

WELCOME

to today's webinar:

7 Habits of Highly Successful Agents

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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Book Format

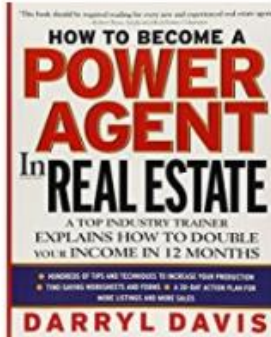
- Hardcover
- Kindle Edition

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

\$24.95 ~~\$34.00~~

Get it by **Tuesday, Jan 9**

More Buying Choices

\$1.35 (141 used & new offers)

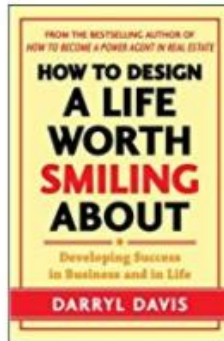
★★★★☆ ▾ 85

Kindle Edition

\$18.70

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Other Formats: Digital



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

by Darryl Davis

Hardcover

\$14.41 ~~\$25.00~~

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More Buying Choices

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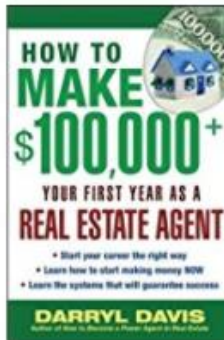
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Kindle Edition

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

by Darryl Davis

Paperback

\$24.82 ~~\$26.00~~

Get it by **Tuesday, Jan 9**

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\$2.29 (69 used & new offers)

★★★★☆ ▾ 14

Kindle Edition

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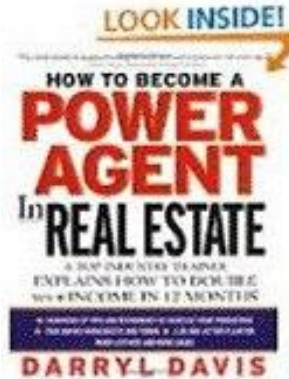
Other Formats: Digital

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)

#1 Best Seller in Real Estate Sales

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Books: See all 23,169 items



**Mc
Graw
Hill**

Professional



REAL ESTATE INFLUENCER OF 2022

"I am deeply honored every day by the opportunity to help real estate professionals serve their communities at extraordinary levels and build businesses that support their families and goals and that they can be proud of at the end of the day,"

Darryl Davis, CSP

**Chief Executive Officer
Darryl Davis Seminars**



WELCOME

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7 Habits of Highly Successful Agents

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





**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**
- **Cancel anytime**
- **BONUSES TODAY**

TODAY'S WEBINAR OFFER



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



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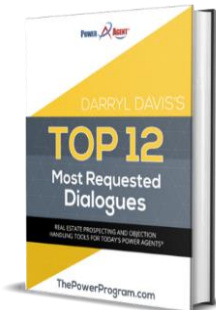


3-Part Breakthrough Business Plan (43 Pages)

TOTAL VALUE
\$1,896



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



Darryl's Top 12 Most Requested Dialogues \$157



Multiple Offer Spreadsheet \$97



Customizable Multiple Offer eGuide For Buyers or Sellers \$97

PLUS...

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



184 Ways An Agent Earns Their Commission \$47





POWER AGENT[®]

The logo for Power Agent features a stylized blue 'A' with a swoosh that curves around it, positioned above the text 'POWER AGENT' in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the end of the text.



1. They Know Their Worth

The 7 Habits Of Highly Successful Realtors®

**Your *Attitude*
Dictates Your
*Altitude***





KNOW That You Are Essential!

PROGRAM REALTY CO.



House?



es



Practicing Real Estate

Any time you act on someone else's behalf when buying or selling real estate in order to receive a fee, commission, or other type of compensation, you have engaged in the practice of real estate. To do this legally you must be properly licensed. **If you are not licensed, you have committed a crime.** Also, you cannot engage in real estate negotiations on someone else's behalf or even attempt to conduct a real estate transaction for another person or organization unless you are properly licensed.

Hire a Professional



Doctor



Lawyer



Accountant



Real Estate Agent



Who Is Directing YOUR Transaction?

Sellers
Buyers
Appraisers
Engineers

Seller's Attorney
Buyer's Attorney
Title Company
Home Inspector
Bank Representative

**Your Real Estate
Professional**

DIRECTOR





★ **KNOW** you are essential!

★ You must believe you're worth what you charge.

Pre

- 40. Review house
- 41. Order plat map
- 42. Pr...
- 43. O...
- 44. Ve...
- 45. Cl...
- 46. Di...
- 47. Re...
- 48. Id...
- 49. Ve...
- 50. Or...
- 51. Re...
- 52. Ca...
- 53. Re...
- 54. W...
- 55. W...
- 56. Na...
- 57. Ve...
- 58. Ve...
- 59. As...
- 60. Pr...
- 61. Pr...
- 62. Co...

List

- 21. C...
- 22. F...
- 23. F...
- 24. F...
- 25. C...
- 26. I...
- 27. E...
- 28. E...
- 29. E...
- 30. E...
- 31. F...
- 32. E...
- 33. F...
- 34. F...
- 35. M...
- 36. M...
- 37. C...
- 38. Note any an...
- 39. Obtain hous...

Entering

- 63. Sen...
- 64. Exp...
- 65. Ass...
- 66. Wh...
- 67. Hav...
- 68. Ver...
- 69. * M...
- 70. * V...
- 71. * In...
- 72. Arr...
- 73. Ass...
- 74. "Ne...
- 75. Rev...
- 76. Rev...
- 77. Loa...

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- 78. Prepa...
- 79. Enter...
- 80. Proo...
- 81. Add...
- 82. Provi...
- 83. Take...
- 92. Pr...
- 93. A...
- 94. Pl...
- 95. U...
- 96. M...
- 97. A...
- 98. P...
- 99. P...
- 100. J...
- 101. S...
- 102. J...
- 103. J...
- 104. J...
- 105. J...
- 106. J...
- 107. J...
- 108. J...
- 109. Promp...

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- 111. 128.0
- 111. 129.0
- 111. 130.0
- 111. 131.0
- 111. 132.0
- 111. 133.0
- 111. 134.0
- 111. 135.0
- 111. 136.0
- 111. 137.0
- 111. 138.0
- 111. 139.0
- 111. 140.0
- 121. 154.0
- 121. 155.0
- 121. 156.0
- 121. 157.0
- 141.0
- 142.0
- 143.0
- 144.0
- 145.0

- 179. Refer sellers to one of the best agents at their destination, if applicable
- 180. Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
- 181. Close out listing in your management program

Follow Up AFTER CLOSING

- 182. Answer questions about filing claims with Home Owner Warranty company if requested
- 183. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
- 184. Respond to any follow-on calls and provide any additional information required from office files.



Agent Contact Info Here.



Agent Contact Info Here.

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Agent Contact Info Here.





Make-A-Wish®

What advice would you give your younger self?

Fill your own cup first. I mean that financially — take care of you and your family first. When the cup is full financially and starts overflowing, you start helping others. I didn't do that and am still trying to fill my cup. I never took a salary from Make-A-Wish, because I have always wanted the funds to go to fulfilling wishes.

1. They Know Their Worth

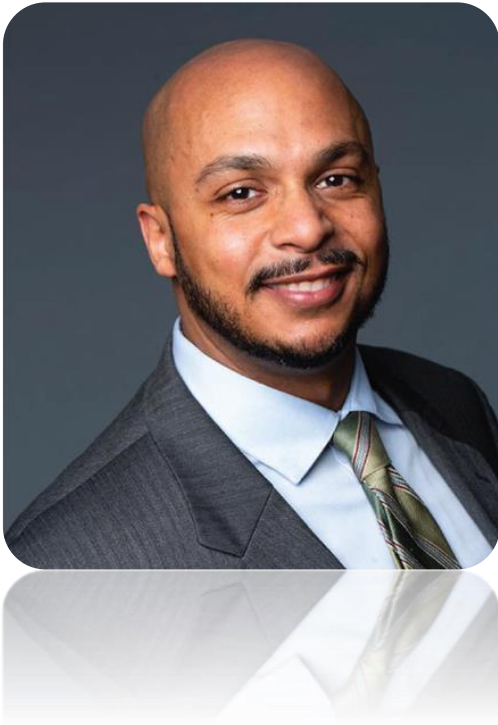
The 7 Habits Of Highly Successful Realtors®

1. They Know Their Worth
2. They Focus On Building A Business

The 7 Habits Of Highly Successful Realtors®

Building A Business Is Building Listing Inventory





“I love how this program helps my mindset and staying focused. It has really helped me turn my entire focus to building listing inventory.”

Jonathan Ettricks

Berkshire Hathaway Home Services NY Properties





shoes







FOR
SOLD
SALE



1. They Know Their Worth
2. They Focus On Building A Business

The 7 Habits Of Highly Successful Realtors®

1. They Know Their Worth
2. They Focus On Building A Business
3. They Know How to Generate NOW Business

The 7 Habits Of Highly Successful Realtors®

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

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



I am loving the Power Agent membership.

*I appreciate you don't have a set **prospecting methodology** but allow members to pick the method that matches personality traits.*

I am being hosed down by great ideas.

Dennis Wheeler, Power Agent®
Berkshire Hathaway Home Services



Best Sources of Leads



- 1. FSBOs**
- 2. Expireds**

Long Island Class





SELF A KAISE

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



NATIONAL
DO NOT CALL
REGISTRY



Best Sources of Leads



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



2 THINGS YOU NEED TO PROSPECT EFFECTIVELY

File System

REDX™

Rocks Wright
Florida

SIGN UP

SUBMIT



Watch the Video



EXPIREDS

Turn Expired Listings
into powerful leads with



FSBOS

Get cleaner, faster For Sale
By Owners without



FRBOS

Rescue landlords from vac-
ant rentals, easiest ap-



PRE FORECLOSURES

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



STORM DIALER

Call more people in
less time with our

TOTAL 13,523



Sort



13 / 13,523



Action



- EXPIREDS (20)
 - FSBOS (20)
 - FORECLOSURES (20)
 - OTHER (20)
 - New (10)
 - In Progress (10)
 - Successful! (6)
 - Archived (10)
- EXPIREDS * FSBOS * SUCCESSFUL *
- In Progress * COUNTY 3 * COUNTY 3 *
- PPROPERTY TYPE 4 *
- Filter 13
- MORE FILTERS >

| EXPIREDS * | FSBOS * | SUCCESSFUL * | In Progress * | COUNTY 3 * | COUNTY 3 * | Filter: 13 | |
|------------|---------|--------------|---------------|------------|------------|---|---|
| | | | | | | Bennie White (801) 784... +2 \$385,900 4,500 sqf Expired: Jun 16, 2014 Called X | |
| | | | | | | Alexis Valdez (801) 784... +2 \$385,900 4,000 sqf Expired: Jun 16, 2014 | |
| | | | | | | Frederick Mccoy (801) 784... +4 \$343,000 3,500 sqf Expired: Jun 16, 2014 | |
| | | | | | | Essie Lee (801) 784... +3 \$235,400 3,740 sqf Expired: Jun 16, 2014 | |
| | | | | | | | Thomas Hale (801) 784... +5 \$251,000 3,250 sqf Expired: Jun 16, 2014 |
| | | | | | | | Emily Wright (801) 784... +1 \$359,120 3,360 sqf Expired: Jun 16, 2014 |
| | | | | | | | Rita Sherman (801) 784... +2 \$259,300 3,200 sqf Expired: Jun 16, 2014 |
| | | | | | | | Joseph Watson (801) 784... +4 \$210,900 3,600 sqf Expired: Jun 16, 2014 |
| | | | | | | | Jeffery Ryan (801) 784... +0 \$200,450 2,600 sqf Expired: Jun 16, 2014 Called X |
| | | | | | | | Colin Armstrong (801) 784... +0 \$120,500 2,500 sqf Expired: Jun 16, 2014 |

Hi I'm calling about your house for sale.

Is it still available?

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

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

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


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



How soon do you want to be there?



So why did you decide to make the move?



FSBOS + Hide Script

New

 **AUGUST REBERHOLT**
Add name


Mobile 631-484-4372   DNC

Mobile 917-750-9012   DNC


Other 631-305-9495   DNC




Add a Phone

Add an Email

Address 139 Madison St Mastic, NY 11950 

Add an Address

FSBO 

▲ Notes

Property Detail Activity Log

139 Madison St
Mastic, NY 11950

Bedrooms 3
Bathrooms 1
Sq Ft 1344
Yr Built 1958
Lot Size 0.25

Listing Tax Insights Market Insights

Financial

| | |
|---------------------------------|-----------------------------|
| Household Income | \$50,000-\$74,999 |
| Estimated Mortgage Debt | \$290,677 |
| Estimated Equity | \$44,723 |
| Wealth Score | Estimated Net \$100k-\$249k |
| Neighborhood Median House Value | \$250,000-\$349,999 |
| Presence of Children | Yes |
| Marital Status | Single |
| Length of Residence | 11 |

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



22/03/31 - Generate Leads and Consistently Set Listing Appointments

Favorite ☆



22/03/23 - How to Feel Crazy Confident on Every Listing Appointment

Favorite ☆



22/03/17 - How to Use Your Power Agent® Print Portal

Favorite ☆



22/03/16 - Your 12-Month Marketing Calendar For Success

Favorite ☆



22/03/03 - Brainstorming Session 9

Favorite ☆



22/02/23 - How to Get Your Offer Accepted In Today's Market

Favorite ☆



22/02/17 - Take Your Follow-Up Game from Ordinary to Extraordinary in 30 Days



22/02/16 - Creating Buyer Loyalty: How to Make Sure They Buy From YOU



22/02/09 - How To Become A Listing Machine in 2022



2 THINGS YOU NEED TO PROSPECT EFFECTIVELY

File System

Dialogue

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 market to keep you informed about what's going on in your neighborhood. Have you been getting that information?"
Owner: "Yes."

Power Agent: (Value Option #1)
 I wanted to let you know that one of the things we're offering as a service to the community is a Free Over-The-Phone Market Analysis. We believe this is really important because a home is usually one of a family's most important assets and the last thing a family wants is to sell it for less than it's worth. We encourage all homeowners to do this once a year because it's a simple Over-The-Phone Market Analysis. How it works is - I call you some questions about the house, and then I go back to the computer, do a market analysis and call you back with the results. Do you have some time for me to do this with you now?"

Power Agent: (Value Option #2)
 One of the things we're offering as a service to the community is a Free Over-The-Phone Market Analysis. We believe this is really important because a home is usually one of a family's most important assets and the last thing a family wants is to sell it for less than it's worth. We encourage all homeowners to do this once a year because it's a simple Over-The-Phone Market Analysis. How it works is - I call you some questions about the house, and then I go back to the computer, do a market analysis and call you back with the results. Do you have some time for me to do this with you now?"

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

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've not interrupted you. The reason why I'm stopping by is I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?"
Owner: "Yes."

Power Agent: "Great. I'd also wanted to stop by and introduce myself. Here is your something of value for you. If there is anything I can never do for you and your family in regard to real estate, my number is on the bottom of each page you just gave them. Oh by the way, the other offering I'd like to see is a Neighborhood Market Report. It's a report that shows 2 things. First it shows you how much your neighbors paid for their home and second, based on that information, gives you a value range on what your property is worth. We encourage all homeowners to do this once a year because for most people their home is one of their most important assets, and if there is a crash period, particularly you should get an update on how your property is doing. Is that something you would be interested in?"
Owner: "Yes."
Power Agent: "Great. The first step is to take a quick look through the home, get some information about square footage, etc. and then I can put that report together. When is a good time to take the market tour?"

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EXPIRED DIALOGUE

Step 1 Identify Hello, my name is Jim Jones?
Step 2 Introduce Hi, this is Darryl Davis from Power Realty. How are you?
Step 3 Clarify The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?
Step 4 Build a Relationship Yes, I am currently listed with a broker?
Step 5 Invite Action If I had a home who was willing to pay your price and my commission, could we work together?

Step 1 Identify Hello, my name is Jim Jones?
Step 2 Introduce Hi, this is Darryl Davis from Power Realty. How are you?
Step 3 Clarify The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?
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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.

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.

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FSBO DIALOGUE

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FSBO VOICEMAIL DIALOGUE

Hi, this is Darryl Davis from Power Realty!
 The reason why I'm calling is that I noticed that 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.

Hi, this is Darryl Davis from Power Realty!
 The reason why I'm calling is that I noticed that 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.

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NEW LISTING IN THE AREA DIALOGUE

Step 1 Identify Hello, my name is Jim Jones?
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Step 3 Clarify The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?
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FOR RENT BY OWNER DIALOGUE

Step 1 Identify Hello, my name is Jim Jones?
Step 2 Introduce Hi, this is Darryl Davis from Power Realty. How are you?
Step 3 Clarify The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?
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Step 5 Invite Action If I had a home who was willing to pay your price and my commission, could we work together?

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ORPHAN ADOPTION DIALOGUE

Step 1 Identify Hello, my name is Jim Jones?
Step 2 Introduce Hi, this is Darryl Davis from Power Realty. How are you?
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For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-393-3903 www.ThePowerProgram.com

BOOK OF BUSINESS UPDATE DIALOGUE FOR ADMIN

Many agents have boxes and boxes of files, or outdated records, and find themselves now needing updated client records that include current DMS, addresses. What works? Hire an admin or a temp to fill the phones. You can break the task down into a daily number of calls until the files are updated.
 "I am calling for phone home, your real estate neighborhood expert. We are updating our client records, and I wanted to use if it would be all right for me to update the information we have and update your file. Do you have a minute? Thank you!"
 Here's what we have, you could let me know what we should change, and I'll update it."
 Name:
 Address:
 Cell phone:
 Email:

Here's what we have, you could let me know what we should change, and I'll update it."
 Name:
 Address:
 Cell phone:
 Email:

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PROSPECTING THE OLD FSBO DIALOGUE

Step 1 Identify Hello, my name is Jim Jones?
Step 2 Introduce Hi, this is Darryl Davis from Power Realty. How are you?
Step 3 Clarify The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?
Step 4 Build a Relationship Yes, I am currently listed with a broker?
Step 5 Invite Action If I had a home who was willing to pay your price and my commission, could we work together?

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VACANT PROPERTY DIALOGUE

Step 1 Identify Hello, my name is Jim Jones?
Step 2 Introduce Hi, this is Darryl Davis from Power Realty. How are you?
Step 3 Clarify The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?
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“The secret to success is being able to transform disappointments into blessings.”

1. They Know Their Worth
2. They Focus On Building A Business
3. They Know How to Generate NOW Business

The 7 Habits Of Highly Successful Realtors®

1. They Know Their Worth
2. They Focus On Building A Business
3. They Know How to Generate NOW Business
4. They Plant Seeds For Future Business

The 7 Habits Of Highly Successful Realtors®





2022

First Quarter

January, February, March

Second Quarter

April, May, June

Third Quarter

July, August, September

Fourth Quarter

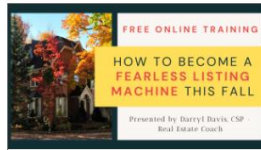
October, November, December

ThePowerProgram.com





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



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 ☆



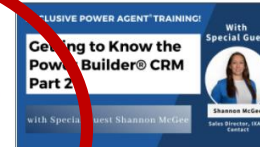
21/09/29 – How To Use the Upcoming Holidays to Generate More Business
Favorite ☆



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
Favorite ☆



21/09/16 – Getting to Know the Power Builder CRM Part 2
Favorite ☆



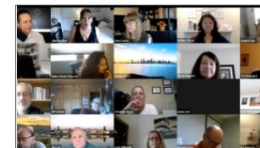
21/09/15 – Master the Phones & Generate 100k a Year
Favorite ☆



21/09/01 – 6 Ways To Generate A Surge of Listings
Favorite ☆




21/08/25 – How To Own Your Sphere & Farm Through Direct Mail Marketing
Favorite ☆



21/08/19 – Brainstorming Session 6
Favorite ☆

THE 4 P'S FOR A SUCCESSFUL OPEN HOUSE



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
- Contact other agents - it makes it easier they just can show
- Have a database of emails and or text
- Neighborhood
- Local papers
- Post to Online
- Postcards
- Hold all showings at house
- Signage

PRESENTATION

- 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 down, remove trash, etc.)
- Think builder staging: Turn on all lights, set temperature, photos, lock up valuables, fine china
- Stock fridge
- Not a fan of food at public open house
- Put away phone
- Neighborhood House Information Flyers

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THE 4 P'S FOR A SUCCESSFUL OPEN HOUSE

PRESENTATION

CONTINUED...

- 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?"

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

2022

April - June

**SMILE Stops for
Past Clients**





*“Because of Darryl’s Power Agent Program, I have already **DOUBLED** my income this year over last year, resulting in over 70 transactions closed.*”

**Larry Gardner, Power Agent®
Exit Realty**



SMILE STOPS™ Ideas for Agents for May:

- ☀️ **Cinco de Mayo (May 5th):** Deliver a basket of salsa and chips to five top clients with a note, *"You're NACHO ordinary client! Thank for being amazing. Happy Cinco de Mayo from your Neighborhood Real Estate Specialist!"*
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- ☀️ **National Barbeque Month:** Stop by at least five top clients with a bottle of your favorite barbeque sauce and a note that says, *"The market is heating up! Thanks for being an amazing client from your Neighborhood Real Estate Specialist!"*



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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Mary Buddendeck

March 14 at 1:04 PM · 🌐

"Pie Day" was a huge success on Saturday. Let them eat pie!! So much fun. Happy Pie Day 3.14 Power Agents!



[View insights](#)

423 post reach >

You, Daneen Kotz, Shelly Henry and 22 others

2 Comments

Love

Comment

[All comments](#) ▾



Ashley Cheah
March 9 at 3:01 PM · 🌐

Birthday Smile Stop for one of my cherished past client who survived a severe Covid attack (her entire family has me as the go to realtor, and her daughter asked me to be her bridesmaid for her wedding, how fun!!). We had a great time catching up & eating the cake. It made me smile the whole week! Thank you for the Smile Stop idea. Love it!





Rhonda Reap-Curiel

March 16 at 9:22 AM · 🌐

Smile Stops ready here also. Back reads:

An Irish Blessing for You: May your home always be too small to hold all your friends. Thank you for trusting me with your business.



[View insights](#)

485 post reach >



You, Mary Hart, Loreen Snover-Callahan and 26 others

10 Comments



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

- Starbucks Frappuccino bottle with a gift tag attached that says, "Thanks for letting us bring you someone close!"
- Extra gum package wrapped in a red/white bag with a tag that says, "We're glad you're between ordinary and extraordinary. It's just like you! Thanks for being an EXTRAORDINARY client!"
- Package of light bulbs with a bow and sticker: "Your referrals light up our day! Thanks for being so bright and green!"
- Set of notes with gift tag that reads, "For the hottest deals in real estate - call me!"
- 2-3 highlighters in a cellphone bag with a bow and tag that says, "Getting with clients like you is the highlight of my real estate career. Do here if you need anything!"
- A gift card with notes attached: "Anyone you refer to, we get the resources you need to get top dollar for your home!"

SMILE Stops – 10 Referral Worthy Ideas

Favorited ★

Three Ideas for April SMILE STOPS

21st Kindergarten Day: Deliver fresh muffins for the kindergarten teachers at your local elementary school. (Call ahead to find out how many.) Leave notes for each, "Thanks for all you do to inspire our future! Love, Your Local REALTOR." Attach a business card.

22nd Jelly Bean Day: Bring a jar of gourmet jelly beans to five top clients with a note that reads, "Thanks for all your SWEET referrals! Happy Jelly Bean Day!"

27th Arbor Day: Head to your local plant nursery and pick up 5 tree seedlings (or try this site: www.northeast.com/seed-catalog).

SMILE Stops – April

Favorite ☆

AUGUST SMILE STOPS

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- Leave behind a token of gratitude.
- Strengthen the relationship.

6 Smart SMILE STOPS Strategies for Agents:

- National Golf Month:** Invite 3 great clients for a foursome round of golf on in honor of golf month and let them know how much you appreciate them! Look for invitation templates in February & Golf Promotion.
- National Phone Month:** Host a picnic at the end of the month for a group of your favorite clients and their families as a way of honoring their input and asking them you mean for with "I look for invitation templates in February & Golf Promotion."
- August 4 - Chocolate Chip Cookie Day:** Hit up your local bakery for boxes of freshly baked cookies to deliver to the top clients with a note that says, "It's National Chocolate Chip Cookie Day and I just wanted to thank you for being such a great customer! Call me when you need anything!"

SMILE Stops – August

Favorite ☆

December SMILE STOPS Ideas for Agents

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

Smile Stops – December

Favorite ☆

POWER AGENT® SMILE STOP STRATEGY

August 26th is National Dog Day. Head to your local pet store for some fancy dog treats or a cool chew toy and deliver to five top clients that you know are dog owners with a note, "It's National Dog Day, and I just wanted to help you celebrate, by delivering this special gift for your furry friend! If there's anything I can do to help you, please know that I'm always here! Enjoy!"

SMILE Stops – Dog Days

Favorite ☆

February SMILE STOPS Ideas for Agents

- 7th - Send a card to a friend day:** There's nothing quite like a handwritten card to generate a SMILE. Today, stop by five great starter homes with a nice thank you card that reads, "I'm stopping by for a SMILE. Thanks for being such an extraordinary client! Love and appreciation!"
- 9th - National Pizza Day:** Who doesn't love pizza? Stop by five great clients for pizza caterer, a coupon for your favorite local pizza, and a note, "My wish you about it - maybe an appetizer or drink included today! Enjoy!"
- 14th - Valentine's Day:** Stop by five great clients for home with a heart-shaped box of chocolates and a note that says, "You and your referrals are the heart of my business. Thank you for being my great client!"
- 18th - National Wine Day:** Stop by five clients with a nice bottle of wine and a note that says, "There's a joy in having a nice dinner. Thank you for being such an awesome client!"
- 26th - National Potatoes Day:** Stop by five clients with a bag of potatoes and a note that says, "You go! It's such a nice idea! Thanks for being so awesome!"

SMILE Stops – February

Favorite ☆

SMILE STOPS Ideas for Agents for June:

- National Rose Month:** Stop in on rose or rose bush sale at a local nursery and deliver to five great clients with a note that says, "It's National Rose Month! Thank you for helping my business bloom. You are an inspiration!"
- June 7th - National Chocolate Ice Cream Day:** Deliver a carton of chocolate ice cream to five great clients with an ice cream scoop and a note that says, "Thanks for being an awesome client! It's National Chocolate Ice Cream Day and I just wanted to be sure if you ever need the scoop on the real estate market - I'm here for you!"
- June 16th - National Ping Pong Day:** Gather small gifts for anyone or your neighborhood bar or club to give great

SMILE Stops – June

Favorite ☆

3 Ideas for March SMILE STOPS

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

What's a Smile Stop?

SMILE Stops – March

Favorite ☆

SMILE STOPS Ideas for Agents for May:

- Cinco de Mayo (May 5th):** Deliver a basket of wine and chips to five top clients with a note, "¡Que PASADO ordinary client! Thanks for being amazing. Happy Cinco de Mayo from your Neighborhood Real Estate Specialist!"
- Nurse's Day (May 12th):** Stop by your local hospital or the local physician's offices with a basket of fruit, business cards, and a nice card that says, "For all you do to help keep the members of our community happy and healthy - a great Thank You! Happy Nurse's Day from your Neighborhood Real Estate Specialist!"
- Alumni's Day (May 15th):** Pick up some fruit from your client list and stop by with a bottle of champagne for school of business with a nice note, "Many thanks for the world's most amazing gift! Happy Alumni's Day from your Neighborhood Real Estate Specialist!"
- National Berberle Month:** Stop by all your top clients with a bottle of your favorite barbecue sauce and a note that says, "The market is heating up! Thanks for being an amazing client from your Neighborhood Real Estate Specialist!"

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SMILE Stops – May

Favorite ☆

SMILE STOPS Ideas for Agents for September:

- Early Baby Month:** Call together with a local children's center and purchase some local children's center and let them know how much you appreciate them. "It's time to head back to school!"
- National Pizza Month:** Stop by five great clients with a note that says, "I'm stopping by for a SMILE. Thanks for being such an extraordinary client! Love and appreciation!"
- Little League Month:** Consider sponsoring a little league team in your market area. Consider, and your best reason is probably to help them out in the playoffs. (The player would say "I'd like to thank you for helping me out in the playoffs. Thank you for being such an awesome client!")
- September 9th - Observe Peace Day:** Deliver a box of light bulbs with a note that says, "I'm stopping by for a SMILE. Thanks for being such an extraordinary client! Love and appreciation!"
- September 14th - Clean First Day:** Stop by five local businesses with a note, "Happy National Clean First Day! It's time to clean up your business. Thank you for being such an awesome client!"
- September 18th - Cheeseburger Day:** Invite a great client to lunch. Give them a call in advance and say, "It's the 18th of September. Cheeseburger Day! I want to have lunch and catch up on how you're doing. Call me at [phone number] or see about my FB page and we'll see you soon!"
- September 20th - Johnny Appleseed Day:** Deliver a basket of apples to five clients with a note, "Thanks for being such an awesome client! It's time to head back to school. Give me a call!"

SMILE Stops – September

Favorite ☆

SMILE STOPS

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6 Smart SMILE STOPS Ideas for Agents for Spring:

- Leaflet!** Get small green gift tags and fill with several gifts individually packaged (little services with a note that says, "I'm stopping by for a SMILE. Thanks for being such an awesome client!").
- Peep!** Put Easter Peeps in a cellphone bag with a note saying, "Happy Easter! Get real estate questions? Here you peeps do more!"
- Seeds of Business:** Put small packets in a small flower pot and fill with a ribbon. Add a note that says, "The seeds of relationships grow when love is sown and seeds for love. Thank you for trusting me with your real estate business!"
- Blossom!** Purchase bouquets of cut flowers or small pots of hot flowers and about a note, "Business is BLOOMING! I wanted to thank you for your part in my journey!"

SMILE Stops – Spring

Favorite ☆

Seven Summer SMILE Stop Ideas!

- Stop by with a tube of sunscreen and a note, "Get real estate questions or need? I've got you COVERED! Wishing you a safe and happy summer!"
- A bottle of Simply Lemonade with a note, "SMILE wanted to wish you a great summer! I'm always here if you need anything!"
- Freeze pops tied with ribbon and note, "Help people keep their COOL when buying and selling homes! I'm here if you need anything!"
- Beach ball with a note, "Staying a ball helping people with their real estate needs. It's time to help you feel like a ball!"
- Toy sand with a note, "It can help you sift through the real estate process with ease!"
- Kitchen scissors with a note, "I can help you CUT through any real estate road!"
- Ice cream scoop, "If you ever want the SCOOP on the real estate market, call me! I'm happy to help!"

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SMILE Stops – Summer

Favorite ☆



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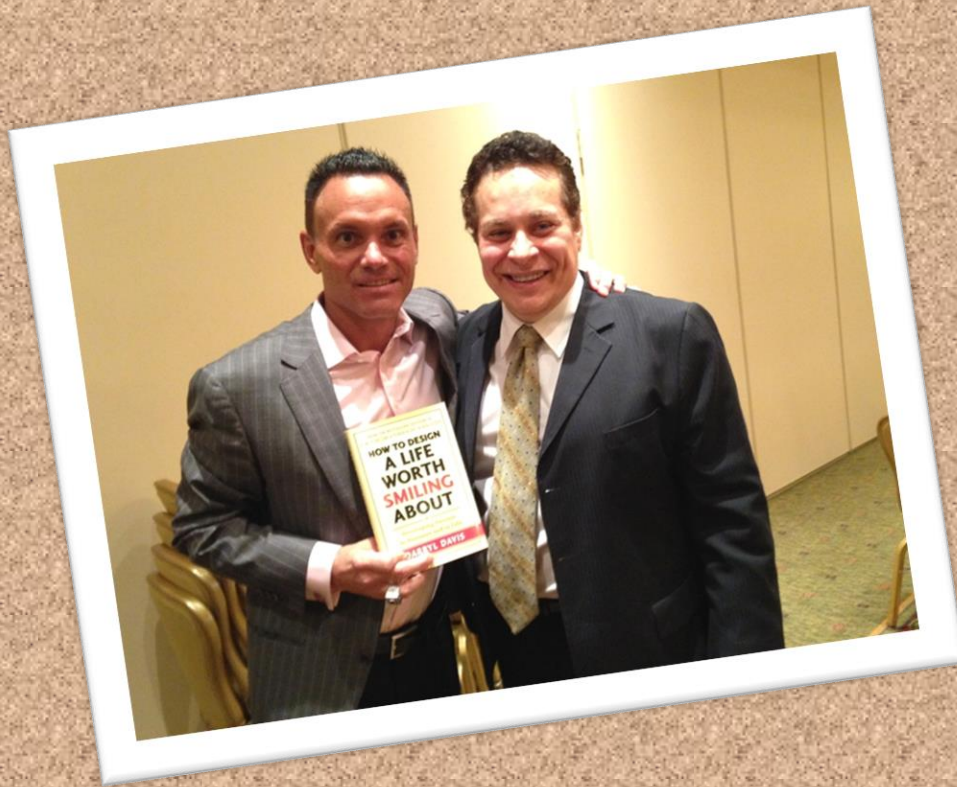


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You've got to be creative. When I was young, I took out a full-page advertisement in the Yellow Pages that listed an office on the east side of Cincinnati, and another office on the west side, while every other heating/air-conditioning company had only one location. I was the citywide company. In fact, our 'westside office' was just an answering service taking telephone message. From the start we appeared to be a big company."

-- Kevin Harrington

2022

October - December

Trunk or Treat

TRUNK OR TREAT Examples



Sponsored by
Company Name Here

TRUNK OR TREAT

Date and Time Here at Location Here

List a
Highlight of
Event Here

List a
Highlight of
Event Here



RSVP Your Family's TRUNK Today! Email us at (your email address)!







Gain "N SPECIAL Status

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

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

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

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

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Setup

Allow an hour direct cars between the

Tickets

While many more of a one per car different purchase

Candy

Estimate of community to go around

Add to

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

The folks Find them

Copyright © Darryl Davis

Neighborhood

Contests

At some events award categories

Costume contests

Neighborhood

Neighborhood

Neighborhood

Clear

Follow

Mark

On the

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Neighborhood

Neighborhood

Neighborhood

Neighborhood

Neighborhood

Neighborhood

Clear

Follow

Mark

On the

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Neighborhood

Neighborhood

Neighborhood

Clear

Follow

Mark

On the

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List a
Highlight
Event Here

RSVP Your

Copyright © Darryl Davis Seminars www.ThePowerProgram.com

Sponsor

Neighborhood

Neighborhood

Neighborhood

Clear

Follow

Mark

On the

Copyright © Darryl Davis Seminars www.ThePowerProgram.com

RSVP Your

RSVP Your

Copyright © Darryl Davis Seminars www.ThePowerProgram.com

Neighborhood TRUNK OR TREAT Planning Guide

Date
Name
Address
City, State

Dear (neighborhood name)
Thank you for your Neighborhood

The trunk community much fun

As your community know. I

Have a great

Your signature

Your contact

RSVP Your
Event

Date
Name
Address
City, State

Dear (neighborhood name)
Thank you for your Neighborhood

The trunk community amazing

The trunk community

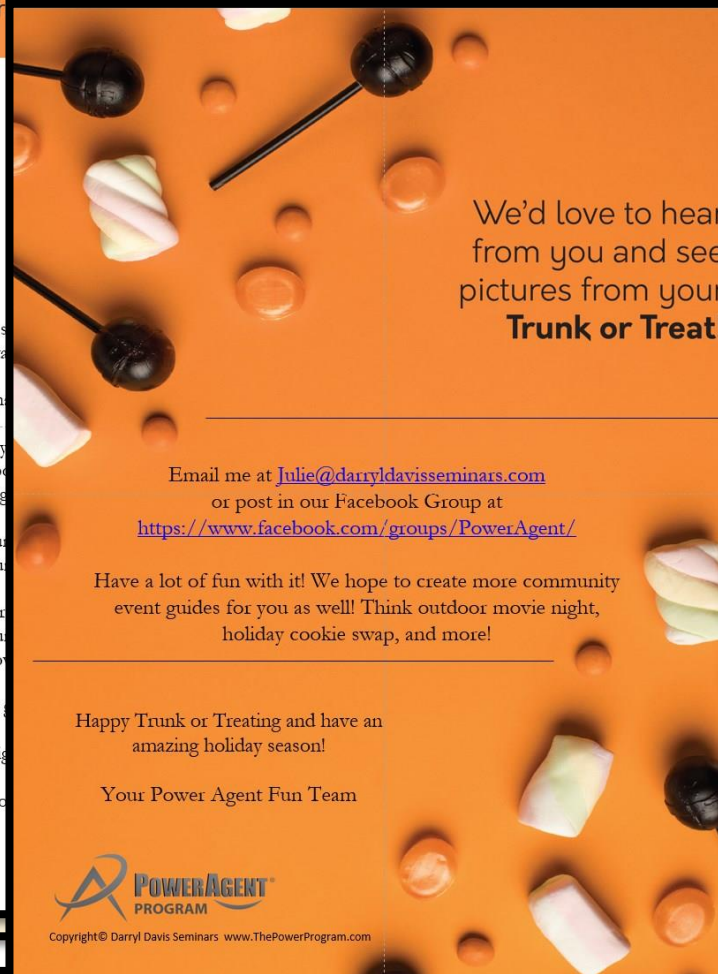
As your community me know

Have a great

Your signature

Your contact

Your contact




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

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

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

Happy Trunk or Treating and have an amazing holiday season!

Your Power Agent Fun Team



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From your local REAL ESTATE EXPERT **Power Agent**

JANUARY

6 SMALL MOVES WITH A Big Payoff

1. **Declutter** - Get rid of items you no longer need or use. Donate or sell them to make room for new items.

2. **Organize** - Organize your home into zones. Create a system for storing items and keep it consistent.

3. **Paint** - Refresh your walls with a new color. Consider neutral tones for a timeless look.

4. **Update** - Update your lighting fixtures and hardware. Small changes can make a big difference.

5. **Stage** - Stage your home for sale. Make it look bright, clean, and inviting.

6. **Move** - Move your furniture and decor to create a fresh look. Consider rearranging to improve flow.

DATES TO REMEMBER

January 1: New Year's Day
January 15: Martin Luther King Jr. Day
February 1: Groundhog Day
February 14: Valentine's Day
February 19: Presidents Day
February 28: Groundhog Day

THE Ultimate GUACAMOLE

1. **Choose the right avocados** - Look for avocados that are firm to the touch and have a dark green color.

2. **Remove the pit** - Cut the avocado in half and twist to remove the pit.

3. **Peel and dice** - Peel the avocado and dice it into small pieces.

4. **Season with salt and pepper** - Add salt and pepper to taste.

5. **Mix with lime juice** - Add fresh lime juice to keep the avocado from browning.

6. **Add toppings** - Add diced onions, tomatoes, and jalapeños for extra flavor.

From your local REAL ESTATE EXPERT **Power Agent**

FEBRUARY

5 PLUMBING MYTHS Busted

1. **Myth: Running water fixes a leak.** - Running water can temporarily stop a leak, but it doesn't solve the problem.

2. **Myth: A clogged drain is just a hair.** - A clogged drain can be caused by many things, including grease and food.

3. **Myth: A hot water heater should be replaced every 10 years.** - The lifespan of a hot water heater depends on the model and how it's maintained.

4. **Myth: A toilet should be flushed every day.** - Flushing a toilet every day can waste a lot of water.

5. **Myth: A sink should be cleaned with bleach.** - Bleach can damage the surface of a sink and is not safe for the environment.

DATES TO REMEMBER

February 1: Groundhog Day
February 14: Valentine's Day
February 19: Presidents Day
February 28: Groundhog Day

SPINACH POMEGRANATE

1. **Wash the spinach** - Wash the spinach thoroughly in a colander.

2. **Remove the stems** - Remove the stems from the spinach leaves.

3. **Chop the spinach** - Chop the spinach into small pieces.

4. **Remove the seeds** - Remove the seeds from the pomegranate.

5. **Mix and serve** - Mix the spinach and pomegranate seeds together and serve.

From your local REAL ESTATE EXPERT **Power Agent**

March

SPRING CLEANING Mistakes TO AVOID

1. **Over-cleaning** - Don't clean every surface. Focus on high-traffic areas.

2. **Using too much product** - Use the right amount of cleaning product. More is not always better.

3. **Ignoring the outdoors** - Don't forget to clean your lawn, driveway, and gutters.

4. **Not testing products** - Test cleaning products on a small area first to avoid damage.

5. **Not vacuuming regularly** - Vacuuming regularly helps prevent dirt from building up.

DATES TO REMEMBER

March 3: Canadian National Day
March 17: St. Patrick's Day
March 19: World Water Day
March 21: Spring Equinox
March 22: World Day of the Girl
March 23: World Meteorological Day
March 24: World Book Day
March 25: St. Paddy's Day
March 27: World Day of the Girl
March 28: World Day of the Girl
March 29: World Day of the Girl
March 30: World Day of the Girl

CINNAMON BANANA BREAD

1. **Preheat the oven** - Preheat the oven to 350°F.

2. **Mix the wet ingredients** - Mix the butter, sugar, and eggs together.

3. **Add the dry ingredients** - Add the flour, baking powder, and cinnamon.

4. **Mix in the bananas** - Mix in the mashed bananas.

5. **Bake** - Bake the bread in a loaf pan for 60 minutes.

From your local REAL ESTATE EXPERT **Power Agent**

April

TIPS TO BOOST Curb Appeal FOR SPRING

1. **Power wash** - Power wash your driveway and walkways.

2. **Trim the lawn** - Trim your lawn to a uniform height.

3. **Water the lawn** - Water your lawn regularly to keep it green.

4. **Plant flowers** - Plant colorful flowers to brighten your yard.

5. **Paint the front door** - Paint your front door a fresh color.

6. **Clean the gutters** - Clean your gutters to prevent water damage.

DATES TO REMEMBER

April 1: April Fool's Day
April 15: Good Friday
April 18: Easter Day
April 22: Earth Day
April 23: World Book Day
April 24: World Day of the Girl
April 25: World Day of the Girl
April 26: World Day of the Girl
April 27: World Day of the Girl
April 28: World Day of the Girl
April 29: World Day of the Girl
April 30: World Day of the Girl

KID FRIENDLY Dessert Cups

1. **Prepare the base** - Mix the graham cracker crumbs and butter.

2. **Add the filling** - Add the cream cheese, sugar, and fruit.

3. **Chill** - Chill the cups in the refrigerator for 1 hour.

4. **Decorate** - Decorate the cups with fruit and sprinkles.

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From your local REAL ESTATE EXPERT **Power Agent**

MAY

MAY IS NATIONAL HOME IMPROVEMENT MONTH!

Spring Home Maintenance Tips

1. **Check the roof** - Check for loose shingles and leaks.

2. **Inspect the gutters** - Clean the gutters to prevent water damage.

3. **Check the foundation** - Check for cracks and water damage.

4. **Inspect the electrical system** - Check for outdated wiring and outlets.

5. **Check the plumbing** - Check for leaks and clogged drains.

6. **Inspect the HVAC system** - Clean the filters and coils.

7. **Check the landscaping** - Trim the lawn and water the plants.

8. **Inspect the windows** - Check for drafts and broken panes.

9. **Check the doors** - Check for drafts and proper operation.

10. **Inspect the paint** - Check for peeling and fading.

11. **Check the siding** - Check for damage and missing pieces.

12. **Inspect the driveway** - Check for cracks and potholes.

13. **Check the fence** - Check for sagging and loose posts.

14. **Inspect the deck** - Check for rot and loose boards.

15. **Check the stairs** - Check for loose treads and railings.

16. **Inspect the porch** - Check for water damage and staining.

17. **Check the lawn** - Water and fertilize the lawn.

18. **Inspect the garden** - Check for weeds and pests.

19. **Check the pool** - Check the water level and filter.

20. **Inspect the hot tub** - Check the water chemistry and jets.

DATES TO REMEMBER

May 1: Memorial Day
May 3: Mother's Day
May 14: Mother's Day
May 15: Memorial Day
May 20: Memorial Day
May 21: Memorial Day
May 22: Memorial Day
May 23: Memorial Day
May 24: Memorial Day
May 25: Memorial Day
May 26: Memorial Day
May 27: Memorial Day
May 28: Memorial Day
May 29: Memorial Day
May 30: Memorial Day
May 31: Memorial Day

Strawberry SHORTCAKE

1. **Preheat the oven** - Preheat the oven to 350°F.

2. **Mix the crust** - Mix the flour, sugar, and butter.

3. **Add the strawberries** - Add the sliced strawberries.

4. **Bake** - Bake the shortcake for 25 minutes.

5. **Top with cream** - Top with whipped cream and more strawberries.

From your local REAL ESTATE EXPERT **Power Agent**

JUNE

WHAT TO DO BEFORE YOU BUY a house

1. **Get pre-approved** - Get pre-approved for a mortgage.

2. **Inspect the house** - Hire a professional inspector.

3. **Check the neighborhood** - Research the area and schools.

4. **Review the contract** - Read the purchase agreement carefully.

5. **Close the deal** - Complete the paperwork and move in.

DATES TO REMEMBER

June 1: Father's Day
June 19: Father's Day
June 20: Father's Day
June 21: Father's Day
June 22: Father's Day
June 23: Father's Day
June 24: Father's Day
June 25: Father's Day
June 26: Father's Day
June 27: Father's Day
June 28: Father's Day
June 29: Father's Day
June 30: Father's Day

Boston Baked Beans

1. **Preheat the oven** - Preheat the oven to 350°F.

2. **Mix the beans** - Mix the beans, sauce, and spices.

3. **Bake** - Bake the beans in a Dutch oven for 2 hours.

4. **Top with onions** - Top with sliced onions and butter.

From your local REAL ESTATE EXPERT **Power Agent**

JULY

SAVE MONEY ON Cooling Costs

1. **Seal the windows** - Seal the windows to prevent drafts.

2. **Use ceiling fans** - Use ceiling fans to circulate the air.

3. **Adjust the thermostat** - Adjust the thermostat to a higher temperature.

4. **Shade the windows** - Use curtains or shades to block the sun.

5. **Service the AC** - Service the air conditioning unit regularly.

DATES TO REMEMBER

July 1: Independence Day
July 4: Independence Day
July 7: Independence Day
July 14: Independence Day
July 15: Independence Day
July 16: Independence Day
July 17: Independence Day
July 18: Independence Day
July 19: Independence Day
July 20: Independence Day
July 21: Independence Day
July 22: Independence Day
July 23: Independence Day
July 24: Independence Day
July 25: Independence Day
July 26: Independence Day
July 27: Independence Day
July 28: Independence Day
July 29: Independence Day
July 30: Independence Day
July 31: Independence Day

BARBECUED Beef

1. **Preheat the grill** - Preheat the grill to 350°F.

2. **Marinate the beef** - Marinate the beef in a sauce.

3. **Grill the beef** - Grill the beef until cooked through.

4. **Sauce the beef** - Coat the beef with the barbecue sauce.

From your local REAL ESTATE EXPERT **Power Agent**

AUGUST

WHILE ON Vacation

1. **Check the house** - Check for leaks and damage.

2. **Water the lawn** - Water the lawn while you're away.

3. **Check the mail** - Check the mail for important notices.

4. **Service the car** - Service the car before you leave.

5. **Check the pool** - Check the pool water level and chemistry.

DATES TO REMEMBER

August 1: Back to School
August 15: Back to School
August 22: Back to School
August 23: Back to School
August 24: Back to School
August 25: Back to School
August 26: Back to School
August 27: Back to School
August 28: Back to School
August 29: Back to School
August 30: Back to School
August 31: Back to School

GRILLED SALMON

1. **Preheat the grill** - Preheat the grill to 400°F.

2. **Marinate the salmon** - Marinate the salmon in a sauce.

3. **Grill the salmon** - Grill the salmon until cooked through.

4. **Sauce the salmon** - Coat the salmon with the sauce.

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From your local REAL ESTATE EXPERT **Power Agent**

SEPTEMBER

IS THE PRICE RIGHT FOR Your Area?

1. **Research the market** - Research the local real estate market.

2. **Compare prices** - Compare prices to similar properties.

3. **Consult a professional** - Consult a real estate professional for advice.

4. **Consider the location** - Consider the location and amenities.

5. **Check the condition** - Check the condition of the property.

DATES TO REMEMBER

September 1: Labor Day
September 5: Labor Day
September 8: Labor Day
September 11: 9/11
September 12: 9/11
September 13: 9/11
September 14: 9/11
September 15: 9/11
September 16: 9/11
September 17: 9/11
September 18: 9/11
September 19: 9/11
September 20: 9/11
September 21: 9/11
September 22: 9/11
September 23: 9/11
September 24: 9/11
September 25: 9/11
September 26: 9/11
September 27: 9/11
September 28: 9/11
September 29: 9/11
September 30: 9/11

BACK TO SCHOOL

1. **Check the school** - Check the school's website for information.

2. **Prepare the child** - Prepare the child for the new school year.

3. **Check the supplies** - Check the school supplies list.

4. **Check the schedule** - Check the school schedule.

From your local REAL ESTATE EXPERT **Power Agent**

OCTOBER

ADD NEW LIFE TO YOUR KITCHEN WITH THESE EASY Ribbon Updates

1. **Choose the ribbon** - Choose a ribbon that matches your decor.

2. **Measure the area** - Measure the area to be updated.

3. **Apply the ribbon** - Apply the ribbon to the surface.

4. **Trim the ribbon** - Trim the ribbon to fit the area.

5. **Seal the ribbon** - Seal the ribbon to prevent peeling.

TIPS FOR SURVIVAL HALLOWEEN

1. **Check the weather** - Check the weather forecast.

2. **Check the costumes** - Check the costumes for safety.

3. **Check the route** - Check the route for traffic and hazards.

4. **Check the candy** - Check the candy for safety.

5. **Check the neighbors** - Check the neighbors for safety.

From your local REAL ESTATE EXPERT **Power Agent**

NOVEMBER

4 REASONS TO LIST YOUR HOME in the Fall

1. **Less competition** - Less competition in the market.

2. **Higher prices** - Higher prices for homes in the fall.

3. **Shorter days** - Shorter days and less time on the market.

4. **Buyers ready** - Buyers are ready to buy in the fall.

DATES TO REMEMBER

November 1: Thanksgiving
November 11: Veterans Day
November 12: Veterans Day
November 13: Veterans Day
November 14: Veterans Day
November 15: Veterans Day
November 16: Veterans Day
November 17: Veterans Day
November 18: Veterans Day
November 19: Veterans Day
November 20: Veterans Day
November 21: Veterans Day
November 22: Veterans Day
November 23: Veterans Day
November 24: Veterans Day
November 25: Veterans Day
November 26: Veterans Day
November 27: Veterans Day
November 28: Veterans Day
November 29: Veterans Day
November 30: Veterans Day

TIME TO BUY HOME PROPERTY

1. **Check the market** - Check the local real estate market.

2. **Compare prices** - Compare prices to similar properties.

3. **Consult a professional** - Consult a real estate professional for advice.

4. **Consider the location** - Consider the location and amenities.

From your local REAL ESTATE EXPERT **Power Agent**

DECEMBER

7 WAYS TO HELP PREPARE YOUR HOME For Winter

1. **Check the roof** - Check for leaks and damage.

2. **Inspect the gutters** - Clean the gutters to prevent ice dams.

3. **Check the foundation** - Check for cracks and water damage.

4. **Inspect the electrical system** - Check for outdated wiring and outlets.

5. **Check the plumbing** - Check for leaks and clogged drains.

6. **Inspect the HVAC system** - Clean the filters and coils.

7. **Check the landscaping** - Trim the lawn and water the plants.

DATES TO REMEMBER

December 1: Hanukkah
December 25: Christmas Day
December 26: Christmas Day
December 27: Christmas Day
December 28: Christmas Day
December 29: Christmas Day
December 30: Christmas Day
December 31: Christmas Day

5 TIPS FOR SELLING YOUR HOME IN WINTER

1. **Price it right** - Price the home competitively.

2. **Stage it well** - Stage the home to make it look warm and inviting.

3. **Market it well** - Market the home through multiple channels.

4. **Be patient** - Be patient and wait for the right buyer.

5. **Work with a professional** - Work with a real estate professional for advice.

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From your local
REAL ESTATE
EXPERT

April

TIPS TO BOOST
Curb Appeal
FOR SPRING

Be the envy of the street with these simple tips to boost your curb appeal!

Tidy up Edges.
Even simple flower beds look beautiful when they are properly edged. Make clean lines and use vivid colors!

Hide Imperfections.
Cover up eye-sores like meters, grates and utility boxes with something as simple as a tall potted plant or mulch.

Light it Up.
Add some landscape lighting! You can add ground lighting, but also consider some unique features like hanging LED string lights or lanterns from trees or shrubs. This is an instant boost to appeal and for hosting!

Update Shutters.
Shutters are like beads on a string. Adding them or re-painting them really update the look.

Hosting Socials.
Add creative seating to your outdoor space.

Creative Displays.
Create your own unique displays that really unite the space.

Mailbox.
Give your mailbox a fresh look.



DATES TO REMEMBER

- April 1: April Fool's Day
- April 10: National Siblings Day
- April 15: Tax Day
- April 22: Earth Day
- April 30: Adopt a Shelter Pet Day



MAINTENANCE TIP!

Get your home in great shape - and avoid big repair costs later on - with these simple maintenance tips:

• **Clean or Repair HVAC Filters:** Dirty filters force heat, ventilation and air-conditioning system to work harder, which in turn drains your wallet. For best results, do this more than once a year!

• **Dryer Vents.** Lint can make its way out of the lint trap and into vents. Clean out the vents, saving yourself money (helping the dryer run more efficiently) and preventing fires!

• **Check Washer Hoses.** Leaky hoses can cause major damage so check for cracks that could become leaks.

• **Outdoor Spotlight.** Clean decks, driveways, fences and other outside surfaces with a power washer. Fix cracks you may find in walkways, driveways or other outside surfaces.

• **Painting.** Repair cracked, peeling paint or just give everything a fresh new look!

• **Smoke Detectors.** Replace the batteries in your smoke detectors, carbon monoxide detectors and any other monitors in the home. This is an easy way to save lives!

• **Check AC Compressor.** Air compressors need airflow to work efficiently. Prune away any plants that have overgrown or are blocking it.

KID-FRIENDLY *Dirt Cups*

Dirt Cups are the perfect, fun dessert for Spring!

- 1 pkg. (3.9 oz.) JELL-O Chocolate Flavored Instant Pudding
- 2 cups cold milk
- 1 tub (8 oz.) COOL WHIP Whipped Topping, thawed
- 15 OREO Cookies, finely crushed (about 1-1/4 cups), divided
- 10 worm-shaped chewy fruit snacks

• Beat pudding mix and milk in large bowl with whisk 2 min. Let stand 5 min.

• Stir in COOL WHIP and 1/2 cup cookie crumbs.

• Spoon into 10 (6- to 7-oz.) paper or plastic cups; top with remaining cookie crumbs.

• Refrigerate 1 hour. Top with fruit snacks just before serving.

*** EXCLUSIVE POWER AGENT® TRAINING!**

How to Use the **NEW Power Print- on-Demand Portal**

Learn how you can now take your Power Program flyers, print them, and even mail to your farm area - all online!

Thursday, March 17th
12-1 PM Eastern (9-10 AM Pacific)



Date

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

Dear Mr. and Mrs. Hunna Hunna,

My name is Darryl Davis, and I specialize in selling homes in your area. I have chosen your area because it is a delightful, pleasant, and convenient place to live; not to mention the fact that I live in the neighborhood. It is for these reasons I find it easy to get excited about marketing and selling the neighborhood homes.

As you probably know, our town is going through renaissance. Local property value is going up, and many of our neighbors are already capitalizing on growth of our town.

I have enclosed a flyer on a home that I am currently marketing and would appreciate hearing from you if you know of anyone who would like to live in our area.

Thank you for taking the time to read this letter. I will keep you updated on the market conditions of our neighborhood.

Sincerely,

Darryl Davis

P.S. If you would like to find out if you qualify for a FREE Market Analysis on your home, simply call me today at 516-887-4404. There is no obligation.

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



Date

Farm Letter 01

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

Re: Another home sold by Darryl Davis

Dear Neighbor,

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

5 UMPTY UMPT LANE, POWER CITY.

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

Sincerely,

Darryl Davis

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



Farm Letter 02

Date

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

Dear Mr. and Mrs. Hunna Hunna,

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

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

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

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

Sincerely,

Darryl Davis

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



Farm Letter 03

Date

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

Dear Mr. and Mrs. Hunna Hunna,

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

Properties Sold from June 1-June 30

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

New Houses for Sale of January 1

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

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

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

Sincerely,

Darryl Davis

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




ZILLOW ZESTIMATE OBJECTION HANDLER DIALOGUE

Even the CEO of
real estate ag

Thinking

Don't make the mistake of u

In a prominent **MarketWatch** article
Zestimate and not a Zeppraisal and
a more ACCURATE opinion of a h

Zestimates is merely a successf
should not rely on it to determin

Buyers, banks, title companies, etc
specific data and a formal appraisal
agent of the State, I have access to
Neighbor Market Report.

For this free Neighbor

Agent Name, Power Agent®



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



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

Thinking of selling your home?

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

ave a "Zestimate!"

on they call it a Zestimate – or Zillow
estimate, not a real number.

if they use that estimate. Let me
wants to buy it, they're going to give
mortgage for the other 80%. So,
sted than the individual buyer, and
sed appraiser who has to go
ific formula to come up with an

ser asking me to help find comps in
s that as a licensed real estate
o all the comparable properties in
ause I'm selling the houses. What
from Zillow, because they don't
ual comps, Mr. and Mrs. Hunna
d together we'll determine the
h. Sound good?"

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



2022

All Year

Spotlight Local Businesses





Kat Ryan

December 10 at 9:08 PM · 🌐

Greetings from Kat's Korner! Please support our local businesses! We want them to still be here long after Covid is gone! ❤️



0:16 / 1:03

Tony Robusto and 82 others



14 Comments 5 Shares



Kat Ryan

December 11 at 5:25 PM · 🌐

Hello from Kat's Korner!
Check out what Chef Paul has to offer at Jake's!
They also have drinks to go! 🍷🍷🍷
Please show the love to Jake's! 🥰
We are in this together! ❤️🙏



1:32

Rosanne Apodaca and 89 others



38 Comments 6 Shares

Questions to ask when interviewing businesses:



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

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

1. They Know Their Worth
2. They Focus On Building A Business
3. They Know How to Generate NOW Business
4. They Plant Seeds For Future Business

The 7 Habits Of Highly Successful Realtors®

1. They Know Their Worth
2. They Focus On Building A Business
3. They Know How to Generate NOW Business
4. They Plant Seeds For Future Business
5. They Use Stories, Metaphors & Analogies

The 7 Habits Of Highly Successful Realtors®

Two Categories for Metaphors & Analogies

Handling Objections

*(price, commission,
the other broker told
me, etc.)*



Marketing Tools

*(open house,
yard sign, etc.)*

There are **2 SELLING PRICES** for Every Home

FOR SALE BY OWNER Selling Price

- Advertising
- Yard Sign
- Limited Internet Exposure

REALTOR Selling Price

Getting the **Best Possible Price**

PRICE



BUYERS



EXPOSURE



**MARKETING
TOOLS**





There are **2 WAYS**
To Catch A Fish



Public Open House








Objection:

What are you going to do different from the other agent?





It's not just the
tool you use,
but HOW the
tool is used.

 POWER AGENT®

DARRYL DAVIS
SEMINARS

DarrylSpeaks.com/Trial

 POWER AGENT®

Objection: *Why should I pay a commission? This market is so hot I can sell without an agent.*





SELLOPOLY

START HERE



DETERMINE

The current value of your home on today's market.

PREPARE

Personalized

STAGE & PHOTOS

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

VERIFY

Taxes, certificate of title, survey, and all other necessary information.

LAUNCH LISTING

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

CONGRATULATE!

CELEBRATE!
Closing occurs at title institution or attorney's office.

FINAL WALK THROUGH SCHEDULED 24-48 HOURS PRIOR TO CLOSING

TRANSFER UTILITIES OIL, METER READ, CALL THE MOVERS!

TITLE SEARCH

Title search ordered by purchaser's attorney.



POWER AGENT

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



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MORTGAGE COMMITMENT

Mortgage commitment written by lender.

BANK APPRAISAL

\$\$\$

SALE

Execute contract of sale with attorney.

INSPECTIONS

Home and termite inspections take place.

AGREEMENT OF OFFER!!!

SHOWING

Start showing home and host open houses!

NEGOTIATE

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

QUALIFICATION

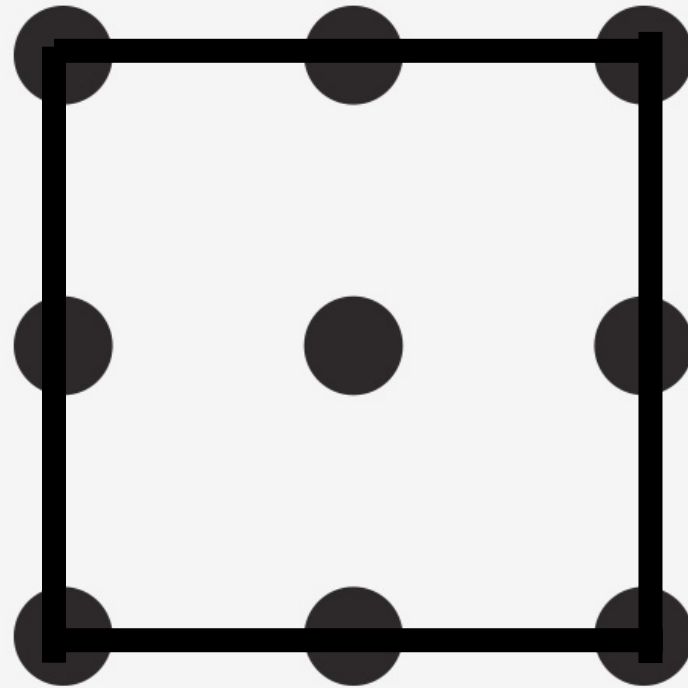
Confirm qualification of potential buyers.

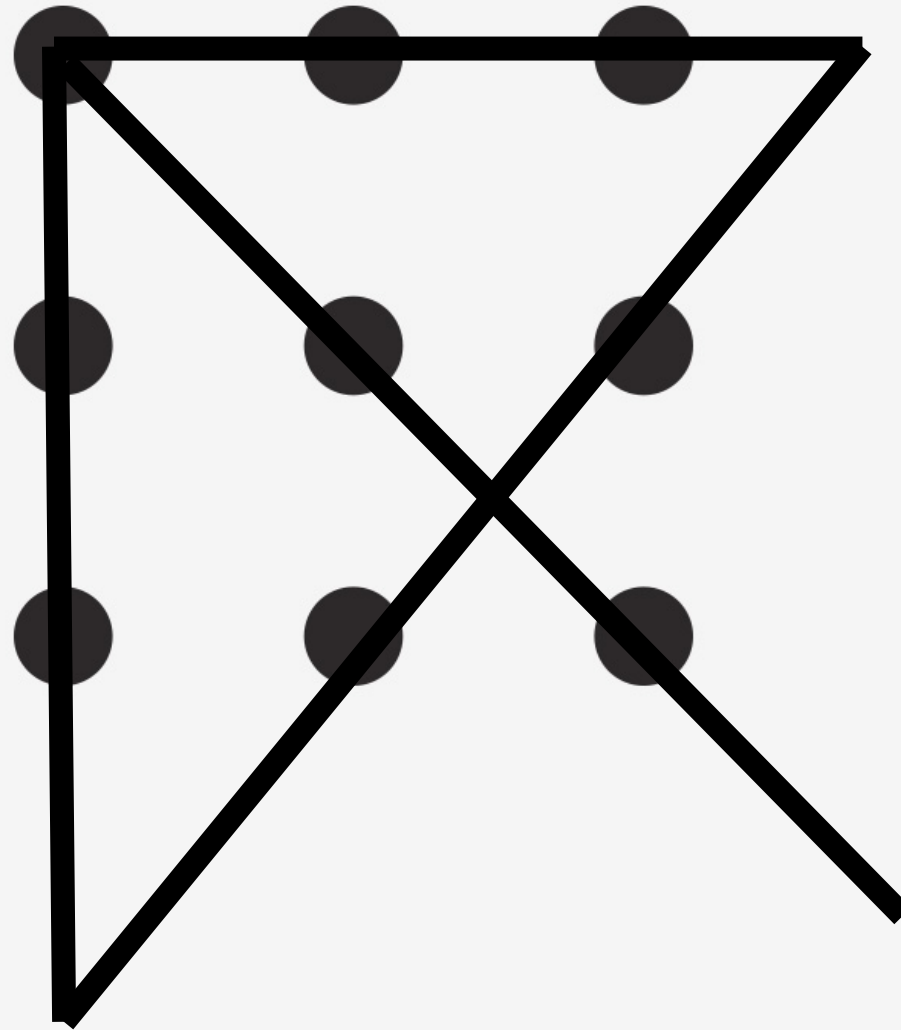


Objection:

I don't need an agent; I've sold stuff before.







***WHEN YOU'RE
IN THE
PICTURE... YOU
CAN'T SEE THE
FRAME***



Attorneys Hire Attorneys



Some Price Objections

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





Marketing Tools

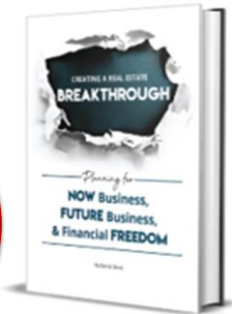
- **MLS**
- **Website**
- **Brokers Open House**
- **Public Open House**
- **Yard Sign**
- **Mailings**
- **Lockbox**
- **Pre Qualified Buyers**

My Broker Taught Me...



DarrylSpeaks.com/Trial

TODAY'S WEBINAR OFFER



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

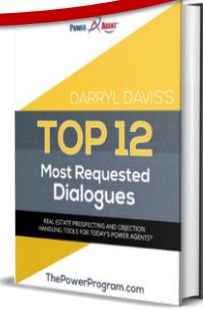
1+ Hour Coaching Video, How to Deliver a Listing Conversation \$297

3-Part Breakthrough Business Plan (43 Pages)

TOTAL VALUE \$1,896



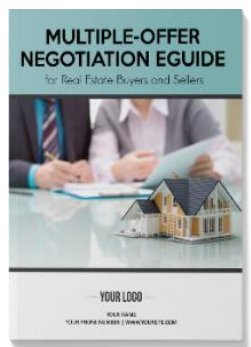
New Agent Starter Success Kit (29 Pages) \$127



Darryl's Top 12 Most Requested Dialogues \$157

| Name | Address | Price | Status |
|---------------|--------------------|-----------|----------|
| John Doe | 123 Anywhere St. | \$200,000 | Accepted |
| Jane Smith | 456 Somewhere Ave. | \$250,000 | Declined |
| Bob Johnson | 789 Nowhere Blvd. | \$300,000 | Pending |
| Alice Brown | 101 Elsewhere Dr. | \$350,000 | Offered |
| Charlie White | 202 Furtherway Ln. | \$400,000 | Expired |

Multiple Offer Spreadsheet \$97



Customizable Multiple Offer eGuide For Buyers or Sellers \$97

PLUS...

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



184 Ways An Agent Earns Their Commission \$47



1. They Know Their Worth
2. They Focus On Building A Business
3. They Know How to Generate NOW Business
4. They Plant Seeds For Future Business
5. They Use Stories, Metaphors & Analogies

The 7 Habits Of Highly Successful Realtors®

1. They Know Their Worth
2. They Focus On Building A Business
3. They Know How to Generate NOW Business
4. They Plant Seeds For Future Business
5. They Use Stories, Metaphors & Analogies
6. They Put Deals Together

The 7 Habits Of Highly Successful Realtors®



2nd accepted offer today as a POWER Agent!!! This is from a Buyer who's husband refused to sign a Buyer Agreement. This was our 5th offer and it finally happened. Again, Thank You Darryl Davis. I'll never work without a Buyer Agent Agreement because of your training.

**Vikki Yates, Power Agent®
Progressive Realty Group**





1. Don't treat a **Customer** like
their a **Client.**



Customer vs Client

| Customer | Client |
|---|--|
| <p>Pays for a product with an immediate money transaction</p> | <p>Buys a personalized and highly professional service. This business relationship has clearly defined responsibilities between parties.</p> |

Customer vs Client



Customer

Pays for a product with an immediate money transaction.

Examples include:

- A car
- Food (grocery store, restaurant, bakery)
- Clothing
- Furniture
- Gasoline
- Entertainment such as Netflix, live show, movie

Client

Buys a personalized and highly professional service. This business relationship has clearly defined responsibilities between parties.

Examples of Client Purchases:

- Attorney
- Accountant
- Insurance Agency
- Graphic designer
- Financial planner
- Real Estate Professional



Agent Name, Title
Company Name
Phone Number
Email Address



Web Address Here

Customer vs Client



Customer

Client



| | | |
|---------------------------------|---|---|
| Definition | Pays for a product with an immediate money transaction. | Buys a personalized and highly professional service. This business relationship has clearly defined responsibilities between parties. |
| Fiduciary Responsibility | To the company and transaction. | To the client. |
| Written Agreement | NO. | YES. |
| What a Company Offers | Product and service. | Service. |
| Sales Professional Focus | Selling | Serving. |
| Length of Relationship | One time. | Ongoing. |
| Personal Attention | Less required. | Highly required. |



Agent Name, Title
Company Name
Phone Number
Email Address
Web Address



2. Learn to Present Your Own Offers





ADDENDUM # 1 TO PURCHASE AGREEMENT

For use only by members of the Indiana Association of REALTORS®

This Addendum is attached to and made a part of Purchase Agreement dated June 16, 2021

on property known as _____

Fort Wayne

, Indiana, Zip _____

(the "Property").

Further Conditions:

1) Buyer to pay for ONE YEAR Netflix sub for sellers.

2) Buyer to pay \$300 to On The Go Detailing for professional detail of sellers' cars.

3) Buyers to hire Salsa Grill Taco Truck to feed up to 20 people carne asada tacos, chips and guac for their moving party

4) Buyer to pay Matt Barse Construction up to \$3,500 for any upgrade sellers would like to their new home.

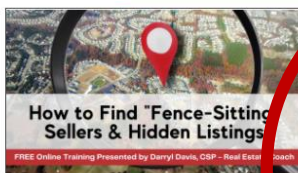
5) Buyer to name first born after either of the sellers. Second born to be named after the other seller.

6) Buyer to pay Aardvark Home Inspections to perform home inspection on seller's new home.

7) Buyer to provide a monthly Bark Box for seller's dog Kujo for 12 months

8) For the love of Mary, please accept our \$35,000 over asking offer so we have a place to call home!

WEBINARS ON DEMAND



21/06/09 – How To Find “Fence-Sitting” Sellers & Hidden Listings

Favorite ☆



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

Favorite ☆



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

Favorite ☆



21/05/12 – How To Get More Online Leads Without Paying Zillow

Favorite ☆



Understanding How Market Changes Affect Your Buyers & Sellers

Favorite ☆



21/05/05 – Become A Listing Machine This Spring

Favorite ☆



How to Build Real Estate Relationships and Wealth with Kathrin Rein

Favorite ☆



21/04/28 – Turning Leads Into Listings

Favorite ☆



21/04/21 – Get Your Offer Accepted in this Crazy Real Estate Market



21/04/14 – What To Do Now that Zillow is a Competing Brokerage?



Power Agent® Website Tour

Favorite ☆



21/04/07 – The Top 10 Prospecting Scripts for Spring

Favorite ☆

1. They Know Their Worth
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4. They Plant Seeds For Future Business
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The 7 Habits Of Highly Successful Realtors®

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5. They Use Stories, Metaphors & Analogies
6. They Put Deals Together
7. They Keep The Faith & Stay Focused

The 7 Habits Of Highly Successful Realtors®

Surround Yourself With Encouraging People



6:41:32

New York Road Runners

ING NEW YORK CITY MARATHON



City of New York
Parks & Recreation

ING

NEW YORK CITY
MARATHON



NEW YORK
ROAD RUNNERS

WORLD MARATHON MAJORS
BOSTON CHICAGO NEW YORK

THE RUDIN
FAMILY

ING

asics

Continental
Airlines

Foot Locker

THE RUDIN FAMILY

NEW YORK
ROAD RUNNERS

finish

OLIVER
ING
34251
NEW YORK CITY
MARATHON

HARALD
ING
33332
NEW YORK CITY
MARATHON

THOMAS
ING
33690
NEW YORK CITY
MARATHON

PHIL
ING
34779
NEW YORK CITY
MARATHON

MARTIN
ING
21211
NEW YORK CITY
MARATHON



Become Part of a Support Group





The Benefits

1. You will take years off your learning
2. You will succeed quicker
3. You will get encouragement when you need it
4. All artists and athletes have a coach
5. It will keep you focused



Listing Inventory Chart

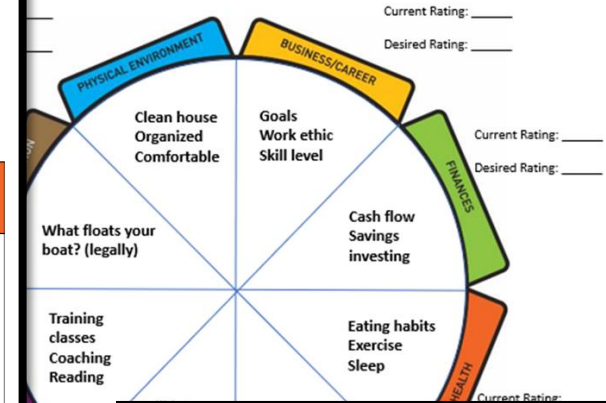
"Focus on building listing inventory by 1 a month!" ~Darryl Davis

| | | | | | |
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| 21 | | | | | |
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| | 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 | | | | | | | |

Copyright © All Rights Reserved. | Darryl Davis Seminars | www.thepowerprogram.com/leadSources | (800) 395-3905

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:

must contact:

notes

6^{am} ○

7^{am} ○

8^{am} ○

9^{am} ○

10^{am} ○

11^{am} ○

12^{pm} ○

1^{pm} ○

2^{pm} ○

3^{pm} ○

4^{pm} ○

5^{pm} ○

6^{pm} ○

7^{pm} ○

8^{pm} ○

9^{pm} ○

10^{pm} ○

11^{pm} ○

12^{pm} ○

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 smiles today

DREAM BIG

TRAVEL

PROCEED AS IF SUCCESS IS INEVITABLE

Say yes to new adventures

Family Vacation

LAUGH

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

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

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

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

My Next Level® VISION BOARD



TRAVEL



I am enjoying financial
FREEDOM



BE PRESENT



Be the reason
someone
smiles
today.

JOY SUCCESS



POWER AGENT

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

MONDAY MOTIVATION

YOUR ATTITUDE DICTATES YOUR ALTITUDE

Another benefit of your Power Agent® membership!

Hey Julia,

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

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

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

Your Power Agent® Team

POWER AGENT™
MY POWER WEEK: JANUARY 18TH TO JANUARY 24TH, 2021

| Monday | Tuesday | THIS WEEK: |
|---|--|--|
| <p>1/18</p> <p>JOIN US FOR THE POWER HOUR WITH DARRYL COACHING CALL AT 7:30 EASTERN. CHECK THE COACHING CALL TAB IN CLASSROOM FOR ACCESS CODE.</p> | <p>1/19</p> <p>IT'S NATIONAL POPCORN DAY! ENJOY A TON OF GOURMET POPCORN - TO FIVE OF YOUR TOP CLIENTS WITH A NOTE THAT SAYS "JUST WANTED TO POP BY AND SAY THANKS FOR BEING A CLIENT!"</p> | <p>TOP 3 THINGS I MUST ACCOMPLISH:</p> <p>_____</p> <p>_____</p> <p>_____</p> |
| <p>1/20</p> <p>PUT UP YOUR PROSPECTION IS MY SUPERPOWER SO DON'T OUSTER YOUR AND PROSPECT FOR TWO SOLID HOURS TODAY. FOCUS ON SERVING. NOT SELLING.</p> | <p>1/21</p> <p>CHUCK ROSE SUBSCRIBED TO YOU TO CREATE VIRTUAL TOURS AND EDIT YOUR LISTING PHOTOS. HEAD TO TECH TOOLS AND TRAINING FOR A TAB COUPON AND TRAINING VIDEO!</p> | <p>POWER AGENT TOOLS I WILL USE:</p> <p>_____</p> <p>_____</p> <p>_____</p> |
| <p>1/22</p> <p>CONTACT 10-15 PAST CLIENTS AND LET THEM KNOW THAT ONE OF THE SERVICES YOU PROVIDE IS A NEIGHBORHOOD MARKET REPORT SO THEY KNOW THE VALUE OF THEIR HOME.</p> | <p>1/23</p> <p>IT'S NATIONAL PIZZA DAY! DELIVER A DELICIOUS PIZZA TO FIVE GREAT CLIENTS WITH A NOTE. "ANY WAY YOU SLICE IT - YOU'RE A GREAT CLIENT! THANK YOU!"</p> | <p>IF THING I NEED TO LET GO OF:</p> <p>_____</p> <p>_____</p> <p>_____</p> |
| <p>1/24</p> <p>IT'S NATIONAL COMPLIMENT DAY! CALL UP AT LEAST 5 PAST CLIENTS AND COMPLIMENT THEM ON SOMETHING THAT MAKES THEM UNIQUE AND SPECIAL TO YOU!</p> | <p>HUMBER OF PEOPLE/FAMILIES I WILL SERVE:</p> <p>_____</p> <p>_____</p> <p>_____</p> | <p>GRATITUDE LIST:</p> <p>_____</p> <p>_____</p> <p>_____</p> |

DOWNLOAD MY WEEKLY PLAN

WEDNESDAY TRAINING

STRATEGIES, AND SKILL-BUILDING IDEAS

Another benefit of your Power Agent® membership!



How to Get In the Door...

...into real estate, one of my first brokers, Mac Levitt, was the one who taught me about FSBO's. He was a top producer, but he wasn't a great trainer. He would give me a list of things to do and then he would break things down to instruct.

One time he was trying to train me, and I was calling FSBO's and not getting any response, so I asked him, "What should I have said to get that appointment?" His response was "Get in the door." He had no dialogue suggestions, no script, he only ever said, "Just get in the door." It was frustrating, but it was the only way I began to understand the point.

As a FSBO and they respond with "I have a friend in the business" or "I'm not an agent I would list with" or "I want to try selling on my own for awhile but I'm not sure what you need to focus on is to get in the door."

Nothing can ever happen on the phone.

Read More



How to Double Your Income in 12 Months or Less

Wednesday, January 13, 2021
12-1 PM Eastern (9-10 AM Pacific)

Free Training!
by Davis, CSP - Real Estate Coach & Trainer

...into some of the most effective tools and strategies of training and coaching agents. If you're ready for the stage for your personal Next Level® -

...January 13th at Noon Eastern for How to Double Your Income in 12 Months or Less - an online training where we

...Next Level® is so you can stay focused

...ing machine and build inventory all year

...y stay top of mind with potential clients,

...agement tools to balance family and work, and have fun in your business

...g buyers and sellers to call you

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

...yspeaks.com/online-training

...e to help!

REGISTER NOW

AGENT TOOLKIT

FOR SUCCESS

Another benefit of your Power Agent® membership!

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

...tion below to download.

...ad to the [Buyers tab](#) for more Buyer tools.

...e here for you!

...

1. RESEARCH MORTGAGES

- Find out if you qualify for a special loan, such as a VA, FHA, or HUD Home Buying Program
- Request quotes from multiple lenders and comparison shop for loans
- Get preapproved for a mortgage

2. MAKE A HOME SHOPPING LIST

- Get a head start by compiling your home wish list with the following:
 - Must-haves:** such as a number of bedrooms and bathrooms.
 - Nice-to-haves:** such as a home on cul de sac or a garden/stub workshop in yard.
 - Dream features:** such as pro grade kitchen, appliances, or a hot tub off the master bedroom.

3. START HOUSE HUNTING

- Download the Trulia app for mobile listings
- Visit open houses and have your agent schedule private showings.

POWER AGENT™

STRATEGIES

FOR BUYERS AND SELLERS

Another benefit of your Power Agent® membership!

...off to the races doesn't it? It also is a great way we've put together an awesome new strategy! We'll also be sending you a copy on Tuesday!

...formation on the bottom

...to your social media platforms and send to your book of business

...al Here's to the week ahead filled to

Sales are Heating Up!

"Sales are expected to grow by 1% and prices are expected to continue to rise by 3.7%." - Danika Mink, Chief Economist, Realtor.com

Technology

Technology will be used even more to engage both buyers and sellers in the home purchasing transaction.

Millennials & Gen-Z

Younger Millennials and Gen-Z are becoming two of the fastest growing segments

A close-up photograph of a hand holding a silver fountain pen, writing on a piece of paper. The pen is positioned diagonally, with the nib pointing towards the bottom left. The background is a blurred, warm-toned surface, likely the paper being written on, with some faint, illegible cursive handwriting visible. The overall lighting is soft and focused on the pen and the hand.

Make a “*Why I Love Real Estate*” List

TODAY'S WEBINAR OFFER



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



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

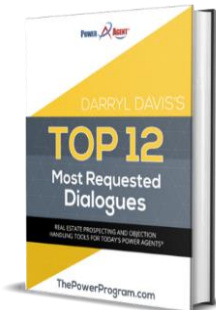


3-Part Breakthrough Business Plan (43 Pages)

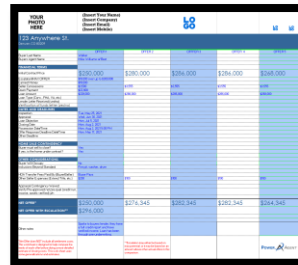
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7. They Keep The Faith & Stay Focused

The 7 Habits Of Highly Successful Realtors®



POWER AGENT[®]

Coaching Members Private Group



SPECIAL



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

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



LIVE WEEKLY “POWER HOUR” COACHING CALLS EVERY MONDAY

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





WEBINARS ON DEMAND

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



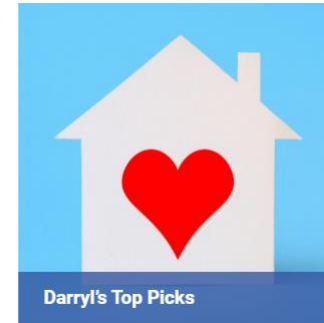
Buyers



Coaching Calls



CRM



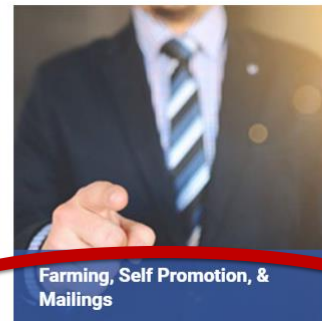
Darryl's Top Picks



Directory



Facebook



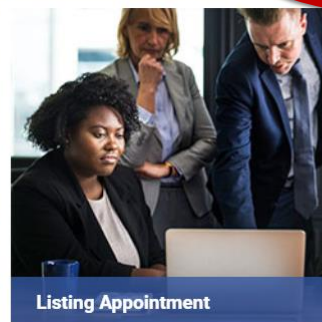
Farming, Self Promotion, & Mailings



Favorites



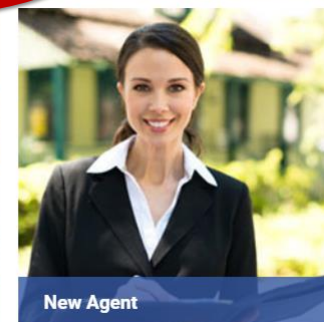
Infographics



Listing Appointment



Negotiating Offers



New Agent



10 Home Improvement Ideas for Power Agent



8 Reasons to Hire an Agent

Favorite ☆



Committed to Children Infographic (PowerPoint)

Favorite ☆



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

Favorite ☆

| TOTAL NUMBER OF HOMES | 200 | 200 | 200 |
|---|---------------|---------------|---------------|
| ESTIMATED MAILING COST PER YEAR | \$ 1,800.00 | \$ 3,600.00 | \$ 3,600.00 |
| ADDITIONAL MARKETING EXPENSE | | | |
| AVERAGE SALES PRICE | \$ 210,000.00 | \$ 180,000.00 | \$ 210,000.00 |
| AVERAGE COMMISSION PER SALE (percentage of your average commission %) | \$ 3,780.00 | \$ 3,240.00 | \$ 13,230.00 |
| TOTAL HOMES SOLD IN YOUR NEIGHBORHOOD | 20 | 20 | 18 |
| BUYER'S WALK (your neighbors and their 200) divided by total homes in block (200) | 0.10 | 0.10 | 0.06 |
| NEIGHBORHOOD (total homes sold in block) x average commission (3.24%) | \$ 210,000.00 | \$ 288,000.00 | \$ 184,000.00 |
| ASSUMING YOU GET 50% OF THE LISTING | \$ 30,000.00 | \$ 43,200.00 | \$ 46,000.00 |

Calculator- Farm Area Spreadsheet

Favorite ☆



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

Favorited ☆



Calculator- Farm Area Tutorial Video

Favorite ☆



8 Great Reasons to Hire An Agent (PowerPoint)

Favorite ☆



Children's Moving Book

Favorited ☆



Cutting Commissions Graphic

Favorited ☆



Dialogue - Door Knocking For Your Farm Neighborhood


Favorite ☆



Dialogue - Intro Call to Farm Neighborhood

Favorite ☆

CLASSROOM



[MAKE A SUGGESTION](#)




Buyers



Coaching Calls



CRM




Darryl's Top Picks



Directory



Facebook



Farming, Self Promotion, & Mailings



Favorites

SEARCH RESULTS FOR: FSBO



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

I get homes sold for more.
Contact me today!



Social Media Graphic – FSBO – Stranger Danger



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

I get homes sold for more.
Contact me today!



Social Media Graphic – FSBO – Overpricing



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

#GetItSold

I get homes sold for more.
Contact me today!



Social Media Graphic – FSBO – More for Your Home



Old FSBO for Telemarketer

- Step 1. Identify**
1) Hello, I am looking for _____
- Step 2. Introduce**
1) This is _____ and I am calling for _____ from POWER Realty, how are you today?
- Step 3. Clarify**
1) The reason why I am calling is because our records show that you tried selling your home _____ months ago. Is that correct?
- Step 4. Find Out What They're Committed To**
1) The reason why I called is because _____ need a lot of home in your area around that same time, and they just sold.
2) Where were you folks planning on moving to?
3) Why there?
4) How long have you been living in this house?

Power Agent Telemarketer Script for FSBOs

PROSPECTING THE OLD FSBO DIALOGUE

- Step 1 Identify**
May I speak with _____?
- Step 2 Introduce**
Well, it's Darryl Davis from POWER Realty, how are you?
- Step 3 Clarify** The reason why I am calling is our records show you tried selling your home _____ months ago. Is that correct?
- Step 4 Build a Relationship**
The reason why I called is because my company listed a lot of homes in your area around the same time when you were selling and those homes all sold.
- Can I tell you, were you folks thinking of selling again?
- Where were you thinking of moving to?
- Why there?
- How long have you been living in this house?
- Step 5 Invite Action (Mix & Match)**

Dialogue – Old FSBOs & Expireds



No FSBO Should Be a FSBO (Video)

FSBOS AND EXPIREDS UNLEASHED: THE SECRET SAUCE TO

WHY A FSBO SHOULD NOT BE A FSBO





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)

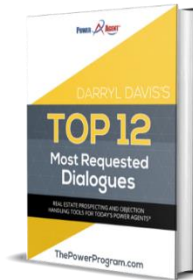
TOTAL VALUE
~~\$1,896~~

TODAY'S WEBINAR OFFER

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



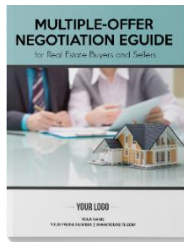
New Agent Starter Success Kit (29 Pages)
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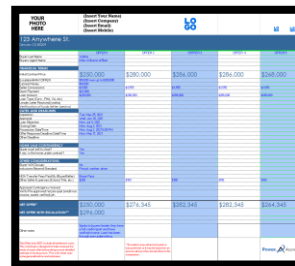
Darryl's Top 12 Most Requested Dialogues
\$157



184 Ways An Agent Earns Their Commission
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Customizable Multiple Offer eGuide For Buyers or Sellers
\$97



Multiple Offer Spreadsheet \$97

PLUS...

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

CLAIM YOUR OFFER HERE



DarrylSpeaks.com/Trial



**Power Agent
Comments!**

TODAY'S WEBINAR OFFER

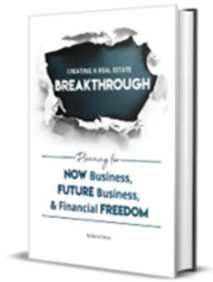
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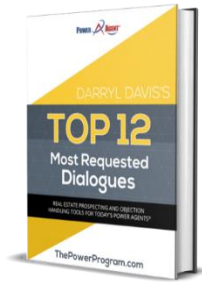
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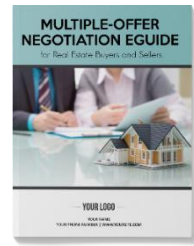
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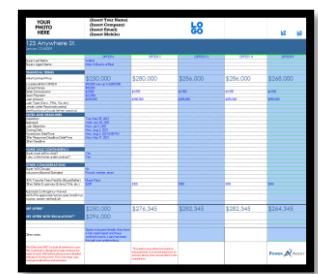
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