

WELCOME TO TODAY'S WEBINAR

6 Best Strategies For Listing Leads

WE WILL BEGIN SHORTLY

Please click audio in the center of
your screen to listen in!



DARRYLSPEAKS.COM/TRIAL



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



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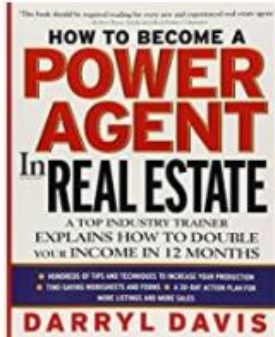
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How To Become a Power Agent in Real Estate : A Top Industry Trainer Explains How to Double Your In

2002

by Darryl Davis

Hardcover
\$24.95 ~~\$34.00~~ **prime**

Get it by **Tuesday, Jan 9**

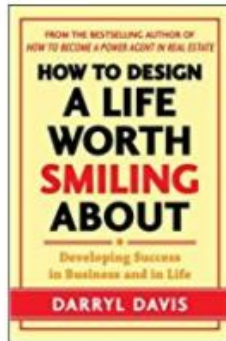
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by Darryl Davis

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

by Darryl Davis

Paperback
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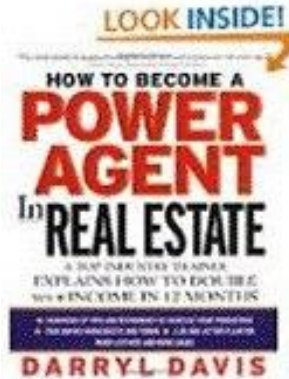
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HOW TO BECOME A POWER AGENT In REAL ESTATE

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

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

DARRYL DAVIS



How To Become a Power Agent

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

Order in the next **21 hours** and get it by Monday, Apr
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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

TO TODAY'S WEBINAR

***6 Best
Strategies For
Listing Leads***



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**Is this webinar a
sales pitch?**

This Webinar Is For Our POWER Agents® & Our Guests



POWER AGENT®

Coaching Members Private Group



DarrylSpeaks.com/Trial

WELCOME

TO TODAY'S WEBINAR

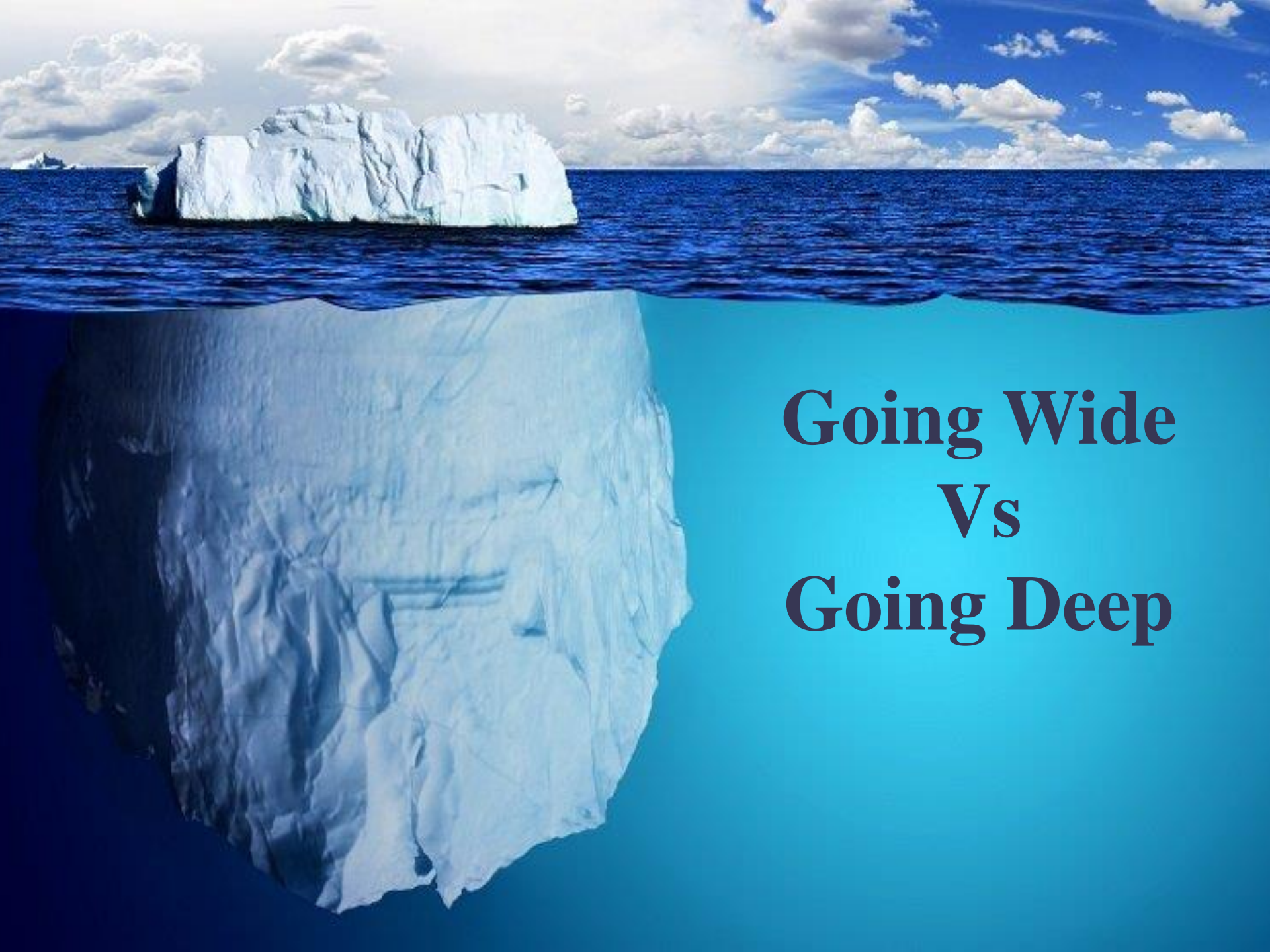
***6 Best
Strategies For
Listing Leads***



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Going Wide



**Going Wide
Vs
Going Deep**



The BEST 6

Strategies
for Building
Inventory

1. FSBOs & Expireds



"I LOVE Darryl's FSBO Dialogue. I actual find that FSBOs are nicer during this pandemic. I listed 5 FSBOs in one weekend!"

Carmen Lacey-Billups
Howard Hanna Real Estate





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

DISCLAIMER







SELF A KAISE

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



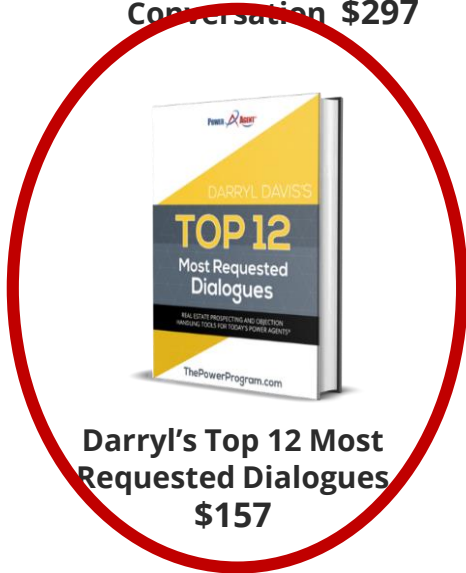
1+ Hour Coaching Video, How to Deliver a Listing Conversation \$297



Top 100 Ideas to Get a Listing Today \$37



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



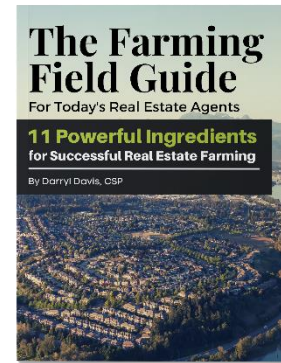
Darryl's Top 12 Most Requested Dialogues \$157

Offer #	Offer Amount	Days to Close	Other Metrics
1	\$250,000	15	...
2	\$260,000	10	...
3	\$270,000	20	...
4	\$280,000	12	...
5	\$290,000	18	...

Multiple Offer Spreadsheet \$97



184 Ways An Agent Earns Their Commission \$47



The Ultimate Farming Field Guide \$97

TOTAL VALUE \$1,356

TODAY'S WEBINAR OFFER

PLUS...

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

DO NOT DISTURB



**I'M MAKING IT
RAIN!**



www.ThePowerProgram.com

A white card is placed on a light-colored wooden surface. The card is tied with a piece of natural twine that forms a loop on the right side. A red wax seal is attached to the end of the twine. The words "secret ingredient" are written in a large, black, cursive font across the card.

secret
ingredient

DO NOT...

**Be Committed To Getting
An Appointment**

Be Committed...

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



The BEST 6

Strategies
for Building
Inventory

1. FSBOS & Expireds



The BEST 6

Strategies
for Building
Inventory

2. Cold Calling



Objection Handling



Power Agent® Purpose



Prospecting



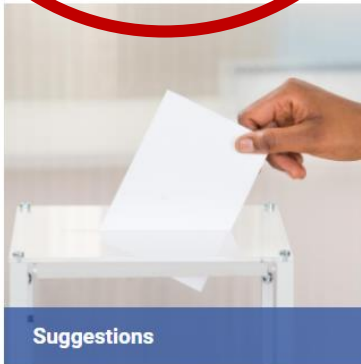
Servicing Sellers



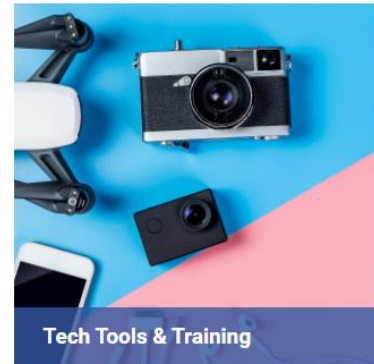
SMILE Techniques



Social Media



Suggestions



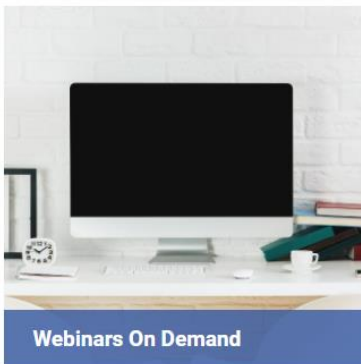
Tech Tools & Training



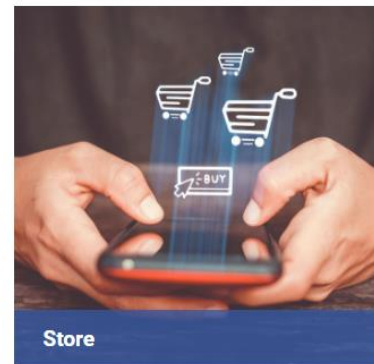
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INTRO CALL TO YOUR FARM DIALOGUE

Power Agent's: Hi, this is Darryl Davis from Power Realty. How are you?
Owner: Fine.
Power Agent's: I hope I haven't interrupted you. The reason why I'm calling is to let you know that I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?
Owner: Yes.
Power Agent's (Value Option #1): I wanted to let you know that one of the things I'm also doing for my neighbors in the offering of their reports is to understand how you folks will be selling right now, but if you ever sell, this is really good information to have.
Power Agent's (Value Option #2): One of the things we're offering as a service to the community is to give you The Power Market Analysis. We believe this is really important information because it's one of a family's most important assets and you'd like a quick peek into, particularly you should get an update on the value of your assets. What we're offering is a simple Over-The-Phone Market Analysis. How if you ever sell -- I ask you some questions about the house, and then I go back to the computer, do a market analysis and call you back with the results. Do you have some time for me to do this with you now?

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

DOOR KNOCKING YOUR FARM DIALOGUE

Power Agent's: Hi, this is Darryl Davis from Power Realty. How are you?
Owner: That's great.
Power Agent's: I hope I've not interrupted you. The reason why I'm stopping by is I've been sending you some information about the market to keep you informed about what's going on in your neighborhood. Have you been getting that information?
Owner: Yes.
Power Agent's: Great. I also wanted to stop by and introduce myself. Here is (give something of value to a gift).
 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/about you just gave them.
 Oh by the way, I'm also offering folks in the area a Neighborhood Market Report. It's a report that shows 2 things that if 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 there is a one of their most important assets, and just like a stock portfolio, periodically you should get an update on how you're portfolio is doing. Is that something you would be interested in?
Owner: Yes.
Power Agent's: Great. The first step is to take a quick look through the home, get some information about square footage, etc. and then I can put that report together, when it is good time to take the next step?!

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EXPIRED DIALOGUE

Step 1 Identify Hello, may I speak with Mr. Jones?
Step 2 Introduce Hi, this is Darryl Davis from POWER Realty. How are you?
Step 3 Clarify The reason I'm calling is that I noticed your house expired off the MLS. Have you put it back on the MLS? **Yes** - No? Did you sell it?
Step 4 Renew Their Commitment I am looking for a copy of your listing on the Multiple Listing Service, and if a little agreement I don't ask if you're okay that?
Step 5 Invite Action After they answer that question, the rest of your questions need to be focused on where they are coming to, not why they didn't sell. Where are you wanting? What do you want to be done? There is a particular reason you have that location?
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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.

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

FSBO DIALOGUE

Step 1 Identify The selling agent the house for sale is the house still for sale?
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 help you sell your house, etc. I'm here to help you. You're working with brokers in the sale of your property?
Step 4 Build a Relationship Yes, it is currently listed with a broker?
Step 5 Invite Action Hi, I had a buyer who was willing to pay you your price and my commission, could we work together?
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FSBO VOICEMAIL DIALOGUE

Hi, this is Darryl Davis from Power Realty!
 The reason why I was calling is that I noticed you are selling your house, and I have some important information about that.
 I might even have somebody who might be interested. I'm not too sure because I need to get some more information from you first. Please call me back.

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

NEW LISTING IN THE AREA DIALOGUE

Step 1 Identify Hello, may I speak with Mr. Jones?
Step 2 Introduce Hi, this is Darryl Davis from Power Realty. How are you?
Step 3 Clarify The reason I'm calling is that a new house that just came up for sale in the area and because of that, we're expecting a lot of offers are going to come in, how do you feel about that?
Step 4 Ask repeat building questions No, do you mind waiting, while we go through a list of the most common about the area? How long have you lived in the neighborhood?
Step 5 Invite Action For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

FOR RENT BY OWNER DIALOGUE

Step 1 Identify The calling agent the agent is the house still available?
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 see you're renting your place, but I am wondering, if I had someone who wanted to buy your house for a great price, would that be something you would be interested in?
Step 4 Build a Relationship All repeat building questions that any buyer would ask, such as the number of rooms, condition, how long have they been in the house, etc.
Step 5 Confirm the Appointment What time and date look good for you this week?
 For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

ORPHAN ADOPTION DIALOGUE

Step 1 Identify Hi, this is Darryl Davis from POWER Realty. How are you?
Step 2 Introduce Hi, this is Darryl Davis from POWER Realty. How are you?
Step 3 Clarify The reason why I'm calling is to see if you're looking for an orphan adoption?
Step 4 Find Out What They're Committed To 1. By the way, are you entering the house?
 2. How many more major improvements to the house?
 3. What do you like about the neighborhood?
Step 5 Invite Action (Choose One) 1. One of the services we are now offering is an updated market analysis of your client's home. You receive this, you'll be able to see how much your house is worth. You'll be able to see to where to advertise and how to get your house sold.
 2. One of the services we offer our clients is the Neighborhood Market Report. This report will only tell you how much your house is worth in today's market, but it also shows you what your neighbors' houses are worth.
 For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

BOOK OF BUSINESS UPDATE DIALOGUE FOR ADMINS

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

PROSPECTING THE OLD FSBO DIALOGUE

Step 1 Identify May I speak with _____?
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 see records you've had selling your home _____ months ago. Is that correct?
Step 4 Build a Relationship The reason why I'm calling is because my company has a list of homes in your area around the same time when you were selling and those homes are still:
 • What were you thinking of selling on?
 • Why then?
 • How do you feel about it now?
Step 5 Invite Action (Gifts & Meet) 1. Is the reason why you were trying to sell if you've seen us to see the commission?
 2. If I could help you get _____ and you wouldn't have any brokerage fee out of that, would that be okay?
 3. It's possible in some cases to do that, but first I would have to see your home.
 4. If I could help you get _____ and you wouldn't have any brokerage fee out of that, would that be okay?
 5. Why don't we do this, I don't mind. We don't see the time when we get together, you can show me the house, and I can tell you how much your house is worth in today's market and see if I can help you get it.
 For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

VACANT PROPERTY DIALOGUE

Step 1 Identify Hi, this is Darryl Davis from Power Realty. How are you?
Step 2 Introduce Hi, this is Darryl Davis from Power Realty. How are you?
Step 3 Clarify The reason why I'm calling is to see that your house has been empty for a while and I am wondering, if I had someone who wanted to buy it at a nice price, would that be something you'd be interested in?
Step 4 Build a Relationship All repeat building questions that any buyer would ask such as number of bedrooms, condition, how long they've owned the house, etc.
Step 5 Confirm the appointment What time and date look good for you this week?
 For more dialogue and/or training sessions, call Darryl Davis Seminars at 1-800-395-3903 www.ThePowerProgram.com

"I HAVE A BUYER" DIALOGUE

Step 1 Identify

Hi, may I speak with Hunna Hunna?

Step 2 Introduce

Hi, this is Darryl Davis with Power Realty, how are you?

Step 3 Clarify

The reason I'm calling is I have a buyer who has been searching very seriously for a home to buy in your area. As I'm sure you aware, the # of houses for sale is very low, so I was calling to see if you heard of anyone thinking of selling.

No - All right, well let me ask you, have you ever thought about selling?

Step 4 Ask Rapport Building Questions

Do you mind me asking, what do you think is one of the nicest features of the area? How long have you lived in the neighborhood? If you were going to move where would you move to?

Step 5 Invite Action

By the way one of the things we're offering neighbors is a free neighborhood market report to find out what your neighbor's home sold for, plus what your home is currently worth. The reason we are offering this is that your home is your most important asset and it's always a good idea to have an annual checkup on the value of it. Would you like me to prepare that for you? I don't mind.

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Step 3 Clarify

The reason I'm calling is I have a buyer who has been searching very seriously for a home to buy in your area. As I'm sure you aware, the # of houses for sale is very low, so I was calling to see if you heard of anyone thinking of selling.

No - All right, well let me ask you, have you ever thought about selling?

Increase Your Talk Time



Increase Your Talk Time

**30 minutes x 5 days
= 150 minutes a week**

**150 minutes X 4 Weeks
= 600 minutes a month**

**5 Minutes per person
= 120 New Homeowners in 30 Days**





The BEST 6

Strategies
for Building
Inventory

2. Cold Calling



The BEST 6

Strategies
for Building
Inventory

3. Hit the Streets



MarcoAntonio Salinas

1h · 🌐

...

Went out for a purposeful walk around our neighborhood today. It happened to be neighborhood garage sale day. Of course, I took a handful of business card and cash just in case we found something 😊 Using some of the script conversation from The Power Agent library I was able to have meaningful conversation with some of the neighbors. I handed out my cards and ended up with 2 leads, one with an immediate real estate need. I have their names and numbers and of course, their address 📍😁. Plus bonus, got me some tacos from the local taco stand 🌮. Thanks to The Power Agent I have learned there's more options than just cold calls and ads. 🙌



A community of like-minded real estate professionals eager to design lives and careers worth smiling about, servicing customers at their highest... See More

🔒 Private

Only members can see who's in the group and what they post.

👁 Visible

Anyone can find this group.

📍 Global

👤 General

Popular Topics in This Group ⓘ

#FearlessSaturday

...

1 post

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MarcoAntonio Salinas

1h · 🌐



Went out for a purposeful walk around our neighborhood today. It happened to be neighborhood garage sale day. Of course, I took a handful of business card and cash just in case we found something 😊 Using some of the script conversation from The Power Agent library I was able to have meaningful conversation with some of the neighbors. I handed out my cards and ended up with 2 leads, one with an immediate real estate need. I have their names and numbers and of course, their address 🏠 😊. Plus bonus, got me some tacos from the local taco stand 🌮 😊. Thanks to The Power Agent I have learned there's more options than just cold calls and ads. 😎



Declutter & Downsize

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

Moving? Ditch the Big Stuff

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

Take the Small Stuff with You

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

Go Through Everything

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

The One Year Rule

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

Donate

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

Special Items

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

GET

**\$100
or Less**

a tree in the front yard.

base and install a unique door
er.

a porch swing with pillows.

outdoor furniture, cushions,
s and accessories.

flower boxes. Add pops of color
beautiful, vibrant flowers.

reenery and potted plants.

ce exterior lighting fixtures.

ighttime landscape lighting.

s) Here.

GENERATION OF BUYERS

ice.

up Inc. survey, nearly 40% of
ow work from home at least
next-gen buyers

Laundry Room.

study, 55% of next-gen
home without a separate

National Association of
omes and Gardens

PHOTO
RE

st Info Here.

1 Pricing the Home Homework. Check or the price of home not the only way to Home prices can vary inventory, time of year and more. To conclude reasonable price, research comparative market

2 Pricing Too High. Based on data, overpriced homes showings. Correctly tend to sell closer to homes that are listed

3 Pay Attention to Number listing price that has in it (ex: 250,499) may potential traffic and Websites that buyer homes usually contain such as \$200,000-\$2

4 Having Time to Sell not in a rush to sell it high will necessa biggest bang for your homes is greatest weeks of listing. The is on the market, the home is to have si greater the chance your price to sell.

DOOR KNOCKING YOUR FARM DIALOGUE

Power Agent®: *Hi, I'm 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 to let you know 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 also wanted to introduce myself. Here is (give something of value or a gift).*

If there is anything I can ever do for you and your family in regard to real estate, my number is on the bottom of (what you just gave them.)

Oh, by the way, I'm also offering folks in the area a Neighborhood Market Report. It's a report that offers two things: First, it shows how much your neighbors paid for their home, and second, based on that information, gives you a value range for your property's worth. We believe this is really important because a home is usually one of a family's most important assets and just like a stock portfolio, periodically you should get an update on the value of your assets. 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 nickel tour? 😊*

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



Power Agent®: *Great. I also wanted to introduce myself. Here is (give something of value or a gift).*

If there is anything I can ever do for you and your family in regard to real estate, my number is on the bottom of (what you just gave them.)

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Owner: *Yes.*

Neighborhood Market Report Certificate

Find Out What Your Neighbors Paid for Their Home

The Neighborhood Market Report helps homeowners better:

- * Understand current home values in the area
- * Compare home values year over year
- * Know the current value of their home
- * Understand current market influencers and what that means for your equity

Your home is one of your most valuable assets. Financial advisors strongly advise getting a Home Market Analysis annually to best understand the worth of your home and potential return on investment. I am happy to provide that annual report for you.

**This Certificate Entitles You to One FREE Neighborhood Market Report.
Simply contact me directly today to get yours.**



**Your Name, Company Name
Phone | Email
Website**



SMILE STOPS™ for Every Season!

 <p>January</p> <p>Fortune cookies with a note, <i>"Wishing you good fortune in the New Year! I'm here to help!"</i></p>	 <p>February</p> <p>Heart Shaped Box of Chocolates with a note, <i>"I LOVE my clients! Happy Valentine's Day! I'm here if you need me!"</i></p>	 <p>March</p> <p>Cellophane bag with chocolate coins tied with green ribbon with a note that says, <i>"I'm LUCKY to have you as a client and your referrals! Happy St. Patrick's Day!"</i></p>	 <p>April</p> <p>Package of PEEPS candies with a note, <i>"Have any PEEPS with real estate needs? Call me, I can help!"</i></p>
 <p>May</p> <p>Package of Flower Seeds with a note, <i>"Thanks for helping me BLOOM! Your referrals are appreciated!"</i></p>	 <p>June</p> <p>Box of Swedish Fish with a note, <i>"It's a-FISH-ally summer! I'm hooked on happy clients and referrals! Call if you need me!"</i></p>	 <p>July</p> <p>Box of Sparklers with a note, <i>"Wishing you a sparkling Independence Day! I'm here to help with all your real estate needs!"</i></p>	 <p>August</p> <p>National S'mores Day is August 10th!</p> <p>Deliver s'more fixings (graham crackers, chocolate, marshmallows) to five great clients with a note, <i>"If you ever need s'more info on the real estate market - call me!"</i></p>
 <p>September</p> <p>Ruler with a note that says, <i>"Hope the new school year RULES in your home! I'm here to teach you whatever you need to know about real estate!"</i></p>	 <p>October</p> <p>Pumpkin carving kit with a note, <i>"Let's carve out some time to talk real estate and referrals! Thanks for being a great client!"</i></p>	 <p>November</p> <p>Pumpkin or apple pie with a note, <i>"Any way you slice it, you're appreciated! Happy Thanksgiving! I'm here if you need me!"</i></p>	 <p>December</p> <p>Wrapping paper roll with a note, <i>"Thanks for helping me WRAP up a great year! Happy holidays and know that I am here for all of your real estate questions or needs!"</i></p>



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

They are designed to help you:

S: Service (focus on service not selling)

M: Meet face-to-face

I: Invite them to share their needs by asking questions

L: Leave behind a token of gratitude

E: Elevate the relationship



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:

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E: Elevate the relationship

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We've got the SCOOP on the Real Estate Market! 🏠



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Exit Realty All Pro
LarryLovesHomes@gmail.com
631-742-4657



Lisa Zambelli
Loan Officer | 13055
Cliffco Mortgage Bankers | 86612670
LZambelli@cliffcomortgage.com
631-871-9857

Larry "Love" Gardner
Real Estate Agent
631.742.4657



Lisa Zambelli
Loan Officer | 13055
631.871.9857





**“Let me
highlight
some ways to
get your
house sold!”**



Ashley Cheah

March 9 · 🌐



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!





The amount of information Darryl gives us is amazing! You are never at a loss. The investment is worth so much more!

**Christina Cardinale, Power Agent®
Coach Realtors**





The BEST 6

Strategies
for Building
Inventory

3. Hit the Streets



Student Check In!



The BEST 6

Strategies
for Building
Inventory

4. Participate In Life

We are In The PEOPLE Business



DON'T Prospect

BUILD Relationships



Definition of Self Promotion

*To have people know
your **NAME**,
your **FACE**,
and **WHAT YOU DO**
for a living*



Local Business & Entrepreneur Groups



Local clubs such as Kiwanis & Chamber of Commerce

1. Small Business Administration Community Groups
2. SCORE
3. Local Chamber of Commerce
4. Meetup.com
5. Industry and Trade Associations
6. NFIB
7. BNI
8. Entrepreneurs' Organization
9. StartUp Nation
10. American Express Shop Small Forum
11. eWomenNetwork
12. Women's Business Development Center
13. Minority Chamber of Commerce
14. Minority Business Development Agency
15. NaVOBA
16. SBA Office of Veterans Business Development
17. National Restaurant Association
18. Ashoka

Places of Worship



Community Events



Parent Clubs In Your School System





Local Area Facebook Groups

Past Clients





Annette Mina

LONG ISLAND - East Islip Office

#1 East Islip Agent by GCI & Units

#2 Long Island Agent by GCI

#1 Long Island Agent by Transactions

Pinnacle Award

Top 2% of Agents Company Wide

 Douglas Elliman

2021
Ballies



Post-Closing BONDING PROGRAM Checklist

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

3 DAYS

Handwritten thank you card

14 DAYS

Gift Certificate #1

60 DAYS AFTER CLOSING

Gift Certificate #3 or SMILE Stop



The 5-Step Past Client Call

1. **“Hunna, this is _____ how are you?!”**
2. **“Recently I was thinking about my past clients & just wanted to check in.”**
3. **Talk about them and how they are**
4. **When they ask about your business, say “Because of the market, I’m finding..**
 - **SHARE whatever you think**
5. **“If you need ANYTHING, consider me your real estate hotline”**
6. **BTW....then offer something**



The BEST 6

Strategies
for Building
Inventory

4. Participate In Life



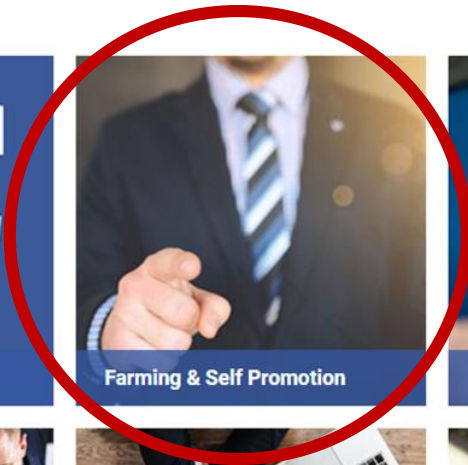
The BEST 6

Strategies
for Building
Inventory

5. Mailing Campaign



Facebook



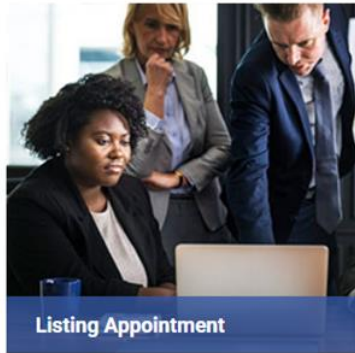
Farming & Self Promotion



Favorites



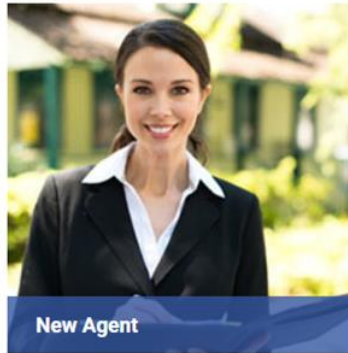
Infographics



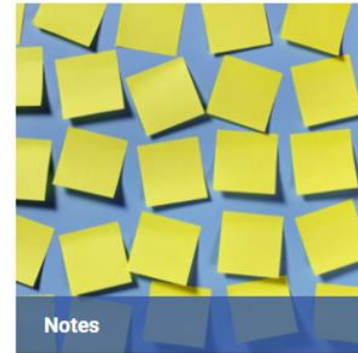
Listing Appointment



Negotiating Offers



New Agent



Notes



Objection Handling



Power Agent® Purpose



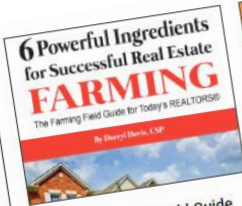
Prospecting



Servicing Sellers



Disaster Plan - Pets
Favorite ☆



eGuide - Farming Field Guide
Favorite ☆



eGuide - Trunk or Treat Planning Guide
Favorite ☆



Flyer - 10 Reasons to List Your Home Before the Year Ends
Favorite ☆



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



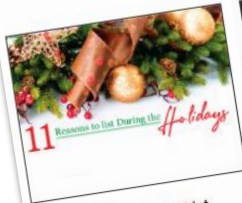
Flyer - Home Sellers Workshop
Favorite ☆



Flyer - Home Sellers Workshop Version 2
Favorite ☆



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



Flyer - 11 Reasons to List During the Holidays
Favorite ☆



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



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



Flyer - Land Sales
Favorite ☆



Flyer - Land Sales Version 2
Favorite ☆



Flyer - Lightning Safety
Favorite ☆



Flyer - New Homeowner Checklist
Favorite ☆



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



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



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



Flyer - Smooth Move Home Sales
Favorite ☆



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



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



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



Flyer - Curb Appeal on a Budget
Favorite ☆



Flyer - Do's & Don'ts of Selling Your Home This Fall
Favorite ☆



Flyer - Halloween Home Selling
Favorite ☆



Flyer - Trusted Home Resources
Favorite ☆



Flyer - A Seller's Winter Open House Guide: The Top Five Tips...
Favorite ☆



Flyer - Over the Phone
Favorite ☆



Flyer - Sure! My commission is negotiable! How high would you like to go?
Favorite ☆



22/04/27 - How to Own Your Farm Area Through Direct Mail Marketing

Favorite ☆



22/04/20 - How to Get Your Offer Accepted In Today's Market

Favorite ☆



22/04/14 - Power Builder CRM Spotlight

Favorite ☆



22/04/13 - The BEST Listing Appointment Objection Handlers For 2022

Favorite ☆



22/04/07 - Brainstorming Session 10

Favorite ☆



22/04/06 - 7 Habits of Highly Effective Real Estate Agents

Favorite ☆



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



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



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

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

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

New Houses for Sale

- 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.

Hi Mr. Hunna Hunna!

Hope this email finds you well! As your real estate specialist, I just wanted to take a moment to share a **few quick statistics about the value of home staging** when it comes time to sell a home.

Did you know...

- 85% of staged homes **sold for 6-25% more** than un-staged homes
- 77% percent of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home?
- With a spend of just .5% of the sales price MORE on the staging services, sellers **saw at least a 6% price difference**

It's for these reasons and more that **I offer professional home staging on all of my listings**. If you'd like to learn more about **what it takes to sell or even how much your home is worth in today's market** – call or text me today. I'm happy to be that resource for you!

Keep smiling!

Darryl Davis

P.S. – **A picture is worth a thousand words – and sometimes thousands of dollars.** Ensure that your home is seen in the most favorable light possible. Take a look at the attached photographs to see what a difference home staging can make!



*Agents, please replace with your own photo samples.



Postcards



Postcards

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

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

Postcards

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



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

Agent Name, *Power Agent*[®]



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



The BEST 6

Strategies
for Building
Inventory

6. Public Open Houses



OPEN HOUSE

23003 Airedale Ln, San Antonio, TX 78260

Saturday, May 25 9:00 AM to 12:00 PM

ASK A FRIEND TO BE YOUR NEIGHBOR

You're personally invited to attend this open house



Offered at \$318,000

Home Details

Beautiful home on a corner lot inside the gated community of Panther Creek at Stone Oak. This amazing home features laminate and tile floors throughout, his and hers closets, 3 living spaces, and a beautiful deck outside for entertaining! The spacious kitchen offers a nice center island perfect for meal prepping. Multiple storage closets throughout the home to help for all of your needs! Neighborhood pool, playground, and basketball court available. Roof is less than 2 yrs old. Make this place your home!

Features

4 Bedrooms • 3 Bathrooms
Single-Family Home • 3,449 Square Feet
Lot Size: 6534 sqft



JUDY & JASON FERNANDEZ

Kimberly Howell Properties

Phone: 956-624-4910 / 940-453-4273

Email: home@texashf.com

Website: www.texashf.com

vortex.csv [Read-Only] - Microsoft Excel

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Lead Status	Listing Status	Name	Name 2	Phone	Phone Status	Phone 2	Phone 2 Status	Phone 3	Phone 3 Status	Address						
2	New	Auction	Caterina Chiocciariello	Caterina a Chiocciariello Aka C	516-228-5566						49 Woodhull Pl, Northport, NY 11768						
3	New	Auction	Helen Almeida	Helena a. Almeida	631-283-4911						7 Dellaria Ave, Southampton, NY 11968						
4	New	REO	Christiana Trust	Wilmington Svgs Fund Society F	631-331-4651		832-831-3700		631-829-5625		24 Groton Ln, Coram, NY 11727						
5	New	REO	Christiana Trust	Wilmington Svgs Fund Society F	949-679-2400		949-727-4798		631-885-3633	DNC	29 Rockaway Dr, Sound Beach, NY 11789						
6	New	Pre Foreclosure	Marion Tenace	Angelo Tenace	631-281-3395		631-949-7384				13 Loughlin Dr, Shirley, NY 11967						
7	New	Pre Foreclosure	John Hidalgo	Flora Diaz	631-434-4716		631-484-3086	DNC	631-561-8260		275 Brentwood Pkwy, Brentwood, NY 11717						
8	New	Pre Foreclosure	Miriam Gonzalez	Alexis Perez	631-645-1264		631-456-3477	DNC	631-428-4269		62 Yarnell St, Brentwood, NY 11717						
9	New	Pre Foreclosure	Constance Mrwik	Norman Mrwik	631-427-0907		631-455-4414	DNC			17 Armell St, Huntington Station, NY 11746						
10	New	Pre Foreclosure	Smithtown Home Owners Asc Inc	Brd of Directors Willow Ridge	631-360-3240						9 Willow Ridge Dr, Smithtown, NY 11787						
11	New	Pre Foreclosure	Barb Chopyk	Alexander Chopyk	516-732-9215	DNC	631-698-5758				8 Belair Rd, Selden, NY 11784						
12	New	Pre Foreclosure	Robert Blumberg	Robert E Blumberg	631-642-8084		631-897-1223		631-642-1802	DNC	613 Old Town Rd, Port Jefferson Station, NY 11776						
13	New	Pre Foreclosure	Patrick Mc Clave	Patrick D Mcclave	516-724-4879	DNC	631-724-4657				38 Birchbrook Dr, Smithtown, NY 11787						
14	New	Pre Foreclosure	Alexander Katie	Estate of Alexander Katie	631-698-6663	DNC					7 Koren Ln, Middle Island, NY 11953						
15	New	Pre Foreclosure	Schroff Mullany	Justin Mullany	631-868-7138						20 Bell Ave, Blue Point, NY 11715						
16	New	Pre Foreclosure	Frederick Cremin	Patricia Cremin Frederick	631-828-2575		347-406-7769	DNC	212-879-1784		10 Biscayne Dr, Mount Sinai, NY 11766						
17	New	Pre Foreclosure	Eric Deutsch	Stephanie Deutsch	516-365-1625	DNC	516-776-7528	DNC			5 Dering Woods Rd, Shelter Island, NY 11964						
18	New	Pre Foreclosure	Carolyn Wojcik	Kathleen Wojcik	631-288-6832	DNC	212-722-4033	DNC			33 Brittany Ln, Westhampton Beach, NY 11978						
19	New	Pre Foreclosure	Stasie Tillman	Jemaine Tillman	631-239-5488	DNC	631-896-8091		631-786-2146	DNC	226 Broadway Greenlawn, Huntington, NY 11743						
20	New	Pre Foreclosure	Kareem Clark	Kareem C Clark	631-736-9539						97 Maple Ln, Medford, NY 11763						
21	New	Pre Foreclosure	Juan Miyerlad	Agustin Miyerlad	631-813-9921		631-286-1808				58 Carver Blvd, Bellport, NY 11713						
22	New	Pre Foreclosure	Trevo Pyne	Jennifer Campbell	631-805-8785		631-805-8787		631-949-0942		40 Floyd Rd N, Shirley, NY 11967						
23	New	Pre Foreclosure	Carol Bueno		631-666-9403	DNC	631-231-4657		347-612-4283		27 California Ave, Bay Shore, NY 11706						
24	New	Pre Foreclosure	Christina	C Matthews	631-395-5634		631-745-1446		631-729-7234		46 Laurel Ln, Shirley, NY 11967						
25	New	Pre Foreclosure	Glenn Mack		718-241-0072	DNC	516-728-3985		347-702-9532		23 Canoe Place Rd, Hampton Bays, NY 11946						
26	New	Pre Foreclosure	Linda Schmidt	Cathleen Schmidt	631-714-5552	DNC	631-207-1908	DNC	631-891-2734		44 Shaber Rd, Patchogue, NY 11772						
27	New	Pre Foreclosure	George Hein	Carol Hein	631-772-2155	DNC	631-399-7952				15 Schenk Dr, Shirley, NY 11967						
28	New	Pre Foreclosure	Farivar Azizi	Farivar Mahmood Azizi	631-991-3964	DNC	917-684-8665		516-423-8466		29 Charmian St, Huntington Station, NY 11746						
29	New	Pre Foreclosure	Anna Ricca	Gerardo Ricca	716-228-6806		631-758-1708	DNC			141 Circle Dr S, East Patchogue, NY 11772						
30	New	Pre Foreclosure	Quiles Prudencio	Prudencio Quiles	347-785-2112		347-785-9515		347-858-6592		111 River Ave, Patchogue, NY 11772						
31	New	Pre Foreclosure	James Boothe	James O Boothe	631-207-2138	DNC	516-769-1608	DNC	516-901-6143	DNC	7 Esplanade Dr, East Patchogue, NY 11772						
32	New	Pre Foreclosure	Barahona Marquez	Bernadette M Barahona	631-736-1249	DNC	631-220-1462	DNC	516-417-4479	DNC	3 Berkeley Ave, Selden, NY 11784						
33	New	Pre Foreclosure	Christine Mistler	Steven Mistler	631-940-3966		631-243-0795		631-848-5089		475 Nicolls Ln, Deer Park, NY 11729						
34	New	Pre Foreclosure	Paul Posillico		631-981-1436						14 Angela Ln, Lake Grove, NY 11755						
35	New	Pre Foreclosure	Joan Burgio	Frank Burgio	631-369-9681	DNC	631-255-4031		631-827-1274	DNC	148 Founders Path, Calverton, NY 11933						
36	New	Pre Foreclosure	Nb Investment Enterprises Inc	Judy Cordeira	631-842-8032	DNC	631-680-5467		516-448-9676		340 Lagoon Dr S, Copiague, NY 11726						
37	New	Pre Foreclosure	Joseph Belcastro		631-789-0794		631-334-9401	DNC			6 Buchanan Ave, Amityville, NY 11701						
38	New	Pre Foreclosure	James Wise		631-355-3733		631-232-3595	DNC			69 Feller Dr, Central Islip, NY 11722						
39	New	Pre Foreclosure	Evelyn Kust		631-588-9165		631-553-1313	DNC	631-559-4844		172 Stanley Dr, Centereach, NY 11720						
40	New	Pre Foreclosure	Jedzabel Molina	Carlos Ferreras	631-415-3287		631-238-1462		631-664-0262		197 Hancock St, Brentwood, NY 11717						
41	New	Pre Foreclosure	Wendy Fhrensberger	Rov Fhrensberger	631-654-1430	DNC	516-480-3807	DNC	631-413-7300		409 Lakeview Ave, Bayport, NY 11705						

Ready



New Agent



Notes



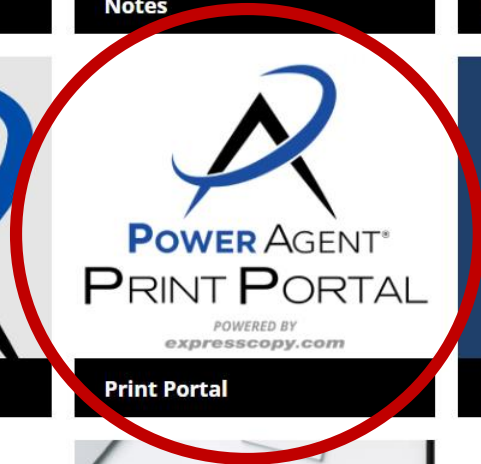
Objection Handling



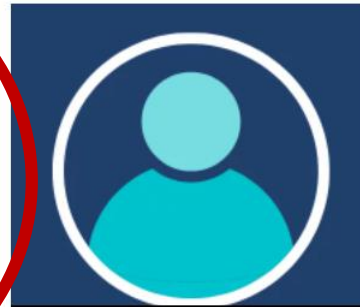
Onboarding



Power Agent® Purpose



Print Portal



Profile & Billing



Prospecting



REDX



Refer A Friend



RPR



Servicing Sellers

Close

List Type	Geography	Demographics	Results
-----------	-----------	--------------	---------

Selected
Yo

My Des
Design Te
Industries:
Subcategory
All
Product:
All
Delivery:
All
Sizes:
All
Side:
Front
Design C

g Out

Back Next

*** Note: Selecting demographics is optional.**

Reset this form

Addresses Found
2,750

Household income (Annual household income)

\$0 - \$19,999
\$20,000 - \$49,999
\$50,000 - \$74,999
\$75,000 - \$99,999

Owner / Renter (Indicator of owned / rented residence)

Owner
 Renter

Home Value (Estimated home value)

\$1,000 - \$24,999
\$25,000 - \$49,999
\$50,000 - \$99,999
\$100,000 - \$149,999

Housing Type (Type of dwelling)

Single family dwelling
 Multi-family dwelling

PO Box (Exclusions)

Include PO Boxes
 Exclude PO Boxes

Length of Residence (Time lived at current address)

Up to 1 Year
1-2 Years
3-5 Years
6-9 Years

Presence of Children (Whether children present or not)

Households with Children
 Households without Children



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

Favorite ☆



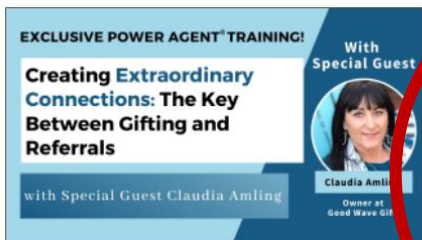
21/09/30 - Risk Management for REALTORS

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



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



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

The Open House Training

- 1. How to prepare the homeowner**
- 2. The power of proper signage**
- 3. How to use FAQ the day of the Open House**
- 4. How to get your loan officer to build attendance**
- 5. The best follow up texts, dialogue and marketing material**



OPEN HOUSE CHECKLIST for Power Agents®

PREPARE

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

PROMOTE

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

DURING OPEN HOUSE

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

www.ThePowerProgram.com



OPEN HOUSE CHECKLIST for Power Agents®

DURING OPEN HOUSE

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

TODAY'S WEBINAR OFFER

TOTAL VALUE
\$1,356



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



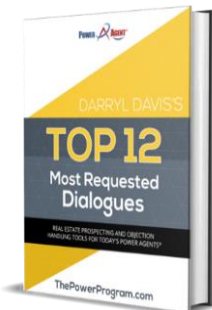
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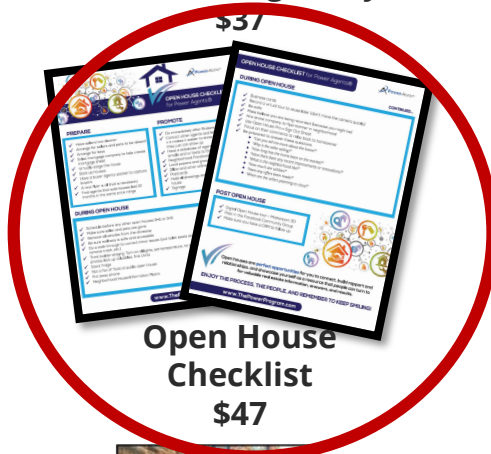
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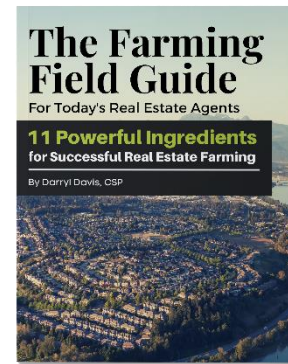
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HAVE VALUE PIECES





Kasye Adams
Picasso Realty

”

Darryl you are wonderful!! The guides are amazing!!



Using Value Pieces



Disaster Plan – Pets

[English](#) | [Espanol](#)

Favorite ☆



Easy Move Guide Offer

[English](#) | [Espanol](#)

Favorite ☆



eGuide – Easy Move Guide

[English](#) | [Espanol](#)

Favorite ☆



eGuide – Farming Field Guide

[English](#) | [Espanol](#)

Favorite ☆



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

[English](#) | [Espanol](#)

Favorite ☆



eGuide – Homeowners - 184 Things Real Estate Agents Do

[English](#) | [Espanol](#)

Favorite ☆



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

[English](#) | [Espanol](#)

Favorite ☆



eGuide – Trunk or Treat Halloween Planning Guide

[English](#) | [Espanol](#)

Favorite ☆



Value Pieces

PREPARING YOUR HOME FOR SALE

Looking At Your Home Through a Buyer's Eyes

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

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

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

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



95% of agents suggest that sellers declutter a home before putting it on the market.

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

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

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

Source: National Association of REALTORS, 2019 Profile of Home Stagers

HOME STAGING success



The most commonly staged rooms when selling:

		
93% Living Room	84% Kitchen	78% Master Bedroom

SELLER'S Guide To Real Estate



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

SELLER'S
Guide
To Real Estate



THE STEP BY STEP PLAN
TO SELL YOUR HOME

Value Pieces

THE 8 RISKS

Homeowners Take When They Choose to Sell on Their Own



1

FAILING TO PREPARE THE HOME PROPERLY FOR SALE.

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

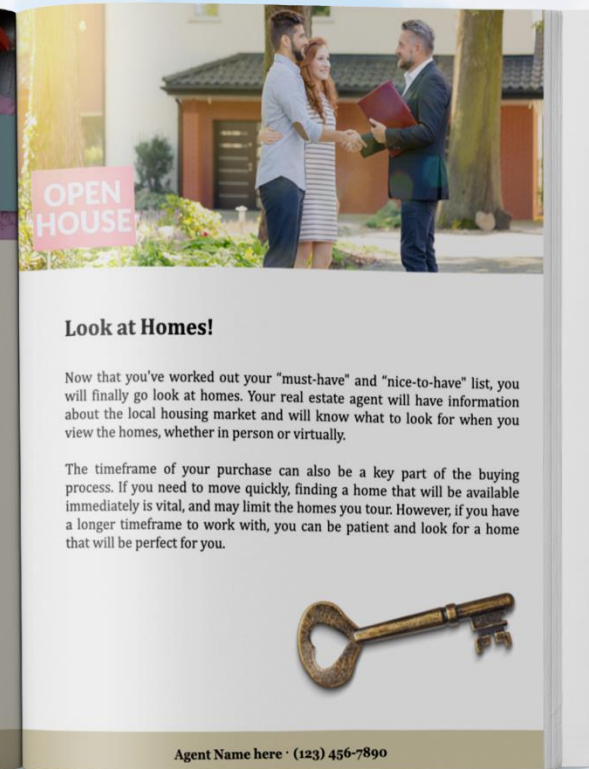
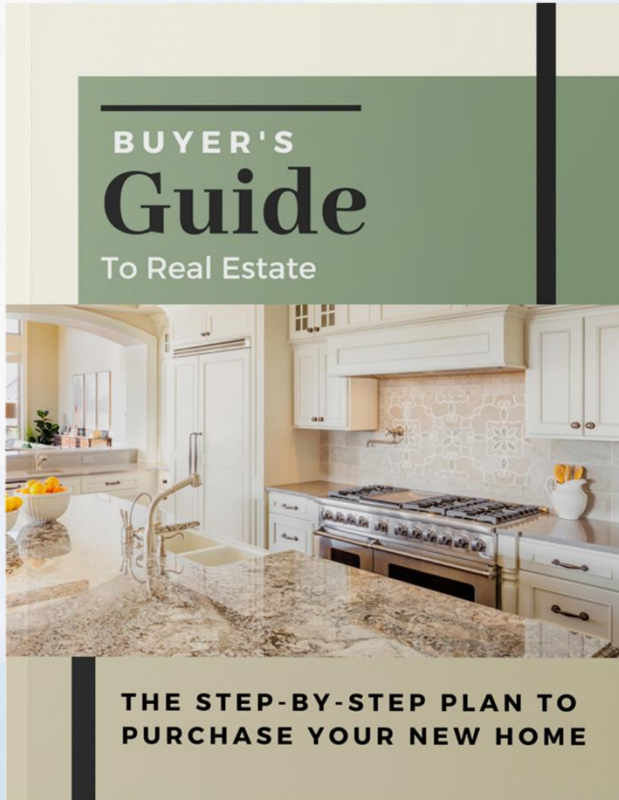


2

FAILING TO MARKET THE HOME PROPERLY.

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

Value Pieces



Value Pieces



**THE TOP
184**
things Real Estate Agents do to
to earn their commission

Agent Contact Info Here. 

63. Send "Vacancy Checklist" to seller if property is vacant
64. Explain benefits of Home Owner Warranty to seller
65. Assist sellers with completion and submission of Home Owner Warranty Application
66. When received, place Home Owner Warranty in property file for conveyance at time of sale
67. Have extra key made for lockbox
68. Verify if property has rental units involved. And if so:
69. * Make copies of all leases for retention in listing file
70. * Verify all rents & deposits
71. * Inform tenants of listing and discuss how showings will be handled
72. Arrange for installation of yard sign
73. Assist seller with completion of Seller's Disclosure form
74. "New Listing Checklist" Completed
75. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability
76. Review results of Interior Décor Assessment and suggest changes to shorten time on market
77. Load listing into transaction management software program



Agent Contact Info Here.

 POWER AGENT

Entering Property IN MULTI LISTING SERVICE DATABASE

78. Prepare MLS Profile Sheet — Agents is responsible for "quality control" and accuracy of listing data
79. Enter property data from Profile Sheet into MLS Listing Database
80. Proofread MLS database listing for accuracy — including proper placement in mapping function
81. Add property to company's Active Listings list
82. Provide seller with signed copies of Listing Agreement and MLS Profile Sheet Data Form within 48 hours
83. Take additional photos for upload into MLS and use in flyers. Discuss efficacy of panoramic photography

Marketing THE LISTING

84. Create print and Internet ads with seller's input
85. Coordinate showings with owners, tenants, and other Realtors®. Return all calls — weekends included
86. Install electronic lock box if authorized by owner. Program with agreed-upon showing time windows
87. Prepare mailing and contact list
88. Generate mail-merge letters to contact list
89. Order "Just Listed" labels & reports
90. Prepare flyers & feedback faxes
91. Review comparable MLS listings regularly to ensure property remains competitive in price, terms, conditions and availability

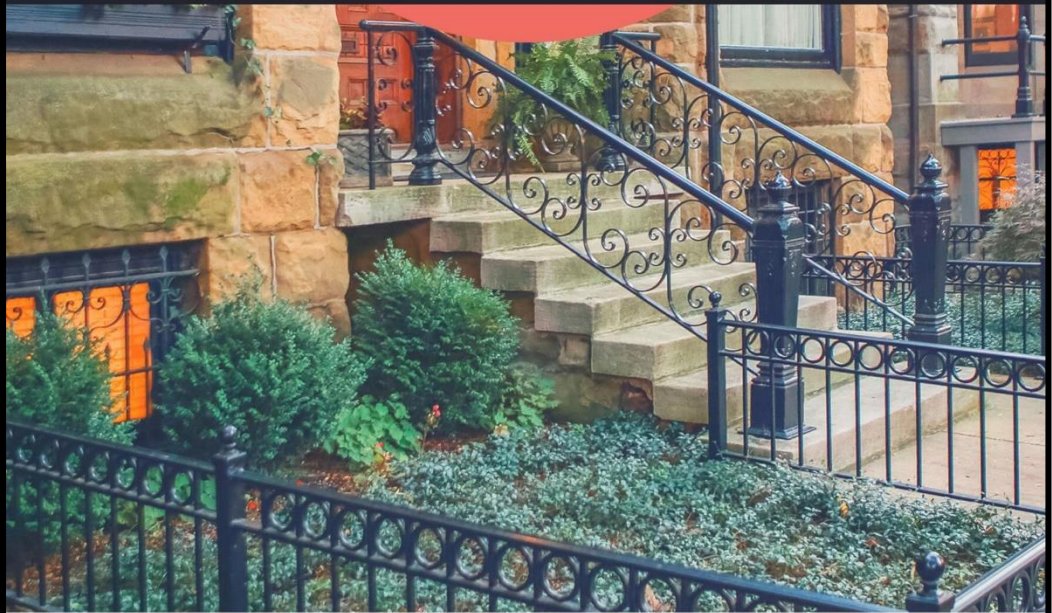
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 POWER AGENT

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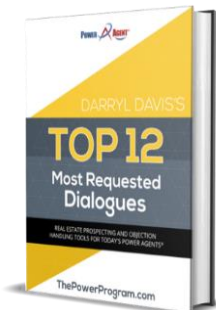
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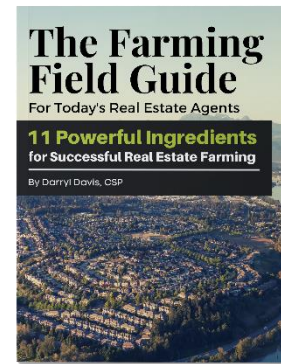
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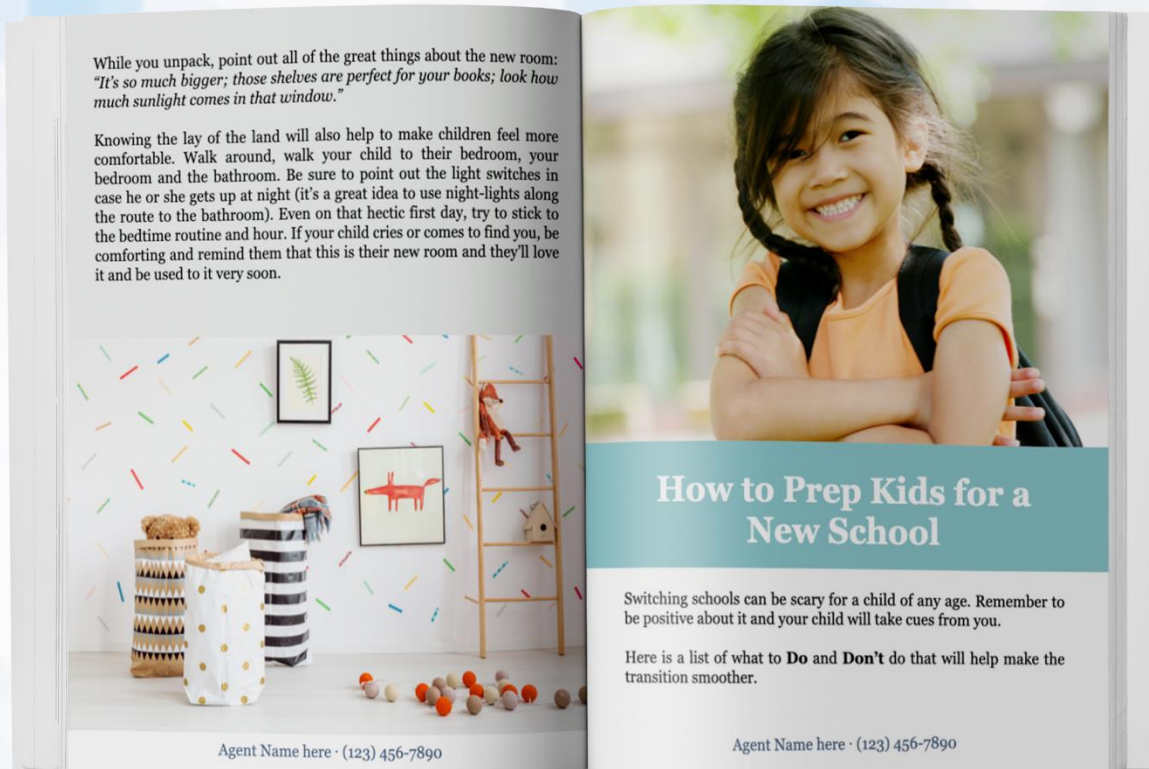


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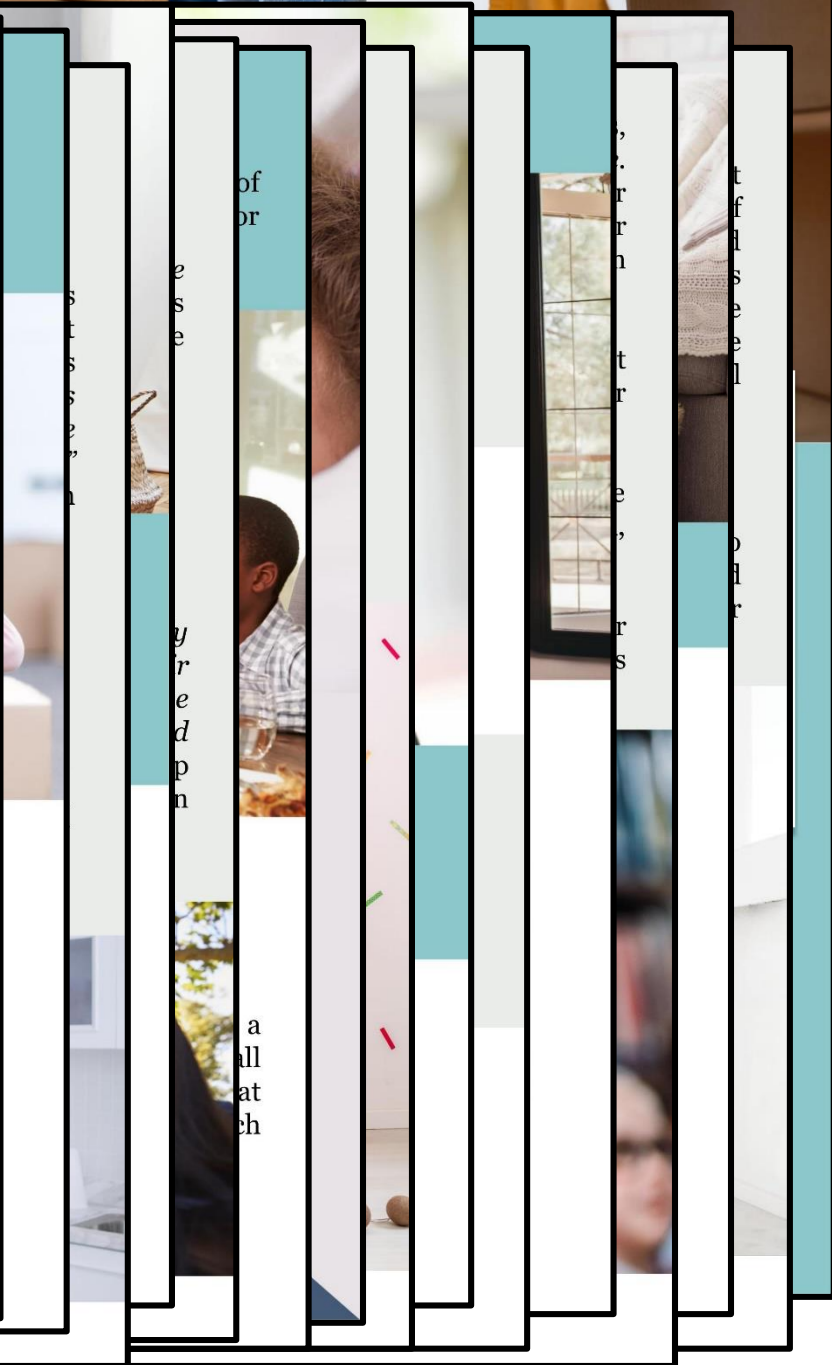
Value Pieces





Good Move

—
How to Make Moving
Easier on Kids



Value Pieces



Get Packing Supplies

You can save a lot of money by collecting free moving boxes from local businesses and retailers such as grocery stores, liquor stores etc, as well as using laundry baskets, bins, suitcases, and other large bags to move your items. Don't forget to label all your boxes with the room they are to go into, and if you want to list a quick summary of the contents, that can help tremendously when searching for something after the move.

The Right Tool for the Job

Is this your first home? If yes (and even if no), start thinking about whether or not you will need such things as a lawnmower, rake, snow shovel, sprinklers, or even a household toolkit to maintain your new home.

Do You REALLY Need It?

When packing, take the opportunity to evaluate your belongings. If you haven't used it in years, you probably don't need it. Don't move it if you don't use it! Things like clothes that mysteriously shrunk a few sizes or furniture that you no longer want can be donated and note what needs to be replaced after you move. You could even host a garage sale to make a little extra cash to fund your move.

Pack the Essentials Box

There are certain things that you are going to need on your first day in your new home. Fill a box with these essentials such as toilet paper, paper towels, a shower curtain & rings, a lamp or two, extension cords, eating utensils and paper plates, and trash bags will make your first day and night in your new home easier.

Have an overnight bag packed for each family member that contains pajamas, toothbrush and toothpaste, medications, and a change of clothes or two as well as any personal items they might want right away.

You may even want to have air mattresses and bedding, snacks, water, and other essentials you might need in the first 24 hours...just in case!



Pet Love

Are you moving with a pet or two? Make sure you have some of their food and toys in the "Essentials" box, as well as any crates, litter, bones, and dishes.

On moving day, keep your pets in a quiet room with the door shut, or at a friend's house. This will ensure that your cat or dog won't get scared and try to make a quick getaway while the movers load up the truck. During the moving process, try to keep your pet's routine as normal as possible. For great advice making this transition as safe and stress-free as possible, you can [check out this site](#) for more tips.

HAVE THE CORRECT MINDSET









One Idea Per Month



One Sale Per Month = \$5,000



$\$5,000 \times 12 = \$60,000$ EXTRA Per Year



Improve your skill 10% a month

That's
120%
in a Year

That's how you
DOUBLE your
Income

HAVE A SUPPORT STRUCTURE



6:41:32

New York Road Runners

ING NEW YORK CITY MARATHON



City of New York
Parks & Recreation



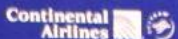
NEW YORK CITY
MARATHON



NEW YORK
ROAD RUNNERS

WORLD MARATHON MAJORS
BOSTON BANGOR BIRMINGHAM CHICAGO LOS ANGELES NEW YORK

THE RUDIN
FAMILY



THE RUDIN FAMILY



finish





To Summarize.....

1. FSBOs & Expireds
2. Cold Call
3. Hit the Street
4. Participate In Life
5. Consistently Mail
6. Public Open House



PLUS.....

- **Have Value Pieces**
- **Have the Correct Mindset**
- **Have a Support Structure**

