

# *Why a FSBO Should Not Be A FSBO*



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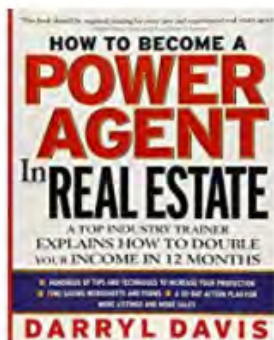
Hardcover  
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## Word Wise

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## Actor

Darryl Davis  
Ed Harris  
Mallory Taylor



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

by Darryl Davis

Hardcover

\$24<sup>95</sup> \$34.00 primeGet it by **Tuesday, Jan 9**

More Buying Choices

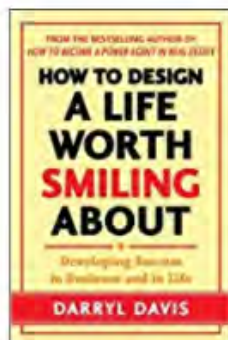
\$1.35 (141 used &amp; new offers)

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85



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

by Darryl Davis

Hardcover

\$14<sup>41</sup> \$25.00 prime

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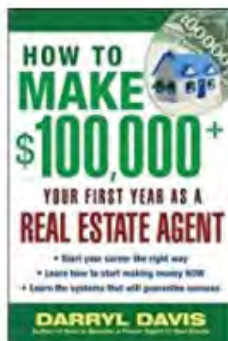
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by Darryl Davis

Paperback

\$24<sup>82</sup> \$26.00 primeGet it by **Tuesday, Jan 9**

More Buying Choices

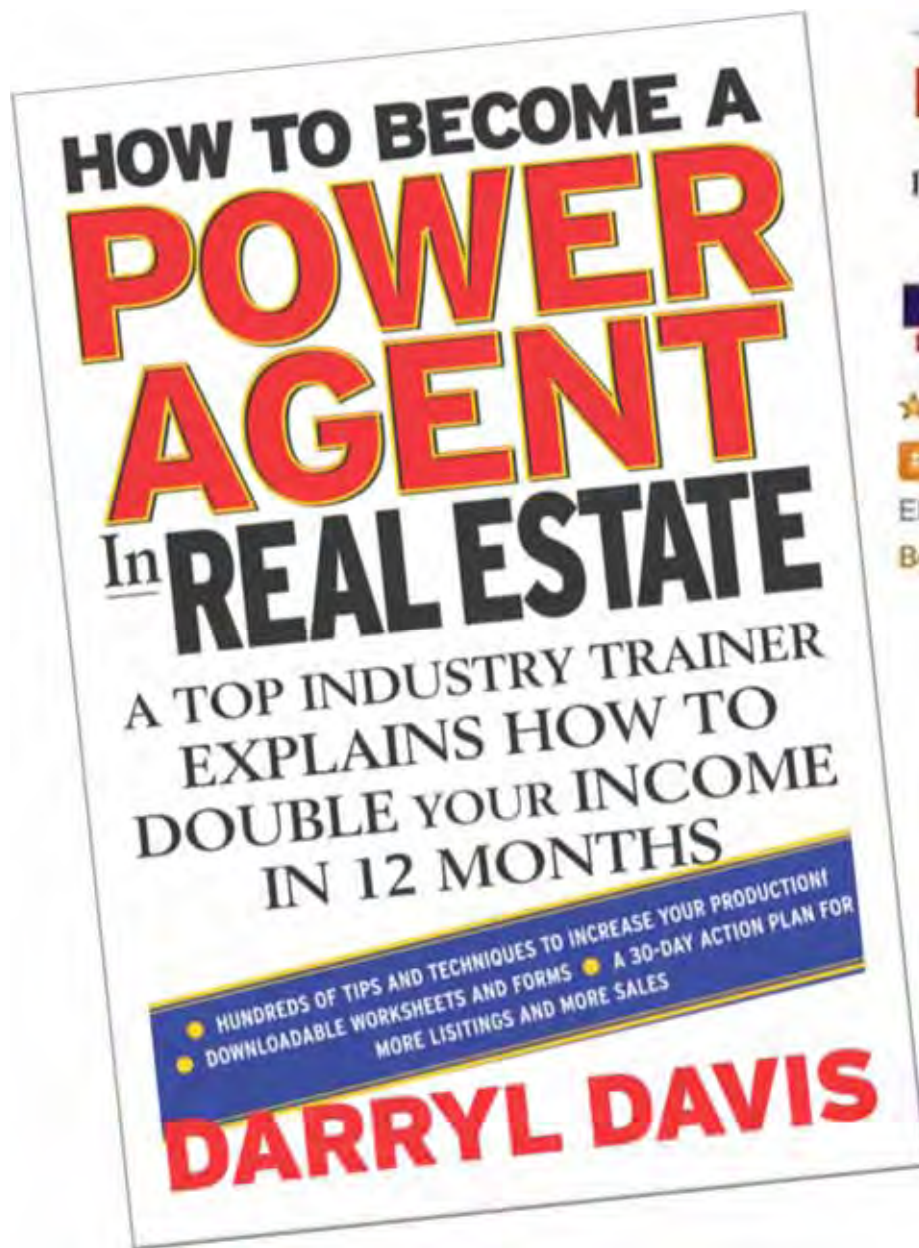
\$2.29 (69 used &amp; new offers)

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## How To Become a Power Agent

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1

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QUESTIONS....

2



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# Real Estate Organized The Way It Makes Sense

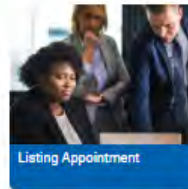
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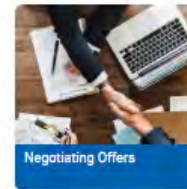
Coaching Calls



Farming & Self Promotion



Listing Appointment



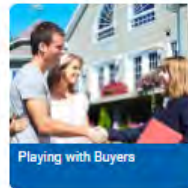
Negotiating Offers



New Agent



Objection Handling



Playing with Buyers



Podcasts



Power Agent Corner



Power Logo



Prospecting



Recommended Vendors



Servicing Sellers



SMILE Techniques



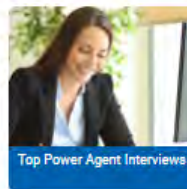
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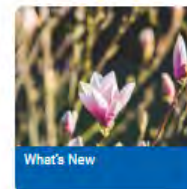
Time and Money Management



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!

- [illegible]



## 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.

- 5 Great Reasons to Like a REALTOR® [Here](#)
- Do I Really Need an Agent - infographic
- Farming Letter 1 [Here](#)
- Farming Letter 2 [Here](#)
- Home/Buyer Volunteering
- Home Report Is More Before Selling
- How to Have a Good Agency Home - [Flyer Here](#)
- The Importance of Pricing Right the First Time [Here](#)
- Land Sales - [Flyer Here](#)
- Move Up Alerts - [Letter Here](#)
- New Homeowner Chances [Here](#)
- Professional Recommendation [Here](#)
- Professional Private Email (Matters Blue Book Analysis) [Here](#)
- Empty-Move Home - [Book Here](#)
- Top 100 Reasons to Use a Real Estate Agent [Here](#)
- Vacant Land - [Letter Here](#)
- Winners Guide to Selling Homes
- 13 Facebook Live Ideas for Agents [Here](#)
- 10 Reasons every SNAKE STOP [Here](#)

## 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!



**ThePowerProgram.com/WebinarBonus**

# 100s of new and updated marketing tools and templates for you to customize and use.



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Lab Coat Agents 20+

Design a Life Worth ... 1

Keep Smiling 1

NSA NYC Member... 20+

POWER Agent Members

Darryl's Inner Circle

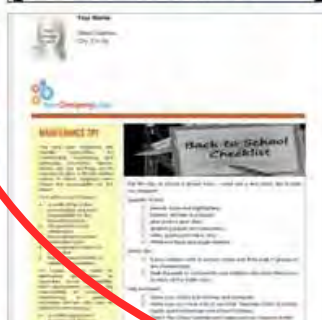
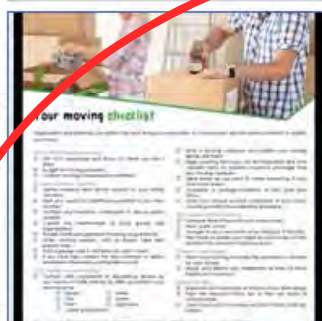
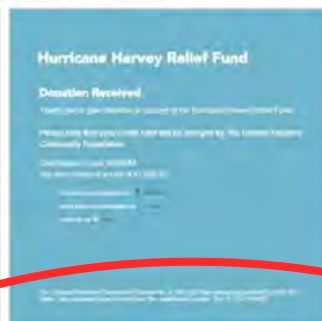
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Power Agent 3

See more





# Coaching Calls

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

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

*Put these dates and call information in your calendars today!*

Upcoming WEEKLY "Power Agent Conference Calls" with Darryl Davis



**Monday, October 1st** 11:00AM Eastern

**Monday, October 8th** 11:00AM Eastern

**Monday, October 15th** 11:00AM Eastern

**Monday, October 22nd** 11:00AM Eastern

**Monday, October 29th** 11:00AM Eastern



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

## POWER AGENT NEWSLETTER

Delivering Tools, Strategies, and Skill Builders for Real Estate Professionals



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

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

[Watch here.](#)

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

Keep Smiling :))

Darryl Davis, CSP



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

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

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

Have fun!

## POWER AGENT NEWSLETTER

Delivering Tools, Strategies, and Skill Builders for Real Estate Professionals



### 4 WAYS to stay focused on your goals

1. SHARE YOUR GOALS PUBLICLY
2. SET MONTHLY GOALS
3. GET COACHING SUPPORT
4. USE DEVICES OR SYSTEMS TO STAY ON TRACK

### New month -- new focus?

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

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

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

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

Keep Smiling :))

Darryl Davis, CSP



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

**Our Blog is a robust collection of training videos, tools, strategies, interviews with top producers, and free downloadable content!**

## The Power Program

Collection of Free Content for The Power Program



### Using "THE LIST" to Get the Listing

POWERFACT: Using metaphors and analogies helps you connect on a higher level when in a Listing Conversation. Listen, I LOVE technology...

[READ MORE](#)



### Take Them to the Kitchen Table...

POWERFACT: If you can get sellers to the kitchen table, and follow the R.E.A.L. Listing Conversation steps — you are more likely to leave...

[READ MORE](#)



### How to Use the Inventory Chart

POWERFACT: When you're building your business — INVENTORY is what makes your business. Use a visual to ALWAYS know where you are in...

[READ MORE](#)



### Constant Contact and Hands-On Service

POWERFACT: Communication is KEY in developing and keeping relationships with your sphere of influence. Two keys to Success from Power Agent.

[READ MORE](#)



### 3 SMILE Stop Ideas for March

POWERFACT: The more you connect with your sphere, the more referrals you will attract. Get FACE-TO-FACE: Have a little fun this week Thursday is!

[READ MORE](#)



### How to Stay Focused on Your GOALS

POWERFACT: Goals don't hit themselves. It takes clear focus and daily commitment to stay on track. Everyday, every month there are new...

[READ MORE](#)

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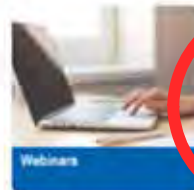
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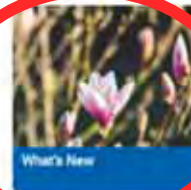
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What's New

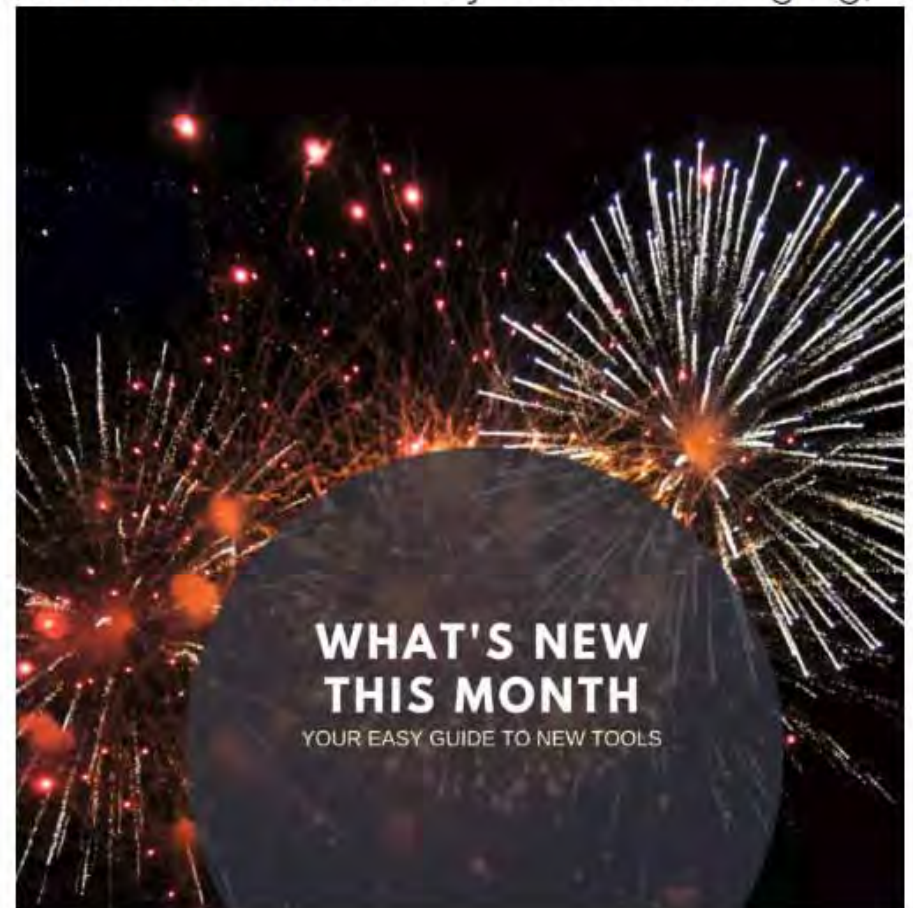
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# What's New

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

## September 2018

- 5 Ways to Ease the Fear of Prospecting **New**
- 7-Step Guide to Getting the Most From Your Membership **New**
- Agent Action Calendar – September **New**
- Do I Really Need an Agent InfoGraphic Man **New**
- Do's and Don'ts of Selling This Fall **New**
- Do Not Disturb Prospecting Sign – Building My Empire **New**
- Do Not Disturb Prospecting Sign – Dreams Taking Flight **New**
- Do Not Disturb Prospecting Sign – Family Photo **New**
- Do Not Disturb Prospecting Sign – Hitting My Targets **New**
- Do Not Disturb Prospecting Sign – I'm Calling My People Man **New**
- Do Not Disturb Prospecting Sign – I'm Calling My People Woman **New**
- Do Not Disturb Prospecting Sign – I'm In It to Win It **New**
- Do Not Disturb Prospecting Sign – Prospecting is My Super Power Man **New**
- Do Not Disturb Prospecting Sign – Prospecting is My Super Power Woman **New**
- Letter – Email – Agent to Agent Referral **New**



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# The Seven Most Powerful Steps to Get the Most from Your Membership



## ✓ Step One:

Log in and head to your Classroom and start exploring!

## ✓ Step Two:

Create a dedicated Power Agent Download folder on your computer

## ✓ Step Three:

Head over to the Coaching Calls tab in your classroom

## ✓ Step Four:

Go to the Webinars on Demand tab and review at least one per week for the next month

## ✓ Step Six:

Join our special Facebook Group just for Power Agents®

## ✓ Step Seven:

Bookmark our Blog for weekly training articles and videos

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# *Why a FSBO Should Not Be A FSBO*



**Contact Info:**  
*DarrylSpeaks*



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

**Brian Toole • Reece & Nichols**



26

## Reasons Why Homeowners Shouldn't Sell Their Own Homes

1. What you save in commission, you'll lose in sales price. Statistically, agent-assisted homes sell for more.
2. You run the risk of underpricing in a competitive market, and selling for less.
3. There's a danger of overpricing, which will cost time, exposure, and potential **LOSE MORE MONEY**.
4. Get mostly lookers versus serious pre-qualified buyers.
5. Many sellers have difficulty negotiating.
6. Not finding out buyers' hidden objections.
7. Inexperience in handling objections once you find out what they are.
8. Create an urgency situation for yourself (*i.e. if a listing agent is hired at the last minute, the house may not sell in time, forcing you to own two homes or giving the house away*).
9. Problems in financing – types of mortgages, where to go, creative financing, etc.
10. Lack of several different marketing tools – people don't buy from specific ad.
11. Little or no advertising or internet exposure.
12. No follow up system to showings (*i.e. broker call backs*).
13. Buyer must sell his own house before he buys – we can work this out.
14. Marketing expenses can be costly.
15. Lack of home selling experience.
16. Buyers' reluctance on inspection details.
17. Don't know how to justify the asking and selling price to the buyer and to the bank.
18. Not being at home and missing "A+- Buyers".
19. Allowing complete strangers have access to home.
20. Managing drive by buyers and people who don't keep their appointments.
21. Buyers may become interested later and not remembering to follow-up.
22. Buyers take owners' point-of-view with a "grain of salt".
23. I'll prepared for processing, settlement, closing problems.
24. Little or no real estate broker exposure.
25. Most sellers are ill prepared to handle the legalities of a real estate transaction.
26. Time. It takes a considerable amount of time to get the most return for your investment. For busy consumers, that's difficult.







## 26

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*"Thanks Buy Owner!"*

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› World Wide Marketing

› Real Estate Agreement

› Closing Coordination

› Monthly Market Updates

› Coordinating Of Showings

› Social Media Marketing: Facebook, Twitter, YouTube

› Printable Flyers

› Your Home on MLS, Trulia, Realtor.com, Zillow

› Brochures

› Real Estate Agreement

› Contract Review (attorney assistance)

› Your Home on MLS, Trulia, Realtor.com, Zillow

› Monthly Market Updates

› Email Center (keeps your personal email id hidden)

› No Additional Listing Fees at Closing!

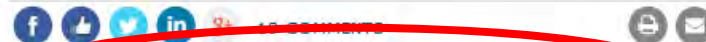
› Pick the options right for you

*"Thanks Buy Owner!"*





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- REPRINTS
- ENLARGE TEXT



## BuyOwner.com CEO hires a Realtor

By Josh Salman

Published: Thursday, May 15, 2014 at 1:00 a.m.

Last Modified: Wednesday, May 14, 2014 at 7:14 p.m.

The longtime chief executive of BuyOwner.com built a successful business in Florida and Georgia, helping people sell homes without a professional Realtor.

But that has not stopped Al Bennati from hiring professional help in listing his own Florida mansion, now on the market.

Bennati has listed an estate on St. Petersburg Beach for \$3.78 million with Coldwell Banker agent Donna Miller.

The custom-built residence, at 604 55th Ave. in Brightwater Beach Estates, sits on 90 feet of waterfront and has five bedrooms, seven full bathrooms and a six-car garage. In all the living area measures 6,680



Enlarge

Al Bennati, CEO of BuyOwner, is selling this house on St. Pete Beach.

Facts

NOT USING BUYOWNER.COM:

4 New Luxury Models Coming Soon!  
In Golf Course and Waterfront Communities



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- \* Business buzz: Applebee's decor goes local; Punta Gorda stroke center wins award
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POTENTIAL BUYERS  
MONTHLY

**\$14,760**  
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SAVINGS

**7X MORE**  
VISITORS THAN ALL  
BY-OWNER SITES

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**Why give it to an agent?**  
See what your savings can do for you.\*

House Price

\$100K

\$2.5M

**SAVE \$105,050**

HOUSE PRICE **\$2,101,000**



**College Fund**

Your equity savings can help pay for college.



**House Remodel**

Use your savings to upgrade your new home.



**Wedding Fund**

Help pay for the big day with the money you save.

FRIDAY, APRIL 11, 2008 - 10:01 AM EDT \*\*\*\*\*

Founder and former CEO of ForSalebyOwner.com, Colby Sambrotto tried selling his 2,000 square foot New York condominium on his own through classified ads and FSBO sites, but after six months, he opted to hire New York real estate broker Jesse Buckler.

**Article appeared August 23 , 2011**



2.7 MILLION  
POTENTIAL BUYERS  
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\$14,760  
AVERAGE SELLER  
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#1  
AMERICA'S TOP  
FSBO SITE



It's your equity.  
Why give it to an agent?  
See what your savings can do for you.\*

House Price

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SAVE \$105,050

HOUSE PRICE \$2,101,000



College Fund

Your equity savings can help pay for college.



House Remodel

Use your savings to upgrade your new home.



Wedding Fund

Help pay for the big day with the money you save.



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RATING GAME

Microsoft's Damning Evidence

Founder and former CEO of ForSalebyOwner.com, Colby Sambrotto tried selling his 2,000 square foot New York condominium on his own through classified ads and FSBO sites, but after six months, he opted to hire New York real estate broker Jesse Buckler.

After giving up on the DIY route, Sambrotto's decision to hire a broker led to attracting multiple offers, closing for **\$150,000 over the original asking price.** The Wall Street Journal reports the listing sold for **\$2.15 million** including a **6% commission.**

***\$129,000 Commission***

Article appeared August 23 , 2011

60¢ PER COPY MAY 2, 2001 • USA TODAY

At home

## 'For sale by owner' can be a hard sell

Agents often worth their weight in commission

By Joyce Cohen  
Special for USA TODAY

How tantalizing it is: Sell your home yourself and pocket the hefty commission, typically 6%, that you would otherwise pay to the real estate agent.

That prospect sucked in Eria Skuladottir and her husband, Bradley Boyer. In August, they put their New York City home on the market "for sale by owner," an approach often known by its acronym, FSBO, or, even stranger, fozbo.

By Thanksgiving, in despair, they had hired a real estate agent.

"We didn't know what we were doing. We thought it would be easy," says Skuladottir, whose family, which includes a 9-year-old daughter, needed more space. "I could go through a broker again, or a question. After the took over, 'was such a relief'."

FSBO homes are losing ground. FSBO sales made up 13% of home sales last year, down from 18% in 1997 and a high of 20% in 1987, according to a biennial survey by the National Association of Realtors. SBO sales tend to peak during seller's markets.

Why the decline? Sellers are finding the do-it-yourself approach increasingly time-consuming and costly, what with showing the complex, awaiting financial decisions, and deciphering a mountain of paperwork that in some states includes disclosure forms for radon, mold and aircraft noise. Many are also reluctant to have in-home unscreened strangers snooping through their home, says Aliter Molony, a spokesman for the Realtors' group.

And in the rare cases in which a seller gets used for failing to disclose required information — such as the existence of lead-based paint in an older property, which can cause lead poisoning in children — a solo seller won't have an agent to accompany him through the legal process.

In hindsight, Skuladottir realizes

just how clueless she and her husband were. They inadvertently overpriced their home, a one-bedroom co-op apartment, at \$495,000. That was the going rate for newly renovated one-bedrooms in their housing complex, Lincoln Towers, but they figured their 25th-floor view would compensate for the lack of updating.

Though few interested buyers came knocking, a glut of real estate agents did. The agents gushed over the view — glorious sunsets over the Hudson River. They said, "You can get more if you let me sell it," and we said, "No, no, no, but that was so intriguing, so we started cranking up the price," says Skuladottir. They hit a high of \$525,000.

Meanwhile, with her husband often gone on business, Skuladottir felt burdened. She arranged her schedule around potential buyers. She vacuumed and dusted. She was uncomfortable asking financial questions but rarely had to

since most of the looters were curious neighbors.

With the delay jeopardizing the purchase of their new place, Skuladottir grew more anxious. So she called the broker who sold to them, Shelly Bleier of Belmar Realty.

Bleier immediately dropped the price. "It was a small one-bedroom with a small kitchen in a complex with a nine brick buildings with no of them brick buildings with no charm," she says. The apartment finally sold last month for \$460,000.

Between paying for advertising, maintaining two residences for several months, and selling investors for the down payment on their new home, Skuladottir estimates the family lost \$40,000 by forgoing an agent in the first place.

Though saving the commission as a big reason to go it alone, the big reason to go it alone, and homes price is negotiable, and selling at the low end of the range can cancel out any savings. Tim and

Beth Connelly of Greenwich, Conn., found that buyers looking for FSBO homes were also looking for a deal.

"Everybody said, 'You are saving all this money and don't have to pay the commission, so we are going to lowball you,'" says Tim Connelly. "But you are taking time to show the house, and going through the labor and the cost for the advertising."

The Connelys, who have a 21-month-old daughter, decided that their four-bedroom house was too big for a family of three.

In November, they bought a nearby house they found on for Web sites giving broad exposure to FSBO homes. It had been listed for just two days. All concerned had just two days. All concerned had just two days.

So they had no reason to think it wouldn't be simple to sell their own home FSBO. They advertised their house, asking \$394,500, on

the same site and in several local papers. Their Web listing received 5,800 hits, but only about 30 people expressed serious interest, Connelly says. Of those who made appointments to view the house, a third didn't show.

After two months, he called a real estate agent. The Connelys had a tentative buyer, but the deal could still fall through. The asking price has dropped to \$379,900.

Connelly believes the home has certain qualities that make it a bad bet for FSBO. It's located on a dead-end street with no drive-by traffic. The backyard brook and in-ground pool don't show from the street. Nor did the extensive landscaping, which in the winter was blanketed by snow.

He says his experience was split between extremes. "The house we bought was an awesome experience through FSBO, and the FSBO selling experience was awful."

The decline in FSBO sales is driven more by the reluctance of

### On your own or with help?

Bottom line: Sell your home on a "for sale by owner" basis.

Median selling price

Median income of seller

The percentage of homes sold by the owner is falling:

20% 15% 10% 5% 0%

87 89 91 93 95 97 99 01

Source: National Association of Realtors, based on data from the Survey of Professional Forecasters

By Frank Ruffalo, USA TODAY



Sign of the times: When Beth Connelly and husband Tim decided their house was too large for just them and little Caroline, they went the "for sale by owner" route. After two months, they listed their Connecticut home with a real estate agent — and dropped the asking price by \$14,600.

sellers than buyers, says Molony, but some buyers fear that details are more likely to slip through the cracks with a FSBO home.

Debi Stanton of San Diego says that important information wasn't fully disclosed when she and her then-boyfriend bought a FSBO house five years ago.

Part of a tennis court, fenced off and unused, encroached on their yard. Only when the boyfriend's landscaping equipment did they learn the land belonged to the neighbor.

"It was too much of a headache and too expensive to do anything about it," says Stanton. "I wouldn't buy a FSBO house again. I am not familiar with what they can get away with not telling you."

In the real estate world, FSBO remains divisive. While the real-estate agent camp offers plenty of reasons to hire a pro, the FSBO camp has as many reasons not to.

Always, the key factor is money. "The average homeowner underestimates that paying 6% is too much," says Colby Sambrotto of forsale byowner.com. "It is better spent on a child's education or their own retirement." On the site's exit questionnaire, two-thirds of sellers say they sold their home during the time it was listed.

It's also the case that one-third of FSBO sellers have the easiest path of all: They sell to a neighbor, friend or relative, and never even go on the market.

Contributor: Nathan Graftman

# AGENTS NET MORE



According To USA Today, Agents Sell Houses For  
**21.49% HIGHER** Than FSBOs Sold Homes






# 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

## Used Car Prices


Buy from a Dealer | Buy Certified from a Dealer | Buy from a Private Party

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

Suggested Retail Price \$38,057

FAIR MARKET RANGE

\$35,602 \$38,711



Show what others paid

**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\***



New 2013 Lincoln MKX

10% Difference

**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

See Trade-In/Sell Value

Buy from a Dealer | Buy Certified from a Dealer | Buy from a Private Party

Print report


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

Fair Condition

Very Good Condition

Excellent Condition

PRIVATE PARTY RANGE



**Similar New Cars**

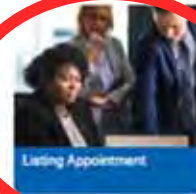
Get all the benefits of a new car - just a few bucks more.

New 2014 Lincoln MKT **\$71 more/month\***

New 2013 Buick Enclave **\$41 more/month\***

New 2013 Lincoln MKX

## CLASSROOM



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# Listing Appointment

One of the most important skills you can master as a real estate sales professional is creating a powerful and compelling listing conversation.

- 4-Step Listing Conversation eBook
- 8 Great Reasons to Use a REALTOR®
- 10 Quick Ways to Get Ready for a Showing
- 26 Reasons FSBOs Shouldn't Sell Themselves Flyer
- 100 Reasons To Work With An Agent
- 184 Things Realtors Do to Earn Their Commission
- Article: BuyOwner CEO – Printable
- Article BuyOwner.com CEO Hires a Realtor – Direct Link
- Article – Time -FSBO Colby Sambratto – direct link
- Article – Time – FSBO Colby Sambratto – PDF
- Article – USA Today FSBOs Can Be a Tough Sell
- Article – Wall Street Journal – Colby Sambratto – direct link
- Article – Wall Street Journal – FSBO PDF
- Children's Moving Book
- Competitively Pricing Your Home
- Darryl's Videry: The Hammer







26

## Reasons Why Homeowners Shouldn't Sell Their Own Homes

1. What you save in commission, you'll lose in sales price. Statistically, agent-assisted homes sell for more.
2. You run the risk of underpricing in a competitive market, and selling for less.
3. **There's a danger of overpricing, which will cost time, exposure, and potential LOSE MORE MONEY.**
4. Get mostly lookers versus serious pre-qualified buyers.
5. Many sellers have difficulty negotiating.
6. Not finding out buyers' hidden objections.
7. Inexperience in handling objections once you find out what they are.
8. Create an urgency situation for yourself (*i.e. if a listing agent is hired at the last minute, the house may not sell in time, forcing you to own two homes or giving the house away*).
9. Problems in financing – types of mortgages, where to go, creative financing, etc.
10. Lack of several different marketing tools – people don't buy from specific ad.
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26. Time. It takes a considerable amount of time to get the most return for your investment. For busy consumers, that's difficult.



# *Stale Bread*





**Step 1: Soak JUST the outer crust with water.**





**Step 2: Bake at 300° for 6 to 12 minutes**



**Step 3: DONE**



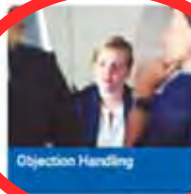


## ***To Revive a Stale Listing.....***

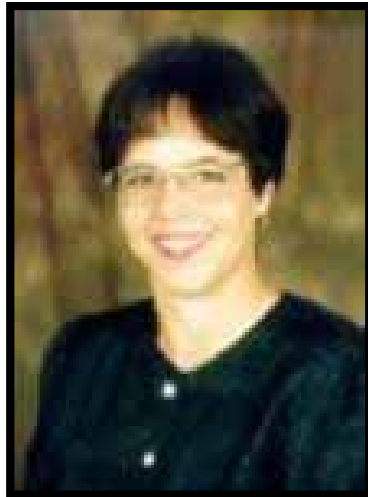
- **Lower the price**
- **Pay above average commission**
- **Do improvements to house**
- **Offer other incentives (i.e. pay closing costs)**



## CLASSROOM



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



*“Darryl taught me to be more organized, master handling seller’s objections, get more listings, and negotiate offers. My production went from 4 Million to 10 Million in 12 months!”*

**Linda Laffey • Reece & Nichols**



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# Which Buyer Would You Want?



- OR -





*More Money;  
Better  
Service*



*Save Money;  
Do-it-yourself*



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## 2 Major Problems Seller's Negotiating

*"He who  
speaks price  
first, loses"*



## 2 Major Problems Seller's Negotiating

*"He who  
speaks price  
first, loses"*

Could Offend  
Buyers

# *Attorneys Hires Attorneys*







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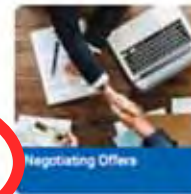
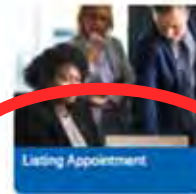


Public Open  
House





## CLASSROOM



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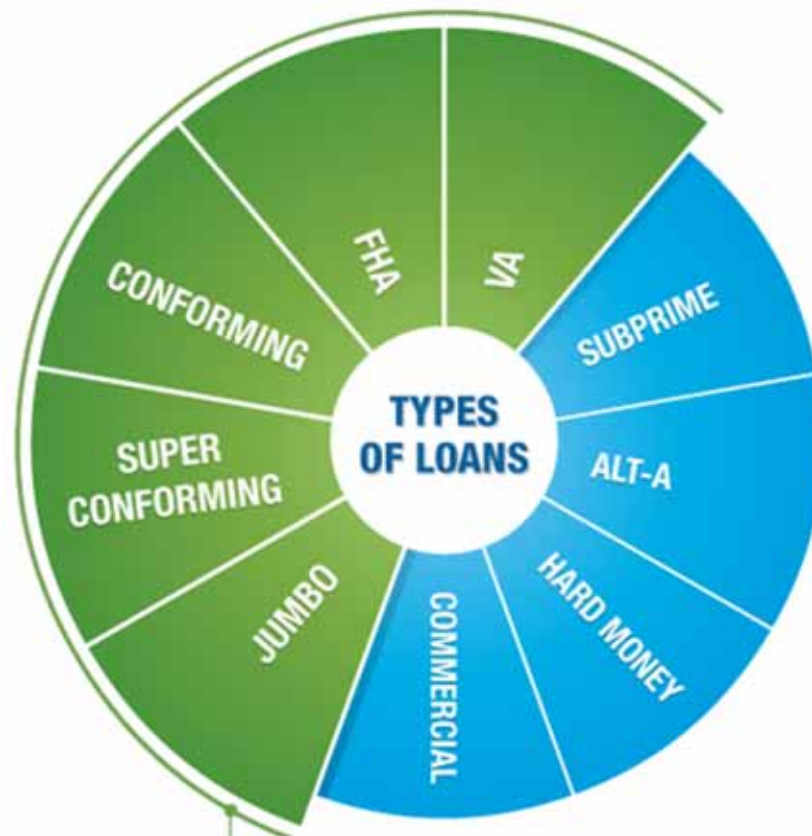
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# *Buyers FREEZE When Confused*







## Philadelphia Weekly Rates

8/05/16

### CONFORMING

#### 30 YEAR FIXED

Rate	APR	Points	Lock
3.500%	3.516	0pts	60 days

#### 15 YEAR FIXED

Rate	APR	Points	Lock
2.750%	2.774	0pts	60 days

### FHA & VA

#### FHA

Rate	APR	Points	Lock
3.250%	4.188	0 pts	60 days

#### VA

Rate	APR	Points	Lock
3.125%	3.394	0 pts	60 days

### JUMBO (>\$417,000)

#### 30 YEAR FIXED

Rate	APR	Points	Lock
3.500%	3.513	0pts	60 days

#### 15 YEAR FIXED

Rate	APR	Points	Lock
2.750%	2.769	0pts	60 days

### ARMS

#### Conforming

	Rate	APR	Margin	Caps
7/1	3.125%	3.071	2.25	5/2/5
5/1	3.000%	3.014	2.25	2/2/5

#### JUMBO (>\$417,000)

7/1	3.000%	3.214	2.75	2/2/5
5/1	2.750%	3.169	2.75	2/2/5

### ASSUMPTIONS

Credit Scores, down payment & property type (multi-unit, condo, etc.) could alter pricing noted above. APR based on a 20% down payment, 740 credit score, \$250,000 conforming loan amount and a \$500,000 loan amount for jumbo rates. Please call for current pricing as this information is subject to change.

This information is intended for REALTOR® use only.



Trident Mortgage Company<sup>LLC</sup> is licensed by the Pennsylvania Department of Banking as a Mortgage Lender, licensed by the New Jersey Department of Banking and Insurance, Licensed lender, Office of the Delaware State Bank Commissioner.  
Trident Mortgage Company<sup>LLC</sup> NMLS ID: 11942



Christopher Smith

Office: 215-248-6560

Email: [chris.smith@tridentmortgage.com](mailto:chris.smith@tridentmortgage.com)

8400 Germantown Ave, Philadelphia, PA 19118

<http://chrissmith.tridentmortgage.com>

NMLS # 143358

# FHA vs Conventional

## Minimum Credit Score



FHA	Conventional
580	620+

Plus, conventional charges higher rates for lower credit scores. FHA does not.

## Down Payment

FHA	Conventional
3.5% \$8,750 on a \$250,000 home	3% \$7,500 on a \$250,000 home

## Long Term Goals

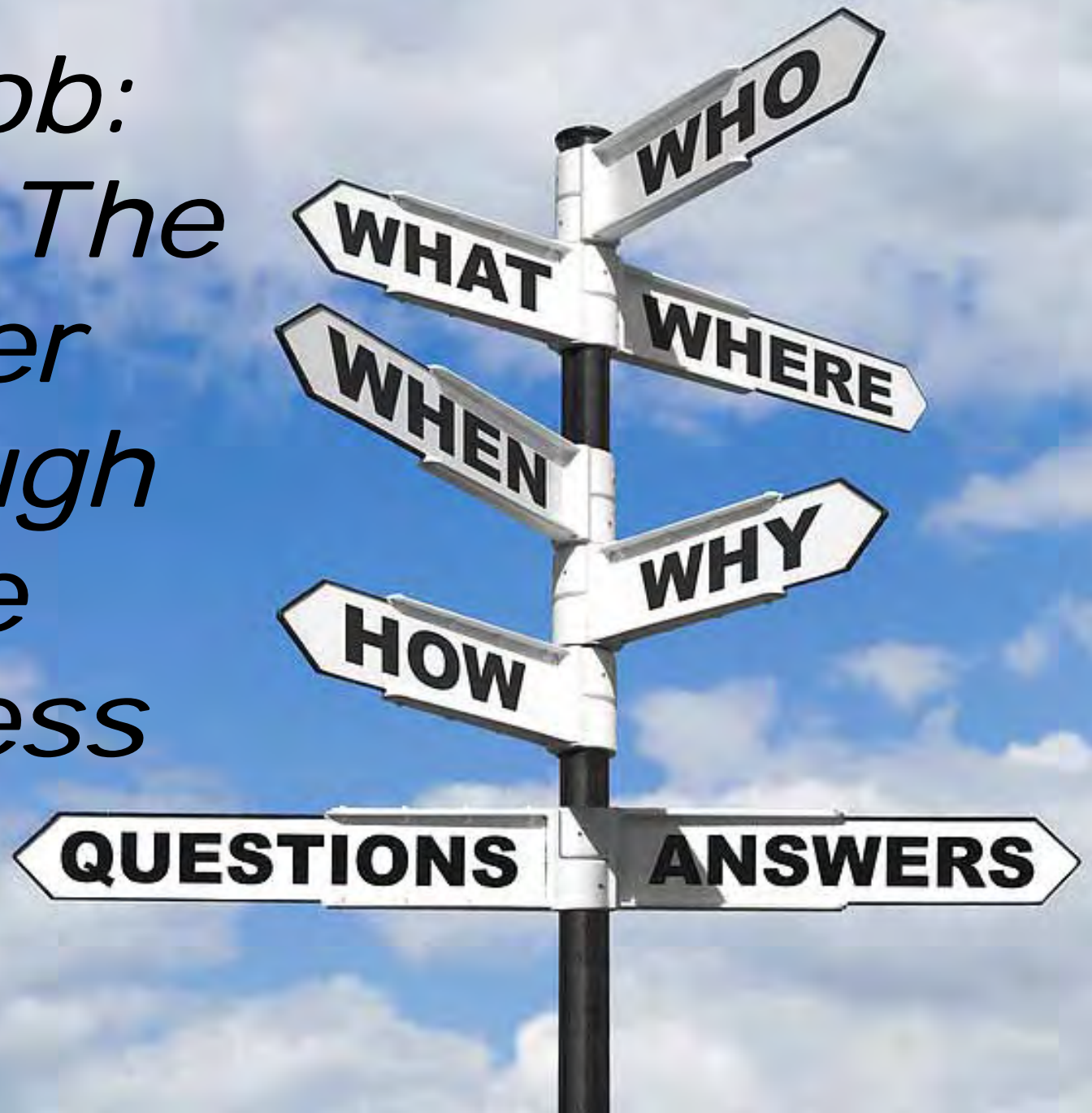
FHA	Conventional
 FHA mortgage insurance is not cancelable.	 Conventional mortgage insurance is cancelable when your home reaches 20% equity.  If you plan to keep the home beyond 5-10 years, consider a conventional loan.

THEMORTGAGEREPORTS

580+  
Credit Score = 3.5%  
Down Payment

500-579  
Credit Score = 10%  
Down Payment

*My Job:  
Coach The  
Buyer  
Through  
The  
Process*





## Do You Know The Cost of Waiting?

Interest Rates Won't Be This Low For Long!

If you are one of the many Americans debating purchasing a home but are not sure if you will **buy now** or **wait until next year**, here is a simple example of the impact interest rates & prices will have on your monthly mortgage payment.

Today		Next Year
4.02%	<b>Interest Rate</b> <small>Freddie Mac Projection 2018</small>	4.80%
\$250,000	<b>Home Price</b> <small>CoreLogic Projection (+4.9%)</small>	\$262,250
\$1,196.42	<b>Mortgage Payment</b> <small>Per Month - Principal &amp; Interest</small>	\$1,375.93

*The Cost of Waiting to Buy is defined as the additional funds it would take to buy a home if prices & interest rates were to increase over a period of time.*

Increase in Monthly Annually Over 30 Years  
Payments: **\$179.51** **\$2,154.12** **\$64,624**

Looking for a home that is more expensive than the \$250,000 example above?

For every \$250,000 you borrow, your monthly mortgage payment will increase by \$179.51 & the home price will increase by \$12,250!

Here is an example:

Mortgage payment is principal & interest only & accounts for a mortgage for the full home price.

Today	Next Year	Cost of Waiting
4.02%	4.80%	
\$750,000	\$786,750	+\$36,750
\$3,589.27	\$4,127.80	+\$538.53



Sources: CoreLogic, Freddie Mac, Bankrate





# LOANOPOLY



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<div>START HERE</div> <div>GO</div>	<div>PRE-APPROVAL</div> <div>Preliminary docs include: W2's, bank statements, tax returns.</div>	<div>FIND A HOME</div> <div>Access your wants and needs, then let your REALTOR® help you find a home.</div>	<div>MAKE AN OFFER</div> <div>Offer accepted, sign binder, schedule home inspection.</div>	<div>APPLICATION PROCESS</div> <div>Submit updated pre-approval documents prior to obligating yourself to contract. KNOW YOUR NUMBERS.</div>	<div>CONTRACT- AGREEMENT OF SALE</div> <div>Review and sign your contract with your REALTOR® and attorney.</div>
<div>FINISH</div> <div>You can enjoy the tax advantages of owning your new home.</div>	<div><div>HELPFUL STRATEGY:</div><div><div>• Save &amp; submit all future pay stubs</div><div>• Save &amp; submit all future bank statements (all pages)</div><div>• Keep copies of documents submitted to processing</div><div>• Continue to pay off debts and loans on time</div></div><div><div>COMMON MISTAKES:</div><div><div>• Don't make cash deposits</div><div>• Don't make large purchases on credit cards</div><div>• Don't co-sign loans for anyone</div><div>• Don't change bank accounts</div><div>• Don't apply for new credit</div></div></div></div>				<div>APPRAISAL ORDER</div> <div>Ordered within the first week of contract. Appraisal inspection completed.</div>
<div>CONGRATULATIONS!</div> <div>Congratulations and welcome to your NEW HOME!</div>	<div>Your contact information here. Add name, company, website, email and phone number.</div>				<div>PROCESSING</div> <div>Processor completes all updated information, verifications for credit, employment, and assets.</div>
<div>CLOSING!</div> <div>You're at the finish LINE! All parties sign closing documents.</div>	<div><div><div></div></div></div>				<div>APPRAISAL REPORT</div> <div>Received and reviewed; processor updates items needed for approval. This will be emailed to you within 3 days of receipt.</div>
<div>FINAL WALK THROUGH</div> <div>Borrowers do a final walk-through of the property to approve condition of the house prior to signing closing documents.</div>	<div>CLEAR TO CLOSE</div> <div>You are notified that your file is clear to close and a closing date is coordinated and scheduled by all parties.</div>	<div>HOMEOWNER INS. POLICY</div> <div>Copy of appraisal &amp; mortgage clause provided to you for securing homeowner's insurance.</div>	<div>TITLE REPORT</div> <div>Title report submitted for review and clearance.</div>	<div>COMMITMENT</div> <div>Submit ALL outstanding condition items from commitment letter order to final clearance.</div>	<div>UNDERWRITING</div> <div>Processor submits your file to underwriting for review and commitment letter. Approval commitment letter sent to you and attorney for review.</div>

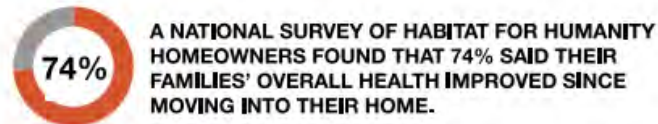
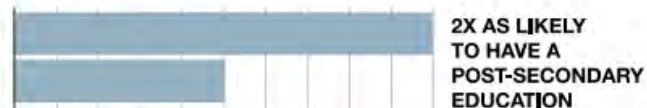


# REAL ESTATE PROFESSIONALS COMMITTED TO CHILDREN



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

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



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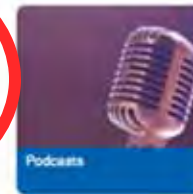
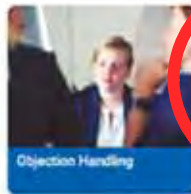
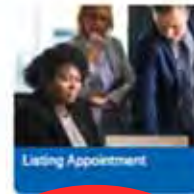
Sources: Duke University, American Psychology Foundation, Fannie Mae, Habitat for Humanity

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





## CLASSROOM



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



## 26

### Reasons Why Homeowners Shouldn't Sell Their Own Homes

1. What you save in commission, you'll lose in sales price. Statistically, agent-assisted homes sell for more.
2. You run the risk of underpricing in a competitive market, and selling for less.
3. There's a danger of overpricing, which will cost time, exposure, and potential **LOSE MORE MONEY**.
4. Get mostly lookers versus serious pre-qualified buyers.
5. Many sellers have difficulty negotiating.
6. Not finding out buyers' hidden objections.
7. Inexperience in handling objections once you find out what they are.
8. Create an urgency situation for yourself (*i.e. if a listing agent is hired at the last minute, the house may not sell in time, forcing you to own two homes or giving the house away*).
9. Problems in financing – types of mortgages, where to go, creative financing, etc.
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11. Little or no advertising or internet exposure.
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26. Time. It takes a considerable amount of time to get the most return for your investment. For busy consumers, that's difficult.



A man in a dark blue shirt and tie stands with his hands in his pockets. To his right is a pyramid diagram with four colored sections: dark red at the base, orange, green, and dark green at the top. White arrows point upwards between the sections. The background features a world map.

# Power Agent<sup>®</sup> Realty

Price

Buyer

Exposure

Marketing Tools



# THERE ARE **2** WAYS TO CATCH A FISH



# Marketing Strategies

MAXIMIZE THE VALUE OF YOUR PROPERTY



2017 NAR PROFILE  
OF HOME BUYERS  
AND SELLERS

93% OF HOME BUYERS COME FROM THESE 3 SOURCES

	2003	2005	2007	2009	2011	2013	2015	2017
Internet	11%	24%	29%	36%	40%	43%	44%	51%
Real Estate Agent	41	36	34	36	35	33	33	34
Yard Sign/Open House Sign	16	15	14	12	11	9	9	8
Friend, Relative or Neighbor	7	7	8	6	6	6	6	4
Home Builder or Their Agent	7	7	8	5	5	5	6	2
Directly From Sellers	4	3	3	2	2	2	2	1
Print Newspaper Advertisement	7	5	3	2	2	1	1	1
Home Book or Magazine	1	1	1	--	--	--	--	--
Other	6	--	--	--	--	1	--	--

# Marketing Strategies

MAXIMIZE ONLINE EXPOSURE





# **We Bring in Buyers That Might Not See Your Home**





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*Before*

*After*







*Before*



*After*



*Before*



*After*



*Before*



*After*





## PREPARING FOR A PHOTOSHOOT

### *Before*

#### THE PHOTOSHOOT

- Clean all carpet, tile, hardwood floors, and windows
- Rearrange furniture, if necessary
- Add artwork to bare walls, if necessary
- Check all lightbulbs and replace any that are dead inside and outside
- Landscaping should be well-manicured with the lawn mowed, weeds pulled, edging and flower beds neatly trimmed
- Add outdoor seating if there is a patio or deck to create a more inviting space
- NOTE: Less is more with knickknacks and accessories

### *Day of*

#### THE PHOTOSHOOT

- Keep blinds and curtains open to let in the natural light
- Hide all electrical cords, if possible
- Close all toilet seats
- Turn on all lights
- Make sure pets and children are not in the way during the shoot
- Make sure all beds are made
- Move parked vehicles off of the driveway
- Clear away any clutter and straighten personal items such as family photos, countertop items, garbage cans, children's toys, pet supplies, fridge magnets, etc.









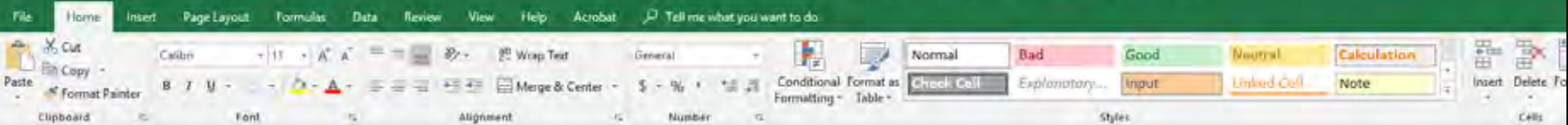
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## MASTER MARKETING BUDGET

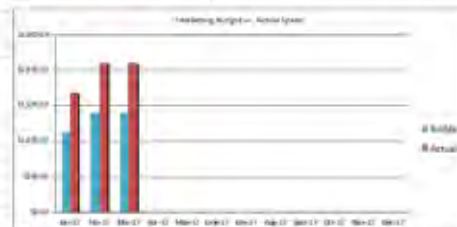
Fill in your budget expenses here: (Please "Copy" numbers into this column)

Fill in your actual expenses here: (Please "Copy" numbers into this column)

	Jan-17	Feb-17	Mar-17	Q1	Apr-17	May-17	June-17	Q2	July-17	Aug-17	Sept-17	Q3	Oct-17	Nov-17	Dec-17	Q4	2017 Total
	Budget	Actual	Budget	Actual	Budget	Actual	Actual	Actual	Budget	Actual	Actual	Actual	Budget	Actual	Actual	Actual	Budget
Boys Leads	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Seller Leads	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Retargeting (Tag Market)	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Past Clients Gifts & App	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Social Media	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Open Houses	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
SEO	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Photography & Videogra	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
SOI Investments	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Billboards & Bus Benche	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Print Marketing	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Advertising for Client's	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Blogging & Content Cre	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL	\$0.00	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Expense Summary

	Budget	Actual	Amount Left	Comma	Comma
				line	line
				Budget	Spend
Jan-17	\$0.00	\$1,000.00	\$700.00	\$1,000.00	\$1,000.00
Feb-17	\$0.00	\$2,000.00	\$700.00	\$0.00	\$0.00
Mar-17	\$0.00	\$2,000.00	\$700.00	\$0.00	\$0.00
Apr-17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
May-17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
June-17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
July-17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Aug-17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Sept-17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Oct-17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Nov-17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dec-17	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00










# SELLOPOLY



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<b>START HERE</b> 	<b>DETERMINE</b> The current value of your home on today's market.	<b>PREPARE</b> Personalized marketing campaign.	<b>STAGE &amp; PHOTOS</b> Stage home to stand out from competition. Professional photography goes a long way in this game!	<b>VERIFY</b> Taxes, certificate of occupancy, survey, and all other pertinent information.	<b>LAUNCH LISTING</b> Launch listing on MLS, National and Local real estate websites.
<b>CONGRATULATIONS!</b> CELEBRATE! Closing occurs at lending institution or attorney's office.	<p>Your contact information here. Add name, company, website, email and phone number.</p> 				<b>SHOWTIME</b> Start showing home and host open houses!
<b>FINAL WALK THROUGH</b> SCHEDULED 24-48 HOURS PRIOR TO CLOSING					<b>NEGOTIATE</b> Professional manage offers to obtain maximum value with your sales associate.
<b>TRANSFER UTILITIES OIL, METER READ, CALL THE MOVERS!</b>					<b>QUALIFICATION</b> Confirm qualification of potential buyers.
<b>TITLE SEARCH</b> Title search ordered by purchaser's attorney.	<b>MORTGAGE COMMITMENT</b> Receive written mortgage commitment.	<b>BANK APPRAISAL</b> \$\$\$	<b>SALE</b> Execute contract of sale with attorney.	<b>INSPECTIONS</b> Home and termite inspections take place.	 <b>ACCEPTANCE OF OFFER!!!</b>

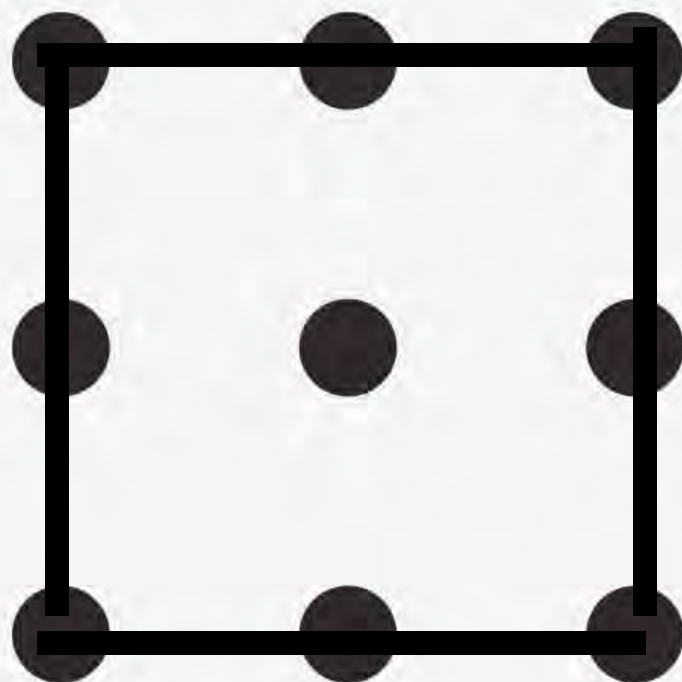


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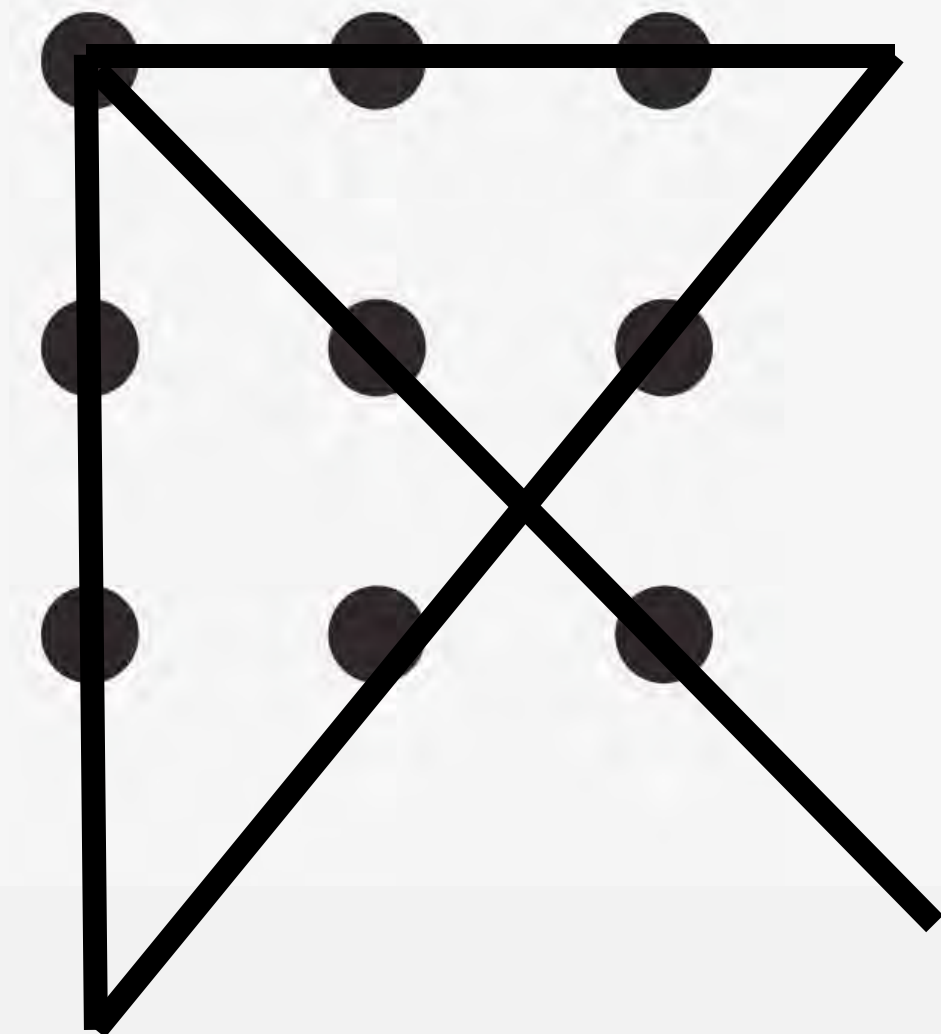
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# *Sell It FAST! Sell It For MORE!*

When your home is a part of  
our SMOOTH-MOVE Program,  
you can relax about  
your home sale!



## **Here's Why:**

- You'll get more money for your home in a shorter time with fewer problems You'll know that your buyer is qualified before you sign the contract
- You'll have no worries about hidden property defects that might spoil your sale and/or eliminate your profit!
- You'll avoid last minute hassles and sleepless nights that could be brought on by unexpected problems
- You'll save money because minor repairs can be completed upfront, avoiding expensive last minute overtime charges
- You'll eliminate the risk of losing your buyer to the anxiety inevitable
- when an inspector fields problems after the contract is signed.

## **More Good News:**

My SMOOTH-MOVE Program doesn't cost-IT PAYS! So problem-proof your next home sale, Call Sandra Nickel today and look forward to a SMOOTH-MOVE!

## **The SMOOTH-MOVE Program Includes:**









- A preliminary professional inspection of your roof, foundation, plumbing and electrical systems
- Servicing and inspection of your heating and cooling system
- Cleaning and inspection of your chimney
- A preliminary professional inspection for termites and other wood destroying insects
- A detailed checklist you can use to check out your appliances, doorbell, and many other minor systems

~~Any problems revealed by these inspections can be solved before they hurt your sale with an incurable case of Buyer's Remorse. The total \$250 you'll invest in protecting your home sale is money you'd probably spend anyway after the contract is signed. Call or text me today to learn about my SMOOTH-MOVE Program!~~



## 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!





# 10 QUICK WAYS TO **GET READY** FOR A SHOWING! *(In 10 Minutes or Less!)*

1. Put dirty dishes from sink in the dishwasher.
2. Make the beds.
3. Empty the trash.
4. Put the dirty clothes in the washer.
5. Run the vacuum quick around the house.
6. Run a toilet brush around the toilet bowl.
7. Wipe down faucets and sinks.
8. Turn on all lights.
9. Take a deep breath- you're almost there!
10. Leave the house until the showing is over.

SMILE! 😊 **YOU DID IT!**

# Is YOURS the **BEST LOOKING** House on the BLOCK?

First impressions make a difference.  
Make potential buyers hit the brakes,  
not step on the gas!



Here are three home-staging curb appeal tips for a stop-worthy listing:

- \* **Front Door Facelift.** A fresh, bold new paint job and new hardware can go a long way to making an entrance lovelier.
- \* **Create Symmetry.** Use symmetrical elements such as light fixtures and front-door accents to create an entryway that defines, "WELCOME".
- \* **Add Container Gardens.** Add an instant pop of color and life with ready-made container gardens.

*Ask me for more home-staging and home-selling tips!*







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STORE CLOSED

alfred angelo

We are closed  
For the day  
Sorry for the  
inconvenience.

Open for 80+  
YEARS

alfred angelo

**Store Hours**

**Monday-Friday 11:00 am - 8:00 pm**

**Saturday 10:00 am - 6:00 pm**

**Sunday 12:00 noon - 5:00 pm**





# *Never Closed*





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- 19. Allowing complete strangers have access to home.**
20. Managing drive by buyers and people who don't keep their appointments.
21. Buyers may become interested later and not remembering to follow-up.
22. Buyers take owners' point-of-view with a "grain of salt".
23. I'll prepared for processing, settlement, closing problems.
24. Little or no real estate broker exposure.
25. Most sellers are ill prepared to handle the legalities of a real estate transaction.
26. Time. It takes a considerable amount of time to get the most return for your investment. For busy consumers, that's difficult.









# HOME SELLER SAFETY

Unfortunately, ours can be a dangerous world. Having a trusted real estate professional by your side when selling your home does more than ensure that you get the most money for your home – it can help keep your family, property, and identity safe.

**Here are 10 precautions to be mindful of when selling your home:**

- 1. Show by appointment only and document.** As a real estate professional, I pre-qualify everyone who comes through the door. I have identification information that can include their driver's license and license plate for safety reasons. You should do the same if attempting to sell yourself.
- 2. Share that information with a trusted friend.** Give someone a head's up when you are planning on showing property and make it clear that an outside source has it for safe-keeping.
- 3. Don't host open houses alone.** It's good to have a second set of eyes and ears when showing property.
- 4. Keep financial information and family calendars under wraps.** Unscrupulous people can use that information to steal your identity or see what times your home might be vulnerable to thieves based on your schedule.
- 5. Keep valuables locked up.** Anything in plain view such as jewelry, laptops, electronics, money – all are vulnerable during property tours.
- 6. Open shades, blinds, and curtains so that activity INSIDE can be seen from the OUTSIDE.** This deters criminal activity.
- 7. Don't get boxed in.** Don't let yourself be followed into a room so that the exit door can be blocked or locked with you inside. The same is true of your car. Don't leave your car in the driveway to be blocked in.
- 8. Check your locks.** Before a showing, make sure your deadbolts and doors are unlocked for quick exits, then re-lock when your showing is over.
- 9. Carry your phone with you at all times.** Always have access to a lifeline and 911.
- 10. Trust your gut.** If people are hovering in one room too long, or they are grouped together with one or more trying to distract you, or even asking too many personal questions – those are all red flags that they could be a potential danger.

As your neighborhood specialist, safety is a top priority. If you need help ensuring your family's safety AND are eager to get the most from the sale of your home, give me a call. I can help.





26

## Reasons Why Homeowners Shouldn't Sell Their Own Homes

1. What you save in commission, you'll lose in sales price. Statistically, agent-assisted homes sell for more.
2. You run the risk of underpricing in a competitive market, and selling for less.
3. There's a danger of overpricing, which will cost time, exposure, and potential **LOSE MORE MONEY**.
4. Get mostly lookers versus serious pre-qualified buyers.
5. Many sellers have difficulty negotiating.
6. Not finding out buyers' hidden objections.
7. Inexperience in handling objections once you find out what they are.
8. Create an urgency situation for yourself (*i.e. if a listing agent is hired at the last minute, the house may not sell in time, forcing you to own two homes or giving the house away*).
9. Problems in financing – types of mortgages, where to go, creative financing, etc.
10. Lack of several different marketing tools – people don't buy from specific ad.
11. Little or no advertising or internet exposure.
12. No follow up system to showings (*i.e. broker call backs*).
13. Buyer must sell his own house before he buys – we can work this out.
14. Marketing expenses can be costly.
15. Lack of home selling experience.
16. Buyers' reluctance on inspection details.
17. Don't know how to justify the asking and selling price to the buyer and to the bank.
18. Not being at home and missing "A+- Buyers".
19. Allowing complete strangers have access to home.
20. Managing drive by buyers and people who don't keep their appointments.
21. Buyers may become interested later and not remembering to follow-up.
22. Buyers take owners' point-of-view with a "grain of salt".
23. I'll prepared for processing, settlement, closing problems.
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- 25. Most sellers are ill prepared to handle the legalities of a real estate transaction.**
26. Time. It takes a considerable amount of time to get the most return for your investment. For busy consumers, that's difficult.





## *Common Documents Needed to Sell Your Home*

Documentation requirements differ from state to state. Check your state's legal documentation rules for compliancy before attempting to sell your home.

- Right to Sell Contract
- Property Condition Disclosure
- Lead Paint Disclosure
- Clear Title
- Natural Hazards Disclosure
- Independent Home Inspection
- Advisories about Market Conditions
- Septic/Public Works Disclosure
- The sales contract, with purchase price, for your purchase of the home
- Any documents related to title and ownership
- Any property surveys
- Any permits, certificates of occupancy or other documents issued in connection with renovations
- Receipts for improvements or documentation of repairs that you'll need to disclose – when in doubt, you probably will need to disclose.
- Copies of any pre-sale inspection reports
- Any correspondence with anyone regarding anything that will impact the value of your home
- Your mortgage documents – including a payoff estimate from your lender
- Tax records
- Monthly dues and the covenants, conditions and restrictions of applicable homeowners associations
- Home repair and maintenance records
- Manuals and warranty information for appliances to be sold with the home
- The names and addresses of the public schools aligned with your address







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# 2 BONUS Tips





*Schedule  
Those  
Prospecting  
Calls*



# FSBO DIALOGUE

## Step 1 Identify

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

## Step 2 Introduce

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

## Step 3 Clarify

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

**Yes** – Is it currently listed with a broker?

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

**Nasty Response** – Is that because you want to save the commission?

## Step 4 Build A Relationship

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

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

For more dialogue and/or training sessions,  
call Darryl Davis Seminars at 1-800-395-3905  
[www.ThePowerProgram.com](http://www.ThePowerProgram.com)



/DarrylSpeaks

## Step 5 Invite Action

*Would you be offended if I just stopped by to  
look at your house?*

*If I had a buyer who was willing to pay you your price and my commission, could we work together?  
Is it possible in some cases to do that, but first I would need to look at your house.*



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## 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.*

For more dialogue and/or training sessions,  
call Darryl Davis Seminars at 1-800-395-3905  
[www.ThePowerProgram.com](http://www.ThePowerProgram.com)



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

# EXPIRED DIALOGUE

## Step 1 Identify

*Hello May I speak with Mr. Jones?*

## Step 2 Introduce

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

## Step 3 Clarify

*The reason I'm calling is that I noticed your house expired off the MLS and I was wondering if it was still for sales?*

**Yes** – Have you put it back on the MLS?

**No** – Did you Sell it?

## Step 4 Gauge Their Commitment

*I am looking at a copy of your listing on the Multiple Listing Service, and I'm a little surprised it didn't sell. Why do you think that is?*

You are likely to hear a lot of answers. Your job is to bring them back to the original excitement and enthusiasm and commitment to what they want to accomplish by asking more questions. *Why are you moving? Where are you moving to? When do you want to be there?*

For more dialogue and/or training sessions,  
call Darryl Davis Seminars at 1-800-395-3905  
[www.ThePowerProgram.com](http://www.ThePowerProgram.com)



## Step 5 Invite Action

*Mr. Jones, I understand this is probably frustrating for you, but let me ask you this: If I had a buyer who was willing to pay the price that you need to make this move a success, and we can still get you to Florida in the time frame you want, and with the money that you need, is that something you'd consider?*

Many agents let fear dictate their prospecting, or lack of it. If you worked nothing but FSBOs and EXPIREDS and learned to master the skills it takes to make these consumers raving fans, you could make a six-figure income in this business. Learn to build those relationships, ask the right questions, and find your ease in these conversations and you'll see your efforts reflected back in your bottom line results.



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## FOR RENT BY OWNER DIALOGUE

### Step 1 Identify

*I'm calling about the rental.  
Is the house still available?*

### Step 2 Introduce

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

### Step 3 Clarify

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

### Step 4 Build a Relationship

Ask rapport building questions that any buyer would ask, such as the number of rooms,  
condition, how long have they been in the house, etc.

### Step 5 Confirm the Appointment

*Would you be offended if I stopped by to take a look at what you have and see how I can help you?*

For more dialogue and/or training sessions,  
call Darryl Davis Seminars at 1-800-395-3905  
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## CLASSROOM



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# REDX"

Rocky Wright

Florida

## SIGN UP



**SUBMIT**



Watch the Video



### EXPIREDS

Turn Expired Listings  
into powerful leads with



### FSBOS

Get cleaner, faster For Sale  
By Owners without



### FRBOS

Rescue landlords from va-  
cant rentals, easiest ap-



### PRE FORECLOSURES

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



### STORM DIALER

Call more people in  
less time with our



TOTAL 13,523



Sort



13 / 13,523



Action



- ✓ EXPIREDS(20)
- ✓ FSBOS(20)
- ✓ FORECLOSURES(20)
- OTHER(0)

✓ New (10)

✓ In Progress (10)

✓ Successful (6)

Archived (0)

EXPIREDS ✕ FSBOS ✕ SUCCESSFUL ✕  
In Progress ✕ COUNTY ✕ COUNTY ✕  
PROPERTY TYPE ✕

Filter 13

MORE FILTERS >

EXPIREDS ✖ FSBOS ✖ SUCCESSFUL ✖ In Progress ✖ COUNTY ✖ COUNTY ✖										Close 13	
	<b>Bennie White</b> (BO1) 784...+2	New								<b>\$385,900</b> 4,500 sqf Expired: Jun 16, 2014	
	<b>Alexis Valdez</b> (BO1) 784...+2	New								<b>\$385,900</b> 4,000 sqf Expired: Jun 16, 2014	
	<b>Frederick Mccoy</b> (BO1) 784...+4	New								<b>\$343,000</b> 3,500 sqf Expired: Jun 16, 2014	
	<b>Essie Lee</b> (BO1) 784...+2	New								<b>\$235,400</b> 3,740 sqf Expired: Jun 16, 2014	
	<b>Thomas Hale</b> (BO1) 784...+1	In Progress	Contacted	Call Back	Appt Set					<b>\$251,000</b> 3,250 sqf Expired: Jun 16, 2014	
	<b>Emily Wright</b> (BO1) 784...+1	In Progress	Contacted	Call Back	Appt Set					<b>\$359,120</b> 3,360 sqf Expired: Jun 16, 2014	
	<b>Rita Sherman</b> (BO1) 784...+2	In Progress	Contacted	Callback	Appt Set					<b>\$259,300</b> 3,200 sqf Expired: Jun 16, 2014	
	<b>Joseph Watson</b> (BO1) 784...+4	In Progress	Contacted	Callback	Appt Set					<b>\$210,900</b> 3,600 sqf Expired: Jun 16, 2014	
	<b>Jeffery Ryan</b> (BO1) 784...+0	Successful	Appt Set	Listed	Sold					<b>\$200,450</b> 2,600 sqf Expired: Jun 16, 2014	
	<b>Colin Armstrong</b> (BO1) 784...+0	Successful	Appt Set	Listed	Sold					<b>\$120,500</b> 2,500 sqf Expired: Jun 16, 2014	

FileEditViewHistoryBookmarksToolsHelp

(4) Darryl DavisSacramento AssociationGlipInfusionsoft - LogoutPriority - No:Upcoming Events - EventsMy YouMail - What's NewInbox (595) - darryl@dan...Vortex

https://vortex.therealestate.com/app/wash/57fe0c9a336811926d68575f

Most VisitedGetting StartedMeddle thisGoogleJust for Today Meditat...https://glip.com/api/...

VORTEXList My...

EDITDELETE

Hi I'm calling about your house for sale.  
is it still available?  
This is April Elsner with \_\_\_\_\_, what's your name? Owner I'm calling because I work with a lot of buyers and sellers in your area and wanted to find out what I could do to help you.  
• A2 Bring me a buyer: excellent, that is what I do for a living! If I brought you a buyer, are willing to pay a buyer's commission?  
How much longer are you going to try to sell this property on your own, before you decide to explore other options?  
When you sell this house, where are you going next?  
How soon do you want to be there?

FSBOS

NEW

Owner

631-744-4880

kmlibby@optonline.net

11 Robert Ct  
Shoreham, NY 11786

Property Detail

Activity Log

11 Robert Ct  
SHOREHAM, NY 11786

Bedrooms4

Bathrooms3

Sq Ft2374

Yr Built1968

Lot Size0.58

Listing

Listing Broker

Short Sale

MLS ID

MLS Area

Property Type

Subdivision

County

Last Sold Date

14 / 57

VORTEX™

List View

0:190000000000Score: 0

?

STORM Dialer™

(435) 491-0476

0:19STOP

Please disposition to continue

In Progress

Completed

Call

✓

ALYSON

Add name

Phone

435-491-0476

Add a Phone

Email

Add an Email

Address

6669 S OVERLOOK RIM RD  
Murray, UT 84123

Add an Address

Notes

Good #/Interested

Call Back

Set Appointment

Referrer

Voice Message

No Answer

Not Interested

Relisted

Prev Sold

Wrong/Trash #

Agent Number

Expired

0

0

0

Storm Demo

Property Detail

Activity Log

6669 S OVERLOOK RIM RD  
MURRAY, UT 84123

Bedrooms

3

Bathrooms

3.00

Sq Ft

2,267

Yr Built

2009

Lot Size

0.01

Listing

Tax

Status

Expired

List Date

Oct 16, 2015

List Price

225000

Days on Market

52

Expired Date

Jan 15, 2016

Listing Agent

Kim (Airu) Zhang

Listing Broker

Salt Lake Homes Realty

Short Sale

MLS ID

1334525

MLS Area

104

Property Type

Townhouse

Subdivision

WINCHESTER

→

1 / 3



# Exclusive Offer

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

~~\$149 set up~~

~~\$359.94~~

Average agent: \$150 a month

**First 30 days FREE**



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*Seminars That Make A Difference*

Promo Code:

**SIGN UP**

**[www.DarrylSpecial.com](http://www.DarrylSpecial.com)**

## EXPIREDS

*According to NAR, expired leads are one of the top five best methods to increase listings.*

Expired leads clearly want to sell their home, are willing to work with an agent, and will choose a new Realtor 70% of the time. MLS expired listings have incomplete, inaccurate, or, simply wrong homeowner information. You can try researching yourself, or you can use REDX Expired Leads, which provides the most statistically accurate homeowner phone numbers and mailing addresses in the industry.

## FOR SALE BY OWNERS

*NAR reports 88% of all FSBO's eventually work with an agent to sell their property.*



## To Summarize.....

- I can't...I would need another hour 😊
- Become a *Power Agent* 😊





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

**Michael Ardolino, Realty Connect USA**



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## What You Receive as a POWER Agent®



### Access to our WEEKLY, LIVE “POWER HOUR” calls

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



### Dedicated Power Agent® website with a plethora of support material

The *Power Agent*® website is loaded everything necessary to grow your business including, training videos, marketing and farming tools, negotiation and presentation tools, podcasts, time management tools, social media tools, etc. These items if bought separately would cost thousands of dollars, but as a *Power Agent*®, you have access to them at no charge. Watch for new and exciting tools and information added every month!



### Website Archives Section

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



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### Monthly Digital Power Agent Magazine

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



### Monthly Interview of Nationally Top Producing Agents

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



### Recommended Power Vendor & Resource Directory

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



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

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



**50% discount on all of Darryl's learning CDs**

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



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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**  
 Hello, my name is \_\_\_\_\_.  
 I'm calling you because I'm looking for a new home to rent.

**Step 2 Introduce**  
 Well, I'm \_\_\_\_\_, and I'm looking for a new home to rent.

**Step 3 Clarify**  
 The reason why I'm calling is that I'm looking for a new home to rent.

**Step 4 Build a Relationship**  
 The reason why I'm calling is that I'm looking for a new home to rent.

**Step 5 Invite Action (Call & Meet)**  
 I'd like to see the house you're renting. Can you show it to me?

**FSBO DIALOGUE**  
**EXPIRED DIALOGUE**  
**FSBO VOICEMAIL DIALOGUE**

Hi, this is Darryl Davis from Power Realty.  
 The reason why I'm 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.  
 #wonderfulwaterfront



Need a little more space?  
 I can help.  
 #wonderfulwaterfront

**The Serious Sellers' Quick...**

A book that shows you how to sell your home faster and for more money. It's a must-have for every real estate agent.

**Getting Ready...Start Outside!**

Stand across the street, and take a look at your house from a potential buyer's viewpoint.

**TOP 100 Reasons to Use a Real Estate Agent**

1. A real estate agent has the knowledge and experience to help you find the right property.

2. A real estate agent can help you negotiate the best price for your property.

3. A real estate agent can help you avoid the pitfalls of a bad deal.

4. A real estate agent can help you find the right neighborhood.

5. A real estate agent can help you find the right school district.

**SMILE STOPS**

**51 SMILE STOPS Strategies for Agents:**

1. Smile. It's the best way to get a client's attention.

2. Listen. It's the best way to understand a client's needs.

3. Ask. It's the best way to get a client's feedback.

4. Show. It's the best way to show a client the value of your services.

5. Follow up. It's the best way to keep a client happy.

**5 Ways to Ease the FEAR of Prospecting**

By David Olson, CMAA

1. Start with a simple script.

2. Start with a simple goal.

3. Start with a simple time commitment.

4. Start with a simple reward.

5. Start with a simple follow-up.

**Neighborhood Market Report Certificate**

Find Out What Your Neighbors Paid for Their Home

The Neighborhood Market Report helps homeowners better:

- Understand current home values in their area.
- Compare home values year over year.
- Know the current value of their home.
- Understand current market preferences and what that means for your equity.

This Certificate Entitles You to One FREE Neighborhood Market Report. Simply contact me directly today to get yours.

Your Name, Company Name  
 Phone | Email  
 Website

**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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QUESTIONS.....

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# *How to Get Your Agents To Focus On Building Listing Inventory*



**Contact Info:**  
*DarrylSpeaks*



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