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How to Get More Listings At High Commissions

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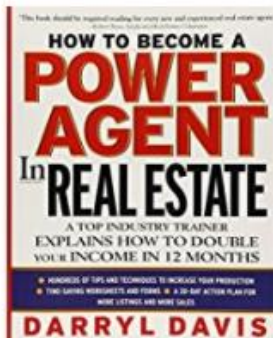
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by Darryl Davis

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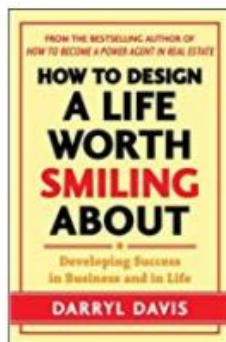
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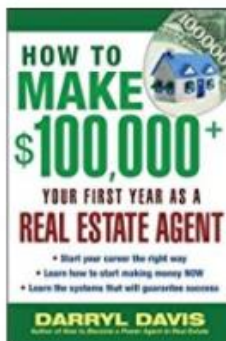
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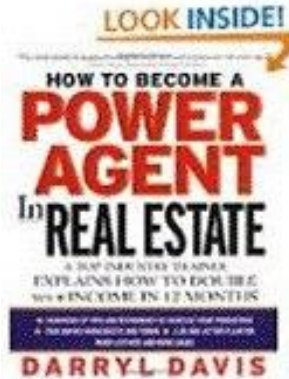
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***How to Get
More Listings
At High
Commissions***



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This Webinar Is For Our POWER Agents® & Our Guests



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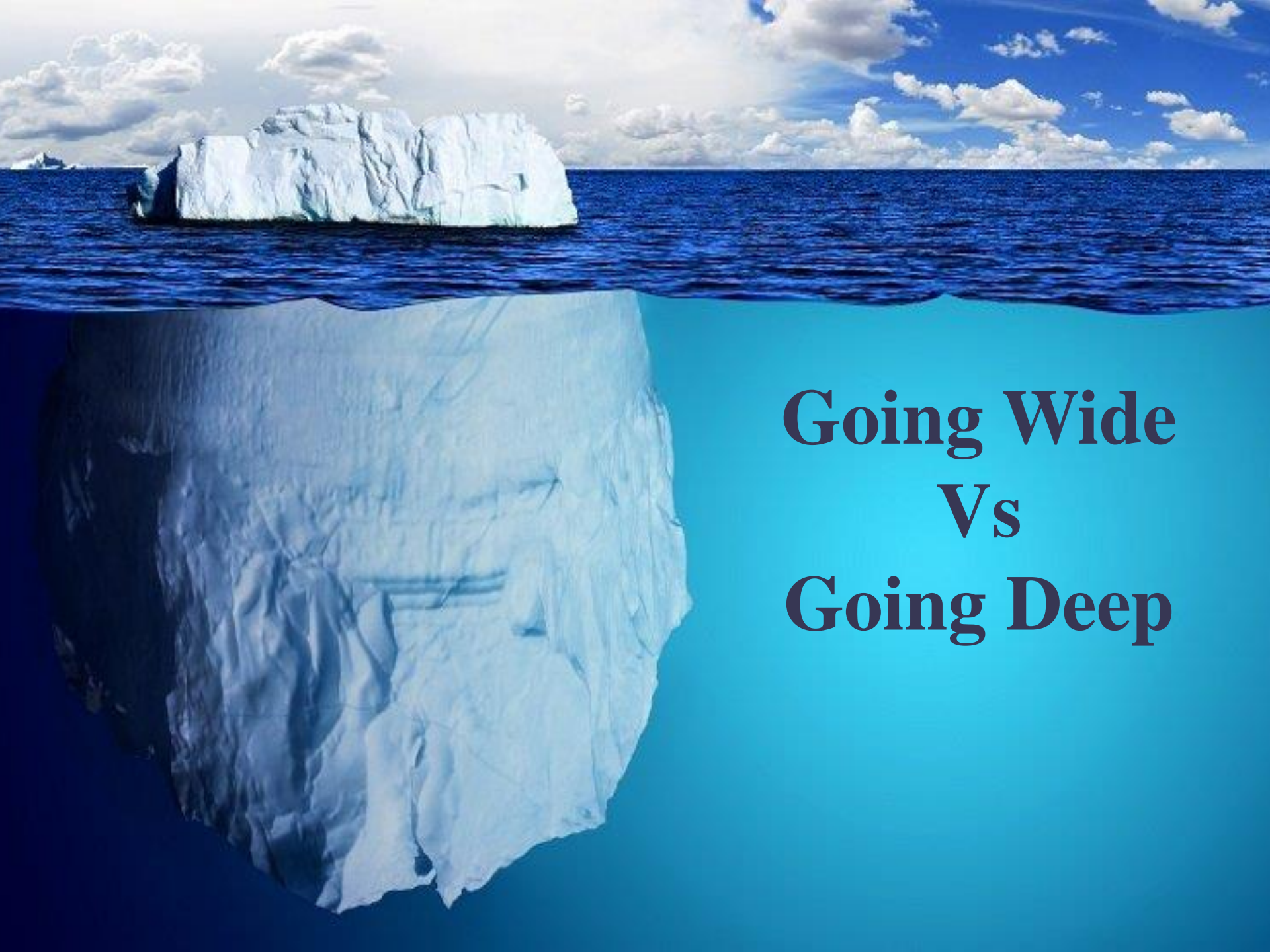
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Going Wide

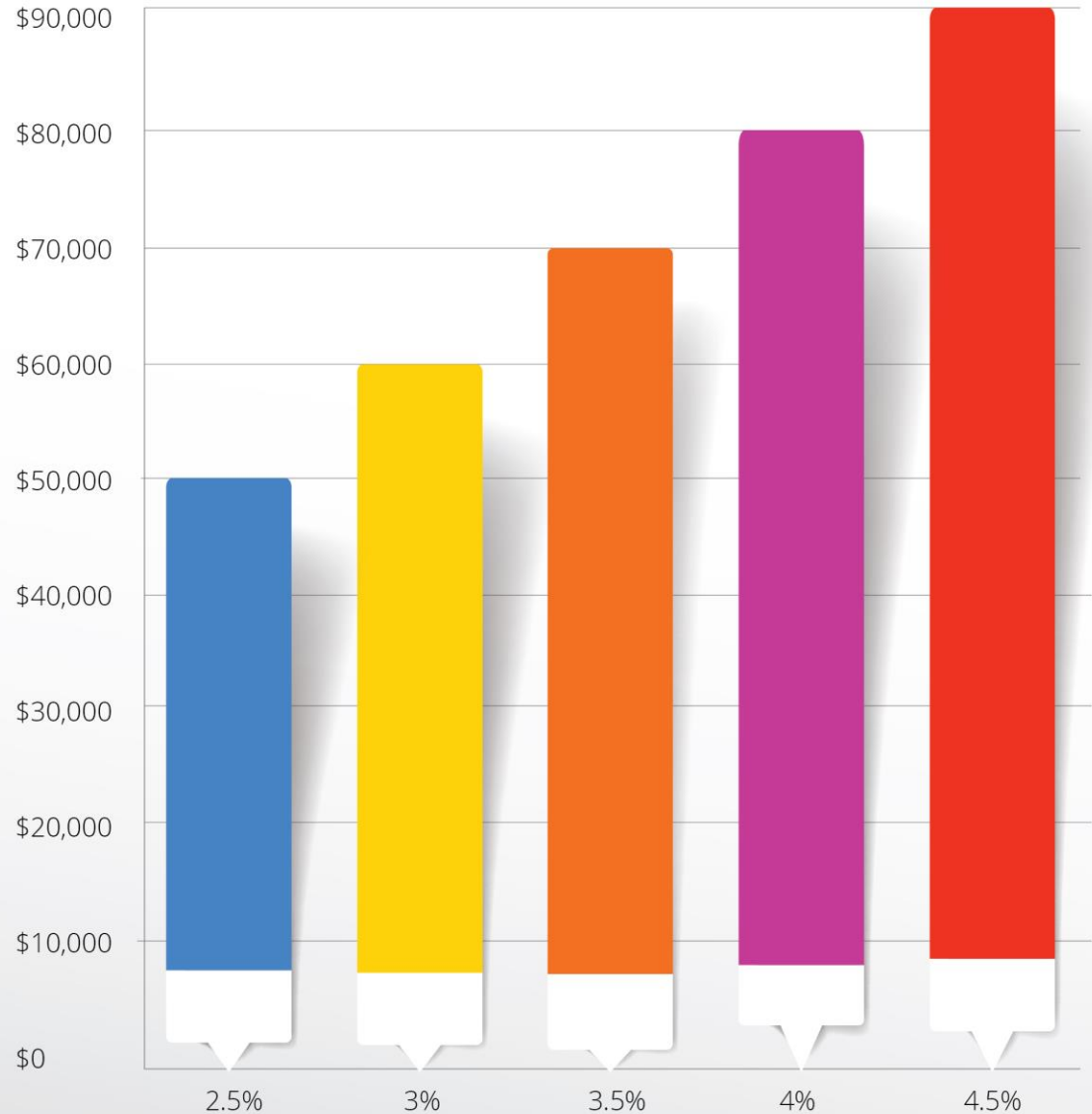


**Going Wide
Vs
Going Deep**

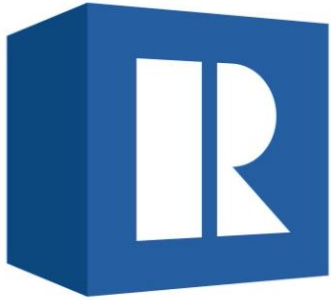
A Word About Commission Percentages....



**Assume
10 Sales at
\$200,000
Selling Price
Each**



A \$10,000 Raise per 0.5% Increase!



**NATIONAL
ASSOCIATION OF
REALTORS®**

Membership Report

March 2022 1,531,070

April 2022 1,547,699 +16,000

1-Year Ago To Date 1,484,549 +63,000

**Competition is increasing
You NEED to become MORE SKILLED**



COMMISSION CONCEPTS

Have more leads than
you can possibly handle



REDX



Refer A Friend



RPR



Servicing Sellers



Social Media



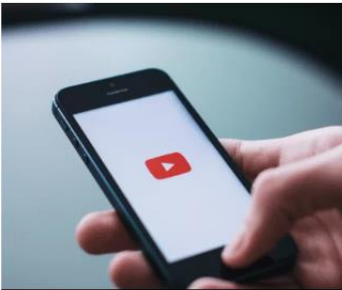
Suggestions



Tech Tools & Training



Time and Money Management



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PRESENTED BY DARRYL DAVIS, CSP

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POWER Builder CRM Spotlight
With Special Guest Shannon McGee
Sales Director, IFACT Contact

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22/04/13 - The BEST Listing Appointment Objection Handlers For 2022
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22/04/07 - Brainstorming Session 10
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How to Generate Leads and Consistently Set Listing Appointments
With Special Guest Tyler Fenn
Vice President of Sales REDX

22/03/31 - Generate Leads and Consistently Set Listing Appointments
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FREE ONLINE TRAINING PRESENTED BY DARRYL DAVIS, CSP
HOW TO FEEL CRAZY CONFIDENT ON YOUR LISTING APPOINTMENT
WEDNESDAY, MARCH 23, 2022
12-1 PM EASTERN US-10 AM PACIFIC

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

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How to Use the NEW Power Print-on-Demand Portal
Learn how you can now take your Power

Free Online Training Presented by Darryl Davis, CSP
Your 12 Month Marketing Calendar For Success
WEDNESDAY, MARCH 16, 2022

22/04/07 - Brainstorming Session 10
Favorite ☆

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							

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COMMISSION CONCEPTS



**MOST Commission Objections
Happen Because of a Weak
Listing Appointment**



R.E.A.L

Rapport

Engage

Advice

List & Leave





COMMISSION CONCEPTS

First validate the **industry**,
then validate **yourself**

Real Estate Realtor®



Getting the **Best Possible Price**

PRICE



BUYERS



EXPOSURE



**MARKETING
TOOLS**



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

FOR SALE BY OWNER
Selling Price

REALTOR
Selling Price



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



Hire a Professional



Doctor



Lawyer



Accountant



Real Estate Agent



SELLOPOLY

<p>START HERE</p> <p>GO</p>	<p>DETERMINE</p> <p>The current value of your home on today's market</p>	<p>PREPARE</p> <p>Personalized marketing campaign.</p>	<p>STAGE & PHOTOS</p> <p>Stage home to stand out from competition. Professional photography goes a long way in this game!</p>	<p>VERIFY</p> <p>Taxes, certificate of occupancy, survey, and all other pertinent information.</p>	<p>LAUNCH LISTING</p> <p>Launch listing on MLS, National and Local real estate websites.</p>
<p>CONGRATULATIONS</p> <p>CELEBRATE!</p> <p>Closing occurs at lending institution or attorney's office.</p>	<p>Your contact information here. Add name, company, website, email and phone number.</p> <p>POWER AGENT</p> <p>Copyright© www.ThePowerProgram.com</p>				<p>SHOWTIME</p> <p>Start showing home and host open houses!</p>
<p>FINAL WALK THROUGH SCHEDULED 24-48 HOURS PRIOR TO CLOSING</p>					<p>NEGOTIATE</p> <p>Professional manage offers to obtain maximum value with your sales associate.</p>
<p>TRANSFER UTILITIES OIL, METER READ, CALL THE MOVERS!</p>					<p>QUALIFICATION</p> <p>Confirm qualification of potential buyers.</p>
<p>TITLE SEARCH</p> <p>Title search ordered by purchaser's attorney.</p>	<p>MORTGAGE COMMITMENT</p> <p>Receive written mortgage commitment.</p>	<p>BANK APPRAISAL</p> <p>\$\$\$</p>	<p>SALE</p> <p>Execute contract of sale with attorney.</p>	<p>INSPECTIONS</p> <p>Home and termite inspections take place.</p>	<p>\$</p> <p>ACCEPTANCE OF OFFER!!!</p>



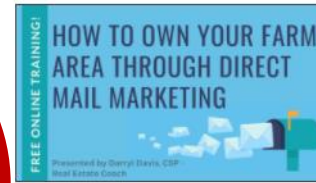
21/04/07 - The Top 10 Prospecting Scripts for Spring
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21/03/31 - Your 12-Month Marketing Calendar for Success
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Favorite ☆



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21/01/27 - The Must-Have Tech Tools in Today's Market
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21/01/20 - How to Guarantee 2021 is Your Breakthrough Year
Favorite ☆



COMMISSION CONCEPTS

- ★ There is always going to be someone who will charge less than you.
- ★ When the issue is 1%, you only need to prove you are 1% better.



COMMISSION CONCEPTS



There is no law that says you have to negotiate your commission in 1% increments.

COMMISSION CONCEPTS



- ★ **Attract sellers not based on cost but based on benefits.**
- ★ **Never address commission on the telephone.**

COMMISSION CONCEPTS



★ Use stories, metaphors and analogies

COMMISSION CONCEPTS



You have to believe whatever a seller can sell for is less than what we can sell it for, and you must believe you're worth what you charge.

Pre

- 40. Review house
- 41. Order plat map
- 42. Pr...

List

- 21. C...
- 22. F...
- 23. F...
- 24. F...
- 25. C...
- 26. I...
- 27. F...
- 28. F...
- 29. F...
- 30. F...
- 31. F...
- 32. F...
- 33. F...
- 34. F...
- 35. M...
- 36. M...
- 37. C...

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...

The

- 78. Prepa...
- 79. Enter...
- 80. Proo...
- 81. Add...
- 82. Prov...
- 83. Take...

A

- 111. 128.0
- 112. 129.0
- 113. 130.0
- 114. 131.0
- 115. 132.0
- 116. 133.0
- 117. 134.0
- 118. 135.0
- 119. 136.0
- 120. 137.0
- 121. 138.0
- 122. 139.0
- 123. 140.0

Tr

- 84. Crea...
- 85. Coor...
- 86. Insta...
- 87. Prepa...
- 88. Gene...
- 89. Orde...
- 90. Prepa...
- 91. Revis...

- 124. 146.0
- 125. 147.0
- 126. 148.0
- 127. 149.0
- 128. 150.0
- 129. 151.0
- 130. 152.0
- 131. 153.0
- 132. 154.0
- 133. 155.0
- 134. 156.0
- 135. 157.0

- 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.

Agent Contact Info Here.

Agent Contact Info Here.

Agent Contact Info Here.





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



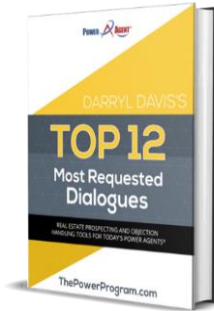
1+ Hour Coaching Video, How to Deliver a Listing Conversation \$297



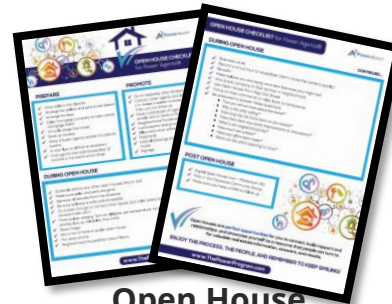
Top 100 Ideas to Get a Listing Today \$37



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



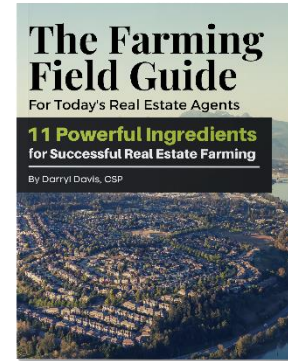
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Why Sellers Can't Save Selling On Their Own



1. FSBO Buyers Want a Bargain

Which Buyer Would You Want?



- OR -





Kelley Blue Book
THE TRUSTED RESOURCE

Used Car Prices

2016 GMC Yukon Denali Sport Utility 4D

Wading River, NY 11792

Edit Options Typical Mileage: 64,326 Edit

See Trade-in Value

17 MPG

Combined Fuel Economy

4.0 ★ Consumer

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Pricing

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

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

Typical Listing Price
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Used 2016 GMC Yukon 4WD
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Mileage: 49000

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Used Car Prices

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Edit Options Typical Mileage: 64,326 Edit

See Trade-in Value

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

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36 miles away



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

Mileage: 49000

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Based on: **Very Good Condition**

Valid for ZIP Code 11792 through 10/5/2020

Important info & Definitions

Valid for ZIP Code 11792 through 10/5/2020

5%



Why Sellers Can't Save Selling On Their Own



1. FSBO Buyers Want a Bargain
2. Published Proof FSBOs Lose Money

At home

'For sale by owner' can be a hard sell

Agents often worth their weight in commission

By Joyce Cohen
Special for USA TODAY

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

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

By Thanksgiving, in despair, they had hired a real estate agent.

"We didn't know what we were doing. We thought it would be easier," says Skuladottir, whose family, which includes a 9-year-old daughter, needed more space. "I would go through a broker again, not a question. After she took over, it was such a relief."

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

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

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

In hindsight, Skuladottir realizes



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

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

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

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

since most of the lookers were curious neighbors.

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

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

Between paying for advertising, maintaining two residences for several months, and selling investments for the down payment on their new home, Skuladottir estimates the family lost \$40,000 by forgoing an agent in the first place.

Though nearly half of FSBO sellers cite saving the commission as the big reason to go it alone, a home's price is negotiable, and selling at the low end of the range can cancel out any savings. Tim and

Beth Connelly of Cromwell, Conn., found that buyers looking for FSBO homes were also looking for a deal.

"Everybody said, 'You are saving all this money and don't have to pay the commission, so we are going to lowball you,'" says Tim Connelly. "But you are taking time to show the house, and going through the labor and the cost for the advertising."

The Connellys, who have a 21-month-old daughter, decided that their four-bedroom house was too big for a family of three.

In November they bought a nearby house they found on forsalebyowner.com, one of several Web sites giving broad exposure to FSBO homes. It had been listed for just two days. All concerned had such a wonderful experience, says Connelly, that "at the end of the closing, there was a group hug."

So they had no reason to think it wouldn't be simple to sell their own home FSBO. They advertised their house, asking \$394,500, on

the same site and in several local papers. Their Web listing received 5,600 hits, but only about 30 people expressed serious interest, Connelly says. Of those who made appointments to view the house, a third didn't show.

After two months, he called a real estate agent. The Connellys have a tentative buyer, but the deal could still fall through. The asking price has dropped to \$379,900.

Connelly believes the home has certain qualities that make it a bad bet for FSBO. It's located on a dead-end street, with no drive-by traffic. The backyard brook and in-ground pool don't show from the street. Nor did the extensive landscaping, which in the winter was blanketed by snow.

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

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

On your own or with help?

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

■ FSBO ■ Agent-assisted

Median selling price

■ \$137,400

■ \$175,000*

Median income of seller

■ \$74,100

■ \$78,000

The percentage of homes sold by the owner is falling:



* After paying a 6% commission.

Source: National Association of Realtors, based on 400 national surveys, 4/15/02-2002.

By Frank Parrino, USA TODAY

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

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

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

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

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

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

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

Contributing: Nadva Stefanova

AGENTS NET MORE

\$175,000



Median Selling Price
for Real Estate Agents

\$137,400



Median Selling Price
for a FSBO

According to



"Agent Assisted Sold Houses" sell

21.49% Higher

than FSBO sold homes



2.7 MILLION
POTENTIAL BUYERS
MONTHLY

\$14,760
AVERAGE SELLER
SAVINGS

7X MORE
VISITORS THAN ALL
BY-OWNER SITES

#1
AMERICA'S TOP
FSBO SITE



It's your equity. Why give it to an agent?

See what your savings can do for you.*

House Price

\$100K

\$2.5M

SAVE \$105,050

HOUSE PRICE \$2,101,000



College Fund

Your equity savings can help pay for college.



House Remodel

Use your savings to upgrade your new home.



Wedding Fund

Help pay for the big day with the money you save.

THE WALL STREET JOURNAL.

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

***** \$1.20

encompass

EUR 1.2121 \$1.54 12.04% NASDAQ 2,051.70 ▲ 1.2% S&P 500 1,294.85 ▼ 0.4% 10-YR TREAS 4.24/12 100.00 100.00 OIL 51.12 \$1.76 GOLD 512.20 ▼ 10.00 EURO 1.1302 YEN 111.12

RATING GAME

Microsoft Remains Favorite

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

...the 2007-08 fiscal year for the first half of fiscal 2008 as corporate income-tax revenue fell. A12

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

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

■ Nipolis voted for lawmakers who will write a constitution intended to bring stability and unity and the majority. A8

■ The DOT investor approval

...in coveted Triple-A rating.

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

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

...to purchase shares through MySpace. Microsoft's MSN and Yahoo! are a separate company people familiar with the matter said.

But people close to Microsoft discounted the likelihood that it

ADN MSN Yahoo Google

Microsoft's share price rose 37% in six years.



Article appeared August 23, 2011

THE WALL STREET JOURNAL.

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

***** \$5.00

encompass

EUR 1.2420 \$1.4547 0.00% NASDAQ 2053.70 ▲ 1.2% S&P 500 1294.85 ▼ 0.4% 30-YR TREAS 4.7412 ▼ 0.0001 OIL 51.1215 ▼ 0.10% GOLD 1242.00 ▼ 10.00 EURO 1.3362 YEN 111.12

RATING GAME

Microsoft Remains Favorite

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

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

\$129,000 Commission

Article appeared August 23, 2011



2.7 MILLION
POTENTIAL BUYERS
MONTHLY

\$14,760
AVERAGE SELLER
SAVINGS

7X MORE
VISITORS THAN ALL
BY-OWNER SITES

#1
AMERICA'S TOP
FSBO SITE

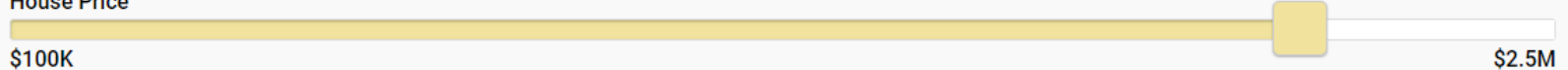


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Why give it to an agent?

See what your savings can do for you.*

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SAVE \$105,050

HOUSE PRICE **\$2,101,000**

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Your equity savings can help pay for college.

House Remodel

Use your savings to upgrade your new home.

Wedding Fund

Help pay for the big day with the money you save.



"Thanks Buy Owner!"

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Our Full Service Marketing Experts Will Assist You From Start Until Sold!

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- › Monthly Market Updates
- › Coordinating Of Showings

- › Social Media Marketing: Facebook, Twitter, YouTube
- › Printable Flyers
- › Your Home on MLS, Trulia, Realtor.com, Zillow
- › Brochures
- › Real Estate Agreement
- › Contract Review (attorney assistance)

- › Your Home on MLS, Trulia, Realtor.com, Zillow
- › Monthly Market Updates
- › Email Center (keeps your personal email id hidden)
- › No Additional Listing Fees at Closing!
- › Pick the options right for you

"Thanks Buy Owner!"



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



BuyOwner.com CEO hires a Realtor

By Josh Salman

Published: Thursday, May 15, 2014 at 1:00 a.m.

Last Modified: Wednesday, May 14, 2014 at 7:14 p.m.

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

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

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

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



Enlarge

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

Facts

NOT USING BUYOWNER.COM:

4 New Luxury Models Coming Soon!
In Golf Course and Waterfront Communities



MOST READ MOST EMAILED MOST RECENT

- Cyclist killed in crash is identified
- Business buzz: Applebee's decor goes local; Punta Gorda stroke center wins award
- UTC built on a digital foundation
- Mobile home park near stadium is sold
- Wednesday letters

More Videos



SNN: FHP Trooper, 2 Others Die in I-75 Accident



SNN: SWAT Team Responds to Sarasota Home



28 Celebs Who Have Severe Illnesses

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Why Sellers Can't Save Selling On Their Own



1. FSBO Buyers Want a Bargain
2. Published Proof FSBOs Lose Money
3. Third-Party Negotiating

Show Business Rule #1

The Talent Never Talks To The Money



Show Business Rule #1

The Talent Never Talks To The Money

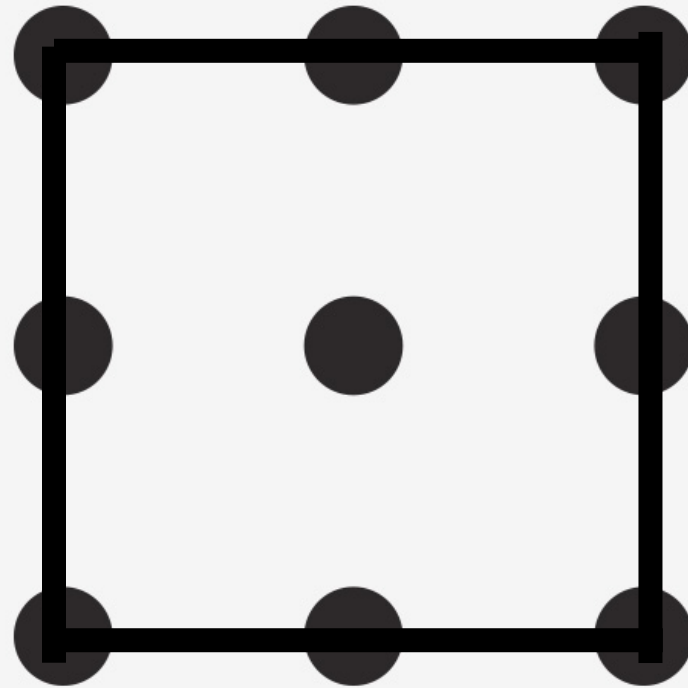


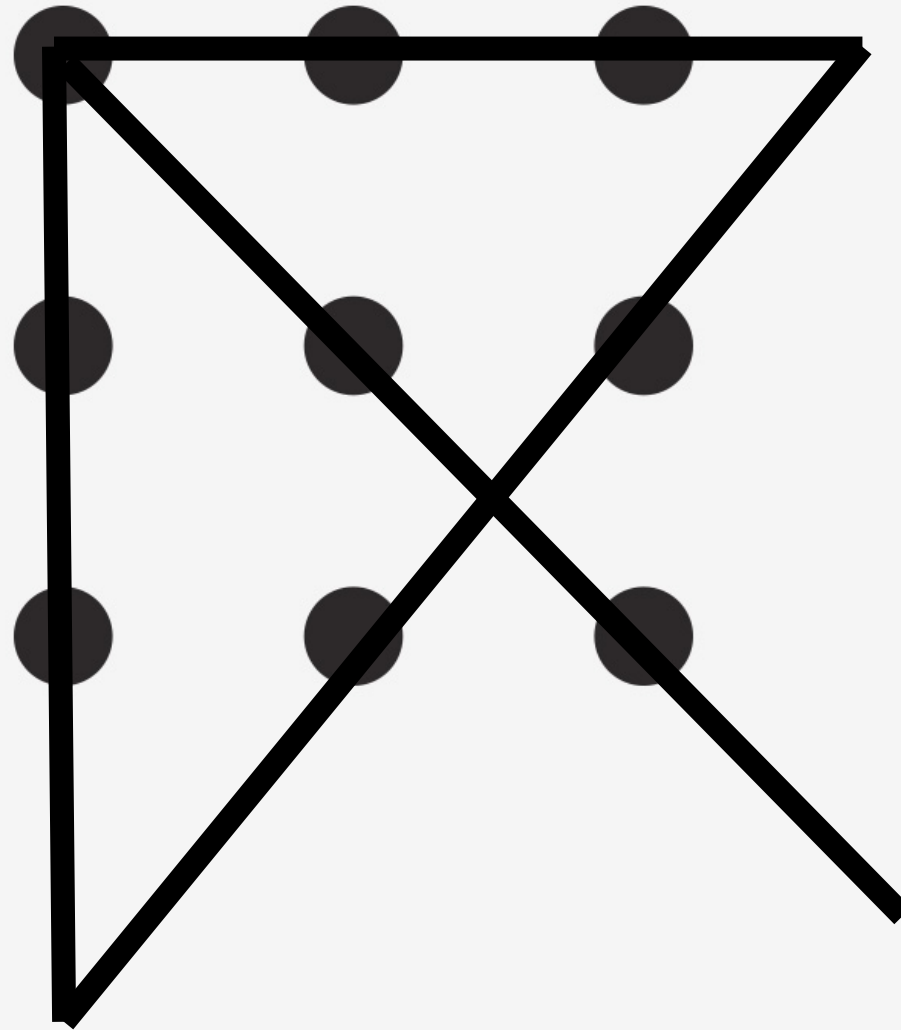
Attorneys Hire Attorneys



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









Why Sellers Can't Save Selling On Their Own



1. FSBO Buyers Want a Bargain
2. Published Proof FSBOs Lose Money
3. Third-Party Negotiating
4. Agents Have More Resources



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





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



TODAY'S WEBINAR OFFER

TOTAL VALUE
\$1,856



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



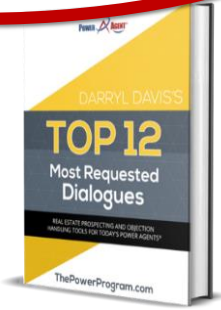
1+ Hour Coaching Video, How to Deliver a Listing Conversation \$297



Top 100 Ideas to Get a Listing Today \$37



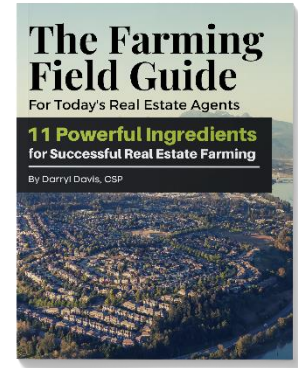
New Agent Starter Success Kit (29 Pages) \$127



Darryl's Top 12 Most Requested Dialogues \$157



Open House Checklist \$47



The Ultimate Farming Field Guide \$97



184 Ways An Agent Earns Their Commission \$47

PLUS...

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

Objection

Discount Broker







John Ruskin

(February 8, 1819 – January 20, 1900)

“When you pay too much, you lose a little money, that is all. When you pay too little you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do.”

LASIK

at Dartmouth-Hitchcock

"I've been thrilled with the changes in my life since I had LASIK at DHMC."

Anick Sarantopoulos
Upper Valley Crystal, Inc.
West Lebanon, New Hampshire



yhc

Health Check:
are you up
to date?

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Fitness
for Men!

HEALTH CONNECTION
Wellbeing

Prostate
Cancer:
cause and
cure

Dr. Khanna:
A Vision of Hope

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1-508-717-0270

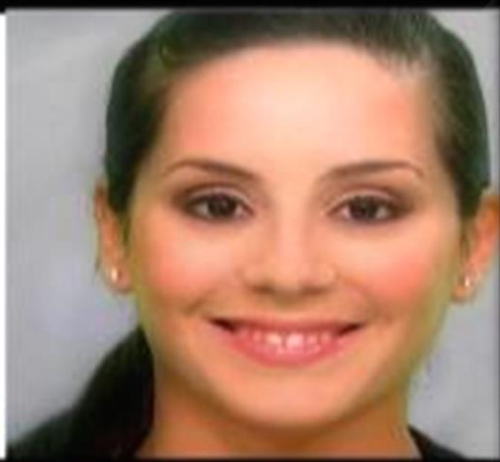
Any employee or immediate family member (wife's spouse and children living in the same household) is eligible for these benefits. Please present your identification card to receive the benefits listed above. For more information regarding these services & benefits please call Advanced Eye Centers at 508-717-0266, ext. 38 and ask to speak to a benefits representative.

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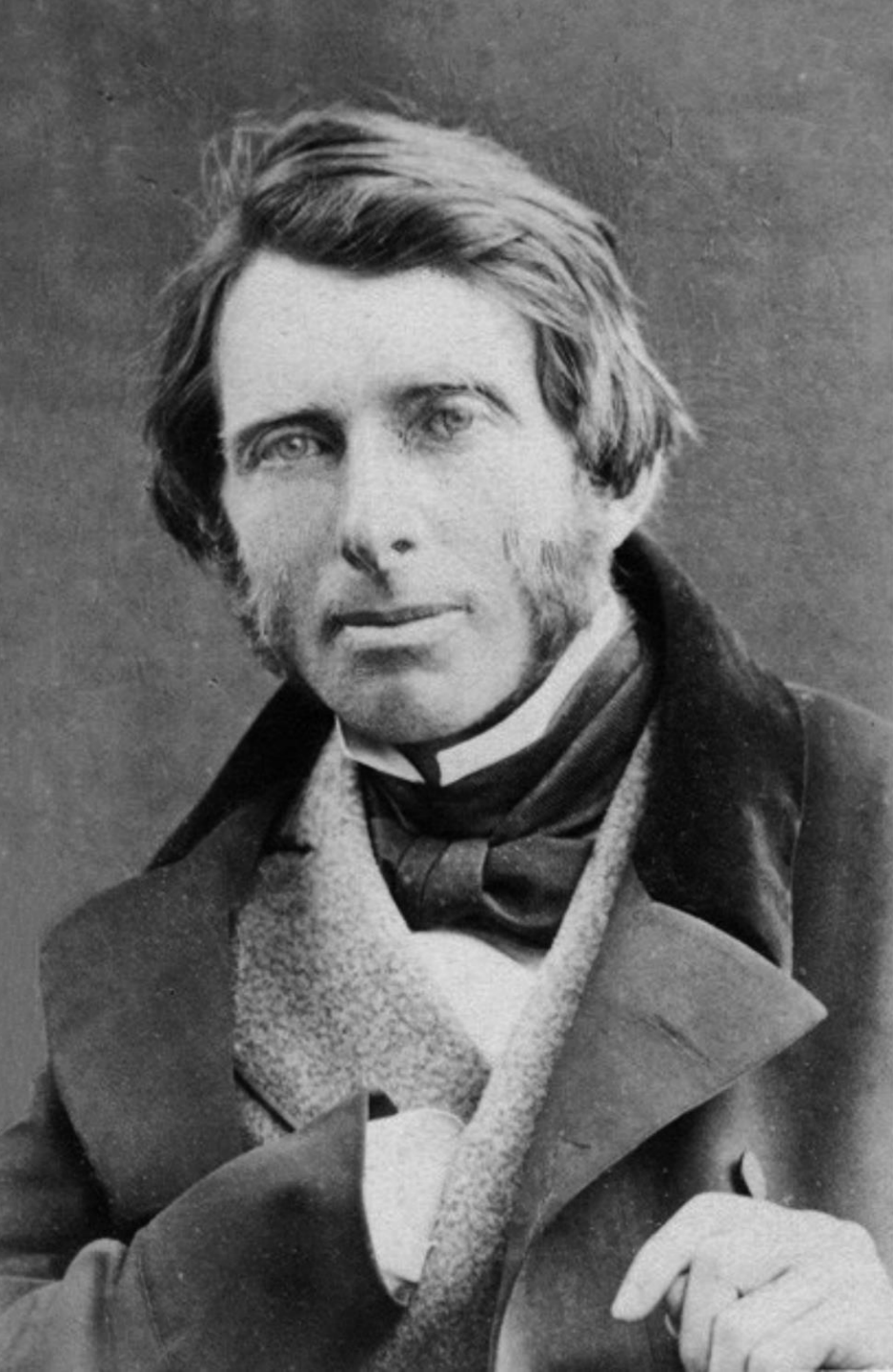
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*This Week's
Special*

**Brain Surgery:
20% OFF!**



John Ruskin

(February 8, 1819 – January 20, 1900)

***There is hardly anything
in the world that
someone can't make a
little worse and sell a
little cheaper and people
who consider price alone
are this man's lawful
prey.***

SIGN UP 1-888-FOR-SALE (367-7253)

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2.7 MILLION
POTENTIAL BUYERS
MONTHLY

\$14,760
AVERAGE SELLER
SAVINGS

7X MORE
VISITORS THAN ALL
BY-OWNER SITES

It's your
Why give it
See what your sa

House Price
\$100K

College Fund

Your equity savings can help pay
for college.

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OWNER**

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Our Full Service Marketing Experts Will Assist You From Start Until Sold!

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- > Professional Photography
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- > Monthly Market Updates
- > Coordinating Of Showings

- > Social Media Marketing: Facebook, Twitter, YouTube
- > Printable Flyers
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- > Brochures
- > Real Estate Agreement
- > Contract Review (attorney assistance)

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- > Email Center (keeps your personal email id hidden)
- > No Additional Listing Fees at Closing!
- > Pick the options right for you

"Thanks Buy Owner!"



\$170
1 year: \$170



\$1,550
Lifetime





John Ruskin

(February 8, 1819 – January 20, 1900)

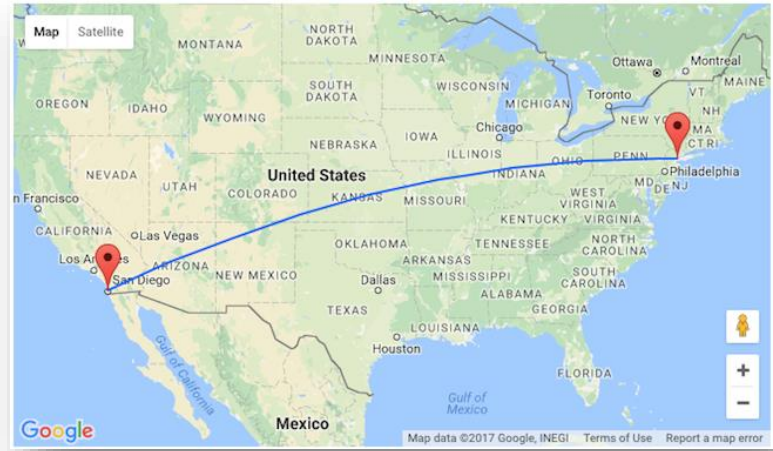


***The common law of
business balances
prohibits paying a
little and getting a lot.
It can't be done.***

You Get What You Pay For



Coach or First Class




POWER
AGENT®





Airline:
Be More
Profitable

Tell Customer:
Same Great
Service

 **SkyRider 2.0**



**YOU GET
WHAT YOU
PAY FOR**

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**YOU GET
WHAT YOU
PAY FOR**

 SkyRider 2.0

So do you want to fly coach or First Class?



A silver SUV is shown from a side-rear perspective, parked on a paved road. The background features a sunset with a warm orange and yellow sky and silhouettes of trees in the distance.

3

Ways to TRAVEL





Beware!



An Up-Front Apology

6% Commission



The amount that covers expenses and generates a profit

5% Commission



14% cut in pay

4% Commission



29% cut in pay

3% Commission



43% cut in pay

★ AGENT COMPARISON CHART ★

QUESTIONS	YOUR TEAM NAME	AGENT 2	AGENT 3
Professionally Catered Broker's Open house	✓		
Professional Photography	✓		
Above Average Selling Broker Commission offered	✓		
Showed REALTOR® Code of Ethics	✓		
Professional Floor Plan Sketch	✓		
Neighborhood Open House	✓		
Post Open House Follow-up & Reporting to Homeowner	✓		
100 Just Listed postcard mailing	✓		
Interactive Sign Texting Software	✓		
Free Home Warranty Service	✓		
Public Open House with 15-foot banners	✓		
Pay for a preliminary home inspection?	✓		
100 Customized Business Cards	✓		

When making the decision to sell your home, it is important to find the right REALTOR® to get the job done the first time. It is not about speed, or the MLS. We are successful because of our commitment to consistent and clear communication from list to close and we have the experience, tools, resources, and character to ensure results you can count on.

Call on us anytime at xxx-xxx-xxxx. We're here to serve.



Agent or team photo, logo, and contact information here.

Showed REALTOR® Code of Ethics	✓
Professional Floor Plan Sketch	✓
Neighborhood Open House	✓



Time Is Money

My Company

Average Days on Market =

Other Company

Average Days on Market =



Bring a Buyer & I'll Pay – “You’re paying to have professional licensed trained agents work against you.”

Will you cut – No

The Other Agent Will Take Less – “If an agent is so quick to give away their money to get your listing, how quick will they be to give your money away just to make a sale?”

“If I could do it for the same percentage as the other agent, would you hire me?”



“The commission is actually a marketing tool. The more you pay, the more showings you get, which means a higher sales price to you.”

“If selling a house was as simple as placing an ad in the paper, you wouldn’t have to be licensed by the state to help other people” (then go over some of the legal forms).



**Power Agent
Comments!**