

Real Estate Essentials

Course Workbook



Purpose and Structure

The objective of this course is to provide the most important real estate training information in sequentially ordered bite-sized chunks, coupled with action items, so that you can quickly launch and scale your business.

Consider me a guide. I'll be introducing you to essential concepts and strategies for building a real estate sales business, and you'll need to study, practice, and implement these things quickly to earn the best results. Decide to become an expert, and begin to master your craft through this roadmap. Competence leads to confidence!

Expected Results:

30 Days - First Signed Client

60 Days - Under Contract with 1+ Clients

90 Days - Received 1+ Commission Checks

Simple, not easy. There is no hidden secret to being successful in real estate sales, or any sales business for that matter. Model those before you by executing and mastering the foundational income-producing activities outlined in this course and begin earning consistent income.

The screenshot shows a course interface for 'Prep Day 1' with 4 lessons. The first lesson is 'What to Expect'. A video player is visible with a play button. Below the video, there's a 'Complete' button, a message 'Great Job! Keep Going!', and a link to 'The Science of Achievement'. To the right, there's a 'Downloads' section with a 'Course Workbook' link, and an 'Instructor' section featuring a photo of Joe Quattrucci and his bio: 'I created this course to give you a clear sense of direction as you begin your real estate career. There's a lot of new information that you'll need to learn and...'. The top navigation bar includes 'Essentials Course Master / Modules / Prep Day 1 / What to Expect'.

Fail often, fail fast, and fail forward. Failure is the key to growth, and the faster you're willing to fail, the faster you'll learn, adapt, and eventually succeed. Studying and practice are important, yet until you take action there will be no results. Allow the feedback you get in the beginning to help mold the type of agent you strive to be.

Finish this course in 30 days with the most important tools, skills, resources, and focus so you can successfully launch and scale your real estate business.

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Science of Achievement

Rules and recipes that create a predictable and consistent outcome. In real estate, we know exactly what activities lead to what results.

Use the **Ultimate Success Formula** to achieve any goal:

- 1. Know Your Outcome**
- 2. Know Why It's Important to You**
- 3. Take Massive Action**
- 4. Measure Your Results**
- 5. Adapt Your Approach**

Art of Fulfillment

While there is a *science* to achieving success in business, there is also an *art* to achieving fulfillment while you do it. Fulfillment looks different for each person, but is based on two core concepts:

- **Growth** includes the skills you'll need to develop as a professional, and your ability to recognize your progress.
- **Contribution** means to give. You'll always be paid in direct proportion to your value to the marketplace.

The quality of the questions you ask yourself will determine the quality of the answers you get. I'll be helping you ask yourself questions throughout this entire course, so take the time to answer them for yourself honestly and completely.

Business Map

Acknowledge Your Current Reality: See things for how they are. What is the current reality of where you are in each of these areas of your life?

1. On a scale of 1-10, how would you rate your **personal life?** _____
Why? What would make it a 10?

2. On a scale of 1-10, how would you rate your **relationships?** _____
Why? What would make it a 10?

3. On a scale of 1-10, how would you rate your **career?** _____
Why? What would make it a 10?

4. On a scale of 1-10, how would you rate your **physical health?** _____
Why? What would make it a 10?

5. On a scale of 1-10, how would you rate your **spiritual life?** _____
Why? What would make it a 10?

6. On a scale of 1-10, how would you rate your **finances?** _____
Why? What would make it a 10?

7. On a scale of 1-10, how would you rate your **emotions?** _____
Why? What would make it a 10?

Know Your Outcome

- Think about the ideal reality you want to create for yourself and **why** it's important to you.
- Your **vision** should be emotionally charged, providing a consistent focus, and reminding you of what you're working so hard for.
- Make it compelling and be **specific**.

The Person:

Why did you get into this business? What did you see for yourself?

What do you need to get from this business long-term to be fulfilled?

What will you create?

Why will you create it?

What is the ultimate result once you've created it?

Who do you need to become? Describe the behavior and mindset you will adopt to achieve your vision.

What do you look like at peak performance? Think of a time in the past when you were at your best, describe that person.

How will you know when you're making progress? On a daily basis, what does success *feel* like?

What is your true talent? What are your strengths, and what do you enjoy doing most?

Who do you need to get rid of? What bad habits will prevent you from excelling?

How will other people describe you? How will they describe your business?

The Business:

Who is your ideal client? Who *should* your ideal client be?

What specifically does your ideal client look like? What are their characteristics, attributes, qualities, etc?

What does your client need from you now, and what will they need later?

What can you offer your ideal client to stand out from the competition?

What's the message you want your ideal client to hear from you?

How will you know that they're hearing your message? What action do you want them to take?

What additional resources do you need? Education, people, leverage, support, etc.

Who do you know (or could you know) who could help your business grow?

What are some books, courses, podcasts, etc. that you could learn from?

What resources do you already have that you could maximize?

How could you use technology to benefit you?

What is your marketing strategy going to look like?

What other ideas do you have?

How will other people describe your business?

The Results:

What is your “someday” goal?

What is your 5-year goal?

What is your 1-year goal?

What is your 1-month goal?

What strategic targets must you hit?

What areas of your business, if you focused on them, would make your business immediately thrive?

How will you measure those results?

Define Your Business Values

As it pertains to your career, what's important to you?

Write all the words and ideas of the things most important to you as it pertains to your career:

Final Question: What are you **committed** to?

Day 1 Action Items

- Start creating a list of everybody that you know. This is the beginning of your SOI.
 - Ensure you have login access to KW Command
 - Review the FORD Questions in preparation for your first/next phone calls
 - Call 10 people you already know using the FORD questions as your guide to reconnecting. There's no hard sales pitch. Focus on the habit of calling, asking questions and taking notes.
 - Log your notes from the conversation in KW Command for future reference
 - Review the Economic Model Worksheet from Prep Week and ensure you're clear on your approach for the next 90 days.

Thinking ahead:

- What does my ideal work day look like?
 - When will I watch the training videos in this course each day?
 - When will I lead generate each day?
 - When will I do everything else I need to do each day?

Real Estate Economics

Step 1: Determine what your Net Income goal is, then add in expenses to find your Gross Commission Income (GCI) goal:

Your **Net Income** Goal \$ _____

+

Taxes \$ _____

Divide Net Income by .7, which is 30%. Adjust this amount as needed.

+

Cost of Sale \$ _____

Example: Company Dollar \$15,000 + Royalty \$3,000 = \$18,000 Total

+

Expenses \$ _____

Typically ranges between \$5,000-\$15,000 for a new agent, including marketing, advertising, business materials, etc.

=

Gross Commission Income (GCI) \$ _____

Step 2: Solve for the Average Commission received per Unit Closed (GCI/Unit) in your specific market:

Average Sale Price \$ _____

x

Average Commission Rate % _____

=

Average GCI/Unit \$ _____

Example: \$200,000 sale price @ 3% commission = \$6,000 GCI/Unit

Example: \$500,000 sale price @ 2% commission = \$10,000 GCI/Unit

Real Estate Economics Example

Step 1: Determine what your Net Income goal is, then add in expenses to find your Gross Commission Income (GCI) goal:

Your Net Income Goal \$100,000

+

Taxes \$42,857

Divide Net Income by .7, which is 30%. Adjust this amount as needed.

+

Cost of Sale \$18,000

Example: Company Dollar \$15,000 + Royalty \$3,000 = \$18,000 Total

+

Expenses \$5,000

=

Gross Commission Income (GCI) \$165,857

Step 2: Solve for the Average Commission received per Unit Closed (GCI/Unit) in your specific market:

Average Sale Price \$300,000

x

Average Commission Rate % 3.0

=

Average GCI/Unit \$9,000

Example: \$200,000 sale price @ 3% commission = \$6,000 GCI/Unit

Example: \$500,000 sale price @ 2% commission = \$10,000 GCI/Unit

Real Estate Economics Page 2

Step 3: Determine how many total closings you need in order to reach your Net Income Goal by dividing your Gross Commission Income by the Average GCI/Unit in your market (the same numbers from the previous page).

\$ _____ **Gross Commission Income (GCI)**

(Divided by)

\$ _____ **Average GCI/Unit Closed**

(Equals)

_____ **# Closings to Reach Net Income Goal**

Step 4: Solve for the number of appointments you'll need to conduct to hit your income goal. We know that NOT all clients who sign an agreement end up buying or selling a home, and we know that NOT all appointments you conduct will lead to a signed client. So let's build in those buffers with the following steps:

_____ **# Closings** (above) **Divided by .75** (75% conversion rate)

=

_____ **# Agreements Signed** **Divided by .5** (50% conversion rate)

=

_____ **# Appointments Held**

Step 5: Complete your final numbers by dividing by 12 months in a year and 4 weeks in a month. Your focus from this point forward should be weekly appointments held.

Number of Homes Closed:

This year: _____ Each Month: _____ Each Week: _____

Number of Agreements to get Signed:

This year: _____ Each Month: _____ Each Week: _____

Number of Appointments Held:

This year: _____ Each Month: _____ **Each Week: _____**

Real Estate Economics Page 2 Example

Step 3: Determine how many total closings you need in order to reach your Net Income Goal by dividing your Gross Commission Income by the Average GCI/Unit in your market (the same numbers from the previous page).

\$165,857 Gross Commission Income (GCI)

(Divided by)

\$9,000 Average GCI/Unit Closed

(Equals)

18.4 # Closings to Reach Net Income Goal

Step 4: Solve for the number of appointments you'll need to conduct to hit your income goal. We know that NOT all clients who sign an agreement end up buying or selling a home, and we know that NOT all appointments you conduct will lead to a signed client. So let's build in those buffers with the following steps:

18.4 # Closings (above) Divided by .75 (75% conversion rate)

=

24.5 # Agreements Signed Divided by .5 (50% conversion rate)

=

49.1 # Appointments Held

Step 5: Complete your final numbers by dividing by 12 months in a year and 4 weeks in a month. Your focus from this point forward should be weekly appointments held.

Number of Homes Closed:

This year: 18.4 Each Month: 1.5 Each Week: 0.38.

Number of Agreements to get Signed:

This year: 24.5 Each Month: 2 Each Week: .5.

Number of Appointments Held:

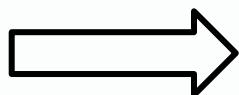
This year: 49.1 Each Month: 4 **Each Week: 1.**

Financial Structure

Whether you're a Sole Proprietor or you've created an LLC, it's highly recommended that you have a **separate checking account, savings account, and credit card solely for your business.**

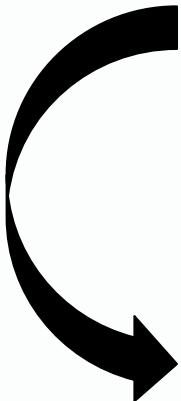
Reminder: Consult with a CPA or Tax Consultant to determine your best financial structure based on all of your other considerations.

Step 1:
Deposit Commission Checks



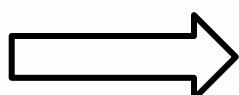
**Checking
Account**

Step 2:
Transfer 25-40% of every
Commission Check into Savings
for annual taxes



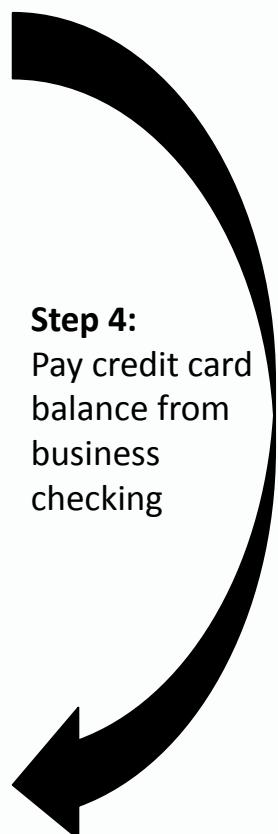
**Savings
Account**

Step 3:
Keep all business expenses on
one credit card



Credit Card

Step 4:
Pay credit card
balance from
business
checking



Possible Tax Deductions to Consider

Advertising

- Branding
- Brochures
- Business Card
- Canva Design Center
- Direct Mailers
- Email Marketing
- Flyers
- Graphics Designer Fees
- Internet Advertising (FB, Instagram, Google, etc.)
- Lead Generation
- Networking & Client Appreciation Events
- Newsletter
- Photography
- Print Ads
- Promotional & Marketing Materials
- Website Design & SEO
- Website Hosting & Domain

Business Travel

- Airplane Ticket
- Dry Cleaning
- Lodging
Accommodation (AirBNB, Hotel, etc.)
- Meals
- Other Transportation
(Bus, Subway, Taxi, Uber, etc.)

Car & Truck Expenses

- Business Miles \$0.575/mile
- Actual Expenses
 - Car Washes
 - Depreciation
 - Gas
 - Insurance
 - Lease/Car
 - Payments
 - Licenses/Registration
 - Maintenance
 - Repairs

Communication

- Cell Phone Service
- eFax
- Internet Service
- Office Telephone IVR
- 1-800 Numbers

Contract Labor

- Administrative Assistant
- Household Help
- (Childcare/Spouse Support)
- Sales Assistant
- Showing Assistant
- Virtual Assistant

Home Office Expenses

- Housekeeper
- Insurance
- Internet
- Landscaping
- Maintenance & Repairs
- Mortgage Interest
- Property Taxes
- Rental Payments
- Security & Surveillance System
- Utilities

Office Expenses

- Client refreshment
- Decorations
- Office Furniture
 - Desk
 - Bookshelves
 - Chair
 - Filing Cabinet
- Office Equipment
 - Briefcase Shoulder Bags/Totes
 - Calculator
 - Camera
 - Cell Phone
 - Cleaning Supplies & Equipment
 - Computer & Other Electronics Devices
 - Copier/Fax/Scanner
 - Equipment Repair & Maintenance
 - Lighting Equipment
 - Lockboxes
- Other Supplies
 - Envelopes
 - Folders
 - Papers
 - Pens
 - Postage
 - Software
 - Stationery
 - Thank you & Note Cards
 - Toner & Printer Ink

Legal & Professional Fees

- Accounting & Bookkeeping Service
- Association Fees & Dues
- Attorney & Legal Fees
- Bank Fees
- Business License
- Mentorship Expenses
- Consulting Fees
- E&O Insurance
- Franchise Expenses
- Interest on Business Purchase
- MLS Fees
- Tax Preparation Fees

Retirement

- Defined Benefit Plan
- Self Employment Pension (SEP)
- Simple IRA
- Solo 401k

Selling Expenses

- Appraisal Fees
- Client Gifts (<\$25/Client)
- Closing Attorney Fees
- Concessions
- Delivery/Courier Fees
- Home Repairs (For Seller's Property)
- Home Warranty
- Inspection Fees
- Marketing
- Notary Fees
- Open House (Traditional & Virtual Expenses)
- Photography
- Referral Fees
- Staging & Interior Design

Training & Continuing Education

- Magazine Subscriptions
- Newspaper Subscriptions
- Sales Training & Coaching
- Seminars
- Reference Books & Materials
- Trade Publications

Day 2 Action Items

- ❑ Complete the Real Estate Economics Worksheets in your workbook to solve for:
 - ❑ Your Net Income Goal
 - ❑ Your Gross Income Goal
 - ❑ Your Units Closed Goal
 - ❑ Your Appointments per Month Goal
- ❑ Determine how you'll structure your business finances and take the next step in setting that up.

In your own words, describe the benefit of knowing your real estate economics:

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Marketing vs Prospecting

PROSPECTING	MARKETING
Proactive	Passive
Zero Cost	Associated Costs
Immediate Results	Longer Term Results

Fill your Sales Pipeline with Motivated Buyers and Sellers by staying prospecting based (75%), and marketing enhanced (25%).

Lead Generation earns you a **SALE**

Prospecting for active clients by doing things like calling your friends and acquaintances, asking for referrals, door knocking, cold calling, and other proactive activities to find motivated buyers and sellers.

Lead Follow-up builds you a **BUSINESS**

Once you've established a relationship with somebody (including all of your past and existing relationships), you want them to be your client for life. This requires regular communication with them to ensure when they think of real estate, they think of you. You want to appear in their lives as many ways as possible, to include in person, over the phone, on social media, through email and even the occasional piece of direct mail.

Prospecting

Phone or Face-to-Face

1. SOI
2. FSBO
3. Expired Listing
4. Your Hobbies
5. Other Agents
6. Literally Anywhere

Circle Prospecting

1. Just Listed
2. Just Sold
3. Open Houses

Strategic Relationships

1. Lenders
2. Title Reps
3. Builders
4. Bankers
5. Attorneys
6. Investors
7. Business-to-Business

Other

1. Charity
2. Volunteer Work
3. Teaching and Speaking
4. Network Events
5. Booths and Kiosk
6. Office Walk-ins

Marketing

Online Advertising

1. Pay Per Click
2. Clickfunnels
3. SEO
4. Paid Social Posts
5. Command Website

Offline Advertising

1. Radio
2. TV
3. Newspapers
4. Personal Vehicles
5. Bus Stop/Benches
6. Magazines
7. Billboards
8. Yellow Pages
9. Grocery Carts
10. Moving Vans

Broadcast

1. Radio Segments
2. TV Shows
3. Live Social Media
4. Blogs

Direct Mail

1. Postcards
2. Market Data
3. Special Events
4. Just Sold
5. Value Offering

Promotional Items

1. Hats
2. Stickers/Magnets
3. Drink Koozie
4. Small Gadgets

Sponsorship

1. Local Teams
2. Community

Events

3. Charities
4. Other Businesses

Both

Social Media

1. Posts
2. Stories
3. Direct Messaging
4. Groups

Geographic Farming

1. Door Knocking
2. Phone Calls
3. Direct Mail
4. Emails

Events

1. Open Houses
2. Seminars
3. Contests
4. Client Events

Understand “The Market”

Inventory: Familiarize yourself with **Active, Pending and Sold** properties in your local market, including overall quality, condition, location, and data as outlined below.

1. New, Active, Sold Listings: The number of new properties available for sale, the total number of properties for sale right now, and the number of properties that have sold, measured in days, weeks, months or years for any state, city, or zip code.



3. Listing Prices: Compares the New Listing Prices to Active Listing Prices, and Sold Sales Prices. Look for upward or downward moving patterns, and variations between list and sold prices.



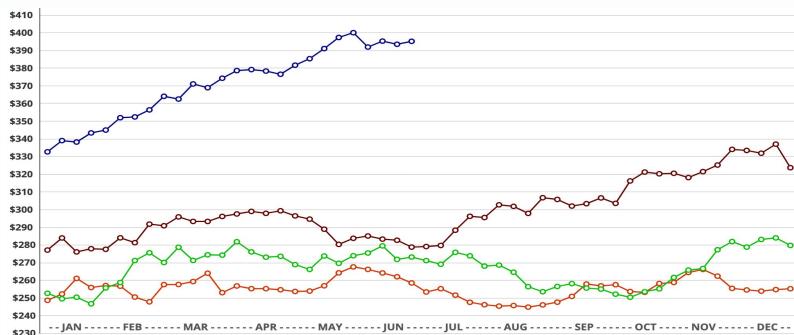
Understand “The Market”

4. Sold to List Price Ratio: Represents how much the property was sold for (as a percentage) compared to how much it was listed for.

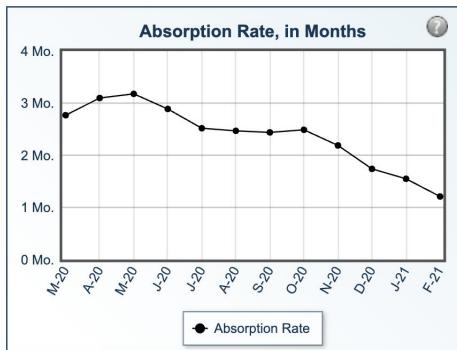
Example: A home listed for \$200,000 that sells for \$196,000 has sold for 98% list to sale price ratio. (196,000 divided by 200,000 = .98 or 98%)



5. Price Per Square Foot: Sale Price divided by the properties total square footage.



6. Absorption Rate: Compares the rate at which Buyers are buying to the rate at which Sellers are selling, expressed in months. Less than 5 months of inventory is a seller's market, 5 to 7 months inventory is a natural market, and anything over 7 months of inventory is a buyer's market.



Understand “The Market”

Segmentation is viewing your local market data in smaller segments **based on price point**, providing more accurate information to yourself and for your clients.

Active Listings			This Month			Year to Date		
	2021	2020	% Chg	2021	2020	% Chg		
0-29,999	3	2	50.0	5	6	-16.7		
30,000-39,999	1	1	0.0	1	1	0.0		
40,000-49,999	0	1	-100.0	1	3	-66.7		
50,000-59,999	0	2	-100.0	0	2	-100.0		
60,000-69,999	1	4	-75.0	1	5	-80.0		
70,000-79,999	4	3	33.3	8	6	33.3		
80,000-89,999	1	3	-66.7	2	3	-33.3		
90,000-99,999	1	0	N/A	3	1	200.0		
100,000-119,999	0	5	-100.0	1	7	-85.7		
120,000-139,999	1	5	-80.0	4	10	-60.0		
140,000-159,999	3	3	0.0	9	13	-30.8		
160,000-179,999	4	8	-50.0	18	37	-51.4		
180,000-199,999	9	19	-52.6	29	52	-44.2		
200,000-249,999	25	40	-37.5	140	135	3.7		
250,000-299,999	35	50	-30.0	127	142	-10.6		
300,000-399,999	61	116	-47.4	244	320	-23.7		
400,000-499,999	66	177	-62.7	250	441	-43.3		
500,000-549,999	33	79	-58.2	146	207	-29.5		
550,000-749,999	137	303	-54.8	610	638	-4.4		
750,000-999,999	144	340	-57.6	497	613	-18.9		
1,000,000-1,249,999	57	128	-55.5	190	232	-18.1		
1,250,000-1,499,999	55	171	-67.8	186	261	-28.7		
1,500,000-1,999,999	84	203	-58.6	218	301	-27.6		
2,000,000-2,999,999	122	164	-25.6	229	230	-0.4		
3,000,000+	124	162	-23.5	207	196	5.6		
Totals	971	1989	-51.2	3126	3862	-19.1		

Sold Listings			This Month			Year to Date		
	2021	2020	% Chg	2021	2020	% Chg		
0-29,999	0	0	0.0	0	2	-100.0		
30,000-39,999	0	0	0.0	1	0	N/A		
40,000-49,999	0	0	0.0	1	0	N/A		
50,000-59,999	0	0	0.0	0	0	0.0		
60,000-69,999	0	0	0.0	1	0	N/A		
70,000-79,999	1	0	N/A	2	0	N/A		
80,000-89,999	1	0	N/A	2	0	N/A		
90,000-99,999	0	0	0.0	0	1	-100.0		
100,000-119,999	0	1	-100.0	1	3	-66.7		
120,000-139,999	2	2	0.0	2	4	-50.0		
140,000-159,999	3	6	-50.0	4	12	-66.7		
160,000-179,999	7	17	-58.8	13	30	-56.7		
180,000-199,999	10	14	-28.6	20	31	-35.5		
200,000-249,999	41	42	-2.4	84	79	6.3		
250,000-299,999	42	35	20.0	86	65	32.3		
300,000-399,999	83	82	1.2	167	176	-5.1		
400,000-499,999	91	116	-21.6	184	204	-9.8		
500,000-549,999	64	48	33.3	121	78	55.1		
550,000-749,999	202	143	41.3	381	262	45.4		
750,000-999,999	121	83	45.8	223	159	40.3		
1,000,000-1,249,999	63	38	65.8	110	56	96.4		
1,250,000-1,499,999	41	26	57.7	80	38	110.5		
1,500,000-1,999,999	60	34	76.5	97	49	98.0		
2,000,000-2,999,999	27	20	35.0	51	35	45.7		
3,000,000+	31	9	244.4	59	16	268.8		
Totals	890	716	24.3	1690	1300	30.0		

7. Other Data: Includes interest rates, housing demographics, economic growth, employment rates, etc.



Build Your Team

What professional resources do you currently have to support your business, and who are you missing?

Mortgage Lenders

- 1.
- 2.
- 3.

Contractors/Tradespeople

- 1.
- 2.
- 3.

Title Companies/Attorneys

- 1.
- 2.
- 3.

Financial Services

- 1.
- 2.
- 3.

Home Inspectors

- 1.
- 2.
- 3.

Photographers/Other

- 1.
- 2.
- 3.

Day 3 Action Items

- Determine the 3 to 5 Lead Generation Levers** you're going to focus on over the next 90 days:

- 1.
- 2.
- 3.
- 4.
- 5.

- Log into your MLS and research market data**, including Active Listings, Sold Inventory, and other relevant market statistics.

- When and where are you going to consistently stay up to date with market inventory and market data on an ongoing basis?

When and Where: _____

- Build Your Team** - Identify who you already have as an asset, and who's missing from your team using the worksheet on the previous page.

In your own words, describe how the 3 Principles of Mastery will be used in your growth as a real estate business owner.

Time Management

Some people become the Rookie of the Year, selling 100+ homes within their 1st year in real estate, and others sell Zero.

What's the difference?

The speed of your growth is determined based on your speed of implementation.

How fast are you willing to execute?

Macro Patience: Building a BIG business with a database that produces consistent results TAKES TIME.

Micro Speed: Your daily operating and implementation speed.

Using your long and short-term goals coupled with your Real Estate Economics, watch the next video to break down your daily activities.

(1) Goal (3) Priorities (5) Strategies

This tool is an outline and can be used to achieve any goal in any amount of time. You can be more "chunked up" or "chunked down", and it could be a 30-day plan, 90-day plan (recommended), 1-year plan, or any other time frame that you see fit.

1st Priority will **always** be Lead Generation related

2nd Priority should be focused on your growth and development as a real estate consultant. It's imperative that you're **working to learn** at this phase of your business.

3rd Priority is totally up to you. What should you focus on that will create the **biggest impact on your business?**

Examples on the next page →

GPS

My goal is to close _____ units by _____ to earn \$_____ net income.

Over the next 30 days my priorities are:

Priority 1: Build, Feed, and Nurture My Database Daily

Strategy 1: Create a list of everybody you know by utilizing my cell phone contacts list, social media accounts, and any other contact record I have.

Strategy 2: Add each contact to KW Command with all known contact information, then assign at least one tag, one task, and add notes.

Strategy 3: Communicate with my contacts by phone, face-to-face and occasionally some texts to follow up or schedule a time to talk

Strategy 4: Through my lead generation activities, add new contacts the day you meet them with their contact information, notes, tags, and follow up tasks.

Strategy 5: Begin building Smartplans to automate some communication based on their needs and timeline.

Priority 2: Attend Training, Learn, and Grow Daily

Strategy 1: Create and study my buyer and listing presentations, to include memorizing scripts, objection handlers, understand and explain contracts and documents.

Strategy 2: Attend local training events, classes, All-Partner meetings and other learning opportunities provided in my area.

Strategy 3: Log into the MLS daily and look at new properties that hit the market, and review market data, statistics and demographics.

Strategy 4: Read daily, related to real estate, communication, negotiating, prospecting, marketing, leadership, emotional intelligence, etc.

Strategy 5: Reflect on my wins and challenges daily and implement strategies to Overcome obstacles and maximize my daily efficiency.

Priority 3:

Strategy 1:

Strategy 2:

Strategy 3:

Strategy 4:

Strategy 5:

GPS

GOAL: _____

Priority 1:

Strategy 1:

Strategy 2:

Strategy 3:

Strategy 4:

Strategy 5:

Priority 2:

Strategy 1:

Strategy 2:

Strategy 3:

Strategy 4:

Strategy 5:

Priority 3:

Strategy 1:

Strategy 2:

Strategy 3:

Strategy 4:

Strategy 5:

4 Weeks, 1 Month, 1 Year

Take your Annual Goal and "chunk it down" into a 1 month goal.

Example: A great monthly goal would be to go on 4 appointments with potential buyers and sellers

At the beginning of each month, fill out your monthly goal by **ONLY FILLING OUT THE FIRST WEEK OF THE MONTH.**

After you've worked the first week of the month, take a look at your monthly goal and reset your Week 2 activities.

If you're behind schedule, double down on your activities to catch back up.

After you've lived the second week of the month, take a look at your monthly goal and reset your Week 3 activities, and so on.

Once your 4-1-1 is filled out, there's just one more step. Watch the next video now...

4-1-1 ACTION PLAN

ANNUAL BUSINESS GOALS	YEAR OF:	ANNUAL PERSONAL GOALS

MONTHLY BUSINESS GOAL	MONTH OF:	MONTH PERSONAL GOALS

WEEK 1	WEEK 2	WEEK 3	WEEK 4

Take it to Your Calendar

Schedule your time in the following order:

Personal time (vacations, family time, date night, kids, non-movable priorities)

The 5 Daily functions of a Real Estate Agent

- Lead Generate - create new leads
- Lead Follow up - nurture existing contacts
- Go on Appointments - with buyers and sellers
- Negotiate Contracts - with and for your clients
- Scripts and Roleplay - practice the way you play

Morning Prime - how are you starting your day? What is your morning routine, and how could it be improved to set you up for success each day? Write your answer here:

Essentials - In the morning, consider spending 30-60 minutes on your personal growth and development when your brain is the sharpest (including watching this course). What essential activities will you do each day, and where and when will you do them:

Lead Generate - the most important income-producing activity you do. It's a must. This time block includes lead follow-up, marketing, and database management.

Admin - This block allows you time to prepare paperwork, research properties, prepare for upcoming appointments, and service existing clients.

Client Appointment - Meeting with potential Buyers and Sellers to talk specifically about their real estate needs and your ability to help them.

Tomorrow's Plan - Each night, ask yourself, what will make tomorrow a winning day? Also ask, what could have gone better today that I will fix tomorrow?

Weekly Planning - Your Sunday evening routine to look at your upcoming week to ensure that your GPS and 4-1-1 activities are on your calendar, and you're prepared to execute come Monday morning.

Time Blocking Exercise

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5:00							
6:00		Morning Prime					
7:00							
8:00		Essentials	Essentials	Essentials	Essentials	Essentials	
9:00							
10:00	Open House	Lead Generation	Open House				
11:00							
12:00							
1:00							
2:00	Open House	Admin	Admin	Admin	Admin	Admin	
3:00							
4:00							
5:00		Client Appt					
6:00							
7:00	Weekly Planning						
8:00		Tomorrow's Plan	Tomorrow's Plan	Tomorrow's Plan	Tomorrow's Plan		
9:00							
10:00							

5 Daily Functions 1. Lead Generate 2. Lead Follow Up 3. Go on Appointments
4. Negotiate Contracts 5. Scripts and Role-play

Exercise: Use the next page in your workbook with several different color pens, markers, and highlighters to design your ideal week.

You're now a real estate business owner, and your job is to generate leads for your business. Plan a minimum of a 40-hour work week, and act as if you were paying yourself a salary to complete it.

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							
11:00							
12:00							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00							

- 5 Daily Functions**
1. Lead Generate
 2. Lead Follow Up
 3. Go on Appointments
 4. Negotiate Contracts
 5. Scripts and Role-play

Week 1: Business Planning

Time Block Your Calendar

Action Item: Plug your ideal week into your calendar. Follow it daily. Be more specific than the example below.



Day 4 Action Items

- Create your Business Plan (GPS) for the next 12 weeks
- Create your 4-1-1 for the next 30 days, and specifically the next 7 days
- Time-block those 4-1-1 activities on your calendar
- How are you going to bookend your days:

Mornings:

Evenings:

The most important things to **remember** from today:

- 1.
- 2.
- 3.

3 Contracts You Must Know

1. Buyer Representation Agreement (BRE or BRNN)
2. Listing Agreement
3. Purchase Contact

These contracts outline the terms and conditions of your relationship with them, and their agreement with the opposite party. **It's imperative that you know what all of these contacts say, and what they mean.**

Study and memorize these forms. Highlight important sections and ask questions for clarity. You must know these contacts inside and out if you're going to represent your client's best interest.

Progression of Priorities

	Started	Understood	Mastered
Time Management			
Use 1-3-5 Business Planning Worksheet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use 4-1-1 Weekly Priorities Worksheet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establish Timeblocks on Calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Follow Timeblocks Daily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lead Generation			
Identify 3 to 5 Lead Generation Levers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prepare to Lead Generate Daily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establish Rapport on Each Call	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Handling Objections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asking for Referrals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
KW Command			
Add Contacts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Add Notes and Tags to each Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create Personalized Smartplan Library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assign to Smartplan Based on Client Needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complete "Tasks" Daily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buyers			
Buyer Lead Sheet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buyer Value Proposition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buyer Packet and Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Purchase Contract	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other Buyer Forms+Disclosures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sellers			
Seller Lead Sheet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seller Value Proposition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listing Packet and Presentation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listing Forms+Disclosures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market Data			
Use MLS to Find Relevant Data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understand how to Interpret Market Data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Familiarization with Active Listing Inventory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Growth			
Identify Key Areas to Grow	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Identify Where+How to Improve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schedule it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Begin Building Your Database

First, use your cell phone contacts list, Facebook, Instagram, Linked in, etc. to build your initial database with people you already know.

Then, go through the list on the next two pages from top to bottom and write down the names of whoever you can think of.

These people will become part of your database by first calling them (or direct messaging them if you don't have contact information), begin the conversation, and add their details to your database. This is the process of "feeding" your database.

You know far more people than you think you know, continue to build the database bigger, because there's a direct correlation between the size of your database and its potential income potential.

Your target should be at least 500+ names, maybe even 1,000. Anything less than 200 names is unacceptable.

Notes:

Memory Jogger Exercise

- Veterinarian
- Pet Sitter
- Pet Groomer
- Who do you buy glasses or contacts from?
- Lawyer
- Former Co-workers
- Dietitian
- Local Printer
- Lives On Either Side Of You
- Lives Across The Street
- Wedding Participants
- Wedding Officiant
- Wedding Photographer
- Wedding Coordinator?
- Snow Remover
- Trims Your Trees
- School Mates
- Dry Cleaning
- Auto tire Dealer
- Mailman
- UPS/FedEx Delivery Person
- Travel Buddies
- Theater Buddies
- Golf Buddies
- Tennis Friends
- Play cards with
- Hunting/fishing Friends
- Hunting/fishing License Seller
- Hobby Friends
- Church Mates
- Fantasy Sports Buddies
- Favorite restaurant owner
- Favorite Server
- Government or Politics Acquaintances
- College Buddies
- Minister/clergy
- Country Club Acquaintances
- Who do you know from the fitness center?
- Day-care Acquaintances
- Who do you buy gasoline from?
- Auto Insurance Agent
- Who have you met at trade shows?
- Who have you met attending charity functions?
- Rotary/Kiwanis/Lions Club Acquaintances
- Who do you know from your local Chamber of Commerce meetings?
- Camping Equipment Seller
- Housekeeper
- Delivers Your Water
- Previous Neighbors
- Military Cohorts
- Retired Co-workers
- Most Enthusiastic Person You Know
- Most Influential person You Know
- Wealthiest Person you know
- An Architect You Know
- A Baker You Know
- An Entertainer You Know
- Human Resource Person You Know
- Office Supplies Seller
- On Your Holiday Card List
- Who's holiday card list are you on?
- Social Media Connections
- Who did you meet on a plane?
- Most Successful Leader You Know
- Who do you know that seems to know everyone?
- Who do you know that's highly involved in the community?
- Pampered Chef or Mary Kay Dealer
- Who do you see in your office building?
- Landlord
- House Builder
- Fixes Roof Leak
- Industry or Trade Groups Person You Know
- Law Enforcement You Know
- Who have you met at a party recently?
- Who can you meet by frequenting new businesses?
- Golf or Tennis Pro You Know
- A Notary Public You Know
- An Office Manager You Know
- Go to Person for Alterations
- Tax preparer/accountant/CPA

Memory Jogger Exercise

- Dentist
- Children's Dentist
- Doctor
- Spouse's Doctor?
- Children's Doctor
- Dermatologist?
- Tax Preparer
- Landscaper
- Repair Person
- Security System Technician
- Window Coverings
- Painter
- Plumber
- Electrician
- Pest Controller
- Carpet Cleaner
- Window Cleaner
- Services your A/C
- Teachers/Coaches
- Fraternity/sorority Brothers and Sisters
- High School Mates
- Trainer
- Children's Teachers
- Children's Coaches
- Children's Friend's Parents
- Children's Sporting Event Acquaintances
- Close Friends
- Spouse's/partner's Close Friends
- Spouse's/partner's Close Friends
- Parents' Close Friends
- Spouses' Co-workers
- Your Wedding Attendees
- Car Dealer
- Police/fire Chief
- Health Insurance Agent
- Business Attire Couturier/seller
- Auto mechanic
- Family Members
- Spouse's/partner's Family Members
- Manicures, Pedicures, Facials
- Hair Stylist
- Children's Hair Stylist
- Best Friends
- Family Member's Friends
- Spouse's/partner's Family Member's Friends
- Extended Family Members
- Jeweller/Jewelry Seller
- Florist
- Pharmacist
- Optometrist
- Massage Therapist
- Furniture Seller
- Furniture Restorer/Upholsterer
- Appliances Dealer
- Cosmetics Seller
- Nutritional Products Seller
- Butcher
- Seafood Seller
- Internet Installer
- Computer Technician
- Electronics Dealer/Seller
- TV /Appliances Serviceman
- Life Insurance Agent
- Homeowner Insurance Agent
- Auto Dealership Service Writer
- Local HOA Acquaintances
- Banker/Lender
- Favorite Bank Teller

Self-Reflection Questions

How did I show up overall this week?

What was the most important thing that I learned?

What forward progress did I make with my sales pipeline?

When did I waste time?

What will I do exactly the same next week?

What will I do differently next week?

Looking forward, where's the best opportunity for me to sign a new client?

Exercise: Write 5 of your own self reflection questions

1. _____
2. _____
3. _____
4. _____
5. _____

Day 5 Action Items

- Review the End of Week Reflection Questions in your Workbook on the previous page. Use these thought-provoking questions on a daily and weekly basis to improve your effectiveness.

- Ensure that you have your GPS, 4-1-1, and Time-Blocks ready to go BEFORE the start of each week. Remember, success in any business is about how intentionally you're spending your time.

- Track your Progress on the "Progression of Priorities" Worksheet

How does your new awareness around why people quit real estate, help make sure that you will succeed?

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Priorities Moving Forward

Recap

- 1. Talk to a lot of people every day.** Connect with the intention of making a human connection first, then investigate their real estate related needs, and add value to them based on those needs.
- 2. Organize those people in your Command Database** as “Contacts”, and add Notes, Tags, and a reminder for yourself to follow up with them.

Other Things to Note:

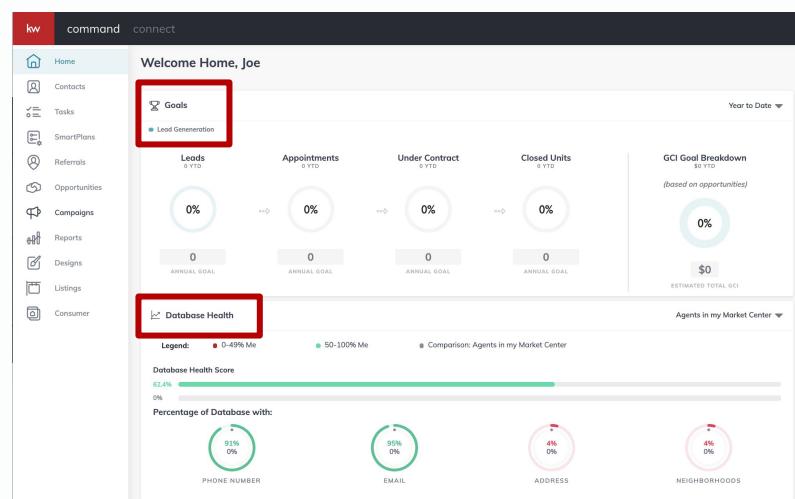
- Plan ahead, what is your calendar going to look like every day?
- Consider getting a headset or headphones to make lots of calls!
- We're not trying to convince anybody of anything, rather you'll make them aware of your new tools, skills and resources and wait for them to have a need.
- "Touch" your database consistently by using Command Smartplans, which will make lead generation systematic and consistent.
- Make sure that you're not pushing a sale, rather you're there for them as a resource when they are ready.

Initial Setup

KW Command is your Customer Relationship Manager (CRM)

Agent.kw.com

1. Setup your personal profile
2. Connect applications
3. Setup your marketing profile



Reaching Your Income Goal

Step 1: Build Your Database in KW Command starting with the people you already know, called your Sphere of Influence (SOI). SOI are people you know or may know you (friends, family, associates, colleagues), that will connect you to new people who can be potential clients. Add their name, and other known contact information (phone, email, mailing address).

Step 2: Feed Your Database daily by adding notes to each person after you have a conversation with them, and by adding new names to your database as you meet new people, also with notes about your interactions with them. Your database is your suit of armor which will not only serve as your smart list, but it will be your lead to referrals which becomes your most profitable source of income in real estate.

Step 3: Systematically Communicate with your database using Smartplans in KW Command to help you stay organized and never forget to follow up with a lead or contact.

Communicate with people every day, preferably verbally over the phone or face to face. Texting counts but is less effective.

Reconnect with people, ask questions and take the time to listen, and let real estate come up organically. There's no hard sell here.

After each contact, add them into Command with notes, tags and SmartPlans.

Gary Keller Explains...

This recording is brought to you courtesy of Keller Williams Realty, Inc. via:

"Pivot: Shift Ahead" Facebook Group. This group is dedicated to helping KW Agents improve their businesses, and I highly recommend you add yourself to the group, listen to the content and engage with other agents in group discussions.

The 3 Reasons Agents Fail:

- 1. They fail to set a big goal and a big plan**
- 2. They fail to time-block their mornings around lead generation**
- 3. They do not understand that all business is database-driven**

Sometimes the process of actually selling a property can be a distraction! You'll be focused on making the sale of that property instead of continuing to build your database and business.

The research is clear: when you look at top agents, they only have 5 or less lead generation activities that they focus on, and their database creates the highest Return on Investment (ROI), resulting in 80-90% of all sales.

The number one reason why people fail is that they lead a complex life. Instead, whittle it down to something simple, and when you do that, all the dominoes fall.

Selling begins to be a distraction from your main agenda, which is to build a strong database driven with follow ups which ultimately will help with more leads and increasing referrals, which bring in the most money.

Just having names in a database isn't good enough! You don't just want a collection of names, you could get that from a phone book. Rather, you want a database which includes notes from previous conversations and other relevant data, which you use to follow up with them frequently in order to give value.

Gary Keller Explains...

The only 2 problems your business faces:

1. You don't have enough people in your database

Solution: Lead Generate to meet more people

2. You aren't following up with your database enough

Solution: One should follow up with all leads regardless of their intention to buy or sell, and nurture those relationships over time.

What will you do with this information?

Your Database is: Your only asset

Speakers in this video:

Gary Keller: Founder of Keller Williams Realty, Inc.

Jay Papasan: Vice President of Learning, Keller Williams Realty, Inc Co-authored "The Millionaire Real Estate Agent" book with Gary Keller

Monica Reynolds: Vice President of MAPS Coaching (Keller Williams Realty internal real estate and business coaching company)

Jason Abrams: Vice President of Industry, Keller Williams Realty, Inc

Database Math and Prospecting

Your Database Breakdown

6.4% of your database will buy or sell a home each year

Note: 64% of Americans own a home vs. rent, and a homeowner moves on average every 10 years. Therefore, 6.4% of your database, on average, will always have a real estate need).

10% of your database could give you a referral each year

In order to capture as many of these deals as possible, you need to stay "top of mind" by consistently staying in touch with your entire database

Use the Activity Worksheets in the downloads section below to stay on top of your daily activities

Lifetime Value of a Lead

Treat everybody as if they're already a "lifetime customer"

The average person moves about every 10 years

If you knew the next person you met today would lead to several closed deals, how would you approach them?

Building a relationship means they like you, they trust you, and they understand you have a valuable skill set to offer.

Manage your relationships. Online Search Engines can't compete with YOUR ability to create and nurture relationships.

Examples of Life Events: Marriage, Birth, Death, Divorce, Child is Born, Job Promotion or Loss, etc.

Daily Activities

Daily Time Management

Daily Worksheet		Date:
Business Tasks	Messages and Notes	
Personal Tasks		
Today's Schedule		
5:30 AM		2:00 PM
6:00 AM		2:30 PM
6:30 AM		3:00 PM
7:00 AM		3:30 PM
7:30 AM		4:00 PM
8:00 AM		4:30 PM
8:30 AM		5:00 PM
9:00 AM		5:30 PM
9:30 AM		6:00 PM
10:00 AM		6:30 PM
10:30 AM		7:00 PM
11:00 AM		7:30 PM
11:30 AM		8:00 PM
12:00 PM		8:30 PM
12:30 PM		9:00 PM
1:00 PM		9:30 PM
1:30 PM		10:00 PM

KW Lead Generation Model

The Flow of Leads Through Your Business

Begin by Prospecting and Marketing. This is referred to as "Lead Generation"

- The information gathered during lead generation will be added directly to your KW Command Database.

Prospecting: Proactive approach with immediate results and no cost

Marketing: Passive approach with longer-term results and is cost-intensive

Capture contact information and continue communicating through your SmartPlans in Command

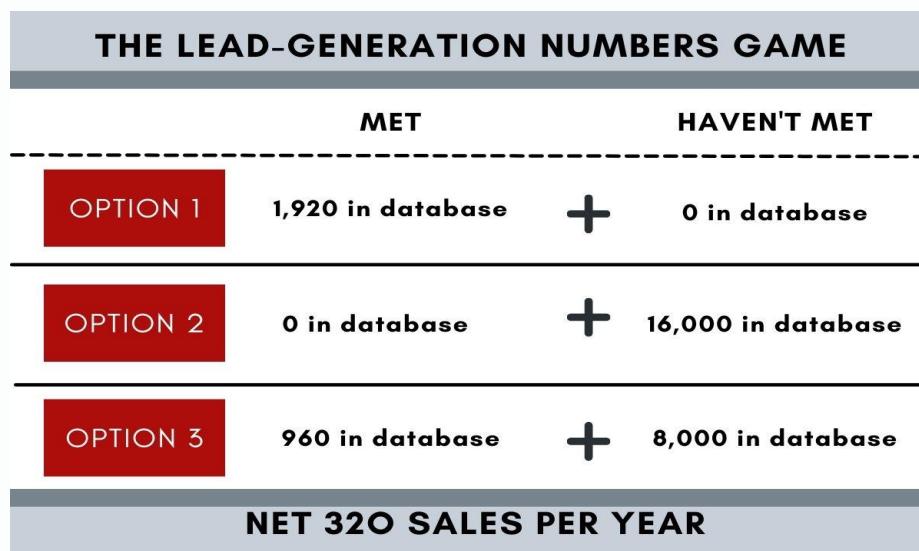
Once you establish two-way communication, a lead turns into a contact

The goal is to convert a contact into a loop (a contact that becomes a customer and eventually a long term referral offerer or buyer again)

Cultivate those relationships until they're ready to buy or sell a home

Once the time is right, set up an appointment called a Buyer Consultation or Listing Presentation

Until you have enough leads to fill your sales pipeline such that you will meet or exceed your desired income goals, lead generation is your TOP PRIORITY!



F.O.R.D. Strategy

Family. Occupation. Recreation. Dreams/Motivation

This is a business of relationships, and **no significant loyalty will happen without significant connection first.**

Everybody communicates, but few *actually connect*.

People like people who are like them, and people like to talk about themselves. Ask lots of questions and don't make the entire conversation about you.

Energy, Integrity, Confidence. Present yourself in a way that you want to be remembered.

Use this list of questions when talking to somebody you know, a family member, friend, co-worker, friend of friend, etc. You will also use some of these questions with complete strangers.

- Remain **present** in the conversation, don't let your mind drift.
- These **open-ended questions** help spark conversation, so avoid "yes and no" type questions.
- Once they answer, ask **probing questions** like "tell me more about that" or "what caused that". Listen for **signs of change**, this could be an indication they'll want to buy or sell.
- Listen to their **language** and use some of the same words when you're talking.

Family:

How is (spouse's name) _____?
How many kids do you have?
How old are your children now?
What grade are your kids in?
What school do they go to?
What sports are the kids playing?
Where are you originally from?

Occupation:

Where are you working these days?
What line of work are you in?
How did you end up doing that?
How long have you been there?
What do you like most about your job?

Recreation:

What are you up to this weekend?
What do you have going on this summer?
What do you do for fun?
Do you have any trips planned?
I noticed on Facebook you went to France, how was that?
Do you still go hiking/camping?
What are your plans for Labor Day?

Dreams/Motivation:

Any plans for the summer?
It's your son's graduation this year, what are his plans?
What's next on your bucket list?
What are your real estate related plans this year?

Adding WD-40

Challenge: The longer you go without talking to somebody, the more "**rust is on the gears**", and the more difficult reconnecting can be.

Solution: WD-40 Touch. Write a simple text message to reconnect with somebody you haven't talked to in a while. Make the message highly personalized. What do you know about them?

Perhaps you take a picture of something you see (online, in the store, walking down the street) and explain how it reminded you of them. Quick and easy, no possibility for rejection, and it feels nice for everybody to reconnect.

Script: "Hey John, I can't believe it's been a year since I saw you last! I was just walking through the airport and I saw this Patriots Jersey and it made me think of you, I know you're a huge fan. How are you and Melissa doing"?

KW Command: Contacts + Tags + Notes

How to Maximize Your CRM:

1. Make a phone call or send a message, then:

2. Add the Contact to Command. Input their name, contact information and take notes about your interaction. Then assign relevant tags to the contact based on their intentions and interests.

3. Schedule a Task which is a follow-up reminder that will appear in your Task List.

4. Login to Command each day. Your first priority is to execute your existing task list and update each contact as you go.

5. Tasks may be a combination of phone calls, text messages, social media, email, etc.

*****Repeat this process** with several people every day, and overtime you'll have a well organized, systematically communicated with database that will produce consist results for your business.

SOI Script Ideas

(Ring, ring) Hello?

"Hey, _____, this is (your name) How's it going?" (Give them time to respond)

"That's great, I'm doing well! Thanks for asking. I can't believe it's been over a year since we last talked" (insert FORD question here) How is your Spouse? Where are you working these days? What do you have going on this summer?

Allow them to respond and ask follow up questions. This part of the conversation should be very casual, and the questions you ask will depend on how well you know the person and how long it's been since you last talked. Make small talk for a few minutes using the FORD questions. These are people you already know, so let the conversation progress naturally.

They will likely reciprocate by asking you questions about your life. If they don't ask about your work, proceed with...

"I'm trying to plan the rest of my year and before I do, I want to make sure I'm available to you, so, do you have any real estate related plans for the year, either buying, selling or maybe even investing?"

"I have some interesting information about the real estate market in _____ (their area), let me make sure I have your current email and mailing address"

"Ok, great. Well, if there is anything I can ever do for you, please don't hesitate to reach out and ask." (Plant seeds for future business. This could include refinancing, referring them to a maintenance professional, buying/selling investment properties etc.)

"Do me a favor, please. If you do hear of somebody with a real estate need, will you keep me in mind? I'd be happy to use my new knowledge and resources at Keller Williams Realty to help them out"

Close the conversation by going back to FORD. Either reference something they said earlier in the conversation, or ask another FORD question to take the conversation away from real estate and end on a positive, happy note.

"Well Tim, It's been great catching up with you and I hope you and the kids have a lot of fun this weekend on your trip to Sedona. Take lots of pictures!"

Enjoy the few minutes you have on this call and catch up on old times. Our goal here is to reconnect and reestablish our relationship, build our bond stronger, understand their potential real estate needs, and stay in regular communication.

Additional Tools:

I have some exciting news, I just got my real estate license! I'm working with Keller Williams Realty, which means I have all their knowledge and resources available to me.

It's been awhile since we last talked and I'd like to apologize for not staying in touch. I've been busy growing my real estate business. I have a personal goal to help _____ (#) families get into the home of their dreams this year.

Have you wondered about the costs and the process to get into a home of your own? I've found that some people don't think they can afford to buy their own home, and that they may be able to buy a home for almost the same amount as they are paying in monthly rent.

I would love to sit down with you and explain the process of owning your own home. There's no obligation of course. Would you like to meet tomorrow for 15 minutes or would Thursday be better?

Command: Initial Setup

Set Up Marketing profile

- Click name in top right corner
- Click “Settings”
- On the left hand side click “Marketing Profile”
- Complete/fill in as much as possible

Connect Existing Database

- Click name in top right corner
- Click “Settings”
- On the left hand side click “Applications”
- Go to PieSync and follow instructions to connect other databases.

Manually Add Contacts

- Click the Contacts tab on the left hand side
- Click the “Add Contact” and fill in info or Ask Kelle! Say “add contact”

Create an Opportunity

- Click the “Opportunities” tab on left hand side
- Click “Create Opportunity”
- Fill out as much as possible in the provided fields.
- Click and drag the Opportunity along as the opportunity progresses.

Create Neighborhood Snap URL

- Click the “Contacts” tab on left hand side Choose/click on any contact.
- Scroll down to “neighborhoods”
- Click “Add Neighborhood”
- Subscribe contact to desired neighborhoods by using the map or search, then click save.
- Click “Get Neighborhood Snap URL”
- Send URL to that individual contact.

Connect Email Account

- Click name in the top right corner
- Click “Settings”
- On the left side, click “Connected Applications”
- Find Gmail or Office 365 and connect account
- Follow instructions and sign in

Connect 3rd Party Applications

- Click name in top right corner
- Click “Settings”
- On the left hand side click “Connected Applications”
- Find the applications that you would like to connect. ie: Facebook, Twitter etc.
- Click “Connect Account”

Tags to Consider Using

Note: Think of any way, now or in the future, that you may want to sort your leads. You can (and often should) apply more than 1 tag to any given contact

SOI - people you already know, contacts in your cell phone, social media, etc.

Open House - a lead that you met while conducting an open house.

Nurture - people who will likely buy or sell in 3 or more months. This applies to any contact who doesn't fit into another, more specific tag.

Internet - Leads you get from various online sources.

Hot - people who plan to buy or sell within 3 months.

Buyer - an active buyer with a signed brokerage agreement.

Seller - an active seller with a signed brokerage agreement.

Bought - a buyer you have successfully helped close on a property.

Sold - a seller you have successfully helped close on a property.

Investor - somebody who buys and sells real estate for investment purposes.

Recruit - another agent who you intend to bring to Keller Williams.

Agent - another agent who you know and/or have worked with.

Vendor - another business professional who you may provide referrals to, and who may provide referrals to you.

2022 - The year they bought/sold a property with you. This is great for anniversary cards!

Lead - When adding a contact into KW Command, you can select a box that indicates "Lead". This is when you have 1-way communication (you're reaching out to them, but they're not necessarily responding yet).

Daily Lead Generation System

Best Practices

1. Prepare yourself mentally

- Forget about everything else and focus.
- Remind yourself that there are people who need the knowledge, skills and resources you possess.
- Are you excited to help people make smart financial decisions regarding real estate?

2. Review your Scripts

- Practice before you play - like you would with anything you want to do well.
- Warm-up before the game
- Find a script partner in your office and ask for constructive feedback

3. Build your Bunker

- Get your supplies: Computer, Phone, Headset, Drink, Notepad.
- Put a sign outside: "Doing my One Thing, Don't Bother Me."
- Clear distractions: close your email, social media, or anything else that's not needed.

4. Execute

- Make sure to have Command opened in front of you.
- Review any notes from previous conversations with specific contacts (it is vital to keep light notes on every contact to make the next conversation transition smoothly).
- After that, add new notes and tags after each conversation.

5. Repeat

- Find your groove and preferred setting and these steps will begin to feel like you are in the zone and in charge of your tasks at hand.

Sales Statistics

What do these numbers make you think?

84% OF SALESPEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

10% OF SALES ARE MADE ON THE FOURTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Follow up is the key to success. Once a prospect expresses an interest or need (either verbally or through their actions), your strategy should include **consistent communication attempts until you're able to connect and investigate their real estate related needs.**

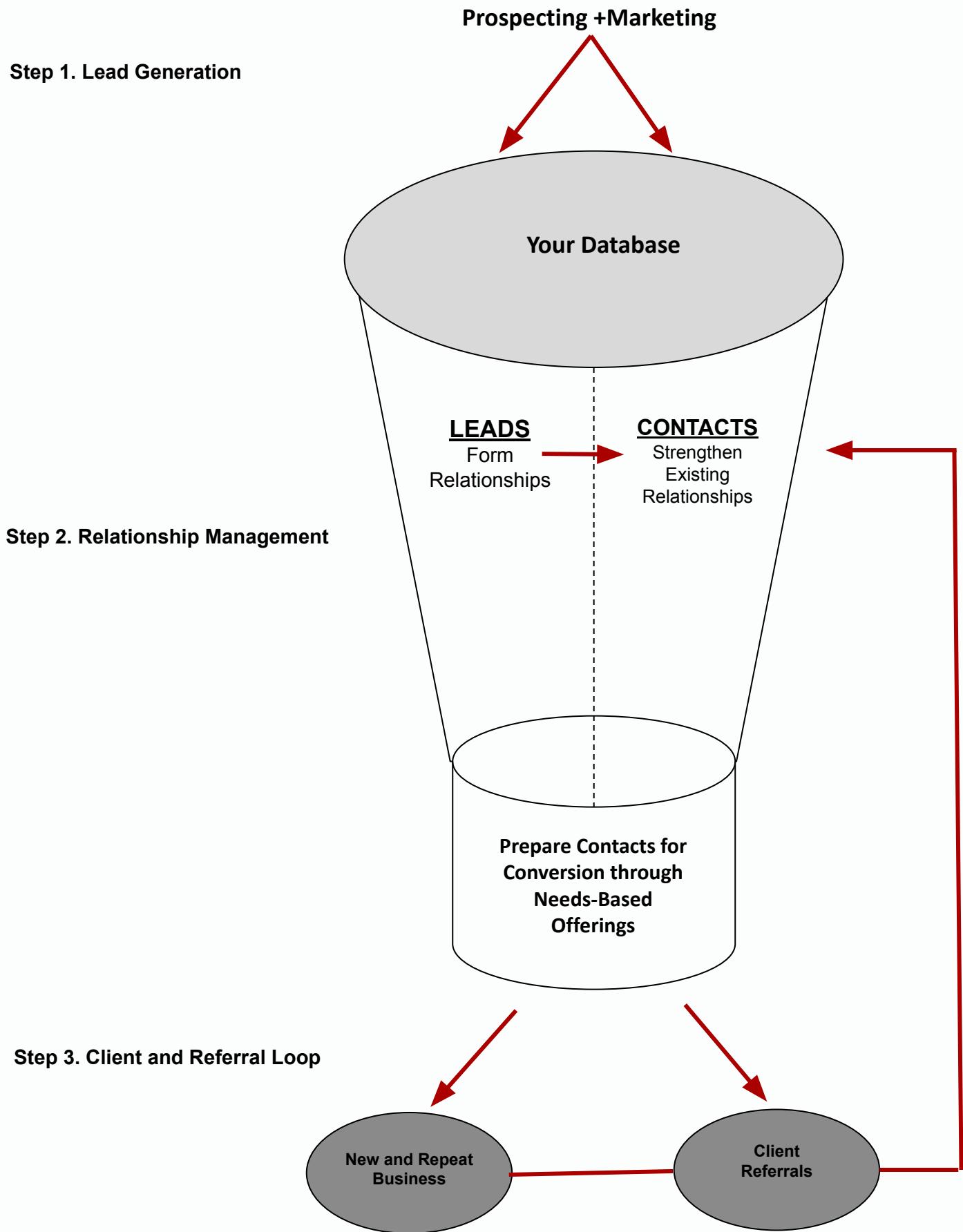
Exercise: Write your key takeaway from these numbers:

Day 7 Action Items

- Add your 10 contacts from yesterday to Command
- Lead Generate.** Connect with 10 more people today using the FORD scripts, then add those contacts to Command with call notes.
- How many appointments do you need to attend each month to hit your income goal, and how many of those appointments will come from your existing database verses new leads you need to create?
- Review the list of recommended tags to use in Command, and create those tags in Command.
- Track your lead generation on a daily basis using the activities worksheet and daily time management worksheet.

The most important things to **remember** from today:

- 1.
- 2.
- 3.



Closing Strategies

1. The Hard Close

"Let's meet", "We should meet"

2. The Direct Close

"Can we meet today", "Can we meet on Thursday at 3:30?"

3. The Soft Close

"I've really enjoyed talking with you. Would you like to get together to discuss this further?"

4. The Indirect Close

"Would it be okay if I get your information to look over and then we can meet to discuss?"

"Would it be okay if I followed up with you next week about this?"

5. The Trial Close

"Have we gone over enough today that meeting should be our next step?"

"Do you feel ready to move forward to the next step?"

6. The Assumptive Close

"It sounds like we should meet. I am available most times this week, so what works best for you?"

"The next step is for us to meet in person, how's tomorrow at 2:00 pm?"

7. The Negative-Positive Close

"Would you be offended if I asked if we could meet to go over this?"

"Would you be offended if I emailed you some additional information?"

8. The Take-Back Close

"I'm not sure if I can be of help or not, but I'd like it if we could meet and find out"

9. The Tie-Down Close

"Wouldn't it make sense for us to meet in the next week or so?"

10. The Alternative-Choice Close

"What works better for you, today after 4 pm or tomorrow at 2pm?"

Scripts

What is a Script?

- A Script is a series of words or phrases used to effectively communicate.
- A Script is not a sales pitch, think of it as a dialogue.
- Use these keywords and phrases naturally in a conversation.
- Make many deposits into a person before asking for a withdrawal. Meaning: give before you take. Offer before your request.
- There are benefits to being new. Own it! Set yourself apart by working hard, being transparent, and always putting their needs ahead of your own.
- Grow by leaving your comfort zone, get uncomfortable, then reap the rewards of your efforts

Best Practices

1. Read the script out loud several times to yourself.
2. Read the script out loud several times to a friend.
3. Say the script out loud to a friend without looking at the paper.
4. Record yourself so you can hear yourself. Study the game film.
5. Memorize the script as it's written, then incorporate it naturally into normal conversations.

1st: Memorize the Words: Read it until you can say it out loud without reading it.

2nd: Internalize the Words: Say it without thinking about it. Let it become part of your language.

3rd: Customize the Words: Use them organically in real-life conversation.

SOI Probing Questions

1. Tell me about yourself
2. What are your reasons for moving?
3. How long have you been looking?
4. How's it going so far?
5. What hasn't worked for you in the home buying process?
6. Have you seen anything you really like?
7. Have you made any offers?
8. Tell me about the ideal home
9. Tell me more about that
10. What's important to you about the location and community you choose?
11. What's most important to you in buying a new home?
12. How and why is that important to you?
13. What's most important about the agent you choose to represent you?
14. What's your timing and how soon do you want to move in?
15. What's your plan B in case this does not work out?
16. What price range are you looking in?
17. Have you met with a lender and what have they told you?
18. Is there anyone else involved in the home buying process?
19. I've asked you so many questions, what questions do you have?

Use these questions in any scenario to learn as much information as possible about the person you're talking to. They'll know you care when you ask them questions and seek to understand, not when you try to show how smart you are by telling them everything.

How to “Close” the Deal

Closing the Deal

"Closing" somebody simply means **asking the right questions to move that individual to the next step of the sales process.**

There are a variety of different closing styles and scripts. Study and memorize them all like scripts, and use them when the time is right.

Our customers and clients expect you to take charge, because you are "driving the bus". So take the lead and move them to the next step in the process. They are unlikely to ask you to meet them for a private consultation, so offer it to them.

If you don't ask for their contact information, if you don't ask for the appointment, if you don't ask for them to sign the contract.....it will not happen.

SOI Texting Scripts

Texting Best Practices

Get to the Point: There's a reason each template below is brief. Your leads are busy! There's no need to beat around the bush. State the reason for your message.

Talk Like a Human: Don't sound like a robot. Keep your messages conversational, friendly and professional. When you sound authentic and sincere, the lead is more likely to respond well.

Include Personal Information: No one wants to feel like they're receiving spam. Give your texts a personal touch by including information like your lead's first name.

Ask Questions: The more you know about your clients, the better you can serve them. Plus, questions are a good way to encourage replies.

Include a Call to Action: Ask yourself, "What do I want the recipient to do after reading my message?" Now, include that in your text! It's better to be forward than to make someone guess what they should do

Examples:

Hey [name], let's catch up! Are you free to chat now or would later today be better?

Hey [name], I was just in your neck of the woods showing houses and wanted to see how you have been doing?
What's new?

Hi (name), Its _____(your name). I wanted to email you some listings, any specific neighborhoods you want to see?

I tried to give you a call, but I'm sure you're super busy. Let me know when you have a few minutes to talk!

Hey, I know you live in the (Old Town) neighborhood in (Scottsdale). I would love to e-mail you valuable information specific to your neighborhood. What's your preferred email address?

Hey, as one of my closest friends, I'd be happy to provide you with an analysis of what your home may be worth in today's market. Would that be valuable to you?

SOI Texting Scripts

Examples:

Morning! Sorry, we haven't connected in a while. I've put together a market report with helpful intel that my clients LOVE — Is this something you would like for your neighborhood?

It's almost spring! A lot of my clients have been asking me for recommended landscapers and other trades people in the area. Who can I help connect you with?

What kind of questions can I answer for you about (current market conditions, interest rates, renting vs buying)

I'm reaching out to remind you that I'm in real estate! Statistics show that you know between 6 to 10 people that will buy or sell a home in the next 12 months. Who do you know that's looking to buy or sell? When you bump into those people, would you be willing to let me know?

Who do you know that is thinking about buying or selling a home right now?

A majority of my business comes from word of mouth and that's how I prefer to run my business. If you know anybody looking to buy or sell a home this year, would you mind referring them to me?

I'm updating my monthly newsletter which is a snapshot of the local housing market. Don't you think it would be valuable information to have? Great! What is your home address so I can personalize this for you? And your best e-mail address would be...?

Did you know in the next 12 months, everyone will come in contact with at least 6 people that will have a real estate need? Anything from buying, selling, investing, roof repair, re-financing, etc. I have a goal to help as many people as I can with their needs. Who can you think of that may have a real estate related need this year? Would you please share my name with those you come across and reach out to me when you hear of someone that could use my assistance?

Command: Creating SmartPlans

A Smartplan is a **follow-up strategy** consisting of phone calls, texts, and emails allowing you to consistently follow up with people systematically and effectively.

To Create Your Smartplan:

1. Log into Command, click on SmartPlans on the far left menu bar
2. Search the Smartplan Library and choose your favorites
3. Apply the Smartplan to appropriate contacts in your database based on how you want to communicate with each of them.
4. Check Command Tasks on a daily basis, for tasks that are due

To enhance your system, consider the following:

Set up a Twilio account in your KW Command Settings. Twilio is an app that will automate text messages within your SmartPlans.

If you use this feature, ensure everything written in the "text message" portion of the smartplan are things you want your clients to see, because when that task becomes due, Twilio will automatically send your contact that pre-written text message.

This type of automation in your business is what allows you to scale operations and still maintain operation integrity.

Detailed Process:

1. Log into your KW Command account, and click on the "Smartplan" tab in the Menu
2. Click "Library"
3. Search and View the steps of each Smartplan until you find one you like
4. "Add Smartplan" to your Library, and rename if needed
5. Go to "My Smartplan" Library
6. Go into Smartplan, review and edit details to finalize your preferences
7. Repeat this process with at least 3-5 Smartplans based on how your database is going to be organized (Buyers, Sellers, SOI, etc.).
8. Assign the completed Smartplan to anybody in your Database who it applies to
9. Check your "Tasks" on a daily basis to know when/who to follow up with today!

Lead Follow-Up System

Lead Generating means meeting new people and capturing their contact information so that you can follow up...

Lead Follow-up is where the money is made. This is the process of nurturing relationships over long periods of time, knowing that even if they don't have a real estate need right now, eventually they will.

- Their urgency (to buy or sell) dictates your frequency (of communication)
- Find ways to stay in touch with relevant information over time to stay top of mind
- A "touch" triggers their brain to associate you with real estate
- Over time, you want your entire database to see you several times a month
- Use a variety of touch methods and frequencies
 - F.O.R.D. Method
 - Call - at least quarterly
 - Text - periodically in between phone calls
 - Social Media - mass touch hundreds of people at the same time
 - Private Messages - birthdays, anniversaries, etc.
 - Email - market updates, real estate insights, relevant news
 - i. Command is a great tool to help you keep up with this type of contact
 - Hand-written cards to express gratitude, birthdays, etc.
- The overall goal is for your name to become synonymous with real estate.

Stay in front of hundreds (and eventually thousands) of people every month, so that your name becomes synonymous with real estate even when you're not present.

How to Approach People

Move from a "getting" mindset to a "giving" mindset

You have the tools, skills, and resources that they need

- They don't need to be a prospect in order to refer you business
 - People have their own sphere of influence which will help you
- When they ask you what you do, don't unload on them
 - It is vital to gauge their interest and make people feel important
 - Ask them questions about their job. You want them to associate you with a positive feeling, so get them talking about what they love.
 - Ask them: "How will I know when I come across a good referral for you?", or "What does your ideal referral look like, so I can keep my eyes open?"
 - Help clients with their business by asking "How can I be an good client to you?"
- By being an asset to them, they will want to know how to be an asset to you in return

Command: Daily System

Your Daily Command System

1. Select a contact, initiate a conversation (phone, text, face to face, email, direct message)
2. Use FORD to ask questions, and, also consider using the referral scripts to ask them for referrals
3. Takes notes about what was discussed, and log those notes into Command
4. Create yourself a follow-up task (or apply a Smartplan) to that contact
5. Repeat this process 5 to 10 times per day, every day
- 6.. When you log into Command each day, complete your task list first (this is your "follow-up"), then contact any new leads you've created through prospecting activities.

Notes:

Day 5 Action Items

- Lead Generate.** Connect with 10 or more people from your SOI today, take detailed notes, and add the contacts and notes to Command with a tag and smartplan (or task) to follow up

We will repeat the same Lead Generation action item throughout this entire course because it's always the most important thing for your business. Even if it doesn't feel totally natural yet, keep pushing through until calling people becomes a habit. .

In your own words, describe why calling your SOI (people you already know) is the most beneficial way to start building your real estate business?

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Week 2: Lead Generation

Objective: Deep-dive into several different lead generation strategies that you may consider using in your business.

Day 6: How to use Social Media to promote your Business.

Duration: 27 Minutes

Day 7: Going deeper on Social Media, asking for Referrals and using Smartplans to nurture relationships over time in KW Command.

Duration: 24 Minutes

Day 8: Open House Process Overview and how to find Open House opportunities in your market.

Duration: 12 Minutes

Day 9: Deep dive into conducting an Open House, and becoming a Lead Generation Machine.

Duration: 33 Minutes

Day 10: Open House Follow-up Plan, introduction to Geographic Farming and creating your own Miracle Morning.

Duration: 17 Minutes

Total Video Content: 1 Hour and 53 Minutes

Social Media

Best Practices for Posting on Social Media

1. Post 4 to 5 times per week
2. Pictures and Videos get the highest engagement
3. "Stories" stay on your profile for 24 hours then disappear forever
4. You'll only find your "voice" on social media by using it!
5. Come from contribution. Give something before you ask for something
6. Encourage engagement by asking a question, taking a poll, getting perspective
7. Reply to all comments as soon as possible. Reward good behavior
8. Use Direct Messages to start private conversations
9. Time-block social media time for your business
10. Don't reinvent the wheel, take inspiration from other quality people

6 Tips for Posts

#1. Don't let social media distract you from setting appointments with buyers and sellers, rather utilize it with that end result in mind. Don't get distracted or side-tracked during work hours. If you're on social media during the word day, you're wearing your business owner glasses.

#2. Social media is not selling media. You're talking to your friends to stay top of mind, not to "sell" them anything, other than the fact that you're actively engaged with your real estate career.

#3. Capture your audience's attention by adding something of value. What information do you have (or have access to) that could benefit them?

#4. Answer questions and collect feedback. Engage in 2-way communication. What do they want to see, and what are their opinions of what you're posting? Both positive and negative feedback will help you narrow your social media focus.

#5. Engage with your audience by commenting on their posts. If you want them to engage with you, make yourself top of mind by engaging with them. Get in the habit of commenting on other peoples posts, especially when they are posting about life events.

#6. Start with 1 account for now then expand. Keep it simple for now and get in the habit of posting and creating content. Then expanding into a second and third social media platform, such as Instagram, TikTok, Snapchat, etc.

Day 6 Action Items

- Lead Generate.** Connect with 10 or more new people today and have a quality conversation. If real estate comes up, great, but don't force it. Update Command after each of those conversations with notes, tags, and a smartplan.

- If you're not sure who to call today, reference back to your Memory Jogger worksheet from Prep Week Day 5.

- Conduct your own Social Media research. Who are the real estate pro's that are already using social media at a high level in their business, and what are they doing that you like?

Write your notes here:

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Touch Plans

Executed through Command SmartPlans

Touch plans are designed to systematically communicate with contacts and leads on a predetermined frequency depending on how soon they have a real estate need.

New Lead: 10 days of Pain

This is a combination of calls, texts, video texts, emails and voicemails sent 1 time per day for 10 straight days or until they respond to you.

Once they respond you'll change their smartplan to whatever makes sense based on your conversation

Hot Lead (Ready to Buy/Sell in 3-6 Months): 8 X 8

This is 8 touches in 8 weeks and consists of follow up phone calls, mailing them your business card and business brochure, emailing them a relevant report or market update, etc.

Nurture: Ready to Buy/Sell in 6+ Months

Consists of one touch per month using the methods written above

36 Touch for SOI

Contacts are people who you've established two-way communication with. Touches are interactive and value-based.

4 Touches: Telephone calls

26 Touches: Bi-weekly email offering some type of information of value to the consumer

2 Touches: Events, get-togethers, parties, etc.

4 Touches: Promotional direct mail, such as a magnet, calendar, market report, etc.

= 36 Touches Each Year

Social Media Examples

Conduct Social Media Research

Your social media is your online presence power house. Make yourself stand out.

Profiles are for people and pages are for business. On Facebook, you have the option to link your professional business page to your personal profile. Search the "Personal details" section in Facebook.

Consider setting up an automatic chatbox queue for visitors to quickly and easily communicate with you.

Consider setting up appointment availability for your visitors to easily schedule an appointment with you regarding buying or selling a home.

Speak to your audience like they're your friends because they are! Be natural, be yourself, and have some fun with it.

Other social media platforms to use to your advantage: LinkedIn, Instagram, TikTok.

Social Media 4 C's

Content: What You Speak to the World

- What is your message and why do people care
- Do they understand what you do
- Do they know how you can help them, your skills and resources
- Does your post clearly articulate your value

Clarity: How You Speak to the World

- Written text
- Picture
- Video
- Polls

Consistency: When You Speak to the World

- How often do you post
- What day of the week is most active
- What time of the day is most active

Community: Who You Engage within the World

- Who is your actual audience
- What do you think they want to see
- How can you get them to engage with your post?

Daily 5-5-5-5

- 5 Likes
- 5 Comments
- 5 Direct Messages
- 5 New Friends

Day 7 Action Items

- Lead Generate.** 10 or more two-way conversations today, then update Command with:
 - Notes
 - Tags
 - Smartplans
- Create your first/next real estate related social media post.
- Memorize the Referral Script and begin to integrate it into your FORD conversations with your SOI.

Taking Initiative: What new skills do you need to develop as it pertains to social media?

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Open House Overview

One of the best ways for a new agent to fill their pipeline with clients ready to buy now is by conducting open houses on a regular basis. Open House guests could be potential buyers, sellers, referral sources

Aim to host 4-8 open houses per month, following this formula:

Open House Overview:

- Identify the Listing
- Get Yard Signage
- Identify best street corners and intersections to place directional signs with balloon
- Create marketing material, both digital and print. Use Designs in KW Command
- Start Farming. Circle prospect over the phone and by door knocking

Life Events: Job promotion/transfer/loss, Birth or Loss, Financial hardship, engaged/married/divorced, etc.

Schedule an Open house by approaching a Listing Agent with a specific value proposition to get their home sold

Exercise: What specific value will you offer a listing agent who hires you to conduct an open house at their listing. What things will you do leading up to the event to produce the best results possible? **Be specific.**

Open House Strategy

Sign in Yard

**Balloons
and Sign
Riders**

**Directional
Signs at
Major
Intersections**

**Create
Social Media
Post**

**Email
Invitations to
your
Database**

**Website/
Online
Syndication**

**Cold Call
100
Neighbors**

**Knock 100
Neighbors
Doors to
Invite**

**Invite Other
Real Estate
Agents**

Open House Preparation

Monday: Secure/Schedule Open House(s) for the weekend (Ask agent for their expectations)

(When you search the MLS, go to the “Office Listings” tab, select, and a list of all your brokerage listings will show up. Choose homes in the area(s) you’d like to be in to narrow your search down, and then reach out and contact those agents to see if you’d be able to host)

*To add the “Office Listing” Tab, go to Menu, Under the “Search” Section, Click the Star to the left of “Office Listings.” Then it will appear!

Create and mail invites to 100 people in the neighborhood

Tuesday: Create your marketing pieces, including an informational packet specific to the neighborhood

Wednesday: Market on all Social Media Accounts and send an email blast

Create a Facebook Ad with a short video clip or picture of the home

Thursday: Prepare your “Look Book.” Include homes listed at lower and higher prices as well as those that are comparable in price range of the home you are hosting. Also prepare comparable sales for homes that have sold in the neighborhood of the Open House you are hosting to put on display at your Open.

Preview the other active homes in the area to become the expert!

Friday: Door Knock the Neighborhood/Circle Prospect Calls

Saturday and Sunday: HOST

Prior to the start of the Open House:

- In the morning, review the “Hot Sheet” on the MLS to check for any new listings/coming soon in the neighborhood
- Create a search in the neighborhood and generate a link from the MLS to share with prospective buyers
- Place directional signs at major intersections with balloons
- Place sign in front yard with balloons

Week 2: Lead Generation

During the Open House: Neighbor Welcome Script

Hello! This is _____ from Keller Williams. Are you familiar with the property values in the area? Would it be valuable to have a neighborhood report emailed to you monthly, so you can stay in touch with what is happening to values in your neighborhood?

During the Open House: Offer the KW Mobile Search App Script

How does this home compare to others you have seen? Would you like to view information on all homes for sale at any time right from your phone? Let me share my app with you.

After the Open House: Follow-up Call Script - Seller Focused

Hello! This is _____ from Keller Williams. We met earlier today at the open house. Knowing you are considering selling your home, I'd be pleased to provide you with an up-to-date home valuation report and market update. Does that sound good?

We could get together tomorrow around 4:00 p.m. if that works for you. Why don't we meet at my office and go from there?

After the Open House: Follow-up Call Script - Buyer Focused

Hello! This is _____ from Keller Williams. We met earlier today at the open house. Knowing you are considering buying, I wanted to let you know that I did a little digging when I got back to the office and I found several properties in the neighborhood that match your criteria.

I know the house you saw today wasn't quite right, but I think these few others might have some potential. We could get together tomorrow around 4:00 p.m. if that works for you. Why don't we meet at my office and go from there?

Finding Open House Opportunities

Use this strategy to identify active listings in your market center and approach a specific listing agents with your unique value proposition, and why they should allow you to conduct an open house at their listings.

Approaching Listing Agents

When you approach another agent to request they allow you the opportunity to host an open house at their listing, you must be able to articulate your value to them and to their seller. Tell the listing agent your specific plan to market the event, represent the listing at the highest level, and provide detailed feedback and results.

Using the MLS

Step 1: Open the MLS, Quick Search

Step 2: Set search parameters (active listings, price point, location, etc)

Step 3: Add Field: Listing Office: Keller Williams _____

Step 4: Identify the Listing you want to do an Open House for

Step 5: Reach out to the Listing Agent with **your specific value proposition** to get their listing sold

Notes:

Open House Checklist

Before the Open House:	
	Schedule open house
	Give owner the Seller's Checklist
	Install the KW Mobile Search App on your phone and be prepared to share it
	Check if electricity/water is on
	Do marketing activities (post online and door knock the neighborhood)
	Make Information Packets specific to neighborhood, pricing, financial information, etc.
	Order food and drinks (if sellers agree) and pick up
	Set out food/drinks (cookies in kitchen area only)
	Place signs, balloons, and directional arrows around the neighborhood
	Place very visible signage, balloons in yard of the open house
	Remove debris from front of house
	Check front yard and entrance
	Turn on all lights in house, including closets
	Ensure all doors are free to open
	Adjust temperature
	Open drapes
	Place fliers and business cards in entry area
	Set out sign-in sheet in entry area
	Turn on soft music
	Check bathrooms and close toilet lids
	Verify that valuables and prescription drugs are not accessible
	Have information Packets ready, but not in sight
	Check house and front and back yards (including doors and fences) for security
	Check phone battery charge
	Ask seller to board animals or take them with them
	Review and practice scripts

	During the Open House:
	Greet and build rapport with each guest, including children
	Ask guest to sign in
	Ask open-ended qualifying questions
	Arrange follow-up appointments
	Make notes about guests' real estate needs
	Replenish food and drinks
	Watch for safety issues
	After the Open House:
	Put house back in original order
	Close drapes
	Turn off music, lights and reset temperature
	Collect all packets, signs, and cards
	Leave thank-you note and feedback for seller
	Note areas for improvement
	Update your database, add appointments to your Pipeline tool , and click on the "+" sign on your CGI page to update your appointment count
	Send thank-you notes to all neighbors
	Call and email all visitors
	Sellers Checklist
	Remove all valuables, jewelry, money, and prescription drugs
	Unclutter countertops
	Clean your home from top to bottom
	Make any repairs necessary, such as touch-up painting
	Open up your house--the lighter and brighter, the better
	Play soft music
	Make sure your home smells good
	Adjust the thermostat to a comfortable level
	Arrange for your pets to be boarded or with you
	Clean and straighten the patio
	Manicure the lawn
	Clean or paint the front door
	Remove all clutter from the entrance area
	Other:

Day 8 Action Items

- Lead Generation.** Ten (10) or more conversations with your database today. Verbal is always better than written communication. When you're done, update Command
- Create and publish a real estate related Social Media post
- Search your MLS for an Open House opportunity.

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Don't Be an Undercover Agent!

Ask yourself: What can I do to avoid being "undercover" and be visible to the people around me?

Do the people in your life know you're in real estate? Are you communicating with those you know that you have the knowledge and tools to help them? What are some ways you can let people know you are in real estate that may not know you are in real estate?

Consider the following:

- Wearing a name badge
- Wearing Real Estate apparel
- Putting a Real Estate sticker on your laptop
- Carrying a real estate related book (MREA) with you to the coffee shop
- Putting a decal on your car

The more people see the value and services you offer, the more business you are going to close. Make it known to others who you are, what you do, and what you can provide to them!

Capture, Connect, Convert, Close

Capture: A Lead's contact information

- Name
- Phone
- Email
- Address

Connect: Engaging in a meaningful conversation

- Build trust and rapport
- Investigate, don't sell
- They want information, then service
- People work with people they like and trust

Convert: Depends on you to communicate appropriately to create a closing

- Lead to Appointment
- Appointment to Client
- Client to Closing

In order to convert: you must know how to communicate using scripts and objection handlers

Close: Asking a client to meet you in person

- Get to the point, be direct
- Ask for what you need. Buyer Consultation and Listing Consultation
- Move the lead into the next step of the sales pipeline. If you don't do it, they won't ask.

Asking for Referrals

Referrals

Repeat and referral business can and should be a large part of your sales pipeline. The only way to GET referrals is to ASK FOR referrals.

Referrals are a great way to garner relationships and grow your business so it is vital to take advantage of these opportunities waiting for you.

We know our business is based largely on referrals, our friends and family do not. We must inform them, and ask them for referrals.

Script: Calling the Referral

Hello _____, my name is _____ with Keller Williams Realty and (referrer's name) gave me your number and asked me to call right away.

I'm a real estate agent here in (city name) and (referrer's name) who is a (friend, past client, family member) of mine said you were looking for a great agent to help you achieve your goal of buying/selling a home.

How may I best help you at this time with your real estate needs?

Note: You can download the full script from the Essentials Course module.

Day of the Open House

- Arrive 15-20 minutes early
- Turn on all lights
- Open doors
- Open drapes
- Check yards and entrance for any debris and clean up
- Check bathrooms and close toilet lids
- Set out food/drinks if applicable
- Turn on soft music
- Have your “Look Book” ready but not out for buyers to readily access
- Set up your area with:
 - a. Sign in sheet
 - b. Business cards
 - c. Flyers

During Open House:

- Greet guests as they arrive
- Ask guests to sign in
- Create conversation/build rapport
- Ask open-ended questions
- Arrange follow up appointments
- Send video text when guests leave
 - Thank you for visiting my open house VIDEO text from inside the house and share your app.
- Take any follow up notes to remember guests by

After Open House:

- Put house back in original order (turn off lights, close doors, etc)
- Collect all of your packets, flyers, cards etc.
- Call the listing agent and share feedback with them (what did buyers share about the house that would be helpful, how many people came, how many agents, potential offers, etc.)
- Send thank-you notes to the neighbors

Follow Up

- Add each visitor to your Command Contacts
- Add to notes the address of the home of the Open House
- Use that address to locate the neighborhood and at least 3 surrounding neighborhoods around it on the “neighborhoods” section of each contact
- Assign to Open House Smartplan

Day 9 Action Items

- Lead Generate.** 10 or more conversations, then update Command

Today is a light day for Action Items, so what is the **ONE** most important thing for you to accomplish for your business **today** with your extra time?

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Open House Follow Up System

Following Your Open House

1. Utilize the Open House Feedback Forms and Traffic Report to communicate the OH results with the Listing Agent.
2. Use the Open House sign-in sheet and add the contacts to Command with an "Open House" tag.
3. Assign each contact to an Open House Smartplan to follow-up with them. You can use our SmartPlan template in the downloads section, or go into KW Command/SmartPlans/Library, and "Add Smartplan" to your personal library.
4. Execute the tasks, follow up with each open house prospect.

Example: Traffic Report

 KELLERWILLIAMS. REALTY	Open House Traffic Report (Example)
Address: 123 Main Street, Phoenix, AZ	
Date: 1/1/2022	
Weather: Sunny and Hot	
Number of Groups: 4	
Description of Groups: <ul style="list-style-type: none">• Neighbor - man who lives down the street came by because he's thinking about selling and wanted to know what this house looked like inside and see what it's priced at.• Young Couple - they have been looking to buy a home for 6 months now and spend at least 15 minutes looking throughout the home. They also asked lots of questions about the neighborhood.• Married Couple with Child - Visiting from out of state, they are looking to move because they want to be closer to family. Their child was approximately 10 years old, and they had lots of questions about the school district.• Young Woman with Boyfriend - she and her boyfriend are currently renting in the downtown area and are looking to buy asap. She seemed interested however may be looking for something larger.	
Feedback from Guests: <p>Positive: loved the hardwood floors, the natural light through the bay window, and the installed security system. Liked the overall layout/flow of home. Showed very well, extremely clean. Liked the furnished basement and extra storage space in the garage.</p> <p>Negative: proximity to the busy road, the garage smelled like cat litter, the fence in backyard is deteriorating. Price seems high.</p>	
General Notes: our open house was likely competing with many others. The weather was perfect and two of the four groups mentioned visiting other open houses today.	



Open House Traffic Report

Address:

Date:

Weather:

Number of Groups:

Description of Groups:

Feedback from Guests:

General Notes:

Open House Follow-Up SmartPlan

Use this Smartplan template outline to build your own Open House Follow-up Smartplan in KW Command.

Immediately Following Your Open House:

- Add each visitor to your Command Contacts
- Add to notes the address of the home of the Open House
- Use that address to locate the neighborhood and at least 3 surrounding neighborhoods around it on the “neighborhoods” section of each contact
- Assign Contact to Open House Smartplan

Day 1: Create Task: Send Text Message to (contact first name, contact last name, phone number)

DAY OF: Thank you for visiting my open house VIDEO text from inside the house and share your app.

(Let them know that you are willing to do a video of any property they might be interested in)

Set Delay: 1 day

Day 2: Create Task: Send email to (contact first name, contact last name, contact e-mail address)

Send an email with the listing information of the home you met at and one or two other similar property from your look book

Set Delay: 1 day

Day 3: Create Task: Call (contact first name, contact last name, contact phone number)

Hi, it's (agent first name) with Keller Williams Arizona Realty and we met about a few days ago at (address of open house).

I wanted to follow up with you to learn more about what you're looking for your dream home.

Please let me know when you're available. We can do a call, meet in person or virtually via Zoom!

Create Task: Send a handwritten note and add to Social Media to (contact first name, contact last name, contact address)

Send them a handwritten note and add them to Social Media (if you don't have their home address, send them a DM on social media instead)

Set Delay: 1 day

Day 4: Send Text: (contact first name, contact last name, contact phone number)

I wanted to let you know some of the homes you are looking at may qualify for \$1,000 back at closing and zero lender fees.

Have you applied for a pre-approval or would you like more info on that?

Set Delay: 1 day

Day 5: Create Task: Send E-Mail to (contact first name, contact last name, contact e-mail address)

Hi {contact.first.name},

I wanted to follow-up on my mortgage text from the other day. In case you were interested, here's the direct link to Keller Mortgage where you can get more information about our Zero Plus Loan. (ADD YOUR KELLER MORTGAGE LINK HERE)

To access your link, go to KW Connect, “Resources,” “Keller Mortgage,” “Keller Mortgage Resources,” “Home,” “My KM Settings” and copy “My personal KM link.”

Set Delay: 1 day

Day 6: Create Task: Send Text Message to (contact first name, contact last name, phone number)

Hi (contact first name), I wanted to check in to see if you liked any of the homes I sent? I'm available to show you those homes and others in person or via video. What works best for you?

Set Delay: 1 day

Day 7: Create Task: Call (contact first name, contact last name, contact phone number)

Call to ask: How are you doing? Just wanted to check in with you to see if you were available tomorrow for a call or Zoom meeting so I can learn what you're looking for in your dream home?

Set Delay: 1 day

Day 8: Create Task: Send Text

Hi {contact.first.name}, how is your week going? I wanted to check in to see if I could still be of assistance with your home search. Let me know when the best time to connect would be for you.

Set Delay: 1 day

Day 9: Create Task: Send E-Mail to (contact first name, contact last name, contact e-mail address)

Send an "Are you still home shopping?" E-mail

Dear (Client first name),

It's (agent first name) with Keller Williams Arizona Realty and we met about a week ago at (address of open house).

I wanted to follow up with you to learn more about what you're looking for in your dream home.

Please let me know when you're available. We can do a call, meet in person or virtually via Zoom!

Have a great day,

(ADD YOUR SIGNATURE HERE)

Set Delay: 1 day

Day 10: Add to Smartplan: Monthly Neighborhood Nurture

Set Delay: 1 day

Day 11: Create Task: Call (don't leave a message)

I set you up on some listing & neighborhood alerts. I wanted to check to see if you have been receiving those and if they are along the lines of homes and areas, you are interested in. I do not want to spam you with the wrong properties. Let me know if you would like me to adjust the searches for you.

If no answer, text:

I set you up on some listing & neighborhood alerts. I wanted to check to see if you have been receiving those and if they are along the lines of homes and areas, you are interested in. I do not want to spam you with the wrong properties. Let me know if you would like me to adjust the searches for you. If you would like, you can search neighborhoods and schools and more on my app right here: (ADD YOUR APP LINK HERE) We have tons more info that you will not find on Zillow.



Open House Feedback Form

Name(s): _____ Phone: _____

Address: _____ E-mail: _____

Are you working with a Realtor? _____ Who is your agent? _____

How soon are you looking to buy? _____ How many bdrms? _____ Baths? _____

Comments about the price of this home? _____

Comments on the condition: _____

What changes would you recommend? _____

Thank you for your comments, the Seller's will appreciate your feedback.



Open House Feedback Form

Name(s): _____ Phone: _____

Address: _____ E-mail: _____

Are you working with a Realtor? _____ Who is your agent? _____

How soon are you looking to buy? _____ How many bdrms? _____ Baths? _____

Comments about the price of this home? _____

Comments on the condition: _____

What changes would you recommend? _____

Thank you for your comments, the Seller's will appreciate your feedback.

Geographic Farming

Be intentional about selecting specific neighbors that you want to farm. Consider: price point, location, turnover (are homes selling, or is it a stagnant market)

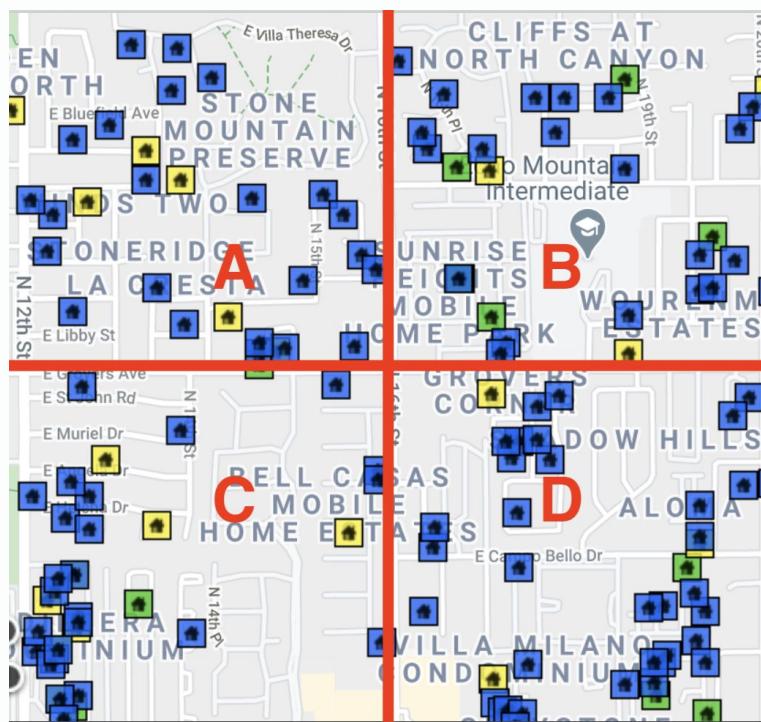
You have the freedom of deciding how many quadrants work for you: 4,5,6 etc

Farming consists of both door-knocking and phone calls. Identify where you want to work, then divide that neighborhood into sections so that you can systematically nurture these homeowners until they're ready to sell.

Consider the following when choosing your Geographic Farm Neighborhood:

1. Proximity to Home/Office
2. Average Sales Price
3. Annual Turnover Rate
4. Walkability
5. Concentration of Properties
6. Number of Listings
 - a. Active, Pending, Sold
7. Absorption Rate
8. Average Days on Market
9. Neighborhood Considerations
 - a. Geographic Proximity
 - b. Gated Communities
 - c. Distance Between Homes
 - d. Demographics
 - e. Local Relevant Changes

Strategically segment your farm into sections:



Track Your Progress:

1. How many doors did you knock?
2. How many doors answered?
3. How much contract information did you elicit?
4. Did you enter their contact information into Command with a follow up smartplan?
5. How many clients have you signed from Door Knocking?
6. How many clients have you closed from Door Knocking?

Elevator Pitch

"I'm a Realtor"

vs.

"I'm a real estate advisor and consultant who specializes in helping people make strategic financial goals related to real estate"

Write your elevator pitch here:

Day 10 Action Items

1. **Lead Generate.** Update Command
2. Write Your Elevator Pitch
 - a. What you do
 - b. How you do it
 - c. Why you do it
 - d. What makes you different
3. Revisit our Time-blocks for next week
 - a. Print the scheduled templates
 - b. Write your time-blocks
 - c. Follow Them!
4. Plan Your Open House
 - a. Print your resources
 - b. Talk to other agents about hosting an open house
 - c. Schedule your open house
 - d. Create your Command Open House follow up Smartplan

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Week 3: Working with Buyers

Objective: Understand your value proposition to Buyers and how to communicate it to them, resulting in increased conversation rates and more commission.

Day 11: Define your value proposition using the top 10 service areas of the buyer transaction, then customize your buyer lead sheet to use during prospecting activities.

Duration: 33 Minutes

Day 12: Customize your Buyer Presentation and be prepared to present it during your first/next Buyer Consultation.

Duration: 48 Minutes

Day 13: Convert more buyers by overcoming objections, then what next steps to take once a Buyer has committed to working with you.

Duration: 30 Minutes

Day 14: Use the MLS to maximize your time and effectiveness, then apply the Law of 5 in your life.

Duration: 21 Minutes

Day 15: What to do before writing and submitting an offer, to include Comparative Market Analysis (CMA).

Duration: 29 Minutes

Total Video Content: 2 Hours and 41 Minutes

Lead Generate for Buyers:

Sphere of Influence (SOI): People you already know, your database. People often buy and/or sell real estate when "life events". Examples: a wedding engagement, announcement of a pregnancy, getting a job promotion, transfer, or being fired, etc.

Social Media: This is your free online billboard to advertise and promote your business to your SOI and beyond. You can also directly message individuals that you know and don't know. Use the 5-5-5 method on a daily basis to maximize your results.

Open Houses: The single best way to find new motivated buyers in your market.. But don't just host an open house. Host an event, and drive as much attendance to it as possible.

Door Knocking: Provides face-to-face interaction with local community homeowners. Start in your own backyard and simply introduce yourself, then expand into a selected geographic farm.

Circle Prospecting: Also known as cold calling, this is like door-knocking over the phone. Don't just call a neighborhood once, "Farm" the area, and call back once per month for 6 months.

Education: Consider hosting a "First Time Home Buyer" seminar or virtual workshop to attract active buyers to you.

Miscellaneous: You are only limited by your creativity. You can meet people anywhere at any time that potentially needs to buy a home in the future.

Which approach to Buyer Lead Generation are you going to focus on? _____

Home Buying Process

Overview:

Lead generate: find potential home buyers and capture the lead's contact information on your Buyer Lead Sheet and scheduling your one-on-one buyer consultation appointment.

Initial Buyer Appointment. This consultation is your opportunity to get to know the Client and what's important to them regarding the real estate transaction. This is also your opportunity to explain the home buying process, give them action steps to start preparing, and build their confidence that you understand how to help them build long term wealth through real estate ownership.

Search for Homes on MLS: Following your buyer consultation appointment, begin searching for homes using the MLS. Send your new Client between 25-75 listings that meet their specific search criteria. Don't send them 100+ homes, that's too many, and also don't send them just 5 or 10, because that's too few. I find that the 25-75 range is a good starting point.

View Homes in person: This is your opportunity to *really* get to know your client's needs, wants, likes, dislikes, etc. Ask lots of questions when you're touring homes, and don't try to sell. Beauty and functionality is a subjective opinion, let them have theirs.

Make an Offer and Negotiate: There are several steps you'll take to prepare to submit an offer, to include: reading all documents/disclosures provided on the MLS, conducting your own opinion of value (CMA), and calling the listing agent to find out what's most important to the sellers to see in an offer.

Pending (Under Contract) Process: Once you've prepared to make an offer by gathering information, you'll write and negotiate a strategic offer with your clients, aiming to always find a win-win solution, and to "fill the gap" between what the buyer wants and what the seller wants. Once under contract you'll complete all the administrative and client facing tasks necessary to close.

Closing: Prepare for closing by following your Command Opportunity checklists and communicating with all involved parties on a regular basis to ensure everything is in order.

Post Closing: Update KW Command with notes/tags and a follow up plan. You'll want to stay in touch with your past clients as a source of repeat and referral business.

Buyer Lead Sheet

Source of Lead _____

Buyer(s) Name(s): _____

Current Address: _____

Phone 1: _____ Phone 2: _____

E-Mail 1: _____ E-Mail 2: _____

Preferred Contact Person & Method? _____

Have you signed a written agreement with another Realtor? _____

Appointment Day _____ Time _____

MOTIVATION

Why are you moving?

How long have you been looking?

What area are you looking in and why is that important to you?

Do you currently own or rent?

If you OWN, do you intend to sell? Do you need an agent to help you sell your home?

Have you looked at homes online? How's that going for you? What do you like/dislike?

Financing

What Price Range are you looking in?

How did you determine that range?

How will you be financing your new home? (cash or loan)

Have you met with a lender?

What have they told you?

How much money do you plan to put down?

If there was an advantage to a second opinion, would you be interested?

May I ask a lender to contact you?

Home Details

Tell me about your ideal new home.

How many bedrooms/bathrooms?

What are your must haves that you can't live without?

What are deal breakers with your new home?

What's most important to you in buying a new home?

In working with an agent, what's most important to you?

Why is this important to you?

What is your ideal timeline?

Is that timeline flexible?

Is there anyone else involved in the home buying process?

When is the best time for us to look at homes together?

Day Evening Weekday Weekend

I've asked you so many questions, what questions do you have for me?

Your Value Proposition

What is Your Value?

1. Access to Inventory

- **MLS:** Offers real-time access and updates regarding active listing inventory
- **Other Agents:** Your KW Network of Agents that represent listing inventory/sellers.
- **Pre-Market Listings:** Becomes possible through your agent network

2. Local Market Expert: You know the inventory, trends and data because you view it weekly. This refers to things like the average sales price, number of active listings, average days on market, absorption rate and the overall quality/price/condition of the inventory in your market.

3. Your Knowledge during the Real Estate Transaction. Guide and advise your Clients in the following areas:

- Marketing and Inventory Research
- Due Diligence Process
- Negotiating the terms and conditions
- Manage the paperwork and legal compliance of the transaction
- Access to Vendors, such as mortgage lenders, home inspectors, title, insurance, etc.

4. Availability: As a newer Agent, you have plenty of time to make them your priority

5. Tools and Resources: As part of the KW community, you have access to a wide variety of tools and resources that can serve both you and your clients during the transaction. Decide which of these benefits you're going to adopt as part of your business and make sure they know it!

6. Be the Consultant: You'll offer your Clients guidance and advice on their long and short term real estate related goals, then use your knowledge, skills, tools and resources to help them make their goals a reality.

D.I.S.C

Use this tool to understand your own behavioral tendencies, and also to understand other people's behavioral tendencies so that you can communicate more effectively with everyone.



D's make fast decisions. They like to negotiate and they like to win!

I's may be fast decision makers. They want to be liked and recognized. Focus on how it will help them.

S's need time to make decisions. Help them focus on security, safety and family. S's need to trust who they are working with.

C's need a lot of time to make decisions. Do not rush them. They would rather make no decision than the wrong one.

Week 3: Working with Buyers

DOMINANT

Direct, Results-Oriented, Decisive, Competitive, Problem-Solvers

Work with D's this way...

Get to the point
Be specific
Present Solutions
Don't get into the weeds

INFLUENCE

Charming, Optimistic, Enthusiastic, Persuasive, Inspiring

Work with I's this way...

This will be fun!
Ask questions and let them talk
Be upbeat and positive
Don't get into the weeds

STEADINESS

Analytical, Diplomatic, Precise, Compliant, Objective

Work with S's this way...

Kindness
Cooperative
Be patient and predictable
Do not be pushy

CONSCIENTIOUS

Understanding, Team Player, Patient, Stable, Sincere

Work with C's this way...

Accommodating & prepared
Accurate & analytical
Be accountable
No sudden movements!

Top 10 Buyer Service Areas

Start by understanding exactly what serve Clients want and expect from a real estate agent.

Then, use that information to create your **value proposition**. Create a list of bullet points that outline exactly how you will assist the Client in each of these areas. It's imperative that you're clear on exactly what your value is so that you can explain it to potential clients and attract them to you.

The Top Ten Service Areas of the Buyer Value Proposition	
1. Needs Analysis	b. Advise on terms and issues of offer. c. Fill out purchase offer contract.
a. Analyze buyer's wants and needs b. Help buyer get clear picture of her ideal home.	
2. Prequalification or Pre-approval	6. Negotiating to Buy a. Present the offer. b . Negotiate on buyer's behalf.
a. Guide buyer to loan officer b. Obtain prequalification or pre-approval c. Help choose best mortgage financing plan	7. Vendor Coordination a. Advise and supervise vendor selections. b. Coordinate vendor services.
3. Neighborhood information	8. Preclose Preparation a. Coordinate and supervise document preparation. b. Provide pre closing consulting.
a. Create broad neighborhood search profile b. Provide list of target neighborhoods and related information for each	9. Closing a. Preview closing documents b. Resolve last-minute issues c. Closing transaction.
4. Home Search	9. Post Closing a. Coordinate move-in b. Assist with post closing issues.
a. Organize and schedule a home search process b. Ongoing updates, drive-bys, and showings of available homes	
5. Make an Offer	
a. Compare homes and make decision	

Top 10 Buyer Service Areas

Exercise: Build Your Value Proposition

- | | |
|---------------------------------------|-----------------------------------|
| 1. Needs Analysis | 6. Negotiating to Buy |
| 2. Pre-Approval | 7. Vendor Coordination |
| 3. Neighborhood Information | 8. Preclose Preparation |
| 4. Home Search | 9. Closing |
| 5. Making an Offer | 10. Post-Closing |

Individual Effectiveness

We are NOT our goals...

We are NOT our dreams...

We are NOT our desires...

We ARE our HABITS

From the time you wake up until the time you go to sleep, your day is filled with tiny, often subconscious decisions called habits and routines.

To reach your maximum level of efficiency, you must be aware of your habits then make a conscious decision to take control of them.

1. What habits and routines do you need to implement to be most successful?
2. What habits and routines do you need to stop or eliminate from your life that are not serving you?

Implement:

Remove:

Day 11 Action Items

- Lead Generate.** Connect with 10 or more people today and update Command
- Make sure you have an exact list of all the documents and disclosures that are required to sign a new buyer client. Then, read and understand these contracts and be prepared to explain them to a client and answer their questions
- Review Top 10 Value Propositions for a Buyer and write your value proposition here:

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Buyer Consultation

There is no right or wrong way to conduct your buyer consultation. Below, I've outlined a very simple 3-step strategy to compartmentalize the meeting, allowing you to narrow in on specific steps in the process and to ensure you're covering all your bases. Within these 3 steps, you will make small personalizations to the presentation based on your personality, the experience level of the Client, and anything else you discover during "Step 1: Get to know them..."

1. Get to know them: Learn their motivation for buying and what's most important to them. Use this time in the conversation to build rapport/trust with the Client.

Use the Buyer Lead Sheet to Capture:

1. **Contact information** - Ask them for all of it now, you'll need it
2. **Motivation** - Make sure you understand their true motivation behind buying a home. Why, when, how. What other areas of their life will be affected?
3. **Property Details** - Specific information about what they're looking for: location, style, price, amenities, dislikes, lot size, etc.

2. Explain the Buying Process: More specifically, how you're going to use your skills and resources to help them accomplish their goal, and what will their experience with you be like working with you?

- Use the Buyer Presentation packet as your guide during the conversation
- This is your opportunity to explain the home buying process and each step along the way. You will also help them understand what to expect during each phase of the process and how your business operates. This will save you time and energy later, so be sure to explain expectations.

3. Sign Contracts: Assuming you've done a great job exploring their needs and explaining the home buying process specifically as it pertains to their needs, they will be ready to get to work with you.

1. Buyer Representation Agreement (BRE or BRNN)

Buyer Presentation Packet

Step 1: Download the buyer packet provided in the video portal, then customize it as needed to match your personality, business brand, and approach.

Step 2: Ensure that when you open the document you're in "presenter view" so you can see the talking points below each slide.

Step 3: Present it out loud to yourself several times to practice explaining each page of the presentation. My recommendation is to memorize and practice each page individually first, then put it all together.

Step 4: Present it out loud to others, to include both your script and roleplay partner and real-life client to obtain positive and negative feedback, allowing you to consistently make tweaks to improve.

Buyer Scripts with Denny Grimes

In this conversation with Mega Agent Denny Grimes, we discuss and role-play important dialogue in various Buyer scenarios.

Scripts to Use:

Day 12 Action Items

- Lead Generate.** Talk to 10 or more people, then add/update Command with notes, tags, and a smartplan
- Familiarize yourself with the Buyer Lead Sheet when lead generating and during your initial buyer consultations. Print several copies to keep on hand.
- Customize then study your Buyer Presentation Packet

The most important points to emphasize from your **Buyer Presentation**:

- 1.
- 2.
- 3.

Following Your Buyer Consultation

1. Once your Buyer Client signs the representation agreement, ensure you have all the required forms and disclosures filled out completely and correctly.
2. Update the Client's information in Command with Notes, Tags, and a follow-up Task
3. Start searching for their home. Use the MLS and other local resources. Send them 25-75 homes but no more than that.
4. Schedule a private home tour and view 4 to 6 homes on the same day if possible. You want to make sure your client picks 4 to 6 homes to tour after reviewing the list of 25-75 that we sent.
5. During the home tour talk less, and ask more. Gauge their interest in each home by asking probing questions. You're not sounding "salesy", you're asking out of curiosity so you can better understand their needs.

MLS Saved Search and Subscription

Create a Saved Search in the MLS

1. Log into MLS, then go to Quicksearch
2. Set your filters based on the information you wrote on the buyer lead sheet
3. Click "Save Search" in the top right corner of the MLS
4. Assign your saved search name, then click "Save and Add Subscription"
5. Assign appropriate contact, fill in subscription details/frequency
6. Click "Save"
7. When the green window appears, click on "Email these listings now"
8. Go into the MLS, click "Contact Management" and verify the subscription has been saved under the contact name

The Process of Handling Objections

Overcome ANY Objections using this format:

Step 1: Acknowledge the Objection

"I understand why you feel that way"

Step 2: Isolate the Objection

"Other than that, is there any other reason we wouldn't move forward today"?

Step 3: Handle the Objection

"May I explain to you how real estate commission works..."

Step 4: Close

"Just sign right here we can get started right away"!

***Scripts available for download below the video module.

Market Data

Market Data and How to Read It - Refresher

Average Days on Market (ADOM): Number of days from going live on the MLS until its under contract/pending

Absorption Rate: The number of months it would take for the buyers to absorb the existing inventory if no new listings became available for sale. Expresses how quickly buyers are buying vs. how quickly sellers are listing.

Sold to List Price Ratio: The "Sold" price compared to the original "List" price, expressed as a percentage. If the home sells for the exact listing amount, that's 100%.

***Use your local MLS to gather and interpret this data weekly. As a real estate consultant, its imperative you understand what's happening in your market.

Mirroring and Matching

Mirroring and Matching is a skill that you can develop and helps you **quickly build rapport and trust** with other people. When building relationships and rapport with others, focus on:

Physiology: This is your physical body and the way you sit and stand, body movements and gestures, where you're keeping your arms, legs, and focusing your eyes. You want to naturally mirror your body to theirs.

Speech Rate: How quickly or slowly somebody is speaking. Try your best to speak at their same speed, either speed up or slow down to match them.

Volume/Tone: Speak at their volume, speak louder or softer to match theirs.

Words/Phrases: Reuse their words and key phrases back to them. This proves you're listening and understand what they're saying. Words have different meanings so repeat theirs back to them.

People like people who are like them: these techniques allow you to align yourself with another person

Practice mirroring and matching with anybody, anywhere. Start using these techniques with your friends and family to get better, then use them with your clients.

Day 13 Action Items

- ❑ **Lead Generate.** 10 or more conversations every day, then update Command. Remember:
 - ❑ Ask Questions and come from curiosity
 - ❑ Questions based, listening enhanced conversations
 - ❑ Listen for Life Events or changes that may be coming
 - ❑ Use F.O.R.D
- ❑ Print and memorize the Objection Handler Scripts
 - ❑ You're going to get objections, be prepared so you don't get stumped by a client
- ❑ Study your Buyer Consultation Contracts
 - ❑ Ensure you know all your state/market center specific contracts
 - ❑ Print, then highlight important areas and take study notes
 - ❑ Ask follow up questions to somebody in your office
 - ❑ Know these contracts backwards and forwards

Showings in the MLS

ShowingTime

When you're ready to schedule a showing for your client, log into your MLS account and schedule a showing through ShowingTime. In some cases, you'll need to call or email the Listing Agent directly for showing requests.

Make sure that your listing showing is confirmed after scheduling an allotted time. Keep in mind that you may need more time with a listing. If you believe you will be there longer than 15 minutes, it is best to play it safe to schedule for 30 minutes instead.

MLS allows you to organize all of your showings based on the schedule you create which makes a great easy-to-use system.

24-Hour MLS Hotsheet

Use the notes section below to add specific information and tips when it comes to using the Hotsheets tool in the MLS:

Notes:

Buyer Agent Commission

It's recommended that you have all Buyer clients you're working with sign a written representation agreement with you, to ensure you're working with somebody who is serious about buying a home, and doing it with you.

This agreement will outline your commission. When you eventually find the home they want to purchase, check to see what the Listing Agent is offering to the Buyer Agents (you) for the commission on the MLS listing.

If the Listing Agent is offering the same amount of commission that you agreed to in writing with your buyer, they pay nothing. Your commission is 100% covered by the Listing Agent (from the proceeds of the sale at closing, technically from the seller), and your buyer client owes you nothing.

If the amount of commission being offered on the MLS by the listing agent is LESS than what you agreed to in writing with your buyer client, then you have a few options:

1. The buyer pays the difference, at closing, by writing a check.
2. You negotiate with the listing agent to pay the difference.
3. You negotiate "seller concessions" in the purchase contract or addendum so that the seller pays toward a portion of the buyers closings costs (to cover your commission).
4. You can reduce your commission to match what's being offered on the MLS. This is obviously a last resort option, fight for your commission!

The Average of 5

You are the average of the 5 people you surround yourself with the most.

Exercise: Write down who you should be looking up to in real estate, where you can meet them, and how you can spend more time with them.

Who are your top 5? Are they optimistic and encouraging, or pessimistic and discouraging?

Do they support you and your career decision to build a business?

How can you spend less time with negative people and more time with positive ones?

Who are the people you should be looking up to in real estate? Where can you meet them? How can you spend more time with them?

Day 14 Action Items

- Lead Generate:** 10 or more real estate-related conversations and update Command
- Make sure you can log into the MLS, then practice setting up a showing request through the MLS
- Catch up on studying your buyer contracts, and giving your buyer presentation.

The Average of 5: Make a list of the people who you spend the most of your time with and ask yourself, are these people elevating me?

The most important points to emphasize from your **Buyer Presentation:**

- 1.
- 2.
- 3.

Pre-Offer Considerations

Before ever making an offer, do these 3 things:

- 1. Review all available documents** and information about the property on the MLS
- 2. Call the Listing Agent** and ask lots of questions. Gather any and all information they're willing to give you. Use the questions list in the downloads section below to help guide that conversation. "Pre-Offer Listing Questions" is also available for you on the next page.
- 3. Conduct your own Market Analysis** - what do you think the home is worth, how does that compare to the listing price, and what your clients are willing/able to pay.

By doing these three things, you can now present your buyer clients with valuable information to be used when **writing a strategic offer that will appeal to the sellers.**

Calling the Listing Agent

Use these questions as a guide to attain more information from the listing agent so that you can advise your Buyers on how to structure their offer most strategically.

- | | |
|---|--|
| <ol style="list-style-type: none">1. Is the property still available?2. Are there currently any offers, or are you expecting any offers?3. Has the Seller rejected any offers? If so, why?4. Why are the Sellers Selling?5. In what timeframe would the Sellers like to be out by of the property? | <ol style="list-style-type: none">6. Other than price, what terms and conditions are most important to the Seller?7. Is there anything we saw today that's not included?8. Any issues that you know of not mentioned in disclosure?9. How quickly can you present an offer once you've received it?10. At what price does this house come off the market today? |
|---|--|

CMA: Using the MLS

CMA: Choosing Comps

Potential

What is Your Potential?

- Reaching your Potential means Growth
- Growing is Messy, you will make mistakes
- Fear or Faith, which do you have more of?
- Preparation + Attitude + Opportunity + Action = "Luck"
- Growth doesn't happen automatically, and nobody grows by accident. Be intentional with your time and your focus.
- Each of us have the power, through our habits and attitude, to create the life and business we desire.

Day 15 Action Items

- Lead Generate:** 10 or more real estate-related conversations and update Command
- Conduct a CMA as practice.

CMA Address: _____

- Print the Listing Agent Questions, customize them, and keep them on hand for your next offer.

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Week 4: Buyer Transaction

Objective: Understand the transaction process from the time you go under contract with a buyer client.

Day 16: Introduction to various types of financing available to home buyers, and an introduction to negotiating the real estate transaction.

Duration: 36 Minutes

Day 17: Ensure compliance with your contractual timelines and administrative tasks once going under contact with a buyer client.

Duration: 25 Minutes

Day 18: Systematize your transaction using standard email templates and “canned responses” to save time and energy and ensure accuracy.

Duration: 14 Minutes

Day 19: Reading a Settlement Statement and Disbursement Authorization for accuracy.

Duration: 18 Minutes

Day 20: What to do the day of your closing and immediately after.

Duration: 11 Minutes

Total Video Content: 1 Hour and 44 Minutes

Financing 101

Conforming Loans

It is important to have a few local lenders that you know to recommend for your buyers.

Conventional Financing: 5-25% Down-payment, appraisal typically required

Government Secured Loans: Property must be used as their primary residence, not an investment or vacation home.

FHA: Federal Housing Authority, 3.5% down-payment, FHA appraisal required

VA: Veterans Administration: Reserved for Military Veterans, 0% down-payment, VA appraisal required

RD: Rural Development: Geographic stipulations and income requirements, ask your local lender.

Non-Conforming Loans

Created on a case-by-case basis for individuals who do not conform to conventional standards. Typically local banks and credit unions offer non-conforming loans to individuals who they feel will be a "good bet", and these loans are not sold on the secondary market.

Negotiating 101

Go into every negotiation with a win-win attitude. When everybody feels like they got something they wanted, nobody feels like they "lost"

Stay unattached from the outcome.

- Don't invest your emotions in a particular result
- Stay solution-oriented and client-focused.

Prepare for the negotiation.

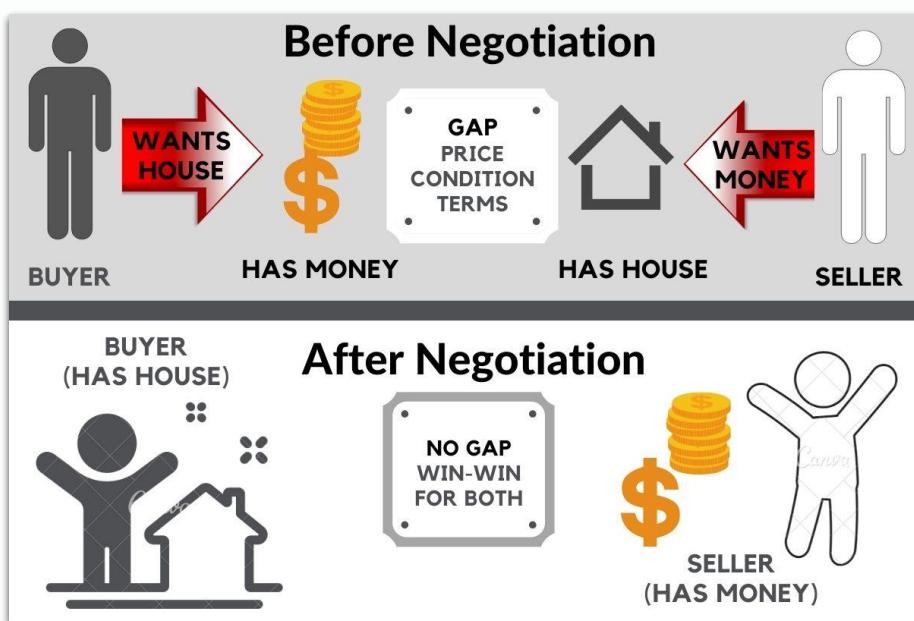
- What are your clients desired outcomes?
- What questions are you going to ask (them and the other agent) to gather more information?
- What expectations do you want to set?

Educate yourself with evidence. Know your market data, comparable sales, contracts, etc.

Never be NEGATIVE. This doesn't help you. You set the tone for the transaction. If you're stressed, your client is stressed. Maintain your composure even when things get tough.

Once again, CLARITY IS POWER: Ask a lot of questions and always be in control of yourself and the conversation.

Additional resources can be found on KW Connect: <https://www.kwconnect.com/page/home>



Seller Concessions

What is a Seller Concession?

A seller concession is when a portion of the proceeds from the sale of the home is used to pay for some/all of the buyers closing costs.

Utilizing this strategy saves your Buyer Client from having to bring as much cash out of pocket to closing.

If an appraisal is required, the property will need to appraise at or above the purchase price. Most appraisers will note the amount of seller concessions, however do not rely on that.

This is not always the best strategy to use, its merely a strategy to use when the circumstances fit. Talk to your client about their needs, and about their options.

You may also use this strategy to pay for the Buyer Agent commission. For example, your buyer representation agreement (between your buyer and your brokerage) is for 3% of the purchase price. On the MLS, the property the buyers want to purchase is offering Buyer Agents 2.5% commission. You may calculate the difference (0.5%) and add that dollar amount as a seller concession.

Creating Command Opportunities

Follow the step by step instructions on how to set up a new Opportunity within KW Command. After watching the tutorial: practice setting up several opportunities within your account.

Command: Uploading Signed Documents

Follow the Tutorial: Uploading Signed Documents to KW Command Opportunities

Day 16 Action Items

- Lead Generation.** Connect with 10 or more people, and then add them to your Command Database
 - Revisit which 3-5 Lead Generation levers you're focused on and analyze your progress so far.
 - What new tools, resources and scripts do you need to be most effective:
 -
 -
 -
 -
 -
 - Track your activities using the tracking sheets from Day 1.

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Buyer Under Contract

Download and print the attachment from the Buyer Master Checklist video, then study and practice this checklist to be used on your next transaction.

Buyer Contractual Deadlines

1. Earnest Money Deposit. The **purchase contract will specify** the amount, due date, and who will hold the deposit (Keller Williams Realty, title/escrow company, listing agent brokerage, attorney, etc.). In most cases, your role is to ensure your client has submitted their EMD check as specified, then send proof of receipt to the listing agent to satisfy the terms of the contract.

2. Due Diligence. Begin to schedule your home inspections. Types of home inspections your client may want to consider:

The purchase contract will specify the number of days allowed for the buyer to conduct their inspections. Before the end of that timeline the **Buyer typically has three options:**

1. Proceed forward with the contract written as is, no changes.

2. Terminate the contract and collect their earnest money deposit back

3. Renegotiate the price, terms, conditions in writing with the opposing party before the deadline, and submit updates to the lender and title company if needed

Note: Check with your PC Coach about when to consult with the buyer's lender and/or title company before making changes to an existing contract, as those changes may affect other things.

If you intend to renegotiate any terms or conditions of the purchase contract, those items must be agreed to in writing by the end of the due diligence period, otherwise, the buyer's earnest money deposit may be in jeopardy.

3. Lender Begins Underwriting: The lender will pull the client's credit report if they haven't done so already and begin the official underwriting process. This is an in-depth verification of the initial pre-approval process completed by the lender and their underwriter. You need to provide the lender with the purchase contract and all other supporting documentation and details regarding the transaction.

Due Diligence Process

1. Home Inspections

General Home Inspection: This is a non-invasive visual inspection of the home, inside and out, top to bottom. The home inspector will produce a detailed report, typically 30+ pages with pictures and a written explanation of anything and everything that could be improved around the home. 99% of this list is considered a "honey-do list" for the buyers after they move in. You're primarily looking for major safety issues and anything that will cost your clients \$500 or more to fix or replace.

Sewer or Septic: A homeowner is typically responsible for their property sewer from between the main sewer line (in the street) to their actual home. Septic tanks are found in more rural areas and allow for wastewater to be processed and released back into the ground. Either way, these systems can be inspected with a long camera to ensure there are no cracks, leaks or blockages.

Radon Gas: This is a naturally occurring gas that exists beneath the earth's surface. The gas is released through cracks in the earth, and should a property build up one of these naturally occurring gas reliefs, long term exposure could lead to health issues. The test is a simple canister set up in the home for 24-48 hours to detect gas presence.

Water/Well: If the home's water supply is from a private well you will want to talk with your clients about having the quality of the water tested for pollutants. Some homes will need a new/better filtration system to supply clean water. You may also have city water tested, though typically less of a concern for most people.

Mold: Prolonged exposure to mold spores can be very bad for a person's health. Mold is most often found in attics, basements, and other dark/wet spaces around the home.

Any other specialists your client wants to hire. Your clients may additionally hire anybody they want to inspect any portion of the home. You may want to consider the following experts depending on the property condition: General contractor, electrician, foundation expert, structural engineer, roofer, plumber, landscaper, etc.

Continued on next page...

Due Diligence Process

Important: The Due Diligence period is not just your home inspection, it also includes the following:

1. Zoning: Cities and towns zone sections for either residential homes, commercial, industrial, etc. You need to make sure this property is zoned for what your clients intend to use the property for (residential living, running a business from their home, etc). Even within residential zoning, there are different zones with different lot size requirements per unit. For example, in some areas, you must have a 6,000 sqft lot per unit, and in others you must have a 35,000 sqft lot per unit. If your buyer plans on building or expanding, this matters. Check your county zoning ordinance (Google it).

2. Code Enforcement Office: You're looking for any work permits applied for and either denied/approved by the city. Any additions to the home or structural modifications must be approved by the city's code enforcement officer, and they will issue a Certificate of Occupancy stating that people are legally allowed to dwell in the property once they've inspected the work for safety and compliance.

3. Title/Deed History: This search will be conducted by your title/escrow company, and will verify the property's current ownership and determine if there are any liens against the property (mortgage, line of credit, mechanics lien, etc). The type of deed being conveyed to your buyer matters, so ensure you know what type of deed will be conveyed and why. The type of deed conveyed typically determines whether or not the seller is guaranteeing the accuracy of the title or not. Title insurance is always highly recommended.

Buyer Under Contract: Administrative Tasks

Administrative Tasks Once Under Contract

- 1. Turn off MLS Subscription:** suspend sending your client new listings. You can always turn it back on later if needed.
- 2. Complete the Commissions tab in your Command Opportunity:** This informs your Keller Williams Realty brokerage that you have a pending transaction and how commissions are to be paid. This is a required and time-sensitive step in the process, please ensure you comply with your market center's submission deadline, typically 5 business days or less.
- 3. Upload documents to KW Command** and submit them to compliance for review - all completed within KW Command/Opportunities.
- 4. Email your clients:** Provide them with a copy of all signed documents, let them know what they should expect next, and tell them what they need to start doing to get ready.
- 3. Communicate with Title/Escrow company.** Send them the purchase contract and other additional addenda or amendments as required. They will communicate with you about what they need, and feel free to ask lots of questions. You will find they are almost always happy to help.

Tip: Take advantage of learning little bits along the way from all the other industry professionals you come in contact with. Be curious about what they do for a living (and how it affects your clients) and they will be glad to tell you all about it, wouldn't you?

Use your under contract checklist to keep track of all your deadlines and most important transactional information. This is in the next video.

Buyer Client Checklist

Buyer Name(s): _____

Property Address: _____

U/C Price: _____ Effective Date: _____ Commission %: _____

EMD Amount: _____ Escrow info: _____

Listing Agent: _____ Brokerage: _____

Phone 1: _____ Phone 2: _____

Lender: _____ Loan Officer: _____ Phone: _____

Timelines

Earnest Money Due: _____

RPA to Escrow _____

EMD Delivered: _____

RPA to Lender: _____

Disclosures Delivered: _____

Documents to TC: _____

Inspection Period: _____

Disclosures Returned: _____

Termite Inspection: _____

Under Contract Checklist: _____

Home Inspection: _____

Utilities Email to Buyer: _____

Appraisal Date: _____

Clear to Close: _____

Appraisal Value: _____

Final Walkthrough: _____

Closing Date/Time: _____

Post Closing

Docs to TC: _____

Command Updated: _____

Command Tasks Created: _____

Survey to Client: _____

Client Referral: _____

Day 17 Action Items

- ❑ **Lead Generate.** Focus on the 5 Lead Generation Levers you decided on yesterday. Use those methods to communicate with 10+ people throughout today and update Command.

- ❑ Download the Master Checklist (from the Buyer Master Checklist video) and modify it if needed. It's worth taking the time now before you have a client!

- ❑ Download and customize the Critical Dates list and use it for all future transactions.

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Systematize Your Business with Templates

Email Template to Clients

***Attached in the downloads section of the video portal are templates you may modify to use the next time you go under contract with a buyer. The next page is an example.

Use this template to streamline your business and save time with your next client.

This is also a great way to make sure you're covering all your bases and answering many of the clients questions before they have to ask.

Example template on next page

Email Template to Lender/Title/Escrow

Use this template to write your own email that will be used to initiate contact with the Title/Escrow Company and Lender once under contract.

Remember, you are the quarterback of every transaction, and there are a lot of players involved. Take control, over-communicate, ask lots of questions and keep everybody updated.

<p>Date: _____</p> <p>Dear _____,</p> <p>My name is _____ with Keller Williams Arizona Realty. I represent the _____ (buyer/seller), _____ (buyer/seller's name) on the sale/purchase of _____ (address). I look forward to working together!</p> <p>Please find the fully executed purchase contract attached. (Be sure to include any additional addenda, counteroffers, especially HOA)</p> <p>Here are the highlights:</p> <ul style="list-style-type: none">• Purchase Price:• Earnest Money• Seller Concessions (state "no seller concessions" if none)• Home Warranty (If included, who's ordering it, what plan is it, who's paying for it and how much)• HOA (Yes or No and include agreed upon terms/costs)• Close of Escrow Date• Client information (first and last names, home mailing address, e-mail addresses and phone numbers) <p>Please be sure to copy me on all correspondence via e-mail.</p> <p>Lender: _____</p> <p>Title: _____</p> <p>Listing Agent: _____</p> <p>Buyer's Agent: _____</p> <p>I look forward to working with you in making this a great experience for _____ (client name(s))</p> <p>Sincerely, (Your name and information)</p>

Example: Email Template to Client

Dear Mr. and Mrs. Buyer,

You're under contract! I've created the checklist below to help you navigate through this process and stay organized along the way. If you have any questions please do not hesitate to reach out!

- Turn in **Earnest Money Deposit** to (per contract) and **Make Application** for your loan by **DATE/TIME:** _____.
- Set up building inspection and any other investigations relative to the property (**paragraph XX**). I will help you coordinate this and I will attend the inspection with you.
- Property inspection -DATE/TIME:** _____
Payment is typically expected on the day of the inspection, check written directly to the inspector(s).
- **Due Diligence deadline 5 PM on** _____. Once inspections are complete, you will have the opportunity to either move forward with the purchase, or request modifications to the contract such as repairs, or financial consideration for any defects discovered. Seller may or may not agree. We will negotiate any requests directly with the listing broker. The form we use for this is called an "**Repair Request**" (RR). **Both parties must be in agreement and sign the RR by the above deadline, or we will need an extension.** (At this point you could also ask to terminate the contract, but this is rare.)
- I will send your contract and copy of Earnest Money Deposit (EMD) check to your lender. You will need to stay in touch with them with new documents such as paystubs, bank statements, etc.
- Discuss with your lender any new loans (auto, etc.) you might be considering before closing. Keep an eye on transfers and deposits into your accounts. These could affect your loan approval.
- Contact **Insurance Company** for a binder on the property prior to closing and have them send it to your lender.
- Title and Closing** – As the buyer, please know that it is the seller who chooses the escrow and title companies to be used for the transaction. One to Three days before closing you will meet with the escrow officer who will sign loan documents with you. At that time you will receive a closing statement to review and sign and it will have the amount of money you will need to wire into escrow before closing.
- CLOSING DATE PER CONTRACT:** _____
- Make arrangements with a **moving company**.
- Utilities** – At least a week prior to closing, you need to contact the utility companies for the property you will be buying. Let them know the date you will take possession so that the meter can be read and service can be set up in your name. (If the sellers have not yet called with a shut-off date, you might not be able to set these up.)

____ Electric ____ Sewer/Water ____ Telephone ____ Cable/Internet ____ Gas ____ Security

If the property is to be your new residence, file **address changes** at the P.O. and the DMV. (can be done online)

- Walk-through.** **Within 5 days of closing** we will accompany you to the property to ensure any repairs were made and that the property is in the same or better condition as when the offer was accepted.

Canned Email Responses

1. Open your email, compose a new email
2. Copy/paste your email template into the body of the email
3. In the bottom right corner click the 3 little dots "more options"
4. Click "Templates", "Save draft as template"
5. When you're ready, compose a new email
6. In the bottom right corner click the 3 little dots "more options"
7. Click "Templates", then choose from your list. And you're done!

Command: Create/Sign Documents

1. Log into Command, on the Menu go to Opportunities
2. If you haven't already, create a new contact, then create a new opportunity (You must create the contact first, otherwise you will not be able to create an opportunity). The Opportunity name must be the full address of the property that is under contract. (Note: If working with a buyer, you will edit the opportunity name after your buyer goes under contract on a specific home - by using that address as the new opportunity name).
3. Move that Opportunity to the correct Stage, then click into the opportunity, then click Documents
4. On the left side, click the dropdown and select the correct template (Residential Purchase)
5. In the top right corner, click on "Start a Transaction". This will connect you to DocuSign (if you've already set it up in your Command Settings).
6. Add, DocuSign Forms, Select Library (you must be affiliated with a local board of realtors to get these templates)
7. Select a document, modify as needed and send to client for signature
8. Once signed, upload to Command by selecting "Add File"
9. Start by uploading all Consultation Documents to KW Command and submit them to your Market Center compliance for review. Once under contract, upload additional paperwork and submit Under Contract Documents within 5 business days.

Day 18 Action Items

- Lead Generate.** 10 or more real estate-related conversations and update Command
- Download the Buyer Email Templates, modify them to fit your business, then save them as "canned" templates in your google email account.

Have you already identified your “go-to” lenders that you’ll build a relationship with, learn from, and recommend your Clients to with confidence? If not, write down what needs to happen next so that you do have 2-3 preferred lenders you work with:

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Pre-Closing Tasks

1. It's important to maintain a high level of communication with your clients and all involved parties as you approach closing. Remember, this is a huge financial and emotional decision for any buyer.
2. Plan and schedule the date/time/location of closing with all parties
3. Ensure all documents are uploaded and review for compliance in KW Command
4. Review the Disbursement Authorization in Command (created by your MCA), and forward it to the transaction coordinator before closing.

Note: Get to know your buyer well, as you do not want to offer a gift or any service that the buyer does not use or need. For example, a bottle of wine when your client doesn't drink.

Prior to closing schedule a final walkthrough with your clients to ensure the property is in the same condition as when you saw it last. This is your Client's final opportunity to see the property before signing loan documents.

Use the checklist provided on the following page...

Final Walk-Through Checklist

General

- Are all items purchased with home still present? _____
- Has all personal property been removed? _____
- Have all paint cans been removed? _____
- Have all necessary repairs been made per the contract? _____
- Is the house in broom swept condition? _____
- Is there any damage to the walls or floors? _____
- Other areas other than normal wear and tare? _____

Appliances

- Is the stove working – burners and oven? _____
- Is the refrigerator working – cold and light? _____
- Is the microwave operational? _____
- Is the dishwasher operational? _____
- Are the washer and dryer working? _____
- Is the garbage disposal working? _____
- Are all other appliances working? _____

Electric

- Do all the light switches and outlets work? _____
- Is there any exposed wiring? _____
- Do the ceiling fans work? _____
- Do all bathroom/kitchen exhaust fans work? _____

Plumbing

- Do the toilets flush properly? _____
- Do the drains drain normally? _____
- Is the water pressure consistent with the inspection? _____
- Are there signs of water leaking? _____
- Does the hot water heat to acceptable temperature? _____

HVAC

- Do the heating and cooling systems work? _____
- Are the thermostats working? _____

Windows and Doors

- Do they open and close properly? _____
- Any broken or missing pieces? _____

Exterior

- Has all debris been removed from the yard? _____
- Any new cracks or movement in the foundation? _____
- Any new damage to the siding, roof, deck, etc.? _____

Other

1. _____
2. _____
3. _____

Reading a Buyer's Settlement Statement

Settlement Statements are created by Title/Escrow companies to account for all the money involved in a transaction.

The statement is broken into two sections: Buyer and Seller

Each section is then broken into two additional sections: Debits and Credits

Debits: an expense

Credits: money being credited to

Seller		Description	Borrower	
Debit	Credit		Debit	Credit
		Financial		
		Lender Credits from United Wholesale Mortgage		301.92
172,000.00		Sale Price of Property	172,000.00	
		Deposit		2,000.00
		Loan Amount		159,750.00
		Prorations/Adjustments		
	109.09	Condominium Fee Proration 05/11/19-05/31/19	109.09	
	219.66	City/Town Taxes 05/11/19 - 07/01/19	219.66	

Read through each line item to ensure accuracy. Then, read through each line item with your client to make sure they understand every debit/credit PRIOR to closing.

At the bottom of the page "Due from Borrower" is the down payment amount.

Reading a Disbursement Authorization (DA)

DA's are created by your Market Center Administrator (MCA) and are provided to the Title/Escrow company by you to ensure your real estate commission is correctly calculated.

In order to receive a DA from your MCA, you must:

1. Complete your KW Command Commissions Tab in the Opportunities section
2. Upload all "Consultation" and "Under Contract" Documents to Command, and submit them for review
3. Once your Command Documents are verified for compliance, your MCA will create the DA and add it to your Command Opportunities Documents for that transaction. You will likely find it in the "Under Contract" Section, toward the top.
4. Once you've verified the DA is correct, email it to the title/escrow company

Disbursement Authorization Form Page 1 of 1		
[REDACTED] Keller Williams Realty		Expires 02/01/20
DA # [REDACTED]	Property Address [REDACTED]	Closing Date 09/10/19
Seller [REDACTED]	Buyer [REDACTED]	Contract Date 08/09/19
Buyer [REDACTED]	Subdivision [REDACTED]	Type of Sale S
Title Company [REDACTED]	Closing Officer [REDACTED]	Sales Price \$320,000.00
		Commission \$9,600.00
		Tax \$.00
		Commercial Fee \$.00
		Loan/GF#
		Fax #
When signed below, [REDACTED] Keller Williams Realty authorizes the total commission of \$9,600.00 to be disbursed by separate check and delivered as indicated. If for any reason the amounts on the checks are different from this letter of authorization YOU MUST OBTAIN NEW APPROVAL. Sales associates are not authorized to modify commission agreements.		
[REDACTED] d/b/a Keller Williams Realty.....		\$2,246.40
Allan [REDACTED]		\$3,993.60
[REDACTED]		\$2,400.00
[REDACTED] Real Estate Coaching, LLC		\$960.00
Date: _____ Approved by: [REDACTED]		
Checks payable to [REDACTED] d/b/a Keller Williams Realty" and its associates shall be given to the associate or delivered along with copies of the closing statement and this form as remittance advice. The associate will deliver the [REDACTED] d/b/a Keller Williams Realty" check, a CLOSING STATEMENT, and a COPY OF THIS FORM to the Market Center manager.		

Day 19 Action Items

- Lead Generate:** 10 or more real estate-related conversations and update Command
- Setup your DocuSign account through KW Command
- Practice sending yourself a document to sign via DocuSign so you know exactly what your Clients will see and experience, and so you know the process.

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Day Of Closing

1. The Escrow and Title Companies will inform you when the Grant Deed has been recorded and the property has officially changed hands.
2. After Closing, update Command (Notes, Tags, Smartplan)
3. Follow up with your clients: 1 Week, 1 Month, 6 Months, 1 Year

Command: Post-Closing

1. Log into KW Command
2. Go to Opportunities, choose your client, choose the Documents tab
3. Select the "Closed" section on the left menu bar
4. Upload the required documents and submit them for review to compliance, to include:
 - Final Settlement Statement
 - Final Disbursement Authorization
 - Any other documents listed as required or optional in Command

Real Estate Lies

Lie 1: Everything Matters Equally: The fact is, only a few of the things you do (approximately 20%) lead to a vast majority (approximately 80%) of your results. So if there isn't enough time in the day to do everything, are you at least getting the most important income-producing activities accomplished?

Lie 2: Multitasking: The fact is, nobody is as efficient trying to complete two or more tasks at the same time. Building a bunker means creating a space where you can work uninterrupted by distractions.

Lie 3: You Must be Disciplined: The fact is, in the first few months you will need a lot of discipline to stick to your plan, but over time it will become easier and easier because these daily routines will form into habits.

Lie 4: Willpower is on Willcall: The fact is, you only have so much willpower in any given day, so spend the beginning of your day doing the most important activities that will lead to the best result. Then, even if you don't have a great afternoon, your most important things are already done.

Day 20 Action Items

- Lead Generate.** Focus on your 3-5 Lead Generation Levers to connect with 10+ people, and always update Command with notes/tags/tasks.
- Review a Settlement Statement and make sure you understand **how to read it** and **how to explain it** to your client.
- Study the Disbursement Authorization to ensure you understand the math.

Review the “Exactly What to Say” Download and identify your favorite 5 strategies that you’ll start incorporating into your language today:

1.

2.

3.

4.

5.

Week 5: Working with Sellers

Objective: Understand your value proposition to Sellers and how to communicate it to them, resulting in increased conversion rates.

Day 21: An overview of the Listing Process and the Top 10 service areas when working with a seller.

Duration: 40 Minutes

Day 22: How to create an accurate CMA using the 5-5-5 Pricing Method and analyzing other market data to accurate price a property.

Duration: 36 Minutes

Day 23: Going on a Listing Presentation and explaining the home selling process to a seller.

Duration: 56 Minutes

Day 24: Listing Commissions, Seller Objections and scripts to overcome them.

Duration: 57 Minutes

Day 25: Once you've taken the listing, understanding the Administrative and Marketing tasks associated with selling your listing for the most amount of money in the shortest amount of time.

Duration: 24 Minutes

Total Video Content: 3 Hours and 33 Minutes

Lead Generate for Sellers

SOI: Sphere of Influence: The people you already know will experience "life" events causing them to need to sell their property. These contacts in your database convert, on average, 40/1. Meaning 40 well organized and regularly communicated with contacts will result in 1 closing. Compare that to the average conversion rate of leads you haven't met yet, being 100+/1. Focus on those you already have a relationship with!

- Only 1 in 100 cold call conversations will lead to a closing

2. Open Houses: A great place to find lots of active buyers AND neighbors considering selling! Neighbors will often visit open houses in their neighborhood to see what their future competition is and to see what that home looks like (at that price) compared to their home.

3. For Sale by Owner (FSBO): The owner thinks they're better off without a real estate agent, probably because they think they'll make more money. Stay in touch, oftentimes FSBO's change their mind and decide to list with an agent.

Your Advantage:

- Better and more marketing
- We work with active buyers
- We work with Agents who work with active buyers
- You take care of the admin/paperwork
- You're a trained negotiator

4. Expired or Canceled Listings: We know they wanted to sell at some point and went through the entire listing process, but for some reason, the home didn't sell. That is your opportunity to investigate. Use the scripts attached below and always verify the property address hasn't already been re-listed in the MLS. ***Scripts available for download in the video portal.

5. Farming: Door knocking and calling the same neighborhood over and over monthly. You become the dominant force by being visible, plus you get to choose where you work! Consider the price point and location. Consider breaking your farm neighborhoods into quadrants and hitting one per week for four weeks.

6. Investors: Get into relationships with people who buy and sell homes regularly like house-flippers and wholesalers.

7. Business to Business: Find local business owners in your area and offer to send them referrals. Build a relationship and over time you just may receive some referrals from them.

Listing Process Overview

High Level Overview

1. Lead Generate for Sellers: Use any and all of your lead generation levers, to include but not limited to, SOI, Open Houses, FBSO's, Expired's, etc.

Note: The Seller Lead Sheet helps you gather: contact Information, motivation, property details

2. Prepare for Listing Appointment: Practice your Listing Presentation using your listing packet, ensure you have all necessary contracts prepared and you're confident in explaining them, conduct a CMA to identify the approximate value of the home, bring other relevant market data stats from the MLS, research the deed history on the MLS.

3. Go on Listing Appointment: Show up on time and dressed for success. Get a tour of the home and build rapport, then sit at a table and begin your presentation using your listing packet. Once you've answered all questions and they've decided to list with you, fill out contracts and prepare them for what's going to happen next (Sign, lockbox, keys, showings, open houses, marketing, status updates, etc.)

4. Prepare the Listing for the MLS: This is your time to prepare the listing before going live on the MLS. Talk to your clients about preparing the home for photographs, decluttering the home, and you'll begin to input the listing to the MLS, organize your documents in KW Command, and start marketing your "Coming Soon" listing!

Week 5: Working with Sellers

5. Go LIVE on MLS, Accept Showings, Review Offers, and Negotiate: Upload pictures, home details, disclosures to the MLS and go "Live". Have your PC Coach check your listing before going live. Monitor showing-time for showing requests and always request showing feedback from those real estate agents.

6. Review Offers and Negotiate: Communicate with your Seller Client about offers received and be prepared to give your opinion. Remember, it's not always just about price. Think back to your seller lead sheet (motivation section). Your primary job is to collect the offers and present all options to your client, it is ultimately their choice whether to accept an offer or not.

7. Under Contract Process: Communicate with all parties involved, allow buyers/agents reasonable access to the home, upload all documents to KW Command for compliance and prepare your sellers to start moving!

8. Post-Closing: Update KW Command with closing documents and submit for compliance. Update the contact tags/notes/smartplans. Get your listing sign and lock box from the listing.

Seller Lead Sheet

Overview of the Lead Sheet Format

When you're lead generating, **keep several copies of this Seller Lead Sheet with you** so you can fill it out as you go.

You'll maintain and update this form over the course of the entire transaction

3 Sections of the Lead Sheet:

1. (Top) Contact Information: You will need the full and correct spelling of their name, best contact phone numbers, and email (for signing documents electronically) and their current address. You'll also want to ask who to communicate with (if you're working with more than one seller) and how best to contact them (call, text, email).

2. (Middle) Motivation: DO NOT SKIM OVER THIS SECTION. Understanding our clients desired outcome and WHY that outcome is important is imperative information for you to do your job. Ask several questions around their motivation and go "deep" into the conversation. When they give you an answer, ask them to explain in more detail. This information will be particularly important if we need to discuss price improvements.

3. (Back) Home Details: Prior to the meeting you can ask for some basic home details, but keep in mind you can get most of this information from the Tax Card, so spend more time asking questions around the condition of the home and what they think it's worth.

Seller Lead Sheet

Contact Details:

Source of Lead _____

First Name: _____ Last Name: _____

First Name: _____ Last Name: _____

Property Address: _____

Phone 1: _____ Email 1: _____

Phone 2: _____ Email 2: _____

Preferred Contact Person/Method: _____

Do you have about 5 minutes so I can ask you some important questions before I come out to meet you?

Motivation

Why are you selling? _____

Where are you moving? _____

Why is that important to you? _____

How soon do you have to be there? _____

Do you need an Agent when you Buy? _____

On a scale of 1 to 10, how motivated are you to sell your house?

1 2 3 4 5 6 7 8 9 10

Was your home listed before? Yes No

What was your home listed at? _____

How many showings did you have and how often? _____

Other Notes

Financials:

How much do you think your home is worth in this market?

How did you determine that price?

Is there a certain amount you need to walk away with? If yes, for what?

How much do you owe on the property?

1st loan _____ 2nd loan _____ Line of credit _____

Are you up to date on payments? Yes No

Have you recently refinanced? Yes No

Have you had a recent appraisal? Yes No

Property Details:

Beds _____ Baths _____ SqFt. _____ Subdivision _____

Garage _____ Age of the house _____

Describe your location within your subdivision (view, backs to main, privacy, etc.)

Lot size _____ Special Features _____

What sold you on buying your home?

Have you done any updating on your home since you bought it? If yes, what kind of updating?

What challenges do you see in selling your house?

Set the Appointment:

Appointment Date: _____ Time: _____ Location: _____

Top 10 Reasons Sellers Use Agents

Start by understanding exactly what serve Clients want and expect from a real estate agent.

Then, use that information to create your **value proposition**. Creating a list of bullet points that outline exactly how you will assist the Client in each of these areas. It's imperative that you're clear on exactly what your value is so that you can explain it to potential clients and attract them to you.

The Top Ten Service Areas of the Seller Value Proposition

- | | |
|--|--|
| 1. Needs Analysis <ul style="list-style-type: none">a. Help clarify the motivating reasons to sellb. Determine the seller's timetable | 6. Negotiating to Sell <ul style="list-style-type: none">a. Negotiate counteroffersb. Advise on final terms and conditions |
| 2. Pricing Strategy <ul style="list-style-type: none">a. Determine the best selling price strategy given current market conditions.b. Show resulting net sheet | 7. Sell <ul style="list-style-type: none">a. Prepare postcontract work list.b. Advise on repairs and vendor services |
| 3. Property Preparation <ul style="list-style-type: none">a. Advise on repairs and improvementsb. Provide staging strategies | 8. Preclose Preparation <ul style="list-style-type: none">a. Coordinate and supervise document preparation.b. Provide preclosing consulting. |
| 4. Marketing Strategy <ul style="list-style-type: none">a. Develop marketing planb. Establish marketing timetable | 9. Closing <ul style="list-style-type: none">a. Review closing documentsb. Resolve last-minute issuesc. Closing transaction. |
| 5. Receive an Offer <ul style="list-style-type: none">a. Evaluate offers | 9. Post Closing <ul style="list-style-type: none">a. Coordinate moveb. Assist with postclosing issues. |

Top 10 Seller Service Areas

Exercise: Build Your Value Proposition

- | | |
|---------------------------------------|-----------------------------------|
| 1. Needs Analysis | 6. Negotiating to Buy |
| 2. Pre-Approval | 7. Vendor Coordination |
| 3. Neighborhood Information | 8. Preclose Preparation |
| 4. Home Search | 9. Closing |
| 5. Making an Offer | 10. Post-Closing |

Day 21 Action Items

- Daily Lead Generation.** This is your most important “income-producing activity”.
- Compile a complete and accurate list of all documents, disclosures, and contracts you need to represent a Seller Listing and be prepared to explain them on your first/next listing appointment.
- Print the attachment from the “Seller Lead Sheet” video, customize the tool, and print several copies to keep with you during prospecting.
- Write Your Seller Value Proposition.

Seller Value Proposition:

Prepare for a Listing Appointment

1. Seller Lead Sheet: Start gathering basic information such as contact info, motivation, and property details. This is the beginning of the needs analysis.

2. Research: Complete a Comparative Market Analysis (CMA). Your goal is to find an approximate starting listing price. Find (5) recently sold properties that are comparable to the "subject" property, (5) Pending properties and (5) active properties. This is called the 5-5-5 method.

When considering comparable sales, keep in mind:

- Location, location, location
- Timeframe: 3-6 months is best, up to 12 months of history
- Overall size: square footage, bedrooms, bathrooms
- Overall condition: distressed property, recently renovated, or somewhere in between

3. Review the Property Profile. This can typically be found online through access given to you by the title company. You can also get the ownership, legal description and tax information from the MLS listing.

4. Print: Your Listing Presentation and all other documents/disclosures you'll want to bring on the appointment with you.

5. Neatly organize these documents in a folder: Now you're ready for your next listing appointment! By specifically ordering your documents in a folder the same way every time, you will be more prepared for each listing appointment. This is an example of a very simple "system" that will help you streamline efficiencies in your business.

*If you need a refresher on how to use the MLS to conduct a CMA or how to choose the best comparable sales, refer back to Day 15 of Working with Buyers.

5-5-5 Pricing Strategy

5 Active Listings: These are the active properties for sale that will be your listings competition. Look for clusters of homes priced similarly, then plan to strategically price your client's home based on that data. This will create more urgency among buyers, more showings, and hopefully more offers.

5 Pending Listings: We don't know the actual contract price, but we do know the original listing price and days on market.

5 Sold Listings: These are the most important 5 comparable sales, so choose them wisely. Consider location, overall size and condition. Find the 5 homes that are most like the subject property that have sold in the past 3-6 months.

We do not go to listing presentations with a price. We go with data.

We use that data to set expectations, then our clients choose the starting price. When I say set expectations, here's what I mean:

Script: "Mr. Seller, this data shows that the average days on market for a single-family home in your neighborhood is 21 days. Based on that, could you agree that if you don't receive an offer within 21 days of listing that the market is telling us we're not priced correctly?"

The expectation that you're setting is, if you don't receive offers or showings, that's "the markets" way of showing us we're priced too high and its time to make a "price improvement" to the correct price.

If they choose a price too high and are not very motivated, you may consider not taking the listing.

If the seller is truly motivated, always take the listing!

Comparative Market Analysis

CMA Step 1: Research Subject Property

Begin any CMA by first researching the basic details of your subject property.

When was it last sold, for how much, and what were the property details at that time? How did the photos look? What features and amenities did the old listing have?

CMA Step 2: Select Closed Comps

The most important comps are the sold comps, so spend most of your time here.

Find the best 5 comps based on location, size, condition, and features.

Your goal here to identify an approximate price range.

CMA Step 3: Select Pending and Active Comps

Select your pending comps using similar search criteria

We know the original list price, we know how many days on market this listing had before going under contract, and we know if there were any price reductions.

We do NOT know what the actual contract price is until after it closes.

Like all comps, look for patterns and gaps in the prices of these comparables.

Notes:

Comparative Market Analysis

CMA Step 4: Select Active Comps

Active Listings are your active competition

These are the listings a buyer will compare your listing to and ask themselves the question:

Which of these homes can I buy for the lowest price and get the most amenities?

Be strategic in the way you price your home so that buyers are inclined to make an offer on your listing first, because it is the best price for the most value.

Other Data to Use

When talking about price with the seller use both the 5-5-5 method AND pull other relevant market data as listed below to help you set expectations with the seller based on your interpretation of current data.

In your local market, find:

1. Number of Listings available: In a given city, zip code, and specific neighborhood

2. Average Days on Market: Number of days from "Live" on MLS to "Under Contract"

3. Absorption Rate: Compares the rate at which Buyers are buying to the rate at which Sellers are listing, expressed in months. Less than 5 months of inventory is a seller's market, 5-7 months inventory is a natural market, and anything over 7 months of inventory is a buyer's market. Remember to consider the segmentation of price point and how that affects these numbers. More on the next page.

4. List to Sale Price Ratio: Represents the percent a home sold for compared to how much it was listed for. For example, a home listed for \$200,000 that sells for \$196,000 has sold for 98% list to sale price ratio.

(198,000 divided by 200,000 = .98 or 98%)

5. Other data and information that you believe will help you and the seller narrow in on the correct listing price for their property

During the presentation, be prepared to analyze and interpret what these numbers mean and how you can use this information to make the best listing price decision.

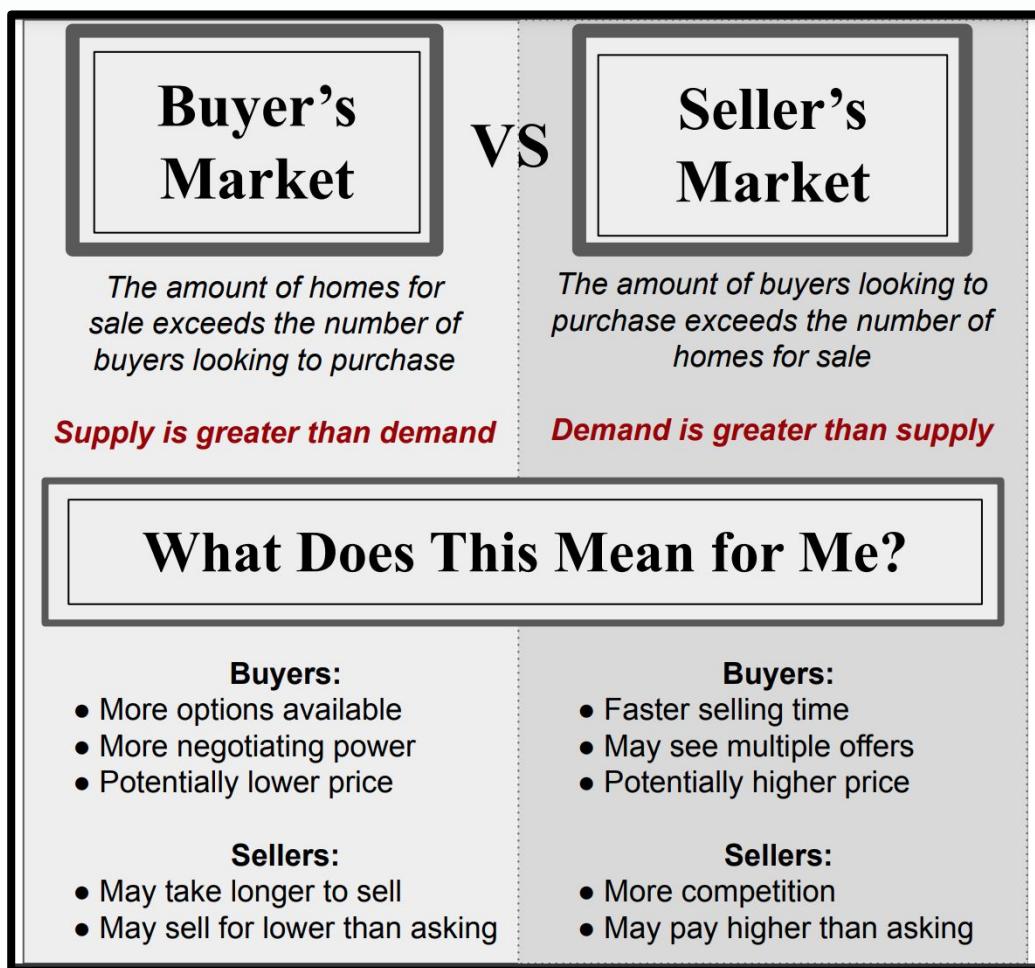
Buyer Seller Markets

Absorption Rate: Compares the rate at which Buyers are buying to the rate at which Sellers are selling, expressed in months. Said another way, this is the number of months it would take for the buyers to "absorb" (buy) the existing inventory if no new listings became available for sale.

Neutral Market = Absorption Rate is between **5-7 months**.

Buyers Market = Absorption Rate is **greater than 7 months**. Supply exceeds demand. There is plenty of inventory for the buyers to choose from.

Sellers Market = Absorption Rate is **less than 5 months**. Demand exceeds supply. This creates urgency, buyers need to move faster and will likely see multi-offer situations.



Market Segmentation

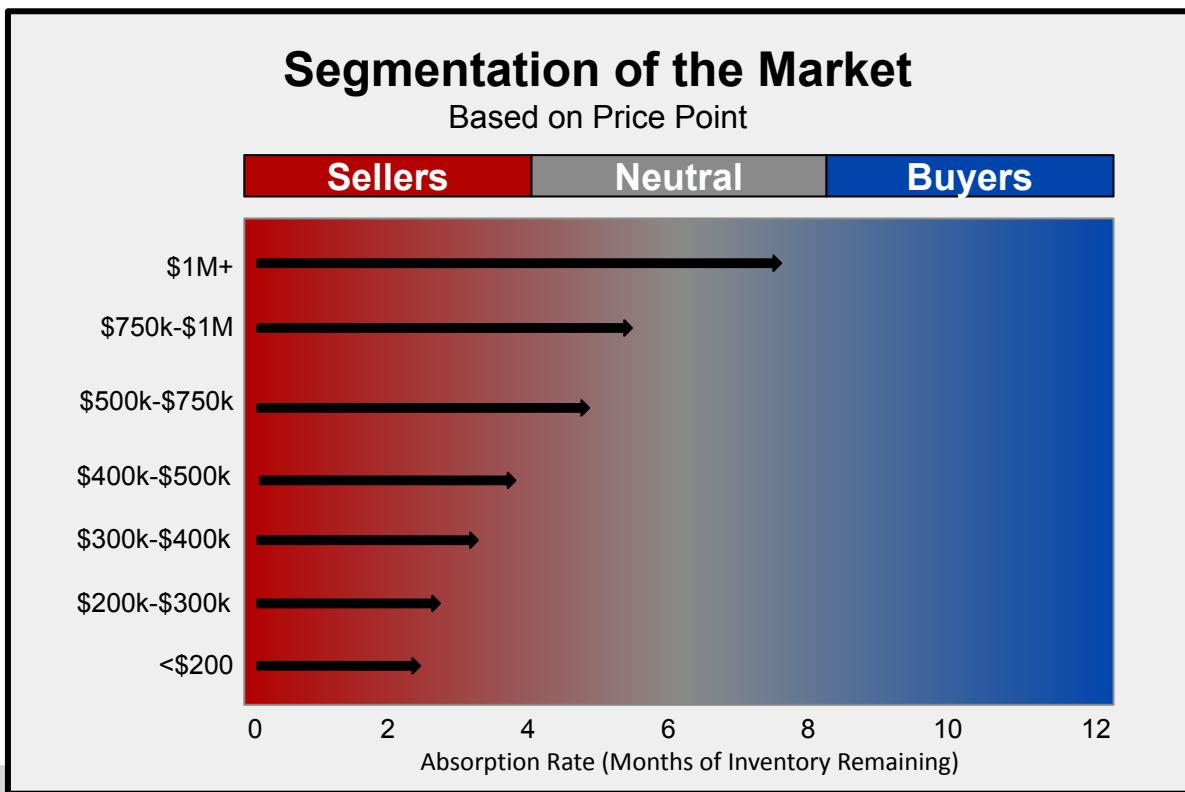
Segmentation of price point allows you to break your local market into smaller segments, allowing you to more accurately talk to your clients about current market conditions.

In any given city or town, you likely have both a "Buyers Market" AND "Sellers Market" simultaneously - at different price points.

For example: at \$250k there may be **low listing inventory** with an absorption rate of **less than 5 months (sellers market)** with low days on market (houses are selling fast) and a high list to sale price ratio (sale price compared to list price expressed as a percentage). Everything here indicates Sellers Market, putting sellers in the driver's seat for most negotiations.

In the same city and at the same time, at the \$1,000,000 price point, there may be a **high number of listings available** for sale with an **absorption rate of over 7 months (buyers market)** with high days on market (houses are selling slowly) and a low sale to list price ratio (buyers are negotiating prices down from what the sellers were asking). Everything here indicates a Buyers Market, putting the buyers in the driver's seat for most negotiations.

Study your market data as it pertains to different price points within your city to truly understand what kind of market you're in and how best to assist your clients.



Day 22 Action Items

- Lead Generate:** 10 or more real estate-related conversations and update Command
- Practice choosing comps and putting together another CMA. Be prepared to explain the data on a CMA and how to interpret the data to choose the best starting price **using the 5-5-5 method.**

CMA Subject Property: _____

- Practice gathering and interpreting market data from the MLS and practice explaining it to a seller so they understand the data surrounding their home.

The most important things to **remember** about choose Comps for your CMA:

- 1.
- 2.
- 3.
- 4.
- 5.

Going on a Listing Appointment

- 1. Show up on-time**, well dressed, prepared with all your paperwork.
- 2. Prepare yourself mentally.** Tune everything else out, avoid checking your email or listening to your voicemails, and pump yourself up, this is an exciting opportunity to help somebody.
- 3. Knock on the door**, step back, introduce yourself, and ask for a tour of the home.
- 4. Build rapport** and find commonalities. Chit chat with them during the tour, and it doesn't need to be all real estate, it's about building a little trust. Be somebody who gets along well with different personality types, don't be confrontational or difficult.
- 5. Use the seller lead sheet** to take notes throughout the tour as you ask questions.

Once the tour is done, ask to sit at the kitchen table and begin your presentation.

- 6. Begin the Presentation:** Complete the rest of your seller lead sheet.

- 6.1. Get ALL their **contact information**
- 6.2. Get a THOROUGH understanding of their **motivation**. Where are they going, why, by when, what obstacles might come up, what might influence their decision making?
- 6.3. Understand their basic **property details**: How long have they lived there, how much did they buy the home for, how much is remaining on the mortgage, are there any other mortgages or lien positions, have they done any renovations or additions?
- 7. Explain the home selling process:** Use your Listing Presentation as your guide and help them understand the home selling process and why you're the best person to help them with it.
- 8. Answer their questions:** Identify any possible objections. "So now that I've explained the home selling process, is there anything preventing you from moving forward with me today, or are you ready to get started"?
- 9. Explain the Listing Agreement** and have them sign it. Once they sign this, then you can introduce the other disclosures you need to get signed.

Reasons Sellers Should Sell

5 Sources of Sellers

- 1. Should Be:** Homeowners who started the process but got cold feet due to fear or uncertainty
- 2. Could Be:** Homeowners who are 6+ months from needing to sell
- 3. Use to Be:** Expired and canceled listings
- 4. Just Might Be:** Homeowners with vacation properties or investment properties that have been negatively affected by covid
- 5. Sellers on the Market** that are not selling

Save Time and Effort!

Before proceeding forward to the remaining videos, print the listing presentation template in the downloads section and follow along. You may also open the document electronically and follow along on your computer.

Ensure you open the presentation in PRESENTER VIEW so you can read the notes below each slide, to include the exact scripts to use when talking to a seller.

Make changes/customizations to the listing presentation as needed and finalize one version of the packet for yourself.

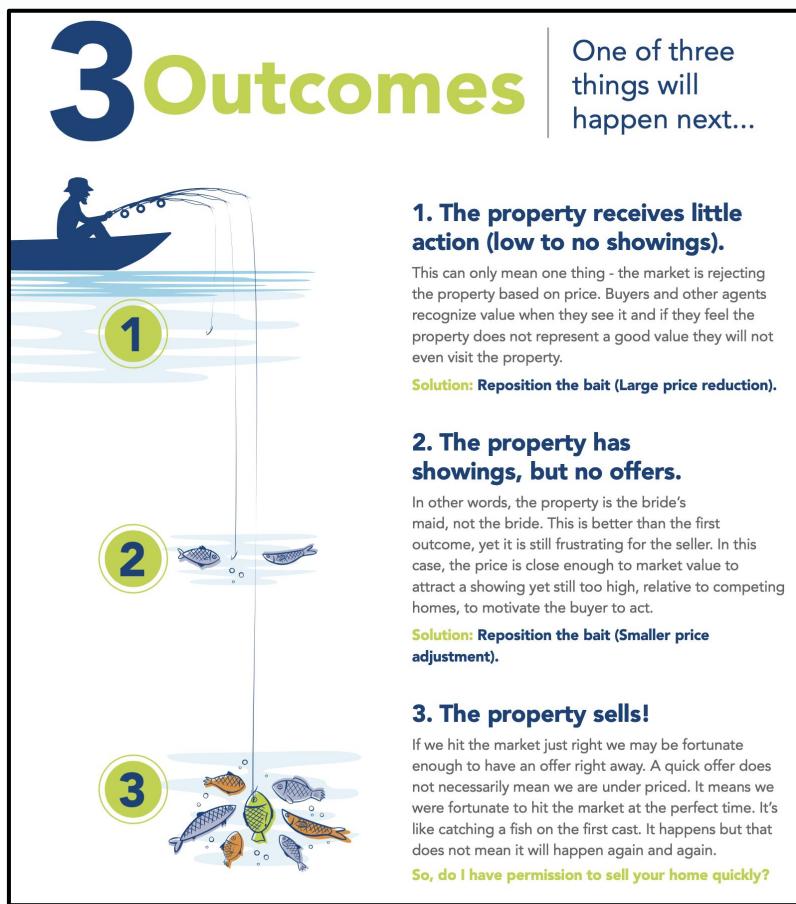
Lastly, understand its contents, memorize it, practice it.

Amateurs practice until they get the presentation right, professionals practice until they can't get it wrong. This presentation *will* be the difference in winning or losing a listing, meaning this presentation is directly connected to your ability to earn a commission. Give it the time and attention it deserves in your business.

Listing Presentation Part 2: Make it Shine

Setting Price Expectations:

"Mr./Mrs. Seller, when we list your home, there are only 3 possible outcomes..."



How the property shows is obviously very important.

People decide if they want to see your house based on how it shows online - so we need to do a good job of **preparing the home for photos, staging the house**, doing all the things that will motivate somebody to leave their home and come to visit yours after they've seen it online, because once they get inside they'll see how great the home really is.

On Day 25, Listing Tasks: Administrative video, we will deep dive into some of the most important things to consider when making recommendations to your client.

Listing Presentation Part 3: Marketing

44% of all homes sold last year were found from the buyers first on the internet, which means that as a real estate professional you need a marketing plan that dominates the internet.

1. Brokerage Websites

2. Listing Portals

3. Search Engines

4. Social Media

5. Classifieds

30% of all buyers found a property for sale because an agent recommended it. Therefore, we need to advertise to other agents:

1. Electronic flyers sent via email

2. Presenting the listing at office meetings

3. Paper flyers distributed by door knocking

4. Virtual tours offered online

26% of Buyers found the home they purchased through one of these 4 traditional marketing methods:

1. Yard Signs

2. Open House

3. Networking

4. Print advertisements

Listing Presentation Part 4: Communication

No one likes to be left in the dark, so use your technology to keep everyone in the transaction process well-informed with the most important information.

Communicate feedback back to the Seller that you get about the property from:

- 1. Buyers**
- 2. Agents**
- 3. Marketing responses**

Next Steps

- 1. Review your CMA and choose a starting price range**
- 2. Fill in and sign your listing agreement**
- 3. Choose your start date**
- 4. Get to work!**

Notes:

Day 23 Action Items

- Lead Generate.** Connect with 10 people verbally and then add them to your database with notes, tags and a smartplan.
- Customize the Listing Presentation as needed and read through it thoroughly. Then, practice how to present the most important information to a potential Seller. Your ability to present this information will make the difference between winning or losing listings

The most important things to **remember** about the Listing Presentation:

- 1.
- 2.
- 3.

Listing Agent Commission

For instructional purposes, let's assume you take a listing for 6% of the sale price.

- Of that 6%, some portion will be offered to the Agent of the Buyer who purchases the property. The amount you're offering is listed on the MLS when you create your listing.

Your KW office may or may not have a minimum percentage of commission that must be offered to Buyer Agents, check with your PC Coach. If your KW office does not have a policy outlining these standards then the decision is yours.

You have the option to offer your clients multiple options, meaning different level services for different amounts of commission.

Notes:

Seller Scripts with Denny Grimes

In this Exclusive Interview with Mega Agent Denny Grimes You'll Get:

1. A Step-by-step process to handle objections
2. The specific words to use to overcome client concerns
3. How to determine the listing price with your client
4. Live roleplay with Denny overcoming objections

Seller Objections

We can predict what objections sellers are going to have, therefore...

We can prepare ourselves for how to respond.

Overcoming objections with pre-rehearsed phrases is **something you'll practice for the duration of your career.** So get good now, and continue to develop the skill.

*****Print and utilize the scripts attached in the video portal to overcome any seller objection in any scenario.**

Seek additional objection handling scripts as you encounter new scenarios and attend additional training.

Day 24 Action Items

- Lead Generate:** 10 or more real estate-related conversations and update Command
- Memorize and practice your seller objection scripts consider the specific objections we can anticipate in the following defining moments:
 - Setting the Appointment
 - Choosing the best starting Listing Price
 - Signing the Listing Agreement
 - Recommending a Price Adjustment (down) with a stale listing

The most important things to remember about **Negotiating:**

- 1.
- 2.
- 3.

Listing Tasks: Administrative

You now have a signed Listing Agreement!

What to do next:

- 1. Sign Documents:** Ensure your listing agreement and all other documents/disclosures that are required in your state/market center are filled out completely and correctly (Refer to Day 22: Listing Documents Overview). This includes the seller's property disclosure and other supporting documentation.
- 2. Property Improvements and Repairs:** Talk to your clients about the condition of the property. Do they want to make any improvements before taking professional photos? What is their budget and timeline?
 - a. Declutter:** by packing/removing as much personal property as possible. It's going to be packed in boxes anyway when they sell, doing it now will make the home feel bigger, and make the home feel less personalized which helps the buyers walking through more easily see themselves in the home. Clear off countertops and closets.
 - b. Minor repairs and improvements:** If your clients are willing and able, have them spend a weekend or two fixing any known defects around the home and improving its overall showing quality.
 - c. Paint:** This is the most affordable way to change the way a home looks and feels. Recommend neutral colors such as off-white's and grays. The point is to appeal to the masses, not to anyone's personal taste.
 - d. Curb appeal:** This includes basic landscaping, snow or leaf removal, and fixing any obvious damage. When potential buyers pull their car into the driveway, we want their first thought to be "Wow, that's beautiful".....not "Yikes"!
 - e. Kitchens and Bathrooms:** For clients who want to spend more time and money improving the home before listing, focus their attention on these two rooms. Kitchens and baths are what stand out to buyers, so start there.

Note: Always consider the Return on Investment (ROI) of upgrades. If your clients spend money to prepare the home, you want to be certain they can make that much more on the sale. Use comps to decide what improvements are needed and not needed.

Continued →

Listing Tasks: Administrative

f. Smell: One of the first things humans notice is the scent in the air. Even in a clean home, ask your clients, how can we make this place smell as nice as possible so it's the first thing buyers notice when they walk through the door? Perhaps you use this opportunity to gift them a candle and say "We'll have this home sold before this candle runs out".

3. Arrange the following:

a. Spare Key and Lockbox: Get one or more spare keys to the home for your lockbox and keep an extra set at the office as a backup. Ask your clients which door they want visitors entering through and place the lockbox accordingly.

b. Listing Sign: Where and when you the sign be placed in their yard?

c. Entry Instructions: What do Buyers and their agents need to know about entering the home? Are there pets at the home? What other instructions do you want visitors to adhere to? Talk to your clients then add necessary instructions to the MLS showing instructions section.

4. Schedule professional photographs: Buyers begin their home search online, so photos matter. DO NOT TAKE PICTURES ON YOUR CELL PHONE. Work with your photographer to take the best photos possible. You may consider drone footage and 3D walkthroughs for higher price point homes.

5. Begin your research: Pull the property deed/title, tax card, tax map, and visit the code enforcement office to review any permits or requests made to the city/town.

6. Command Documents: Upload all signed contracts and supporting documentation to KW Command. You'll need to create an "Opportunity", then look for the "Documents" Tab. Once uploaded submit those documents to your market center for compliance.

7. Draft your MLS listing: Begin inputting all the property details into the MLS as a draft listing, upload photographs and documents as you get them, and begin writing an appealing description of the home in the remarks section. Research several active listings and read their remarks section to get an idea of how yours should be written.

Listing Tasks: Marketing

- 1. Yard Sign:** Get this up as soon as possible to start creating interest and so buyer leads begin calling you about the listing. Consider putting a rider about the sign that says "Coming soon".
- 2. MLS:** Your MLS listing is the primary online engine that will get your listing sold, so make sure you're representing your seller and their property accordingly in the MLS. This includes a well-written description of the home, through details and notes for buyers and their agents, high-quality photographs, 3D tours, drone footage, etc.
- 3. Listing Landing Page:** You may create this in KW Command very quickly and easily. Once created, drive traffic to your landing page by promoting it on your social media accounts and using SEO to drive buyer leads to clicking on your link.
- 4. Social Media:** Use your personal profile and business page to promote your new listing and upcoming open houses to see it.
- 5. Agents:** Talk to agents who work with buyers in your market. Talk to them verbally, email them, direct message them, etc.
- 6. Create a Flyer:** Use this flyer to doorknock the neighborhood around your listing and let them know the good news - another way of prospecting for additional listings.
- 7. Facebook Ads:** You may consider spending a few dollars to promote your listing landing page through the "Campaigns" section within KW Command. Once the ad is created you can target home buyers in your market, capture their contact information when they click in your ad, then you can call them to explore.
- 8. Classified Ads:** Create a listing on Craigslist, Facebook Marketplace, and any other relevant classified listing services in your market.

7 Reflection Questions

Ask yourself these questions on a weekly basis. Preferably on Sunday night BEFORE you start your work week:

1. If I could only accomplish one thing this week, what would it be?

2. Should I earn the right to focus on anything else, what would it be?

3. What can you do today to accomplish my top priority?

4. How will I know when I'm successful at accomplishing my one thing?

5. What is most likely to be an obstacle or distraction?

6. What are 3 different solutions to overcome that obstacle?

7. **What do I choose to do next?**

Day 25 Action Items

- ❑ **Lead Generate:** 10 or more real estate-related conversations and update Command

- ❑ Prepare for your first listing presentation by practicing your scripts and ensuring you're familiar with the seller listing agreement and all other documents and disclosures required.

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Week 6: Seller Transaction

Objective: Understand the transaction process from the time you go under contract with a seller client.

Day 26: How to input a Listing into the MLS and set up ShowingTime.

Duration: 21 Minutes

Day 27: Reviewing and Comparing Offers with your seller and thinking about the customer experience you deliver throughout the transaction (to maximize future referrals).

Duration: 27 Minutes

Day 28: Listing Under Contract process with checklists and templates to streamline your process.

Duration: 13 Minutes

Day 29: Reading the Disbursement Authorization forms prior to closing.

Duration: 17 Minutes

Day 30: Post-Closing Process to ensure repeat and referral business!

Duration: 10 Minutes

Total Video Content: 1 Hour and 28 Minutes

PTFAR

Our Natural Thought Cycle

Actions lead to results, either desirable or undesirable outcomes.

Those outcomes feed our subconscious brain, called our programming, with information. This new information is constantly remodeling our "beliefs".

Our programming leads directly to the type of conscious thoughts we have.

The thoughts in our head lead to the way we *feel* about things. "I'm not sure what value I can offer my clients (thought), therefore I feel nervous to call them (feeling)".

Because thoughts lead to feelings, feelings naturally lead to Actions (or inactions). "Because I'm hesitant to call people, I will find other creative ways to stay busy" And this is where so many agents go wrong because staying "busy" is not the same thing as staying *productive*.

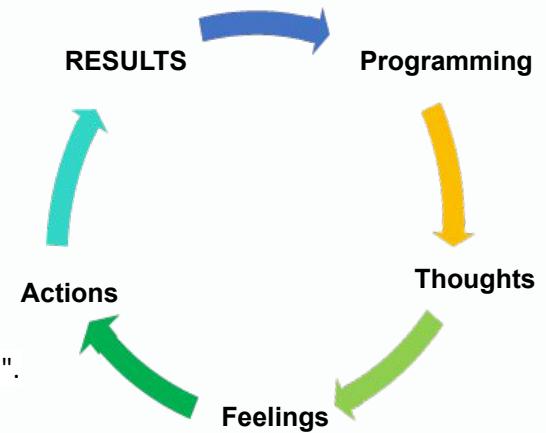
Always think: "*Income-Producing Activities*"

Those actions (or inactions) lead back to our results, and so the cycle continues. "Because I haven't called anybody, I haven't closed any deals, proving to myself that I can't do this job and it's too hard".

If you want to regain control of your programming *and of your life*, you need to be willing to get uncomfortable, take a risk, and take big action which will lead to new results.

Even if you're not perfect in the execution, taking the right action *will* lead to a positive result (even a small one) that will start to slowly change your programming, and ultimately your thoughts, feelings, and future actions.

Be brave, be bold, and take control!



Input Listing to MLS

Adding a Listing to the MLS

Listing Information: It's imperative that you input the complete and correct listing information. Go over the MLS Input Form with your clients to make sure you have all needed information.

Photographs: Buyers start shopping online, therefore you must have quality photographs that highlight the key features of the home with proper lighting. Do not take cell phone pictures, hire a professional!

Descriptions: When inputting your listing to the MLS you will write a description of the home for potential buyers to read. This is your opportunity to sell the home and highlight key features and amenities, speaking to why buyers should want this property. Read several other property descriptions to get ideas before writing yours.

Showtime: This is an automatic appointment setting feature in your MLS that allows Buyers Agent to schedule showings at your listing. You can set it up to manually or automatically approve showing requests, and you can block times when the Seller doesn't want showings.

Day 26 Action Items

- Lead Generation:** 10+ Contacts made and 10+ entry's/updates in Command. These are meaningful conversations where you're focusing first and foremost on care, then curiosity about their real estate related needs, then offer value by consulting them about their needs.
- Log into your MLS:** practice inputting a listing and filling out all the fields. Don't let your first listing be the first time you experience the inner workings of the MLS. Get familiar now and work out any kinks, so that when it's go time, you're ready to go.
- After you've input a mock listing, go to the **Showingtime** website and familiarize yourself with your different options/restrictions that you can set.
- Study your market data and pay particular attention to **market segmentation**. Pricepoint matters as it pertains to the type of market you're in and the specific strategies you'll suggest to your buyers and sellers.

What does the **PTFAR Thought-Cycle** mean to you? How can you use this new awareness in your life starting today?

Manage Your Listing

- **Syndicate your listing** through the MLS to websites like Zillow and Realtor.com. Syndication allows the listing from the MLS to appear on those other websites. In most MLS's, you simply check a box when you are creating your new listing which will automatically syndicate for you.
- **Use your Social Media:** this is great to promote your listing, but more importantly, it shows your network of people that you're actively working in real estate daily, that you're helping people achieve their dreams, and that you're good at what you do. Success attracts people, and so does the perception of success.
- **Talk to other Agents:** Agents in your office represent Buyers, one of which could be a good match for your listing. Do what you told the Sellers you were going to do, and promote their sale!
- **Review Showing Requests:** When you set up Showingtime, you can automatically approve requests that fill into specific timeframes (that you've pre-coordinated with your sellers as being available for showings). For example, if both sellers work from 8am-5pm). Otherwise, you will manually approve each showing request. Always request agent feedback from their showings, and periodically update your clients with the feedback you get. ("Remember when I told you during the listing presentation that I would give you unfiltered feedback from potential buyers about your home...").
- **Create Command Opportunity:** and specifically, use the offers feature to allow you to easily compare each offer received, then present them to your clients. Be prepared to give your opinion, but remember it is ultimately up to them to choose an offer. Your job is to guide and advise.

Review and Compare Offers

There are **terms and conditions** that may be important to your Seller:

1. Price: Show me the money!

2. Closing Date: Any shorter or longer timeframes, and if so, why?

3. Due Diligence: 10 days is an industry-standard, do any offers request more or less time?

4. Financing: Which offer has the strongest financing, and what type of appraisal will be required, if any?

5. Earnest Money Deposit (EMD): How much? Who holds it?

6. Addendums and Clauses: Does the offer include any? If so, what do they say?

Your job is to consolidate this information and present it to your client.

Then, you'll talk to them about the pro's and con's of each offer, and hear from your client about what they're thinking.

Your clients never have to accept an offer. They can reject the offer or counter-offer.

Customer Experience

Customer Service vs Customer Experience

Customer service is the bare minimum and includes the little things like returning phone calls, being respectful and tactful, and always fighting for what's in your client's best interest. This is an expectation of any business owner and without customer service, you will be out of business.

Customer experience is about going above and beyond and providing a memorable and personalized experience for your client. This doesn't need to cost any money, rather it's a matter of thoughtfulness and a feeling created.

In order to provide a higher level of customer service AND experience, you need to listen to your clients. **Listen for cues and clues** as to what's important to them, what's meaningful to them, the things they like (and don't like), so that you can find creative ways to provide a higher level customer experience.

For the full episode with Brady Sandhal, visit the **All In Real Estate Podcast** on your preferred podcast listening app.

Command: Comparing Offers

Log into Command and use the Offer tab to upload and compare offers to share with your Seller. This tool allows you to quickly and easily compare several offers side by side to help your Seller make their decision.

Day 27 Action Items

- Lead Generate:** 10 or more real estate-related conversations and update Command
- Open the Opportunities Section within Command and practice uploading several different offers and their terms so that you can easily compare each offer to another.
- What is the customer experience that you're going to offer? Other than the basics, how will you personalize the transaction so that they never want to do business with anybody other than you?

How can you personalize the transaction and provide the highest level of **customer experience** throughout the transaction? Think about each step along the way, from setting the first appointment to going under contract and getting to closing. Each of these milestones is an opportunity for you to surprise and delight your clients by anticipating their needs.

What you'll do and when:

Seller Under Contract Process

Under Contract = Pending = In Escrow

You're considered under contract when all terms and conditions have been agreed to in writing by both the buyer and the seller, and the contract has been signed and delivered to all parties.

Once this happens, all the timelines outlined in the purchase contract begin. The buyers will schedule their inspections and conduct their due diligence. Your responsibility is to help coordinate reasonable access to the home to conduct their inspections. If there are seller required inspections, such as a Termite Inspection, make sure to schedule as soon as possible.

You're the quarterback in the middle of the transaction, so maintain communication with all parties, including the buyer's agent, title/escrow company, and anybody else involved with the transaction. Over-communication is better than under-communication!!

Upload all necessary documents to KW Command, Opportunities, Documents. Once you go under contract, submit these documents for review. Then, as new documents are created throughout the transaction, upload them to Command and submit for review. Do NOT wait to begin this process.

Discuss the details surrounding your sellers plans to vacate the home on time and leave the home clean and clear of debris.

Create and publish your social media post announcing the great news!

Client Checklist

Seller Name(s): _____

Property Address: _____

U/C Price: _____ Effective Date: _____ Commission %: _____

EMD Amount: _____ EMD Held By: _____ Seller Concessions: _____

Buying Agent: _____ Brokerage: _____

Phone 1: _____ Phone 2: _____

Lender: _____ Loan Officer: _____ Phone: _____

Timelines

Earnest Money Due: _____ Made Application Due: _____

EMD Delivered: _____ Made Application Delievered: _____

KW Command Documents: _____

Inspection Period: _____ ICA Executed: _____

Public Records Checklist: _____ Under Contract Checklist: _____

Prepare to Close (15 days prior to closing): _____ Utilites Email to Buyer: _____

Appraisal: _____ Clear to Close: _____

DA Sent to Title: _____ Settlement Statement Reviewed: _____

Final Walkthrough: _____ Closing Date/Time: _____

Post Closing

Docs to Command: _____ Checks Distributed: _____

Command Updated: _____ Command Tasks Created: _____

Survey to Client: _____ Client Referral: _____

Seller Under Contract Email Template

1. Once you're under contract, send an email to your clients with all existing "fully executed" contracts/amendments/addendums.
2. Next, tell them what is going to happen in the upcoming days and weeks. What should they expect? What's happening behind the scenes between the buyer, lender, title company, etc. Also, tell them what you're doing to move their transaction forward.
3. Lastly, include several action items for the sellers to begin taking.

Example:

Good Morning/Afternoon Mr. and Mrs. Seller -

Congratulations! Your home is officially under contract.

I have attached all the existing contract documents and a timeline of the important dates for your reference below:

Effective Date: 11/28/20

Earnest Money Deposit Due: \$1500 to Keller Williams Realty by 12/4/20 - Sent

Made Application Lender Letter: 12/4/20 - Requested

Inspection/Due Diligence Deadline: 12/11/20

Closing Date: 1/25/20

Next steps for us include:

1. Scheduling access to your property for the buyer to complete their home inspections
2. The Buyers Lender will begin the underwriting process
3. I will maintain regular contact with the lender, title company, and buyers agent and update you with any relevant information
4. I will meet the appraiser at your property once it's scheduled with the Lender
5. Prepare for closing:
 - a. Beginning to pack and move large items out of the home
 - b. Scheduling a moving company, if applicable
 - c. Scheduling to transfer all utilities
 - d. Mail forwarding

Please let me know if you have any questions!

Thank you,

Day 28 Action Items

- Lead Generate:** 10 or more real estate-related conversations and update Command. Fill your future sales pipeline one dial at a time.
- Customize the Under Contract Checklist:** Spend time to verify the exact accuracy of this under contract checklist. This will be very educational for you now and will save you a ton of time and stress once you actually go under contract for the first time

The most important things to **remember** from today:

- 1.
- 2.
- 3.

Pre-Closing Tasks

- 1. Maintain constant communication with your clients**, the other party, lenders, title and escrow companies, and anybody else involved in the transaction
- 2. Work with the co-broker** (the other agent) to schedule a time/location for closing
- 3. Ensure all necessary documents are uploaded to KW Command** and submitted for compliance review
- 4. Review the Disbursement Authorization (DA)** to verify all commissions have been correctly calculated, then forward that document to the title/escrow company (whoever is conducting the closing) so they can prepare the checks.
- 5. Explain the Loan Document Signing Process at Escrow with your clients.**
- 6. Consult with your clients** about their moving arrangements and assist as needed.
- 7. Consider a personalized closing gift.** It doesn't have to be expensive. The more personal it is, the more memorable it will be.

Reading the Financial Breakdowns:

Disbursement Authorization (DA)

There are typically two pages you need to review:

1. The Disbursement Authorization Form breaks down the total commission for each party to include:

- a. You
- b. KW Brokerage/Market Center
- c. Referral fee and/or Coaching fee (if applicable)

2. The Associate Detail Form breaks down your individual commission:

- a. Gross Commission
- b. Company Dollar (30%) until capped
- c. KW Royalty (6%) until capped
- d. Any other deductions (coaching, referrals, etc)
- e. Net Income (the amount you receive)

Verify that BOTH pages are complete and correct, then forward both pages to the title/escrow company handling closing.

Time Block Review

Revisiting Time Management

What activities on your time-block are you successfully completing?

What activities on your time-block are you not successfully completing?

What distractions are most often disrupting you?

What are 3-4 different ways to avoid/remove those distractions?

What changes would make this time-block more effective?

When will you implement those new changes?

How will you know when you've improved?

Day 29 Action Items

- ❑ **Lead Generate:** 10 or more real estate-related conversations and update Command.

- ❑ What is the next Smartplan you'll build in Command to automate communication to your clients? What clients do you have the most opportunity? What do they want to know and hear, and how can you build that into an automated smartplan?

Smartplan Ideas: Who are you going to target? What are you going to say, what does that Smartplan look like when you're doing building it?

Post Closing Tasks

1. Ensure all final documents are uploaded to KW Command and submitted to compliance for review
2. Update your contact in Command with notes, tags and a new smartplan (Which includes a 7 day, 30 day, 6 month and 1 year anniversary follow up call)
3. Update the MLS with closing information
4. Collect your For Sale sign and Lockbox
5. GO CASH THAT CHECK!

Your 90 Day Business Plan

Your Personal Business Plan

GPS/1-3-5

Plan to revisit your business plan every 90 days. This allows you to gain clarity and adjust your priorities, which will ultimately adjust your daily activities.

Based on where you are in your real estate growth journey, I recommend considering the following top priorities:

1. Lead Generation
2. Skills and Professional Development
3. Systems and Leverage

Keep it Going!

By now you should have 250+ well-organized Contacts in KW Command!

The earning potential of your existing database should excite you, but don't let that slow you down. Keep feeding it with new contacts!

Gary Keller says that with 2,000 (1,920 to be exact) well-organized met-contacts that you communicate with regularly you can earn \$1,000,000 in GCI per year.

On average, those **1,920 people can lead to 320 closed units per year!**

(see the graphic in the downloads section of the video portal)

The faster you build, and the better quality of relationships you establish, the faster you will hit your income goals

GPS

Goal: _____

Priority 1:

Strategy 1:

Strategy 2:

Strategy 3:

Strategy 4:

Strategy 5:

Priority 2:

Strategy 1:

Strategy 2:

Strategy 3:

Strategy 4:

Strategy 5:

Priority 3:

Strategy 1:

Strategy 2:

Strategy 3:

Strategy 4:

Strategy 5:

Day 30 Action Items

- ❑ **Lead Generate.** You've heard me say it a million times and this will remain unchanged after this course.. **Every day:** your first and most important priority is always to find more people who need your services. Constant communication with lots of people will be your strategy for building a pipeline of predictable income and success through real estate. Whenever your business slows down, you know it's time to ramp up your lead generation activities. They all work. Pick 3-5 levers to focus on and execute. Track and analyze your results, then adjust your strategy.
- ❑ **Create a new GPS for the next 12 weeks.** This is your business plan, so once it's created, you must follow it! Revisit your GPS every weekend to plan your upcoming week, and ensure you're blocking time in your calendar to achieve your business plan. This is a constant work in progress. Clarity will empower you to take action, so begin your day and week with a plan

3 Strategies to continue learning and growing after this course is complete:

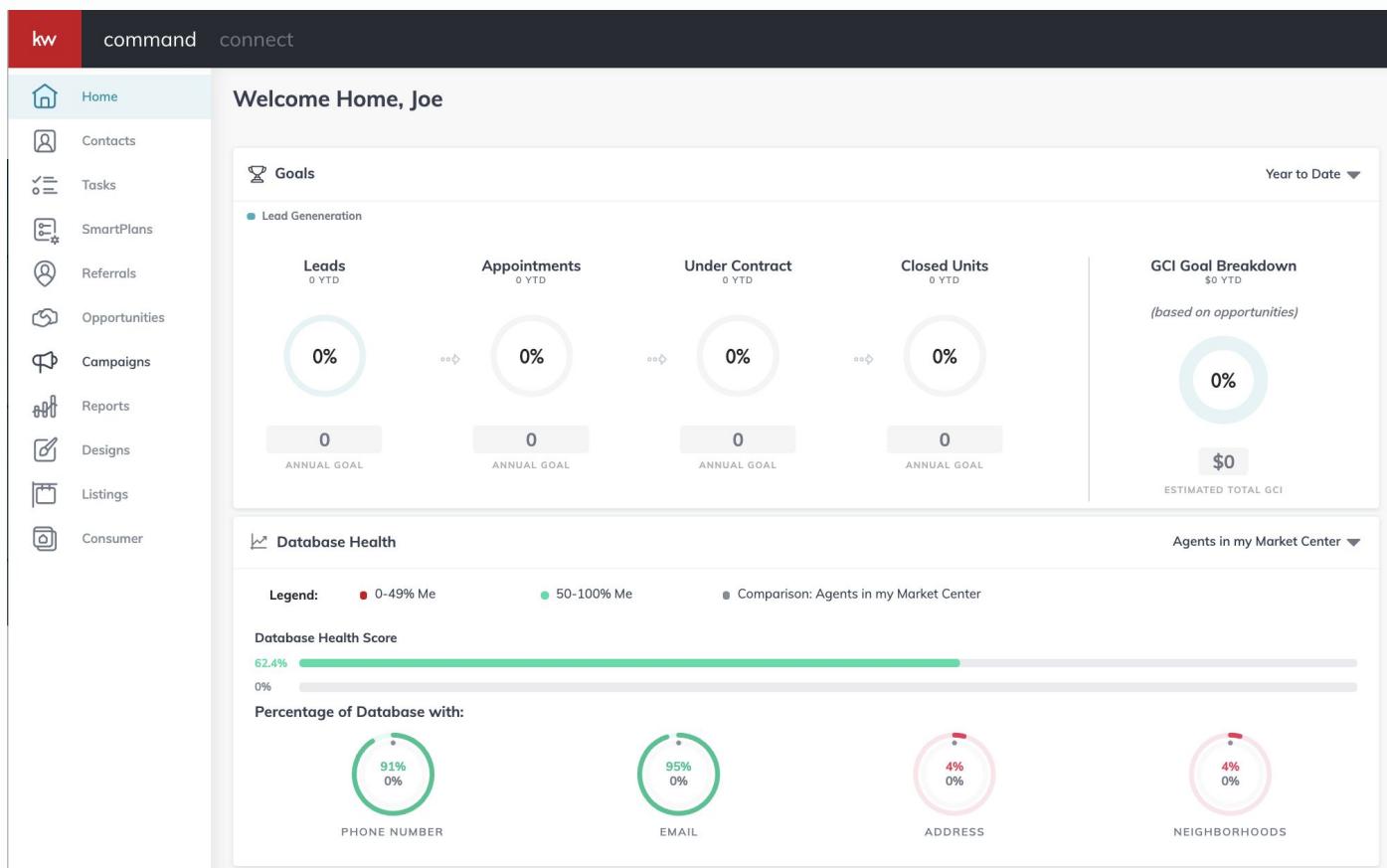
- 1.
- 2.
- 3.

Initial Setup

KW Command is your Customer Relationship Manager (CRM)

Agent.kw.com

1. Setup your personal profile
2. Connect applications
3. Setup your marketing profile



Starter Guide

Set Up Marketing profile

Click name in top right corner
Click “Settings”
On the left hand side click “Marketing Profile”
Complete/fill in as much as possible

Connect Existing Database

Click name in top right corner
Click “Settings”
On the left hand side click “Applications”
Go to PieSync and follow instructions to connect other databases.

Manually Add Contacts

Click the contacts tab on the left hand side Click the “Add Contact” and fill in info or Ask Kelle! Say “add contact”

Create an Opportunity

Click the “Opportunities” tab on left hand side
Click “Create Opportunity”
Fill out as much as possible in the provided fields.
Drag Opportunity along as the opportunity progresses.

Create Neighborhood Snap URL

Click the “Contacts” tab on left hand side
Choose/click on any contact.
Scroll down to “neighborhoods”
Click “Add Neighborhood”
Subscribe contact to desired neighborhoods by using the map or search, then click save.
Click “Get Neighborhood Snap URL”
Send URL to that individual contact.

Connect Email Account

Click name in the top right corner
Click “Settings”
On the left side, click “Connected Applications”
Find Gmail or Office 365 and connect account
Follow instructions and sign in

Connect 3rd Party Applications

Click name in top right corner
Click “Settings”
On the left hand side click “Connected Applications”
Find the applications that you would like to connect. ie: Facebook, Twitter etc. Click “Connect Account”

Contacts/Notes/Tags/Tasks

How to Maximize Your CRM:

1. This Lead Generation System is to be used within KW Command
2. Add a New Contact, input their information and assign tags
3. After you communicate with the contact, update your notes
4. Schedule a follow-up reminder in your task list
5. Login to Command each day and execute your task list first, then call “new” leads.
6. Task list action items may be a combination of phone call, text message, social media, email, etc.

Smartviews and Filtering

Command Personalization

Take some time now to set up your Command Dashboard based on your personal preferences.

Tags are what allow you to filter your database to find specific contacts. Review the suggested Tag list from Day 2.

Creating SmartPlans

KW Command SmartPlans

A Smartplan is a follow-up plan which consists of a combination of phone calls, texts, and emails allowing you to systematically follow up with people and never forget about somebody!

1. Click on SmartPlans in the Menu
2. Browse the Command Library of SmartPlans and choose a few that you want to use
3. Apply the Smartplan to appropriate contacts
4. On a daily basis, check your Command Task List for Smartplans that are due

Category	Title	Description	Published	Agents Using	Rating	Steps	Duration	Touches	Author	Status	Action Buttons
Keller Williams	Bi-Weekly Neighborhood Nurture	This is a bi-weekly email that helps you reach out to clients, leads, or recruits to show real time market data, specific to their neighborhoods.	October 2, 2019	64,928 Agents Using	★★★★★ (73)	3	15	1	Keller Williams Author	Free	View Steps Add SmartPlan
	8x8 New Contact Engagement	Build relationships and win the real estate agent "mind share" bottle with this 8 week plan.	October 2, 2019	44,744 Agents Using	★★★★★ (40)	15	56	8	Keller Williams Author	Free	View Steps Add SmartPlan
	Quarterly Call Plan	The Quarterly Call plan allows you to be reminded quarterly to reach out to your Contacts while logging notes for those interactions.	October 2, 2019	59,084 Agents Using	★★★★★ (59)	3	91	1	Keller Williams Author	Free	View Steps Add SmartPlan
	Mid-Term Nurture	A general check-in with a recently met Contact to offer your expertise for something real estate-specific. Motivate your messaging around their needs.	October 2, 2019	35,502 Agents Using	★★★★★ (46)	6	29	2	Keller Williams Author	Free	View Steps Add SmartPlan
Top Rated	2021 Back To School	Back to school email design.	August 17, 2021	413 Agents Using	★★★★★ (59)	1	1	1	Jordan Devlin Author	Free	View Steps Add SmartPlan
	Halloween 2021	Simple Halloween email design.	September 1, 2021	918 Agents Using	★★★★★ (63)	1	1	1	Jordan Devlin Author	Free	View Steps Add SmartPlan
	Fall 2021	Simple fall reminder email design	September 5, 2021	563 Agents Using	★★★★★ (63)	1	1	1	Jordan Devlin Author	Free	View Steps Add SmartPlan
	Thanksgiving 2021	Simple Thanksgiving email design.	September 17, 2021	1,336 Agents Using	★★★★★ (72)	1	1	1	Jordan Devlin Author	Free	View Steps Add SmartPlan

***Consider setting up a **Twilio** account in your KW Command Settings. Twilio is an app you can integrate into Command that will automate text messages within your smartplans. If you do this, make sure everything written in the "text message" portion of the smartplan are things you want your clients to see, because when that task becomes due, Twilio will automatically send your contact that pre-written text message.

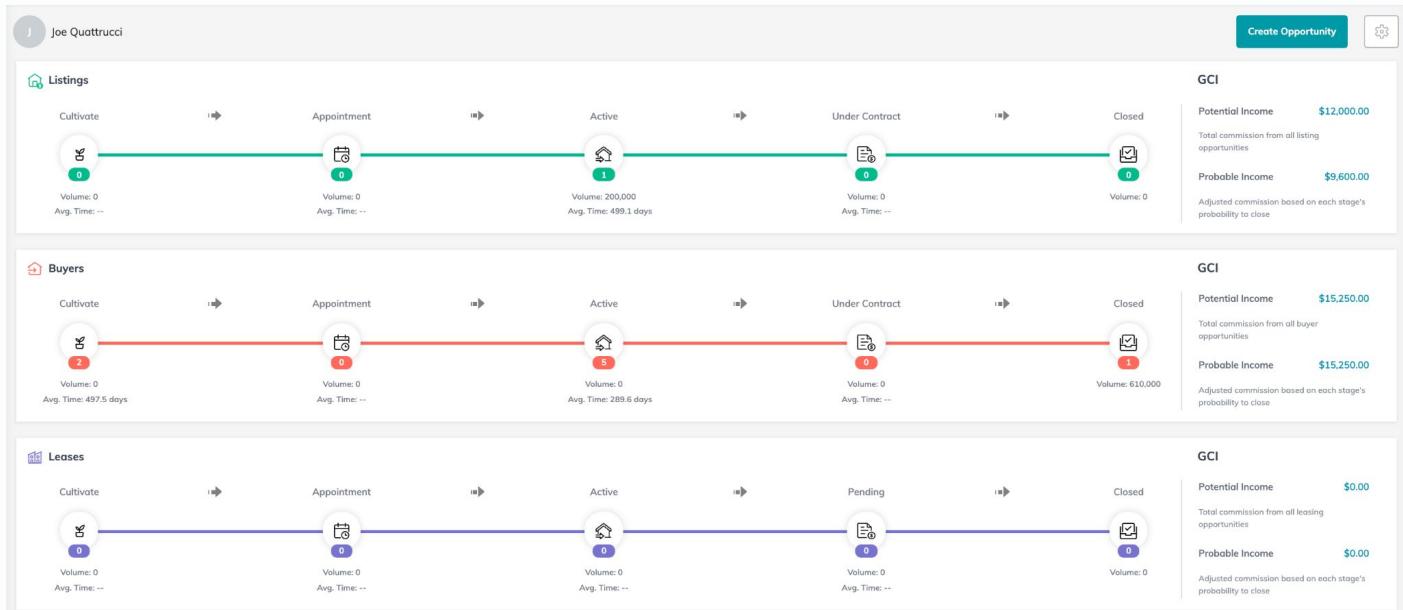
Daily System in Command

Your Daily Command System

1. Select a contact, initiate a conversation (phone, text, face to face, email, direct message)
2. Use FORD to ask about them, use referral scripts to ask for referrals
3. Takes notes about anything discussed, log those notes into Command
4. Create a follow-up task (or apply a Smartplan)
5. When you log into Command tomorrow, complete your task list first (this is called "Follow up")

Creating an Opportunity

An “Opportunity” is anybody who may buy or sell real estate in the future. This is your visual “pipeline” of sales.



Create and Sign Documents

Command Documents for Compliance

1. Log into Command, on the Menu go to Opportunities
2. If you haven't already, create a new contact, then create a new opportunity (You must create the contact first, otherwise you will not be able to create an opportunity).
3. Move that Opportunity to the correct Stage, then click into the opportunity
4. Go to Documents
5. On the left side, click the dropdown and select the correct template (Residential Purchase)
6. In the top right corner, click on "Start a Transaction". This will connect you to DocuSign (if you've already set it up in your Command Settings).
7. Add, DocuSign Forms, Select Library (you must be affiliated with a local board of realtors to get these templates)
8. Select a document, modify as needed and send to client for signature
9. Once signed, upload to Command by selecting "Add File"
10. Start by uploading all Consultation Documents. Once under contract, upload and submit Under Contract Documents within 5 business days.

Command: Closing a Transaction

Follow the KW Command tutorial to upload and submit final closing documents to your market center compliance team for final review.

Index: Terms and Definitions

1-3-5: 1 Goal, 3 Priorities, 5 Strategies, also referred to as a GPS. This is a business planning tool to help you identify exactly what your energy should be spent on. Your GPS can be for any period of time, and it's recommended that you think in 12-week (quarterly) timeframes.

30-60-90: Outlines your first 90 days in real estate, and the most important things for you to do as a newly licensed real estate agent and business owner. Complete these items as quickly as possible, then focus on income producing activities.

36-Touch:- 36 touches over the course of 12 months, averaging 3 touches per month for each contact. This is a long term "nurture" campaign to keep you top-of-mind with your database. At minimum, 4 of these touches are quarterly phone calls.

4-1-1: Refers to 4 weeks, 1 month, 1 year, and is a productivity tool for identifying your weekly action items based on your annual goal and monthly targets. Fill out 1 week at a time, and reassess your priorities before the start of each week.

80/20 Principle: roughly 80% of all outcomes come from 20% of causes. Meaning that 20% of your time spent produces 80% of your results. So it's imperative that you identify exactly what your businesses 20% is at any given time.

8x8: 8 touches over 8 weeks. This is a short-term nurture campaign designed to convert a person you recently met into a client.

Absorption Rate: Compares the rate at which Buyers are buying to the rate at which Sellers are selling, expressed in months. Less than 5 months of inventory is a seller's market, 5-7 months inventory is a natural market, and anything over 7 months of inventory is a buyer's market.

ADOM: Average Days on Market: The total number of days it took for a newly active listing to go Pending/Under Contract/In Escrow.

ALC: Associate Leadership Council. Think of this as the Market Center's board of directors. This group of agents are in the top 20% in their Market Center, and have volunteered to take on a leadership role and give the other agents a voice in making business decisions.

Appraisal: An assessment/valuation of a property to determine its value, conducted by a licensed appraiser. Appraisals are typically required whenever the buyer is getting a loan, as the banks way of ensuring they're not over-lending on the property

BOLD: Business Objective, Life by Design. This is a seven week program that conditions agents with powerful mindset exercises, language techniques, business-building strategies and live lead generation activities.

Canceled Listing: When a Seller agrees to list their property on the MLS with an agent, then they decide not to sell for whatever reason. All we know about canceled listings is that they wanted to sell at some point but didn't.

Capper: An agent who has paid their maximum contribution to the brokerage for the year, based on the agents anniversary date. You will hear agents say they've 'capped', which means they will no longer split their commission checks with the Market Center until their cap resets each year.

CMA: Comparative Market Analysis, is how we value residential real estate, compares the subject property to other similar properties that have already sold. It's recommended that you research at least 5 comparable sales, then look at 5 active listings and 5 pending listings to get the full picture.

Convert/Conversion: Successfully asking a lead to move into the next step of the process. For example, you convert a phone lead to an appointment, and convert an appointment to a client. Eventually, you convert a client to a closing.

Cost of Sale: This is an expense that is only paid when there is income. For example, when you split your commission with your KW brokerage, that is a cost of sale, because it only happens when you receive a paycheck (whereas an expense exists each month regardless of how much income you earn).

Index: Terms and Definitions

CRM: Customer Relationship Manager, also referred to as your “Database”. This is where you keep track of all your contacts, their contact information, notes about your previous conversation, and future reminder tasks for yourself. This is the heartbeat of your business. As part of KW, you automatically get KW Command as your CRM, or you can choose to pay for another one.

Disbursement Authorization: Created by your Market Center Administrator (MCA) and provided to the Title/Escrow company to ensure your real estate commissions are correctly calculated. Always review this for accuracy before closing and ensure you provide a copy to your title/escrow company.

DISC: Is a personality assessment that KW uses to identify people's preferred communication styles and work styles/preferences. (D) Dominance, (I) Influence, (S) Steadiness, (C) Consciousness.

Expired Listing: A property that was previously listed on the MLS with an agent, but never sold. Once the listing agreement between the seller and listing agent expires and the property comes off the MLS, it's now considered expired.

Farm: A specifically chosen geographic area (neighborhood) where you focus your lead generation efforts, to include calling, emailing, door knocking, direct mailers, and local community events.

F.O.R.D. Stands for Family, Occupation, Recreation, and Dreams (or motivation), and is a strategy for asking questions when reconnect with contacts. Ask them questions from each of these four areas to start building rapport.

FSBO: For Sale by Owner. This refers to property owners (sellers) that are attempting to sell their property without the use of an agent.

GCI: Gross Commission Income - The total amount of commission received from a transaction. This number is calculated before splits, referrals, company dollar, royalties, etc.

Inventory: Active, Pending and Sold properties in a given local market, including the overall quality, condition, location, and price point.

Kelle: Is a phone application that is connected to KW Command. There are a variety of functions and features within Kelle to assist you in your business.

KW Command: Your Customer Relationship Manager (CRM), also referred to as your “Database”, is the heartbeat of your businesses.

KW Connect: A Keller Williams Realty resource available for all agents to find a wide variety of training content, tools and resources. <http://www.kwconnect.com/>

KWRI: Keller Williams Realty International refers to our international headquarters building located in Austin, Texas.

KW White Pages: Find any KW Agent, Market Center, or Leadership team member and their contact information in this company wide directory, found at: <https://secure.kw.com/rosterTools/>

KWU: Keller Williams University

Lead Generation: To generate new leads for your business by prospecting and marketing. This can be accomplished a number of ways, from making phone calls, to hosting open houses, door knocking, direct mail, text messaging, etc.

Lead Follow-up: To follow up and “nurture” existing leads and contacts until they’re ready to buy or sell.

Lead Sheet: Used to capture the most important information of a new lead, to include all of their contact information, motivation, and property details (if selling, their existing property, if buying, their desired property).

Index: Terms and Definitions

Listing Appointment: Going to a homeowners property with the specific purpose of meeting to discuss the sale of their property. Be prepared with your seller lead sheet, listing presentation, and all the listing contracts from your state and brokerage. Your goal should be to convert 3+ out of 4 listing appointments to active listings.

MAPS: Mega Agent Productivity Systems is an internal KW coaching program, offering both one-on-one and group coaching, covering business, mindset, and anything else you want to focus your growth on.

Market Shifts: Shifts can happen seasonally each year in local markets, and over long periods of time across the country. A shift refers to the change of balance between supply and demand, or buyers and sellers.

MC: Market Center refers to a Keller Williams Realty real estate office. Each office is independent owned and operated, within their franchise agreement with KWRI.

MCA: Market Center Administrator is a local team member who is responsible for maintaining all operating systems in the Market Center, including overseeing all income, expenses and reporting.

Miracle Morning: Consists of 6 daily activities to prime your brain for success, including: reading, journaling, visualization, affirmations, exercise and silence (meditation or quite time).

MLS: Multiple-Listings Service. Used to advertise properties actively being sold by real estate agents, updated in real time by real estate agents. This is where sites like Zillow and Realtor.com pull their data from. Therefore, our information on the MLS is more accurate and more timely - part of your value proposition to a buyer and seller.

MREA: Millionaire Real Estate Agent is a book written by our Co-Founder Gary Keller, and is also referred to as "The Red Book." This book outlines the process of building a million dollar business from the ground up, and focuses on four key models: Lead Generation Model, Economic Model, Budget Model, Organizational Model.

Net Income: The amount of commission you get to keep after expenses and cost-of-sale is deducted.

Nurture: To stay in touch with an individual contact over a long period of time. To nurture the relationship means that even if they don't have a real estate related needs now, they will think of you when they do, because you've been nurturing (reminding) them about your tools, skills, and success.

Objection: A client objection is simply an unanswered question. This is your opportunity to provide them with more information and clarity so that they can make the best decision possible.

OP: The Operating Principle is one the Market Center owners, and is responsible for overseeing the Team Leader's goals and priorities.

Outfront Magazine: Provides an in-depth look at the businesses, lives and success strategies of our top agents from around the world. You'll also receive the latest news on game-changing technology and be the first to know when KW makes the headlines. Subscribe here: <https://outfront.kw.com/>

PC: The Productivity Coach is a Market Center leadership team member responsible for training and coaching new agents to realize their full potential in real estate.

Profit Share: At the end of each month, your Market Center pays its expenses, then the profit is split between the ownership group and all the agents (like you) that helped recruit another productive agent to the MC.

Prospecting: Actively seeking buyer and seller clients by actively initiating communication with them. Prospecting is totally free and provides you with immediate feedback, unlike marketing.

Index: Terms and Definitions

PTFAR: Programming, Thoughts, Feelings, Actions, Results. This is the internal thought-cycle that exists within all of us and ultimately determines our behavior. So if you want to change your behavior, you need to begin by analyzing your thoughts.

Rapport: A close and harmonious relationship in which the people understand each other's feelings or ideas and communicate well. Rapport is often established when people find commonalities and common ground between them. You should always aim to build rapport.

Referral: The first type of referral is when somebody you know (SOI) gives you the name and contact information of a potential buyer or seller lead. You can also give and receive referrals to and from other real estate agents.

Scripts: Real estate dialogue designed to help you effectively communicate with your clients.

Segmentation is viewing your local market data in smaller segments based on price point, providing more accurate information to yourself and for your clients.

Seller Concession: When a portion of the proceeds from the sale of the home is used to pay for some/all of the buyers closing costs.

Settlement Statement: Created by Title/Escrow companies, this document is a summary of all monies being credited to debited from both the buyer and seller.

Smartplans: Automated “touch” plans in KW Command that allow you to automate emails and text message to your database, and will remind you with “tasks” when it’s time for you to do something. **Sold to List Price Ratio:** Represents the percent a home sold for compared to how much it was listed for.

SOI: Sphere of Influence, these are the people you already know, whether friends, family, past acquaintances, etc.

Tags: Used in your KW Command Database to identify different groups of people, allowing you to communicate to those specific segments with a particular message.

Tasks: Reminders in KW Command, helping you stay organized and never forget to follow up with a lead.

Time Blocking: Chunking your Annual, Monthly, and Weekly Goals and priorities backwards until you identify exactly what you need to do this week and today to be successful, then putting those things on your calendar and protecting that time from distractions.

TL: The Team Leader is the CEO of the Market Center, and is responsible for overseeing the entire leadership team, coaching the top 20% agents in the MC, and recruiting new talent.

Touch: One of several ways to communicate with your database. A touch could be a face to face conversation, phone call, text message, direct mail, social media post, or any other way that a client is reminded that you’re in real estate.

Value Proposition: The reason a buyer or seller would choose to work with you. This includes more than just the result, buying/selling the home, it also includes their experience through the processes based on your expertise and service.

WI4C2TES: The Keller Williams belief system, stands for: Win-win or no deal, Integrity: do the right thing, Customers: always come first, Commitment: in all things, Communication: seek first to understand, Creativity: ideas before results, Teamwork: together everyone achieves more, Trust: starts with honesty, Equity: opportunities for all, Success: results through people

3 Principles of Mastery

Amateurs practice until they get it right, professionals practice until they can't get it wrong.

Modeling: Finding somebody who has already accomplished what you want, and adopting their behavior, habits, and mindset to get the same results.

Question: Who are you going to model in real estate? Other areas of your life?

Immersion: Physically and mentally being fully present while learning a new skill over a period of time.

Question: How are you going to immerse yourself in an environment of productivity?

Repetition: It's not about the amount of time it takes to learn, it's about how many times you practice what you've learned in a certain period of time that leads to your results.. For faster results, reduce the amount of time you give yourself to accomplish the goal.

Question: What's the most important thing for you to repeatedly do in your business?

3 Reasons People Quit

Let's confront the reasons people decide to quit, then take personal ownership for our behavior, and move forward with confidence in your execution.

#1. Unrealistic Expectations. Most people getting into real estate don't fully understand this business (like any other business) is all about lead generation, relationship building, and follow-up. You must be willing to talk with a lot of people, meet new people, and stay in touch with them over time.

#2. Fear of Failure, Rejection, the Unknown. Fear is an emotion that is telling us to either:

- A. Take action to change your circumstances
- B. Change your perspective about the situation

Don't let fear stop you. Acknowledge the emotion, ask yourself what the emotion is telling you to do, and move forward. DON'T give fear more energy by spending too much time thinking about it.

#3. A Lack of Guidance. This course *is* your guide, so no excuses! Continue watching the course and commit to taking action each day.

Agent Success Formula

LEAD GENERATION AND LEAD TRACKING

- Daily prospecting and networking for buyer and seller leads, converting leads to appointments via scripts and subsequently, securing Buyer/Listing Agreements.
- Develop schedule for lead generating to allow for 100 contacts to be made weekly (calling, door knocking, etc.) 10-15 hours weekly.
- Track leads to identify highest and lowest converting lead ratios. This is called Red light, Green light.
- Follow up with all new leads immediately.
- Keep all contacts in your database on a SmartPlan or set up a follow up task.

WORKING WITH BUYER/SELLER CLIENTS

- Conduct Open Houses, capture contact information via Sign-Up Sheet and follow up with leads immediately.
- Conduct buyer/seller consultation appointments with all leads, get a signed contract.
- Analyze clients needs and goals, establish plan and timetable.
- Research MLS.
- Draft and present offers for buyer clients, receive and compare offers for seller clients
- Ensure all required paperwork is completed, signed and turned into KW Command for compliance.
- Assist clients in obtaining information and vendor referrals for inspections, repairs, lender, title, escrow, real estate attorney, moving company, etc. as needed.
- Follow up with clients weekly to advise of current status and next steps. Ensure compliance with all fiduciary duties throughout the transaction while maintaining the highest standards of service delivered.
- Obtain Testimonials and Referrals.

TRAINING

- Complete all training per your productivity coach and this online training course.
- Complete your required training to maintain your real estate license.
- Seek education opportunities to develop expert knowledge of mortgage financing, market shifts, changing regulations and all aspects of Real Estate pertaining to home ownership.

Fear In Business

F.E.A.R

Perceived "rejection" has nothing to do with you personally, they just don't need what you are offering right now. No big deal, because they just may need you in the future - and it might be unexpected..

Some life events are predictable, some are not. You, nor they know if and when a life event will occur.

Life events include:

- Marriage, Engagement, Divorce
- Death, Birth
- Job Promotion, loss or transfer
- Kids graduating from high school or college

Though a contact may not need you now, there will come a day where your service and assistance will be vital during these life events.

Your perceived lack of experience in real estate is a strength. You have **time**, you have **energy**, you're **committed to learning** and growing, so you will make their deal your **top priority**. You are also part of the largest real estate company in the world - where we sell nearly \$1 Billion dollars in volume **EVERY DAY**.

Command: Dashboard Personalization

Customize your KW Command Dashboard for easy use.

Refer to the "Command: Dashboard Personalization" video for visual aid to organize your dashboard to your own specifications.

Top 3 Reasons People Say They Quit

#1 Reason People Quit: Unrealistic Expectations

This job is about connecting with people daily, then managing and nurturing those relationships until they're ready to buy or sell. Success will happen as quickly as you're willing to work for it. Speed of results are directly dependant on speed of implementation.

#2 Reason People Quit: Fear

We all have fear, and other negative emotions that don't serve us.. The question is, are you going to let those emotions prevent you from succeeding? Take one small action, then another, and prove to yourself that there's nothing to be afraid of. Find ways to get over your fears to create momentum in your business. It's vital to become empowered to take action and avoid fear as a setback.

#3 Reason People Quit: Lack of Guidance

Use this course as your guide. **Watch, study, then execute!** If you're introduced to a top you want to know more about, go find other resources until you've mastered each area of the business. Also, tap into the other resources you have at your market center. Remember to use your PC coach as a guide when you need help.

Hear from the Pro's: Calling your SOI

BONUS Video: Calling Your SOI

This short clip was recorded from the All In Real Estate Podcast with guest speaker Jason Moon who closed \$20 Million in Volume by SOI Referrals and Door Knocking.

The key takeaway here: be willing to go "all in" on real estate by making your intentions public and communicating with people in your world about referrals.

YOU MUST believe that you have true value to offer your clients as it pertains to real estate, and that it's your duty to make them aware of your skills, knowledge, tools, and resources.

During this video, write down notes from the conversation which will be useful when calling your SOI in the future:

Miracle Morning

The Miracle Morning consists of 6 activities to prime your brain for success

- 1. Read.** something educational or professional
- 2. Journal.** what's on your mind, what are you grateful for
- 3/4. Visualization/Affirmations.** saying or thinking about intended results tells your brain how to behave
- 5. Exercise.** wake your body up and fill it with energy
- 6. Silence.** be with yourself and no distractions. consider meditation.

Willpower is Not on Willcall

1. Willpower is NOT on willcall. Meaning that, as you make decisions throughout the day, willpower depletes, eventually so does your resolve
2. Willpower is Rechargeable with down time. Build it into your calendar
3. Plan to Lead Generate in the morning when willpower is highest!
4. Your 5 Daily Realtor Duties: Lead Generate, Lead Follow up, Go on Appointments, Negotiate Contract, Scripts and Role-play
- 5. Until Lead Generation is done every day, everything else is a distraction**

Notes:

6 Personal Perspectives: Accountability

Victim vs Accountable Mindset

Victim Mindset:

1. Does not want to acknowledge the true reality of a situation. Avoids/projects/denies
2. Seeks to blame others and make excuses like "that's not possible", "that's not my fault", "I can't do that"

Accountable Mindset:

1. **Seeks the true reality of a situation.** Not an exaggeration or understatement, rather an objective and non-emotional perspective on any given situation.
2. **Own it.** Take responsibility and recognize that you are in control of *you*, and you are responsible for your outcomes. Life will throw all sorts of challenges at all of us, the way you respond to those challenges is what makes the difference. And it all starts with your mindset.

Do you believe that you are in fact 100% in control of *you*?

3. **Feel empowered.** Now that you're in control, you can find solutions.
4. **Get on with it.** Take action, there's no progress made if you're dwelling on past actions. Don't give regret, embarrassment and uncertainty your energy and focus. **Give your energy and focus to identifying the challenge and solutions to overcome it.**

6 Personal Perspectives: Overcome Limiting Beliefs

• Reticular Activating System (R.A.S)

The R.A.S is an **automatic filtering system** in our brain that helps us sort through all the unimportant stuff and helps us focus on what's most important.

You can consciously train your RAS to know what you're looking for...

This is why people recite affirmations and practice visualizing their desired outcomes, they're training their brain on what to look for and how to find solutions.

This is also why we write down goals and chunk those goals down into smaller activities. Again, this is training your RAS on what to focus on each day.

If you want your brain to help you find solutions, **tell it what specific solutions you're looking for and it will automatically go to work** in the background, helping you **find answers, recognizing opportunities, and seeking the right resources.**

Exercise: List 5 things you want your brain to pay more attention to:

1. _____
2. _____
3. _____
4. _____
5. _____

6 Personal Perspectives: Self Mastery

Definition: Committing to achieving the best techniques, skills and habits needed to fulfill your life's vision.

What is my Goal? _____

Strengths:

Weaknesses:

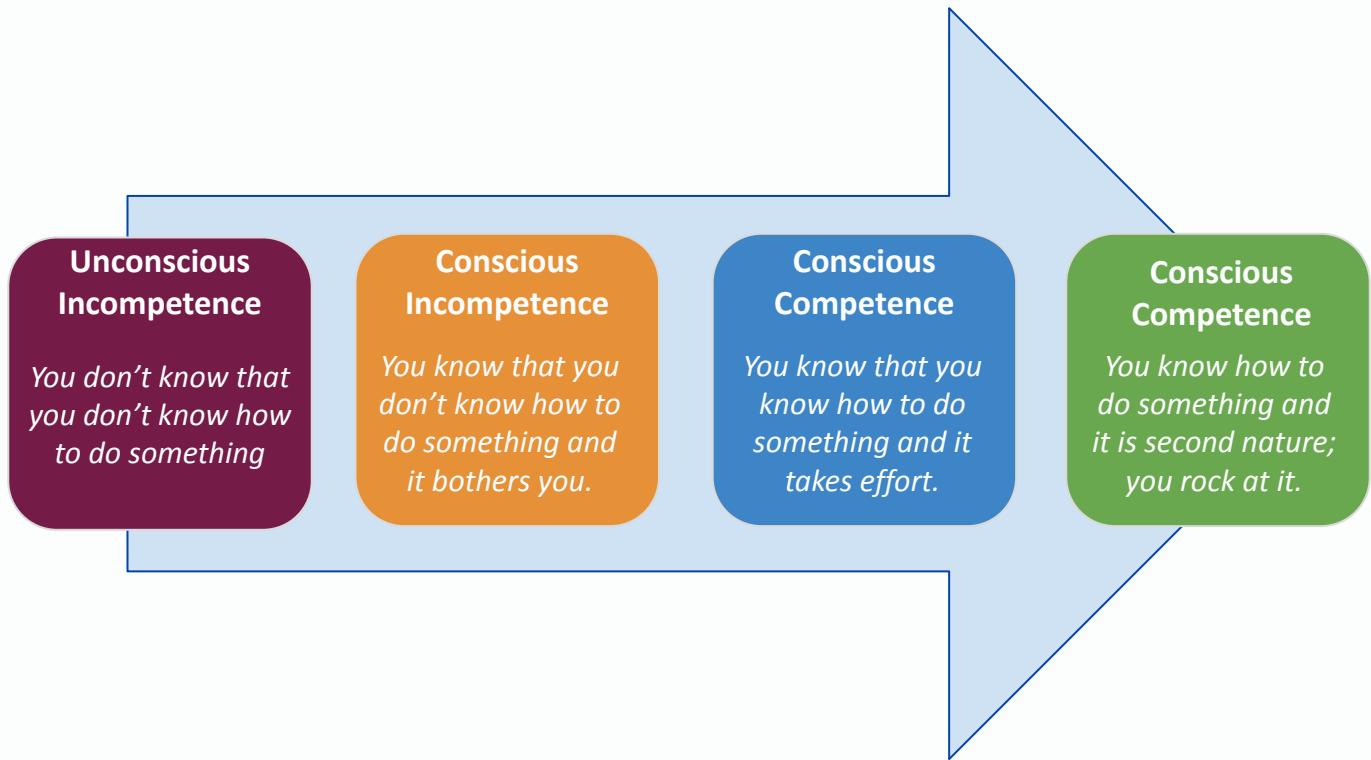
What techniques, skills and habits do you need to get to your goal?

Wanting to succeed is very different from Committing to succeed. Have you made a commitment to yourself?

6 Personal Perspectives: Be Learning Based

4 Levels of Competency

1. **Unconscious Incompetence:** I don't know what I don't know. I feel lost.
2. **Conscious Incompetence:** I know what I don't know. I've identified what I still need to learn, practice, and rehearse.
3. **Conscious Competence:** I know it when I think about it. I'm well practiced and can complete the task with a high level of focus.
4. **Unconscious Competence:** I know it without even thinking about it. This is where the professionals live. They're so well practiced they don't even need to think about their words or next questions, they just flow.



This is your target level of competency for things like: Your **buyer and listing presentations**, the way you **overcome objections** and answer questions, your understanding of the **local market data**, and the way you naturally talk to people about real estate, etc.

6 Personal Perspectives: 8/20 Principle

This principle states that 80% of your results will be produced by 20% of your efforts. The remaining 20% of your results will come from the remaining 80% of your efforts.

This makes it very clear that some activities are more important than others.

Focus on priorities is more important than effort or natural ability. You MUST be able to identify your 20% activities that must be accomplished every day.

Exercise:

1. **What is my Goal?** _____

2. **Write a list of everything** you're doing throughout your work day and week. Make a very long list.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. What's the **ONE THING** on the list, that once completed, will make everything else on the list easier to complete or totally unnecessary?

6 Personal Perspectives: Move from E to P

Entrepreneurial to Purposeful

Moving from doing things randomly to doing things highly intentionally. Identify and focus your top 20% activities that will lead to 80% of your results. Busy does NOT always mean productive...

Exercise Questions:

1. How can my priorities be accomplished?

2. Are there different/additional ways of accomplishing them?

3. What training do I need to enhance my skills?

4. Who can be my mentor? Who can I watch and imitate?

5. Are my 20% activities planned ahead on my calendar, and do I follow my calendar on a daily basis?

6. What is most likely to distract me? How can I avoid or reduce those distractions?

7. How can I measure progress? How do I know when I'm succeeding?