

The Darryl Davis
POWER AGENT
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For Your Eyes Only
Forms, checklists and
promo pieces building
your business

Featuring

Annette L. Wilcox

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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!

Keep this information handy! To find out when the next Power Hour Team Coaching call will be, or to listen to past recordings, please visit us online at: www.ThePowerProgram.com

To call Annette Darryl Davis Seminars: **1-800-395-3905**.

To fax Annette Darryl Davis Seminars: **1-631-929-1865**.

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**Attention: The Power Program Inner Circle,
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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 Annette each month,
- In-depth interviews with top agents,
- Bonuses and special promotional offers!

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 *Annette L. Wilcox*



**Annette L. Wilcox, CRS, SRF, SRES, CMRS, ABR, NDE
Century 21 Premiere Properties**

Agent / Owner

201 Milan Ave Suite B

Norwalk, Ohio 44857

419-663-2121 Office

419-681-1318 Cell



Annette says, “I have been married to my best friend and high school sweetheart for 30 years. I have 6 children from 26 to 8 years old. I have lived in Norwalk most of my life. Except for the time I was a military wife living in Florida and South Carolina while my husband served for our country.”

Annette started selling Real Estate in 2011 and in 2015 opened an office in Norwalk, Ohio.

2012 Rookie of the Year

Quality Producer Award 2012

Pianncle Quality Producer Award 2013, 2014,2015

Century 21 Diamond Award 2013

Century 21 Centurion Award 2014,2015

Century 21 Presidential Award 2013, 2014,2015

OAR President’s Sales Award Club Winner 2013,2014

OAR President’s Award of Distinction 2015

CRS.ABR,MRP,SFR,SRES,CMRS,CNE,NDE



~ an interview with ~
ANNETTE WILCOX

phone 419-681-1318 • email Annettewilcox21@gmail.com • website www.nnette.wilcox.c21.com

Darryl: Well, hey, power agents. This is Darryl Davis. Welcome to this month's power agent spotlight interview. I'm very excited. We've got a wonderful person on this month's call. Annette Wilcox from Norwalk, Ohio, CENTURY 21 Premiere Properties. Say hello, Annette (laughing).

Annette: Hi, everyone.

Darryl: All right. So, you know, it's really... I'm always honored and excited about when any power agent decides to volunteer their time to take this hour to do this kind of interview because I know how busy you are, Annette, so I really, really, really honestly thank you for taking the time. And I also know you have like six children. So with your real estate business and those kids, I don't even know how you found time for me today (laughing).

So all right... so, Annette, why don't we start off by giving your contact information for everybody, so that way, if they want to send referrals back and forth, they have that information. So why don't you go do that?

Annette: My address is 201 Milan Ave, Suite B, Norwalk, OH 44857. My personal cell is 419-681-1318. And you can always e-mail me at Annettewilcox21@gmail.com.

Darryl: Awesome. Awesome. Now Annette, the reason I was so excited to... you know, to do this interview with you is... and I want to give people some background about you and getting into real estate, your level of production. You've been in real estate now, how long?

Annette: I took my test five years ago, May 31.

Darryl: Okay. And so you've been five years, and you... we talked a little bit before the call officially started recording, you know. Now you're managing one of the two locations for the company. You're part-owners in it. But for all intents and purposes, you're still listing and selling. Is that correct?

Annette: Correct.

Darryl: So last year, you started making the switch to this new company and managing. Before you... I guess it would be, what? Four years into your... what was your level of production before you started making the change to this to this location?

interview with Annette Wilcox (continued) ...

Annette: Right before I started, the year before, I closed 90 deals with just one of [my assistants] (ph).

Darryl: All right. So I mean... so you've been in the business five years now. Is it safe to say that was, maybe, Year Four in the business? Is that right?

Annette: Yes. Year Four.

Darryl: Yeah. So Year Four, you did 90 closed transactions with one licensed assistant. That's extremely, extremely impressive, and...

Annette: Actually, Darryl, she was unlicensed.

Darryl: She was unlicensed. Okay.

Annette: So she's not able to show houses.

Darryl: Okay. Awesome. Even better then. So I want to get clear about... I just want people to really wrap their brain around this. Within four years, in your fourth year, you closed 90 transactions, managing an assistant, because that's hard in and of itself, the ability to manage somebody else.

Now there're certain things that you probably did that... it's like a secret formula, which is what I want to try and get at, that helped you to do... to get to that level of production. Some agents have been in real estate for 40 years, and they still don't do that level of production.

So without me going through my whole questionnaire that I've got in front of me, let me just let you talk from your heart. What would you say are some of the secret ingredients that helped you to get to that level of production?

Annette: Right after I took my test, I realized I had no clue on how to sell real estate. So I picked up four books and... yours being one of them. When I got to your book, I went through it and I just started highlighting because you had some great ideas in there.

And then I decided... like I needed to pick which ones to put into action and which ones to wait until I had more money. But one of the things in your book, I remember, that impressed me the most is you said, "Be a listing agent. Listing agents (inaudible at 0:04:26) and listing agents can go on vacation and sell homes".

And the other thing in your book, it talked about buyers. I can run one buyer around all day, but if I have listings, I could have 500 agents showing those listings and selling all my listings in a day. So to me, right off the bat, I realized I needed to be a listing agent to make money.

So I focused on being a listing agent and wasn't very... I was only in it a few months when I realized like I didn't love paperwork so I better hire an assistant. And then (inaudible at 0:05:06) like you have to have a system, and you need to constantly be tweaking that system, you know (crosstalk).

Darryl: Annette, I'm going to interrupt you as we go through this because I want to isolate and get clear and get a little bit more specific details for people so they understand.

I have specific questions about the assistant just then that you said. But before I do, I know some people, they said, "Oh, what four books did she, you know, buy?" Obviously, the best one is mine. They probably don't have (laughing) to buy the other three. But because you said four, do you remember what the other three were?

Annette: Actually, I threw them away (laughing).

Darryl: No. You're kidding me. Really?

Annette: No. I did. They just... at the end of reading them, I had realized, like Doris, I had really highlighted a ton. And yours was just really simple. It was really easy to follow. So I kind of used that as, I want to call it, my real estate bible.

Darryl: Wow. Okay. Well, listen, gang. You heard it here. I tried to find out what the other three books were (laughing), and that's a huge compliment, Annette. Thank you so, so much and I appreciate it. That was very kind of you.

All right. Now, let's go to the next part which is... and I'm glad you highlighted a lot in the book there. The assistant part... now you hired an assistant. How soon... I thought I heard you say like a few months into your business. Is that right?

Annette: I did. I hired my mom to begin with, just to do that some mailings. And I realized like I couldn't spend all... if I wasn't with clients, I couldn't be making money. So I hired her just part-time to start doing do some... you need to do some farming and I knew that. And I needed to be doing expired letters and For Sale By Owner letters, so I hired her just strictly to do those three things.

Darryl: All right. Good. So you hired your mom. So probably, you had a good pay arrangement that, you know, I'm sure you pay her, but I'm sure that it was... she actually worked with you. So that probably helped.

Which, by the way, I do want to say something. When you said the mailings, I do want to tell people, in my opinion, one of... another book there. This may be one that you threw out and that's fine.

But one of my favorite books for real estate agents, second to mine, of course, is by Danielle Kennedy. How to LIST & SELL Real Estate. It's not a fancy title. It's how to list and sell real estate. Danielle Kennedy. And Danielle, she... and that book came out, I want to say, in the

interview with Annette Wilcox (continued) ...

80s. And so it's very dated with some of the material.

But overall, this book is huge. It's loaded with... loaded with content. And, you know, some of it doesn't apply in this age of technology, but it's still, in my opinion, the second best real estate book to mine.

All right. Now... so you hired your mom, she started doing... now, this is good what you just said. It sounds like you were... you just had your mom focus on these specific tasks. Like was she your assistant doing everything, or did you have her really just focus, "Here, ma. Your project". Like she had a project which would be mailings. Did I pick him on that correctly or no?

Annette: Right. She was just doing my projects. Like she needed to look... I worked with my current clientele; she was focusing on my future.

Darryl: Umm. Umm, that's a powerful distinction. You managed the existing business; took care of the existing business. She helped generate. She was a rainmaker. She helped generate your future business. That's really powerful. Okay, good. I love it.

All right, so I'm interrupting you. Continue. So a few months into this, you realize you need somebody to help you out. Your mom comes in. She's doing projects; specifically, mailings, FSBOs, expireds. Go on.

Annette: And then I came to a point... because we were doing such a good job looking for my future, we actually had to quit generating for a little while because I couldn't keep up with my current clients. And there was no reason to make the phone ring unless you could take care of your clients.

So we had to stop and rethink, you know, "What are we doing? We're doing it well, but what do we need to do now?" And that's when I hired my second assistant to come in and just help manage the day-to-day stuff, like keeping my calendar up-to-date, setting up my showings, giving my feedback to other agents. So she was my assistant on my day-to-day operations while my mom kept focusing on the future.

And at that point then, after we'd taken a month off and just kind of re-looked at everything... I think the big thing I need to tell everybody is like when you have an assistant, 15 minutes in the morning, every morning, is important just to make sure you're on track. Everybody knows the game for the day.

And whether it's in person or on the phone, I take 15 minutes and talk about our personal lives, because you need to have a friendship there, and then make sure your assistant is not dealing with anything at home that you need to give them time off for.

Or, you know, you just need to be courteous to your... and treat them like a family member.

And then after that 15 minutes, you can do your day without a ton of stopping and talking. She knows her job; you know your job.

And then once a month, we go out... we would go out to lunch, away from the office, and we would just talk about... this is what's worked... like we would have like labels on file folders. And we would say, "This isn't working. We need to change this".

Or, you know, "We're not getting as many listings as we should. Well, why aren't we hitting our target number?" And we would... and sometimes those are hard conversations for them to say, "You're not doing what you should be doing", or for me to say, you know, "Maybe you should try this". But we did it because you can't grow... you can never grow unless you know what's wrong with the system.

Darryl: Right. Right. Absolutely. Okay. All right. I'm taking notes. This is great stuff. And I'm going to dissect some of it. I want you to just continue. So where was your next... so it sounds like in there, when'd you hire this second assistant? After a year or...?

Annette: Right... I guess about ten months in. So my church (crosstalk).

Darryl: Go ahead.

Annette: So I got work through the year my first year because I had had such a good start. And then people said, "Well, what are you going to do, you know, the next year?" And I said, "I'm just focusing on listings because if I get listings, I can control the market, and I don't have to work as hard".

So my next year was... my goal was to be Number One in listings for our whole MLS. And my broker told me that wasn't possible your second year. But on December 31st, I had listed the most houses in our entire MLS as one agent.

Darryl: Well, you see, you should've held up my book, the power agent books, and say, "Yeah. I can do it. You just watch" (laughing). How many listings was that your second year?

Annette: I listed... I think it was 93 listings my second... my second year by myself.

Darryl: That's awesome. All right. The first year, what did you do? So you hired this second assistant ten months into it. Do you remember what you did the first year?

Annette: I closed 19 deals my first year.

Darryl: Okay. So 19 contracts and 98 listings. The second year... okay, great. Let's continue. So what did you do in that second year that you think helped get those 98 listings?

Obviously, your focus is on listings. What were some of... if you can remember back, what were some of the things that you think contributed to that, whether it was the mailings of your mother, whether it was farming... I mean calling, FSBOs? So what would you say helped?

interview with Annette Wilcox (continued) ...

Annette: You know, I never... I didn't make a cold call that whole year. I did farmings. If I saw... I always told people, "I never cared so much about the For Sale By Owner ". If I got them, I was blessed, is the way I look at it.

But any time you see a For Sale By Owner, you're going to see two more listings on the street. And I knew my name wasn't a powerhouse name yet, so I needed to focus on the next two pop-ups that were going to show up. So if I was sending a letter For Sale By Owner on the street, I was sending letters for CMAs for the whole street and hoping to catch the next two listings.

Darryl: Umm. That's a very powerful. So FSBO comes up on the block, you didn't call the FSBO, but what you did was you actually did a mailing to that block or blocks and... offering a free CMA. Love it. What else?

Annette: And I found out during that time that for CMAs, letters worked better than postcards because we were tracking everything... every listing we got, we tracked where it came from. And the one thing we realized is that most people didn't call us from our postcards. It was our letters. So we dropped our postcard mailings and just did strictly letters then.

Darryl: Now... and by the way, I just want to highlight the psychology on that because, Annette, that's always been my philosophy. I don't remember if I wrote that in the book, *How to Become a Power Agent*.

But yes, I agree with you. The philosophy is when we send out postcards, Number One is we're trying to cram a lot of information on a small space. So it makes it harder to read.

Number Two, psychologically, there's something about the postcard where you just want to... you want to fling it like it's a Frisbee. So it screams junk mail. And so it's easier to dispose of. You just chuck it into the wastepaper basket. And the real estate part is small as far as what we want to get on there.

Now with letters, it's more page. You can spread things out and make it easier to read. But the most important thing I believe letters are more effective than postcards is that if somebody's going to take the time to open up an envelope, pull the paper out and unfold it, they've actually made an investment, a commitment, to actually pay attention to what's in the mailing. And I think that's the psychology behind it. It is in the opening of the envelope that illustrates the level of commitment to finding out what it is.

So... anyway. So great job on that. In your first year, second year, how many pieces do you think you were mailing out a month?

Annette: I generally mailed out about 200 pieces a month, so I was getting a good feedback

on my letters.

Darryl: Okay. So that's... 200 a month is not a lot at all.

Annette: No.

Darryl: So let's take a... let's just freeze-frame this for a second. So 98 listings, 200 mailings a month in your second year. Those 98 listings, if you were to break it out as to where you think they came from... like for example, there might have been a couple that might've been referrals; there might've been a couple of FSBOs.

Then there're the ones that are from your mailing. Some could've been a buyer or two who are buying a house, and they had a house to sell. What would you say the percentage was... the highest percentage source of your 98 listings? Is it the mailings?

Annette: It was my mailings that year.

Darryl: All right. And what percentage, would you say? Seventy, eighty, ninety, ninety-five percent?

Annette: I would think right around 75 percent-wise.

Darryl: Okay. So really... because I've got to tell you, Annette, 200 mailings is not a lot to get... you know, in this case, you're saying 75 percent of the 98 listings.

So basically, you've got 70 listings. That would represent about 75 percent of 98. Probably that's low. So let's say 70 listings from 200 mailings a month. That's incredible. What was special about those mailings that generated that kind of response?

Annette: I did one thing that, you know, everybody... one of my friends who lives in a development said she gets a letter every week from a different agent. And that hit me. Like I didn't have the name to be in the development.

I needed to think, "Where are people not sending...? Who... I didn't want to send it to a development and compete with everybody in my MLS. That was a waste of money for me. I was (inaudible at 0:18:33) agent.

So I picked streets that I liked. I just went through the town, I said, "You know what? I can (inaudible) the street (inaudible)". And I sent one letter out to that street. Or if it was a... you know, like we talked about, a For Sale By Owner, I just sent a letter to the whole street. And...

Darryl: So first of all... and this is very powerful, Annette, what you're saying. It truly is. That instead of going where everybody else is already going, other agents are (inaudible at 0:19:05), you try to find an area where it wasn't being oversaturated by agents, and that was part of your criteria.

interview with Annette Wilcox (continued) ...

And then, of course, that other one is really awesome. Every new FSBO, you would mail on that block or the surrounding blocks. That's another awesome idea. And what was in the content of these mailings? Was it a letter format? Was it a flyer format? Was there a call to action saying, "List with me now, and I'll wash your car every day"? (laughing) What was it? Tell me.

Annette: It just basically said, you know, "I love selling real estate", and that, you know... and most people don't really... it was in a bad market. We were in 2012 at that time, and our... we had been hit really hard. Most people didn't know the true value of their home.

"So just call me; let me do a CMA. Let me tell you what your house is worth. And now you know if you can afford to sell or not when the market gets better". And I said, "Absolutely no obligation to list or buy with me. I just want to help my community".

Darryl: Wow. Annette, did you live in the community of these 200 mailings?

Annette: I lived in either that city or it was a connecting city.

Darryl: Gotcha. Okay. Good. All right. Is there anything else here that you think really helped contribute to these 98 listings? And then going into Year Three, you did better. And...

Annette: You know, when we... when I was doing the... and I did expires every Wednesday because Wednesday worked for me. For whatever reason, I need it to go in the mail Wednesday, we... every week, we'd monitor what day we would get.

We would do it for a month. And if we got more phone calls, do it on a Monday. Then we would stay on a Monday. But if we didn't, we'd move to Tuesday. And finally, we found out if we mailed them out on Wednesday, they were getting them on Friday, and they must have been paying attention. So Wednesday was our mail date. And it's still our mail date. We know it works for us.

On those expired listings, we would put, you know... at that time, our market was, "Seventy-eight percent of listings expire; your house never sold. Why do you think your house didn't sell? Why don't you call me and tell me why it didn't sell and let me tell you what I think?"

And, you know, they would call... and they would call and tell me... like they might talk about their agent or the pictures were bad or, you know, we can pull so much up on the MLS and just say like, "Your pricing is off", or, "The pictures weren't good", or, "Your description wasn't right", or...but that normally got me in the door. So I did a lot of expires.

And I also went back... when we were doing those letters, I said, "Why don't I go back... you know, expires are easy. We already know they want to sell. Let's go back four years,

and any of those houses that haven't sold..." And it took some work, you know. What houses didn't sell in the past four years? But we did that. We put the time in it, and I got quite a few listings doing that also.

Darryl: Now, those people that... going back that many years, did you do a mailing also to them, or did you call them?

Annette: I mailed them all letters just saying, "You know, I know like in the..." And I would just say like, "I know in the past four years, there've been a lot of houses that didn't sell. I see yours was one of them. Are you still considering selling? If you are, I think... I'm a new agent with, you know, the guts to go out there and do crazy things. You should try me".

And I was honest. Like, "I don't have a lot of client...", you know. I put it out there, you know. Most of the time, they say, "Don't tell people you're new". But I said, "I don't have a lot of clients to work with right now". Basically, I said, "I need your business. You didn't sell your house. You've already wasted time. Let's take somebody who's aggressive".

Darryl: Wow. Wow, wow, wow. Okay. Very great. Very... I love this. This is good. All right. Continue. What else... this is great stuff. What else you feel that helped contribute to this production?

Annette: I always tell people, "My car was always clean. I had magnets on the side. I wore my name tag from the time I got up until the time I went to bed", you know. You can't be an undercover agent and sell a house.

Everywhere I went, I told people, "I'm a real estate agent". You know, in a bad economy, people always want to say, "Hey, is it get any better out there?" And I would always say, "Every day, it's getting better". And I always tried to be positive that, you know... but the market was bad. And with your name tag on, everybody is willing to talk. So I was planting seeds and I said, "I just..." Everywhere I go, if I can talk about real estate, eventually, people will know I'm the person to come to". So I spent a lot of time networking.

Darryl: You know, it's amazing to me, you know, I just got back from... I don't want to date this recording. But I just got back from Beijing, China, where real estate is only 18 years young.

Prior to 18 years ago, the people were not allowed to own real estate at all. The government owned everything. So 18 years ago, people were given the right to actually own their building or their apartment. They still can't own the land. The government sold it.

So it's so new, is my point. And, you know, you would think that I gave them like the biggest secret in the world when I said "car magnets" because no one is doing it. No one knows what that is and very excited about it.

But what you made me think of, Annette, is even here, even today, even in... you know, I've traveled all the cities, and I don't see a lot of agents using car magnets or even name badges. And I always hear from agents like you that say (laughing), "You know what? I wear

interview with Annette Wilcox (continued) ...

my name badge, and I'm shopping in the grocery store or wherever, I always get somebody who approaches me and asks me, "Oh, you're real estate. How's it going?"

And that name tag, as silly as it may be for some people, it probably is a really simple and effective greatly way of generating leads. So okay, great. Continue. This is great stuff. What else would you say? What else would you say has helped you in your business?

Annette: Making sure that my... and this is silly as (ph) saying. But making sure my real estate picture was up-to-date. Everywhere I place my picture, it actually... the one thing I heard my very first year is, "Oh, your business card really looks like you".

And when I heard that, I thought, "What does that mean?" But then I started paying attention like... especially for women who change their hairstyle. If you get a new hairstyle and it's drastic, you need to change your business card picture. And so I was making sure that everybody would recognize my face. So when I advertised, I made sure it wasn't just my name, it was my face.

Darryl: Good. Very good. Very good. I'm looking at your Facebook page now. Well, you have a great smile, too. It's hard when people are not attractive to use their photo (laughing). I'm just kidding. A joke (inaudible at 0:26:32). All right. But no, this is the... and by the way, what is your Facebook handle? Is it Annette.Wilcox.10. Is that what it is?

Annette: It is.

Darryl: Okay, good. So if people want to find you there and friend you there, Annette. Wilcox.10. Okay, great. So making sure your photo is up-to-date, very important.

Yeah, especially... you're right. Especially the ladies because they'll change their look, they'll change their color, more so than a guy. I mean there's not much we do with our hair (laughing). But keeping the same color but changing the look of it, it could be a huge difference. What else would you contribute to your first few years that you believe was... really contributed to your success?

Annette: I always tell everybody that I get up and I get dressed and I come to work. Whether I had an appointment or not, I came to the office. It's really hard to be a new agent and not be around hearing what... because if you're in the office, you're hearing the other problems the other agents are going through, and you learn that way.

And if you're up and dressed and at the office and somebody calls and wants to see... a great example, foreclosure house today, you can go because you're dressed and ready. If your home, you're probably still in your blue jeans, you know?

So I always say, "I'm always in business attire. My hair and makeup are done. I'm at the office at 9 o'clock, even if I don't have clients". And I'm... I always say, "If you get to the

office, you'll make work". You may think you have nothing to do, but when you get there, you'll work all day long. So you need to go to the office.

And if your car is in the parking lot with your magnet on it, people know you're there. And you'll be amazed at how many people will stop and say, "I saw your car in the parking lot".

Darryl: Umm. So get up, get out there, get to work, dress for success. When do you go into the office? Like when do you wake up? When do you start your day, and when do you end it?

Annette: I wake up about 6:30, and the first thing I thing I do is look at my phone and see if I've missed any text messages or e-mail. And then I get up, and once I'm out of my room, then I...my phone is down until I get my kids dressed, and they're off to school. And I drop them off at a quarter till 9. I have three kids that're still in grade school. So I drop them off, and I'm at the office at 9 o'clock.

I also stop... the one thing I do, do every morning is I stop at the local coffee shop because there're always people in there who want to talk real estate. So I stop and have a cup of coffee. I don't normally sit down, but I just stop and people stop and say, "Hey, can I ask you a real estate question?" or, "Thinking about what's in my house", or... so I make a point to stop every morning and get a coffee.

Darryl: Great. Great, great, great. Are you from a small town? Medium-sized? What would you say?

Annette: I'm from a very small town. We have about 16,000 in our town.

Darryl: Okay. Wow. So, you know, I guess the advantage there, too, is once you have name recognition, which I'm assuming that you have now or starting to have if you don't already have it, is that referral business would start to grow from that. So okay, very good. All right. And let's continue. So you stop off... drop the kids off at 9, go to the... get your coffee. And then what?

Annette: I make sure I do all my return phone calls from the night before and look at anything if they're still on my desk over the night. And then I meet with my assistant at 10 o'clock, and we talk from 10 to 10:15 almost every morning.

Darryl: Now why 10 o'clock? Why not like, you know, 9, 9:30? Just as... because you're an hour into the day already. Any reason for that or no?

Annette: That way, I have... one of my (inaudible) my assistant for her hours. So she wants... she likes to come in at 10. And it works for me that I can make all my return phone calls... everything that's important, I can address before she gets here, and I can kind of have my day completely lined up before she walks in. And if somebody needs to set up showings or whatever, I have it all worked out and ready to hand to her what she walks in the door.

Darryl: You know, and I want to highlight this part here that I really love what you shared.

interview with Annette Wilcox (continued) ...

And that is... and people may miss that. You know, when... sometimes people think that hiring an assistant, they hire that logistic person that... your second assistant that you said, you know, dealing with appointments or scheduling or any logistic stuff. And that's the first person they bring on, usually.

Whereas with you, the first person you brought on, whether it's your mother or not – that part is not important. You brought on somebody to manage your mailings to get your name out there, your face out there and to keep generate listings. And that's a very powerful distinction.

That if there was one person to hire first, it would be that person that's going to help build your listing inventory. And that's the project, that's the focus because without listings, there's no business. Without... there is no inventory, there are no fires coming in, there's no revenue. So I really love that, and I... to me, I think that's probably one... that was one of your biggest, biggest, smartest decisions that helped you build the business so quickly.

Annette: I totally agree. I wouldn't... reading that in the book, again, had made so much sense to me. Just if I didn't have listings, I couldn't survive and, you know, I think in the book you had talked about like all these different scenarios why you needed... and one was if you get sick.

And in my second year, I got sick and was off a complete month. But I was selling houses because I had the listings. And if I wouldn't have been a listing agent, I probably would've lost everything during that... you know, because a month is your pipeline for two months from now.

Darryl: Yeah, exactly. Whatever listings you have now really is going to dictate your finances, your cash flow, your revenue. You know, if your average marketing time is two months, then, yeah, that's what it's dictating.

So if you've got one listing, you can... you pretty much are going to be broke in two months. If you've got ten, you're probably in really great shape. You know, 20, you're going to have a good cash flow in a couple of months. So, all right. Very, very awesome. What else would you say has helped your business, to grow it?

Annette: Treating my customers when they were... you know, my new customers the way I wanted to be treated. And, you know, I think the best compliment is when they said, "I never realized you had another client besides me. I thought I was your only client".

That's a good compliment, saying, you know, "You're always taking the time to give me your full attention". I don't text while I'm with my clients, and I'm not on the phone when I'm showing houses. They get me 100 percent. And...

Darryl: That's very good, Annette. Very... that's awesome. Let me ask you this now, when you started going on listing appointments, how did you structure that conversation? What did you

do to... so somebody would respond to a mailing. I'm assuming most of those responses was for the CMAs, is that right?

Annette: Yes. I do a ton of CMAs.

Darryl: So walk us through. You go over to the house. Do you just tour it, do the CMA, come back and then share your numbers? Do you share the numbers on the first appointment? Do you transition at any point about talking about listing with you? So walk us through all that.

Annette: So they would probably take the time to just come and do a walk-through, and I just say, "All you need the first day is to walk me through the house and share what I need to know".

And we would talk. If it was... you know, they said, "Well, I got granite countertops". [I mean] (ph) say, "Well, this is not a... this area doesn't demand a granite countertop, so there's no value to that granite", and kind of start like making the basis so when they get their CMA, they know what they're looking for.

Talk about, you know, "The real important things are your square footage", and, "Have you maintained the house?", you know. If you build a house and then 30 years later it looks the same, you've lost some value by not doing some update.

Then I would come back and just, you know, say, you know, "No matter what's on this paper, this is what I truly feel". I couldn't do it that day because I didn't have comps (ph), and it's not fair to them because I'd never seen the house before. I just kind of have an idea.

So I said, "I want to give you the best I can be. By doing that, I need to go back and fill out your CMA the right way". And then I would set up a meeting and come back and just go through it and say, "You know, based on what I've seen here and the other houses, this is what I think you can sell your house for today".

You know, and sometimes people didn't like it and... you know, and sometimes people were surprised with what I thought. Like the one thing you're always going to get from me is honesty. So if you want to list your house and, you know... or you're thinking about, you don't want to list it now, but you want to list it three years from now, "Let's talk about the things that you can do right now to add value that don't cost a lot. Like should you paint or should you put down new carpeting?"

Or like, you know, "You're going to have to de-clutter before you sell. Do you want me to give you a full list of what you need to do to be ready, so when you're ready...?"

And sometimes they'd be like, "Yeah". And sometimes they're like, "You know what? I just wanted to know the value". And those people, I graciously said, "Then, you know, that's great. Here's your CMA. I appreciate your time letting me do this. When you're ready to list, call me. At least let me have a chance to interview for the listing agent when you do sell".

Darryl: Okay. So... all right. Let's put those people to the side. So the people that say, "I was

interview with Annette Wilcox (continued) ...

just curious and I'm not going to sell. And I'm definitely not listing". So I heard what you said to those folks.

So let's talk about the other one. So yeah, they... forget about selling. You come and you give them a price. It sounds like you're being assumptive that you're already going to... like you're going to be the listing agent that... or that you're being assumptive that they're going to definitely hire an agent anyway. Did I pick up on that right or...?

Annette: Well, most of the time, people want to know the price, but they want to sell. It's not just because they want to... unless there's been a death. You know, sometimes those people aren't ready to sell homes (ph). But most people, when they're to the point where they want to know a price, they're wanting to know the price because they're going to sell soon.

Darryl: Okay. That's good. And do you go through any... do you sit down like... I love that. I mean, by the way, that was really powerful what you just said. That if somebody calls you to get a price on their home, it's a pretty darn good chance that that's a signal sent; they're putting out there that they're going to be selling very soon. So that's the rule. The exception is, "No, I was just curious and thanks for coming".

All right. So that's great. So you go through, you tour the house, you give them some advice, you chitchat about the property. Do you transition into a listing conversation or... like do you ask them right there, you know, "Well, are you going to sell now? Do you want to get the ball rolling?" How do you start the next level of that conversation?

Annette: After I've presented the CMA and I'll say, "Do you have any questions?" And if they say, "No", I'll say, "Well, my question to you is, you know, do you see yourself listing today, two months from now, six months from now? You know, do the numbers reflect something to make you want to sell because they're higher than you expected?"

And that'll normally get them to talk, "Well, you know, I was kind of thinking about it, but I need to do the to-do list". And then I'll be like, "Your to-do list is probably not really the to-do list to sell your house. That's what you think. Why don't we walk back through the house with an agent's eyes who works with the buyer all the time? Let me tell you what I think you need to do".

And then normally, that to-do list is 90 percent gone. And we might have added one or two things they didn't think they needed to do. And they're like, "Really? That's all I need to do?"

And I'm like, "Yes, because if you're ready to sell, we're not going to dump \$20,000 in your house to sell it and only get \$2,000 return on that 20. What we need to do is fix what's really going to add value and sell your house quickly". And then normally after that free advice, then they're a little bit more eager to talk when they realize they don't have this big to-do list.

Darryl: Well, the psychology behind what you're sharing is just so awesome because what

happens is they think they have to do all this stuff, and here you take the pressure off of them. It's almost like they have a headache; you're the aspirin.

And because you made them feel good, because you made them feel better, immediately, they trust you now. It's like, "Oh, okay. This is my agent". You have not told them, "This is what I'm going to do for you". You actually did it for them. Right there in that walk-through, in that conversation, you actually have proven you can be a medicine for what ails them. You've healed them (laughing).

And so that's huge. The psychology of that is so huge. By you healing them, they already now emotionally have said, "This is our girl. This is... we're going to hire her".

And you know what, Annette, I want to thank you because I never realized... there're a couple of top agents that I know in my life personally. You know, they come to my house, we have dinner and they're very successful like you are, and they do the same, exact thing. And I never realized that that's probably a good part of their success. So anyway, that's so awesome.

There's something else that you just said, too, that was really... that just hit me like a ton of bricks is that you're asking them, not, "Are you ready to sell in the next three months or six months?", "Are you ready to list in the three months or six...?"

So you're replacing the word, "Are you ready to sell", or, "When are you going to sell?" You're using the word "list" instead of "sell". And that's powerful. That's so sublime. I love that. I just love, love, love that.

Okay. Good. Oh, I'm learning so much. All right, is there anything else, Annette, that you want to share that... because we're coming to the end of the call here, and I don't want to miss any of your beautiful nuggets.

Annette: You know, I just think that (crosstalk).

Darryl: And I'm putting you on the spot. I'm put you on the spot, Annette. And I know I am. You've just done... you know what? You've done such an incredible job, I haven't even gone to my... you know, I have a list of questions I ask our students that need help sharing. And you have done such an incredible job, I haven't even needed to use one question except what is your name and contact information (laughing)? So with that said, are there any last bits of wisdom you would like to impart with people listening?

Annette: I think the biggest thing you need to do is at the beginning, you need to earsight (ph) your goals and track them and make sure every client that you sell a house to or sell a house for, you need to know where that first contact... why did they choose you as an agent because you don't want to waste marketing money on things that don't work. So make sure you're tracking.

I can tell you from my first client to my house that closed today, why I'm their agent, whether it was the Facebook contacts or a referral or they're a repeat client, or they were a high school friend. I know exactly why.

interview with Annette Wilcox (continued) ...

I don't waste a ton of... like I hear summaries (ph) marketing, when people say, "Well, you had to have money to get started". No, I didn't. My husband had lost his job, we had six kids living at home – well, two were off to college – we were supporting and my husband was going to college. And my third child was leaving for college the year I started.

And the money... but I was determined to be a top agent. But I couldn't waste a penny. So you need to track where you're putting your marketing money and make sure if something is not working, quit doing it. Quit wasting your time.

At the beginning of the year, I know what I'm worth per hour. And when I see what I'm worth per hour, that reminds me, "You don't waste time doing things that don't make money".

Darryl: Umm. Umm. Umm, umm, umm. Wow, wow, wow. That's awesome. Okay, Annette. I'm going to share something with you that maybe you're doing already, and then we're going to end this call is because now... as we said at the beginning of the call, you're now part owners in this CENTURY 21 company, and you're running this one office. And so I'm assuming, you know, you may be doing some recruiting for that office, or you're the point person to interview with agents.

I think because you've had so... such great success in such a short period of time, you could actually create, you know, a checklist, if you will, just like this call. You know, what were the top things that you can... that you contributed to your success in Year One? What were those things?

What were those things in Year Two? And actually, show that to an agent, you know, that starts to work for you? "Here is your five-year business plan on how to make six-figures. Here's how I did it."

And it doesn't have to be complicated. You know, you just having, you know, three, four, five... whatever it is. I think that would actually be a great recruiting tool. It would also be a great training tool in your office.

You know, when I... you know, our business model... when I first started training back in 1993, I started having trainers to work for me. And we taught... my program was a year-long and it was live and it was a different business model than we have now. So I had trainers all over the country teaching live once a month. And we had what was called "The Integrity Training Checklist".

What we did is we created this [shiny, penny] (ph) material of the power program. You know, "What was the most important, valuable stuff that we taught in a year?" And the trainers, they would look at that list. If they felt like the students weren't doing well, they would go to this checklist.

“Well, are you doing this part? Are you... did the students learn this?” Or, “Are you, you know, having your monthly calls with them?” I don’t want to get into all of what it was, but my point is, is that we created a very simple integrity checklist for the trainers to make sure that they were doing these things because if they did those things, we knew they would have success with the students.

So if you knew your agents and your office we’re doing these things that you did, that they would be guaranteed to have the same success as you. That might be a really simple thing to put together. And maybe you have something like that now. But anyway, that’s my tip for you. Okay. Well, this is great. Did you have fun with this, Annette?

Annette: I did. Thank you so much.

Darryl: Well, thank you, now. Listen, I’m going to ask you to send me some of the... we’re going to put you in the magazine. We’re going to put your bio, your photo, your contact information, we’re going to transcribe this interview. I know people are going to love to see some of these mailings that you sent out. So if you would get those to me and we’ll put that in the magazine, too, so people can see that. Is that okay?

Annette: That would be great.

Darryl: Awesome. Awesome. All right. Well, I want you to stay with me. I’m going to end the call through the recording, and then we’ll talk a little bit more. So power agents, that’s it. There’re so many great things that Annette has shared with us, so make sure that you implement just a couple of these things. You’re going to have the same success, too.

My favorite was that mailing the letters to the FSBO neighbors, telling them, “Hey, list (ph), I’ll give you a free CMA”. Just love, love, love that. So gang, have a great wonderful month, and we’ll talk to you again. Don’t forget to keep smiling.



*Thank you,
Annette!*



FOR YOUR EYES

ONLY

Broker's Open House

\$2,500,000



\$200 DRAWING

**BRUNCH
CATERED BY
OYSTER BAY**

2840 North Lakeridge Trail

187 feet of lakefront, landscaped to the water's edge, and enhanced with a boardwalk, dock, and lakeside deck. You must visit this premiere home. Please join us after your tour.

TUESDAY, JUNE 13, 2000
10:00 TO 1:00

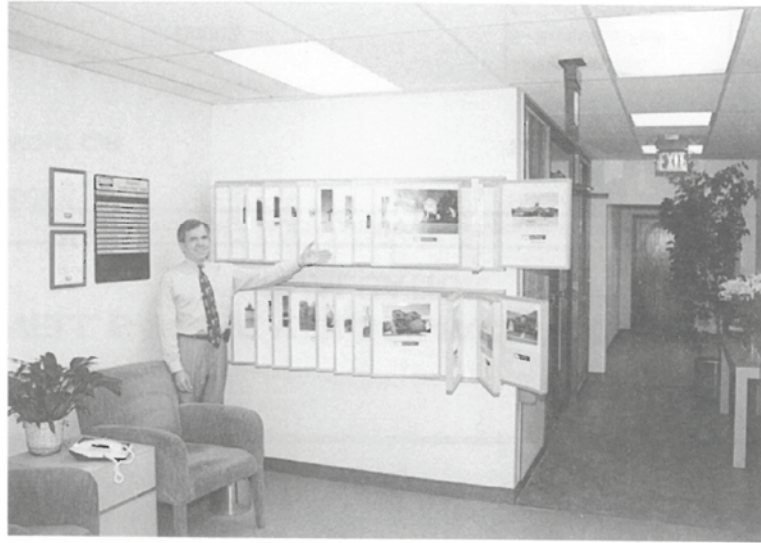
Directions: North on Foothills Highway just past Left-hand Canyon Drive, gate at the left. Turn left after entering gate, follow around to the sign.



Another fine home presented by **JIM BODIN**
Coldwell Banker Moore & Co.
303 442-2107

**Good page
on a listing
appointment**

Lobby Picture Board



A large 15" x 11" photograph with a description of your home will be prominently displayed in our lobby. With constant traffic consisting of buyers and agents, the picture board offers a lot of exposure.

Jim Bodin

Coldwell Banker Moore &

***Good page
on a listing
appointment***

(303) 449-6969

CK (303) 541-2259

TO:
RE: 9552 Mountain Ridge Drive
PRICE: \$995,000

Thank you for showing my listing mentioned above on December 15, 1998.
I value your professional opinion and would really appreciate your
feedback on the showing.

1.) Showing condition: Very fine

2.) Buyers comments: Loved the setting & views. would
MAKE MANY CHANGES. Disappointed in LACK OF
high VAULTED ceilings.

3.) REALTOR comments: Jim - These are the same people
who were supposed to see Sunshine Canyon. The
price is NO OBJECT if they find the right home.

4.) And, of course the price.
High? _____ About right? _____ Should be \$ _____

5.) Is there anything that needs to be done to help sell this property more quickly? _____
I THINK IT IS VERY LOVELY. Don't know
why it HASN'T Sold.

I know how important feedback is to all of us and our Sellers.
The comments help us all. THANKS!

JIM BODIN

COLDWELL BANKER MOORE AND COMPANY.

(303) 449-5000 Office

(303) 449-6969 Fax



MAKING REAL ESTATE REALTY



**Fax back
Opinion
Sheet**

COLDWELL BANKER VAN SCHAAK TOUR SHEET AND EVALUATION

Date: 2/18/97 **Drivers:** moulton,mulder,smith,nein,peterson,pruss,chesney,richmond,robertson

Listing Agent: JIM BODIN

Price/Terms: 329,500

Address: 1468 ROCKMONT CIR

Subdivision: DEVIL'S THUMB

Style: BI-LEVEL

Bedroom: 3

Basement: YES

Bath: 2

Garage:

Square Feet: 1742

Special Features:

Rating Definitions:
 5 - Exceptional Feature
 4 - Good Selling Feature
 3 - Avg. Selling Feature
 2 - Potential Problems
 1 - Major Problems

Location: 4
Price: 3-
Sugg. Price: 31500
Floorplan: 3-
Condition: 3+
Decor: 3
Exterior: 3+

LOCKBOX: NOL

Directions: WEST ON TABLE MESA DR, LEHIGH TURN SOUTH,
 THEN WEST AT BEAR MTN DR, FOLLOW IT ABOUT
 3 BLOCKS TO ROCKMONT ON THE RIGHT

Comments/Suggestions:

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Sugg. Price:
Floorplan: 3
Condition: 3

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 THEN WEST AT BEAR MTN DR, FOLLOW IT ABOUT
 3 BLOCKS TO ROCKMONT ON THE RIGHT

Comments/Suggestions:

**Give out
 at Broker's
 Open House**

CLIENT LIST OF SALES

This is the complete list of people I have sold houses for in the past few months. You are welcome to call any of these people and ask them questions about me. Please keep in mind that this list does not include buyers, just sellers.

Questions you might ask would be:

1. Did you interview other agents and why did you choose Jim?
2. What was it like working with Jim?
3. Was he responsive?
4. Did he do what he promised?
5. Is he honest and trustworthy?
6. Does he market productively and aggressively?
7. Did he work hard for you?
8. Would you use him again?

CLIENT'S NAME

ADDRESS SOLD

ANGELO FRANCO	1167 PINTAIL	303-413-1638
YVONNE KELLY	9208 GUNBARREL RIDGE	303-661-9524
JOHN GRUBB	5225 51 ST STREET	303-527-1851
ROBERT & SYLVIA GENTLES	1719 MARIPOSA	303-447-1912
TOBY & LAUREN CLEAVER	10809 N. 49 TH	011-506-735-5205
PETER & NORIKA KNOX	1057 DIAMOND CT.	303-449-0863
ED & THERESE LIPIEN	3625 21 ST STREET	303-651-6660
TONY & CATHERINE BOTTAGARO	4695 COUNTRY CLUB WAY	(720)304-8123
GARY & MARY NUTT	672 RIDGEVIEW	(303-443-5436
CONNIE HOLDEN	665 PEAKVIEW	(303)415-3402
JOHN & NATALIE BAKER	2320 BALSAM	(303)-442-1146
TODD & DEBORAH JOHNSON	2930 N. LAKERIDGE	(303)443-0533
RENEE BOND	3685 MARTINIQUE	(303)449-6073
DON WALKER	182 ANEMONE	(303)449-8339
NANCY KEHIAYAN	909 ST. ANDREWS	(303)271-9933
CHUCK & CAROL TRUJILLO	4678 JAMESTON	(303)530-1578
GARY & JUDITH PARKER	2461 BRIARWOOD	(303)786-7550
STEVEN & ROBIN FLANNERY	8361 GREENWOOD DR.	(303)652-1724
LASKY HOWARD	2055 FLORAL DR.	(303)444-3709
ROBERT NAUMANN	3816 CLOVERLEAF	(303)449-1589
LASKY HOWARD	2055 FLORAL	(303)444-3709
ROBERT NAUMANN	3816 CLOVERLEAF	(303)449-1589
ANDREW FREEMAN	98 RIDGE DRIVE	(303)209-3797
MICHAEL & NANCY BERMAN	2840 N. LAKERIDGE TRAIL	(303)444-1944
STEVE & CHRISTINA GRADY	150 VALLEY VIEW	(303)444-0899
KENT & NORENE BERRY	122 PINE BROOK	(303)443-8362
CRAIG MINEA	611 QUINCE CIRCLE	(303)444-6907
DICK PUTNAM	4740 MCKINLEY	(612)471-0783
MICHAEL & DALE HANNAN	3631 LARKWOOD	(303)440-7999
MICHAEL & KATHLEEN IMPERI	3726 WONDERLAND	(303)449-1533
ED & KARYL COHN	98 PINE TREE	(520)615-3068
DICK REINHARDT	88 PENNSYLVANIA GULCH	(303)530-0141
ROBERT SHONKWILER	3021 3 RD STREET	(303)444-6060
LEONARD & AMY WESSELL	1604 WAGONWHEEL	(3631)734-5466
TOM ULLMAN	909 EVERGREEN	(303)442-7979
FRED & KATHY KOFMAN	2485 LEE HILL	(303)442-7979
ROBERT PATALLAS	3600 BUCKEYE	(303)442-7979
BILL & LORI LAMM	4095 19 TH STREET	(303)442-7979



POWERFUL!!!

What other Realtors have to say about me:

*Cynthia,
Good job
negotiating
with Coldwell
Banker. Rejo and sale
facilitated. Many thanks!
Jeff*

*P.S. Tell Jim he is lucky to
have you both!*

Cynthia and Donna,

*With warmest thanks
for everything you've done.*

*It was a pleasure working
with you on the sale
of 2547 SWEETWATER CIRCLE
in LAFAYETTE.
& appreciated all your help.
Sincerely, Jeff*

Dear Jim.

Thank you for your advice, tutelage and support in 1976. You possess an excellent understanding of real estate in addition to having the pulse of Boulder's market seemingly at your fingertips. Your presence at Coldwell Banker is both the reason I have stayed and the inspiration to continue. Hopefully agents in other offices have someone like you to emulate. Happy Holidays to you & your family. Sincerely, Bob

Jim Bodin
Coldwell Banker/Van Schaack & Co.
3300 28th Street
Boulder, CO 80301

Greetings Jim,

This was a smooth closing! Thank you for your persistence and effort. I really enjoyed the opportunity to meet you and work with you.

It is always a pleasure to work with a strong agent who has such a high degree of professionalism. Again, my thanks.

To future successes!

Sincerely,
Matthew
Matthew A. Makowski
Broker Associate
WALNUT REALTY INC.

26 August 1976:

Dear Jim —

We would like to thank you and all the members of your staff for the truly marvelous job you did in managing the sale of our home at 2672 Winding Trail Drive in Boulder. This was our 5th corporate move and our 11th actual move — so we know excellence when we see it!

We really appreciated your professionalism, expertise and understanding as you helped us through what was, without question, the most difficult of all our moves. Your patience and problem-solving capabilities were a true god-send and your constant thoughtfulness in all of your contacts with our family really eased us through some very difficult times.

Your marketing techniques and strategies were terrific. We were pleased with the number of prospective purchasers your sales plans generated and delighted with the speed in which the property sold.

We are more than happy to recommend you and your staff to any one seeking the finest quality in real estate service!!!

With all good wishes for your continued success

and
with many thanks & fond regards

Bill and Pat Meyer
926 Beacon Street
Grathersburg, Va
303-1

What a past client recently had to say about me:

MUCH better than just typed testimonials. Have them do at closing table on a piece of paper.



We really wanted to sincerely thank you again for your help and advice. It made a world of difference to us both and gave us the confidence to go through with the deal.

Thanks a ton!
You're the greatest!!!

Unsolicited testimonials for
Jim Bodin
from satisfied clients!

Jim -
Thank you for taking care of the transaction so well in a difficult situation. It is always a pleasure to work with you.

We thank you so much for working and thinking so hard for us and sold our ex-home at such a good price. We are also deeply appreciative about your great help in contacting painting and carpeting guys and even paying in advance for us. Had we not had such generous help we truly believe that the for sale signs would still be up. We hope that your business is continuing to be successful as usual and as always. Thoughtfulness like yours is appreciated more than words can say.

VERY EASY TO WORK WITH JIM BODIN. HE RETURNS CALLS PROMPTLY AND REPRESENTED US WELL.

Jim Bodin was our realtor and we had excellent service.

Many thanks for your assistance and efficiency in selling our home. If ever anyone asks for a referral we shall have no hesitation in recommending you.

Jim Bodin made the sale comfortable and secure. Thank you!

We appreciate your attention and effort.

MUCH better than just typed testimonials. Have them do at closing table on a piece of paper.

TRADITIONAL

1. **MLS** An attractive profile of your home will be prepared by my professional advertising specialist Gwen Koelling who has been working for me exclusively for fourteen years. The way your house is presented in the MLS will have a major influence on the frequency of showings and final result.
2. **PREVIEWS SIGNAGE** All Coldwell Banker luxury homes are given a very professional and substantial 4' x 4' post sign with special distinctive lettering setting your luxury home apart.
3. **BROCHURES** Prepare a brochure, similar to examples I have shown you, to be placed in your home and given to every agent that calls me looking for a special house for a special buyer (I get lots of agent calls both local and long distance). It will also be mailed as part of my attractive "newcomer packet" to relocating prospects.
4. **COLOR OUTSIDE BROCHURES:** Prepare an informational brochure with a color photo of the exterior of your home for pedestrian and drive-by traffic. These will be placed in a brochure box attached to the Previews sign.
5. **REALTOR TOUR** Most of the 55 Coldwell Banker agents will tour on a Tuesday morning at your earliest convenience, personally conducted by me. We are a large office, and having every agent see your home will assure that everyone here can call their waiting-in-the-wings clients about your home.
6. **OPEN HOUSE** I will arrange as many Sunday open houses as you wish. An ad will appear in the *Daily Camera* as part of our 1/3 page ad for Sunday open houses. Most sellers in this price range opt out of public open houses however.
7. **LOBBY PICTURE BOARD** A large 12" x 8" photograph with a description of your home will be prominently displayed in our lobby. The picture board offers a lot of exposure to both buyers and agents, because one of every nine homes in the nation is sold by Coldwell Banker. Every day buyers walk in to our office looking for a Coldwell Banker agent to assist them.
8. **VIRTUAL HOME TOUR** I will meet with *bamboo.com* at your home to produce a virtual home tour that will be placed on the Internet for buyers to view. This tour is a high-resolution customized set of four 360° panoramic videos of your home that will appear on my personal web page as well as on the National Realtors Association supported www.REALTOR.com
9. **SHOWCASE AD** I will professionally prepare a full page color ad to run one month in *Where To Live* magazine. Personnel managers mail out hundreds of these every month to newcomers, the Chamber of Commerce sends them to...

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a brochure or
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appointment.**

inquires about our city, and thousands of people pick these magazines up at hundreds of outlets every month.

10. **WHERE TO LIVE MAGAZINE** Your house will be in our regular four page color section every month. There are 550 outlets for this excellent publication with about 25,000 delivered each month. With over 55 agents in the office, Coldwell Banker supports the team concept. Because of this, another agent's picture may appear on the ad for this publication.
11. **NEIGHBORS** I will send a mailing to your neighborhood, inviting them to call anyone they know who has said "we'd like to live here too."
12. **FLYERS** Professionally create, produce and send an attractive flyer about your home to the 1150 agents in the MLS. Agents watch for my flyers. They may not notice your home as a new listing in the MLS but they will notice the flyer because it is put into the inbox at their office.
13. **NEWSPAPER ADVERTISING** Your home will appear at least once in the first ten days of the listing in our large half to full page Coldwell Banker ad that appears every Sunday in the *Daily Camera*.
14. **PREVIEWS NEWSPAPER AD** Our Sunday half to full page ad in the *Daily Camera* will feature your house in a large photo display ad several times during the listing period.
15. **DENVER POST AD** Your previews home will be advertised in Coldwell Banker's Sunday Denver Post ad. All previews homes are put in on a rotational basis. Many buyers for luxury homes start out looking in Denver.
16. **AUDIO HOME TOUR** A sign rider will provide a telephone number for interested buyers to call 24 hours a day and receive information about your home. Caller ID identifies the callers and their phone numbers and I receive a printed report weekly for prospecting.
17. **WRITTEN FEEDBACK** I will call you after every showing and give you detailed feedback. I am only one of a handful of agents who conveniently obtains *written feedback* on every showing, which I will discuss with you *after every showing*.

NON-TRADITIONAL

18. **EXCLUSIVE MAILING LIST** I will have 500 reprints of the Showcase full page color ad delivered to my exclusive "movers and shakers" list of influential Boulderites. I have been developing this list over the past several years and includes anyone I feel would be in a position to know people who are serious in buying. When you consider that 90% of my business is from referrals,

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why this works for me. Obviously, the list consists of company presidents and CEOs, prominent lawyers, physicians, oral surgeons, bankers, personnel directors, university officials and others such as social contacts.

19. **BROKER OPEN HOUSE** I will hold your house open to all interested Boulder Realtors to come see after their regular Tuesday morning tours (all offices tour Tuesday morning). Realtors look forward to my open houses because I spend at least \$500 on really good catered food, plus I give away a \$200 cash drawing. I always get a good turn-out. Very effective!
20. **BUYER'S GUIDE** Coldwell Banker publishes this magazine once a month and 60,000 copies are distributed throughout the metro area wherever you typically see magazine racks. They are also mailed to all newcomers who inquire through our 22 Coldwell Banker offices in the metro area.
21. **AGENT PROSPECTING** I will go through the showing set-up record for every listing in our office of homes similar to yours in location and price, and I will contact every agent who has shown similar ones in the past month.
22. **AGENT RAPPORT** I strive to motivate agents to show and sell a home through my many personal contacts. I have a very established network among Boulder's best, and they want to work with me because I'm very accountable, experienced and accessible. They talk to me and *not my assistants*.
23. **TELEMARKETING** I have a full time telemarketer who continuously calls prospective buyers and sellers. He is paid strictly on production and has been doing this exclusively for over 6 years. He is a very important factor in my success.
24. **SHOWING YOUR HOUSE** My full time job is to prospect for buyers for your house and to show and sell your house. My staff does everything else. I show only the houses I have listed. Would you rather your agent spend time showing and selling your house or everything in the MLS?

RELOCATION

25. **INTERNET CONNECTION** Coldwell Banker Moore and Company's twenty two offices in the metro area have all listings on a website at <http://www.coloradohomes.com> and the Boulder Board of Realtors have currently available homes at www.realtor.com. I will have your home in color on a total of four websites which also include www.jimbodin.com and www.coldwellbanker.com. Because of our size, these sites will be a major source of information to the growing number of Internet shoppers. Look us up and see!
26. **PREVIEWS INTERNATIONAL REGISTRY** Since 1933 Coldwell Banker has been the worlds premier luxury home marketing network. Your

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out of town buyers *before* they come to Boulder. The 2,400 North American Coldwell Banker offices as well as those worldwide are "on-line" to this computerized program which provides up to date information coast to coast.

27. **NATIONAL EXPOSURE** I have a licensed assistant working eight hours a day helping my many relocating executives settle in Boulder. Coldwell Banker Relocation has many major accounts (IBM for example) and since I am the top CB agent in the entire metro area among our 22 offices, many of the 220,000 executives which CB agents refer each year are referred to me! I hold a CRRS (Certified Residential Referral Specialist) from Coldwell Banker University. Remember, 20% of the population moves once each year and 34% are corporate moves.

PERSONAL ATTENTION

28. **SHOWING TIPS** I will share with you my time-tested preparation tips to ensure successful showings. This includes "staging" every room in your house.

29. **ACCESSIBILITY** I will always be available to you at 303-442-2001 with pager and portable phone. If I am out of the office (usually because my real office is in my car), I will return your call within 30 minutes -- usually 5 minutes.


30. **ESCROW** Sold but not yet closed. I have three assistants whose job it is to closely monitor all lender, inspector, appraiser, title and escrow activities to ensure a successful closing. This allows me to spend *full time* on prospecting for and showing your home to *buyers*.

31. **INVOLVEMENT** When you hire a Realtor the least you should demand is that that Realtor personally be the one person who communicates directly with you. I am the only person who answers my phone and I will personally call you every week with market updates, showing feedbacks, etc. And most important, I will handle all negotiations!

I will take the marketing of your home very seriously. You will find me to be very accessible and accountable. I look forward to giving your home *maximum exposure*, and I promise to concentrate on solutions, not problems, to produce the quickest sale at the highest price with the least amount of inconvenience to you.

Sincerely,

Jim Bodin, CRS, GRI
Broker Associate



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GIFT BAGS / CLOSINGS

Contents: Plates
Cups
Napkins
Plastic Utensils
Soda (1)
Water (2)
Paper Towels
Toilet Tissue
Trash Bags
Soap
Magnet (Rivers)
Wet Ones (1)
Toothbrushes (2)
Tissues (1)
Mugs (2) 1/candy, 1/coffee, tea and condiments
Tallahassee Magazine (trees)

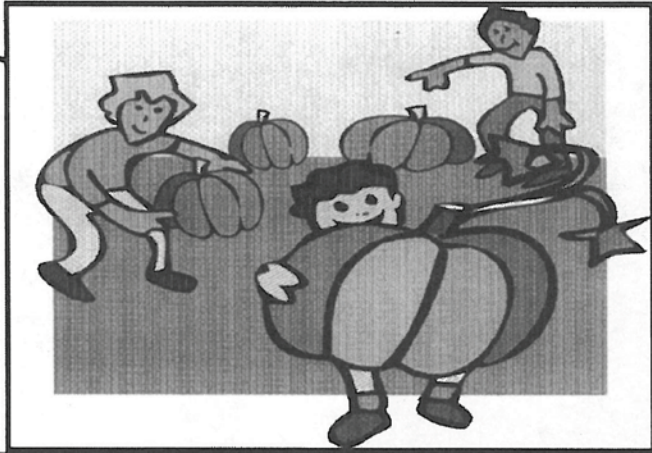


NEW CONSTRUCTION GIFT

Contents: Folder
Preferred Service Vendor list
Camera
Notepad & Pen

**Great Closing
AND House
Warming Gift**

GREAT PUMPKIN GIVEAWAY



SATURDAY, OCTOBER 21, 2000 10am-12pm
at First South Bank - 3233 Thomasville Road
Co-Sponsors - First South Bank & First American Title Co.

Hey Kids!

Come dressed in costume and receive a surprise! Lots of fun things for you - pony rides, clowns, and more!

Pick out a **FREE** pumpkin for you and your family!



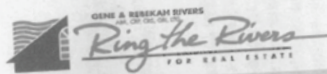
**HELP SUPPORT
THE AMERICAN
DIABETES
ASSOCIATION**

Donations for American Diabetes are requested.

JOIN THE FUN!



Enter our drawing to win a child's
bike courtesy of
ABOUT BIKES of Tallahassee



Join the Rivers Team for the Annual Easter Egg Hunt!

April 15, 2000
10 am - 12 noon



Gene
Bob
Jackie

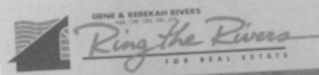
Dabbie
Julie
Rebekah
Logan
Rachel

Rebekah & Gene Rivers
RE/MAX
Professionals Realty

Amanda Noni Jason

We support the American Diabetes Association

Co-Sponsored by First American Title Insurance Company & First South Bank



Join the Rivers Team for the Annual Pumpkin Give Away
October 21, '00, 10am-12noon



Gene
Bob
Rachel
James

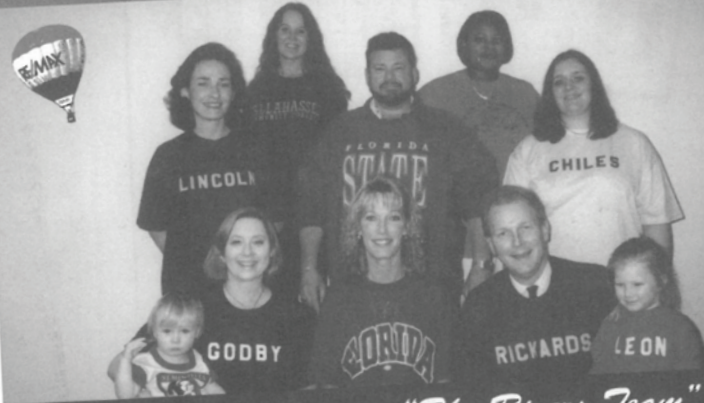
Rebekah
Logan
Leonard

KELLER WILLIAMS
REALTY

Kelly Noni Cris

We support the American Diabetes Association

There Are Many Great Sports Teams - But For Buying or Selling a Home...



The Only Team - "The Rivers Team"



Happy Holidays!

Ring the Rivers 297-CALL
Keller Williams Town & Country Realty

TO: Joe Realtor

NEW LISTING!!

You recently showed a Coldwell Banker listing
comparable to my new listing at

***182 Anemone
(Sunshine Canyon)***

\$850,000

MLS #194360

3 Bedrooms

3 Baths

4773 Sq. Ft.

*Views of the mountains, Boulder Valley and the city lights.
Mountain ambience, great room with walls of windows
displaying the view. Nestled on a 1.7 acre site, only five minutes
from central Boulder. Berber plus hardwood throughout with
two loft areas, multiple decks, patio garden and tiered rock
gardens. This home also has a stunning master suite!*

JIM BODIN

COLDWELL BANKER MOORE AND COMPANY

303-442-2001 Phone

303-442-2001



**Great way to
cross promote
your listings**

WELCOME

I got this from my new dentist after my first appointment. My DENTIST! WOW. he knows marketing!

Dr Fox

Sarah
Welcome to our office!

We'd like to take this opportunity to thank you for your recent visit to our office.

Caryn

We look forward to serving you in the future.

Danielle

Kelly

Agnieszka

Jeffrey Fox, DDS
Fox Dental PC

5962 Rte 25A • Wading River, NY 11792
(631) 929-5855

Cheryl

Kim

Carol

Dee

NUGGETS *corner*



Your Most **Creative** Marketing Ideas

"To revitalize interest in a stigmatized property, I contacted every real estate agent who had sold in the area within the last year-and-a-half. I wrote an e-mail in the first person from the house. The house told its story of how it missed its owner and was seeking a new one that was as loving and caring as its former one had been. The house also explained what it felt was its own best features. I had six showings the next day and an acceptable contract within two days. A silly idea, but it worked." -Doyle Cox, Champions Real Estate Group, Richmond, Texas

"I have a sign rider that says 'Google this address.' Consumers who do a Web search will see my site, blog, and, all the other social media sites that give the seller incredible online exposure. It makes it easy for the buyer to see everything about the property in one spot." -Bill Gassett, RE/MAX Executive Realty, Hopkinton, Mass.

"Yes, price is important, but terms can be even more powerful in today's market. There are many good buyers out there who can't qualify for a loan right now. I sold a home in 10 days at 10 percent above asking price by advertising 'Owner Will Carry.' By the way, the owner could have but didn't end up carrying. We got a conventional buyer but had twice the interest because of the advertising." -Dawn Rickabaugh, Rickabaugh Realty Inc., Temple City, Calif.

"Our office is in the heart of our downtown corridor with large amounts of foot traffic day and night. I have compiled our listings into a slide show and put them up on a digital picture frame in our storefront window so that all of our listings get cycled exposure with bright pictures and details. The frame really gives a techy look with style and also allows us to advertise upcoming events and promote our agents." -Dominic Tartaglia, Tartaglia Realty, San Luis Obispo, Calif.

"Real estate companies hire me to do pre-listing inspections, and they use the report as a marketing tool. I even have a sign that can be installed next to the For Sale sign, stating that the house has been "pre-inspected" and is "Move-In Certified." At the seller's choice, we can upload the inspection report to a Web site, www.moveincertified.com. Great marketing for the Sunday drive-by crowd." -William Decker, Decker Home Services LLC, Skokie, Ill.



Dear Property Owner,

I am writing you in regards to your expired listing.

Did you know that 60% of all properties that are entered into the real estate market will end up as expired listings? Unfortunately, statistics like these only serve to tell you that you are in the majority instead of telling you how to jump into the minority.

However, I may be able to help! If you would be willing to give me any insights into why you think your property has not sold, I would be willing to give you my suggestions on how I think it can be sold.

This offer is to keep me up-to-date on the changes in the market place and to see if I might be a good fit as the salesperson who will help you jump into the precious minority of sold properties.

Please contact me at your convenience. I would be more than happy to arrange a time to visit your property and discuss how we can properly market it!

Sincerely,

Annette Wilcox
(419)663-2121
(419)681-1318
annetwilcox21@gmail.com

If your property is currently listed for sale with another broker, this is not intended as a solicitation of that listing.

Pepper Pike Office
31100 Pinetree Rd. Suite 220
Pepper Pike, OH 44124
216-455-7677



Norwalk Office
201 Milan Ave. Suite B
Norwalk, OH 44857
419-663-2121

Dear Property Owner,

I was checking your neighborhood for real estate needs. I would be happy to do a free Comparative Market Analysis for you. It could be of help in figuring out the present value of your home or business should you decide to sell.

There is no cost or obligation, just a few minutes of your time is all that I need. You may be amazed at the value you have accumulated in your property. If you are not interested in this offer please feel free to pass this letter on to some of your friends who may be interested.

Please call me for all of your real estate needs.

Sincerely,

Annette Wilcox

419-681-1318

Annettewilcox21@gmail.com

If your property is currently listed for sale with another broker, this is not intended as a solicitation of the listing.

SMARTER. BOLDER. FASTER.

TM

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!

Future Power Calls

with Darryl Davis

Check Online For Upcoming Calls

Mark Your Calendars Power Hour
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