

The Darryl Davis
POWER AGENT
MAGAZINE™

October 2016



Page
22

For Your Eyes Only
Forms, checklists and
promo pieces building
your business

Featuring
Marty Sorrentino
Page 5



Table of Contents

Table of Contents	2
A Letter from Darryl Davis	3
Meet Marty	4
Interview with Marty Sorrentino	5-21

Feature Articles & Bonuses

For Your Eyes Only	22-36
Wanted: Power Agents	37-38
Schedule	39

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 Marty Darryl Davis Seminars: **1-800-395-3905**.

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

To e-mail Marty Darryl Davis Seminars: **info@DarrylDavisSeminars.com**

To cancel your subscription, email your request to: **info@DarrylDavisSeminars.com**

Our Mailing Address:

**Attention: The Power Program Inner Circle,
4 Ring Neck Court, Wading River, NY 11792**

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 Marty 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 *Marty Sorrentino*



Marty Sorrentino

Phone 516-551-0082

Email MartySorrentino@gmail.com

- **Broker in Charge** - Hearthstone Realty of Charleston. The Exclusive Listing Agency for Charleston Landmark Builders.
- **Broker Associate:** Signature Premier Properties - Long Island, New York. Specializing in sales and rentals of residential and small commercial properties. Serving Nassau, Suffolk, Queens and Kings Counties since 1994.
- Previously the Sales and Marketing Director New Home Division Charleston Landmark Builders.
- Former Certified Residential Real Estate Appraiser.

"My goal is to make the transfer of real property stress free for both clients and customers."

Specialties: Real Estate Consultant





~ an interview with ~
MARTY SORRENTINO

phone 516-551-0082 • email MartySorrentino@gmail.com

Darryl: Hey Power Agents, this is Darryl Davis. Welcome to the Power Interview. We've got somebody really special for a couple of reasons. This person goes way back with me to when I first started on my own as a trainer for the real estate industry. And we'll talk a little bit about that, but let me first introduce you to Marty Sorrentino.

Marty, thanks for being on this interview and I really appreciate it.

Marty: Thank you Darryl; thanks for having me.

Darryl: Gang, let me just give you a little background on Marty. Marty started in real estate in 1994, so we're talking that's a lot of years, (chuckle) so he's not young.

Marty: (chuckle)

Darryl: But Marty; we met when we did the original year-long Power Program, which was a live training course. Of course we have the Power Program; it's version that we have now. But back in the '90s the original version was I met with agents once a month live. I was flying to the same setting once a month for 12 months. The first class I did was in 1993; Long Island, New York. And 1994 was the second program, and Marty, were you in that class or were you in the '95 class?

Marty: Yeah, I was in '94; I was in your second graduating class.

Darryl: Alright. Now people who have ever actually attended that program; that once a month live, really knows my material backwards and forwards. Some of them it's even funny; they sometimes forget that what they're doing I taught it (chuckle) to them so many years ago.

But Marty actually then was one of our coaches; his skill is still there, helping us work with agents and he's just an incredible guy; he knows so much. Just to give you some background as far as his business, he's actually (chuckle) a dual agent, and I don't mean dual agent for buyers and sellers. I mean he's working in dual states; North Carolina and New York.

He does over a couple of hundred grand a year in commissions with his team and just an incredible guy. So once again, Marty, thanks for being on this call.

interview with Marty Sorrentino (continued) ...

Marty: Thank you Darryl. Just a short correction there; it's actually Charleston, South Carolina.

Darryl: Oh, I said North Carolina? (overlapping voices)

Marty: Yes, and that's okay; there's a lot of – yeah. (chuckle)

Darryl: Well no, listen, Charleston is probably better in South Carolina anyway. (chuckle)

Marty: (chuckle)

Darryl: And I want to hear about what you're doing down there too and I know people want to hear about that. Why don't you give your contact information now, along with the two offices where you're working? Or just your contact information website; whatever you want to give them to contact you, and just in case you make any kind of change in the future, you probably want to make it easier for people to find you.

Marty: Exactly. Well first of all again, Marty Sorrentino. And my e-mail address is my name, so it's M-a-r-t-y-S-o-r-r-e-n-t-i-n-o @gmail.com. And my phone number; direct phone number is 516-551-0082, and those are two things that have been consistent with me ever since I've been in real estate, so I've kept them the same. Regardless of where I go, or who I work with or for, that's what it is. And that's important in real estate is the consistency.

Darryl: Yeah because here's the thing; when you've been in the business as long as you have, sometimes the companies that you're with, they don't work out; they make changes; they're bought by other companies. I think in the older days, we might, if we saw an agent and they changed companies, if they did it too often, we would think that maybe there was something wrong with that agent.

But nowadays with acquisitions, and mergers, and everything else in changing management and leadership, it's not the case anymore. My philosophy has always been is if the company you work for; you got to be happy that you're working for them, that it empowers your speaking when you go on a listing for them because you're speaking passionately.

And you've always been that way, Marty; that's one thing I've got to say is that whatever company you were with at the time, you always spoke about them as if they were the best, and the only real estate company to work for. You are one of the most loyal agents that I know when it comes from a broker's point of view.

Marty: Thank you.

Darryl: Kudos out to you. Alright, let's get some background here, because now there are some agents, like Gail Gladstone, a friend of ours, there are some agents that try and work dual licenses, especially it seems like people from the North. Where they'll also have a second license, whether it's Florida, or the Carolinas, and that's because there's so many

people, when they retire from the North, they want to go into the South. So I think that's a really good business model in that regard.

But I'm assuming there's challenges with that too. Over the years, have you noticed things that work about it and things that don't work about splitting your time in half like that?

Marty: Yeah, I guess one of the biggest challenges that I face is the distance. If I was looking to maintain a practice in New York, and one let's say in New Jersey or one in Connecticut, where I could go to Connecticut in the morning, do my business, and come home at the end of the night and spend time with my family, that would be ideal.

But having about 800 miles distance between Charleston, South Carolina and Long Island, it's challenged now. JetBlue does offer \$70 each way, so it's an affordability. But it's the fact of getting the tickets; getting to the airport; back and forth. Darryl, a guy like yourself that has travelled over many millions of miles, you know that even though flying is "easy" there's still a lot that comes out with that.

Darryl: And actually I think that I mean in the speaking business we say that we're not paid to speak because we love to speak, we actually charge clients for their travel because in the first year that you're travelling, it's kind of fun and cool. You get on a plane, the whole (chuckle) concept of like being at 20,000 feet in the air is a miracle. So in the beginning it's pretty exciting, but that wears off (chuckle) and it becomes hard work.

If there was an agent who was going to want to be a dual state agent; I don't know if that's a term, but I just made it up; what would you recommend to have that work? Whether you're doing it or not, again, because you've learned what works and what doesn't work. So if you were going to give advice to somebody who's trying to handle a license in the North – and by the way, any of the people listening in California, or Midwest people; anybody in the United States, you might have that opportunity to work two different markets that may consist of a plane ride. So this question is for you folks. What would you recommend, Marty, about that? (overlapping voices)

Would you even recommend doing that? Would you say "Don't do it.?" Or "If you are going to do it, here's what needs to happen." (inaudible)

Marty: Right. I've been asking around, and I think you and I have had previous discussions about this, where I said, "Hey, do you know anybody else that travels for work 800 miles, and either drives 6-12 hours, or has to fly for an hour and a half?" And I haven't found anybody that was doing what I'm doing. And the reason why it works for me is that in South Carolina, right now, I'm a broker in charge, so I own the company. But we represent new construction, so new construction is basically sold; they put up a model home, and they sell the homes from there. So it's not a lot of "hands-on" which would be in the resell business.

So that's one of the reasons why it kind of works for me is because it's both basically new construction down there that we're doing. But it does take away from my focus and my effort on my Long Island business.

interview with Marty Sorrentino (continued) ...

Darryl: Alright, a couple of things; this is important what you just said. If we look at the job description what a real estate agent should do, that's build their listing inventory, which means prospecting; the best way is FSBOs and expireds; of course there's mailings; direct mailings; free TMAs. I mean to build your shoe store with a lot of listings, that takes a lot of effort and time.

Now, if you had to do that in two places; the South Carolina and New York, that would probably be really close to impossible, unless you had team members, and you're managing; other people who were doing it. So you're really not working it, you're actually the manager of other agents doing that. That's probably the only way that would work.

If you can't do that; if you're not doing that, then at least when you hook up with a builder, like you have in South Carolina, you're essentially sitting a house open. I mean you're dealing with their inventory exclusively and they're giving it to you. Is that accurate?

Marty: That's it. I'm smart enough to know, Darryl, that the best way not to lose the client is to make them a partner. So I'm actually partners with the builder, (overlapping voices) so ended up to where it (inaudible) the client.

Now what we do is we do have agents that work for our company; it's a small boutique company; we're not a franchise; we're not a large chain and so I don't compete with the agents in my office. So any leads or anything that comes in, it goes straight to the agents, and my capacity is the broker in charge in South Carolina, my job is to make sure that we properly represent our builder; we give them every tool that they need, and to assist any of the agents that are – oh maybe about five other agents and help them, whatever they need in coaching or whatever else to build up their bulk of business. Because they are permitted to sell resell homes; older homes. So that's what they do.

So that's the kind of challenge over there with that. But again, now when it comes to Long Island, New York, I am still that guy even though I just turned 60, I'm still knocking doors, calling FSBOs, doing expireds, working in the trenches on Long Island. And I got to tell you something; I like it. (chuckle)

Darryl: (chuckle) Well, you're a people business. I'm sorry, a people person, and we're in the people business, and I've always said that about you; you don't know this; you don't know this; every time I do my seminar, I pop your face up on the screen.

Marty: (chuckle)

Darryl: I do. And I always reference that. Now I talk about you when I go to the buyer segment of my seminar because I talk about how you like to door knock and work with buyers also. And the thing about you is you're very personable, and people who like to door knock; that they're personable, I relate that to you.

So let's talk about the prospecting. When it comes to building your inventory on Long Island, (chuckle) two weeks out of the month, yuck, that's really quite crazy, but you're still pulling in great revenue. Now, let's just delve into that deeper; what do you like about prospecting? What are you strong at? What do you recommend to agents? Let's go there.

Marty: I define prospecting in two avenues; you have what I call auto prospecting and manual prospecting. (overlapping voices) So it's like a car; you got an automatic transmission or you got a manual transmission; both get the car to move forward; one basically does it by itself, and one requires you to push in a clutch and use the shift lever. So one obviously takes a little bit more time and effort than the other one.

So I divide my prospecting into two tools. Anybody today that is starting out, or has a business; I just met an agent recently who's been in the business got to be almost close to 20 years; does not have a contact database system where they're reaching out to their clients on a monthly basis, whether it's postcards, newsletters or even an e-mail Constant Contact kind of thing. And again, I'm not pushing Constant Contact; it's just a name that everybody knows.

So if you're not doing that and you've been in the business for three or four years, please do it. If you're not doing it and you're in the business for over ten years, shame on you; (chuckle) you haven't heard me speak about this before. And if you're just starting out, please, please take everybody from your phonebook; from your cell phone; wherever, and put them into a database and start communicating with these people. (overlapping voices)

Darryl: Now you assume that everybody knows constant contact, and so I just want to clarify that for people that say, "Which, by the way, is that what you use?" Constant Contact is an e-mail software. Is that what you use to (inaudible) your contacts?

Marty: No, I'm not using it now. And one of the reasons is, is that I get a boatload of e-mails from all different sources, again mostly real estate related. And once they get your e-mail, it's unfortunate. And a lot of times I do opt out, and I unsubscribe. But I don't want to bombard my past customers, clients' sphere of influence with that monthly e-mail where they're going delete, delete, delete, delete (overlapping voices)

Darryl: Right, right.

Marty: So I don't do that; I do work with a company that is a real estate based postcard newsletter company, and if you want, I'd be happy to give them a shout out. I've got nothing but praise for that company.

Darryl: Yeah, yeah, go ahead; what's the company you're using?

Marty: It's called the Personal Marketing Company, and it's basically tpmco.com. You log on there; they got an 800 number, and I'll have to tell you, Darryl, in today's day and age of business and everything else, they usually pick up on the first ring when you call them. You give them your name and it's as if they were just on the phone with you yesterday; they're

interview with Marty Sorrentino (continued) ...

amazing, amazing group of people.

So they're my auto prospecting, and so I had my spiel; they got about 555 people in there, and I tweak the list from time to time; some people will come off; some people will go on. And so once a month a postcard will go out, and it's seasonally timed. So if it's set the clock back; set the clock forward; change your battery in your smoke detector. (overlapping voices)

Darryl: Winter, summer, spring, summer, fall, holidays.

Marty: Right.

Darryl: They'll do something. Alright, let's pause here for a second because we're actually going – we went off the database thing. So let me just clarify for people. There's three things that you just said, and I don't want people to think they're all the same thing. There is your contact management software; your database; there's your e-mail program, which sometimes can be the same thing. And the third is your automatic mailings that you're doing.

I just want to be clear with people because I get the same question all the time “What do you recommend to keep track of my contacts?” (overlapping voices) When you say your database, just nail that down for people because that was a great point that you're making. There's people that use Top Producer to keep track of their contacts; that's a good company. Some people, like Gail Gladstone, our friend, I don't know if she still uses it, but she always used to talk about Outlook, which is an e-mail software, but it has some contact management abilities in it. But it's not a CRM; it's not a contact management.

And then there's some companies, the franchises; they have their own contact management. So the gang listening, what we're saying here is what Marty started with is that if you get a group of people; friends, family, neighbors; people that you want to stay in touch with on a regular consistent basis, to shake the trees, you want to have that in one place, so that way you can easily call, mail or e-mail.

The second thing is a way to send out e-mails; mass e-mails. Now some of these contact managers, like Top Producer, they have built –in abilities to send out e-mails to people; a lot of them have that now; almost all of them. Then there are some that just do e-mails specifically, like Outlook or Gmail; you got to have a Gmail account or Yahoo mail, and you go online, and there's your e-mails.

The third is what Marty was saying, which I love that distinction about a manual car versus an automatic car. The automatic takes less time, and energy and effort. Manually, you've got to keep your gears and it takes a lot more energy. So you use personal marketing to do your e-mails, where you've given them your list; you took your lists from whatever contacts thing you're using; you've sent it to them, and they have the list, and every month they

automatically just send out a seasonal card and you're cutting them a check every month? Is that right?

Marty: Correct.

Darryl: That's awesome; that's awesome. I'm sorry, Marty, I interrupted you; I just wanted to clarify because you brought out three great distinctions; I wanted people I know, especially newer agents that'd be really confused.

Marty: Right.

Darryl: Alright, so let's continue. You're doing that form of prospecting; continue, please.

Marty: Right. So the mailings I've found, and I've been doing them for quite some time, and the results have been enormous. Again, I'm probably doing it, I don't know, seven, eight, nine years; I wish I was doing it 20 years ago. So listen up folks, if there's anything you're going to do, you need to start today and do it today, not tomorrow, not the next – not next week. I'm going to get to it next week; you have to start today.

And here's a great tip; that nice lady that has been in business 20 years, and doesn't have a contact database; I said to her, "Get yourself a college kid; pay him \$10 an hour cash; give them a list of all your people and have them input it into." So she went to the Personal Marketing Company, and set up her own account; it's free; doesn't cost anything. And she had this young girl start to input all her data into her own file at the Personal Marketing Company.

See what I have with the Personal Marketing, Darryl, it doesn't give you a lot of information where you can load up birthdays, and anniversaries and stuff like that. But it's free, and the only time (overlapping voices) it costs anything is when you do a mailing. Now, what I love with them is that they'll do a postcard for me one month and a newsletter the next month. I think it's called Hometown News from Marty. So it shows up (overlapping voices) with my face, my e-mail, my phone number, and it goes out, and it'll have a recipe; I've actually had people call me up; tell me they loved the vegetable lasagna; I said "What are you talking about?" Then I realized (chuckle) that they just got the newsletter.

"And by the way, do you want to sell your house or not?" But the bottom line is it is a nice newsletter about present interesting topics. It doesn't come out and say "Hey, I'm Marty. I really am low on inventory; I need a listing. (chuckle) Sell your house with me."

Darryl: Right.

Marty: It basically just states that there's some changes maybe in energy efficiency of windows; it might be, like I said, it's a recipe; it might have a thing about clean out your gutters before the winter season. So it's got a lot of really great little things on there that people can get. And what I like about it is that although 90 percent of the people just sort their garbage, I mean their mail over a garbage pail, which I'm one of those people, you basically have to physically look at the postcard before you throw it in the garbage. And you

interview with Marty Sorrentino (continued) ...

basically have to look at the newsletter, and maybe kind of open it up before you throw it out. But the bottom line is that I'm in 550 peoples' homes 12 times a year.

Darryl: Good.

Marty: And that cost runs me about 50 cents per mailing. So I look at this way, for \$6 a year I can keep in touch with somebody I sold a house to 10, 15 years ago, it's well worth it.

Darryl: That's awesome. Now, and I agree. Listen, the whole concept of the mailings on a regular consistent basis is that I used to, when the market busted in 2006; the bubble busted, we had short sales, the mess that we had, I told agents back then, I said "You know what, if you're doing any mailings, and parties and referral business, we're trying to work referrals." We found that that time in our economy was the worst; you're sending out mailings on a regular basis in my opinion; that's what I saw.

But now that the market has turned around; we have more and more people looking to cash in; now they have equity again; they're looking to make a change. And now mailings are important again. The definition of self-promotion is to have people know your name, face and what you do for a living. So when you consistently on a regular basis mail out something that's promoting you, your name, your face and what you do for a living, when they are ready, that's when they're going to call you.

So I love that, and the thing to keep in mind for everybody is that it does take time, but it's automatic; I love that; it's automatic. (overlapping voices)

Marty: Basically now, just so you know, the Personal Marketing Company basically creates the piece; they put the address on it; they put a stamp on it; they don't put a stamp, they do regular kind of mailings; bulk. But they take care of everything; it is the Ron Popeil way of doing business; it's set it and forget it.

Darryl: (chuckle) Set it and forget it. I love it. Alright, cool. Now, what else are you doing to shake the trees, generate listing appointments, all that good stuff?

Marty: Alright, so again, 60-70 percent of the people that listed their homes last year for sale are basically new over realtor. So if you are looking to seek out a surgeon for heart surgery, do you want to go with a surgeon that's got a 70 percent success rate or a 30 percent? See, the 30 percent is the people who you don't know yet, and yes you can get business from people who don't know you and that's important.

But I have found in my career that the majority of my work comes from people who have been referred to me or that I have met at public open houses; I've met on the street; I've met at parties; attorney relationships and things like that; being at a closing, and an attorney really liking me and recommending me to a client.

So I'd like to just concentrate my time and effort on the people that I know. And again, with a database of 550 people, I try to reach out to between 5 and 10 per week, just to call them, "Hey, how you doing? Market's great. I hope you're real happy with the house and everything else." And then the old question, "Who do you know that might be thinking about selling now or in the near future?" Not "Do you know," but "Who do you know?"

Darryl: And you call these people?

Marty: Yeah, I've got their names; they're my past clients. If for whatever reason there was a lapse, and I don't have their phone number in my phone; I just signed up for a great thing, Darryl, let me give you another push here. It's called pro.whitepages.com. Now, you can go on regular Whitepages, but when you get this pro.whitepages.com, it's \$29 a month; it gives you up to 200 searches. And what it does is, it finds phone numbers from all over. For instance, if I send you a FedEx package, Darryl, and I'm going to have it sent to you, I want to make sure you get it; I'm going to put your cell number on that FedEx air bill.

Well that phone number goes into a FedEx database; that database gets sold to the Whitepages, and now all of a sudden I've got Darryl Davis' cell phone number.

Darryl: Wow.

Marty: If I don't know you. So any time somebody puts a phone number anywhere, that number goes into a database, and the Pro, Professional; I guess they call it Pro for Professional. But the Professional Whitepages, it steeps out these phone numbers from all over. As a matter of fact, they can actually tell you how long they've been at that address and any of their former addresses that they used to live in.

So if you're trying to find somebody, and you do a lot of phone prospecting like myself, for \$29 a month you get 200 queries and it resets every month. So on the first of the month, I'm allowed to have 200 queries. Will I would be happy to use all 200; I usually don't; I'm lucky I'd use 50-60. But the bottom line is for \$30 a month, \$360 a year, I basically can find a number that you normally might not be able to find on a Google Search or on a regular whitepages.com.

Darryl: Right, right, right, right. This is great; I just actually looked it up. I just typed in prowhitepages.com, and found them right there and there it is. Yeah, it's 200 queries a month at 29 bucks; that's very cool; very cool.

Alright, anything else on the prospecting suggestions?

Marty: Well again, you might need prospecting, and this is, keep in mind that I had been coaching my son down in Charleston, South Carolina because he decided to follow in his father's footsteps, (chuckle) and we'll talk about that later if we have time. But one of the things that I learned from with coaching with him was that the REDX thing that you had suggested to us for many, many years.

And my son signed up with the REDX, where they took money out of his credit card once

interview with Marty Sorrentino (continued) ...

a month, and it gave him a list of everything, and it forced him to make phone calls. And I have to tell you he's very successful with that.

Now, I believe it's because that Charleston, South Carolina market is a kinder, gentler market than Long Island. And again, I can say that because I've called both South Carolina FSBOs, and I've called New York FSBOs, and as we know, New York FSBOs are tough. (chuckle) Buyers look at this; they're basically just friends that you haven't made their acquaintance yet. But once you meet them, and they learn who you are, they become friends.

So I think between the REDX and having the pro.whitepages; Zillow has got a phenomenal thing, and don't get me wrong; I am not promoting Zillow; I am not suggesting anybody takes money out of their bank account and pay Zillow so much a month to get access to buyers that they would normally get anyway if they had the listings. Don't let me even get started with them. But Zillow has a For Sale By Owner, and it's really easy to get. I am looking for homes that are For Sale By Owner, and most of the times it has the owner's phone number on there. It has the address of the property; it has a map of the property.

So anybody that wants to look for, well where are the For Sale By Owners? At FSBO.com? Yeah, I guess so, but I don't need to go there; I go on Zillow.com. And you can find a boatload of FSBOs; it tells you how long it's been on the market. Now with Zillow FSBO that says it's been on 46 days, you got to double check with your market because there's a good chance they may have been listed already.

Because as we know, right, 90 percent of all FSBOs will eventually sign with a broker. The bottom line is try to be the first one that gets in there; makes some sort of an impression on them, and don't push them for the closing, but just push them for an opportunity in the future so they decide to go that route.

Darryl: Right. Well, and just for people knowing, I'm pretty positive that when you sign up with a REDX, any of the ones on Zillow you're going to wind up getting as part of that. So instead of having different databases, or if people just sign up on that REDX. And I just want to remind the Power Agents that because you're a Power Agent you get the REDX; you save a ton of money. There's a set-up fee of \$150 that only our students, that number is waived; you don't pay that.

And they give you the first 30 days for free, and the monthly is 110. So you're getting 110 free of 150. So you're saving 260 bucks as a Power Agent. For those of you listening, if you haven't done it, you need to sign up with REDX; it's the best way to get FSBOs, expireds from your [mail list] (ph) and pre-foreclosures.

That website to get that special savings is darrylspecial.com; they created this website just for our students; darrylspecial.com and then the code is SMILE; there's a place that says "What's your coupon code?" You type in the word SMILE, all caps.

Well, I'm glad that your son is doing that, and he's prospecting, Marty, that's pretty (chuckle) awesome; very good. Alright, that's it; is there anything else you want to add to the prospecting? Or we'll move on to the next thing.

Marty: I just think that when it comes to prospecting, that is the type of thing that you have to have to be in the mindset that you're prospecting seven days a week, and it could be something so simple and little. Folks, if your company has a name badge with their logo, and they give it to you, wear it. If you don't; if they don't have one, get one made up; it's worth the 25 bucks. I can't tell you the amount of times I've had conversations with people as I'm checking out of the food aisle; I try not to go food shopping; I leave that to my wife because I'm an idiot when it comes to buying food.

Darryl: (chuckle)

Marty: But I have been in the food stores before, and they great places to meet people because you're standing in the checkout line; there's usually a few people around you, or you could be in an aisle, and people are always drawn to people that are wearing badges.

Or if your company has shirts, or jackets or anything that could have the company name on there, that has to do with obviously with the word real estate, I find people will generally talk to you if they see that you have something real estate written on you. So I always try to tell people be a real estate agent; don't be a secret agent.

Darryl: Right, that's great; awesome. I love it; I love it; I love it. Good. Anything else? Every time I ask you is there anything else you have another thing to add to it. (chuckle)

Marty: Well, Darryl, I have a boatload of stuff, and one of the reasons is that you gave me a foundation. In 1994, when I started out, and had been a bank appraiser, so I knew everything about homes, and construction and value. I didn't know anything about real estate sales, prospecting, servicing and all that other stuff. So you gave me a good foundation, but over the years, I've grown that, and a lot of it's been trial and error, as you know, most agents will do trial and error.

And I always try to tell people, and I told this to my son when I was coaching him. I said, "Listen, don't do the Marty Sorrentino way of learning real estate, which is the school of hard knocks and experience. Let me give you the shortcuts. Let me tell you about once you join the National Association of Realtors, that you will be inundated by thousands of companies that all they want to do is come between you and your money. And they will tell you that for \$50 a month they can put you on a search engine, and you're going to get all these leads of qualified sellers, and buyers and all this other stuff."

And I love my son, and we worked in the same home office together, and he's on the phone, and he hangs up. Thanks very much. I go, "What did you just do?" And he signed up with one of these companies for \$250 a month; he's going to do, (overlapping voices) and he's going number one (inaudible). (chuckle)

So in a nice way; in a nice fatherly way, I said, "Okay, you're going to get rid of that credit

interview with Marty Sorrentino (continued) ...

card; you're going to cancel (chuckle) it after this month because they will not stop charging your account." So I'm telling people out there that there are so many ways to do real estate, and to promote yourself and to prospect should not cost you an arm and a leg. And if you want some really great tips on that obviously you need to get in with Darryl on his (chuckle) monthly call-ins and become a Power Agent.

Darryl: That's great; very good. (chuckle) I mean there is another tip too there; that's really good, and that is make sure you don't spend money you don't have. Going back to that whole mailing thing, the awesome thing about it, what you said, is that it's automatic versus manual. But the other thing is, people have to be ready to make that investment in time and money.

Marty: Well, here's what I did, Darryl. And this is why; let me just kind of interject here. To do the Personal Marketing, you need a minimum of 50 names; that's going to cost you \$25 dollars a month. So what I recommend people do is start with a budget of \$300 a year. Now instead of buying Starbucks, go to Dunkin' Donuts, and the savings in the cost of a cup of coffee, you'll pay for those 50 mailings a month.

Instead of leasing the BMW, lease the Toyota; they all look the same anyway today. (chuckle) Steal that emblem off a BMW, or get one on Craigslist and slap it on your Toyota; it'll look like a BMW. So instead of spending \$600 a month for a car lease, spend \$300 for a car lease, and use the other \$300 to send out 600 pieces of mail a month. Darryl, the more mailings that you send out, the more your phone rings. This is not rocket science; this is not something new.

Darryl: Alright, well there you have it, gang, you heard it from (chuckle) Marty. Just start with 50 names and you're good to go. Very good. Let's see, so now let's go on to the listing appointment, and is there anything that you feel that you do that works really well when you go over on a listing appointment, whether it's a FSBO or expired?

Marty: Darryl, I've gotten listings by basically bringing the Floyd Wickman piece of paper, a pad and a pencil. (chuckle) And then if at other times when I've gone there, and I've brought all the bells and whistles, and nice file folders, and loose-leafs filled with all my accolades, and my testimonials and everything else.

But I think the most important thing, and this is something I've learned from you, is that you have to learn to be present; you have to go to every appointment, and you have to remember you're stepping into somebody's home. It is their private domain; it's where they live; it's where they breathe; it's where they laugh; they cry; their children came home from the hospital there; their grandchildren come there.

So you're going into somebody's very sacred place; think of it as going into a holy place, and you have to make sure that when you go there, first of all, that you're on time; five minutes early is not so bad either. But you get there on time; if you walk in the front door, and you see a tray full of shoes, you better take your shoes off because if walk in those peoples' houses where nobody else does, I'm telling you right now, you're not getting a listing.

If a dog a runs up, and you scream, and you yell, and you run out the front door because you're afraid of dogs, or cats; (chuckle) anything else, you're not getting a listing (overlapping voices) because that animal is part of that family.

So Darryl, what I like to do is I like to go over to the home basically with my smile, my face and a business card. And I like to go over there for two reasons; I like to go over there to basically interview them to see if they're really that serious about selling their home; number one. Number two; I also like to interview them, and find out if they really believe in the concept of real estate. Some people will buy a car from a car dealer and some people will buy a car through Craigslist. You have your differences there; the number one thing obviously is Craigslist you can get murdered; at the car dealership you generally won't get murdered, but you probably want to murder the dealer by the time you leave there. So the difference is all in who gets murdered.

It's the same as people that understand about the importance of being a real estate professional. And if they get that, and they want to utilize the services of a professional, that's what my point is. I go over to peoples' homes, and I say to them, "Let me take you through the tour of the house." I inspect the home; I take a lot of notes and I ask a lot of questions; nice questions.

And if I can find something that I can latch onto; if there's a fish mounted on the wall, I might start a conversation. Again, Floyd Wickman; make them a compliment. Remember the story about him getting on his hands and knees and planting the petunias with the homeowner? I mean you got to be present, and you got to show that you care, right?

Darryl: Right, yeah; absolutely.

Marty: So my first original going there will be about trying to see if they want to even sell their house, even though they say they do; if they want to use a real estate professional and if they want to utilize my services. And what I'll do is I will collect a bunch of data, and then I will come back to them and say, "What I'd like to do is I'd like to go back to my office."

And I know, Darryl, we talked about this, the one-step, two-step process. And I got agents, yes, they do one-step, and they go out there and hit out of the park every time. That's great; that's not me. That doesn't work for me. I like to go back, get the opportunity and also ask them, "By the way, do you plan on interviewing other realtors?" They said, "Yes, we have three other appointments tomorrow."

I'm like, oh my God. "Okay, good. So I'm going to see you the following day. Now, before you sign on with anybody, let's have our last minute conversation. And at that point, if you decide not to hire me, I can help you to make a decision on which other agent you should hire."

Darryl: Alright, well good; good. Well, that's different than what I taught you from the beginning. But, you know what? Because I prefer you guys doing the one-step versus the two-step. But what I will say and highlight it right now is that (chuckle) not everything that I teach works for everybody, and even my most faithful students such as yourself, I will say this, I did this program on Long Island, Marty, it was a six-month thing for a client. I met with agents

interview with Marty Sorrentino (continued) ...

once a month for six months.

And it was hard for me to do that, but I wanted to have something also – I'm not saying this right. I wanted to be as committed to the process of this six-month program as the agents. I was asking the agents to prospect, and call FSBOs and da-da-da. And I know they didn't want to do it, so what I decided to do was to do something I didn't want to do. So that way we're both doing something we don't want to do, but in doing it will make us better.

And mine was to lose weight. So I promised the group I would lose 25 pounds. in the six months, which I did; I hit that goal. (chuckle) Of course, I gained it all back, but that was not part of the agreement. (chuckle) But I'm going somewhere with this. After that six months, and the 25 pounds, I realized what was the best diet. Because there's so many different diets out there; Medifast, Nutrisystem, Weight Watchers, ba-ba-ba.

So I learned which was the best of all of those diet programs, what the best one was. And people ask "Well, what was it?" And I tell them, "It's the one you're willing to commit to. (pause) There is no right formula, except for the one you're willing to actually do. And as long as you do something, and you do it consistently, it'll work." And that just to point out, not everything I do is – Tom Ferry has his approach, Floyd Wickman has his; I have mine, and I love that you're taking from a little bit of everybody what works for you; what you like. And you take it with your heart and you run with it; that's what's really important. So that's beautiful.

Alright, great. Let's go on with listing appointments. So is there anything else you want to add when it comes to – what were the majority of the listings that you're going with? Would they be referrals? Would they be FSBOs? Would they be just people calling looking for a CMA?

Marty: Mostly referrals; mostly people who know me because again, you got to remember, being in business over 20 years, you kind of have that thing. And it's funny, but I've had people say, that have met me for the first time at a social thing, "Oh Marty Sorrentino. Oh, I see your signs all over the place." (chuckle) Or, "Oh, I've heard of Marty." Or my wife will be talking to somebody who she knows does not know me, but then she mentions my name, and they go, "Oh, Marty the realtor."

So my name is out there; my recognizability is out there, but folks, that takes a lot of work. And it takes time. So the important thing, and again, listen, Darryl, I've got a thousand tips and techniques; we don't have enough time on this tape. And that's where I was talking to you about – we had talked about possibly doing something again, where we could kind of be in with these agents, and we could be honing in on what their likes and dislikes are; what's their strong points; what's their weak points, and how we could basically be kind of like a buddy system, where when you're going on the listing appointment, we're not physically there, but we are. We are sitting on your shoulder, like that little guardian angel that says, "Say this, do this, do that."

And that coaching thing. Darryl, when I was up and running, we had all those students; it made

me a better agent coaching the other people. And I had people in Wisconsin; I had people in Florida; I had people in Westchester County in New York, New Jersey. And boy, what a difference that I learned how all realtors do business, folks.

So as much as people think, "Wow, Marty's got it made; he's on Long Island. The average sales price is 400, 500,000. I'm out here in Wisconsin, and my average sales price is \$80,000." I understand the nuances of all the different markets that are out there. And the most important thing is that you as an agent, embrace your market, learn it, study it. And the old saying, "If you don't like the fish in the one pond, move to another pond." (chuckle)

Darryl: (chuckle) Oh that's good; that's very good. Alright, is there anything else that want to add to this. I mean we're coming to the end of our time here and this is absolutely fabulous.

Marty: Well again, we had talked about time management, and I don't like the word time management because maybe I don't like the word management. And time is "relative." Like if I say, "Wow, I did that for a long time." And you say, "Really, Marty? I've been doing that for 20 years." (chuckle) So time is how long or short it is, is relative to the person that's going "Really?"

But I like to think of it as almost structured time, not time management (inaudible). What do you do every day when you wake up? And what do you do as far as how many, your personal time hours in a day; how many business time hours in a day? I used to have a saying when I was coaching the students; I'd say, "Listen, you go in on a Monday morning; you make a few phone calls; you get an appointment; you go out that day, or during that week, and you get one listing. Take the rest of the month off. You've just done more business that 90 percent of the agents do in the country."

Darryl: Absolutely.

Marty: What happens, right? What happens is you don't do that. So for instance, my personal best was I wrote up four listings in one day from four different clients. Why? Because two was my record and I wanted to break it. And when I broke it on the third, I had a fourth appointment that night; it was 9:00 at night; I hadn't seen my wife since early in the morning and I was dead tired.

But I went on that last appointment and I wound up getting it. After I got it, and I wrote up the listing, and everything else, I thanked them for breaking my record. I said, "I want to thank you for breaking my record." They said, "What record?" I said, "I got four listings today." I said, "My personal best was two. I just doubled it. Thank you very much. We'll get you moved."

Darryl: Wow, that's great.

Marty: So now, let's go back to structure. The structure is something that not everybody has. I don't have it sometimes myself, Darryl. You know it's easy to get sidetracked. You can wind up saying "I'm going to sit in my office and I'm not leaving until I get in the door."

That's great, but something comes up; there's a flood in the house, or there's a problem,

interview with Marty Sorrentino (continued) ...

or somebody left the door open, or somebody wants to negotiate and you wind up getting sidetracked in our business.

So the structure I think, and this is maybe where you and with your loyal agents, is to work on something that's considered structure time, where you structure a schedule that you don't change that structure. For instance, if you were a trained engineer, and drove a train for a living, you're not going to say, "Hey, you know what? I go into Penn Station every morning at 6 a.m., tomorrow I'm going in at 7." It's not going to happen. You have to be there at 6:00.

So if you take that same mindset, right? And you say, "Okay, I've got to be here; I've got to do this. Before I do anything else, I have to do this." And again, to stay focused, use the tips and techniques that you give them, whether it's through your media stuff, or it's a phone call, or it's the hotline, or whatever you're doing with your coaching. That's the most important thing is to keep people structured. And if agents were on a structured time system, they would be more successful.

Darryl: That's just awesome. And if you think about it too, is that anybody that's really committed to something, let's just use the gym as an example, which I use this example often, which is funny because I never go. (chuckle) But for people that love to go to the gym on a regular basis, they have a structure that they do. There's a certain day, and a certain time of the day when they will go to the gym pretty religiously and that's their structure.

To the point where, I was talking to somebody about this today actually, is that you want to commit to the structure; do the structure until you want to do it. When we first start trying to create a habit, or start trying to implement a structure for ourselves, like whether it's getting up at the same time every day earlier; whether it's jogging, working out, or prospecting, that eventually, if you keep to the structure, and you're doing it, eventually that structure becomes part of your habits, which is a good habit to have.

That's really great, Marty.

Marty: The other thing, let me just add also, Darryl.

Darryl: Sure.

Marty: In my experience with the wonderful agents that you were kind enough to let me coach, everyone had a unique different experience where they worked. I had, in other words, one agent, where in the gated community he lived in, you weren't allowed to knock doors and you weren't allowed to do door hangars. So we tried to get past that; we developed a system where he got involved through the community center, and he did a lot of volunteer work and everything else to kind of get his name.

Then we had another guy who had a downtown real estate office; the old-fashioned, where people walked in the door, and they come in and everything else. So I talked to him, I said,

“Well, what time do you open your office?” He goes, “Well, sometimes we open at 9; sometimes we open at 10.” And I said to him, “Do you ever sit in your car, in front of your office at 7:00 in the morning?” He’s like, “No, why?” I said, “Because do you ever wonder what goes on at 7:00 in the morning in front of your store?” (chuckle)

So you know what happened? He realized that a lot of people walk back and forth before he even got there. And I said, “Listen, everybody that walks past your store is an opportunity lost if you’re not open. I want you to put a sign in the front window that says ‘Free Coffee’.” (chuckle) And on the coffee cup, I want to make sure that the name of your company is on there with your cell phone number. And give them a to go cap, so that they can walk down the block with your coffee, and walk past all the other stores that aren’t open, but at least they got your cup with your company name on there.” And he thought it was a great idea.

Darryl: (chuckle) That’s great.

Marty: So Darryl, this is what I’m getting at, is that every agent out there has their own different way they do business, or want to do business; the business has its own nuances. And I think that’s what the important thing of having a one-to-one that used to with the agents; why it was so important is because we personalized our coaching to every particular instance.

And if there was a situation that I didn’t have the answer to, I said to them, “I’m going to get back on that right away.” You and I have a conversation; we talked about it; we researched it, and sent them out an e-mail immediately on it and we followed up with that. It was an amazing thing. That’s why found with structure is that one person’s structure is not the same as another agent’s structure.

Darryl: That’s true; very true. Well, great stuff. Well, Marty, once again, this is great; you did a fabulous job and I just loved this. This is awesome. If people want to get in touch with you, again, which is the best way to do it?

Marty: E-mail; martysorrentino@gmail.com, or the cell; you can call or text; (516)551-0082.

Darryl: Alright, very cool. Alright gang, well that’s it for this month’s interview. Thanks so much for listening to this and I look forward to talking to everybody on the live conference call meeting we do every month. And until then, keep rocking and rolling and don’t forget to keep smiling.



*Thank you,
Marty!*



**FOR YOUR EYES
ONLY**

Thanks for the call. You are one of the few who will learn how to save thousands of dollars in your home purchase.



Dear Home Buyer,

Thank you so much for your call today. I really appreciate the chance to provide you information that we feel will have tremendous value to you. As promised, you will find the "FREE REPORT" enclosed. I encourage you to take a few minutes to read this guide—it could save you hundreds, maybe thousands of dollars.

We offer all of our clients a full range of services at Rand Smith/Real Estate by Rand. For someone who is thinking of buying a home here in our area, we are committed to two main objectives: The first is to save you the most money possible in your purchase. We do that by providing you with a team of professionals that are dedicated to every phase of your purchase. One of the most important phases is to negotiate on your behalf so that we know you received the best possible value available for your hard earned money. Next we provide you with complete Lender services. We are strategically aligned with one of the most active and successful Lending Institutions in town. They run their business the same way we do. Finally, we will provide you with a level of service that is so far superior to that which you have ever had that it will compel you to have us help your friends, relatives, co-workers, church members or whoever you feel would benefit greatly from this kind of service.

Please let us know how we may be of service to you in any of your real estate or loan needs.

One last thing. I would like to ask that you call me today so that we can set up a no-hassle, stress-free appointment to evaluate your needs and desires. There's absolutely no obligation, and **IT'S FREE!!!** Call me at 655-6700 when you get a minute. I know you are busy. I'll be waiting for your call. Thanks again.

Most sincerely,


RAND SMITH

Helping You Find The Right Home!

P.S. We will find you the best home value available as well as the lowest interest rates possible. But most importantly, we take our job seriously. We are in the people business, therefore, we make a commitment to you that far exceeds any you have ever been exposed to. We will do whatever it takes to maintain the level of excellence necessary to EARN the right to earn the right to serve your needs for life. That's why we have served the needs and wants of hundreds of families to date. We would look forward to making you one of those whose needs we fill. Thanks again.



Communication....

The key  to a successful home purchase.

Together, we will sit down to discuss the type, size, style, and location of the kind of home you are interested in purchasing. After extensive research on my part, we will preview homes together that fall into that category.

Through constant communication, I will keep you apprised of any new homes that come on the market that you might be interested in. Once we have found that perfect home, I will negotiate with the sellers to get the best possible price and terms for the home you desire.

You will benefit from Rand's years of experience in the real estate business at no cost to you. As you know, many buyers are unaware of the fact that our commission comes from the seller.

Real Estate Associate

Buyer Contribution

- Property information
- Area information
- Financing sources
- Real estate skills (negotiation agreements, settlement)

Successful Purchase

- Property requirements
- Area selection
- Financial information
- Property selection



When Buying Always . . .



- Get a Home Inspection Report.
- Have an Alta-R Title Policy performed. Although it is more work for the title company, it is often the same cost.
- Get Pre-approved for a loan prior to finding a home. Call me, I have a few good references.
- Receive a copy of the Structural Pest Report.
- Demand to see the Transfer Disclosure from the Seller.
- Review Preliminary Title Report for liens, encumbrances, or zoning which may adversely affect ownership.
- Have a Comparative Market Analysis performed on the home prior to purchase, followed up by an appraisal while in escrow.
- Have Net Sheets completed disclosing all costs prior to the offer being made.
- Have your own Personal Buyer's Agent working for you.



When You're Ready to Sell Your Home,
Put National Homefinders - Signature Properties To

The Test!

When you decide to sell your home, you want the best agent and the best services that the real estate industry can offer. We offer those services and we invite you to compare.

Other
Broker

- | | | |
|--------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 1. Islandwide name recognition. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 2. Over 60 years management experience |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 3. Four offices, over 60 agents |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 4. Nationally recognized trainer on staff |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 5. Relocation Company - corporate transfers and corporate calling. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 6. Individual transfers nationwide and in Canada. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 7. Full-time professional agents (96 hours of training for new agents). |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 8. Continual on-going refresher courses for <i>all</i> agents. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 9. High agent production. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 10. Local and national recognition awards for many sales agents. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 11. Strategically located offices on both the north and south shores of L.I. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 12. Full-time non-competing managers. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 13. Marketing action plan designed specifically to sell <i>your house</i> . |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 14. Direct Mail programs. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 15. Weekly classified advertising and specialized programs. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 16. Regular advertising in homebuyers' "Homes" magazines. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 17. Extensive advertising in local newspapers. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 18. Highly recognizable yard sign. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 19. Bonus to our agents for selling National Homefinder listings. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 20. Thorough after-the-sale follow-up. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 21. Fastest growing Real Estate Company on Long Island. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 22. Community service programs. |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | 23. 24-Hour Guarantee of Action. |

When You Add It All Up, We'll Sell Your
Home As If It Were Ours!

National Homefinders
Signature Properties, Inc.



**Why an ad on your home is just the "tip of an iceberg."
Here's the kind of total exposure your home gets with us!**

Ad On Your Home.

Direct Mail

Exposing your home to specific targeted market areas and buyer profiles.

Our Past Clients

Buyers and sellers who have been served by one of our Sales Associates.

For Sale Sign

Our easily recognized sign attracts attention and instills confidence.

Community Involvement

We are face to face with local buyers many times each year.

Open House Campaigns

Extensive coordinated public home showing programs.

Our Offices

A professionally trained, highly motivated sales team.

Special Promotions

Innovative marketing programs with proper results.

Weekly Sales Meetings

Enthusiastic promotion of your home to our sales team.

Branch Offices

Cooperating and complementing, not competing.

Computerized Referral System

This electronic communications system reaches across the United States to send, receive and follow up on referral and relocating clients.

The "Homefinder" Computer

We'll show your house right in our office first.

Multiple Listing Service/Tours

Exposing your home to cooperative brokers.

Status Reports

To keep you informed and help in developing marketing strategies.

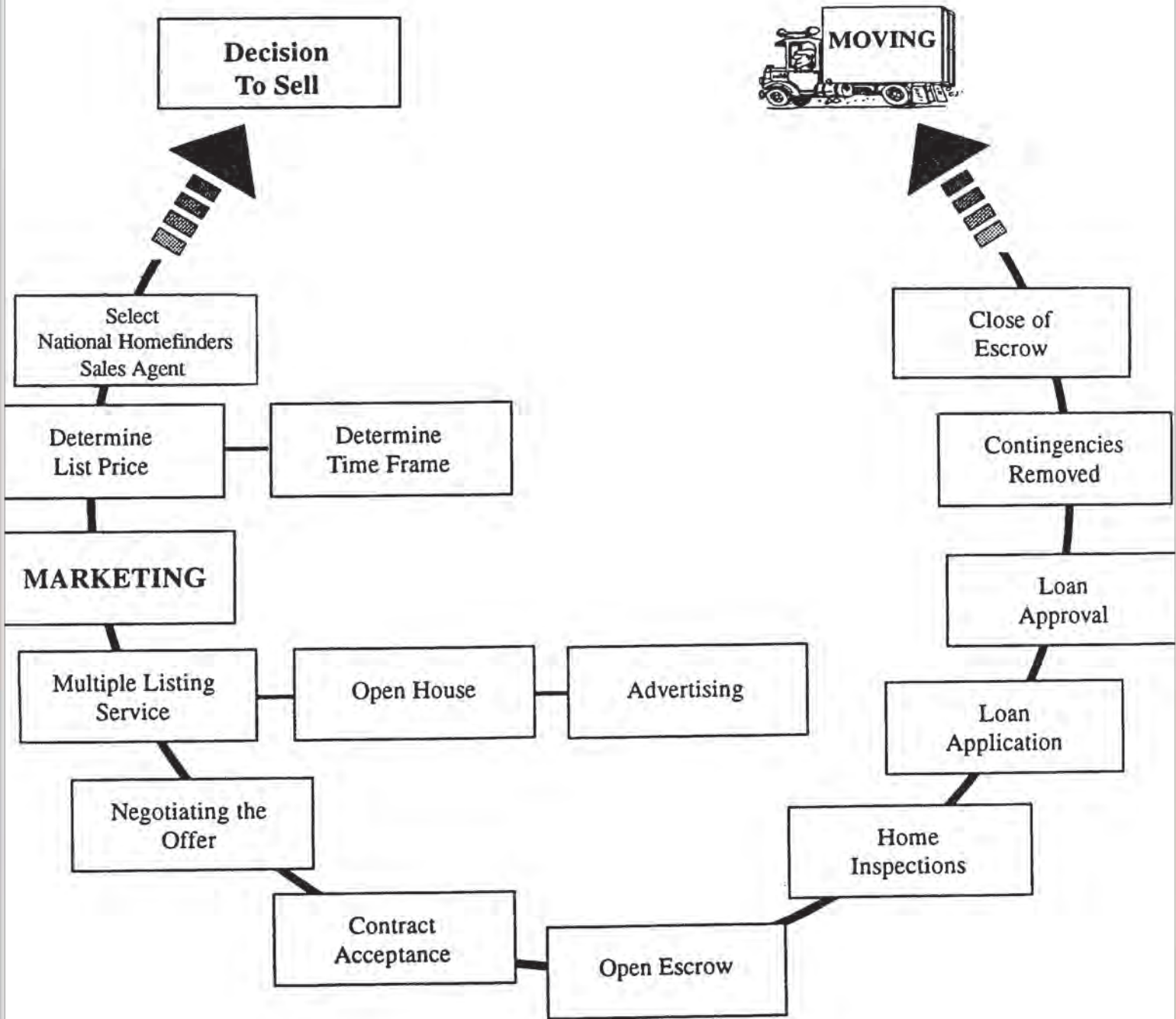
Newspapers

Advertising individual homes in all locations and in all price ranges.

National Homefinders
Signature Properties, Inc.



Managing the sale of Your Home



OVER THE PHONE...

FREE MARKET ANALYSIS

IF YOU ARE THINKING OF SELLING OR JUST WANT TO KNOW WHAT THE VALUE OF YOUR PROPERTY IS ON TODAY'S MARKET OVER THE PHONE JUST GIVE ME A CALL AND ANSWER A FEW QUESTIONS; THE SIZE OF THE PROPERTY, HOW MANY BEDROOMS, TAXES AND AMENITIES OF THE HOUSE, ETC. YOU MAY QUALIFY FOR FREE INSPECTION

CALL ARBO REALTY AND ASK FOR JENNY LOPEZ OR JOSE GONZALES

958-6364

ARBO REALTY

THE "SIGNATURE" GUARANTEE

National Homefinders is dedicated to providing for you, a superior level of service, to achieve our mutual goal of getting your home **SOLD**. To help fulfill this commitment to you, we agree to perform the following services pertaining to your property.

1. Provide for you a Competitive Market Analysis and assist you in determining the most effective listing price for your property.
2. Provide for you our "Sellers Results Plan", that will include mutually agreed marketing steps that are appropriate to use in assisting you sell your home in the quickest possible time.
3. Evaluate the available mortgage alternatives to determine which programs may best enhance the salability of your home.
4. Review with you current marketing procedures that are getting results in the marketplace and assist you in selecting those ideas that may enhance the marketability of your home.
5. We will have your home Professionally photographed for inclusion in our exclusive "HOMEFINDER COMPUTER", within 2 weeks of this agreement.
6. Have your home exposed to "Pre-Qualified" potential buyers through our National Referral Network.
7. Have our National Homefinders "Elegant - Response Generating" Yard Sign, installed within 3 days of this agreement.
8. Furnish you with a regular progress report through out the listing period, reflecting upon the market changes and providing you with alternative choices.
9. Show your home to all Qualified Buyers.
10. Assist you with a Referral (if necessary), through our National Relocation Network, to help you with your search for a new home.
11. To present all offers to you in writing, assist with the negotiations and to provide for you an estimate of your net proceeds prior to your acceptance of the transaction.
12. To monitor all pre-settlement activities - from acceptance of an offer - to the final closing - as is permitted by law - to provide you with maximum peace of mind.

The ownership of National Homefinders is totally committed to your Service Satisfaction. Unprecedented in the marketplace, we are available to hear your concerns and to react to them as quickly as is possible. Below is listed the Owners HOME telephone numbers should you require our attention:

STEVE HARNEY (516) 588-9308 KEVIN McCLARNON (516) 696-0977
Corporate Office (516) 588-9090

THE SIGNATURE GUARANTEE, applies to an exclusive right to sell agreement of not less than _____ days. The guarantee assumes that none of the provisions of this agreement are prohibited by law - if so - they are voided and not part of this agreement. In the event the Broker breaches any of the terms of this agreement than the Seller (as their sole remedy) may terminate the exclusive right to sell agreement, provided however National Homefinders is given 10 days written notice of the reason for termination and an reasonable opportunity to satisfy the default.

Date

Property Address

30

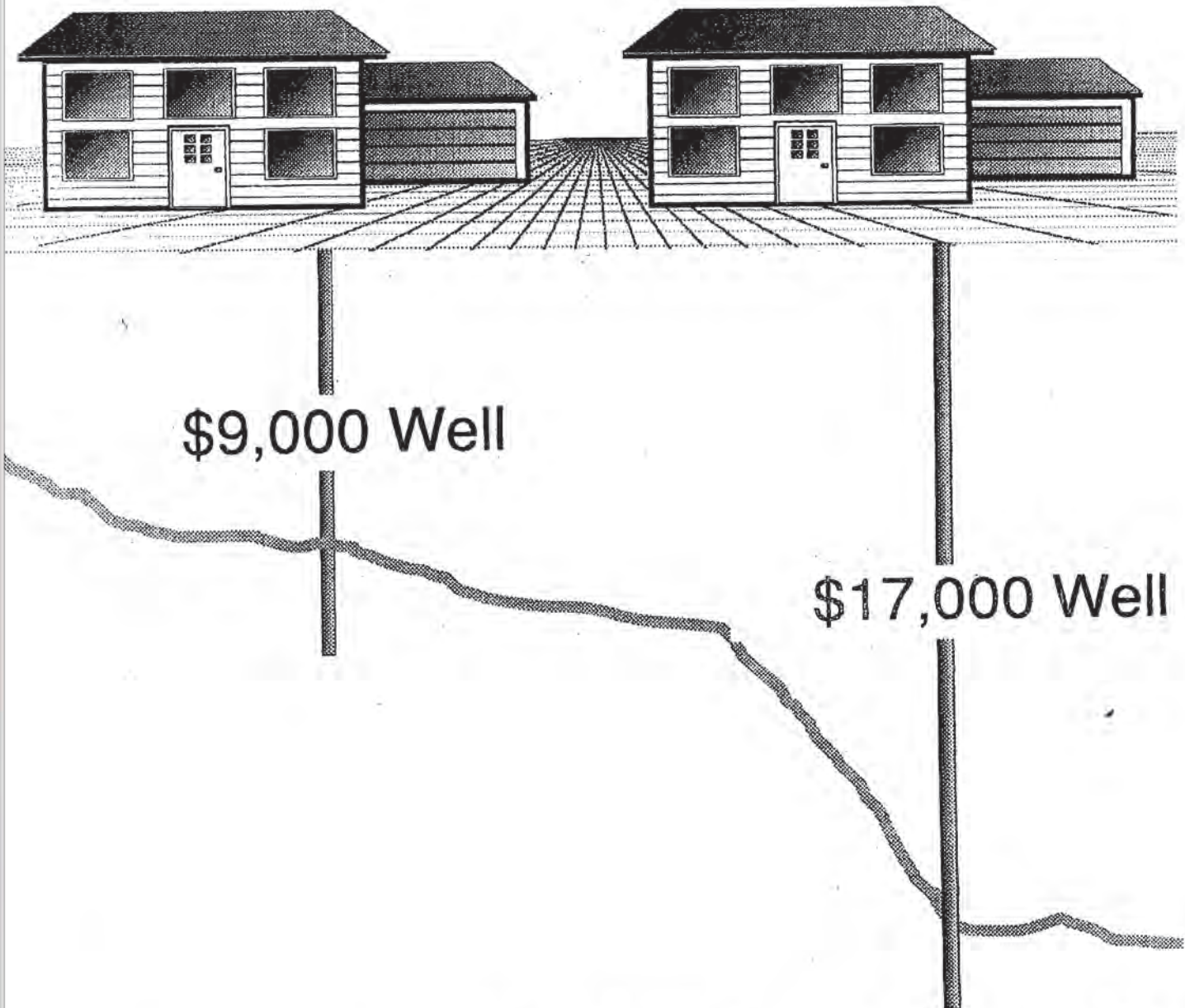
National Homefinders

Sellers

Substitution

Value: \$250,000

Value: \$ _____ ?



Value is determined by what a purchaser gets OUT of a product...Not what an owner has IN it.

Questions to help you analyze your pricing strategy:

- 1.) Am I selecting a REALTOR on services or price?
 SERVICES PRICE
- 2.) Is the local market rising, falling or staying even?
 RISING FALLING STAYING EVEN
- 3.) Is my opinion of value based on actual neighborhood sale prices?
 YES NO
- 4.) How many homes in the area are competing against mine right now?
- 5.) How does mine compare?
 PLUS MINUS EVEN
- 6.) Have any neighborhood homes been on the market too long?
 YES NO
- 7.) Why?
 PRICE CONDITION OTHER
- 8.) Is my home consistent with, larger or smaller homes in the surrounding area ?
 CONSISTENT LARGER SMALLER
- 9.) Are my financial needs influencing my asking price?
 YES NO
- 10.) Is my original purchase price influencing my asking price?
 YES NO
- 11.) Am I willing to price right, and stand firm?
 YES NO
- 12.) Are the benefits of moving important enough to price my home at the market?
 YES NO

Hi my name is Abdullah and I am going to buy a house in your neighborhood and if you'd like to have your property considered, please call me right now!

Because I am a private buyer you will save thousands by not paying any fees or commissions. I'll give you a fair cash offer, plus pay all of the closing fees. The best part is you don't have to fix up a thing.

Here's what Vincent from Centereach had to say:

"I'm so glad I called Abdullah, the property I inherited was vacant and a mess. I had no money to fix it up and needed to sell quickly. Abdullah gave me a fair cash offer on the spot, paid all the costs and closed in two weeks! I saved thousands in fees, didn't have to fix up the property and actually got a better price than my neighbor did selling with a Realtor".

Just so you know this letter has gone to several of your neighbors and unfortunately I can only buy one property at this time. So if you are interested in a quick sale at top price with no hassles, please

CALL NOW - 631 772 9516

Sincerely,
Abdullah Abdulwahid

P.S Remember I'll pay you cash at top dollar for your house and you don't have to fix anything! I only have enough cash to buy one property so please Call Now 631 772 9516.

Need To Sell Your Home Fast? **WE BUY HOUSES** **ALL CASH!**



Call 24 Hours!
631-476-2077

Vincent Gebbia
VTGrealty@gmail.com

- ✓ Immediate Closings
- ✓ Cash Offer within 24 Hours
- ✓ Any Situation, We'll Work With You
- ✓ We Pay All Expenses

Know Someone Looking To Sell A House Quickly?

Call & Ask About Our Cash Referral Fee! Up To

\$5,000 CASH!

Hello

My name is Vincent Gebbia. I've tried to reach you several times. I would like to buy your house at 741 Taylor Ave.

Give me a chance to make you a FAST CASH OFFER TODAY! I'm not sure of the condition inside. But, it would not be a problem if the property needs some work. I also would buy the property with tenants there so you won't have to ask them to move out. And, I'll even be willing to help you pay for all your closing costs on the transaction.

This is my number 631-476-2077

I'm very anxious to hear from you in the next couple of days.

Vincent
VTGrealty@gmail.com



FIRST STD
U.S. POSTAGE
PAID
ALBANY NY
PERMIT #270

314 *****AUTO**3-DIGIT 117



Broker's Open House Catered by



YOU'RE INVITED!
Sept. 29th - Thursday
11:30p - 1:30p
RSVP by Wednesday, Sept. 28th

**BBQ • Beans • Slaw • Fries
Bread • And Rick's Famous Sauce!**

2966 McCanless Road | 3 BR / 3 BA / 8.52 Acres



**Seller Pays \$6,000 In Closing Costs
With Full Price Offer**



A horse lover's dream!
Immaculate 3BR, 3BA Countryside Home on 8.52 Breathtaking Acres — Including a Private Creek!
Completely Renovated Kitchen and Master Bathroom.
MLS# 1748373
www.2966mccanlessrd.info
Priced to Move!

**Don't miss this
FREE BBQ lunch
catered by Iberia Mortgage
PLUS... Enter to WIN
GIFT CARD by
Tennessee Title!**

IBERIABANK
MORTGAGE

Iberia Mortgage
Belinda Arender
NMLS# 613416
belinda.arenders@iberiabankmortgage.com
Cell Phone: (615) 416-4464
Office Phone: (615) 653-4470



Tennessee Title Services, LLC.
Melody Wilson
melody@tntitle.com
720A South Church St., M'Boro, TN 3
Office Phone: (615) 481-1560



Kim Reynolds
Cell: 615-556-1511
KReynolds@Realtracs.com
KimReynolds.net



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

712-832-8284

Your access code is 819954

www.ThePowerProgram.com