WELCOME

to today's webinar:

How to Use The Holidays To Generate More Business

We will begin shortly!
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- ✓ Take notes
- ✓ Text your questions using the control panel. We will take as many questions as we are able



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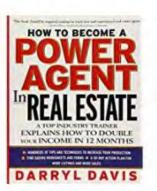
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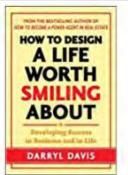
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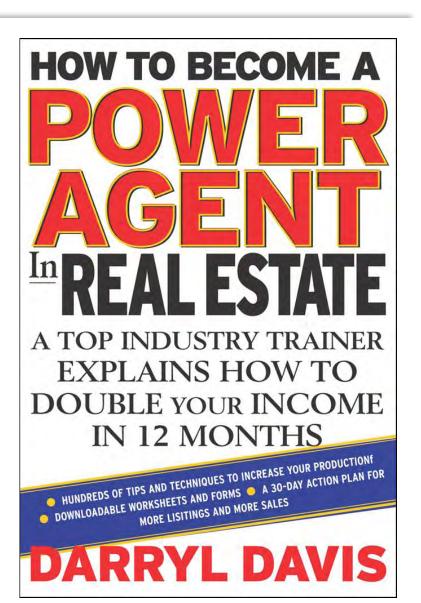
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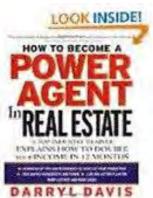
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11 Reasons to list During the Holidays

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

Agent Contact Info / Photo(s) Here.







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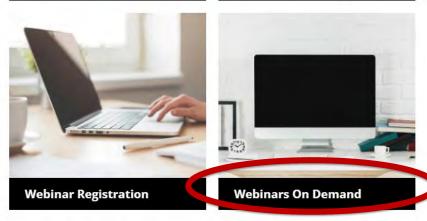
Suggestions













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20/11/18 - Top 10 Reasons Why a Homeowner Should List During the Holidays 20/11/12 - Brainstorming Syssion 5

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HOW TO BECOME A LISTING MACHINE WORKING FSBOS AND EXPIREDS

20/10/28 - Become a Listing Machine Working FSBOs and Expireds



20/10/21 - The 6 Best Strategies to Increase Listing Inventory NEW AGENT STRATEGIES:
HOW TO GUARANTEE
SUCCESS IN THE
NEXT 90 DAYS

20/10/14 - New Agent Strategies: How to Guarantee Success in the Next 90 Days CIVE YOURSELF A RAISE: HOW TO GET MORE LISTINGS AT HIGHER COMMISSIONS

20/10/07 - Give Yourself a Raise: How to Get More Listings at Higher



Committed to Serving - Not Selling, Coaching - Not Closing

1 It's World SMILE 2 October is Fire Notes: Day! Practice a random act of Stop by your area kindness and be firehouse and deliver a basket of the reason someone smiles baked treats or sandwich tray and today! thank the crew for all they do! 3 It's National Get 4 Join us for the 5 Put up your 6 Join us at Noon 7 Choose at least 8 Research 9 Use the Call Intro Eastern for our anized week! one strategy from expireds from 6 to Farm dialogue Wednesday Take an hour to put found in Prospectthe October SMILE all at 11 Eastern Disturb sign and prospect for two solid hours today. Webinar - Re use the old FSBO your plan in place ng to reach out to Stops flyer to Check the Expired dialogue for October. Print the folks in your implement this Coaching Call arantee Success in the Prospecting your Color Dot Board neighborhood farm the Next 90 Days. month and plan a tab to call and see tab in classroom to use as a and let them know Register at: day to make it for access code. not selling. if they are still you'll be stopping motivator. interested in by next week! selling! 10 Is TheRedX right 12 Put up your 11 Join us for the 13 Join us at Noon 14 It's National 15 Use the Prospecting is My Eastern for our Dessert Day. **Expired voicemail** for you? Wednesday Choose a lovely wsletters to go Check it out at dialogue found in Call at 11 Eastern Not Disturb sign Webinar - Buyer dessert and out to your sphe Darry/Special.com the Prospecting and farm. If mailing, Check the and prospect for deliver to 5 great and use code tab and commit two solid hours clients and let Coaching Call pop by the post SMILE to start a free to making at tab in classroom today. Focus on them know what a office. If emailing, trial. Great Register at: sweet treat it is to least 5 calls. for access code. serving, not schedule to go out resource for FSBO have them as a November 1st. PowerAgentWebingr.com & Expired leads! 17 It's National Pasta 18 Join us for the 19 Put up your Do 20 Join us at Noon 21 Pick one flyer or 22 It's National Nut 23 Become a Day! Treat a top Eastern for our Day! Bring a Bag of naster at prospect-Not Disturb ng dialogues that client to a nice Zombies sign and Wednesday rospecting tob Gourmet Nuts to Webinar - How to **Five Top Clients** Italian dinner-or Call at 11 Eastern prospect for two and send to at ork! Download all Check the with a note, "I'm surprise your family the dialogue files least 100 people in solid hours today. Coaching Call **NUTS** about helping with a night out! from the prospect-Focus on serving, your market. Fall. Register at: my clients get the tab in classroom ing tab and practice not selling. for access code. most from their m this weekend. investments!" 26 Put up your 24 Up your Open 25 Join us for the 27 Join us at Noon 28 Reach out to 15 29 Contact 10-20 30 Call a family Fear Face Do No Eastern for our people from your post clients and let meeting to Review the How to Darryl Coaching Disturb sign and Wednesday sphere. Let them them know that one review calendars Turn One Open II at 11 Eastern Webinar -Top prospect for two of the services you know that markets for November, House into a Surge Check the icks and Treats solid hours are shifting and provide is a r Building a Solid Coaching Call of Listings webings Fall Events and ask if they have today. Focus on and choose at least tab in classroom Market Report, so the Holidays. serving, not Register at: any questions or if 2 strategies to for access code. they know the value there is a way you increase your of their home. can help them. business. Notes or Important Dates to Remember: Deliver Halloween treats to at least 5 clients with a note "Not tricks, just a

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treat to have you as a client!" Have some FUN!

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Going Wide





Digital Handwriting Companies

Company	Cost Per Card	Gift cards available?	Business pricing available?	Platforms
Blue Bird Cards	\$4+	No	Yes	Online
Felt	\$4+	No	Yes	Android, iOS
Handwrytten	\$3.25+	Yes	Yes	Android, iOS, online
Postable	\$3 to \$4	No	Yes	iOS, online
Punkpost	\$5.50+	No	Yes	iOS, online
Sincerely	\$2+	No	No	Android, iOS
Thankster	About \$5	No	Yes	Online
ThankYouPro	About \$3.50	Yes	Yes	iOS



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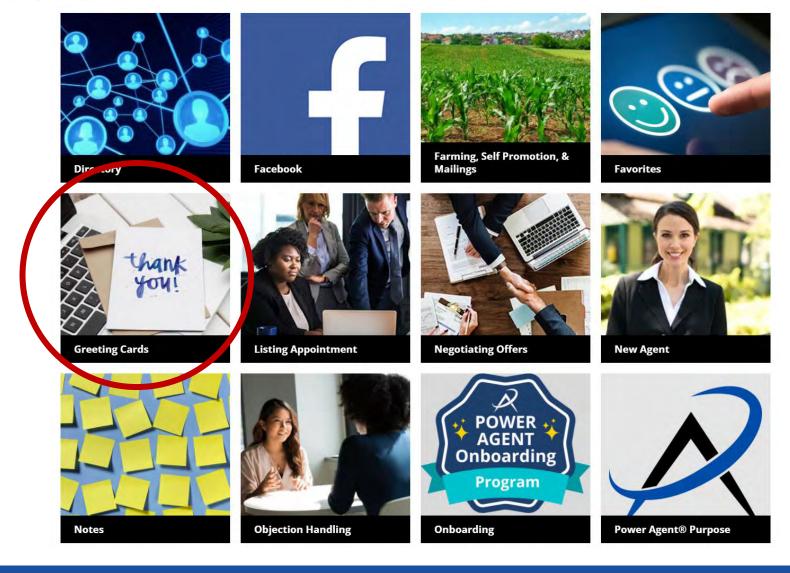






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You Click, We Print, Stuff, Stamp, and Mail.



Sarah,

Thank you for referring Jack It means a lot that you gave me the opportunity to earn his business. We are long overdue for dinner, I will call you soon to make that happen.

I appreciate you, Confident Confid



PAST CLIENT FIRST PHONE CALL DIALOGUE Here are a few "ice breaker" ideas for calling friends and family! Step 2 Re-Introduce Well, hey this is Darryl Davis from POWER Realty; Hi, is this how are you? Step 3 Give A Reason The reason for my call today is just to reach out and see how you all are doing? With so much change in our market and our world, there are a lot of people who have questions. I just wanted to let you know I'm here for you and see if there is anything I could do for you!? 4- Ask About the House How are things in the neighborhood? With the house? Calling Friends & Family this is a blast from the past. How are you? 2) I was just going through my phone contacts and I decided it was too long since we talked. So, how are you? 3) I'm great (now talk about anything other than real estate). 4) When you feel there is an opening, mention you are in real estate and share why you love it. 5) Talk about one positive about your real estate market. 6) Now get off talking about real estate, unless they show a strong interest, by saying, "But hey, I didn't call to talk business. I just wanted to say hello and see how you are." Then ask what their FB or social media is and connect with them on there to stay in touch. Put them on your mailing list, as well. For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3905 www.ThePowerProgram.com Dorry Speaks

PAST CLIENT FIRST PHONE CALL DIALOGUE

Here are a few "ice breaker" ideas for calling friends and family!

Step	leentify
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Step 2 Re-Introduce

Hi, is this _____?

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

Step 3 Give A Recison

The reason for my call today is just to reach out and see how you all are doing? With so much change in our market and our world, there are a lot of people who have questions. I just wanted to let you know I'm here for you and see if there is anything I could do for you!?

Step 4 Ask About the House

How are things in the neighborhood? With the house?

Calling Friends & Family

- 1) Hey _____, this is a blast from the past. How are you?
- 2) I was just going through my phone contacts and I decided it was too long since we talked. So, how are you?
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Spotlight Local Businesses



Dana Williams from Mill Valley, CA started a video series to showcase community members who graciously contribute and serve others.



- Interview them
- Post interviews in Facebook group and your personal page
- Create a flyer of the local businesses you recommend with a link to your interviews

Questions to ask when interviewing businesses:

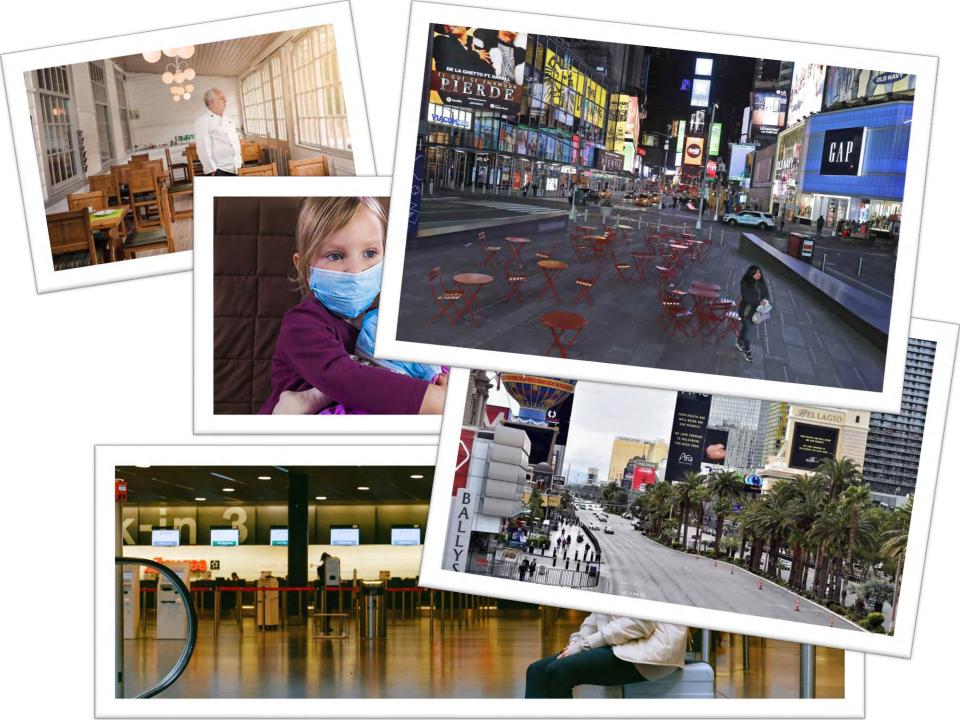


- 1. What do you like best about this community?
- 2. Why did you start this business?
- 3. What made you choose this town?
- 4. How are you making out during these challenging times?
- 5. What new features/items/specials have you added recently?

You can also do a tour of the business and/or introduce the employees.











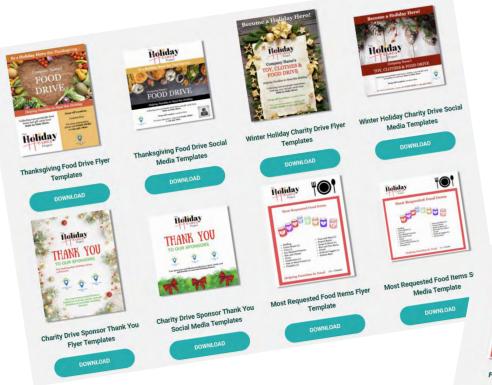
Make a Difference In Your Community



BONUS: Receive a FREE turnkey system with flyers, checklists, and a complete guide to help you run a successful event!

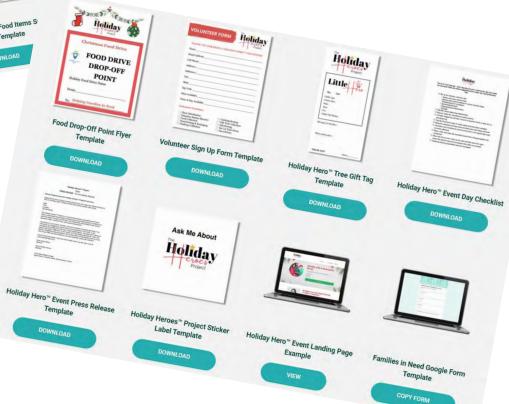
HolidayHeroesProject.com







HolidayHeroesProject.com

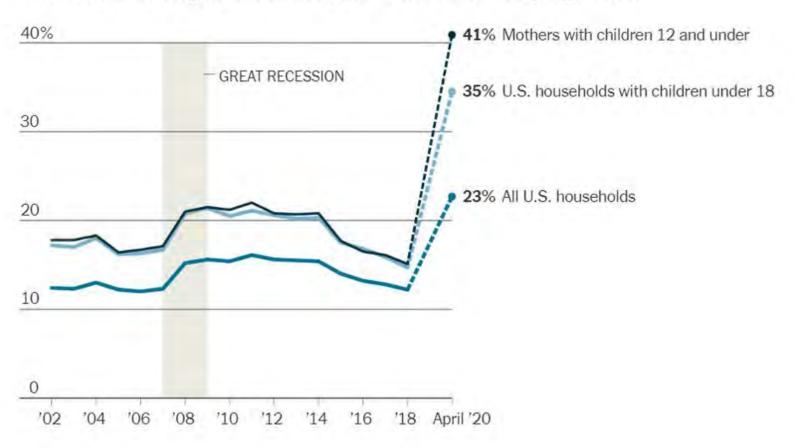


Food Insecurity During the Pandemic

The share of Americans who say they cannot always afford enough food has hit the highest level on record and has increased most rapidly among families with young children.

Share who answered "often" or "sometimes" to the statement:

"The food that we bought just didn't last, and we didn't have money to get more."



By The New York Times | Source: Brookings Institution

Power Agents® helping Feed America®





They say, "Home is where the heart is."

Homes, our communities, and the people I'm blessed to serve are all at the heart of the mission and vision that I have for my business.

Because of that, giving back to causes and charities that most impact my clients and customers is a not just a passion, it's a promise.

That's why I donate \$_____ of every home sale or purchase to the charity of your choice.

Together, we really can make a difference! Visit my website or call me today to learn more!

www.YourWebsite.com







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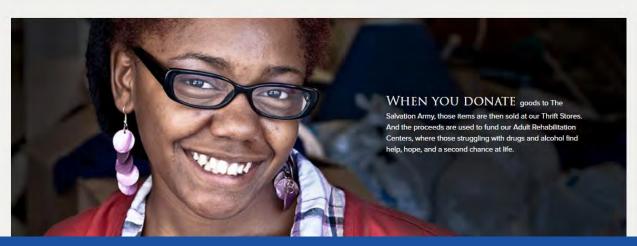
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Mr. and Mrs. Hunna Hunna 123 Main Street Anywhere, NY 12345

Dear Mr. and Mrs. Hunna Hunna,

you're like most people, your home is one of your most pportant assets. One thing that you may or may not know is at what your neighbors paid for their home directly luences the value of your home.

at my company is offering this month is a free hborhood Market Report that will give you a decisive as to the current value of your home. In addition to your nt market value, this report also includes:

Average time on the market Vhat your neighbors have paid for their homes ealth of the market cal market trends

sed a certificate for you for a Free Neighborhood eport. All you need to do is give me a call and I'll piling the report. Please call my office or you can n my personal cell phone! I'm happy to help and I always be a resource you can count on!

Warm regards,



Mr. and Mrs. Hunna Hunna 123 Main Street Anywhere, NY 12345

Dear Mr. and Mrs. Hunna Hunna,

Your home is one of your most important assets. Here, at Power Realty, we believe that every homeowner should have an annual Home Checkup on the value of their property.

In today's busy world, it's sometimes hard to find a time where someone can physically come over and see the home. That's why we created an Over the Phone Market Analysis. That's where we can take a few moments on the telephone where I can ask you a quick series of questions, such as the number of bedrooms and bathrooms, etc. that I can use to plug your information into our sophisticated system to create an up-to-date value for your property.

If you have not yet had an annual value report done for YOUR home, please feel free to call or text me today to schedule that quick call to get you the information you need! I'm here to help!

Warm regards,



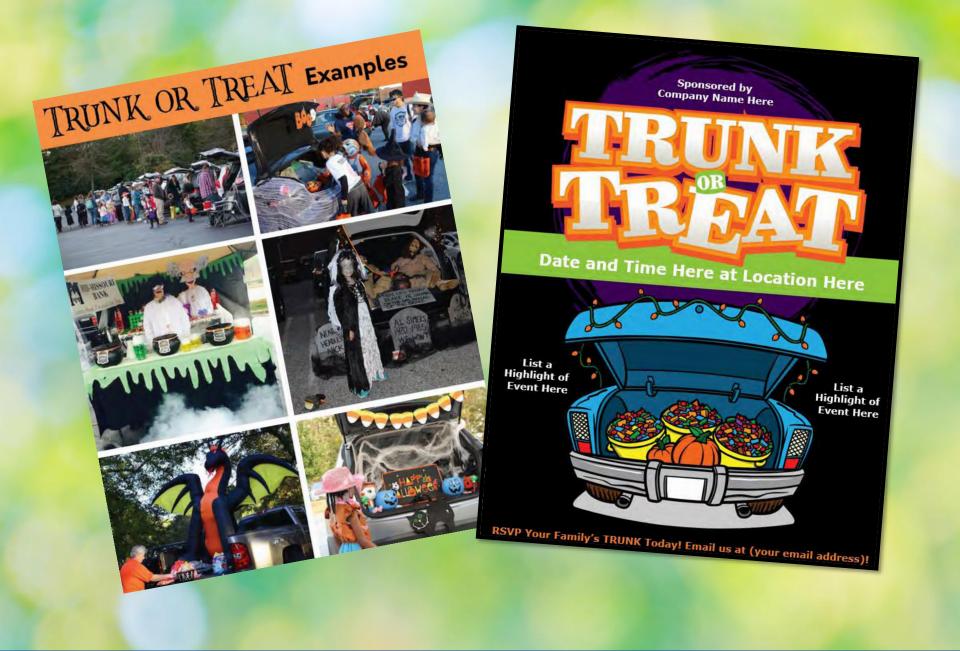
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Parking Lot Planning Guide for Power Agents®

Suggested Events

This is by no means a comprehensive list, but we wanted to include some of the most popular choices to jump start your creativity.



New Year's Party

Bring in the new year with a festbal centered around new beginnings and new opportunities for the upcoming year, include a neighborhood resolutions board for what community members would like to accomplish in the neighborhood in the upcoming months.



Valentine's Day

A day to celebrate being around the people you love most! Whether folks are single, dating, or bringing their whole family, handing but Valentines to meet new neighbors and catch up with old friends can really bring the community treather.



Family Day

A party dedicated to spending quality time with your family and friends, bring on the family photo opst



Easter Egg Hunt

it looks like the Easter burny is making a stop with treats for the kids, and egg-decorating and chocolate making are fun projects for all ages.



Outdoor Movie Night

Remember those old-fashioned drive in theaters? This is your chance to recreate a blast from the past and host a movie night. *NOTE Remember to secure the movie rights before publicly playing the movie.

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Summer Sun & Fun

From chalk sidewalk art, slushies, and face-painting, a tiki hut or beach-themed party with summer games and treats is a great way to have fun, right in your own netshborhood. Can you say... "Coconict bonking?"



Olympics

Whether you use actual Dlympic sports or create your own silly sporting events, this is a chance to be creative while building up some friendly competition.



Carnival

Whether you aim for a three-ring circus or a spectacular masquerade-style Brazilian Carnevale, a costume contest and street food are always a big hit.



Music Festival

Does your city have a lot of local bands who are itching for some exposure? Consider hosting a music festival featuring local bands.



Food-Festival

Hosting a food festival featuring local restaurants can offer a fun sampling of local cursine and berevages, and a great way to get local businesses involved. You can also get families involved. Can anyone say "Chill Cookoff?"

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Back To School Bash

It's the last human of summer before school kicks off, and there's no better way to dose out the summer than to have one last barbacue.



Trunk or Treat

Get your Halloween on with a fun, magical opportunity to "Inck or treat" (runk style with this treative and fun celebration.



Fall Festival

Bring on the pumpkin carving and the roasted communching! Autumn themed games and treats honoring the harvest can include a hay bale maze, candied apples, and



Thanksgiving Pie Party

it's a good of tashioned bake off and pie-eating contest!



Winter Holiday Festival

Nothing compliments an ice sculpture carving contest like hot apple cider and cookies.



Drive-By Parades

Last, but certainly not least, don't forget about creating Drive-By parade events for neighborhood birthdays, anniversaries, and graduational

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before publicly playing the movie.

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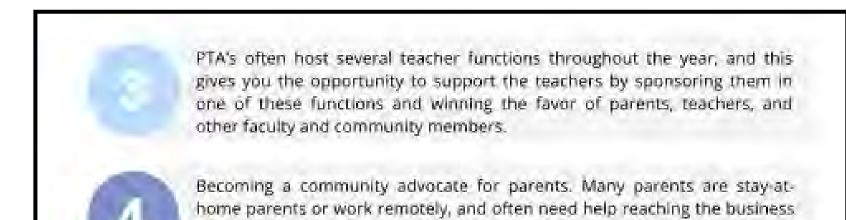
Top 5 Reasons To Partner with Your Local PTA/PTSA

- Joining the PTA under a business partnership has tremendous advantages, such as allowing small business owners and entrepreneurs to market and promote their products and services. In exchange, you would help provide some modest financial support.
- You have the opportunity to advertise (inexpensively) in school newsletters or have a spot on the school's website. For a minimal cost, the return can be significant because parents and community members make good use of this resource to stay up-to-date with school events.
- PTA's often host several teacher functions throughout the year, and this gives you the opportunity to support the teachers by sponsoring them in one of these functions and winning the favor of parents, teachers, and other faculty and community members.
- Becoming a community advocate for parents. Many parents are stay-athome parents or work remotely, and often need help reaching the business sector. As someone with many connections, you can help match these parents to the services they need, whether it's financial or legislative aid.
- You can have a ton of fun at the events they host, helping as needed or sponsoring their events if you aren't hosting your own. It's a great way to connect with the community and have a blast!

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Student Check In! Learning anything?





EIGHT GREAT WAYS TO BE A CONNECTED INFLUENCER AND CONTRIBUTOR IN YOUR NEIGHBORHOOD FARM'S COMMUNITY FACEBOOK PAGE

- Have a list of resources readily available. Often, neighbors will ask for recommendations such as contractors, roofers, landscapers, plumbers, handymen, etc. Being able to provide the names and information of trusted sources helps to make YOU a trusted source!
- Be in the know. Actively research information that affects your farm area such as school and community events, local promotions, new restaurants or businesses – and share that information on a regular basis.
- Offer handy tips and ideas. Create graphics using tools such as Canva or just share tips that
 can help homeowners in your market. You might share fire, home, car, or bus safety tips,
 seasonal home maintenance ideas, neighborhood watch information, do-it-yourself tips,
 gardening strategies, storm or disaster planning, etc.
- 4. <u>Calendar fun.</u>On almost any given day of the year there is SOME crazy holiday to share. National Coffee Day, Pizza Day, Teacher's Day, Doctor's Day, etc. Have some fun and spread some good cheer in your community group.
- 5. <u>Fun facts.</u> EVERY area and community has history, stories to tell, and fun facts to share. Make it a point to have some of that research handy to contribute. When was the neighborhood first built? What builders were involved? What animals are native to the area? What trees work best in the soil there?
- Recipes. There's a little FOODIE in most of us, right? Share some amazing recipes with community members, especially during those entertaining times of year!
- Humor and smiles. Good clean humor and funnies are great to lift spirits and make people smile. Cartoons, motivational quotes, inspirational ideas – have fun with them!
- Real estate tips: A good rule of thumb is for every TEN shares, responses, and contributions to the page that you make, you can add a real estate tool or tip such as a FREE NEIGHBORHOOD MARKET REPORT, or market trends, or open house.

Power Agents, you'll find an entire library of Social Media graphics available to share in the <u>Social Media tab of your Classroom</u>. New tools and graphics are added every month to this page. You'll also want to download 35 Facebook Live Ideas to help make YOUR business page even more engaging! We're here to help. Click on our Suggestion Box to send your ideas or contact us at Info@thepowerprogram.com.



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- first rule of thumb: Have some FUN. (When you have fun, the people watching will too!)
- Second rule: Don't worry about perfection. (It's the casual, impromptu feel and nature to these videos that make them enticing to viewers.)
- Third rule: Consistency is key host your live events weekly or bi-weekly around the same time and day.
- 1. 3 Quick tips to create curb appeal.
- 2. 3 Questions to ask yourself if you're considering selling your home.
- 3. 4 Things to look for in a mortgage professional.
- 3 Questions you should ask every real estate agent.
- 5. 3 Market changes you should know about now.
- 6. 5 Top reasons to invest in real estate.
- 3 Myths about selling your home.
- 8. 3 Myths about buying a home.
- 9. 4 Things I love about being an agent.
- 10. 3 Insider secrets about local parks.
- 11. The best Italian restaurant in the area (spot review, interview owner or chef).



Social Media Tips

Have your followers share a photo of their holiday home decor, or Christmas Tree and offer a grand prize (a vendor pays for) to the photo with the most likes.



Open House Holiday Spin

- Offer free holiday candle for attending
- Mail to past clients a postcard telling them to stop to say hello and pickup holiday pie.





COACHING CLASSROOM WORKSHOPS ABOUT MEETING PLANNERS RESOURCES BLOG SHOP CONTACT



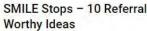
WELCOME SARAH! ARE YOU READY TO HAVE A POWERFUL DAY?











Favorited ★



SMILE Stops - April

Favorite ☆



SMILE Stops - August

Favorite ☆



Smile Stops - December

Favorite ☆



SMILE Stops - Dog Days

Favorite ☆



SMILE Stops - February

Favorite ☆



SMILE Stops - June

Favorite ☆



SMILE Stops - March

Favorite ☆



SMILE Stops - May

Favorite ☆



SMILE Stops - September

Favorite ☆



SMILE Stops - Spring

Favorite ☆



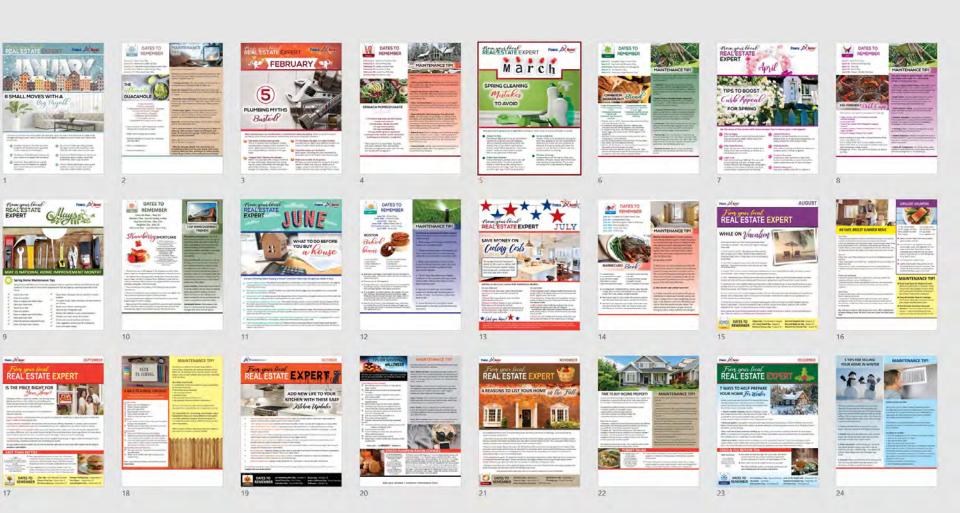
SMILE Stops - Summer

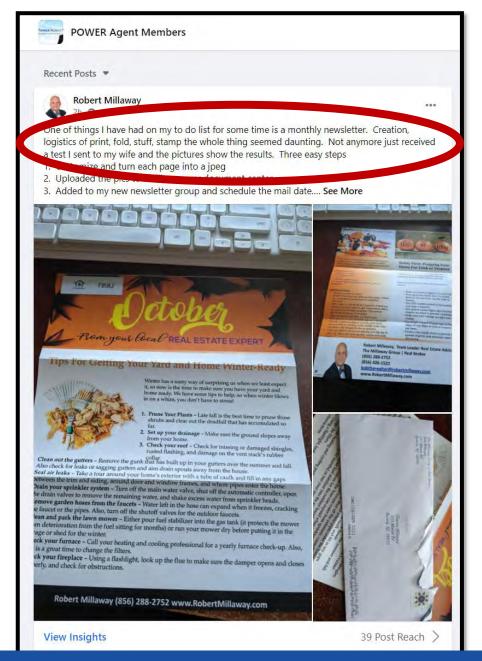
Favorite ☆





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Tips For Getting Your Yard and Home Winter-Ready



Winter has a nasty way of surprising us when we least expect it, so now is the time to make sure you have your yard and home ready. We have some tips to help, so when winter blows in on a whim, you don't have to stress!

- 1. Prune Your Plants Late fall is the best time to prune those shrubs and clear out the deadfall that has accumulated so
- 2. Set up your drainage Make sure the ground slopes away
- 3. Check your roof Check for missing or damaged shingles, rusted flashing, and damage on the vent stack's rubber
- 4. Clean out the gutters Remove the gunk that has built up in your gutters over the summer and fall. Also check for leaks or sagging gutters and aim drain spouts away from the house.
- 5. Seal air leaks Take a tour around your home's exterior with a tube of caulk and fill in any gaps between the trim and siding, around door and window frames, and where pipes enter the home 6. Drain your sprinkler system – Turn off the main water valve, shut off the automatic controller, open
- the drain valves to remove the remaining water, and shake excess water from sprinkler heads. 7. Remove garden hoses from the faucets - Water left in the hose can expand when it freezes, cracking
- the faucet or the pipes. Also, turn off the slutoff valves for the outdoor faucets. 8. Clean and park the lawn mower - Either pour fuel stabilizer into the gas tank (it protects the mower from deterioration from the fuel sitting for months) or run your mower dry before putting it in the
- 9. Check your furnace Call your heating and cooling professional for a yearly furnace check-up. Also,
- 10.Check your fireplace Using a flashlight, look up the flue to make sure the damper opens and closes properly, and check for obstructions.

Agent Contact Info / Website Here.



fun, kid-friendly holiday treat made with lime jello, my worms, candy eveballs and OREO cookies. re the perfect addition to a Halloween party table the bright colors and creepy vibe.

REDIENTS

as lime gelatin iling water

> EO cookies, (thins) ces Troli Sour Bright Crawlers, (minis)

UCTIONS

1 cup water to a boil. e from heat and add in gelatin packet. Whisk nutes or until gelatin is completely

aps ice and whisk for 5 minutes. If there are s of ice leftover, just remove them after 5 not melted completely. The mixture setting up at this point.

exture into four 5.5-ounce cups ny worms into each cup and a few candy ing a toothpick can help push them y are floating in the middle of the cups. e refrigerator for 30 minutes. EO cookies and sprinkle over the top of a few more gummy worms and candy



Safety First: Prepping Your Home For Trick or Treaters

Halloween is a lot of fun for everyone, but it's a lot LESS fun when our precious little darlings (or ourselves) get hurt while trick or treating.

Here are some tips to make sure your place is

- Make your outdoor lights nice and bright. Prop open your storm door (or screen door) so it's out of the way for trick or
- Use LED candles instead of real candles in your jack-o-lanterns
- Use motion-sensor lights after the trick or treaters are done to prevent vandalism
- Make sure your railings are tight and not Use bright colored friction tape on the edges of any steps so trick or treaters can
- Create a fun candy-chute to prevent the spread of germs and maintain some social

Agent Contact Info / Photo / Website Here.



- Close before the tax year ends. It typically takes one to two months from signing a purchase agreement to closing, so sellers wishing to sell their home before the calendar year ends need to consider listing in October. This is particularly helpful if you've
- Buyers are more serious. Buyers who shop in the fall months are often more serious than spring and summer buyers. Many already purchased a home and want to finish the year with a level balance sheet. spring and summer buyers will buy if they can close before the school year starts, but the impetus for fall buyers is usually more immediate, like a job relocation or a changing family. This means deals are more likely to close and you're less likely to be
- More attention from agents. The busiest time of year for real estate professionals is summer. Sellers who list in summer have to compete for time with their agent, lenders and inspectors who juggles multiple clients during the peak summer months. Selling in fall means your agent can devote their full attention to marketing and selling your home.
- Fall décor is cory, Boost your home's appeal by making it feel like a cory home. Tasteful fall décor like wreaths, pumpkins and festive centerpieces can help buyers picture their families in your home. Have questions about listing your home in any season? Contact me for more information!



DATES TO REMEMBER

All Saint's Day - November 1 Veteran's Day - November 11 World Peace Day - November 17 Thanksgiving - Fourth Thursday

Great American Smokeout - third Thursday

TIME TO BUY INCOME PROPERTY

If you've considered investing in rental property, now is a great time to make plans. Low prices and low interest rates make conditions for investing in rental property the best we've had in 15 years.

Fundamental benefits of owning income property include: monthly cash-flow of spendable income; equity growth by loan principal reduction; price-value increase as an inflation hedge; and lax benefits of passive income and profits.

mber to consider:

acing – Guidelines for financing income property are different guidelines for financing a primary residence. How much do alify for and what down payment is required? irty size – Bite off only what you can chew. Will you be ng it yourself or do you intend to hire a property manager? an - Look for property in familiar areas. Knowing the hood or city you buy in makes it easier to rent and main-

of apportunity is open. For a review on how to invest oducing property today, please call mel

MAINTENANCE TIP!

Improve wisely to get the best out of your rendvations with

- Make improvements that appeal to the largest number
- Apply improvements you find in homes of similar value. Horse sale prices in your reighborhood influence the value of your home, making some pricey improvements unlikely
- Don't subtract value with add-ons, Expanding your home. beyond the original floor plan is costly and may push buyers towards similar, unaltered properties nearby
- Pick projects that offer an 85% return or better, like upgrading the garage door, replacing the entry door or converting the attic into a bedroom.
- Choose projects that improve the home's basic function over aesthetics and expansion
- The exterior of your home makes the first impression. Apply a fresh coat of paint, clean oil stains from the driveway, remove weeds from the lawn and repair walkways.

TURKEY SALAD

% lb cooked turkey meat 2 stalks celery green onions 1/2 red bell pepper 3 ths mayonnaise 2 ths Dijon mustard 1 tbs cider vinegar 1 tsp white sugar

- Place cooked turkey meat, celery, green onions and red bell pepper in a blender or food processor. Finely chop using the
- Transfer the turkey mixture to a medium bowl. Mix in mayonnaise, mustard, vinegar, sugar and salt, Cover and refrigerate for 8 hours, or overnight. Serve on crackers or in a sandwich!



Shining Brightly: 5 Tips for Christmas Light Safety This Holiday Season

There is nothing quite like enjoying the Holiday Season by nuzzling into a thick blanket with a mug of cocoa, humming along to the Christmas music on the radio, and enjoying the lights of the tree and the warmth of the fire. I bet this cozy Yuletide image doesn't include thinking about safety tips, but the lack of it can be troublesome! Here are 5 quick tips for Christmas light safety:

- When purchasing string lights, bulbs, timers, cords, or anything else with electrical wiring, check for the certification mark to ensure they meet electric safety standards (CSA International, UL, or ELT).
- Carefully inspect holiday light strings. Check for frayed cords, loose connections, broken bulbs, or broken sockets.
- 3. Always turn off holiday lights when leaving the house or going to bed. Never leave
- 4. When hanging outdoor lights, keep electrical connectors off the ground, and clear of metal gutters and downspouts. When hanging lights, use insulated tape and plastic clips to hang them rather than metal nails.
- Choose the correct length of ladder when putting up Christmas lights, and inspect for broken rungs and hinges before climbing.

Agent Contact Info / Website Here.



rs

es semisweet

ly canes, crushed un candy canes

up the milk
t quite boiling.
ate, as well as
uint candy
and smooth.
o four mugs,
d cream on
with a candy

It's a little too easy to spend money during the holidays, and the bills can add up fast! Here are trimming the fun!

- Cut out a couple dishes from the usual holiday feast can save both time and money. Trust me, there will still be plenty 2. Use air have.
- or food!

 2. Use gift bags instead of wrapping paper. They can be recycled year after year, and the skills to wrap gifts!

 3. Send your Charles, there will still be plenty to plenty and the skills to wrap gifts!
- the skills to wrap gifts!

 Send your Christmas packages through the mail early and avoid priority couriers, can save money in shipping, and you know your gift will arrive in time.
- A. You can wait and buy your Christmas tree

 5. Send postcards instead of Christmas tree

 cards. They are less expectations
- cards. They are less expensive to buy, and less expensive to mail.

 6. Wrap pictures on the wall to look like gifts festive cheer to each room.
- festive cheer to each room.

 7. For fresh greenery for decoration (and the delicious scent), go to places that sell cuttings and branches that have fallen off.

Agent Contact Info / Photo / Website Here.



- Market warmth. When advertising homes for sale, I cater to the season. For
 example: in the cold winter months, feature a photo of that fireplace filled with a
 roaring fire, surrounded by cozy winter colors. No fireplace? Candles and other
 warm lighting can convey the same inviting feeling that will make buyers want to
 curl up in your house all winter.
- 2. Don't forget about pathways. The easiest way to turn off a buyer is for them to slip on their way in. If ice is a possibility, be sure to purchase de-icing materials well before you open your house to potential buyers.
- Add curb appeal. Even if gloomy weather makes landscaping a burden, you can attract buyers with a few simple touches. Place electric candles in windows, hang a wreath on the door and clean the yard of all debris.
- 4. Crank up the heat. People entering and exiting during an open house are sure to let in the cold air from outside and the last impression you want to give buyers is that the home is difficult to heat. So crank up the heat a few degrees before the open house starts and they'll never want to go back out into the cold.
- 5. Offer hot drinks. Set out some hot drink options for buyers to sip on while touring the house. Coffee, cider and hot chocolate are all good ways to make a buyer feel cozy in your home. Put out plenty of mugs or to-go cups, along with cream and sugar.

Call me for help selling or buying a house in any season!

Agent Contact Info / Photo(s) Here.







Interior

- Check for drafts around the edges of windows and doors. If necessary, replace seals and repair caulking, and consider buying heavier drapery for windows.
- Have an HVAC professional inspect the heating and cooling systems.
- Winterize air conditioning. Remove window air units and cover your outdoor unit.
- Replace the batteries in all of your home's smoke detectors and carbon monoxide devices and test to make sure they are working properly.
- Clean out humidifier and filters.
- Switch the direction of your fan blades.

Exterior

- Check the roof for missing, damaged or loose shingles and remove leaves and debris.
- Clean and repair the gutters.
- Service sprinklers and irrigation system.
- Apply lawn fertilizer to prevent winter damage.
- Put away seasonal furniture.
- Cut back bushes, shrubs and flowers as recommended.
- Rake and remove leaves from the yard.
- Turn off faucets, hoses and drains.
- Clean out and organize your shed.

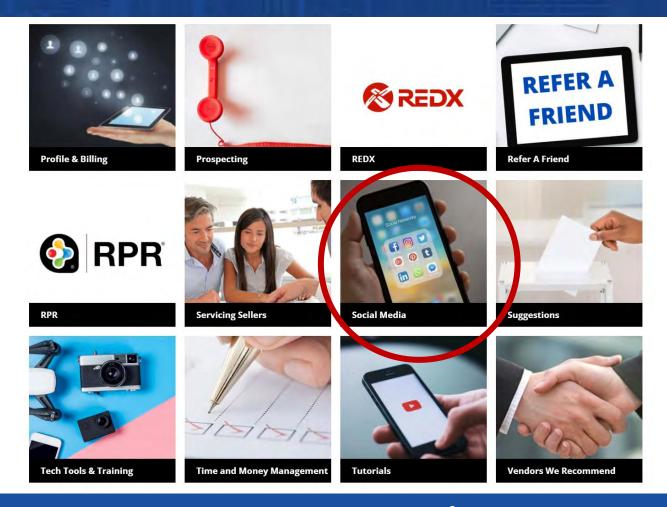
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CLASSROOM WORKSHOPS ABOUT MEETING PLANNERS RESOURCES BLOG SHOP CONTACT HIRE DARRYL

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





COACHING CLASSROOM WORKSHOPS **ABOUT** MEETING PLANNERS RESOURCES BLOG SHOP CONTACT HIRE DARRYL

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



Holiday - December - Bah Humbug

Favorite ☆



Holiday - December - Happy Hanukkah Version1

Favorite ☆



Holiday - December - Happy Hanukkah Version2

Favorite ☆



Holiday - December - Happy Holidays

Favorite ☆



Holiday - December - Hello

Favorite ☆



Holiday - December - Homes Sold, Winter

Favorite ☆



Holiday - December - Kitten

Favorite ☆



Holiday - December - Let it Close, Winter

Favorite ☆



Holiday - December -Ornament

Favorite ☆



Holiday - December - Puppy

Favorite ☆



Holiday - December - Santa Zestimate

Favorite ☆



Holiday - December -Snowman, Must Sell by Spring



COACHING CLASSROOM WORKSHOPS ABOUT MEETING PLANNERS RESOURCES BLOG SHOP CONTACT



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



Holiday – December – Homes Sold, Winter





NG CLASSROOM















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



Holiday – December – Let it Close, Winter

OACHING CLASSROOM WORKSHOPS ABOUT MEETING PLANNERS RESOURCES BLOG SHOP CONTACT



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



Holiday – December – Santa Zestimate

Send Out a Community Survey



- 1. Do you think real estate prices will continue to rise?
- 2. What do you like best about your neighborhood?
- 3. What do you think is the biggest real estate challenge we may experience in 2022?
- 4. How long have you lived in your current home?
- 5. Do you know how much your home is worth?
- 6. If you were to move, where would you move to?









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







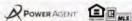
Your Name, REALTOR®

Company Name

Phone Number

Email

Website









COACHING CLASSROOM WORKSHOPS ABOUT MEETING PLANNERS RESOURCES BLOG SHOP CONTACT



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





BONUS TIP

Stay FOCUSED Because The Market Is Shifting in 2022



lost Popular



Major losses in Bitcoin, Ethereum, and altcoins erase nearly \$400 billion in market value



The housing market has changed, and reopened offices won't change that



Homebuyers just got more good news

FINANCE . HOUSING

Homebuyers just got more good news

BY LANCE LAMBERT

September 7, 2021 8:30 PM EDT

Since bottoming out this spring, inventory is up 30%.



Subscribe to Fortune Daily to get essential business stories straight to your inbox each morning.

Related Articles

REAL ESTATE

\$50,000 over asking price? Some recent homebuyers are ponying up



August 31, 2021

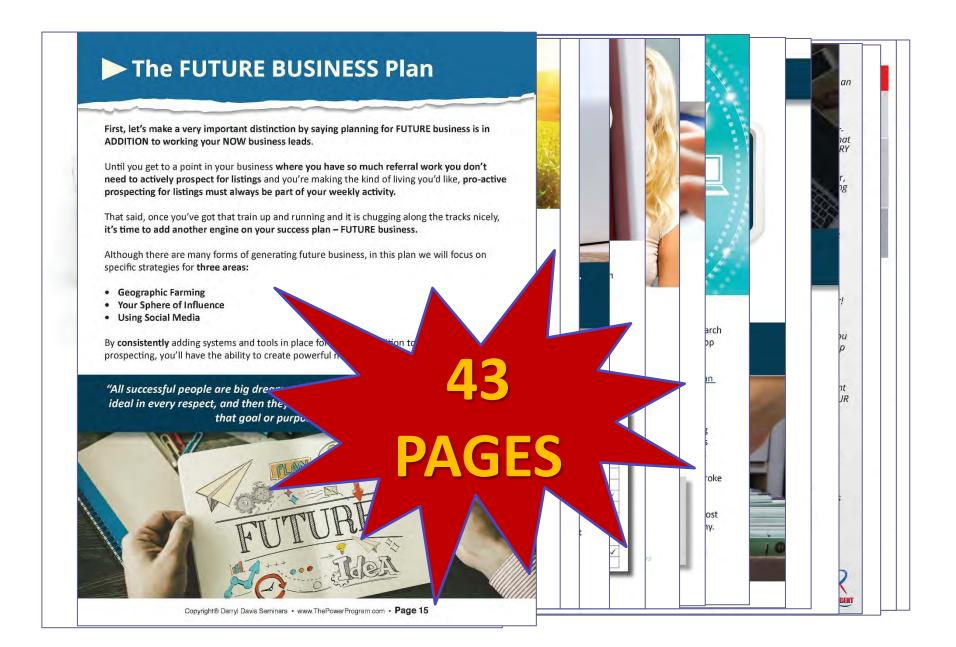
BY MEGAN LEONHARDT





Power Agent® Activity Tracker

ACTIVITY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Call 5 Past Clients							
Send 50 Letters							
Call 5 FSBOs							
Call 5 Expireds							
Call 5 Farm Residents							
Post Social Media Live Video							
Connect in Area Facebook Groups							
Call Houses for Rent							
Cold Call Around New Competition Listing							
SMILE STOPS With Gifts							
Host Neighborhood Open House							
Call Vendors for Leads							
Call "Orphans"							
Call Old Friends							
Host a Virtual Q&A							

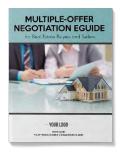




Virtual Listing Presentation For Homeowners (103 Slides) \$497



1+ Hour Coaching Video, How to Deliver a Listing Conversation \$297



Customizable Multiple eGuide For Buyers & Sellers

TOTAL VALUE

Get it ALL Today for **ONLY** \$5 for 30 days

> \$47/month after (cancel anytime)

CLAIM YOUR OFFER HERE



New Agent Starter Success Kit (29 Pages)



Darryl's Top 12 Most **Requested Dialogues** \$157



184 Ways An Agent **Earns Their Commission** \$47



Breakthrough usiness Plan 2 Pages



Multiple Offer Spreadsheet \$97

PLUS...

- **Today's Slides \$47**
- Copy of webinar \$47
- 30 days of *Power* Builder CRM - \$49

To Summarize.....

- 1. Send out Handwritten Notes
- 2. Call and wish a "Happy Holiday" season
- 3. Spotlight Local Businesses
- 4. Volunteer at a food bank, hold a charity drive or collect for *Salvation Army Thrift Store*
- 5. Encourage an Updated Market Analysis
- 6. Hold a Trunk or Treat Event
- 7. Be actively involved in your Facebook group
- 8. SMILE Stops for Past Clients
- 9. Use Holiday Themed Marketing Pieces
- 10. Send Out a Community Survey
- Hold a "How-To" Webinar
- 12. Stay focused!









Only \$197 \$47 a month

- TODAY the first 30 days is ONLY \$5
- Complete access to the entire Power Agent® website
- BONUSES TODAY
- Cancel anytime





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







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 <u>Best Strategies</u> to DOUBLE Your Income
- How to Master the Listing Appointment





DEDICATED Power Agent[®] Facebook Group

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- Support from agents all over North America
- Resource for referrals
- Feel connected and empowered







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





MEETING PLANNERS CONTACT CLASSROOM ABOUT RESOURCES BLOG

HIRE DARRYL

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



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



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



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



Power Agent® Directory

Your Source for Power Agent® Referrals and Networking.



Webinar Registration

Learn the latest Next Level strategies and solutions for agents.



COACHING CLASSROOM

WORKSHOPS ABOUT MEETING PLANNERS RESOURCES BLOG

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10 Home Improvement Ideas for



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

Favorite \$

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

8 Great Reasons to Hire An Agent (PowerPoint)

Favorite 🖈









8 Reasons to Hire an Agent

Favorite \$

Calculator- Farm Area Spreadsheet

Favorite \$

Calculator- Farm Area Tutorial Video

Favorite \$

Children's Moving Book

Favorited *









Committed to Children Infographic (PowerPoint)

Favorite \$

Cutting Commissions Graphic

Favorited *

Dialogue – Door Knocking For Your Farm Neighborhood

Favorite \$

Dialogue – Intro Call to Farm Neighborhood

Favorite \$



COACHING



WORKSHOPS ABOUT MEETING PLANNERS RESOURCES BLOG SHOP

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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 per harnes sold for more.

Contact ner today!



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

> I get formed sold for more. Contact site lodge!





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

I get fromes sold for more.



Social Media Graphic – FSBO – Stranger Danger Social Media Graphic - FSBO -Overpricing Social Media Graphic – FSBO – More for Your Home



Power Agent Telemarketer Script for FSBOs



Dialogue - Old FSBOs & Expireds



No FSBO Should Be a FSBO (Video)

FSBOS AND EXPIREDS UNLEASHED: THE SECRET SAUCE TO



WHY A FSBO SHOULD NOT BE A







MONDAY MOTIVATION

YOUR ATTITUDE DICTATES YOUR ALTITUDE

And the fact will be and from the fact that the contract the

Mey Julia.

Happy Monday! Let's get this success party started! We are hearing lots of activity in the market. Agents are finally shaking off holiday mode and getting serious about goals. This is exactly why you've got to stay focused and ditch the distractions. Just as Darryl shared on last week's conference call, don't try to "do it all" - when you do, it's easy to get overwhelmed and not do anything.

Use your Power Week calendar to give you a daily focus - but also to write down the top three things you want to accomplish this week. Make that your must do and get it done early. That way the rest of the week feels like icing on the cake!

Wishing you a safe and happy week ahead with a lot to smile about. We're thinking of you!

Your Power Agent® Team

TRATEGIES, AND SKILL-BUILDING IDEAS

POWER AGENT

Exclusive Newsletter

SDAY TRAINING

How to Get In the Door ...

into real estate, one of my first brokers, Mac Levitt, was the one who bout FSBO's. He was a top producer, but he wasn't a great trainer. He w to break things down to instruct.

time he was trying to train me, and I was calling FSBO's and not re, so I asked him, "What should I have said to get that appointment?" sponse was "Get in the door." He had no dialogue suggestions, no es, he only ever said, "Just get in the door," It was frustrating, but gan to understand the point.

FSBO and they respond with "I have a friend in the business" or "I agent I would list with or "I want to try selling on my own for awhite ning that you need to focus on is to get in the door.

nothing can ever happen on the phone.

how to take real estate criptos.

POWER & AGENT WEDNESDAY WEBINARS

How to Double

Vour Income

in 12 Months

Wednesday, January 13, 2021

12-1 PAt Kaylermin and Ald Parlife

Ducis, CSP - Real Estate Couch & Trainie

or Less

Training!

OOLS FOR YOUR SUCCESS

OWER AGENT clusive Newsletter

AGENT TOOLKIT

SUCCESS

e you're having a great week! For this Thursday's Tool share a handy Home Buying Checklist for you. This sat addition to your buyer's tools. You can share via for your open houses, or save as a JPEG and put on er to email a printable copy!

to below to download.

ad to the Buyers tab for more Buyer tools:

e here for you!

If to the races doesn't it? It also is a 've put together an awesome new edial We'll also be sending you a on Tuesday!

AGENT*

lewsletter

RATEGIES

BUYERS AND SELLERS

mation on the bottom your social media platforms end to your book of business

I Here's to the week ahead filled to

into some of the most effective tools and BUYING / here less of training and coaching agents. If you're e stage for your personal Next Level®

sary 13th at Noon Eastern for How to or Less - an online training where we

Next Level® is so you can stay focused

ing machine and build inventory all year

stay top of mind with potential cheets,

agemera looks to balance family and work, un in your business

g buyers and sellers to call you

your colleagues, and let's work together the best way possible. I'll see you online

tapaaks.com/ontins-training

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BORHOOD MAKE A HOME SHOPPING LIST

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START HOUSE HUNTING Downsold the Trumparation

Troop agen frameworth prime stourse

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