

The Darryl Davis

May 2016

# POWER AGENT

# MAGAZINE™



Page

20

## For Your Eyes Only

Forms, checklists and promo pieces building your business

Featuring

*Sueanne Sylvester*

Page 5



## Table of Contents

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Table of Contents .....	2
A Letter from Darryl Davis .....	3
Meet Sueanne.....	4
Interview with Sueanne Peacock Sylvester.....	5-19

## Feature Articles & Bonuses

For Your Eyes Only.....	20-46
Wanted: Power Agents .....	47-48
Schedule .....	49

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# A Letter From Darryl Davis...

Dear Real Estate Advantage Members,

Welcome to this month's **Power Program Inner Circle** ...giving you the *best advantage* in today's market!

**Keep this information handy!** To find out when the next Power Hour Team Coaching call will be, or to listen to past recordings, please visit us online at: [www.ThePowerProgram.com](http://www.ThePowerProgram.com)

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Our Mailing Address:

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As a reminder, if at any point you want to cancel your membership, please contact us at one of the methods above. But, for only \$27 a month, you just can't lose with this program

- LIVE coaching calls with Sueanne each month,
- In-depth interviews with top agents,
- Bonuses and special promotional offers!

If you have any ideas or suggestions for the The Power Program or would like to contribute an article or news piece, please do not hesitate to contact my office. We always welcome the thoughts of our members.

Until next month, I wish you all the best and nothing but success in all of your real estate endeavours.

Powerfully Yours,  
Darryl Davis



# Meet Sueanne Sylvester



*NJ Realtors® Circle of Excellence Award 2015  
Weichert Sales Executive Club 2015*

*TOP OFFICE PERFORMER FOR THREE MONTHS IN 2015. Top Sales Agent, March and October and Top Listing Agent for December. Sueanne outsold more than 120 agents in the office, including teams with decades of experience. Certified Accredited Buyers Representative, Short Sale and Foreclosure Specialist and Graduate of Weichert's exclusive Buyer Mastery Program.*

Sueanne Peacock Sylvester, a second generation realtor, brings three decades of marketing experience and community commitment to her real estate career. Born and raised in Mountain Lakes, she has also lived in Boston, New Hampshire and Newport Beach, California where she has bought, sold, renovated and built \$8.5 million worth of homes in a range of financial climates.

Delighted to be back in her hometown of Mountain Lakes, Sueanne has the unique perspective of an old "Laker" combined with the appreciation of the new facets of all of Morris County that beckon a diverse group of demanding homeowners to put down roots for their families to nurture and prosper.

"You're not buying a home, you're investing in a future. Whether you're buying or selling, it's my job to get you the best price and terms and facilitate an easy and successful transaction. I'll also hold your hand every step of the way during the process."

Prior to real estate, Sueanne was an award winning copywriter at national advertising agencies in NY and Boston specializing in luxury brands, international travel, real estate development, sports, cars and finance. Imagine having your home marketed by the original copywriter for the Ritz-Carlton. Her responsive, personalized service and sophisticated writing style inspired client loyalty, as accounts regularly followed her from one agency to another. Sueanne brings this same level of polished customized marketing and client services to her real estate career.

Sueanne's decades of community involvement include serving as President of the Susan G. Komen Breast Cancer Foundation and Chair of the Race for the Cure in Orange County, CA as well as Director of Fund Development for The Lake Drive Foundation for Children Who are Deaf and Hard of Hearing in NJ.

Your next home is just around the corner. If you're looking to maximize your home ownership investment while minimizing the anxiety that can accompany a residential sale or purchase, Sueanne is a knowledgeable neighborhood specialist committed to going the extra mile to achieve your objectives.





~ an interview with ~  
**SUEANNE SYLVESTER**

phone (973) 219-8845 • email [ssylvester@weichert.com](mailto:ssylvester@weichert.com) • website [www.lovemountainlakes.com](http://www.lovemountainlakes.com)

**Darryl:** Well hey gang. This is Darryl Davis. Welcome to our interview with a great Power Agent by the name of Suanne Sylvester. Suanne, thanks for being with me on this Saturday while we're doing this. It's wonderful for you to take the time. Thank you, thank you.

**Suanne:** I'm happy to be here. Thanks.

**Darryl:** Alright. So let me just introduce (inaudible at 00:00:23) share your bio with everybody that's listening. You are working at Life Realtors Mountain Lakes Office (ph) on Cherry Hill Road. What city is that Suanne?

**Suanne:** It's in Mountain Lakes.

**Darryl:** Mount... That is in Mountain... So that's why it's Mountain Lakes Office. Okay. That was a stupid thing on my part. Okay. (LAUGHTER)

**Suanne:** (LAUGHTER)

**Darryl:** And, you know, I... The reason, gang, I wanted to interview Suanne... Just to give you a little background really quick is she had attended a seminar that I just did a few days ago in New Jersey. And you'd be shocked at this when this doesn't happen as much as you might think. You came up to me and you thanked me very much for the seminar and you said if I wasn't rushing out you'd like to take me to lunch and kind of just hang out a little bit. And, you know, that was really awesome because, you know, one of the things that I think successful people do is when they see an opportunity they grab it and/or they'll create an opportunity which is really what you were trying to do with me. So that caught my attention. And when I found out your production... Gang, just to give you some background on Suanne, she's only been in real estate for a year. And in her first year in real estate, she's already done 5.5 million in sales and rentals and top agent in her office of 150 agents in the office. So that's an incredible accomplishment, you know, pushing almost 100,000 in income. And so I wanted to grab her an interview her and find out... Because I know a lot of people listening to this, Suanne, are either new agents or... You know, how do you have a great first year? And even agents who have been doing this for a while are still not doing that kind of production. So I know you're a little apprehensive because you don't feel like, you know, that you're at a level where you should be spotlighted. But once again, as I said before the call, you've done great work so far and I know you're going to continue. So let

## interview with Sueanne Peacock Sylvester (continued)

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me... Why don't you... I people want to get in touch with you at any point for referrals or questions, what's a good e-mail address, phone number, website? So what is it?

**Suanne:** Oh, okay. Great. My e-mail is ssylvester, which is ssylvester@weichert.com.

**Darryl:** Great.

**Suanne:** My cell is (973) 219-8845 and a website that you can contact me at is just www.lovemountainlakes.com. I live in Mountain Lakes. My office is in Mountain Lakes and even though I can, I focus on all of Morris County (ph), this community here, I think, is really a great focus for me because I know it so well and because the homes are, you know, average seven, \$800,000 and it's a good way to spend my time to make the most money.

**Darryl:** Yeah. And that's probably a good point. Let's just start with that. So first of all, you list and sell... You're focused in the area that you live in, yes?

**Suanne:** Yes.

**Darryl:** And how is that an advantage for you? Because sometimes people... Now you also have your office in the area where you live. But what do you feel is the advantage of listing and selling in the area where you actually live and know so well?

**Suanne:** I think I can do things, like say, "This is a great street. There are twelve kids under thirteen on the street. You're going to have great neighbors. Here's where the preschools are. Let me tell you about the public transportation to the city. Everybody here, their kids have kayaks and go out fishing all summer long." It's really to be able to explain what it's like to live there. You know, certainly I love selling the surrounding communities as well because I do know them very well. But I...

**Darryl:** You do?

**Suanne:** I love being able to say, "Hey, once you move in, I'll introduce you to some other women who have the same interests, get you involved in the clubs." And they like that.

**Darryl:** Yeah. That's a great point, Suanne because I... Listening to you talk, and I love doing these interviews (LAUGHTER) because it brings things to the surface for me that I even forget. And, you know, when I think of a lot of successful agents, that's one of the things is that they don't just sell real, sell houses or sell real estate. They actually are selling a life style, a way of feeling because people are not just buying a house. They're buying a home where they're going to create memories. There's a lot of experiences that one goes through when they live in a particular neighborhood. So, you know, you knowing your neighborhood and the surrounding neighbors so well, you know, really helps, I think, to create that, "What is it like to live here? What's the experience?" So when you're talking to the husband and wife about... You're not just talking about the house. You're talking about

an experience of the neighborhood and everything else. So that's really awesome. So good job on that.

**Suanne:** Great. Thanks.

**Darryl:** Yeah. Let me ask you... Why did you... What did you do before you got into real estate?

**Suanne:** I had a couple of different careers. I started out as a copywriter in advertising in international agencies. And I specialized in luxury hotels, in travel, banking, some very interesting... I had fabulous clients. The Ritz Carlton was one of my clients. So writing comes naturally, marketing. I do spend a lot of thought marketing and branding myself. I also was in the nonprofit world and I worked for the Susan G. Komen Foundation. I was president of our affiliate in Southern California and chaired Race for the Cure. So I have a lot of experience with people and with selling, with raising money and building relationships. And I think that's one of the things that I enjoy doing and feel has worked out for me is creating relationships and having the patience to keep, you know, keep focused when they disappear for a short people of time for some reason and just keeping touch, knowing that they're going to buy. But I did love how you characterized buyers into A, B, and C buyers. And I have been looking at my list of buyers thinking, "Okay, I need to focus on those A buyers, the ones that are going to buy in the next couple of months."

**Darryl:** (LAUGHTER) Yeah. You know, just if we can, I'll make this a little bit of a coaching session just for you and I while people listen in. That CD on, you know, how to play with buyers and make more sells, the A, B, C, you know, the B buyers are the ones that... Do you remember at the seminar talking about (inaudible at 00:08:31) house not the buyer, right?

**Suanne:** Yes.

**Darryl:** And the shiny penny list is really good for the B and C buyers. When the shiny penny comes out, you call your B buyers, you call... Well, of course you call the As too. But the A buyers, there's an exception. So B and C buyers, you only take them out when a shiny penny in their price range comes out. Whereas, with an A buyer, like there's no question that you're going, they're going to buy, those are the exceptions to the rule where you would not only show them the shiny pennies but you would show them even the non-shiny pennies. If you know that these people are going to buy in the next thirty days without question, then you do work those until you sell them. So good.

**Suanne:** Well, it just...

**Darryl:** Now... Go ahead.

**Suanne:** We're having this snowstorm and I thought, "Oh great. I can sleep late." And I get a text at like 7:30 this morning from someone who I had met at an open house probably last September...

**Darryl:** Okay.

## interview with Sueanne Peacock Sylvester (continued)

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**Suanne:** ...who I know is moving here.

**Darryl:** Yeah.

**Suanne:** And I got a text saying, “Hey, you know what? Thanks for keeping in touch. We are moving. You know, anything new? What’s happening?” And it’s important to keep in touch with people you know are going to eventually buy. And it’s great that they come back to you and they do say, “Hey. I remember you. I really want to work with you. It’s just going to take a little longer.”

**Darryl:** Now, let’s... Let me highlight that. So how did you stay in touch with this particular buyer then after, you know, four or five months came back to you?

**Suanne:** I just sent e-mails or texts occasionally just saying, “Hey, how’s it going? Any news?” I sent a little note over the holidays, over the New Years, you know, “Is this the new year you’re ready for your new home?” And just by keeping in touch, even people who are across the country who are planning on moving here, I...

**Darryl:** Yeah.

**Suanne:** They seem like I’m a lifeline to them because they’re... They don’t know where they’re going and what their new life’s going to be and I’m the lifeline. “Okay. It’s going to be okay. She’s going to find us a house.”

**Darryl:** Well, that’s... You know, I... You know, I don’t even know if I’ve thought of that, that just staying in touch with buyers and maybe you aren’t even close with them, but using the texting as a form of a digital postcard, if you will, of, “Hey. How are things going? Are you still looking or, you know, things have changed,” or some kind of information that might be useful to them? So that’s a really awesome idea. Let me ask you. The previous career that you had with copywriting and customer... Is there anything that you feel those experiences has helped you and that you’re using in real estate now?

**Suanne:** I think it’s helped me in marketing myself.

**Darryl:** Okay.

**Suanne:** For example, my buyer (inaudible at 00:11:43) it doesn’t just say, you know, buyer’s consultation. It’s got a lot of the things that you highlight. I’ve got a custom cover. I have my testimonials in there. I also do a lot of advertising with some really nice, interesting copy. And people in my community always say, “I love your advertising. I look forward to the magazine coming out to see what your ads are.” And even if they’re not buying right now, you know, I know that they respect my intelligence because I’m not just doing an ad with five houses on it.

**Darryl:** Right.

**Suanne:** I'm actually offering service and presenting myself intelligently.

**Darryl:** Well, now let's highlight that. So the copy... And again, your experience being a copywriter is if you were going to give somebody a suggestion that in creating an ad or postcard, with all of your experience, is there anything that you can tell a novice that might be a good thing to be aware of when putting together their ad or their postcard? Like any rules of thumb when it comes to, you know, putting copy together.

**Suanne:** I think to think outside of the box a little bit.

**Darryl:** Okay.

**Suanne:** You look at everybody else's ads and, you know, their... First of all, the first thing when I ever have a mentee, I say, "Go get a fabulous photo taken of yourself. You know, get a professional photo. Don't just get a bad headshot because right away that's going to differentiate you." I think, you know, not coming up with the trite little thing, statements. Well, this is hard to explain because I kind of approach my advertising more like a corporate advertising. So for example, for... To try to attract folks who might be moving out of town because their kids have graduated from the high school and it's time to move, you know, I did an ad, which was a gorgeous shot, a blue cap and gown up close and it was, "Are you ready to graduate to your next home?" And we talked about... I mean, it was gorgeous. I've got a beautiful cherry door with a door knocker, you know, "Opportunity is knocking." And the copy was, "I've got buyers who want to get into this town and there's not enough inventory. If you're thinking of selling, contact me." So I think just trying to stand out a little bit from the pack being a thoughtful intelligent person has worked well for me.

**Darryl:** Well, I didn't want... I was staying dead silent because that was really great stuff that you just said. I mean, the whole cap and gown thing. So that was creative. And, you know, telling people that we have buyers looking to buy in this neighborhood and there's a shortage of inventory so if you know of anybody or you're thinking, that was all brilliant stuff. And what I sensed when you were sharing that is like, you know what, when it comes to advertising, you know, have fun with it. If you're going to run an ad or a postcard or a flyer, you know, how can you make it fun? How can you make it engaging where people are going to want to participate by reading the whole thing? So I remember one (inaudible at 00:15:55) the flyer that they sent out was, the caption was, "Do you know what your neighbor did last night?"

**Suanne:** (LAUGHTER)

**Darryl:** Which is just such a great caption. And the next sentence was, "They listed their home for sale with me." You know, and so great. That's... And looking at your e-mail, Suanne, you walk the talk because, first of all, you've got in your signature in your e-mail, you've got your photo which a lot of people don't do that. So that's great. I see that you've



## interview with Sueanne Peacock Sylvester (continued)

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got two websites. You've got lovemountainlakes.com and then your name, suannesylvester.com. A lot of people don't think that way either. So, you know, probably your marketing mentality helps support, helps you with, you know, thinking this way. Now I'm curious. This suannesylvester.com versus lovemountainlakes.com.

**Suanne:** They're the same. They go to the same place. So I just wanted to be able, if I'm marketing myself in a town other than Mountain Lakes, I just want to be able to say suannesylvester.com because I don't want people to think that I only do Mountain Lakes.

**Darryl:** Great. Got it. Okay. That's awesome. Brilliant. So now...

**Suanne:** I start...

**Darryl:** Oh go ahead.

**Suanne:** Okay. Go ahead.

**Darryl:** No, no. You go ahead. (LAUGHTER)

**Suanne:** Well, I started out the Facebook page that was lovemountainlakes.com just for people to post what they love about the town and their photos and things that are going on. And I've got about 800 followers on that.

**Darryl:** Okay. On Facebook.

**Suanne:** Which is nice... And I don't use it for hard sell. I may post some listings on there. In fact, I have other agents now posting on my site.

**Darryl:** No.

**Suanne:** I have to... Yeah I do. And so I have to go and say, "You know what? This is really my... It's a soft sell. But, you know, I created this for my business."

**Darryl:** Right.

**Suanne:** "So don't post." (LAUGHTER)

**Darryl:** (LAUGHTER)

**Suanne:** And it's soft... It's soft sell but it still says, "As a realtor who grew up here, I created this page for our community." People who've moved away loved to look at it and people who live here love to look at it.

**Darryl:** Well, I'm actually on it now. And yeah, it seems like... Well, there's an agent that



posted on your page. (LAUGHTER) And... But that's the only one I saw. And we've got an astronaut at NASA (inaudible at 00:18:47) and he just posted pictures of the snowstorm there two hours ago. So this is now one of those... So let's see. We've got two hour posting, five hours ago, ten hours ago, and a bunch of comments, eleven shares on one posting. So, you know, this is a thriving, you know, Facebook page. You know, sometimes agents create these Facebook pages and they're dead on arrival. People are not engaging with it. Clearly yours is working. Why do you think that is? Why do you think people are participating on this page?

**Suanne:** This is a small community. And I think there are 1,400 homes. People know each other. Even folks who have moved away love to go back. There's a saying, "Once a Laker, always a Laker." People are really engaged here. And I do have another (inaudible at 00:19:53) Facebook page that I just started a few weeks ago. I think it's going to be harder to get this same level of engagement in that one because that's going to be a little more real estate oriented whereas this is very community oriented.

**Darryl:** Well, you know, but here's a really powerful distinction that we've got to highlight here and that is... Okay. So I've got it. Mountain Lakes is a close knit group of people. And you said there's 1,400 homes and there's 800 people participating in your website. So that's pretty good ratio compared to the number of homes. But again, that's because these people are... They're engaged in their community. Now, when you go into an area where there isn't that same level of engagement, you're going to post... You have this page and, like you just said, it may not be as much. But the more I think you promote that page, the more you tell people to resource... It's a place to communicate. It's a place to... Other businesses within that community... So you can actually help build the community's closeness through your Facebook page. You just might have to put a little bit more energy in getting the word out, going to local businesses, even mailing to them, "Make sure you post any specials that you're having." I know in our town, there was a dog that... Now we're not a close knit group (inaudible at 00:21:37). I mean, you know, it's a small community but not what I'm hearing that Mountain Lakes is like. Somebody lost their dog. And they posted it on the Facebook page. And would you believe it that, man, within a couple of hours, this dog who was miles away, miles away... They found the dog through Facebook and through this page. So...

**Suanne:** Wow.

**Darryl:** Yeah. Pretty... It was incredible. So... And of course when the rest of the people in the town (inaudible at 00:22:09) found within just a couple of hours, you know, of course more... That brings more people to the page. "Let's keep this going. Let's communicate when we see each other in trouble or we need to help each other want to promote some stuff." Alright. Great stuff. Suanne, I know people are loving what you're sharing right now. Let me ask you this. Why did you get into real estate? So what happened? And I'm interested to know your family background too, you know, your husband, your kids because I think people are interested in that.

**Suanne:** My mom was in real estate for about thirty years.

## interview with Sueanne Peacock Sylvester (continued)

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**Darryl:** Okay. Wow.

**Suanne:** And she was... She was pretty successful. When I was growing up, my parents moved several times and I was always very interested in why they were moving and what the financial investment was. They actually moved to a house on the lake. And then they moved off the lake and built another house. And ironically, if they had stayed on the lake, you know, they would have made an extra million on that property. (LAUGHTER)

**Darryl:** Oh no. (LAUGHTER)

**Suanne:** So... Yes, yes.

**Darryl:** Yeah.

**Suanne:** Absolutely. And personally, my first home I think I had when I was probably twenty-two.

**Darryl:** Okay.

**Suanne:** And I had bought and sold about eight and a half million personally, very often not using a realtor when I sold.

**Darryl:** Okay.

**Suanne:** And I really loved that process. So my last house in California, I bought maybe 860,000, I would say, and I probably put about twenty-five in. And I flipped it for two million.

**Darryl:** Wow.

**Suanne:** So I just... And sold it myself. So I just said, "You know, this is something I feel like I have a natural inclination and I enjoy doing."

**Darryl:** Okay. Great. Well, that's so awesome. Okay. So you got the bug. You did... You got the bug and that's how you wanted to... And how... I'm just curious. Your husband, what does he do? And how many children do you have?

**Suanne:** My husband is director of national sales for an automatic switch power company.

**Darryl:** Okay.

**Suanne:** And he has been doing that since the day he walked out of college.

**Darryl:** Okay.

**Suanne:** And I have four kids. Two live in California and they are grown. And then I have fourteen-year-old twins.

**Darryl:** Oh my gosh.

**Suanne:** So we... The interesting story is my husband and I were high school sweethearts and we got married thirty years after we first fell in love and then had the twins.

**Darryl:** Oh my gosh. (LAUGHTER)

**Suanne:** Yes.

**Darryl:** Wow. That's...

**Suanne:** So the moral of the story is you never know what will happen at a high school reunion.

**Darryl:** (LAUGHTER) Wow. That's a great story. So high... So you met each other in high school then you got away from each other and then the high school reunion, you saw each other again and got married.

**Suanne:** Yes.

**Darryl:** Okay. Got it, got it, got it. That is so awesome. And the reason why I ask that too is because part of... You know, we're always talking about that there's those three areas of life. There's your business and then there's your personal life and then there's your family life. But as we all know, as real estate people that there isn't really that clear division. When, you know... If there's stress in the home or things not working in the home, it impacts your real estate career and vice versa. So I know people are always interested, you know, what's the foundation that you have in your life? So... Okay. So let me ask you. What is your two biggest priorities that you focus on each day or what does a typical day look like for you when you are doing real estate?

**Suanne:** Well, of course there's always printing out the flyers. (LAUGHTER)

**Darryl:** Yeah. (LAUGHTER)

**Suanne:** So that's obviously a priority. And then I go right to the new, the hot sheets. And I've been working a lot with buyers. My first year I really focused on buyers. So I go to those hot sheets several times a day. And as soon as I see something that might match with one of my buyers, I make sure I get to them right away. The inventory is low right now. And it's something, you know, if one of those shiny pennies come up I want to make sure that we get first crack at it.

**Darryl:** Okay. Good.

## interview with Sueanne Peacock Sylvester (continued)

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**Suanne:** That's...

**Darryl:** Now let me...

**Suanne:** That's what I... Go ahead.

**Darryl:** Now let me just... Yeah. I just want to, in case for people that aren't clear what a hot sheet is because this... You know, in different parts of the country they're called something else. I'm assuming we're talking about the new listings that came out for the day. Is that right?

**Suanne:** Yes.

**Darryl:** Okay. And I will tell you, my broker... I said that at the seminar you attended this week... I had two brokers in my career. And my second broker who was really my biggest mentor teaching me most of what I teach now... His name is Mack Leavitt (ph) and Mack... Every day when you go into the office... Even though he's the broker... You go into the office every day and he'd put out those new listings for the day. And he would just... And not just those... He would look at the closed, what was taken off the market. And he would study that, I would say, for a good thirty minutes. He was looking at... He was looking for a shiny penny. He was looking for a trend. He was looking for, you know, houses that expire, how many days they were on, the ones that went into contract, if they weren't in contract seven days versus seventy days. So he really studied it to understand the market, to try anticipate things that were going to happen based on that. So that's great that you do that. So this, your first year, most of your 5.5 million in production was not from listing sold. It was from working with buyers. Yes?

**Suanne:** Yes, yes.

**Darryl:** Okay. And which, you know, we know how, what I think about that. (LAUGHTER) But that's typical, you know, that first stage. That's what they'll do. They'll gravitate to working with buyers. What have you found that's, based on what you've done this year, this first year and what you're going to do the second year, what different things you think you're going to do in the next twelve months?

**Suanne:** I think I'd like to focus more on listings.

**Darryl:** Okay.

**Suanne:** And I do feel more confident in terms of my ability to market these listings, handle all of the advertising, the materials, give advice to clients, "Okay, this is what you really need to do to get your house ready." And I love the thought of trying to go after the expireds because they definitely are going to sell.

**Darryl:** Yep.

**Suanne:** They want to sell their home and I think that that might be a great spot, place to start. I did set up an appointment. I'm going to talk to Redex (ph) and...

**Darryl:** Great.

**Suanne:** ...reach out to start that service. And I might do a little more prospecting on the phone to people I know locally, try to build the listings here in...

**Darryl:** Okay.

**Suanne:** ...town and then in other communities where the dollar volume is very lucrative.

**Darryl:** Alright. Well, let me ask you on that part... So they're going to pull more in your community to see if you can generate listings. Do you know how you're going to approach them? Are you thinking of calling them based on the fact that there's a shortage of inventory? Or are you thinking some other reason for calling?

**Suanne:** I'm going to go through the school directory and find folks whose senior is graduating from high school and as well as graduating from eighth grade because those... When you graduate from eighth grade, if you move... There's another town you can send your kids to this high school. So there are a lot of families who do move out of town at that point in their lives. And I think that that's a great opportunity especially now to plan, to move in the end of June and now is the time to get their house ready to get on the market. So that's one place. Also a lot of seniors that I think I might look at the demographics and call seniors who may be thinking of downsizing.

**Darryl:** Wow. Those are great. I've never actually, never heard of that before. Maybe I'm not as smart as I thought. (LAUGHTER) But those are...

**Suanne:** Well, anything takes time.

**Darryl:** Yeah.

**Suanne:** So that... It takes time to put those lists together and make calls.

**Darryl:** Yeah. But that's really just brilliant. I mean, you know, I mean, that's just brilliant. You know, there's... Usually people will... When there's one major event that happens in their life, there's other major events that follow it to support that major event. So yeah. If you've got people who are, their kids are graduating, their senior is going to college, the house it too big, maybe it's time to move... I love it, love it, love it. That's great.

**Suanne:** The other area is there are a lot of people who move from smaller homes to bigger homes in this town. So targeting the homeowners, you know, with the three bedrooms and saying, "You know, you've got four kids." (LAUGHTER)



## interview with Sueanne Peacock Sylvester (continued)

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**Darryl:** (LAUGHTER)

**Suanne:** “Do you want to look for something bigger?”

**Darryl:** Yeah. And along with that, while you’re speaking to them or having a conversation, there’s some possibilities that, with interest rate that they might have now, the equity that they might have, it’s very possible that, you know, financially it may not be as big of an impact for them that they might think. And I guess you could offer a lot of services too along that if they needed, if they wanted to have their FICO score checked, talk to a mortgage person first to see what that would look like. I think updated CMAs (ph), telling people that just getting an update as to the current value of their home is a great idea that you could do for them at no charge. I think home owners should have that done every year is get an update as to what their house is currently worth. So there’s another service. Okay. That’s really great. Are there other plans of attack that you have for 2016? Is there anything major or different strategies that you want to implement this year? (PAUSE) Yeah. It...

**Suanne:** Well, I think I need... I know... There’s some...

**Darryl:** Well, I just want to tell people that I did not give you these questions before we started this conversation. (LAUGHTER) So, you know, I’m really hitting you with some stuff and you are just doing a fabulous job, Suanne. So...

**Suanne:** Oh, well thank you. Thank you. I think maybe networking more with local contractors... Sometimes they are called in to paint, to fix things, whatever...

**Darryl:** Yep.

**Suanne:** ...because somebody’s thinking about moving and building those relationships so that they can say, “Oh, you know what? You’re thinking you’re going to move? Here. You should call, you know, call Suanne.” So... I think that’s another opportunity that I’d like to pursue in my spare time.

**Darryl:** Okay. (LAUGHTER) Alright. Good, good, good. What... Was there... Did you have any struggles your first year whether it was financial, whether it was emotional, any kind of struggle that you can recall last year? Can you think of anything?

**Suanne:** I think definitely there’s a huge learning curve when you’re starting out. The paperwork alone is overwhelming and the clients can be difficult. I had some really strange situations. You know, if something could go wrong, it seemed to hit me in my first six months. And I just looked at it as an opportunity, a growing opportunity that I learned how to deal with all of these issues and always maintain my cool, be patient, supportive, become a problem solver, not just throwing my hands in the air saying, “Wow, I guess this deal is going to, you know, die.”



**Darryl:** Yeah.

**Suanne:** And so I think just learning to navigate some of the very strange situations and always maintain your composure and be creative to solve the problem and keep a deal on track.

**Darryl:** Did... How did you... When there were those days where it was like a real challenge, I mean... It doesn't sound like you ever really get depressed, frustrated. But did you, at any point, during your first year and how did you deal with that? (PAUSE)

**Suanne:** I think I knew that it was going to take me a couple of years of really, to really feel like I was on track. And so I always gave myself the... I cut myself some slack and said, "Listen. This is going to take a while to build your business. It's all about building your business. It's not about being instantly successful." And so I did spend a lot of money on marketing. And even though I felt like the return wasn't coming, I felt like it was a long term investment. So I feel that I didn't put that much pressure on myself and that I was really pleasantly surprised that things were going as well as they were.

**Darryl:** Now, I want to highlight what you just said because that is really a mental attitude is that if you don't focus on the results but you focus on the activity, which for you, you just said, is that your first year it was about building a business and building a business, there's things that are done... If you look at any business, right, I mean, it's a... If a baker is going to open up a bakery store, he's got to do stuff like, you know, hire, find a store, get the equipment, get the signs, get the ads, come up with systems, tweak the recipe, get the word out, sell... You know, obviously the cash flow or lack of, you know, is happening or not happening and, you know, that could be... If you focus on that though, then you're not focusing on the building the business part and that's real important, focusing on that concept and the money will follow later on. So that's what it sounds like you did in your first year. Yeah?

**Suanne:** Yes, yes. And it was all about learning and trying to absorb as much as I could, getting my ABR and my short sale, foreclosure certification. And even when I went out with a... I had a couple of clients who I spent a lot of time with and then one ended up renting down at the shore and one ended up buying in Connecticut. But I didn't feel like it was a waste of time because it forced me to know other communities where I was showing and the properties. I was... I was learning that inventory in those communities so that I knew next time when I had a buyer looking there that it would be a snap for me. And so I didn't ever look at anything as a waste of time. Everything was learning experience even though it may not have resulted in a sale. And, you know, now I'm trying to manage my time more effectively. But I have had those experiences. But never looking at like, "Oh gosh. That weekend was a waste." Or...

**Darryl:** Right.

**Suanne:** (LAUGHTER) Yeah. You know, another thing I do recommend folks do is when you're doing your open houses, get your own open house signs with your name on it. And it's a huge investment. I did it right away. That, you know... Get your fabulous photo done, make unique business cards, and invest in those open house signs with your name, your photo, your phone number on and so as many local open houses as you can so people know that you're active. They don't know it's not your listing is you're sitting somebody else's open house. They

## interview with Sueanne Peacock Sylvester (continued)

---

just know you're in the community and they think you're doing great. You know, sort of a fake it until you make it. And people see that you're really active and you know your stuff.

**Darryl:** Wow. That... Another brilliant idea. That... Instead of holding... So you're a new agent. So I'm talking to everybody. So you're a new agent or even a, not a new agent but you have a new listing. (LAUGHTER) And instead of doing open houses with the thought process of doing the open house to get the buyers, what I heard you just say is do the open house for the benefit or the focus to promote yourself, your image, your face, you're a real estate agent. And if you're doing a lot of these and neighbors are driving around, they keeping seeing Suanne on Saturday, another one Sunday. It's going to create the perception that you're taken, you're a successful agent. Those may not be your listing. So...

**Suanne:** Right.

**Darryl:** And any buyers you get from that is just the, is a side benefit. But that's a brilliant marketing thought.

**Suanne:** It takes money. You have to invest in the signs. But I'd much rather have my own name and sign out there than the generic office sign.

**Darryl:** I totally, totally agree with you. So it sounds like, from a marketing standpoint, making sure from the beginning, I know we put it like it was the first thing you do, second thing you do... So probably, you know, getting a good photo, getting your own open house signs. If there was like a third and fourth priority thing, what would you say an agent should have in their arsenal of, "This is what you need to do."

**Suanne:** I would say learn from PR skills and from press releases. Press release that you're not in the business. A press release that you are top performer in sales for the month. A press release that you just got your ABR. Whatever it is, it's free marketing. And I think that it really helps to demonstrate that you are a serious agent, that you're a real professional.

**Darryl:** Now who would you send those press releases to? And yeah... Does it really get out there?

**Suanne:** It does. The local papers...

**Darryl:** Okay.

**Suanne:** They're looking to fill their pages. (LAUGHTER)

**Darryl:** Okay.

**Suanne:** And you send your professional photo and your well written press release and they'll pick it up.

**Darryl:** Awesome. Very good. Alright. So this was just... I think this is fabulous. I mean, gee. I know (inaudible at 00:44:35) because I got some ideas. (LAUGHTER) I'm supposed to have them all. So you did awesome, Suanne. I thank you so much. So if... Once again, if somebody wanted to get in touch with you, the website, a great website for them to go to is, I guess your... Suannesylvester.com. Would that be good?

**Suanne:** Sure. That's perfect.

**Darryl:** And for people... Oh, and before we close this out, it looks like... What's your website? I wanted to see it too. Who created the website? Was it your company that did it for you? Or you had somebody else do it?

**Suanne:** It's Weichert agent pages and they give you different choices...

**Darryl:** Okay, okay.

**Suanne:** ...of different formats. But I did get my own photo. I like to use stock photos sometimes. So I've changed mine up a little bit.

**Darryl:** Okay. Good. And, you know, your bio is great in there. You know, I think, "Work with me," and the stuff that's there was smart, some great bullets that give you credibility. So I love it. So everybody, Suanne's website is sue, S-U-E, anne, A-N-N-E, sylvester.com, S-Y-L-V-E-S-T-E-R. There's no spaces, no dots, no dashes in between that. Suannesylvester.com. Suanne, thank you so, so much. You're wonderful to spend this Saturday with me and the people listening in. So thank you. And I look forward to seeing you again real soon.

**Suanne:** Great. Thank you for all of your inspiration, Darryl.

**Darryl:** Oh, you're welcome and thanks.

*A Special "Thank You"  
to Sueanne Sylvester 😊*



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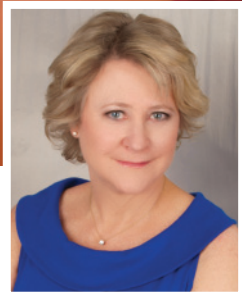


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“Sueanne is a pleasure to work with -- friendly, professional, knowledgeable, and honest. She's not out to just make a sale, she goes above and beyond and always looks out for our best interests.”

“She has great vision and spent months helping us prepare our family's home for maximum return. We had multiple offers in less than a week.”

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“She is very patient and knowledgeable and she did extensive research on the properties.”

“Sueanne was a great person to work with. Very professional, she always responds very fast and knows her profession really well.”

“We worked with Sueanne looking for a new home in Mountain Lakes and Smoke Rise. We were impressed with her thorough knowledge. She was always friendly and upbeat, responsive to our requests, and proved to be invaluable throughout the entire transaction. We would enthusiastically recommend her to friends and family!”

“Sueanne really goes above and beyond to market and sell our house. She listens to our needs and constantly comes up with ideas outside of what we would have thought of.”





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# Kelley Blue Book

## THE TRUSTED RESOURCE

**2010 Cadillac Escalade** | 2009 | 2010 | 2011 | New 2015 | Style

Edit options | Change style | View all 2 photos

pricing | photos | specs | kbb expert review | consumer reviews | ratings

### Used Car Prices

Buy from a Dealer | Buy Certified from a Dealer | Buy from a Private Party | See Trade-In/Sell Value | Print report

Fair Purchase Price: **\$37,157** (\$744/month)\*

Suggested Retail Price: \$38,057

FAIR MARKET RANGE: \$35,602 - \$38,711

Similar New Cars: Get all the benefits of a new car - just a few bucks more.

- New 2014 Lincoln MKT: **\$1 less/month\***
- New 2013 Buick Enclave: **\$44 more/month\***

Show what others paid

**2010 Cadillac Escalade** | 2009 | 2010 | 2011 | New 2015 | Style

Edit options | Change style | View all 2 photos

pricing | photos | specs | kbb expert review | consumer reviews | ratings

### Used Car Prices

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Good Condition: **\$33,557** (\$672/mo.)\*

Very Good Condition

Excellent Condition

FAIR PARTY RANGE

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- New 2014 Lincoln MKT: **\$71 more/month\***
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# DO I REALLY NEED AN AGENT?





**Jeffrey Kraushaar, O.D.**  
*Doctor of Optometry*

April 19, 2010

Darryl Defina  
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Shoreham, New York 11786  
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www.drkraushaar.com

Dear Mr. Defina,

We just wanted to take a moment to thank you for visiting our office on 03/08/10 . You have selected an office which utilizes the very latest knowledge, equipment and technology to safeguard your vision. You can be assured you will continue to be treated in a friendly and professional manner.

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Sincerely,



Jeffrey Kraushaar, OD

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If you are currently listed with another realtor, please disregard.



Congratulations to all the winners and thank you for participating in the coloring contest. I enjoyed meeting everyone. If you missed this event, I will be conducting more in the future. Please watch for upcoming events!

*Properties By*  
**Jacqui Graves**

**Karen Davis**  
Associate



17821 E. 17th St.  
Suite 195  
Tustin, CA 92780

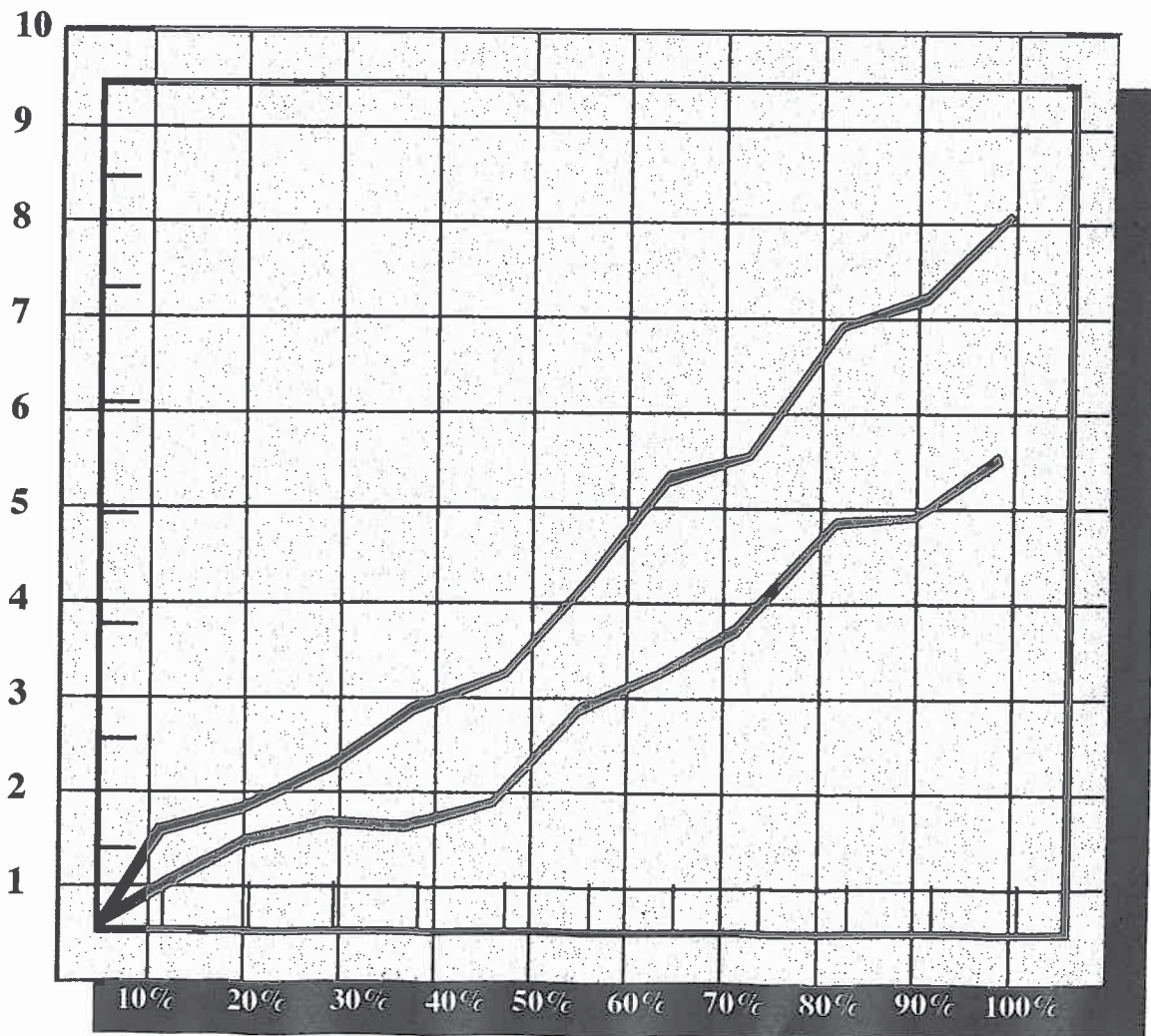
Off: 714-730-1200 x15  
Home: 714-573-1451  
Pager: 714-214-1483  
Fax: 714-730-2098

Winners of the coloring contest in order: Joanie-3<sup>rd</sup> place, Nick-1<sup>st</sup> place, and Erin-4<sup>th</sup> place.  
Jordon- 2<sup>nd</sup> place, and Raymond-5<sup>th</sup> place (not shown in picture).

# MOTIVATIONAL SCALE

Please plot your motivation  
to sell on this graph

Desire to get moved? 1 (low) -10 (high)



How willing are you to price your home so that it WILL sell?  
10% (not willing) -100% (will definitely price it to sell)

# 45 DAY MARKETING PLAN EXPLANATION & AGREEMENT

45 DAY CALENDAR



1. The definition of a “deal” is when a signed contract is delivered to all parties.
2. If the property does not sell within 45 days, \$500.00 will be credited against the Listing Agent’s commission at the close of escrow, when the Listing Agent does sell the property.
3. Seller and Listing Agent must mutually agree upon the Market Price and any improvements that are to be completed before the 45 Day Marketing period is to begin.
4. If the listing is canceled or withdrawn, the sellers cannot relist with another agent for 90 days.
5. If the property goes into escrow, but falls out of escrow, the 45 day period begins again if both the Listing Agent and the sellers reevaluate the property and then choose to begin the 45 day period anew.

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**SELLER**

**DATE**

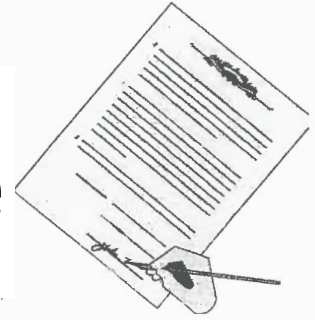
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**AGENT NAME**

**DATE**



# Our Marketing Guarantee



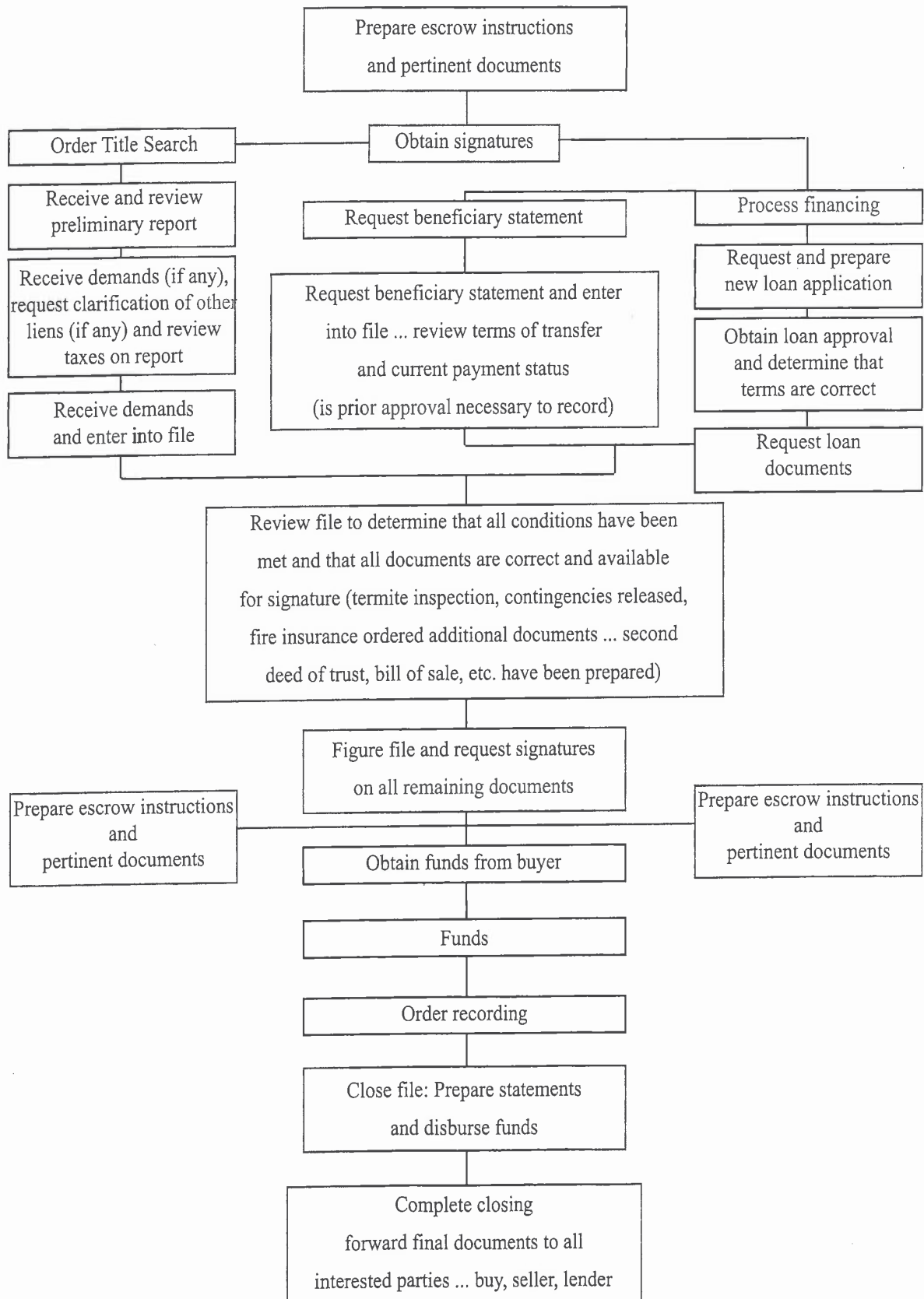
We will guarantee that we will do everything possible to sell your property in the least amount of time at the best possible price. In order to gain your confidence that we will help you achieve your goal of getting your property sold, we are committing ourselves to completing the most important aspects of our marketing plan by the dates specified below:

- 1) We will submit your property to the Multiple Listing Service by \_\_\_\_\_.
- 2) We will submit copies of your listing to our company sales staff for their waiting buyers by \_\_\_\_\_.
- 3) We will promote your property at the Real Estate Board meeting for maximum exposure to the other agents in the area by \_\_\_\_\_.
- 4) We will develop a list of features and benefits of your property, for the cooperating agents to use with their potential buyers by \_\_\_\_\_. We will deliver copies of these property brochures to you at that time.
- 5) We will mail a minimum of 100 letters to the surrounding area by \_\_\_\_\_.
- 6) We will contact by telephone 500 people in the surrounding area by \_\_\_\_\_.
- 7) We will add additional exposure through a professional sign and lock box on your property by \_\_\_\_\_.
- 8) We will set up a marketing schedule for advertising (including flyers and handouts) by \_\_\_\_\_.
- 9) We will have cooperating brokers from your area tour your property by \_\_\_\_\_.
- 10) We will deliver flyers describing your property to cooperating agents at the top local real estate offices by \_\_\_\_\_.





# The Life of an Escrow





# My Father

## When I was . . .

*Four years old:* My Daddy can do anything.

*Five years old:* My Daddy knows a whole lot.

*Six years old:* My Dad is smarter than your Dad.

*Eight years old:* My Dad doesn't know exactly everything.

*Ten years old:* In the olden days, when my Dad grew up, things were sure different.

*Twelve years old:* Oh, well, naturally, Dad doesn't know anything about that. He's too old to remember his childhood.

*Fourteen years old:* Don't pay attention to my Dad. He's so old-fashioned.

*Twenty-one years old:* Him? Gee, he's hopelessly out of date.

*Twenty-five years old:* Dad knows about it, but then he should, because he's been around so long.

*Thirty years old:* Maybe we should ask Dad what he thinks. After all, he's had a lot of experience.

*Thirty-five years old:* I'm not doing a single thing until I talk to Dad.

*Forty years old:* I wonder how Dad would have handled it. He was so wise.

*Fifty years old:* I'd give anything if Dad were here now so I could talk this over with him. Too bad I didn't appreciate how smart he was. I could have learned a lot from him.



©JAMdzins 2004 DW 4032

Properties By  
*Jacqui Graves*

**Karen Davis**  
Associate



17821 E. 17th St.  
Suite 195  
Tustin, CA 92780

Off: 714-730-1200 x15  
Home: 714-573-1451  
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*Father's Day began in the West. William Smart, a Civil War veteran, was widowed when his wife died in childbirth with their sixth child. He raised his children alone on a rural farm in eastern Washington state. One of his daughters, Mrs. John B. Dodd, as she grew older, realized the extreme self-sacrifice and love her father had given his children.*

*Dodd first suggested a "Father's Day" in 1909. Simultaneously, other towns were beginning to celebrate "Father's Day" on different dates. In 1924, President Calvin Coolidge supported the idea of a national holiday. Finally, in 1966, President Lyndon Johnson signed a presidential proclamation declaring the third Sunday of June as Father's Day.*



#### Fourth Of July Coloring Contest Rules

1. Child's pictures must be received by July 1, 2003 to be eligible for contest.
2. Contest is for children who are under 10 years of age, please no help from anyone over 10 years of age.
3. First place prize will be a \$25 gift certificate to Toy "R" Us, Second place prize will be a \$10 gift certificate to Baskin Robins Ice Cream, and the Third Place will be a brand new box a crayons. Prizes are subject to change.
4. Pictures must be received by July 1, 2003 to be eligible. Pictures may be mailed to Properties By Jacqui Graves 17821 E. 17<sup>th</sup> St., Suite 195 -Tustin, CA 92780.

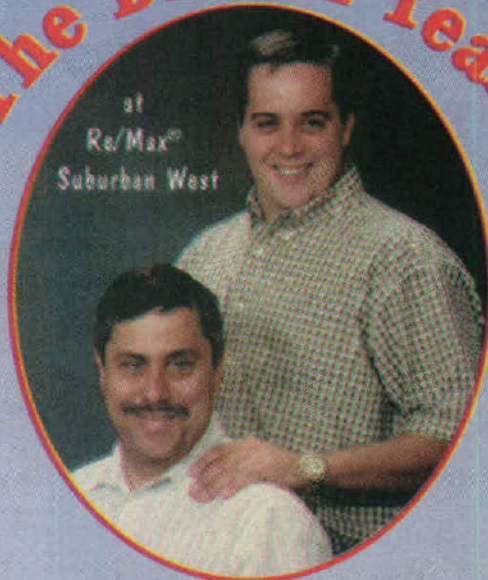
Thank you for participating and GOOD LUCK!



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## Seven Kitchen Design Mistakes to Avoid

YOUR KITCHEN IS ONE OF THE MOST important rooms in your home. It can also be one of the most costly to renovate. Avoid the following seven kitchen design mistakes now and reduce your risk of expensive complications later. A dream kitchen can be yours, stress free.

### **Prioritizing Kitchen Style Not Kitchen Storage**

It is easy to fall in love with a beautiful kitchen in a showroom, but you need to remember that your own home kitchen is a highly functional space that needs ample storage to hold everything from small appliances to cereal. Plan for both upper and lower storage that will meet your family's needs.

### **Following a Trendy Layout**

There is a reason "the golden triangle" has been a standard

in kitchen design for decades. Taking the three areas of greatest kitchen activity: the sink, the stove and the refrigerator, and placing them in workable harmony with each other will make your kitchen efficient and convenient. For example, having narrow aisles or doors that don't open the same direction can hamper movement and the flow of the whole room.

### **Thinking You Can Always Add Something Later**

Whether you are pondering those extra outlets or a kitchen island, deciding to include those items in the future can be a kitchen design mistake. Adding new features to your kitchen after your redesign could cost you. Keep your options open and consider your future needs as well as your current ones.

### **Being a Copycat**

You might think that the easiest thing to do is to find a





Photo Courtesy of Michael Pomeroy via HGDesignIdeas.com

Photo Courtesy of Interior Systems Design Inc via HGDesignIdeas.com

entertaining. Guests are greeted and made comfortable. Drinks in hand, they are invited to explore a very special area of the home that was carefully planned for evenings of fun and friends. It will be a night your guests will not forget.

Stepping over the threshold, those lucky enough to have been invited grow animated and chat among themselves. Who is ready for a pool tournament and the expected bragging rights? Far from the dated tables of yesteryear, the privileged play billiards on cream felt surrounded by rich, inlaid burl wood. Envy sets in, and discussion surrounds the alternate merits of a pool table that instead features blue felt set in chrome.

The younger crowd is drawn to the state-of-the-art home theater system. A favorite holiday movie is featured in a way never seen before. On the crisp screen, a Santa's beard sparkles in the winter moonlight, and the hostess drifts in with some deliciously salted popcorn. A father smiles and sinks into a buttery leather theater chair, ruffles the hair of the boy closest to him and wonders how long it will be before the 60-inch screen shows the sharp detail of the game ball flying fast across the turf.

He can't help but admire the whole set up. After ten minutes, he gets up and wanders over to the home bar.

The small, round lights set into the ceiling above the custom home bar illuminate the dark bar surface, sleek yet warm. The man settles himself into a custom bar stool. He had a hard time deciding where to sit. Each chair is finished with a cushioned seat in a different tone. He was always partial to red, but the white and brown cowhide...well, never mind, his attention becomes drawn to the back of the bar, where an assortment of the finest is displayed on sophisticated glass and wooden shelves. The soft lighting highlights the vintage wine. The host enters the bar through a hidden side door and offers his guest the chance to step behind and check out the soft-close door on the mini fridge, where the beer is kept perfectly chilled.

These are the little things that set this house apart from all the others. A few key elements makes this custom home perfect for sophisticated entertaining, the gathering of friends, the closing of deals and the making of memories.



Photo Courtesy of Shoreline Cabinet Company  
via HGDesignIdeas.com



Photo Courtesy of Keystone Kitchen Cabinets & Cabinet Refacing Co.  
via HGDesignIdeas.com



Photo Courtesy of Aladdin Remodelers  
via HGDesignIdeas.com



photo of the latest kitchen design trend and then copy it inch by inch, but the danger in this approach is the fact that not every design works for every lifestyle. Pull the best ideas from several sources, and create a beautiful and practical kitchen that is all your own. Take advantage of the peg feature on Home and Garden Design Ideas.

### Designing a Kitchen Yourself

Gather your kitchen design ideas, your wants and needs, and even your favorite suppliers, but make sure to hire a kitchen designer before any work gets started. A kitchen designer will look for the unseen, such as hidden duct work, to make sure that your kitchen is both beautiful and functional.

### Going Bigger Not Better

Massive kitchens, while great for entertaining, have their

drawbacks. You might find yourself doing excessive walking around just to get dinner on the table. Entertaining in smaller kitchens is more manageable with a minor addition, like a bar sink and a pot filler faucet. The larger cost of a bigger kitchen may also force you to compromise on quality materials or design options just to stay on budget.

### Lacking in Your Lighting

A kitchen needs three types of lighting: general lighting, task lighting and accent lighting. Make sure your design includes an adequate array of the lighting that you will need. Most homeowners fall short with task lighting, which should be dedicated to prep areas, the sink and the stove. Identify your task lighting needs before any work is started in case electrical lines need to be installed. Your kitchen will be much safer and warmer with these lighting options.



# For the Dream Kitchen and Bath

CONSIDER ALL that you and your home have been through over the years, and think of all of the changes that come with time. Perhaps it is also time for some changes in the two rooms of your home that are most prone to wear and tear over time; your kitchen and bathrooms. If your kitchen or bath is more than 15 years old, it is time to re-evaluate their form, utility and style.

When it is time to renovate, let go the standards of the past, and build a room suited for you and your family. Create a kitchen that inspires you and that you are proud of. A kitchen that features hand-polished double sinks, specialty faucets, and artistic cabinet pulls would do just that.

Transform your bathroom into a lavish space that would delight even a celebrity. Install a sensuously cascading waterfall steam shower, body spray units, a contoured tub, and chic faucets.

The key to this entire process begins by selecting high-quality, professional grade fixtures and supplies. Now more than ever, today's premier kitchen and bath distributors are encouraging proactive homeowners who wish to select their own architectural hardware and designs. A premier kitchen and bath distributor is a one-stop shop that allows you to choose from an unparalleled wealth of products, design expertise and specialized installation services. This streamlines the process and eliminates the middleman, leading to significant savings. As your creative partner, the right distributor will guide you through the wide range of design possibilities. They feature everything from classical to eclectic and lavish to minimalist. Your architectural hardware supplier can accommodate your specific tastes and objectives.

Even if you are only in the market for a simple upgrade, a tour of a distributor's showroom could inspire new ideas, or feature that one missing piece that will revitalize the way you experience your kitchen or bath. The products available at big box stores simply cannot inspire the way signature brands can—like Julien and Toto. Nor can they compare with water saving



items like ultra-low flow toilets and contemporary pressurizing shower heads. If you require the help of a professional design or installation team, a kitchen and bath distributor will have a complete network of reputable professionals ready to help you. In-house sales and design experts can help you choose the styles and amenities that you will love.

Trust AF Supply, your premier resource for exceptional spaces. For the past 80 years, architects and designers have relied on AF Supply for luxurious kitchen, bath, and HVAC products. Vending directly to the public from their high-end showroom, AF Supply offers a huge selection of supplies, and high-quality fixtures. Their knowledgeable associates can help you select the right features and fixtures for your home. Visit AF Supply Hardware Bath and Spa in Fairfield, NJ (973) 575-0500, AF Supply Quality Warehouse clearance center in Harrison, NJ (973) 481-7500, or AF Supply Rockland in Rockland, NY (845) 268-0500 today. For a sample catalog, visit them online at [AFSupply.com](http://AFSupply.com).



# 10 Tips for Creating "Top Down" Curb Appeal

Start

1

The roof plays a major role in creating curb appeal because it can be up to 30 percent of what you see as you approach a home. Blend the color of your roofing material with other elements of the home exterior to create an overall cohesive look.



2

Window frames can either blend in or stand out; it all depends on the color you choose. Selecting a green, chocolate or bronze painted frame can add a powerful punch to your home's curb appeal.

4

Update the color of your shutters for big curb appeal results. Rather than black, try inky blue, chocolate brown or deep forest green. Consider soft gray or taupe to replace white.

3

Add color to trim and decorative millwork to call attention to architectural details and enhance the design appeal of your home.



5

From classic and conservative to punchy and playful, the color of your front door tells the world something about the people who live inside. Think about what the color of your front door says about you.



6

The front door offers you the most flexibility in color choices and is a great place to add a "pop of color" to a home's overall neutral color scheme. Think out-of-the-box and consider a pumpkin orange, nautical blue or harvest gold color for your front door.

8

Replace rotting or peeling wood porch rails, columns or porch posts with low-maintenance polyurethane or PVC pieces for a clean, attractive look.



7

Draw attention to the front porch by adding bold hues. A colorfully-painted ceiling or new outdoor furniture can update your porch. Pillows and cushions in a mix of colors and prints create a welcoming tone.

9

Garage doors are a prominent feature of many homes, taking up 30 percent of the front view of the house. Replacing old garage doors with fashionable new doors can instantly increase your home's curb appeal.

10

The colors of your home's exterior and landscaping should complement each other. Choose colors for your plants with the same eye for design you use when selecting accessories for your interior.



Finish





Photo Courtesy of Kaplan Architects  
www.HGDesignIdeas.com

## TOP EIGHT SECRETS OF PROFESSIONAL DECORATING

GET THE BENEFIT OF PROFESSIONAL design with DIY home decor when you know the following eight decorating secrets of the pros. Number three may surprise you.

### 1. Small Things Make a Big Difference

Sometimes the gentle light and the scent of a candle can transform a room instantly. Look for small elements: a child's colorful homemade craft on a shelf, soft music in the background, a lovely throw on the sofa. Take your time to find the little things that add just the right touch to your room design.

### 2. Combine Style with Storage

Clutter can ruin the most perfect home decor. Combining style with storage is the solution. Make your design choices work hard for you. One example: skip the traditional coffee table and feature an ottoman with built-in hidden storage. A simple tray converts an ottoman from seating to surface in seconds.

### 3. Skip the Sofa

For a well-designed living room, consider skipping the sofa. A collection of conversationally placed chairs can make for a better design from which small or odd-sized room will especially benefit. Despite the tradition in design, there is no actual rule that says a sofa is necessary.

### 4. Lighting Can Make a Big Difference

Lighting is one of the most important aspects of home design. Layer your lights. Make sure your room design includes direct

light for tasks, ambient light for mood, and additional lights that feature import or favorite elements.

### 5. Bigger is Better

One decorating myth is that small rooms need small furniture. Take advantage of scale to make a small space look larger. For example, a tall headboard on your bed, for example, will bring the eye up, make more of an impact in the bedroom, and give you the impression that the room is larger.

### 6. Soften a Corner

If you have a corner space in a large room that needs a little something extra, consider adding plant life. A potted tree or corner shelving with smaller potted plants may soften a corner and bring beauty to a room.

### 7. Use Pillows in Home Decor

When it comes to freshening up your upholstery, it is all about the pillows. Using new textures and colors can change up a space in an easy and inexpensive way. Switch out the look for the seasons or the mood. Throw pillows should be a staple in DIY home design. From modern to traditional, the number of looks is endless.

### 8. Make Your Room Larger

Use mirrors to make your room appear larger. A well-placed mirror can bring reflective light into the room as well as double the visual square footage. With a wide variety of sizes and styles, a mirror is an easy design element that should be included in every room.

Easy postcard to mail out

**PROGRESS TOWARD SALE**

Update as of \_\_\_\_\_

During the past week my staff and I have made the following strides toward the sale of your property at \_\_\_\_\_

- |   |  |
|---|--|
| <input type="checkbox"/> Price reduction initiated/needed   | <input type="checkbox"/> Brochures distributed at: Realtors Marketing Session, Tour Group, Traders Meeting, Investment & Exchange Group / Qty. _____ |
| <input type="checkbox"/> Terms offered improved/changed   | <input type="checkbox"/> Contacted surrounding property owners   |
| <input type="checkbox"/> Contacted "specialty" clients/brokers  | <input type="checkbox"/> Received and followed-up on _____ call(s) and/or walk-in(s) on property from advertising                                    |
| <input type="checkbox"/> Improved access to property (e.g. key, lock box)   | <input checked="" type="checkbox"/> Followed up on _____ realtors for evaluation   |
| <input type="checkbox"/> Increased commission to selling office   | _____  |
| <input type="checkbox"/> Faxed to all cooperating agents  | _____  |
| <input type="checkbox"/> Negotiated with existing lender  | _____  |
| <input type="checkbox"/> Offer FHA or VA points   | _____  |
| <input type="checkbox"/> Home protection insurance added  | _____  |
| <input type="checkbox"/> Appraisal ordered  | _____  |
| <input type="checkbox"/> "Pitched" at: Realtors Marketing Session, Tour Group, Traders Meeting, Investment & Exchange Group | _____  |

This update was prepared because I was unable to reach you on \_\_\_\_\_  
Feel free to call me any Thursday for more details! \_\_\_\_\_



## **FREE OVER THE PHONE MARKET EVALUATION WITH A GUARANTEE !**

If you are thinking of selling your home within the next 12 months, why not get an approximation of the market value of your property... right over the phone?

It's simple... call my office at \_\_\_\_\_ and answer a few questions about the type, style, lot size, taxes and amenities of your home. With this information I will do a Market Analysis and call you back promptly.

Of course, a more accurate analysis of your property's value will require me to do an interior inspection of your home to check for the quality of finishes, room layout and several other factors.

This inspection has several other advantages too! Primarily, I can advise you about what repairs to do or not to do! Often owners think they must do a lot more work than they really need to... but it is important to do the right things that will attract the buyer's attention!

### **A FIX-UP GUARANTEE**

If I can't recommend after my inspection at least three fix-up ideas to you that you haven't thought of, I'll take \$100 off your commission when the property sells!

**Call Thomas Cook at RE/MAX today...  
Providing Special Treatment...  
Guaranteed for Life  
Support Centre =>**



Use as an update  
as to what's been done  
so far.

MARKETING PLAN - 216 ST. JOHN'S SQUARE  
as of December 21, 1992

1. Listing Placed in MLS on 11/24.
2. Yard sign up on 11/26.
3. Postcard 4x5 to be sent to on 12/19
  - Chase Heritage Apts
  - St. Johns
  - Coventry Square
  - Edinburg Square
  - St. Charles Square
  - Essex Square
  - Sudbury Place
  - Brethour Court AptsTotal Residences = 445
4. 5 line Ad placed in Washington Post 12/4.  
0 calls received
5. Open house to be held January 3rd, 1993, 1 to 4 p.m.  
Ad run in Washington Times Saturday, January 2, 1993.  
Flyers Placed in Apartment buildings (Chase Heritage, Brethour)  
Post cards sent to surrounding neighbors
  - St. Johns
  - Coventry Square
  - Edinburg Square
  - St. Charles Sq
  - Essex Square
  - Sudbury PlacePhone calls made to 5 additional Streets.
6. "Prospect match" agents will be contacted as identified.

# WANTED

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If you are interested, or want to find out more, please fill out the form on the other side and fax it back to us at

**(631) 929-1865**



**Please fill out this form and fax it back to us at  
(631) 929-1865. Please Print Neatly**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Office Telephone: \_\_\_\_\_

Office Address: \_\_\_\_\_

City: \_\_\_\_\_

Email Address: \_\_\_\_\_

Number of Years in Business: \_\_\_\_\_

Production in 2015 : \_\_\_\_\_

Your Strength in Real Estate: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Biggest Success: \_\_\_\_\_

\_\_\_\_\_  
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Comments/Questions: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

We will contact you if you've been selected to become one of our Top Agents  
and receive our Bonus Gift valued over \$350!



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with Darryl Davis

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**THE POWER HOUR**

**live, with Darryl 11am (eastern standard time)**

**Your call in number is**

**(425) 440-5100**

**Your access code is 802759#**

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