

WELCOME

to today's webinar:

How to Become a FEARLESS Listing Machine This Fall Spring

We will begin shortly!
Please click audio in the
center of your screen to
listen in!





To Get The
Most From
This Webinar...

text

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

DarrylSpeaks



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Book Format

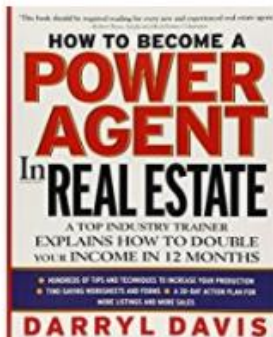
- Hardcover
- Kindle Edition

Word Wise

- Word Wise Enabled

Actor

- Darryl Davis
- Ed Harris
- Holland Taylor



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

2002

by Darryl Davis

Hardcover

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

More Buying Choices

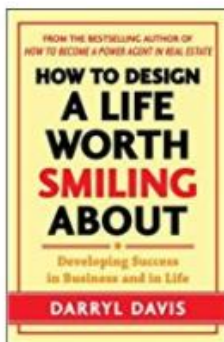
\$1.35 (141 used & new offers)

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Kindle Edition

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

by Darryl Davis

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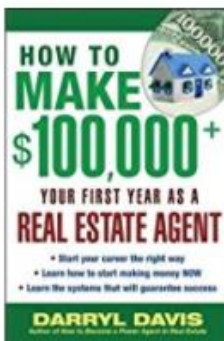
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Kindle Edition

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

by Darryl Davis

Paperback

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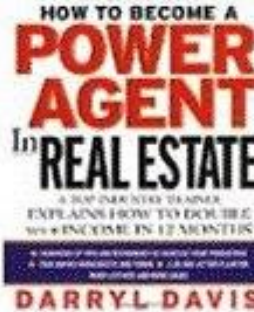
HOW TO BECOME A POWER AGENT In REAL ESTATE

A TOP INDUSTRY TRAINER
EXPLAINS HOW TO
DOUBLE YOUR INCOME
IN 12 MONTHS

- HUNDREDS OF TIPS AND TECHNIQUES TO INCREASE YOUR PRODUCTION
- DOWNLOADABLE WORKSHEETS AND FORMS
- A 30-DAY ACTION PLAN FOR MORE LISTINGS AND MORE SALES

DARRYL DAVIS

LOOK INSIDE!



How To Become a Power Agent

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Only 18 left in stock - order soon.

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★★★★★ (41)

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Graw
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INSPIRATIONS

The Big-Hearted and Brave

Darryl Davis, CSP

**Chief Executive Officer
Darryl Davis Seminars**



WELCOME

to today's webinar:

How to Become a FEARLESS Listing Machine





**Is this webinar a
sales pitch?**

This Webinar Is For Our POWER Agents® & Our Guests



POWER AGENT®

Coaching Members Private Group



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Only ~~\$197~~
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- **TODAY** the first 30 days is **ONLY \$5**
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TODAY'S WEBINAR OFFER



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



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

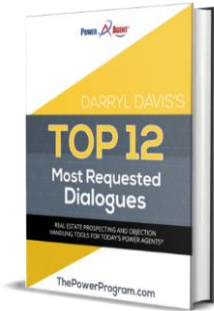


3-Part Breakthrough Business Plan (43 Pages)

TOTAL VALUE \$1,896



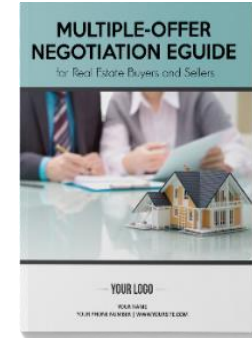
New Agent Starter Success Kit (29 Pages) \$127



Darryl's Top 12 Most Requested Dialogues \$157

Address	Offer Price	Offer Date	Offer Agent	Offer Status
123 Anywhere St.	\$200,000	1/15/2020	John Doe	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Jane Smith	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Bob Johnson	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Alice Brown	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Charlie White	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Diana Green	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Frank Black	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Grace Blue	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Henry Red	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Ivy Purple	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Jack Gold	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Karen Silver	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Leo Bronze	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Mia Copper	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Noah Nickel	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Olivia Zinc	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Peter Tin	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Quinn Lead	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Rachel Iron	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Sam Steel	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Tina Aluminum	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Uma Glass	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Victor Concrete	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Wendy Brick	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Xavier Stone	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Yara Marble	Accepted
123 Anywhere St.	\$200,000	1/15/2020	Zoe Granite	Accepted

Multiple Offer Spreadsheet \$97



Customizable Multiple Offer eGuide For Buyers or Sellers \$97

PLUS...

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



184 Ways An Agent Earns Their Commission \$47

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POWER Agent Members

Like · Reply · 5m



Write a comment...



Teri Roche shared her first post.

October 15 at 10:35 PM · 🌐

Hosted by my colleague at Prince and Associates Realty Group. Hope to see some of you there!!

Sponsored by Prince & Associates Realty

Join us...

Trunk or Treat

HALLOWEEN

Party

Free Hot-dogs
Hamburgers
Soda/Juice
Costume Contests
1yr-5yr, 6yr-10yr
11yr-15yr
Music and fun

Decorate your trunks
Fill them with Candy
Dress up the kids
And RSVP for Fun

October 30th 2021- 1:00pm-3:00pm
Granny Road Park
617 Granny Road, Medford, NY

RSVP Your Family's TRUNK Today!
Email us at (maikishiaofford@gmail.com)!

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Gain "N SPECIAL Status

How can a real estate fall? Host or sponsor community gathering or treating.

What Is a Trunk
Families bring their decorated cars filled with decorations, kids go from car to car to

It's also fun to have a painting, dunk tank, r

Scheduling
Start early (late September) coordinate your events. Many community groups treat events shortly before October 31, when families treat their neighborhoods of events. It's common for treat events on the Friday before Halloween. Before planning wish to check in with those who are hosting and usually are happy to welcome events all year around!

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Setup
Allow an direct car between t

Tickets
While many more of a one per car different purchase

Candy
Estimate community to go around

Add to
It's often people who ring toss, young children s

The folks Find them



Copyright © Darryl Davis

Neighborhood

Contests
At some events award categories

Costume
Neighborhood

Setup
Allow an direct car between t

Tickets
While many more of a one per car different purchase

Candy
Estimate community to go around

Add to
It's often people who ring toss, young children s

The folks Find them



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Neighborhood

Schedule
Event
First
Second
Door
Permit

Registration
2 weeks
1 week
Week

Bad

Order

Order

Order

Order

Order

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Arra

Foll

Foll

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Date

List a
Highlight
Event

RSVP You

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Neighborhood TRUNK OR TREAT Planning Guide

Date
Name
Address
City, State

Dear (neighborhood name)
Thank you for your neighborhood

The trunk or treat event is a great way for your community to have fun together

As your community grows, it's important to know how to plan for the future

Have a great time!

Your signature

Your contact information

RSVP You

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Neighborhood TRUNK OR TREAT Planning Guide

Date

Name
Address
City, State

Dear (neighborhood name)
Thank you for your neighborhood

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Your signature

Your contact information

Your contact information

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Your contact information

We'd love to hear from you and see pictures from your Trunk or Treat!

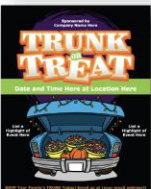
Email me at Julie@darryldavisseminars.com or post in our Facebook Group at <https://www.facebook.com/groups/PowerAgent/>

Have a lot of fun with it! We hope to create more community event guides for you as well! Think outdoor movie night, holiday cookie swap, and more!

Happy Trunk or Treating and have an amazing holiday season!

Your Power Agent Fun Team

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Buyers



Coaching Calls



CRM



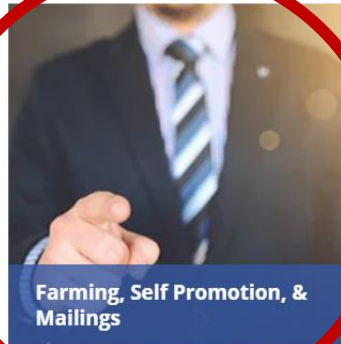
Darryl's Top Picks



Directory



Facebook



Farming, Self Promotion, & Mailings



Favorites



Greeting Cards



Listing Appointment



Negotiating Offers



New Agent

SEARCH RESULTS FOR: GUIDE



Disaster Plan - Pets

English | Español

Favorite ☆



Easy Move Guide Offer

English | Español

Favorite ☆



eGuide - Easy Move Guide

English | Español

Favorite ☆



eGuide - Farming Field Guide

English | Español

Favorite ☆



eGuide - Good Move: How to Make Moving Easier on Kids

English | Español

Favorite ☆



eGuide - Homeowners - 184 Things Real Estate Agents Do

English | Español

Favorite ☆



eGuide - Parking Lot Party Planning Guide

English | Español

Favorite ☆



eGuide - The 8 Risks Homeowners Take When They Choose to Sell on Their Own

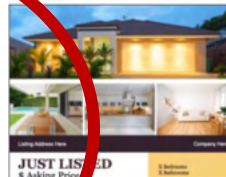
English | Español

Favorite ☆



eGuide - Trunk or Treat Halloween Planning Guide

English | Español



Flyer - Just Listed

English | Español

Favorite ☆



Flyer - Just Sold

English | Español

Favorite ☆



Flyer - 11 Reasons to List During the Holidays

English | Español



[HIRE DARRYL](#)

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Darryl Davis was live.
Admin +2 · 8h · 🌐



to Matty and let her know.
Okay, sounds good. we've got

View Insights 329 Post Reach >

Dan Cecil · 1:27:39
Closed last week on a referral from your network. Thanks.
Love · Reply · 6h 4

Bud Crane · 1:30:47
Thanks Again Dan!!!!
Like · Reply · 6h 1

Bud Crane · 1:29:54
Yes, thanks to Power Agent Dan Cecil, in Broward County Florida. Took my cousin from a dream of moving close to her son, to reality in 45 days!!!
Like · Reply · 6h 3

Sharon Carson · 1:28:00
Signs work! I'm a sign Queen! lol
Like · Reply · 6h 1

Donald Ringhauser · 1:25:11
Julie Phil Tesoriero is the one from Darryls cds
Like · Reply · 6h 1



UPDATE MY DIRECTORY PROFILE NOW

To view another member's profile, please click their Profile Photo!
















Search for a member:

GO!

State Filter

Select State

4 of 85

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MEMBERSHIP DIRECTORY PROFILE

Profile Image



[Update Image](#)

Personal Information

Full Name:

Sarah Cornacchio

[Update](#)

Title:

Executive Ringleader

[Update](#)

Company:

Darryl Davis Seminars

[Update](#)

County:

Suffolk

[Update](#)

Areas Served:

[Update](#)

Mailing Address:

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City:

Shirley

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State/Province:

NY

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Zip/Postal Code:

11967

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Awards:

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Certifications/Designations:

SCUBA

[Update](#)

Real Estate Speciality:

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[Opt Out of Member Directory](#)

Contact Information

Mobile Phone:

(845) 527-5081

[Update](#)

Email Address:

sarah@darryldavisseminars.com

[Update](#)

Office Phone:

[Update](#)

Agent Website:

[Update](#)

Social Media

Facebook Personal Page:

<https://www.facebook.com/sarah.cornacchio/>

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Facebook Business Page:

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LinkedIn:

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Tagline:



Going Wide



**Going Wide
Vs
Going Deep**

- 
1. Get SUPER Organized
 2. Master The Telephone
 3. Master Your Listing Conversation
 4. Marketing Ideas
 5. Have a Support Structure to Stay Focused

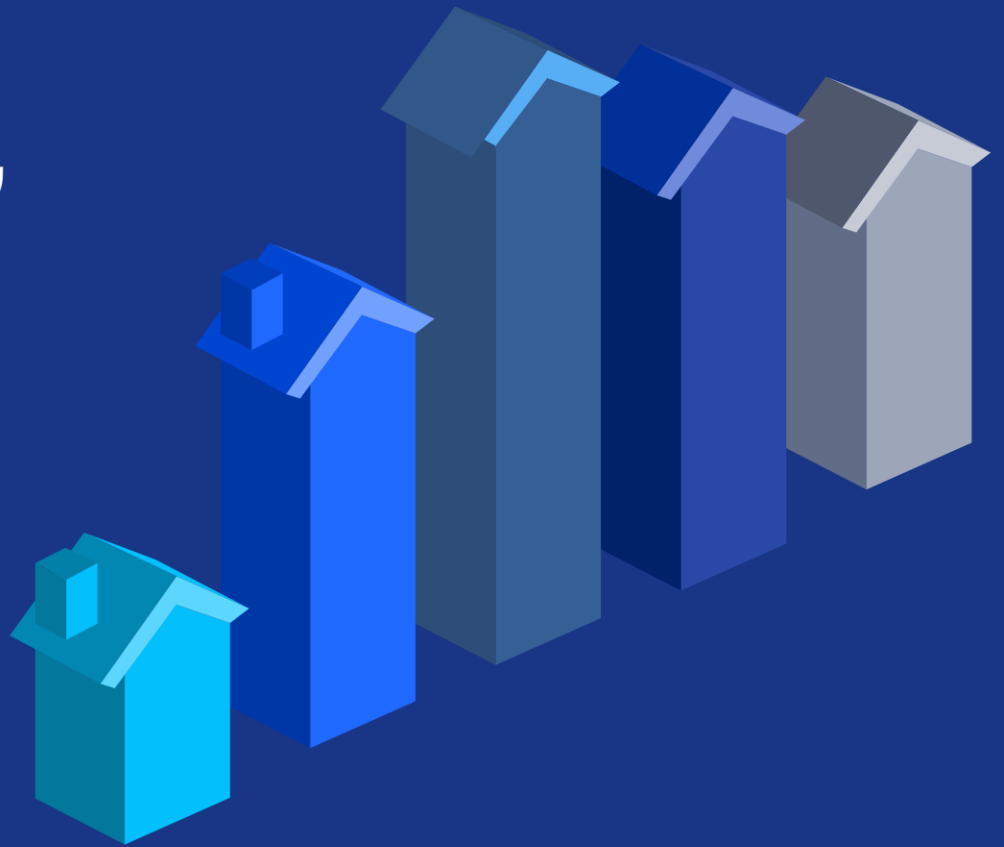
But First.....



**Become a
FEARLESS
Listing
Machine**

HOUSING MARKET

60-Sec
Update



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21/10/13 - iBuyer Beware: How To Explain to Homeowners Why They Should List With You

Favorite ☆



21/10/06 - Marketing Strategies to Finish 2021 Strong

Favorite ☆



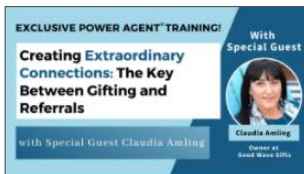
21/09/30 - Risk Management for REALTORS

Favorite ☆



21/09/29 - How To Use the Upcoming Holidays to Generate More Business

Favorite ☆



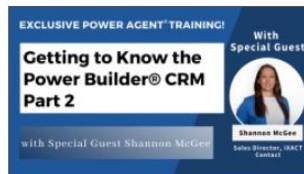
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Favorite ☆



21/09/22 - How to Turn ONE Open House Into a STREAM of Listings

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21/09/16 - Getting to Know the Power Builder CRM Part 2

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Favorite ☆



21/09/08 - 7 Must-Have Habits to Succeed in a Shifting Market

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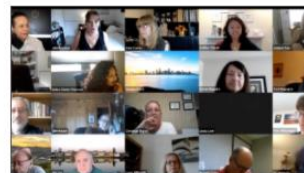
21/09/01 - 6 Ways To Generate A Surge of Listings

Favorite ☆



21/08/25 - How To Own Your Sphere & Farm Through Direct Mail Marketing

Favorite ☆



21/08/19 - Brainstorming Session 6

Favorite ☆

TECHNOLOGY

As Zillow pumps brakes on buying, other stunned iBuyers forge ahead

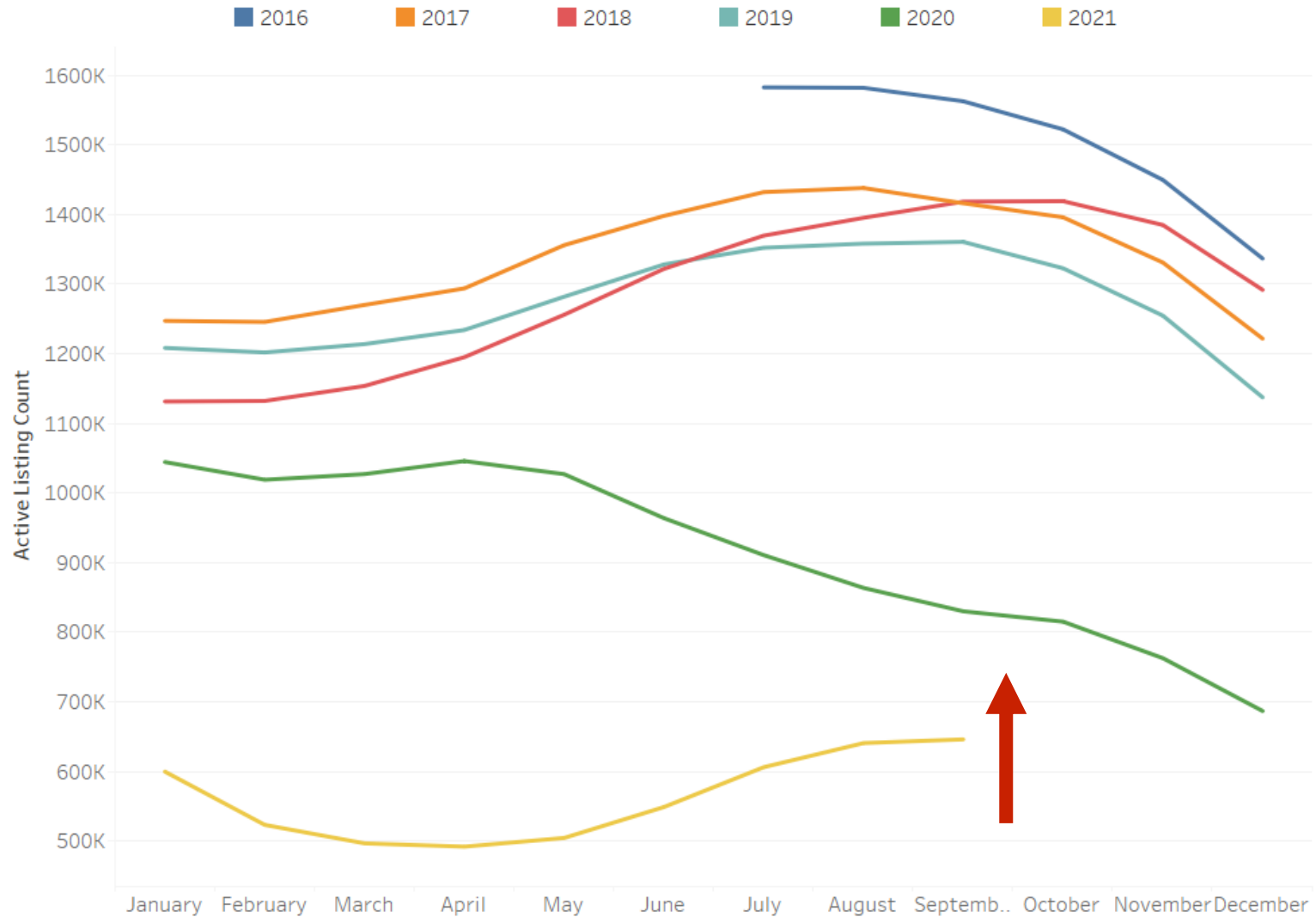
Zillow says it's facing supply and labor constraints. But other iBuyers, who expressed surprise over Zillow's abrupt pause, say they aren't suffering from the same issues



Image by: Yulia Reznikov and Getty Images

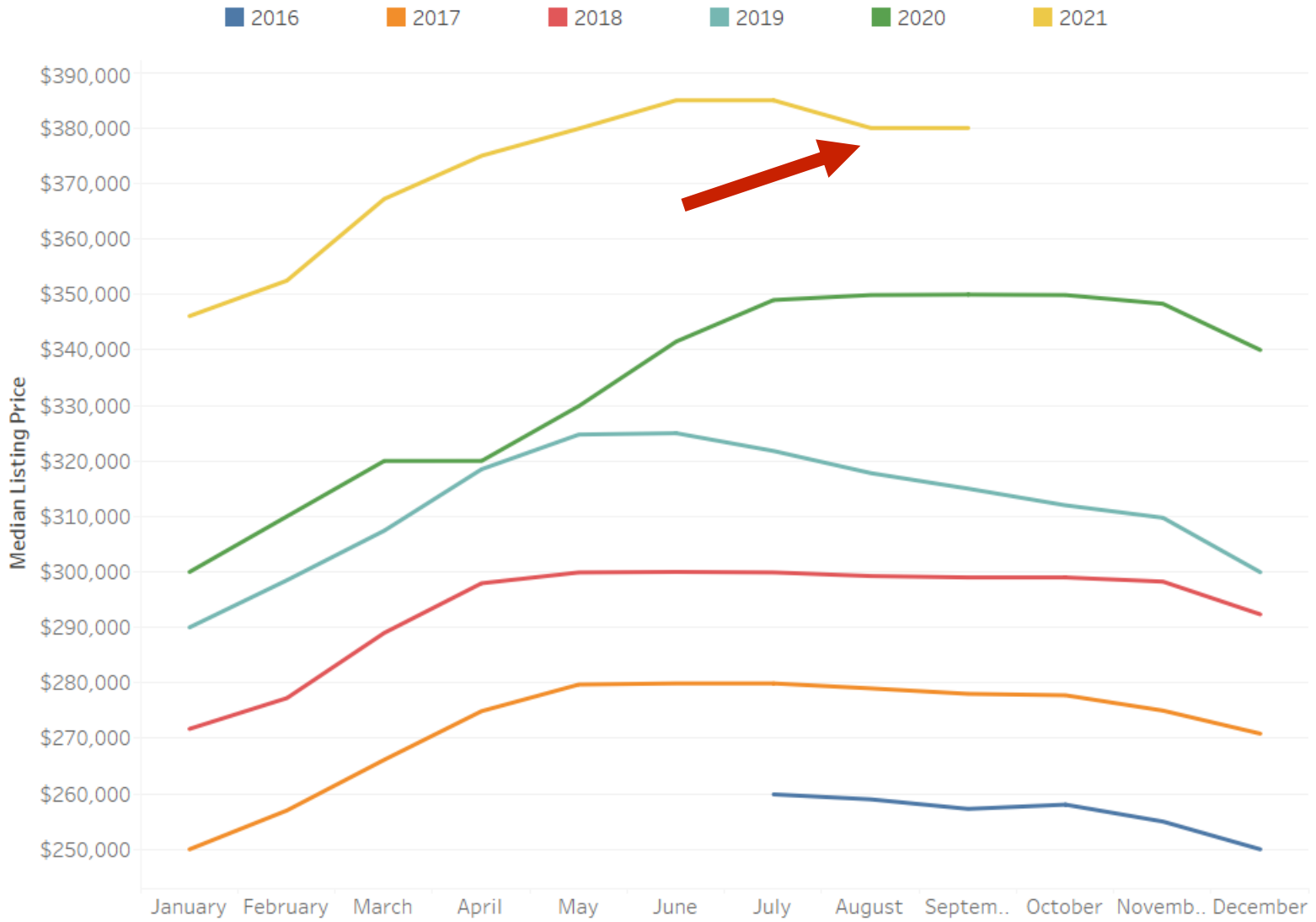
Active Listing Count

Down 22.2% Y/Y in September 2021



Median Listing Price

Up 8.6% Y/Y in September 2021

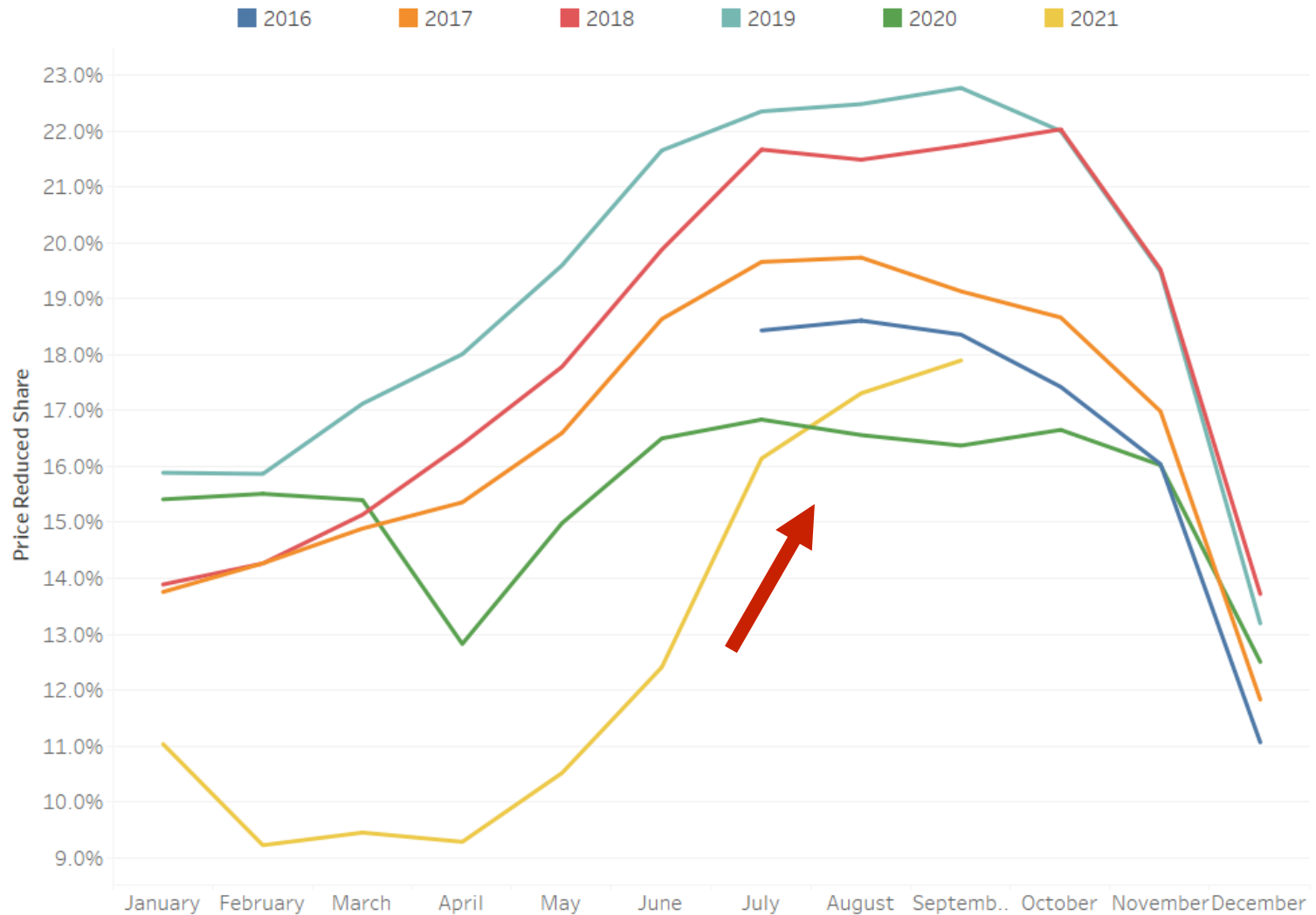


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Price Reduced Share

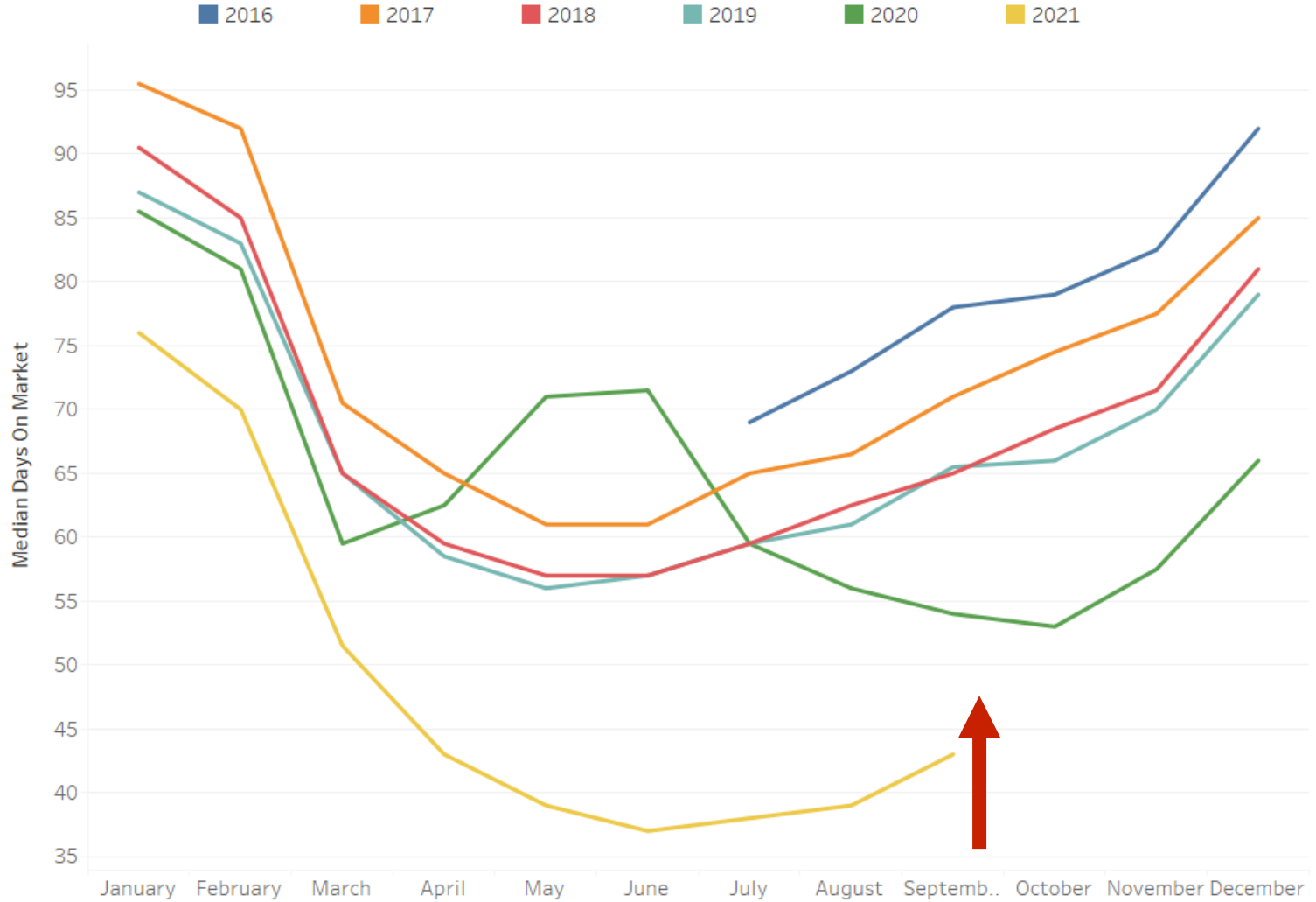


Up 1.5 Percentage Points Y/Y in September 2021



Days on Market

Down 11 Days Compared to Last Year in September





Become a
FEARLESS

Listing Machine

***Get SUPER
Organized***

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Servicing Sellers



Social Media



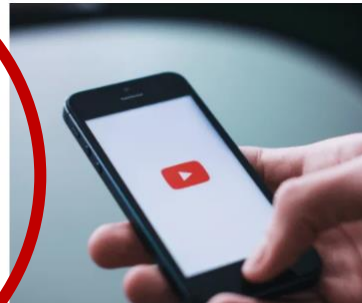
Suggestions



Tech Tools & Training



Time and Money Management



Tutorials



Vendors We Recommend



Webinar Registration



Webinars On Demand



**Agent Of
The Month**

Most Sales

Charles Maione
Douglas Elliman

“Since taking Darryl's course in 2004, my production has increased every year, making me one of The Top 5 Agents in my market! My average income is over \$300,000 a year. Darryl's training is a must and it will help you master the real estate profession.”

Power Agent® Daily Schedule

5:30 AM – 8:00 AM

Read, meditate, prayer,
workout, eat, get dressed



9:00 AM – 10:30 AM

Prospect – NOW Business
(call FSBOs and Expireds)



11:00 AM – 12:00 PM

Meal break & social media
catch up



1:30 PM – 2:30 PM

• Check industry news
• Check local market
conditions



4:30 PM – 5:00 PM

Set to-do list for tomorrow



7:00 PM – 9:00 PM

Personal Time



9:00 PM

• Review to-do list for tomorrow
• Bedtime

8:00 AM – 9:00 AM

• Review top 3 MUST DO tasks
for the day
• Check inquires for your listings
and respond
• Review new listings coming to
market to find Shiny Pennies
• Check and respond to emails



10:30 AM – 11:00 AM

• Education
• Set up buyer appointments



12:00 PM – 1:30 PM

• Check up on current
transactions
• Return calls
• Follow up on emails



2:30 PM – 4:30 PM

Prospect – Future Business
(Facebook, door knock, call
friends, family and past client
send out notecards, call around
New Listings)



5:00 PM – 7:00 PM

Family Time



www.ThePowerProgram.com

Joanne & Mary's DOT BOARD

MONTH	LISTINGS	LISTINGS SOLD	SALES
February	●	●	
March		●	●
April	●●	●	●
May	●●	●●	●
June	●	●	●●
July	●		●●
August	●●		
September		●●	
October	●	●●●	
November	●●	●●	
December			
January			

32 Dots!

“This is more than the last 3 years combined”

Mary Crawford

DOT BOARD

Month	Listings	Listings Sold	Sales
January	● ● ●	●	●
February	●		
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Anything is possible in the future, you just haven't figured out how to do it yet. - Darryl Davis

My Next Level® VISION BOARD



TRAVEL



I am enjoying financial
FREEDOM



BE PRESENT



Be the
reason
someone
smiles
today.



JOY SUCCESS

POWER AGENT

Month	Listings	Listings Sold	Sales
January	● ● ●	●	●
February	●		
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

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							

1 (800) 395-3905 • www.DarrylSpeaks.com

DarrylSpeaks.com/Trial



MY POWER WEEK:

OCTOBER 11TH TO
OCTOBER 17TH, 2021

Monday

10/11
JOIN US FOR THE
POWER HOUR WITH
DARRYL COACHING
CALL AT 11 EASTERN.
CHECK THE COACHING
CALL TAB IN
CLASSROOM FOR
ACCESS CODE.

Tuesday

10/12
PUT UP YOUR
PROSPECTING IS MY
SUPER POWER DO NOT
DISTURB SIGN AND
PROSPECT FOR TWO
SOLID HOURS TODAY.
FOCUS ON SERVING,
NOT SELLING.

THIS WEEK:

TOP 3 THINGS I MUST
ACCOMPLISH:

Wednesday

10/13
JOIN US AT NOON
EASTERN FOR OUR
WEDNESDAY WEBINAR
- IBUYER BEWARE:
WHY HOMEOWNERS
SHOULD LIST WITH
YOU. REGISTER AT
PowerAgentWebinar.com

Thursday

10/14
IT'S NATIONAL
DESSERT DAY. CHOOSE
A LOVELY DESSERT
AND DELIVER TO 5
GREAT CLIENTS AND
LET THEM KNOW WHAT
A SWEET TREAT IT IS
TO HAVE THEM AS A
CLIENT.

POWER AGENT TOOL(S)
I WILL USE:

Friday

10/15
USE THE EXPIRED
VOICEMAIL
DIALOGUE FOUND
IN THE
PROSPECTING TAB
AND COMMIT TO
MAKING AT LEAST 5
CALLS.

Saturday

10/16
PREPARE NOVEMBER
NEWSLETTERS TO GO OUT
TO YOUR SPHERE AND
FARM. IF MAILING, POP
BY THE POST OFFICE. IF
EMAILING, SCHEDULE TO
GO OUT NOVEMBER 1ST.

#1 THING I NEED TO LET
GO OF:

Sunday

10/17
IT'S NATIONAL PASTA
DAY. TREAT A TOP
CLIENT TO A NICE
ITALIAN DINNER—OR
SURPRISE YOUR
FAMILY WITH A NIGHT
OUT!

NUMBER OF
PEOPLE/FAMILIES I
WILL SERVE:

GRATITUDE LIST:

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 vac-
ant rentals, easiest ap-



PRE FORECLOSURES

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



STORM DIALER

Call more people in
less time with our

TOTAL 13,523



Sort

13 / 13,523

Action



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

- New (10)
- In Progress (10)
- Successful! (6)
- Archived (10)

- EXPIREDS
- FSBOS
- SUCCESSFUL
- In Progress
- COUNTY 3
- COUNTY 3
- PPROPERTY TYPE 4

Filter 13

MORE FILTERS

Profile	Status	Price	Size	Expiration	Actions
Bennie White (801) 784... +2	New	\$385,900	4,500 sqf	Expired: Jun 16, 2014	Called X
Alexis Valdez (801) 784... +2	New	\$385,900	4,000 sqf	Expired: Jun 16, 2014	
Frederick Mccoy (801) 784... +4	New	\$343,000	3,500 sqf	Expired: Jun 16, 2014	
Essie Lee (801) 784... +3	New	\$235,400	3,740 sqf	Expired: Jun 16, 2014	
Thomas Hale (801) 784... +5	In Progress	\$251,000	3,250 sqf	Expired: Jun 16, 2014	Called X
Emily Wright (801) 784... +1	In Progress	\$359,120	3,360 sqf	Expired: Jun 16, 2014	
Rita Sherman (801) 784... +2	In Progress	\$259,300	3,200 sqf	Expired: Jun 16, 2014	
Joseph Watson (801) 784... +4	In Progress	\$210,900	3,600 sqf	Expired: Jun 16, 2014	
Jeffery Ryan (801) 784... +0	Successful!	\$200,450	2,600 sqf	Expired: Jun 16, 2014	Called X
Colin Armstrong (801) 784... +0	Successful!	\$120,500	2,500 sqf	Expired: Jun 16, 2014	

Hi I'm calling about your house for sale.

Is it still available?

This is April Elsner with _____, what's your name? Owner I'm calling because I work with a lot of buyers and sellers in your area and wanted to find out what I could do to help you.

- A2 Bring me a buyer: excellent, that is what I do for a living! If I brought you a buyer, are willing to pay a buyer's commission?

How much longer are you going to try to sell this property on your own, before you decide to explore other options?

When you sell this house, where are you going next?

How soon do you want to be there?



Owner

Add name

Phone 631-744-4880

Phone Add a Phone

Email kmlibby@optonline.net

Email Add an Email

Address 11 Robert Ct Shoreham, NY 11786

Address Add an Address

Notes

FSBO

0

0

0



11 Robert Ct SHOREHAM, NY 11786

Bedrooms	4
Bathrooms	3
Sq Ft	2374
Yr Built	1968
Lot Size	0.58

Listing	Tax
Listing Broker	
Short Sale	
MLS ID	
MLS Area	
Property Type	
Subdivision	
County	
Last Sold Date	



Please disposition to continue

In Progress | Contacted | Call B...

ALYSON
Add name

Phone 435-491-0476

Phone Add a Phone

Email Add an Email

Address 6669 S OVERLOOK RIM E
Murray, UT 84123

Address Add an Address

- Good #/Interested
- Call Back
- Set Appointment
- Referrer
- Voice Message
- No Answer
- Not Interested
- Relisted
- Prev Sold
- Wrong/Trash #
- Agent Number

Expired

0

0

0

Storm Demo

Property Detail

Activity Log

6669 S OVERLOOK RIM RD
MURRAY, UT 84123

Bedrooms 3

Bathrooms 3.00

Sq Ft 2,267

Yr Built 2009

Lot Size 0.01

Listing

Tax

Status Expired

List Date Oct 16, 2015

List Price 225000

Days on Market 52

Expired Date Jan 15, 2016

Listing Agent Kim (Airu) Zhang

Listing Broker Salt Lake Homes Realty

Short Sale

MLS ID 1334525

MLS Area 104

Property Type Townhouse

Subdivision WINCHESTER

Notes



Become a
FEARLESS

Listing Machine

***Get SUPER
Organized***

DarrylSpeaks.com/Trial



Become a
FEARLESS

Listing Machine

***MASTER THE
TELEPHONE***

DarrylSpeaks.com/Trial



*"I made **\$323,000** in my 2nd year of real estate because of what Darryl taught me! If you apply the techniques in his program, there is no way NOT to have these same results.*

John Gandolfo, Power Agent[®]
Coldwell Banker, American Homes





***“Can you call FSBOs
and Expireds on the
Do-Not-Call List?”***



SELF A KAISE

THE LIBRARY OF THE...
FBI & ESPIONAGE...
FBI & ESPIONAGE...
FBI & ESPIONAGE...
FBI & ESPIONAGE...

DISCLAIMER





Find your Senator and share your views on important issues.

 FIND YOUR SENATOR

5. No telemarketer or seller may make or cause to be made any unsolicited telemarketing sales call to any customer when that customer's telephone number has been on the national "do-not-call" registry, established by the federal trade commission, for a period of thirty-one days prior to the date the call is made, pursuant to 16 C.F.R. Section 310.4(b)(1)(iii)(B).

5-a. It shall be unlawful for any telemarketer doing business in this state to knowingly make an unsolicited telemarketing sales call to any person in a county, city, town or village under a declared state of emergency or disaster emergency as described in sections twenty-four or twenty-eight of the executive law.



Find your Senator and share your views on important issues.

 FIND YOUR SENATOR

k. "Unsolicited telemarketing sales call" means any telemarketing sales call other than a call made:

(i) in response to an express written or verbal request by the customer; or

(ii) in connection with an established business relationship, which has not been terminated by either party, unless such customer has stated to the telemarketer that such customer no longer wishes to receive the telemarketing sales calls of such telemarketer;



Concepts to Working FSBOs

1. You may not get them the first time
2. Their buyers may not be buyers
3. There is no “right” time to call but you must be consistent
4. Get past the 60 second hump
5. Give yourself permission to fail



Concepts to Working FSBOs

6. **Make sure decisions makers are “home”**
7. **Make sure you have enough time to do the entire listing conversation**
8. **Avoid distractions – hang a sign**

DO NOT DISTURB



**I'M MAKING IT
RAIN!**



DarrylSpeaks.com/Trial

**DO NOT
DISTURB**



**I AM MAKING THE RIGHT
CONNECTIONS!**



www.ThePowerProgram.com

DarrylSpeaks.com/Trial

**DO NOT
DISTURB**



**I'M PROSPECTING
WITH PURPOSE.**

DarrylSpeaks.com/Trial



The MAGIC FSBO Call Dialogue



“I LOVE Darryl’s FSBO Dialogue. I actually find that FSBOs are nicer during this pandemic. I listed 5 FSBOs in one weekend!”

**Carmen Lacey-Billups
Howard Hanna Real Estate**





Objection Handling



Playing with Buyers



Power Logo



Prospecting



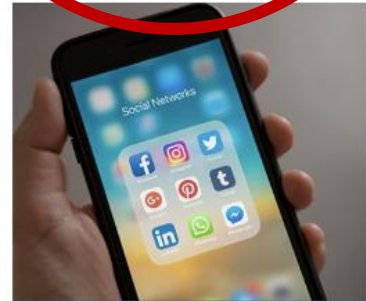
Recommended Vendors



Servicing Sellers



SMILE Techniques



Social Media Shareables



Time and Money Management



Webinars On Demand



Store



Facebook

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: I 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: (Owner Option #1) I wanted to let you know that one of the things we offering you a service to the community is a Free Over-The-Phone Market Analysis. We believe this is really important because a home is usually one of a family's most important assets and like all such assets, periodically you should get an update on the value of your assets. What we're offering is a simple Over-The-Phone Market Analysis. How it works is - I ask you some questions about the house, and then I go back to the computer, do a market analysis and call you back with the results. Do you have some time for me to do this with you now?
Power Agent's: (Owner Option #2) One of the things we offering you a service to the community is a Free Over-The-Phone Market Analysis. We believe this is really important because a home is usually one of a family's most important assets and like all such assets, periodically you should get an update on the value of your assets. What we're offering is a simple Over-The-Phone Market Analysis. How it works is - I ask you some questions about the house, and then I go back to the computer, do a market analysis and call you back with the results. Do you have some time for me to do this with you now?

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 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 stopping by is 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 a copy something of value for you.
 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 that you just gave them.
 Oh by the way, the other offering I'd like to see a Neighborhood Market Report. It's a report that shows 2 things, first it shows you how much your neighbors paid for their homes and second, based on that information, gives you a value range on what your property is worth. We encourage all homeowners to do this once a year because for most people their home is one of their most important assets, and if there is a crash period, particularly you should get an update on how your property 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 put that report together. When is a good time to take the market tour?

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

EXPIRED DIALOGUE

Step 1 Identify Hello 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 I'm calling is that I noticed your home is on the market and I'd like to see if you're looking for it?
 Yes - Have you put it back on the MLS? No - Did you sell it?
Step 4 Bolts a Relationship When they answer the question, the rest of your questions need to be focused on where they are heading to, why they didn't sell, where are you going? When do you want to be there? Is there a particular reason you chose that location?
 For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 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 1-800-395-3903 www.ThePowerProgram.com

FSBO DIALOGUE

Step 1 Identify Hello, calling about the house for sale in the house at the end?
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'm currently looking for a buyer who is looking for a home like yours. Do you have any questions?
Step 4 Bolts a Relationship Yes, it is currently listed with a broker. No, do you want to sell it yourself?
Step 5 Invite Action If I had a buyer who was willing to buy your property, could we meet together?

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

FSBO VOICEMAIL DIALOGUE

Hi, this is Darryl Davis from Power Realty!
 The reason why I'm calling is that I noticed you are selling your house, and I have some important information about it.
 I might even have somebody who might be interested. I'm not too sure because I need to get some more information from you first. Please call me back.
 For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

NEW LISTING IN THE AREA DIALOGUE

Step 1 Identify Hello, 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 I'm calling is that I just saw that you just listed a home in the area and I'm wondering if you'd be interested in seeing what your neighbors are doing?
Step 4 Ask repeat building questions Yes, I'd like to see to help them out. Get details?
Step 5 Invite Action In the way of the things we offering neighbors is a free neighborhood market report. It tells you what neighbors have paid for their homes and what your home is currently worth. The reason we offer this is that you have your own information and it gives a good idea of how much it's worth on the market. Would you like to see that report?

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

FOR RENT BY OWNER DIALOGUE

Step 1 Identify Hello, calling about the house in the house at the end?
Step 2 Introduce Hi, this is Darryl Davis from Power Realty. How are you?
Step 3 Clarify The reason why I'm calling is that I see you are renting your place, but I'm wondering if that someone who wanted to buy your house for a while ago, would that be something you would be interested in?
Step 4 Bolts a Relationship Ask support building questions that they happen would ask, such as the number of rooms, condition, how long they've been in the house, etc.
Step 5 Confirm the Appointment What time and date would you like to see this week? I can be available on Tuesday at 10, or Wednesday at three.
 For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

ORPHAN ADOPTION DIALOGUE

Step 1 Identify Hi, calling for...
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'm currently looking for a buyer who is looking for a home like yours. Do you have any questions?
Step 4 Find Out What They're Considering Yes, it is currently listed with a broker. No, do you want to sell it yourself?
Step 5 Invite Action If I had a buyer who was willing to buy your property, could we meet together?

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

BOOK OF BUSINESS UPDATE DIALOGUE FOR ADMIN

Many agents have boxes and boxes of files, or outdated records, and find themselves now needing updated client records that include current DMSA addresses.
 What works? Hire an admin or a temp to fill the phones. You can break the task down into a daily number of calls until the files are updated.
 Hi, I'm calling for phone home, your real estate neighborhood expert. We are updating our client records, and I wanted to use if it would be all right for you to update the information we have and update your file. Do you have a minute?
 Here's what we have, you could let me know what we should change, will appreciate it.
 Name: _____
 Address: _____
 Cell phone: _____
 Email: _____
 For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

PROSPECTING THE OLD FSBO DIALOGUE

Step 1 Identify May I speak with you?
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'm currently looking for a buyer who is looking for a home like yours. Do you have any questions?
Step 4 Bolts a Relationship Yes, I'd like to see to help them out. Get details?
Step 5 Invite Action In the way of the things we offering neighbors is a free neighborhood market report. It tells you what neighbors have paid for their homes and what your home is currently worth. The reason we offer this is that you have your own information and it gives a good idea of how much it's worth on the market. Would you like to see that report?

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VACANT PROPERTY DIALOGUE

Step 1 Identify Hi, 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'm currently looking for a buyer who is looking for a home like yours. Do you have any questions?
Step 4 Bolts a Relationship Ask support building questions that they happen would ask such as number of bedrooms, condition, how long they've owned the house, etc.
Step 5 Confirm the appointment What time and date would you like to see this week? I can be available on Tuesday at 10, or Wednesday at three.
 For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com



LIVE WEEKLY “POWER HOUR” COACHING CALLS EVERY MONDAY 11AM-12:30PM EST

- 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



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 number 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



/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.*



DarrylSpeaks.com/Trial

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
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FSBO Dialogue

Current House Questions

1. Bedrooms, baths, lot size, etc.
2. Any major improvements to the house?
3. Does it have a basement? Finished?
4. What is the property size?
5. How's the activity been on your current property?
6. How long have you been living in this house?
7. What do you think is the most positive feature about your house that a buyer would like?

Why Are They Selling Questions (Their Commitment)

8. Where you folks moving to?
9. What do you like best about where you're moving to?
10. Have you seen any houses there you liked?
11. What type of house are you moving to?
12. Is it smaller than, or larger than your current home?
13. The new home sounds lovely. Why did you choose that area to move to?
14. The house that you purchased, did you do that privately or did you do that through an agent?
15. Do you have any family where you're moving to?
16. When do you need to get there by?

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 number 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



/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.*



DarrylSpeaks.com/Trial

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.





secret
ingredient

DarrylSpeaks.com/Trial

DO NOT...

**Be Committed To Getting
An Appointment**

Be Committed...

**To Building a Relationship
With Another Human Being**

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.

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 _____?

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call Darryl Davis Seminars at 1-800-395-3905
www.ThePowerProgram.com



/DarrylSpeaks



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EXPIRED VOICEMAIL DIALOGUE



Hi, this is Darryl Davis from Power

The reason I'm calling is that I noticed your house has expired from the Multiple Listing Service, and I have some important information about that.

I might even have somebody who's interested. I'm not too sure, but I can give you some more information. Please call me back.

For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3905 www.ThePowerProgram.com



EXPIRED DIALOGUE

Step 1 Identify

Hello May I speak with Mr. Jones?

Step 2 Introduce

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

Step 3 Clarify

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

Yes – Have you put it back on the MLS?

No – Did you Sell it?

Step 4 Gauge Their Commitment

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

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

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Step 5 Invite Action

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

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



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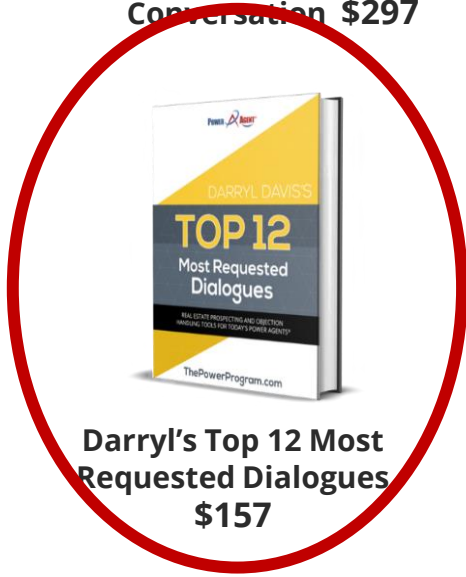


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TOTAL VALUE \$1,896



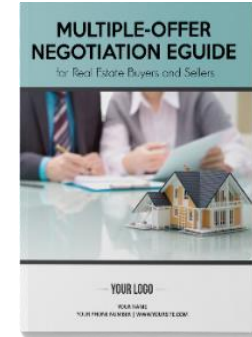
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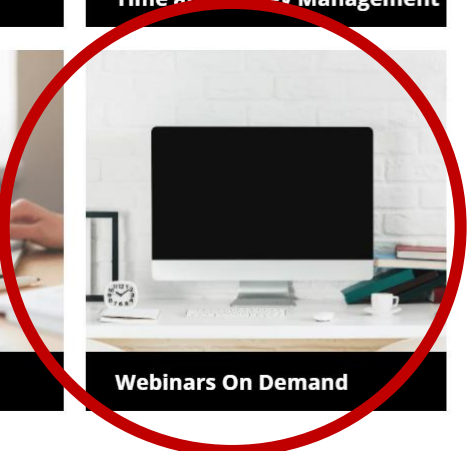
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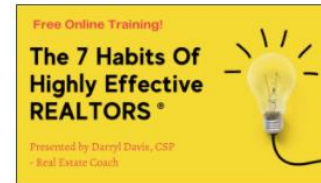
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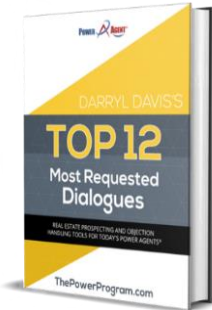


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New Agent Starter Success Kit (29 Pages) \$127



Darryl's Top 12 Most Requested Dialogues \$157

Address	Offer Price	Offer Date	Agent Name
123 Anywhere St.	\$200,000	1/15/2024	John Doe
456 Somewhere Rd.	\$180,000	1/16/2024	Jane Smith
789 Nowhere Ave.	\$220,000	1/17/2024	Mike Johnson
1010 Elsewhere Blvd.	\$190,000	1/18/2024	Sarah Lee
1111 Anywhere St.	\$210,000	1/19/2024	David Kim
1212 Somewhere Rd.	\$170,000	1/20/2024	Emily White
1313 Nowhere Ave.	\$230,000	1/21/2024	Chris Brown
1414 Elsewhere Blvd.	\$160,000	1/22/2024	Alex Green
1515 Anywhere St.	\$240,000	1/23/2024	Nora Black
1616 Somewhere Rd.	\$150,000	1/24/2024	Oliver Grey
1717 Nowhere Ave.	\$250,000	1/25/2024	Isabella Blue
1818 Elsewhere Blvd.	\$140,000	1/26/2024	Ethan Red
1919 Anywhere St.	\$260,000	1/27/2024	Ava Purple
2020 Somewhere Rd.	\$130,000	1/28/2024	Noah Yellow
2121 Nowhere Ave.	\$270,000	1/29/2024	Liam Orange
2222 Elsewhere Blvd.	\$120,000	1/30/2024	Mia Pink
2323 Anywhere St.	\$280,000	1/31/2024	Lucas Brown
2424 Somewhere Rd.	\$110,000	2/1/2024	Zoe Green
2525 Nowhere Ave.	\$290,000	2/2/2024	Leo Blue
2626 Elsewhere Blvd.	\$100,000	2/3/2024	Aria Red
2727 Anywhere St.	\$300,000	2/4/2024	Oliver Purple
2828 Somewhere Rd.	\$90,000	2/5/2024	Isabella Yellow
2929 Nowhere Ave.	\$310,000	2/6/2024	Noah Orange
3030 Elsewhere Blvd.	\$80,000	2/7/2024	Mia Pink
3131 Anywhere St.	\$320,000	2/8/2024	Lucas Brown
3232 Somewhere Rd.	\$70,000	2/9/2024	Zoe Green
3333 Nowhere Ave.	\$330,000	2/10/2024	Leo Blue
3434 Elsewhere Blvd.	\$60,000	2/11/2024	Aria Red
3535 Anywhere St.	\$340,000	2/12/2024	Oliver Purple
3636 Somewhere Rd.	\$50,000	2/13/2024	Isabella Yellow
3737 Nowhere Ave.	\$350,000	2/14/2024	Noah Orange
3838 Elsewhere Blvd.	\$40,000	2/15/2024	Mia Pink
3939 Anywhere St.	\$360,000	2/16/2024	Lucas Brown
4040 Somewhere Rd.	\$30,000	2/17/2024	Zoe Green
4141 Nowhere Ave.	\$370,000	2/18/2024	Leo Blue
4242 Elsewhere Blvd.	\$20,000	2/19/2024	Aria Red
4343 Anywhere St.	\$380,000	2/20/2024	Oliver Purple
4444 Somewhere Rd.	\$10,000	2/21/2024	Isabella Yellow
4545 Nowhere Ave.	\$390,000	2/22/2024	Noah Orange
4646 Elsewhere Blvd.	\$0	2/23/2024	Mia Pink
4747 Anywhere St.	\$400,000	2/24/2024	Lucas Brown
4848 Somewhere Rd.	\$0	2/25/2024	Zoe Green
4949 Nowhere Ave.	\$410,000	2/26/2024	Leo Blue
5050 Elsewhere Blvd.	\$0	2/27/2024	Aria Red
5151 Anywhere St.	\$420,000	2/28/2024	Oliver Purple
5252 Somewhere Rd.	\$0	2/29/2024	Isabella Yellow
5353 Nowhere Ave.	\$430,000	3/1/2024	Noah Orange
5454 Elsewhere Blvd.	\$0	3/2/2024	Mia Pink
5555 Anywhere St.	\$440,000	3/3/2024	Lucas Brown
5656 Somewhere Rd.	\$0	3/4/2024	Zoe Green
5757 Nowhere Ave.	\$450,000	3/5/2024	Leo Blue
5858 Elsewhere Blvd.	\$0	3/6/2024	Aria Red
5959 Anywhere St.	\$460,000	3/7/2024	Oliver Purple
6060 Somewhere Rd.	\$0	3/8/2024	Isabella Yellow
6161 Nowhere Ave.	\$470,000	3/9/2024	Noah Orange
6262 Elsewhere Blvd.	\$0	3/10/2024	Mia Pink
6363 Anywhere St.	\$480,000	3/11/2024	Lucas Brown
6464 Somewhere Rd.	\$0	3/12/2024	Zoe Green
6565 Nowhere Ave.	\$490,000	3/13/2024	Leo Blue
6666 Elsewhere Blvd.	\$0	3/14/2024	Aria Red
6767 Anywhere St.	\$500,000	3/15/2024	Oliver Purple
6868 Somewhere Rd.	\$0	3/16/2024	Isabella Yellow
6969 Nowhere Ave.	\$510,000	3/17/2024	Noah Orange
7070 Elsewhere Blvd.	\$0	3/18/2024	Mia Pink
7171 Anywhere St.	\$520,000	3/19/2024	Lucas Brown
7272 Somewhere Rd.	\$0	3/20/2024	Zoe Green
7373 Nowhere Ave.	\$530,000	3/21/2024	Leo Blue
7474 Elsewhere Blvd.	\$0	3/22/2024	Aria Red
7575 Anywhere St.	\$540,000	3/23/2024	Oliver Purple
7676 Somewhere Rd.	\$0	3/24/2024	Isabella Yellow
7777 Nowhere Ave.	\$550,000	3/25/2024	Noah Orange
7878 Elsewhere Blvd.	\$0	3/26/2024	Mia Pink
7979 Anywhere St.	\$560,000	3/27/2024	Lucas Brown
8080 Somewhere Rd.	\$0	3/28/2024	Zoe Green
8181 Nowhere Ave.	\$570,000	3/29/2024	Leo Blue
8282 Elsewhere Blvd.	\$0	3/30/2024	Aria Red
8383 Anywhere St.	\$580,000	3/31/2024	Oliver Purple
8484 Somewhere Rd.	\$0	4/1/2024	Isabella Yellow
8585 Nowhere Ave.	\$590,000	4/2/2024	Noah Orange
8686 Elsewhere Blvd.	\$0	4/3/2024	Mia Pink
8787 Anywhere St.	\$600,000	4/4/2024	Lucas Brown
8888 Somewhere Rd.	\$0	4/5/2024	Zoe Green
8989 Nowhere Ave.	\$610,000	4/6/2024	Leo Blue
9090 Elsewhere Blvd.	\$0	4/7/2024	Aria Red
9191 Anywhere St.	\$620,000	4/8/2024	Oliver Purple
9292 Somewhere Rd.	\$0	4/9/2024	Isabella Yellow
9393 Nowhere Ave.	\$630,000	4/10/2024	Noah Orange
9494 Elsewhere Blvd.	\$0	4/11/2024	Mia Pink
9595 Anywhere St.	\$640,000	4/12/2024	Lucas Brown
9696 Somewhere Rd.	\$0	4/13/2024	Zoe Green
9797 Nowhere Ave.	\$650,000	4/14/2024	Leo Blue
9898 Elsewhere Blvd.	\$0	4/15/2024	Aria Red
9999 Anywhere St.	\$660,000	4/16/2024	Oliver Purple
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Real Estate Realtor®



THE 8 RISKS

Homeowners Take When They Choose to Sell on Their Own



1

FAILING TO PREPARE THE HOME PROPERLY FOR SALE.

Without the help of an agent, most homeowners don't know how to prepare their home for selling. From staging to pricing to positioning your home within the market, selling your home starts long before you ever put the "For Sale" sign up in the yard. You might think, "But the market is so hot, I don't have to do anything to sell it!" Well, that might be true for some people, but there are still houses sitting there and not selling, and it's vital to understand WHY. Proper staging, making repairs, decluttering etc. are all part of making your home marketable and attractive. A real estate agent can outline everything that needs to happen before you list, and has relationships with vendors and contractors to help you get ready.



2

FAILING TO MARKET THE HOME PROPERLY.

There is a surprising amount of creativity and work that goes into marketing a home for sale, which most homeowners may not understand when they decide to sell their home on their own. In today's market with most buyers shopping for homes online, are you skilled enough (or have the proper equipment) to take excellent photos and provide a video tour? Poor photos and/or a lack of video will diminish any interest a potential buyer might have, especially when comparing your listing to others that have professional photos and a video tour to highlight the features of that home. Real estate professionals are well versed in quality photos and using social media to spread the word about your home and can even host livestreamed open houses via the MLS to showcase your home to everyone.

THE 8 RISKS

Homeowners
Take When They
Choose to Sell
on Their Own



can be
chedule
more
chedule!
their
buyer?
your
up to

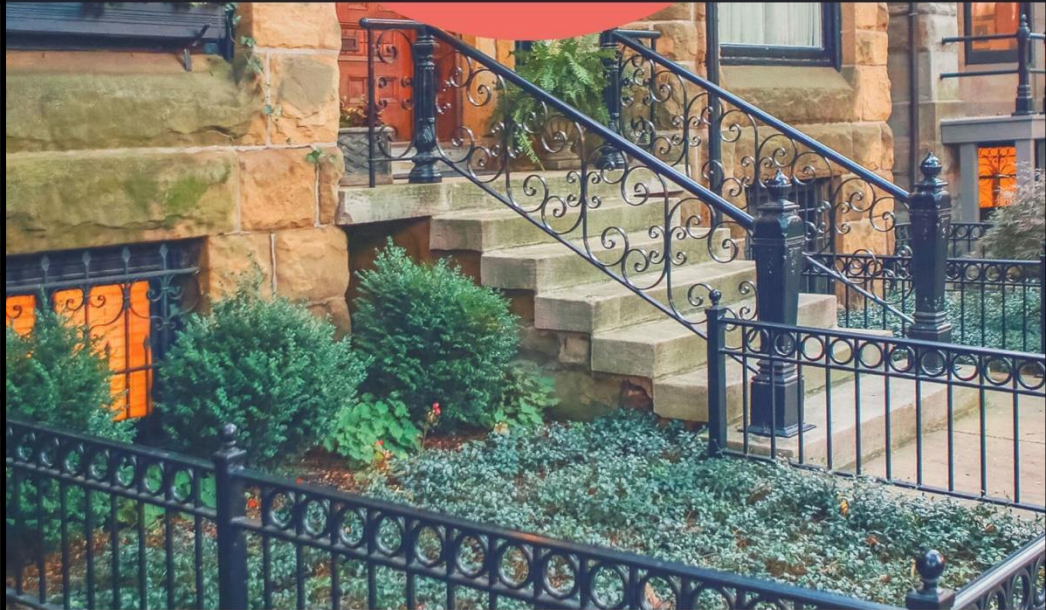
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THE TOP
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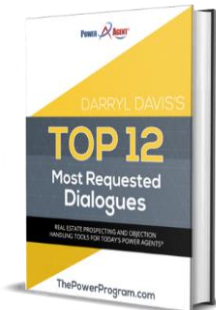


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MONTHLY

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House Remodel

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THE WALL STREET JOURNAL.

FRIDAY, APRIL 11, 2008 • VOL. CCLXI NO. 83

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RATING GAME

Microsoft Remains Favorite

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

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■ **Gap's same-store sales** fell 1% in March, a third month for retailers. Gap kept its forecast, but others, including Kohl's, cut projections. B1

...travel to Tibet. The Dalai Lama arrived in the U.S. A11

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■ **The DOT investor approval**

...in coveted Triple-A rating.

...Fossil of the 79-year-old firm, which John Moody started to rate railroad bonds, rose 37% in six years. The share price quadrupled.

Now, Moody's and the other two major rating firms, the Standard & Poor's unit of McGraw-

...to purchase shares through MySpace. Microsoft's MSN and Yahoo! are a separate company people familiar with the matter said. But people close to Microsoft discounted the likelihood that it

ADN MSN Yahoo! Google

...the number of the company's shares with technology firms. The data source is Statista.



Article appeared August 23, 2011

THE WALL STREET JOURNAL.

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

\$129,000 Commission

Article appeared August 23, 2011

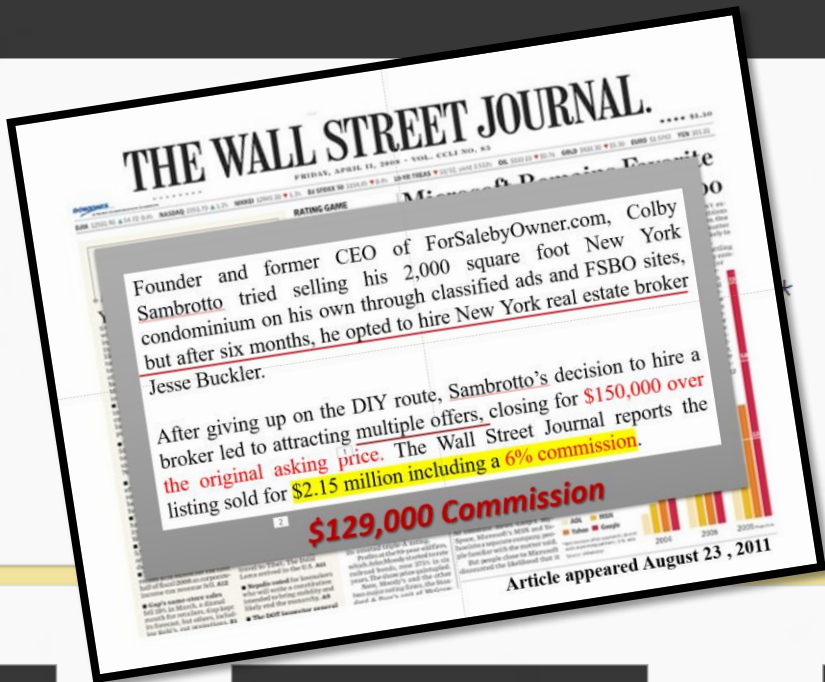


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HOUSE PRICE \$2,101,000

House Price
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› Printable Flyers

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

› Brochures

› Real Estate Agreement

› Contract Review (attorney assistance)

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

› Monthly Market Updates

› Email Center (keeps your personal email id hidden)

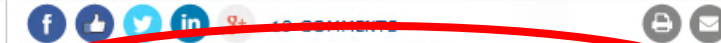
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› Pick the options right for you

"Thanks Buy Owner!"



- COMMENTS
- SHARE
- EMAIL
- PRINT
- REPRINTS
- ENLARGE TEXT



BuyOwner.com CEO hires a Realtor

By Josh Salman

Published: Thursday, May 15, 2014 at 1:00 a.m.
Last Modified: Wednesday, May 14, 2014 at 7:14 p.m.

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

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

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

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



Enlarge

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

Facts

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At home

'For sale by owner' can be a hard sell

Agents often worth their weight in commission

By Joyce Cohen
Special for USA TODAY

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

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

By Thanksgiving, in despair, they had hired a real estate agent. "We didn't know what we were doing. We thought it would be easier," says Skuladottir, whose family, which includes a 9-year-old daughter, needed more space. "I could go through a broker again, or a question. After she took over, it was such a relief."

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

Why the decline? Sellers are finding the do-it-yourself approach increasingly time-consuming and complex, what with showing the house, awaiting financial documents and deciphering that in some cases includes disclosure forms for radon, mold and aircraft noise. Many are also reluctant to have random unscreened strangers snoop through their home, says Walter Molony, a spokesman for the Realtors' group.

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

In hindsight, Skuladottir realizes



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

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

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

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

since most of the looters were curious neighbors.

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

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

Between paying for advertising, maintaining two residences for several months, and selling investments for the down payment on their new home, Skuladottir estimates the family lost \$40,000 by forgoing an agent in the first place. Though nearly half of FSBO sellers cite saving the commission as the big reason to go it alone, a home's price is negotiable, and selling at the low end of the range can cancel out any savings. Tim and

Beth Connelly of Cromwell, Conn., found that buyers looking for FSBO homes were also looking for a deal. "Everybody said, 'You are saving all this money and don't have to pay the commission, so we are going to lowball you,'" says Tim Connelly. "But you are taking time to show the house and going through the labor and the cost for the advertising."

The Connellys, who have a 21-month-old daughter, decided that their four-bedroom house was too big for a family of three. In November they bought a nearby house they found on for sale by owner, one of several sales by owner, one of several sales by owner. It had been listed for FSBO homes. It had been listed for FSBO homes. It had been listed for FSBO homes.

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

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

On your own or with help?

Sellers clear less cash in a "for sale by owner" transaction.

FSBO Agent-assisted

Median selling price

\$137,400

\$175,000*

Median income of seller

\$74,100

\$78,000

The percentage of homes sold by the owner is falling:



* — Seller received less cash in a "for sale by owner" transaction. Source: National Association of Realtors, NAR Real Estate Statistics, Dec. 2002.

By Frank Ruffalo, USA TODAY

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

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

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

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

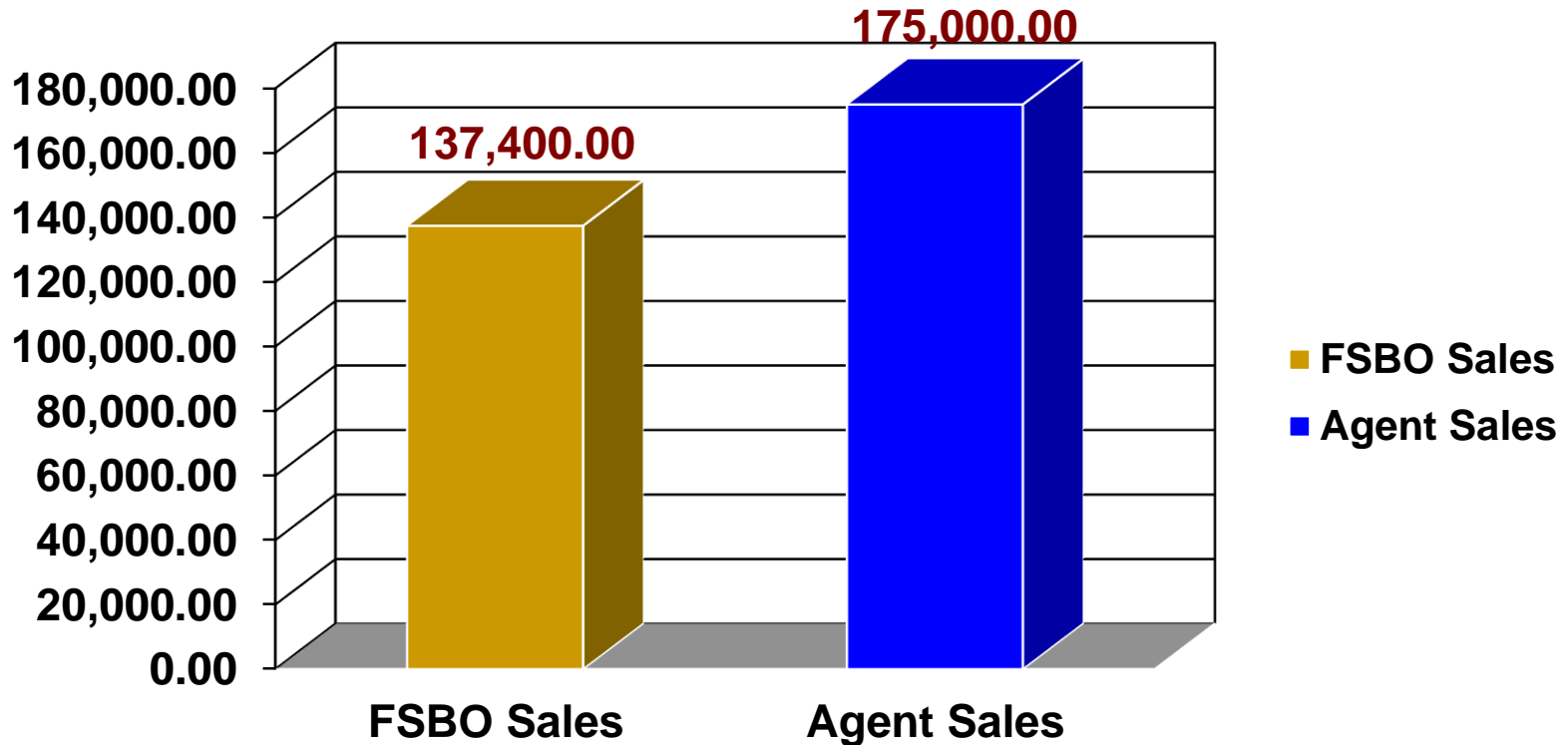
In the real estate world, FSBO remains divisive. While the real-estate-agent camp offers plenty of reasons to hire a pro, the FSBO camp has as many reasons not to.

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

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

Contributor: Marko Goufman

AGENTS NET MORE



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



STORIES,
METAPHORS
AND ANALOGIES





Kelley Blue Book
THE TRUSTED RESOURCE

Used Car Prices

2016 GMC Yukon Denali Sport Utility 4D

Wading River, NY 11792

Edit Options Typical Mileage: 64,326 Edit

See Trade-in Value

17 MPG

Combined Fuel Economy

4.0 ★ Consumer

4.5 ★ KBB.com

[Search Available Vehicles](#)

Pricing

Updated weekly, pricing for the 2016 GMC Yukon Denali Sport Utility 4D is based on the options you chose.

[Buy from a Dealer](#)

[Buy Certified from a Dealer](#)

[Buy from a Private Party](#)

Fair Market Range
\$40,356 - \$45,356
Fair Purchase Price
\$42,701

Typical Listing Price
\$43,701

2 Vehicles Found!

[View All](#)

SECURITY DODGE CHRYSLER JEEP RAM
36 miles away



Used 2016 GMC Yukon 4WD
\$45,900

Mileage: 49000

[Details](#)

Advertisement

Used Car Prices

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Edit Options Typical Mileage: 64,326 Edit

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[Buy from a Dealer](#)

[Buy Certified from a Dealer](#)

[Buy from a Private Party](#)

Private Party Range
\$38,595 - \$43,068
Private Party Value
\$40,832

2 Vehicles Found!

[View All](#)

SECURITY DODGE CHRYSLER JEEP RAM
36 miles away



Used 2016 GMC Yukon 4WD Denali
\$45,900

Mileage: 49000

[Details](#)

Advertisement

Important info & Definitions

Based on: **Very Good Condition**

Valid for ZIP Code 11792 through 10/5/2020

Important info & Definitions

Valid for ZIP Code 11792 through 10/5/2020

5%



LOANOPOLY



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START HERE



PRE-APPROVAL

Preliminary docs include:
W2's, bank statements,
tax returns.

FIND A HOME

Access your wants and needs
then let your REALTOR® help
you find a home.

MAKE AN OFFER

Offer accepted, sign binder,
schedule home inspection.

APPLICATION PROCESS

Submit updated pre-approval
documents prior to obligating
yourself to contract. **KNOW YOUR
NUMBERS.**

CONTRACT- AGREEMENT OF SALE

Review and sign your
contract with your
REALTOR® and attorney.

FINISH

You can enjoy the tax
advantages of owning
your new home.

HELPFUL STRATEGY:

- Save & submit all future pay stubs
- Save & submit all future bank statements (all pages)
- Keep copies of documents submitted to processing
- Continue to pay off debts and loans on time

COMMON MISTAKES:

- Don't make cash deposits
- Don't make large purchases on credit cards
- Don't co-sign loans for anyone
- Don't change bank accounts
- Don't apply for new credit

APPRAISAL ORDER

Ordered within the first
week of contract.
Appraisal inspection
completed.

Your contact information here.
Add name, company, website,
email and phone number.

CONGRATULATIONS!

Congratulations and
welcome to your NEW
HOME!

PROCESSING

Processor completes all
updated information,
verifications for credit,
employment, and assets.

CLOSING!

You're at the finish LINE! All
parties sign closing
documents.

APPRAISAL REPORT

Received and reviewed:
processor updates items
needed for approval. This
will be emailed to you
within 3 days of receipt.

FINAL WALK THROUGH

Borrowers do a final walk-through
of the property to approve condition
of the house prior to signing closing
documents.

CLEAR TO CLOSE

You are notified that your file
is clear to close and a closing
date is coordinated and
scheduled by all parties.

HOMEOWNER INS. POLICY

Copy of appraisal & mortgage
clause provided to you for
securing homeowner's insurance.

TITLE REPORT

Title report submitted for
review and clearance.

COMMITMENT

Submit ALL outstanding
condition items from
commitment letter order to
final clearance.

UNDERWRITING

Processor submits your file to
underwriter for review and
commitment letter. Approval
commitment letter sent to you and
attorney for review.





Student Check In!
Learning anything?

Some Price Objections

- *“Our house is nicer; we did all these improvements”*
- *“We can always come down”*
- *“We need the money because of what we owe”*
- *“We need the money because of the house we are buying”*
- *“The other agent said we can get more”*





RPR



Servicing Sellers



Social Media



Suggestions



Tech Tools & Training



Time and Money Management



Tutorials



Vendors We Recommend



Webinar Registration



Webinars On Demand



21/07/15 - How to Write an Intriguing Real Estate Bio that Gets READ

Favorite ☆



21/07/14 - 6 Best Strategies to Increase Your Listing Inventory

Favorite ☆



21/07/07 - List 3 Out of 4 FSBO Listing Appointments

Favorite ☆



21/07/01 - Repeat & Referral Secrets: Automating Your Appreciation to Win Business

Favorite ☆



21/06/30 - What To Do Now that Zillow is a Competing Brokerage

Favorite ☆



21/06/23 - How To Prepare Your Buyers in a Seller's Market

Favorite ☆



21/06/17 - Increase Your Online Real Estate Leads with LinkedIn

Favorite ☆



21/06/16 - The 7 Habits of Highly Effective REALTORS

Favorite ☆



21/06/09 - How To Find "Fence-Sitting" Sellers & Hidden Listings

Favorite ☆



21/05/26 - How To Get Your Offer Accepted in Today's Crazy Real Estate Market

Favorite ☆



21/05/20 - Getting to Know the Power Builder CRM

Favorite ☆



21/05/19 - How To Get More Listings And Give Yourself A Raise

Favorite ☆

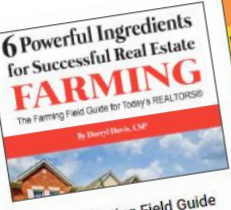


Mailings And Self-Promo





Disaster Plan - Pets
Favorite ☆



eGuide - Farming Field Guide
Favorite ☆



eGuide - Trunk or Treat Planning Guide
Favorite ☆



Flyer - 10 Reasons Before the Year Ends
Favorite ☆



Flyer - Home Repairs to Make Before Selling, Version 2
Favorite ☆



Flyer - Home Sellers Workshop
Favorite ☆



Flyer - Home Sellers Workshop Version 2
Favorite ☆



Flyer - How to Prepare Your Home for Fall and Winter
Favorite ☆



Flyer - 11 Reasons to List During the Holidays
Favorite ☆



Flyer - 3 Tips for a Stop-Worthy Home
Favorite ☆



Flyer - 4 Reasons to List Your Home this Fall
Favorite ☆



Flyer - Land Sales
Favorite ☆



Flyer - Land Sales Version 2
Favorite ☆



Flyer - Lightning Safety
Favorite ☆



Flyer - New Homeowner Checklist
Favorite ☆



Flyer - 8 Reasons to Hire an Agent to Sell Your Home
Favorite ☆



Flyer - Ask a Friend to Become a Neighbor (BLANK)
Favorite ☆



Flyer - Ask Your Friend to be Neighbor (EXAMPLE)
Favorite ☆



Flyer - Smooth Move Home Sales
Favorite ☆



Flyer - The Importance of Pricing Right the First Time
Favorite ☆



Flyer - The Importance of Pricing Right the First Time, Version 2
Favorite ☆



Flyer - Top 100 Reasons to Use a Real Estate Agent
Favorite ☆





Kay Bova, Power Agent®
Kay Bova Selling Team

I've been selling real estate for 38 years. The Darryl Davis team has made everything so much easier than I've ever experienced during my long-time career. I can't thank you enough for all you do.





10 Referral-Worthy SMILE STOPS Ideas to Show Your Clients You Care

- 01 Starbucks Frappuccino** bottle with a gift tag attached that says, "Thanks for letting me bring you someone close."
- 02 Extra gum package** wrapped in a cellophane bag with a tag or sticker that reads, "The afternoon between ordinary and extraordinary is what sets you apart. Thanks for being an EXTRAORDINARY client!"
- 03 Package of light bulbs** with a bow and sticker: "Your referrals light up my day! Thanks for being so bright and giving clients!"
- 04 Jar of nuts** with gift tag that reads, "For the holiday desk in real estate - call me!"
- 05 2-3 highlighters in a cellophane bag** with a bow and tag that says, "You're getting with clients who give the highlight of my real estate career. Do here if you need anything!"
- 06 A glass cutter with nuts** attached. "Anyone you refer is the get the resources you need to get top dollar for your home!"

SMILE Stops – 10 Referral Worthy Ideas

Favorited ★

Three Ideas for April SMILE STOPS

- 21st Kindergarten Day**: Deliver fresh muffins for the kindergarten teachers at your local elementary school. (Call ahead to find out how many.) Leave notes for each, "Thanks for all you do to inspire our future! Love, Your Local REALTOR." Attach a business card.
- 22nd Jelly Bean Day**: Bring a jar of gourmet jelly beans to five top clients with a note that reads, "Thanks for all your SWEET referrals! Happy Jelly Bean Day!"
- 27th Arbor Day**: Head to your local plant nursery and pick up 5 tree seedlings (or try this site: www.nature.com to see the real deal).

SMILE Stops – April

Favorite ☆

AUGUST SMILE STOPS

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

They are designed to help you:

- Service clients on service not selling.
- Revisit clients to share how well they're doing.
- Leave behind a token of gratitude.
- Revisit the relationship.

6 Smart SMILE STOPS Strategies for Agents:

- National Golf Month**: Invite 3 great clients for a foursome round of golf in honor of golf month and let them know how much you appreciate them. Look for invitation templates in *Marketing & Lead Generation*.
- National Phone 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 asking them you mean for with "Look for invitation templates in *Marketing & Lead Generation*."
- August 4 - Chocolate Chip Cookie Day**: Hit up your local bakery for boxes of freshly baked cookies to deliver to the 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 great client! Call me if you need anything!"

SMILE Stops – August

Favorite ☆

December SMILE STOPS Ideas for Agents

"Love string" connected with great people/clients like your happy holiday! Extension cord.	"Thank you for helping me wrap up a great year serving you and your referrals!" Wrapping Paper.	"Whisking you happy holidays!" Red or Green Whisk.
"Merry Christmas to all and a happy new year!"	"Say you say it. The most fun time of the year!"	"Say your days be the best!"

Smile Stops – December

Favorite ☆

POWER AGENT® SMILE STOP STRATEGY

August 26th is 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 help you celebrate, by delivering this special gift for your furry friend! If there's anything I can do to help you, please know that I'm always here! Enjoy!"

SMILE Stops – Dog Days

Favorite ☆

February SMILE STOPS Ideas for Agents

- 7th - Send a card to a friend**: There's nothing quite like a handwritten card to generate a SMILE. Today, also by "no great star" homes with a nice thank you card that reads, "I'm thinking of you for a while. Thanks for being such an extraordinary client - never stop!"
- 9th - National Pizza Day**: Who doesn't love pizza? Stop by five great clients for pizza caterer, a courier for your favorite local pizza, and a note, "My wife and I love pizza. Thanks for being such a great client!"
- 14th - Valentine's Day**: Stop by five great clients for roses with a heart-shaped box of chocolates and a note that says, "You and your referrals are the color of my business. Thank you for being my 'pink' client."
- 18th - National Wine Day**: Stop by five clients with a nice bottle of wine and a note that says, "There's a nice wine for you. Thank you for being such a great client."
- 26th - National Potatoes Day**: Stop by five clients with a bag of potatoes and a note that says, "You and your referrals are the color of my business. Thank you for being such a great client."

SMILE Stops – February

Favorite ☆

SMILE STOPS Ideas for Agents for June:

- National Rose Month**: Stop a rose or rose case back to five of your favorite clients with a note that says, "It's National Rose Month. Thank you for helping my business bloom. You are an inspiration!"
- June 7th - National Chocolate Ice Cream Day**: Deliver a carton of chocolate ice cream to five great clients with an ice cream scoop and a note that says, "Thanks for being an awesome client! It's National Chocolate Ice Cream Day and I just wanted to be sure if you ever need the scoop on the real estate market - I'm here for you!"
- June 18th - National Ping Pong Day**: Gather small gifts for anyone or ping pong balls or ping pong table to five great clients.

SMILE Stops – June

Favorite ☆

3 Ideas for March SMILE STOPS

- 8th Popcorn Lover's Day**: Bring a box of microwave popcorn to 5 fun customers with a note, "I just wanted to pop over to say thanks for being an amazing client. I hope this treat makes you SMILE."
- 14th Daylight Savings Time**: Bring a 9-volt battery to 5 clients with a note, "Spring forward with smoke alarm safety! It's time to change your batteries! Thanks for being an amazing client!"
- 12th Girl Scout Day**: Grab 6 boxes of girl scout cookies (they are everywhere right now) and deliver to 6 great clients with a note that says, "You're one of my favorite clients - Scout's honor! Thanks for trusting me with your real estate business!"

What's a Smile Stop?

SMILE Stops – March

Favorite ☆

SMILE STOPS Ideas for Agents for May:

- Cinco de Mayo (May 5th)**: Deliver a basket of wine and chips to five top clients with a note, "¡Feliz Mayo! Celebrate with me! Thanks for being an amazing client! Happy Cinco de Mayo from your Neighborhood Real Estate Specialist!"
- Home's Day (May 15th)**: Stop by your local hospital or the local physician's offices with a basket of fruit, business cards, and a note card that says, "For all you do to help keep the members of our community happy and healthy - a great Thank You! Happy Home's Day from your Neighborhood Real Estate Specialist!"
- Mother's Day (May 15th)**: Pick up some flowers from your client list and also stop with a bottle of champagne for a shout-out to women with a nice note, "Many congratulations to the world's most amazing parent! Happy Mother's Day from your Neighborhood Real Estate Specialist!"
- National Berberrie Month**: Stop by all your top clients with a basket of your favorite barbecue sauce and a note that says, "The market is heating up! Thanks for being an amazing client from your Neighborhood Real Estate Specialist!"

www.ThePowerPogran.com

SMILE Stops – May

Favorite ☆

SMILE STOPS Ideas for Agents for September:

- Early Baby Month**: Call together with a local children's center and host an activity (make puppets, make puppets, etc.) for the kids with a note that says, "They're the cutest little ones in town! Thank you for being such a great client!"
- National Pizza Month**: Stop by five great clients for pizza caterer, a courier for your favorite local pizza, and a note, "My wife and I love pizza. Thanks for being such a great client!"
- Little League Month**: Consider sponsoring a little league team in your market area. Consider, and every team needs a pitcher to help them win the pennant. The pitcher would be YOU!
- September 9th - Observe Peace Day**: Deliver a basket of light bulbs with a note that says, "Light bulbs are a great way to brighten up your home. Thank you for being such a great client!"
- September 14th - Clean Shirt Day**: Stop by five local businesses with clean shirts, business cards, and a note that says, "Clean shirts are a great way to brighten up your home. Thank you for being such a great client!"
- September 18th - Clean Shirt Day**: Stop by five local businesses with clean shirts, business cards, and a note that says, "Clean shirts are a great way to brighten up your home. Thank you for being such a great client!"
- September 20th - Johnny Appleseed Day**: Deliver a basket of apples to five clients with a note, "Thanks for being such a great client! It's Johnny Appleseed Day! I'm here if there's anything I can do to help you and your family's best real estate needs, give me a call!"

SMILE Stops – September

Favorite ☆

SMILE STOPS

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- Revisit clients to share how well they're doing.
- Leave behind a token of gratitude.
- Revisit the relationship.

6 Smart SMILE STOPS Ideas for Agents for Spring:

- Lighting**: Get small green gift bags and fill with several bags individually packaged (little services) with a note that says, "Good things are the rainbow - hard to find and hard to see. Thank you for your business!"
- Personalized Easter Eggs**: In a cellophane bag with a note saying, "Happy Easter! Get real estate questions? Here you jump it now!"
- Books of Business**: Put small packets in a small brown paper bag and with a ribbon. Add a note that says, "The seeds of relationships grow when love is sown and nurtured and shared. Thank you for your business and your referrals!"
- Blossoms**: Purchase bouquets of cut flowers or small pots of live flowers and attach a note, "Business is BLOOMING! and I wanted to thank you for your part in my journey!"

SMILE Stops – Spring

Favorite ☆

Seven Summer SMILE Stop Ideas!

- Stop by with a tube of sunscreen and a note, "Get real estate questions or need? I've got you COVERED! Wishing you a safe and happy summer!"
- A bottle of Simply Lemonade with a note, "SMILE wanted to wish you a great summer! I'm always here if you need anything!"
- Crease pop-it with ribbon and note, "I hope people keep their COOL when buying and selling homes! I'm here if you need anything!"
- Bath tub with a note, "Wishing a hot helping people with their real estate needs. It's time to help you hot! Give me a call!"
- Toy sand other with a note, "I can help you SMILE through your real estate process with ease!"
- Kitchen scoopers with a note, "I can help you CUT through any real estate red tape!"
- Ice cream scooper, "If you ever want the SCOOP on the real estate market, call me! I'm happy to help!"

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www.ThePowerPogran.com

SMILE Stops – Summer

Favorite ☆



SMILE STOPS™ for Every Season!

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



September

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!"*



October



Pumpkin carving kit with a note,
*"Let's carve out some time to talk
real estate and referrals! Thanks
for being a great client!"*



November



Pumpkin or apple pie with a
note, *"Any way you slice it,
you're appreciated! Happy
Thanksgiving! I'm here if
you need me!"*



December

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
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DarrylSpeaks.com/Trial



Declutter & Downsize

Decluttering and downsizing helps you purge the things in life you don't need, to make space for the things you do. Here are 4 tips to help you out:

Moving? Ditch the Big Stuff

If you know you are moving to a smaller space, there is no need to bring extra furniture. It can cost you extra time and money to move it with you, and possibly a storage room rental fee. For example, if you only have 2 bedrooms in your new home, only bring enough furniture for those two bedrooms. Take inventory of what you have and what you will need before moving day and get rid of the big stuff you do not have room for.

Take the Small Stuff with You

Go through your clothes, dishes and other small items. If you are unsure what you will actually need, take the small stuff with you. Designate boxes to "must keep" and "maybe keep" so you can decide once you move what you need and what you can get rid of.

Go Through Everything

You'd be amazed how many boxes move with you and never get opened. Take time to go through all of your boxes and free up space by giving things away or getting rid of things you aren't using and don't want to keep.

The One Year Rule

Ask yourself two questions with each item you go through. 1) When was the last time you used it? 2) Does it make you happy? Are you just keeping things because you feel bad getting rid of them? Be honest and let things go that you aren't using and that don't bring you happiness.

Donate

You don't have to *throw things away*. You can donate your no-longer-needed items to family, friends, community groups or non profits where they will continue to live on and serve others.

Special Items

Hang onto things that you may want to give to your children or family members like special keepsakes or memories of milestones. Sure, they may take up space, but you can never replace them!



Safety tips for HALLOWEEN

Whether you're prepping kids for a night out or heading out for your own festivities, use these tips to keep your Halloween free from scary mishaps.

If your kids are **TRICK OR TREATING**:

- 👻 Add reflective tape to costumes or candy bags for better visibility
- 👻 Make sure you and your kid(s) are equipped with flashlights
- 👻 Use costume makeup instead of masks to avoid obstructed eyesight
- 👻 Pin long costumes and wear comfortable shoes to prevent tripping
- 👻 Forego pointed accessories – like swords and sticks
- 👻 Accompany your kids out or arrange for them to trick-or-treat with a group supervised by an adult
- 👻 Teach your kids how to safely cross the street and check for oncoming traffic
- 👻 Only visit a home if the porch light is on
- 👻 Plan a route and stay together
- 👻 Examine treats and toss out anything unwrapped

NO KIDS?

- 👻 Slow down and drive carefully, and be sure to keep an eye out for children crossing the street
- 👻 Properly restrain your pets
- 👻 If you're handing out treats, clear your yard of any items visitors may trip on
- 👻 Keep your home and walkways well-lit (unless you're closing up for the night, then simply turn your porch light off)
- 👻 Replace jack-o'-lantern candles with flameless candles or glow sticks

**HAVE A SAFE – AND
SPOOKY – HALLOWEEN!**



TOP 10

Reasons To List Your Home Before Year-End

1. Buyers who are house-hunting during the holidays tend to be more serious and ready to make a decision.
2. **Less Competition!** There are fewer houses on the market during holiday time.
3. **Holiday decor** - beautiful lights, festive colors and holiday scents - is inviting for buyers. A neighborhood can grow in appeal during the holidays.
4. Holiday seasons can **amp up buyers' emotions**. They tend to make decisions on how warm and inviting a home feels.
5. If buyers have taken time off during the holiday season to look for a home, they have **more time to find the perfect home**.
6. Buyers that want to **buy before year-end** do so for financial and tax purposes.
7. Company transfers often happen during January. This means a buyer needs to be in their home before Spring... **they need to buy now**.
8. You can arrange **showings around your schedule**, but still have the home be decorated and ready for buyers to view.
9. Even if you sold now, you can **delay the closing or move-in** until after the holidays.
10. Selling your home now allows you the opportunity to **buy during Spring** when there are more homes on the market and prices have gone down.

Agent Contact Info Here.



DarrylSpeaks.com/Trial



11 Reasons to list During the *Holidays*

1. People who look for a home during the Holidays are more serious buyers!
2. Serious buyers have fewer houses to choose from during the Holidays, and less competition means more money for you.
3. 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.
9. 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.



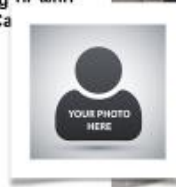
FOR SALE BY OWNER RULES

FOR SALE BY OWNER MARKETING RULES

1. Price your home at or just below market value. (Overpricing your home will cost you more.)
2. Stage your home to show.
3. Make an attractive, detailed flyer for your home.
4. Get lender good faith estimate-using your sales price and showing several loan options. Provide this with the flyer.
5. Put in an eye-catching, attractive FOR SALE sign in the front yard. Color works. Never use a hand-written sign.
6. Place an information box near or on the sign and keep filled with listing flyers that include information on how to reach you to view the property.
7. Distribute flyers to 100 of your neighbors. Many times, your neighbors will have a buyer lead for your home.
8. Make up small ad cards (with photo) and place on bulletin boards.
9. Advertise on the Internet, there are many site options available.
10. Place an ad in the monthly Real Estate magazines. Use high-quality pictures.
11. Place an ad in the classified section of your Sunday paper. Always advertise the price, address, home features and phone number where you can be reached.
12. Hold open houses at scheduled intervals. Sunday afternoons are best. Use open house and directional signs.

Don't be bashful about letting people know you have a home for sale. You never know who might be looking or who might know of someone in the market for a home. Call or text me at xxx-xxx-xxxx today to learn more!

Agent Contact Info Here.



6

Reasons Your Home Isn't Selling



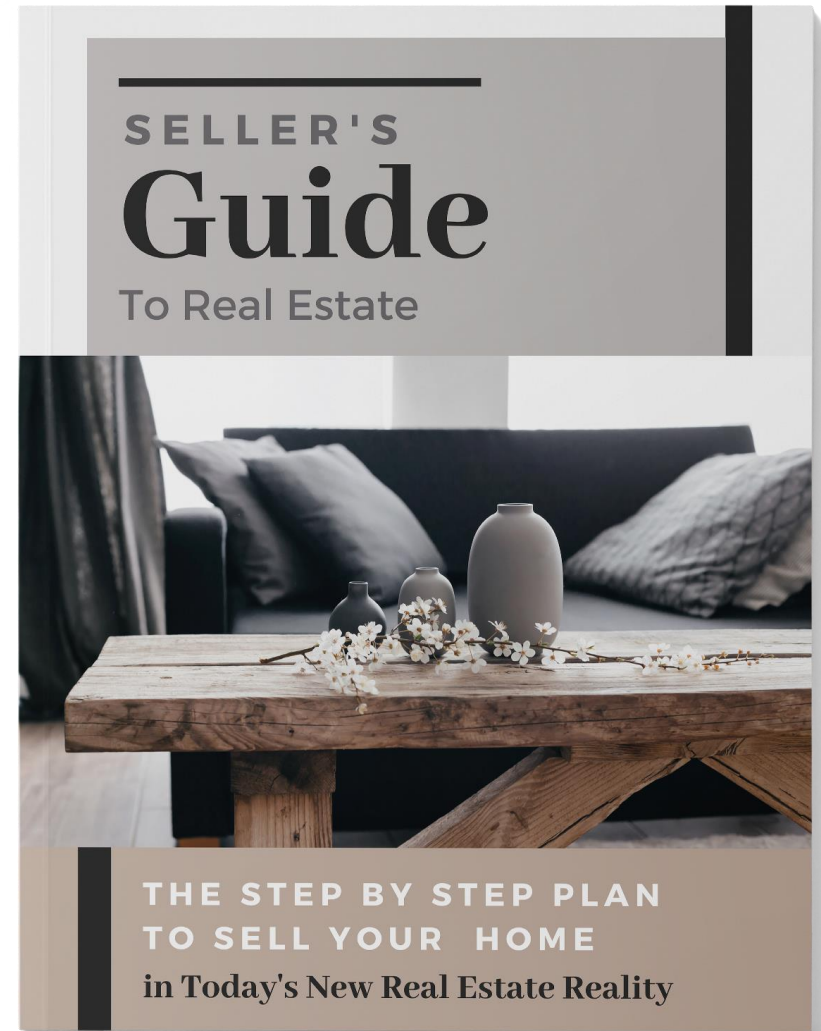
- 1. The price is too high.** Pricing a house too high is a common mistake; according to our top agent statistics, 51% of agents found that pricing a home incorrectly is the biggest error sellers make. To get homes sold quickly, price at, or just below fair market value.
- 2. Your home is too "unique."** Some properties have features that make it more difficult to find the right buyer. Sometimes homeowners love "extreme customization" – making their home difficult for buyers to see themselves living in that space. To sell super unique homes takes specialized sales and marketing tools and skills – and usually a great deal of TIME.
- 3. Poor staging.** According to statistics, staged homes sell 87% faster than non-staged homes, and for 17% more. 96% of surveyed agents say staging has some effect on buyers, and 38% of sellers' agents always stage a home. Incorrect staging can fail to show off your home's assets or even worse, highlight flaws you're hoping to draw buyers' attention away from. Professional staging companies can be worth their weight in return on investment. If you would like a recommendation, just give me a call!
- 4. Lack of curb appeal.** Curb appeal is staging as well – just for the outside of your home. First impressions are vital. Many buyers drive by listings before setting appointments. If your exterior isn't promising – it can be hard to get them in the door. Did you know that lawn care gets an average 303% ROI, and general landscaping 100%?
- 5. Poor listing photos.** There's a reason there is an entire site dedicated to bad MLS photos! The truth is 44% of buyers look online before doing anything else, and 89% of buyers found listing photos useful, according to the National Association of REALTORS®. If your listing photos don't show off how great your house is, getting someone to show interest is tough. Phone photos aren't going to do it in this market. Stats say listing photos taken with professional cameras get 61% more pageviews. And even more importantly, can increase price by between \$934 and \$116,076.
- 6. You're trying to go at it alone.** Today's buyers are savvier than ever before. To compete against professional listings with experienced real estate agents and uber-informed buyers, it's smart to use a licensed professional. NAR stats show that the typical FSBO home sold for \$200,000 compared to \$265,500 for agent-assisted home sales. Call me today for a no-cost evaluation. I'm here to help.
Ready to get your home SOLD and you and your family on to your next level? Give me a call today. I can help you understand the A-Z of **getting you the most for your home, in the shortest possible time, with the least number of headaches!** I'm here when you need me!

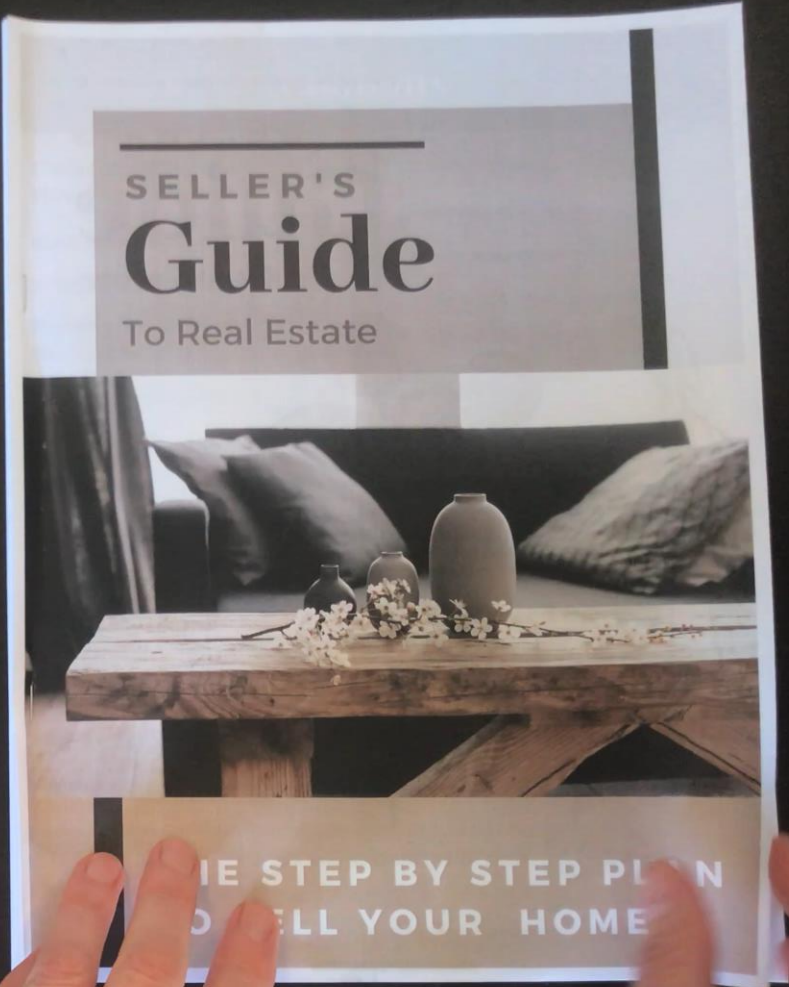
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43-page Seller's Guide

- *Door knocking gift*
- *On your website*
- *Listing Appointments*
- *Email signature*
- *Online lead generation*





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Thinking of Selling Your House?

In a world so rapidly changing and a housing market and economy that is constantly responding that change -- is a big decision and a big deal -- and I want you to know that I'm here to help with that every step of the way.

If you are like most homeowners, you have questions about where the economy is headed right now. I understand! Navigating through change can feel daunting, that's why I've done the "heavy lifting" for you and created this important **Seller's Guide** to walk you through everything you need to get a home sold in today's market for the highest possible price, in the shortest time, and with the fewest headaches.

Fill out this short form to get your copy today!

DarrylSpeaks.com/Trial

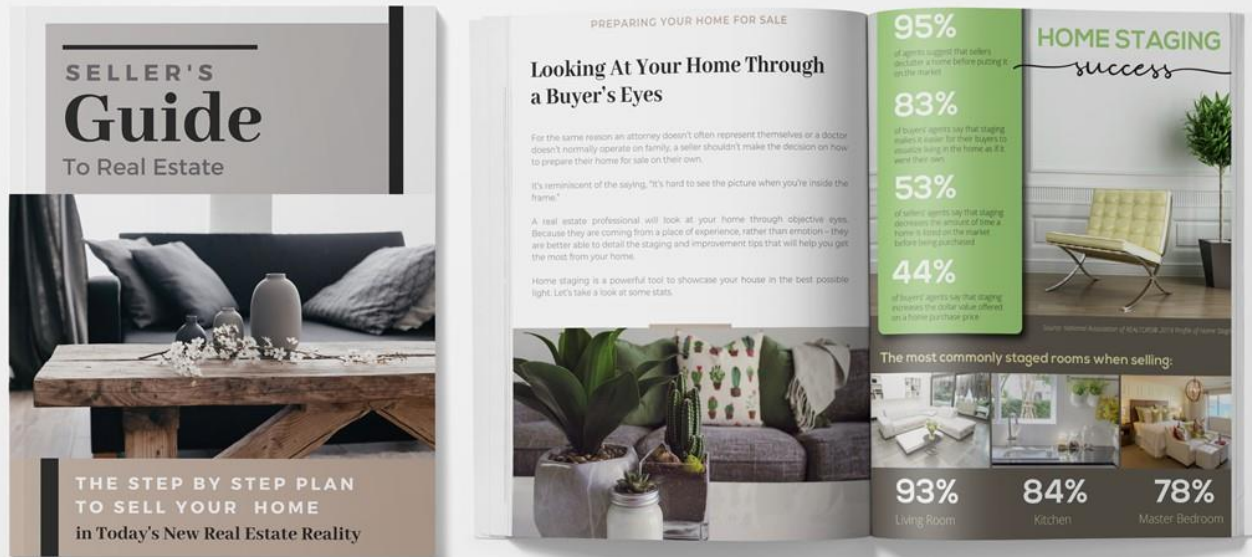
YOUR NAME, YOUR COMPANY

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

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.

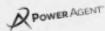
Postcards

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Call me today to see what's possible!



Name,
Title
Company Name
Cell Phone
Email
Website



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.

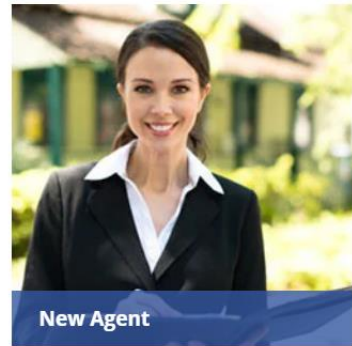
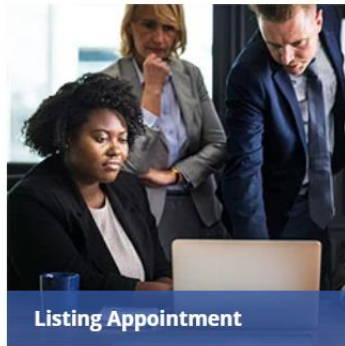
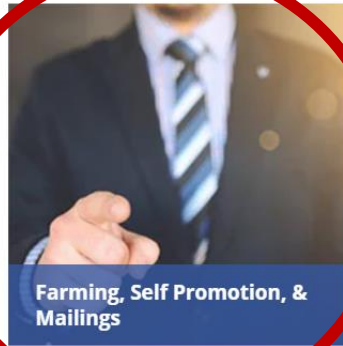
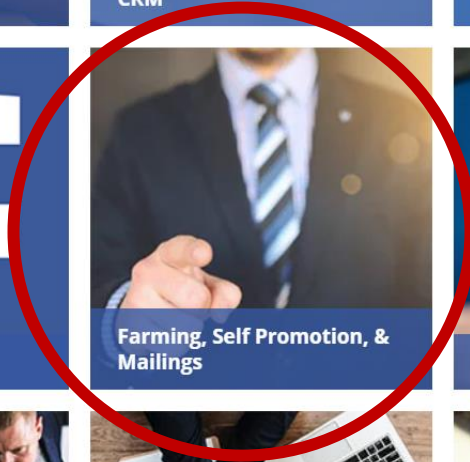
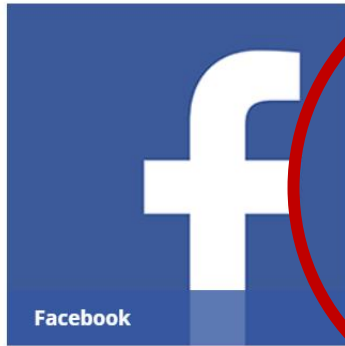
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Postcard – Home Inventory Reality Series

Favorite ☆



Postcard – Home Inventory Reality Series

Favorite ☆



Postcard – Just Listed

Favorite ☆



Postcard – Seller's Guide Offer

Favorite ☆

Power Agent Daily – Activity Tracker

Favorite ☆



Script – Power Agent Telemarketer Script for Cold Calls

Favorite ☆



Script – Power Agent Telemarketer Script for FSBOs

Favorite ☆



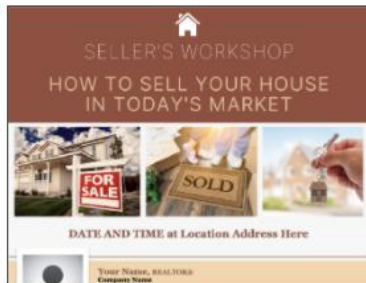
Seller's Guide Lead Capture Setup Demo

Favorite ☆



Seller's Guide to Real Estate

Favorite ☆



Sellers – Workshop Social Media Post

Favorite ☆



Sellers – Seller's Guide Lead Capture Setup

Favorite ☆



Sellers – Seller's Guide Offer

Favorite ☆



Your Name, REALTOR®
Company Name

Expired Letter #7

Date

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

Dear Hunna-Hunna:

I saw that your home is no longer actively available on the MLS (Multiple Listing Service).

If you're ready to try again, I'd like to talk with you about the unique ways I can use my experience and marketing strategies to open up a floodgate of potential buyers.

It is my job to ensure you receive the power of technology and will offer you efficient communication. Before you hire your next real estate professional, call me at 222-222-2222 or visit my website at www.mywebsite.com

Sincerely,

Darryl Davis
Power Agent Realty

Date:
Mr. and Mrs. Herman Rosen
100 Longview Street
Haver 210, NY 12420
Dear Mr. and Mrs. Herman Rosen:
Thank you for letting me visit your home to examine your property. As I follow up I wanted to send you a list of items that have not already been sold.

Letter - Follow Up FSBO or Expired

English | Español

Favorite ☆

FSBO LETTER 01
Dear Herman Rosen,
I appreciate the list of properties that you sent, and I will be out to RE-EVALUATE in the next few days. I'm working with several buyers that are looking for your area and will be sure to visit your property as well.

Letter - FSBO 01

Favorite ☆

FSBO LETTER 02
Dear Herman Rosen,
I have already had the opportunity to visit your property. You are not real estate marketing services to different areas, about any other RE-EVALUATE in this area. I will send you a list of items that have not already been sold.

Letter - FSBO 02

Favorite ☆

FSBO LETTER 03
Dear Herman Rosen,
I have a right now you're interested in selling your new home for cash and I have a list of items that have not already been sold.

Letter - FSBO 03

Favorite ☆

FSBO LETTER 04
Dear Herman Rosen,
As you can probably tell by now, my major marketing is a little more sophisticated than the average FSBO agent who wants to sell your property. This is my fourth letter to you already, and I would expect that most of my contacts have already given up on finding you and your home. There is a question to ask yourself: Right now, are you looking for real estate agents or are you looking for a real estate agent who can help you?

Letter - FSBO 04

Favorite ☆

FSBO LETTER 05
Dear Herman Rosen,
My marketing strategy is to go to the market and see what is going on. I will be out to RE-EVALUATE in the next few days. I'm working with several buyers that are looking for your area and will be sure to visit your property as well.

Letter - FSBO 05

Favorite ☆

FSBO LETTER 06
Dear Herman Rosen,
This is the first time I have written to you in the last several weeks, and you are probably aware by now, I'm not real estate marketing services to different areas, about any other RE-EVALUATE in this area. I will send you a list of items that have not already been sold.

Letter - FSBO 06

Favorite ☆

FSBO LETTER 07
Dear Herman Rosen,
This will be the first time I have written to you in the last several weeks, and you are probably aware by now, I'm not real estate marketing services to different areas, about any other RE-EVALUATE in this area. I will send you a list of items that have not already been sold.

Letter - FSBO 07

Favorite ☆

FSBO LETTER 08
Dear Herman Rosen,
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Letter - FSBO 08

Favorite ☆

FSBO LETTER 09
Dear Herman Rosen,
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Letter - FSBO 09

Favorite ☆

FSBO LETTER 10
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Letter - FSBO 10

Favorite ☆

FSBO LETTER 11
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Letter - FSBO 11

Favorite ☆

FSBO LETTER 12
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FSBO LETTER 13
Dear Herman Rosen,
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FSBO LETTER 14
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FSBO LETTER 15
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Mailings And Self-Promo



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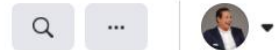
Group by Darryl Davis, CSP

POWER Agent Members



+ Invite

About Discussion Announcements Rooms Topics Members Events Media Files Guides



Like · Reply · 3h



Lee Ann Grajales 🙌

I have signed up with SO MANY (too many) companies like this over the years. Never have I experienced such a PERSONAL approach as a true community. You guys really CARE about us all and it shows. Thank you!

Love · Reply · 3h



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In 1988, Team In Training started a revolution that changed endurance sports forever. We are now the largest charity endurance training program in the world – powered by 650,000 athletes who have raised over \$1 billion.

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Uniting athletes of all backgrounds around one goal: a world without blood cancers







Belt Pkwy
EXIT ONLY



6:41:32

New York Road Runners

ING NEW YORK CITY MARATHON



City of New York
Parks & Recreation



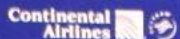
NEW YORK CITY
MARATHON



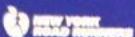
NEW YORK
ROAD RUNNERS

WORLD MARATHON MAJORS
BOSTON CHICAGO LOS ANGELES NEW YORK

THE RUDIN
FAMILY



THE RUDIN FAMILY



finish



Here's What I Learned

- 1. Make your commitment public**
- 2. Schedule a routine**
- 3. Have a support structure**
- 4. Get coaching from people who have done it before**
- 5. Don't run alone**

- 
1. Get **SUPER** Organized
 2. Master The Telephone
 3. Master Your Listing Conversation
 4. Have a Support Structure to Stay Focused

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Suzanne Dern

September 30 at 9:14 AM · 🌐



Good morning group! Just have to shout out that yesterday I got a new listing. Yea! The lead came through efforts I have been doing for a long while, but the difference with this listing is that I handled it differently. I had left Darryl's coaching program over a year ago, what with Covid, conflicts with other programs, etc. So, I made the decision to let this training go. BIG MISTAKE! I had come to realize recently, that my attitude about my Real Estate business had changed and my gusto and enthusiasm was gone, along with Darryl. So, I rejoined just a few weeks ago. And, you know what, my enthusiasm and mindset over the last few weeks has changed. Just with the help of those Monday morning calls to start off every week, not to mention the webinars on Wednesdays, that I did for free before rejoining, my business is improving. And I am improving! I am so glad to be back in the fold, I am going to make better use of this program than I did before, and I know I will be a better agent and person for it! Glad to be a part of this group again, and, yes, so glad I got that new listing yesterday! Take Care Folks!

[View Insights](#)

252 Post Reach >



April Elsner, Justine Ventriglia-Green and 16 others

6 Comments



Like



Comment

All Comments ▾



Amanda A. Albert

I agree with you. I am a new power agent, one month in and I also see a great shift in attitude toward my business. Much more motivated. Looking forward to month 2. Congratulations on your new listing!!!

Like · Reply · 5d



1



Julie Baron Escobar [Admin](#) 🗨️ +2

Suzanne and Amanda - you guys just made our whole team SMILE! **Congrats** on powerful new mindsets and successes! We are here for you all! 😊

Like · Reply · 5d



Kelly Powers

Awesome!! **Congratulations!**

Like · Reply · 5d



Suzanne Dern [Author](#)

In retrospect, leaving the program is one of the dumbest business decisions I have made...so glad to be back!

Like · Reply · 5d



1

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POWER Agent Members



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Like · Reply · 5d



Julie Baron Escobar [Admin](#) +2

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Like · Reply · 5d



Kelly Powers

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Like · Reply · 5d



Suzanne Dern [Author](#)

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- Problem solving & solution finding
- What's working and what's not for agents all over North America
- Get your “head straight” for the week





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- *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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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.



Quick Guide & 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.



Power Agent® Directory

Your Source for Power Agent® Referrals and Networking.



Webinar Registration

Learn the latest Next Level strategies and solutions for agents.

CLASSROOM




Buyers



Coaching Calls



CRM



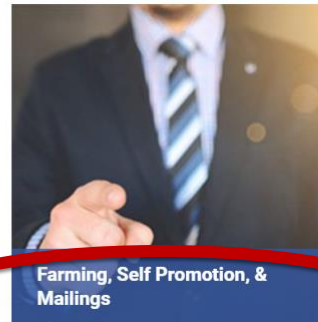
Darryl's Top Picks



Directory



Facebook




Farming, Self Promotion, & Mailings



Favorites




Infographics



Listing Appointment



Negotiating Offers



New Agent

DarrylSpeaks.com/Trial



10 Home Improvement Ideas for PowerPoints

Favorited ★



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 MAILING COST PER YEAR	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00
ADDITIONAL MARKETING EXPENSE			
AVERAGE SALES PRICE	\$ 210,000.00	\$ 180,000.00	\$ 210,000.00
AVERAGE COMMISSION PER SALE (percentage of your average commission %)	\$ 4,200.00	\$ 3,240.00	\$ 43,750.00
TOTAL HOMES SOLD IN FARM last year	20	20	18
BUYER'S WALK (per acre) homes and (per sq) owned by total homes in farm (3.04 sq)	0.15	0.12	0.06
WOMAN PARALLEL (total homes sold & per sq) average commission 3.04 sq	\$ 2,925,000.00	\$ 2,880,000.00	\$ 3,810,000.00
ASSUMING YOU GET 50% OF THE LISTING	\$ 1,462,500.00	\$ 1,440,000.00	\$ 1,905,000.00
ROI	146.25%	144.00%	190.50%

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

Search Classroom... 

MAKE A SUGGESTION




Buyers



Coaching Calls



CRM




Darryl's Top Picks



Directory



Facebook



Farming, Self Promotion, & Mailings



Favorites

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



Old FSBO for Telemarketer

- Step 1. Identify**
 1) Hello, 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**
 3) 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**
 4) The reason why I asked is because _____ need a lot of home in your area around _____ that some here, and they have told.
 5) Where were you folks planning on moving to?
 6) Why there?
 7) _____

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 asked is because my company listed a list 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)



No FSBO Should Be a FSBO (Video)

FSBOS AND EXPIREDS UNLEASHED: THE SECRET SAUCE TO



WHY A FSBO SHOULD NOT BE A FSBO



DarrylSpeaks.com/Trial



TODAY'S WEBINAR OFFER

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

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

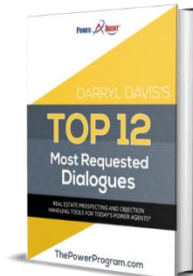
3-Part Breakthrough Business Plan (43 Pages)

TOTAL VALUE ~~\$1,896~~

Get it ALL Today for ONLY \$5 for 30 days \$47/month after (cancel anytime)



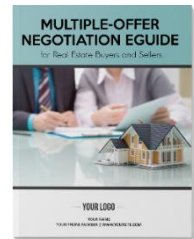
New Agent Starter Success Kit (29 Pages) \$127



Darryl's Top 12 Most Requested Dialogues \$157



184 Ways An Agent Earns Their Commission \$47



Customizable Multiple Offer eGuide For Buyers or Sellers \$97

Multiple Offer Spreadsheet \$97

PLUS...

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

CLAIM YOUR OFFER HERE



DarrylSpeaks.com/Trial



**Power Agent
Comments!**

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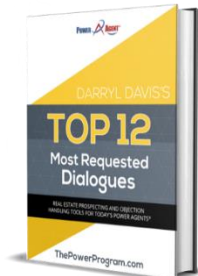


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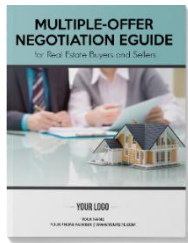
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Coaching Members Private Group



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