

WELCOME

to today's webinar:

Money-Stealing Mistakes & How to Avoid Them

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

DarrylSpeaks



1-16 of 201 results for "darryl davis"

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- Leadership Training
- Job Hunting & Career Guides
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- See All 11 Departments

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 prime

Book Format

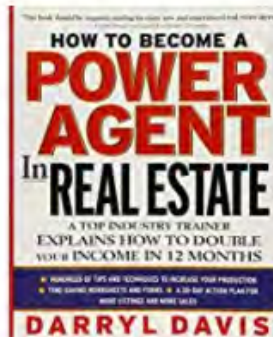
- Hardcover
- Kindle Edition

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

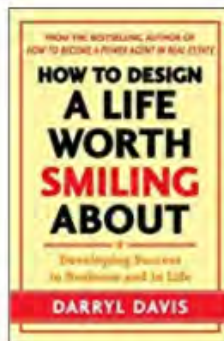
\$1.35 (141 used & new offers)

Kindle Edition

\$18⁷⁰Start reading **in seconds**, on your Kindle device or free Kindle app

Other Formats: Digital

★★★★★ + 85



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

by Darryl Davis

Hardcover

\$14⁴¹ ~~\$25.00~~ prime

Only 17 left in stock - order soon.

More Buying Choices

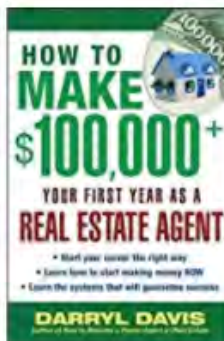
\$6.82 (29 used & new offers)

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★★★★★ + 19



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

by Darryl Davis

Paperback

\$24⁸² ~~\$26.00~~ primeGet it by **Tuesday, Jan 9**

More Buying Choices

\$2.29 (69 used & new offers)

Kindle Edition

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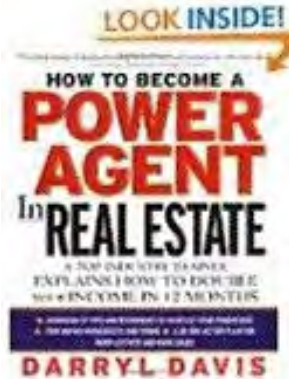
★★★★★ + 14

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

~~\$24.95~~ **\$15.58** Hardcover

Order in the next **21 hours** and get it by Monday, Apr
Only 18 left in stock - order soon.

More Buying Choices - Hardcover

\$12.00 new (46 offers)

\$6.07 used (78 offers)

\$10.00 collectible (1 offer)

★★★★★ (41)

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INSPIRATIONS

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Darryl Davis, CSP

**Chief Executive Officer
Darryl Davis Seminars**



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**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

- **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

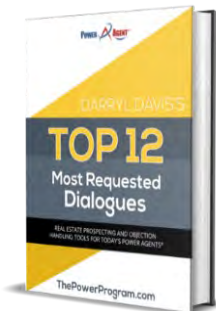


3-Part Breakthrough Business Plan (43 Pages)

TOTAL VALUE \$1,896



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



Darryl's Top 12 Most Requested Dialogues \$157



2022 Real Estate Predictions \$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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SPECIAL ANNOUNCEMENT

DarrylSpeaks.com/Trial

POWER AGENT® Code of Ethics

Article 1— Integrity

In the first published Webster Dictionary of 1828, one of the definitions of Integrity read:

"The entire, unimpaired state of anything, particularly of the mind; moral soundness or purity; incorruptness; uprightness; honesty. Integrity comprehends the whole moral character but has a special reference to uprightness in mutual dealings, transfers of property, and agencies for others."

In other words, our industry was part of the original definition of Integrity. It's incumbent upon POWER AGENTS® to always bring that to our profession.

Integrity is also defined as always keeping your word. If a POWER AGENT® should make a mistake, they will take ownership in the error and quickly do what they can to make amends.

Article 2— Representation

A POWER AGENT® has an obligation to oneself and to the entire POWER AGENT® Membership to represent oneself truthfully, professionally, and in a non-misleading manner. The POWER AGENT® member shall be honest and accurate in presenting qualifications and experience in the member's communication with others.

The POWER AGENT® member understands that all material afforded them, including the POWER AGENT® designation, are for their full and unrestricted use as long as they are a POWER AGENT® Member and will never misrepresent themselves.

Article 3— Professionalism

The POWER AGENT® member shall operate his/her business in a most professional and ethical manner so as neither to offend nor bring discredit themselves, the real estate industry, or one's fellow POWER AGENT® members.

Article 4— Business Practices

The POWER AGENT® member is obligated to maintain a high level of ethical standards and practices in order to assist in protecting the public against fraud or any unfair practice in the real estate profession and shall attempt to eliminate from the profession all practices that could bring discredit to the real estate profession. If we should discover wrong in our industry, a POWER AGENT® will stand up and take whatever action they are able to in order to raise the professionalism of our industry.

Article 5— Respect & Collegiality

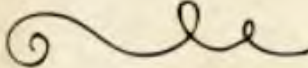

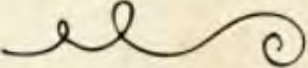
The POWER AGENT® member shall maintain a collegial relationship with fellow members that is based on respect, professional courtesy, dignity, and the highest ethical standards. They will subscribe to all marketing best practices and promote themselves with integrity.

Article 6— Confidentiality

The POWER AGENT® member shall maintain and respect the confidentiality of business or personal affairs of clients, agents, and colleagues.

Article 7— Core Principles

The POWER AGENT® member shall subscribe to the core principles that we coach, not close. That we serve, not sell. This means that in every interaction with both clients and prospects, we put the well-being and best interests of others first. We conduct ourselves from a place of authenticity and character. As POWER AGENT® we get to our Next Level® by serving and helping others to get their Next Level®.

  **POWER AGENT® Code of Ethics** 

Article 1— Integrity

In the first published Webster Dictionary of 1828, one of the definitions of Integrity read:

*"The entire, unimpaired state of anything, particularly of the mind; moral soundness or purity; incorruptness; uprightness; honesty. Integrity comprehends the whole moral character but has a special reference to uprightness in mutual dealings, **transfers of property**, and agencies for others."*

POWER AGENT® Code of Ethics

Article 1— Integrity

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Integrity is also defined as always keeping your word. If a POWER AGENT® should make a mistake, they will take ownership in the error and quickly do what they can to make amends.



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.



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RPR



Servicing Sellers



Social Media



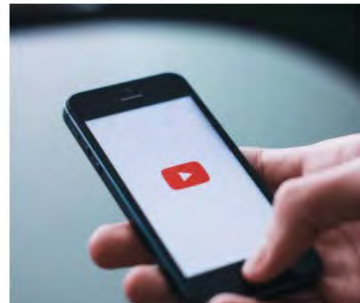
Suggestions



Tech Tools & Training



Time and Money Management



Tutorials



Vendors We Recommend



Webinar Registration



Webinars On Demand



21/11/18 - Lessons Learned from Recent Crimes Against Agents

Favorite ☆



21/11/17 - How To Reinvent Yourself & Guarantee Success in 2022

Favorite ☆



21/11/10 - Top Ten Reasons Homeowners Should Sell During The Holidays

Favorite ☆



21/11/04 - Turning Leads Into Listings Part 2

Favorite ☆



21/11/03 - iBuyer Beware: How to Explain to Homeowners Why They Should List With You

Favorite ☆



21/10/28 - What Market Changes Mean for Your Buyers & Sellers

Favorite ☆



21/10/27 - Creating Buyer Loyalty: How To Make Sure They Buy From You

Favorited ★



21/10/20 - How To Become A Fearless Listing Machine This Fall

Favorite ☆



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



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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center of your screen to
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Going Wide



**Going Wide
Vs
Going Deep**

- The **8 listing mistakes** that cost agents thousands
- The **technology traps** that are wasting time and money
- The **prospecting mishaps that could be costing you listings and commissions**
- **4 focus and time management mishaps** that are forcing you to work harder
- The very **real cost of how fear** can affect your career

A photograph of a wooden desk with a silver laptop and a tablet. The laptop is open, and the tablet is lying flat next to it. The background is a dark, textured surface.

Promises Today

BONUS



DarrylSpeaks.com/Trial

Homes in Mastic, NY

Realtor.com

realtor.com Buy Sell Rent Mortgage Find Realtors My Home News & Insights

Mastic Beach, NY Price Property Type Beds Baths Listing Status More Filters Save Search

Darryl Advertise List Map

Mastic Beach, NY Real Estate & Homes for Sale

183 Homes Sort by Relevant Listings

Brokered by Coldwell Banker M&D Good Life




House for Sale
\$210,000
\$199,000 ↓ \$11K

2 bed 1 bath 0.77 acre lot
53 Elm Rd E,
Mastic Beach, NY 11951

Email Agent

Brokered by Coldwell Banker M&D Good Life



House for Sale
\$130,000 Est. \$445/mo

3 bed 1 bath 700 sqft 3,920 sqft lot
112 Sayville Rd,
Mastic Beach, NY 11951

Email Agent

Brokered by Your Team D&G Realty Ltd




NEW OPEN HOUSE 9/12
House for Sale
\$239,990 Est. \$823/mo

2 bed 1 bath 0.23 acre lot
112 Huguenot Dr,
Mastic Beach, NY 11951

Email Agent

Advertisement



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Just one of Fidelity's Decision Tech tools that can help you spot trading opportunities.

GET STARTED

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Brokered by Coldwell Banker Distinctive Homes



House for Sale
\$350,000 Est. \$1K/mo

4 bed 2 bath 2,002 sqft 0.28 acre lot
9 Riviera Dr,
Mastic Beach, NY 11951

Email Agent

Brokered by Olvera Com




House for Sale
\$229,000
\$205,000 ↓ \$17K

4 bed 2 bath 1,505 sqft 6,098 sqft lot
4 Linden Pl,
Mastic Beach, NY 11951

Email Agent

Brokered by Your Team D&G Realty Ltd



Brokered by Coldwell Banker M&D Good Life



Brokered by Keystone Realty USA Corp




183 Homes

Homes in Mastic, NY

ForSaleByOwner.com



Sell ▾ Buy ▾ Resources ▾

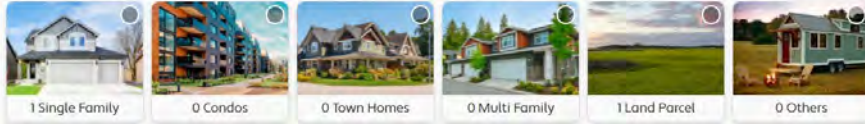


Q Mastic Beach, NY

Property Type Price Beds & Baths Property Size Year Built Save Search

Listings in Mastic Beach, NY

2 Homes Available



49 Spar Dr
Mastic Beach, NY, 11951

\$269,000

3 Beds | 1 Baths | 1400 SqFt

Home For Sale
Listed 15 Days Ago

Listed by owner
Monique



Wavecrest Drive
Mastic Beach, NY, 11951

\$77,000

0 Beds | 0 Baths | 13939 SqFt

Farm/Land For Sale
Listed 90+ Days Ago

Listed by owner
Darlene



If You Were a Buyer...

Realtor.com
The Amazon
of Real
Estate

The screenshot shows the Realtor.com website interface for Mastik Beach, NY. The search results are sorted by relevant listings. The top row features three property cards: a 2-bed, 1-bath house for \$199,000; a 2-bed, 1-bath house for \$130,000; and a 2-bed, 1-bath house for \$239,990. Below these are more listings, including a 4-bed, 2-bath house for \$350,000 and a 4-bed, 2-bath house for \$205,000. On the right side, a map of Mastik Beach is displayed with numerous red pins indicating the locations of the 183 homes. A large red text overlay at the bottom right of the map reads "183 Homes".

The screenshot shows the FOR SALE BY OWNER website interface for Mastik Beach, NY. The search results are filtered to show 2 homes available. The first listing is a 3-bed, 1-bath house for \$269,000, listed by owner Monique. The second listing is a 0-bed, 0-bath property for \$77,000, listed by owner Darlene. On the right side, a map of Mastik Beach is displayed with a blue outline highlighting the area of interest. A large red text overlay at the bottom right of the map reads "2 Homes".

Money Stealing Mistakes and How to Avoid Them



Listing Mistakes



8 Costly MLS Mistakes

1. Not using professional photos



DarrylSpeaks.com/Trial



Pending For Sale 1 / 15



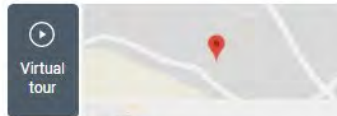
Get Your Rate Today with Citi®

\$232,000

Est. Payment \$796/mo

3 bed, 2.5 bath, 1,500 sqft, 0.23 acre lot

N/C Hampton Ave, Mastic, NY, 11950



Commute time

optimum. 300 Mbps Internet & TV only \$65 a month for one year.

Property Type	Single Family Home	Days on Realtor.com	161 Days	Year Built	2016
Price per sqft	\$155	Style	Farm ranch	Status	For Sale

[Ask a question](#) [Share this home](#)

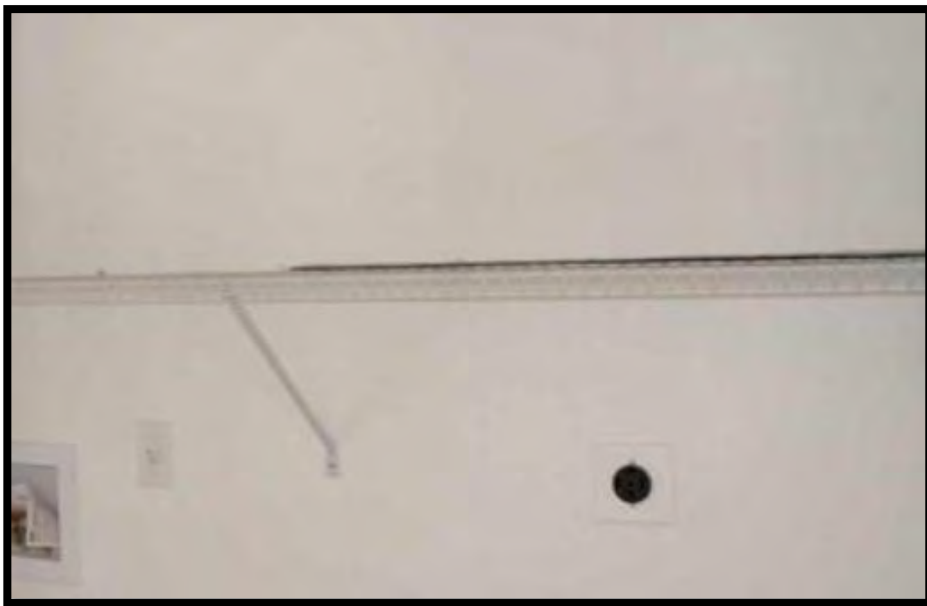
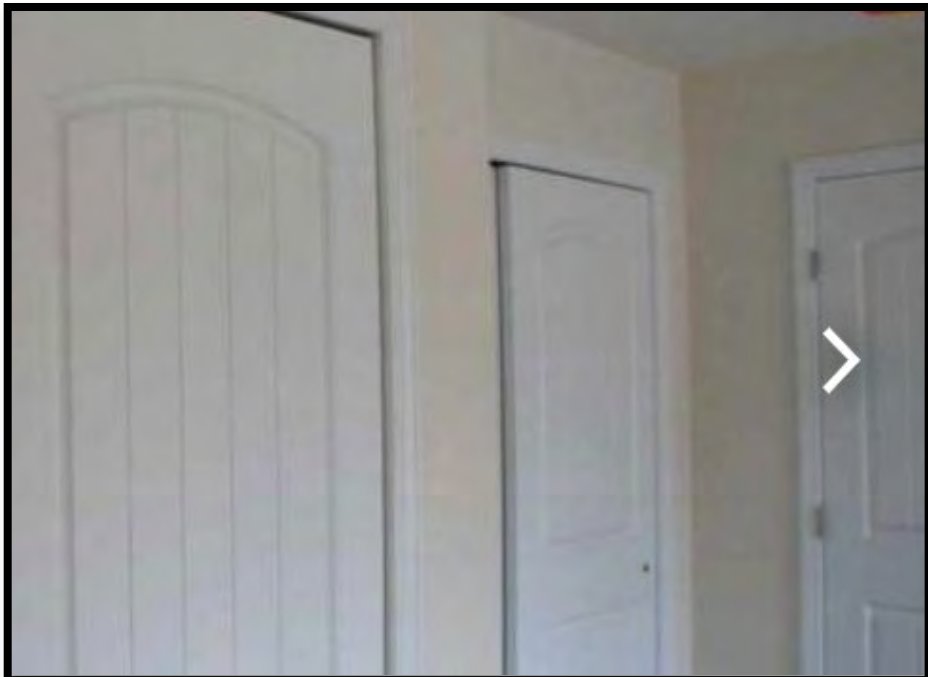
Open Houses ∨

Property Details ∧

New Farm Ranch W/ Liv Rm, Dining Rm, Elk W/ Granite Counter Tops. \$2,000.00 Allowance For Appliances. Powder Rm, Master Suite And Laundry Area On 1st Flr. 2 Bedrooms, Full Bath On 2nd Flr. Still Time To Pick Colors. Close To All.

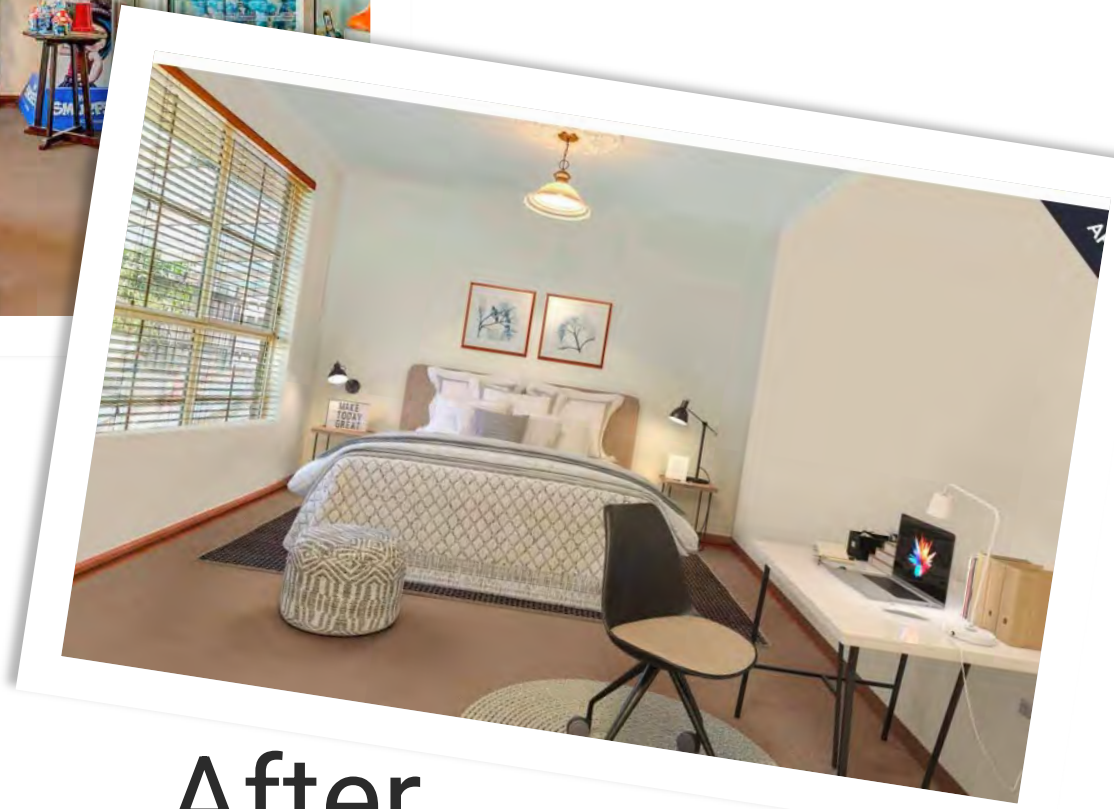
Property Features

Bathrooms





Before



After

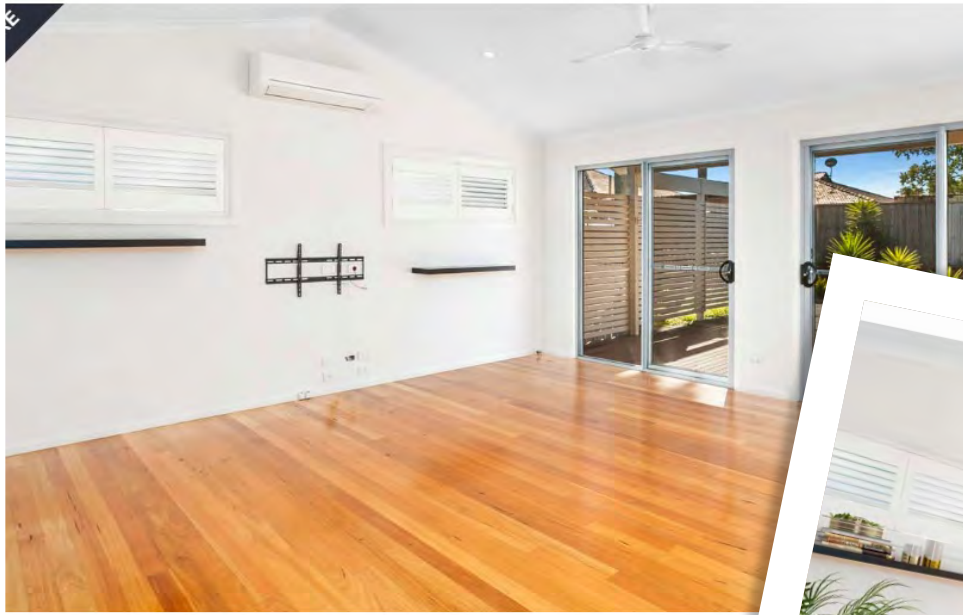
DarrylSpeaks.com/Trial



Before



After



Before



After

DarrylSpeaks.com/Trial



Before



After

DarrylSpeaks.com/Trial



RESIDENTIAL REAL ESTATE

COMMERCIAL REAL ESTATE

RENDERS

IMAGE ENHANCEMENT

DAY TO DUSK

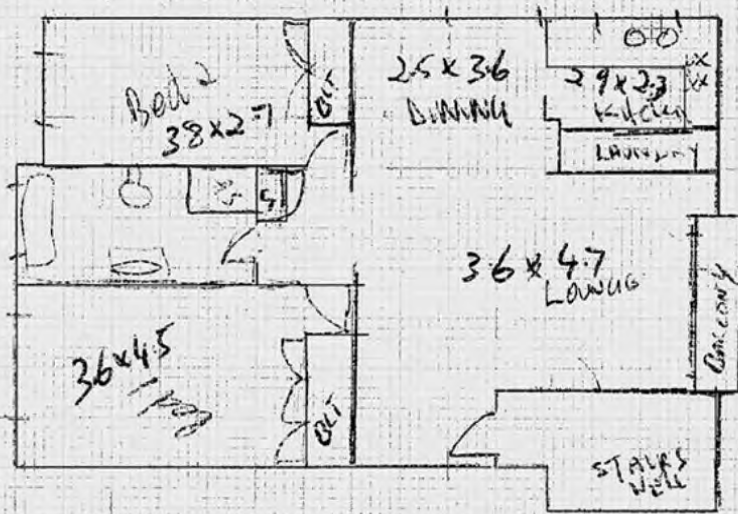
VIRTUAL STAGING

ITEM REMOVAL

FLOOR PLANS

RENDERS

OTHER



8 Costly MLS Mistakes

1. Not using professional photos
2. Not labeling photos



DarrylSpeaks.com/Trial



Upper Level EIK



Lower Level EIK



MBR 1/2 Bath



Lower Level Bathroom

8 Costly MLS Mistakes

1. Not using professional photos
2. Not labeling photos
3. Not doing 3D Virtual Tours



Suffolk County, NY Min \$600K Property Type Beds Baths Virtual Tours, 3... More Filters [Save Search](#)

With Virtual Tours - Homes for Sale in Suffolk County, NY

726 Homes Sort by Relevant Listings

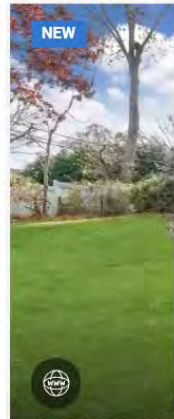
Brokered by Daniel Gale Sotheby's International Realty



For Sale
\$765,000
 5 bed 2.5 bath 3,175 sqft 1 acre lot
 1982 Main Rd,
 Laurel, NY 11948

[Email Agent](#)

Brokered by Douglas Elliman



For Sale
\$819,000
 5 bed 2.5 bath 0.25 acre lot
 16 Robin Dr,
 Hauppauge, NY 11788

[Email Agent](#)

Listing Status [Done](#)

Any - For Sale Existing Homes

New Construction Foreclosures **NEW**

Recently Sold 55+ Community **NEW**

Hide Pending / Contingent

Hide Foreclosures **NEW**

Hide 55+ Community **NEW**

Price Reduced Open House

Virtual Tours 3D Tours

Brokered by Douglas Elliman - Central Ne



For Sale
\$625,000
 2 bed 1.5 bath 1,23:
 871 Verona Dr Unit 871,
 Melville, NY 11747

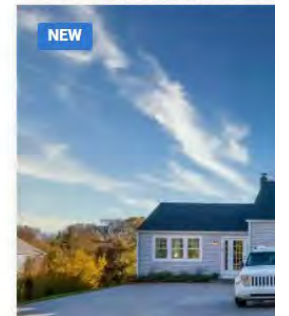
Brokered by Douglas Elliman - Westhampton Beach



Brokered by Coach Realtors



Brokered by RE/MAX Integrity Leaders



8 Costly MLS Mistakes

1. **Not using professional photos**
2. **Not labeling photos**
3. **Not doing 3D Virtual Tours**
4. **Not verifying information**





\$1,250,000 5 bd | 4 ba | 4,000 sqft

112 Cliff Rd, Port Jefferson, NY 11777

Est. payment: \$7,066/mo **\$** Get pre-qualified

🏠 We estimate this home will sell faster than 84% nearby.

Contact an Agent

Take a Tour

Overview Facts and features Home value Price and tax hist >

Property details

Parking

- Parking features: Private, Attached, 3 Car Attached, Driveway
- Garage spaces: 3

Lot

- Lot size: 1.30 Acres
- Lot size dimensions: 1.3 acre

Other property information

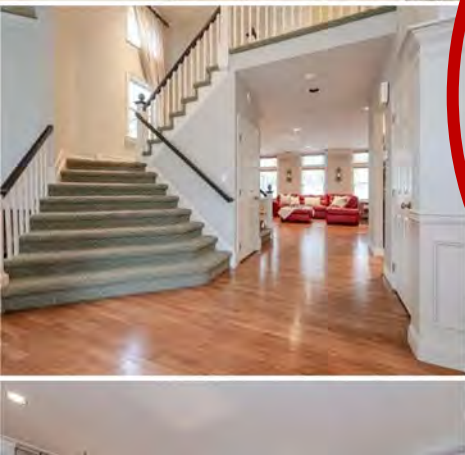
Property

- Levels: Two
- Stories: 2
- Private pool: Yes
- Pool features: Inground Pool
- Exterior features: Sprinkler Lawn System
- Patio and porch details: Patio, Porch
- Fencing: Back Yard, Partial
- Waterfront features: Beach Access

- Parcel number: 0201-003-00-03-00-010-000
- Inclusions: Central Vacuum, Dishwasher, Dryer, Microwave, Pool Equipmt/Cover, Refrigerator, Washer



Construction details



\$1,250,000 5 bd | 4 ba | 4,000 sqft

112 Cliff Rd, Port Jefferson, NY 11777

Est. payment: \$7,066/mo [Get pre-qualified](#)

We estimate this home will sell faster than 84% nearby.

Contact an Agent

Take a Tour

[Home value](#) [Price and tax history](#) Monthly cost Down payment

Source: Public Record Report

Public tax history

Year	Property Taxes	Tax Assessment
2020	--	\$8,250
2019	--	\$8,250
2018	--	\$8,250
2017	\$18,246	\$8,250
2016	--	\$8,250
2015	--	\$8,250
2014	--	\$8,250
2013	--	\$8,250
2012	--	\$8,250
2011	--	\$8,250
2010	--	\$8,250
2009	--	\$8,250
2008	--	\$8,250 (-19.5%)

realtor.com®

Property Tax

Year Taxes

2021 \$19,967

2020 \$19,469

2019 \$19,469

2018 \$18,246

2017 \$17,774

2016 \$17,769

2015 \$17,575

[SEE MORE](#)

About History & Taxes Data



\$1,250,000 5 bd | 4 ba | 4,000 sqft

112 Cliff Rd, Port Jefferson, NY 11777

Est. payment: \$7,066/mo [Get pre-qualified](#)

We estimate this home will sell faster than 84% nearby.

Contact an Agent

Take a Tour

Overview [Facts and features](#) Home value Price and tax history >

Community and Neighborhood Details

Location

- Region: Port Jefferson

HOA and financial details

Other financial information

- Annual tax amount: \$24,220

Other

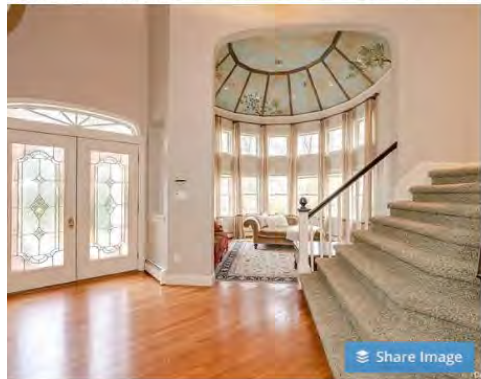
Other facts

- Price Range: \$1.3M - \$1.3M

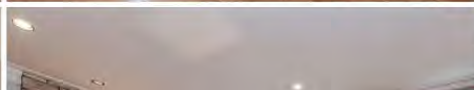
[See fewer facts and features](#)

Services availability

82.82 Sun Number™



Share Image



Contact a Buyer's Agent

8 Costly MLS Mistakes

1. **Not using professional photos**
2. **Not labeling photos**
3. **Not doing 3D Virtual Tours**
4. **Not verifying information**
5. **Not filling out MLS completely**





Pending For Sale 1 Photo



Get Your Rate Today with Citi®

\$187,000 Est. Payment \$642/mo
3 bed 2 bath 13,504 sqft 0.31 acre lot
141 Southaven Ave, Mastic, NY, 11950



Commute time Noise: Medium

SHERWIN-WILLIAMS Find out how much paint you need for your new home

FEMA Zone X (est.) • Flood Factor 1 / 10 NEW

Property Type	Single Family Home	Days on Realtor.com	130 Days	Year Built	1970
Price per sqft	\$14	Garage	2 Cars	Style	Cape

Ask a question

Share this home

Open Houses

Property Details

Property Features

Bedrooms

- Bedrooms: 3

Bathrooms

- Full Bathrooms: 2



For Sale - Active 1 / 18



Get Your Rate Today with Citi®

\$249,000 Est. Payment \$854/mo

3 bed 1 bath 0.23 acre lot
113 Wood Ave, Mastic, NY, 11950



Commute time Noise: Medium

SHERWIN-WILLIAMS Find out how much paint you need for your new home

FEMA Zone X (est.) • Flood Factor 1 / 10 NEW

Property Type	Single Family Home	Last Sold	\$ 117k in 2001	Days on Realtor.com	160 Days
Year Built	1979	Style	Ranch	Status	For Sale

Ask a question

Share this home

Open Houses

Property Details

Beautiful Updated Ranch in the Heart of Mastic, Close to A Redone wood floors This is not the house to pass up Listing brokered by Realty Connect USA L I Inc, contact Jed Francis or

Property Features





8 Costly MLS Mistakes

1. Not using professional photos
2. Not labeling photos
3. Not doing 3D Virtual Tours
4. Not verifying information
5. Not filling out MLS completely
6. Not responding quickly to leads
7. Not making showings easy
8. Not listing exclusions
9. Not properly pricing



Suffolk County, NY Min \$500K Property Type Beds Baths Listing Status More Filters Save Search

Suffolk County, NY Real Estate

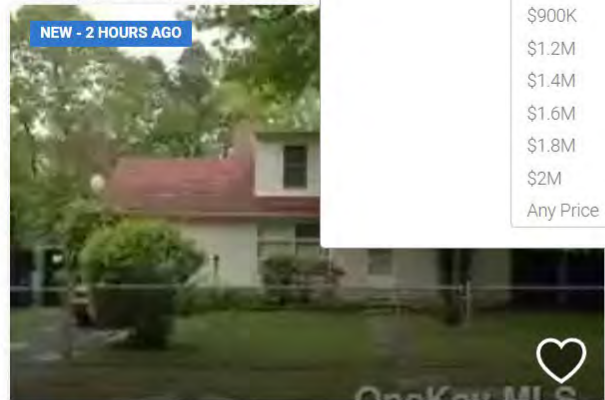
6,244 Homes Sort by Relevant Listings

Brokered by Sparrow Realty Inc

Price

\$500,000 - \$No max

- \$700K
- \$900K
- \$1.2M
- \$1.4M
- \$1.6M
- \$1.8M
- \$2M
- Any Price



NEW - 2 HOURS AGO

For Sale \$300,000 4 bed 2.5 bath 0.46 acre lot 55 Auburn Ave, Shirley, NY 11967

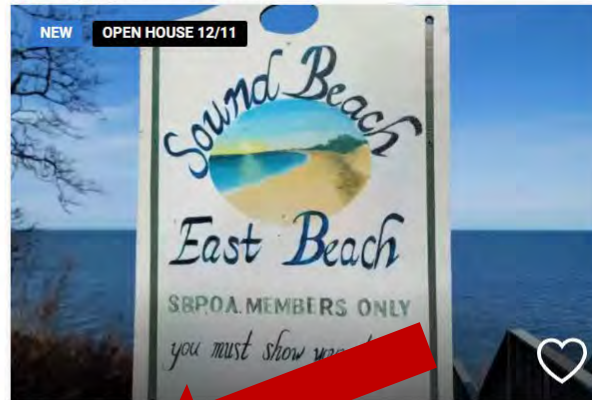
Email Agent



NEW OPEN HOUSE 12/12

For Sale \$299,996 3 bed 2 bath 0.38 acre lot 280 Orchid Dr, Mastic Beach, NY 11951

Email Agent



Brokered by Douglas Elliman - East Setauket

NEW OPEN HOUSE 12/11

For Sale \$499,999 7 bed 2 bath 2,850 sqft 3,920 sqft lot 45 Brookhaven Dr, Sound Beach, NY 11789

Email Agent

Brokered by Daniel Gale Sotheby's International Realty



NEW - 3 HOURS AGO

Brokered by Power Team Realty Corp



NEW - 4 HOURS AGO

Brokered by Island Advantage Realty Llc



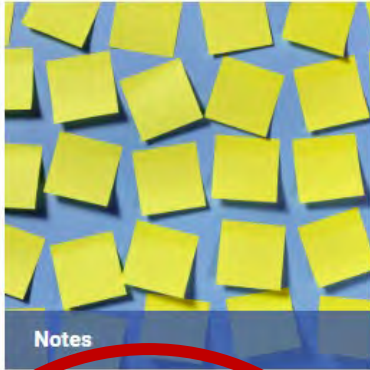
NEW - 7 HOURS AGO

Money Stealing Mistakes and How to Avoid Them



Listing Mistakes





Notes



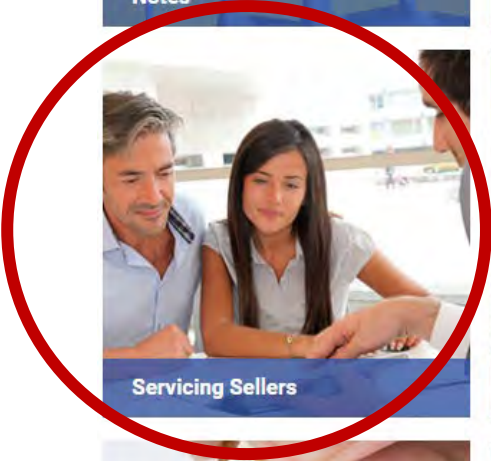
Objection Handling



Power Logo



Prospecting



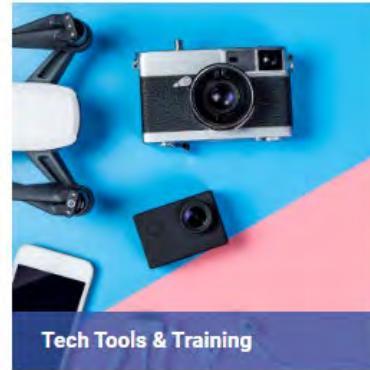
Servicing Sellers



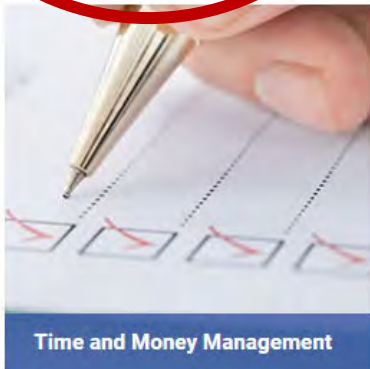
SMILE Techniques



Social Media



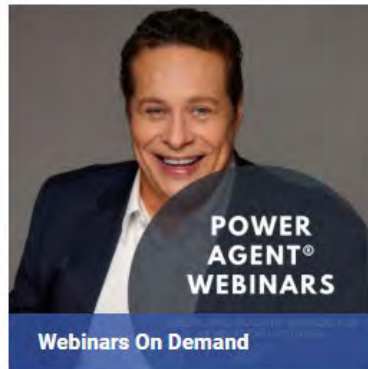
Tech Tools & Training



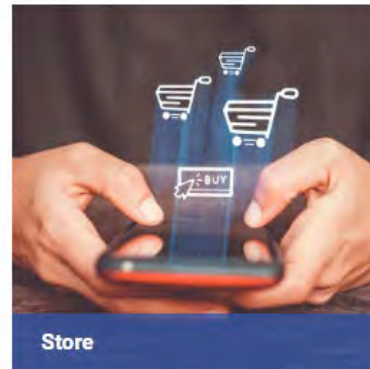
Time and Money Management



Vendors We Recommend



Webinars On Demand



Store



Agent Graphic - Do I Really Need an Agent - Female
Favorite ☆



Agent Graphic - Do I Really Need an Agent - Male
Favorite ☆



Agent Tips - 8 Great Ways to Jump Start a Stalled Listing
Favorite ☆



Flyer - Home Staging Checklist
Favorite ☆



Flyer - Kid's Clean House Partnership Agreement
Favorite ☆



Flyer - Preparing for a Photo Shoot
Favorite ☆



Flyer - Professional vs. Private Sales (Kelly Blue Book Analogy)
Favorite ☆



Checklist - Open House Checklist for Power Agents
Favorite ☆



eGuide - Multi Offer Negotiation for Buyers and Sellers
Favorite ☆



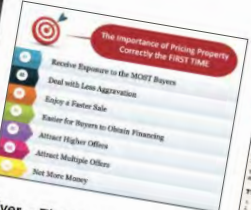
eGuide - Seller's Guide Estate
Favorite ☆



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 ☆



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



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



Flyer - Winter Open House Guide
Favorite ☆



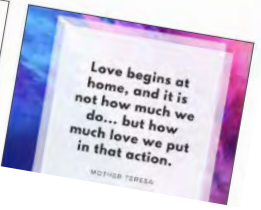
Flyer - Winter's Guide to Selling
Favorite ☆



Form - Broker Opinion Sheet
Favorite ☆



Form - Our Marketing Guarantee, Top 10 Checklist
Favorite ☆



POST LISTING (Continued)

- Receive offers from other agents
- Review and compare offers
- Contact buyer's lender and verify buyer's qualifications
- Negotiate and counsel client on offers
- Prepare and calculate estimated net sheets for clients
- Advise other prospective buyers (if any) of current offer
- Prepare counter offer if applicable
- Execute acceptable contract

PROPERTY ADDRESS:

POST CLOSING

- Upload all documents for brokerage and file storage requirements
- Follow up with clients regarding move out and transfer of possession
- Follow up with other agent regarding move in and possession
- Follow up with clients one week after closing to see if there are other questions and to check in how it is going

NOTES:

UNDER CONTRACT OR IN ESCROW

- Send contract to title company
- Update status in MLS and other databases
- Cancel or update open house status
- Upload contracts and executed disclosure for brokerage and state requirements
- Update calendar with all dates and deadlines
- Request or send HOA documents for buyers
- Handle inspection and appraisal issues
- Present any modifications such as date changes to clients
- Prepare and schedule closing
- Attend closing
- Facilitate utility transfer and new owner questions
- Execute any remaining documents
- Verify accuracy of all closing documents

Agent Contact Info Here.

POWER AGENT

LISTING MANAGEMENT Checklist



PROPERTY ADDRESS:

LISTING

- Measure interior of home
- Install yard sign
- Input all the data into the MLS database
- Scan and upload disclosures and contract preparation docs to MLS
- Update any other third party sites like zillow.com
- Create company website and personal website
- Upload photos or videos to YouTube for SEO (Search Engine Optimization)
- Share on social media
- Advertise home on social media sites
- Schedule open house
- Prepare open house marketing materials
- Post open house on Zillow, Craigslist, or in local paper(s)
- Prepare property brochures
- Create Just Listed postcards
- Promote listing to in-house brokers
- Promote listing to outside brokers
- Email market listing to database
- Monitor market changes, new listings/sold listings
- Contact client regarding market changes
- Answer any questions or concerns from client and prospective buyers
- Show home to any prospective buyers who contact agent directly

POWER AGENT

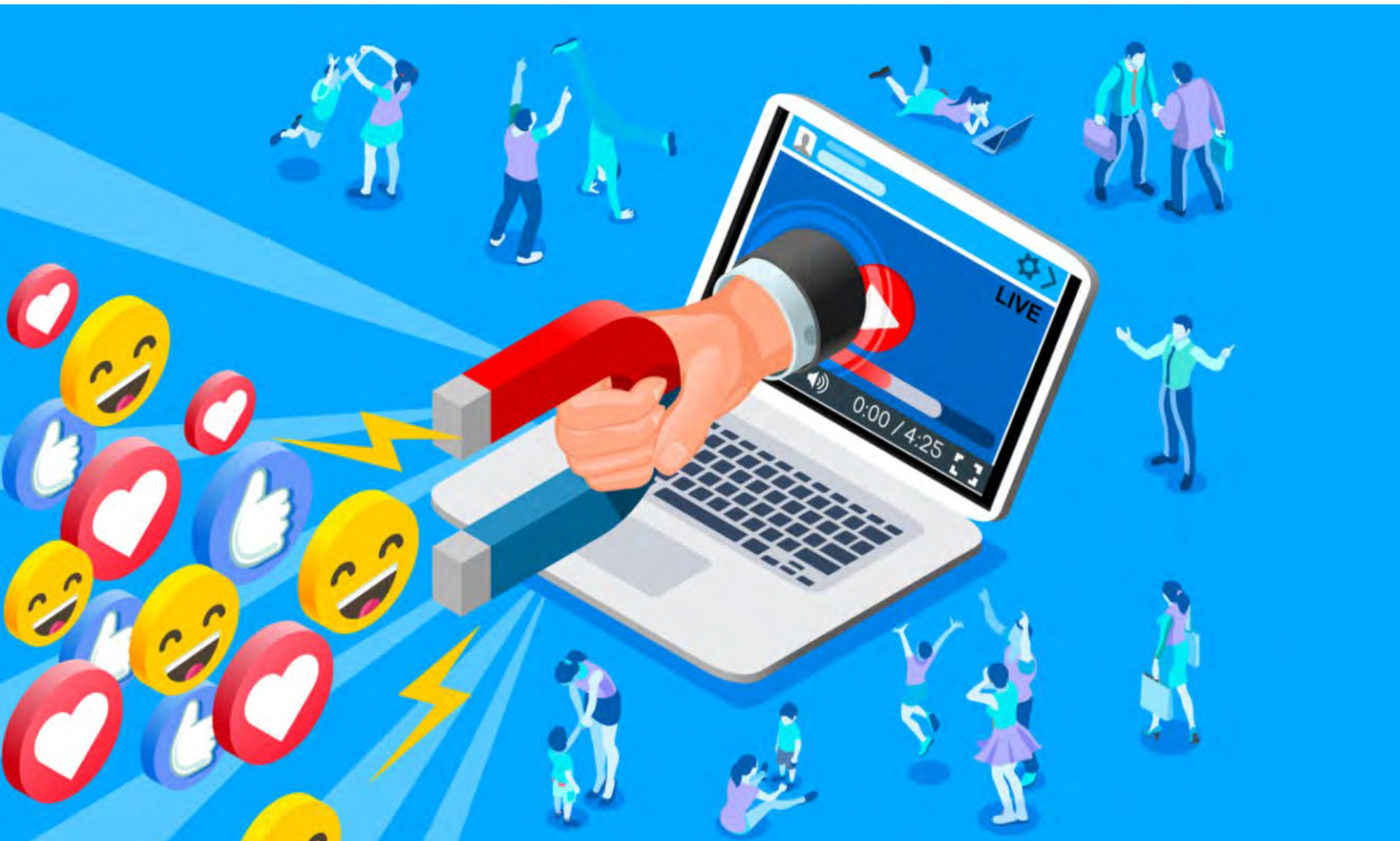


Money Stealing Mistakes and
How to Avoid Them

Technology Traps

DarrylSpeaks.com/Trial

Getting *Sucked* Into Social Media



Tips For Social Media



1. **Start with 1 platform**
2. **Schedule your time when to read and respond to others**
3. **Use posting schedule app like *Buffer*, *Hootsuite***
4. **Start with one consistent approach – (ie post one video a day or week)**



35 f LIVE

Ideas for Real Estate Agents

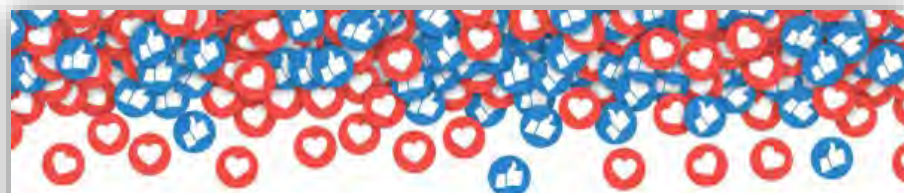
Facebook Live Video is the perfect vehicle to drive customer engagement with the folks in your market area, create credibility for you as a real estate professional and resource people can turn to, and increase your online presence and clout.

First rule of thumb: Have some FUN. (When you have fun, the people watching will too!)

Second rule: Don't worry about perfection. (It's the casual, impromptu feel and nature to these videos that make them enticing to viewers.)

Third rule: Consistency is key – host your live events weekly or bi-weekly – around the same time and day.

1. 3 Quick tips to create curb appeal.
2. 3 Questions to ask yourself if you're considering selling your home.
3. 4 Things to look for in a mortgage professional.
4. 3 Questions you should ask every real estate agent.
5. 3 Market changes you should know about now.
6. 5 Top reasons to invest in real estate.
7. 3 Myths about selling your home.
8. 3 Myths about buying a home.
9. 4 Things I love about being an agent.
10. 3 Insider secrets about local parks.
11. The best Italian restaurant in the area (spot review, interview owner or chef).



12. The best Asian restaurant in the area (spot review, interview owner or chef).
13. The best Seafood restaurant in the area (spot review, interview owner or chef).
14. The best Greek restaurant in the area (spot review, interview owner or chef).
15. The best Deli in the area (spot review, interview owner or chef).
16. The best Bakery in the area (spot review, interview owner or chef).
17. 3 Best places to market your home.
18. 3 Ways to support your local PTA.
19. Spotlight on a school – Name, Events, Website, Mascot, Rating, Fun Fact (Elementary, Middle, High School in the market.)
20. 3 Questions EVERY seller asks you.
21. 3 Questions EVERY buyer asks you.
22. 3 Remodel ideas that have a good return on investment.
23. 3 Remodel ideas that have the worst return on investment.
24. 5 Things every first-time home buyer should know.
25. Seasonal events in the area. (monthly video)
26. Monday Market Updates. (weekly video)
27. What to look for in a listing agent.
28. 5 Things you had no idea a real estate agent does to sell a house.
29. 4 Reasons to price your property right the first time.
30. Walking tour of the neighborhood.
31. Open House Sneak Peek (with permission).
32. 6 Reasons people DON'T buy a listing.
33. 4 Ways to get more money for your home.
34. 3 Do's and 3 Don'ts of buying a home.
35. 6 Expert staging tips for selling your home.

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





Open House Intro Video Script

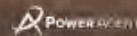
Hi! My name is _____. You're about to watch a video on one of our top listings and I just wanted to take a moment to thank you for your time!

If you are interested in this listing, or any of our properties for sale, please keep in mind that one of the benefits to my being in and out of homes every day is that I am often aware of additional features of listings that might not be depicted in a way that does them justice in online photos or descriptions!

I am more than happy to discuss your needs and help you find the home of your dreams!

In addition, I have a 6-Step Home Buying Process that I can share with you that helps ensure buyers can not only find their dream home but navigate every step of the transaction with ease and confidence.

Enjoy the video and if you have any questions at ALL – please don't hesitate to contact me on my cell directly at 555-555-5555.



DarrylSpeaks.com/Trial



Open House Intro Video Script

Hi! My name is _____. You're about to watch a video on one of our top listings and I just wanted to take a moment to thank you for your time!

Not Using Your CRM Fully





DarrylSpeaks.com/Trial

Daily To-Do Lists

POWER Builder™ Home Task List Calendar Keep in Touch Mass Email Active Business Letters & Labels Activity Plans Business Directory Reports Sign Out

Contacts **Add** **List** Welcome Gary and Maureen!

search Search Results 1 Total Contacts 2

All **Hall, Gary**
A Hall, Maureen
B 215-813-2495 (H)
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S
T
U
V
W
X
Y
Z

Task List Gary and Maureen Hall **Add Task**

Incomplete Tasks Completed Tasks

Mass Complete **Mass Delete** **Search**

Select All **Print List**

Subject	Status	Start Date	Due Date	
<input type="checkbox"/> Send a Birthday (May, 21) Card/Gift * [Hall, Gary]*	<input type="checkbox"/> Not Started	05/21/2014	05/21/2014	<input type="checkbox"/> Complete Add to Calendar
<input type="checkbox"/> Offer to help figure out what kind of mortgage they qualify for [Hall, Gary]*	<input type="checkbox"/> Not Started		10/06/2015	<input type="checkbox"/> Complete Add to Calendar
<input type="checkbox"/> 2 Year First Time Buyer Currently Renting Prospecting Plan (Email) (Phone Call)				
<input type="checkbox"/> May I send you profiles of properties that are a good fit for you ... [Hall, Gary]*	<input type="checkbox"/> Not Started		06/13/2016	<input type="checkbox"/> Complete Add to Calendar
<input type="checkbox"/> 2 Year First Time Buyer Currently Renting Prospecting Plan (Email) (Phone Call)				
<input type="checkbox"/> When you have questions, feel free to ask me ... [Hall, Gary]*	<input type="checkbox"/> Not Started		02/07/2017	<input type="checkbox"/> Complete Add to Calendar
<input type="checkbox"/> 2 Year First Time Buyer Currently Renting Prospecting Plan (Email) (Phone Call)				
<input type="checkbox"/> Should we stay in touch? [Hall, Gary]*	<input type="checkbox"/> Not Started		07/07/2017	<input type="checkbox"/> Complete Add to Calendar
<input type="checkbox"/> 2 Year First Time Buyer Currently Renting Prospecting Plan (Email) (Phone Call)				
<input type="checkbox"/> Plan ending alert [Hall, Gary]*	<input type="checkbox"/> Not Started		07/07/2017	<input type="checkbox"/> Complete Add to Calendar
<input type="checkbox"/> 2 Year First Time Buyer Currently Renting Prospecting Plan (Email) (To-do)				

Newsletter Built In



DarrylSpeaks.com/Trial

Website Lead Capture



DarrylSpeaks.com/Trial

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

DarrylSpeaks.com/Trial

Welcome, Sarah!

[Customize Dashboard](#) [?](#)

- DASHBOARD
- BUSINESS PIPELINE
- TASK LIST
- CALENDAR
- ACTIVE BUSINESS
- MASS EMAIL
- LETTERS & LABELS
- ACTIVITY PLANS
- KEEP IN TOUCH
- BUSINESS DIRECTORY
- GOAL SETTING
- REPORTS
- AGENT WEBSITE
- SOCIAL STREAM
- INTEGRATIONS

← Hide Menu

Today's Tasks

Subject
No tasks to display.

Today's Appointments

Subject	Time
No appointments to display.	

Business Pipeline

- New / Unqualified
- Long-term Prospect
- Hot Prospect
- Current Client
- Past Client - Active Opportunity
- Past Client
- Past Client - Strong Referral Source
- Unassigned



- Most Popular
- Favorites

Darryl News Focus

- Publishers (5) ^
- Architectural Digest
 - Better Homes & Gardens
 - CNBC Real Estate
 - CNN Money Real Estate
 - Country Living
 - Financial Post Real Estate
 - Gardens Illustrated
 - Globe and Mail Real Estate
 - HGTV
 - Homes Magazine
 - Home Trends Magazine
 - House & Home
 - HouseLogic Real Estate
 - Houzz
 - Huffington Post Real Estate
 - Martha Stewart
 - National Post Homes
 - Next Home
 - Realty Times
 - Reno & Decor Magazine
 - Style at Home
 - The Economist Real Estate
 - The Toronto Star Real Estate



May 7, 2020

How Often You Should Wash Your Sheets During The Coronavirus Pandemic

Is there a hard and fast rule about how often to wash sheets to keep things as clean and healthy as possible? According to dermatologists and doctors, yes. And now that being aware of COVID-19 is part of our daily lives, there are new rules when it comes to washing bedding.



May 4, 2020

Will schools be open in September? We asked several experts to weigh in

Many unknowns will need to be answered before schools can confidently reopen in September say public health experts. Parents won't feel comfortable sending their kids to school unless cases drop to near zero, experts say. Economic realities may force schools to reopen, adding pressure on municipalities to put in place coronavirus testing procedures by September.



May 4, 2020

Home Buying and Selling During the Pandemic: What You Need to Know

Technology and good-old-fashioned creativity are helping agents, buyers, and sellers abide by COVID-19 health and safety practices while getting deals done. Some buyers are touring houses virtually. Others visit in person while remaining at least six feet from their agent. Sellers are hosting open houses on Facebook Live.



May 4, 2020

Guide to Paint Finishes (So You Won't Waste Your Money)

Choosing the wrong type of paint finish could mean a do-over that costs twice as much.



April 30, 2020

Dear soon-to-be college grads: Quarantine



April 29, 2020

Tips for training your new dog while you're stuck



April 28, 2020

What To Do With Leftover Food, Even If It's Close



April 28, 2020

As states ease social distancing orders, what does

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



Classroom

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.



Directory of Power Agents®

Your Source for Power Agent® Referrals Networking.



Facebook Closed Group

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



Profile & Billing

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



Tutorials

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



Webinar Registration

Learn the latest Next Level strategies and solutions for agents.


REDX™

Rocky Wright
Florida

SIGN UP

First Name 

Last Name 

Email 

Phone 

SUBMIT



EXPIREDS

Turn Expired Listings into powerful leads with accurate contact info.

BUY NOW
\$59.99/mo

Includes 1 MLS



GEOLEADS

Prospect JLIJS or neighborhoods with the best phone numbers available.

BUY NOW
\$49.99/mo

Includes 2000 Lookups



FSBOS

Get cleaner, faster For Sale By Owners without scouring the internet.

BUY NOW
\$39.99/mo

Includes 2 Areas



FRBOS

Rescue landlords from vacant rentals, the easiest appointment you'll ever make.

BUY NOW
\$79.99/mo

Includes 1 Area



PRE FORECLOSURES

Get the most accurate, up-to-date phone numbers for NODs or Lis Pendens.

BUY NOW
\$39.99/mo

Includes 1 County



YouTube

- Home
- Trending
- Subscriptions

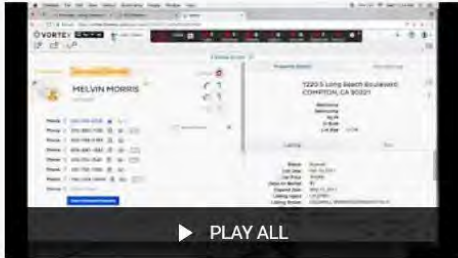
- Library
- History
- Your videos
- Watch later
- Liked videos

SUBSCRIPTIONS

- colinfurze
- Atomic Network
- TK2 Films
- Julian Hiti
- LastWeekTonight
- Deloar Khan NY Re...
- Zoho
- Show 1 more

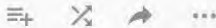
MORE FROM YOUTUBE

- YouTube Premium
- Movies & Shows
- Gaming



REDX Vortex


13 videos • 1,189 views • Last updated on Jul 5, 2017





REDX Real Estate Prospecting Solutions


SUBSCRIBE


redx


- 


How To Avoid Getting Burnt Out With Prospecting In Real Estate
REDX Real Estate Prospecting Solutions
1:54
- 


How To Prequalify Home Sellers And Set Expectations To List The Home
REDX Real Estate Prospecting Solutions
1:47
- 


How To Respectfully Confront Homeowners When They Blow You Off
REDX Real Estate Prospecting Solutions
0:59
- 

Review: REDX Storm Dialer
REDX Real Estate Prospecting Solutions
2:22
- 

How To Work FSBO Leads In Strong Markets
REDX Real Estate Prospecting Solutions
4:01
- 

Review: REDX For Rent By Owner Leads
REDX Real Estate Prospecting Solutions
3:59
- 

Why Low Inventory Markets Are Good For Prospecting Real Estate Agents
REDX Real Estate Prospecting Solutions
0:54
- 

Preforeclosure Lead Prospecting Script Demo
REDX Real Estate Prospecting Solutions
3:09
- 

Daily Prospecting Schedule of Edward Estrada REDX Top Producer
REDX Real Estate Prospecting Solutions
3:35



Money Stealing Mistakes and
How to Avoid Them

Technology Traps

DarrylSpeaks.com/Trial



Profile & Billing



Prospecting



REDX



Refer A Friend



RPR



Servicing Sellers



Social Media



Suggestions



Tech Tools & Training



Time and Money Management



Tutorials



Vendors We Recommend



Recommended Tech Tools – Part 1

Favorite ☆



Recommended Tech Tools – Part 2

Favorite ☆



Sellers – Seller's Guide Lead Capture Setup

Favorite ☆



Tools for Creating Video Content

Favorite ☆

Tech Video Trainings



Power Builder CRM Demonstration

Favorite ☆



Seller's Guide Lead Capture Setup Demo

Favorite ☆



Tech Demo – Using Digital Staging Tools with BoxBrownie.com

Favorite ☆



Tech Training – PowerPoint 101

Favorite ☆



Tech Training – Zoom 101



Tech Training – Zoom 102



The Must Have Tech Tools in Today's Market



Video – Listing Conversation Presentation: Darryl's Tutorial



Student Check In!
Learning anything?



Money Stealing Mistakes and How to Avoid Them

Prospecting Mishaps #1

Not Working With a Sensei



Karate Kid

ADDITIONAL



COBRA KAI

COMING SOON TO
NETFLIX



It Was 36 years Ago....



DarrylSpeaks.com/Trial



Dialogue

INTRO CALL TO YOUR FARM DIALOGUE

Power Agent: Hi, this is Darryl Davis from Power Realty, how are you?
Owner: Fine.
Power Agent: 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 houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?
Owner: Oh.
Power Agent #1: I want to let you know that one of the things that I do is to send you information about the houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?
Power Agent #2: One of the things that I do is to send you information about the houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?

DOOR KNOCKING YOUR FARM DIALOGUE

Power Agent: Hi, this is Darryl Davis from Power Realty, how are you?
Owner: Fine.
Power Agent: 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 houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?
Owner: Oh.
Power Agent: One of the things that I do is to send you information about the houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?

EXPIRED DIALOGUE

Step 1: Identify Hello, my name is Mr. Jones.
Step 2: Introduce Hi, this is Darryl Davis from Power Realty, how are you?
Step 3: Clarify The reason why I'm calling is to let you know that I've been sending you some information about the houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?
Step 4: Remove Their Commitment I'm sorry to hear that you're no longer interested in the house. I'll be glad to remove your name from the list. How are you getting that information?
Step 5: Invite Action I'll be glad to call you again when you're ready to buy. How are you getting that information?

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 1-800-955-5500. www.ThePowerProgram.com

FSBO DIALOGUE

Step 1: Identify Hello, my name is Mr. Jones.
Step 2: Introduce Hi, this is Darryl Davis from Power Realty, how are you?
Step 3: Clarify The reason why I'm calling is to let you know that I've been sending you some information about the houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?
Step 4: Build A Relationship I'm sorry to hear that you're no longer interested in the house. I'll be glad to remove your name from the list. How are you getting that information?
Step 5: Invite Action I'll be glad to call you again when you're ready to buy. How are you getting that information?

FSBO VOICEMAIL DIALOGUE

Hi, this is Darryl Davis from Power Realty!
The reason why I'm calling is that I noticed you are selling your house, and I have some important information about that.
I might even have somebody who might be interested. I'm not too sure because I need to get some more information from you first. Please call me back.
For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-955-5500. www.ThePowerProgram.com

NEW LISTING IN THE AREA DIALOGUE

Step 1: Identify Hello, my name is Mr. Jones.
Step 2: Introduce Hi, this is Darryl Davis from Power Realty, how are you?
Step 3: Clarify The reason why I'm calling is to let you know that I've been sending you some information about the houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?
Step 4: Ask repeat building questions I'm sorry to hear that you're no longer interested in the house. I'll be glad to remove your name from the list. How are you getting that information?
Step 5: Invite Action I'll be glad to call you again when you're ready to buy. How are you getting that information?

FOR RENT BY OWNER DIALOGUE

Step 1: Identify Hello, my name is Mr. Jones.
Step 2: Introduce Hi, this is Darryl Davis from Power Realty, how are you?
Step 3: Clarify The reason why I'm calling is to let you know that I've been sending you some information about the houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?
Step 4: Build A Relationship I'm sorry to hear that you're no longer interested in the house. I'll be glad to remove your name from the list. How are you getting that information?
Step 5: Confirm the Appointment I'll be glad to call you again when you're ready to buy. How are you getting that information?

ORPHAN ADOPTION DIALOGUE

Step 1: Identify Hello, my name is Mr. Jones.
Step 2: Introduce Hi, this is Darryl Davis from Power Realty, how are you?
Step 3: Clarify The reason why I'm calling is to let you know that I've been sending you some information about the houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?
Step 4: Find Out What They're Committed To I'm sorry to hear that you're no longer interested in the house. I'll be glad to remove your name from the list. How are you getting that information?
Step 5: Invite Action (Choose One) I'll be glad to call you again when you're ready to buy. How are you getting that information?

BOOK OF BUSINESS UPDATE DIALOGUE FOR ADMINS

Many agents have boxes and trays of files, or "orphaned records", and find themselves time wasting looking for records that include current MLAs, addresses, what works? They are active or a long to the phone, they can break the task down into a daily number of calls until the files are updated.
"Hi, I'm calling for Power Realty, your real estate neighborhood expert. We are updating our client records, and I would like to see if we can get all right for the information we have and update your file. Do you have a minute?"
Name: _____
Address: _____
City/State: _____
Email: _____
For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-955-5500. www.ThePowerProgram.com

PROSPECTING THE OLD FSBO DIALOGUE

Step 1: Identify Hello, my name is Mr. Jones.
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Step 5: Invite Action (Choose One) I'll be glad to call you again when you're ready to buy. How are you getting that information?

VACANT PROPERTY DIALOGUE

Step 1: Identify Hello, my name is Mr. Jones.
Step 2: Introduce Hi, this is Darryl Davis from Power Realty, how are you?
Step 3: Clarify The reason why I'm calling is to let you know that I've been sending you some information about the houses in the area you're interested in. I'll be glad to go over it with you in person. How are you getting that information?
Step 4: Build A Relationship I'm sorry to hear that you're no longer interested in the house. I'll be glad to remove your name from the list. How are you getting that information?
Step 5: Confirm the appointment I'll be glad to call you again when you're ready to buy. How are you getting that information?



Money Stealing Mistakes and How to Avoid Them

Prospecting Mishaps #1

Not Working With a Sensei



**Money Stealing Mistakes and
How to Avoid Them**

**Prospecting
Mishaps #2**

**Not Building On Your
Strengths**

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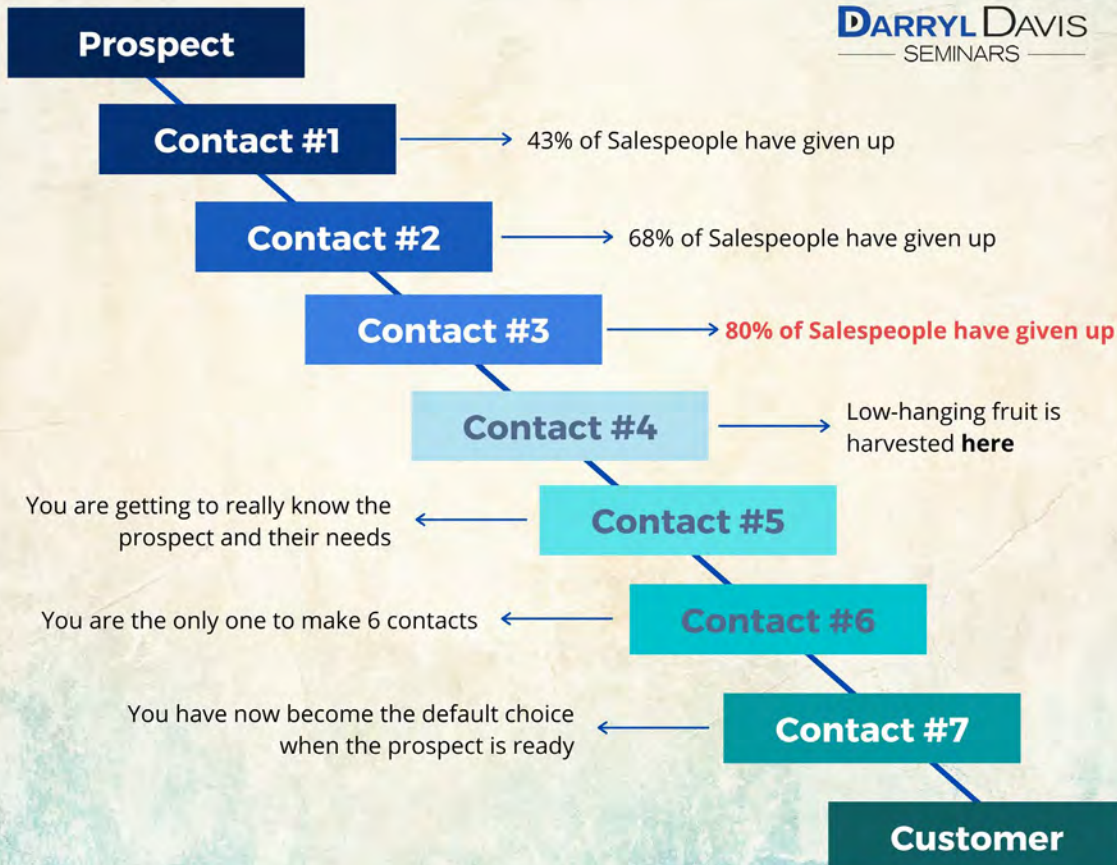
Sources of Leads



- 1. FSBOs**
- 2. Expireds**
- 3. Houses for Rent**
- 4. Past Clients**

From Prospect to Customer

DARRYL DAVIS
SEMINARS



DarrylSpeaks.com/Trial

From Prospect to Customer

DARRYL DAVIS
— SEMINARS —

Prospect

Contact #1

→ 43% of Salespeople have given up

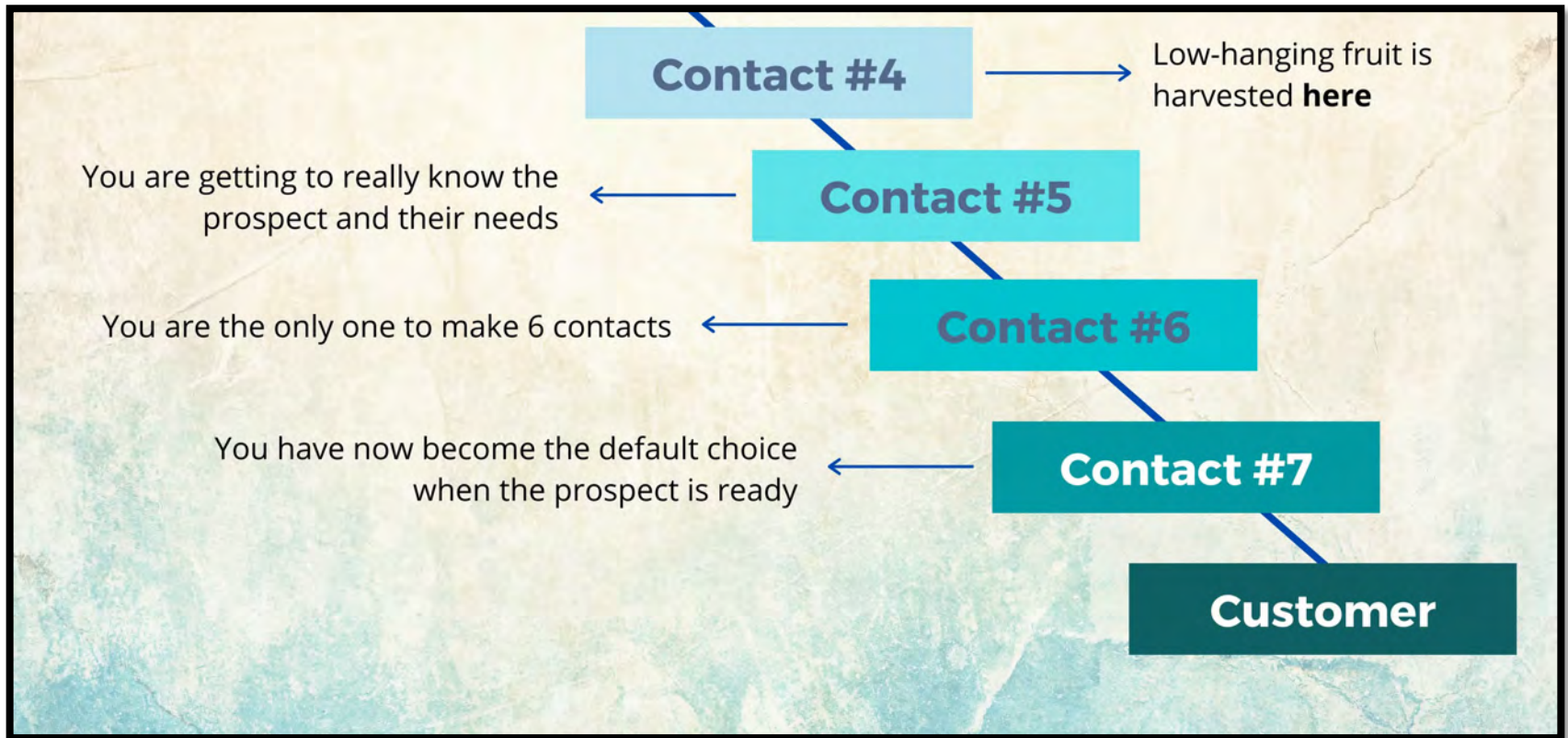
Contact #2

→ 68% of Salespeople have given up

Contact #3

→ **80% of Salespeople have given up**

DarrylSpeaks.com/Trial



PAST CLIENT CHECK-IN CALL



1. "Hunna, this is _____ how are you?!"

2. "Recently I was thinking about my past clients and just wanted to check-in."

3. Talk about them and how they are

4. When they ask about your business, say "Because interest rates are so low, I'm finding.."

- People are either refinancing

- Or they're buying their dream home

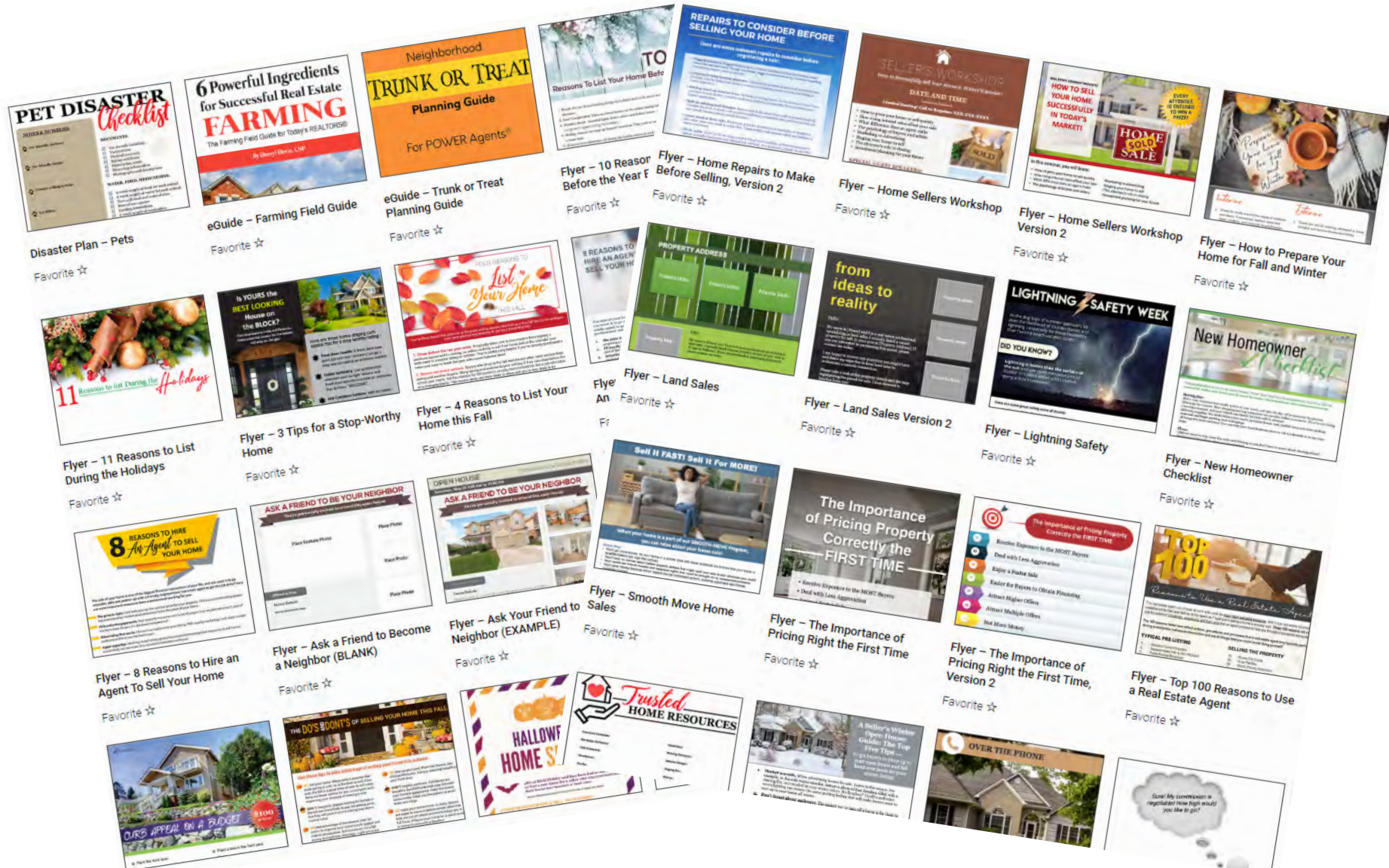
5. "If you need ANYTHING, consider me your real estate hotline"

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



/DarrylSpeaks

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CLASSROOM




Buyers



Coaching Calls



CRM



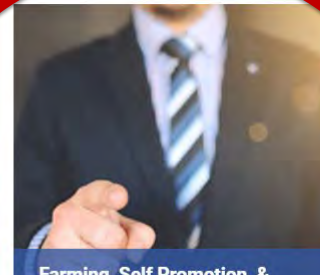
Darryl's Top Picks




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Farming, Self Promotion, & Mailings



Favorites




Infographics



Listing Appointment



Negotiating Offers



New Agent

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Sources of Leads



- 1. FSBOs**
- 2. Expireds**
- 3. Houses for Rent**
- 4. Past Clients**
- 5. Door Knocking**

January SMILE STOPS™ Ideas for Agents



January 10th

National House Plant Day – Stop by five of your best client's homes with a pretty plant and a card that says, *"Thanks for helping me grow my business. You are so appreciated!"*



January 15th

National Bagel Day – Pop by your favorite bakery or bagel place for bags of fresh bagels then drop by five amazing past customers homes and leave a bag with a note that says, *"Roses are red, violets are blue, I bought you some bagels to say I appreciate you! Happy Bagel Day!"*



January 19th

National Popcorn Day – Drop a tin of gourmet popcorn off at five clients homes with a note that reads, *"Just POPPING by to see if there is any way I can be of service! Thanks for being a great client!"*



January 23rd

National Pie Day – Deliver fresh baked pies to five clients with a note that says, *"Any way you slice it, you're an amazing client! Thank you!"*

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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January SMILE STOPS™ Ideas for Agents



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SEARCH RESULTS FOR: SMILE STOP



SMILE STOPS for Every Season English | Espanol



SMILE STOPS - Ten Referral Worthy Ideas English | Espanol



SMILE STOPS - 11 November



SMILE STOPS - 10 October



SMILE STOPS - 03 March



Smile STOPS - 01 January



Sources of Leads



- 1. FSBOs**
- 2. Expireds**
- 3. Houses for Rent**
- 4. Past Clients**
- 5. Door Knocking**
- 6. Open Houses**



21/10/20 – How To Become A Fearless Listing Machine This Fall

[Favorite](#) ☆



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](#) ☆



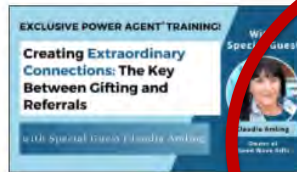
21/09/30 – Risk Management for REALTORS

[Favorite](#) ☆



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

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21/09/23 – Creating Extraordinary Connections: The Key Between Gifting and Referrals

[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

[Favorite](#) ☆



21/09/15 – Master the Phones & Generate 100k a Year

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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](#) ☆



OPEN HOUSE CHECKLIST for Power Agents®

PREPARE

- ✓ Have sellers hire cleaner
- ✓ Arrange for sellers and pets to be absent
- ✓ Arrange for keys
- ✓ Enlist mortgage company to help create mortgage sheet
- ✓ Virtually stage the house
- ✓ Back up houses
- ✓ Have a buyer agency packet to capture buyers
- ✓ A nice flyer is all that is necessary
- ✓ Find agents that sold houses last 12 months in the same price range

PROMOTE

- ✓ Do immediately after Brokers Open house
- ✓ Contact other agents and let them know - it makes it easier to show if they know they just can show up
- ✓ Have a database of agents to send emails and or texts to them
- ✓ Neighborhood Facebook group
- ✓ Local papers and grocery stores
- ✓ Zillow and other online sites
- ✓ Postcards
- ✓ Hold all showings and offers at house
- ✓ Signage

DURING OPEN HOUSE

- ✓ Schedule before any other open houses 9-11 or 3-5
- ✓ Make sure seller and pets are gone
- ✓ Remove all vehicles from the driveway
- ✓ Be sure walkway is safe and accessible
- ✓ Do a walk-through to correct minor issues (put toilet seats down, do not remove trash, etc.)
- ✓ Think builder staging. Turn on all lights, set temperature, no spray, for photos. Lock up valuables, fine china
- ✓ Stock fridge
- ✓ Not a fan of food at public open house
- ✓ Put away phone
- ✓ Neighborhood House Information Flyers

www.ThePowerProgram.com



OPEN HOUSE CHECKLIST for Power Agents®

DURING OPEN HOUSE

- ✓ Business cards
- ✓ Record a virtual tour to reuse later (don't move the camera quickly)
- ✓ Be safe
- ✓ Make believe you are being recorded (because you might be)
- ✓ Hire drone company to flyer banner in neighborhood
- ✓ Use Open House Pro - Sign Out Sheet
- ✓ Focus on their comments to relay back to homeowner
- ✓ Be prepared to answer these questions
 - ◆ "Can you tell me more about the home?"
 - ◆ "Why is the seller selling?"
 - ◆ "How long has the home been on the market?"
 - ◆ "Have there been any recent improvements or renovations?"
 - ◆ "What is the neighborhood like?"
 - ◆ "How much are utilities?"
 - ◆ "Have any offers been made?"
 - ◆ "When are the sellers planning to close?"

CONTINUED...

POST OPEN HOUSE

- ✓ Digital Open House tour - Matterport 3D
- ✓ Post in the Facebook Community Group
- ✓ Make sure you have a CRM to follow up



Open houses are perfect opportunities for you to connect, build rapport and relationships, and showcase yourself as a resource that people can turn to for valuable real estate information, answers, and results.

ENJOY THE PROCESS, THE PEOPLE, AND REMEMBER TO KEEP SMILING!

www.ThePowerProgram.com



Sources of Leads



- 1. FSBOs**
- 2. Expireds**
- 3. Houses for Rent**
- 4. Past Clients**
- 5. Door Knocking**
- 6. Open Houses**
- 7. Mailings**

Webinars with Darryl



21/12/01 - 3-Part Breakthrough Business Plan

Favorite ☆



21/11/18 - Lessons Learned from Recent Crimes Against Agents

Favorite ☆



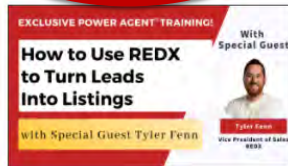
21/11/17 - How To Reinvent Yourself & Guarantee Success in 2022

Favorite ☆



21/11/10 - Top Ten Reasons Homeowners Should Sell During The Holidays

Favorite ☆



21/11/04 - Turning Leads Into Listings Part 2

Favorite ☆



21/11/03 - iBuyer Beware: How to Explain to Homeowners Why They Should List With You

Favorite ☆



21/10/28 - What Market Changes Mean for Your Buyers & Sellers

Favorite ☆



21/10/27 - Creating Buyer Loyalty: How To Make Sure They Buy From You

Favorites ☆



21/10/20 - How To Become A Fearless Listing Machine This Fall

Favorite ☆



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 ☆



**3-PART
BREAKTHROUGH
Business Plan**

Planning for

**NOW Business,
FUTURE Business,
& Financial FREEDOM**

By Darryl Davis

DARRYL DAVIS
SEMINARS

Receive **the #1 guide** for generating now business, future business, and financial freedom!

TODAY'S WEBINAR OFFER



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



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

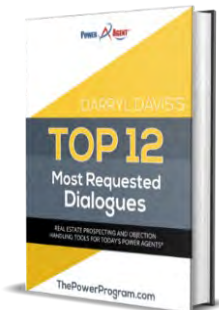


3-Part Breakthrough Business Plan (43 Pages)

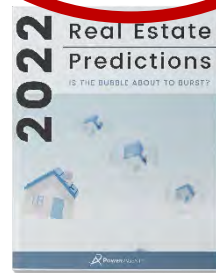
TOTAL VALUE \$1,896



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



Darryl's Top 12 Most Requested Dialogues \$157



2022 Real Estate Predictions \$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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CREATING A REAL ESTATE
BREAKTHROUGH

— Planning
NOW Business
FUTURE BUSINESS
& Financial FREEDOM

By Darryl Davis

43

PAGES

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CREATING A REAL ESTATE
BREAKTHROUGH

Planning for

**NOW Business,
FUTURE Business,
& Financial FREEDOM**

By Darryl Davis



The Time to Create a Business and Financial
BREAKTHROUGH in the Next 12 Months is **NOW**.

There's no **ONE** path to success for everyone. However, there are **smart strategies** that can help agents get to their **Next Level!**[®] faster. While we still teach our students the value of breaking goals into numbers, what we felt was missing were strategies for: **Now Business, Future Business, and Financial Freedom**. That's why we recently re-imagined what real estate business planning looks like.

Before we discuss the three different business plans, you must take an honest assessment of where you are now. **Most leaders put agents into three categories:** top producers, new agents, and experienced struggling agents. We are **re-framing these old categorizations to speak more accurately to help you put together your plan of action** for the next 12 months.

Before we can talk about your plan, there are two steps you need to take. The first is an honest evaluation of your level and the second is a true assessment of your goals and finances.

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▶ The NOW BUSINESS Plan

If you discovered that you need to generate business NOW. This plan is designed to give you specific strategies to make that happen.

Let's look at the two areas in real estate in which we make money: **working with buyers and working with sellers.** There is a common misconception for agents that when they need money now, they think the quickest way to do that is show a buyer a house and make a sale. This is not true. You can not take a buyer out and make them buy a house. An experienced agent will tell you there are plenty of times when you work with buyers for months and they don't buy at all.

Let me put it to you like this: If you were going to open a shoe store and you have no shoes, no product, you'd panic, right? Can't sell what you don't have! The same is true in real estate, you've got to stock your "shelves" with inventory to drive income. **Your inventory in this case is listings.**



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“The best way to generate money NOW is not showing buyers houses, but focusing on building listing inventory and going on as many listing appointments as possible!”

STEP 1

HAVE A STRONG LISTING CONVERSATION

The **reason why this is step one is because** if you start prospecting and getting appointments and you **don't** have a strong conversation, you are **throwing away the appointment.**

When a salesperson in any industry is trying to get someone to buy a product that they don't truly believe in themselves, that's when that person comes across as inauthentic. The flip side of that is that when a salesperson is passionate and really does believe in their product – they move from selling to SERVING.

Let me give an example outside of the sales industry: Let's say you go to a movie that you think is hysterical, or go to a restaurant and have an incredible meal, or you just had a Napoleon from an amazing bakery (this one I can speak to from personal experience).

You most likely would tell as many people as you know about the great movie, meal, or pastry – right? Now, would your friends perceive you as being a slick salesperson? Of course not! The reason is because **you are not selling – you are sharing valuable information.** As a matter of fact, your friends would appreciate you sharing this, so they can also benefit from it.

**That's how real estate experiences should be.
That's how you serve people and not sell people.**

The reason why we want you to **masterfully craft your listing conversation and book** first is so you can be **PASSIONATE** about helping homeowners.

In designing your listing conversation book, sit down and make your **top five things you do that you believe you can do to help people get their homes sold** – the ones that **most resonate with YOU** – those should be the focus of your listing conversation book.

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Write them here:

- _____
- _____
- _____
- _____
- _____

Once you've done this step, **making the calls is easier and feels more purposeful because you'll find that you are no longer just focused on getting the appointment.** You'll be speaking from your heart, rather than your head, about all those ways you can help SERVE people and get them to THEIR Next Level!™

When what you are passionate about resonates through your calls, it will not only help you get the appointment and listing, but help also build relationships with the people you are speaking with!



STEP 2

GET A SYSTEM FOR FSBOs, EXPIREDS, AND HOUSES FOR RENT

Why FSBOs & Expireds: If you're in need of *now* business, it only makes sense to connect with the people who have already raised their hands to say, "Hey, I want to sell now!" In the case of houses for rent, what we've found is that many rentals are owned by part-time investors who may not have the financial means to continue to pay mortgages on their rentals and may be interested in selling to get out from under that burden.

Find a service that will help you find these leads. Can you find them on your own? No. Researching these leads daily takes a lot of time, effort, and money. You can't call up, cross reference for numbers, check the Do Not Call list, and keep track of everything without draining. By the time most agents have done the research – to actually make the calls! A service like RedX does all the heavy lifting and sends those leads into your dashboard daily.

If you want to try RedX on for size, kick the tires, and see if it's for you, visit DarrylSpecial.com and use promo code SMILE to waive the 30 days free as my gift.



Go to www.DarrylSpeaks.com and use code SMILE

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STEP 3

HAVE DIALOGUE THAT IS PROVEN

Just to clarify, our philosophy and coaching is **not** to use memorized scripts and dialogues, but to use proven, conversational dialogue that is effective.

We use metaphors and analogies so they can speak from the heart. However, we make an exception to the rule when teaching agents to prospect for FSBOs, Expireds and Houses For Rent.

Here are a few things to consider:

1. Use your personal style, so you sound like a salesperson?

2. Watch our dialogues for calling FSBOs and Expireds in a video for you in a moment.

3. Watch the dialogues we have available for NOW business and FUTURE business. You'll find all of them under the 30-day free enrollment to [The Power Program](#). You'll find all of them under the prospecting tab in your Classroom.



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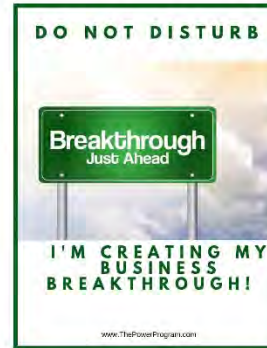
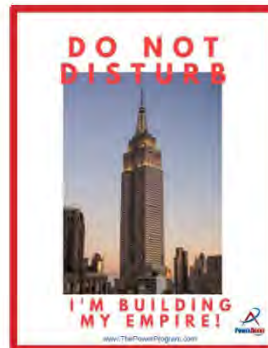
STEP 4

COMMIT TO A SCHEDULE

There are two suggested practices that we share with our members. One is to **choose specific days and times each week to make your calls**. Our suggestion is Monday, Tuesday, and Wednesday around dinner time and to call for at least an hour.

The second option is making 2-4 phone calls every day.

Whichever method you choose, be consistent. **Commit to your prospecting time just as you would a listing appointment or a closing.** If you're not prospecting, you're not growing your business.



We like to add a little fun to prospecting for our membership. That's why we added printable *Do Not Disturb Signs* that they can hang up on their doors or desks to remind them to stay focused on prospecting, and to let others know just how valuable this time is. If you'd like a copy of any of the 14+ versions, we invite you to **try a 30-day free enrollment to [The Power Program](#)**. You'll find all of them and more under the Time and Money Management tab in your Classroom.

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STEP 5

USE MOTIVATIONAL CHARTS TO STAY FOCUSED

Because we teach our students to not just get listings but to **build listing inventory**, we've designed a **listing inventory chart** that not only tracks how many listings you have, but it will help you stay **FOCUSED**. The Motivational Dot Board helps you track your overall business in a visual way. If you're starting at zero, that's all right, the goal is to **move the needle on those charts up within 30-60 days**.



I've posted videos on our blog for directions on how to use both of these tools. You can find them at the links below.

- [Listing Inventory Chart](#)
- [Motivational Dot Board](#)

If you'd like a copy of any of our tracking and motivational tools, we invite you to try a **30-day free enrollment** to [The Power Program](#). You'll find all of them and more under the Time and Money Management tab in your Classroom.

STEP 6

HANG AROUND OTHER COMMITTED POSITIVE AGENTS



There is something my mother taught me when I was young and hanging out with kids she didn't like. She said, "**Show me your friends and you show me who you are.**" I don't have to tell you that there are some negative agents in your market and if you hang around them too much you'll catch their "illness."

Makes sense, right? As real estate professionals, we often get caught up in the noise that is going on in our own head, our own businesses, and that can feel very isolating. It's also hard to learn and develop new skills when we stay in our own "bubbles".

When you spend time with other people who are working hard at succeeding in this wonderful world of real estate, it inspires you to push yourself to succeed.

- What do you want to learn this year?
- Who inspires you?
- Is it time for a coach or mentor?

Power Agents® tell us what helps them stay focused and motivated is being with other Power Agents® **brainstorming and listening to their successes during the weekly coaching calls and in online conversations within our Membership Facebook Group.**

I invite you to try a **30-day free enrollment** to [The Power Program](#) and join us for our weekly coaching calls. Every Monday morning at 11:00 am Eastern Time, we connect, problem solve, answer questions, share what's working and what's not, and grow. I promise to you that it will be one of the most fun and productive hours you'll have all week, EVERY week!



▶ The FUTURE BUSINESS Plan

First, let's make a very important distinction by saying planning for FUTURE business is in ADDITION to working your NOW business leads.

Until you get to a point in your business where you have so much referral work you don't need to actively prospect for listings and you're making the kind of living you'd like, pro-active prospecting for listings must always be part of your weekly activity.

That said, once you've got that train up and running and it is chugging along the tracks nicely, it's time to add another engine on your success plan – FUTURE business.

Although there are many forms of generating future business, in this plan we will focus on specific strategies for three areas:

- Geographic Farming
- Your Sphere of Influence
- Using Social Media

By consistently adding systems and tools in place for these, in addition to your NOW prospecting, you'll have the ability to create powerful momentum towards your goals.

"All successful people are big dreamers. They imagine what their future could be, ideal in every respect, and then they work every day toward their distant vision, that goal or purpose." — Brian Tracy



STEP 1

TACKLE FARMING

Generating future business involves planting seeds for future success, or as it's traditionally called – farming. The caveat is that it takes time and money. We tell students to not even start farming unless they have at least six months of marketing dollars to invest in this category.

First, decide what kind of farm you are going to have.

Types of farm areas:

- Geographic Neighborhood
- Geographic Niche: Waterfront, Golf Community, Equestrian Community, Retirement Community, etc.
- Demographic Niche: First-Time Home Buyers, Senior Market, Move Up Market, etc.

For the purpose of this plan, we are going to spotlight geographic farming. We believe it's the best first step to tackling farming.

Second, determine the location and size of the farm you'd like to start with and acquire names and addresses. When choosing your farm, consider home price point, whether another agent has greater than a 10% market share in that area, and the average length of time people have owned their home (turnover rate). (Keep in mind that the most current NAR statistics state that people move, on average, every ten years. So, if you are considering a geographic farm where the average time people have lived in their home is 7-10 years, that

neighborhood should have a good turnover rate.)

As far as the number of houses in your farm area, we believe 500 homes is a good start.

Real estate farming is just like it's agricultural counterpart, farming

FARM AREA CALCULATOR

	FARM AREA ONE	FARM AREA TWO	TOTAL
TOTAL NUMBER OF HOMES	150	350	500
ESTIMATED FARMING COST PER YEAR (mailings, signs, phone expenses, advertising, etc.)	\$ 4,000.00	\$ 3,000.00	\$ 7,000.00
Additional Marketing Expenses			
AVERAGE SALES PRICE	\$ 250,000.00	\$ 300,000.00	\$ 275,000.00
AVERAGE COMMISSION PER SALE (Divide by your average commission %)	\$ 7,500.00	\$ 9,000.00	\$ 8,250.00
TOTAL HOMES SOLD IN FARM last year	20	25	45
TURNOVER RATE (Total # of homes sold (Line 6) divided by total homes in farm (Line 1))	0.13	0.14	0.135
INCREASE RETURN (Total homes sold (Line 6) x average commission per sale (Line 4))	\$ 150,000.00	\$ 225,000.00	\$ 375,000.00
Assuming Getting 20% of listings	\$ 30,000.00	\$ 45,000.00	\$ 75,000.00
ROI	156.7%	182.5%	169.6%

- "Planting Seeds" (marketing touchpoints)
- Nurturing them (follow up)
- Watching them grow (building relationships)
- Reaping the rewards (referrals and business)

Farming ONLY works if you are consistent! According to the Direct Mail consumer must see your message AT LEAST 4-6 times before acting.

I can't tell you how many times I've had an agent tell me they mailed people and never generated a call.

There is no one-and-done magic when it comes to marketing. It takes preferably using different marketing mediums to create the kind of results necessary to cultivate results.



Direct mail achieves a 4.4% response rate, compared to 0.12% for email. Overall, the DMA found that direct mail's response rates are actually anywhere from 10 to 30 times higher than that of digital.

Geographic farming combines three things:

- Direct mail
- Door knocking
- Follow up calls



Please NOTE: Farming is a comprehensive topic that goes well beyond the scope of an eGuide. As part of our monthly Power Agent Webinar Series, we did an entire hour-long webinar on farming, along with a separate video and training specifically to address how to choose and effectively market to your farm area.

Try a 30-day free enrollment to [The Power Program](#). Log in, and head straight to the Webinars tab in your Classroom to review this webinar, as well as the training available to calculate your farming ROI.



introductory letter and then have your follow up pieces such as the Report Certificate, checklist flyers, postcards, newsletters, etc. The plan like this:

- Introductory letter
- Follow up mailing piece
- Follow up mailing piece
- Follow up making calls
- Follow up to monthly mailings

Mailing every two weeks in the beginning is you are creating a top of mind presence to establish that they know your name, face, and what you do for a

POWERAGENT SELF PROMOTION CAMPAIGN

ACTIVITY	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Print Advertisements	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Direct Mail	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Door Knocking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Follow up calls	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Direct Mail	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Door Knocking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Follow up calls	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Direct Mail	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Door Knocking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Follow up calls	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



STEP 2

NURTURE YOUR SPHERE OF INFLUENCE

The second area to work when building future business is your *Sphere of Influence*. Your sphere is more than just a list. It is the database of people who already know you, trust you, and are willing to do business

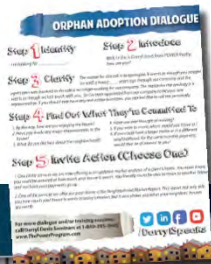


and explain that you've been appointed as their new representative for the company and let them know that you are available to answer any questions they might have.

I outline the power of adopting company orphans in a video blog for you. You can find it here.

Does your broker need a REASON to share orphan files?

SHARE THIS:
According to Econsultancy, 82% of companies agree that retention is cheaper to execute than acquisition.



Find this dialogue and more in the Prospecting tab of the Power Agent® Classroom



Ninety-two percent of consumers around the world say they trust earned media, such as word-of-mouth or recommendations from friends and family, above all other forms of advertising. Source: Nielsen



First, calculate how many people you need in your sphere of influence to realize your financial goals!

SPHERE OF INFLUENCE CALCULATOR

Staying in touch with your sphere and building it monthly should be at the top of the best business practices to-do list for any real estate professional. Here's a simple formula to determine how many people you need in your sphere to hit your goals annually.

- A: Financial Goal the next 12 months? _____
- B: Your average commission: _____
- C: Number of transactions to reach goal (A ÷ B): _____
- D: Number of transactions from sphere (66% avg) (C x 66%): _____
- E: 10% of sphere should result in transaction or referral annually (D X 10): _____

SAMPLE:

39% of customers try a business for the first time because of direct mail. (DMA)

Fourth, send out a letter letting everyone in your sphere know that you are a resource they can count on. It could look something like:

Dear _____,

I hope this letter finds you and your family well. The real estate market is changing, and for a lot of people, that means questions regarding how the market will affect their investments. If you've got questions – I can help answer them.

One of the things I'm offering to everyone in my network this year is a free **Neighborhood Market Report** that can let you know what your neighbors have recently paid for their homes. I believe it is something every homeowner should have annually so that they can gauge their own home's worth.

If you'd like a report, simply call or text me today! I'm happy to help!

Name _____
Company _____
Cell _____
Email _____



Try a 30-day free enrollment to **The Power Program** to get this letter and hundreds more prospecting tools for your sphere and farm. You'll also find letters and dialogues to help you adopt orphan clients, update old databases, generate referrals, and move people from your prospect list to your sphere of influence.



A good CRM (Contact Relationship Manager). A CRM is more than an email list; it's a system in which you can input your business database with the ability to search by name, phone number, or category. We have many on our vetted [recommended vendor list](#), such as Top OnDesk, and Wise Agent.

Check out the importance and value of choosing the right CRM in a video blog for you. [You can](#)

learn more about **adding in as much contact information as possible**. Mark each contact with that relationship with that contact, such as friend, family, neighbor, listing client, etc. Include as many details as possible. For your clients and customers



"People will forget what you said. They will forget what you did. But they will never forget how you made them feel." - Maya Angelou

The key word in Sphere of Influence is INFLUENCE, which is achieved by staying top-of-mind with the VIPs in your book of business.

You can also offer other items of value such as:

- CMA
- Local Bakery Gift Certificate
- Local Restaurant Gift Certificate
- Coffee Gift Card
- Movie Gift Card
- Punch Cards from local vendors such as dry cleaners
- Calendar
- Information on charity drive

Your sphere **does not need to be mailed to every month** because they already know you and trust you. However, it is good to send something **every two to three months**.

You will also need to **contact them via phone or in person at LEAST twice per year**. On the next page find some awesome **SMILE STOP** ideas for staying connected all year around!

10

Referral-Worthy

SMILE STOPS

Ideas to Show Your Clients You Care

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
- L: Leave behind a token of gratitude
- E: Elevate the relationship



- 01 Starbucks Frappuccino bottle with a gift tag attached that says, "Thanks a LATTE for being an awesome client!"
- 02 Extra gum package bag with a tag or sticker between ordinary little EXTRA. Thanks, client!"
- 03 Package of light bulbs with a tag that says "Your referrals light up one of my brightest days!"
- 04 Jar of salsa with a gift tag that says "I'm here if you need the hottest deals in real estate!"
- 05 2-3 highlighters in a box and tag that says "I'm here if you need like you is the highlight!"
- 06 A pizza cutter with a tag that says "I've got the real deal for your home!"
- 07 An ice cream scoop with a tag that says "What's the scoop on what's local real estate market?"
- 08 Bottle of Simply Lemonade with a tag attached, "You're SIMPLY being a great client!"
- 09 Jar of jam with a note that says "JAM-PACKED with FUN things you need!"
- 10 Jar of premium nuts with a tag that says "I'm just NUTS about being so awesome!"



MASTER SOCIAL MEDIA

One of the best tools we have in today's business world is social media. It allows us to stay connected with our sphere and our farm (as well as family and friends) and speak one to many as well as one on one! And, it's FREE! The only thing it costs you is TIME.

I believe every agent should participate in at least two social media platforms. What my students have found to work best is a combination of Facebook and Instagram because both are so visual.

Just as with your sphere and farming, again – consistency is vital. Dedicate certain days and times during the week to manage your social media posting such as Monday, Wednesday, and Friday mornings early. Consider using an app to schedule your posts to save time!

APP	NETWORK INTEGRATION	PRICING
-----	---------------------	---------

Instagram, LinkedIn,		Professional subscription (free 30-day trial) \$29/month per user includes 10 social profiles, unlimited scheduling.
Instagram, LinkedIn,		Starter plans free for up to three accounts/10 scheduled posts per month, per account. Pro-subscription (free 7-day trial) \$15/month for up to 8 accounts and 100 posts.
Instagram, LinkedIn,		Premium subscription (30-day free trial) \$99/month per user includes up to 5 social profiles.

For a reason – you shouldn't be all work and no play. Share something that you care about – or you know is going to take you down a path.

Join a closed Facebook group – become a resource. If someone has lost a pet, offer to help. If they need a favor, offer to help.

Share your expertise. If you're an expert in a certain area, share your knowledge. This could be through a blog post, a video, or a social media post.





▶ The FINANCIAL FREEDOM BUSINESS Plan

Financial freedom has two components – **reducing debt and increasing savings**. That all starts by raising your awareness of where you are currently and where you'd like to end up in terms of accumulating wealth.

I love this quote by David Bailey, "To get rich, you have to be making money while you're asleep." For me, it is congruent with what we teach agents about building listing INVENTORY. When you have inventory, you can make money in your sleep. Or when you're on vacation. Or hanging out with your kids.

The same is true with building a solid financial foundation. It gives you the freedom to work because you love it and you feel compelled to serve, rather than the need to work because you've got that pit in your stomach telling you there's "more month than there is money".

Here's a powerful thought by Ayn Rand, "Money is a tool. It will take you where you wish, but it will not replace you as the driver." Let's get you in the driver's seat for your financial well being!

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"Working because you want to, not because you have to is financial freedom."
- Tony Robbins

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2

D credit score is
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r cards are over
d use your debit
ur means.

per month is
it up a Fidelity
every month.

If you save just
\$7,000.

TOR

NET WORTH STATEMENT FORM
(Annex)

LIABILITIES

CURRENT LIABILITIES	VALUE
Subprime	\$
Mortgages	\$
Personal Loans	\$
CREDIT CARDS	\$
Insurance Due	\$
Unsettled Loans	\$
	\$
Total Liabilities	\$

TOTAL LIABILITIES: \$

NET WORTH
Calculate your current net worth by subtracting your total liabilities from your total assets.

TOTAL ASSETS: \$

TOTAL LIABILITIES: \$

NET WORTH: \$

PowerAgent

introduction to
investors.
with lots of
ments and savings

Return on Long Term: 10%

Return on Monthly: 4.07%

point financially
so many benefits to
that long term real
estate investment

you may use in a
they you want to see

savings, mutual funds
savings account. This
r accountant, I will



"It's not how much money you make, but how much money you keep, how hard it works for you, and many generations you keep it for."

- Robert Kiyosaki

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Sources of Leads



1. **FSBOs**
2. **Expireds**
3. **Houses for Rent**
4. **Past Clients**
5. **Door Knocking**
6. **Open Houses**
7. **Mailings**

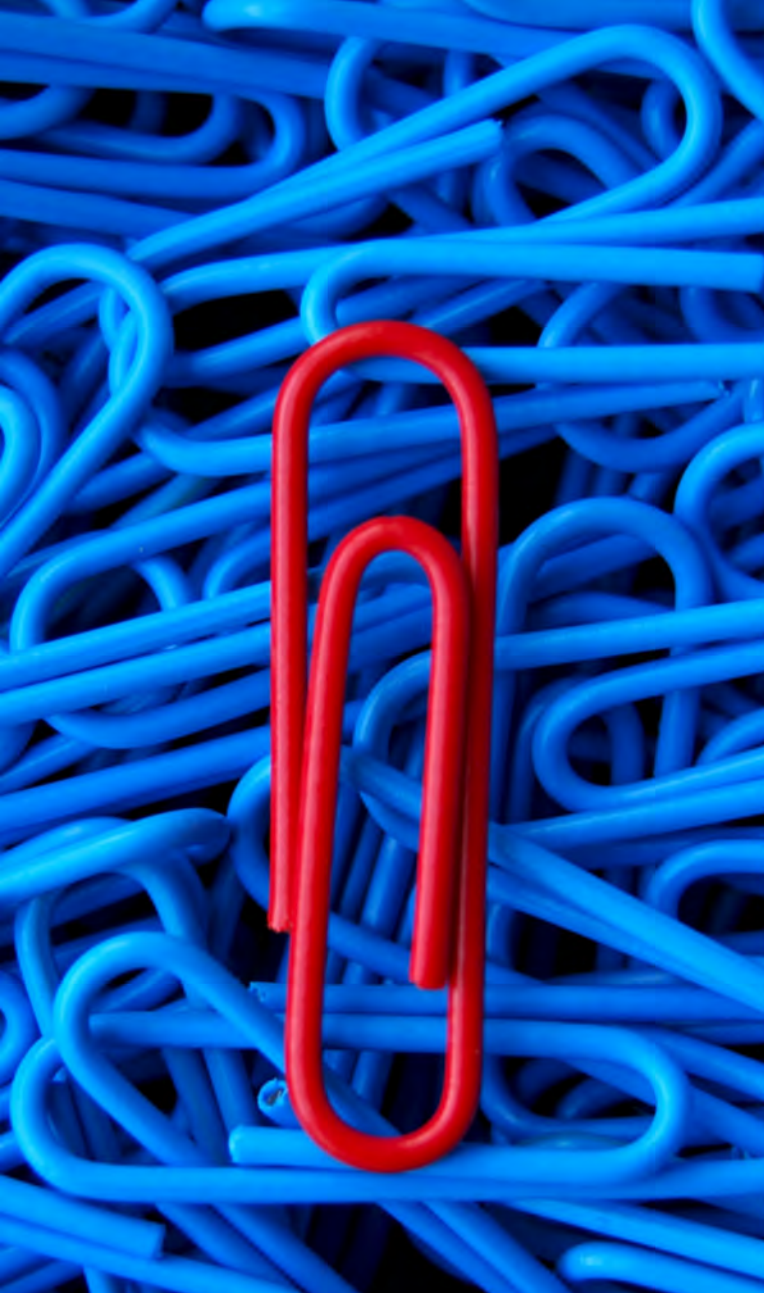


**Money Stealing Mistakes and
How to Avoid Them**

**Prospecting
Mishaps #2**

**Not Building On Your
Strengths**

DarrylSpeaks.com/Trial



Money Stealing Mistakes and
How to Avoid Them

Prospecting Mishaps #3

Not being Consistent



DarrylSpeaks.com/Trial

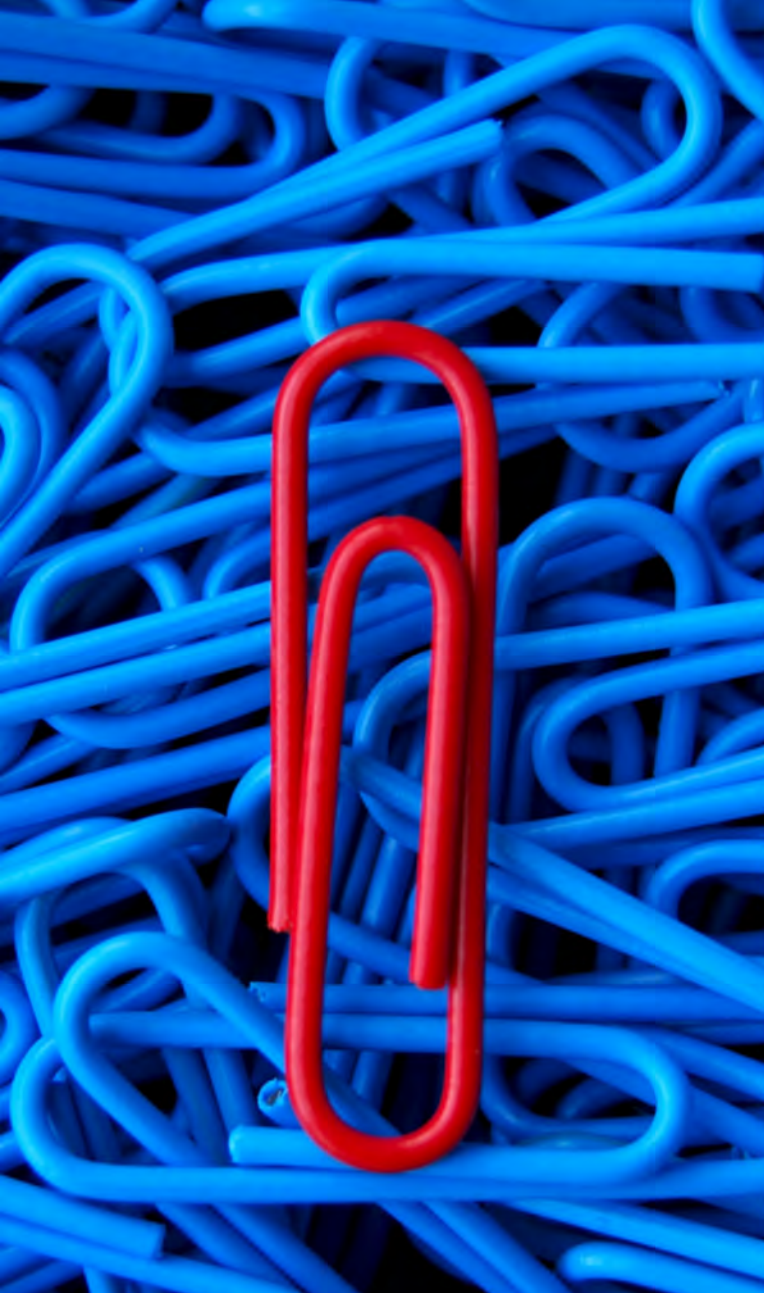


DarrylSpeaks.com/Trial

The Difference...



***Strong
Consistent
Action***



Money Stealing Mistakes and
How to Avoid Them

Prospecting Mishaps #3

Not being Consistent



USDA United States Department of Agriculture

The Cost of Raising a Child: \$233,610

Where does the money go?

- 18%
Food
- 🏠 29%
Housing
- 🚗 15%
Transportation
- 🏥 9%
Health Care
- 👕 6%
Clothing
- 🎓 16%
Child Care & Education
- 👶 7%
Misc.



Not including the annual cost of college!

\$45,370

Private

\$20,090

Public

*includes room and board.

Annual Housing Cost per Child

Urban \$3,900

VS

Rural \$2,400

Annual Food Costs by Age

Age in years	\$1,580	\$1,690	\$1,790	\$1,890	\$1,990	\$2,090	\$2,190	\$2,290	\$2,390	\$2,490	\$2,590
0-2	1	1	1	1	1	1	1	1	1	1	1
3-5	1	1	1	1	1	1	1	1	1	1	1
6-8	1	1	1	1	1	1	1	1	1	1	1
9-11	1	1	1	1	1	1	1	1	1	1	1
12-14	1	1	1	1	1	1	1	1	1	1	1
15-17	1	1	1	1	1	1	1	1	1	1	1

Cost by Region



*U.S. average for middle-income, married-couple families. Total costs are from birth through age 17. Source: Expenditures on Children by Families, 2015. U.S. Department of Agriculture, Center for Nutrition Policy and Promotion, Misc. Pub. No. 1528-2015.

January 2017 Revised March 2017 USDA is an equal opportunity provider, employer, and lender.

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							

MY 30-DAY COMMITMENT

DAY	SELLER	BUYER
DAY 1		
DAY 2		
DAY 3		
DAY 4		
DAY 5		
DAY 6		
DAY 7		
DAY 8		
DAY 9		
DAY 10		
DAY 11		
DAY 12		
DAY 13		
DAY 14		
DAY 15		
DAY 16		
DAY 17		
DAY 18		
DAY 19		
DAY 20		
DAY 21		
DAY 22		
DAY 23		
DAY 24		
DAY 25		
DAY 26		
DAY 27		
DAY 28		
DAY 29		
DAY 30		



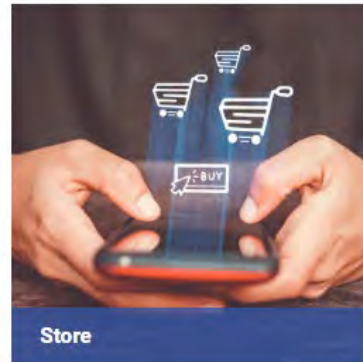
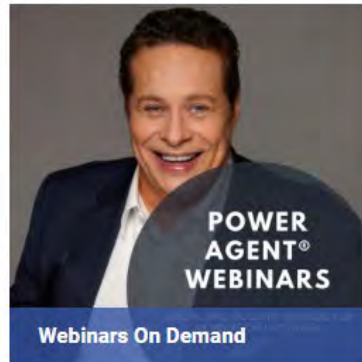
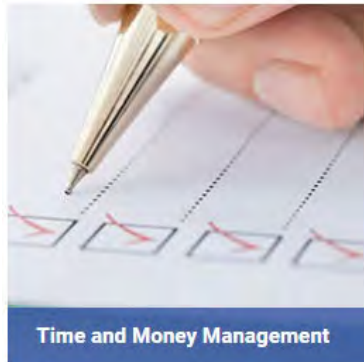
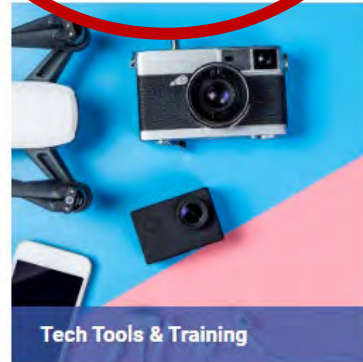
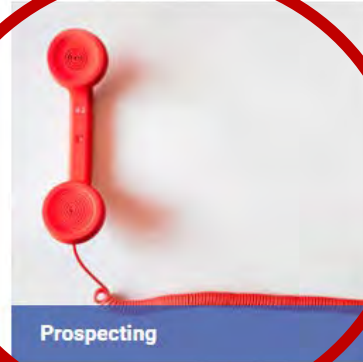
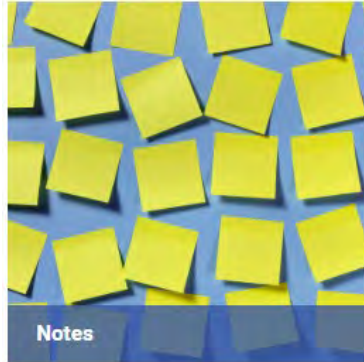
For the next **30 days**, I commit to talking to **two people per day**, at least one buyer and one seller, about real estate, so that I can take my business to my personal **Next Level®**.

My Photo

Signature

Post-Closing BONDING PROGRAM *Checklist*

PRIOR TO CLOSING	MOVE IN DAY/DAY AFTER CLOSING
<ul style="list-style-type: none"> • Give client Easy Move Book • Request testimonial letter 	<ul style="list-style-type: none"> • Call and check in...congratulations again and recommend local restaurant or stop by with restaurant information • Drop by with a gift
3 DAYS	7 DAYS
Handwritten thank you card	<i>Text "Hey Hunna Hunna. This is DD. Just checking in to see how you folks are settling in. If you need ANYTHING, just let me know."</i>
14 DAYS	30 DAYS AFTER CLOSING
Gift Certificate #1	Gift Certificate #2
60 DAYS AFTER CLOSING	90 DAYS AFTER CLOSING
Gift Certificate #3 or SMILE Stop	Local real estate MLS stats
90-365 DAYS AFTER CLOSING	12 MONTHS
Monthly eNewsletters	HUD Closing Form



Money Stealing Mistakes and How to Avoid Them

Focus & Time
Management
Mistakes



**Your
Mindset
Dictates
What You
Do**



Morning Reflection

P Pleasant

O Others

W Wealth

E Enthusiasm

R Results

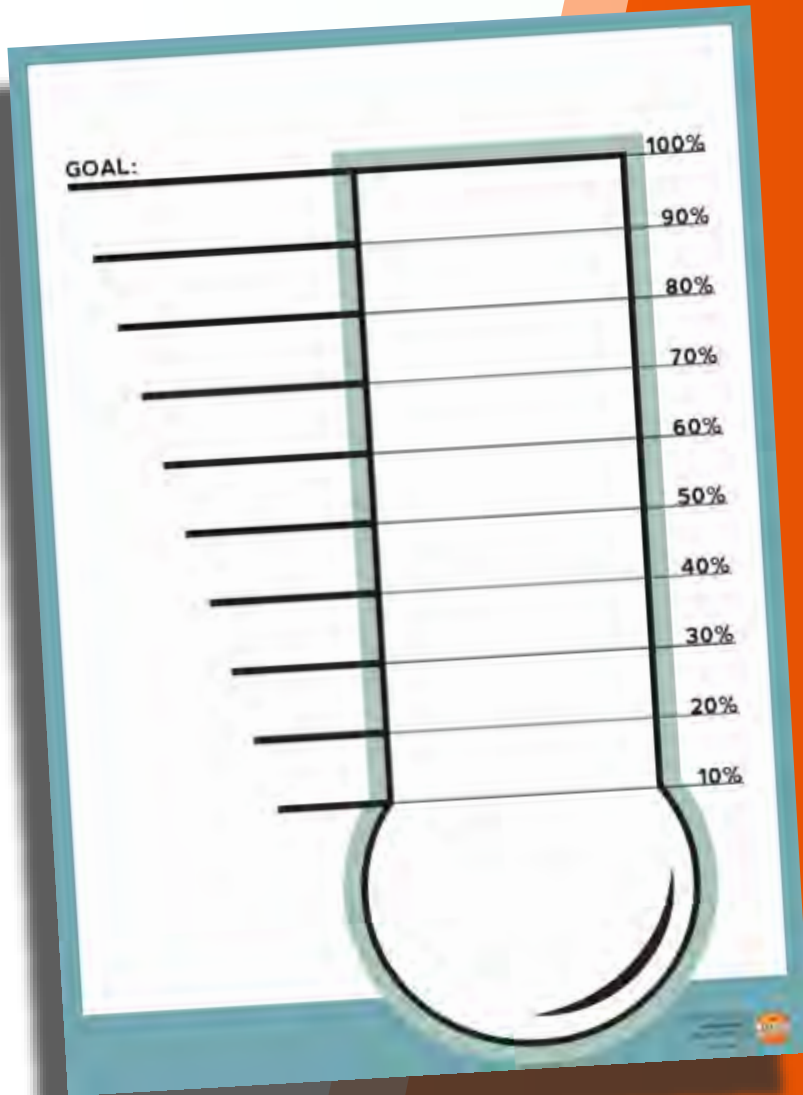


**Pleasant
Others
Wealth
Enthusiasm
Results**



DarrylSpeaks.com/Trial

Motivational Strategies





Listing Inventory Chart

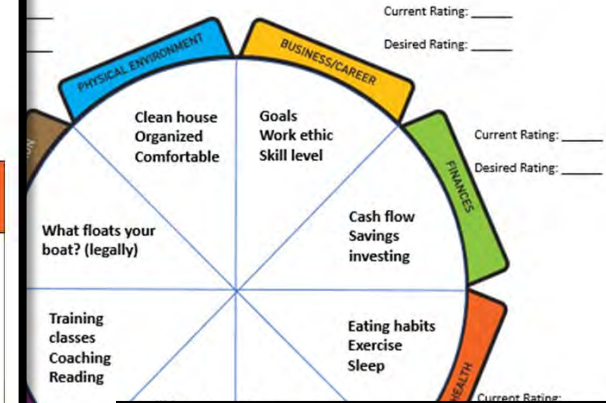
"Focus on building listing inventory by 1 a month!" ~Darryl Davis

21					
20					
19					
18					
17					
16					
15					
14					
13					
12					
11					
10					
9					
8					
7					
6					
5					
4					
3					
2					
1					
	Jan	Feb	March	April	May

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Living a NEXT LEVEL® Life! Life Goals Wheel

Ratings Scale: 1-10, 1=You Need Therapy 10=Life is Grand



Living a NEXT LEVEL® Life!

Life Goals Chart

Write Down Three Ways You Can Improve Each of These Vital Life Components

Physical Environment	Business Career	Finances	Health
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.

Family and Friends	Romance	Personal Growth	Fun and Recreation
1.	1.	1.	1.
2.			
3.			

www.ThePowerProgram.com **POWER PROSPECTING PLAN - Weekly Challenge**

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

Name _____ Week Of: _____

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

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POWERAGENT®

Your daily schedule

Stay on top of where you need to be and which tasks absolutely, positively must get done today!

today's date: _____

by, I must do:

- 6:00
- 7:00
- 8:00
- 9:00
- 10:00
- 11:00
- 12:00
- 1:00
- 2:00
- 3:00
- 4:00
- 5:00
- 6:00
- 7:00
- 8:00
- 9:00
- 10:00
- 11:00
- 12:00

must contact:

notes

www.ThePowerProgram.com

My Next Level®

My life is full abundance

HEALTHY AND HAPPY :) MORE FAMILY TIME

Smile, happiness looks gorgeous on you.

I'm enjoying financial FREEDOM

SUCCESS Be the person someone wishes today

DREAM BIG.

TRAVEL

PROCEED AS IF SUCCESS IS INEVITABLE

Say yes to new adventures

Family WaterClean LAUGH!

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

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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



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December



Committed to **Serving - Not Selling,**
Coaching - Not Closing

SUN

MON

TUE

WED

THU

FRI

SAT

Notes:

1. Join us at Noon Eastern for our Wednesday Webinar - **The 3-Part Break-through Business Plan.**

Register at:

PowerAgentWebinar.com

2. Split your time this month prospecting 50% buyers and 50% listings. Review the **How to Create Buyer Loyalty** webinar for ideas.

3. Choose at least one strategy from the December SMILE Stops flyer to implement this month and plan a day to make it happen!

4. Use the Call Intro to Farm dialogue found in **Prospecting to reach out to the folks in your neighborhood farm and let them know you'll be stopping by soon!**

5. Call a family meeting to review calendars, and to look at family goals for 2022. Include these when developing new year business plan.

6. Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.

7. Put up your **Shiny & Bright Do Not Disturb** sign and prospect for two solid hours today. Focus on serving, not selling.

8. Join us at Noon Eastern for our Wednesday Webinar - **How to Avoid Money-Stealing Mistakes & Master Your Time.**

Register at:

PowerAgentWebinar.com

9. Join us for a Power Agent Exclusive Brainstorming Session! Head to the Upcoming Webinars section of your dashboard for the link.

10. Send Happy Holidays postcards or letters to your sphere of influence.

11. Head to the Power Agent Directory in your dashboard and make sure to completely fill out your profile so that you can start receiving and sending referrals!

12. Today is Poinsettia Day! Deliver one of these beauties to at least five top clients today with a holiday card!



13. Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.

14. Put up your **Jingle All the Way Do Not Disturb** Sign and prospect for two hours. Focus on serving, not selling.

15. Join us at Noon Eastern for our Wednesday Webinar - **Your 2022 Marketing Calendar for Success.**

Register at:

PowerAgentWebinar.com

16. Edit the Happy Holidays Homes Sold Winter flyer with your stats and information. Save as .jpeg and upload to your social media platforms.

17. Plan on a full day of connecting with clients, sellers, and buyers before the holiday week.

18. Is TheRedX right for you? Check it out at DarrylSpecial.com and use code SMILE to start a free trial. Great resource for FSBO & Expired leads.

19. Print your Motivational Tools from Time & Money Management for 2022 such as the Dot Board & Listing Inventory Chart.

20. Join us for the Power Hour with Darryl Coaching Call at 11 Eastern. Check the Coaching Call tab in classroom for access code.

21. Drop off a holiday treat such as a pie, bottle of wine, or box of cookies to five top clients today with a Holiday card.

22. Join us at Noon Eastern for our Wednesday Webinar - **The 7 Must-Have Habits to Succeed in a Shifting Market.**

Register at:

PowerAgentWebinar.com

23. Edit the Happy Holidays Homes Sold social media post with your stats and information. Save as .jpeg and upload to your social media platforms!

24. Solidify your marketing and business plans for 2022. Review the 3-Part Business Plan for tips and strategies.

25. To all who celebrate the magic of Christmas - relax and enjoy your day with friends and family! A warm Merry Christmas to you from our team!

26. National Candy Cane Day - Bring a box of candy canes to five great clients with a note - **I'm hooked on helping clients in 2022!**

27. Today is SNOWFLAKE day! Share this site on your social media for some winter fun!

<http://snowdays.me/>

28. Put up your **Magnifying My Results Do Not Disturb** Sign and prospect for two hours. Focus on serving, not selling.

29. Join us at Noon Eastern for our Wednesday Webinar - **The Top 10 Prospecting Scripts for 2022.**

Register at:

PowerAgentWebinar.com

30. Call twenty past clients and wish them a Happy New Year and let them know you are always there to serve!

31. Reach out to five top clients with a bottle of champagne or sparkling cider and a Happy New Year card.

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The Power of a 7-DAY



Recommit Weekly

The screenshot shows a Facebook group interface. At the top, there are navigation icons for home, a video with a '9+' notification, a calendar, a group icon, and a list icon. The group name is 'POWER Agent Members' with an '+ Invite' button and a search icon. The main post is a live video by Darryl Davis, an admin, dated August 31 at 10:49 AM. The video shows Darryl speaking into a microphone with a chalkboard background that says 'BREAKDOWN = B', 'Keep Smiling', and 'YOU ARE THE DIFFERENCE!'. Below the video, it says 'Sarah Cornacchio, Daneen Kotz and 10 others · 97 Comments'. There are 'Like' and 'Comment' buttons. A comment by Donald Stirnweis is visible, asking how to invite a friend who is not a Power Agent. Below it, a comment by Deloar Khan says 'send them this link'. On the right side, there is an 'About' section with the text: 'A community of like-minded real estate professionals eager to design lives and careers worth smiling about, servicing customers at their highest... See More'. It also lists settings: 'Private' (Only members can see who's in the group and what they post), 'Visible' (Anyone can find this group.), 'Global', and 'General Group'. Below the 'About' section is a 'Recent Media' section showing a grid of images, including a 'THANK YOU' graphic, a pumpkin spice latte, and 'Labor Day' graphics. A 'See All' button is at the bottom of the media section.

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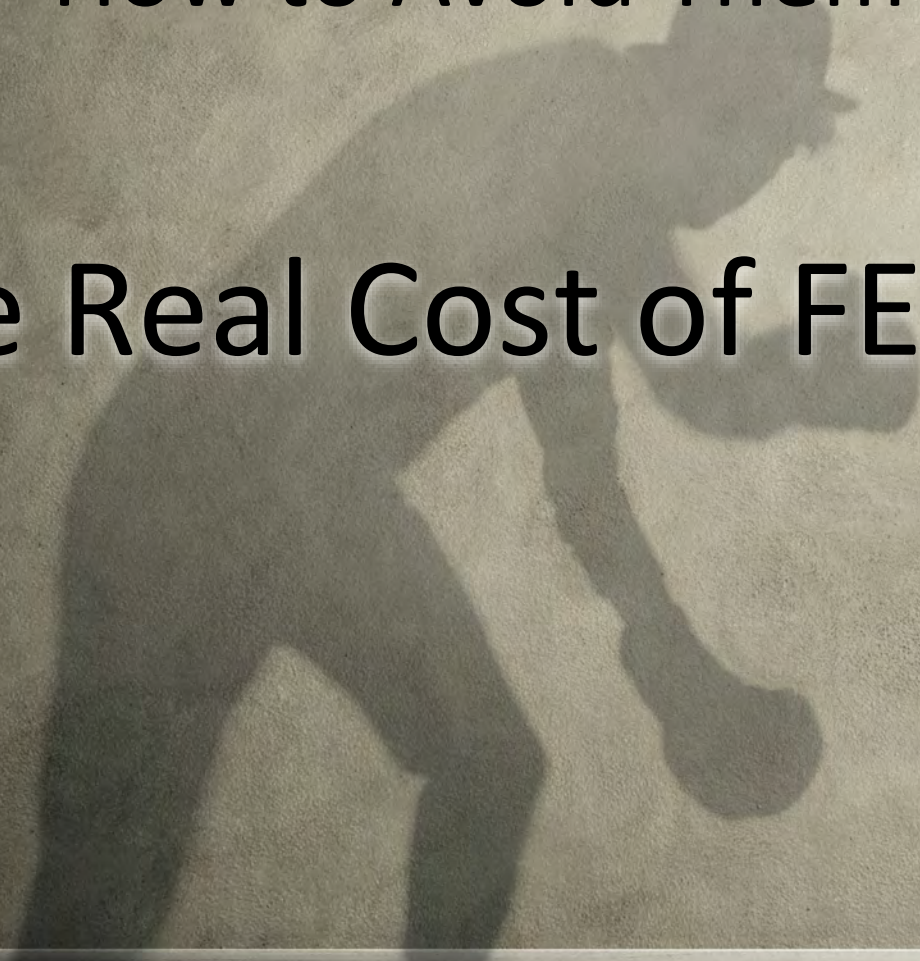
Money Stealing Mistakes and How to Avoid Them

Focus & Time
Management
Mistakes



Money Stealing Mistakes and How to Avoid Them

The Real Cost of FEAR



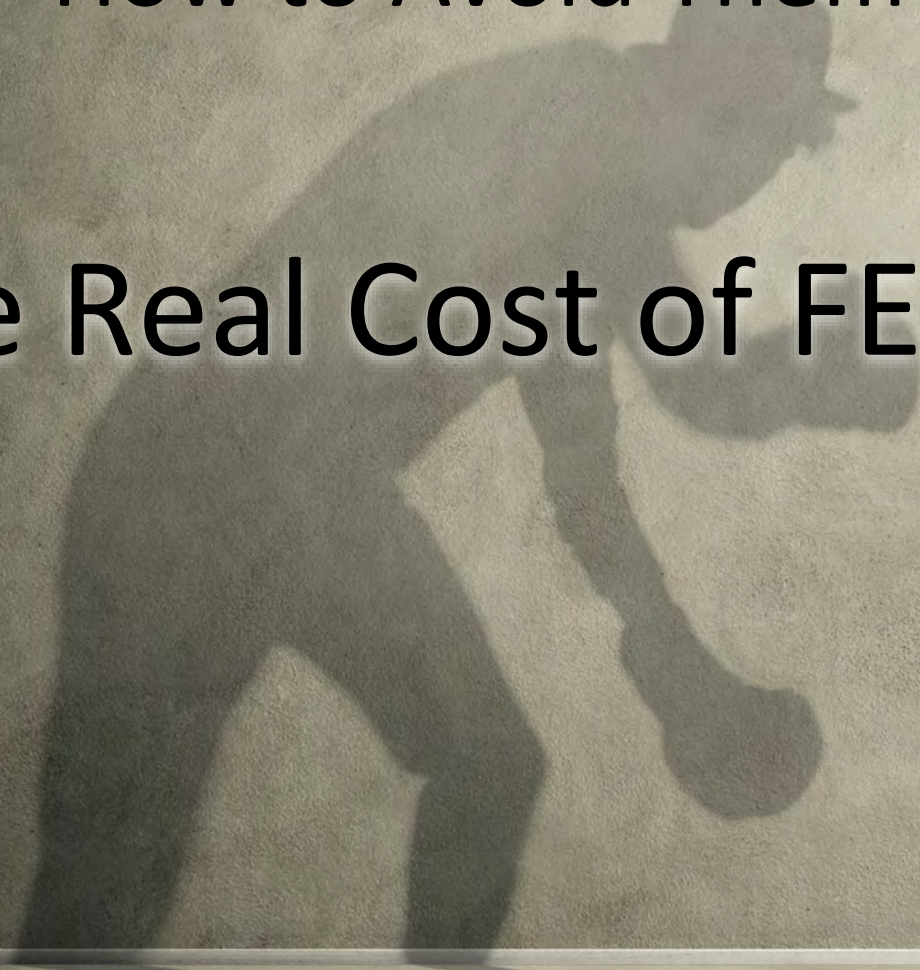
The Real Cost of FEAR

- 1 hour/day prospecting X 5 Days a week = 5 hrs
- 5 Hours X 4 weeks = 20 hours a month
- 1 appointment per hour = 20 listing appoints
- 20 Appointments = 5 listings
- 5 Listings = 3 listings sold
- \$10,000 Commission X 3 Listings Sold = \$30,000
- \$30,000 X 12 Months = **\$360,000**



Money Stealing Mistakes and How to Avoid Them

The Real Cost of FEAR



- The **8 listing mistakes** that cost agents thousands
- The **technology traps** that are wasting time and money
- The **prospecting mishaps that could be costing you listings and commissions**
- **4 focus and time management mishaps** that are forcing you to work harder
- The very **real cost of how fear** can affect your career

A photograph of a wooden desk with a silver laptop and a tablet. The laptop is open, and the tablet is lying flat next to it. The background is a dark, textured surface.

Promises Today



POWER AGENT[®]

Coaching Members Private Group



SPECIAL

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Only ~~\$197~~
\$47 a month

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

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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



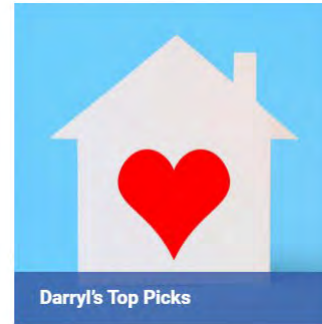
Buyers



Coaching Calls



CRM



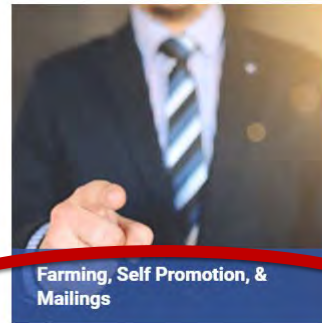
Darryl's Top Picks



Directory



Facebook



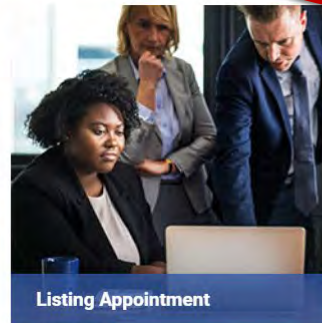
Farming, Self Promotion, & Mailings



Favorites



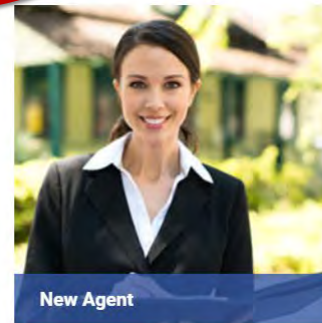
Infographics



Listing Appointment



Negotiating Offers



New Agent

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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	2016	2017	2018
ESTIMATED SALES COST PER YEAR	\$ 1,800,000	\$ 2,400,000	\$ 3,000,000
ADDITIONAL MARKETING EXPENSE			
AVG MARKET VALUE PER HOUSE	\$ 210,000.00	\$ 300,000.00	\$ 310,000.00
AVERAGE COMMISSION PERCENT (Just a list of your average commissions %)	\$ 2,000.00	\$ 3,000.00	\$ 3,200.00
TOTAL HOMES SOLD IN YOUR NEIGHBORHOOD	90	115	14
PERCENTAGE OF HOMES SOLD IN YOUR NEIGHBORHOOD	0.18	0.13	0.06
AGENCY PERCENTAGE (Based on household & not EA average commission 2.4%)	\$ 1,700,000.00	\$ 2,100,000.00	\$ 2,680,000.00
AGENCY YOU SET UP OF THE LISTINGS	\$ 30,000.00	\$ 40,000.00	\$ 50,000.00
ROI			

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 ★

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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



- Step 1. Identify**
 1) Who is 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 _____ listed a lot of homes in your area around that same time, and they listed them.
 5) Where were you taking an evening 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, in 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)





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~~

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



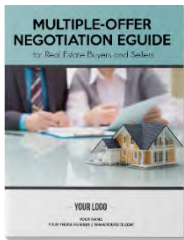
New Agent Success Starter Kit (29 Pages)
\$127



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



2022 Real Estate Predictions
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PLUS...

- Today's Slides - \$47
- Copy of **webinar** - \$47
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**Power Agent
Comments!**



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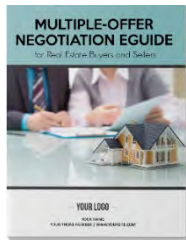
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CREATING A REAL ESTATE
BREAKTHROUGH

— Planning
NOW Business
FUTURE BUSINESS
& Financial FREEDOM

By Darryl Davis

43

PAGES

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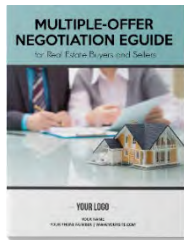
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