

The Darryl Davis  
**POWER AGENT**  
**MAGAZINE™**

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Page

**25**

**For Your Eyes Only**

Forms, checklists and  
promo pieces building  
your business

Featuring *Elana Roche*

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# A Letter From Darryl Davis...

Dear Real Estate Advantage Members,

Welcome to this month's **Power Program Inner Circle** ...giving you the *best advantage* in today's market!

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As a reminder, if at any point you want to cancel your membership, please contact us at one of the methods above. But, for only \$27 a month, you just can't lose with this program

- LIVE coaching calls with Elana each month,
- In-depth interviews with top agents,
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If you have any ideas or suggestions for the The Power Program or would like to contribute an article or news piece, please do not hesitate to contact my office. We always welcome the thoughts of our members.

Until next month, I wish you all the best and nothing but success in all of your real estate endeavours.

Powerfully Yours,  
Darryl Davis



# Meet *Elana Roche*



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Elana Roche is a New Agent with Weichert Realtors. She's only been in the business since August 2015.

From August 2015 to December 2015, she had 3 listings, 5 rentals and 1 sale.

In Jan 2016, she had 5 listings, 1 rental, and 1 sale.

In February 2016, she had 3 listings, 2 rentals and 3 sales.



## ~ an interview with ~ **ELANA ROCHE**

phone 914-844-9713 • email [ERoche@weichert.com](mailto:ERoche@weichert.com) • website [www.ElanaRoche.com](http://www.ElanaRoche.com)

**Darryl:** Well hey Power Agents. This is Darryl Davis. Welcome to this month's interview. I had a really special person, Elana Roche from Weichert Realtors.

**Elana:** Say hello, Elana.

**Darryl:** (laughter) Good. So gang, I'm going to... The reason why I asked, why I'm interviewing Elana is because she's a fairly new agent. She's seven months in the business, doing great production for somebody so new. And I thought this would be a great opportunity to hear somebody's who new to the business, they still have a twinkle in the eye... (laughter)

**Elana:** (laughter)

**Darryl:** ...and while the challenges are fresh in their mind, getting... You know, because being a new agent (inaudible) sometimes we forget when we're doing it for a while. Sometimes we become cynical.

So new agents and old agents alike (inaudible) so Elana, thanks for much for taking the time. I'm not paying you for this and this is awesome that you're doing this to help serve others. So thank you. Thank you.

**Elana:** Thank you. Okay.

**Darryl:** So Elana, let's start off right at the top, you're contact information in case people want to send you referrals and they can contact you and ask you stuff. So go ahead.

**Elana:** Okay. So my name is Elana Roche. I'm with Weichert Realtors in Sparta, New Jersey and my cell number is the best contact of (914) 844-9713 or you can e-mail me at [eroche](mailto:eroche@weichert.com), which is E-R-O-C-H-E at Weichert.com.

**Darryl:** Great. And Elena, do you have your own website or is it part of the...

**Elana:** I do.

**Darryl:** Yeah.

## interview with Elana Roche (continued) ...

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**Elana:** Right now it's just elanaroch.com. It's up and coming. And, you know, I'll put some other cool things to it so you can (inaudible) but right now it's Elana Roche, E-L-A-N-A-R-O-C-H-E.com.

**Darryl:** Alright. Very good. And by the time this actually airs, hopefully the website will be...

**Elana:** It will be. It will be.

**Darryl:** Okay good. So Elana, so let's start with you've been in real estate for seven months. What's your production been in your first seven months?

**Elana:** Well, the first months were kind of slow because you're just so new to everything. I just was in the office. I will say I was in the office pretty much seven days a week, ten to twelve hours. I was just... As much as I could be there just to absorb what was going on around me...

**Darryl:** Right.

**Elana:** I do have an amazing mentor. I can't even... I mean, she's number one, pretty much not just the office but region. She's amazing. So I wanted to be around her as much as possible. So that's how it started. And then we went to your seminar last month. And that's really where it all... (laughter) I mean, I had some transactions. Rentals... Normally beginning people don't want rentals a lot. So, you know, they kind of give those away and you're doing those to make quick cash. But...

**Darryl:** Yeah.

**Elana:** It takes a while and I guess newer agents know or are about to find out. So that's really where it's set up. And then I did have a like a listing or two. I mean, I am a go getter I guess people are saying which is fine. If I see the opportunity, I go after it. So I had... I had a couple of listings. And, you know, the sales are a lot harder for me to get to go through with the buyers. So that's something I'm working on. Bu after your seminar is really when I came, I don't want to say addicted to your CDs, but it was a little OCD, you know, listening to them, in the car, on the computer with the headphones, at night in bed before I went to bed. (laughter).

**Darryl:** (laughter) So you take... Wait a second. Did you just say you take me to bed with you?

**Elana:** (laughter) I think I did. Yep.

**Darryl:** Okay. (laughter)

**Elana:** But yeah. It just became like I just... I mean, obviously, you know, I really do appreciate it and I thank you because you just said a lot of things that made sense and it makes it happen quicker as opposed...

**Darryl:** Yeah.

**Elana:** You said that in one CDs like two or three... You can do this year and figure it out, I guess, you know, depending on how smart you are. But it was nice for you... I mean, we all make our own... We'll make our own decisions but I feel like you really helped me, you guided me in the right direction and also gave me that confidence with... I mean, it really helps to have some of the verbiage and some of the stuff you were saying about at least sixty seconds. Like it just gives you the goal points to get back on these calls.

**Darryl:** Yeah.

**Elana:** So that's what was nice about the CD. So again, like listening in the car... I wasn't even listening to music anymore. (laughter) I don't. I just listen to you which I know is a little creepy. But it just seemed like the more I listened, I get it. But it just helped to hear it over and over again if that makes...

**Darryl:** Awesome. Yeah. That's really great. Well, I... Well, let's put it all together. Seven months, total number of listings that you've gotten and...

**Elana:** Believe it or not, I don't even know. I think it's like eight or nine altogether.

**Darryl:** Yeah. Okay.

**Elana:** I think that's (inaudible) the whole process was a whole other issue. It's a little (inaudible) so I mean, eventually we'll close. But that's a whole other learning experience. And that was prior. But the recent... I've just been getting them now because... Especially the FSBOs which... I wasn't even going to start there. I was just going to do the expireds mostly. But what happened is I drove by a sign listening to your CD and I'm like, "Well, wait a minute. Why not?" So I took a picture of the sign and that was the first one I did. And I called during an open house actually on one of my listings. And, you know, he said yes. And I built this rapport over the phone. It was literally that easy. And I know... I don't want to like, you know, say that it's that easy. But that particular one was and maybe that was the catalyst. So it happened a little quicker for me so that it makes it seem like, you know what I mean, that I can do this. You know what I mean?

**Darryl:** Yeah, yeah.

**Elana:** In the beginning, which I know happens.

**Darryl:** I think when we talked which, by the way, this is what motivated me to want to interview you because I wanted people to hear, you know, that when you... There are so many of our students that have access to so much that I've given them like the audio CDs and not everybody listens to them as much as they should.

## interview with Elana Roche (continued) ...

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**Elana:** No, they should.

**Darryl:** Yes. You've taken it to heart and that's what I love about new people. There's a message for everybody listening is that sometimes you become very cynical when you've been, not even very... You'll be a little... Many...

**Elana:** I was. I was starting to get there. Yeah.

**Darryl:** Yeah. So that's good that you said, "You know what? That's what a new salesperson brings to the table. You know what? I'm going to go anything and everything," like you said in the very beginning. You were in the office fourteen hours. You're willing...

**Elana:** Oh my gosh.

**Darryl:** You're willing to do anything and everything. And here's the message I want people to hear is that what a new salesperson brings to the profession for themselves is anything is possible. And so...

**Elana:** Right.

**Darryl:** ...they explore anything and everything because there is... They don't know what they don't know. So they're in this discovery mode and they're willing to try and do anything to succeed. And...

**Elana:** Right.

**Darryl:** If we can hang onto that, you know, and I say that to you too, by the way, Elana, you know, hanging onto that is what will help you continue the pace that you are and being a success. Now, what you said to me... So I think you called three FSBOs afterwards?

**Elana:** Yeah, yeah. (laughter) The first one was the first one and I got it. I went that next week and met with them. Brought the... I mean, I felt like being... You know, I don't know. I was maybe a little more aggressive. I brought the paperwork. I didn't... You know, in my mind, why wouldn't you? From all the stuff you were saying, it doesn't make sense for them not to. It just doesn't make sense for them not to. (laughter)

So somehow I got them to sign the papers and that was my first one. So obviously come out of there, you know, with your chest out, like, "Ooh, look at me."

**Darryl:** Yeah, yeah, yeah.

**Elana:** Which is okay. And...



**Darryl:** Now, hang on a sec. I want to interrupt you because I want to make this...

**Elana:** Yeah.

**Darryl:** I want to highlight teaching points here okay?

**Elana:** Okay.

**Darryl:** And that's my job here during this call. You said something that's very powerful. You're listening to the CD and almost like, not just as an agent like learning what to say, but you were probably listening like just a civilian, any normal human being.

**Elana:** Right.

**Darryl:** And you hear me go through everything. You get off the CD, you finish the CD and say, "Yeah. Why would any homeowner not list? Right?"

**Elana:** Right.

**Darryl:** So what happened is it wasn't so much the dialogue, although I think the dialogue is great.

**Elana:** Right.

**Darryl:** It is the confidence and belief system that you have now and it was your authenticity and your integrity and your passion talking to a homeowner with aggressiveness not to close them but to, not to sell them but to serve them because now you... Not in your head but in your heart you believe that, "Oh my gosh. You should not be a FSBO. This is horrible. Let me tell you why."

**Elana:** Right.

**Darryl:** So I want people to get that, that it's not just the dialogue but you have to believe the, you have to believe that, "Oh my gosh. You're going to help people." This is... And you're going to want to more appointments. You're going to be naturally more aggressive because you're trying to save a person from making a huge mistake. Alright. Good.

**Elana:** Exactly. That's exactly what happened.

**Darryl:** Alright. Go on. So that was the first...

**Elana:** That was the first one. So okay. We'll go in order. So the second one that I called... (laughter) These are literal phone calls. So that was the first one. This is the second phone call I made. It was actually more just for fun almost because...

**Darryl:** Okay.

## interview with Elana Roche (continued) ...

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**Elana:** A million dollar listing in my hometown which is, again, saturated by a lot of agents. You know? So I just thought, "I'm sure they've been tortured already. But I'm just going to call." I actually left a message which, you know, is like okay. But, you know, whatever. Within like two hours, she called back and, you know, I don't even know how I did it. I'm sure it was something to do with the CDs because literally in that, you know, that mode. And I basically said, "Well, let me just come in and show... Let me... You have to let me come in and show you because I don't know if I can save you money or not. You know, I don't know if this is going to work. But I need to see the house to almost make that decision."

**Darryl:** Yeah.

**Elana:** So... (laughter) (inaudible) now but anyways. So, you know, I did it. I went. I did the appointment (inaudible) even if I get it. It went really well. You know, did the whole house, everything you did in the CDs. I built the rapport which was tough. I mean, if there is rapport to be build, I probably did build a little bit.

**Darryl:** Okay. (laughter)

**Elana:** Really tough, like controlling, whatever. I could just see how this was going to be. It would be a learning experience anyway. So I got in, did that, left the paperwork and then didn't hear... You know, I kept reaching out, did little texts here and there. And then last Friday night, I called her and she said, "I have the signed paperwork and, you know, basically you can pick them up next week." So actually after... I know we had spoken but I had texted her today and she said, "I will call you as soon as I'm ready to list it."

**Darryl:** Okay.

**Elana:** So I think waiting... You know, she's doing some stuff on the house. So I... Again, do I know 100% sure I have it? No. But I think I have the best chance considering I know other people are in there and she told me that her husband signed the paperwork. So...

(CROSSTALK)

**Darryl:** Here's the part that I want people to get too is that really, you know, so now we're... This is your second FSBO, you got in the door, you got the listing. Second FSBO you called, got in the door, you know, didn't get the listing. But the fact that you accomplished... Here's what people... Here's what I want people... Here's another teaching point I want to highlight. There's three things... You've heard me say this on the CDs. There's three phases of being successful at listing FSBOs. The first... The final phase is getting the listing. The second one is getting an appointment and the third one is actually making the call. A lot of agents get stopped on that first, that, that very first step which is making the call. So you're...

**Elana:** It's really tough though. It is though. You know?

**Darryl:** Yeah. So you're getting past the first step. You're getting good at the second step because you're batting average so far is phenomenal and you're not always going to list 100%. So but there's still hope with this one. So that's pretty exciting.

**Elana:** Oh absolutely. I definitely feel there's something with it. Yeah.

**Darryl:** Good. And what... Was there another FSBO?

**Elana:** And then there was another one. Again, a very adamant, "I'm going to sell it on my own." I got him on the phone. We definitely built rapport right there on the phone. You know, we got past the sixty second... He was kind of nice from the get go. And we were on the phone for quite a while and I said, "Well, I don't know if I can help you..." You know, same thing, "I've got to get in there and look." So I went in there. (laughter) And as we're going through, whatever, you know, a conversation, the wife goes, "I want to sign." And I'm like, "Oh dear God." You know, and I know he's the one that... He really wants to sell it on his own.

**Darryl:** Right.

**Elana:** So to make that long story very short, that next day, I sat the open house on my first FSBO, like on my own listing. And she came by because it's like a few blocks away actually.

**Darryl:** Okay.

**Elana:** She saw the sign. She came by the tell me if she hired me, which they really want to do and they really loved me, all this stuff, they wouldn't be able to move to their next point. But I also, you know, to the next phase of what they wanted to do. And I did try to, you know what I mean, work that out with numbers. But they're convinced that, you know...

I think they know it. But the money's not there from what they owe on the house. So you know what I mean? So they're struggling knowing that I sell it and they can't.

**Darryl:** Yeah.

**Elana:** But you know what I mean? So I didn't want to make it any worse than it was for them.

**Darryl:** Right.

**Elana:** But I think I obviously would have had that listing because she said, "Even my husband said that." So I think he was the one with his heels in the ground saying, you know... But I think it's more of a need, that they need to do it on their own.

**Darryl:** Right, right. Okay, okay. Listen. Great stuff. So here's the bottom line is... You've

## interview with Elana Roche (continued) ...

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called three FSBOs. You've got three appointments. You listed one out of three so far. That's just in a very short time after listening to the CD.

**Elana:** A week.

**Darryl:** A week after listening and getting the CDs.

**Elana:** Yeah.

**Darryl:** So everybody listening, you know, if you bought my CDs, will you please listen to them for crying out loud? Alright...

**Elana:** Yeah.

**Darryl:** The next thing is just overall, you know, at least eight listings in seven months plus the sales that you generate. Now let me ask you this, the mentor... You said you've got a great mentor. Now is this a structured relationship? Like is there commissions being shared? Is there dedication as far as time or is this just like your go to person?

**Elana:** She is just amazing, amazing. She... Everyone in the office or at least this office, they take a piece from their newbies, you know what I mean, as their mentor. My mentor does not which is huge because when you finally do get the, your first couple of transactions, it's like, "Are you kidding me? Now someone else has their hands," you know?

**Darryl:** Right.

**Elana:** So that's... I mean, I didn't even know that going in, believe it or not. I had just (inaudible) recently. But anyway, she's just amazing with her time. She... No matter what... You have a question, she's always there. And again, it's hard in this business because we're all competitors. So, you know, we can even come up against each other.

So I think she's pretty unique person. Again, top producer, you know what I... I mean, over... I don't even know what was. Thirty million? We just came from the Weichert award thing and she's number one in like everything. So she... You know what I mean? That really helped too. You know, having that because I've seen people in this office that have other mentors that, you know what I mean, it just makes it difficult to get to the next level too. So I, you know (inaudible).

**Darryl:** Yeah.

**Elana:** You know, I've been blessed. So...

**Darryl:** Now, let me... So is... What... Did the office appoint her to you or is this

something that kind of naturally happened?

**Elana:** Appoint? I don't know if it's appoint. I think when you come in, you're supposed to get a mentor.

**Darryl:** Okay.

**Elana:** And I think there's probably some talk amongst them like how they do it. She actually sold me my home ten years ago in this town. I don't... I don't think she was even... She doesn't even want to take out anymore because she's so busy.

**Darryl:** Yeah.

**Elana:** But I almost kind of got in the door and was like just so attached to her because she just has, you know, you know, she has it. But like I think it just morphed into that almost, if that makes sense. I don't know if that was one of the ones when I came in the door and they're like, "Okay. You have this one." You know what I mean?

(CROSSTALK)

**Darryl:** Alright. So again, another teaching point to highlight here. So first of all, anybody listening, if you are really brand new to the business and you're just starting out, we're going to talk to Elana. She's going to share some of what I'm going to ask her next. Probably the first thirty days is really focused on getting the lay of the land, feeling it out, feeling the office, getting a sense of how the systems work. And at the same time, keeping your eye out as a new agent for that agent that has a good production, doesn't have to be a top agent, but has strong production and has integrity and maybe approach them. This is assuming... Because most offices do not have a structured mentorship program. Some do but most don't.

**Elana:** Okay.

**Darryl:** And that's why I asked you were you assigned that. And it sounds like, you know, your office has at least that philosophy, "Yeah. Let's hook you up with somebody."

**Elana:** Yeah. I think that's part of the philosophy. Yeah.

**Darryl:** Yeah. So if a new agent listening does not have that kind of philosophy in their company, then they can generate it themselves by, you know, paying attention. Who do they want to hook up with? And then there being a financial arrangement, that's mostly how it works.

**Elana:** That's normally. Yeah. I think 95% of the time, yeah.

**Darryl:** Now, the top agent... Any of my experienced top agents listening to this conversation right now, you should also consider, you know, flipping the script, meaning if you see a new agent coming into the office or not even a new. They could be licensed but they're financially struggling... Some agents think about building a team. You offering to

## interview with Elana Roche (continued) ...

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mentor somebody for anything is a really good idea because there's a Chinese proverb that goes, "The next level of learning is teaching." So when you (inaudible) somebody on and you mentor somebody, it actually makes you stronger at what you do because you have to really...

You know, for you to transfer knowledge, you have to dissect what you do to see what works and what doesn't work. And it's in the dissecting so you can transfer that knowledge to somebody else that actually makes you stronger and better. So...

**Elana:** I agree.

**Darryl:** Alright. Well, very good. So tell me now what did you do before real estate? Why did you get into it?

**Elana:** Alright. (laughter) Honestly, I don't know how the stars lined up for this other than I've always worked for my husband's company, his manufacturing company (inaudible) business background. It's a small business kind of part of it, like where small business people do everything. You know what I mean?

**Darryl:** Yeah.

**Elana:** They don't have people to help them. So it's kind of like this in a sense. You know, but we have like... You know, you have your company behind you which is a little different whereas a small business, you know, if you need to make a website, guess who's making it? You are.

**Darryl:** Right.

**Elana:** You know, like that kind of... You're thrown into which, at the time seems really difficult and unfair, but I feel like that's what kind of gave me some of the skills I have now. Like building this website. Like Weichert's telling me today to do some of this stuff. But I already have a good handle on how to do it. They're just going to help me make it better. You know what I mean?

**Darryl:** Yeah, yeah, yeah.

**Elana:** So that's kind of the background. Yeah.

**Darryl:** And so why did you get into real estate though? So you were helping... So you had... You were, you know, you were running your own business with your husband. And...

**Elana:** Right. And then he... So then that business... He has a couple. So that last business closed and I don't... I honestly don't know. Something I always had thought about over the last ten years about getting my real estate license. I was like, "Why don't I just (inaudible)

and do it?" (laughter)

**Darryl:** (laughter)

**Elana:** And from the second I was in class, it was like my eyes were opened. You know, this is something that I can definitely do. But I don't... I mean, obviously I hope to make a lot of money. But I also feel like I'm the catalyst for these people like to get them to the next phase of their life which is kind of cool.

That's how I kind of look at it, like I'm the catalyst that gets you from here to here. You know what I mean? Like where you create memories and where you do all this stuff with your family. So I'm that catalyst for that which I think is kind of cool. So I don't know (inaudible) normal philosophy. But...

**Darryl:** Yeah. No, but it should be. And that's... You know, that's... That's, that's a great, great distinction to keep up front. Sometimes in (inaudible) I don't think it matters what business it is. It could be my business, the speaking business, it could be real estate business. But sometimes we get so wrapped up in the to do list of, you know, running the day to day operation of the business that we forget really what's the mission or the cause behind the to do list. And...

**Elana:** Exactly.

**Darryl:** Like when you just said that, you know, really what we're doing, you really think about it, is that you've got, you know, these people, these families that, you know, they're listing this home, creating memories. This is where they're raising children. This is where they invite their friends and they (inaudible) events.

**Elana:** Right.

**Darryl:** And so the home is so much more than just two by fours and sheet rock. It's a way of living one's life and experiencing. And what we do in real estate is we... That homeowner choose, what that next one is. And if we're on the listing side, selling that home so they can go create a new home for themselves. So it really is life changing what we're doing for people. And I think if we can keep that more and more up front, it will probably be more enjoyable for us.

**Elana:** Well, that's just what happened yesterday. Really quickly, so very quickly... I have a family that we were looking... They needed to buy something. But I think they're in a short sale situation. And I just felt like I could really help them. And I'm listing their house. But I also know that could take years. This isn't something, you know what I mean, that you get quick pay on. But I also feel like I need to give back. So if I have the ability to help them, do you know what I mean to...

**Darryl:** Yeah. Absolutely.

**Elana:** You know what I mean? So I listed that yesterday. So I just feel like even though I'm

## interview with Elana Roche (continued) ...

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helping them, it makes me feel good that I have the power to do that. You know what I mean?

**Darryl:** Yeah. That's awesome.

**Elana:** Yeah.

**Darryl:** Well, and that's... You know, one of the things I've noticed with a lot of top producers... I mean, some are... It's interesting. The... I had my dog trained a couple of, I guess three years ago. We brought it to Petco actually. And they had an instructor there. And actually they weren't training the dog. They were training us on how to train the dog.

**Elana:** Right. Exactly.

**Darryl:** And yeah. I'll never forget something he said. He said, "Some dogs are literally motivated by food." You know, that how you train the dog is with food, treats. But some are actually motivated by play, that when you play with them, they get the same kind of chemical reward that some dogs would get from a treat. So some are food motivated, some are play motivated and some are physically motivated by petting them and giving them that physical love.

**Elana:** Right.

**Darryl:** Anyway, it's true also about real estate agents. There are some that are motivated by money. Their success is about making money and the more deals they get up on that board and the bigger the cash bank account grows, the more excited they are. And that's good if that's what motivates them. And then there's others that's more my approach or who I attract and it's for the (inaudible) and making a difference in people's lives. And the more we do that, the more rewarding it is. And I know some top producers, that's what they're driven by.

My students, they're driven by making a difference. And money is just a gauge as to how many people they've helped. So alright. Very good. Now... So now what's a typical day look like for you? So how many hours are you putting in? How many days?

**Elana:** (laughter)

**Darryl:** (laughter)

**Elana:** I hope no one I know listens to this. But I get... I get like... I normally get here anywhere between 6:30 and 7:30 and, you know, depends on if I'm on (inaudible) time, you know, like when you're on the phone or if any of that pops in there or, I mean, I try and get home by, you know, 6-ish, seven.

**Darryl:** Yeah.



**Elana:** You know, it depends. It depends what kind of day. It depends what I'm doing or if I think it's important enough to stay another hour or two and thank God all my children are older. My youngest is seventeen so I don't... You know, I don't have that guilt feeling (inaudible) me home. (laughter)

**Darryl:** Right, right. (laughter)

**Elana:** So I do have an advantage, you know what I mean, on some of the people in the office in that sense. But so yeah. That's... And the...

**Darryl:** Alright. So you're putting in a ton of hours which is okay up, which you have to do. You know, when we're in... When you're starting a new career, not to... One of my mentors, Tom Hopkins (ph), great real estate trainer... And he said something I'll never forget to me. He said, "It's okay to live out of balance in your life as long as you know why and for how long."

**Elana:** Okay.

**Darryl:** A deadline to that so you're not... You need to do that as a new agent is to put a lot of hours in as you do any new business that you're launching. So...

**Elana:** Exactly.

**Darryl:** Now, now are you... I'm assuming your married or is that a bad assumption?

**Elana:** Yep. I'm married and I have four children.

**Darryl:** Now, how is your...

**Elana:** The youngest is seventeen.

**Darryl:** Okay. How... The youngest is seventeen, right?

**Elana:** Yeah.

**Darryl:** Okay. And how does your husband deal with the long hours like... Or how is the relationship?

**Elana:** Well, he's always done that. This is an opposite. So, you know, he's the one that's always been building the company and not been home. So this is the first time he's doing a more toned down business where he's actually teaching my son a trade of installing a fence.

**Darryl:** Okay.

**Elana:** So right now, it's kind of slow. It's been slow since, say, after Christmas on the slower end even though they're still working. So he's been home more. So he totally understands. You know what I mean? (laughter)

## interview with Elana Roche (continued) ...

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**Darryl:** Right.

**Elana:** So he never... He doesn't give me any kind of grief about it. You know? He's... He helps with cooking and doing stuff because after so many months (laughter) of me doing this, like nothing's getting done at home. So...

**Darryl:** (laughter)

**Elana:** So it's been a life change for everyone, I think. You know?

**Darryl:** Well, I guess if he was the one doing it all those years, how could he say anything, right? (laughter)

**Elana:** Exactly, exactly, exactly.

**Darryl:** Alright. And, you know, the... What's the, what would you say is the biggest priorities that you have each day or each week that you're focusing on right now?

**Elana:** Well, there's... It's shifting. So now I feel like I did a lot busier work and a lot more stressing about how to, you know, how to turn these things and get money where now, now I know I want to do the, you know, the listings. But this is all more recent. So I think I'm shifting and now I need... Like I'm doing the (inaudible) I just did that and I'm trying. I feel like I need to get what you said in one of the CDs, is that commitment, you know, the whole thing where you said you were going to run. (laughter)

**Darryl:** Yep.

**Elana:** So I'm trying to get committed on and listen to those CDs again and get that schedule of when exactly I call because listings are a lot of work. I mean, they just are a lot of work. So, you know, I'm trying to balance that and see how I want to do that and also to take into play what you said which is like I went hiking last Saturday with my husband. You know what I mean? Like so I'm trying to get it all balanced and figure out. But I need to make those calls because clearly that's what that... You know what I mean? I already know that. So I just literally within days of all this happening, I'm trying to figure out the schedule. So I stick to it like you said and do that.

**Darryl:** Okay. Yep.

**Elana:** Yeah.

**Darryl:** Yeah. So well, let me do some one on one coaching while we're doing the recording and that is if you're using the redex (ph) which (inaudible) make sure if you haven't signed up for redex that you go to [darrylspecial.com](http://darrylspecial.com), [D-A-R-R-Y-Lspecial.com](http://D-A-R-R-Y-Lspecial.com). Make sure you use the

coupon code “smile.” Save that for (inaudible) so you should sign up with that. And you’re going to get FSBOs pretty much every day or every other day when you log in plus your expires.

**Elana:** Right.

**Darryl:** So probably... I mean, there’s probably (inaudible) number one, you can pick a few days of the week that you say, “Alright. From six to, you know, eight o’clock Monday, Tuesday or Sunday, Monday, Tuesday, I’m going to call FSBOs and expires.” So that’s one approach.

The other approach is which... (PAUSE) There’s no right way. It’s like a diet. The right diet is the one you’re willing to do. So the other approach is that every day you schedule to check in on your redex leads.

**Elana:** Okay.

**Darryl:** So that way they don’t build up. So if you wait until Sunday, Monday, Tuesday and for seven days they’ve been accumulating...

**Elana:** Right.

**Darryl:** ...you know, you may have twenty or thirty or fifty leads to call. But if you log in every day and you just commit thirty minutes to look at these, the new leads for the day, they’re going to be more fresh. You’re getting right to it. So yeah. You’ve got to figure out which system works best. Now, I will tell you. I don’t think we’ve talked about this, Elana, and that is storm dialer. Have you heard about this?

**Elana:** No.

**Darryl:** Okay. So just jot it down. And the only reason I’m bringing it up to you is because April (ph) who is my... She works in the office here. She also is my fiancée, hopefully by the time is played, she’ll be either my wife or not. (laughter)

**Elana:** (LAUGHER)

**Darryl:** People can ask after they hear this. But anyway, she went to an office and a friend of hers... And there was an agent, one of our students, Randy (ph). He’s the top agent in this office. They’ve got thirty-five agents. He’s the number one agent in listings. And, you know, she was shocked because she had my scripts and he had his scripts, my scripts in front of him, the FSBO script, expired. He was in the back office. She (inaudible) she went in the room. She saw him there prospecting and what he was using was a storm dialer. I think it’s very fascinating. And storm dialer is through the redex. So if you go to redex’s website, you’ll see that you can sign up on storm dialer. And what it is they take your leads from redex and this software, which is online, will call all your people in one swoop.

So let’s say you’ve got five leads. It’s going to call all five at the same time. Whoever answers, they’re going to... It transfers to your cell phone. So instead of you dialing and getting a busy signal, dial and get a machine, dial, it dials all these numbers at the same time and connects you automatically to whoever answers live. Does that make sense?

## interview with Elana Roche (continued) ...

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**Elana:** Okay. Yeah.

**Darryl:** Now what's good about that is it's going to save you a tremendous amount of time. And so just take a look at it. They charge a hundred bucks a month for that system. And that's just something to consider. Okay.

**Elana:** Okay.

**Darryl:** So yeah. So that's... Your biggest priority right now is you're shifting from the buyers to building listing inventory.

**Elana:** Yeah. (laughter)

**Darryl:** Yeah. Okay good. Now, when you first started, you were focusing on buyers? Yes? No?

**Elana:** Yes. Rentals and buyers. Yeah. But, you know, it's the process of learning to prequalify them before you can go out. Well, that's my opinion. I know people have other opinions. So I just... I just don't get why you would waste time if they're not at least prequalified. You know what I mean? To do this...

**Darryl:** Sure. Yeah.

**Elana:** That's why... I, you know (inaudible) so...

**Darryl:** How do you get them prequalified?

**Elana:** (laughter) Well, especially my rentals, I know everything about them before I get off the phone.

**Darryl:** Okay, good.

**Elana:** I don't know why they tell me this. I don't know that I would on the other end. But I mean, everything. I know their income. I know, well, at least what they say their credit score is. So at least I can... You know what I mean? And then a lot of times I prequalify them right there by talking to my (inaudible) manager actually giving, you know, doing the e-mail while we're on the phone to get them preapproved to print the actual credit report. Like I'm serious. And if they're serious, then they have no problem with it. And if they have a problem with it, then I know there's either a problem with their credit or they're not really serious. You know what I mean? So that's just my philosophy. I don't know exactly if it's right or wrong. But I think it's working for me.

**Darryl:** No, that's very good. Very good. And alright. So that... So you shifted now to the listings and building listings which that's great. Now, of the... So the listings that you've been going on, have you found that there's something that you're really, that you love to talk about, that you almost say to every homeowner? Like if I were to ask you... When you go on a FSBO

(inaudible) what do you say, how do you say that you (inaudible) with you?

**Elana:** Well, I guess there's a few things. But like I really do believe in the Weichert philosophy. And I do believe, you know, that I am back by a very strong company marketing wise. You know, I know what they spend a year on marketing. And obviously everyone's looking online and, you know, we have that lead network. So we have a lot of leads from that. You know, you have to pay the referral fee. But I feel like you wouldn't have the referral to begin with if it wasn't for Weichert. You know, getting that lead from doing the marketing...

And I honestly believe in the open houses. I can't tell you just... The first open house I sat, I got my big \$600,000 listing that's on right now. I just sold... I sold that sitting at the second time. I sold it at the open house. (laughter)

**Darryl:** Okay.

**Elana:** For 250,000. They're closing next week.

**Darryl:** Okay.

**Elana:** That's my second closing of a house.

**Darryl:** Okay.

**Elana:** And I... You know, so I get it. The buyers are good and I want the... You know what I mean? I know it's quicker obviously than selling a house. But again, I'm doing... I'm listening and I haven't been fully through it yet. But I'm doing that ABC of the qualifying the buyers so I'm not wasting my time.

**Darryl:** Yes. Okay.

**Elana:** But I'm not fully... I'm not fully through that. And I'm not 100% confident. Like I need to get a little more confident with qualifying them. But you know what I mean? In a sense of ABC like you said.

**Darryl:** Right, right.

**Elana:** Which buyers they are.

**Darryl:** So when you go in a listing place, say to the homeowner you really believe in the marketing of Weichert.

**Elana:** Oh absolutely. That and the open houses are huge. And the brokers open and getting all the brokers in there because between our houses (inaudible) Thursday, whoever has the best food is where they go. (laughter)

**Darryl:** Right?

**Elana:** So I've started marketing my brookies which is a brownie and a cookie. Anyway, so in other words, Tuesday, Thursday, and Sunday... So I took Tuesday and Thursday, let's say

## interview with Elana Roche (continued) ...

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we have, you know, forty agents from our office come through on average. And then however many brokers I can bring in, you know, twenty to thirty, whatever ends up showing up. So those seventy have two to three buyers. So you bring hundreds and hundreds of people that have buyers in that price range. You know what I mean?

**Darryl:** Yep, yep.

**Elana:** So that's what I feel, especially with the FSBOs too. They can't do that, what you said with the (inaudible) you know, with your neon signs on the wall. (laughter) But you put a Weichert sign, you can see that going forty miles an hour, you know what I mean, because it's yellow and everyone knows Weichert here. You know what I mean? So that's my belief is Weichert's a big part of it and, you know what I mean, that kind of exposure is what's going to get it sold.

**Darryl:** Good. Very good. Very good. Now that was very good stuff, Elana. Alright. So let's say now for you, you started mentoring somebody, a new agent. What would you tell a new agent coming in the business that you wish somebody told you and they might have said to you too several months ago. What would you say?

**Elana:** Listen to the CDs period.

**Darryl:** Okay. (laughter)

**Elana:** (inaudible) I believe, like I really believe like they're really (inaudible) really want this to work and this is going to be what they do, let's say, you know, hopefully for the rest of their lives at this point. Why not just listen to that?

Because you do it. You break it all out. You know what I mean? And even if you're going to just (inaudible) listing n adjust list it, do the listing on the (inaudible) buyers. But I just feel like you did enough that I can... I feel comfortable with doing it. You know what I mean? So that would (inaudible).

**Darryl:** Well, that's very sweet. Alright. So you heard it here live recorded. Everybody listen to the CDs. (laughter) What else would you tell them, Elana? A new agent coming into real estate.

**Elana:** That they have to be honest and have that integrity and I would almost try and find out what their purpose is maybe or doing this to see... Because now I'm... You know what I mean? It has to have that underlying purpose because I'm not sure how successful you could be if it's not genuine. You know? Do you really want to help people? Do you really want to... You know what I mean? I'm just not sure... I feel like I would need to know that. I'm not sure I could tell them that. But I would need to know that to know if I could even know that. You know what I mean?

**Darryl:** Wow. That's a really great question. I don't even think I've even said that to brokers when interviewing agents. So, you know, finding out what... What are you committed to? Why

are you getting into real estate? What's your purpose? But the other thing is, and I think this is what you were saying is, what's your motivation? Is it money or is it helping people.

**Elana:** Yes. Right.

**Darryl:** Not that either one is wrong. But I think it's important for the agent to know themselves, what's going to fuel the fire to push past the challenges that every agent is going to experience when they get into real estate. Alright. That's really very great. Very great stuff. Alright. Is there anything else you would tell to this?

**Elana:** Just... (laughter) Again, listen to the CDs, if you can, as early as possible. But if you don't, I guess just, you know, try and stick it out. Eventually, you'll learn enough, you know what I mean, to start turning the transactions. But I just feel like it really did help me. It really did help me to that next level so I don't feel so frustrated. You know what I mean? It's part of putting a focus on it for me.

**Darryl:** As far as money, buyers, things, rentals, what would be a good (inaudible)?

**Elana:** Definitely rentals. I mean, it's quick money. You get paid as soon as you get the commission check. You know what I mean? So I mean, I don't discourage them. I think that's... And it's a good way to get into the process. So you're starting to deal with people. You know what I mean? Doing the paperwork... It's definitely a great thing to get started with that way. And it's quick money. I don't see what's bad about it. I mean, I know, you know, some of the agents in here now, you know, everybody poo poos it or whatever. But I still do it so I get money every week.

**Darryl:** Very good. Well, you know what? Now, there's a good business plan. Here's what I would say. For new agent coming in (inaudible) rentals are not as plentiful. So that might not be the best plan. But if it is...

**Elana:** Right.

**Darryl:** You know, there's... What a lot of agents will try and go to make money in real estate is they think selling a house, taking a buyer out, selling a house is the quickest way to start getting money.

**Elana:** No.

**Darryl:** And not only is it no way. But it takes so much time to have some money.

**Elana:** Exactly. (laughter)

**Darryl:** Right. So what they should be doing is building inventory right from the beginning, as you heard me say before, if you were going to open up a shoe store, you couldn't open up a shoe store without any shoes.

**Elana:** Exactly.

**Darryl:** You've got to get your inventory to (inaudible) business.

## interview with Elana Roche (continued) ...

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**Elana:** First.

**Darryl:** So that...

**Elana:** Yep.

**Darryl:** Now (inaudible) for immediate cash flow is you do rentals. So when you think about that, that's a great business plan. Don't even work the buyers. Just rentals and...

**Elana:** (laughter) I agree. They do have the plague.

**Darryl:** (laughter) Oh good, good, good stuff. Well, listen Elana, thanks again. This was a wonderful call. I think you helped a lot of people. I appreciate you taking your time. One more time, if people wanted to contact you, your website is going to be Elana...

**Elana:** Elana Roche, yep.

**Darryl:** And that's E-L-A-N-A, Roche, R-O-C-H-E and your cell number again, Elana?

**Elana:** (914) 844-9713.

**Darryl:** Alright. Well, thank you so much. You have a wonderful day. Congratulations on all you're doing and I look forward to talking again soon.

**Elana:** Thank you Darryl.



*Thank you,  
Elana Roche!*





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Left to right: Jim Nickel, Margaret Ingalls, Sandra Nickel, Charlotte Brambir

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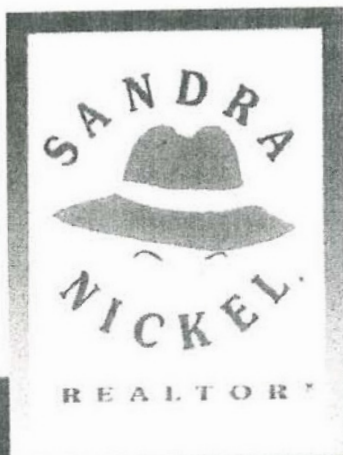
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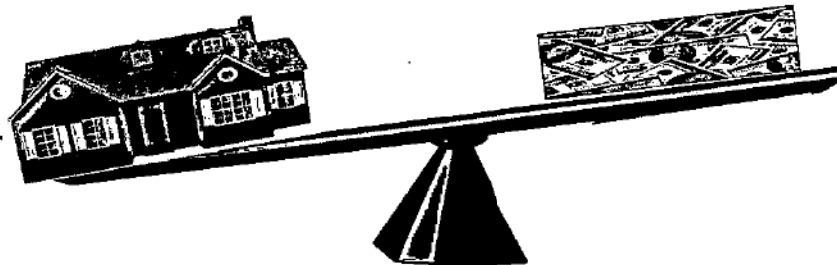
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## Pre-Listing

1. Research Ownership
2. Research Legal Description
3. Assessment & Status
4. Research all comparable currently Listed Properties
5. Research Previous Sales Activity
6. Order Property Profile from Title Company
7. Review Property Profile
8. Assessors Tax Information Ordered
9. Assessors Tax Information Reviewed
10. Legal Names on Title Research
11. Complete Market Study Prepared (CMA)
12. Enter in Rand's Computer Base
13. Send Confirmation for Listing Appointment
14. Prepare Rand's Personal Listing Information
15. Deliver Rand's Pre-Listing Information Package to Seller
16. Deliver Rand's Video to Seller Prior to Appointment for Review
17. Call to Confirm Appointment with Seller, ask pre appointment questions
18. Present Market Study to Seller, including Comparables, Solds, Current Listings & Expired
19. Present Rand's Strategic Master Marketing Plan to Seller
20. Rand Discuss Preparation Needed to Market Effectively
21. Plan Goals with Seller
22. Present Rand's Plan of Action to Seller
23. Suggest Financing Alternatives
24. Listing Contract & Addendums Signed by Seller
25. Pre-Listing Information Package Picked Up
26. Video Picked Up for Recycling or Seller Gives to Friend
27. Rand's Pre-Listing Checklist Completed

# THE SELLERS EDGE FOLLOW UP

## Listing Checklist

28. Advise my Marketing Coordinator of New Listing
29. Review Current Title Information
30. Determine if a short term rate is Applicable
31. Plat Map Ordered
32. Lot Size Confirmed
33. Owners House Plans Received if Applicable
34. House Plans Reviewed
35. Organize File in Proper Order
36. Make Contact Cards for Rand and Marketing Coordinator
37. Put Into Letter Sequence
38. Order Just Listed Labels and Reports
39. Call Owner to Schedule Caravan
40. April Makes Cookies for Caravan
41. Buy Lottery Tickets for Caravan
42. Prepare Flyers and Feedback Faxes for Caravan
43. Assign a Hotline Rider
44. Write Hotline Ad for Hotline
45. Record Hotline Ad at The Recording Studio
46. Interior Room Sizes Measured
47. Exterior Home Dimensions Plotted
48. Year Home was Built Researched
49. Property Disclosure Delivered
50. Property Data Sheet Prepared for Office
51. Showing Instructions Prepared, Office Notified
52. Loan Company & Loan Number Provided by Seller
53. Current Loan Information Verified by Lender

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- \_54. Loan Assumption Requirements Researched
- \_55. Second Loan Company & Loan Number Provided by Seller
- \_56. Second Loan Information Verified with Lender
- \_57. Review Current Appraisal if Available
- \_58. Lot Information Researched for Size & Dimensions
- \_59. Land Use Researched
- \_60. Zoning Researched
- \_61. Required Elementary School Researched
- \_62. Required Junior High School Researched
- \_63. Required High School Researched
- \_64. Home Owner Association Manager Contacted
- \_65. Homeowner Association Fee Researched
- \_66. Copy of By-Laws Ordered
- \_67. Home Owner Association Services Provided
- \_68. Copy of Complex Lay-out
- \_69. Have Extra Key for Lockbox
- \_70. Lock Box Installed
- \_71. Sign Ordered
- \_72. Brochure Box Installed
- \_73. Electricity Available in Research
- \_74. Average Utilities Researched
- \_75. Sewer/Septic System Researched
- \_76. Water Availability Researched
- \_77. Water Fees or Rates Researched
- \_78. Well Status Confirmed with Well Report (In certain Areas)
- \_79. Well Use Determined as Household or Domestic
- \_80. Well Production Confirmed (G.P.M.)
- \_81. Well Depth Verified
- \_82. Natural Gas Availability Researched
- \_83. Propane Tank Lease Term and Rate Verified

# THE SELLERS EDGE FOLLOW UP

## Listing (con't)

- \_84. Mobile Home Foundation Confirmed as Permanent
- \_85. Mobile Home Title Purged as Necessary
- \_86. Property Inclusions and Amenities are Noted
- \_87. Property Inclusions are Noted
- \_88. Ads Written with Seller's Input
- \_89. Color Photo Taken
- \_90. Power of Attorney Reviewed and Filed
- \_91. All Prorations are Researched and Noted
- \_92. All Rents and Deposits are Verified
- \_93. Copy of Leases Provided
- \_94. Coordinate Showings with Tenant
- \_95. First Right of Refusal Verified
- \_96. Repairs and Maintenance Noted Completed
- \_97. Home Owner Warranty Made Available
- \_98. Home Owner Warranty Application Completed
- \_99. Home Owner Warranty Application Mailed
- \_100. Home Owner Warranty Received
- \_101. Home Owner Warranty Filed
- \_102. Note All Unrecorded Property Lines or Agreements
- \_103. Rand's "New Listing Checklist" Completed
- \_104. Rand's "Closing and Control" Checklist Completed
- \_105. New Listing Entered Into MLS System
- \_106. Make Copy of PFL for Buyer's Agent "Ups Book"

## Transaction Coordinator

Lesla Coopersmith is your "Transaction Coordinator. In addition to trouble shooting it is Lesla's job to handle all of the details involved in your escrow. She makes sure that the inspections are done, the appraiser is on track and all the "i's" are dotted and the "t's" are crossed, every detail so that escrow closes ON TIME!

## Pre-Listing

- \_107. Add Property to Our Active Listed Inventory List
- \_108. Add Property to Our Current Production Book
- \_109. Confirm Owner Has a Copy of the Listing Agreement
- \_110. Proof MLS Computer Printout
- \_111. Marketing Brochure Prepared
- \_112. Information "tent" to Go With Brochure Prepared
- \_113. Add to My Other Home Brochures Around the Area
- \_114. Marketing Brochure Mailed to Seller for Review
- \_115. Marketing Brochure Delivered to Brochure Box
- \_116. Put Marketing Brochures in All Agent Mail Boxes at All Board Offices
- \_117. Mail Brochure to Top 10% Agents In Monterey Peninsula Area
- \_118. Broker's Caravan Scheduled
- \_119. Promote at Board of Realtors Meeting
- \_120. Mail Out "Just Listed" Announcements to Neighborhood
- \_121. Advise Superstar Network Referral Program
  
- \_122. Notify Telemarketers of New Listing
- \_123. Direct Telemarketers to Call Geographic Prospect Area
- \_124. Telemarketers & Buyer's Agents Call Leads off the Hotline Daily
- \_125. Submit Listing Information to "Hot Sheet"
- \_126. Provide Marketing Data to International Relocation Buyers
- \_127. Provide Marketing Data to Incoming Referral Buyers
- \_128. Provide "Special Feature" Cards for Marketing ( If Applicable)
- \_129. Write Ad for Newspaper using Newsad 3

# THE SELLERS EDGE FOLLOW UP

## Listing Checklist

- \_130. Advertise in Paper on Rotating Basis
- \_131. Mail Copy of Newspaper Ad to Seller
- \_132. Write Ad for Homes Magazines
- \_133. Advertise in Homes Magazines When Necessary
- \_134. Mail Copy of Homes Magazines to Seller
- \_135. Loan Information Reviewed and Filed
- \_136. Loan Information Updated if Necessary in MLS
- \_137. Feedback Faxes Sent to Agents After Showings
- \_138. Showing Feedback Conveyed to Sellers Weekly
- \_139. Regularly Get Computerized Information of Showings From Lock Boxes
- \_140. Weekly Market Study Reviewed
- \_141. Regular Calls to Seller to Discuss Marketing and Pricing
- \_142. Prepare information for Peninsula Showcase of Homes T.V Show
- \_143. Schedule Time to Film the Property With the Seller
- \_144. Write Voice Over for Peninsula Showcase of Homes T.V Show
- \_145. Pre-Qualify all Buyers when Possible
- \_146. Price Change entered into MLS Computer
- \_147. Price Change announced to all agents
- \_148. Price Change on Brochures
- \_149. New Brochures are delivered as needed
- \_150. Refer You to One of the Best Agents at your Destination

## Clients for Life

*Rand wants to be "Your Personal REALTOR® for Life" & We intend to earn that right!*

## Initial offer

- \_151. Offer Received by Paul
- \_152. Paul Contacts Selling Agent to discuss Buyers Qualifications & Offer
- \_153. Offer Reviewed with Seller
- \_154. All Responses are Reviewed
- \_155. All Needed Forms are presented to complete the Sale.
- \_156. Offer is Accepted, Amended or Countered
- \_157. Signed Offer is Delivered to Selling Agent
- \_158. Contract is Signed by all parties

## Under Contract

- \_159. Advise Sales Coordinator of New Listing
- \_160. Copies of Contract to Seller
- \_161. Copies of Contract to Selling Agent
- \_162. Copies of Contract in office file
- \_163. Original Documents files with agent obtaining offer
- \_164. Sales in Progress Checklist completed
- \_165. Earnest Money is Recorded
- \_166. Earnest Money is Deposited in Escrow Account
- \_167. Closing File Forms and files updated.
- \_168. Showings are restricted as Seller requests
- \_169. Abbi notified of sale
- \_170. Coordinate with Selling Agent and Lender
- \_171. Fax copies of Contract and Addendums to Lender
- \_172. Confirm Purchaser is Pre-Qualified
- \_173. Review Credit Report Results
- \_174. Provide Credit information to Seller if Owner Carry
- \_175. Assist in Arranging Financing
- \_176. Coordinate Discount Points being locked with dates

# THE SELLERS EDGE FOLLOW UP

## Under Contract

- \_177. Provide Comparable Sales for Appraiser
- \_178. Schedule Appraisal
- \_179. Follow-up on Appraisal
- \_180. Appeal for Increase if Appraisal is low
- \_181. Relay results of CRV to Seller
- \_182. Confirm Verifications of Deposit and Employment have been returned
- \_183. Follow Loan Processing through to the Underwriter
- \_184. Contact Lender weekly to Track Processing
- \_185. Relay loan approval to the Seller
- \_186. Fax copies of contract and addendums to the Title Company
- \_187. Fax Closing and Control Form to the Title Company
- \_188. Confirm Loan Payoff Statement created
- \_189. Confirm Loan Assumption Statement Ordered
- \_190. Contact Existing Lender for Assumption requirements
- \_191. Compile all required items for Assumption
- \_192. Submit all required items for Assumption
- \_193. Order Title Insurance Commitment
- \_194. Confirm if Turn-in Policy Available
- \_195. Review Title Insurance Commitment
- \_196. Confirm Purchaser received Title Insurance Commitment
- \_197. Confirm Selling Agent received Title Insurance Commitment

## Meeting Your Needs

*If at anytime you feel that there is anything more that we could be doing to make the homebuying or selling process more enjoyable and less stressful, tell us and we'll do it!*

## Under Contract

- \_198. Note Title Insurance Requirements
- \_199. Coordinate Meeting all Title Insurance Requirements
- \_200. Have Buyers Hazard Insurance Delivered
- \_201. Provide "Home Owners Warranty" for closing
- \_202. Coordinate Home Inspection
- \_203. Review the Home Inspection Results
- \_204. Negotiate the Payment and Completion of all Required Repairs
- \_205. Inspection Clause Requirements completed
- \_206. Deliver Unrecorded Property Information to Buyer
- \_207. Septic Inspection Ordered
- \_208. Septic Report Received and Reviewed
- \_209. Copy of Septic Inspection Report Delivered to Lender and Buyer
- \_210. Copy of Septic Inspection Report filed
- \_211. Well Flow Test Ordered
- \_212. Well Flow Test Report Received and Reviewed
- \_213. Copy of Well Flow Test Report Delivered to Lender & Buyer
- \_214. Copy of Well Flow Test Report filed
- \_215. Water Potability Test Ordered
- \_216. Water Potability Test Received & Reviewed
- \_217. Copy of Water Potability Test delivered to Lender & Buyer
- \_218. Copy of Water Potability Test filed
- \_219. Loan Approved
- \_220. Closing Location Selected
- \_221. Closing Date confirmed
- \_222. Closing Time Scheduled with Seller
- \_223. Closing Time Scheduled with Title Company
- \_224. Closing Time Scheduled with Lender
- \_225. Closing Time Scheduled with Selling Agent

# THE SELLERS EDGE FOLLOW UP

## Under Contract

- \_226. Closing Time Scheduled with Buyer
- \_227. Final Walk Thru Scheduled for Buyer
- \_228. Closing figures Requested from Title Company
- \_229. Closing Figures Received and Reviewed
- \_230. Closing Figures forwarded to Selling Agent
- \_231. Closing Figures forwarded to Buyer
- \_232. Closing Documents requested.
- \_233. Rand & Lesa Review Closing Documents
- \_234. Forward Closing Documents to Seller as Requested
- \_235. Confer and review documents with Seller's attorney
- \_236. Provide Earnest Money Check for Escrow
- \_237. Oversee the Entire Closing Process
- \_238. Coordinate This Closing with Your next purchase
- \_239. Present You with your Check at Closing

## \$ Check in Hand \$

*We are 100% committed to selling your home for the most money, in the shortest period of time, with the least inconvenience to you.*

## Closing

- \_\_\_240. "Thank you" sent to client & buyer
- \_\_\_241. Follow-up Call Made to Client
- \_\_\_242. Follow-Up Call made to Buyer
- \_\_\_243. Clients New address & Phone number entered in computer (Contact Ease)
- \_\_\_244. Entire Closed Package filed in bottom draw of filing cabinet
- \_\_\_245. Copy of Seller's Settlement Statement in February 1 tax file
- \_\_\_246. Copy of Buyer's Settlement Statement in February 1 tax file
- \_\_\_247. February 1 of Following Year Mail Settlement Statements to Buyers & Sellers
- \_\_\_248. Fax Keith Hawks to pick up sign
- \_\_\_249. Pick-up lock box
- \_\_\_250. Pick up Brochure Box
- \_\_\_251. Pick up Display Materials
- \_\_\_252. Update Master Computer Records
- \_\_\_253. Remove Property from Property Roster
- \_\_\_254. Enter Client on the Sphere List
- \_\_\_255. Follow-up with Client on a Regular Basis
- \_\_\_256. Maintain a loyal relationship

There is much, much more that is done to serve you during the time you work with Rand Smith and his staff of 10 professionals. It is Rand's basic philosophy and sincere belief that, "We Get by Giving, therefore we give our value first, up-front, in advance". This is evidenced by the fact that Rand Smith **GUARANTEES** every service he offers. That way you have no risk. All Rand and his staff are looking for is an opportunity to do what they say they can do. Nothing more. And if they do what they say and meet your needs and expectations then Rand will have earned the right to become your *Personal REALTOR® for Life*.

# THE SELLERS EDGE FOLLOW UP

## Personal Service Guarantee

*Thank you for  
considering us*

the  
"Everything to Gain ...  
Nothing to Lose"  
Personal Service Guarantee

"You must be 100% satisfied  
that the Seller's Edge has  
done everything Rand said it  
would do

*and*

that you are absolutely con-  
vinced Rand & his staff are  
the best in the industry to  
market & sell your home

*or*

Rand agrees to cancel the  
listing agreement immedi-  
ately upon your request"

**Thank You**





Use “Featured Home” service from Realtor.com; allows sales associates to pay a premium to rank first when specific ZIP codes are keyed into the site’s search function. You can also use the “Showcase” Agent-level listings on Realtor.com which allow for more photos and longer descriptions.



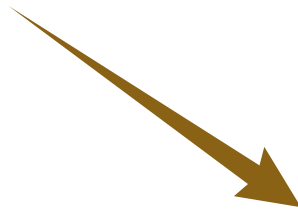
Use “TrueForms.com”; for \$179 the system will allow you to create a paperless environment while saving the time you spend shuffling paper forms.



Use a catered dinner party or similar event to educate clients and prospects. Do something for them to help their situation in exchange for the possibility of future referrals and sales.

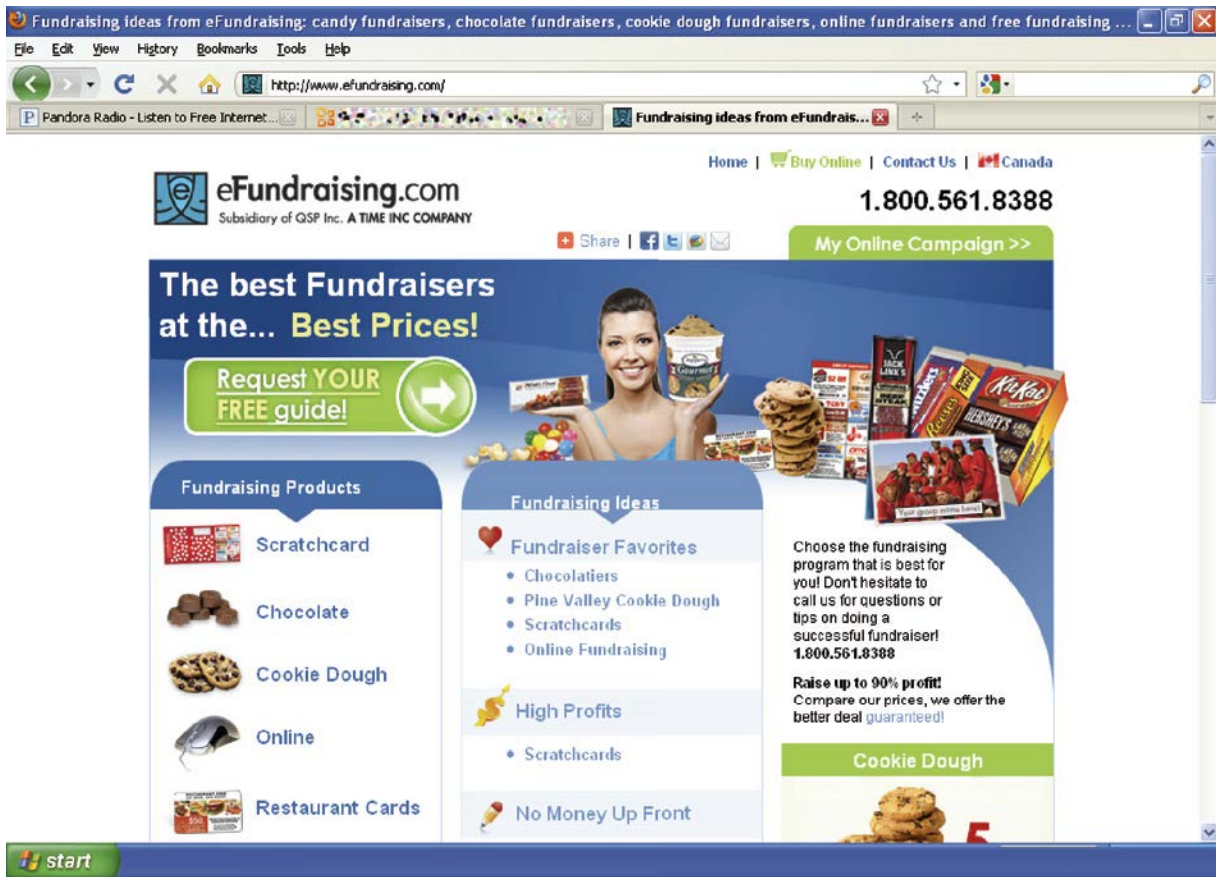


Write real estate columns. May it be in newspapers, websites, blogs or some other venue, writing about real estate topics not only can get you in front of a large audience (most of the time at no additional cost), you also are projecting yourself as the expert in your field.

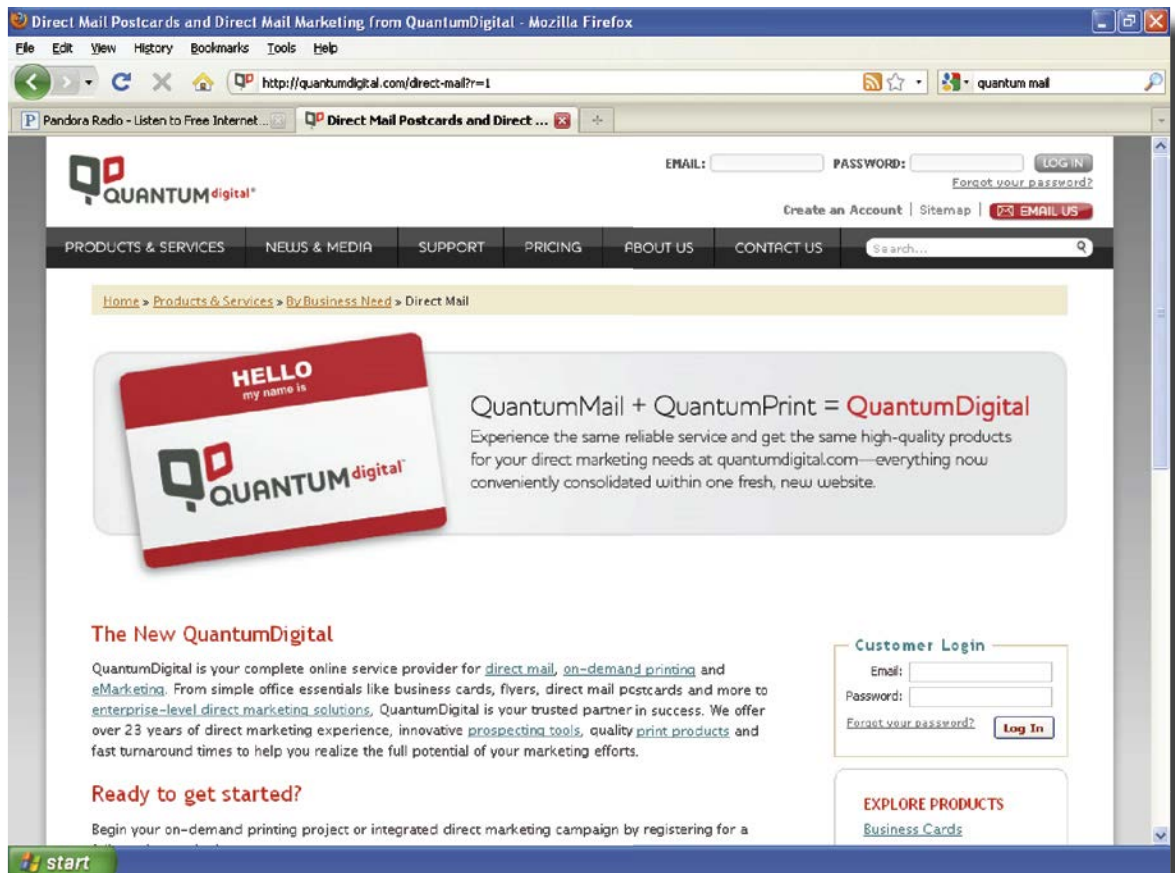


Get your personal affairs on paper and organized. In addition to making sure you have a will for your assets, possessions and legal guardians, other paperwork should be kept in a safe place, just in case of an unexpected or unfortunate event occurs.





www.efundraising.com



www.quantumdigital.com





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one Property, one Website,  
one Solution

**Win More Listings:** Impress your sellers with showcase property Websites that are 100% dedicated to their property. Their listing will be viewable by a worldwide audience 24 hours a day, 7 days a week. There is NO competition with other listings to distract the buyer.

**Attract Buyers:** 80% of buyers use the Internet to search for a home. The most important thing that a potential buyer wants to see is photographs, followed closely by detailed property information. PowerSites allow you to feature up to 100 photos with descriptive slide shows and UNLIMITED text for property descriptions.

**Outshine your Competition:** In any market, it is important to distinguish your services and add value for your sellers. Demonstrate that you are marketing their property in the place where the most potential buyers are looking. PowerSites are affordable tools that will position you as a tech-savvy professional, and make it easy to justify your commission.

**PowerSites are Risk FREE:** Sign up today at [www.AgencyLogic.com](http://www.AgencyLogic.com) to test-drive and build PowerSites FREE of charge. They are amazingly simple to build; it takes only minutes to create a site. With PowerView, you can email a link to your client before your pre-listing presentations – FREE of charge – purchase only when you win the listing.

**PowerSites Pay for Themselves:** Use your PowerSite address e.g., [www.123AnySt.com](http://www.123AnySt.com) in place of expensive descriptive text in print ads, and you will dramatically reduce your costs. The savings you will enjoy are often more than the cost of the PowerSite!

**You get all of this for less than the cost of a newspaper ad:**

- Free Registration of Domain Name
- Web Hosting for 12 Months
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- Upload Floor Plans
- Upload a Virtual Tour
- Property Map & Link to Area Schools
- Open House Information
- Print Flyer
- Mortgage Calculator
- Prominent Agent Details/Branding
- Unlimited Custom Links & Custom Pages
- Link Back to your Website
- Link to MLS & REALTOR.com
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# THE BUYING PROCESS

**STEP 1: INFORM**

**STEP 2: QUESTIONS**

**STEP 3: SELECT HOUSES**

**STEP 4: INSPECT**

**STEP 5: PAPERWORK**

**STEP 6: ONGOING SERVICE**



Marketing Plan for  
6206 Rene  
Shawnee, KS 66216



**Exclusive Agent** - I will represent you by always acting in your best interest as your agent. This responsibility involves effective pricing, marketing, advertising, showing, negotiating and closing the sale of your property.

**Advertising** - We understand the importance of advertising. Because we do, we have the most aggressive program in the industry with an annual budget well over \$1,000,000. Your property will be featured in the many print and electronic media we use. I will write specific advertising illustrating your home at its best.

**Marketing to Other Brokers** - Our firm will take an active and aggressive role in marketing 6206 Rene to the brokerage community in a professional manner. I will use such methods as open houses for brokers and distribution of attractive flyers and brochures. Personal and written contact with key agents brings your home to their attention and presents exposure to their buyers.

**Open Houses** - I will hold "Open Houses" for potential buyers with your approval. Specific advertising in newspapers as well as the Internet with an "Open House" banner sign on your property will increase public awareness.

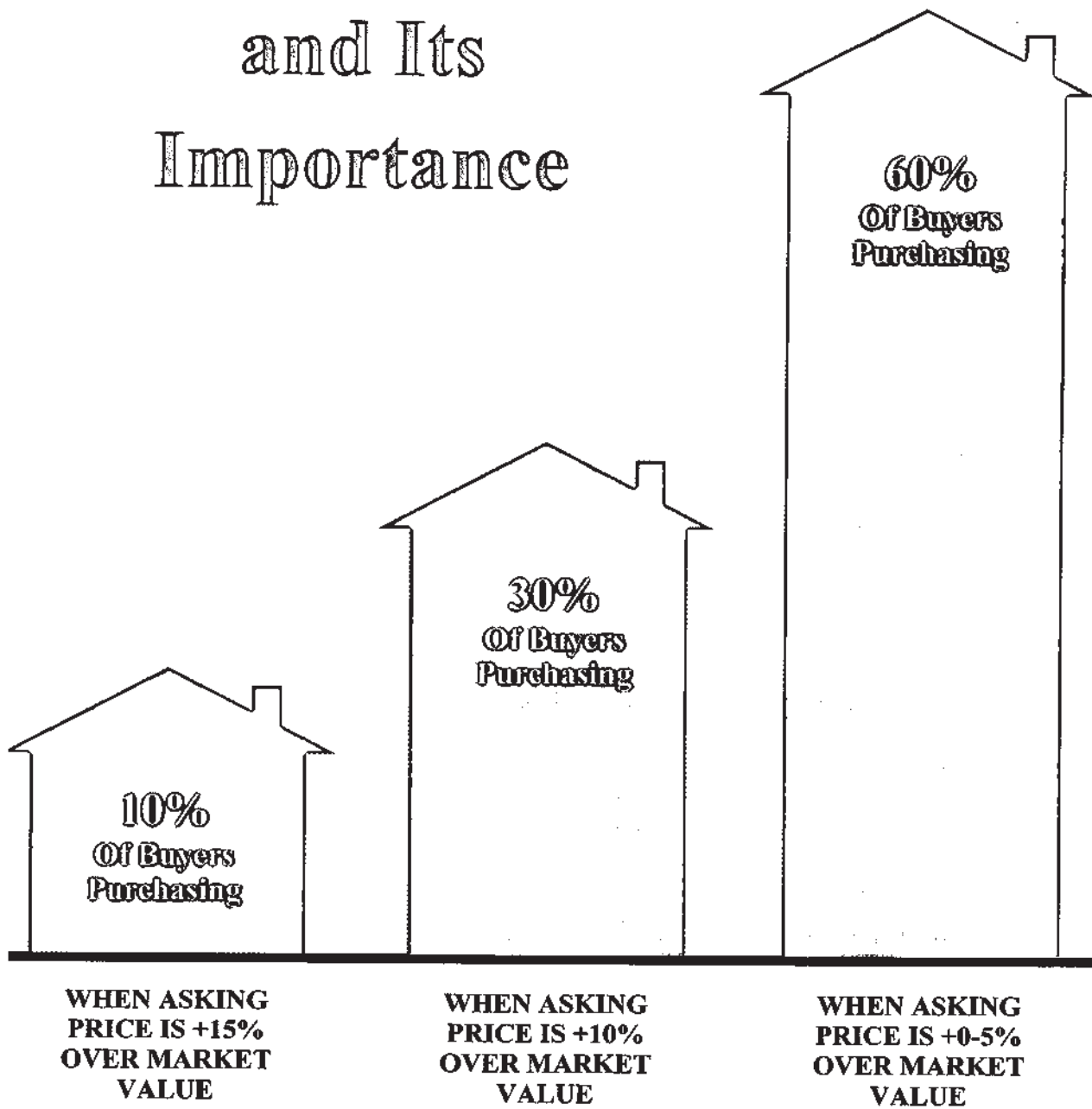
**Electronic Advertising** - Your home will be automatically placed on our award-winning world wide web site, [www.reeceandnichols.com](http://www.reeceandnichols.com). We don't hold open houses in the middle of the night, but the Internet is showing your home to potential buyers around the clock, around the world.

**Appointments** - All appointments for showings will be made through our offices and a record kept of every appointment. We confirm all showings with you, per your instructions.

**Communication** - Communication between us is one of the most important commitments I pledge to you. Some examples of how I plan to do this are:

- You will regularly receive a Property Activity Report listing the buyers who have seen 6206 Rene along with their comments.
- You will receive timely reports on homes that have sold since 6206 Rene has been on the market.
- You will receive frequent updates on general market conditions as they relate to your home.

# Intelligent Pricing and Its Importance



**MORE BUYERS (60%) PURCHASE PROPERTIES  
PRICED AT OR NEAR MARKET VALUE!**

Therefore, if you price your property close to market value, you are exposing it to a much higher percentage of prospective buyers, increasing your chances of a timely sale and are more assured of receiving the optimum sale price.

REECE & NICHOLS

***Owning a Home  
is a Lifelong Dream***



***We are the key  
to opening the door...***



**Deborah Boswell**  
**636-795-0098**

**Service Areas and Specialties:**

I sell homes in all areas of St. Louis and St. Charles Counties and I specialize in DELIVERING THE AMERICAN DREAM!

**Membership:**

St. Louis Association of Realtors  
 Missouri Association of Realtors  
 National Association of Realtors  
 Darryl Davis Power Agent Program

**Professional Education and Designations:**

Residential Real Estate Specialist  
 Master of Business Administration  
 Bachelor of Science in Nursing  
 Sigma Theta Tau, National Nursing Honorary  
 Extensive continuing education to help keep me abreast of market trends and license law.



**Juanita Mohrmann**  
**314-420-1977**

**Mission statement:**

My commitment is building a tradition of trust by providing quality service, maintaining the highest standards, paying attention to the smallest detail in achieving your goals – Your New Home!

**Membership:**

St. Louis Association of Realtors  
 Missouri Association of Realtors  
 National Association of Realtors  
 Darryl Davis Power Agent Program

**Education/ Experience/ Community:**

Residential Real Estate Specialist  
 Certified Dental Assistant  
 Domestic Engineer  
 Two Weddings, 1999 and 2001  
 Kilo Foundation volunteer  
 Friends of Kids with Cancer  
 Mother of the Year, Visitation Academy, Creve Coeur 1996



**Marla Waddington**  
**314-456-3388**

**Mission Statement:**

I help make your dreams come true! I utilize my knowledge of the real estate industry and prior experience as a professional interior designer to help you find the right home.

**Membership:**

St. Louis Association of Realtors  
 Missouri Association of Realtors  
 National Association of Realtors  
 Darryl Davis Power Agent Program

**Education/ Experience/ Professional Designations:**

Graduate Realtor Institute  
 Principal - Waddington Studio Design 1993-1999, Naperville, IL  
 Past member American Society of Interior Designers and National Council of Interior Design Qualification  
 Bachelor of Arts - School of the Art Institute, Chicago

As Coldwell Banker Gundaker realtors, we offer the most convenient and best service available to home buyers and sellers in the St. Louis area! Whether you are looking for a single family home, a condo or investment property, we can help you. We work closely with U.S. Title and Coldwell Banker Mortgage to expedite your loan and closing process. Plus, we can meet you at any of our 37 local offices - saving you valuable time!

If you are relocating out of the area, we will find you a great agent because Coldwell Banker has offices in every major city, nationally and internationally. Talk with one of us about your home buying or selling needs.

***We are the key to your dream home!***

Owning a home is a lifelong dream for many people and now might be the best time to realize your dreams! Interest rates remain at historically low levels and the economy is growing stronger which makes buying a home an affordable possibility and a great investment. If you have been debating whether to buy a home or continue to rent, consider the following information and then talk with one of us. As professional realtors, we can refer you to a mortgage lender to help you make the best decision for your circumstances.

	Buying A Home	Renting
<b>Tax Break</b>	Mortgage interest is tax deductible. In the first years, almost 100% of your payment is interest.	No tax benefits.
<b>Build Equity</b>	Each mortgage payment increases your equity or ownership of your home. Equity can be converted to cash when you sell your home.	No equity build up.
<b>Increased Value</b>	Traditionally, most areas in St. Louis have a 5% annual appreciation in value.	No control over rent increases.
<b>Special Mortgages for First Time Home Buyers</b>	Up to 100% financing and lower rates may be available.	



\$100,000 List Price

0% Down  
\$632 Month  
5% Down  
\$600 Month  
10% Down  
\$568 Month



\$125,000 List Price

0% Down  
\$790 Month  
5% Down  
\$751 Month  
10% Down  
\$711 Month



\$150,000 List Price

0% Down  
\$948 Month  
5% Down  
\$901 Month  
10% Down  
\$853 Month



\$200,000 List Price

0% Down  
\$1264 Month  
5% Down  
\$1201 Month  
10% Down  
\$1138 Month



\$225,000 List Price

0% Down  
\$1422 Month  
5% Down  
\$1351 Month  
10% Down  
\$1280 Month



\$250,000 List Price

0% Down  
\$1580 Month  
5% Down  
\$1501 Month  
10% Down  
\$1422 Month

(Principle & Interest payment at 6.5% amortized over 30 years. Call for additional information.)





**Best Price Guarantee** We guarantee to match the rate and points plus beat the fees of any competitor or pay you \$500.

We offer over 80 loan programs to meet the needs of a wide variety of homebuyers.

No verification loan program with Loan-to-Value to 95%

Interest only loans that will reduce your monthly payment by \$200/month in a \$200,000 loan.

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## U.S. Title

With over 40 offices in St. Louis City/County, St. Charles County, Franklin County, Jefferson County and Lincoln County, we are always nearby to assist you in your closing process.

Buying a house is one of the biggest steps you will ever take so allow us to show you how easy your closing transaction can be.

### St. Louis Corporate Office

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St. Louis, MO 63105  
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### St. Charles Corporate Office

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St. Louis, MO 63301  
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Fax 636-227-7182  
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# WANTED

## We want to hear YOUR story!

We are looking for successful real estate agents who have grown in their business! If you have techniques, tips or advice to share with other agents on how you became successful, we may have **an opportunity for you to receive a special gift valued over \$350...and exposure nationwide!**

We invite those who are interested to become interviewees for our monthly **Power Agent Interviews.**

If selected to participate, you will receive a bonus gift valued **over \$350!**

If you are interested, or want to find out more, please fill out the form on the other side and fax it back to us at

**(631) 929-1865**



**Please fill out this form and fax it back to us at  
(631) 929-1865. Please Print Neatly**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Office Telephone: \_\_\_\_\_

Office Address: \_\_\_\_\_

City: \_\_\_\_\_

Email Address: \_\_\_\_\_

Number of Years in Business: \_\_\_\_\_

Production in 2015 : \_\_\_\_\_

Your Strength in Real Estate: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Biggest Success: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Comments/Questions: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

We will contact you if you've been selected to become one of our Top Agents  
and receive our Bonus Gift valued over \$350!

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with Darryl Davis

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Group Coaching Call

To check on our Power Hour Team Coaching calls,  
or to listen to past recordings,  
please visit us online at:

**ThePowerProgram.com**

To be a part of or just listen in on

**THE POWER HOUR**

live, with Darryl 10:30 AM (eastern standard time)

Your call in number is

(425) 440-5100

Your access code is 802759#

**www.ThePowerProgram.com**