

How to Get YOUR Offer Accepted in 24 Hours; *Even With Multiple Offers*



We start at
12:00 NOON EST
You are seeing these
screen because we
have not started yet 😊

ThePowerProgram.com/WebinarBonus

“Contact Info”
Darryl Speaks





QUESTIONS.....

1

Will you be coming to our area live?

www.PowerAgentSeminar.com



Full-Day Prospecting and Listing Workshop

WEDNESDAY, JANUARY 30TH

9:00AM - 5:00PM

Long Island Marriott
101 James Doolittle Boulevard
Uniondale, NY 11558

www.ListingWorkshop.com

Annual Inventory Intensive On Long Island, NY







QUESTIONS....

2



Is this webinar a sales pitch?

This Webinar Is For Our *POWER Agents & Our Guests*



ThePowerProgram.com/WebinarBonus



POWERAGENT[®]

- **Only \$27 a month**
- **Cancel ANYTIME**
- **First 30 Days FREE**
- **Copy of today's slides**

ThePowerProgram.com/WebinarBonus

Real Estate Organized The Way It Makes Sense

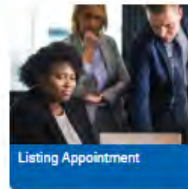
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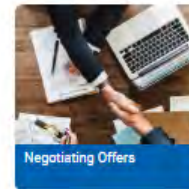
Coaching Calls



Farming & Self Promotion



Listing Appointment



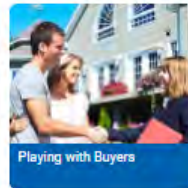
Negotiating Offers



New Agent



Objection Handling



Playing with Buyers



Podcasts



Power Agent Corner



Power Logo



Prospecting



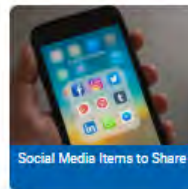
Recommended Vendors



Servicing Sellers



SMILE Techniques



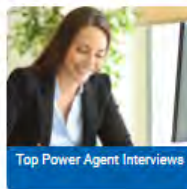
Social Media Items to Share



Technology



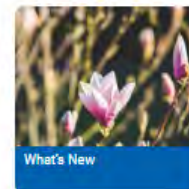
Time and Money Management



Top Power Agent Interviews



Webinars



What's New

Building Listing Inventory

To stay ahead in this business, it's not just LISTINGS that are the name of the game — it's LISTING INVENTORY that will allow you to take your business to the NEXT LEVEL, have more financial security, and design a life and career worth smiling about! Here are some powerful tools to help you connect with potential sellers as you work on building that inventory!

- 11 Reasons to List During the Holidays
- 100 Reasons To Work With An Agent [Updated](#)
- All Expired Letters
- BuyOwner.com CEO Hires a Realtor – Direct Link
- BuyOwner CEO Article – Printable [New](#)
- Expired Dialogue [Updated](#)
- Expanded Expired Dialogue
- Expired Letter #1 [Updated](#)
- Expired Letter #2 [Updated](#)
- Expired Letter #3 [Updated](#)
- Expired Letter #4 [Updated](#)
- Expired Letter #5 [Updated](#)
- Expired Letter #6 [Updated](#)
- Expired Letter #7 [Updated](#)
- Expired Referral Letter [Updated](#)
- For Sale By Owner CEO
- FSBO Dialogue [Updated](#)
- Expanded FSBO Dialogue
- Marketing Listing Consultation
- Moving Checklist For Kids
- New Listing Checklist
- Objection Handling for Power Agents
- USA Today Article
- New Homeowner Checklist [Updated](#)
- Six Spring SMILE STOP Ideas [New](#)



Farming & Self Promotion

Staying top of mind with those in your sphere and farm is crucial to long-term success. Consistently reach out to the folks in your farm area via neighborhood canvassing, postcards, letters, flyers, and get involved with community events.

- 8 Great Reasons to use a REALTOR® [New](#)
- Do I Really Need an Agent – Infographic
- Farming Letter 1 [New](#)
- Farming Letter 2 [New](#)
- Home Buyer Workshop
- Home Repairs to Make Before Selling
- How to Have a Stop Worthy Home – Flyer [New](#)
- The Importance of Pricing Right the First Time [New](#)
- Land Sales – Flyer [New](#)
- Move up Market – Letter [New](#)
- New Homeowner Checklist [New](#)
- Professional Recommendation [New](#)
- Professional vs Private Sales (Kelly Blue Book Analogy) [New](#)
- Smooth Move Home Sales [New](#)
- Top 100 Reasons to Use a Real Estate Agent [New](#)
- Vacant Land – Letter [New](#)
- Winter's Guide to Selling [New](#)
- 35 Facebook Live Ideas for Agents [New](#)
- 10 Referral-Worthy SMILE STOP Ideas [New](#)

Prospecting

Prospecting is NOT a bad word! In fact, it's a great word and habit to adopt if you want not just NOW business, but to build a referral base that will allow you longevity and financial security in this business. When you get it — when you shift your thinking a little and have some fun with it — that's when the magic happens. These tools are designed to help!

- BuyOwner.com CEO Hires a Realtor Article – Printable – [New](#)
- Derry's Ebook: The 12 Best Ideas to Generate Listing Leads in 30 Days [New](#)
- Expired Agent Referral Letter [Updated](#)
- Expired Letter – Sometimes They Don't Sell
- Expired Listing Letter 1 [Updated](#)
- Expired Listing Letter 2 [Updated](#)
- Expired Listing Letter 3 [Updated](#)
- Expired Listing Letter 4 [Updated](#)
- Expired Listing Letter 5 [Updated](#)
- Expired Listing Letter 6 [Updated](#)
- Expired Listing Letter 7 [Updated](#)
- Expired Listing Letter 8 [Updated](#)



[ThePowerProgram.com/WebinarBonus](https://www.thepowerprogram.com/WebinarBonus)

What's New

October 2018

- 5 Ways to Ease the Fear of Prospecting **New**
- 7 Common Home Selling Mistakes **New**
- 7-Step Guide to Getting the Most From Your Membership **New**
- 10 Reasons to Sell Your House Before Year-End **New**
- Attorneys Hire Attorneys Analogy **New**
- Calendar – October Agent Action Plan **New**
- Cost of Waiting Flyer **New**
- Disaster Tool – Family Plan **New**
- Disaster Tool – Pet Checklist **New**
- Do's and Don'ts of Selling This Fall **New**
- Do Not Disturb Prospecting Sign – Fear Face **New**
- Do Not Disturb Prospecting Sign – Zombies **New**
- Halloween Safety Tips **New**
- Halloween Haunted House Coloring Contest **New**
- How to Prepare for a Home Photo Shoot **New**
- Letter – Email – Agent to Agent Referral **New**
- Letter – Email – Home Staging Services **New**
- Letter – Email Neighborhood Market Report Offer **New**
- Letter – Email Over the Phone Market Analysis Offer **New**
- Letter – Email – Pro Photography Services **New**
- Letter – Email – Public Open House **New**
- Maximize Your Home Value **New**



DO YOU FOLLOW THE COST OF WATERING?

How much does it cost to water your lawn? Do you know? The average homeowner spends \$100 to \$200 per year on lawn care. That's a lot of money! Here are some ways to save money on lawn care:

1.0% \$100.00 \$1.00	1.0% \$200.00 \$2.00
2.0% \$200.00 \$4.00	2.0% \$400.00 \$8.00
3.0% \$300.00 \$9.00	3.0% \$600.00 \$18.00

For every \$100.00 you borrow, your monthly mortgage payment will be \$1.00 more. So, if you borrow \$100,000, your monthly mortgage payment will be \$1,000 more.

Power & Best

TOP 10 REASONS TO LIST YOUR HOME BEFORE YEAR-END

1. Buyers who get their holiday shopping done early are more likely to make a purchase.
2. Local homebuyers are more likely to buy homes in the winter months.
3. Selling before the holidays allows you to take advantage of the tax benefits of a capital gain.
4. Selling before the holidays allows you to take advantage of the tax benefits of a capital gain.
5. Selling before the holidays allows you to take advantage of the tax benefits of a capital gain.
6. Selling before the holidays allows you to take advantage of the tax benefits of a capital gain.
7. Selling before the holidays allows you to take advantage of the tax benefits of a capital gain.
8. Selling before the holidays allows you to take advantage of the tax benefits of a capital gain.
9. Selling before the holidays allows you to take advantage of the tax benefits of a capital gain.
10. Selling before the holidays allows you to take advantage of the tax benefits of a capital gain.

Power & Best

CURS APPEAL ON A BUDGET

1.000

- 1. Choose a location that is close to schools and shopping.
- 2. Choose a location that is close to public transportation.
- 3. Choose a location that is close to parks and recreation.
- 4. Choose a location that is close to major roads.
- 5. Choose a location that is close to the city center.
- 6. Choose a location that is close to the airport.
- 7. Choose a location that is close to the train station.
- 8. Choose a location that is close to the bus stop.
- 9. Choose a location that is close to the subway station.
- 10. Choose a location that is close to the shopping mall.

15 TIPS TO PREPARE FOR A PHOTO SHOOT

Before THE PHOTO SHOOT

1. Clean your windows.
2. Declutter your home.
3. Wash your floors.
4. Vacuum your carpets.
5. Mow your lawn.
6. Trim your hedges.
7. Clean your gutters.
8. Check your roof.
9. Inspect your foundation.
10. Check your plumbing.
11. Check your electrical.
12. Check your HVAC.
13. Check your fire alarm.
14. Check your smoke detector.
15. Check your carbon monoxide detector.

That Day

1. Arrive early.
2. Turn on the lights.
3. Turn on the heat.
4. Turn on the air conditioning.
5. Turn on the water.
6. Turn on the gas.
7. Turn on the electricity.
8. Turn on the phone.
9. Turn on the internet.
10. Turn on the TV.
11. Turn on the radio.
12. Turn on the music.
13. Turn on the coffee.
14. Turn on the tea.
15. Turn on the juice.

7 Common Home-Selling Mistakes

1. Not knowing the market.
2. Not knowing the neighborhood.
3. Not knowing the buyer.
4. Not knowing the seller.
5. Not knowing the agent.
6. Not knowing the price.
7. Not knowing the time.

FAMILY DISASTER Plan

KEEPING YOUR FAMILY SAFE IN A STORM

1. Make a family disaster plan.

2. Prepare an emergency kit.

3. Practice fire and earthquake drills.

4. Know how to shut off utilities.

5. Know how to evacuate.

6. Know how to stay safe in a storm.

7. Know how to stay safe in a fire.

8. Know how to stay safe in an earthquake.

9. Know how to stay safe in a flood.

10. Know how to stay safe in a landslide.

PET DISASTER Checklist

NEEDS & SUPPLIES

- 1. Pet carrier or crate.
- 2. Food and water.
- 3. Medications.
- 4. First aid kit.
- 5. Leashes and collars.
- 6. Identification tags.
- 7. Recent photos of your pet.
- 8. Recent veterinary records.
- 9. Recent microchip information.
- 10. Recent flea and tick treatments.

OTHER SUPPLIES

- 1. Sturdy carrier or crate.
- 2. Food and water.
- 3. Medications.
- 4. First aid kit.
- 5. Leashes and collars.
- 6. Identification tags.
- 7. Recent photos of your pet.
- 8. Recent veterinary records.
- 9. Recent microchip information.
- 10. Recent flea and tick treatments.

Happy Thanksgiving & Day

THANK YOU TO OUR CLIENTS FOR CHOOSING US TO BUY OR SELL THEIR HOME THIS YEAR!

Darryl Davis
REALTOR
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Though the Weather Outside is Frightful, Our Sales Record is Delightful!

WE GET HOMES SOLD!

Happy Holidays! From Our Family to Yours.

Darryl Davis
REALTOR
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the 12 BEST ideas

TO GENERATE LISTING LEADS IN 30 DAYS


By Darryl Davis, CSP



6 Powerful Ingredients for Successful Real Estate FARMING

The Farming Field Guide for Today's REALTORS®

By Darryl Davis, CSP



DRAW AND COLOR A HAUNTED HOUSE

Concept

Safety tips for HALLOWEEN

1. Don't trick or treat alone.

2. Dress appropriately.

3. Use reflective tape.

4. Use flashlights.

5. Use reflective gear.

6. Use reflective vests.

7. Use reflective hats.

8. Use reflective shoes.

9. Use reflective bags.

10. Use reflective backpacks.

WHAT'S NEW?

Just a FEW of the New Marketing and Sales Tools We've Added This Month!
Head to www.ThePowerProgram.com/Whats-New!



11 Reasons to list During the *Holidays*

1. People who look for a home during the Holidays are more serious buyers!
2. Serious buyers have fewer houses to choose from during the Holidays, and less competition means more money for you.
3. Since the supply of listings will dramatically increase in January, there will be less demand for your particular home! Less demand means less money for you.
4. Houses show better when decorated for the Holidays.
5. Buyers are more emotional during the Holidays, and more likely to pay your price!
6. Buyers have more time to look for a home during the Holidays than they do during a work week.
7. Some people buy before the end of the year for tax reasons.
8. January is traditionally the month employees begin new jobs. Since transferees cannot wait until Spring to buy, you must be on the market now to capture these buyers.
9. You can still be on the market, but have the option to restrict showings during the six or seven days during the Holidays.
10. You sell now for more money and we will provide a delayed closing or extended occupancy until early next year.
11. By selling now, you may have an opportunity to be a non-contingent buyer during the Spring, when many more houses are on the market for less money. This will allow you to sell high and buy low!

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Power Agents® Making a Difference in Our Industry.

December

POWER AGENT® ACTION

CALENDAR

FOR DESIGNING A MONTH WORTH SMILING ABOUT!

Find all your tools at www.ThePowerProgram.com/The-Classroom

1 Split your time this month prospecting 50% buyers/50% listings. Review the Playing with Buyers webinar for ideas.

2 Happy Hanukkah from our home to yours for all who celebrate! We wish you a warm and wonderful holiday! Enjoy!

3 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.

4 Put up your Jingle All the Way Do Not Disturb Sign and prospect for two hours. Focus on serving, not selling.

5 Send Holiday postcards or letters to your sphere of influence.

6 Make today all about FSBOs and Expireds. Hit the phones using the dialogues found in your Prospecting tab. Build that inventory!

7 It's National Letter Writing Day. Send at least five hand-written notes to VIPs in your sphere. There is magic in handwritten mail!

8 Call a family meeting to review calendars, and to look at family goals for 2019. Include these when developing new year business plan.

9 If you're hosting an open house, print copies of What to do Before You Buy a House flyer to share with visitors.

10 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.

11 Put up your Shiny & Bright Do Not Disturb sign and prospect for two solid hours today. Focus on serving, not selling.

12 It's Poinsettia Day! Deliver one of these beauties to at least five top clients today with a holiday card!

13 Make today all about FSBOs and Expireds. Most agents are now going into holiday mode—block your time—and keep the heat on!

14 Send the 11 Reasons to List During the Holidays flyer to 50 homeowners in your area this week. Save it as a jpg and put on your social platforms as well.

15 Is TheRedX right for you www.DarrylSpecial.com and use code SMILE to start a free trial. Great resource for FSBO & Expired leads.

16 Spend an hour reviewing top agent interviews—you'll find them in Monthly Sessions on the site. What strategies will you take into 2019?

17 Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.

18 Call 20 past clients and wish them a very happy holiday and let them know you are always there to serve!

19 Join us for this month's webinar: PLANNING for Now Business, Future Business, & Financial Freedom at Noon EST. www.RealtorWebinar.com

20 Edit the Happy Holidays Homes Sold Winter flyer with your stats and information. Save as .jpg and upload to your social media platforms.

21 It's National Humbug Day—designed to relieve stress before holidays. Use the social media graphic Humbug Day to have some online fun!

22 Plan on a full day of connecting with clients, sellers, and buyers before the holiday week.

23 Spend an hour with your gratitude journal today. Write down 5 things you're grateful for this month and reach out to 5 people who've inspired you to say thank you.

24 Reach out to five top clients with a holiday plant, bouquet, or treat along with a Holiday card.

25 To all who celebrate the magic of Christmas—relax and enjoy your day with friends and family! A warm Merry Christmas to you from our team!

26 Happy Boxing Day to all our Canadian members! It's the perfect day to reach out to those in need!

27 It's SNOW-FLAKE day! Share this site on your social media for some winter fun! <http://snowdays.me/>

28 Reorganize, reorder, renew—take a little time today to make sure your workspace is ready to hit the ground running for the new year.

29 Solidify your marketing and business plans for 2019. Refer to this month's recent webinar for tips!

30 Put plan in place to connect with Expireds the entire first week of January before fellow agents get back to business.

31 Reach out to five top clients with a bottle of champagne or sparkling cider and a Happy New Year card.





ThePowerProgram.com/WebinarBonus

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- Design a Life Worth ... 8
- Keep Smiling 12
- NSA NYC Members... 10
- POWER Agent Members
- National Speakers ... 14
- Power Agent 20+


OLDER:

Power Agent shared a link.
Admin · Published by Darryl Davis [?] · November 23 at 7:25 PM

I'm on an article frenzy 😄

Here's another one to use for buyers. Although the headline says "Mortgage rates hold steady", when you read the article and look at the Freddie Mac chart, it's showing interest rates are on the rise. Share this with buyers and tell them they should buy ASAP before they go up further.

<https://www.marketwatch.com/.../mortgage-rates-hold-steady-as-...>



Show more information about this link

About this website

MARKETWATCH.COM

Mortgage rates hold steady as housing market stresses mount

Jeff Boller and Janet Livingston

Like Comment

POWER Agent shared a link.
Admin · Published by Darryl Davis [?] · November 23 at 7:18 PM

Another article for sellers to show them the "party" may be over.

<https://www.marketwatch.com/.../house-prices-gains-lurch-to-3>

RECENT GROUP PHOTOS

Suggested Groups

- MasterMind for Brokerages Only
111 members + Join
- KW Referral Network (Eddie Saeed Network)
10,754 members + Join
- New Real Estate Agents: REborn
1,499 members + Join

Nationwide Realtor Forum


ThePowerProgram.com/WebinarBonus

POWER Agent Members

About Discussion Chats Members Events Videos Photos Files Units Group Insights Moderate Group Search this group Shortcuts Long Island Real E... 20+ Lab Coat Agents 20+ Design a Life Worth... 8 Keep Smiling 12 NSA NYC Members... 16 POWER Agent Members National Speakers ... 14 Power Agent 20+ Darryl Davis, CSP 20+ See more

Like Comment


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Another article for sellers to show them the "party" may be over.
<https://www.marketwatch.com/.../house-price-gains-lurch-to-a-...>



MARKETWATCH.COM
House price gains lurch to a 20-month low, Case-Shiller says
Home prices grew at the slowest pace in a year and a half, a potentially

Like Comment

Power Agent shared a link.
Admin - Published by Darryl Davis (?) - November 23 at 1:34 PM
Use this article to show buyers now is still a good time to buy or if they say they want to wait until it's a buyer's market, they may have to wait years.
<https://www.zillow.com/research/2020-buyers-market-21145/>



Like Comment

MasterMind for Brokerages Only
151 members + Join

KW Referral Network (Eddie Saeed Network)
10,754 members + Join

New Real Estate Agents: REborn
1,499 members + Join

Nationwide Realtor Forum
10 friends · 3,363 members + Join

NATIONAL ASSOCIATION of REALTORS®
Official Group: NAR CIPS Designees
2,155 members + Join

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Power Agent Corner



Power Logo



Prospecting



Recommended Vendors



Servicing Sellers



SMILE Techniques



Social Media Items to Share



Technology



Time and Money Management



Top Power Agent Interviews



Webinars



What's New



Join us in our Members Only Facebook Group Here!

ThePowerProgram.com/WebinarBonus

Coaching Calls

POWERFACT: The best get better when they've got the support of a coach and team behind them.

NOW join us for Live coaching calls EVERY* Monday. Bring your best questions, problems, concerns, or GOOD NEWS to our calls each week at Noon Eastern. We'll open the phone lines and make sure you get answers to your most burning questions. It's fun, informative, and there's ALWAYS something new to learn from Darryl and your fellow Power Agents!

Put these dates and call information in your calendars today!

Upcoming WEEKLY "Power Agent Conference Calls" with Darryl Davis



Monday, October 1st 11:00AM Eastern

Monday, October 8th 11:00AM Eastern

Monday, October 15th 11:00AM Eastern

Monday, October 22nd 11:00AM Eastern

Monday, October 29th 11:00AM Eastern

Weekly Power Agent Newsletter®
 to you every week with powerful *training videos, tools, and blog posts* to keep you on the cutting edge in your market!



One Fun Way to Get Your Sellers to the Kitchen Table...

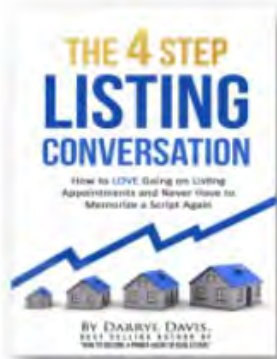
By now, you know, I love to have some fun -- and I want you to have more fun as well. The bottom line is the more comfortable you get with the skills you develop, the easier it is to close for the listing appointment, or the listing. This week I want to share with you a fun way to engage sellers at your next listing appointment. Enjoy!

[Watch here...](#)

While you're there, save a copy of our R.E.A.L. Listing Conversation Checklist to help you learn to stay on track as you're practicing.

Keep Smiling :))

Darryl Davis, CSP



Power Agents® -- we're changing things up!

This week, you'll see some changes in the [Classroom section](#) of your membership portal. We'll be adding new tabs and new tools that you can use to strengthen your skills and build your market share.

We just added this little eBook, *The 4 Step Listing Conversation* to the [Building Listing Inventory tab in your Classroom](#). Download it today along with your Listing Conversation Checklist. While you're there -- see all the new tools we've added and all the ones we've updated! They're marked in red!

Have fun!



New month – new focus?

I hope so. I'm a firm believer in monthly goals. They're WAY easier to navigate, manage, and HIT than annual goals that you forget about until month eleven!

This week I wanted to share with you FOUR strategies for staying focused on your goals that will help you build momentum and stay on track to hit them -- and maybe even surpass them!

Ready? [Watch here...](#)

This is a busy time of year for agents, and it's easy to get distracted, busy, and lose sight of what's important. I hope this week's message brings some clarity and helps you stay focused! Good luck!

Keep Smiling :))

Darryl Davis, CSP



Have a little FUN this week. Thursday is National Popcorn Day -- and who doesn't love popcorn? Head to the store and pick up five boxes of microwave popcorn and five gift bags and do a SMILE STOP for five of your best customers and let them know that you just wanted to stop to say thanks for trusting you with their business.



WEBINAR

The Real Estate Agent's 3 Plan Business Plan!

Thursday, December 19

Noon to 1:00 PM EST



How to Get YOUR Offer Accepted in 24 Hours; *Even With Multiple Offers*



Contact Info:
DarrylSpeaks



ThePowerProgram.com/WebinarBonus

Concepts To *Win-Win* Negotiating



CLASSROOM



Coaching Calls



Farming & Self Promotion



Listing Appointment



Negotiating Offers



New Agent



Objection Handling



Playing with Buyers



Podcasts



Power Agent Corner



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Prospecting



Recommended Vendors



Servicing Sellers



SMILE Techniques



Social Media Items to Share



Technology



Time and Money Management



Top Power Agent Interviews



Webinars



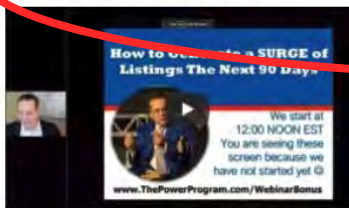
What's New

Webinars

The right training and tools are essential keys for taking your business to the NEXT LEVEL™. That's why we are committed to delivering new, timely bonus webinars on the topics that agents tell us they need each and every month.



Playing With Buyers | Summer Strategies to Double Your Income July 2018



How to Generate a SURGE of Listing The Next 90 Days | August 2018



12 Reasons FSBOs Should Not Be a FSBO | September 2018



THE 6-STEP HOME BUYING PROCESS



1. INFORM

2. ASK QUESTIONS

3. SELECT HOUSES

4. INSPECT

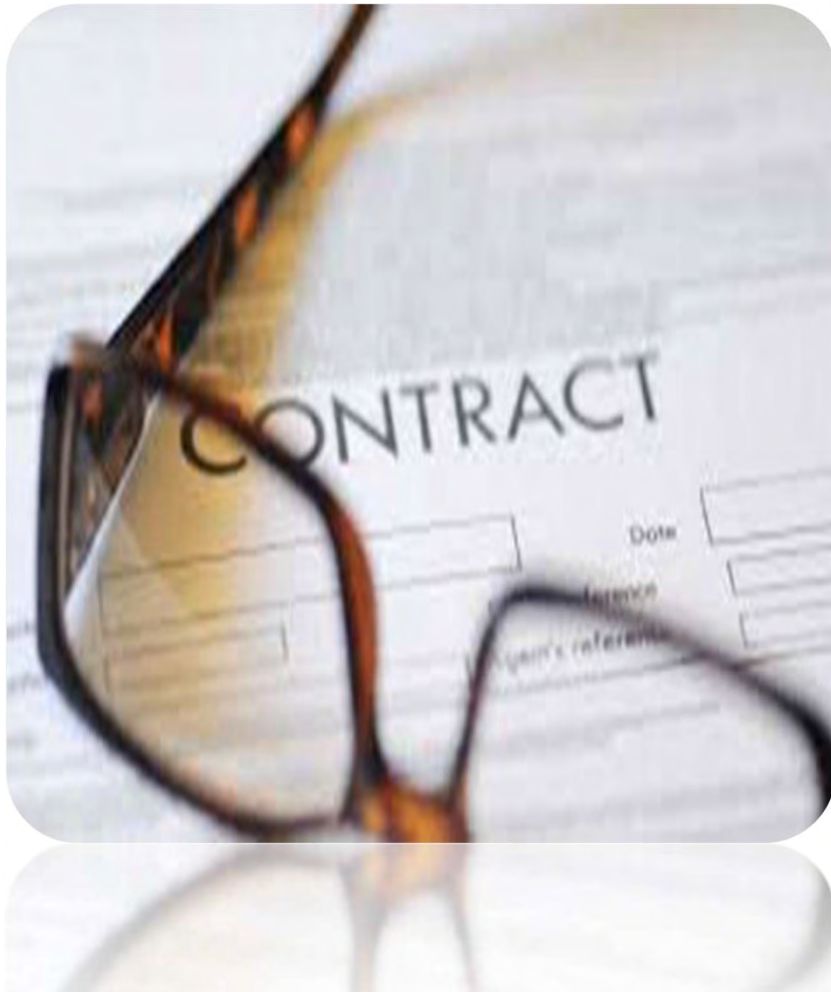
5. PAPERWORK

6. ONGOING SERVICES



ThePowerProgram.com/WebinarBonus

Concepts To Win-Win Negotiation



1. **Selling a house is a two-way negotiation.**
2. **Use the commitment of the buyer and seller to move the transaction forward.**
3. **Whether you are representing the buyer or seller, you MUST present the offer in person to the seller.**

ThePowerProgram.com/WebinarBonus



Presenting The Offer To Seller When You Are The Selling Agent

1

Your MLS probably states selling agent has the right to be present.

2

Meet with listing agent prior to presenting offer so you work together.

3

Reciprocate when you are listing agent.

4

If listing agent insists on not letting you be present, then get statement from seller.

Code of Ethics and Standards of Practice NATIONAL ASSOCIATION OF REALTORS®

U

nder all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of the nation. We should recognize that the interests of the nation and its citizens require the highest and best use of the land. Such interests impose obligations beyond those of ordinary commerce. We dedicate ourselves, and for which they should be held responsible, to the service of our customers, the public, and each other, REALTORS® shall:

CODE OF ETHICS

... appropriate regulatory bodies, to having direct personal knowledge of conduct that or fraud resulting in substantial economic harm, bring such with other real estate professionals promotes the best interests of those who to gain any unfair advantage over their competitors; and they refrain from making unsolicited or where REALTORS® believe that comment is necessary, their opinion is offered in an objective, of potential advantage or gain. The term REALTOR® has come to connote competency, fairness, and high integrity conduct in business relations. No inducement of profit and no instruction from clients ever can justify departure from this ideal. In addition, REALTORS® can take no safer guide than that which has been handed down through the centuries, embodied in the Golden Rule, "Whosoever ye should do to you, do ye even so to them." Accepting this standard as their own, REALTORS® pledge to observe its spirit in all of their activities whether conducted personally, through associates or others, or via technological means, and to conduct their business in accordance with the tenets set forth below.

Standard of Practice 1-7

“When acting as listing brokers, REALTORS® shall continue to submit to the seller/landlord all offers and counter-offers until closing or execution of a lease unless the seller/landlord has waived this obligation in writing.”

Writing The Offer



Writing The Offer

1. Stand for their commitment to own this home.
 - A. Confirm monthly payments at full price.
 - B. *“Let me just get some information; what’s today’s date?”*
2. Keep them involved.
3. Hand them the pen.
4. Direct signature – lighten moment
5. Ask the spouse a question.
6. Have the buyers write a “love” letter to the sellers.



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The Fair Housing Act



“But Darryl, the buyer can not write a letter because I and/or the sellers can get sued for discrimination if the seller accepts another offer.”



25 Years



The Fair Housing Act



An Individual cannot discriminate based on...

- Race
- Religion
- National Origin
- Sex
- Family Status
- Disability



In addition:

- Age
- Marital Status
- Military Status
- Sexual Orientation
- Gender Identity

Dear Mr. & Mrs. DeWare.

As we present this offer, we'd like to thank you for considering us as buyers for your home. We have looked at many houses, but none of them had the same feeling yours has. Along with meeting our needs as a large family, your home is filled with the love of twenty seven years. We all had the sensation that we were being "hugged" when we walked in. The children, who obviously don't understand the process of negotiations, have all chosen their bedrooms already! We have, of course, told friends and family about your home and they are keeping all of us in their prayers. For this reason, we feel confident that we can reach an agreement that everyone is comfortable with. No matter what the outcome, we are grateful to have been considered to possibly be the next family to be raised in the warmth of your home.

Sincerely,

The Robinson Family

Long Island, New York: The asking price was \$215,000 and the listing agent said the homeowner will take nothing less than \$210,000 because they have already rejected that.

Dear Mrs. O'Keefe,

My children and I visited your house yesterday and were very impressed with your home. I am a recent widow and wanted a home that the children and I would love and make our transition to New York an easier process. I hope we will be able to negotiate the sale so we can be settled as soon as possible.

Thank You,

Maureen Sweeney

The homeowner accepted \$198,000.

Since we haven't met face to face I thought you may want to know a little about the family who are interested in your home. We are a young couple looking to buy our first home. We have a 4 year old daughter and a little girl on the way in 2 weeks. We have been looking to buy a home for about 2 years, and have even thought about making a few offers, but for whatever reason each time something just didn't seem right and we chose to continue renting. We drove past your house and fell in love with the beautiful green yard. We knew that this was the home for us even though we had not yet seen the inside. Once we were able to see the inside and the beautiful backyard, we felt that this house was custom made for our family. The wallpaper is everything that I would have picked myself and the backyard is the perfect place for my girls to play with friends. For the first time we feel that this house is right for us, and buying a home may not be such a scary thing. So while you are considering our offer please keep in mind that your home will be going to a family who will love it and care for it the way that you have.

Brad & Wendy Turner

Dear Mr. Ringwelsky,

I am writing hoping to find you in the best of health, also to introduce my family and myself. We have four small children and need of a home — your home hopefully. We resides at 3341 4th Avenue. I don't know if you're familiar with 4th Avenue but it's not an avenue you enjoy watching your children grow up. We live among drugs, guns, and also killing. I noticed the fence yard in which I been dreaming of because I also have grandchildren, in which I would love to see enjoy your big backyard. So I can't offer you a whole lot of money for your home, but I can promise you I will love and take care of it, if given the chance.

Thank You

Mr. & Mrs. Greer

Contract Terms



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1. Get a large deposit to strengthen their offer.
2. Add: *“This offer is contingent on _____ (your name) presenting this agreement directly to the seller.”*
3. Add: *“This offer expires at _____, unless the seller accepts it.”*



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Code of Ethics and Standards of Practice NATIONAL ASSOCIATION OF REALTORS®

Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of the nation. We should recognize that the interests of the nation and its citizens require the highest and best use of the land for the creation of adequate housing, the building of functioning cities, the development of the countryside, and the conservation of our natural resources. Such interests impose obligations beyond those of ordinary commerce, and for which they should be dedicated, and for which they should be called upon to share with their fellow REALTORS®, customers, the public, and each other, REASONABLY.

CODE OF ETHICS

... shall submit offers and counter-offers objectively and as quickly as possible.

Standard of Practice 1-6
“REALTORS® shall submit offers and counter-offers objectively and as quickly as possible.”

4. Add that the purchaser agrees to list their home for sale with you.

5. Add to the Engineer Inspection Clause:

“Subject to any major defects. Major defects are defined as an item which makes the house uninhabitable or costs more than \$1,000 to repair for any one item.”



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6. Try making the offer amount a “quirky” number; it will stick out in the seller’s mind & register as a much higher number.

- Offering \$345,255 instead of \$345,000.
- If the buyer will cover seller’s legal fees, \$1,905 sounds better than \$1,850.



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Preparing to Present The Offer



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Preparation To Presenting The Offer



1. Before the buyers leave, deal with potential buyer remorse.



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LOANOPOLY



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<p>START HERE</p> <p>GO</p> 	<p>PRE-APPROVAL</p> <p>Preliminary docs include: W2's, bank statements, tax returns.</p>	<p>FIND A HOME</p> <p>Access your wants and needs, then let your REALTOR® help you find a home.</p>	<p>MAKE AN OFFER</p> <p>Offer accepted, sign binder, schedule home inspection.</p>	<p>APPLICATION PROCESS</p> <p>Submit updated pre-approval documents prior to obligating yourself to contract. KNOW YOUR NUMBERS.</p>	<p>CONTRACT-AGREEMENT OF SALE</p> <p>Review and sign your contract with your REALTOR® and attorney.</p>
<p>FINISH</p> <p>You can enjoy the tax advantages of owning your new home.</p>	<p>HELPFUL STRATEGY:</p> <ul style="list-style-type: none"> • Save & submit all future pay stubs • Save & submit all future bank statements (all pages) • Keep copies of documents submitted to processing • Continue to pay off debts and loans on time <p>COMMON MISTAKES:</p> <ul style="list-style-type: none"> • Don't make cash deposits • Don't make large purchases on credit cards • Don't co-sign loans for anyone • Don't change bank accounts • Don't apply for new credit <p>Your contact information here. Add name, company, website, email and phone number.</p> 				<p>APPRAISAL ORDER</p> <p>Ordered within the first week of contract. Appraisal inspection completed.</p>
<p>CONGRATULATIONS!</p> <p>Congratulations and welcome to your NEW HOME!</p>					<p>PROCESSING</p> <p>Processor completes all updated information, verifications for credit, employment, and assets.</p>
<p>CLOSING!</p> <p>You're at the finish LINE! All parties sign closing documents.</p>					<p>APPRAISAL REPORT</p> <p>Received and reviewed: processor updates items needed for approval. This will be emailed to you within 3 days of receipt.</p>
<p>FINAL WALK THROUGH</p> <p>Borrowers do a final walk-through of the property to approve condition of the house prior to signing closing documents.</p>	<p>CLEAR TO CLOSE</p> <p>You are notified that your file is clear to close and a closing date is coordinated and scheduled by all parties.</p>	<p>HOMEOWNER INS. POLICY</p> <p>Copy of appraisal & mortgage clause provided to you for securing homeowner's insurance.</p>	<p>TITLE REPORT</p> <p>Title report submitted for review and clearance.</p>	<p>COMMITMENT</p> <p>Submit ALL outstanding condition items from commitment letter order to final clearance.</p>	<p>UNDERWRITING</p> <p>Processor submits your file to underwriting for review and commitment letter. Approval commitment letter sent to you and attorney for review.</p>

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www.ThePowerProgram.com

Home Ownership & Helping Children Grow Up Stronger, Smarter, and With More Security

Statistics show that children who are raised in homes that are owned (not rented) ...

- 9%** BETTER MATH GRADES
- 7%** BETTER ENGLISH GRADES
- 3%** LESS BEHAVIOR PROBLEMS
- 25%** HIGHER HIGH SCHOOL GRADUATION RATE
- 115%** MORE LIKELY TO GRADUATE FROM COLLEGE
- 2X AS LIKELY TO HAVE A POST-SECONDARY EDUCATION**
- 74%** A NATIONAL SURVEY OF HABITAT FOR HUMANITY HOMEOWNERS FOUND THAT 74% SAID THEIR FAMILIES' OVERALL HEALTH IMPROVED SINCE MOVING INTO THEIR HOME.

(800) 395-3905 • www.ThePowerProgram.com
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Sources: Duke University, American Psychology Foundation, Fannie Mae, Habitat for Humanity

**As a real estate specialist, I am passionate about helping children and families thrive.
 Call me today to learn more about home ownership in our market.**

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LOAN APPLICATION CHECKLIST

- Real estate contract with legal description and deposit receipt.
 - Check for appraisal and credit report, varies with lender.
 - Name and complete address of last two years of residence.
 - Name and complete address of last two years landlord or mortgage company.
 - Explanation letter regarding any employment gaps over the last two years.
 - Name and address of last two years employers with dates.
 - Explanation letter of any credit deficiencies.
 - Social Security Numbers of all borrowers.
 - Current gross monthly income figures.
 - Copy of paystubs covering a 30-day period and last two years W2s and or 1099s.
 - If income is derived from other sources, two years tax returns, both business and personal with all schedules, signed.
 - If self-employed, current profit and loss on income and expenses.
 - If divorced, copy of complete recorded decree and settlement.
 - Name, address, and account numbers of all places where assets are held (checking, savings, CD's, IRA's, etc.) 3 month's of most current statements.
 - List of stocks, securities with market value – certified copies.
 - Estimate of cash value of life insurance.
 - Schedule of real estate owned, with value, lien, rental income, payments.
 - Year, make, and model of vehicles.
 - Estimate value of furniture and personal property.
 - Name, address, numbers, balance and payments of installment loans
 - If child support is being paid, proof of payments.
 - If relocating, information regarding buy-out of house, payment of closing costs, etc. from company.
 - If selling current house, copy of listing agreement or contract.
 - Homeowner's Insurance documentation.
- Additional Requirements for FHA/VA Loan Applications
- Copy of Driver's License and Social Security Cards
 - Name and address of nearest living relative.
 - Copy of DD214 and/or original Certificate of Eligibility (VA only).
 - Child care expenses must be provided.



Your Contact Information Here.



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MULTIPLE-OFFER NEGOTIATION EGUIDE

for Real Estate Buyers and Sellers



POWER AGENT

— YOUR LOGO —

YOUR NAME
YOUR PHONE NUMBER | WWW.YOURSITE.COM



Negotiation is a critical skill you'll need to have whether you are buying or selling property. Multiple offers can further complicate what can often already be a cumbersome process. Having the right tools and experience is key to getting your best return for investment with the least amount of stress.

In this eGuide, I will walk you through some of the best practices in the industry for negotiating a fair transaction where multiple offers are involved.

1

In certain markets, such as ones with low listing inventory, sellers are often in the position to weigh competing purchase offers from multiple buyers. They can then do one of several things:

- Accept what they feel is the best offer
- Inform all potential buyers that there are multiple offers being considered
- Counter one offer, and put other offers on hold until counter-offer
- Counter an offer and reject other offers



2



First, let's take a look at some of the facts and strategies that make can affect this type of transaction:

FACT: Both parties are seeking the best financial terms for their interests. Sellers want the highest price and buyers want the lowest.

FACT: There are listing brokers, who represent the seller's best interest, and Buyer Representatives who represent the buyer's interest. All REALTORS® are subject to state real estate regulation and, if they are REALTORS®, to the Code of Ethics of the National Association of REALTORS®.

FACT: The Code of Ethics obligates REALTORS® to be honest with all parties; to present offers and counter-offers quickly and objectively; and to cooperate with other brokers. Cooperation involves sharing of relevant information.

3

FACT: Ultimately, only one offer will result in the sale of the property. It is imperative that all parties act in good faith, with honesty, and communicate in a timely and mutual way.

FACT: Listing brokers are a professional resource and guide to help protect a seller's interest in a transaction. However, all decisions in terms of the acceptance or rejection of any offer is ultimately up to the seller.

FACT: Buyer's Representatives are a professional resource and guide to help protect the best interest of the buyer. Ultimately, the offer made is up to the buyer.

FACT: Real estate professionals provide guidance based on their experience, market knowledge, and training. However, real estate transactions still come down to a human decision, so they can make no guarantee for how either a buyer or a seller will react in any given situation.



4



STRATEGY: Buyers often will present a low initial offer, hoping to purchase a property below listed price. This can result in a favorable acceptance of the offer, or leave a buyer or a purchaser to be outbid by another buyer's higher offer. Your buyer representative can help guide you as to current fair market value.

STRATEGY: Buyers can submit multiple offers or limit to the hopes of a quick acceptance, the risk here is in negotiating whether the offers would have accepted a lower offer.

STRATEGY: Sellers can sometimes disclose the details of multiple offers to all prospective buyers, hoping to create a "bidding war" and increase the sales price of their home. However, in some cases, state law can limit the level of disclosure of the existence or terms of third party offers, your real estate professional can guide you.

5



STRATEGY: Sellers may invite all potential buyers to make their "best offer", meaning produce a higher offer based on the higher price and terms currently being considered. This could result in a higher sales price. It could also result in discouraged buyers pursuing other properties. Your agent can help you weigh the pros and cons of this strategy.

These facts and strategies represent just a glimpse of what goes into a successful real estate transaction. Whether you are a seller or a buyer, market and economic trends, negotiating experience, knowledge of state laws that govern the sale of property, and adherence to an ethical code all will help to ensure that you get the best results.

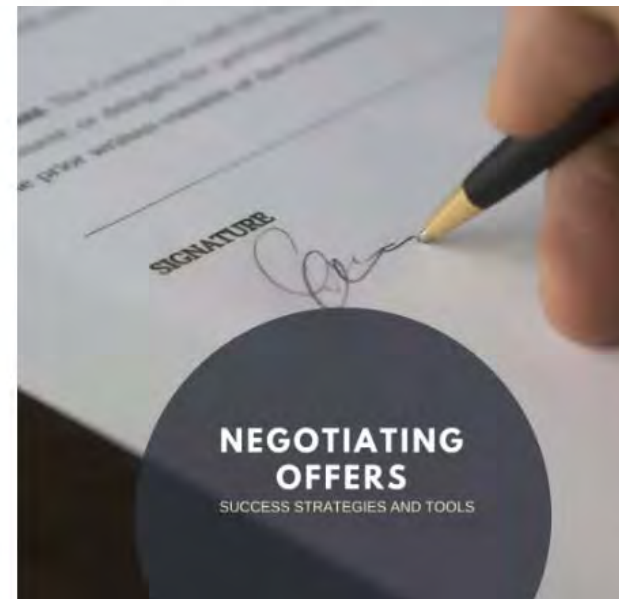
6



Negotiating Offers

One of the things that sets great agents from good is the ability to negotiate offers with skill and ease.

- 8 Step Negotiation Process
- Competitively Pricing Your Home **New**
- Cut Commission Graphic
- Darryl's Video: The Hammer
- Darryl's Video: No FSBO Should be a FSBO
- Darryl's Video: The "List"
- Darryl's Video: The Kitchen Table
- Negotiable Commission Cartoon Gal
- Negotiable Commission Cartoon Guy
- Power Agents 3 Negotiating Insights
- Pricing Pyramid



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Preparation To Presenting The Offer



- 1. Before the buyers leave you, deal with buyer remorse.**
- 2. Meet with the listing agent prior to meeting with the seller; you can meet in front of the house.**

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Preparation To Presenting The Offer



3. Ask the listing agent about the seller's commitment to moving:

- A. Where are they moving to?
- B. When do they need to get there?
- C. Why did they pick that area?

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Preparation To Presenting The Offer



6. Bring photos of the house the buyers are selling.
7. Schedule offer presentation but do not reveal offer over the phone.

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Presenting the Offer



Presenting the Offer

The Eight Step Negotiating Process

1. Acknowledge The Listing Agent In Front Of The Sellers
2. Explain Your “Job”
3. Discover The Seller’s Commitment
4. Humanize The Buyers
5. Price And Terms Distinction
6. Present The Positive Terms
7. Present Price
8. Invite Action



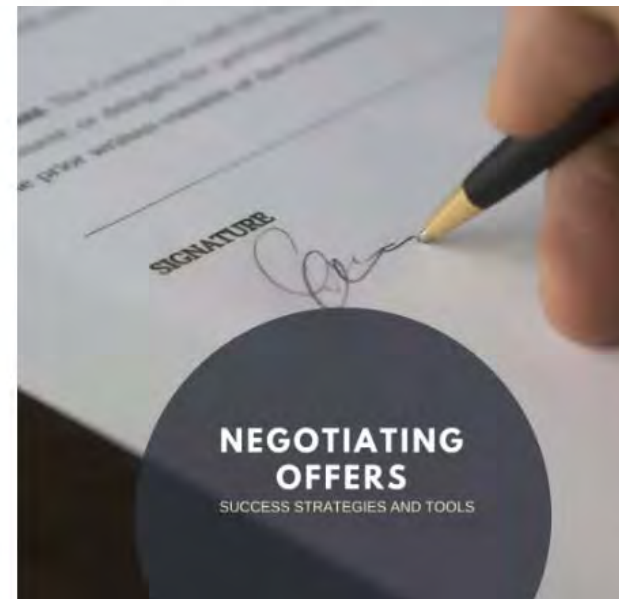
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Negotiating Offers

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The 8-Step Negotiating Process



Step 1: Acknowledge The Listing Agent In Front Of The Sellers.

Step 2: Explain Your “Job”

- A. Explain briefly how you “manage” the buyer side of this transaction.**
- B. Explain that you’re committed to helping the sellers meet their goals and objectives.**
- C. Tell them you will be fair to all parties as per Code of Ethics.**

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The 8-Step Negotiating Process



Step 3: Discover The Seller's Commitment

- A. Where are they moving to?
- B. Why there?
- C. When would they like to close? (Use the phrase "*nick of time*" if possible.)

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The 8-Step Negotiating Process



Step 4: Humanize The Buyers

- A. Share specifics about the buyers – their names, where they work, children, etc.
- B. Show the sellers “The List” and tell them how lucky they are these buyers picked their home.

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Refine Results

LOCATION:

State:
MN

County:
All

Cities:
All
Adams
Afton
Agram Twp

PROPERTY TYPES:

Single Family

Condo

Townhouse

Duplex

Multi Family

Residential Lease

Lots/Acreage

Farm/Hobby

Commercial

New Listings

Price Reduced

FEATURES:

Price Range
\$300,000
\$800,000

Beds **Baths**
4 or m 3 or m

Square Feet **Acreage**
No Min No Min

Built After **Built Before**

Garage No Min


Style
 (SF) Four or More Level St
 (SF) Modified Two Story
 (SF) More Than Two Story
 (SF) One 1/2 Stories

Amenities

Descending by Price Show 20 [Grid View](#)

Email Me When New Listings Match This Search

- MLS # 4471455** **Minnetonka** - 4462 Ellerdale Road




Offered at \$500,000
Days on Market: [Unlock](#)

Residential
Bed/Bath: 4/3
Sq Feet: 3262
Year Built: 1957

[View Details](#)
[Request Showing](#)
[Inquire](#)
[Add to Favorites](#)
[Down Payment Assistance](#)

BrokerSM Reciprocity
Fish MLS Realty
- MLS # 4477344** **Minnetonka** - 14410 Minnehaha Place




Offered at \$499,900 **PRICE REDUCED!**
Original List Price: [Unlock](#)

Residential
Bed/Bath: 4/3
Sq Feet: 4034
Year Built: 1979

[View Details](#)
[Request Showing](#)
[Inquire](#)
[Add to Favorites](#)
[Down Payment Assistance](#)

BrokerSM Reciprocity
Kg Realty
- MLS # 4483019** **Minnetonka** - 4311 Williston Road




Offered at \$499,900
Days on Market: [Unlock](#)

Residential
Bed/Bath: 4/3
Sq Feet: 2509
Year Built: 2013

[View Details](#)
[Request Showing](#)
[Inquire](#)
[Add to Favorites](#)
[Down Payment Assistance](#)

BrokerSM Reciprocity
Lakes Area Realty
- MLS # 4465222** **Minnetonka** - 4816 Highbury Lane




Offered at \$499,900 **PRICE REDUCED!**
Original List Price: [Unlock](#)

Residential
Bed/Bath: 4/3
Sq Feet: 3667
Year Built: 1968

[View Details](#)
[Request Showing](#)
[Inquire](#)
[Add to Favorites](#)
[Down Payment Assistance](#)

BrokerSM Reciprocity
Edina Realty, Inc.
- MLS # 4480829** **Edina** - 5529 Saint Johns Avenue




Offered at \$499,900
Days on Market: [Unlock](#)

Residential
Bed/Bath: 4/3
Sq Feet: 2077
Year Built: 1948

[View Details](#)
[Request Showing](#)
[Inquire](#)
[Add to Favorites](#)
[Down Payment Assistance](#)

BrokerSM Reciprocity
Lakes Sotheby's International
- MLS # 4438581** **Minnetonka** - 4541 Timber Woods Lane



Offered at \$499,900 **PRICE REDUCED!**
Original List Price: [Unlock](#)

Residential
Bed/Bath: 5/4
Sq Feet: 3708
Year Built: 2003

[View Details](#)
[Request Showing](#)
[Inquire](#)
[Add to Favorites](#)
[Down Payment Assistance](#)

BrokerSM Reciprocity
Edina Realty, Inc.

The 8-Step Negotiating Process



Step 4: Humanize The Buyers

- A. Share specifics about the buyers – their names, where they work, children, etc.
- B. Show the sellers “The List” and tell them how lucky they are these buyers picked their home.
- C. Read the buyer’s letter aloud.

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The 8-Step Negotiating Process



Step 5: Price And Terms Distinction

- A. Explain how terms are as important, if not more so, than the price.**
- B. Give an example of having a great price but horrible terms.**

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The 8 Step Negotiating Process



Step 6: Present The Positive Terms

A. Large deposit

B. Pre-commitment

C. Closing date

D. Buying “as is”

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The 8 Step Negotiating Process



Step 7: Present Price

- A. Show your MLS list price to sales price ratio stats.
- B. *“Their offer represents _____% of your asking price, which come to \$_____”.*

Step 8: Invite Action

- A. Recap the positives.
- B. Get signature.
- C. Get the heck out of there and celebrate. 😊

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Handling Objections



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Objection: “Will you cut your commission?”

1. No 😊

2. Re-iterate it’s a two-way negotiation, not a three-way.

3. Finally, pretend to cut your commission.



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Pretend To Cut Your Commission

- 1. How much commission do you want me to cut?**
- 2. So that comes out to (confirm dollar amount).**
- 3. If I can get you (the dollar amount confirmed), would you accept this offer?**
- 4. OK then; I'll counter to the buyer that amount because as I said I can not cut the commission.**



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Objection: “We’ll counter at _____.”

The Negotiating Dance — “Because these buyers are so qualified, if you had to go to _____, I mean if it were the difference between moving or not, could that work for you?”



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Objection: “The offer is too low.”

- 1. House Buyback — *Would you buy your house back for \$(the offer price they're rejecting), because right now your house is sold and by not accepting this offer is like you're buying your house back.***



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DARRYL DAVIS
COACHING MEMBERS
PRIVATE GROUP



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“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



POWERAGENT[®]

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- **Complete access to the entire *Power Agent*[®] website**
- **Copy of today's slides**
- **Webinar On Demand**
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JUST \$27
PER MONTH
FOR ALL OF
THIS!

What You Receive as a POWER Agent®



Access to our weekly, LIVE “POWER HOUR” calls

Live calls monthly on which Darryl will cover different aspects of the real estate business. He'll go in-depth into the challenges you may be facing and how to OVERCOME those challenges in today's market. He'll teach you to not only overcome them but to surpass them to achieve *COLOSSAL SUCCESS in your business!*



Dedicated Power Agent® Classroom with 20 Dedicated Categories

The Power Agent® website is loaded with learning and coaching tools such as podcasts, audio and video lessons, and webinars on demand. You'll also find hundreds of marketing tools for prospecting, farming, negotiating, objection handling and more. eGuides, forms, checklists, etc. These items if bought separately would cost thousands of dollars, but as a Power Agent®, you have access to them at no cost for your first 30 days, then just the low cost of your membership. Watch for new and exciting tools and information added every single month!



Website Archives Section

In addition to the Classroom materials, The Power Program website contains recording and transcripts of over 12 months past interviews and the Inner Circle Newsletter, audio interviews, and Power Hour calls with Darryl. These archives alone house enough information to change the core of any business.



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THIS!

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- Monthly Digital Power Agent Magazine**

Filled with visual tools guaranteed to enhance your listing or selling presentations. The Power Agent® Magazine is loaded with sample ads, dialogues, news articles, graphs, etc. (to use on listing and buyer appointments), and systems to keep your business running smoothly, and SO MUCH MORE.
- Monthly Interview of Nationally Top Producing Agents**

Sharing their trade secrets and the tools that keep their business alive and thriving. Darryl conducts in-depth interviews with the nation's Top Agents each month. These agents have been through their share of ups and downs, and have figured out what WORKS in today's market. Learn their secrets without making their mistakes – take advantage of their knowledge and start making a six-figure-plus income in the current market. Each one has their own special ingredient to share, from cities nationwide, and they will share with YOU their formulas of success.
- Recommended Power Vendor & Resource Directory**

There are so many company agents can work with to help grow their business, it can become overwhelming and confusing. Darryl has personally checked out these companies and believes these are the some of the best companies out there, making it so much easier for you to pick a company to help grow your business.



JUST \$27
PER MONTH
FOR ALL OF
THIS!

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Access to Our Members-Only Facebook Group POWER Agents of Real Estate

Here you have a chance to interact with other Power Agents, as well as Darryl, through social media. Throughout the month, Darryl also shares links to up-to-the-minute articles or news about real estate.



50% discount on all of Darryl's learning CDs

As a Power Agent you are entitled to half off all of the titles from Darryl's Complete Real Estate Mastery Program.

Just \$27 per month – start today and your first 30 days are FREE.





QUESTIONS.....



DARRYL DAVIS
COACHING MEMBERS
PRIVATE GROUP



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WEBINAR



**The ONLY Real Estate
Business Plan with 3 Plans!!!!**

Thursday, December 19

Noon to 1:00 PM EST



How to Get YOUR Offer Accepted in 24 Hours; *Even With Multiple Offers*



Contact Info:
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