

WELCOME

to today's webinar:

Top 10 Reasons Why A Homeowner Should List During The Holidays

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





To Get The
Most From
This Webinar...

- ✓ Take notes
- ✓ Write questions in the Q&A panel. We will answer the questions at the end of the first hour

DarrylSpeaks



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- Ed Harris
- Holland Taylor



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

by Darryl Davis | Mar 26, 2007

★★★★☆ ▾ 29

Paperback

\$19²¹ ~~\$26.00~~

✓prime FREE Delivery Thu, Nov 11

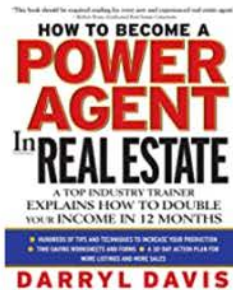
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\$4.01 (57 used & new offers)

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\$14⁰⁴ ~~\$23.40~~

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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

by Darryl Davis | Oct 31, 2002

★★★★☆ ▾ 164

Hardcover

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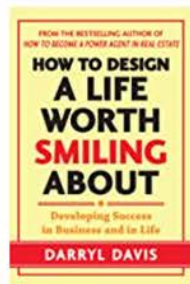
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How to Design a Life Worth Smiling About: Developing Success in Business and in Life

by Darryl Davis | May 30, 2014

★★★★☆ ▾ 25

Kindle

\$24³⁰

Available instantly

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Get it Wed, Nov 17 - Fri, Nov 26

\$3.99 shipping

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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

How To Become a Power Agent in Real Estate :
Income in 12 Months

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Mc
Graw
Hill

Professional



INSPIRATIONS

The Big-Hearted and Brave

Darryl Davis, CSP

**Chief Executive Officer
Darryl Davis Seminars**



WELCOME

to today's webinar:

Top 10 Reasons Why A Homeowner Should List During The Holidays





**Is this webinar a
sales pitch?**

This Webinar Is For Our POWER Agents® & Our Guests



POWER AGENT®

Coaching Members Private Group



DarrylSpeaks.com/Trial



Only ~~\$197~~

\$47 a month

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

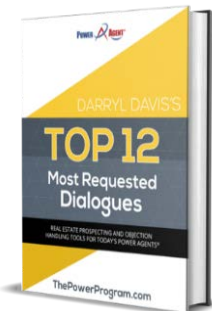


3-Part Breakthrough Business Plan (43 Pages)

TOTAL VALUE \$1,896



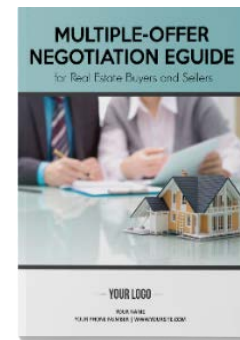
New Agent Starter Success Kit (29 Pages) \$127



Darryl's Top 12 Most Requested Dialogues \$157



Multiple Offer Spreadsheet \$97



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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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Going Wide



Going Wide
Vs
Going Deep



TU
TOO
Another



Business par
takes effort

As time marc
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Training: Learning Your
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POWER

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34. How

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to [Facebook](#)

Free Online Training

Presented by Darryl Davis, CSP – Real Estate Coach



Top Ten Reasons Homeowners Should Sell During the Holidays

WEDNESDAY,
NOVEMBER 10, 2021
12-1 PM EASTERN
(9-10 AM PACIFIC)

The seller's market is cooling like the weather, which is why it's vital that seller's take advantage of the market while they still can. With the growing number of anxious buyers and a mortgage rate that is still low, there's no time like this holiday season to help homeowners reap a solid return on their investments!

In this hands-on, how-to webinar, we'll help you learn the **metaphors, analogies, and strategies** you need to build your listing inventory before the clock strikes midnight on New Year's Eve!

Join us **Wednesday, November 10th at Noon Eastern** for **"The Top Ten Reasons a Homeowner Should Sell During the Holidays"**, where you will learn...

- 4 ways to strategically communicate urgency to potential sellers this season
- How to **explain to sellers that they will reap more money** and rewards by selling before potential market shifts
- Darryl's top dialogues, metaphors, and analogies to coach sellers to not just list – but list now
- **6 effective direct mail tools** to use with your sphere and farm this season

PLUS, these bonus strategies:

- 3 strategies to capture the market share of agents who've already slipped into holiday mode
- The **#1 holiday marketing mistake agents make** (and how to do the OPPOSITE)
- How to continue building listing inventory for the strongest possible start in the

**1. Break Down the 11
*Reasons Why a Seller
Should Sell During
The Holidays***

**2. Share With You *The
Top 6 Direct mail
Pieces***

**3. Give you 3 Specific
*Holiday Strategies***

**Today's
Outline**

A photograph of a wooden desk with a laptop and a tablet. The laptop is open, and the tablet is lying next to it. The background is a dark blue gradient with a faint image of a laptop keyboard and a tablet.



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.



DarrylSpeaks.com/Trial



**You will Spend As Much Time As You
Need To On Each Item Based On *You,*
Them and *The Situation***



- 1. People who look for a home during the Holidays are more serious buyers!**

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To Overcome Obstacles, You Have To Be REALLY Committed



Mount Everest

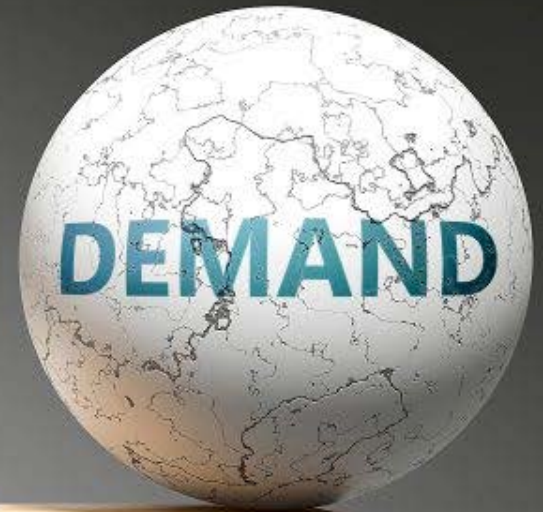


2. Serious buyers have fewer houses to choose from during the Holidays, and less competition means more money for you.

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The BEST Thing for A Seller:

Low Supply,
HIGH Demand



The First Apple Operations Manual



\$10,000 at Auction

PlayStation & Games



\$280,000 at Auction



CHRISTIE'S



\$576,000 at Auction

Macallan 1926 Valerio Adami Scotch Whisky



\$1.9 Million at Auction

They all had the same thing in common...



There was more **DEMAND** than the **SUPPLY**

**During This Time Of Year, You Have
Leverage Over Your Neighbors Who
Are Waiting Until AFTER The Holidays**



Which Is Better For You?



This ...

... OR This ?

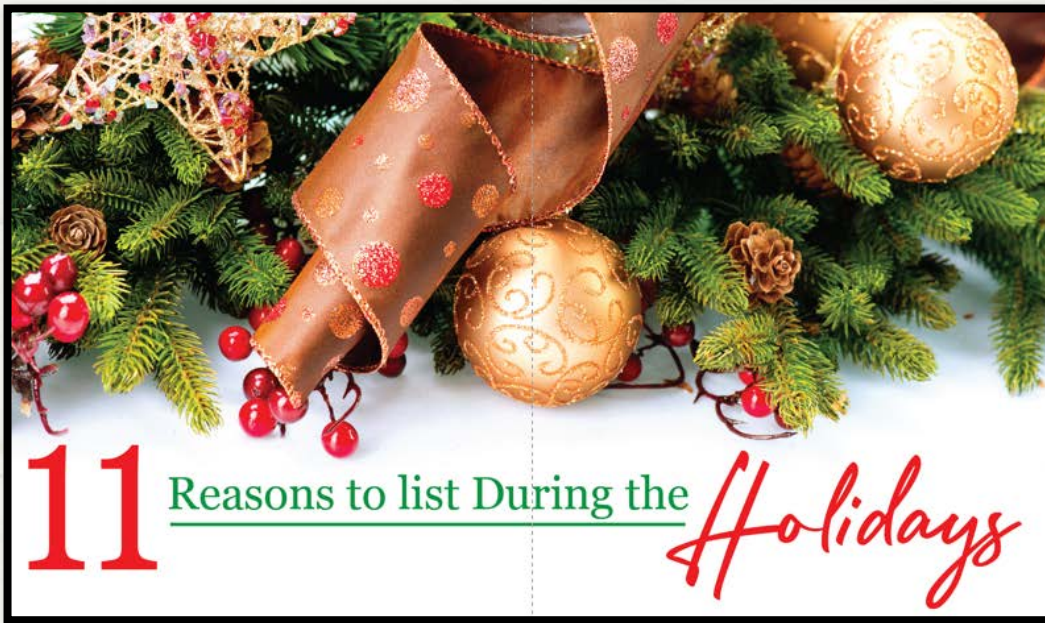




FortuneBuilders

Less is more, especially when it comes to inventory

If there's one undeniable truth about the holidays, it's that real estate inventory is limited during the holiday months. There's simply less people selling less homes, which means less real estate activity.



- 3. There are other homeowners (your competition) that are waiting for the holidays to be over. Listing your home now gives you an advantage.**

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SELL OPOLY

START HERE

GO

DETERMINE

The current value of your home on today's market

PREPARE

Personalized marketing campaign.

STAGE & PHOTOS

Stage home to stand out from competition. Professional photography goes a long way in this game!

VERIFY

Taxes, certificate of occupancy, survey, and all other pertinent information.

LAUNCH LISTING

Launch listing on MLS, National and Local real estate websites.

CONGRATULATIONS

CELEBRATE!

Closing occurs at lending institution or attorney's office.

FINAL WALK THROUGH SCHEDULED 24-48 HOURS PRIOR TO CLOSING

TRANSFER UTILITIES OIL, METER READ, CALL THE MOVERS!



POWER AGENT™



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

SHOWTIME

Start showing home and host open houses!

NEGOTIATE

Professional manage offers to obtain maximum value with your sales associate.

QUALIFICATION

Confirm qualification of potential buyers.

TITLE SEARCH

Title search ordered by purchaser's attorney.

MORTGAGE COMMITMENT

Receive written mortgage commitment.

BANK APPRAISAL

\$\$\$

SALE

Execute contract of sale with attorney.

INSPECTIONS

Home and termite inspections take place.



ACCEPTANCE OF OFFER!!!

GET AHEAD OF THE COMPETITION



Prepare Copy

Listing Terms 101



DOs

Faster Sales



&



DON'Ts

Slower Sales

Words That Sell

- Beautiful
- Landscaped
- Move-in Condition
- Good Value
- Granite
- Maple
- Gourmet
- Updated

"Must-see" proves to be statistically insignificant

Words That Hurt

- Motivated
- Clean
- Quiet
- New Paint
- As-Is
- Rental
- Starter
- Handyman Special

A Great Description Gets a Better Price!

Using positive, accurate words such as "beautiful," "spacious" or "inviting," improves sales price and generally sells faster. According to a study by Dr. Bennie D. Waller of Longwood University, **each positive word increased the sales price by roughly 1 percent and improved the probability of selling by 9.2 percent.**

Agent Contact Info Here.



Sources: Studies by Dr. Bennie D. Waller of Longwood University, Virginia, and Dr. Paul Anglin, University of Guelph, Ontario.

GET AHEAD OF THE COMPETITION



Prepare Photos



Before

After





Before

After

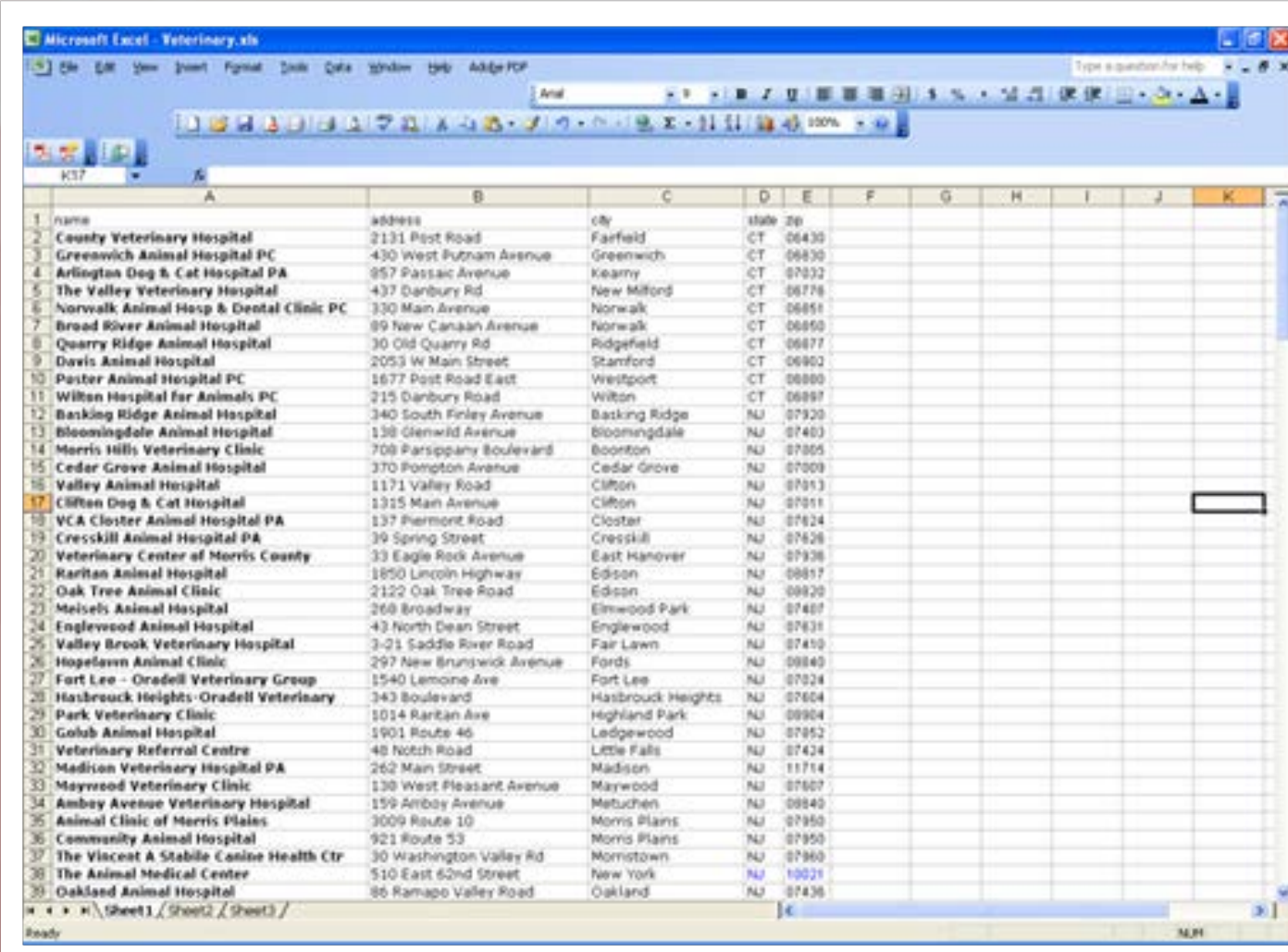


GET AHEAD OF THE COMPETITION



Prepare Mailing List

Purchase the Neighborhood Mailing List



The screenshot shows a Microsoft Excel spreadsheet titled "Veterinary.xls". The spreadsheet contains a list of veterinary hospitals and clinics, organized into columns: A (name), B (address), C (city), and D (state ZIP). The list includes various facilities such as County Veterinary Hospital, Greenwich Animal Hospital PC, Arlington Dog & Cat Hospital PA, and others, extending down to Oakland Animal Hospital. The status bar at the bottom indicates "Ready" and "N.J.".

	A	B	C	D	E	F	G	H	I	J	K
1	name	address	city	state	ZIP						
2	County Veterinary Hospital	2131 Post Road	Farfield	CT	06430						
3	Greenwich Animal Hospital PC	430 West Putnam Avenue	Greenwich	CT	06830						
4	Arlington Dog & Cat Hospital PA	857 Passaic Avenue	Kearny	CT	07032						
5	The Valley Veterinary Hospital	437 Danbury Rd	New Milford	CT	06776						
6	Norwalk Animal Hosp & Dental Clinic PC	330 Main Avenue	Norwalk	CT	06851						
7	Broad River Animal Hospital	89 New Canaan Avenue	Norwalk	CT	06850						
8	Quarry Ridge Animal Hospital	30 Old Quarry Rd	Ridgefield	CT	06877						
9	Davis Animal Hospital	2053 W Main Street	Stamford	CT	06902						
10	Paster Animal Hospital PC	1677 Post Road East	Westport	CT	06880						
11	Wilton Hospital For Animals PC	215 Danbury Road	Wilton	CT	06897						
12	Basking Ridge Animal Hospital	340 South Finley Avenue	Basking Ridge	NJ	07920						
13	Bloomington Animal Hospital	138 Glenwild Avenue	Bloomington	NJ	07403						
14	Morris Hills Veterinary Clinic	708 Parsippany Boulevard	Boonton	NJ	07005						
15	Cedar Grove Animal Hospital	370 Pompton Avenue	Cedar Grove	NJ	07009						
16	Valley Animal Hospital	1171 Valley Road	Clifton	NJ	07013						
17	Clifton Dog & Cat Hospital	1315 Main Avenue	Clifton	NJ	07011						
18	VCA Closter Animal Hospital PA	137 Piermont Road	Closter	NJ	07624						
19	Cresskill Animal Hospital PA	39 Spring Street	Cresskill	NJ	07626						
20	Veterinary Center of Morris County	33 Eagle Rock Avenue	East Hanover	NJ	07936						
21	Raritan Animal Hospital	1850 Lincoln Highway	Edison	NJ	08817						
22	Oak Tree Animal Clinic	2122 Oak Tree Road	Edison	NJ	08820						
23	Meisels Animal Hospital	268 Broadway	Elmwood Park	NJ	07407						
24	Englewood Animal Hospital	43 North Dean Street	Englewood	NJ	07631						
25	Valley Brook Veterinary Hospital	3-01 Saddle River Road	Fair Lawn	NJ	07410						
26	Hopelawn Animal Clinic	297 New Brunswick Avenue	Fords	NJ	08840						
27	Fort Lee - Oradell Veterinary Group	1540 Lemone Ave	Fort Lee	NJ	07024						
28	Hasbrouck Heights - Oradell Veterinary	343 Boulevard	Hasbrouck Heights	NJ	07604						
29	Park Veterinary Clinic	1014 Raritan Ave	Highland Park	NJ	08904						
30	Golub Animal Hospital	1901 Route 46	Ledgewood	NJ	07052						
31	Veterinary Referral Centre	48 Notch Road	Little Falls	NJ	07424						
32	Madison Veterinary Hospital PA	262 Main Street	Madison	NJ	11714						
33	Maywood Veterinary Clinic	130 West Pleasant Avenue	Maywood	NJ	07607						
34	Amby Avenue Veterinary Hospital	159 Amby Avenue	Metuchen	NJ	08840						
35	Animal Clinic of Morris Plains	3009 Route 10	Morris Plains	NJ	07950						
36	Community Animal Hospital	921 Route 53	Morris Plains	NJ	07950						
37	The Viscoat A Stable Canine Health Ctr	30 Washington Valley Rd	Norristown	NJ	07960						
38	The Animal Medical Center	510 East 62nd Street	New York	NJ	10021						
39	Oakland Animal Hospital	86 Ramapo Valley Road	Oakland	NJ	07436						

GET AHEAD OF THE COMPETITION



Prepare Social
Media Marketing

Content Dimensions Cheat Sheet

If you're creating content for multiple platforms, such as Facebook and Instagram then we recommend making your content square with 1080 by 1080 pixel dimensions to ensure that everything looks cohesive across platforms.



Facebook

Cover image: 820 x 312 (minimum 400 x 150)

Profile image: 180x 180

Event image: 1920 x 1080



Twitter

Header image: 1500 x 500 (maximum 5 MB)

Profile image: 400 x 400 (maximum 2 MB)

In-stream image: 440 x 220



Instagram

Profile image: 110x 110

Shared photos: 1080 x 1080

Shared videos: 1080 pixels wide

Instagram Stories: 1080 x 1920

(minimum 600 x 1067 | maximum 4 GB)



LinkedIn

Banner image: 1584 x 396 (maximum 4 MB)

Profile image: 400x 400

(minimum 200 x 200 | maximum 10 MB)



Youtube

Channel cover images: 2560 x 1440
(maximum 4 MB)

Channel icon: 800x 800

Video thumbnail: 1280x 720

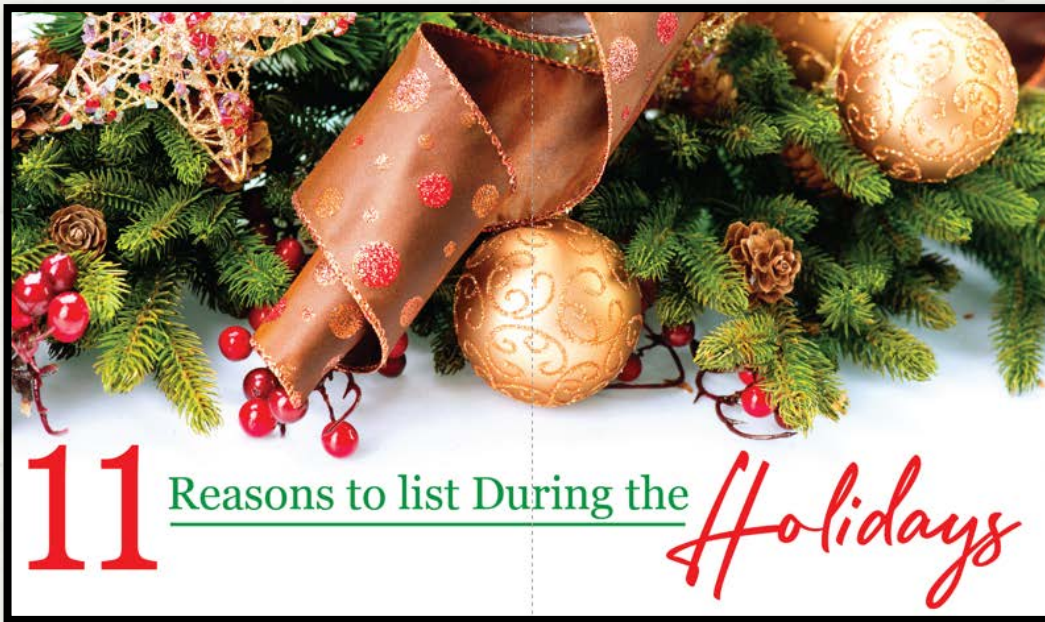


4. Houses show better during the Holidays

DarrylSpeaks.com/Trial



DarrylSpeaks.com/Trial



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5. During the Holidays, buyers are more connected to their emotions and homeownership

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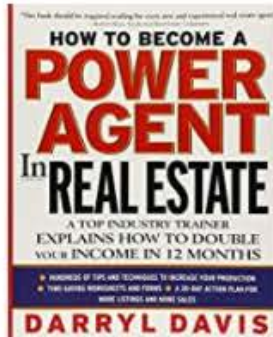
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- Kindle Edition

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~~

Get it by **Tuesday, Jan 9**

More Buying Choices

\$1.35 (141 used & new offers)

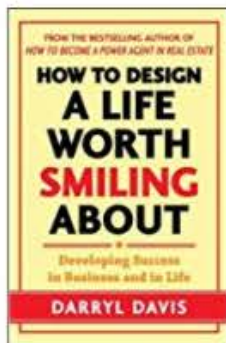
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\$18⁷⁰

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Other Formats: Digital

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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

Hardcover

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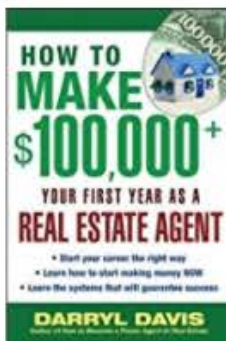
Kindle Edition

\$14⁴⁹

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Other Formats: Paperback

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Mar 26, 2007

by Darryl Davis

Paperback

\$24⁸² ~~\$26.00~~

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More Buying Choices

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Kindle Edition

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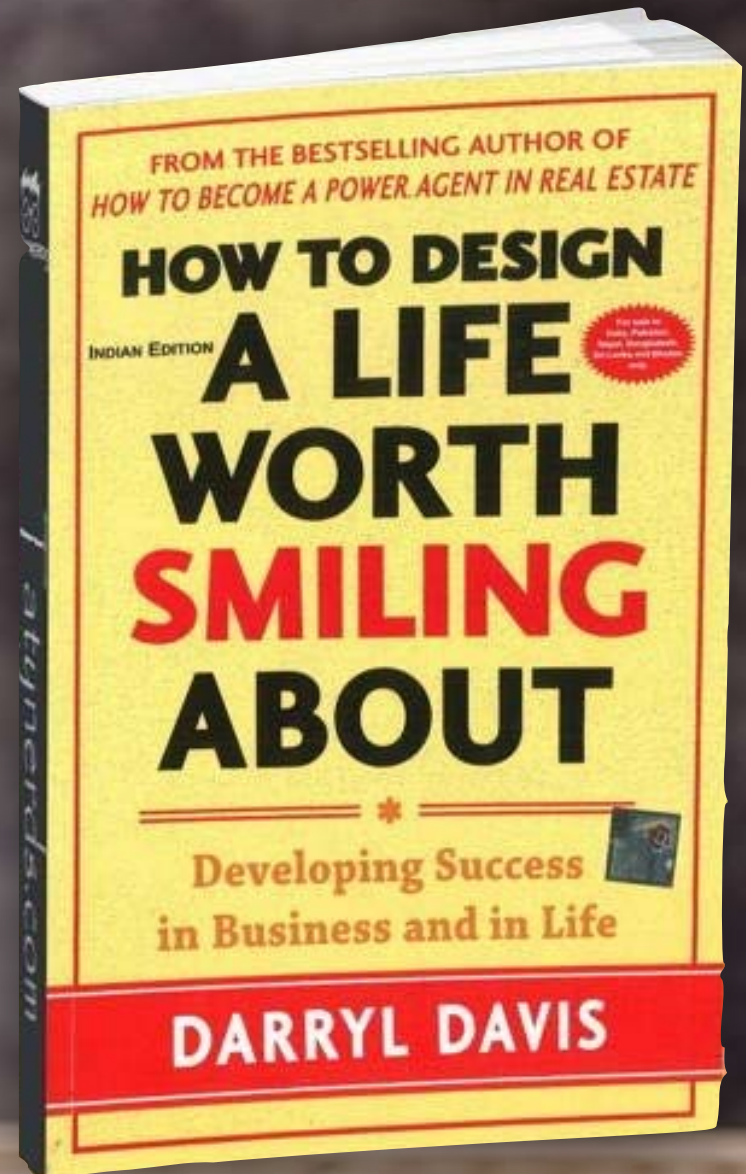
Other Formats: Digital

★★★★☆ ▾ 14

Summarize

3+

Years of Research



Endorphins helps us feel....



Focused



Pleasure



Better mood



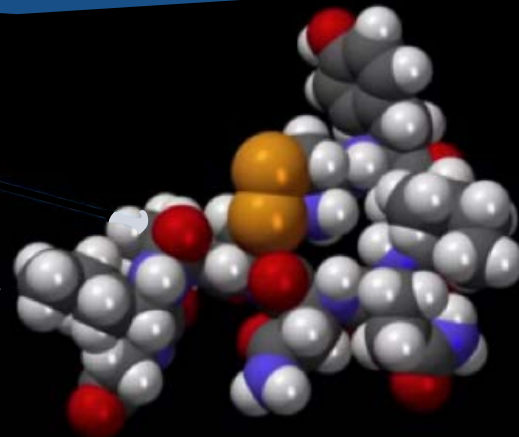
Euphoria & bliss



Less Pain



OXYTOCIN



*“Trust
Chemical”*



nielsen

• • • • •

CONSUMER NEUROSCIENCE

THE REWIRING OF THE
CONNECTED INDIVIDUAL

WORLD'S MOST
INFLUENTIAL
BRANDS

Ads, Teasers and News



MOST COMPREHENSIVE VIEW OF ENGAGEMENT



EEG

Multiple sensors across key brain regions to derive key measures of emotional motivation, memory activation and attention shifting.



CORE BIOMETRICS

Overall level of emotional engagement, the most and least engaging moments.



FACIAL CODING

Discrete facially expressed emotions, such as surprise, confusion, joy and sadness.



EYE TRACKING

Pinpoint visual attention to content, including specific areas that attract the most and least attention.



SELF REPORT

What consumers say they think, do or plan to do.

TOP-TWEETED ADS EASY TO UNDERSTAND, WITH SMILES

PEOPLE SMILED **3X** MORE IN RESPONSE TO THE
TOP VERSUS BOTTOM SUPER BOWL ADS



TOP 6 ADS



18.3%

POSITIVE

2.2%

NEGATIVE

1.1%

SURPRISE

BOTTOM 8 ADS



5.9%

POSITIVE

5.4%

NEGATIVE

3.3%

SURPRISE

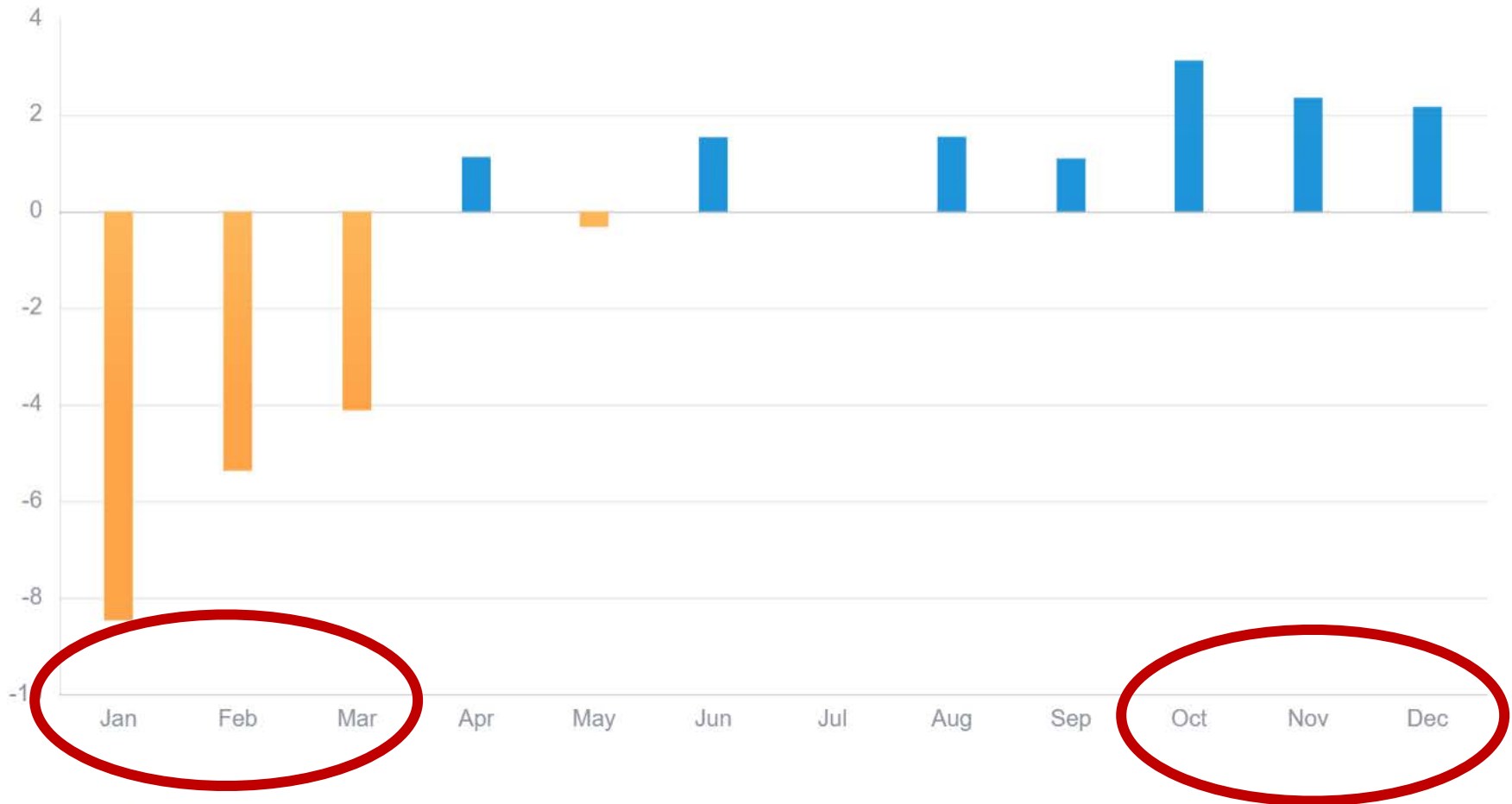


4. Houses show better during the Holidays
5. During the Holidays, buyers are more connected to their emotions and homeownership

DarrylSpeaks.com/Trial

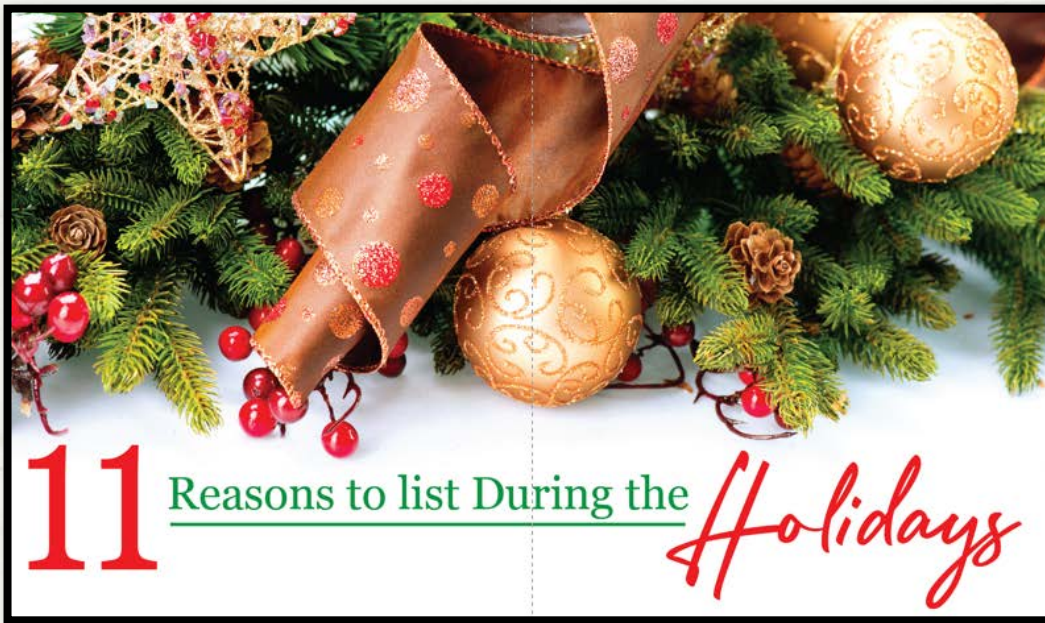
Nationwide Housing Market Trends - Sales Prices ⓘ

Percent above/below average



**NATIONAL
ASSOCIATION OF
REALTORS®**





6. Buyers have more available time during the holidays to look at your house.

DarrylSpeaks.com/Trial

amazon





**7. Some people buy before
the end of the year because
of tax advantages.**

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Tax Deductions

Mortgage Points

Real Estate Taxes

Mortgage Interest

Misc.

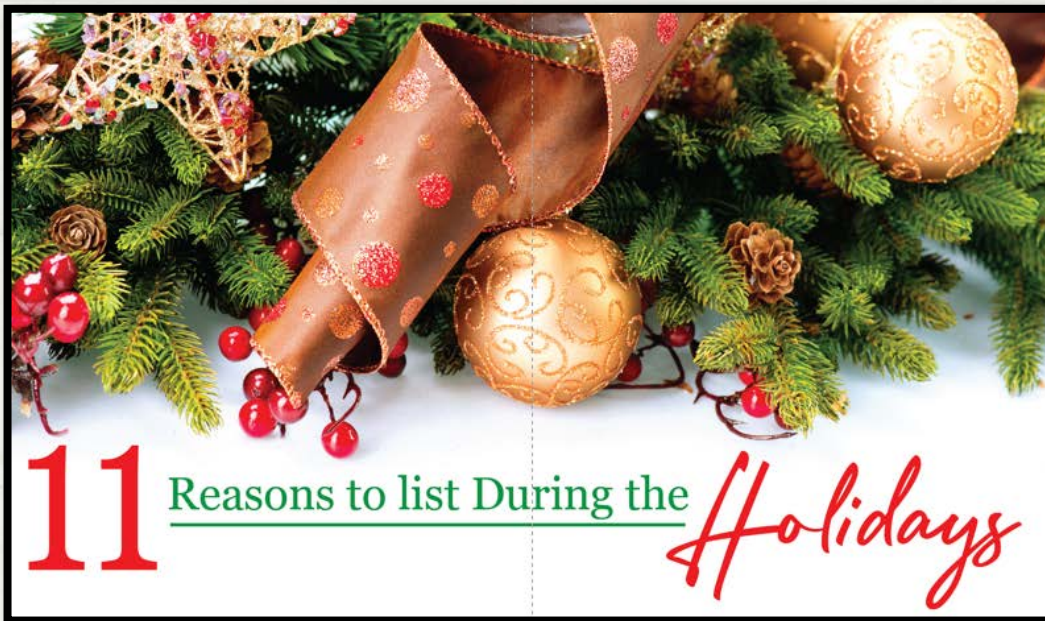


8. If a buyer is being transferred because of a job, the end of the year is typically the time when they get notified.

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**Relocating
Buyers
Focus On
Time Not
Price**



9. During the holidays, it's acceptable for you to restrict showings.

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10. By selling now, you may have an opportunity to be a non-contingent buyer after the holidays, when there are more houses on the market.

DarrylSpeaks.com/Trial



List Now and Stand Out

**Buy After and Have
More Choices**



Top Dollar In - Bottom Dollar Out





11. The agents that are working this time of year have the same commitment level as the buyers that are looking during the holidays.

DarrylSpeaks.com/Trial

AFFORDABLE SUIT VS. EXPENSIVE SUIT

\$200 VS \$2000 SUIT

\$200

VS

\$2,000

DESIGN

- Mass Production To Fit Majority Of Body Types
- Baggy Fit, Made To Be Tailored

FABRIC

- Polyester, Rayon • Shines Under Light
- Cotton Blends • Recycled Wool / Synthetic Blends

CONSTRUCTION

- Machine Sewn • Fused Lining • Cost Effective
- Machine Errors May Or May Not Be Caught

CUSTOMER SERVICE

- Bought Off The Rack • Possible Help From An Untrained Sales Associate
- Returns To A Service Desk

BRAND REPUTATION

- No-Name Or Fast-Fashion Brand
- Hard To Spot Quality



DESIGN

- Designed With Extreme Attention To Detail
- Made To Hug The Body Like A Second Skin

FABRIC

- 100% Virgin Wool • Memorable Drape • Rich Luster
- Super 100's To Super 180's

CONSTRUCTION

- Hand Stitched Canvas • Tailored Construction
- Precision And Durability In Sewing

CUSTOMER SERVICE

- Great Customer Service • Help With Measurements And Fit • One On One Help In Case Of Return
- Associate Knows You By Name

BRAND REPUTATION

- Reputation For Quality
- Heritage Brand • Lives Up To Name



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Agent Contact Info / Photo(s) Here.



Student Check In!
Learning anything?



*** BONUS ***
**Some Holiday
Direct Mail
Pieces**



Buyers



Coaching Calls



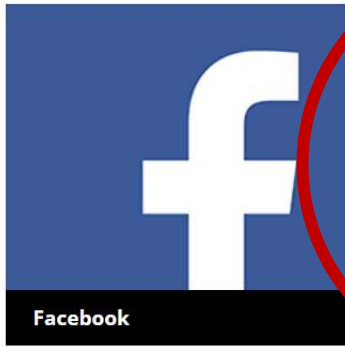
CRM



Darryl's Top Picks



Directory



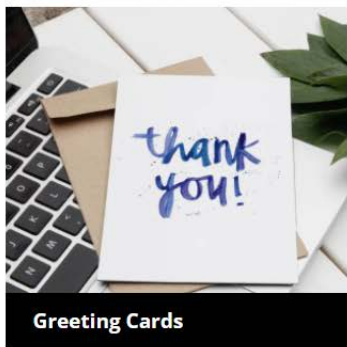
Facebook



Farming, Self Promotion, & Mailings



Favorites



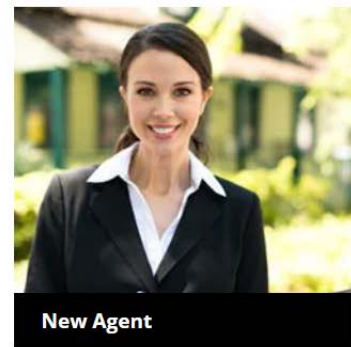
Greeting Cards



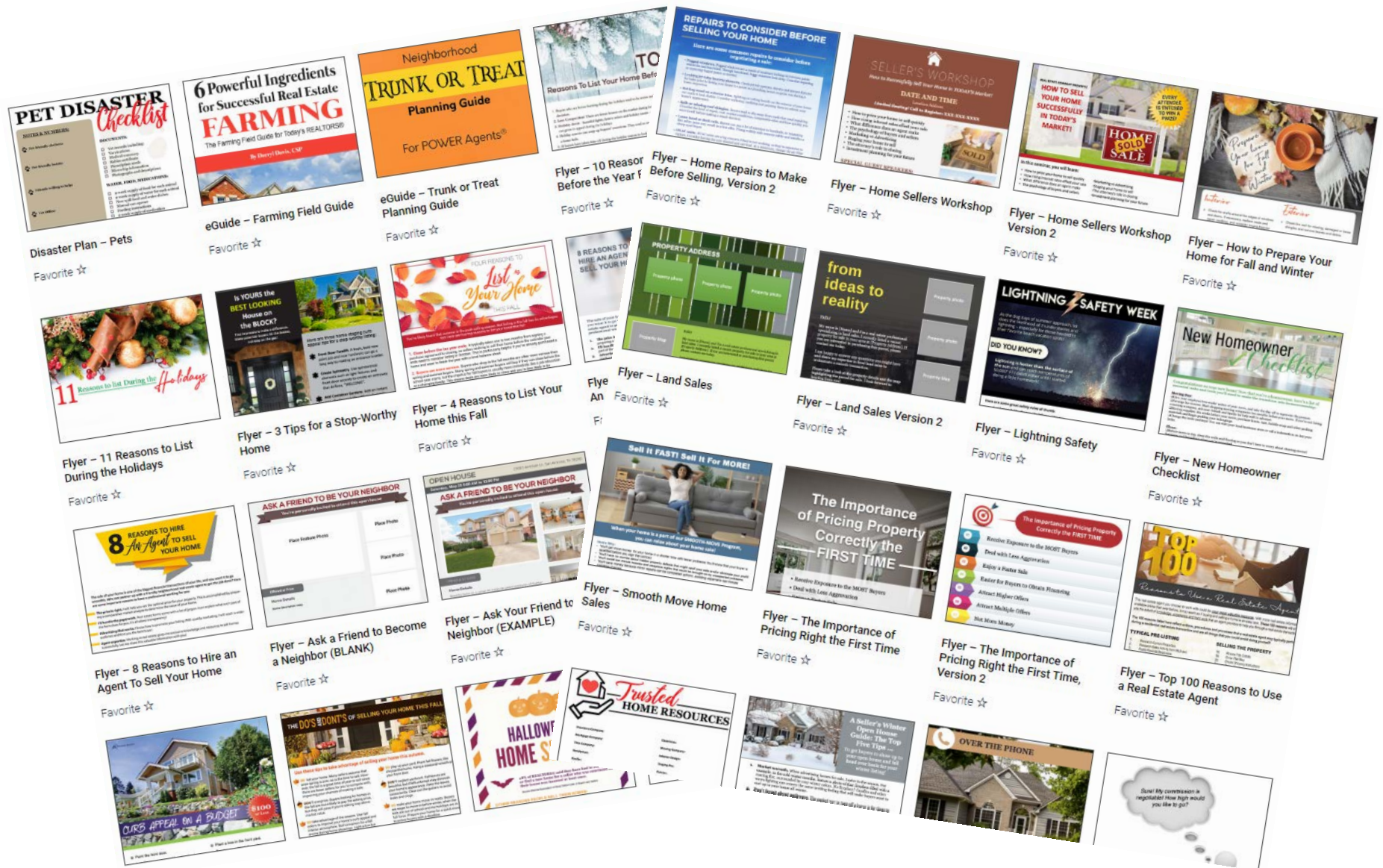
Listing Appointment



Negotiating Offers



New Agent





A SELLER'S *Winter Open House* GUIDE:

THE TOP FIVE TIPS ... To get buyers to show up to your open house and *fall head over heels* for your winter listing!

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

CALL ME FOR HELP SELLING OR BUYING A HOUSE IN ANY SEASON!

Agent Contact Info Here.



DarrylSpeaks.com/Trial



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FAMILY DISASTER

KEEPING YOUR FAMILY SAFE IN A STORM

Plan

REVIEW: Make sure everyone in your home is on the same page. Know the safest place in your home should you shelter-in-place, and what everyone needs to do to prepare if evacuated.

WATER AND FOOD: You should have 3-5 days worth of food (non-perishables) and a ½ gallon of water per day per person in your family.

GASOLINE: Fill your car up with gas before the storm, as well as gas for generators. Be mindful of gasoline and generator safety.

MEDICATIONS: Make sure you have prescription medications filled in advance and keep them with you.

FIRST AID KIT: Yours should include: a list of emergency phone numbers, sterile gauze pads of different sizes, adhesive tape, adhesive bandages (Band-Aids) in several sizes, elastic bandage, a splint, antiseptic wipes, soap, antibiotic ointment, antiseptic solution (like hydrogen peroxide), hydrocortisone cream (1%), acetaminophen and ibuprofen, tweezers, sharp scissors, safety pins, disposable instant cold packs, calamine lotion, alcohol wipes or ethyl alcohol, Thermometer, plastic non-latex gloves (at least 2 pairs), flashlight and extra batteries, battery powered radio, can opener, blanket.

IMPORTANT DOCUMENTS: Make a to-go box (ideally a waterproof container) and include insurance documents, home information, birth and marriage certificates, banking information, etc. Any documents or even photos that would be difficult to replace, seal in this container and put it with your to-go kit.

COMFORT ITEMS: To pass the time, especially if you have small children, make sure you have comfort items such as favorite toys and activities such as games, cards, books, crayons, etc. You'll also want to bring several day's worth of clean, fresh clothes.

Agent Contact Info / Photo(s) Here.





DarrylSpeaks.com/Trial


PET DISASTER


Checklist

NOTES & NUMBERS:

 Pet-friendly shelters:

 Pet-friendly hotels:

 Friends willing to help:

 Vet Office:

DOCUMENTS:

- Vet records including:
 - Vaccinations
 - Medical summary
 - Rabies certificate
 - Prescription meds
 - Microchip information
 - Photographs and descriptions

WATER, FOOD, MEDICATIONS:

- 2-week supply of food for each animal
- 2-week supply of water for each animal
- Non-spill food and water dishes
- Manual can opener
- Feeding instructions
- 2-week supply of medication
- 1-month supply flea/tick/heartworm prevention

OTHER SUPPLIES:

- Leash, collar, with ID
- Bedding
- Appropriate-sized pet carrier
- Toys
- Litter box and litter (cats)
- Cleaning supplies
- First aid kit



Agent Contact Info / Photo(s) Here.



Even the CEO of Zillow thinks you should ask a real estate agent what your home is worth!

Thinking of selling your home?

Don't make the mistake of using a "Zestimate" to determine your home's value.

In a prominent **MarketWatch** article, Spencer Rascoff, Zillow's former CEO said, "We call it a Zestimate and not a Zeppraisal and not a Zeprice. It's meant to be a starting point. To determine a more ACCURATE opinion of a home's value, **you should hire a real-estate agent.**"

Zestimates is merely a successful marketing tool to catch people's attention, but you should not rely on it to determine the value of your home.

Buyers, banks, title companies, etc. do not use Zestimates... or even estimates. They use specific data and a formal appraisal to determine your home's value. As a licensed real estate agent of the State, I have access to that data, and I am happy to share it with you in my Neighbor Market Report.

For this free Neighborhood Market Report, call or text me at 555-555-5555!

Agent Name, *Power Agent*®



** A Power Agent® is a member of an exclusive program of dedicated professionals (less than 1% of agents across North America) committed to helping buyers and sellers get to their next level in life.*



DarrylSpeaks.com/Trial

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Interior

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

Exterior

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

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!
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Agent Contact Info / Photo(s) Here.





9 Reasons to Buy During the Holidays

1. Many buyers have opted to wait until the spring, making your **competition pool smaller**.
2. There can be *many tax advantages* to buying before the first of the year.
3. Houses **show better when decorated** for the Holidays.
4. **Closings are faster** sometimes because many of the professionals involved (mortgage lenders, inspectors, title reps) are eager to close the books before January.
5. You might be able to take advantage of **seasonal time off** for extended house hunting opportunities.
6. Potentially *more negotiation room with less buyers on the market*. There's less frenzy for current listings – better leveling the field in what has been a seller's market.
7. Sellers are more emotional during the holidays, which means their cheer could help you create some holiday-offer magic.
8. January is traditionally the month employees begin new jobs. Since transferees cannot wait until Spring to sell, they are **motivated to close** and get to their next location.
9. The agents that are working this time of year *have the same commitment level as you* have to purchase during the holidays.



Company
Logo Here

Agent Name, *Power Agent*®
Company Name
Phone Number
Email Address
Web Address



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3 Holiday Strategies

1. Get Organized

Just A Few....



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							

REDX™

Rocky Wright

Florida

SIGN UP

First Name 

Last Name 

Email 

Phone 

SUBMIT



Watch the Video



EXPIREDS



FSBOS



FRBOS



PRE

FORECLOSURES



STORM DIALER

DarrylSpeaks.com/Trial

TOTAL 13,523

VORTEX

Sort

13 / 13,523

Action

Filter 13

- 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	

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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

HUD Cover Letter

Date

Name

Address

City, State, Zip

Dear Mr. Hunna Hunna,

I hope your new year is off to a great start! Congratulations again on the **sale/purchase** of your home last year! It was a pleasure and honor to work with you!

Enclosed you'll find a copy of your HUD statement from your closing. This is an important document that you'll need for your taxes this year. Simply give this copy to your accountant and they'll know just what to do with it!

I also wanted to let you know that I am here for you as resource you can count on. I often get calls from clients and customers asking for recommendations for trusted service professionals such as contractors, handymen, landscapers, painters, etc. If that is something that I can help you with as well, or certainly if you have any real estate questions or needs, I'm happy to answer those too!

Wishing you a wonderful year ahead! Please let me know if I can be of service to you or any of your friends or family. I can be reached by phone or text at _____, or email at _____. I'd love to hear from you!

Warm regards,

Name

REALTOR®

Company

Phone

Email

SELF PROMOTION CAMPAIGN

ACTIVITY	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Print Advertising	✓		✓									
Market update Mailing		✓		✓		✓						
Neighborhood Market Report Mailing	✓			✓			✓			✓		
Door Knocking & Canvassing			✓		✓				✓			
Social Media Marketing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Holiday Postcards	✓										✓	✓
Just Listed/ Just Sold Postcards	✓		✓				✓		✓		✓	
Call Around New Listings		✓		✓		✓		✓		✓		✓
School Marketing Folders/Fall Fest							✓		✓			
Holiday Charity Drives										✓		✓
FSBOs/Expireds	✓		✓		✓		✓		✓		✓	

SAMPLE



POWER

BuilderTM



Automated Campaigns

Contact Profile

Keep in Touch

Social Intelligence

Activities/History

Properties

Business Directory

Documents

STATUS

Hot Prospect

FOLLOW UP FREQUENCY

7 days

Keep in touch events available to all contacts

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

Keep in touch events specific to this contact

[?](#) CREATE NEW EVENT

Event	Date	Status	
Main Contact Birthday	April 15	Active	DEACTIVATE
Spouse/Partner Birthday		No Date	ACTIVATE
Move In Anniversary		No Date	ACTIVATE

Activity plans assigned to this contact

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

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

There are no activity plans assigned to this contact.



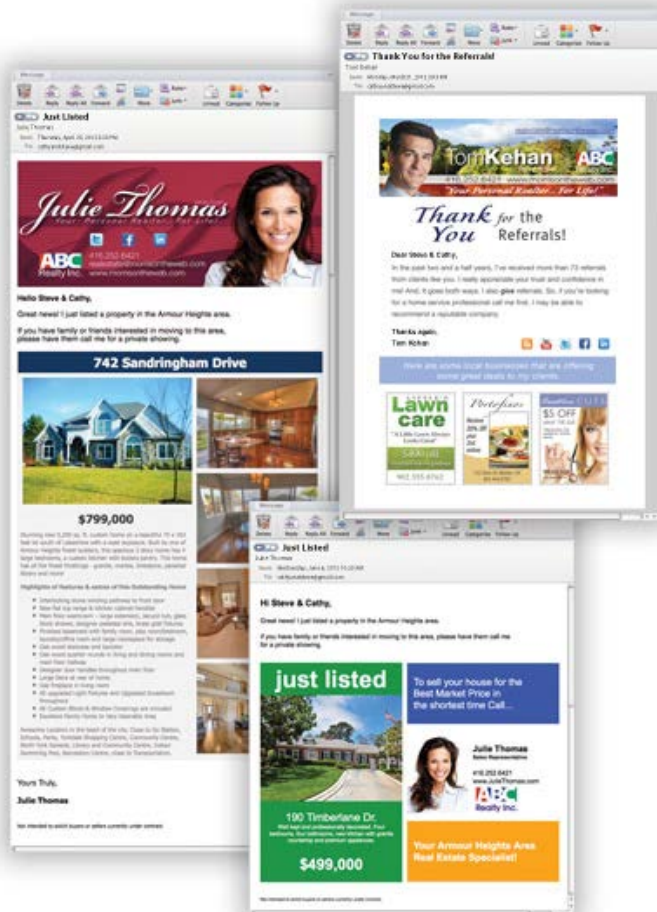
Automated Social Posting



DarrylSpeaks.com/Trial



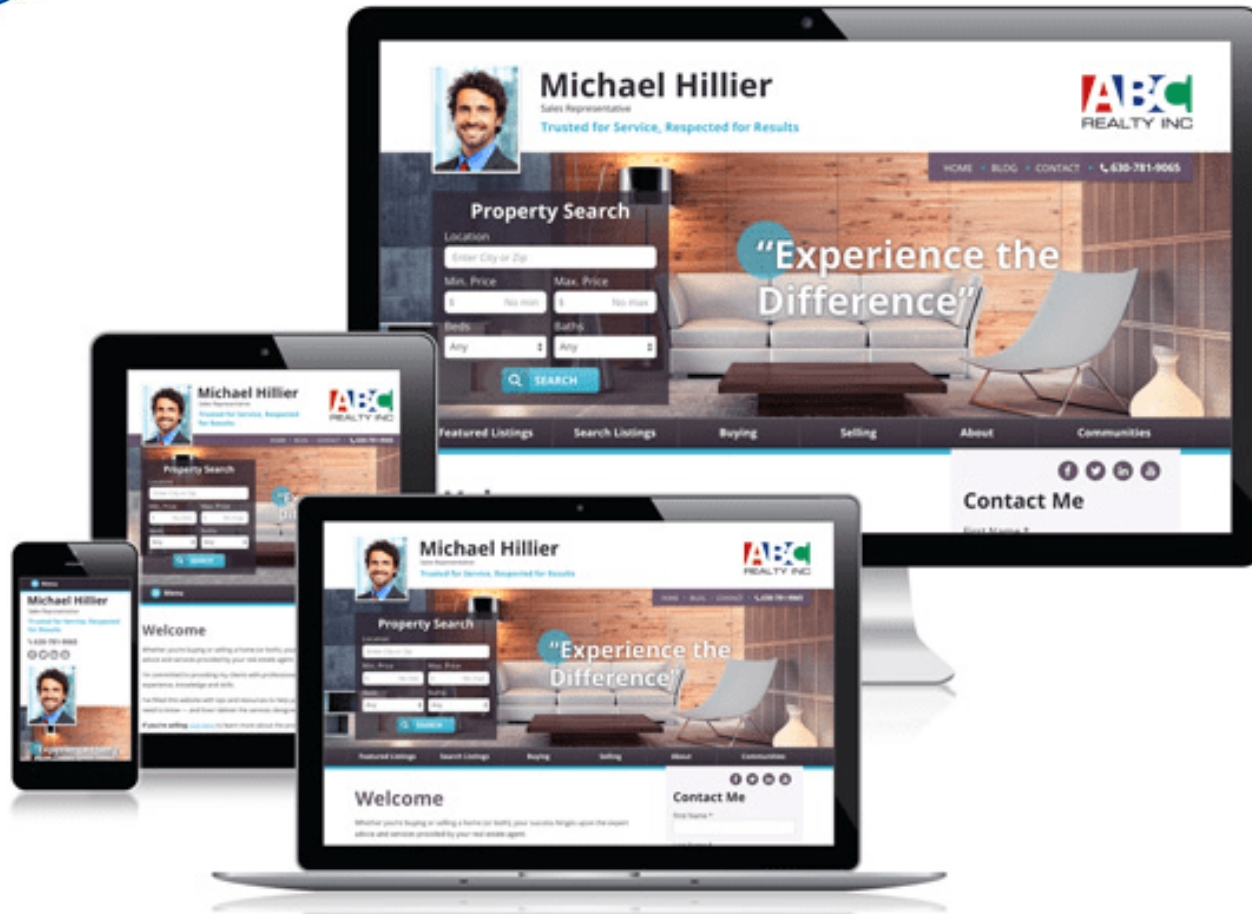
Built-in Newsletter



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Website Lead Capture



DarrylSpeaks.com/Trial

CREATING A REAL ESTATE
BREAKTHROUGH

— *Planning* —
NOW Business
FUTURE BUSINESS
& Financial FREEDOM

By Darryl Davis

43

PAGES

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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

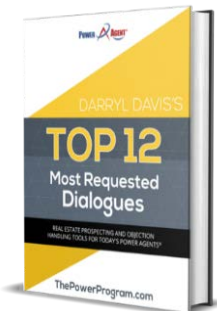


3-Part Breakthrough Business Plan (43 Pages)

TOTAL VALUE \$1,896



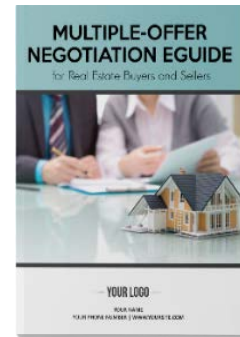
New Agent Starter Success Kit (29 Pages) \$127



Darryl's Top 12 Most Requested Dialogues \$157



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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3 Holiday Strategies

- 1. Get Organized**
- 2. Plan SMILE Stops**

SMILE STOPS™ for Every Season!

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



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

They are designed to help you:

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



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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 us be your favorite coffee!"
- 02 Extra gum package wrapped in a red/white bag with a tag that says, "Showing with clients who you're the highlight of my real estate career. On how do you need anything?"
- 03 Package of light bulbs with a bow and sticker that says, "Your clients light up my world. Thanks for being one of my great neighbors!"
- 04 Jar of salsa with gift tag that reads, "For the hottest deals in real estate - call me!"
- 05 2-3 highlighters in a cellophane bag with a bow and tag that says, "Showing with clients who you're the highlight of my real estate career. On how do you need anything?"
- 06 A glass candle with notes attached. "Happy you are & to get the resources you need to get the job done for your clients."

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 continually build your connection and trust.

They are designed to help you:

- Revisit clients on service not ending
- Revisit clients on a note that says, "Showing with clients who you're the highlight of my real estate career. On how do you need anything?"
- Leave behind a token of gratitude
- Celebrate the relationship

6 Smart SMILE STOPS Strategies for Agents:

- 1 National Golf Month: Invite 3 great clients for a foursome round of golf on you in honor of golf month and let them know how much you appreciate them. Look for individual highlights in Family & Golf Promotion.
- 2 National Phone Month: Host a picnic at the end of the month for a group of your favorite clients and treat them as a way of honoring their loyalty and asking them you. Host for with "I look for individual highlights in Family & Golf Promotion."
- 3 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, "I'm National Chocolate Chip Cookie Day and I just wanted to thank you for being such a great of a customer. Call if you need anything!"

SMILE Stops – August

Favorite ☆

December SMILE STOPS Ideas for Agents

"Love string" connected with great people/clients like your happy holidays! 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 joy to all who want it."	"Key ring you like it. The real estate market is..."	"Key ring you like it. The real estate market is..."

Smile Stops – December

Favorite ☆



POWER AGENT'S 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 day: There's nothing quite like a handwritten card to generate a SMILE. Today, stop by two great client homes with a nice thank you card that reads, "Just thinking of you for a while. Thanks for being such an extraordinary client! Love and appreciation!"
- 9th - National Pizza Day: Why doesn't everyone stop by five great client homes with a pizza cutter, a coupon for your favorite local pizza, and a note, "Hey, you know about it, much as I love pizza, I don't know how to make it myself. Thanks for being such an extraordinary client!"
- 14th - Valentine's Day: Stop by five great client homes with a heart-shaped box of chocolates and a note that says, "You, my dear neighbor, are the heart of my real estate world. Thank you for being such a great client!"
- 18th - National Wine Day: Stop by five clients with a nice bottle of wine and a note that says, "There's a joy in your home. Thank you for being such an extraordinary client!"
- 26th - National Potato Day: Stop by five clients with a bag of potatoes and a note that says, "You, my dear neighbor, are the heart of my real estate world. Thank you for being such an extraordinary client!"

SMILE Stops – February

Favorite ☆

SMILE STOPS Ideas for Agents for June:

- 1 National Rose Month: Stop a note or note a note that says, "I'm National Rose Month and I just wanted to thank you for being such a great of a customer. Call if you need anything!"
- 2 June 18th - National Ice Cream Day: Deliver a carton of ice cream to five great clients with a note that says, "I'm National Ice Cream Day and I just wanted to thank you for being such a great of a customer. Call if you need anything!"
- 3 June 18th - National Ice Cream Day: Deliver a carton of ice cream to five great clients with a note that says, "I'm National Ice Cream Day and I just wanted to thank you for being such a great of a customer. Call if you need anything!"
- 4 June 18th - National Ice Cream Day: Deliver a carton of ice cream to five great clients with a note that says, "I'm National Ice Cream Day and I just wanted to thank you for being such a great of a customer. Call if you need anything!"

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 smile 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:

- 5th Cinco de Mayo (May 5th): Deliver a bottle of wine and chips to five top clients with a note, "Happy Cinco de Mayo! Thanks for being an amazing client. Happy Cinco de Mayo from your Neighborhood Real Estate Specialist!"
- 8th Mother's Day (May 12th): Stop by your local florist or local florist's office with a basket of tulips, business cards, and a note card that says, "For all you do to help me help the members of our community happy and healthy - a great Mother's Day! Thank you for your Neighborhood Real Estate Specialist!"
- 10th Mother's Day (May 12th): Stop by your local florist or local florist's office with a basket of tulips, business cards, and a note card that says, "For all you do to help me help the members of our community happy and healthy - a great Mother's Day! Thank you for your Neighborhood Real Estate Specialist!"
- 14th Mother's Day (May 12th): Stop by your local florist or local florist's office with a basket of tulips, business cards, and a note card that says, "For all you do to help me help the members of our community happy and healthy - a great Mother's Day! Thank you for your Neighborhood Real Estate Specialist!"
- 18th National Berberie Month: Stop by all your top clients with a bottle of olive oil and a note that says, "Happy Mother's Day from your Neighborhood Real Estate Specialist!"
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SMILE Stops – May

Favorite ☆

SMILE STOPS Ideas for Agents for September:

- 1 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 2 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 3 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 4 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 5 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 6 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 7 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 8 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 9 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 10 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 11 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 12 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 13 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 14 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 15 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
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- 19 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 20 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 21 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 22 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 23 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 24 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 25 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 26 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 27 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 28 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 29 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"
- 30 1st National Labor Day: Celebrate with a note that says, "Happy Labor Day! Thank you for being such an extraordinary client!"

SMILE Stops – September

Favorite ☆

SMILE STOPS

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

They are designed to help you:

- Revisit clients on service not ending
- Revisit clients on a note that says, "Showing with clients who you're the highlight of my real estate career. On how do you need anything?"
- Leave behind a token of gratitude
- Celebrate the relationship

6 Smart SMILE STOPS Ideas for Agents for Spring:

- 1 Looking for small green gift bags and fill with several bags individually packaged (Batho services with a note that says, "Good things are the rainbow - hard to find and hard to see. Thank you for your business."
- 2 Personalized Easter Peeps in a cellophane bag with a note saying, "Happy Easter! Got real estate questions? Here you go! Love and appreciation!"
- 3 Bunch of flowers, that smell fantastic in a great home jar and with a ribbon. Add a note that says, "The needs of real estate go on and on. Thank you for being such an extraordinary client!"
- 4 Blooming: Purchase bouquets of tulips, or small pots of tulips flowers and about 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!

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

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

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SMILE Stops – Summer

Favorite ☆

December SMILE STOPS™ Ideas for Agents



"Love staying 'connected' with great people/clients like you! Happy Holidays!"
- Extension cord



"Thank you for helping me 'wrap' up a great year serving you and your referrals!" - Wrapping Paper



"Whisk'ing you happy holidays!" - Red or Green Whisk



"Merry Christmas to all, and to all a sweet bite!" - Baked goods



"Any way you slice it, I'm thankful for your referrals." - Holiday Pie



"May your days be merry and bright! Happy Holidays!" - Flashlight

SMILE STOPS™

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







They are designed to help you:


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

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SMILE STOPS™ for Every Season!

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



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

They are designed to help you:

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



SMILE STOPS™ for Every Season!



January

Fortune cookies with a note, *"Wishing you good fortune in the New Year! I'm here to help!"*



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Heart Shaped Box of Chocolates with a note, *"I LOVE my clients! Happy Valentine's Day! I'm here if you need me!"*



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Cellophane bag with chocolate coins tied with green ribbon with a note that says, *"I'm LUCKY to have you as a client and your referrals! Happy St. Patrick's Day!"*



April

Package of PEEPS candies with a note, *"Have any PEEPS with real estate needs? Call me, I can help!"*



3 Holiday Strategies

- 1. Get Organized**
- 2. Plan SMILE Stops**
- 3. Master Your Listing Conversation**



Servicing Sellers



Social Media



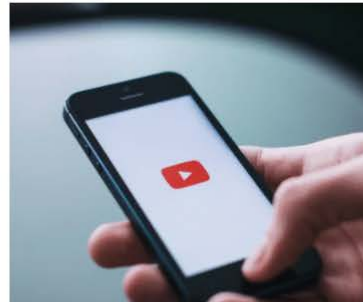
Suggestions



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 ☆



R.E.A.L

Rapport

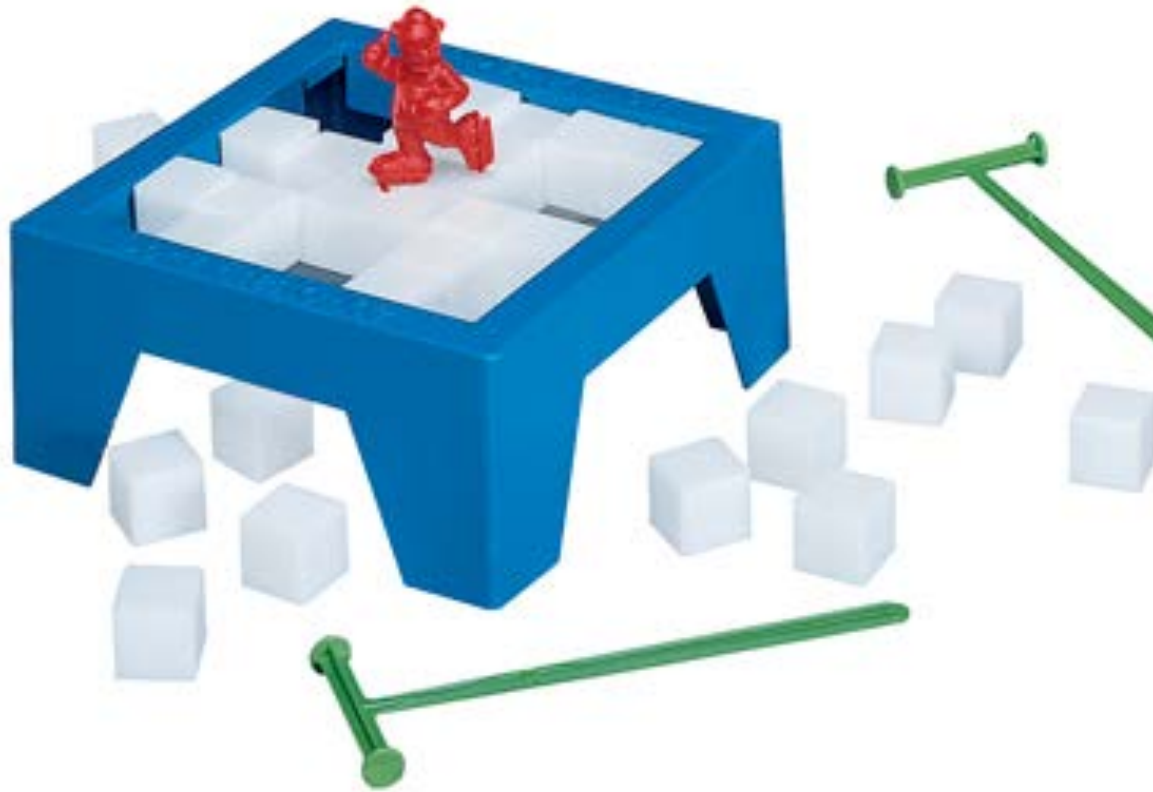
Engage

Advice

List & Leave



Break-The-Ice



Value Pieces




Good Move


—
How to Make Moving
Easier on Kids

While you unpack, point out all of the great things about the new room: *"It's so much bigger; those shelves are perfect for your books; look how much sunlight comes in that window."*

Knowing the lay of the land will also help to make children feel more comfortable. Walk around, walk your child to their bedroom, your bedroom and the bathroom. Be sure to point out the light switches in case he or she gets up at night (it's a great idea to use night-lights along the route to the bathroom). Even on that hectic first day, try to stick to the bedtime routine and hour. If your child cries or comes to find you, be comforting and remind them that this is their new room and they'll love it and be used to it very soon.



Agent Name here · (123) 456-7890



How to Prep Kids for a New School

Switching schools can be scary for a child of any age. Remember to be positive about it and your child will take cues from you.

Here is a list of what to **Do** and **Don't** do that will help make the transition smoother.

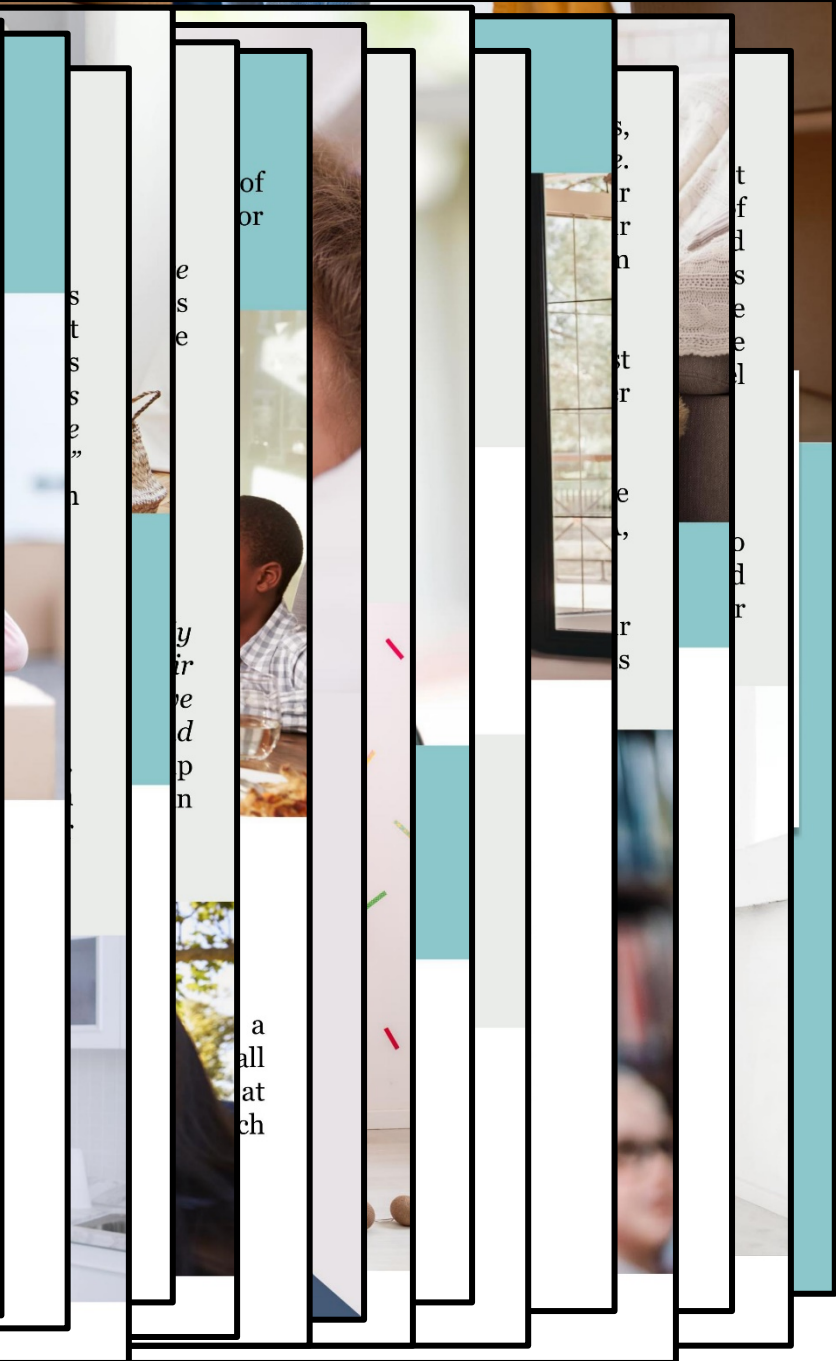
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Good Move

—
How to Make Moving
Easier on Kids

Agent Name Here (123) 456 7890



HOME SELLER SAFETY

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

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

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

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

“Home Seller Safety”



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

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

SMILE! 😊 **YOU DID IT!**

Agent Contact Info / Photo(s) Here.



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Value Pieces

PREPARING YOUR HOME FOR SALE

Looking At Your Home Through a Buyer's Eyes

For the same reason an attorney doesn't often represent themselves or a doctor doesn't normally operate on family, a seller shouldn't make the decision on how to prepare their home for sale on their own.

It's reminiscent of the saying, "It's hard to see the picture when you're inside the frame."

A real estate professional will look at your home through objective eyes. Because they are coming from a place of experience, rather than emotion – they are better able to detail the staging and improvement tips that will help you get the most from your home.

Home staging is a powerful tool to showcase your house in the best possible light. Let's take a look at some stats.



95% of agents suggest that sellers de-clutter a home before putting it on the market

83% of buyers' agents say that staging makes it easier for their buyers to visualize living in the home as if it were their own

53% of sellers' agents say that staging decreases the amount of time a home is listed on the market before being purchased

44% of buyers' agents say that staging increases the dollar value offered on a home purchase price

HOME STAGING success

Source: National Association of REALTORS®, 2019 Profile of Home Staging

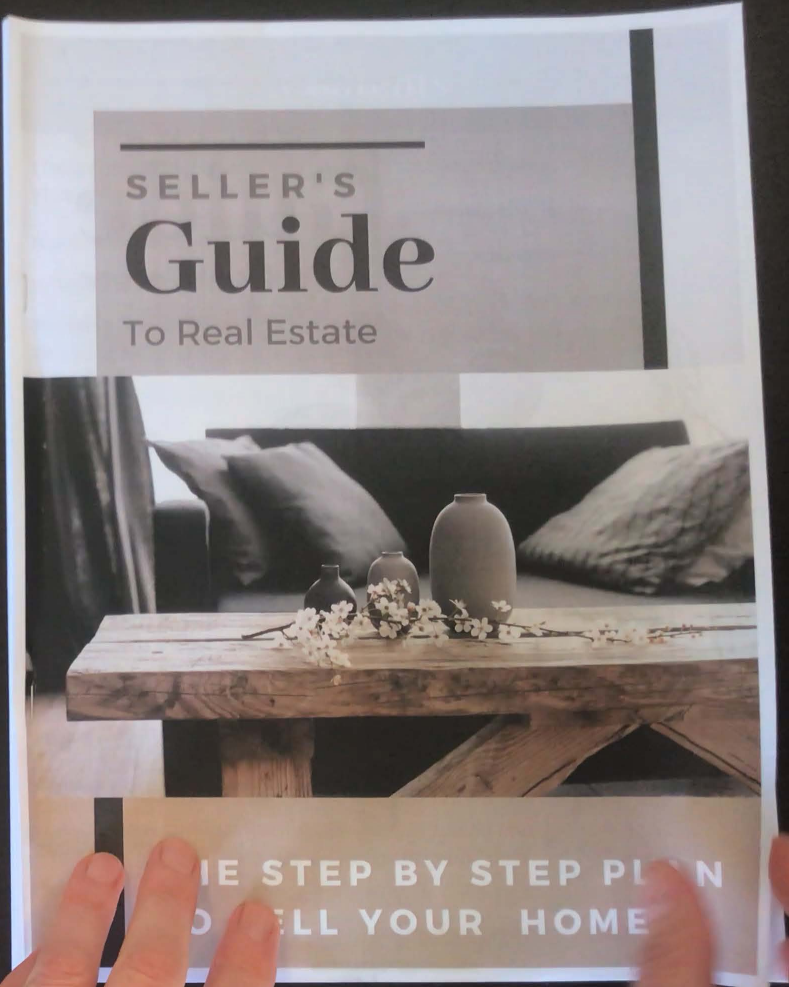
The most commonly staged rooms when selling:

 93% Living Room	 84% Kitchen	 78% Master Bedroom
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SELLER'S Guide To Real Estate



THE STEP BY STEP PLAN TO SELL YOUR HOME in Today's New Real Estate Reality



SELLER'S
Guide
To Real Estate



THE STEP BY STEP PLAN
TO SELL YOUR HOME

TODAY'S WEBINAR OFFER



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



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

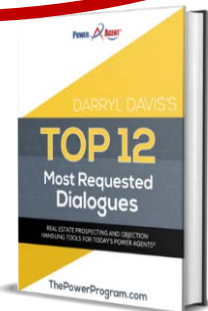


3-Part Breakthrough Business Plan (43 Pages)

TOTAL VALUE \$1,896



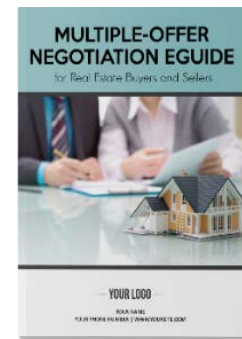
New Agent Starter Success Kit (29 Pages) \$127



Darryl's Top 12 Most Requested Dialogues \$157



Multiple Offer Spreadsheet \$67



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



RECAP

- 1. The 11 Reasons Why a Seller Should Sell During The Holidays**
- 2. The Top 6 Direct Mail Pieces**
- 3. The 3 Specific Holiday Strategies**



POWER AGENT[®]

Coaching Members Private Group



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LIVE WEEKLY “POWER HOUR” COACHING CALLS EVERY MONDAY

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





WEBINARS ON DEMAND

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





DEDICATED Power Agent® Facebook Group

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





DEDICATED Power Agent® WEBSITE

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



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



Classroom for Power Agents

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




Coaching Calls

Connect to weekly coaching every Monday with these call codes.




CRM: Power Builder Tool

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



Facebook Closed Group

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



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



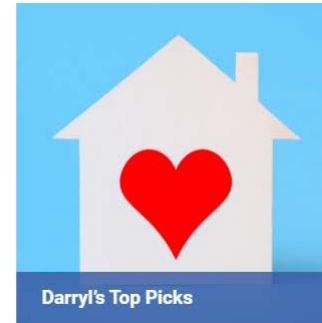
Buyers



Coaching Calls



CRM



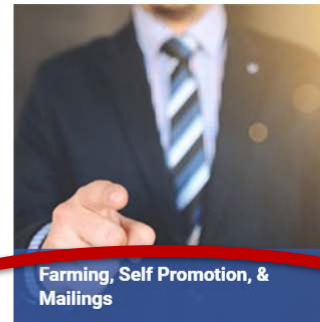
Darryl's Top Picks



Directory



Facebook



Farming, Self Promotion, & Mailings



Favorites



Infographics



Listing Appointment




Negotiating Offers



New Agent

DarrylSpeaks.com/Trial

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 listed selling your home _____ months ago. Is that correct?
- Step 4. Find Out What They're Committed To**
 4) The reason why I called is because _____ need a lot of home in your area around _____ that were never, and they have sold.
 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, 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 listed selling your home _____ months ago. Is that correct?
- Step 4 Build a Relationship**
 The reason why I called is because my company listed a lot of homes in your area around the same time when you were selling and those homes all sold.
 - Can I ask you, were you folks thinking of selling again?
 - Where were you thinking of moving to?
 - Why there?
 - How long have you been living in this house?
 - How long have you been living in this house?
- Step 5 Invite Action (Mix & Match)**

Dialogue – Old FSBOs & Expireds



No FSBO Should Be a FSBO (Video)

FSBOS AND EXPIREDS UNLEASHED: THE SECRET SAUCE TO



WHY A FSBO SHOULD NOT BE A FSBO



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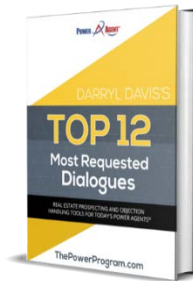
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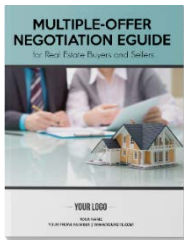
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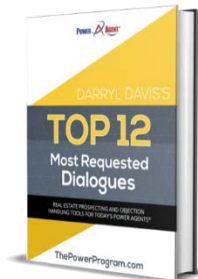
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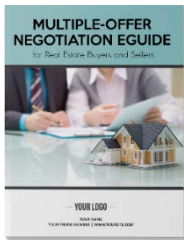
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