regards to pricing properties for sale:

- Always suggest a price range, never a single price.
- Do not use price per square feet to determine value.
- Focus on active listings rather than those that have sold.
- Always think like a buyer.

Before you can become proficient at pricing real estate, you must understand two things:

- How buyers buy
- How market (*number of months*) supply affects pricing

The number of homes that have been selling in an area in the past one, three or six months will give you an idea of how strong the market is:

- Are homes selling quickly? (*Less than four months' supply = seller's market*)
- Are homes selling slowly? (*More than eight months' supply = buyer's market*)
- Are homes selling at a steady rate? (*More or less six months' supply = balanced market*)



To calculate the number of months of inventory, search the subdivision or neighborhood the seller's property is located. Do not cross busy streets when determining the boundaries of an area. Find the total number of homes currently for sale in the area in the MLS, and divide that number by the number of closed sales in the past month. Do not forget to include FSBO properties if the data is available.

Total homes currently for sale / Total homes sold last month = X months' supply (*if no other homes were to come on the market*).

Example 1a:

The Sunny Brook community—there are currently twenty homes for sale and five homes sold last month: $20 / 5 = 4$ months' supply of homes.

Example 2a:

The Lazy Day community—there are currently 25 homes for sale and two homes sold last month: $25 / 2 = 12.5$ (*twelve and a half months of supply*).

This data only gives you a recent snapshot of market activity. To determine a possible trend, find out how many homes sold in the same area over the past three or six months.

Example 1b:

Twenty homes for sale, 20 sold in the past 3 months. $20 / 3 = 6.67$ (*seven*) homes per month sold on average. $20 / 7 = 2.8$ (*three months of supply*).

If an average of 7 homes per month sold in the past 3 months, but only 5 sold last month, it could indicate a slowing of market activity. If the data is unclear, go back 6 months.

Example 1c:

Twenty homes for sale, 30 sold in the past 6 months. $30 / 6 = 5$ (*five homes per month sold on average*). $20 / 5 = 4$ (*four months of supply*)

Example one shows a robust market. Potentially, the owner could ask for a slightly higher price with the knowledge that sales have been strong in their area over the past six months. There are no guarantees, of course, and the market can change quickly as we all know from living through the economic downturn. It is important that you pay close attention to the sales activity in the area.

Example 2b:

Twenty-five homes for sale, 6 sold in the past 3 months $6 / 3 = 2$ (*two homes sold per month on average*). $25 / 2 = 12.5$ (*twelve and a half months of supply*)

To double-check your suspicion that this area might be in a sluggish (*or buyer's*) market, take a look at the sales over the past six months:

Example 2c:

Twenty-five homes for sale, 15 sold in the past 6 months. $15 / 6 = 2.5$ (two and a half homes sold per month on average). $25 / 2.5 = 10$ (10 months of supply)

While 10 months is an improvement over twelve and a half months, it still indicates a sluggish market. If the seller is truly motivated (*and we hope by now you are working with only motivated sellers*), they will have priced the home very competitively, or offer terms or other incentives to attract a buyer quickly.

This information is important to impart to your homeowners. With your guidance, it will help them decide if they can price a little higher (*as in the case with more than four months' supply*) or if they must price a little lower to sell quickly (*as in the case with less than eight months' supply*).

The Next Step in the Pricing Puzzle

All too often real estate professionals focus on sold listings as a method of pricing listings. This happens for two reasons:

1. Agents learn about appraisals and appraisal concepts in pre-licensing courses and mistakenly assume that it is the approach to use when working with potential sellers.
2. Sellers become fixated on what has sold recently in their neighborhood and try to sell agents on the virtues of their home over the neighbors' home(s).

Both approaches are usually off the mark. Every one of us, regardless of what we buy, shop by comparison. Let us illustrate.

Think back to the last time you purchased a vehicle from an auto dealer that had a great number of inventory. When thinking about a vehicle, you likely developed criteria and created a physical or mental list. For example:

- A four-door Sedan
- Air conditioning
- Sun roof
- Stereo system
- Built in GPS Navigation System

Before you spend time test-driving a vehicle and dealing with pushy salespeople, there was one important bit of criterion that had to be established: the price range. How much could you afford?

Four-door sedans come in a variety of prices ranging from more affordable models to high-end luxury vehicles. However, you likely won't be driving a car that deviates too high or low from your price range—that would be a waste of time. As a buyer, you evaluate all the choices within your price range and decide which vehicle offers the most features for the price.

In other words, it's all about:

- Available inventory for sale now
- Features and benefits

Would you ever ask a car salesperson to tell you how many cars were sold last month and for how much? Of course not! As buyers, we generally care about what's currently for sale and whether the vehicle is in our price range. Afterward, we will decide which vehicle provides the greatest number of features and benefits for the price, and then negotiate the terms. Homebuyers follow the same process:

1. They dream about the new home they want to buy, establishing their lists of must-haves, bonuses, and knock-outs.
2. With the help of a mortgage lender or knowledgeable, trusted real estate professional, they will determine how much they can afford.
3. Armed with a price range and using the lender's criteria, the buyers will look at several properties that fall within those standards.
4. Using the process of elimination, the buyers will narrow their selection down to two, maybe three properties.
5. The buyers then choose the property that most closely fits all of their search criteria, timeline desires, terms, and so forth, and will make an offer.

Think Like a Buyer

In addition to checking active listings and giving them the most weight, you will want to check the most recent sold listings in your seller's neighborhood and the immediate surrounding area. The lender's appraiser will use sold listings to support or refute the final sale price. Sold data will give you an indication of whether a low appraisal might threaten your transaction.

Be sure to check the number of pending transactions and expired listings. Explain to the sellers what expired listings mean:

- The property was overpriced—pure and simple. The buyers were not willing to pay what the seller was asking.
- Expired listings set the upper limits of the price range. These homes did not sell because they were not priced within the market demands.

It will take some time to complete the research in the beginning, but in due time you will get faster the more research you perform. Always offer to do the market research for comparative market analysis (CMAs) for as many people as you can, whether they intend to sell or not.

DEVELOP A PROPERTY SPECIFIC MARKETING PLAN

Target marketing does not have to be complicated or involve a lot of research. Start by answering this question: who would most likely be attracted to and want to buy this house/property?

Let's revisit our seller's home in Sunny Brook. Its features include:

- Four bedrooms
- Two and a half baths
- Two levels
- Approximately 2300 square feet
- Three-car garage
- Standard Lot (no pool or spa)

Additionally, let's say that Sunny Brook features a community swimming pool, basketball and tennis courts, and three small playground areas for children. Who will most likely be attracted to this house/property?

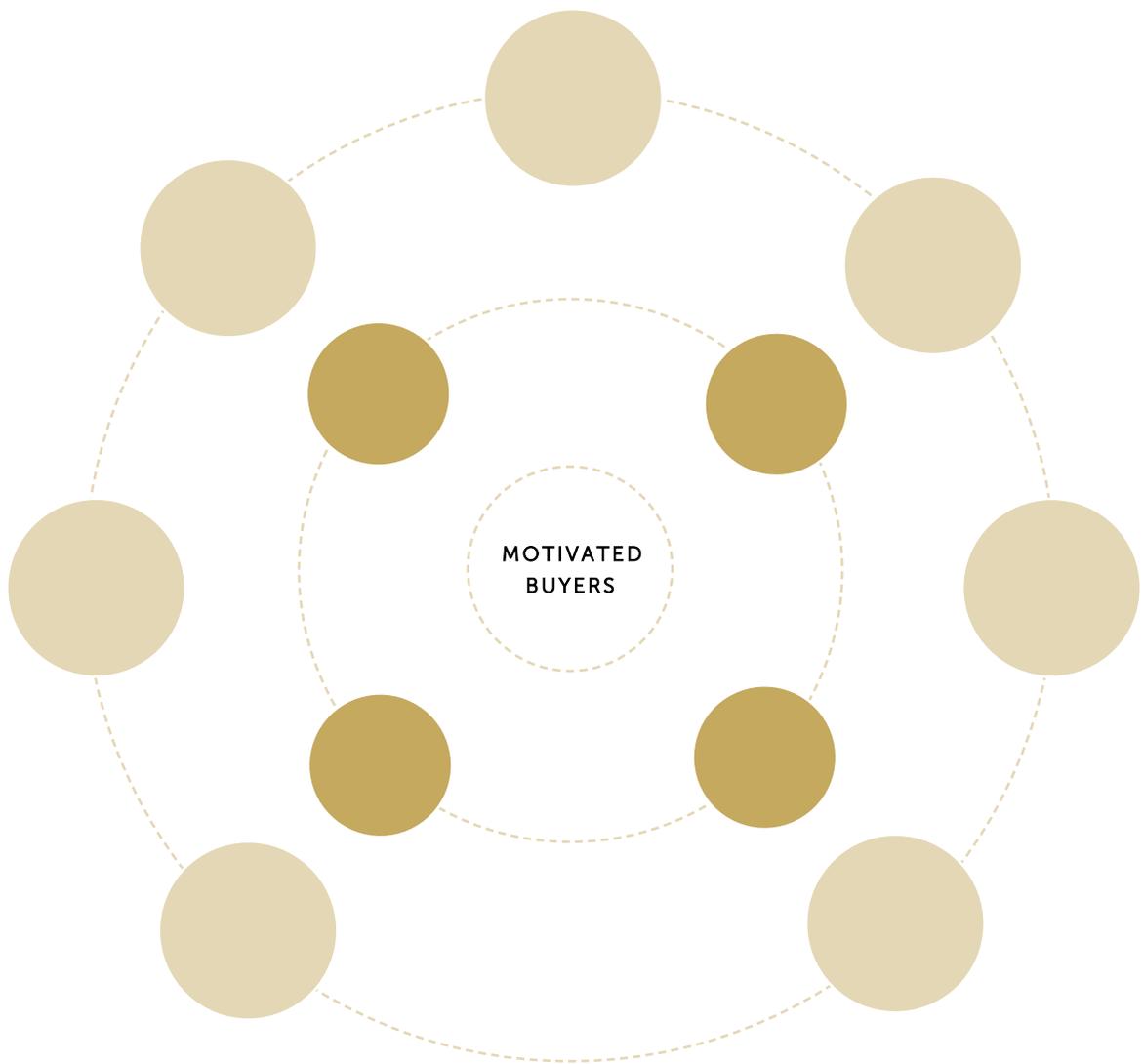
- Singles? Families? Retired?
- Income Level?
- Educational levels?
- Nearby major employers?

TIP:

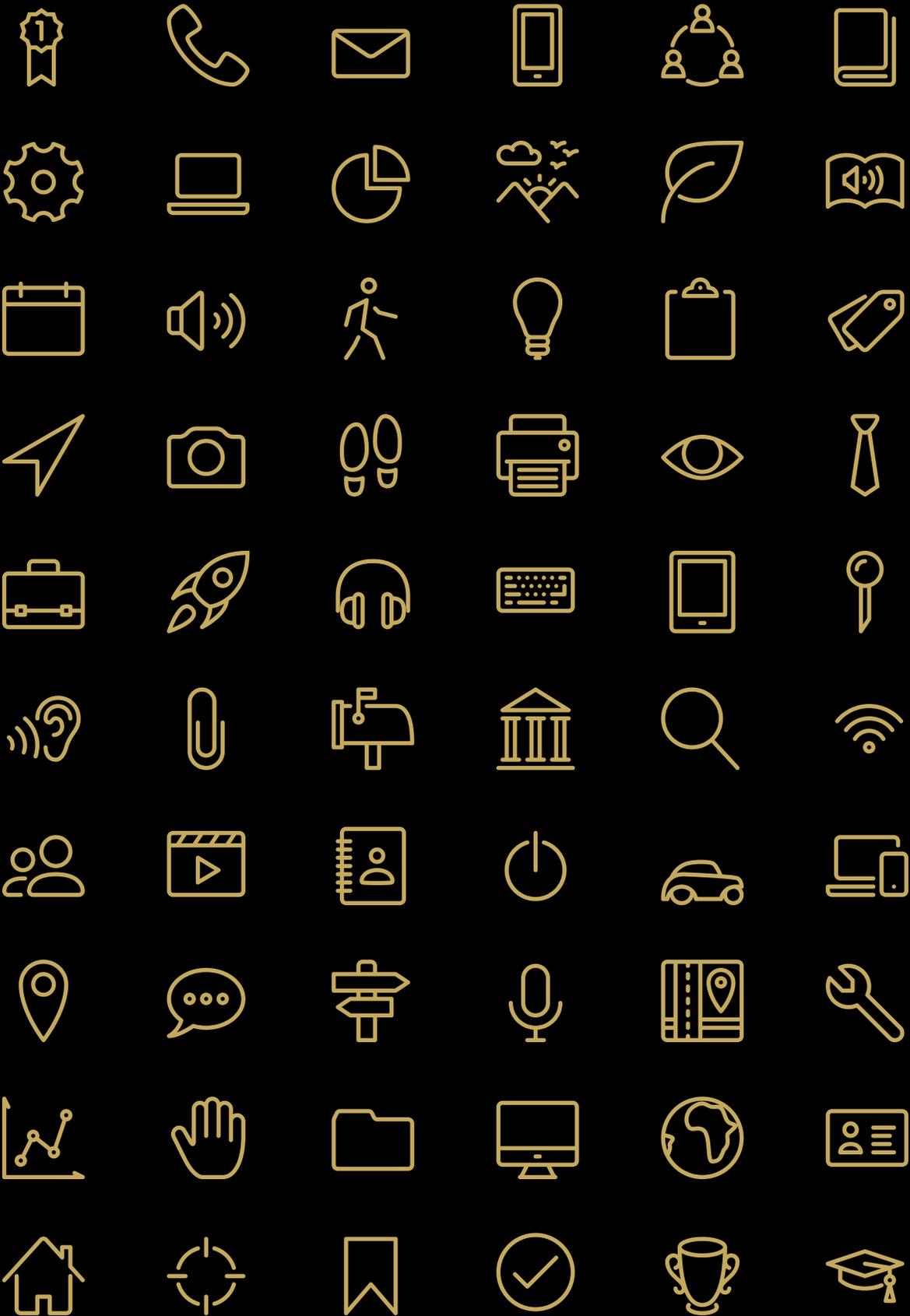
- a. Every listing is an opportunity for three closed transactions.

Are there special features of the property that will narrow the field of potential buyers? Examples of features that narrow the pool of buyers can include:

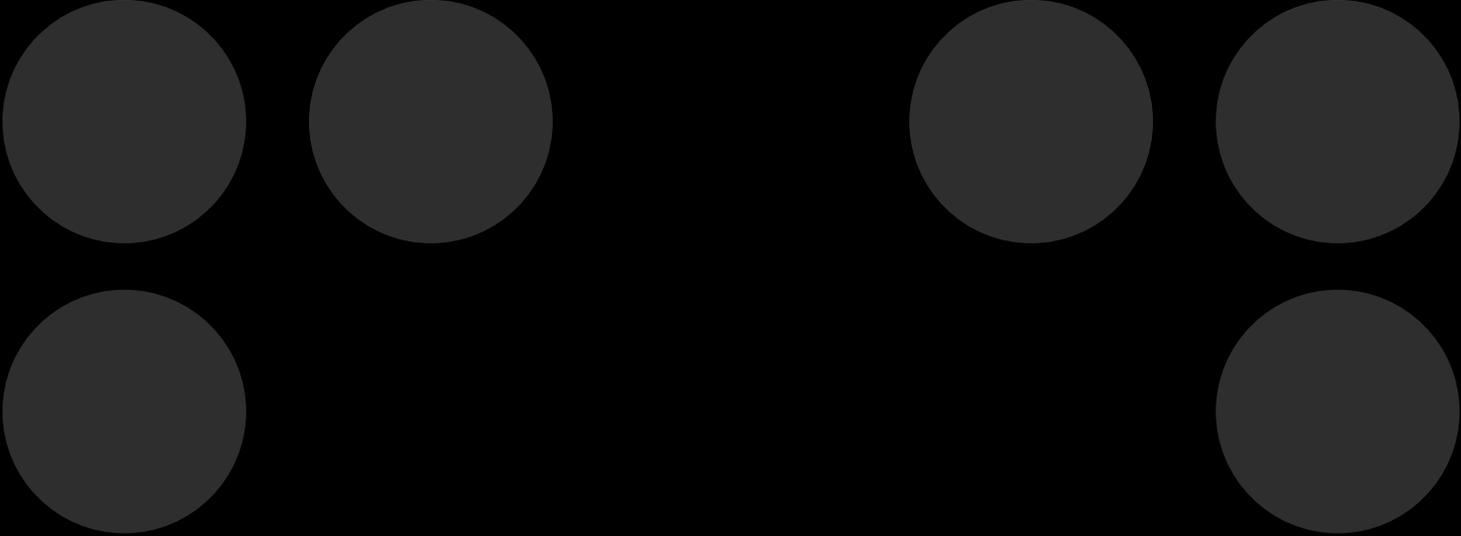
- Horse set-up
- Two-story homes in senior housing communities
- Garage conversions (e.g., turning a garage into a workout room, family room, or music studio)
- High-end homes
- Less than three bedrooms







REALTY**ONE**GROUP



REV UP!



MODULE 11

Winning the Listing
Negotiating the Sale



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WELCOME TO REV UP! 11

IN MODULE 10, YOU LEARNED:

- Circles of Opportunity—how to find qualified, motivated sellers
- Customizing your ROG listing presentation
- The seven steps in the listing process
- How to qualify sellers
- Using the pre-listing questionnaire
- Effective research and preparation
- The components of a pre-listing package
- How to determine an accurate price range Comparative Market Analysis (CMA)
- Scripts and dialogues for sellers

IN THIS MODULE, YOU WILL LEARN:

- The Listing Appointment
- Tips for Winning Sellers and Securing the Listing
- Marketing and Servicing the Listing
- Negotiating the Sale



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AFFIRMATION

I love the real estate industry and am proud to help people achieve the "great American dream:" home ownership.



THE LISTING APPOINTMENT.

- Complete the pre-listing questionnaire, qualify the seller, and set the listing appointment.
- Research and preparation.
- Create and deliver the Pre-Listing Package
- Conduct the listing presentation and present marketing and pricing strategies.
- Ask for the listing, complete the listing paperwork and obtain signatures.
- Market and Service the listing (communicate, negotiate, and close).
- After the sale follow-up system.

STEP 4:

Conduct the Listing Presentation and Present Marketing and Pricing Strategies

The moment of truth is here. You have set yourself up for success by following the first three steps in the listing process.

You have utilized the Pre-Listing questionnaire to qualify your seller, gathered the pertinent information, and have set the listing appointment.

You have done the prep work, including gathering information, visiting the community, taking photos, and reviewing comparables.

You have created an effective and thorough pre-listing package and delivered it to the client.

The Appointment

The listing appointment is one of the most important aspects of your business; therefore, it is crucial that you follow an effective and systematic plan. After working hard to get to this point, leaving the appointment without taking the listing should not be an option. The listing presentation can be broken into four separate sections:

- The greeting and outline of your presentation.
- The home tour and connecting with the client.
- The presentation, including pricing and marketing strategies.
- Closing the listing and completing the paperwork.

THE GREETING AND OUTLINE OF YOUR PRESENTATION

- Arrive early to the appointment, allowing enough time to drive through the community and take note of anything that may be relevant to the appointment. Keep in mind that arriving even a few minutes late to the appointment could potentially cost you the listing.
- Dress the part. You are a real estate professional and should dress accordingly. Refer to REV UP! 01's chapter on Dressing for Success.
- Be neat, organized, and well prepared for the appointment.
- Set your phone on silent or vibrate.
- When approaching the front door, make a mental note of anything relevant that may affect curb appeal.
- When knocking on the door, take three small steps backward so you are not crowding the homeowner as they answer the door.
- Greet your clients warmly and professionally.
- Remove your shoes even if they do not ask you to; this shows respect for the homeowners and their home regardless of the condition.
- Take and keep control of the appointment. If asked where you would like to sit, suggest the kitchen table. Remember, this is your presentation, so maintaining control is key.
- When sitting be sure to face all decision makers. You want to see ALL reactions as they happen rather than looking left to right to judge each one.
- Outline your presentation to the homeowners, letting them know what to expect.

TIP:

- a. Utilize the 10 Favorite Features of "My Home" tool to involve the seller in the information gathering process.

Take a deep breath, maintain a good pace, and remember to "mirror and match" the homeowners' personality style. If they are laid back and are soft spoken, slow it down. If they are direct and to the point, cut to the chase and avoid long stories and explanations.

THE HOME TOUR AND CONNECTING WITH THE CLIENT.

Once you have outlined your presentation, it is time to tour the property. This is your opportunity to connect with the homeowner as you are touring the home. Be sure to take good notes listing the property details, such as added features and upgrades. Use the "10 Favorite Features of My Home" sheet to engage the homeowners in the process. Take measurements as you tour the house using a laser measuring tape (*this is an outstanding icebreaker*), and make mental notes of the homeowners' interests. Look at the pictures on the walls and find commonalities. If their children and your children are in sports, mention it and use the opportunity to connect. Be sure to follow a system. For example, start in the kitchen, work your way through the dining and living rooms, bedrooms and baths, laundry, garage, and back yard. Remember to maintain control of the appointment.

TIP:

- a. Practice your listing presentation and common objection handling scripts. Practice leads to mastery.

PRESENT MARKETING AND PRICING STRATEGIES.

SELL YOURSELF AND YOUR COMPANY FIRST

Once you arrive for the listing presentation, the sellers will no doubt want to hear what you have to say about the market value (*price*) of their home and may push you to begin there. However, jumping into a discussion about pricing before you have effectively sold them on you is not advisable. On the other hand, it will not win you the listing to make them wait until the very end. Set the expectation early on using a dialogue along these lines:

"(Homeowners' names), I want to begin by thanking you for the opportunity. I know you have many choices for real estate professionals and I do not take that knowledge lightly. In fact, I consider this a job interview. No doubt you are anxious to learn the results of my market research, and I will get to it right away. If you will indulge me, I would like to take a couple of minutes first to review your hiring criteria, along with a review of my qualifications. Would that be okay? (Get the seller's okay.) Great!"

Review what you learned and ask if there is anything else. Be prepared to think on your feet. Often, the sellers will mention something new that is of concern or importance to them.

"When I asked what was important to you in choosing your real estate professional, you said that you want someone who communicates with you on a regular and timely basis. To you, that means frequent updates on activity, showings, and feedback from the buyers and their agents, correct? You also said that you want a professional; to you that means someone with polish, experience in the industry, and someone who can speak and write well, is that correct? Something else you mentioned was getting step-by-step assistance with the paperwork and help throughout the escrow-closing phase of the transaction, right? Is there anything else that you thought of that is important to you?"

IF THERE IS, MAKE A NOTE OF IT AND MAKE A QUICK DECISION:

- Handle it today at some point in the presentation (*the ideal solution*).
- Ask for a delayed listing decision in order to give you time to assess.

Next, outline your experience in the business and industry. If you are new to real estate, emphasize your past work experiences and correlate that to real estate. Homeowners often make the listing decision based primarily on the relationship they have with the salesperson and even if you are new to the real estate business, you bring your integrity, educational background, sense of caring, enthusiasm, and overall personality to the table. Sellers will buy into this before they are aware of what you know about the real estate industry.

"They do not care how much you know, until they know how much you care."

Outline Realty ONE Group's phenomenal growth, use of cutting edge technology, education for our agents, and the tools we use to help our sellers find motivated, qualified buyers. Be sure to also emphasize the collective experience of your entire office and team.

Every seller is different and has different needs. After asking the seller what is important to them in a real estate agent, you need to learn of their ideal timeframe, what attracted them to the home when they purchased it, etc. Tailor your presentation to specifically address every desire, and concern, that you learned in that prequalification appointment.

TIP:

- a. Every listing is an opportunity for three closed transactions.

THINK LIKE A BUYER

In addition to checking active listings and giving them the most weight, you will want to check the most recent sold listings in your seller's neighborhood and the immediate surrounding area.

The lender's appraiser will use sold listings to support or refute the final sale price. Sold data will give you an indication of whether a low appraisal might threaten your transaction.

Be sure to check the number of pending transactions and expired listings. Explain to the sellers what expired listings mean:

- The property was overpriced—pure and simple. The buyers were not willing to pay what the seller was asking.
- Expired listings set the upper limits of the price range. These homes did not sell because they were not priced within the market demands.

It will take some time to complete the research in the beginning, but in due time you will get faster the more research you perform. Always offer to do the market research for comparative market analysis (CMAs) for as many people as you can, whether they intend to sell or not.

PRICING CONCLUSIONS.

Coming up with an asking price that attracts buyers and encourages an offer to be made in a timely manner is not an exact science. It is a bit like trying to aim an arrow at a moving target. Therefore, never present your finding as if they are concrete.

In REV UP! 10, you should have completed two handouts: "Price Range" and "Months of Inventory." When it is time to begin discussing pricing, show the "Months of Inventory" for their particular neighborhood. You might want to show the sellers the "Months of Inventory" research for your city as a point of contrast, or to show the bigger picture. Discuss how the month's supply is calculated and what it means.

Next, move on to how buyers buy. Talk about other neighborhoods that are in direct competition, explaining how you started with the price range in which their desired value falls. Show them how you searched the price range above that one, as well as the price range just below. Show them how you have handwritten the information about their home on each list. Ask them:

"At a glance, can you tell which price range is the best fit for your property?"

TIP:

- a. Critical thinking is the ability to think quickly on your feet and make adjustments immediately.

Once you and the sellers have agreed on the price range that is the most suitable, the sellers will often ask what price to begin with. While it is likely you and the sellers will agree to start at the top of the range, admit that you do not know for sure. It sounds contradictory and risky; however, top agents will say something along these lines:

"I guarantee your home will sell. I just cannot guarantee the price. All I can do is report what the market data shows. What we must do together is choose a starting point that we are both comfortable with and go from there. Ultimately, the buyers will tell us what your property is worth."

CONTINUE TO EDUCATE YOUR SELLERS ABOUT WHAT THIS MEANS:

"If we get showings right away, I expect about 10 per week and within two weeks, if there aren't any offers, then it means that we are only about five percent off on our asking price. Close but no cigar', as they say. If we get only a few or no showings, however, that means that we are significantly off on our asking price."

*This does not apply to the luxury home market where market times typically take much longer.

EDUCATE YOUR SELLERS ABOUT THE RISKS OF BECOMING MARKET WORN:

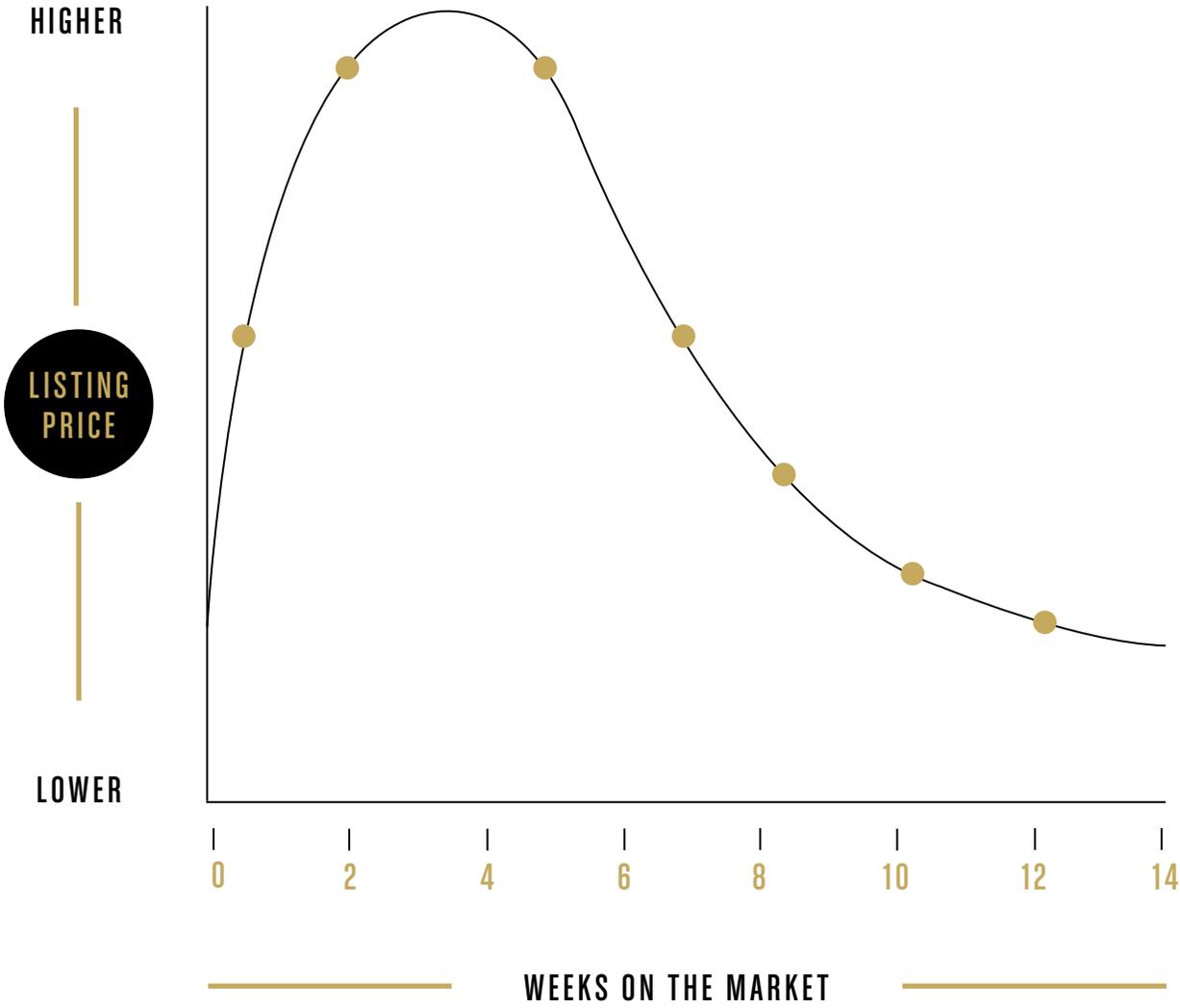
"The greatest activity from motivated, qualified buyers occurs within the first thirty days of putting your home on the market. After that, a property quickly becomes market worn. All of the most serious buyers know about it or have seen it, and I have found that the longer a property is on the market, the lower its final sale price will be."

"Does that make sense? (*Wait for seller to confirm.*) Okay. Let's talk about marketing and our plan. We'll revisit pricing again in a few minutes."

ASKING PRICE
IN RELATION TO
MARKET VALUE

% OF POTENTIAL
BUYERS WHO WILL
LOOK AT PROPERTY





STEP 5:**Ask for the Listing, Complete the Listing Paperwork, and Obtain Signatures**

At this point in your meeting with the sellers, you are close to your intended conclusion: getting the listing. You have already:

Reviewed

- Their motivations for selling
- Their ideal timeframe
- Their concerns
- Their criteria for choosing a professional

Discussed

- Your qualifications and the Realty ONE Group story
- Market supply (month's supply) and what it is
- How market supply affects pricing
- How buyers buy (comparison shopping and price range)
- The seller's neighborhood and any competing neighborhoods

Presented

- The market supply research for all applicable neighborhoods
- The lists of homes in the applicable price ranges
- The closest comparable homes to theirs

Secured Agreement on

- How and why the homes are best comparables
- Which price range would be the most appropriate
- What price at the upper end is a good initial asking price

Presented

- Your target marketing knowledge
- Target market buyer outline
- Marketing plan tailored to target buyers
- Marketing plan for agents working in the area and price range
(*listing and recent selling agents*)

Answered and/or Handled

- Questions
- Objections
- New information or issues raised

Now is the time to ask for your sellers' business as sellers seldom close themselves. Sellers look for an assertive, go-getter real estate professional who will turn over every rock on their behalf.

Asking for their business and handling any objections fearlessly demonstrates the very traits they are seeking.

SELLER CLOSING SCRIPTS.

"(Mr./Mrs./Ms. sellers' names), in all my years of experience, I have found that selling your home boils down to only four things..." (Pause and see if the seller offers a first response, which is usually the price.)

- Condition: the condition of your property is important.
- Access: buyers typically ask us to show them vacant homes first, followed by homes with renters or appointment only last for obvious reasons. Accessibility in showing your home easily is critically important.
- Me: I need to communicate with you in a timely manner, have my finger on the pulse of the market, and get feedback.
- Price: price is the most important because if it's priced too high, we will not get any offers, and we may not get any showings.

"If we meet again to discuss strategies, undoubtedly those four items will be addressed again, okay?"

Ask for the listing. Make a positive and enthusiastic declaration before asking for the business:

"I am really excited about helping you get your home sold and I am confident we will be successful. Are you ready to get your home on the market now so we can get you in to your new home soon?"

CONDITION

ACCCESS

ME

PPRICE

C.A.M.P. Technique.

COMPLETE THE LISTING PAPERWORK.

The sellers have said yes. Now is the time to move through the listing paperwork as quickly as possible. By the time you get to this part of your meeting, you have likely been there for at least an hour. It is common for sellers to be fatigued, overwhelmed, and feeling a lot of stress. Save time for everyone by following these tips:

- Have as much of the representation agreement and listing paperwork filled out in advance.
- Have the sellers fill out disclosures while you shoot pictures and/or take measurements.
- Consider handling non-crucial paperwork via email.

The representation agreement and the required MLS documents must be handled immediately. Other documents can be handled at each party's convenience over the course of the next few days, and since most of us are now "paperless," handling items after the meeting has become easier than ever.

AUTOMATIC PRICE REDUCTIONS.

Handling potential price reductions must be done at the time you ask them to sign the listing/representation agreement. Avoid the all too common seller's delay tactic of waiting just "one more week" when it comes time to reducing the price by handling this in the paperwork:

"We have agreed that \$(X) should be the initial asking price. If we do not have at least ten showings within the first two weeks, do I have your agreement to adjust the price to \$(X)? It doesn't need to be drastic; just two to \$3,000 would be enough. Think of it like something that goes 'on sale.' That always attracts us as consumers, right? We all love a sale, and since the actual selling price will come down to what a buyer is willing to pay, consider what you are willing to take. We can only adjust the price a little at a time until we hit the magic number. Allow me to explain..."

The magic number is not the selling price. It is the asking price at which a buyer feels comfortable making an offer. You will notice that I have written in our listing agreement that the price will be automatically reduced by \$(X) every two calendar weeks, but not to go below \$(X). Will that work for you?"

You may need to assure (*and remind*) the sellers that you do not want to "leave money on the table". After all, your fee is a percentage of the final sales price.

TIP:

- a. Be sure to utilize the Realty ONE Group Listing Presentation tools during your appointment.

STEP 6:**Market and Service the Listing**
(Communicate, Negotiate, Close)

In REV UP! 06 we cover the pending path, noted here as well. It is important that both buyers and sellers understand that once an offer is accepted, that is when the hard work truly begins. Don't be shy about this. Your value will only increase from this point forward.

- Follow a checklist
- Hire a Transaction Coordinator
- Communicate with your client(s) often during this phase. Daily communication is the norm.

Your job is to coordinate with all of the vendors involved in the process, as well as any pending procedures while keeping everything on track, re-negotiating when needed, and most importantly, keeping your client out of the court of law. Be sure to keep copies of all correspondences in your client activity file and follow up systematically. Do not rely on your transaction coordinator (*TC*) to do this for you.

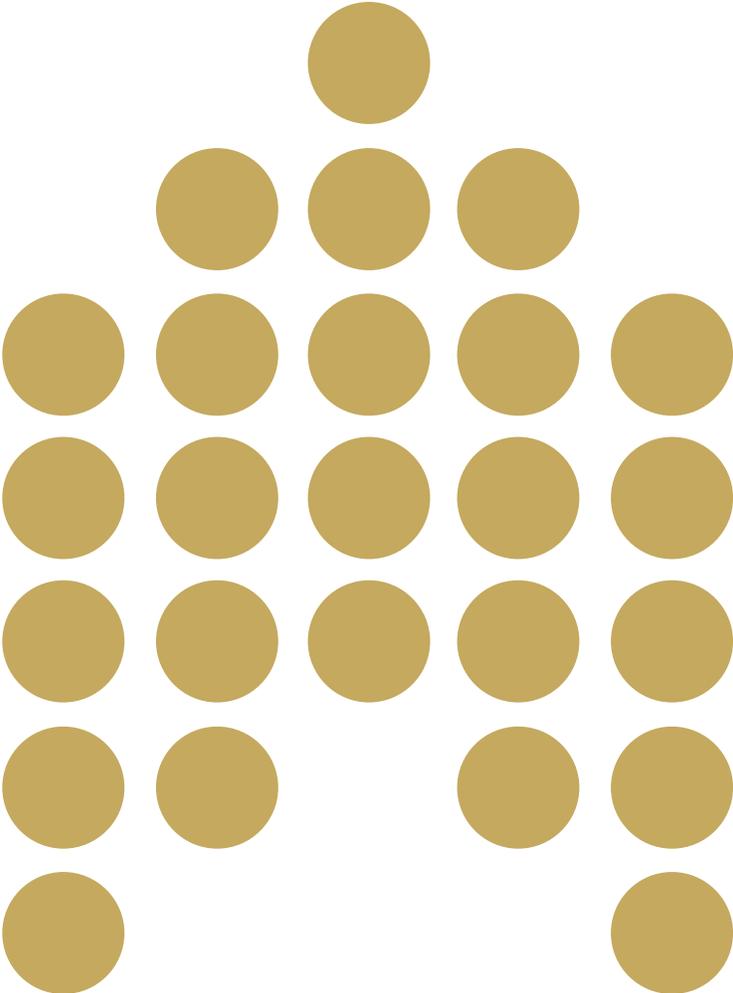
Keep your client informed every step of the way. What if the buyer and buyer's agent miss a deadline? Simply report this fact to the sellers and let them know their what their options are based on the missed deadline.

LAUNCHING THE MARKETING PLAN.

Immediately following the procurement of the listing, you or your transaction coordinator will:

- Enter the listing data and photographs into your local MLS.
- Upload the listing information to syndicators (*like ListHub*) where appropriate.
- Create a marketing flyer or brochure.
- Order the installation of a sign if using a service.
- Install a lockbox and confirm that the key works.
- Send an e-flyer to everyone in:
 - a. Your office
 - b. Your database
 - c. Your immediate area (*circle prospecting*)
- Post the new listing on all applicable social media sites.
- Enter all other marketing plan items on your calendar and set reminders.
- Set weekly reminders to check showing activity and contact the sellers with a report.

Follow your plan, schedule, and reminders. Set up a system that can be repeated with every property owner you work with and remember that consistency is the key to great service as well as the best time saver.



SHOWINGS AND SELLER REPORTING.

Most lockboxes now feature an online report that shows who accessed the lockbox and on what date and time. Each week (*or more often if necessary*), check for activity and ask the seller if anyone has shown the home without accessing the lockbox. Sometimes one or both sellers are home when buyers and their agent show up.

Contact every agent who has shown your home and ask for feedback. Be open to insightful feedback and do not get defensive. Remember, your job is to get the property sold, not to defend the property or the price. Feedback should be passed along to the sellers in a professional, gracious, and caring manner. Together, you are seeking information that might be useful.

Be cautious about how you answer any questions posed by the showing agent. In most states, the buyers' agent represents the buyer. That means that whatever you tell the agent (*even in the strictest of confidence*) will usually get back to the buyer.

Do not forget that you represent the seller and must act in their best interest. This doesn't mean that you or the sellers can withhold pertinent information, but often buyers' agents will ask about price, terms, and the sellers' motivations. Before answering, ask yourself this: will this information hinder my client in any way?

AN OFFER ARRIVES.

It is always exciting when an offer is announced, but more often than not, an agent will call or send an email with news that an offer is coming before it has been confirmed. Many agents will tell you how upsetting it is to them and their clients if the offer is announced but never materializes.

IN PERSON:

The buyer may ask that the offer be presented directly to the sellers. Of course, you should also be there as their advocate and advisor. If this is the case, use the following protocol:

- Contact the sellers explaining the buyers' request.
- Arrange an appointment with the sellers and then coordinate with the buyers' agent to meet, usually at the home, but sometimes at your office or sellers' place of employment.
- Be prepared to calculate the sellers' estimated net proceeds:
 - a. One based on the offer as written
 - b. Another based on your sellers' proposed counter offer

BY EMAIL OR OTHER ELECTRONIC FORMAT:

- The buyers' agent will call or send an email with the offer and related documents attached.
- Alert the sellers with a phone call regarding the offer as they will want to discuss it. Now is not the time for electronic communication.

Scan all related documents to send, including the cover letter, offer and any addenda, lender qualification letter, or earnest money check.

NEGOTIATING.

When the offer comes in, make an appointment to consult with the sellers face-to-face; the ideal setting would be your office. Meeting in your office is more professional and will help alleviate the emotionally charged atmosphere in the sellers' home, encouraging them to make more objective decisions.

If the offer is not the full asking price, do not withhold the information or try to sugarcoat anything. Diffuse the situation by saying something along the lines of:

"The offer is not full price, as I mentioned would most likely be the case. It does appear to be a strong offer; however, we will go over the entire offer once we get together and discuss how we will answer the buyer."

If the offer is considerably lower than the asking price and/or contains unrealistic terms (e.g., *asking the seller to pay several loan fees, paint, repairs, etc.*), then say something like this:

"I am afraid the offer is rather off the mark. However, the buyers went through the trouble of putting it in writing, so let's give them the courtesy of an answer. I look forward to seeing you at (time a.m./p.m.)"

Think about how you would feel if you were in the buyers' or their agent's shoes. A flat-out rejection or having your offer ignored does not feel good. As tempting as it is to reject the offer unceremoniously, always encourage your sellers to answer the offer.

TIP:

- a. A good follow up plan creates a stream of referrals forever.

In REV UP! 12 we'll get into details about the transaction and closing the sale. In REV UP! 09 we discussed Counter Offers. You will apply that knowledge here to assist your Seller in responding to an offer. Refer to that process, and seek advice from you manager, coach or mentor.

STEP 7:

After the Sale Follow-up System

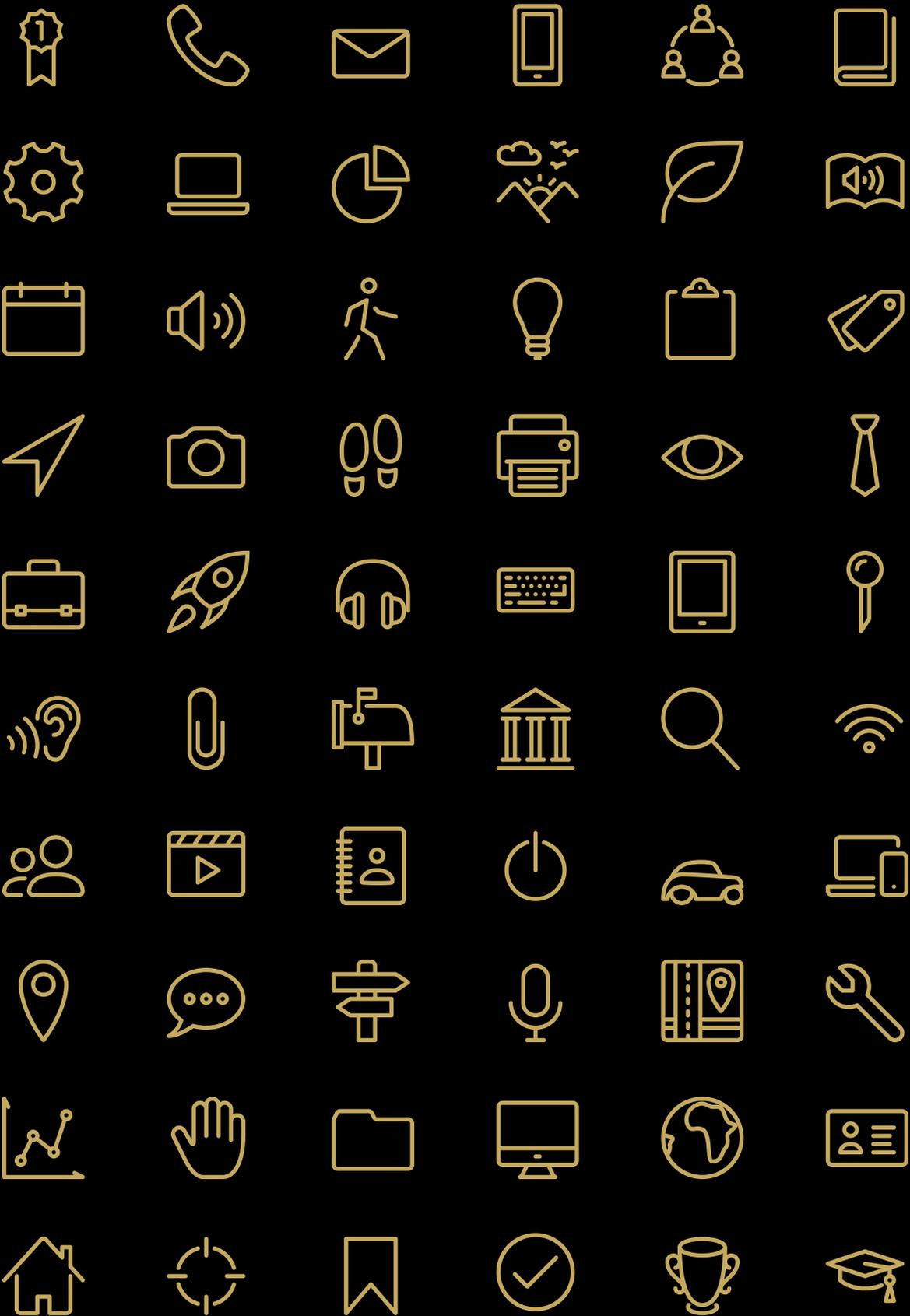
At last, the sale has closed and the commission check has arrived. All finished, right? Of course not. There are more vital steps that are overlooked all too often:

- Thank the client with a gift that will remind them of you every time they see it and/or use it. Branded item(s) with your name and contact info, such as Cutco products, are an example.
- Perishables like wine or food are gone forever once consumed, leaving no reminder of who gave the gift (*out of sight, out of mind*).
- Ask for referrals during and after the transaction.
- Ask for feedback:
 - a. "How did you do?"
 - b. "What did you do well?"
 - c. "What could you improve?"

- Launch an automatic follow up plan that will contain a series of touches:
 - a. Reminders to call and check in
 - b. Monthly newsletter
 - c. Anniversary reminders (e.g., *home purchase*)

What if the sellers are moving out of the area? The same advice applies. Keep them in your follow up system and create email templates that reminds them to let you help with relocating friends and co-workers, whether they are moving in or out of your area.





REALTY**ONE**GROUP

REV UP!

MODULE 12

Closing the Sale
Creating Clients for Life



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WELCOME TO REV UP! 12

IN MODULE 11, YOU LEARNED:

- The Listing Appointment
- Tips for Winning Sellers and Securing the Listing
- Marketing and Servicing the Listing
- Negotiating the Sale

IN THIS MODULE, YOU WILL LEARN:

- How to order a property profile, read it and understand it
- How a property profile differs from a preliminary title report
- When a preliminary title report is ordered
- How to read and understand a Closing Disclosure
- When to open escrow/trust
- What "time is of the essence" means
- How to navigate the "pending path" successfully
- Typical due diligence types, timeframes, and contingency removals
- Who assists with the pending path items
- Communication and follow-up; lead follow-up
- Creating clients for life



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“

12

AFFIRMATION

I know my strengths and what my revenue producing activities are. I love delegating the "busy" work to those who are better at it than I.

”

MANAGING THE TRANSACTION, ESCROW/ TRUST, TITLE AND CLOSING.

PROPERTY PROFILE

As soon as you have an opportunity to take a listing, order a property profile (*sometimes called a listing package*) from your favorite title company. Your title and/or escrow officer/attorney can help you decipher the report. Here are a few items to watch for:

- Owners' names: do they match what you have been told?
- Deed(s) of trust: how many? How old?
- Other liens: are there any outstanding judgments or defaults recorded against the seller?
 - a. Could they/it affect transfer of title?
 - b. Can they/it be removed or handled efficiently before listing?
- Legal Description
- Is the property in a lot and block subdivision or is there a lengthy legal description?
- Do the boundaries match your visual inspection? Do you need to walk the property to be sure?
- Other

"As part of my practice, I check public records on each property I am dealing with. There are a couple items on yours that need clarification. Do you mind if I ask you about them?"

PRELIMINARY TITLE REPORT.

The property profile can also be used for various marketing uses, such as open houses, answering sign calls, etc. The more knowledge you have available to you, the more the customer perceives you as a real estate professional and stay top of mind with your clients once they are ready to call upon your services.

The property profile is a cursory overview of public record, whereas the preliminary title report is a more comprehensive report that shows not only what is on public record for the property, but also reveals what is of public record about each of the property owners.

Watch for these items:

- Name changes
- Personal judgment liens (*e.g., bad debt*)
- Child support
- Alimony
- IRS tax liens
- Other

It is extremely important that you read the preliminary title report thoroughly and ask for guidance on anything that looks unusual or needs clarification. Surprise items that are overlooked in the preliminary title report are some of the most common hurdles on the "Pending Path." These obstacles can be avoided by reading the preliminary title report immediately and highlighting areas that may need to be addressed. The success of the transaction depends on your timeliness with the preliminary title report.

TIP:

- a. Review the Closing Disclosure before the closing appointment to verify accuracy.

CLOSING DISCLOSURE.

The closing disclosure is a standard form in use in the United States that is used to itemize services and fees charged to the buyer and seller of real estate. Your escrow officer/attorney will review a sample of the closing disclosure with you.

Unlike closing statements that are prepared by the closing entity (*title company, escrow/trust company or attorney*) where the itemized fees are on separate forms, the closing disclosure shows the fees and credits for both parties on the same form.

TIP:

- a. Save the "Closing Disclosure" for all closings and send to clients in January for income tax preparation.

OPENING ESCROW/TRUST.

"Time is of the essence" is in nearly every real estate contract in the land. It means pay attention to deadlines. Many so-called Real Estate Professionals ignore the timeframes specified in the purchase and sale agreement, not taking them seriously. However, if a deadline has come and gone (e.g., *inspection deadlines*) it could mean a voidable agreement for one party or the other. In that case, could you be found guilty of malpractice? Do not take the chance.

Deadlines are incorporated into the contract for a reason. Deadlines keep all parties moving along in a timely manner. Without deadlines, a party could essentially do nothing and still enforce the terms of the agreement despite the frustrations of the other party who may be anxious to close or accept another offer that may be more favorable. Use a transaction checklist (*like the Realty ONE Group transaction checklist*) to keep track of the deadlines in your agreement.

"Opening escrow/trust" refers to the acceptance of the purchase and sale documents by an escrow/trust closing officer or attorney (*depending upon your state*), and the earnest money is deposited into an escrow/trust account. The purchase and sale agreement and all related addenda become the "escrow/trust closing instructions" that the closing escrow officer/attorney follows closely during the pending phase.

Typically, a transaction checklist will include but is not limited to:



Answer: If the seller has not accepted by this date and time, the offer has expired.



Loan Approval: The buyer must provide proof of loan qualification by this date.



Earnest Money Deposit: The buyer must deposit funds with the escrow/trust holder by this date.



Inspection(s): Any and all inspections must be complete by this date.



Repair Request(s): Any requests for corrections must be given to the seller by this date.



Repair Request Refusal Deadline: If the seller does not agree to the repair requests, the buyer typically must void by a certain date.



Repair Request Agreement: If the seller does not agree to make repairs, the repairs typically must be complete by a certain date.



Other Contingencies: An example of this is a contingency for buyers to sell their current home.



Closing and Possession: All contingencies must be removed and all terms performed in order for the sale to record and funds to be released by a certain date.

DUE DILIGENCE AND CONTINGENCY REMOVALS.

It does not take a lot of skill to avoid any pitfalls that can derail a transaction, but it does require one to "anticipate the curve" (*or looking ahead*) to give yourself enough time to make any necessary course corrections. The same is true for real estate sales, especially during the pending phase.

As soon as both parties reach the written agreement, sit down with your transaction coordinator and a transaction checklist. Start by entering all pertinent deadlines into your calendar and set reminders.

As everyone begins to navigate the "Pending Path," get in the habit of asking yourself:

- What should be happening right now?
- Is it happening or is it delayed?
- What might go wrong?
- Is there anything I (*or we*) can do to avoid it?
- If yes, what step (*or steps*) do I/*we* need to take right now?

Many obstacles and hurdles can be eliminated altogether, or at worst, circumnavigated by simply anticipating the curve.

TIP:

- a. Use the transaction checklist to stay on track and to seamlessly close the transaction.

Here are a few common setbacks that may arise during the pending phase:

- Lender requirements are not handled in a timely manner (*usually buyer procrastination or reluctance*).
- Seller required disclosures are missing, arrive late, and/or have erroneous or missing information.
- Deadlines are not met either because they were ignored or forgotten.
- Renegotiated items, such as repair requests, go unresolved due to the sales professional's negligence instead of focusing on win-win solutions.

Most contingencies must be removed in writing. All too often it is assumed that a contingency is removed by simply letting a deadline come and go. Read and re-read the contract. What does it say, specifically? Follow it to the letter.

WHO HELPS DURING THIS PHASE?

During the pending phase, there are many people who will be involved one way or the other. Some will be providing services such as inspections, appraisals, and repairs, while others will be providing support such as the transaction coordinator, title officer, escrow officer/attorney, broker and/or manager. Since you will be reliant upon so many others, do your best whenever possible to choose people who will truly help this transaction close.

Look for:

- Competence: does this person really know what they are doing? Have they mastered their "craft"? (e.g., *how much experience does the home inspector have?*)
- Education: does this person have the training and education that allows him or her to perform at the highest level?
- Dedication: is this person really dedicated to performing their craft at the highest level? Are they really committed to their craft, to you and your clients?
- Attitude: does this person generally show up as optimistic, enthusiastic, and solution-oriented?

COMMUNICATION AND FOLLOW UP.

In other modules, we refer to the common complaints from consumers that they never hear from their agent and never know what is going on. Frequent, honest, and professional communication is always important, but never more than during the pending phase.

If you have ever purchased or sold real estate, you must remember how incredibly stressful the process is. Even the smoothest transaction can be stressful.

Real estate is the single most expensive purchase or sale most of us will make in our lifetime.

That fact alone explains the stress. Hundreds of thousands (and sometimes millions) of dollars are at stake. No wonder our clients "bounce off the walls" at times.

"Real estate is the single most expensive purchase or sale most of us will make in our lifetime."

The number ONE thing we can do for them is to communicate frequently, clearly, and honestly. Utilize every tool at your disposal to keep your clients informed about every step in the process before, during and after the sale.

Transaction Coordinator: can communicate on your behalf via email and/or telephone calls.

- You: can communicate via text message, email or phone calls, per your clients' preferred methods for staying in touch.
- Vendors: the lender, escrow, and title professionals should be communicating with the clients frequently as well. Note: if you are in touch with your vendors frequently, you (*or your T.C.*) can pass along the information on the vendor's behalf.
- And last but not least, implement the post-sale follow-up systems that are covered in the previous modules.

AFTER THE SALE FOLLOW UP SYSTEM: REVIEW.

TIP:

- a. A good follow up plan creates a stream of referrals forever.

At last, the sale has closed and the commission check has arrived. All finished, right? Of course not.

There are more vital steps that are overlooked all too often:

- Thank the client with a gift that will remind them of you every time they see it and/or use it. Branded items with your name and contact info (*such as Cutco products*) will remind them of you every time they use the items.
- Perishables like wine or food are gone forever once consumed, leaving no reminder of who gave the gift (*out of sight, out of mind*).
- Ask for referrals during and after the transaction.
- Ask for feedback:
 - a. How did you do?
 - b. What did you do well?
 - c. What could you improve?
- Launch an automatic follow-up plan that will contain a series of touches:
 - a. Reminders to call and check in
 - b. Monthly newsletter
 - c. Anniversary reminders (*e.g., home purchase*)

What if the sellers are moving out of the area? The same advice applies. Keep them in your follow up system and create email templates that remind them to let you help with relocating friends and co-workers, whether they are moving in or out of your area.

CREATING CLIENTS FOR LIFE.

Now that the sale is complete, the real work begins. In reality, this is the fun part. Hopefully your clients are thrilled with their experience in working with you. Even if, and especially if, there were challenges during the transaction. If you helped guide them around those obstacles and to the finish line, they will become part of your raving fanbase. Don't miss out on the opportunity that this presents.

The majority of real estate agents, roughly 75%, do not follow up with their clients after the sale is complete. Think about it, you just helped them through one of the most stressful experiences of their lives. They probably think you are amazing and given the opportunity would refer everyone they know or meet to you. But if you're three out of four real estate agents, they will never hear from you again. Not only will that result in lost business for you, but all of their friends, family and co-workers will miss out on the opportunity to work with a great real estate agent.

"The majority of real estate agents, roughly 75%, do not follow up with their clients after the sale is complete."

In many cases, agents just get busy with other transactions and forget to follow up with their clients. And then after time goes by, agents feel uncomfortable reaching out, fearing that the client may be upset with them. Make a commitment to yourself and your business that you won't allow this to happen.

Your clients think the world of you, and they have built a relationship with you during their transaction. It's likely that you've spoken with them every day or at a minimum a few times a week for several weeks. Imagine how they feel if after that much regular communication, they suddenly don't hear from you at all? They probably assume that you were just doing for the commission, and that the relationship wasn't real. That's obviously not the case, but by not following up, that's the impression it creates.

Prove to your clients that you are in this for the long term. That the transaction you completed with them was just the beginning of your relationship. Statistically speaking, 85% of home buyers and sellers have stated that they would use their real estate agent again, if they could find them. If you will commit to just staying in touch, you will build a business that most agents dream of having.

When you implement a consistent after sale follow up system, over time your business will shift from being mostly new customers, to 75% or greater repeat and referral business. That means that instead of always chasing the business, the business will be coming to you, month in and month out. You will find that you will have more business than you can handle, and that you will never have a shortage of transactions.

Accomplishing this is easier than you might think, but it requires two things to make it a reality:

1. You must have an "After Sale Action Plan" that you implement as soon as you complete a transaction. Every client gets added to this plan without exception.
2. You must be consistent in completing all of the activities in your "After Sale Action Plan" for it to produce results. If you are inconsistent, your results will be as well.

Remember that in REV UP! Module 03, "Your Database IS Your Business and Creating Your Online Presence." In that module, we taught you the importance of working with your database to create repeat and referral business. Your past clients are without question ONE of, if not THE, best sources of referrals.

This is where the REV UP! series comes full circle.

Up to this point, we have taught you how to:

- Set and Achieve Your Goals + Systems for Your Business
- Create Your Personal Brand + Select Your Farms
- Develop Your Database + Create Your Online Presence
- The Sales Cycle + Effective Client Communication
- Reviewed the Purchase Agreement and Related Documents
- Find and Work with Buyers + How to Get Your Offers Accepted
- Hold Successful Open Houses
- Financing and Mortgage Basics
- Reviewed the Listing Agreement and Related Documents
- Find and Work with Motivated Sellers + Create Your Listing Presentation
- Winning the Listing + Marketing the Property
- Close the Sale Successfully

And now it's time to take all of your hard work and knowledge, and share it with more and more lucky clients. Yes, they are lucky to have a skilled, well trained, and quality real estate agent like you. Unfortunately, you are a novelty in our business, and clients are unaccustomed to working with an agent like you. When they find an agent with your abilities, care, and consistency, they brag about you to everyone they know. That may sound farfetched, but it's absolutely true.

Again, this is your opportunity to build on everything you've learned, and the relationships you've created. You've earned the right to your client's referrals by proving your worth to them. Now is the time to build your future business, and if done properly, your retirement plan and exit strategy. We'll get into that in greater detail in our next series LEVEL UP. Suffice it to say, this is the path that successful real estate agents follow.

The key to getting repeat and referral business from your past clients is consistency. By staying in front of them, you will stay "Top of Mind," which means that they cannot forget that you're in real estate. Each time they have a conversation with someone in their Circle of Influence about real estate, they will automatically think of you. You are training your clients to refer business to you simply by staying in front of them throughout the year. Do this and your business will flourish year after year.

A simple but effective After Sale Action Plan that you may follow or modify is the following:

AFTER SALE ACTION PLAN

Calls or Personal Connections

Call your clients once each quarter and check in with them. The easiest conversation to have is the F.O.R.D. script. Family, Occupation, Recreation and Dreams. It's a 10 minute call all about them.

- How is the family?
- How is the job/work?
- What have you been doing for fun?
- What big plans do you have?

Before you end the call, ask for a referral.

"Hey, it's great catching up with you, and I'm glad to hear about _____ . Before I let you go, I just wanted to remind you that my business is built on referrals from happy clients and friends like you. Is there anyone you know who is looking to buy or sell a home at this time?"

Chances are they may know someone in their sphere that is. If not, thank them for thinking about it and let them know you're never too busy for their friends, family, or co-workers; assure them that you will take excellent care of them. **This activity results in 4 contacts per year.**

Newsletters

Mail newsletters once a month. We recommend that you send them a printed newsletter instead of one by email. This accomplishes two goals. One, it puts something tangible in their hands with your name on it and reminds them you're in real estate. And it will likely sit on their counter or coffee table for a few days before they discard it. Two, they will see it and it will register with them even if they don't read it. Whereas an email is easy to delete without ever opening. There are many free newsletter options available or you can choose to upgrade to something a little nicer if your marketing budget permits. The best advice we can offer is that you don't spend a lot of time trying to write content each month. Most of your clients will only skim the information, and it's more important that you get something to them each month than what you send. If you run out of ideas and don't mail, it's your missing an opportunity to stay top of mind. **This activity results in 12 contacts per year.**

Market Updates

Email your clients a monthly "Market Update" on their neighborhood or zip code. This can be generated from your MLS, your website or a variety of other resources. The key is that you set these up to go out automatically. That way you don't have to remember to do it, and it gets done consistently month after month. Your clients want to know what's happening with property values in their community, and if they're getting it from you consistently, then they won't need to look elsewhere. Plus this is another opportunity for you to stay top of mind. The reason that we recommend an electronic "Market Update" is that the data is often changing, and by the time you print and mail an update, it may already be out of date. Plus most "Market Updates" are interactive and allow the viewer to see photos, maps, graphs and more. **This activity results in 12 contacts per year.**

Birthdays and Holidays

Mail your clients a birthday and holiday card every year. How many people get a birthday or holiday card from their real estate agent? If you want to set yourself apart and treat your clients like friends and not just customers, this simple act will definitely do just that. These days you can typically obtain your client's birth date from social media, or you can just ask them during the transaction. Let them know you love to send out birthday greetings, then make a note of the date in their contact record in your CRM. When you send them these cards, we recommend that you do not ask for referrals. There are other opportunities throughout the year to do so. This is a personal touch and you don't want to dilute the sentiment. If you don't know your client's birth date and can't find it, there's a trick that works every time. Simply pick a random day of the week and call your client to wish them a Happy Birthday. They'll tell you that it's not their birthday,

TIP:

- a. The key is staying "Top of Mind" with our past clients for continuous referrals.

to which you will respond **"How silly of me. I had today marked on my calendar. When is your birthday?"** They'll give it to you and you'll both have a good laugh. **This activity results in two contacts per year.**

30+ Contacts per Year

When you combine the contacts made in steps one through four, you'll have communicated with your clients 30 times over ONE year. That works out to approximately two to three times per month that they are seeing your name, hearing your voice, and, in general, associating you with real estate. It is impossible for them to forget about you, and it's highly unlikely that they'll refer or do business with anyone else.

You can also create some additional contacts or vary these methods by connecting with your clients on social media, sending text messages, inviting them to lunch or dinner, popping by their home or place of business, sending them a handwritten note and so on.

A quality CRM will help you manage this process effectively and consistently. Without a CRM to keep track of these activities, you will not be able to keep up as your database grows. There are many good CRM's to choose from. Ultimately if you will use it daily, then it's a good CRM for you. Your CRM will become your personal assistant and help you stay on top of your business and relationships. It's what they are designed to do. The only variable is whether you will complete the activities it lays out for you each day.

Building Relationships That Last.

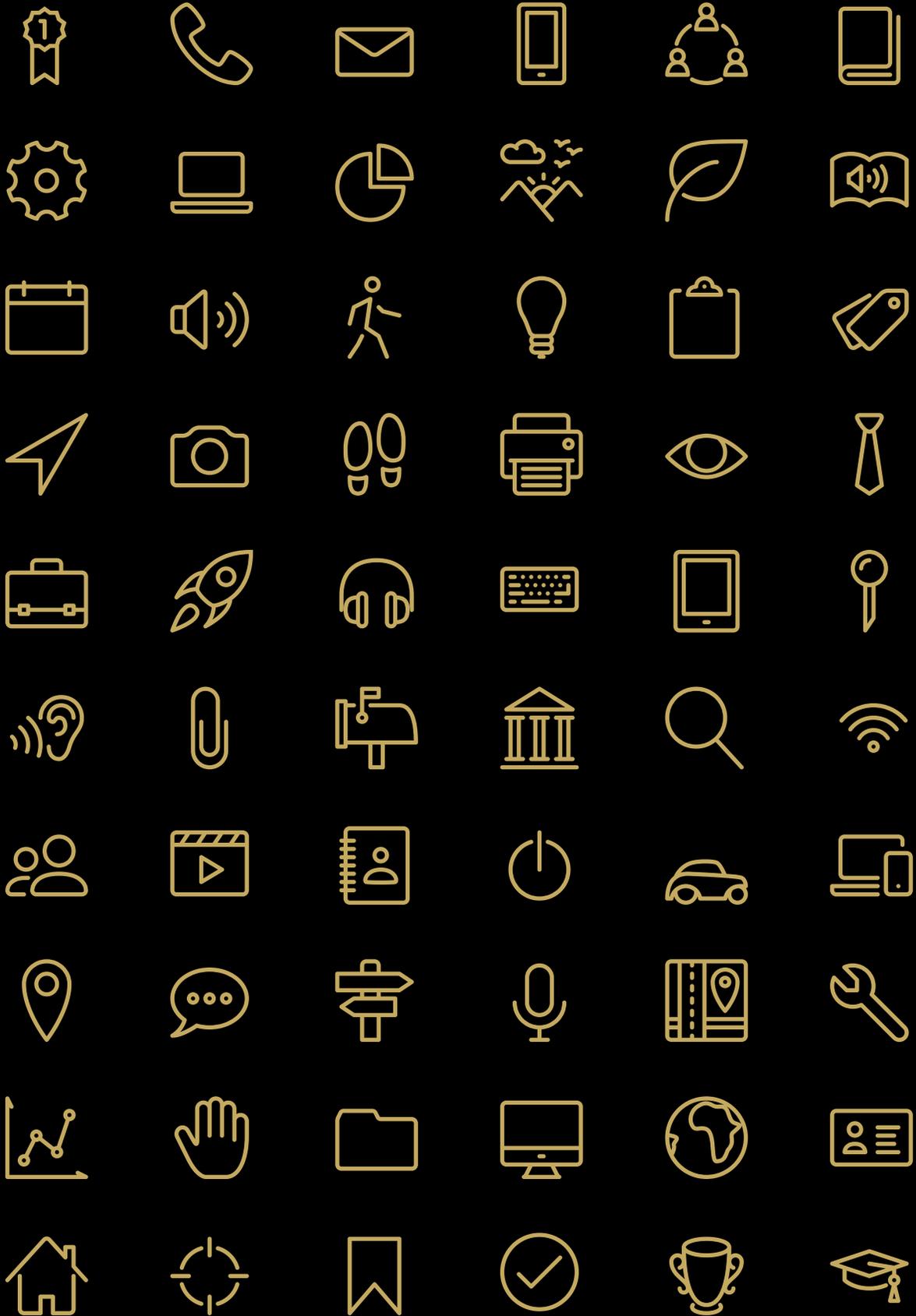
ONE thing is clear. When you commit to staying "Top of Mind" with your past clients, you will become their real estate agent/broker for life. Just like they will refer doctors, attorneys, plumbers, mechanics, electricians, and other professionals, you will become the real estate agent/broker that they refer everyone to. Their Circle of Influence is different than yours, so your reach expands greatly through them. Multiply that reach by how many clients you have in your database. We think you get the picture.

Make a commitment to yourself now and to your future self that you will form and build long lasting relationships with your clients. Not only will many of them become your friends, but you will create a business that lasts and is dependable. Your business will become resistant to market shifts, changing economies and increased competition. You will avoid the roller coaster ride that so many agents experience for their entire careers by having consistent referral business all year long. You will spend all of your time working with people that want to work with you because someone they know and trust recommended you to them. It is truly the best way to work in real estate.

We wish for you great success in your real estate career. We know that by investing in yourself, your development, and by continuously learning and improving your skills, there is no limit to what you can achieve. As a Realty ONE Group professional, you are a part of the ONE family and we are committed to helping you reach all of your goals and dreams.

Your Leadership and Management Team
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