

The Darryl Davis
POWER AGENT
MAGAZINE™

November 2016



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For Your Eyes Only

Forms, checklists and
promo pieces building
your business

Featuring

Michael LaFido

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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

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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 Mike 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 *Michael LaFido*



Mike LaFido

Phone 1.888.930.8510

Email Michael@marketingluxurygroup.com

Michael LaFido is both a top-producing Realtor and luxury real estate consultant to agents with 15 years of experience in the industry.

Throughout his career, Michael has learned the importance of “lifestyle” and direct response marketing versus “traditional marketing”, which has become the key to his success. This marketing approach is based on years of research, coaching, trial and error, and feedback from some of the worlds best marketers. Michael teaches top producing real estate agents worldwide to “think like a marketer” and not like “traditional” agents.

Over the past fifteen years, LaFido and his team developed a method that takes a more comprehensive, proactive approach to marketing a home. Every property is assessed with the homeowner, and a customizable blueprint to position the home in front of more buyers and brokers is created. Our goal is to create massive exposure and press both online and offline to targeted both buyers, brokers, and influencers worldwide.

Michael’s a best selling author and his marketing has been featured worldwide. He is the founder of the nationally recognized “Verified House” Program for home sellers. He is a leading authority in the real estate field and is highly sought after as a national speaker.





~ an interview with ~ **MICHAEL LAFIDO**

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Darryl: Well hey, Power Agents. This is Darryl Davis. I should know my name. This is Darryl Davis, and welcome to the, our Power Hour recording. We've got a really special guest this month. This is, I've got Michael LaFido on the line. Mike, say hello.

Mike: Hello.

Darryl: Mike, we are on. I've got Mike on the telephone. I grabbed him between listing appointments and actually going to a speech somewhere else too. Let me just give you guys a background real quick. Michael LaFido has been in real estate for fifteen years. He is in the Chicagoland area, one of the top, top, top agents in the marketplace. He's also a good friend of mine, and he's doing some incredible stuff, and I'm so excited we were able to get him.

So Mike, why don't we start with, just so people get to know, like if they want to get in touch with you, what's the best way to do that? Website, all that contact information.

Mike: Sure. The best place to probably get in touch with me would be via e-mail, and they can e-mail me at Michael, M-I-C-H-A-E-L @marketingluxurygroup.com. Michael@marketingluxurygroup.com. And for additional information on some of the services and resources that we offer, they can include in the luxury certification, they can go to marketingluxuryexpert, singular marketingluxuryexpert.com. That has some additional information on who I am and some of the services we offer.

Darryl: Awesome. And by the way, again, I just want to highlight before we get into the actual content of this call, you know, Michael has, his niche market is the luxury market, and he's doing some phenomenal incredible stuff with that. I've seen Michael grow over the years, and, you know, he carries about thirty listings at any one given time, which is a tremendous amount of listings, regardless of how or what price range you're in.

And, but he's actually created a luxury certificate that I'm just hearing incredible awesome things about it. So also, at that website he just gave you, marketingluxuryexpert.com, check that out and I believe, you know, here's one of the, I'm going to teach something real quick, Mike, if I can and then I'm going to turn it over to you.

Mike: Sure.

interview with Mike LaFido (continued) ...

Darryl: Is, you know, one of the things, I used to be a GRI, having that designation, but when I went on a listing appointment, I would present it this way. You know, if you had a choice between hiring an accountant, a regular accountant, or a CPA, and it didn't cost you any different, which would you hire? And the homeowner would, of course, always say, "Well the CPA." And then I would say, "Well the GRI is the CPA of realtors, you know?"

So having a designation, especially one that Mike's got is a great, great listing tool to have. So all right, so Mike, let's get into this. So I'm just going to rattle off a bunch of questions and just let it rip, OK?

So right now, so you're, are you a listing agent or a selling agent? How would you consider yourself?

Mike: Sure. Well first off, I would call myself a marketing agent, I believe. But...

Darryl: OK.

Mike: So there's that, I believe.

Darryl: Yeah, that's great.

Mike: I think a listing agent is more passive. They list it and then they wait for other people to sell it, but, but by your definition, a listing agent. But I call myself a marketing agent so I...

Darryl: Love it.

Mike: I can carry anywhere from thirty to forty listings at any given time. So I have people on my team, I have a small team of three agents, and they work with buyers or renters, but I focus on listings, if you will, or marketing properties.

Darryl: Now that's a powerful distinction that you just said, and I know, you know, not calling yourself a listing agent, but a marketing agent, but I love, love, love how you just distinguished that, which is a listing agent is passive, whereas a marketing agent is aggressively out there taking the client's house, promoting it, marketing it to bring as many buyers through. I love that. That was really great.

So you have a team of three people. How did you come about those three people? How did you bring them on board?

Mike: Sure. So it kind of grew into itself. So I was at a place in my business where I wasn't really enjoying working with buyers because quite frankly, buyers are liars. They take more time and so it was a limiting belief where I'm like, "Well, if I bring someone on, I'm giving away a big piece of my commission. I'm actually going to be losing money." That was something that I thought for awhile, and then when I realized I would free up a lot of my

time and my mindset and I'd have more time, energy, and effort, and enthusiasm to work with sellers, it actually paid for itself.

Mike: But so probably about three and a half, four years ago, I started bringing on some other agents to my team.

Darryl: OK. And do they have specific, you know, tasks that you give them or does, because there is two ways that people can have a team. One is everybody does something, they, I mean, they do everything, you know, like an agent on a team may work with buyers and work with renters and work with listings. And it falls under the umbrella of the lead team member, which would be you.

And in some cases it's more driven, all right, this person's going to deal just with buyers, this person's going to deal with administration stuff. So how do you have it structured?

Mike: Yeah, and I think that's great, by the way. If you give people different roles and responsibilities, to better the team, to build the brand, which in return, helps get them more leads, which is really what they care about is the bottom line.

So again, I think you need to know what personality types are for different buyers' agents. People have their strengths and their weaknesses and what they're excited about. So if you have a, you know, there are some people on a buyers' agents that you know they're not going to last. They want the limelight, they want, you know, they don't want to share commissions. They want everything in their name, and those probably are temporary fixes.

But the best, most reliable and I would say most loyal buyers' agents, you know, are a little bit more, I don't know, in the disc [ph] [0:06:41] personality, I would say, you know, more Ss [ph] [0:06:45], they want to be part of something bigger, and they know what their role is. So for my buyers' agents, each of them has roles and that's to generate their own book of business, but also to convert prospective clients or current clients that I hand over to them to take care of them, and do what we say we're going to do.

So that's going to be really important. So the other aspect, a big role they have is, you know, open houses. So open houses aren't that big in Chicago. Chicago is definitely a buyer's market. It has been for probably twelve to fifteen years, and so you know, in some of these marketplaces that are sellers' market and you can get thirty to fifty to a hundred people at a, you know, open house that have multiple bids, here we haven't seen that, you know, since I've been in real estate. So...

Darryl: OK.

Mike: So buyers, my buyers' agents do some open houses to help not only market the properties we're selling, but also to build their book of business and potentially work with some unrepresented buyers that come through this open house.

Darryl: Now, and plus, let me ask you this. I mean, in your, you know, you've got thirty, forty listings, and your focus is the luxury market. I'm assuming you probably take lower-

interview with Mike LaFido (continued) ...

end properties too, but is there an average that you have, like if you took all the listings, what your average dollar volume on the listing number would be?

Mike: Sure. So I think right now, I have twenty-one or twenty-two listings over a million dollars, but I think my average list price is over a million dollars out of the thirty, but that's a little deceiving because I have an eleven million and a twelve million dollar in there, but if you take those out, I would say, you know, anywhere from seven hundred to a million is usually over the last two years, kind of where the averages fall.

Darryl: OK. Now you've been doing some really, you know, creative things that I've been noticing on Facebook. And by the way, again, if you want to check out Mike on Facebook or look for him there, so is it Mike or Michael on Facebook?

Mike: Sure, yeah, no problem. Yeah, on Facebook it's Michael, and then again my last name spelled out is L-A-F as in Frank, I-D as in David, O. Michael LaFido.

Darryl: Yeah, so you guys want to check it out because he's been, you've been using Facebook somewhat that I've noticed, and plus you've been doing stuff that I've seen with video. And that those, the things you've been doing really caught my eye. You always had that monster truck. I remember one time when I was in Chicago.

Mike: The fourth of July.

Darryl: Oh my God, you were, you pulled up. Where were we? We were having, we were at a hotel. I was at the hotel. You came for us to have dinner or something, and you pulled up in this big, I've never seen a truck this, I don't want to criticize, so big, and then you had this crazy horn which I think it gave the hotel...

Mike: A train horn. It was like a train horn.

Darryl: Yes. It was like crazy, and you rapid, I think, I don't know if you have pictures of that anywhere, because this is going back years ago, but anyway, that was, so why don't you just, let's just spitfire out some of the marketing stuff that you're doing with video, with social media, any of that stuff, and let's, I will let you rip. Go.

Mike: Sure. So a couple things. So with that, my philosophy is when someone's in the, having the discussion in their head about thinking about buying or selling real estate, it's the real estate agent's fault if that prospective client, maybe a neighbor or someone you work out with, someone that's on your kids ball team, it's your fault as an agent if they don't know you're in the industry.

Now let's face it. Good friends, you know, people that you work with, excuse me, that your spouse works with or people that you work out with, or people in your church. They still might not go with you or remember you if they need to sell or buy a home, but I believe my

job, that they know what I do for a living. And, you know, I've had people come up to me, I can't tell you how many times, "Man, I see your marketing all over the place." Well, that's what you want. You want people, you want to be top of mind in awareness when people go to, are thinking of buying or selling real estate.

And so, you know, for example, you wanted some examples. So I have a twelve-foot U-Haul truck, and I have it wrapped with my brand on there, and I let nonprofits use it and past clients, and I have a local realtor that borrows it and she pays me to borrow it, and I'm like, "Heck, you're driving my billboard around and you're paying me? Yeah."

Darryl: Oh no, that is really just so stupid. OK. I hope they're not going to listen to this recording.

Mike: Oh, she laughs, she knows. I'll tell it to her. She laughs about it. So...

Darryl: All right, so you've got this U-Haul that's wrapped, and this is really great. I want people to hear this. So you've got the, and you lend it out to charities, to organizations. That's just, that by itself was brilliant. Now how did you get this U-Haul? Did you buy this thing or are you renting it or what?

Mike: Yeah, so there's a company called On the Move, and they do this, they do it in long-term leases, so you lease it for, I don't know what it is, about a thousand dollars a month or something. But I did the math. I'm like, "Well why should I lease? I might as well buy it." So I bought a truck and then I had it wrapped and I, and I had a colleague of mine, because again I do luxury. A colleague of mine says, "That pretty much that's stupid. It won't work. People with this kind of money won't use it." And it was such a small negative way of looking at things, and I wasn't doing it so that a multimillion dollar guy would borrow a truck.

Because no, it was about brand. It was about building your brand, and I had this rolling billboard. And like it's a way to differentiate your marketing and at least stand out a little bit, because in most marketplaces, there's not too many agents that have these, and so that was the thought process behind it. And, you know, I can assure you that I park it. I rent an office space that's on a busy road, and part of my lease was that I get the primary parking spot, basically a reserved spot, and I would very rarely, let's face it. Probably twenty-five out of thirty days on a month that truck doesn't move, where this would basically be a billboard.

Darryl: Wow.

Mike: Thousands of cars driving by it every day.

Darryl: Wow. You know, I have, I'm going to have to keep interrupting you every time you share one of these things because it gets me excited. It's so, it's such a brilliant idea. I mean, so agents, I've seen in all my travels, you know, sometimes a top producer will rent a billboard on a major highway, whatever, whatever. Well you're not having to, this is like free advertisement. Now of course, you're paying for the lease and you're paying for the gas, but hell, I mean, I could only assume, Mike, that even if you took the kids out and the wife out, you know, let's hop in the, if it's sitting there, you might even take the truck every

interview with Mike LaFido (continued) ...

so often, just so it's driving around town for people to see it.

Mike: Yeah.

Darryl: Now let me ask you something. Before you jump to the other stuff, I want to ask you this question, because some people listening to this might say, "Well, you know, where the hell am I going to afford that kind of money to buy a truck and get it wrapped. And by the way, do you know of a company that does the wrapping, that would be good too.

So how do you do that, like did you, like did you have no money when you did this, or did you build your business financially to a point where you started making small, you know, not small, but big investments one at a time? How'd you do it?

Mike: Well that's a great question. So, you know Darryl, I do some training and some consulting at the national level, and when I speak on stages, I always tell real estate agents, you need to know the answer to these two questions. And the first is, "What is a sale worth to you?" So for those on the call, like what's your average sale price of a home that you sell last year, or over the last twelve months.

So let's, for simple math, let's keep it simple and just say a million dollars. So someone on this call, a Power Agent's average sale price is a million dollars. Well that's, let's just say the average commission payout is three percent. So that's thirty thousand dollars, and in gross commissions, and let's just say for simple math, that they're on a sixty-seven percent split. So that's twenty grand. So what is this sale worth to you? So an agent on this call, say averaged a gross commission check of twenty grand over the last year.

So the sale is worth twenty grand to you. And that's the first question. So what is a sale worth to you? And the second question is, "What will you cheerfully pay to get a new client?" So for me, cheerfully is the key there, Darryl, right? So what don't you mind paying to get a new client? And so for me, I bought a used truck, it was about twenty grand, and the wrap was about twenty-five grand. So for me, my thought processes, heck, if I could sell one, you know, two sales, you know, it'll break even, right? One sale's break even, two sales is profit on this truck, and yet you get all the other benefits in the marketing, and when I drive it to the health club occasionally, people are like, "Oh hey, you're the realtor. I saw your truck." It's a conversation starter.

Now mind you, I'm a dispersonality [ph] [0:16:44], I'm not an I and a D, and there's some people that are CEs, right? They're analytical left-brain. They would be embarrassed. They would never be dead seen in a truck.

Darryl: Right.

Mike: And that's OK for those people, and this is what works for me, Darryl, not for everyone.

Darryl: OK. All right, so that, that was- that was a great answer. Yeah, so it does pay for itself. And I guess, you know, here's the thing too. Because you're going to probably share a whole bunch of other different marketing things. And probably by the time we're done with this call, when you add it all up, it's probably going to cost a hundred grand. So, you know.

Mike: No, no. The next one, just to break it up, the next one will be free, Darryl. Free, that everyone on this call should do if they want to break into luxury, or they want to dominate luxury.

Darryl: OK, all right, well I'll, before I'm going to let you jump right to that, just to finish that thought, I think you know, when sometimes agents can get overwhelmed with, well there's, you know, this I can do and that I can do. I can buy a van, I can buy a van, what should I do first? Well, you know, like you said, what, you know, just pick one that you would joyfully be happy to do. And then once that, once that investment pays for itself, and then you take the profit from that investment and then purchase the next marketing tool. So all right, let's hear this thing that's free. Shoot.

Mike: Yeah. So the first thing, the main thing that's free is what I like to call my baker's dozen. So if you go to Dunkin' Donuts, I don't know if they even offer a baker's dozen any more, but that's thirteen, so I recommend people on this call, if it's a specific farming, a specific area that they want to get into or they want to dominate, or in this case, a specific price point or high net worth individuals, how do you get, how do you get in front of people of wealth, right?

So again, I have people all the time saying, "Mike, I saw your course. It's great. It's awesome. But lead generation, how do I get more luxury listings?" And it's a very fair question. So without spending, money. And so one way for your callers to do that would be what I would call is to create a networking group. Figure out thirteen, that baker's dozen, figure out thirteen business owners in your area, or they might not even be in your area. But like for me, I'm in Chicagoland, but I'm in the western 'burbs, and I had some people in my networking meeting that geographically speaking, their office isn't near me. But their clientele are throughout Chicagoland.

And so figure out thirteen business owners that cater to the high net worth individuals, and...

Darryl: Give me an example of a few of the, give me an example of a few of those business owners, yes.

Mike: It might be a high-end kitchen remodeler. They don't have to deal with real estate, by the way. Although if they do, that's great. So I originally started this group based on luxury home-specific. So we'd have a kitchen remodeler, we'd have like a granite person. We'd have someone that does, you know, high-end window treatments. We'd have a moving company, a loan officer, a title company. And then we expanded the group, as I mentioned. So I have a guy that, that sells these half a million dollar luxury car condos. They're basically luxury car garages where somebody buys this car garage for two hundred thousand bucks, and

interview with Mike LaFido (continued) ...

sinks three or four hundred into it. Now it's a big giant man cave.

They're not trying to get fifteen cars in it. They have four nice cars in there and they have a bar and a TV and it's where they invite their buddies to watch NFL games. And so that guy's in my group, high-end cars. Because people that have high-end cars, and you know, Ferraris and Lamborghinis and these kind of things, they typically have million dollar or multiple million dollar properties.

So, you know, I have people that are in the financial services and so people that cater to high net worth individuals, whether it be real estate or non-real estate related. But the best way to get referrals, Darryl, I believe, is give referrals. And so if one of these callers puts together a networking group, and they meet monthly, and you put the group together, and you're kind of the promoter and the secretary, and you invite people. Oh by the way, you're the only realtor in the group. And people are going to be thankful to you. It's reciprocity. They're going to be, like this is a great group, Darryl. Man, I appreciate it. And they're going to want to give, you know, it's called the law of reciprocation, reciprocity, excuse me.

Darryl: Right.

Mike: It's just around Christmastime when you get those return address envelopes in the mail or March of Dimes sends you a nickel and says, "Hey, if you give us a dollar thirty-eight, they'll you know, feed three people." Well you feel obligated because they gave something of value with those return address stamps for nothing. And so that's called reciprocity, OK?

Darryl: Yeah.

Mike: The best way to get referrals is give them. And it's a fun networking event, and so I'll tell you the quick story, one minute on how I got this started. I was a part of a Chamber, and the Chamber came to me and says, "We want you to start kind of like a B&I group in the Chamber. Meet weekly, we'll have someone take attendance and all this stuff." And I, you know me, I'm a low ADD fun creative, Darryl, and I'm like, "Way too much structure." I'm like, "Wait, I can't commit to weekly, and I don't want to meet at the Chamber of Commerce tiny little office." So we meet once a month, around six pm, from like end of August 'til end of May. We take June and July off, and we rotate locations from one of the people in the group.

So I just hosted an event at my eleven million dollar listing. We've had events at showrooms. I have a guy that does high-end home security and home audio and the home theaters. We've had events at his place. And so we rotate locations, which, you know, people with ADD love that. So you're switching things up. It's once a month, and that's one way your listeners can break into the luxury network is put together a group of thirteen business owners that cater to high net worth individuals. Host a monthly event and before you know it, you'll start getting referrals of luxury people.

Darryl: You know, and you made me think of something that was really interesting. There's some, there is a group called the Leading Real Estate Companies of the World, and some of these brokers, what they do, is, you know, they get together and they, I forget what it's called. But they'll host, you know, it's basically a Mastermind where you said, a lot of the president or owners of these companies will fly to meet and have a, you know, a Mastermind group meeting. But they rotate it, so each different company hosts that event.

And, which is a great idea, because that will help in your recruiting of the members. So if you want to get a high-end business, you know, like the garage guy, and you, and part of the pitch is, you know, "We're bringing together the all different industries, the differences that cater to wealthy people, and we're going to meet once a month and we're going to rotate, so you know, you be sponsor of one of the meetings. And that way the rest of the people in the group will get to know more about your business and they can refer business to you."

So yeah, I think that's, I think that's an awesome free idea. I love it. Let's go onto another one. What else are you doing on this marketing end that's really been working for you?

Mike: Yeah, so again, one thing that's been really working for me as well is especially for the high net worth individual, so for your callers that are already catering, they have a great footprint in the luxury market. They have a portfolio. It's easier to attract this kind of business because real estate, like second grade, you remember second grade where we had show and tell?

Darryl: Yes.

Mike: Real estate is a show and tell industry, and social proof that Facebook, or they go to your website, how many listings do you have? You know, if you're trying to position yourself as a luxury agent, you know, million-dollar agent, if you will, and they look at your, what you've sold on Zillow or what your portfolio is on your website and you got a bunch of hundred thousand dollar shacks, the message isn't congruent with what you're looking to do. So you have to build that up, and so you know, that luxury networking group is a good start.

The other thing is you can work open houses for other people in your industry and your office that have those million dollar listings, so [BLANK] [0:25:43] videos from other peoples' open houses. So Darryl, let's just say you average three hundred thousand, you're trying to break in that million-dollar listing price point. Heck, figure out who the Johnny Rock Star is in your office, and say hey, would you mind if I did some open houses at premier events or go to their broker opens. Do a Facebook live video. Don't mislead. Don't say, "I'm at my listing," but say, "Hey, I'm at this amazing house at 123 Elm Street. We're at an open house. Again, this house is amazing. It's got a theater. It's got a pool. It's got blah, blah, blah." And again, you might have to disclose it, but you might, again, every state's different. You may say this house is being marketed by Koenig & Strey, or, you know, [ph] [0:26:24], or whoever it might be. So check with your broker what you can and can't do.

But my point is you're leveraging other peoples' listings. Don't claim it to be yours, but just by you being there, taking a picture outside of it or video outside of it, you need to get

interview with Mike LaFido (continued) ...

the listing agent's approval if you're doing anything inside the house, but this is just one example.

Darryl: Yeah, that's, I mean that's great. And I could see it being totally OK with, you know, doing a video saying, "Hi, this is Darryl Davis. I'm doing an open house here at 1030 buh buh buh." So I'm doing this open house. I'm not saying it's my listing, but you are doing it. So yeah, and it creates a perception. And I love that idea, totally, totally. And once you get that video, you know, you then you archive it and you save it and you have a few of these videos. Then you can create a portfolio. So when you do go on that listing appointment that's a million plus, you know, you can tell them this is the kind of marketing that I do.

And it creates a perception that you are serving that market. So I love it. Go on.

Mike: The other thing, the other thing that somebody can do too is, so for what I do for my team members is [ph] [0:27:40] my twelve million listing, my thirteen million dollar listing, I want you to look at it as if it's yours. Now you can say, "Hey, look at," like so a gentleman on my team, his name's Connor. So Connor can't say, "Hey, look at my listing," but look at the, look at our group's listing. Look at my team's listing.

Darryl: Yeah.

Mike: [ph] [0:27:58] it to be his, but I let him leverage it on his Facebook and his social media. When we get a luxury listing, I want him to leverage it. Listen, it's no different from owners of companies. The name of that game is recruiting and retention. Well for those of you that have small teams or big teams, you want to keep your current agents happy. And so I want them to be successful, and so I let them leverage my listings and so hopefully they get some business off of it.

Darryl: Yeah, that's awesome, awesome. All right, keep it coming. What other cool marketing things that you're doing you feel is working?

Mike: So you know, the health club I work out at, they have, you know, little TV that has subscriber, like different advertisers. You know, they only allow one real estate agent. Well, you know, just a subtle ad, you know, have a real estate question with my picture, my contact, I'm building a brand. So there's two types of ROIs. Most people know it as Return on Investment, right?

Darryl: Yeah.

Mike: So you can track how much you spend and how much came in. If you're positive, great. If you're negative, you might have to cut that out. Well there's another type of ROI, and I call it Return on Impression. So for example, the health club ad, I won't be able to track that, right? But I know the, I'm building my brand and I know that people know what I do for a living. So if I'm done working out or I'm getting a coffee or I'm sitting around,

you know, talking about sports or whatever, people have approached me about real estate. It comes back. You want to be top of mind awareness in your little marketplace to start. And build there so you have enough income coming in. If you have enough income coming in, then you can expand your territory or expand your marketing budget and get a truck, or get some of these things.

But, you know, don't, you know, don't mortgage the house on something.

Darryl: Right, right.

Mike: [ph] [0:29:52] business.

Darryl: Yeah, that's really. I mean, that's a great distinction too, that you know, there's some things that you can directly relate to an ad. The most obvious would be place an ad on a listing and somebody calls you on that listing. But then there's certain things such as the advertising in the gym, that you may not know, and even with the van, especially with the van, the moving van. You know, it's probably [ph] [0:30:19] somebody will call you up and say, "Yeah, I saw your van driving around town." But that constant impression is great promotion.

The ad that you do in the gym, what's your call to action with that?

Mike: So, you know, I'm a big Dan Kennedy guy as you know, so direct response marketing. So have a compelling enough reason for them to contact you. So in that particular ad, it's on the TV that scrolls, and so I had a pretty compelling, my unique selling proposition on there, and a call to action. But I actually got away from that for that particular platform, Darryl, because it's a tease that rotates with other people, and your message is only up there for a split second before it rotates to someone else. So I've kept it really simple, OK?

Darryl: Yeah.

Mike: And so literally, my picture, like the headline, buying or selling a home, question mark, and the subline is, "Have a real estate question? And then it's my picture. It's a picture of my book, Marketing Luxury, and my phone number and the website. I've kept it really simple.

Darryl: OK.

Mike: Smaller platform, and that's a good message for your people. A confused mind doesn't buy. A confused mind, so you have got to have a simple call to action. But if you have too much, and I used to err on the too much side, but now I'm trying to go more on the simplicity side.

Darryl: OK.

Mike: With marketing fees, but if you have too much going on and too many calls to action and too many messages, the confused mind doesn't buy. So if you cater to a community that

interview with Mike LaFido (continued) ...

has a lot of firefighters and teachers and that kind of stuff, a marketing piece to that community should be really simple, talking about how we specialize in helping people in the, that are teachers, or in the unions or that kind of stuff.

And then a marketing message that is to a gated community should be something simple, because all they care about, what most people care about is what's in it for me? What are you going to do to solve my problem? So marketing message for someone in a gated community might be how you specialize in the high net worth space, or the gated communities. Or so you could be a specialist to each of those people, but your message should only be a specialist to that individual group of people. Because you know, generalists get paid, specialists get wealthy.

Darryl: That's good. Well you got all these little ditties that you've come up since I spoke to you.

Mike: Yeah.

Darryl: I love that. I love that, the confused mind, what was that second part?

Mike: The confused mind doesn't buy.

Darryl: Doesn't buy. I love that. That's very good.

Mike: You keep it simple.

Darryl: Yeah. Yeah. I love that. OK. And here's something that important you just said too, is that you know, I think a lot of agents, they don't think about the message that, and that's the message they're sending out. In other words, let's say they got a gated community, and they're buying preprinted postcards from a mailing house. You know, because in our industry, there's a lot of companies that you can buy preprinted postcards specific to real estate. And so they'll buy one of those, and it could be, you know, "Hey, listen, here's a recipe to cake, too, for example." And they'll mail to the gated community, and that's not nearly as effective or as powerful as if you actually designed something that speaks directly to those people in that community, whatever that might be.

So that's a very important powerful distinction. And the fact that you also, you know, in the gym, OK, I can't really sell anything here. Let me just brand myself with my face, my name, my face, what I do for a living, my phone number, website, that's it. That's also smart thinking too. As far as networking stuff, is there anything that you do, you already talked about the networking group, which is great. Is there any other forms of networking that you do that jumps out at you? To just put your name out there, to promote you?

Mike: Yeah. I mean, that's a great question. So I've gotten a lot of referral business from others in the industry outside of Chicagoland. So, you know, you mentioned Facebook or

you know, something along the, if you do some unique marketing and it's first-class and it's different, and you don't, you know, I'm a big believer that when everyone goes left, you go right. When everyone shows up with an iPad, I don't show up with an iPad.

You know, I used to show up differently on listing appointments. You know, come with a home stager. I used to show up with a home stager on properties where, you know, it was totally different. And we brought value and we gave tips. But where I'm going with you on this story is, I've gotten referrals from others in the industry, either within the brand or outside of the same firm I'm with, because they know what I'm doing is different, and it's unique. And that's really how my certification came about, out of necessity. And let's face it, you know, Chicago's got more millionaires leaving the city than anywhere else in the United States.

We actually have the fourth most amount of millionaires in 2015 leave Chicago than any city in the world. Paris, France is first, Rome, Italy was second. Chicago, oh my, was third, and Athens, Greece, was fourth. So Darryl, out of necessity, I specialize in a marketplace where there's tons of inventory, and not a lot of demand, OK? Tons of supply, not a lot of demand.

Well, you know, you, we don't get paid to list homes, as you know. We get paid to sell them. So out of necessity, I had to be creative and think outside the box, and be aggressive locally and internationally. And that's how I created the Marketing Luxury Expert certification, was because people like, you need to be teaching this to other people. And that kind of, you know, comes full circle on why we built that platform.

Darryl: Yeah. And you know what occurs? And I got to say this, too. I mean, one of the things that I've always known about, I mean when you and I first met, I mean, you've always been a marketing person, you know? And I know you've, as I, have done some work with Dan Kennedy who is a marketing guru, and probably some of the stuff that he thought way back when may not apply now in this fast-paced Internet world, like having a lot, a lot of copies, for example.

But my point is that you've always looked at your business as how can I market it? You know? How can I get the word out? How can I promote it? Which, you know, a lot of agents that are out there, they see themselves as marketing their business. They look at themselves strictly as salespeople. And so when you bring that, when you bring that way of thinking to what you do, you're going to look at your business different, you're going to run it more like a business.

I mean Mike, every time I saw you when I would come to Chicago, I remember, you would be sitting down there showing me, you know, art, let me show you this really cool thing, this new brochure. There was something, I think you had like a video brochure. I'm trying to remember. I want to say it was on the iPad or was it? Do you still have that?

Mike: Yeah, yeah, I have this video book that basically, you know, again, this is a show and tell industry. And one of the things that I do that's totally different than my competition is that I do these lifestyle videos, where we bring in actors and actresses. I've got video from helicopters, trains, boats. And we put together these amazing videos. And so yeah, I can come up with my laptop or my iPad, but I show up with these video books that are packaged a little bit differently, and nobody's seen these. My competition doesn't have them. And so, you know, I'm a big believer in just doing just that, right? Showing up differently than your competition.

interview with Mike LaFido (continued) ...

Darryl: And I think, I think what everybody should do is, you know, look at marketing books to get some more ideas like this. There's guerilla marketing. One of my favorite marketing warfare, two really awesome books that helps you start to look at your business on, from a marketing PR promotional-type person. And get you out of the box called real estate sales person.

So very cool. Now...

Mike: So like down in Dallas, as you know, I launched my certification, my course down in Dallas. And the feedback I got from people is this, that it was great. It was great content. You're practicing what you preach, but hey, although it applies to luxury, it also applies to the different price points, the lower price points. So you know, that's, when we put together our course, you know, there's the foundational principles of marketing. That's one of my modules. PR. PR is a big part of it as well, you know? Marketing, most of the time you've got to spend money on marketing, but PR is free, right? So, you know, I have people from the Tribune, Chicago Tribune and different platforms approaching me, because they see I'm doing things differently, and that's much more valuable than paid marketing. It's free PR, so I've devoted one module out of my fifteen modules just to PR.

Darryl: Now this, the marketing certification, Luxury Expert certification, is that a live program, and how long is it?

Mike: Sure. It's, so right now we are turning that content into CE, elective CE. We've identified six states. But no, right now it's an online platform only. They go to Marketingluxuryexpert.com, you know. They can, at the top, there's an order tab. They can click on the order tab and they fill out information, and then, by the way, no one in Illinois, I don't make this available to anyone in my state. I'm not training my competition, but...

Darryl: Smart.

Mike: People have access to this, and so they can, they'll have a user name and password, and they'll have access for one full year. And the modules are video platforms and then there's also additional resources below it. So they can download materials, pdf, they can see some examples. I'm a visual person, so there's a lot of examples in each of the modules. The average module is anywhere from ten to fifteen minutes long.

Darryl: OK.

Mike: The longest one is an hour long. That's the listing appointment module, module five.

Darryl: OK.

Mike: Because that's probably one of the most requested is Listing Appointment Secrets

Revealed. But that's kind of how we built it. And one thing that it also comes with is two free coaching sessions. And none of the other certifications, luxury or not, that I know of, come with what I offer, and that's two free coaching sessions. And I've had people say, "Heck, I'm signing up just for that." So [ph] [0:41:44] was with one of my coaches, so we'll figure out where you are in your business, what your strengths are, what your weaknesses are, and that will be, you know, basically an hour call. And then the other coach, excuse me, the other call, for right now, Darryl, is with me. And I tell people, "Use that call, really you can use it for whatever you want." But I would recommend that people use that call for one of two reasons. They have that trophy listing, it's sitting on the market, the homeowner's on them about doing something different. They're threatening to fire them or not to renew their listing with them. So use that with me so I can help you position the home differently, more effectively, get that listing agreement extension.

Or, the other call I'd recommend you use it with me, is if you are outside your league, I had a guy in Nashville, Tennessee had never sold a million dollar property. He was going on an eighteen million dollar listing appointment. This property was featured on ABC's hit series Nashville.

Darryl: Wow.

Mike: So Nashville lot line, national limelight, it was eighteen million bucks. He was above his head. I came referred to him, so in that case he hired me. I actually went out there, prepared him for the appointment, went on the appointment with him the next day. I did about eighty percent of the presentation, and she still hasn't hired anyone yet. So we're hoping that she hires him, but that's the other reason I would call. Hey, if you have that trophy listing appointment, you don't know where to begin, you don't know how to differentiate yourself from the competition, this certification is like a third-party validation that can differentiate yourself from the competition.

Darryl: Yeah. That's awesome. And what's the website again? Marketingluxury...

Mike: Expert.

Darryl: .com. OK.

Mike: Marketingluxuryexpert.com.

Darryl: All right. Do me a favor, now. That one-hour module on the listing appointments, Secrets of a Listing Appointment, can you share one that people could appreciate?

Mike: Can I share one what?

Darryl: One secret that you cover in that one hour?

Mike: Yeah, so I've kind of done it a little bit, but I guess the biggest secret I have is I call it my social media scrub.

interview with Mike LaFido (continued) ...

Darryl: OK.

Mike: And what that is, is let's say Darryl, you're the homeowner. Actually, I had an appointment today. I mean, this is why people, you know, not this has-been, that I'm practicing it. So I had a one point three million dollar listing appointment today in a community where there's probably been one sale above a million in the last year. So it's a difficult marketplace. So, you know, the social media scrub. So this gentleman, you know Mike, I won't say his last name, but Mike, I did my research on this gentleman. And he owns a cool company that has to do with, he's got a company, you'll get, that he's partnered up with, you'll know some of these names, Darryl, with Carlton sheets, rich dad, poor dad. Jack Canfield. OK?

Darryl: Yeah, yeah, yeah.

Mike: And so this guy, he did his research on me, but my social media scrub is you do your research on who you're meeting with. And you also do your research on the connections they share that are similar, or what their likes and their interests are. So you know, from the building rapport standpoint because again, when you go on a listing appointment, I'm a D. I'm a driver. I want to get to the bottom line and share with him what makes me different and why they should hire me. But Darryl, that's very difficult for me to do, because I want to get right into things. But I've learned the hard way that nobody cares about how much I know until they know I care. So that's a writer-downer. Nobody cares how much you know until they know you care.

So the rapport-building on the listing appointment is vital. You could be an inferior agent, inferior marketer. You could be, excuse my language, crappy at what you do, but if you build some great rapport and they like you, you have a better likelihood of them hiring you than Johnny Rock Star who comes in, arrogant, that builds no rapport.

Darryl: Awesome. That's awesome. And by the way, just to give credit where credit is due, people don't know, people don't care what you know until they know that you care is a famous Floyd Wickman, one of our best speakers in the real estate industry, his quote. I love that quote, and I'm glad you quoted it. And that idea of you researching who the client is, what, you know, now how do you do it?

I guess you go on social media, you check Facebook, you check LinkedIn, and you Google and you just see anything that might pop up about them.

Mike: Yeah.

Darryl: Yeah, that's a brilliant idea. I mean obviously, if you're going on a hundred thousand dollar shack, you may not need to do that, but if you're going to a property where it's a wealthy property, you've got to assume the owner, they got some social media stuff going on out there. That is a brilliant, brilliant, brilliant idea. Boy, I think that was worth the call right here, just that one idea.

Mike: Oh, I appreciate it.

Darryl: Yeah.

Mike: I mean heck, people are going to Google you, right? So Darryl, before they meet with you, they're going to look you up. They're going to Google you. So that, by the way, is another reason why your message has to match your market. So in other words, branding yourself as a luxury agent, and they go on Facebook, and they see you're at the Guns N' Roses concert smoking a joint, or you know, your real estate website and your LinkedIn.

Darryl: Please, please stop giving away my bad stuff, now, Mike.

Mike: Hey, hey, hey, that wasn't you, Darryl.

Darryl: Yeah.

Mike: By the way, I did go to Guns N' Roses this year. I didn't smoke a joint, but I went to Guns N' Roses.

Darryl: That was my other brother Darryl. All right.

Mike: Your other brother.

Darryl: So all right. I love it. Well listen, we're out of time. I wish we could keep going here, but this is why people should definitely check out your website, you know, Marketingluxuryexpert.com. See what's there.

Mike: You can e-mail me, Michael@marketingluxurygroup. That's the other website, for some of the other services we offer, by the way, is just marketingluxurygroup.com. So my e-mail Michael@marketingluxurygroup.

Darryl: Awesome. Very creative. And of course, don't forget looking Michael up on Facebook and following him, and watch some of what he's doing. One of the best ways to learn from other people is to actually just look at what they're doing. So all right, Michael, I know you're really busy. I really appreciate you spending the time with us, and you know, I'm going to sign off for everybody right now. I'm going to call you right back just when we end this call.

And Power Agents, thanks for calling in, and or listening to this interview with Mike. I think we were very honored to have him, and make sure you check him out some more. And don't get overwhelmed, like he said. A confused mind doesn't take action. So make sure you just pick one idea from this, and run with it, even if you're not looking to do the million plus or luxury property, just pick one thing applied to the market that you're doing now, and that's all you need to do. All right. Thank you, gang. I look forward to talking to you soon, and until then, don't forget to keep smiling. 😊



FOR YOUR EYES

ONLY



Rands Draw & Color A Christmas Scene

December 1995

Draw and color any scene you wish that shows us what you love about Christmas time. Be creative: Draw presents, Xmas trees, snow, winter fun, pretty Xmas lights on a home, kids, parents, holiday stuff, anything you want, just let go and be your creative self! I can't wait to see what you come up with this time. Our Last contest was GREAT!! Merry Christmas to all of you.



- Grand Prize - \$50.00 cash (RAD) • 2nd Place - \$25.00 Gift Certificate for Blockbuster Video (Cool dude)
- 3rd Place - \$10.00 Gift Certificate for Baskin Robbins (yessss) • 4th Place - Our famous "surprise package"

Here are the rules: There aren't many. Everyone is eligible from ages 2-13 (even kids I know). Everyone who enters will receive a certificate of Appreciation (they are beautiful) that you can frame. That way there are NO losers. Just my sincere thanks and recognition to all who take the time to enter. clip out this ad or just draw your "Christmas Scene" on another plain white piece of paper and send it to:

Name: _____
 Address _____
 Phone: _____
 Age: 4 _____

Real Estate by Rand-Coloring Contest
 439 webster Street - Monterey • CA • 93940

****DEADLINE: December 25, 1995****

The *Dream* of HOME OWNERSHIP

There have been several studies about how Homeownership affects people. Here are just a FEW of the organizations that have done these studies:



Harvard University, Joint Center of Housing Studies



University of Wisconsin



University of Texas



University of Chicago



Duke University



American Psychologist



Journal of Urban Economics



Fannie Mae

FOR YOU...

- Home owners are **happier and healthier** and enjoy a greater feeling of control over their lives.
- Owning a home is one of the **best ways to build long-term wealth**. Historically, a homeowner's net worth has ranged from 31 to 46 times that of a renter.
- Home owners are **free to redecorate, renovate, and modify** their homes as they wish.
- Most home owners enjoy **stable housing costs**—a fixed-rate mortgage payment might not change for 15 to 30 years while rent typically increases 3% a year.
- Home owners can typically **deduct mortgage interest and property taxes** on their federal individual income tax return.

FOR OUR COMMUNITIES...

- People who own homes vote more, volunteer more and **contribute more to their neighborhoods**.
- Home owners do not move as frequently as renters, providing more **neighborhood stability**.
- In turn, this stability **helps reduce crime and supports neighborhood upkeep**.
- Children of home owners **do better in school, stay in school longer**, are more likely to participate in organized activities and spend less time in front of the television.

FOR OUR CHILDREN....

- Math achievement scores of owners' children were **about 9 percent higher than renters' children**
- **Reading** achievement scores were about **7 percent higher**
- Children of homeowners have a **25 percent higher high school graduation rate**
- Homeowners' children are **twice as likely** to acquire some post-secondary education
- Children of homeowners are **116% more likely to graduate from college**
- **Behavioral problems** of owners' children were about 1 to 3% lower than renters' children.





Dear Client,

We are looking forward to working with you and are going to do everything we can to sell your home quickly for top dollar.

You can help us by having the following available and completed when we list your home:

- Complete Identification Sheet
- Complete Seller's Property Disclosure Form (We cannot complete your home book until we receive this).
- Two Copies of Property Keys
- Gather as much information listed on the Marketing Info Checklist Sheet as possible
- Compose A Letter to Buyers About What Makes Your Home Special
- Complete enclosed Sellers Additional Information Sheet

See you on _____ at _____

Thank you for your help!

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Town & Country Realty
1695 Metropolitan Circle, Suite 2
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Fax 850-422-2150
E-Mail respond@RingTheRivers.com
Internet www.RingTheRivers.com



**Keller Williams Town & Country Realty
1695 Metropolitan Circle, Suite 2
Tallahassee, FL 32308**

Marketing Info. Checklist

In order for us to market your property effectively we need to have as many of the following items as possible. Please provide us with this information as soon as you can. Thank you very much for your prompt attention to this matter!

- Survey
- Title Insurance Policy
- Covenants and Restrictions
- Homeowners Association Information/Sellers Disclosure
- Current Mortgage Balance
- Termite bond information
- Floor Plans/Blueprints
- Appraisal
- Keys to the property
- Security system access codes
- Pool maintenance information
- Copies of invoices/warranties for replaced items
- Property tax information
- Homeowners Insurance Policy
- Past utility bills (12 months)

Sellers Additional Information

To help us better describe the amenities that your home has to offer we need the following information. This will insure that we have the correct answers for potential buyers. Please fill out as much of this information as possible. Thank you!!

Sellers Name: _____

Property Address: _____

Utilities.....City or Talquin

Water Heater.....Gal _____ Gas or Electric

Stove.....Gas or Electric

Washer/Dryer Hookups.....Gas or Electric

Sprinkler System.....yes or no.....Automatic _____

AC/Heating unit.....Date of last service _____ Gas or Electric

Termite Bond.....Yes or No.....If yes, date expires _____

Company carrying the bond _____

Are there window treatments....yes or no...If yes, will they be left _____

Please list the type of flooring your home has _____

Please list any and all appliances that will be left in the home (i.e. refrigerator, surround sound equipment/speakers, microwave):

Listing Launch Plan

1. Go into On-Line Agent
2. Use your personal login name and password
3. Go to the upper tool bar and choose GO
4. Scroll down to Plan Manager
5. Click on arrow for Plan Name
6. Click on JNC Listing Plan
7. Click on print button to print plan
8. If you want to launch the plan for a specific seller you would go to the sellers contact screen (where it shows address, phone numbers, etc.) then you would click on the plan tab
9. Scroll down and highlight the JNC Listing Plan
10. Click launch plan button

Property Key Maintenance

1. Listing Manager's key box is located to the left of her desk and inside you will find a sheet of colored, round stickers that you would use to write the name of the property and the owners name on the sticker and then place on the appropriate key tag
2. Log the property address and owners name on the key registration form
3. To make a hard copy go into Microsoft Word and look in Users/Liz/Key Box.doc.
4. Update periodically and place hard copy in key boxes

Digital Photo Library

1. Go to Microsoft Photo Editor Program on desk top
2. Click on File
3. Click open
4. Go to Users
5. Go to JNC Property Photos
6. Click on appropriate neighborhood or development (of the specific property that you are currently organizing)
7. Choose or create a new file with the specific address of the property pictures you are downloading/organizing.
8. Label each photo according to each room (bedroom, living room, bath1, bath2, etc.)
9. After you have opened a photo that was just downloaded – it will have a series of numbers as its name – you then save as into the correct file and then go back and delete the original with the numbers (as not to take up space on the hard drive).

EMPLOYMENT AGREEMENT BETWEEN LEONARD PARARO AND REBEKAH RIVERS, P.A.

COMMISSION SYSTEM

- 35%** If you sell a Rivers' lead house plus you get an additional 5% if they buy a Rivers listing
- 50%** If you sell a house to someone from an open house or sign call or one of your sphere
- 50%** If you list a home from one of your sphere
- \$100** For each closing or listing assigned to you or procured through a buyer lead that closes .

From time to time another team member will need to help you with a buyer (if you are already booked with another client, off or out of town) the other agent will receive **10%** of the fee and visa versa. Example, if you are receiving **50%**-you will get **40%** they will get **10%**. All fees are paid out after any referral fee and the Keller Williams **5%** fee.

If for any reason you should receive a commission for a real estate transaction from another source, this commission would be subject to the terms and conditions set forth in this agreement.

BUYER AGENT DUTIES

When you work with a client for which you are getting paid a commission you will be responsible for doing the inspection, opening up property for the buyer, final walk-through, etc. Basically anything that requires the agent's physical presence at the house or with the buyer. Any leads given to you need to be contracted **THAT DAY**. You will keep Rebekah updated after each appointment with a client as to your progress by voicemail to Rebekah. You will be required weekly to touch base with all buyers by phone or e-mail and to prospect and send new listings to them. At the weekly meeting you will turn in your weekly activity report along with a written report on progress of each client. You will be required to attend all weekly meetings. If you sell an **FSBO** you will be responsible for putting the listing information into the computer. On Friday you will turn in a minimum of 5 names for your database.

SCHEDULING

Each will have one to two weekdays in the office for prospecting and sign call, the fifth day will be the meeting day. Alternating agents will cover every other Saturday – if the other agents have a buyer then the next rotating agent will be on call. Sunday will be handled the same way with one Saturday a month off if possible, we will also try to schedule a weekend off in conjunction with the Sunday.

You can take two/three weeks vacation each year. Dates need to be Okayed to make sure the office staff or the Rivers are not already scheduled to be out.

AGENT FEES

Rebekah Rivers, P.A., will pay your company fees of approximately \$500 per month, which includes your office fee, administrative fee, miscellaneous fees, yearly company dues, company ad fee. You are responsible for your cell phone bill and Realtor dues.

TRAINING

We request and expect you to attend as many training meeting as possible. We would like you, as often as possible in the first year, to sit in on Gene and Rebekah when they are writing contracts so you can understand their methods better. We will supply audio and videotapes, hands on training, business cards, letterhead, envelopes and basic office supplies, as well as use of all equipment, etc.

CLOSING HELP

From time to time, the closing coordinator will assign a buyer to you that Gene or Rebekah has sold a home to. You will handle inspections, final walk through, closing, etc. You will receive payment of \$100.00 at the closing.

COURTESY HELP

From time to time you may be asked to help the Rivers drop off packages brochures, reading lock boxes, putting up sold signs etc.

NON-COMPETE CLAUSE

If for any reason, you or the Rivers should decide to terminate this agreement, the following provisions shall prevail:

1. It is understood that all clients referred to you are, and always will be the Rivers' clients. You promise not to solicit these clients after this agreement is terminated. If for any reason you work with any of the Rivers' clients a 65% fee will be paid to Keller Williams Town and Country Realty or wherever the Rivers' licenses are hung at the time.
2. It is further understood that any and all databases developed by the Rivers, or any of its subsidiaries are the sole property of, and any attempt to use these databases after termination of this contract would be considered a violation of copy right infringements under the federal law.
3. It is understood that all real estate contracts presented by you will list Rebekah and/or Gene Rivers as the sales Representatives for the transactions.

Agreed to on this _____ of _____, 2000

(Your name)

Rebekah Rivers, Vice President

THE RIVERS TEAM BUY-OUT PROGRAM

1. You successfully negotiated a contract on a house listed with the Rivers contingent on the sales of your home within 90 days or an acceptable buyout from the Rivers to be negotiated within 10 days.
2. The Rivers complete a market analysis for your property. Once a price has been agreed on for the house the buyout contract will be written per all standard expenses and clauses.
3. Next a home inspection will be ordered by the Rivers Office and paid for by the seller . After the inspection is completed you and the Rivers agree on any repairs to be done per the contract.
4. Seller will be responsible for supplying a clear wood destroying organism\m report per the contract.
5. During the 90 days the house is on the market the seller must take any contract that nets them more than the buyout contract.

Disclaimer

No lots, mobile homes or properties outside of Leon County will be purchased except on a case by a case basis. The buyout is intended for single family homes only.

The buyout of property shall not exceed 65% of the value of the new home. Others will be considered on a case by case basis

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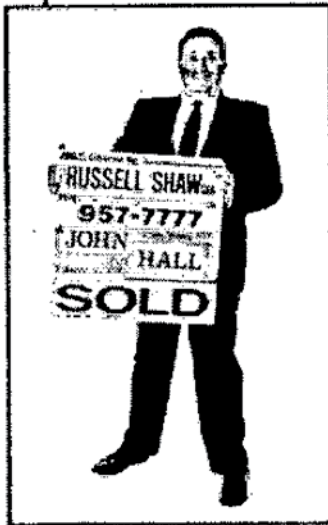




Prepared Especially

for

Eugene and Anna Barthel





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FOR



prepared especially for Eugene and Anna Barthel

Menu of Services

Put more money in your pocket at closing! All the way from "Full Service" to "Do it Yourself" the NO HASSLE LISTING offers complete flexibility. And if you're not happy, cancel. It's that simple.

4%

I find the buyer and write the contract.
There is no other agent involved. You pay only 4%.

1%

You find the buyer and call me to write the contract, and "walk it through escrow for you". You pay only 1%.

6%

It sells through MLS and I pay the buyer's agent 3.00%. You pay 6% total.

0%

You find the buyer. You call and tell me. There is no charge.



prepared especially for Eugene and Anna Barthel

The NO HASSLE LISTING[®]

- Sell your property yourself, while it is listed, and pay no commission. *
- Cancel the listing at anytime.
Either you or I can cancel the Listing just by calling and saying, "Cancel". It's that simple. **
- No advance fees of any kind.
You only pay if I procure an offer that is acceptable to you.
- "No pressure" presentation.



I will never allow you to be "pressured" by the buyer's agent. All offers will be faxed or delivered to my office, and will be presented by phone, so you can make your decisions privately.

* The "no commission" does not apply to a buyer exposed to the property by myself or another agent while your property is listed with me.

** Please allow 2 business days to have the sign removed and the listing withdrawn from the MLS. However the cancellation becomes effective from the time you call.

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- **Representing your best interests**

I represent only you, not the buyer. The other agent will represent the buyer. I work only for my sellers.

- **You benefit**

The NO HASSLE LISTING allows you to market the property directly to the secondary market (buyers). If you like, you are free to run ads and hold open houses.

I concentrate my marketing efforts on the Primary Market (agents).

- **Get your questions answered**

BEFORE you sign anything, we make sure ALL OF YOUR QUESTIONS ARE ANSWERED. We will go over all the costs of selling, so you feel comfortable about your decision.

- **Staying in Touch**

We follow up on every showing with other agents. We call them and then contact you with the feedback so you know what's going on.



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● **Helping you get top dollar**

As your agent, my duty is to help you negotiate the best possible price and terms for you. My goal is to get the highest possible price with the least amount of problems.

● **Complete Market Analysis**

We prepare and bring to you a COMPLETE market analysis showing all of the:

1. Actives (the competition)
2. Expireds (the ones that wouldn't sell)
3. Solds (the success stories)

● **Setting the right price**

In THIS market if it is priced right, on lockbox and in MLS correctly, it WILL sell. 90% of the marketing is setting the right price.

● **Possible changes that can make you money**

Sometimes \$200-300 now can net you \$2,000-3000 extra at closing.



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● Handling the detail work

Professional sign installed * Listing properly filled out and correctly entered into MLS same day * Follow up calls to agents * Review of all title company paperwork prior to your signature * Handle appraisal and various inspections * Termite report * Walk through *

● Maximum exposure

Install an MLS lockbox so agents can show your property even when you can't be home * Networking with other agents to make them aware of our listings * Handling sign calls from potential buyers and prequalifying them when possible *

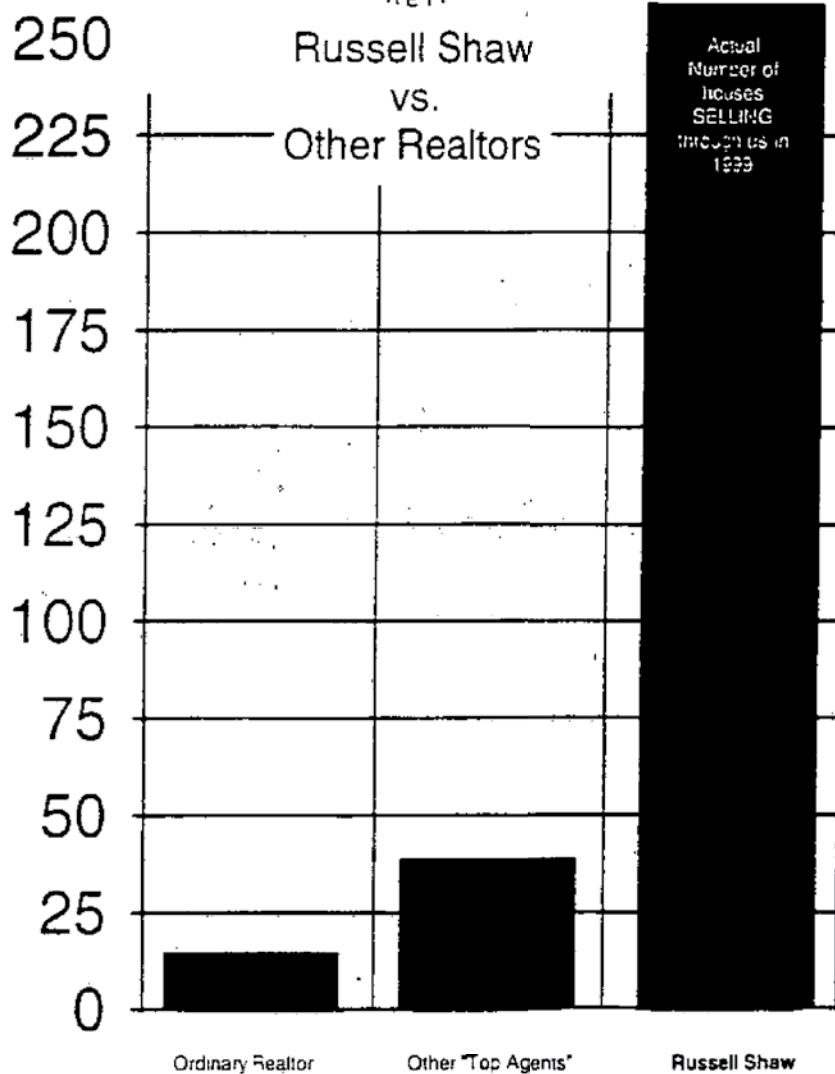
● Never too busy for you

Our phone number, 957-7777, is a direct line into my office. I or one of my assistants will PERSONALLY respond to your call, quickly. You will NEVER get a busy signal!



This entire booklet and all of the preceding pages shall be considered the NO HASSLE LISTING addendum to the standard MLS listing.

The NO HASSLE LISTING is a registered name. ©.



621 CLOSED TRANSACTIONS IN THE LAST 44 MONTHS

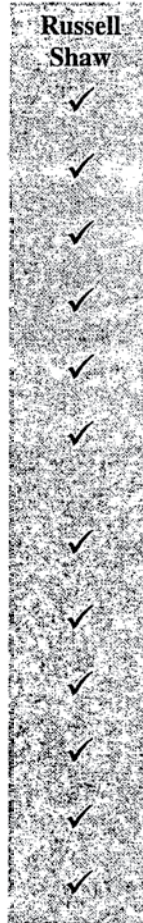
***Russell Shaw sells a house every 35 HOURS!
He can sell yours.***



**When Selecting An Agent...
Don't Be Afraid To Comparison Shop.**



- 21 + Years experience
- Over 175 Million Sold
- Certified Residential Specialist (CRS)
- Lifetime Member Presidents Roundtable
- Sells a house every 35 hours
- Ranked in the top 1% of all agents in America
- 1997 President Arizona Chapter, Certified Residential Specialists
- Member Realtor Honor Society
- Most of my listings sell at FULL PRICE
- Average Time for Houses Sold is 22 Days
- Flexible Fee Structure
- Cancel Anytime



Russell Shaw

Agent # 2

The Customers Always Write.

Russell, Wendy & Lyn,

It was an absolute pleasure working with all of you. Thank you for the continuous feed back in all matters. Your experience was obvious and your professionalism was appreciated. We have sold two other home Your company was superior to the previous two we did business with.

Thank you,

Dave & Lorilee Pilcher

Dear Russell:

...Call me anytime for a recommendation. You were all outstanding.

John Ebelhare

Dear Russ:

You are the most professional Realtor we've ever met...

Jim & Yvonne Roth

Dear Mr. Shaw and your wonderful assistants,

When my wife and I talked about selling our house I was as a loss of who to have as our real estate agent. My wife said, "Give me a couple of days." I didn't see what she could do in a couple of days since two years ago we had supposedly the best real estate agent in town list our house, and it was one of the worst experiences I have had in my life.

A couple of days later, at dinner, she sat a large envelope in front of me with a big grin and said, "Now read!" W. Russell Shaw - No Hassle Listing. Well I read, I liked what I read, we called W. Russell Shaw, he came and explained just as I had read, he listed our house.

For 15 days we were kept informed about the people that came to look at our house. What I liked was the fact that we were kept informed about everything, it is so nice to know what is taking place.

Day 16, we got a call from Wendy Shaw saying she had a contract. I have never seen better negotiating and we sold for what we asked for. What a pleasure it was to sell our house this time. If you want the best call W. Russell Shaw. A fine team.

Thank you and God Bless,

Robert & Ella Melahn
Colonel USAF Ret.

Dear Russ:

As you know, we had been listed with another agent for 6 months with no luck. You told us why it hadn't sold and sold it to a buyer of yours in only 18 days!...

Doug & Sherrie Matthews

Russell, Wendy & Lyn,

I just want to thank you for your professionalism and assistance in the recent sale of my residence. Your friendliness and willingness to assist in the sale was above and beyond what I would have expected. I will certainly be happy to recommend you to anyone whom I might meet or know who is wanting to buy or sell a home. Thank you again.

R. T. Hinman

Dear J.C.,

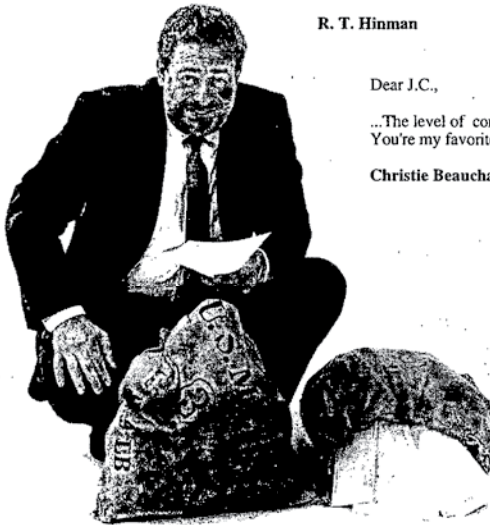
...The level of communication was outstanding. You're my favorite Realtor!

Christie Beauchamp

Dear Wendy & Russell,

... Your staff is among the nicest group of people ever. You all made me feel that my listing was all important and I appreciated all your efforts and patience! I would not dream of ever doing real estate business with any one else in the future...Thanks again for everything. Best to you all,

Maya Schwab



Dear Russell & Wendy,

We wanted to take this opportunity to thank you for all your assistance and support during our very turbulent sale and purchase of homes.

Wendy, your constant availability and reassurances sustained us throughout this difficult period. We sincerely appreciate the attention you afforded us, it was well beyond the call of duty. The professionalism you displayed in even the most strained circumstances was exemplary. We were comforted by the fact that we had exceptional representatives that were well informed and continually looking out for our best interests.

As you are aware, we are now in our beautiful new home which is due in large part to your unending support. Without hesitation, we recommend you to everyone we know who may be considering selling or buying a home. We can't thank you enough for all you've done.

We wish you even greater success in the future for it is well deserved. Thanks again!

Jeff & Patti Gast

Visuals To Use With Your **BUYERS**



Why *Now* is the BEST Time to Buy



1. Lowest Housing Prices in Years

Nobody knows when the housing market will hit bottom, but prices are at their lowest in several years and are starting to inch back up again. So buying now or in the near future may be the right time. An abundance of bargain-priced housing is now available because of foreclosures and falling prices.

2. Interest Rates at a 50-Year Low

Interest rates are near a 50-year low, according to housing analysts. Although mortgage rates vary from day to day, the 30-year rate at this level is an attractive inducement to first-time buyers, or buyers who want to either move up to larger residences, or others, including many empty-nesters wanting to sell and move to smaller houses or condos.

3. Interest Rates Expected to Go Up

As the economic recovery gains momentum, interest rates are expected to increase, making mortgages more expensive. Even a half-percent increase in mortgage interest can add a hundred dollars or more to your monthly payments, depending on the amount of your loan.

4. Home Builders Eager to Sell, Offer Incentives

Home builders, competing with the resale market, are offering incentives to potential buyers to reduce their inventory of unsold new homes. Incentives may include cash for furniture or free refrigerators, washers and dryers. In Seattle, for

Why *Now* is the BEST Time to Buy

Continued...

example, builders have offered opportunities to win iPads or Smart phones, and \$3,000 buyer bonuses. Specific demographic groups, including military personnel, police, firefighters and health-care workers, have been targeted by builders for special offers. But virtually anyone who can qualify for a mortgage is likely to get a good deal from a homebuilder who is eager to sell.

5. Motivated Home Owners Are Committed to Sell

Sellers of existing homes have also been offering attractive inducements to potential home buyers, including warranties on appliances, air conditioners and furnaces. Some sellers are even offering cash or have included furnishings, refrigerators, washers and dryers as a bonus to potential buyers.

6. Buying A House Now Is Like Buying at 1970's Prices.

Based on the Affordability Index (based on income and monthly payment), buying home today is as if you were buying a home in the 70s.





Why NOW Is The Best Time To Buy A Home

1. There are **fewer buyers looking during the Holidays** so there is less competition of buyers.
2. Historically, sellers who are on the market during the Holidays have **priced their properties to sell.**
3. There are a **large selection of homes** to choose from in most price categories.
4. Interest rates are **the lowest** they've been in over 50 years.
5. Based on the ***Affordability Index*** (based on income and monthly payment), buying home today is as **if you were buying a home in the 70s.**

Visuals To Use With Your **SELLERS**



Help The House Appraise

1. **Spruce the house up.** But appraisers caution that you don't need to deep clean under couches and that a few dirty dishes won't hurt your value. Rats, cockroaches and that car you've been tinkering on might... "Things like overgrown landscaping, soiled carpeting, marks on walls — those do affect value and are part of the property's overall condition rating," said Dean Zibas, the president and chief appraiser for Zibas Appraisal in San Clemente, Calif. In other words, think broom clean, not set design for a home-decorating magazine.
2. **Curb appeal also matters** so mow the lawn, hack those weeds and trim those hedges. This can also help offset your house from unfair comparisons with foreclosures nearby. "In today's climate I can't stress enough condition, condition, condition," said Doreen Zimmerman, an appraiser in Paradise, Calif. "An hour or two, for the most part, will set your home apart in the actual picture that the lender gets from the appraiser vs. the actual picture that the appraiser will provide of the (foreclosure) down the street.
3. **Keep a list of all the updates** you've made and be ready to hand it over; a sketch plan of the house indicating square footage also helps. "Have a list of updating done within the past 15 years. Itemize each update with the approximate date and approximate cost. Also highlight the notable features of the property," says Matthew George, the chief appraiser of Eagle Appraisals Inc. in Denver, Colo. Remember the items that an appraiser might not notice, like a new roof or insulation. Don't forget the minor items. For example, I mistakenly told the appraiser we hadn't updated one bathroom but actually we had installed a new sink and had the tub sealed. That counts, according to the experts.
4. **Have comps on hand.** Yes, you say this is the appraiser's job but every little bit helps, "especially if they are aware of a property that sold without the aid of a Realtor (i.e. for-sale-by-owner)," says Mark T. Smith, the owner and president of Smith Appraisal Services in St. Augustine, Fla. That can mean it wasn't posted on the Multiple Listing Service, and result in other delays by the time it gets posted through other government data sources.
5. **Be mindful of peeling paint.** Government-insured loans such as FHA and veterans' loans will require peeling paint to be removed in houses built before 1978. But don't worry too much about a child's scrawling on his bedroom wall, unless it's going to require a whole new paint job.
6. **Focus.** "Don't spend money that won't yield a return on the investment. The best expenditures for most markets are paint, carpet, light and plumbing fixtures," says Denver's Mr. George. Prioritize what you do; if you're the type of homeowner who has upgraded and fixed items as they broke, you should be fine.
7. **Location still matters.** If there have been changes to the neighborhood, mention them, from a new playground to a new Whole Foods. If the area's just been declared a historic or landmark district, let the appraiser know.
8. **Keep the \$500 rule in mind.** Appraisers often value houses in \$500 increments so if there's a repair over \$500 that can or should be made, it will count against the property. Fix leaky faucets, cracked windows, missing hand rails and structural damage.
9. Also **remember the concept of "effective age,"** the age the appraiser can assign to a home after taking into consideration updating and condition. "Say you have a cracked window, thread-bare carpet, some tiles falling off the shower surround, vinyl torn in the laundry room, and the dog ate the corner of the fireplace hearth, these items could still add up to an overall average condition rating as the home is still habitable, however your effective age will be higher resulting in comparables being utilized which will have the same effective age and resulting lower value," says Ms. Zimmerman, who wrote the book "Challenge Your Home Appraisal" and runs a web site by the same name.
10. **Lock up Fido and Fifi.** Appraisers say they get annoyed enough by homeowners following them around but a snarling, growling dog is even worse. Along the same lines, try to make the appraiser comfortable — if it's cold out, put the heat on; hot out, the air conditioning. "If it's 100 degrees out and you never put the air conditioning on, put it on for the appraiser so they don't question that your unit is broken," says Ms. Zimmerman.



Why A Homeowner Needs To Price A Home To Sell NOW.

- 1. Fall/winter is the slowest season in housing, and prices reflect that.**
- 2. Foreclosure/mortgage issues plaguing the market has put fear into the few buyers remaining in the market.**
- 3. If sales plunge, inventories rise, and when inventories rise, prices fall.**



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