

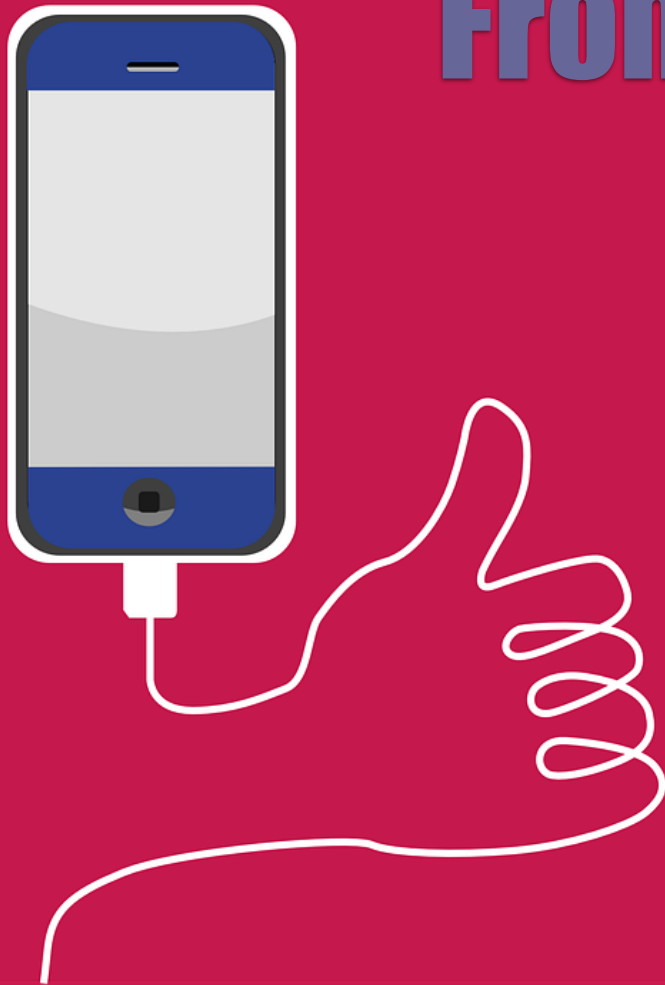
# **The 6 Strategies to Increase Your Listing Inventory**

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screen because we  
have not started yet 😊

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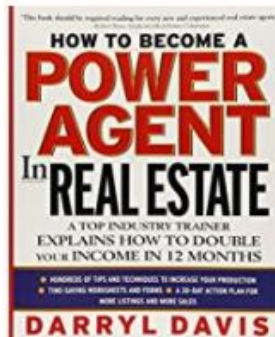
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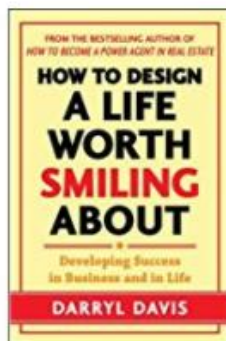
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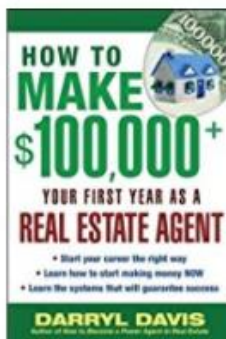
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# **The 6 Strategies to Increase Your Listing Inventory**

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are here!!!!**



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**The BEST 6 Strategies  
for Building**

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**Inventory**

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**POLITICS**

BUSINESS

101

*Manage The  
Customer's Perception*



## CASES

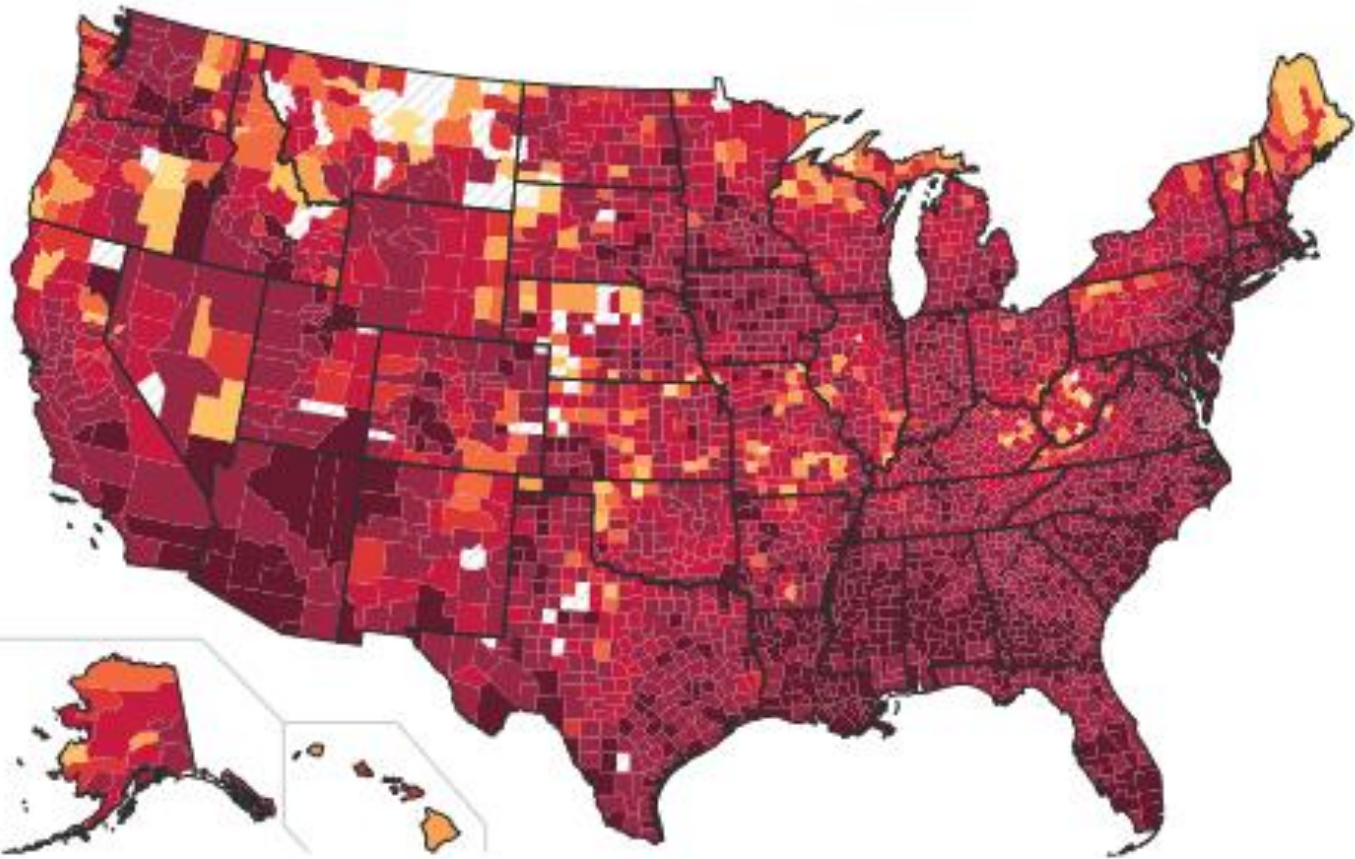
3,379,839 Cases

**1,029.7** per 100,000

## FATALITIES

135,402 Fatalities

41.3 per 100,000



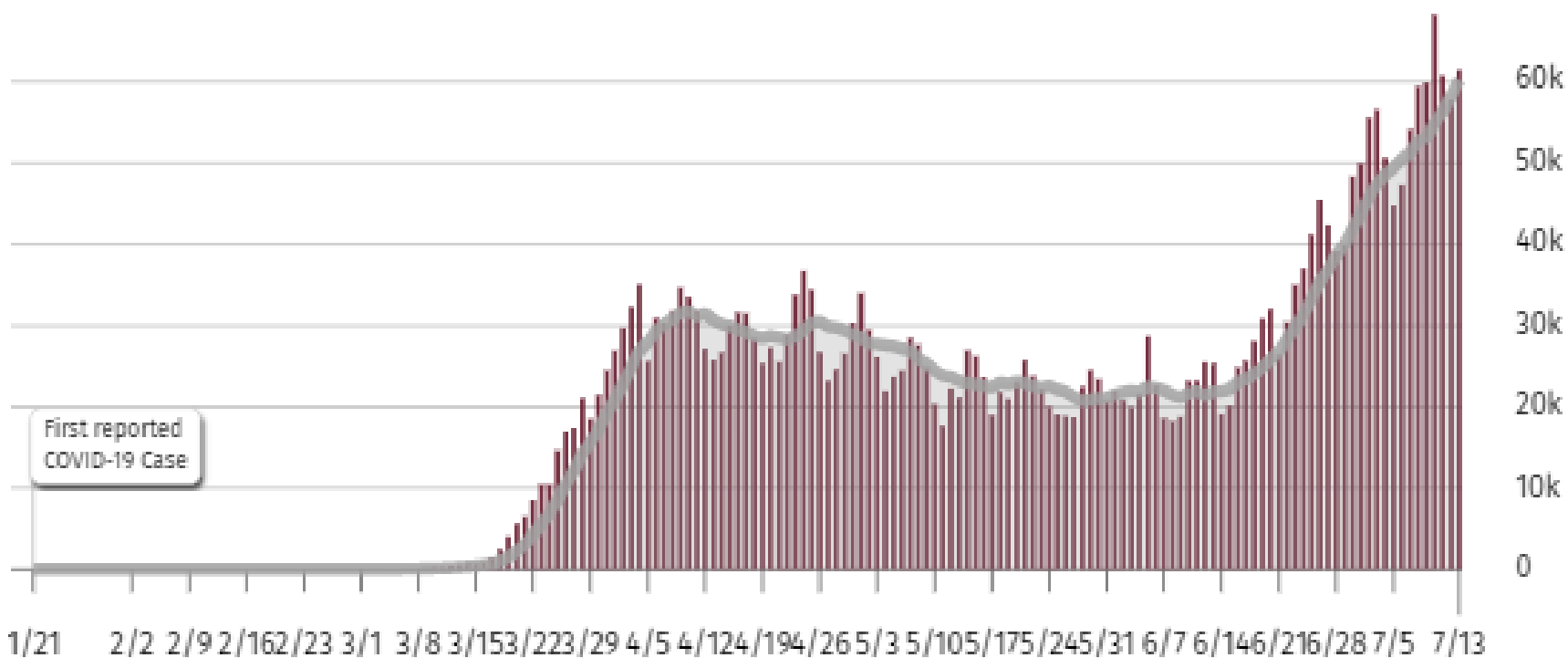
Cases of COVID-19 per 100,000 people





## Daily new cases in the United States

Line denotes a 7-day average of new cases



Data last updated 7/14/2020, 7:20:03 PM

🏠 Your Health

YOUR HEALTH

Symptoms

Testing +

Prevent Getting Sick -

How It Spreads

Protect Yourself

Cloth Face Covers -

About Cloth Face Coverings

How to Wear Cloth Face Coverings

Washing Cloth Face Coverings

Making Cloth Face Coverings

Considerations for Wearing Cloth Face Coverings

Wearing Gloves

Cleaning Your Home +

## Considerations for Wearing Cloth Face Coverings

Help Slow the Spread of COVID-19

Updated June 28, 2020

Languages ▾

Print



- CDC recommends that people wear cloth face coverings in public settings and when around people who don't live in your household, especially when other [social distancing](#) measures are difficult to maintain.
- Cloth face coverings may help prevent people who have COVID-19 from spreading the virus to others.
- Cloth face coverings are most likely to reduce the spread of COVID-19 when they are widely used by people in public settings.
- Cloth face coverings should NOT be worn by children under the age of 2 or anyone who has trouble breathing, is unconscious, incapacitated, or otherwise unable to remove the mask without assistance.

### Evidence for Effectiveness of Cloth Face Coverings

Cloth face coverings are

#### On This Page

[Evidence for Effectiveness of Cloth Face Coverings](#)

[Who Should Wear A Cloth Face Covering?](#)

[Who Should Not Wear a Cloth Face Covering](#)

[Feasibility and Adaptations](#)

[Face Shields](#)

[Surgical Masks](#)

[Recent Studies](#)

BUSINESS

101

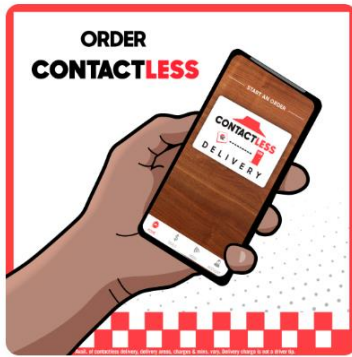
*Manage The  
Customer's Perception*





# amazon





# Pizza Hut coronavirus (COVID-19) updates and latest news

Pizza Hut is open and here to provide you nationwide [contactless options](#) to get your pizza any way you want it: delivery, carryout or curbside pickup. Simply ask a team member or select a contactless option during checkout at [Pizzahut.com](#)

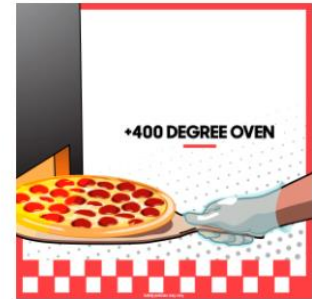
## Our standard safety procedures

Our process requires that your pizza leaves our 400+ degree oven and slides hands free into the box so the only person who touches it after it comes out of the oven, is you.

Pizza Hut's industry-leading hygiene policies have always required strict food safety, hand hygiene and cleaning and sanitation procedures including making contactless soap and contactless hand sanitizer available at every sink location in our kitchens.

Tamper-proof safety seals are applied to all medium and large pizza boxes, as well as Dinner Box, Big Dinner Box and Big Dipper orders.

Any Hut Rewards points that were set to expire during this time are extended through mid-October.



## Protective equipment for team members

### Masks

Over 10 million non-surgical grade masks will be available for restaurant employees across the country.







# S - Sanitize

We will make sure your home is completely **sanitized** after showing.

# A - Airways

Everyone coming into your home will have their **“airways’ covered by wearing a mask**. If a buyer doesn’t have one already, one will be provided.

# F - Footwear

Everyone entering the home will either **remove their footwear** or wear disposable booties.

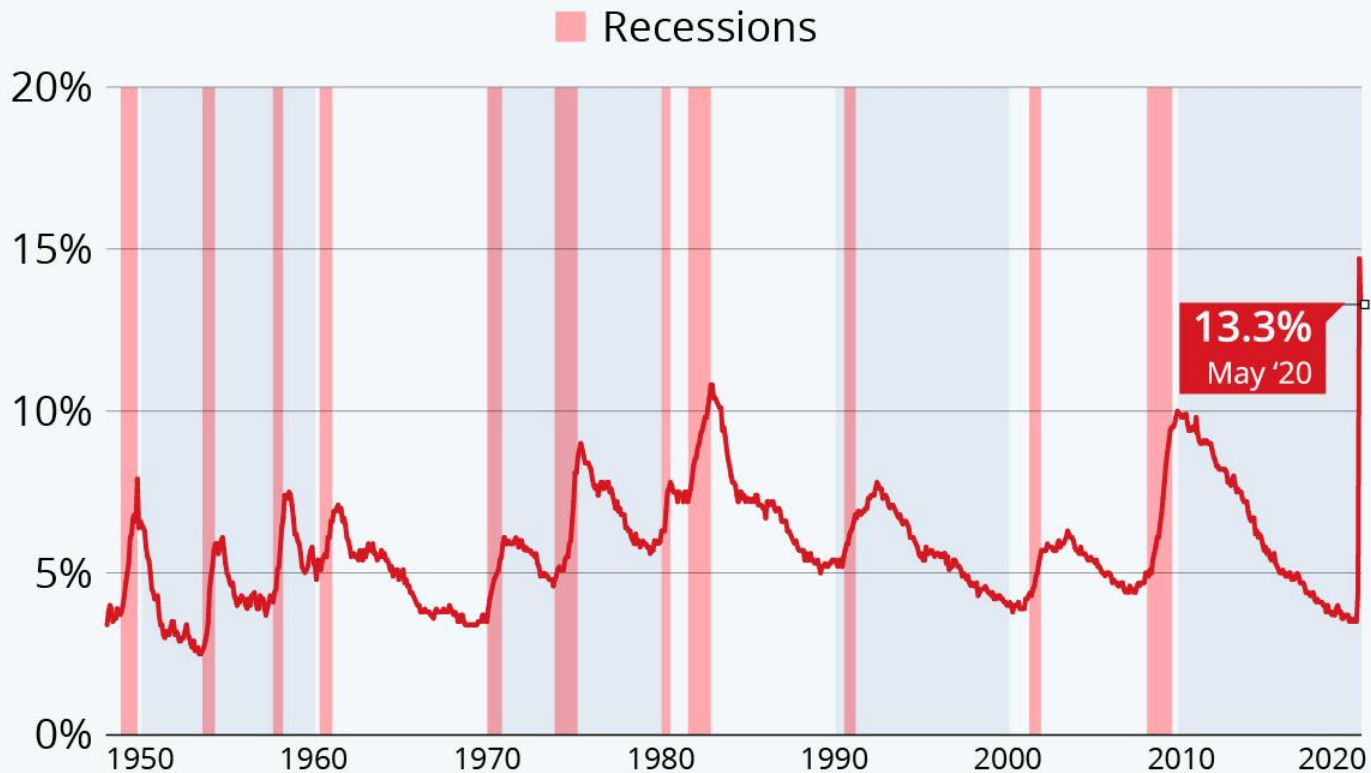
# E - Eyes Only

Prior to showings, all doors and cabinets will be opened so buyers will not touch any service. In addition, everyone will **wear sterile nitrile gloves** which will be provided.



# Unemployment Rate Remains Historically High

Seasonally adjusted unemployment rate in the United States since 1948



Source: U.S. Bureau of Labor Statistics





# **Seller's Ask:** ***Should I Sell Now?***

**Now is a great time to sell because..**

- **Mortgage rates low**
- **Less competition**
- **Prices are high**
- **Only serious buyers come out**
- **As your agent, I'm more than equipped to help you and keep you safe.**

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The BEST 6 Strategies  
for Building

---

**Inventory**

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# 2. Choose a *Dial For Dollars*

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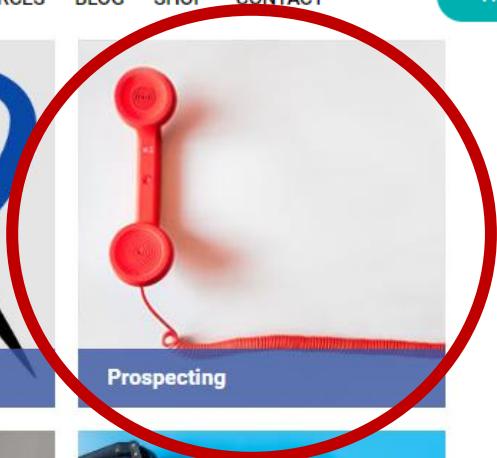
Notes



Objection Handling



Power Logo



Prospecting



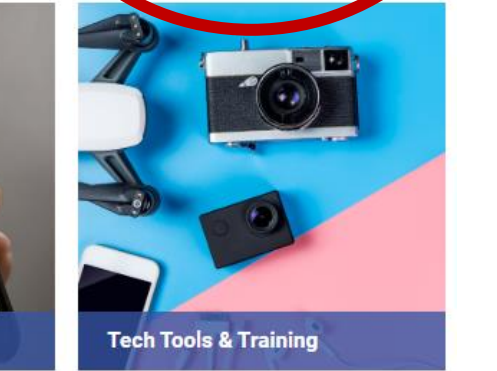
Servicing Sellers



SMILE Techniques



Social Media



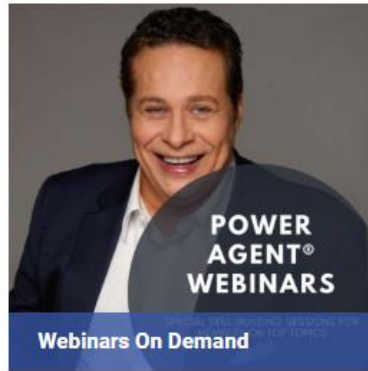
Tech Tools & Training



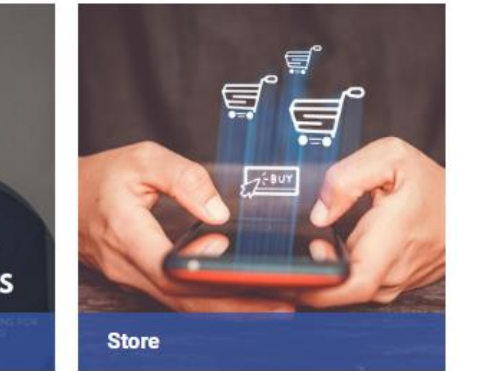
Time and Money Management



Vendors We Recommend



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Store



# Dialing For Dollars

**FSBOs**

**Old FSBOs**

**Expireds**

**Old Expireds**

**Past Clients**

**Houses for Rent**

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REGISTRY**



1. Do what your broker says to do
2. Only your *Department of Licensing* has power of your license. Not your mom, not another agent, not your Association, not the Association's attorney, etc.
3. The Do-No-Call law specifically states do not make UNSOLICITED calls to people on the list. FSBOs and Expireds ARE/HAVE SOLICITED calls.
4. If you are nervous to call, there are still options I will share in a moment.

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# Dialogue

### INTRO CALL TO YOUR FARM DIALOGUE

**Power Agent's:** Hi, this is Darryl Davis from Power Realty. How are you?  
**Owner:** Fine.  
**Power Agent's:** Hope I haven't interrupted you. The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?  
**Owner:** Yes.

**Power Agent's (Value Option #1):** One of the things we're offering as an agent is to the community is a Free Clean The Phone Market Analysis. We believe this is really important because it helps a family or a family member understand what's going on in your neighborhood. It's a really good idea to understand you fully, and we're offering to let you know what's going on in your neighborhood. If you ever do, this is really good information to have.

**Power Agent's (Value Option #2):** One of the things we're offering as an agent is to the community is a Free Clean The Phone Market Analysis. We believe this is really important because it helps a family or a family member understand what's going on in your neighborhood. It's a really good idea to understand you fully, and we're offering to let you know what's going on in your neighborhood. If you ever do, this is really good information to have.

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-393-3903 www.ThePowerProgram.com

### DOOR KNOCKING YOUR FARM DIALOGUE

**Power Agent's:** Hi, this is Darryl Davis from Power Realty. How are you?  
**Owner:** Fine.  
**Power Agent's:** I hope I've not interrupted you. The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?  
**Owner:** Yes.  
**Power Agent's:** Great! I also wanted to stop by and introduce myself. Here is (give something of value or a gift).  
 If there is anything I can never do for you and your family in regard to real estate, my number is on the bottom of what you just gave them.  
 On by the way, I'm also offering (give the owner a Neighborhood Market Report). It's a report that shows 2 things. First, it shows you how much your neighbors paid for their home and second, based on that information, gives you a value (give you what your property is worth). We encourage all homeowners to do this every year because for most people their home is one of their most important assets, and just like a stock portfolio, periodically you should get an update on how your portfolio is doing. Is that something you would be interested in?  
**Owner:** Yes.  
**Power Agent's:** Great. The first step is to take a quick look through the home, get some information about square footage, etc., and then I can just get together, when it's a good time to take the next step!

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-393-3903 www.ThePowerProgram.com

### EXPIRED DIALOGUE

**Step 1 Identify:** Hi, this is Darryl Davis from Power Realty. How are you?  
**Step 2 Introduce:** 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 on the MLS and was wondering if I could call for you?  
**Owner:** No, have you just got back on the MLS? **Yes - Did you talk to it?**  
**Step 4 Renew Their Commitment:** I am looking at a copy of your listing on the Multiple Listing Service, and I'm a little surprised I didn't see why it didn't sell?  
 When they answer that question, the rest of your questions need to be focused on where they are coming to, not why they didn't sell. Where are you coming? When do you want to be there?  
 How can we help you with that?  
**Step 5 Invite Action:** Mr. Jones, I understand this probably frustrating for you, but let me ask you this. If I had a super who was willing to do the price that you need to make this house a success, and we can call you to "Thank you for more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-393-3903 www.ThePowerProgram.com

### EXPIRED VOICEMAIL DIALOGUE

Hi, this is Darryl Davis from Power Realty!  
 The reason I'm calling is that I noticed that your house has expired from the Multiple Listing Service, 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 1-800-393-3903 www.ThePowerProgram.com

### FSBO DIALOGUE

**Step 1 Identify:** The selling agent for the house for sale is the house and the seller?  
**Step 2 Introduce:** Hi, this is Darryl Davis from POWER Realty. How are you?  
**Step 3 Clarify:** The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?  
**Yes - Is it currently listed with a broker?**  
**Yes - To whom is it currently listed with?**  
**My Response:** - It's not too late to sell the house!  
**Step 4 Build A Relationship:** 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.  
**Step 5 Invite Action:** I had a super who was willing to do the price that you need to make this house a success, and we can call you to "Thank you for more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-393-3903 www.ThePowerProgram.com

### 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 1-800-393-3903 www.ThePowerProgram.com

### NEW LISTING IN THE AREA DIALOGUE

**Step 1 Identify:** Hello, my name is Mr. Jones?  
**Step 2 Introduce:** Hi, this is Darryl Davis from Power Realty. How are you?  
**Step 3 Clarify:** The reason I'm calling is that I saw a house that just came up for sale in the area and because of that, we're interested in the house. Are you going to sell it? How long has it been on the market?  
**Owner:** Yes, I'd like to help them out. (Get details).  
**Step 4 Ask support building questions:** Mr. Jones, how long has it been on the market?  
**Step 5 Invite Action:** As the way one of the things we're offering neighbors is a free neighborhood market report. It tells you what neighbors have paid for their house, also what your house is currently worth. The report we are offering this is a really important tool and it's always a good idea to have an update on the value of your house. Would you like me to prepare that for you?  
**Step 6 Confirm the Appointment:** I can be available on Tuesday at 10:00 AM or Wednesday at 11:00 AM.

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-393-3903 www.ThePowerProgram.com

### FOR RENT BY OWNER DIALOGUE

**Step 1 Identify:** I'm calling about the rent is the house still available?  
**Step 2 Introduce:** Hi, this is Darryl Davis from POWER Realty. How are you?  
**Step 3 Clarify:** The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?  
**Step 4 Build A Relationship:** 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.  
**Step 5 Confirm the Appointment:** I can be available on Tuesday at 10:00 AM or Wednesday at 11:00 AM.

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### ORPHAN ADOPTION DIALOGUE

**Step 1 Identify:** Hi, this is Darryl Davis from POWER Realty.  
**Step 2 Introduce:** Hi, this is Darryl Davis from POWER Realty. How are you?  
**Step 3 Clarify:** The reason I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?  
**Step 4 Find Out What They've Committed To:** I hope you're doing well?  
**Step 5 Invite Action (Cheer Up Cued):** I hope you're doing well?  
**Step 6 Confirm the Appointment:** I can be available on Tuesday at 10:00 AM or Wednesday at 11:00 AM.

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-393-3903 www.ThePowerProgram.com

### BOOK OF BUSINESS UPDATE DIALOGUE FOR AGENTS

Many agents have boxes and boxes of files, or outdated records, and find them when new records updated client records that include current DIME addresses. What works? Hire an admin or a temp to hit the phones. You can break the task down into a daily number of calls until the files are updated.  
**Yes, I am calling for client homes, your real estate neighborhood report. We are updating our client records, and I wanted to see if it would be all right for me to confirm the information we have and update your file. Do you have a minute?**  
**Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
**Cell phone:** \_\_\_\_\_  
**Email:** \_\_\_\_\_

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-393-3903 www.ThePowerProgram.com

### PROSPECTING THE OLD FSBO DIALOGUE

**Step 1 Identify:** May I speak with Mr. Jones?  
**Step 2 Introduce:** Hi, this is Darryl Davis from POWER Realty. How are you?  
**Step 3 Clarify:** The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?  
**Step 4 Build A Relationship:** 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.  
**Step 5 Invite Action (Call & Watch):** I had a super who was willing to do the price that you need to make this house a success, and we can call you to "Thank you for more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-393-3903 www.ThePowerProgram.com

### VACANT PROPERTY DIALOGUE

**Step 1 Identify:** I'm calling about your property on (address).  
**Step 2 Introduce:** Hi, this is Darryl Davis from Power Realty. How are you?  
**Step 3 Clarify:** The reason I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?  
**Step 4 Build A Relationship:** 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.  
**Step 5 Confirm the appointment:** I can be available on Tuesday at 10:00 AM or Wednesday at 11:00 AM.

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-393-3903 www.ThePowerProgram.com



# **The MAGIC FSBO Call Dialogue**

**DO NOT DISTURB**



**I'M MAKING IT  
RAIN!**



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

**DO NOT  
DISTURB**



**I'M HITTING MY  
TARGETS!**

**DO NOT  
DISTURB**



**I'M PROSPECTING  
WITH PURPOSE.**

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



# PROSPECTING THE OLD FSBO DIALOGUE

## Step 1 Identify

May I speak with \_\_\_\_\_?

## Step 2 Introduce

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

## Step 3 Clarify

The reason why I am calling is our records show you tried selling your home \_\_\_\_\_ months ago. Is that correct?

## Step 4 Build a Relationship

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

- Can I ask you, were you folks thinking of selling again?
- Where were you thinking of moving to?
- Why there?
- Have you looked at any houses there?
- How long have you been living in this house?

## Step 5 Invite Action (Mix & Match)

1. Is the reason why you were trying to sell it on your own was to save the commission?
2. If I could help you get to \_\_\_\_\_, and you wouldn't have to pay a brokerage fee out of that, would that be of interest to you?
3. It's possible in some cases to do that, but first I would have to see your home.
4. If it made financial sense, would you re-consider moving to \_\_\_\_\_?
5. Why don't we do this, I don't mind. Why don't we find the time when we can get together, you can show me the house, and I can tell you how much your house is worth in today's market and see if I can help you get t to \_\_\_\_\_?

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



/DarrylSpeaks





## Expired Dialogue for Difficult Times

### Step One: Identify

Hello, may I speak with Mr. Jones?

### Step Two: Introduce

Hi, this is Darryl Davis from Power Realty, how are you?

### Step Three: Clarify

The reason I'm calling is that I noticed that the listing for your house has expired off the MLS and I was wondering if you were still wanting to sell?

### Step Four: Build a Relationship

What we are finding in these crazy times, is there are still buyers committed to buying a house and there is a shortage of houses for sale. This is actually working out in the seller's best interest. So, now is the perfect time to sell and get top dollar for your house. Let me ask you, if we could find a buyer for your house, would you consider putting your house back on the market?

After they answer, the rest of your questions should be focused on where they are moving, why they want to move, when do they need to be there, and if there's a reason for that location. Listen with empathy and attention, then find ways to help them reach that goal.

### Step Five: Invite Action

Mr. Jones, let's do this, let's schedule a time when we can have a Zoom meeting and I can share with you our Seller's Success System on how to sell your house in this new real estate reality.



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Notes



Objection Handling



Power Logo



Prospecting



Servicing Sellers



SMILE Techniques



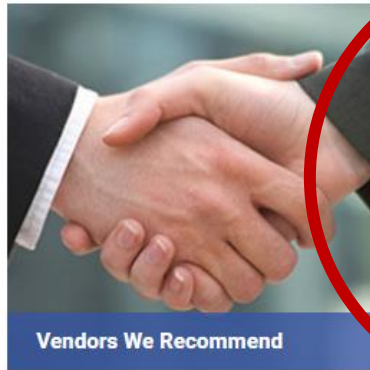
Social Media



Tech Tools & Training



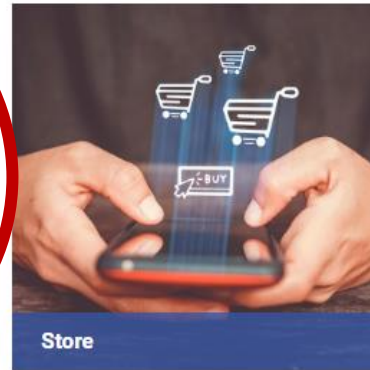
Time and Money Management



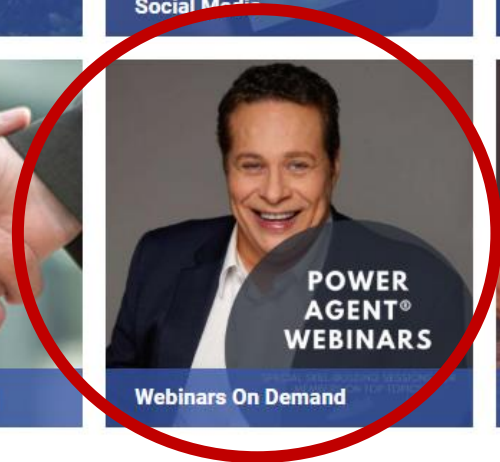
Vendors We Recommend



Webinars On Demand



Store



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**How to Host Your Virtual Listing Conversation**

Favorite ☆



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Favorite ☆



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**6 Ways to Increase Listings at Home**

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**Do's and Don'ts of a Successful Farming Campaign**

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**Financial Q&A for Buyers and Sellers**

Favorite ☆



**FSBO & Expired Strategy Call**

Favorite ☆



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

Favorite ☆



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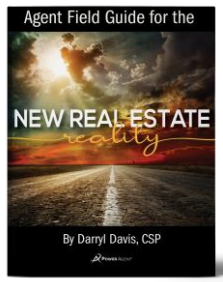
TODAY'S WEBINAR OFFER



TOTAL VALUE  
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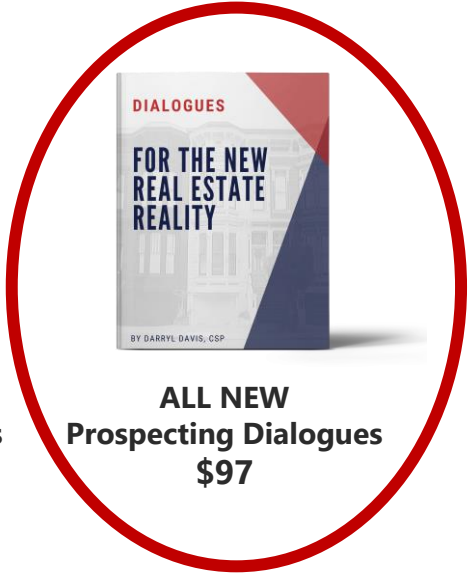


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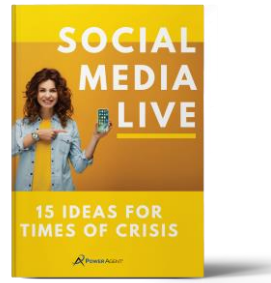
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# REDX™

Rocks Wright  
Florida

## SIGN UP

**SUBMIT**



Watch the Video



### EXPIREDS

Turn Expired Listings into powerful leads with



### FSBOS

Get cleaner, faster For Sale By Owners without



### FRBOS

Rescue landlords from vacant rentals, easiest ap-



### PRE FORECLOSURES

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



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Call more people in less time with our



# Annette Mina, Douglas Elliman #1 Agent Most Homes Sold on Long Island 2017-2019



P.S. - HER BOOK OF  
BUSINESS IS NOW  
OVER 1,100  
AND GROWING.



# ORPHAN ADOPTION DIALOGUE

## Step 1 Identify

I'm looking for \_\_\_\_\_

## Step 2 Introduce

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

## Step 3 Clarify

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

## Step 4 Find Out What They're Committed To

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

## Step 5 Invite Action (Choose One)

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

For more dialogue and/or training sessions,  
call Darryl Davis Seminars at 1-800-395-3905  
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**The BEST 6 Strategies  
for Building**

---

**Inventory**

---

# **3. Hit The Streets**



# Mailings



*“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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# “Expired” Flyer

## Expired Listing? Let me help!

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

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

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



**Your Name/Team Name**

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

Extra Information  
(delete if not needed)



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Your Name, REALTOR®  
Company Name

**FSBO LETTER #14**

Date

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

Dear Hunna-Hunna:

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

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

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

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

Sincerely,

Darryl Davis,  
Power Agents

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# 5 Letters/Emails To Show Support During Crazy Times

Dear (Name),

I just wanted to send a quick note to say hello and see if there is anything at all I can do for you. This is such a challenging time for everyone, and the feeling of isolation and fear can be gripping.

I am here for you. If there is some way that I can help you, I will do my best to do so, or do my best to find a trusted resource to help you.

I think the saying, "we're all in this together" is more true than ever. Pitching in to do what we can for each other and comfort is the best way to move through this.

Call me anytime, I'm here for you.

Wishing you wellness and safety!

Signature  
Cell  
Email

Dear (Name),

Checking in you and your family!

I found one of the coolest resources for children's activities and I wanted to share it! It's called [www.howtosmile.org](http://www.howtosmile.org).

science and  
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Dear (Name),

Just me again, checking in on you. Navigating the days will be sometimes scary, sometimes interesting, and definitely outside the scope of what any of us have been through before.

I wanted to send a quick list tips for anyone who now finds themselves working from home and home-schooling kids!

1. Set Realistic Goals and Create a Support System
2. Wake Up Early
3. Get Dressed Every Day
4. Make Time for Exercise, Fresh Air, and Sunshine
5. Keep the Kids Busy
6. Take Advantage of Free Internet Resources for Home Schooling
7. Be VERY Flexible
8. Make Daily To-Do Lists
9. Schedule Social Media Time
10. Know That Perfection is Not Necessary at This Time –People Understand That There Might Be Kids, Pets, Commotion in the Background. We're All in the Same Boat!

I hope they help. Feel free to share with anyone you know who might need them! Thinking of you and wishing health and safety for your family!

Signature  
Cell  
Email

Dear (name),

I hope this letter finds you and your family safe and well. These are clearly very challenging times and I hope to create a lot of questions for people. One of the things I've noticed recently is how this all impacts the

It is to offer everyone in my network a free resource that can let you know what homes in our area have not been sold. This is not a solid predictor of value because things are changing so fast in our current crisis, it's still good information to have and

to send one. It keeps me busy and of service during these times. Please just let me know if it's helpful to you. Just call or text me! I'm here to help.

Dear (Name),

The world is a little crazy right now for everyone. Finding a little calm in the storm or peace in the chaos can feel tough to do.

I wanted to share with you three free apps that are highly recommended for those who need a little meditative break from the stress.

- They are:
- Calm
  - Insight Timer
  - Smiling Mind

Head to the app store on your phone to check them out and choose the one you think will work for you. I hope they help.

I know I'm doing my best to stay centered and calm so that I can continue to be a resource for everyone in our community.

We're all in it together, right? Call me if you need anything!

Signature  
Cell  
Email



Dear (Name),

Checking in you and your family!

I found one of the coolest resources for children's activities and I wanted to share it! It's called [www.howtosmile.org](http://www.howtosmile.org).

You can search over 3,500 science and math activities on the web. I loved it. There are activities from your science museums, public television stations, universities, and other educational organizations. All activities are available to anyone, free of charge. Start searching now and filter by age, material costs, and learning time to find exactly what you need for your class, educational program, or family.

I hope it brightens your day a little and brings a few smiles for the children in your life.

I'm here if you need anything!

Signature

Cell

Email

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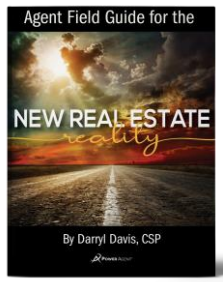
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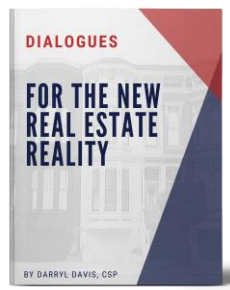
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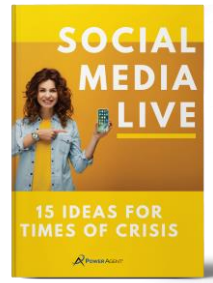
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# Over the Phone...



## FREE MARKET ANALYSIS!

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

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

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

**(AGENT  
PHOTO  
HERE)**

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

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## THE **DO'S** AND **DONT'S** OF SELLING YOUR HOME THIS FALL



Use these tips to take advantage of selling your home this autumn.

-  **DO** list your home. Many sellers assume that once spring is over, so is the time to sell. However, the fall is a great time of year to sell since there are fewer sellers for you to compete with, improving your chances of making a sale.
-  **DON'T** overprice. Buyers looking for homes in the fall are more likely to pay the asking price, but they will pass if you're asking way above market value.
-  **DO** take advantage of the season. Use fall colors to improve your home's curb appeal and interior atmosphere. Boil cinnamon for a fall aroma during home showings. Light a low but cozy fire to keep visiting buyers warm.
-  **DON'T** overdo the holidays. Too many holiday-specific decorations may overwhelm buyers or hide your home's assets.
-  **DO** play up your yard. Plant fall flowers, like chrysanthemums. Hang a seasonal wreath on your front door.
-  **DON'T** neglect yardwork. Fall leaves are beautiful, but if left unkempt may diminish your home's appearance. Rake the leaves consistently. Clear out the gutters to avoid leaks and clogs.
-  **DO** make your home move-in ready. Buyers are eager to move in before winter, when the kids are out of school and the holidays are in full force. Prepare your home for a quick move to entice buyers with a deadline.

Agent Contact Info / Photo(s) Here.



Are you ready to sell your home this fall? Give me a call today!

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# LIGHTNING SAFETY WEEK



As the dog days of summer approach, so does the likelihood of thunderstorms and lightning – especially for those headed to their favorite beach vacation spots!

## DID YOU KNOW?

Lightning is hotter than the surface of the sun and can reach temperatures of 50,000° F? I didn't either until I started doing a little homework!

Here are some great safety rules of thumb:

- Avoid open fields, the top of a hill or a ridge top.
- Stay away from tall, isolated trees or other tall objects. If you are in a forest, stay near a lower stand of trees.
- If you are in a group, spread out to avoid the current traveling between group members.
- If you are camping in an open area, set up camp in a valley, ravine or other low area. Remember, a tent offers NO protection from lightning.
- Stay away from water, wet items, such as ropes, and metal objects, such as fences and poles. Water and metal do not attract lightning, but they are excellent conductors of electricity. The current from a lightning flash will easily travel for long distances.

If you'd like to learn more about lightning to share with your family and friends, head over to [Weather.gov](http://Weather.gov) for some interesting myths vs. facts. Stay safe and have a great day!

**As always, as your neighborhood real estate specialist, I'm here as a resource for you! If there's anything I can do to help you and your family this summer – just give me a call!**

Agent Contact Info / Photo(s) Here.



[www.DarrylSpeaks.com/Trial](http://www.DarrylSpeaks.com/Trial)



Your Name, REALTOR®  
Company Name

## VACANT LAND LETTER

Date

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

Dear Hunna-Hunna:

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

My clients are paying fair market value and will pay all real estate commissions and transfer fees, leaving the selling price net to you. If you have any interest in selling, or would simply like to discuss the matter further, please contact me at the number below.

If contacting me by mail, please include the Section-Block and Lot of your property, along with a contact phone number. If you have your property listed with another Broker, please have that Broker or Agent call me.

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

Sincerely,

Darryl Davis  
Broker/Owner  
Power Agents

# Vacant Land Letter

[www.DarrylSpeaks.com/Trial](http://www.DarrylSpeaks.com/Trial)

Date

# Absentee Owner

Mr. and Mrs. Hunna-Hunna  
1010 Umpty Ump Lane  
Power City NY 12345

Dear Mr. and Mrs. Hunna-Hunna:

I understand that you are the absentee owner of a property in the Boyd Acre Subdivision in Clarksville, TN. If so, you may be interested in a few things I'd like to share with you:

1. I am the REALTOR® specializing in that area.
2. Interest rates are currently very favorable.
3. Your subdivision is HOT, HOT, HOT!
4. Now is the perfect time to sell!

I want to sell YOUR PROPERTY! Since we have never met, and an in-person meeting is probably not possible at this time, I have enclosed my personal brochure for you to read. It will clearly show that I am a genuine real estate professional and serious about this business and my clients as my track record will reflect. If you are interested in selling, now or in the near future, please contact me by phone at 615-123-4567, by mail, or just drop by if you are in the area!

I look forward to meeting with you and helping you with your real estate questions or needs.

Sincerely,

Darryl Davis  
Power Realty

[www.DarrylSpeaks.com/Trial](http://www.DarrylSpeaks.com/Trial)



Coaching Calls

POWER Builder®



CRM



Customizable Templates



Farming & Self Promotion



Favorites



Infographics



Listing Appointment



Monthly Magazines



Negotiating Offers



New Agent



New Reality Resource Hub



Notes



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Date

# Farm Letter 01

Mr. and Mrs. Hunna Hunna  
101 Umpty Umpt Lane  
Power City, NY 12345

Re: Another home sold by Darryl Davis

Dear Neighbor,

I am delighted to announce that I have sold the home located at:

**5 UMPTY UMPT LANE, POWER CITY.**

We still have many qualified buyers looking to own a home in your neighborhood. If you are contemplating a move, or know of someone who is, please contact us. If you would like to find out if you qualify for a FREE Market Analysis on your home, simply call me at (516) 887-4404.

Sincerely,

Darryl Davis

*If your home is currently listed for sale with another broker, this is not intended as a solicitation of that listing.*

**[DarrylSpeaks.com/Trial](http://DarrylSpeaks.com/Trial)**

# Farm Letter 02

Date

Mr. and Mrs. Hunna Hunna  
101 Umpty Umpt Lane  
Power City, NY 12345

Dear Mr. and Mrs. Hunna Hunna,

I thought you might like to know the following homes have sold in your subdivision.

- **123 HUNNA HUNNA STREET**
- **789 POWER COURT**
- **654 UMPTY UMPT LANE**

If you would ever like your home SOLD instead of JUST LISTED, please give me a call. I have a marketing program that works very well in getting homes sold in your neighborhood.

If you would like to find out if you qualify for a FREE Market Analysis on your home, simply call me at (516) 887-4404.

Sincerely,

Darryl Davis

*If your home is currently listed for sale with another broker, this is not intended as a solicitation of that listing.*

**[DarrylSpeaks.com/Trial](http://DarrylSpeaks.com/Trial)**

Date

# Farm Letter 03

Mr. and Mrs. Hunna Hunna  
101 Umpty Umpt Lane  
Power City, NY 12345

Dear Mr. and Mrs. Hunna Hunna,

I just wanted to keep you up to date as to what has been happening in your neighborhood.

**Properties Sold from June 1-June 30**

- 123 HUNNA HUNNA STREET
- 789 POWER COURT
- 654 UMPTY UMPT LANE

**New Houses for Sale of January 1, 1994**

- 123 HUNNA HUNNA STREET
- 789 POWER COURT
- 654 UMPTY UMPT LANE

If you would ever like your home SOLD instead of JUST LISTED, please give me a call. I have a marketing program that works very well in getting homes sold in your neighborhood.

If you would like to find out if you qualify for a FREE Market Analysis on your home, simply call me at (516) 887-4404.

Sincerely,

Darryl Davis

*If your home is currently listed for sale with another broker, this is not intended as a solicitation of that listing.*

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# Door Knocking





*“Because of Darryl’s training, I have already **DOUBLE** my income this year over last year. I’m on track to close 70 transactions and Darryl’s team is a big part of that!”*

Larry Gardner, EXIT Realty All Pro

[www.DarrylSpeaks.com/Trial](http://www.DarrylSpeaks.com/Trial)

# AUGUST SMILE STOPS™

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

They are designed to help you:

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

## 6 Smart SMILE STOPS Strategies for Agents:

- 1 National Golf Month:** Invite 3 great clients for a foursome round of golf on you in honor of golf month and let them know how much you appreciate them! *"Look for invitation templates in Farming & Self Promotion."*
- 2 National Picnic Month:** Host a picnic at the end of the month for a group of your favorite clients and their families as a way of honoring their loyalty and saying thank you. Have fun with it! *"Look for invitation templates in Farming & Self Promotion."*
- 3 August 4 – Chocolate Chip Cookie Day:** Hit up your local bakery for boxes of freshly baked cookies to deliver to five top clients with a note that says, *"It's National Chocolate Chip Cookie Day and I just wanted to thank you for being such a treat of a customer! Call if you need anything!"*
- 4 August 10th – National S'Mores Day:** Get five small gift bags and fill with a bag of marshmallows, package of graham crackers, and package of chocolate bars. Include your card and a note that says, *"There's S'More News About Our Real Estate Market That You Need to Know! Call me when you can so I can share how changes might affect your home!"*
- 5 August 18th – Honey Bee Awareness Day:** Get five jars of local honey (area farmer's markets and organic grocers are a great spot to find). Deliver to five clients with a note that reads, *"It's Bee Awareness Day! Get the buzz on the latest real estate market trends and how they affect YOUR property! Call me to learn more!"*
- 6 August 26th – National Dog Day:** Head to your local pet store for some fancy dog treats or a cool chew toy and deliver to five top clients that you know are dog owners with a note, *"It's National Dog Day and I just wanted to deliver this special gift for your furry friend! If there's anything I can do to help you, please know that I'm here! Enjoy!"*



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## Seven Summer SMILE Stop Ideas!

1. Stop by with a tube of sunscreen and a note, "Got real estate questions or needs? I've got you COVERED! Wishing you a safe and happy summer!"
2. A bottle of Simply Lemonade with a note, "SIMPLY wanted to wish you a great summer! I'm always here if you need anything!"
3. Freeze pops tied with ribbon and note, "I help people keep their COOL when buying and selling homes! I'm here if you need anything!"
4. Beach ball with a note, "Having a ball helping people with their real estate needs. I'd love to help you too! Give me a call!"
5. Toy sand sifter with a note, "I can help you sift through the real estate process with ease!"
6. Kitchen scissors with a note, "I can help you CUT through any real estate red tape!"
7. Ice cream scoop, "If you ever want the SCOOP on the real estate market, call me! I'm happy to help!"

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

**S:** Service (focus on service not selling)

**M:** Meet face-to-face

**I:** Invite them to share their needs by asking questions

**L:** Leave behind a token of gratitude

**E:** Elevate the relationship

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# SMILE STOPS™ for Every Season!

 <p><b>January</b></p> <p>Fortune cookies with a note, "Wishing you good fortune in the New Year! I'm here to help!"</p>	 <p><b>February</b></p> <p>Heart Shaped Box of Chocolates with a note, "I LOVE my clients! Happy Valentine's Day! I'm here if you need me!"</p>	 <p><b>March</b></p> <p>Cellophane bag with ROLOs tied with green ribbon with a note that says, "I'm LUCKY to have you as a client and your referrals! Happy St. Patrick's Day!"</p>	 <p><b>April</b></p> <p>Package of PEEPS candies with a note, "Have any PEEPS with real estate needs? Call me, I can help!"</p>
 <p><b>May</b></p> <p>Package of Flower Seeds with a note, "Thanks for helping me BLOOM! Your referrals are appreciated!"</p>	 <p><b>June</b></p> <p>Box of Swedish Fish with a note, "It's a-FISH-ally summer! I'm hooked on happy clients and referrals! Call if you need me!"</p>	 <p><b>July</b></p> <p>Box of Sparklers with a note, "Wishing you a sparkling Independence Day! I'm here to help with all your real estate needs!"</p>	 <p><b>August</b></p> <p>National S'mores Day is August 10th!</p> <p>Deliver s'more fixings (graham crackers, chocolate, marshmallows) to five great clients with a note, "If you ever need s'more info on the real estate market - call me!"</p>
 <p><b>September</b></p> <p>Ruler with a note that says, "Hope the new school year RULES in your home! I'm here to teach you whatever you need to know about real estate!"</p>	 <p><b>October</b></p> <p>Pumpkin carving kit with a note, "Let's carve out some time to talk real estate and referrals! Thanks for being a great client!"</p>	 <p><b>November</b></p> <p>Pumpkin or apple pie with a note, "Any way you slice it, you're appreciated! Happy Thanksgiving! I'm here if you need me!"</p>	 <p><b>December</b></p> <p>Wrapping paper roll with a note, "Thanks for helping me WRAP up a great year! Happy holidays and know that I am here for all of your real estate questions or needs!"</p>



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

They are designed to help you:

**S:** Service (focus on service not selling)

**M:** Meet face-to-face

**I:** Invite them to share their needs by asking questions

**L:** Leave behind a token of gratitude

**E:** Elevate the relationship





Oh, by the way\*...  
I'm never too  
busy for your  
referrals!

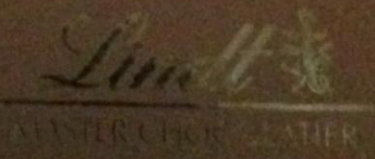


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**Broker Associate- Realtor®**  
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F. (916) 771-2144  
peggy@westplacer.com  
**COLDWELL BANKER**  
EASTSIDE REGION  
2270 Douglas Blvd., Suite 120  
Roseville, CA 95661  
www.peggyurief.com

**Packing Boxes Is No Fun...  
So Pass The Time By Emptying One.**

**Your Realtor,  
Peg**

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We've got the SCOOP on the  
Real Estate Market! 🏠



Larry "Love" Gardner  
Lic Associate Real Estate Broker  
Exit Realty All Pro  
LarryLovesHomes@gmail.com  
631-742-4657



Lisa Zambelli  
Loan Officer | 13055  
Cliffco Mortgage Bankers | 86602670  
LZambelli@cliffcomortgage.com  
631-871-9857

Larry "Love" Gardner  
Real Estate Agent  
631.742.4657



Lisa Zambelli  
Loan Officer | 13055  
631.871.9857



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RE/MAX REMEDY

Name: John Doe  
Address: 1234 Cherry St.

Directions:  
Enjoy 2 M&M's at the first sign of tax stress symptoms and call me if I can be of help!

Prescribing Agent: Shelby Slocum  
18551 Mainstreet 2A, Parker, CO 80134  
303-549-5029

Escrow-Likw-E	\$30.00	
Escrow-Likw-E	\$50.00	
Escrow-Likw-E	\$285.00	
Escrow-Likw-E	\$175.00	
Escrow-Likw-E	\$400.00	
Escrow-Likw-E	\$18.00	
Escrow-Likw-E	\$11.00	
Escrow-Likw-E	\$101.00	
Escrow-Likw-E	\$48.00	
Escrow-Likw-E	\$1,122.63	
Escrow-Likw-E		\$475.10
Escrow-Likw-E		\$288.15
Escrow-Likw-E		\$1,966.90
Escrow-Likw-E		\$480.51
Escrow-Likw-E		\$295.00
Escrow-Likw-E		\$153.21
Escrow-Likw-E		\$418,753.06
Escrow-Likw-E	\$485,944.68	\$489,191.82
Escrow-Likw-E	\$485,944.68	\$485,944.68

APPROVED AND ACCEPTED  
RE/MAX Alliance



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**The BEST 6 Strategies  
for Building**

---

**Inventory**

---

# **4. Social Media**



*“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**

# Fifteen Social Media Live Ideas

## SOCIAL MEDIA LIVE

### 15 IDEAS FOR TIMES OF CRISIS

POWER AGENT™

### Social Media LIVE Ideas in Times of Crisis

...ent to stay home and stay safe.  
...source. Consider me a hotline for help.  
...to buy and sell homes – what that looks like is changing daily.  
...ange is that I'm here for you.  
...ggage lender you trust for two burning answers about Interest  
...small business owners about their response to crisis.  
...about strategies for home schooling parents.  
...er per week (ask for recommendations from your sphere if you  
...teachers).  
...ook recommendations.  
...g learning site recommendations.  
...pediatrician about keeping kids safe and happy.

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- Share two mindfulness/wellness strategies.
- Talk about what you're doing to stay fit and focused.
- Share what your local MLS/Board is doing to help homeowners during this time.

...nity you serve.  
...this is what working from home  
...ven what doesn't and encourage

Facebook Live Video is the perfect vehicle to drive customer engagement with the folks in your market area, create credibility for you as a real estate professional, increase your online presence and become a resource people can turn to, especially in times of need.

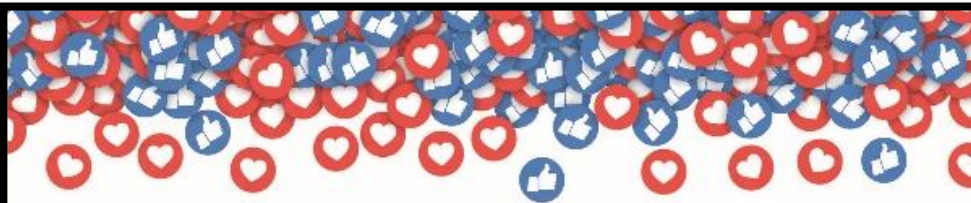
...b:  
...When you have fun, the people watching will too!  
...perfection. (It's the casual, impromptu feel and nature to  
...ake them enticing to viewers.)  
...host your live events weekly or bi-weekly – around the

...ve in 3...2...1...

...w.ThePowerProgram.com

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- Share two mindfulness/wellness strategies.
- Talk about what you're doing to stay fit and focused.
- Share what your local MLS/Board is doing to help homeowners during this time.
- Share six things you love about the community you serve.
- Share your workspace with your audience. This is what working from home looks like – and spotlight what works and even what doesn't and encourage people to do the same.



See you Live in 3...2..1...



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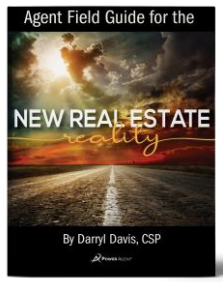
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TODAY'S WEBINAR OFFER



Virtual Listing Presentation For Homeowners (106 Slides) \$997



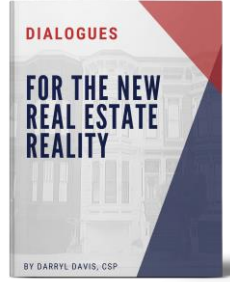
The New Real Estate Realty Agent's 36 Page Field Guide \$197



TOTAL VALUE ~~\$1,581~~



6 Email Templates For Turbulent Times \$97



ALL NEW Prospecting Dialogues \$97



15 Best Video Live Topics Guide \$97

Get it ALL Today for ONLY \$5

PLUS...

\*Copy of Today's Slides - \$47

\*30 days of Power Builder CRM - \$49

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# Top 10 Projects to Increase Your Home's Value



Updating Plumbing & Electrical  
**260% ROI**



Bathroom Remodeling  
**168% ROI**



Kitchen Remodeling  
**168% ROI**



Painting  
**112% ROI**



Flooring  
**102% ROI**



Outdoor Maintenance  
**83% ROI**



Deck  
**78% ROI**



Basement Remodel  
**75% ROI**



Replace Windows/Doors  
**70% ROI**



Roof Replacement  
**67% ROI**

Sources: LendingTree.com, SeekingAlpha.com

Agent Contact Info Here.



# DarrylSpeaks.com/Trial

When Interest Rates Go UP, Sellers Often  
Have to Come DOWN in Price to Compensate.



With rates rising, if you've thought about SELLING...

**NOW is the TIME.**



Call me! I've got the answers to all  
of your real estate questions!

**[DarrylSpeaks.com/Trial](http://DarrylSpeaks.com/Trial)**



Like the weather, the real estate market is always changing. Using a real estate professional is one of the smartest business decisions a homeowner can make to protect their family's financial interests.



**[DarrylSpeaks.com/Trial](http://DarrylSpeaks.com/Trial)**



Notes



Objection Handling



Power Logo



Prospecting



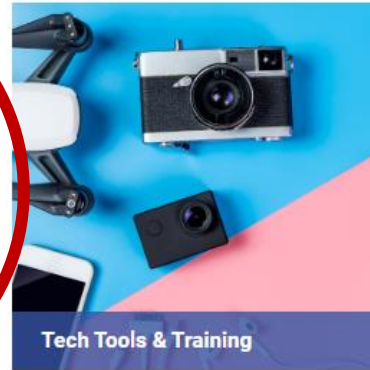
Servicing Sellers



SMILE Techniques



Social Media



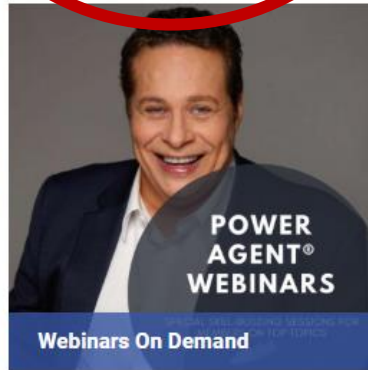
Tech Tools & Training



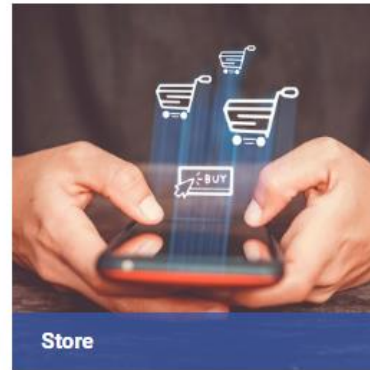
Time and Money Management



Vendors We Recommend



Webinars On Demand



Store



### Market Changes – Homework

Favorite ☆



### Market Changes – Savvy Homeowner

Favorite ☆



### Market Changes – Seasons

Favorite ☆



### Market Changes – Smart Decisions

Favorite ☆



### Quote – Possibilities

Favorite ☆



### Quote – Qubein

Favorite ☆



### Quote – Wilder

Favorite ☆



### Quote – Action

Favorite ☆



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# Shoreham/Wading River Community Group (SWR)

Closed Group

About

Discussion

Members

Events

Videos

Photos

Files

Recommendations

Search this group

### Shortcuts

Long Island Real E... 20+

Lab Coat Agents 20+

Design a Life Worth ... 8

Keep Smiling 9

NSA NYC Members... 12

POWER Agent Mem... 2

National Speakers ... 20+

Power Agent 20+

Darryl Davis, CSP 20+

Keepsmiling 7

America's Hope for A... 2

See more

Like

Comment



Write a comment...



Laura Penny is looking for recommendations.

16 hrs

## Recommendation for orthopedist for my newly broken foot, thanks to osteoporosis?



3

24 Comments

Like

Comment

View 22 more comments



Robin Strecker Dr Gamez, I worked at St Charles and used him for an ankle repair. I have seen his work on other patients as well. He is the best!!

Like · Reply · 1h



Laura Penny Thanks to everyone for your recommendations! I only wish the boot I have to wear came in hot pink instead of black.

Like · Reply · 1h



Sarah Rasser replied · 1 Reply



Write a comment...



Karen Koelbi-Louser

14 hrs

My son Josh is working on becoming an Eagle Scout!

He and his Troop 1776 are working to make a community event sign for the Tesla Science Center.

There is a Bake sale fundraiser for the project tomorrow at Stop n Shop in Rocky Point from 1:30-4:30. Please come and get a sweet treat! No donation too small:)



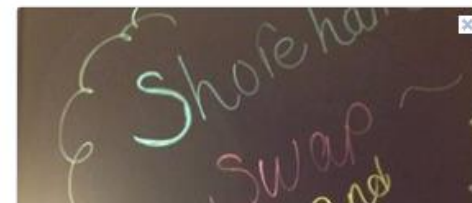
### Suggested Groups

See All



Rocky Point Community Connection  
3,027 members

+ Join



Shoreham Swap And Shop  
4,836 members

+ Join



Rocky Point Neighbors  
2,812 members

+ Join



Rocky Point Community

+ Join



# Shoreham/Wading River Community Group (SWR)

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Design a Life Worth ... 8

Keep Smiling 9

NSA NYC Members... 12

POWER Agent Mem... 2

National Speakers ... 20+

Power Agent 20+

Darryl Davis, CSP 20+

Keepsmling 7

America's Hope for A... 2

See more



Michele Leka-Lewis

18 hrs

Please help! Our dog, Milo, went missing from our back yard. He is super friendly! He has a name tag and phone numbers on his red collar. We live on Leonard st in wading river if anyone finds him, please call us! My kids are hysterically crying! Ty!



Rocky Point Neighbors  
2,812 members

+ Join



Rocky Point Community  
2,053 members

+ Join



Wading River Shoreham Local  
Businesses  
15 friends · 1,125 members

+ Join

English (US) · Español ·  
Português (Brasil) · Français (France) ·  
Deutsch



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Power Agent 20+

Darryl Davis, CSP 20+

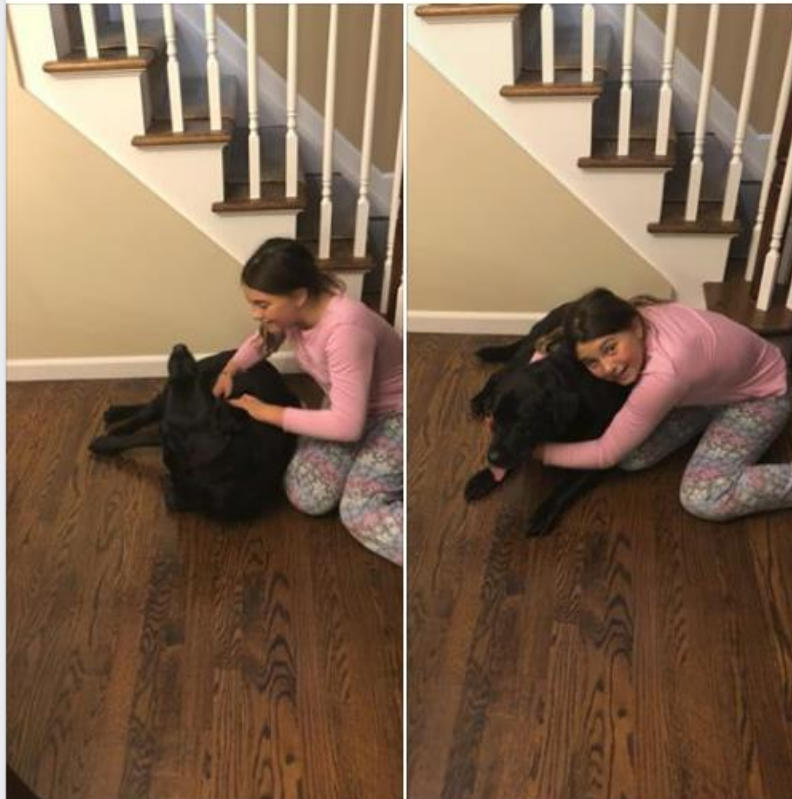
Keepsmling 7

America's Hope for A... 2

See more

16 hrs

He's home! My neighbor found him! Hooray! Ty everyone! U r a great community!



168

9 Comments

Like

Comment

View 7 more comments



Kerryanne Lee Lutz Great news!!!

Like · Reply · 4h



Kim Fenech I'm so happy for you all!

Like · Reply · 3h



Write a comment...



SUGGESTED MEMBERS

Hide

Friends



Lucianna Reikofski

Add Member



Joseph Ohrablo

Add Member



Barbara Messmer Shane

Add Member

See More

DESCRIPTION

Welcome to the Shoreham-Wading River community group!  
The purpo... See More

RECENT GROUP FILES



Modell's Coupon.pdf

Brandon Busch updated last Saturday

See More

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

UPCOMING GROUP EVENTS

See All



Garage sale

Today at 12 PM

East Shoreham, New York

Created for Shoreham/Wading River Community Group (SWR)

RECENT GROUP PHOTOS

See All





# Shoreham/Wading River Community Group (SWR)

Closed Group

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- POWER Agent Mem... 2
- National Speakers ... 20+
- Power Agent 20+
- Darryl Davis, CSP 20+
- Keepsmiling 7
- America's Hope for A... 2
- See more



Karen Capone Joy

23 mins

Open house today!

Saturday 10/13 - 12:45-2:30

Sunday 10/14 -11:00-1:00... See More



2



Like



Comment



Joseph Ohrablo

Add Member



Barbara Messmer Shane

Add Member

See More

### DESCRIPTION

Welcome to the Shoreham-Wading River community group!  
The purpo... See More

### RECENT GROUP FILES



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East Shoreham, New York

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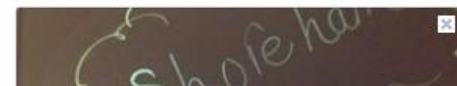
### RECENT GROUP PHOTOS

See All



### Suggested Groups

See All



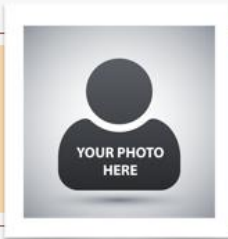


# SELLER'S WORKSHOP

## HOW TO SELL YOUR HOUSE IN TODAY'S MARKET



**DATE AND TIME at Location Address Here**



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



>> [CLICK HERE FOR MORE INFORMATION](#)

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# SELLER'S WORKSHOP

*How to Successfully Sell Your Home in TODAY'S Market!*

## DATE AND TIME

Location Address

**Limited Seating! Call to Register: XXX-XXX-XXXX**

- How to price your home to sell quickly
- How rising interest rates effect your sale
- What difference does an agent make
- The psychology of buyers and sellers
- Marketing vs Advertising
- Staging your home to sell
- The attorney's role in closing
- Investment planning for your future



### **SPECIAL GUEST SPEAKERS:**

- Real Estate Professional Name
- Mortgage Specialist Name
- Real Estate Attorney Name
- Home Improvement Expert Name
- Home Inspector Name
- Moving Professional Name



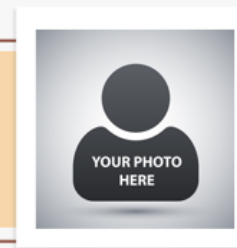
**Your Name, REALTOR®**

**Company Name**

Phone Number

Email

Website



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## RESOURCES

### EGUIDES



#### The Ultimate Business Plan for Agents

The #1 guide for generating now business, future business, and financial freedom.

[DOWNLOAD NOW](#)



#### The New Real Estate Reality Field Guide

The must have tools, strategies, and training for managing success in a time of change.

[DOWNLOAD NOW](#)



#### Multiple Offer Negotiation eGuide for Real Estate Buyers and Sellers

An easily customized tool for sharing top tips with your buyers and sellers.

[DOWNLOAD NOW](#)



Agent Field Guide

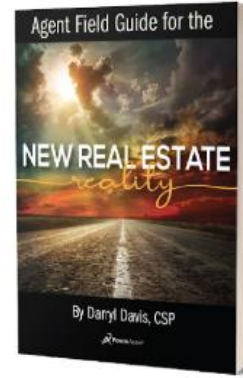
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for the

# NEW REAL ESTATE

reality

---



 Download Now

Download your **Agent Field Guide to the New Real Estate Reality!**

The must-have tools, strategies, and training for managing success in a time of change!

Your **Agent Field Guide** Includes:

- ✓ Finding the upside in a market change.
- ✓ How to get your business “ducks in a row”.
- ✓ The power of a CRM.
- ✓ Prospecting tools and tips in a socially distanced world.
- ✓ How to stay motivated and focused in ANY market condition!

**Download the Agent Field Guide instantly!**

First Name

E-mail

Zip Code

Please send me the free weekly newsletter loaded with tips and techniques

Select an option 

**Get the Field Guide**

We respect your privacy and would never share your information with third parties.



## Use for....

- Online lead generation
- SMILE Stop item
- On your website
- Listing Appointments

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YOUR NAME, YOUR COMPANY

# Get a Copy of Your 40+ Page Home Seller's Guide to Real Estate

If you've thought about selling your home now, or in the near future, and you want to ensure that you get the highest possible return for your investment, there's a LOT to consider.

**Call me today to see what's possible!**

Name, Cell Phone, Email



Get your copy of this valuable guide at: [www.YourWebsite.com/SellersGuide](http://www.YourWebsite.com/SellersGuide)

*The safety of our buyers and sellers is our top priority. Ask me about our SAFE Listing and Selling practices and how we can help you sell your home and buy your dream home safely.*



From: Darryl Davis <dave@d.thepowerprogram.com >  
 Sent: Saturday, July 4, 2020 8:05 AM  
 To: darryl@darrylspeaks.com  
 Subject: [Saturday Strategy] July Action Plan



Hey Darryl,

Power Agents have on track as they have to help you have a month!

**PRO TIP:** Choose to add them to your Go a little advance pre PLAN!

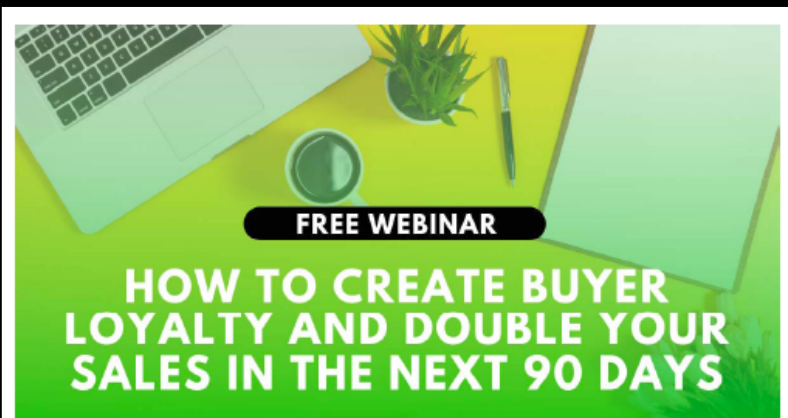
Download this pdf a month! Have fun with

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1. Join us at Noon Eastern for our Wednesday Webinar. Register at <a href="http://darrylspeaks.com/online-training">darrylspeaks.com/online-training</a>			
			2. Send the email the "10 Best Prospecting Letters" to at least 200 people in your geo farm area. (We suggest a farm of 200-500 depending on budget.)			
			3. Spend an hour with your gratitude journal today. Write down 5 things you're grateful for and reach out to 5 people who've inspired you to say thank you.			
5. Spend an hour watching the Zoom Brainstorming Call with Power Agents (in Live Real Estate Realty Tab) - Pick at least one strategy to put in place this week.	6. Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in Classroom for access code.	7. World's chocolate! Bring a gift of chocolate to at least 5 great clients and with them, "Thank for being such a sweet client! I appreciate your referral!"	8. Join us at Noon Eastern for our Wednesday Webinar. Register at <a href="http://darrylspeaks.com/online-training">darrylspeaks.com/online-training</a>	9. Use the FSBO & FSBO dialogues found in the prospecting tab and commit to making at least 5 calls.	10. Contact 10-20 past clients and let them know that one of the services you provide is Neighborhood Market Report, so they know the value of their home.	11. Is it you? Or yours? Or theirs? A resource expired.
12. Spend an hour reviewing top agent interviews - you'll find them in Magazine tab in your classroom. Any strategies you want to adopt?	13. Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in Classroom for access code.	14. Put up your Grooving My Future Do Not Disturb sign and prospect for two sold hours today. Focus on serving, not selling.	15. Join us at Noon Eastern for our Wednesday Webinar. Register at <a href="http://darrylspeaks.com/online-training">darrylspeaks.com/online-training</a>	16. Contact 10-20 past clients and let them know that one of the services you provide is Neighborhood Market Report so they know the value of their home.	17. Use the Expired dialogue found in the prospecting tab and commit to making at least 5 calls.	18. Pre and Sell Found Prospects to your and a token bit July
19. Review the Zoom Training found in Tech Tools and Training tab to ensure you've got all the tips and tricks down!	20. Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in Classroom for access code.	21. Put up your Creating My Business Breakthrough Do Not Disturb sign and prospect for two sold hours today. Focus on serving, not selling.	22. Join us at Noon Eastern for our Wednesday Webinar. Register at <a href="http://darrylspeaks.com/online-training">darrylspeaks.com/online-training</a>	23. National Vanilla Ice Cream Day - bring a gallon of ice cream plus a new scoop to five past clients with a note, "I've got the scoop on what's happening in our market! Offer a Market Report. Use social distancing measures.	24. Contact 10-20 past clients and let them know that one of the services you provide is Neighborhood Market Report, so they know the value of their home.	25. Call to review August school
26. Host an Open House using the S.A.F.E. Showing Techniques found in the Servicing Sellers Tab in Classroom. (There is a slide for your listing presentation in Listing Conversation tab.)	27. Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in Classroom for access code.	28. National Cheesecake Day - deliver a gourmet cheesecake to five clients with a note, "Just a sample of how much I appreciate you as a client! Let them know you're coming to you can deliver from a distance!	29. Join us at Noon Eastern for our Wednesday Webinar. Register at <a href="http://darrylspeaks.com/online-training">darrylspeaks.com/online-training</a>	30. Put up your Planning Seeds of Success Do Not Disturb sign and prospect for two sold hours today. Focus on serving, not selling.	31. Review successes and learning curves from July and create your business and marketing plans for August.	

Notes:

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**DOWNLOAD MY CALENDAR**



# FREE WEBINAR

## HOW TO CREATE BUYER LOYALTY AND DOUBLE YOUR SALES IN THE NEXT 90 DAYS

**New Webinar! How to Create Buyer Loyalty and Double Your Sales in the Next 90 Days!**

How many times have you watched as a buyer walked right into the arms (and contract) with the listing agent on a property after you've shown them multiple properties?

It's not them. It's you. That's a tough thing to hear, but if you want to compete at an elevated level, win buyer loyalty and trust -- and get them to appreciate the value of a signed agency agreement - then it's time to step up your sales and communication skills, lean into some perspectives that might be different from the "way it's always been done" - and reinvent how you work with buyers.

**Join us on Wednesday, July 8th at Noon Eastern for "How to Create Buyer Loyalty and DOUBLE Your Sales in the Next 90 Days" -- an online training where we will discuss:**

- How to have your buyers sign an agency agreement and appreciate its value
- How to handle initial phone inquiries about properties
- What tech tools to use for effective virtual conversations
- Which buyer lead generation software is being used by top agents?
- How to handle objections like, "Should I wait to buy until after the pandemic is over?"
- How to use the S.A.F.E. Showing™ Process to put buyers and sellers at ease
- What type of clauses can be added to contracts written during the pandemic?
- How one simple certificate can help buyers communicate their agency agreement if viewing properties on their own



**The BEST 6 Strategies  
for Building**

---

**Inventory**

---

# **5. Improve Listing Conversation**

[www.DarrylSpeaks.com/Trial](http://www.DarrylSpeaks.com/Trial)



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

Maria Lindh, Maria Lindh Realtors



# R.E.A.L

**R**apport

**E**ngage

**A**dvice

**L**ist & Leave





**STORIES,**  
**METAPHORS**  
**AND ANALOGIES**





A stage with red curtains and spotlights. The stage floor is wooden and has several spotlights. The curtains are red and have tassels. The text is centered on the stage.

Sellers  
Buyers  
Appraiser  
Engineer  
Title Company  
Seller Attorney  
Buyer Attorney  
Home Inspector  
Bank Representative

**The Real Estate Professional**

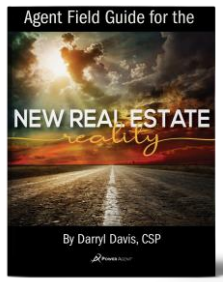
TODAY'S WEBINAR OFFER



TOTAL VALUE  
~~\$1,581~~



Virtual Listing Presentation For Homeowners (106 Slides)  
\$997

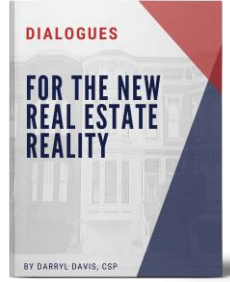


The New Real Estate Realty Agent's 36 Page Field Guide  
\$197

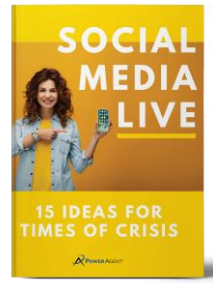
Get it ALL Today  
for ONLY  
**\$5**



6 Email Templates For Turbulent Times  
\$97



ALL NEW Prospecting Dialogues  
\$97



15 Best Video Live Topics Guide  
\$97

**PLUS...**

\*Copy of Today's Slides - \$47

\*30 days of *Power Builder CRM* - \$49

CLAIM YOUR OFFER HERE



[www.DarrylSpeaks.com/Trial](http://www.DarrylSpeaks.com/Trial)





**The BEST 6 Strategies  
for Building**

---

**Inventory**

---

# **6. Become Tech Sawvy**

[www.DarrylSpeaks.com/Trial](http://www.DarrylSpeaks.com/Trial)



**How to Host Your Virtual Listing Conversation**

Favorite ☆



**How to Negotiate Win-Win Offers From Contract to Close**

Favorite ☆



**Navigate Through This New Real Estate Reality – June 2020**

Favorite ☆



**The Must-Have Tech Tools in Today's Market**

Favorite ☆



**5 Best Strategies to Still Hit Your 2020 Goals**

Favorite ☆



**6 Ways to Increase Listings at Home**

Favorite ☆



**Breakthrough Business Plan for 2020**

Favorite ☆



**Creating a Self Promotion Campaign**

Favorite ☆



**Do's and Don'ts of a Successful Farming Campaign**

Favorite ☆



**Financial Q&A for Buyers and Sellers**

Favorite ☆



**FSBO & Expired Strategy Call**

Favorite ☆



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

Favorite ☆



**How to Double Your Income in the Second Half of 2019 Webinar**



**How to Double Your Sales Through Open Houses | May 2019**



**How to Generate a SURGE of Listings The Next 90 Days**



**How to Get Your Offer Accepted in 24 Hours Webinar**

# Microsoft PowerPoint



# Google Slides

[www.DarrylSpeaks.com/Trial](http://www.DarrylSpeaks.com/Trial)

# Video Conference Platform





**POWER**

**Builder<sup>TM</sup>**

# Automated Campaigns

Contact Profile

Keep in Touch

Social Intelligence

Activities/History

Properties

Business Directory

Documents

STATUS

Hot Prospect

FOLLOW UP FREQUENCY

7 days

## Keep in touch events available to all contacts

Event	Date	Status	Include Contact in Event
Monthly e-Newsletter	Recurring	Active	<input checked="" type="checkbox"/>
4th of July Fireworks Party	Thursday, Jul 04, 2019	Active	<input type="checkbox"/>
Client Appreciation Party Wine and Cheese	Friday, Dec 06, 2019	Active	<input type="checkbox"/>

## Keep in touch events specific to this contact

[?](#) CREATE NEW EVENT

Event	Date	Status	
Main Contact Birthday	April 15	Active	<a href="#">DEACTIVATE</a>
Spouse/Partner Birthday		No Date	<a href="#">ACTIVATE</a>
Move In Anniversary		No Date	<a href="#">ACTIVATE</a>

## Activity plans assigned to this contact

[▶](#) [?](#) ASSIGN NEW ACTIVITY PLAN

Plan Name	Start Date	Method of Correspondence
-----------	------------	--------------------------

There are no activity plans assigned to this contact.

# Automated Social Posting



[DarrylSpeaks.com/Trial](http://DarrylSpeaks.com/Trial)

# Newsletter Built In



[DarrylSpeaks.com/Trial](http://DarrylSpeaks.com/Trial)



# Website Lead Capture



[DarrylSpeaks.com/Trial](http://DarrylSpeaks.com/Trial)



## To Summarize.....

- **Be a Leader in Your Community**
- **Pick a *Dial-For-Dollars***
- **Hit the Streets**
- **Use Social Media as a Strategy**
- **Improve Your Listing Conversation**
- **Become Tech Savvy**
- **Become a Power Agent<sup>®</sup> Today for ONLY \$5**



**POWER AGENT**<sup>®</sup>

Coaching Members Private Group



**[DarrylSpeaks.com/Trial](https://DarrylSpeaks.com/Trial)**



**Only ~~\$67~~  
\$27 a month**

- **TODAY** the first 30 days is **ONLY \$5**
- **Complete access to the entire *Power Agent*® website**
- **Copy of today's slides & recording**

**[DarrylSpeaks.com/Trial](http://DarrylSpeaks.com/Trial)**



## LIVE WEEKLY “POWER HOUR” COACHING CALLS EVERY MONDAY

- Don't have to figure it out on your own
- Problem solving & solution finding
- What's working and what's not for agents all over North America
- Get your “head straight” for the week



[DarrylSpeaks.com/Trial](https://DarrylSpeaks.com/Trial)



## WEBINARS ON DEMAND

- *Negotiating: How to Get An Offer Accepted in 24 Hours*
- *12 Reasons FSBOs Should Not Be a FSBO*
- *How to Generate a SURGE of Listing The Next 90 Days*
- *Playing With Buyers | Strategies to Double Your Income*
- *The Best Strategies to DOUBLE Your Income*
- *How to Master the Listing Appointment*



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## MONTHLY INDUSTRY LEADERS INTERVIEWS



[DarrylSpeaks.com/Trial](http://DarrylSpeaks.com/Trial)



## DEDICATED Power Agent® Facebook Group

- Never feel like you're flying solo again
- Support from agents all over North America
- Resource for referrals
- Feel connected and empowered



[DarrylSpeaks.com/Trial](https://DarrylSpeaks.com/Trial)





## DEDICATED Power Agent® WEBSITE

- 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



[DarrylSpeaks.com/Trial](http://DarrylSpeaks.com/Trial)

**WELCOME SARAH! ARE YOU READY TO HAVE A POWERFUL DAY?**



**Classroom for Power Agents**

Unlock hundreds of Power Agent® results-producing training tools.




**Coaching Calls**

Connect to weekly coaching every Monday with these call codes.



**CRM: Power Builder Tool**

Get quick access to your Power Builder™ CRM and power up your sphere and farm.




**Facebook Closed Group**

Connect easily to your nationwide online Power Agent® Facebook Community.




**How-To Site Tutorials**

Get quick and simple tips for getting the most of your Power Agent Membership!




**Profile & Billing**

Edit your profile, photo, password and billing information quickly and easily.



**Quick Start Guide**

Tap into the top ten ways to get the most from your membership.



**Webinar Registration**

Learn the latest Next Level strategies and solutions for agents.

# CLASSROOM

View our New Real Estate Reality Resource Hub for Power Agents®

Coaching Calls



CRM



Customizable Templates



Farming & Self Promotion



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### 10 Home Improvement Ideas for ROI



### 8 Reasons to Hire an Agent

Favorite ☆



### Committed to Children Infographic (PowerPoint)

Favorite ☆



### 10 Reasons to Sell Before the Year End New (PowerPoint)

Favorite ☆

TOTAL NUMBER OF HOMES	200	200	200
ESTIMATED MARKETING COST PER YEAR	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
ADDITIONAL MARKETING EXPENSE			
AVERAGE SALES PRICE	\$ 210,000.00	\$ 180,000.00	\$ 110,000.00
AVERAGE COMMISSION PER SALE (percentage of your average commission %)	\$ 1,000.00	\$ 9,000.00	\$ 13,000.00
TOTAL HOMES SOLD IN YOUR NEIGHBORHOOD	20	15	10
BUYER'S WALK (passer) of homes and (line) of road by total homes in (line) of (line) of	0.15	0.12	0.06
NEIGHBORHOOD (total homes sold) (line) of (line) of average commission (line) of	\$ 1,000,000.00	\$ 280,000.00	\$ 140,000.00
ASSUMING YOU GET 50% OF THE LISTING	\$ 500,000.00	\$ 140,000.00	\$ 70,000.00
ROI	100%	100%	100%

### Calculator- Farm Area Spreadsheet

Favorite ☆



### 10 Reasons to Sell Your House Before Year-End (PDF)

Favorited ☆



### Calculator- Farm Area Tutorial Video

Favorite ☆



### 8 Great Reasons to Hire An Agent (PowerPoint)

Favorite ☆



### Children's Moving Book

Favorited ☆



### Cutting Commissions Graphic

Favorited ☆



### Dialogue - Door Knocking For Your Farm Neighborhood

Favorite ☆



### Dialogue - Intro Call to Farm Neighborhood


Favorite ☆



CLASSROOM



View our New Real Estate Reality Resource Hub for Power Agents®

Search Classroom... 



Coaching Calls



CRM



Customizable Templates



Farming & Self Promotion



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# SEARCH RESULTS FOR: FSBO



Selling Yourself? Be cautious of the people you let into your home. As a real estate specialist, I vet and pre-qualify everyone who comes through your door.

I get homes sold for more.  
Contact me today!



Social Media Graphic – FSBO – Stranger Danger



Selling Yourself? Beware of overpricing. It will cost you time, exposure and the sale. #PricelRight #ICanHelp

I get homes sold for more.  
Contact me today!



Social Media Graphic – FSBO – Overpricing



If you want MORE MONEY for your home with LESS stress? I've got you covered.

#GetItSold

I get homes sold for more.  
Contact me today!



Social Media Graphic – FSBO – More for Your Home

**POWER AGENT**  
Old FSBO for Telemarketer

**Step 1. Identify**  
1) Needs, I am looking for \_\_\_\_\_

**Step 2. Introduce**  
2) This is \_\_\_\_\_ and I am calling for \_\_\_\_\_ from POWER Realty; how are you today?

**Step 3. Clarify**  
2) The reason why I am calling is because our records show that you tried selling your home \_\_\_\_\_ months ago. Is that correct?

**Step 4. Find Out What They're Committed To**  
2) The reason why I called is because \_\_\_\_\_ listed a lot of home in your area around \_\_\_\_\_ their same area, and they listed 100.  
2) Where were you folks planning on moving to?  
2) Why there?  
2) How long have you been living in this house?

Power Agent Telemarketer Script for FSBOs

**PROSPECTING THE OLD FSBO DIALOGUE**

**Step 1 Identify**  
May I speak with \_\_\_\_\_?

**Step 2 Introduce**  
Well, it's Darryl Davis from POWER Realty; how are you?

**Step 3 Clarify**  
The reason why I am calling is our records show you tried selling your home \_\_\_\_\_ months ago. Is that correct?

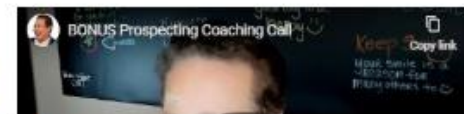
**Step 4 Build a Relationship**  
The reason why I called is because my company listed a lot of homes in your area around the same time when you were selling and those homes all sold.  
- Can I ask you, were you folks thinking of selling again?  
- Where were you thinking of moving to?  
- Why there?  
- How long have you been living in this house?

**Step 5 Invite Action (Mix & Match)**

Dialogue – Old FSBOs & Expireds



No FSBO Should Be a FSBO (Video)





Coaching Calls

POWER Builder<sup>®</sup>



CRM



Customizable Templates



Farming & Self Promotion



Favorites



Infographics



Listing Appointment



Monthly Magazines



Negotiating Offers



New Agent



New Reality Resource Hub



Notes

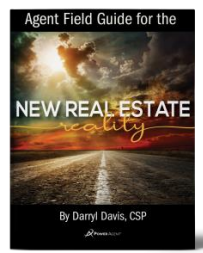


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Virtual Listing Presentation For Homeowners (103 Slides) \$997



The New Real Estate Realty Agent's 36 Page Field Guide \$197

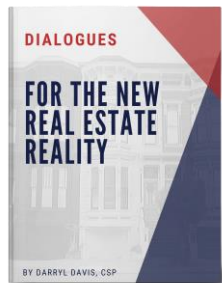


Sample COVID-19 Contract Addendums \$197

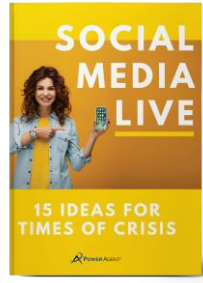
TOTAL VALUE ~~\$1,778~~



6 Email Templates For Turbulent Times \$97



COVID-19 Appropriate Prospecting Dialogues \$97



15 Best Video Live Topics Guide \$97

Get it ALL Today for ONLY \$5 for 30 days \$27/month after (cancel anytime)

PLUS...

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\*30 days of Power Builder CRM - \$49

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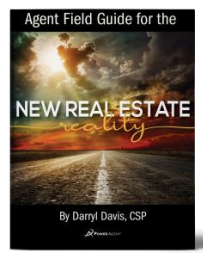


**QUESTIONS.....**

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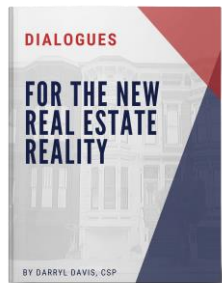
Sample COVID-19 Contract Addendums \$197



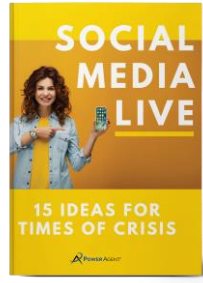
TOTAL VALUE ~~\$1,778~~



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

Ready? Go! *Darryl Davis*

Name \_\_\_\_\_ Week Of: \_\_\_\_\_

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



Your Name, REALTOR®  
Company Name

## EXPIRED LETTER #12

Date

Joe Agent  
1010 Umpty Umpt Lane  
Power City, NY 12345

Dear Hunna-Hunna:

### SOMETIMES THEY JUST DON'T SELL!

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

There is a possibility we can help each other.

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

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

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

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

Very truly yours,

Darryl Davis,  
Broker, Owner

Phone Number | Email | Website

[www.DarrylSpeaks.com/Trial](http://www.DarrylSpeaks.com/Trial)

# PAST CLIENT MARKETING CALENDAR

JANUARY

Closing Statement

FEBRUARY

Updated CMA

MARCH

Tax Tips

APRIL

C.A.C.  
Certificate

MAY

Mother's Day  
Mailing

JUNE

Referral Directory

JULY

Movie Preview

AUGUST

Back-to-School  
Mailing

SEPTEMBER

Dinner Coupon

OCTOBER

Halloween Contest

NOVEMBER

Charity Drive

DECEMBER

Calendar

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