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



Featuring *Nona Lisitza* • Page 4

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# A Letter From Darryl Davis...

Dear **Power Agent**® Members,

Welcome to this month's **Power Agent**® Magazine. We're thrilled to bring you some of the best agent-to-agent strategies in the industry from some of the most top performing real estate professionals in the country! My team and I are humbled and appreciative at the *incredible generosity of agents* who are so willing to **share the tools, mindsets, and solutions that have helped them rise to the top and stay there.**

To listen to the recording of this interview, please visit the [Podcast tab](#) in your Power Program Classroom.

We thank you for being a **Power Agent**® Member! As you know, for less than a dollar a day – you receive:

- Full access to **WEEKLY Power Agent Coaching Calls**
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- Full access to our **Members Only Facebook Group** of networking professionals
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- **Special bonus offers**

If you have questions for me or our team, please visit [www.AskDarrylDavis.com](http://www.AskDarrylDavis.com) or use the email address below to reach us. If you have any ideas or suggestions 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.

If your organization would like to bring me in to share listing inventory-building, results-producing skills that can prepare agents for ANY market, please have them contact my Director of Opportunities, Julie Escobar at Julie at [julie@darryldavisseminars.com](mailto:julie@darryldavisseminars.com) or [visit my website here](#) to learn more.

Need assistance? Call us at 800-395-3905 or email us at [info@DarrylDavisSeminars.com](mailto:info@DarrylDavisSeminars.com).

Until next time, I wish you all the best and nothing but success and of course, I'm here to **help you design a life and career worth SMILING about!**

Powerfully Yours,



# Meet *Nona Lisitza*



**Nona Lisitza**

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**Where I Differ is in my...  
*Total Devotion*  
*Dedication*  
*Undivided Attention*  
To Your Buying and Selling Needs**

**Service Is My #1 Priority**

There are many qualities and skills that go into being an excellent real estate professional - integrity, in-depth community and market knowledge, marketing savvy, effective negotiation skills and a high-quality professional network, all of which are hallmarks of how I work.

That said, in my experience as a real estate professional, I've also found that providing the very best service is essentially about **putting my clients first**. This means keeping myself accessible, being a good listener as well as a good communicator, and responding quickly to your needs.

This "client first" philosophy has always been my approach and it requires me to continually improve my skills and ways of doing business. In addition, I've found that the latest technologies are enabling me to do everything I've always done, only much more quickly and efficiently. They've also helped me to extend the range of services I provide to my clients.

So when you decide that you'd like to buy or sell a home in the Northbrook, Buffalo Grove, Arlington Heights, Palatine, Wheeling, Glenview, Vernon Hills, Deerfield, Skokie, Chicago, Rolling Meadows, areas, please [contact me](#).



~ an interview with ~  
**NONA LISITZA**

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**www.HomesByNona.com • (847) 204-1776**

- Darryl Davis: Well hey, power agents. This is Darryl Davis. Welcome to another power agent interview. I've got a really special person on this interview, Nona... Nona, I'm going to mess up your last name so you need to say it for me.
- Nona Lisitza: You're not the first one so don't worry about it. It's Lisitza.
- Darryl Davis: Lisitza, Lisitza. Did I do okay?
- Nona Lisitza: I'm fine.
- Darryl Davis: All right.
- Nona Lisitza: And you are doing great. Lisitza is perfect.
- Darryl Davis: Awesome. Thank you.
- Nona Lisitza: You pronounced it perfectly.
- Darryl Davis: Yeah, I try to think European when, at the same time that I said it. So hopefully that helps with the accent. So everybody, Nona is from the Chicagoland area and you know she goes way back, took our original program many years ago. But Nona, let's do this. Why don't you tell everybody your contact information, like maybe your phone number and your email or website in case they want to refer business to you in the Chicagoland area.
- Nona Lisitza: Sure. It's Nona Lisitza, and the phone number is (847) 204-1776, and email address is Nona@homesbynona.com.
- Darryl Davis: Okay. And Nona, for people in case they don't know how to spell that. That's N-O-N-A. So that's Nona at... What was that email again? The website? Nona at...
- Nona Lisitza: Nona@homesbynona.com. And website is www.homesbynona.com.
- Darryl Davis: Yeah, very good. Okay, great. So Nona, let me just, a little background before we get into some of the questions I want to ask you. How long have you been in real estate now?
- Nona Lisitza: It's about 20 years already.

## interview with Nona Lisitza (continued) ...

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- Darryl Davis: Wow, okay, long time. And what's your production like? Like for this year or last year, what does it look like you'll do in production?
- Nona Lisitza: I would say probably about 12 million, about.
- Darryl Davis: Okay, cool, about 12 million. Okay. Now, which is really great production, and you have a team, or you have some people working with you? Is that right?
- Nona Lisitza: Yes, I have a team of two people. Yes.
- Darryl Davis: Awesome. And when did you start the team?
- Nona Lisitza: Not too long ago. About a couple years ago.
- Darryl Davis: And, actually when do you and I meet, Nona? When was that? Do you remember how long ago that was?
- Nona Lisitza: You know what? It was really long time ago. It was, I would say in my very beginning of my career, so I probably wasn't in the business not more than three years. So let's say 2003 or 4 sounds right. You were there [inaudible 00:03:26].
- Darryl Davis: Yeah, that's right. I was there.
- Nona Lisitza: I just try to, you know, be very close to that day, but I really can't remember exactly. But I remember that you helped me to get on my feet and start going. I really do remember that. So it was long time ago. And then I brought my husband. My husband at some point lost his job or lost, quit, lost... And we decided he [inaudible 00:04:11].
- Darryl Davis: You broke up there a little bit.
- Nona Lisitza: I'm sorry?
- Darryl Davis: You broke up there a little bit. So what happened was your husband? He, he lost his job.
- Nona Lisitza: My husband, yeah, he kind of lost his job because he was working for the company which closed the business, and we decided to work real estate together. So then I took him to your seminar and we signed for the longer one again, and we did full seminar both of us again. Then I brought my coworker over there, and I did it with her again because it's all over the years, and there is always change in the real estate market. So I always felt that it will be very useful for me to go and listen to you again, and try to learn something new again. And I don't know how much time we have now, how much time I have, but I can bring perfect example for people who are listening and people who try to learn. Once I brought my, I never look at people from my office as my competition, and I always try to help.
- Nona Lisitza: So when I saw the email that you guys will be in town, I come from the office, come and listen to you. So I brought two people. One of them was almost snoring, and when I kick her with my elbow like, come on you here to listen. It's free. The guy is not only very knowledgeable, but he's also funny. It's just fun listening to him. Every time I come to listen

to you, it's not only I get out of there with some knowledge, but it's fun.

Darryl Davis: Thank you.

Nona Lisitza: It's just you're funny, you are interesting. Really, you are so it's just entertaining.

Darryl Davis: Thank you.

Nona Lisitza: And I'm like, "Come on." No problem, it's true. It's true. So when I, so we were listening, that was time when everything was down, when the real estate market was down, and you were talking about the letter from the buyer in case we get into multiple offers. And I'm like, "Listen, listen to it."

Nona Lisitza: And she goes to me, "Who needs that? Who will get into multiple offers right now? We will never get in multiple offers," and I'm like, "Okay, watch here." But guess what Darrell and everybody who is listening, not even a month later, I was working with the buyer and usually I don't drive around with buyers. They usually follow me in their cars or they meet with me at the property. But this particular lady, she wasn't familiar with the area. She, her English... I'm Ukrainian. So you know my English thank goodness is good because, most because I married for almost 25 year to American guy who doesn't speak Russian at all. So I, that's why. But her English wasn't really well and she was more comfortable, make long story short, she was much more comfortable driving in my car with me. And we were going to far away areas.

Nona Lisitza: She was looking for the property about 20, 25 miles away from where she used to live that time and where my office was that time. So I was driving her around and then, and she was very talkative. So from the time she gets in my car to the time, we got out looking at the last property, she was telling me her story, and telling me her story, and I am the one who cannot disconnect myself from somebody and just pretend I am listening. I really was listening. I really was listening. Guess what? We got into multiple offers, and I knew that she will not be able to write. So I asked her permission, if I can write a letter for you. And she was really appreciative.

Nona Lisitza: So I got up at four o'clock in the morning remembering what, you know, you were talking at the seminar. I got up and I wrote down the whole story what I heard from her. Her husband died young here from cancer. She got by herself with two kids, with two boys and on, and on, and on. I don't want to tell everybody and take valuable time of telling the short story, but I put everything on paper. And to make long story real short, I got... It was five offers and I got the house, and the selling agent, I mean listing agent, chose me. Oh, of course it was a price. Of course we, we gave a good price and everything, but she told me that, I had two more offers very close to the price you put, but because of your letter, because of the letter your client wrote, she got the house.

Darryl Davis: Let me ask you a question as far as that, Nona. Did you present the offer with the letter to the homeowner, or did you give it to the listing agent and they did it for you?

Nona Lisitza: You know, honestly, and I know why you asking me that question, and I know you always say... Believe me, I am a good listener. I listen every word you try to teach us. And I listen to every word of my clients, and that's probably why I'm successful because I listen. So I don't, I try not to waste anybody's time. So if I listen, I know I will be a little bit more...

## interview with Nona Lisitza (continued) ...

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- Darryl Davis: Accurate or effective.
- Nona Lisitza: I won't waste somebody's time.
- Darryl Davis: Yeah, you won't waste their time. Yeah.
- Nona Lisitza: Right. Not waste my time. Not waste my client's time. But I know why you asking me and I confess, I just sent it. I did not present it myself. And I know you're a big fan of presenting yourself. I know that, but honestly, I did not.
- Darryl Davis: Okay, well that's fine.
- Nona Lisitza: And I still got the house.
- Darryl Davis: All right, well that's good. I'm glad it still worked. Now for people that don't know, that are listening to this, what Nona is talking about is that, I'm really a fan of the buyers writing a letter to the sellers, why they're so excited about owning the home, and it humanizes the buyer. It makes a connection between the seller and the buyer better and helps put deals together. So I'm really glad that that helped, and you did that, Nona.
- Darryl Davis: So while you're doing, so you're doing really great. You've got this team. Now, these two people that you have, that you started, that you brought them on two years ago, roughly. What, do they do? Do they do everything or do they just focus on buyers, or do they have a job description? How do you manage them?
- Nona Lisitza: You know, it's really... How do I manage them? I pay for the, for the [inaudible 00:12:26] you recommended, and I try to put them on the phone trying to make phone calls. And it's just not working for them. I don't know why and how I was sitting with them first. I gave them my time. I was sitting with them making phone calls with them. I mean I was making phone calls; they were listening. Then we went down some appointments together. And I don't know, it's just, I don't know, maybe it's timing. Maybe when I started my business was a little easier. It was less internet available. It was, I don't know what you say. I don't know. But they just didn't sell a thing yet. Nothing,.
- Darryl Davis: Okay. Wow. All right.
- Nona Lisitza: Nothing. Didn't lease, and didn't sell. I don't know why.
- Darryl Davis: Well, you're being very honest and I love your honesty because that helps the power agents. Sometimes when it comes to bringing on somebody under you as a team, it takes a different skill set of managing people, trying to inspire them to do the work. And sometimes you just also bring on the wrong person that no matter what you do, they're not going to have the same passion or work ethic like you have. And you know there's nothing you can do about that.
- Nona Lisitza: It's funny, I brought both of them, if you remember, to the last seminar. And they bought the program, and one of them is really into it and listening and everything. And the other one,



I'm not sure. You know what I mean? Leo [inaudible 00:14:28], he even tells me that he's listening and he makes phone calls, and he participate in webinars and everything, but they are the one... I didn't ask you, but if she didn't tell me, then it means something bad.

Nona Lisitza: And you're right and you're right. You're absolutely right. I have a boy and a girl, so the girl is keeping asking me, no saying, "Nona, I want you to be like you. I want you to be like you. What do you do?" And all I can say is, "Work hard. You will get there, but you have to be willing to work hard and not to stop if you hear 10 nos. If you, hear 10 nos, you have to go and try again, and again, and again. And if you get 50 nos, it's fine too. At 51st one, you will get it. But you have to get through 50 to get number 51

Darryl Davis: Yes, yes. I'll tell you, I just came from the National Speakers Association Convention. So this is where speakers get together once a year and they help each other get better. There was a speaker who shared, he had a real problem with rejection before he became a speaker. He wanted to create a software, and he wanted to be like bill Gates. He came from Beijing, China and he moved here, and he was in his thirties. So anyway, he was really afraid of rejection. Well, he found this website called rejectiontherapy.com.

Nona Lisitza: Wow.

Darryl Davis: This website, they give you 30 things to do, one each day for a month, and it's designed to get nos. For example, one of the items is, go up to a complete stranger and ask them to lend you \$100 so obviously-

Nona Lisitza: Oh wow.

Darryl Davis: Obviously the stranger would say no, but the idea, Nona, is if you got rejected every day for 30 days with these stupid, silly tasks, you would then not have rejection bother you anymore. It's almost like you would become immune to it. You'd become stronger. So now here's what's funny, and this is why I'm saying it. Halfway through the list people started saying yes to crazy things. So here he's trying to get rejected. Like one of them is he went up to, he had a soccer outfit on and a soccer ball, and he just went up to a complete stranger's house, rang their doorbell and asked the owner, "Do you mind if I play soccer in your backyard?" And the owner said, "Okay, sure, come on in."

Darryl Davis: So he started getting yeses when he was looking to get nos. It was really interesting. Anyway, he's starting to become famous, and he's done... Anyway. So I just thought that that was great what you said about you have to put yourself out there. You have to get rejection. But eventually the nos turn into yeses, but you have to put yourself out there and do that. So that was great you shared that. How are you getting your business now? So the 12 million, how much of that would you say is listings sold and how many of it is buyers, taking buyers out?

Nona Lisitza: Well, again, thank you Darryl. I learn that being a listing agent is much easier than being a buyer's agent, and I do everything I possibly can to be able to stay in business being a listing agent. Of course, I work with buyers, and I have a lot of [inaudible 00:18:48] clients whose kids grew up by the time I'm in real estate, and they need to buy a house or apartment or anything. Of course I work with buyers, and if a random buyer will call me, and ask me to show them houses, of course I will. But I'm not intentionally looking for buyers. I am not sending any flyers to apartment complexes to look for buyers. I'm focusing on sellers.

## interview with Nona Lisitza (continued) ...

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- Darryl Davis: Good, good. And the listings you got-
- Nona Lisitza: You would say listings. It's mostly listings.
- Darryl Davis: How are you getting your listings now? Are you doing mailings? Are you doing calls? Is it referrals? Past clients?
- Nona Lisitza: You know, it's all of the above. I'm not making calls honestly right now just because knock on wood, I'm knocking on wood, that I am busy. I'm busy enough and then I'm, I don't want to say I am getting old, but I am getting wiser. And my business is established, I have kids who grows up and doing very well on their own, so I don't have really a motivation to go and make phone calls. I try to convince my team to make phone calls, but I still do mailings. I still do mailings. I have a lot of referrals.
- Nona Lisitza: Again, knock on wood, and I don't do a lot of Zillow advertising just because for simple reason I did it. I tried it, I had no business out of it and it cost me a lot of money, and so I stopped it. So you know, so I try to do more referrals and I do mailings. And just because people are listening, and maybe a lot of people who are listening now just starting their business. I really believe that a big part of my success is because I never looked at the client as a dollar amount. If somebody called me to buy \$30,000 properties or sell \$30,000 properties, I treat them the same as somebody would call me to sell or buy million dollar houses.
- Nona Lisitza: By the way, I'm not a million dollar person. I had very, very, very few of high end properties which I sold or you know, I had a buyer for. The main thing, I never was desperate, and I think people feel it and people trust you when they don't feel that you are desperate just to get the sales done. This way they come back to you. They refer you to their friends and family. If they feel like you are looking for a quick sale just because you don't have money to buy bread for your children, then that's the only sale you will get. You know? Really that's the only sale you'll get.
- Darryl Davis: That's so true. Yeah. You know you have to... One of the things that I notice most successful agents have in common is that yes, they really don't focus on the money. They focus on the transaction, the person, making a difference. That's where their passion is, is making a difference. So I agree with you. The mailings that you're doing, Nona, are you doing them consistently? Are they monthly mailings? And how many do you mail out?
- Nona Lisitza: Well, again, I have to confess because I know where your question goes, and I know how I really should do it, but no, I don't do it consistently. I consistently mail my calendars once a year for sure. Then I do maybe two, three different mailings. Let's say if I sell something in the area where I supposed to mail like every month or every two months, I send them flyers that I just, you know, sold something. Or like for example, I found cute flyer, cute postcards with a doggy face just what is going on with the market, and I try to send those flyers. But no, it's not consistently, and I believe in consistency.
- Nona Lisitza: But again, probably because I am busy with my referrals, I don't concentrate that much on mailings. But yes, I agree with you, for people who start, mailings are important. And the most important thing is to send them as often as possible. But again, I agree with you, and

I remember you said it at the [inaudible 00:25:00] seminar, it depends on your budget and everybody's budgets. You know, if you don't have the money, it's costly. Those postcards are costly. Those letters are costly, so everybody's budget is different and that's where you start from, from your budget.

Darryl Davis: Well, that's true.

Nona Lisitza: Am I right?

Darryl Davis: You're absolutely right. No, I'm glad. Well, listen, you're doing... You've got 20 years under your belt, so you have some name recognition too. I'm sure some of the business that you're getting is, is referral business too, yeah?

Nona Lisitza: A lot. A lot. That's what I'm trying to say. Just because I built my business on the trust, I now knock on wood, I have a name and a lot of times people come to me and say, "Oh, this and this person recommended you." And I don't remember that person as a client, but I am sure that, and now the person recommended me. So it's like a chain. It works great. If you give people your time, if you listen, if they don't feel that you're rushing them into buying just anything because you know you need the sale. Or talking about sellers, I try to lead them in the right direction. I try to convince them if they, want me to overprice their property, I try to convince them to go in the right direction.

Nona Lisitza: I try to send them all the CMAs and everything, trying to convince them. But I always tell them, "Listen, it's your property. It's your life. It's your decision. And if you want me to over price it, okay, I will, you know. I will draw any number. But then you have to keep in mind that I did not recommend you to put this number out. So maybe in couple of weeks or three weeks, if you see that I am right and you have no showings, then it's time to lower the price."

Nona Lisitza: Good, good.

Darryl Davis: And a lot of times it's worse. But what I'm trying to say that I never push people to something what they don't want to do. And I think that gives me a good name and a lot of referrals because people usually don't like to be pushed.

Darryl Davis: Correct.

Nona Lisitza: I can lead them gently in the right direction, but if they say no to the price, I wouldn't push them. I would say, "Listen, I would, if you ask me, I would suggest you to sell it and get rid of it. But if you don't want, you know it's up to you. It's your property, your money, it's your life." So I never try... I never push them, and I think that's a good thing. But again it's me. There are a lot of

Darryl Davis: I lost you.

Nona Lisitza: [crosstalk 00:28:31].

Darryl Davis: Okay, there you are, Nona. I lost you there for a second. The last thing I heard you say was that you don't push people, but there are some people, I guess you [crosstalk 00:28:42].

Nona Lisitza: There are some more aggressive people, more aggressive realtors than me, and they are also successful. So you just have to find your way of doing it. I think my way works for me, and it's

## interview with Nona Lisitza (continued) ...

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a good way, but not necessarily maybe for a different, more aggressive people. Maybe they feel like if they push, push, push, they get results. And maybe they are getting results, but that's the way to go. Everybody's different. It's also about personality. I'm not a pushy person in different ways of life. You know what I mean? It's like it depends on the personality.

Darryl Davis: Well, you know, I prefer that power agents are not pushy, that we don't close people; we coach people, that we serve people; we don't sell people. Yes, I think that's the much better approach. I think it's, people are more receptive to that approach. It's easier on us. It's more enjoyable for us to think that way. So, well this was awesome Nona. I really appreciate you taking the time and doing this interview.

Darryl Davis: One more time for people to get in touch with you, your website is Nona, N-O-N-A at homes by... Is it by Nona?

Nona Lisitza: Yeah. B-Y. Yeah. B-Y.

Darryl Davis: Okay, homesbynona.com. And what's your phone number again, Nona?

Nona Lisitza: (847) 204-1776. And I'm with Remax United.

Darryl Davis: Awesome. Very great. Well Nona, stay right here. I'm just going to say goodbye to people on, that are listening. Thanks guys for listening in. And you know, don't forget, we don't just help people buy and sell real estate. We actually are helping them get to their next level. And the more people we help get to their next level, the more money we make. So the money is engaged in as to how many people we've helped. So go help a lot of people and the money will follow. Thanks again Nona. Everybody, till I speak to you, don't forget to keep smiling.

Thank you, Nona!



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