

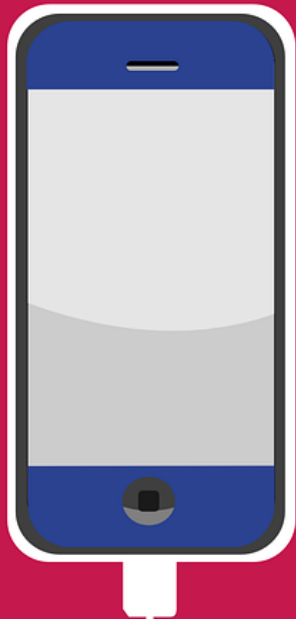
How To DOUBLE Your Sales From Open Houses



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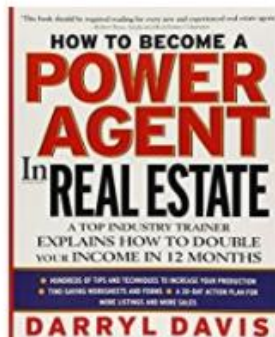
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Actor

- Darryl Davis
- Ed Harris
- Holland Taylor



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

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by Darryl Davis

Hardcover

\$24⁹⁵ ~~\$34.00~~ primeGet it by **Tuesday, Jan 9**

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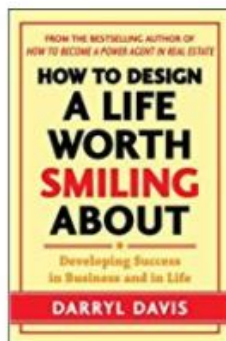
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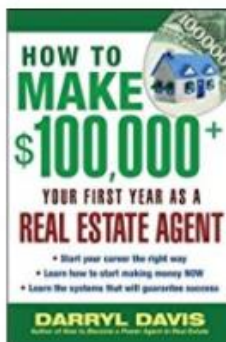
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How to Make \$100,000+ Your First Year as a Real Estate Agent Mar 26, 2007

by Darryl Davis

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TOP 5 REAL ESTATE COACHES

Power Broker Strategies: How to Have the Best Year Ever — page 24

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How To DOUBLE Your Sales From Open Houses




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COMMITMENT
NOT from your
EXCUSES.
-Darryl Davis



“
Emotion is created by
motion. To change your
state, change your
physiology.
-Tony Robbins



“
Every man must decide whether
he will walk in the light of
creative altruism or the darkness
of destructive selfishness. This is
the judgment. Life's most
persistent and urgent question is,
"What are you doing for others?"



Trouble is
INEVITABLE
but misery is
OPTIONAL.



QUESTIONS.....

1

Will you be coming to our area live?

www.PowerAgentSeminar.com



QUESTIONS....

2



Is this webinar a sales pitch?

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



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On The Average, *Power Agents*
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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**



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What's New

Every month, we add new marketing tools, objection handlers, systems, checklists, training, strategies, and content to your Classroom. Our industry is ever-changing, and we understand that you need powerful tools to stay ahead of those changes. Check this page first when you log into your membership to see

May 2019:

- Calendar May Agent Action Plan **New**
- Do Not Disturb Sign: Growing My Future **New**
- Do Not Disturb Sign: My Future is On the Line **New**
- eGuide: Top 12 Most Requested Dialogues **New**
- Flyer Competitively Pricing Your Home **Updated**
- iBuyer Presentation **New**
- Letter – Divorce **New**
- Letter – Divorce 2 **New**
- Open House Checklist for Power Agents **New**
- SMILE Stops May **New**
- Social Media: Cauliflower Homeowner **New**
- Social Media: Happy Mother's Day **New**
- Social Media: Happy Nurse's Day **New**
- Social Media: Happy Police Week **New**
- Social Media: Happy Teacher Week **New**
- Social Media Staging 40% Stat **New**
- Social Media Staging 85% Stat **New**



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Just a FEW of the Tools You'll Now Find in Your Classroom!



WHAT IT COSTS YOU TO WAIT

Our Market is Changing.
Don't. Repeat. Growth.

Current Purchase	Interest Rate	Monthly
\$200,000	3%	\$1,476
\$250,000	4%	\$1,312
\$300,000	5%	\$1,210
\$350,000	6%	\$1,148
\$400,000	7%	\$1,103
\$450,000	8%	\$1,060


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 REAL ESTATE INVESTMENT SERVICES

[illegible]

6 Powerful Ingredients for Successful Real Estate **FARMING** The Farming Field Guide for Today's Real Estate Agents

GOOD MOVE

HOW TO MAKE MOVING EASIER ON KIDS

By Susan E. Jones

Moving is a scary time for the whole family. Now, find 101 creative strategies to make the transition easier on your kids. You'll get a ton of tips and ideas to help you and your children make the move stress-free.

from **POWER**

DARRYL DAVIS

TOP 12

Most Requested Dialogues

REAL STAFF PRESENTING AND DIRECTING
PRACTICAL TALKING TOGETHER POWER AGENTS

ThePowerProgram.com

CREATING A REAL ESTATE
BREAKTHROUGH

Planning for
**NOW Business,
FUTURE Business,
& Financial FREEDOM**

By Rich Harris

CLEAN HOUSE PARTNER

I agree to help keep my room clean and my things straight up.
 I will be cheerful and helpful so that our friends will love to play.
 I will work hard for doing these things and work towards a special prize. My parents will give me the tokens I earn.

MY NAME: _____

(When 100 tokens are earned, I can trade them in for a special prize)

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15 TIPS TO PREPARE FOR A Photo Shoot



Before THE PHOTO SHOOT

- 1. Communicate with your photographer about what you want to achieve and what you need. Discuss the location, the time, the wardrobe, the props, the background, the lighting, the camera, the film, the editing, the delivery, the budget, the timeline, the contract, the insurance, the weather, the backup, the contingency, the exit strategy, the emergency kit, the first aid kit, the fire extinguisher, the fire escape, the fire alarm, the fire drill, the fire evacuation, the fire safety, the fire prevention, the fire protection, the fire risk, the fire hazard, the fire danger, the fire threat, the fire warning, the fire alarm, the fire drill, the fire evacuation, the fire safety, the fire prevention, the fire protection, the fire risk, the fire hazard, the fire danger, the fire threat, the fire warning.
- 2. Make a list of all the things you need to bring to the shoot.
- 3. Make a list of all the things you need to do before the shoot.
- 4. Make a list of all the things you need to do after the shoot.
- 5. Make a list of all the things you need to do before, during, and after the shoot.

That Day

- 6. Get up early and get ready to go to the shoot.
- 7. Make sure you have everything you need with you.
- 8. Get to the shoot on time.
- 9. Stay calm and relaxed.
- 10. Listen to your photographer and follow their instructions.
- 11. Have fun and enjoy the shoot.
- 12. Stay hydrated and eat something.
- 13. Take breaks when you need them.
- 14. Stay positive and confident.
- 15. Thank your photographer and everyone else who helped you.



*Spring is Mother Nature's
Way to Say Let's Party!*

**AND BY PARTY, SHE MEANS
LIST YOUR HOUSE!**

see page 10

WHAT'S
NEW?

11 MISTAKES
That Cost You Thousands When Selling Your Home
Peter D. Bane

Today's BONUS



PREPARE

- ✓ Have sellers hire cleaner
- ✓ Arrange for sellers and pets to be absent
- ✓ Arrange for keys
- ✓ Enlist mortgage company to help create mortgage sheet
- ✓ Virtually stage the house
- ✓ Back up houses
- ✓ Have a buyer agency packet to capture buyers
- ✓ A nice flyer is all that is necessary
- ✓ Find agents that sold houses last 12 months in the same price range

PROMOTE

- ✓ Do immediately after Brokers Open house
- ✓ Contact other agents and let them know – it makes it easier to show if they know they just can show up
- ✓ Have a database of agents to send mass emails and or texts to them
- ✓ Neighborhood Facebook group
- ✓ Local papers and grocery stores
- ✓ Zillow and other online sites
- ✓ Postcards
- ✓ Hold all showings and offers until open house
- ✓ Signage

DURING OPEN HOUSE

- ✓ Schedule before any other open houses 9-11 or 3-5
- ✓ Make sure seller and pets are gone
- ✓ Remove all vehicles from the driveway
- ✓ Be sure walkway is safe and accessible
- ✓ Do a walk-through to correct minor issues (put toilet seats down, close garage doors, remove trash, etc.)
- ✓ Think builder staging: Turn on all lights, set temperature, no spray, food, music, remove family photos, lock up valuables, fine china
- ✓ Stock fridge
- ✓ Not a fan of food at public open house
- ✓ Put away phone
- ✓ Neighborhood House Information Flyers

CONTINUED ON NEXT PAGE >>

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OPEN HOUSE CHECKLIST for Power Agents®



DURING OPEN HOUSE

CONTINUED...

- ✓ Business cards
- ✓ Record a virtual tour to reuse later (don't move the camera quickly)
- ✓ Be safe
- ✓ Make believe you are being recorded (because you might be)
- ✓ Hire drone company to flyer banner in neighborhood
- ✓ Use Open House Pro – Sign Out Sheet
- ✓ Focus on their comments to relay back to homeowner
- ✓ Be prepared to answer these questions:
 - ◆ "Can you tell me more about the home?"
 - ◆ "Why is the seller selling?"
 - ◆ "How long has the home been on the market?"
 - ◆ "Have there been any recent improvements or renovations?"
 - ◆ "What is the neighborhood like?"
 - ◆ "How much are utilities?"
 - ◆ "Have any offers been made?"
 - ◆ "When are the sellers planning to close?"

POST OPEN HOUSE

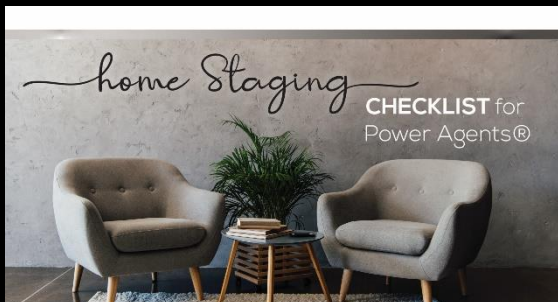
- ✓ Digital Open House tour – Matterport 3D
- ✓ Post in the Facebook Community Group
- ✓ Make sure you have a CRM to follow up



Open houses are **perfect opportunities** for you to connect, build rapport and relationships, and showcase yourself as a resource that people can turn to for valuable real estate information, answers, and results.

ENJOY THE PROCESS, THE PEOPLE, AND REMEMBER TO KEEP SMILING!

www.ThePowerProgram.com



home Staging

CHECKLIST for Power Agents®

Staging is a powerful way to help home sellers get a much better return on their investments. Here are some statistics from the National Association of REALTORS® to consider:

- Forty percent of buyers' agents cited that home staging had an effect on most buyers' view of the home.
- Eighty-three percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.
- Twenty-eight percent of sellers' agents said they staged all sellers' homes prior to listing them for sale. Thirteen percent noted that they only staged homes that are difficult to sell.
- The most common rooms that were staged included the living room (93 percent), kitchen (84 percent), master bedroom (78 percent), and the dining room (72 percent).
- A median of 10 percent of respondents cited that buyers felt homes should look the way they were staged on TV shows.
- Thirty-eight percent of respondent.

GETTING STARTED

- Develop a relationship with a local home staging expert that you can refer.
- Evaluate each room from a buyer's perspective.
- Consider home inspection to determine any pre-marketing repairs that need to be made.
- Perform a general de-clutter and organize all the spaces in your home and don't forget the closets and garage!

CREATING A BLANK CANVAS

- Purge unwanted, unnecessary or unneeded items in every room.
- Consider neutral color schemes in décor as well as room color.
- Update wall and ceiling coverings where necessary (popcorn, peeling wallpaper).
- Remove family photos, artwork, toys (this goes for both children's and pet's).
- Remove bulky furniture to create a simpler room flow.
- Let the light in – and bring in additional lighting if the home is naturally dark.
- Ensure a top-to-bottom clean scrub of the home (including windows, baseboards, cabinets inside and out, etc.).

KITCHEN

- Keep countertops as clear as possible.
- Update cabinets with fresh paint and hardware.
- Evaluate appliances for possible replacement.
- Declutter cabinets, drawers, and pantry for the most minimalist views possible.
- Scrub everything inside and out.
- Clean the trash cans and move them out of sight if possible.

LIVING ROOM

- Get rid of bulky or unnecessary furniture to create more space.
- Minimize décor to create a neutral palate.
- Put away family mementos and photos.
- Cover outdated furniture with throws or slipcovers.
- Clean out and stage fireplace (if you have one).

BEDROOMS

- Consider gender-neutral décor in all bedrooms.
- Declutter all surfaces.
- Put jewelry and valuables in a safe place.
- Declutter and organize your closet(s) and make sure it is accessible.

BATHROOMS

- Repair caulk around the tub and sink and any other repairs needed.
- Deep clean the entire bathroom.
- Upgrade tile or flooring.
- Clear off the countertop.
- Organize the linen closet.
- Create an atmosphere that is inviting and relaxing decor, candles or flowers.

OUTDOOR SPACES

- Powerwash the exterior of your home and all walkways.
- Make any necessary repairs to the outside of the home.
- Paint the front door.
- Purchase an inviting Welcome Mat.
- Make sure your house number is visible.
- Update or repair your mailbox.
- Check light fixtures and clean them.
- Clean out the gutters.
- Trim trees and shrubs, and make sure nothing is covering the windows and keeping light from shining in the house.
- Clean the yard.
- Add or update landscaping.
- Add pops of color to outdoor decor or by using flowers.

www.ThePowerProgram.com

Today's BONUS

A collection of incandescent light bulbs is scattered across a dark, textured background. Most of the bulbs are unlit and appear as dark, reflective spheres. One bulb, positioned centrally, is brightly lit, casting a warm glow. This glowing bulb is the source of the text, which is contained within its white, luminous interior.

**1 Idea Per
Section
Today**





Preparation

1. Have a nice flyer, not a MLS printout

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New to the Market

60 Cumberland Drive, Belfair
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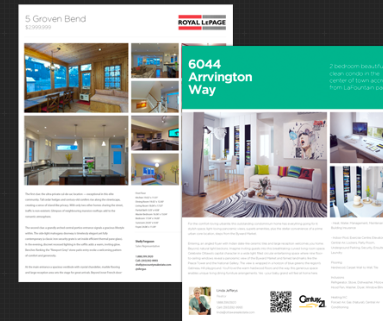
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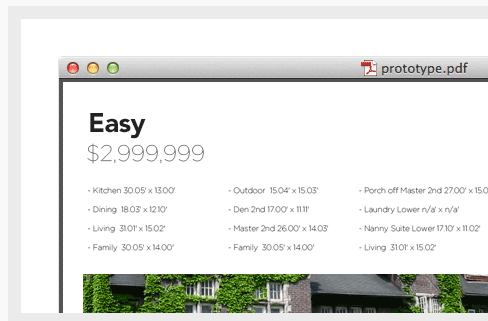
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Some of our clients



Prudential



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Listing Appointment



Negotiating Offers



New Agent



Objection Handling



Playing with Buyers



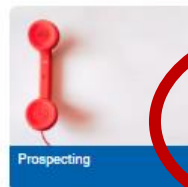
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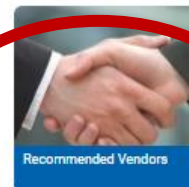
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What's New



Preparation

- 1. Have a nice flyer, not a MLS printout**
- 2. Have loan officer create mortgage payment sheet**

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Current Mortgage Rates

As of: May 29, 2014

Term	Everyday Rate	Limited Rate
2 yr fixed	2.59%	2.54%
3 yr fixed	2.74%	2.49%
4 yr fixed	2.69%	--
5 yr fixed	2.99%	2.89%
10 yr fixed	4.29%	--
Prime	3.00%	
Line of Credit	3.65%	

123 45st N.E.

Interest Rate: **2.35%**
Purchase Price: **\$450,000**

Down Payment Percentage	5% 25 yr. amortization	10% 25 yr. amortization	15% 25 yr. amortization	20% 30 yr. amortization
Down Payment	\$22,500. ⁰⁰	\$45,000. ⁰⁰	\$67,500. ⁰⁰	\$90,000. ⁰⁰
Mortgage	\$427,500. ⁰⁰	\$405,000. ⁰⁰	\$382,500. ⁰⁰	\$360,000. ⁰⁰
Insurance Premium	\$11,756. ²⁵	\$8,100. ⁰⁰	\$6,693. ⁷⁵	--
Total Financing	\$439,256. ²⁵	\$413,100. ⁰⁰	\$389,193. ⁷⁵	\$360,000. ⁰⁰
Monthly Payment	\$1,935. ⁰⁶	\$1,819. ⁸³	\$1,714. ⁵²	\$1,392. ⁴¹



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Preparation

- 1. Have a nice flyer, not a MLS printout**
- 2. Have loan officer create mortgage payment sheet**
- 3. Virtual stage house to show options**



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Preparation

- 4. Schedule back-up houses**
- 5. Prepare a buyers agency packet**
- 6. Use a Open House checklist**



PREPARE

- ✓ Have sellers hire cleaner
- ✓ Arrange for sellers and pets to be absent
- ✓ Arrange for keys
- ✓ Enlist mortgage company to help create mortgage sheet
- ✓ Virtually stage the house
- ✓ Back up houses
- ✓ Have a buyer agency packet to capture buyers
- ✓ A nice flyer is all that is necessary
- ✓ Find agents that sold houses last 12 months in the same price range

PROMOTE

- ✓ Do immediately after Brokers Open house
- ✓ Contact other agents and let them know – it makes it easier to show if they know they just can show up
- ✓ Have a database of agents to send mass emails and or texts to them
- ✓ Neighborhood Facebook group
- ✓ Local papers and grocery stores
- ✓ Zillow and other online sites
- ✓ Postcards
- ✓ Hold all showings and offers until open house
- ✓ Signage

DURING OPEN HOUSE

- ✓ Schedule before any other open houses 9-11 or 3-5
- ✓ Make sure seller and pets are gone
- ✓ Remove all vehicles from the driveway
- ✓ Be sure walkway is safe and accessible
- ✓ Do a walk-through to correct minor issues (put toilet seats down, close garage doors, remove trash, etc.)
- ✓ Think builder staging: Turn on all lights, set temperature, no spray, food, music, remove family photos, lock up valuables, fine china
- ✓ Stock fridge
- ✓ Not a fan of food at public open house
- ✓ Put away phone
- ✓ Neighborhood House Information Flyers

CONTINUED ON NEXT PAGE >>

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OPEN HOUSE CHECKLIST for Power Agents®



DURING OPEN HOUSE

CONTINUED...

- ✓ Business cards
- ✓ Record a virtual tour to reuse later (don't move the camera quickly)
- ✓ Be safe
- ✓ Make believe you are being recorded (because you might be)
- ✓ Hire drone company to flyer banner in neighborhood
- ✓ Use Open House Pro – Sign Out Sheet
- ✓ Focus on their comments to relay back to homeowner
- ✓ Be prepared to answer these questions:
 - ◆ "Can you tell me more about the home?"
 - ◆ "Why is the seller selling?"
 - ◆ "How long has the home been on the market?"
 - ◆ "Have there been any recent improvements or renovations?"
 - ◆ "What is the neighborhood like?"
 - ◆ "How much are utilities?"
 - ◆ "Have any offers been made?"
 - ◆ "When are the sellers planning to close?"

POST OPEN HOUSE

- ✓ Digital Open House tour – Matterport 3D
- ✓ Post in the Facebook Community Group
- ✓ Make sure you have a CRM to follow up



Open houses are **perfect opportunities** for you to connect, build rapport and relationships, and showcase yourself as a resource that people can turn to for valuable real estate information, answers, and results.

ENJOY THE PROCESS, THE PEOPLE, AND REMEMBER TO KEEP SMILING!

www.ThePowerProgram.com











Preparation

- 4. Schedule back-up houses**
- 5. Prepare a buyers agency packet**
- 6. Use a Open House checklist**
- 7. Have homeowners consider minor repairs**



REPAIRS TO CONSIDER BEFORE SELLING YOUR HOME

Here are some common repairs to consider before negotiating a sale:

-  Fogged windows. Fogged windows are a result of moisture buildup in between panes where the seal has failed. Though functional, foggy windows look dirty. Consider repairing or replacing fogged panes as needed.
-  Leaking jet tubs/faucets/showers. Check jet tub systems, faucets and shower fixtures for leaks prior to listing your home to ensure no plumbing issues surprise you during a home inspection.
-  Rotting wood on exterior trim. Splitting or rotting boards on the exterior of your home can make it look shabby. Consider replacing, caulking and painting them to refresh your home's appearance.
-  Split or missing roof shingles. Buyers tend to shy away from roofs that need repairing. Consider the level of repair, cost, market conditions, comparable sales and how quickly you want to sell before making a repair decision.
-  Loose hand or deck rails. Buyers can pay a lot of attention to hand rails, so bypassing this safety issue may result in a lost offer. Fixing wobbly rails ensures safety and satisfies a sharp-eyed buyer.
-  HVAC units. HVAC units are a big concern if they're not working, as they're expensive to replace. Consider having the unit cleaned and serviced. At a minimum, change the air filter and make sure the unit is operating properly.
-  Light bulbs. Home inspectors have written "see licensed electrician" in their reports solely due to bulbs missing or not working. To avoid the impression that there may be a major electrical issue with your home, simply change your burned-out light bulbs. Also, be sure to use bulbs with the correct wattage.
-  Dirty spaces. Even if repairing, replacing or repainting is too costly, make sure you clean walls, floors, carpets, bathtubs, showers, kitchens and driveways to make your home look clean and ready to sell.

NEED TO MAKE SURE YOUR HOME IS READY TO SELL? I CAN HELP — CALL ME TODAY!

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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

PROMOTION

Promotion

1. Do immediately after, not before, Brokers Open House
2. Invite other agents who have sold similar house the last 12 months
 - Have a database of agents

[**www.ThePowerProgram.com/WebinarBonus**](http://www.ThePowerProgram.com/WebinarBonus)

Recommended Vendors

Real Estate Tools

[Cole Directory](#) – Lead and reference source – data brokers

[ePropertySites.com](#) – The leader in property management systems.

[RealMarketReports.com](#) – Weekly real estate market reports.

[TheRedX.com](#) – **USE THIS SPECIAL CODE: SMILE**

The best lead generation tool for FSBs, Expireds, and people who are in foreclosure. This is absolutely the best tool... a must have tool, for anyone who wants to be a master at prospecting for listings.

[RealEstateProfiles.com](#) – The Web magazine for real estate professionals.

[Realtor.com](#) – Official site of the National Association of REALTORS® Resources for finding agents and properties.

[IRED.com](#) – International Real Estate Digest. Gateway to over 20,000 real estate related WEB sites in 103 countries.

[Homepath.com](#) – Web site for Fannie Mae. Mortgage information and resources for consumers.

[HomeGain.com](#) – Consumer site for finding local real estate agents nationwide, home values and home prices. Search homes for sale. Compare Realtors and real estate agent proposals. Find a Realtor, check home prices, view homes for sale.



Promotion

3. Post in *Neighborhood Closed Facebook Group*
4. Consider advertising in local papers
5. Post in grocery stores
6. Text to agents or previous buyers

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Call Tracking



Voice Broadcast



IVR

Promotion

7. Advertise on other online services like Zillow
8. For aggressively priced properties, hold all showing and offers until Open House
9. Do a *Neighborhood Open House* before the Public Open House
10. Proper signage is paramount

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OPEN HOUSE
NIGHT ST

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A Third Generation Family Business

Real Estate Signs at Manufacturer Direct Prices **800.DEE.SIGN**



feather**flags**

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ALL

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 Cart



Company	Colonial Post Signpost	Sign Panel (30x24)	Feather Flags	Directional Open House Signs
DeeSign.com	10 (aluminum) for \$62.10	12 (hardboard) for \$31.60	12 (7' custom) for \$68.90	25 (custom w/ stake) for \$16.50
BuildASign.com	12 (aluminum) for \$73.14	5 (aluminum) for \$37.95	10+ (8' custom) for \$149.99	25 (custom) for \$12.44
LowenSign.com	5+ (aluminum) for \$67.55	10 (steel) for \$33	10+ (9' custom) for \$73.55	25 (custom w/ stake) for \$13.35
Signazon.com	10 (PVC) for \$95.99	N/A	N/A	25 (custom) for \$12.34
OakleySign.com	10 for \$87.09	10 for \$37.29	10+ (8' custom) for \$68.79	25 for \$6.37 each
SignsOnTheCheap.com	N/A	N/A	N/A	20 for \$5.49

**OPEN
HOUSE**



DAY OF OPEN HOUSE

- 1. Schedule 9-11 or 3-5**
- 2. Make sure seller and pets are away**
- 3. Remove vehicles from driveway**

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DAY OF OPEN HOUSE

4. Think builder staging

- *All lights on*
- *No smelly spray*
- *Music*
- *Remove personal photos*
- *Lock up valuables*
- *Fine china*
- *Nice bedspread sheets*

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DAY OF OPEN HOUSE

- 5. Stock fridge but don't serve food**

Please help
yourself to
an ice cold
beverage →





DAY OF OPEN HOUSE

- 5. Stock fridge but no food**
- 6. Put away phone**
- 7. Give neighborhood report**

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My Market Reports

Add your personal branding and turn the market reports into your new business card

Residential Market Report

Multifamily Market Report

Commercial Market Report



About Market Reports

Through their **frequency** - monthly for residential and quarterly for commercial and multifamily - our **newly launched market reports** provide regular access to the **latest sales data and stats at borough and neighborhood-level**, so you can keep track of your local market. Plus, **you can brand the market reports** with your personal information and incorporate them into your marketing strategy.



5423 Main Street, Gilroy CA 95020

Property History

Median Estimated Home Value
This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.



Extended Home Facts



REALTORS PROPERTY RESOURCE

SELLER'S REPORT
5423 Main Street, Gilroy CA 95020



Presented by
NAR Member
California Real Estate License: 01965964



Mobile: (925) 580-6099
reggie@narrpr.com
Metro Realty
123 Any Street
Anytown, CA 94551

This report contains information generated by the property's value report.



Median Volume

This chart shows the median volume of sales for the area and subject property.

Update Frequency: 1/23/2000

Update Source: Public

Update Frequency: 1/23/2000

Update Source: Public

Update Frequency: 1/23/2000

Update Source: Public

Update Frequency: 1/23/2000

Update Source: Public

Update Frequency: 1/23/2000

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Update Source: Public

Update Frequency: 1/23/2000

Update Source: Public

Update Frequency: 1/23/2000

Com Selc Ager

Address

Status

Amount

Recording Date

Price Per Sq Ft

Backdoor

Total Bar

Partial Bar

Total Bar

Living Area

Lot Size

Year Built

Living Area (highly)

Property ID

MLS ID

Listing By

Description

Highlighted with change agent to add knowledge to property.

Update Frequency: 1/23/2000

Update Source: Public

Update Frequency: 1/23/2000

Update Source: Public

Update Frequency: 1/23/2000

Update Source: Public

Update Frequency: 1/23/2000

Update Source: Public

Update Frequency: 1/23/2000

Update Source: Public



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https://www.realtor.com/research/



Featured Reports



Realtor.com's Generational Propensity Index

What are the top markets for millennials, boomers and gen x-ers? Which neighborhoods in your area are attracting young buyers with purchase power? Where are retirees looking for homes?

[View More](#)

Updated Q3 2018



Realtor.com's Cross Market Demand Report

This report provides the latest insights on which markets receive the most non-local views and which non-local markets show the greatest interest in a certain county or metropolitan area based on online traffic on active, for-sale properties on realtor.com.

[View More](#)

Updated Q4 2018

DAY OF OPEN HOUSE

- 8. Record virtual tour for later use**
 - Move camera SLOWLY**
- 9. Be safe**

Medical Alert Device Features

When an emergency strikes, this can save your life.



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- Stay healthy and motivated with built-in Samsung Health app that monitors activity while measuring heart rate to minimize risk.
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- Celebrate your progress with easy-to-read summaries of your activity history.
- View your local weather forecast at the touch of a button with built-in Weather app.
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Low Battery Notifications



Viewable on every screen, ensure full protection knowing when your battery needs to be charged through 15%, 10% and 5% low battery alerts.

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The Go Anywhere, Do Anything, Mobile Medical Alert

Stay protected while you're out and about with our new GPS device. Now with 4G LTE and up to 72 hours of battery life on a single charge.

BUY NOW

Let's talk!

DAY OF OPEN HOUSE

- 10. Make believe you are being recorded**
- 11. Hire drone company to fly a banner in the neighborhood**

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DAY OF OPEN HOUSE


12. Use a Sign OUT Sheet

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12. Use a Sign OUT Sheet

13. Ask for feedback at the end

14. Be prepared to answer common questions

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Common Questions

“Why is the seller selling?”

“How long has the home been on the market?”

“Have there been any recent improvements or renovations?”

“How much are utilities?”

“Have any offers been made?”

“When are the sellers planning to close?”

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**The 3 P's for a Successful
Public Open House.....**

Prepare

Promote

Present



DARRYL DAVIS
COACHING MEMBERS
PRIVATE GROUP



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- *12 Reasons FSBOs Should Not Be a FSBO*
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- *The Best Strategies to DOUBLE Your Income*
- *How to Master the Listing Appointment*



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Recommended Power Vendor & Resource Directory

We do the vetting for you. You'll find a list of recommended resources for CRMs, Apps, Agent tools, lead generation and farming resources, time management, technology and more.



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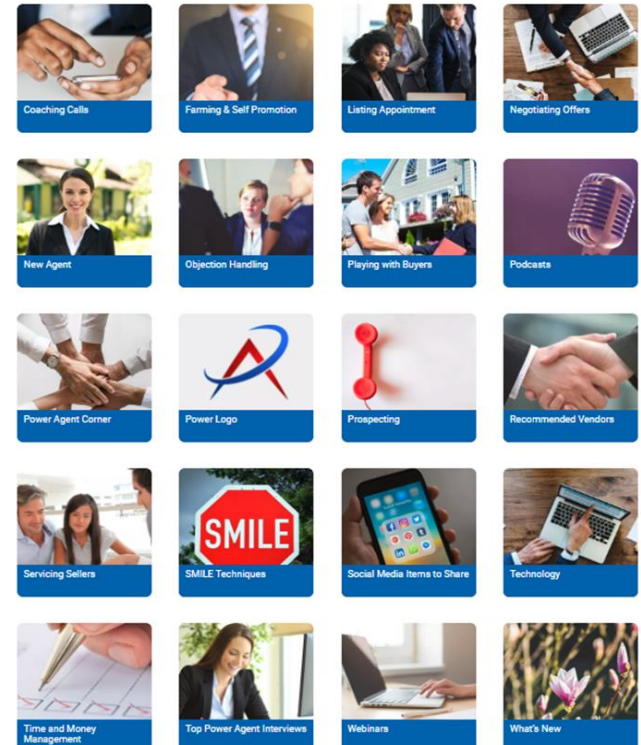
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- HUNDREDS of marketing and prospecting tools
- Farming and self promotion
- Objection handlers
- Scripts, dialogues, and how-to's
- Business plans and checklists
- Money management tools
- Negotiating tools
- Listing appointment must-haves
- Monthly magazine

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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](#)
- Darryl'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](#)



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ORPHAN ADOPTION DIALOGUE

FOR RENT BY OWNER DIALOGUE

BOOK OF BUSINESS UPDATE DIALOGUE FOR ADMINS

PROSPECTING THE OLD FSBO DIALOGUE

Step 1 Identify
Step 2 Introduce
Step 3 Clarify
Step 4 Build a Relationship
Step 5 Invite Action (Call & Meet)

FSBO DIALOGUE

Expired Dialogue

FSBO VOICEMAIL DIALOGUE

Hi, this is Darryl Davis from Power Realty!

The reason why I was calling is that I noticed you are selling your house, and I have some important information about that.

I might even have somebody who might be interested. I'm not too sure because I need to get some more information from you first. Please call me back.

Looking for a waterfront home?

I can help.

#andydavislakeSpecialist

Need a little more space?

I can help.

#andydavislakeSpecialist

AUGUST SMILE STOPS

5 Ways to Ease the FEAR of Prospecting

By Darryl Davis, CIP

TOP 100 Reasons to Use a Real Estate Agent

The Serious Sellers Quick...

Typical Pre-Listing

Selling the Property

Ready? Let's get started!

Neighborhood Market Report Certificate

Find Out What Your Neighbors Paid for Their Home

WHAT'S NEW?

Just SOME of the 100's of marketing, training, objection handling, & prospecting tools waiting for you in your CLASSROOM!

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