

The 12 BEST Ways to Increase Listing Inventory in the Next 30 Days



**We start at
12:00 NOON**

www.ThePowerProgram.com/WebinarBonus

Contact Info
DarrylSpeaks



1-16 of 201 results for "darryl davis"

Show results for

Books

- Real Estate
- Real Estate Sales
- Leadership Training
- Job Hunting & Career Guides
- Children's Books
- ▾ See more

Kindle Store

- Kindle eBooks
- Real Estate
- Business Leadership Training
- Nonfiction
- Career Guides
- Real Estate Sales
- Teen & Young Adult eBooks

Movies & TV

- Movies
- Drama
- ▾ See All 11 Departments

Refine by

Amazon Prime

prime

Book Format

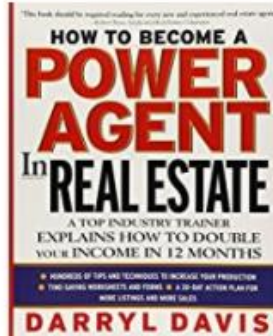
- Hardcover
- Kindle Edition

Word Wise

Word Wise Enabled

Actor

- Darryl Davis
- Ed Harris
- Holland Taylor



How To Become a Power Agent in Real Estate : A Top Industry Trainer Explains How to Double Your In

2002

by Darryl Davis

Hardcover

\$24⁹⁵ ~~\$34.00~~ prime

Get it by **Tuesday, Jan 9**

More Buying Choices

\$1.35 (141 used & new offers)

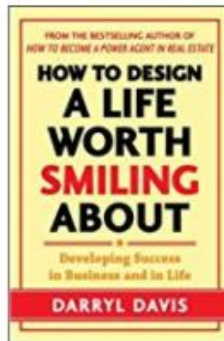
★★★★☆ ▾ 85

Kindle Edition

\$18⁷⁰

Start reading **in seconds**, on your Kindle device or free Kindle app

Other Formats: Digital



How to Design a Life Worth Smiling About: Developing Success in Business and in Life Jun 17, 2014

by Darryl Davis

Hardcover

\$14⁴¹ ~~\$25.00~~ prime

Only 17 left in stock - order soon.

More Buying Choices

\$6.82 (29 used & new offers)

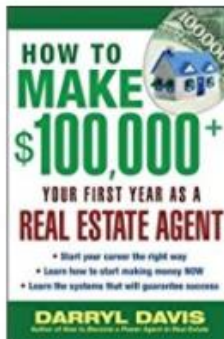
★★★★☆ ▾ 19

Kindle Edition

\$14⁴⁹

Start reading **in seconds**, on your Kindle device or free Kindle app

Other Formats: Paperback



How to Make \$100,000+ Your First Year as a Real Estate Agent Mar 26, 2007

by Darryl Davis

Paperback

\$24⁸² ~~\$26.00~~ prime

Get it by **Tuesday, Jan 9**

More Buying Choices

\$2.29 (69 used & new offers)

★★★★☆ ▾ 14

Kindle Edition

\$14⁰⁴

Start reading **in seconds**, on your Kindle device or free Kindle app

Other Formats: Digital

HOW TO BECOME A **POWER AGENT** In **REAL ESTATE**

A TOP INDUSTRY TRAINER
EXPLAINS HOW TO
DOUBLE YOUR INCOME
IN 12 MONTHS

- HUNDREDS OF TIPS AND TECHNIQUES TO INCREASE YOUR PRODUCTION
- DOWNLOADABLE WORKSHEETS AND FORMS
- A 30-DAY ACTION PLAN FOR MORE LISTINGS AND MORE SALES

DARRYL DAVIS

LOOK INSIDE!

HOW TO BECOME A **POWER AGENT** In **REAL ESTATE**

A TOP INDUSTRY TRAINER
EXPLAINS HOW TO DOUBLE
YOUR INCOME IN 12 MONTHS

A member of the McGraw-Hill Education family of companies
© 2014 McGraw-Hill Education. All rights reserved. ISBN: 978-0-07-178440-0
www.mhprofessional.com

DARRYL DAVIS

How To Become a Power Agent

~~\$24.95~~ **\$15.58** Hardcover

Order in the next **21 hours** and get it by Monday, Apr
Only 18 left in stock - order soon.

More Buying Choices - Hardcover

\$12.00 new (46 offers)

\$6.07 used (78 offers)

\$10.00 collectible (1 offer)

★★★★★ (41)

#1 Best Seller in Real Estate Sales

Eligible for FREE Super Saver Shipping.

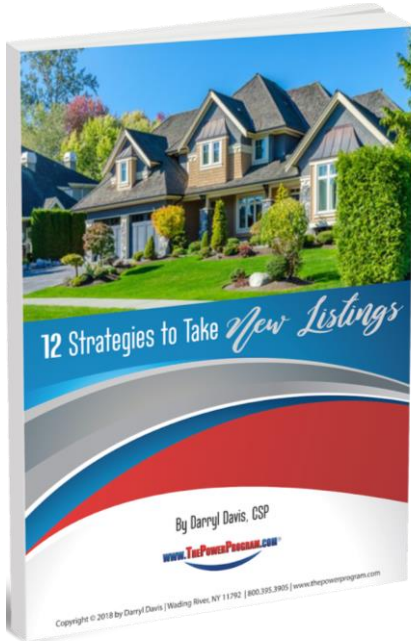
Books: See all 23,169 items



**Mc
Graw
Hill**

Professional

Look In Your Email (check junk folder)



WWW.THEPOWERPROGRAM.COM

POWER PROSPECTING PLAN - Weekly Challenge

POWERFACT: When your prospecting dwindles – so does your income. Agents often say, "I don't know what to do, I don't know where to find new business, I don't know how to get started." I get it, I've been there. Done that. Don't need another T-shirt-right? You need Leads. For the next four weeks, my challenge to you is to make at least five calls per day, working at least three of these prospecting lead sources. Print one copy of this per week and start keeping track! Learn the secrets behind each source at www.thepowerprogram.com/LeadSources. Ready? Go!

Darryl Davis

Name _____ Week Of: _____

Power Prospecting Source	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Call Current FSBOs							
Call Current EXPIREDS							
Call FSBOs from 6 months ago							
Call EXPIREDS from 6 months ago							
Call Past Clients							
Call Houses for Rent							
Cold Call Around New Competition Listing							
SMILE STOPS with gifts							
Host Neighborhood Open House							
Call Vendors for Leads							
Call "Orphans"							
Post a Real Estate Update Video							
Call Old Friends							

DOT BOARD

Month	Listings	Listings Sold	Sales
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

DARRYL DAVIS
Keep Smiling

Listing Inventory Chart

"Focus on building listing inventory by 1 a month!" ~Darryl Davis

21												
20												
19												
18												
17												
16												
15												
14												
13												
12												
11												
10												
9												
8												
7												
6												
5												
4												
3												
2												
1												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec





WEBINAR



FSBOs and Expireds Unleashed:
The Secret Sauce to
Getting Massive Listings

Thursday, March 29

POWERFACT: When your prospecting dwindles – so does your income. Agents often say, “I don’t know what to do. I don’t know where to find new business. I don’t know how to get started.” I get it. I’ve been there. Done that. Don’t need another T-shirt-right? You need Leads. For the next four weeks, my challenge to you is to make at least five calls per day, working at least three of these prospecting lead sources. Print one copy of this per week and start keeping track! Learn the secrets behind each source at www.thepowerprogram.com/LeadSources. Ready? Go!



Name _____ Week Of: _____

Power Prospecting Source	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Call Current FSBOs							
Call Current EXPIREDS							
Call FSBOs from 6 months ago							
Call EXPIREDS from 6 months ago							
Call Past Clients							
Call Houses for Rent							
Cold Call Around New Competition Listing							
SMILE STOPS with gifts							
Host Neighborhood Open House							
Call Vendors for Leads							
Call "Orphans"							
Post a Real Estate Update Video							
Call Old Friends							



The BEST 12
Sources for

Listing Leads

1. FSBOs



“When I took Darryl’s course, I was a new agent. That year I generated 71 listings & 64 sales because of the great source of ideas. I highly recommend his coaching program to any serious agent!”

Michael Ardolino, Realty Connect USA





Concepts to Working FSBOs

- 1. You may not get them the first time**
- 2. They may be committed to price**
- 3. Their buyers may not be buyers**
- 4. There is no “right” time to call**
- 5. Get past the 60 second hump**

Concepts to Working FSBOs



6. **There are 3 phases of mastery**
 - **Getting the Listing**
 - **Getting the Appointment**
 - **Making the Call**



The MAGIC FSBO Call Dialogue

FSBO Dialogue

Step 1: Identify

1. I'm calling about the house for sale.
2. Is the house still for sale?

Step 2: Introduce

1. Well, hi, this is Darryl Davis from POWER Realty; how are you?

Step 3: Clarify

1. The reason why I am calling is because I noticed your ad (sign, etc.) and I was wondering if you're working with brokers in the sale of your property?

Yes - Is it currently listed with a broker?

No - So you are trying to sell it on your own?

Nasty response - Is that because you want to save the commission?

Step 4: Build a Relationship

Well, I'm looking at a copy of the ad and the house sounds lovely. Did you write this ad yourself?

Now proceed to ask rapport-building questions. First ask questions that a buyer would ask, such as the number of rooms, condition, improvements, etc. When you feel you have some rapport and they are talking more than you, go onto the second set of questions, which is why are they selling.

Current House Questions (ask not threatening positive questions)

- Bedrooms, baths, lot size, etc.
- Have you made any major improvements to the house?
- Does it have a basement? Finished? What is the property size? Fenced?
- What do you think is the most positive feature about your house that a buyer would like?
- So, how long have you folks been living in this house?
- The house sounds beautiful...why are you selling?

Why Are They Selling Questions (Their Commitment)

- Where you folks moving to? What do you like best about where you're moving to?
- Have you seen any houses there you liked? What type of house are you moving to?
- The new home sounds lovely. Why did you choose that area to move to?
- The house that you purchased, did you do that privately or did you do that through an agent?
- When would you like to make the move?

Step 5. Invite Action (Mix & Match)

- 1) Would you be offended if I just stopped by to look at your house?
- 2) Is the reason why you're trying to sell it on your own is to save the commission? (YES) Well, if I could help you get to Hunna - Hunna, and you wouldn't have to pay a brokerage fee out of the money you needed to make the move a success, would that be of interest to you? (YES) It is possible in some cases to do that, but first I would have to see your home.
- 3) If I had a buyer who was willing to pay you your price and my commission, could we work together? Is it possible in some cases to do that, but first I would need to look at your house.
- 4) Mrs. Hunna-Hunna, you are letting complete strangers into your home, correct? Well, simply look at me as one of those people, but with me, I'm perhaps the safest appointment you can give. Why? Because I'm licensed by the State to help people get their property sold. Not to mention the fact it's possible that I may have two, three, even five buyers who might be interested in your property. So by letting me in, not only am I the safest person who comes to your home, but I may have five potential buyers. It's like letting five buyers in at one appointment. So you've got nothing to lose and everything to gain.



FSBO

Mailings



FOR SALE BY OWNER MARKETING RULES

1. Price your home at or just below market value. (Overpricing your home will cost you more.)
2. Stage your home to show.
3. Make an attractive, detailed flyer for your home.
4. Get lender good faith estimate—using your sales price and showing several loan options. Provide this with the flyer.
5. Put in an eye-catching, attractive FOR SALE sign in the front yard. Color works. Never use a hand-written sign.
6. Place an information box near or on the sign and keep filled with listing flyers that include information on how to reach you to view the property.
7. Distribute flyers to 100 of your neighbors. Many times, your neighbors will have a buyer lead for your home.
8. Make up small ad cards (with photo) and place on bulletin boards.
9. Advertise on the Internet, there are many site options available.
10. Place an ad in the monthly Real Estate magazines. Use high-quality pictures.
11. Place an ad in the classified section of your Sunday paper. Always advertise the price, address, home features and phone number where you can be reached.
12. Hold open houses at scheduled intervals. Sunday afternoons are best. Use open house and directional signs.

Don't be bashful about letting people know you have a home for sale. You never know who might be looking or who might know of someone in the market for a home. Call or text me at xxx-xxx-xxxx today to learn more!

Your
Picture

Your Name,
REALTOR®
Company
Name
Phone
Number
Email
Website

Company
Logo





Excuse me, please... For Sale By Owner?

Trying to get an idea how much to ask for your home? There's an easy and smart way to do it!

All you need to is **pick up your telephone** and give me a call. I'd be more than happy to prepare an updated comprehensive price analysis for you.

For free.

Why would I go to all the trouble of doing that for free?

Simple. If you ever decide to list your house with a broker, maybe you'd think I was a good guy and you'd consider using me. That's why.

**Just pick up your phone and call
No hassles. No sales pitch. No kidding.**

Your
Picture

**Your Name,
REALTOR®
Company Name
Phone Number
Email
Website**

Company
Logo



**FREE COMPREHENSIVE PRICE ANALYSIS FOR YOUR HOME!
CALL OR TEXT XXX-XXX-XXXX TODAY!**



Your Name, REALTOR®
Company Name

FSBO LETTER #14

Date

Mr. & Mrs. Hunna-Hunna
1010 Umpty Umpt Lane
Power City, NY 12345

Dear Hunna-Hunna:

I have embarked upon a unique way to assist the person who is selling his or her own property. I have noticed that SUBJECT PROPERTY is one such property. I would like to offer you the following services:

1. All the legal forms necessary to complete a sale in this paperwork crazy world.
2. Referrals to all the best escrow, title, insurance, home protection, home inspection, lending and termite companies.
3. A telephone consultation, free of charge, with the top agent in your market place.
4. If you are relocating, a referral to the top agents in any city in the nation.

I'm offering these free services to you in the hope that if in the future, you decide to consider a real estate professional to help sell your house, I hope you will consider me.

I'll follow-up with a phone call to see if you are interested in any of the above items. In the meantime, feel free to call me.

Sincerely,

Darryl Davis,
Power Agents



TOP 100 Reasons to Use a Real Estate Agent

The real estate agent you choose to work with could be **your most valuable resource**. With more real estate information available online than ever before, it may seem as if buying and selling a home is an easy task. **These 100 reasons** will show you the extent of **knowledge, experience and hard work** that an agent provides to help you through a real estate transaction.

The 100 reasons listed here reflect actions, procedures and processes that a real estate agent may typically perform during a residential real estate transaction and are all things that you could avoid doing yourself!

Typical Pre-Listing

1. Research Current Properties
2. Research Sales Activity from MLS and Public Records Databases
3. Provide Average Days on Market Assessment
4. Review Property Tax Roll
5. Prepare a Comparable Market Analysis (CMA)
6. Verify Ownership and Deed Type
7. Verify County Public Property Records
8. Perform Curb Appeal Assessment
9. Provide Public School Value
10. Provide a Listing Presentation
11. Analyse Current Market Conditions
12. Present Credentials
13. Deliver CMA Results
14. Discuss Planning and Strategy
15. Explain Listing Contract, Disclosures & Addendum
16. Screen Calls from Buyers and Agents
17. Explain Homeowner Warranty



Your Name, REALTOR®
Company Name
Phone Number
Email
Website

Selling the Property

18. Review Title Details
19. Order Plat Map
20. Create Showing Instructions
21. Obtain Mortgage Loan Information
22. Review Homeowner Association Fees and Bylaws
23. Submit Homeowner Warranty Application
24. Add Homeowner Warranty in MLS
25. Review Electricity Details
26. Arrange Inspections for City Sewer/Septic Tank Systems
27. Collect Natural Gas Information
28. Provide Security System Status
29. Determine Termite Bond Status
30. Analyze Lead-based Paint Status
31. Distribute Disclosure Packages
32. Prepare Property Amenities
33. Detail Inclusions & Conveyances with Sale
34. Compile Repairs Needed List
35. Send Seller Vacancy Checklist
36. Install Lockbox
37. Make Copies of Leases for Rental Units (if applicable)
38. Verify Rents, Utilities, Water, and Deposits for Rentals
39. Inform Tenants of Listing for Rentals
40. Install Yard Sign
41. Perform Interior Assessment
42. Perform Exterior Assessment



Advertising and Marketing

43. Enter a Profile Sheet into the MLS Listing Database
44. Provide Copies of MLS Agreement
45. Take Additional Photos for MLS and Marketing
46. Create and Advertise Property Listing in Publications
47. Coordinate Showing Times
48. Create and Mail Flyers
49. Advertise on Craigslist
50. Post to Other Real Estate Websites



77. Contractor Preparation
78. Confirm Repair Completion
79. Attend Appraiser Appointment
80. Provide Appraiser Information and Remove Contingency

Closing Preparations and Actions

81. Ensure Contract is Sealed
82. Coordinate Closing Process
83. Coordinate Closing Formal Procedure
84. Assist with Title Issues
85. Perform Final Walk-through
86. Verify Tax and Utility Preparations
87. Review and Distribute Final Closing Figures
88. Request Closing Document Copies
89. Confirm Receipt of Title Insurance Commitment
90. Make Homeowners Warranty Available
91. Review Closing Documents
92. Confirm and Assist with Final Deposit
93. Coordinate on Closing Date/Time
94. Ensure "No Surprises" Closing
95. Final MLS Update
96. Attend Closing if Applicable
97. Follow Up and Resolve Repairs
98. Documentation Follow Up
99. Hand the Keys to the New Owners
100. Stay in touch for all future needs

Ready? Let's get started!

Your Name, REALTOR®
Company Name
Phone Number
Email
Website

CLASSROOM

Home

CLASSROOM



Monthly Sessions



Building Listing Inventory



Playing with Buyers



Systems and Checklists



Miscellaneous Training Items



Recommended Vendors



Power Logo



Audio CDs and Workbooks

www.ThePowerProgram.com/WebinarBonus



The BEST 12
Sources for

Listing Leads

2. Expireds



The Mind of an Expired

- 1. They feel rejected; loss their vision.**
- 2. The are like fruit; they ripen**
- 3. They learned about proper pricing**
- 4. They almost always come down in price the second time with a NEW agent**

Expired Dialogue



Step 1. Identify

1. May I speak with _____.

Step 2. Introduce

1. This is Darryl Davis from POWER Realty; How are you?

Step 3. Clarify

1. The reason why I'm calling is that I noticed your house expired from the Multiple Listing Service and I was wondering is the house still for sale?

1. Yes – Did you put it back on Multiple?
2. No – Did it sell? Is it in contract?

Step 4. Find Out What They're Committed To

1. I'm looking at a copy of the MLS, and I am a little surprised it didn't sell. Why do you think that is?
2. Where are you folks moving to?
3. Why there?
4. When did you want to get there by?
5. Have you looked at any houses there? Bought anything?
6. How long have you been living in this house?

Step 5. Invite Action (Mix & Match)

1. Would you be offended if I just stopped by to take a look at your house?
2. Let me ask you a question. If I could help you get to _____ in the time frame you wanted, with the amount of money you need, would that be of interest to you?
3. If I had a buyer who would give you the price that you wanted, would you sell it to them?
4. If I could get a buyer to pay you your price and my commission, could we work together?





Expired Mailings



“Expired” Flyer

Expired Listing? Let me help!

I've noticed your listing has recently expired and wanted to make sure you hadn't given up on selling your home. With **rising interest rates** now is one of the best times to sell. Let me help you **take advantage** of this unique time in the real estate market.

- Homebuyers looking to save money on their monthly mortgage payment are in a hurry to buy now. This makes your home more attractive and able to command a better price.
- Balancing accessibility with professionalism is my specialty. Making sure buyers feel welcome and catered to goes a long way toward selling your home.
- My knowledge of the local real estate market will allow me to inform you what buyers are looking for and what they're willing to pay, ensuring your home sells faster!
- I won't pressure you into selling for a price you don't want. I let the market speak for itself.
- The right real estate agent will help keep you motivated with specific goals and expectations. Let my experience in this industry work for you.

Stay motivated! Choose an agent with **proven results**. Call me today, and let's put this plan into action!



Your Name/Team Name

CalBRE Lic#
555.555.5555
youremail@mail.com
yourwebsite.com

Extra Information
(delete if not needed)





Your Name, REALTOR®
Company Name

Date

Joe Agent
1010 Empty Unpl Lane
Power City, NY 12345

Dear Hunna-Hunna:

SOMETIMES THEY JUST DON'T SELL!

We've been through it! You advertise, hold open houses, create flyers – all the things you're supposed to do, and the property still doesn't sell. The listing expires and you're out considerable time and money.

There is a possibility we can help each other.

If you have a listing that is about to expire, and you have decided not to re-list the property, call me two days prior to the expiration date with the name, address, and telephone number of the client. Should I list and sell the property, I will pay you a 20% referral fee upon closing.

In addition, I will include you in the list of brokers to which I refer expired listings.

You might as well turn that expired listing into a referral fee!

I look forward to speaking with you in the near future!

Very truly yours,

Darryl Davis,
Broker, Owner



Your Name, REALTOR®
Company Name

Expired Letter #7

Date

Mr. Hunna-Hunna
1010 Umpty Umpt Lane
Power City, NY 12345

Dear Hunna-Hunna:

I saw that your home is no longer actively available on the MLS (Multiple Listing Service).

If you're ready to try again, I'd like to talk with you about the unique ways I can use my experience and marketing strategies to open up a floodgate of potential buyers.

It is my job to ensure you receive the power of technology and will offer you efficient communication. Before you hire your next real estate professional, call me at 222-222-2222 or visit my website at www.mywebsite.com

Sincerely,

Darryl Davis
Power Agent Realty



The BEST 12
Sources for

Listing Leads

**3. Old Expireds
& Old FSBOs**



“I could see the long-term benefits that resulted from utilizing the systems. This helped me increase my listings more than 60% over the previous year.”

Brian Toole • Reece & Nichols

Prospecting the OLD For Sale By Owner



Step 1. Identify

May I speak with Hunna Hunna?

Step 2. Introduce

1) This is Darryl Davis from POWER Realty; How are you?

Step 3. Clarify

1) This reason why I'm calling is our records show you tried selling your home ____ months ago. Is that correct?

Step 4. Build A Relationship

1) The reason why I asked is because my company listed a lot of homes in your area around the same time when you were selling, and those homes all sold.

Can I ask you, were you folks thinking of selling again?

Where were you thinking of moving to?

Why there?

Have you looked at any houses there?

How long have you been living in this house?

Step 5. Invite Action (Mix & Match)

1) Is the reason why you were trying to sell it on your own was to save the commission?

2) If I could help you get to _____, and you wouldn't have to pay a brokerage fee out of that, would that be of interest to you?

3) It's possible in some cases to do that, but first I would have to see your home.

4) If it made financial sense, would you re-consider moving to _____?

5) Why don't we do this, I don't mind. Why don't we find the time when we can get together, you can show me the house, and I can tell you how much your house is worth in today's market and see if I can help you get to _____?

Old FSBOs



Prices are **up** – now's the time to **sell!**

Home prices have been on the upswing, which means we're in the midst of a ripe seller's market! If you're thinking of selling, now is the perfect time to cash in on your home. Here's why the current market makes it a great time to list your home:

- 1. Your home's value has risen.** With growing buyer demand, your home's fair market value is up. Selling your home now while prices are still high ensures you get the most out of your equity.
- 2. The market is full of eager buyers.** Demand is high and buyers are plentiful. Even better, buyers are ready and willing to pay more. Once listed, your home is sure to draw in offers and sell quickly.
- 3. Your competition is low.** Demand is outpacing the number of homes on the market. This means you won't need to compete with as many sellers for offers. Sell now while your home stands out and the market is in your favor.
- 4. Market conditions won't last.** A future increase in interest rates may weigh down your home's value. Act now before the seller's market loses its steam and prices dip.

Don't miss out – sell now to take advantage of today's market. Give me a call to set up an appointment!



Your Name/Team Name

CalBRE Lic#
555.555.5555
youremail@mail.com
yourwebsite.com



Dear <First Name>,

My name is <First Name>. I understand you own the property located at <Site Address> in <Site City>

We represent a buyer who is looking to buy a home in your neighborhood. Call us right away to discuss a potential sale.

My buyer can buy your house in an "As-Is" condition on the date of your choice. You don't have to worry about repairs, commissions or closing costs to you!

If you have any interest in selling quickly and easily at a fair price, please call me immediately!

Thanks for your time,

Sincerely

<First Name>

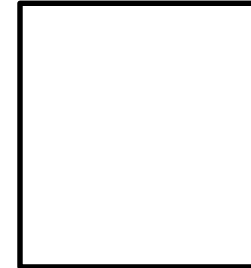
<Telephone #>

P.S. If your home is currently listed with a realtor please disregard this letter.

"I Have Buyers Looking for Your Neighborhood" Letter

Vacant Land Letter

MR. & MRS. HUNNA-HUNNA
1010 UMPTY UMPT LANE
POWER CITY, NY 12345



Dear Hunna Hunna:

Tax records indicate that you are the owner of vacant land in Suffolk County. I am a buyer broker, and have a number of clients actively seeking building lots and acreage in the County.

My clients are paying fair market value, and will pay all real estate commissions and transfer fees, leaving the selling price net to you.

If you have any interest in selling, or would simply like to discuss the matter further, please contact me at the above number. If contacting me by mail, please include the Section-Block and Lot of your property, along with a contact phone number.

If you have your property listed with another Broker, please have that Broker or Agent call me.

Thank you in advance for your consideration. I look forward to speaking with you.

Sincerely,

Darryl Davis, *Power Agent*

Old FSBOs

Prospecting the OLD For Sale By Owner



Can Use the Old FSBO Dialogue

Step 1. Identify

May I speak with Hunna Hunnna?

Step 2. Introduce

1) This is Darryl Davis from POWER Realty; How are you?

Step 3. Clarify

1) This reason why I'm calling is our records show you tried selling your home ____ months ago. Is that correct?

Step 4. Build A Relationship

1) The reason why I asked is because my company listed a lot of homes in your area around the same time when you were selling, and those homes all sold.

Can I ask you, were you folks thinking of selling again?

Where were you thinking of moving to?

Why there?

Have you looked at any houses there?

How long have you been living in this house?

Step 5. Invite Action (Mix & Match)

1) Is the reason why you were trying to sell it on your own was to save the commission?

2) If I could help you get to _____, and you wouldn't have to pay a brokerage fee out of that, would that be of interest to you?

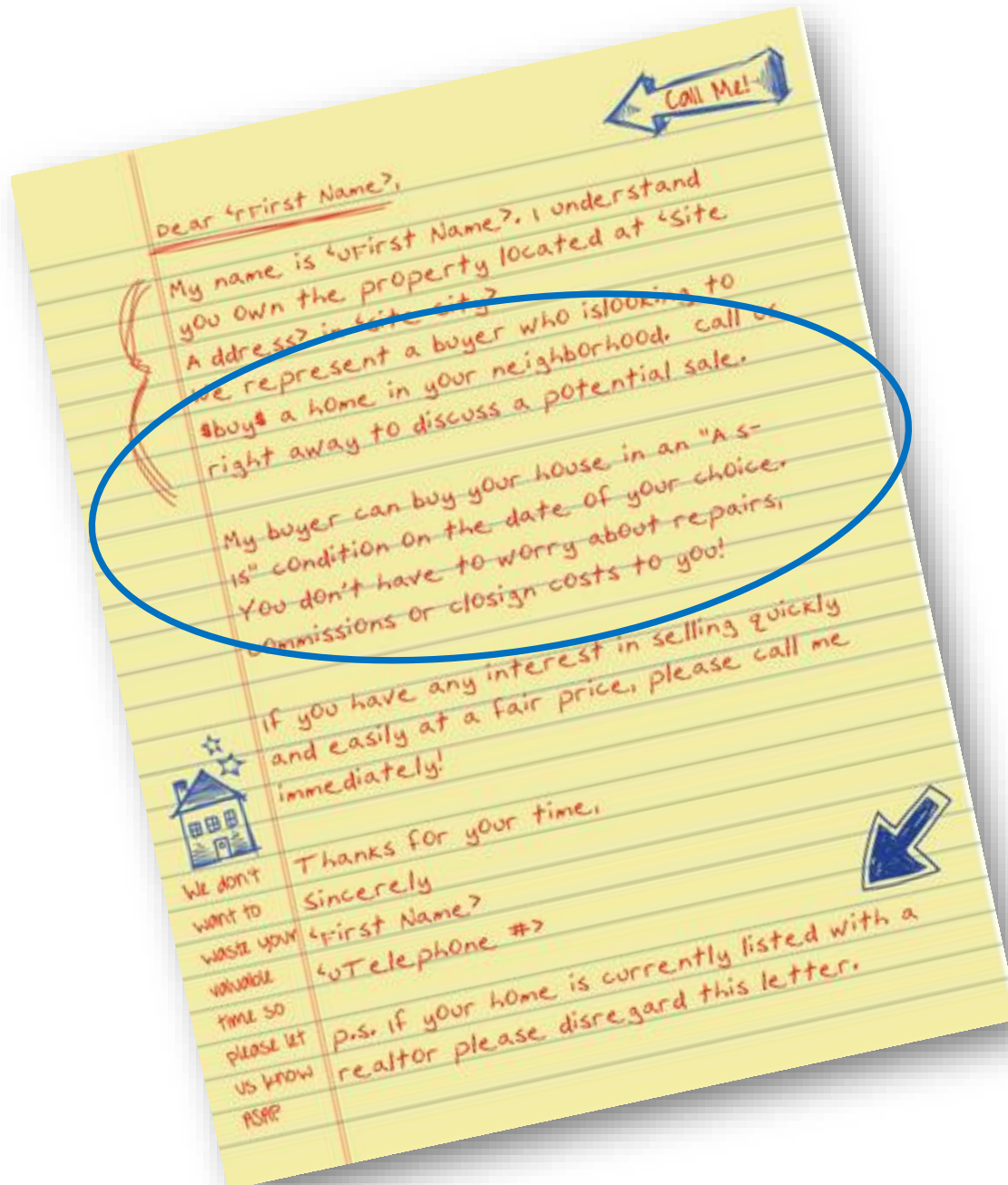
3) It's possible in some cases to do that, but first I would have to see your home.

4) If it made financial sense, would you re-consider moving to _____?

5) Why don't we do this, I don't mind. Why don't we find the time when we can get together, you can show me the house, and I can tell you how much your house is worth in today's market and see if I can help you get to _____?

Old Expires

"I Have Buyers" Letter



REDX™

-Rocks Wright
Florida

SIGN UP

SUBMIT



Watch the Video



EXPIREDS

Turn Expired Listings into powerful leads with



FSBOS

Get cleaner, faster For Sale By Owners without



FRBOS

Rescue landlords from vacant rentals, easiest ap-



PRE FORECLOSURES

Get the most accurate, up-to-date phone numbers



STORM DIALER

Call more people in less time with our



“Because of Darryl’s training, I make over \$200,000 a year, average 20 listings at anytime and do this with all NO effort! Darryl’s the best!”

Tina Rossetti, Re/Max Shores

TOTAL 13,523



Sort



13 / 13,523



Action



- EXPIREDS (20)
 - FSBOS (20)
 - FORECLOSURES (20)
 - OTHER (20)
 - New (10)
 - In Progress (10)
 - Successful! (6)
 - Archived (10)
- EXPIREDS * FSBOS * SUCCESSFUL *
- In Progress * COUNTY 3 * COUNTY 3 *
- PPROPERTY TYPE 4 *
- Filter 13
- MORE FILTERS >

EXPIREDS *	FSBOS *	SUCCESSFUL *	In Progress *	COUNTY 3 *	COUNTY 3 *	Filter: 13			
						\$385,900 4,500 sqf Expired: Jun 16, 2014 Called x			
						\$385,900 4,000 sqf Expired: Jun 16, 2014			
						\$343,000 3,500 sqf Expired: Jun 16, 2014			
						\$235,400 3,740 sqf Expired: Jun 16, 2014			
									\$251,000 3,250 sqf Expired: Jun 16, 2014
									\$359,120 3,360 sqf Expired: Jun 16, 2014
									\$259,300 3,200 sqf Expired: Jun 16, 2014
									\$210,900 3,600 sqf Expired: Jun 16, 2014
									\$200,450 2,600 sqf Expired: Jun 16, 2014 Called x
									\$120,500 2,500 sqf Expired: Jun 16, 2014

Hi I'm calling about your house for sale.

Is it still available?

This is **April Elsner** with _____, what's your name? **Owner** I'm calling because I work with a lot of buyers and sellers in your area and wanted to find out what I could do to help you.

- A2 Bring me a buyer: excellent, that is what I do for a living! If I brought you a buyer, are willing to pay a buyer's commission?

How much longer are you going to try to sell this property on your own, before you decide to explore other options?

When you sell this house, where are you going next?

How soon do you want to be there?

Owner
Add name

Phone 631-744-4880 🗑️ 📞 DNC

Phone Add a Phone

Email kmllibby@optonline.net 🗑️ ✉️


Email Add an Email

Address 11 Robert Ct
Shoreham, NY 11786 🗑️ 📍

Address Add an Address

▲ Notes

Property Detail
Activity Log



11 Robert Ct SHOREHAM, NY 11786

Bedrooms	4
Bathrooms	3
Sq Ft	2374
Yr Built	1968
Lot Size	0.58

Listing

Listing Broker

Short Sale

MLS ID

MLS Area

Property Type

Subdivision

County

Last Sold Date



Please disposition to continue

In Progress | Contacted | Call B...

ALYSON
Add name

Phone 435-491-0476

Phone Add a Phone

Email Add an Email

Address 6669 S OVERLOOK RIM E
Murray, UT 84123

Address Add an Address

- Good #/Interested
- Call Back
- Set Appointment
- Referrer
- Voice Message
- No Answer
- Not Interested
- Relisted
- Prev Sold
- Wrong/Trash #
- Agent Number

Expired

0

0

0

Storm Demo

Property Detail | Activity Log

6669 S OVERLOOK RIM RD MURRAY, UT 84123

Bedrooms 3
Bathrooms 3.00
Sq Ft 2,267
Yr Built 2009
Lot Size 0.01

Listing | Tax

Status Expired
List Date Oct 16, 2015
List Price 225000
Days on Market 52
Expired Date Jan 15, 2016
Listing Agent Kim (Airu) Zhang
Listing Broker Salt Lake Homes Realty
Short Sale
MLS ID 1334525
MLS Area 104
Property Type Townhouse
Subdivision WINCHESTER

Notes

Exclusive Offer

- ✓ Expireds..... \$59.99
- ✓ FSBOs \$29.99
- ✓ GeoLeads™ \$49.99
- ✓ For Rent By Owners \$79.99
- ✓ Pre-Foreclosures..... \$39.99
- ✓ Storm Dialer \$99.99

~~\$149 set up~~

~~\$359.94~~

Average agent: \$150 a month

First 30 days FREE





The BEST 12
Sources for

Listing Leads

**4. Past
clients**



One of the most important things Darryl taught me was commitment and follow through in what I do. I went from making \$60,000 to \$209,000 in just 12 months. Darryl truly made a difference in my life.

Maria Lindh, Maria Lindh Realtors

Past Client First Phone Call

Step 1. Identify

Hi, is this _____?

Step 2. Re-Introduce

Well, hey this is Darryl Davis from *POWER Realty*, how are you?

Step 3. Apologize

I have to start off by saying I'm sorry that I lost touch with you. Things have been crazy good and I was thinking of all my clients that I worked with in the past and I just wanted to check in and see how you folks are doing?

Step 4. Ask About House

So how are things with your home?



The BEST 12
Sources for

Listing Leads

**5. Houses for
Rent**

For Rent By Owner Dialogue

Step 1. Identify

- 1) I'm calling about the rental.
- 2) Is the house still available?

Step 2. Introduce

- 1) Well, hi this is Darryl Davis from *POWER Realty*, how are you?

Step 3. Clarify

- 1) The reason why I'm calling is I do see you are renting your place, but I was wondering, if I had someone who wanted to buy your house for a nice profit, would that be something you would be interested in?



Four reasons to list your home in the fall

You've likely heard that summer is the peak selling season. But listing in the fall has its advantages, too! Here are four top reasons to list your home this fall:

- 1. Close before the tax year ends.** It typically takes one to two months from signing a purchase agreement to closing, so sellers wishing to sell their home before the calendar year ends need to consider listing in October. This is particularly helpful if you've already purchased a home and want to finish the year with a level balance sheet.
- 2. Buyers are more serious.** Buyers who shop in the fall months are often more serious than spring and summer buyers. Many spring and summer buyers will buy if they can close before the school year starts, but the impetus for fall buyers is usually more immediate, like a job relocation or a changing family. This means deals are more likely to close and you're less likely to be hassled by showing the home to unmotivated buyers.
- 3. More attention from agents.** The busiest time of year for real estate professionals is summer. Sellers who list in summer have to compete for time with their agent, lenders and inspectors who juggles multiple clients during the peak summer months. Selling in fall means your agent can devote their full attention to marketing and selling your home.
- 4. Fall décor is cozy.** Boost your home's appeal by making it feel like a cozy home. Tasteful fall décor like wreaths, pumpkins and festive centerpieces can help buyers picture their families in your home.

Have questions about listing your home in any season? Contact me for more information!



Your Name/Team Name

CalBRE Lic#
555.555.5555
youremail@mail.com
yourwebsite.com

Extra contact information
(Delete if not needed)



“Great Time to Sell” Flyer

Houses for rent



The BEST 12
Sources for

Listing Leads

**6. New
Listings**

Just Listed/Sold Dialogue

Agent: *"Hi, this is Darryl from Power Realty. How are you?"*

Owner: "Fine."

Agent: *"The reason for the call is one of your neighbors has recently hired us to sell their home, and because you live in the neighborhood, I thought you might want to know."*

Owner: "Oh, well that is very nice of you" How much is the house?"

Agent: *"It's a lovely home with some great features. Let me ask you, do you know of anyone who's looking to buy in our neighborhood"?"*

Owner: "No I don't"

Agent: *"Well I've got to tell you, we do expect a lot of buyer activity from this particular house, so this will create a situation where we may have more buyers than houses. Could I ask you, have you heard of anyone who mentioned they were thinking of moving?"*

Owner: "No, sorry"

Agent: *"What about you folks, have you ever thought about making a move?"*

Owner: "No"

Agent: *"Well thank you for your time. If you do hear of anyone, would you mind giving me a call?"*

Owner: "No not at all"

Agent: *"BTW, have you recently had an updated market analyses on the value of your home for your insurance policy? The reason why I ask is we have found anyone you has lived in their house for 5 years or more, may be underinsured if there was a catastrophe."*

Owner: "Interesting"

Agent: *"So my company offers, free of charge, a Neighborhood Market Report that not only shows you what your neighbors have paid for their home, but it gives you an idea how much your home is worth. You can then use this information to discuss the possibility of increasing your coverage with your insurance company."*

**...also call
around new
listings or
new sales**

New Listings



“Hot Market” Flyer

Market's **HOT** - but interest rates may be going up - sell now!

While home prices have been on the upswing over the last couple of years, interest rates are set to rise soon from their all-time lows. If you're thinking of selling, now is the best time to cash in on your home. Here's why the current market makes it a great time to sell your home:

1. **Low interest rates keep home values up.** As interest rates begin to rise, buyer demand begins to drop, and so may your home's fair market value. Selling your home now while interest rates are low ensures you get the most out of your equity.
2. **Lower mortgage payments on your next purchase.** By selling now, you can take advantage of your increased equity to place a larger down payment on your next purchase and lock in today's low mortgage rates before they rise.
3. **The market is full of eager buyers.** Demand is high and buyers are plentiful. Even better, buyers are ready and willing to pay more. Once listed, your home is sure to draw in offers and sell quickly.
4. **Your competition is low.** Demand is outpacing the number of homes on the market. This means you won't need to compete with as many sellers for offers. Sell now while your home stands out and the market is in your favor.

A future increase in interest rates may weigh down your home's value. Act now before the seller's market loses its steam and prices dip. Call me today to set up an appointment!



Your Name

CalBRE Lic#
555.555.5555
youremail@mail.com
yourwebsite.com

Extra Information
(delete if not needed)





The BEST 12
Sources for

Listing Leads

7. SMILE Stops



“I was a brand new agent with no income. Because of what Darryl taught me, this year I will close over 15 million in production! Darryl saved my financial life!”

Marty Sorrentino • Re/Max Hearthstone

SMILE STOPS™

SMILE STOPS are a fun reason to stop for quick visits with past and potential customers to *show your appreciation* and continuously cultivate your connection and trust.

They are designed to help you:

- S:** Service (focus on service not selling)
- M:** Meet face-to-face
- I:** Invite them to share their needs by asking questions
- L:** Leave behind a token of gratitude
- E:** Elevate the relationship

6 Smart SMILE STOPS Ideas for Agents for Spring:

- 1 Lucky!** Get small green gift bags and fill with several bags individually packaged Skittles candies with a note that says, "Good clients are like rainbows – hard to find and lucky to see. Thank you for your business."
- 2 Peeps!** (Put Easter Peeps in a cellophane bag with a note saying, "Happy Easter! Got real estate questions? Have your peeps call mine!")
- 3 Seeds of Success.** Put seed packets in a small flower pot and tie with a ribbon. Add a note that says, "The seeds of relationships grow when trust is cultivated and cared for. Thank you for trusting me with your real estate needs."
- 4 Blooming.** Purchase bouquets of cut flowers or small pots of live flowers and attach a note, "Business is BLOOMING, and I wanted to thank you for your part in my journey."
- 5 Thank you for your THYME.** Get five potted thyme plants, and add a note that says, "Thank you for your THYME, and for always being a valued customer!"
- 6 You're the Bomb.** Wrap giant bath bombs in festive fabric or tissue or place in gift bags with a note, "You're the bomb! Thanks for being such an awesome mom and valued customer." Deliver to at least 10 moms on your client list.

www.ThePowerProgram.com®

HOME IMPROVEMENTS THAT PAY YOU BACK



1 Remodeling the Kitchen



You can expect to recoup **60%-120%** of your investment on a kitchen remodel, as long as you don't go overboard. You should never make your kitchen fancier than the rest of the house, or the neighborhood.

2 Bathroom Addition



If your home only has one bathroom, you can recoup a large chunk of your investment by adding another one. It is estimated that you can recoup **80%-130%** of whatever you spend adding a bathroom.

3 Adding Square Footage



Adding more square footage to your home with a new room can be an incredibly expensive project. However, you can typically recoup between **50% and 83%** of your initial investment. Just make sure you keep costs under control.

4 Deck Addition



If you make your deck and your backyard more appealing, your house will be more appealing to prospective buyers when you decide to sell. Homeowners can recoup **65%-90%** of their investment by adding a deck.

Home Improvement Suggestions



The BEST 12
Sources for

Listing Leads

**8. Neighborhood
Open House**

- EXPIRED 2
- GEO 0
- FSBO
- FRBO
- FORECLOSURE
- MY IMPORTS
- NEW
- In Progress
- Successful
- Archived
- MORE FILTERS
- GEO CITY 1
- Clear All



Credits: 0 / 2,000 used

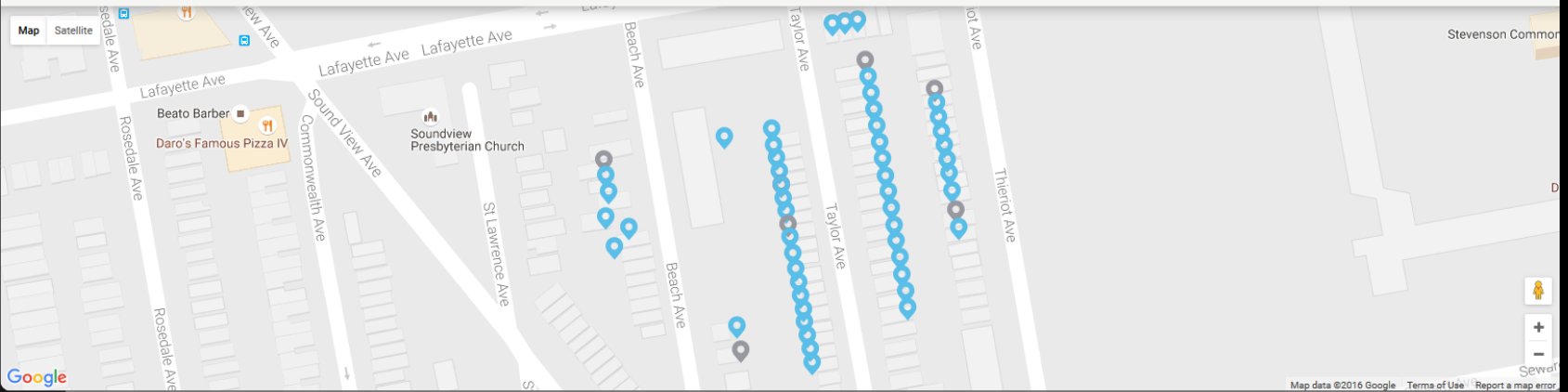
SEARCH:

741 Taylor Avenue

Nearest 50

Get Leads

Show properties owned for at least 2 years Limit to 1 phones per lead 6 properties owned less than 2 years



vortex.csv [Read-Only] - Microsoft Excel

Home Insert Page Layout Formulas Data Review View Add-Ins Acrobat QuickBooks

Clipboard Font Alignment Number Styles Cells Editing

Normal Bad Good Neutral Calculation Check Cell Explanatory... Input Linked Cell Note

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Lead Status	Listing Status	Name	Name 2	Phone	Phone Status	Phone 2	Phone 2 Status	Phone 3	Phone 3 Status	Address						
2	New	Auction	Caterina Chiocciariello	Caterina a Chiocciariello Aka C	516-228-5566						49 Woodhull Pl, Northport, NY 11768						
3	New	Auction	Helen Almeida	Helena a. Almeida	631-283-4911						7 Dellaria Ave, Southampton, NY 11968						
4	New	REO	Christiana Trust	Wilmington Svgs Fund Society F	631-331-4651		832-831-3700		631-829-5625		24 Groton Ln, Coram, NY 11727						
5	New	REO	Christiana Trust	Wilmington Svgs Fund Society F	949-679-2400		949-727-4798		631-885-3633	DNC	29 Rockaway Dr, Sound Beach, NY 11789						
6	New	Pre Foreclosure	Marion Tenace	Angelo Tenace	631-281-3395		631-949-7384				13 Loughlin Dr, Shirley, NY 11967						
7	New	Pre Foreclosure	John Hidalgo	Flora Diaz	631-434-4716		631-484-3086	DNC	631-561-8260		275 Brentwood Pkwy, Brentwood, NY 11717						
8	New	Pre Foreclosure	Miriam Gonzalez	Alexis Perez	631-645-1264		631-456-3477	DNC	631-428-4269		62 Yarnell St, Brentwood, NY 11717						
9	New	Pre Foreclosure	Constance Mrwik	Norman Mrwik	631-427-0907		631-455-4414	DNC			17 Arnell St, Huntington Station, NY 11746						
10	New	Pre Foreclosure	Smithtown Home Owners Asc Inc	Brd of Directors Willow Ridge	631-360-3240						9 Willow Ridge Dr, Smithtown, NY 11787						
11	New	Pre Foreclosure	Barb Chopyk	Alexander Chopyk	516-732-9215	DNC	631-698-5758				8 Belair Rd, Selden, NY 11784						
12	New	Pre Foreclosure	Robert Blumberg	Robert E Blumberg	631-642-8084		631-897-1223		631-642-1802	DNC	613 Old Town Rd, Port Jefferson Station, NY 11776						
13	New	Pre Foreclosure	Patrick Mc Clave	Patrick D McClave	516-724-4879	DNC	631-724-4657				38 Birchbrook Dr, Smithtown, NY 11787						
14	New	Pre Foreclosure	Alexander Katie	Estate of Alexander Katie	631-698-6663	DNC					7 Koren Ln, Middle Island, NY 11953						
15	New	Pre Foreclosure	Schroff Mullany	Justin Mullany	631-868-7138						20 Bell Ave, Blue Point, NY 11715						
16	New	Pre Foreclosure	Frederick Cremin	Patricia Cremin Frederick	631-828-2575		347-406-7769	DNC	212-879-1784		10 Biscayne Dr, Mount Sinai, NY 11766						
17	New	Pre Foreclosure	Eric Deutsch	Stephanie Deutsch	516-365-1625	DNC	516-776-7528	DNC			5 Dering Woods Rd, Shelter Island, NY 11964						
18	New	Pre Foreclosure	Carolyn Wojcik	Kathleen Wojcik	631-288-6832	DNC	212-722-4033	DNC			33 Brittany Ln, Westhampton Beach, NY 11978						
19	New	Pre Foreclosure	Stasie Tillman	Jermaine Tillman	631-239-5488	DNC	631-896-8091		631-786-2146	DNC	226 Broadway Greenlawn, Huntington, NY 11743						
20	New	Pre Foreclosure	Kareem Clark	Kareem C Clark	631-736-9539						97 Maple Ln, Medford, NY 11763						
21	New	Pre Foreclosure	Juan Miyerlad	Agustin Miyerlad	631-813-9921		631-286-1808				58 Carver Blvd, Bellport, NY 11713						
22	New	Pre Foreclosure	Trevo Pyne	Jennifer Campbell	631-805-8785		631-805-8787		631-949-0942		40 Floyd Rd N, Shirley, NY 11967						
23	New	Pre Foreclosure	Carol Bueno		631-666-9403	DNC	631-231-4657		347-612-4283		27 California Ave, Bay Shore, NY 11706						
24	New	Pre Foreclosure	Christina	C Matthews	631-395-5634		631-745-1446		631-729-7234		46 Laurel Ln, Shirley, NY 11967						
25	New	Pre Foreclosure	Glenn Mack		718-241-0072	DNC	516-728-3985		347-702-9532		23 Canoe Place Rd, Hampton Bays, NY 11946						
26	New	Pre Foreclosure	Linda Schmidt	Cathleen Schmidt	631-714-5552	DNC	631-207-1908	DNC	631-891-2734		44 Shaber Rd, Patchogue, NY 11772						
27	New	Pre Foreclosure	George Hein	Carol Hein	631-772-2155	DNC	631-399-7952				15 Schenk Dr, Shirley, NY 11967						
28	New	Pre Foreclosure	Farivar Azizi	Farivar Mahmood Azizi	631-991-3964	DNC	917-684-8665		516-423-8466		29 Charmian St, Huntington Station, NY 11746						
29	New	Pre Foreclosure	Anna Ricca	Gerardo Ricca	716-228-6806		631-758-1708	DNC			141 Circle Dr S, East Patchogue, NY 11772						
30	New	Pre Foreclosure	Quiles Prudencio	Prudencio Quiles	347-785-2112		347-785-9515		347-858-6592		111 River Ave, Patchogue, NY 11772						
31	New	Pre Foreclosure	James Boothe	James O Boothe	631-207-2138	DNC	516-769-1608	DNC	516-901-6143	DNC	7 Esplanade Dr, East Patchogue, NY 11772						
32	New	Pre Foreclosure	Barahona Marquez	Bernadette M Barahona	631-736-1249	DNC	631-220-1462	DNC	516-417-4479	DNC	3 Berkeley Ave, Selden, NY 11784						
33	New	Pre Foreclosure	Christine Mistler	Steven Mistler	631-940-3966		631-243-0795		631-848-5089		475 Nicolls Rd, Deer Park, NY 11729						
34	New	Pre Foreclosure	Paul Posillo		631-981-1436						14 Angela Ln, Lake Grove, NY 11755						
35	New	Pre Foreclosure	Joan Burgio	Frank Burgio	631-369-9681	DNC	631-255-4031		631-827-1274	DNC	148 Founders Path, Calverton, NY 11933						
36	New	Pre Foreclosure	Nb Investment Enterprises Inc	Judy Cordeira	631-842-8032	DNC	631-680-5467		516-448-9676		340 Lagoon Dr S, Copiague, NY 11726						
37	New	Pre Foreclosure	Joseph Belcastro		631-789-0794		631-334-9401	DNC			6 Buchanan Ave, Amityville, NY 11701						
38	New	Pre Foreclosure	James Wise		631-355-3733		631-232-3595	DNC			69 Feller Dr, Central Islip, NY 11722						
39	New	Pre Foreclosure	Evelyn Kust		631-588-9165		631-553-1313	DNC	631-559-4844		172 Stanley Dr, Centereach, NY 11720						
40	New	Pre Foreclosure	Jedzabel Molina	Carlos Ferreras	631-415-3287		631-238-1462		631-664-0262		197 Hancock St, Brentwood, NY 11717						
41	New	Pre Foreclosure	Wendy Ehrensberger	Rov Ehrensberger	631-654-1430	DNC	516-480-3807	DNC	631-413-7300		409 Lakeview Ave, Bayport, NY 11705						

Ready | 100% | 10/14/2016 10:30 AM

Book1 | RAPDD 2015... | vortex.csv [...] | Vortex - Moz... | 5 Top Listin... | Punchup all... | Inbox - Micr... | 23 Reminders | Hey! - Mess... | Untitled 1 - ...



Never run on empty.

- No commitments
- No obligations
- No fees
- Cancel at any time

An Office Depot® Subscription Service

Learn More



FREE DELIVERY ON \$25 QUALIFYING ORDERS

PICK UP IN 1 HOUR

WEEKLY AD

20+ Employee Businesses

Chat or Call

Login or Register

Office DEPOT
OfficeMax
Taking care of business

How can we take care of you?



IDEAS

ACCOUNT

STORES

CART

Office Supplies | Paper | Ink & Toner | Breakroom | Cleaning | Technology | Furniture | School Supplies | Print & Copy | Services | Deals

MY OFFICE DEPOT

Home / Paper / Invitations & Cards / Invitations / Product Details

Gartner™ Studios Formal Invitations And Envelopes, Silver Foil Border, Pack Of 25

Item # 1525555

★★★★★(1) | Description | Share | Print



\$17.99 each

Estimated delivery 7-10 business days

Qty

Add to Cart

Add to List

Also available in

Select an Option



Log In

Create an Account

Start earning rewards today

My Cart



My Recently Viewed



My Recommendations



Store Near You

My Orders

My Lists

My Subscriptions

My Files

We're here to help



Office Max, Michaels, Vistaprint



Over the Phone...



FREE MARKET ANALYSIS!

If you are thinking of selling or just want to know what the **value of your property** is in today's market over the phone, just give me a call and answer a few questions:

- the size of the property,
- number of bedrooms,
- annual taxes,
- amenities of the house, etc.

And... *you may qualify for a free inspection!*

**(AGENT PHOTO
HERE)**

Call (Company Name here) and ask for NAME HERE.
Telephone ###-###-####



The BEST 12
Sources for

Listing Leads

**9. Work
Vendors**



“I made \$323,000 in my 2nd year of real estate because of what Darryl taught me! If you apply the techniques in his program, there is no way NOT to have these same results.

John Gandolfo
Century 21 American Homes

My Service Provider List

Attorney: _____

Accountant: _____

Banker: _____

Chiropractor: _____

Dentist: _____

Doctor: _____

Dry Cleaner: _____

Furniture Store: _____

Hairdresser: _____

Home Improvement: _____

Insurance Agent: _____

Lawn Care: _____

Lender: _____

Maid Service: _____

Surveyor: _____

Stock Broker: _____

Title Company: _____

Make Your Hit List



Your Name, REALTOR®
Company Name

PROFESSIONAL RECOMMENDATION LETTER

Date

Mr. & Mrs. Hunna-Hunna
1010 Umpty Umpt Lane
Power City, NY 12345

Dear Hunna-Hunna:

I've been looking at special ways to personally thank you for being such a great customer. At first, it was easy to cross out the refrigerator magnets, ball-point pens, and key chains. Somehow you are more important to me than that. I kept searching for something very special and unique. Then yesterday I was meeting with my investment counselor, John O'Reilly. And it hit me: I could give you an hour of consultation with John.

I am not easily impressed, and you know, I seldom recommend other professionals. But I have to say John is exceptional. He is easy to understand, knowledgeable, and willing to share his knowledge. So, I've arranged for you to consult with John. You can ask him questions about financial and retirement planning, general investments, and just about anything else regarding money and finance.

He will provide you with a general financial plan at the end of the meeting. It's general enough so that you can take it to any financial planner to implement. And you're under no obligation to ever use John again. His number is 555-5555. Just call and schedule an appointment. Just tell either of them you're the person Darryl bought the hour of time for.

Thank you so much for your time, and I'm here if you need anything.

Sincerely,

Darryl Davis
Power Agent Realty

Vendors

PICTURE



One Stop Realty

“How To Sell Our Home in 2010 Successfully”

Hear the secrets to getting top dollar in today's market

In this seminar you will learn:

- How to price your home to sell
- How rising interest rates effect your sale
- What difference does a Realtor make?
- The psychology of Buyers and Sellers
- Market Vs. Advertising
- Dressing your house to sell
- The attorney's role binder to closing
- Investment Planning for Mature Adults

And much, more

Featured Speakers

Photo
1

Photo
2

Photo
3

Photo
4

Termite
Specialist

Real Estate
Agent

Attorney

Home
Inspection

**Win a
Plasma
TV**

Thursday, April 1, 2010
Garden City Hotel

45 Seventh Street, Garden City, NY

Program: 7:30 - 9:30pm

Coffee & Dessert Immediately Following

**Limited Seating Available!! Call 800-395-3905
To Reserve Your Seat Today!**

GREAT

- Colors
- Pictures
- Layout
- Bullets
- Raffle

LAYOUT



The BEST 12
Sources for

Listing Leads

10. Orphans

Orphan Adoption Dialogue

Step 1. Identify

I'm looking for _____.

Step 2. Introduce

1) This is Darryl Davis from POWER Realty; How are you?

Step 3. Clarify

The reason for this call is to apologize. It seems as though you bought (or sold) a house ___ years ago through our company and the agent who was involved in the sale is no longer working for our company. The reason for the apology is it seems as though we lost touch with you. So I've been appointed from our company to be your new representative; if you should ever have any real estate questions, you can feel free to call me personally.

Step 4. Find Out What They're Committed To

- 1) By the way, how are you enjoying the house?*
- 2) Have you made any major improvements to the house?*
- 3) What do you like best about the neighborhood?*
- 4) Have you ever thought of moving?*
- 5) If you were to move, where would you move to?*
- 6) If you could have a larger home or in a different neighborhood, for the same monthly payment, would that be of interest to you?*

Step 5. Invite Action (Choose one)

- 1) One of the services we are now offering is an updated market analysis of a client's home. You never know, you could be amazed at how much your house is worth. You literally could be able to move to another home and not have your payments go up.*
- 2) One of the services we offer our past clients is the Neighborhood Market Report. This report not only tells you how much your house is worth in today's market, but it also shows you what your neighbors' houses have been selling for.*



Your Name, REALTOR®
Company Name

ORPHAN LETTER

Date

Mr. & Mrs. Hunna-Hunna
1010 Umpty Umpt Lane
Power City, NY 12345

Dear Hunna-Hunna:

I am writing you this letter because in "MONTH" of "YEAR" you "BOUGHT OR SOLD" your home through our office with an agent who is no longer with this office.

I am delighted to let you know that Mary Yadda Yadda has been specially selected to be your Marketing Specialist. Our goal is to bring you this very best service in real estate. Period. At Power Realtors our 30-year history of success put us at the top of our field and last year alone we helped over "PLACE REAL NUMBER HERE" families achieve their goal of selling or buying a home right here in the "GENERAL AREA".

Mary is "PLACE BIO BLURB HERE" and I am sure you will be delighted with her exemplary service. She will be contacting you in the next week or so to introduce herself so if you have any real estate questions at all (or if any of your friends might need some real estate advice) Mary will be there for you, your friends and your family. Thanks again for working the Power Realtors and please feel free to call Mary or me personally if there is anything we can do for you.

Sincerely,

Darryl Davis,
Power Agents

Phone Number | Email | Website



The BEST 12
Sources for

Listing Leads

**11. Post Real
Estate Videos**



#GetSocialSmart

30 FACEBOOK LIVE IDEAS FOR REAL ESTATE

getsocialsmart.com

**USE THIS LIST AS INSPIRATION FOR POSTS TO TELL YOUR STORY
AND TO BUILD YOUR BRAND USING FACEBOOK LIVE!**

1. Top 3 things to do to get your home ready for the market
2. How should you choose your listing agent?
3. What is the most important marketing a listing agent can provide?
4. Top 3 places to market your home
5. Biggest bang for your buck – top 5 things to consider doing before you list your home
6. How to make the most of an open home?
7. Top 5 reasons why ____ is an incredible community
8. 5 things you need to know as a first-time homebuyer
9. How do you decide what home is right for you and your family?
10. Who pays for what?
11. 3 tips for finding a trusted mortgage professional
12. Top questions to ask your lender
13. Top 5 favorite local restaurants and why
14. Top 5 favorite local boutiques and why
15. Top 5 favorite local parks and why
16. School district information – what you need to know about school boundary lines
17. Back to school – 3 tips to getting your kids ready at any age
18. Halloween – 3 top neighborhoods to hit with your kiddos
19. Thanksgiving – 3 best places to dine out
20. Holiday dates – 3 best places to see Santa
21. Summer events in your area – top things you love to do in your local area
22. Why you love what you do
23. Open house preview – give a sneak-peek of a new listing (with your clients permission)
24. Top 5 things you can do to de-clutter your home today
25. What's the market like? Monday market update!
26. The questions you get asked all the time
27. Real estate Q/A
28. Teach a topic or subject you are passionate about (i.e. social media, negotiation, etc)
29. Behind-the-scenes at an open house (with your clients permission)
30. A live walking tour of your neighborhood(s)

Looking for more great ideas on Facebook Live? Check out our free resource on the top 10 things you need to know about Facebook Live at <http://katielance.com/fblive>.

Looking to hone your social media skills? Tired of the social media time suck? Check out our #GetSocialSmart Academy here: <http://getsocialsmart.com>



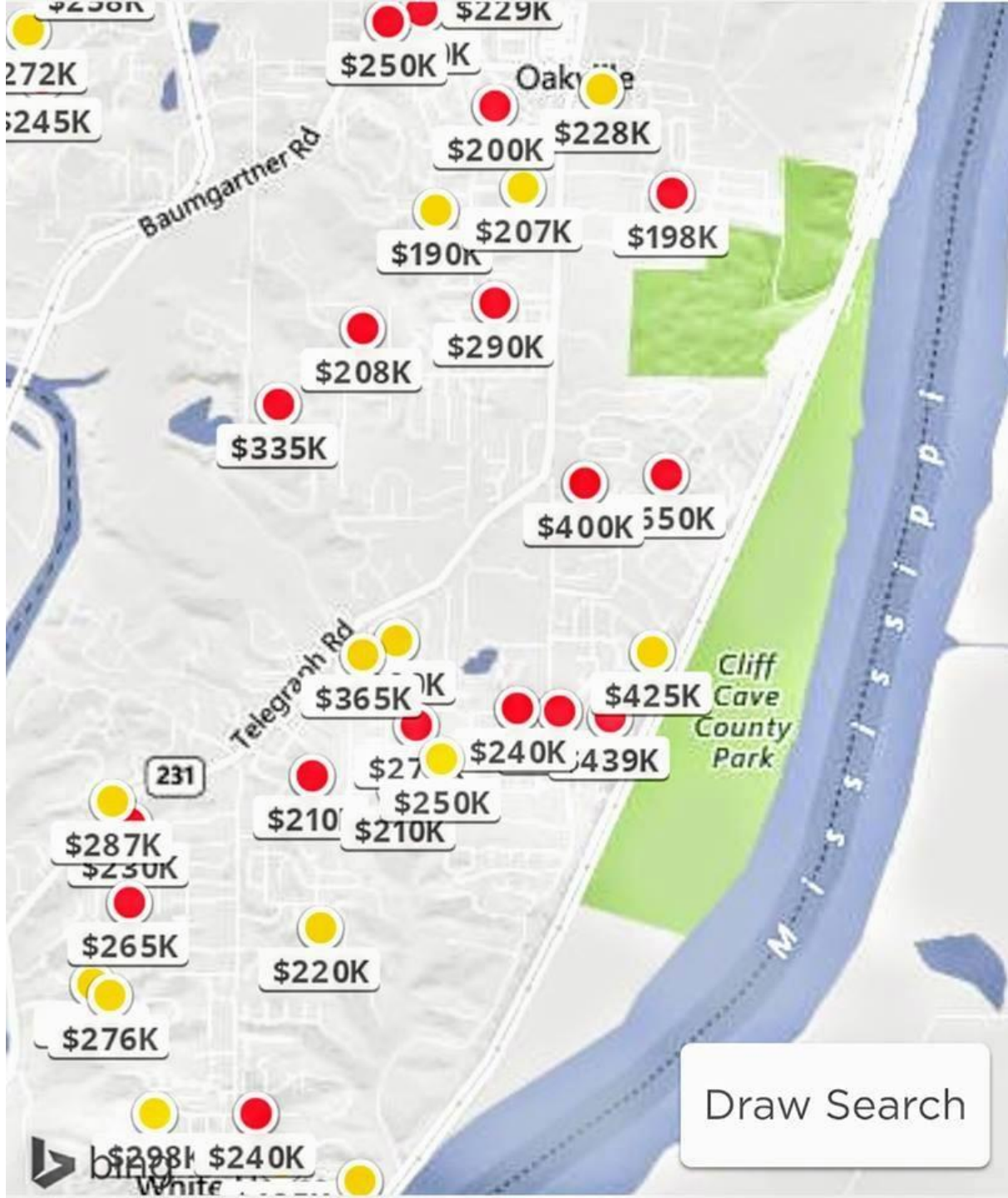
The BEST 12
Sources for

Listing Leads

**12. Call Old
Friends**

Calling Friends and Family

- 1) *Hey _____ this is a blast from the past. How are you?*
- 2) *I was just going through my phone contacts and I decided it was too long since we talked. So how are you?*
- 3) *I'm great* (now talk about anything other than real estate)
- 4) When you feel there is an opening, mention you are real estate and share why you love it
- 5) Talk about one positive about your real estate market
- 6) Now get off talking about real estate, unless they show a strong interest, by saying, *"but hey, I didn't call to talk business, I just wanted to say hey and see how you are."* Then ask what their FB or social media is and connect with them that way to stay in touch. Put them on your mailing list as well.



Do this technique as a follow up to phone calls

How to Get Your Agents To Focus On Building Listing Inventory



Contact Info:
DarrylSpeaks



www.ThePowerProgram.com/WebinarBonus