******

Real Estate...what a great industry and career. But for many new agents it can be very confusing to transition into the industry as a career. Where should I start? What to do What do I do to be successful? There are a million questions, methods and ideas many have shared to answer these questions. Below are some of the answers I’ve learned in my experience. These are just mine...and I hope they help you on your journey.

I’m hoping this “Survival Guide” will guide you through the endless questions you may have. I’ll start by saying there’s no limit to what you can do or learn in this business. However, this is my take. I hope you find it concise and simple to read.

I buy, sell, rehab, list, flip and act as a managing broker for agents. I’ve done a variety of things within the industry and I hope this will provide some clarity. My best years in the business had me, an average guy, make top 1% income...that’s the top 1% in the nation. I hope this information works for you as well.

Your goals need not be global domination, nor ego gratification, nor anything of the sort. What are my goals at this stage in my career, you might ask? Frankly, I’m looking for consistent income and lifestyle design. I want a lot of freedom and a lot of flexibility. So, if it’s income you’re after...read on. If it’s quality of life you seek...you’ll enjoy these tips, tactics and strategies. I hope this guide will provide you a path to your goals...and most importantly a system with which to enjoy your career.

******

***Table of contents:***

Page 3 - *Why work with Trend - An example of what I share with customers up front. This is good for you as an agent to learn as well as consumers to understand.*

Page - 7 *Menu - You should join Trend. It’s awesome.*

Page - 8 *Day 1 as an Agent = Now What?*

Page - 12 *Design Your Day*

Page - 15 Buyers Are Liars?

Page - 26 Sellers and Listings

Page - 38 The Contract

Page - 45 Technology

Page - 49 Inspections

Page - 51 Mastery

Page - 53 $10M man

Page - 57 SBK & Kurt

Page - 59 Accounting

Page - 61 Advertising

Page - 63 Must Read Books

Page - 73 FSBO Long Script

Page - 74 FSBO Short Script

Page - 75 Buyer Script

Page - 75 Trend Addendum

Page - 80 Skills Set

Page - 85 Trend Asset Analysis - Using Chris Voss Methodology

Page - 88 Daily Activity Goal Sheet & Farewell

******

***Why Work with Trend?***

I believe the role of the agent is to market a property, and to guide clients through the pitfalls in a real estate transaction. An agent can not perform miracles despite what you’ll hear from many of them...but they can be a guide in “hearing” what the market is saying more accurately. Accurate guidance and quality service is what you’re looking for.

The market can be generous....and it can be a cruel, brutal tyrant. I’ve been on both ends of the market’s schizophrenic personality. Trust me, the market does not care about what you “want” for your home or your listing. It is only concerned with what a buyer is willing to pay. Conversely, the market can also demand quite a pretty penny for homes that, at times seem overpriced.

Think baseball cards with me for a moment. As a young adult, I was an avid baseball card collector. The publisher of the monthly collectible magazine “Beckett”, as they used to be called, would attempt to tell me (and all of its other readers the) fair price for a player card. Funny thing is, as a young adult, when I’d bring that card to a friend or a shop, in an attempt to get that dollar amount in exchange for the card, I never got that number.

Not once.

Appraisals are no different. “Well it appraised for X”, a seller or their agent might say. This almost means nothing. A buyer has to want the home at X for the process to even begin. Then once the process has begun, the appraiser has to verify this is not an insane number… At which point, the banker (or lender) can use the appraisal to facilitate the sale. There are lots of stakeholders and opinions involved..all with the common goal to help reconcile and justify the sale and/or purchase price of the home.

This segways perfectly into my next point. There are plenty of pitfalls in today’s world of buying and selling homes. Believe me, I have personally experienced my fair share. Let’s address a few of them:

**Inspections**

Many times homes will fail inspections over seemingly silly or little things. I believe we can mitigate that issue by having an inspection completed prior to listing. This is a really good call. To make those repairs is almost always a great call. On the buy side, ALWAYS get an inspection.

**Repairs**

In today’s world you MUST do everything by the book.

* New roof? Lender, inspector and agent will ask to see the permit.
* Updated electrical? Who was the LICENSED electrician who did the work?
* Additions? You get my point...there’s no sneaking things under the radar in this era.

So when these issues come up, I work with incredible people who make quality repairs for people and HAVE LICENSES!!! It’s a must. Trust me. You should do the same...for the sake of your customer and the transaction.

**Disclosures**

Disclose, Disclose, Disclose! Be thorough, be accurate and be honest. If there’s mold… fine, disclose it. You can sell a house with mold, you only need to tell the buyer about it. At this very moment, we’re in a very balanced market… not a seller’s or buyer’s market so there are many buyers for almost every type of home. Lawsuits are awful. Save yourself the frustration and just disclose properly.

**Finance**

Vetting your buyer and their lender is key. Do they have financing? Is the lender legit? How experienced is their agent? Will the home pass a 4 point inspection and a wind mitigation inspection? Can the home be insured?

There are many issues to consider here as well. Someone with experience is vital to your transaction...and I've been a part of over 1,000 transactions so I believe I can bring that experience to the table.

**Offers & Negotiations**

A large pillar of an agent's job is "negotiation style and technique". I will tell you I'm from the Chris Voss school of negotiation and I've done some extensive training with them in order to facilitate many of my deals. His book "Never Split the Difference" is incredible. A great read for life and business. Get it, read it, and know that this is the type of negotiator you have on your side.

**Marketing**

With regard to marketing, in today's world this is largely digital. In the past, a 6% commission was customary as agents would promote your home (and oftentimes themselves) in newspapers, magazines and print brochures. This was and is pretty expensive. It could cost thousands.

Today, to be frank, Zillow.com, Trulia.com and realtor.com do much of the heavy lifting. With the click of the mouse you can syndicate a listing all over the web.

Many companies will blow your mind with the latest gadget, widget, technology or camera lense. But, do they answer the phone and call back in a timely manner when agents are trying to reach them for support? That’s another story.

At Trend, we use all of the most effective channels. But, there’s not a website or an agent out there that can sell an “over-priced” home.

**Service**

To service customers effectively, I advise agents to adopt my strategy - “If we work together, I’ll sell your home as though it is my own.” What I advise against is “buying the listing”. Agents are notorious for buying a listing. Which is simply telling a customer what sounds good.

“Oh, you want $1,000,000? No problem, I think that’s doable.”

By day 21 they are pressing you for price changes. Then again and again and again.

Shoot Straight. Tell the truth. Most importantly, don’t BS and waste yours and your customer’s time.

If I believe their asking price isn’t what the market will pay, we’ll have that conversation up front. This may seem harsh. But what’s worse, sitting with a home that doesn’t sell or hearing the truth at the outset to better manage their expectations?

I promise you the truth will set you free… and it will get your their house sold.

**Pricing Your Listing**

I had a client’s home on the market and gave them a heavy discount on my commission recently. After a thorough review of my philosophy, they verbally agreed with everything I said here.

My strategy there was the same as my strategy on every house I rehab or sell.

***Market, guide, avoid pitfalls, vette and negotiate. NO FLUFF.***

After a few months at an unreasonable price, they pulled the listing and went with another agent who charged a full 6% vs the $595 my office was charging to list the home on what's called a minimal service agreement.

The agent did a strong "we use the best technology" sell on them and did what I call "buying the listing". Say whatever you have to say to get the listing. Then cut the price. Magically after a few price cuts, the home sold. POOF...success! Except for the bottom line wasn’t $595 to sell. It was 6% of the sales price. Literally costing them **THOUSANDS** of dollars and precious time.

Price is the most important factor when listing a home. It's more important than just about anything we do together.

If you want to sell your home, listen to the “Market Whisperers” here at Trend RE. I will tell you what the market is saying. If you have a year to sell a house...no problem...let’s shoot for the moon, but if you actually want to sell your home in a timely fashion, PRICE Is where we need to focus a majority of our attention.

Thanks for your time and attention,

**Joshua Blank**

**CEO Trend RE LLC**

**Multi-Million Dollar Producer**



*A Boutique Firm with Budget in Mind*

• 100% Commission - Low monthly membership!

• Personalized For Sale Sign

• Personalized Name Badge

• 100 Business Cards

• Custom Website with fully integrated IDX & CRM

• Centrally Located Sarasota & Fort Myers Locations

• 2 Full SERVICE Brokers with over 30 years of combined experience

• Ongoing Comprehensive Sales training

• Survival Guide and Business Plan - A proven path to success

• Customized Marketing Materials with Lending Partner

• Social Media Expert on Staff

• Transaction Desk File Review & Management

• Trend Realty Training Facebook Group for Networking, Videos and Questions

• Get paid @ closing, with our CDA program

• E & O insurance on transactions

• Friendly Partners to work with!!

• Just $399/transaction (training, technology and transaction review)

 \**Consumer fee/transaction applies*



**One of my agents recently asked, “Now what…”**

**Having had almost 20 years in the business I was a bit stunned. I had forgotten how confusing this business can be.**

**The short answer: Start making connections.**

I want to address what to do here specifically and exactly:

**1 - Write down everyone you know. Call 100 people in your sphere of influence (people you know). You’ll be surprised at how many people respond...and there may be deals right there. In addition, this will get you into the practice of calling. If they don’t answer, text them.**

**2 - Ask Josh if you can sit an open house. Then make this a weekly habit.**

**You should sit a minimum of 2 hours every Sunday or Saturday. If you miss a week...double up the next week.**

**3 - Schedule a shadow day. Watch an agent make calls. This is how you learn.**

**4 - Write a mock contract.**

**5 - Call Josh to schedule your “Design Your Day”.**

**6 - Watch my entire Youtube channel. https://www.youtube.com/channel/UChM7Kbqm9-mVuASqHaovUpA?view\_as=subscriber**

**7 - Watch every training on the Trend Training Facebook Page.**



**Design Your Day - The Trend Way**

What does a productive day look like for an agent? It’s not what you may think. Here are some steps that got me to $10M in sales my first year in the business.

The closer you get to completing this checklist daily the better your year will be. Just like you can’t lose weight or get abs in a single day...you can’t make $1M in a day either. It’s a practice. It’s a routine. You must fall in love with the process or you will tire of it. Fatigue always beats willpower.

To be successful you must Design Your Day. You must create a day you love or you will not stick to it.

Every day 6-7 days a week I work out. I’ve been able to lose 50 pounds in the last few months and the only way I’ve been able to do this is because I love it. If you don’t love your day, you won’t do it. PERIOD. If you set up an impossible day or what you believe to be impossible, you won’t even attempt it.

If I told you to eat 700 calories in a day...you could do it. For a while. After day 2-3 you’d quit. The brain would say, “STOP this is not worth it”. The pain is “too much” for the reward. After 3 days of a super low calorie diet you wouldn’t have lost much weight...if any at all, but you’d be STARVING.

***Let’s not take the 700 calorie approach to work.***

Let’s not torture ourselves. Rather, let’s set up a day you will love. Let’s set you up to WIN.

Here’s what a day should look like if you want to sell $2-$3M a year. $60K - $90K in GCI.

**Organic Network (30 minutes)**:

1- Make 3 calls a day telling anyone and everyone you know that you just switched companies or started your career in real estate. Don’t ask for referrals. Simply let them know your situation. Don’t ever be “salesy”. Be genuine. Be helpful. Ask questions. Most importantly, listen.

2 - Make a list of 100 people you know - Friends, relatives, contacts, your hairdresser...everyone you know. Put them all into a CRM (database). Contact them EACH individually every month or so. I just spoke with my old neighbor yesterday. He wants to buy a trailer park. He wouldn’t have thought to use me and I wouldn’t have known had I not called him for his quarterly. Email them monthly as well.

3 - Every time you’re at your child’s soccer game, the mechanic, anywhere and everywhere, try to connect with people. Always have a card and always try to listen and be helpful.

**Buyer Leads (15 - 30 Mins returning daily calls, 2 hours on a weekend)**:

1 - Sit an open house every weekend, Saturday or Sunday 12-2 or 1-3 or whatever you can do. You’ll meet people. Make them sign in on a sign in sheet and put them in your database. Stay in touch with them. They will become your friends, clients and the rest. MAKE A SCENE at the open. Signs, Directionals, Banners...make it absurd. Turn heads.

2 - Work on getting listings. Listings lead to sign calls. Sign calls are buyers. This is free. Work every day to get any listing you can. (Covered below)

3 - Buy Zillow, Facebook or Realtor.com leads. If you don’t have a budget...don’t worry. 1 & 2 are free sources and work well.

4 - Trend Leads - We have leads. Join Trend.

**Seller Leads (1-2 hours per day calling, 1-2 hours previewing a home)**:

1 - Contact one For Sale By Owner in your area (Verify DNC list) and preview for your buyers. Look at them all. At least one per day. Don’t immediately go for the sale or listing. Never bring a listing contract with you. Just go, preview, and be a human. Then put them into your database. Touch them weekly. Send them a hand written thank you note. THIS IS GOLD! Be the agent with buyers. If you don’t have a buyer, talk to me, Trend has nearly 100 buyer call-ins every month.

2 - Withdrawn / Expired Listings - these are homes that didn’t sell. You can go back years and see what did not sell. In a market that has ascended as SW FL has, these are homes that are great candidates to sell in today’s market. Call them (After checking the DNC list) meet them and send a thank you note again.

3 - Database Mining - stay on your database. They are actively buying and selling, and so are their friends.

*This isn’t even close to an 8 hour day, but if you do this 5 days a week, 50 weeks a year you’ll have done the following*:

750 organic calls (3 per day)

Hosted 50 Open Houses for 100 hours of free meet and greet with buyers (1 per week)

Met 250 sellers (1 per day)

This is literally one thousand touches! At just a 1% success rate you’ll have made plenty of sales.

An average home price in SW FL is around $250,000. At 3%, thats a $7,500 commission.

If your goal is to make $50,000 you’ll need 7 sales. That’s very doable with the aforementioned plan.

I did not complete this plan my first year as I was developing it. But, failing at doing this plan led to $10M in sales! Don’t forget your niche.

I’ve also called probates, “just listed, just sold”, pre-foreclosures, Zillow “make me moves”, etc. There are plenty of other sources to connect with active buyers and sellers.

My niche is investment real estate. Investors buy and sell regularly. I advise you to research this as well. We can design this day for you as well to incorporate a niche. Let’s talk further.

Best,

Joshua Blank

Trend Realty Managing Broker



***Buyers* Are Liars? What?**

**The Blind Side**

If you’re in this business a long time, you’ll hear the phrase ‘Buyers are liars’. In my professional opinion, this is a toxic belief system. Why say that? All people you deal with will/can be difficult or challenging to work with. 100% of them. The level of difficulty of a buyer can be just as high with a seller. Buyers pick up this vibe when you believe this statement. Remember, we teach our customers how to do business with us. Stereotyping your customer is a poor philosophy to embrace. Buyers are valuable clients who need your professional expertise.

Most experienced agents typically want to only list homes. That’s fine. My take is to do both. List and sell. Work with buyers and sellers. Why marginalize your income potential at any stage of your career?

You don’t like driving around. Ok. I get it. Lazy ass agents who don’t want to work hate driving around. You know what I hate? Spending money and time on a listing that doesn’t sell.

I hate having a reasonable offer that a seller refuses or counters incorrectly or ridiculously because, ‘My house is worth more than that’.

My 20 year experience as an investor has taught me one thing. Price sells homes. Just Price.

* Old house with bad wiring - It will sell at the right price.
* Bad roof - It will sell at the right price.
* Smells like cat pee - It will sell at the right price.

Case in point.

Think about this: As an investor I and many others BOUGHT HOUSES SIGHT UNSEEN. I have purchased hundreds of homes I couldn’t see inside. Why? The price was too good to pass up.

My friend, there is money in buyers, sellers and investors. There is money in property management. There is money everywhere. Do You. Be You. Don’t let anyone tell you you “can’t” do one piece of the business.

How do we meet buyers?

***Zillow***

Love them or hate them, Zillow is here to stay… well at least for now! You can watch my Youtube channel and see many of my thoughts here. But I’ll say this; I generated a return on Zillow. I doubled my money, in fact. I would agree their pricing is unreasonably high and that there are cheaper alternative systems. But undeniably, this company made me money. There are many ways one can look at their presence in the marketplace. They “ruined” the business, some say. Did they? Or did they change it? Frankly, this is all irrelevant. For now, they are here and when you advertise on their digital platform people will see you. If you consistently market on this platform it will “work”. Will it be perfect? No. Will you get crappy leads? Yes. Can we leverage their platform to our advantage? Absolutely!

Digital platforms and online marketing are all part of a larger process. What you’re really doing in Real Estate is building a network. A network of people that:

1 - Know you

2 - Like you

3 - Trust you

If any of these are missing you’re not closing a deal. Zillow helped me tremendously at becoming #1 in a new market. When I moved to Sarasota in 2012 I was licking my wounds from my previous business falling apart. By 2014 I was deciding what to do next. Real estate it was…. again.

The first thing I did was realize in Illinois I had an enormous network. Living in your hometown for 35 years is an awesome network builder. Moving out of state to a new market where mostly people vacation, was a TOTALLY different animal. I vastly underestimated this. It’s a huge problem. No network = no sales.

You must build a network.

I say this all the time and it’s true. When you advertise on Zillow or anywhere, you’re building relationships one click at a time. The point of the lead is to ultimately build a relationship.

In 2015 I sold a woman a condo. I was spending $1k/mo on Zillow at the time. The sale generated $6,400 in commision. When you flip houses, you may put up $100K to close and then to rehab the home, in some cases, another $20K. But, you can potentially average close to a 20% return on a rehab. In this example, that’s about $18K. While this is fairly decent money, think about the Zillow return. $1K spent to make $6,400… a 500% return? Not bad.

I come at this from an ROI standpoint. My ROI, all in, on Zillow was a 100% return. I put out $20k and generated $40K from direct leads.

BUT there’s a huge caveat.

I monetized their network.

So this woman referred me around 3 months later to her girlfriend. This lead to another $9K commission.

Then their son bought a home - $10K.

Then he bought another - $20K.

Then he listed a home with me - $4K.

Look at that!

$49,400… from a Zillow lead.

The question is...are you sticky? Do you give such great service that people won’t shut up about you?

***Facebook***

I think Facebook is the new cheese. Read “Who Moved My Cheese”. When Zillow came out, the leads were not nearly as expensive as they are now. Now you’re really paying a lot…$140 per lead? WOW. That’s a lot. Facebook has a lower conversion rate from my experience but the leads are $10-$20 or so.

***Trulia***

Trulia did not convert near as well for me as Zillow did. Not sure why...but I had much better luck with Zillow. So take that for what it is… just an experience.

***Realtor***

One of my agents recently commented that Realtor.com was just awful. Abysmal was the word she used. I love this agent, she’s wonderful. But when I pressed the issue I was actually pleasantly surprised. She spent $250/mo over 6 months and got 1 sale. $1,500 invested...return was $7,500.

Again, I love this ROI. How can you beat that?

***All the leads***

When you advertise online… Facebook, Zillow or wherever, the marketers smell blood. I get calls daily from marketers about advertising. These guys will find you on Zillow and every other online platform and know that you understand investing in your business. As such, a company called “All the leads” called me.

They sell probate leads.

Talk about awful. I worked hundreds of these leads and did get a home to renovate. The home netted me around $28K, but the process was vulgar.

I’ll never speak with people about their deceased relative in order to get a listing. If I had simply sold the home (which was filled with heroine needles etc) I would have made around $4,500. But it was not worth the aggravation and the horrific calls and responses.

***Real Geeks & Boomtown***

These sites push google traffic to your site or landing page. The conversion is about 1:100 in my experience. I feel there are better and cheaper options. I find both to be expensive.

***Open houses***

FREE - Open houses are FREE!!! These are a great network builder. You can meet buyers here and it is activity that allows the seller to see you “working” on their listing. Does it work to sell homes? It does maybe 1% of the time…. perhaps less.

Open houses are an incredible way to press the flesh. If you did 2 every weekend (Saturday or Sunday) you’d meet hundreds of people. Make a SCENE. Make a HUGE SCENE. Flyers, banners, balloons and everything you can think of to get traffic there. The traffic is the purpose. Get folks to….

1. Know you
2. Like you
3. Trust you

Build the network.

***First Time home-buyer seminar***

I won’t delve too far into this. Hook up with a lender and market your seminar. I’ve done almost none of this. But I know it works from folks who have had success.

***Buyer’s agreements***

I’ve sold 800+ homes. I’ve never used a buyer’s agreement. If you can get people to sign them great. But if not, who cares. I’ve of course shown homes to people who buy with another agent. It can and will happen, but I just move on. I find the agreement to be off putting to the public and as such I don’t use them.

***Script***

I do not use scripts. Most coaches swear by them. I don’t like them. I’ve made several million dollars in RE (and lost millions too as an investor… I’m not that smart or that cool). But the point is, I’ve done well and made plenty of money without being a robot on the phone. In my opinion, scripts fail at demonstrating competency and building rapport. But, if they help you go for it.

***McDonalds***

Buyers want to see houses NOW. Not in 10 minutes. NOW. We live in a McDonalds society. If you can show people quickly it will matter. If you put them out a week, they are looking with someone else.

***Investors***

When I got out of college I was a banker. I learned quickly that most rich people worked for themselves. They were entrepreneurs. I read “*Rich Dad, Poor Dad”* and I was determined to get into Real Estate. A year later at 22 I had flipped my first house...and made more money than I made the entire previous year working at the bank.

The first company I worked with brokered foreclosed homes to investors. It was a machine.

I learned a ton working there. We won’t get into all of that here. But I will tell you, if you can get in with investors it is the MOST lucrative thing I’ve ever seen. They buy and sell….over and over and over. Why not work with them?

***Foreclosures***

I’ve sold hundreds of foreclosures to investors. This was and is my niche. If you can develop a niche like this, you’ll do really well. I wrote an entire book on this and will get you a copy if you’d like. The short version is this was the opportunity of a lifetime for me and it’s been very good to me.

***Tax Deeds***

This is a topic I offer a training on. It’s fascinating. I had an attorney tell me to NEVER buy tax deeds...so of course I immediately learned everything I could about this process. They can be extremely lucrative. I’ve had my best deal in Florida as a result of tax deeds. They are VERY complicated and I recommend working with an attorney on learning the process. I’ve got a great attorney in Tampa if you’re interested in learning more.



**BUYER(S) REPRESENTATION**

**BUYER(S)-PRESENTATION ACTIVITIES**

1. Respond to prospective buyer(s) in a timely fashion.

2. Interview the buyer(s) prospect and obtain buyer(s) personal information and explain the home buying process. Inspection, Financing, Title Etc.

3. Determine if REALTOR® has a conflicting brokerage relationship or another conflict of interest with the buyer(s).

4. Discuss the pre-approval financial process with the buyer(s).

5. Suggest mortgage lenders assist buyer(s) in becoming pre-approved.

6. Determine through discovery the buyer(s)’ preferences in a home as well as the location, price, size, type of home, special needs, and ADA accommodations etc.

**PRE-CONTRACT ACTIVITIES**

7. Obtain and review pre-approval letter from lender.

8. Search the MLS for properties that meet the buyer(s)’ criteria.

9. Make appointment with seller(s) or seller(s)’ listing broker to show the properties selected by

the buyer(s).

10. Show the buyer(s) their selected properties.

**OFFER AND CONTRACT ACTIVITIES**

11. Obtain a “good faith estimate” from the buyer(s) lender for the target purchase price and

review with buyer(s).

12. Meet with buyer(s) to preview offer, contract form, addenda, and miscellaneous forms.

13. Complete offer to purchase and all addenda.

14. Provide seller(s)’ disclosure forms to buyer(s).

15. Submit offer to purchase signed by buyer(s) to seller(s) broker.

16. Provide proof of funds to seller(s) if the property will be seller-financed.

17. Provide buyer(s) a copy of all forms used in making the offer.

18. Negotiate all offers on buyer(s) behalf.

19. Prepare and convey any counteroffers, acceptance, or amendments to seller(s)’ broker.

20. Verify final offer is signed by all parties (“contract”), and that all necessary documents

are attached.

21. Deliver fully signed and initialed contract to buyer.

22. Distribute signed contracts to all involved parties (buyer(s), seller(s), title company, lender,

seller(s)/buyer(s) broker, and closing agent) and provide contact information as needed.

23. Record and promptly deposit buyer(s)’ earnest money in escrow account to deliver to closing agent and obtain a receipt.

24. Provide receipt of escrow deposit to seller(s)’ broker.

25. Place copies of the signed contract in the appfile.

26. Inform buyer(s) of additional offers to purchase that are submitted between effective date of

contract and closing.

27. Update listing file to show “sale pending”

**HOME AND TERMITE INSPECTION ACTIVITIES**

28. Provide buyer(s) with home inspection companies and WDO inspection companies from which to select.

29. Coordinate buyer(s) professional home and WDO inspection with seller(s) broker.

30. Review home and WDO inspection reports with buyer(s).

31. Enter completion of the home and WDO inspection reports into listing file.

32. Order septic system, well, or mold inspections, if applicable.

33. Receive and review septic system, well, or mold reports with buyer(s) and note any possible

impact on sale.

34. Provide a copy of the septic system, well and mold inspection reports, if any, to lenders seller(s).

35. Verify seller(s) compliance with all inspection require requirements.

**TRACKING THE LOAN-PROCESS ACTIVITIES**

36. Coordinate with lender on discount points being locked in with deals.

37. Confirm verifications of deposit and buyer(s) employment have been returned.

38. Contact lender weekly to verify processing is on track.

39. Follow loan processing through to the underwriter.

40. Relay final approval of buyer(s)’ loan application to seller(s).

41. Inform buyer(s) of options if appraisal report is different than the contract/purchase price.

42. Provide comparable sales used in market pricing to an appraiser.

43. Follow-up on appraisal until completed.

44. Enter completion into the listing file.

**CLOSING-PREPARATION ACTIVITIES**

45. Coordinate closing process with seller(s)’ broker, lender, and closing agent.

46. Update closing form and files.

47. Verify all parties have all forms and information needed to close the sale.

48. Assist in obtaining power of attorney or trust documents, as required.

49. Work with seller(s) broker in scheduling and conducting buyer(s) final walk-through prior to

Closing.

50. Confirm location, date, and time where closing will be held and notify all parties.

51. Confirm with closing agent that all tax, HOA, utility, and other applicable pro-rations have been resolved.

52. Request final closing figures from closing agent.

53. Review and verify closing figures on HUD statement with the buyer(s).

54. Forward verified closing figures to seller(s)’ broker and confirm seller(s) broker has received and reviewed closing figures.

55. Verify that seller(s) broker has provided homeowners warranty, if purchased, at closing.

56. Forward closing documents to an absentee buyer(s) as requested, if applicable.

57. Provide earnest money deposit check from escort account to closing agent. If closing agent is holding escort funds make sure it appears on the final HUD.

58. Confirm collected funds from buyer(s) are available for closing.

59. Explain filing for homestead exemption.

60. Verify transfers of all key (house, mailbox, and HOA/community), garage- door openers, HOA/security/gate access codes, pool equipment, and appliance manuals.

61. Closeout listing.

**AFTER-CLOSING ACTIVITIES**

62. Assist with filing claims with homeowner’s warranty company, if requested.

63. Respond to any follow-up calls and provide any additional information required from office files.

64. Follow up with buyer(s)

65. Give a huge congratulations to the new homeowner!



**Buy Side/Selling Checklist**

Property Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Buyer Name (s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Buyer Contact Info: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contract Date :\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Closing Date :\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_ Contract

\_\_\_\_ Trend Addendum

\_\_\_\_ Seller’s Disclosures

\_\_\_\_ Condo or HOA Disclosure Addendum (If applicable)

\_\_\_\_ Lead Based Paint Addendum if built prior to 1978 (If applicable)

\_\_\_\_ \*New as of April 2018 MLS Residential Entry Form OR **Seller initial MLS sheet**

\_\_\_\_ Various Other Addendum/Disclosures (Short Sale, Agent Interest, No brokerage relationship)

\_\_\_\_ Buyer’s Pre-qualification letter or proof of funds

\_\_\_\_ Copy of Buyers Escrow Deposit Check

Please list: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Office Use Only:

\_\_\_ CDA

\_\_\_ HUD

\_\_\_ Check

\_\_\_ Closed in MLS

\_\_\_ Add Sale to Zillow



***Sellers* - The Overworked to Underwork Side**

Taking buyers around is definitely more work than inputting a listing in the MLS. BUT...HUGE BUT, getting listings is a TON more work than getting buyer leads.

Couple bucks on the internet and you have buyers. How the heck do you get seller leads?

* How to get attract listings

***FSBO***

A long time ago my mother told me Realtors don’t do anything to sell your home. They are a waste of money. It’s funny both my sister and I are now realtors. There’s a tremendous amount of work in the process. The point here is that most people underestimate what goes intos something. I’m already regretting trying to draft this document….

So it goes, For Sale By Owner is typically a starting point. When I sold my first home, I also first started as a “FSBO”.

After scratching my head for a couple weeks I hired an agent. This is common. Although they may say they hate agents, FSBOs list something like 90% of the time with a realtor eventually. These are an incredible source of seller leads.

My approach has been to attempt to demonstrate value up front to FSBO sellers. How does one do this?

1 - I attempt to bring my buyers through

2 - Offer to sit open houses

3 - Follow up

This alone is enough to impress most FSBO sellers. Much of what I teach is how I did approximately $4,000,000 in sales my first year by working with FSBOs.

***Expireds***

Another incredible source. Listings expire all the time. I prefer FSBOs to Expireds, but there is no shortage of information out there on this process. Simply spend 20 minutes on youtube and you’ll see a million ways to contact FSBOs and Expireds.

The Redx service is the system I used to readily attack this market.

One key note here.

You can find any script in the world, but the secret to my success was that I did #1 above. Do sellers want to list their home? No. It’s pain in the ass.

They want to sell their home. They want you to waltz in with a buyer and they want you to do it for free.

They have no idea what goes into marketing.

What happens is when you demonstrate that you market for buyers and have a buyer’s list...you prove that you can sell their home. You may work in cooperation with another agent but honestly I’ve been VERY surprised at how many times I’ve actually produced my own buyer on a listing. It’s actually amazing.

***Organic***

If people

1 - Know You

2 - Like you

3 - Trust you

They will list with you. How do you get this to happen? Become popular.

How?

Volunteer and make friends everywhere.

My church led to several transactions this year. I started by volunteering in the staff kitchen 4 years ago. Now they often refer me. Why? 1, 2, 3.

***Home Valuations & Landing pages***

* Listing agreements - Review
* What do they want?
* Where does the work lie?
* Pricing

***Psychology with Sellers***

There are 2 people I really love when it comes to psychology:

Chris Voss:

Read “Never Split the Difference” By Chris Voss and often use the following phrases when working with sellers:

* “No” questions - “Would it be crazy if I stopped by to check out your home…”
* “Have you given up on?”
* Labeling - “It Sounds like…”
* Tactical empathy - “It seems like…”
* Mirror What they say
* How would I do that?

*John Martinez:*

*Watch all of his Youtube stuff:*

* Problem
* Impact
* Picture Perfect

These 3 steps will get your seller to identify what is really the issue.

What’s the problem? Let’s focus on that.

What impact can you have on the problem?

What will be the picture perfect solution?

Think in those terms. Your seller has a problem: they want to move...but it’s deeper. They want to be by their kids...or they want a pool...or they need financial relief. The Deeper reason is always there...Find it.



SELLER(S)’ REPRESENTATION

*As residential real estate transactions can vary, each action, step, or process may not be mandatory in every residential transaction. However, this list underscores the importance of having the help and guidance of a professional who understands the residential real estate sales process.*

*REALTORS are members of the National Association of REALTORS® and pledge to uphold the*

*stringent, enforceable tenets of the REALTOR® Code of Ethics in their professional dealings with the public.*

**PRE-LISTING ACTIVITIES**

1. Contact the property owner(s) and make an appointment with seller(s) for listing presentation.

2. Send seller(s) confirmation of listing appointment and call to confirm.

3. Review pre-appointment questions.

4. Research appropriate sampling of currently listed comparable properties (i.e., appropriate by

property type, price range, and location.)

5. Research trends and sales activity for an appropriate period (past three to six months is

recommended) from MLS and public records database.

6. Research “average days on the market” for the property type, price range, and location.

7. Download and review property tax roll information.

8. Research property public record information for ownership and deed type.

9. Research property public record information for lot size and dimensions.

10. Research and verify legal description.

11. Research property’s current use and zoning.

12. Ascertain need for lead-based paint disclosure.

**LISTING-APPOINTMENT PRESENTATION ACTIVITIES**

13. Prepare market analysis to establish broker opinion of value.

14. Prepare listing- presentation package with above materials.

15. Give seller(s) an overview and projections of current market conditions.

16. Present market analysis results to seller(s), including sold comparable, current listings, and

Expired.

17. Offer pricing strategy based on professional judgement and interpretation of current market

Conditions.

18. Discuss goals with seller(s) to market effectively.

19. Explain marketing power and benefits of MLS.

20. Present and discuss strategic master marketing plan.

21. Prepare net sheet for seller(s).

22. Verify names of owner(s) as they appear in county’s public property records.

23. Complete listing contract and addenda (using names of seller(s) as they appear on deed or title policy). Obtain seller(s)’ signature(s) on the listing agreement and return a signed copy of the listing to the seller(s).

24. Obtain seller’s permission to use a lock box.

25. Measure interior room sizes.

26. Confirm lot size via owners copy of certified survey, if available.

**POST-LISTING ACTIVITIES**

27. Compile and assemble formal file on property.

28. Obtain a copy of subdivision plat/complex layout.

29. Obtain a copy of current title insurance policy.

30. Arrange for installation of yard sign.

31. Have seller(s) complete the seller(s)’ disclosure form.

**LISTING ACTIVITIES**

32. Prepare showing instructions or buyer(s) broker and agree on showing-time window with seller(s).

33. Install lockbox on the property.

34. Obtain current mortgage loan(s) information: companies and loan account numbers.

35. Identify homeowner association manager, if applicable.

36. Verify homeowners association fees and pending or unpaid assessments with homeowner

association manager.

37. Prepare detailed list of property amenities and assess market impact.

38. Compile a list of completed repairs and maintenance items.

39. Make extra key for lockbox.

40. Place a copy of the seller(s)’ completed disclosures form in the property file.

41. Arrange for interior and exterior photos to be taken for MLS listing.

42. Enter listing into office records and/or create listing file.

**MLS-RELATED ACTIVITIES**

43. Enter property data form profile sheet into MLS listing database.

44. Proofread MLS database listing for accuracy, including proper placement in mapping function.

45. Take additional photos of the property to upload into MLS and for use in flyers. (Highly recommend professional photography.)

46. Add property to company’s active listings list.

**MARKETING AND SHOWING ACTIVITIES**

47. Create print and internet ads.

48. Submit ads to company’s participating internet real estate sites.

49. E-mail marketing materials to brokers and agent with marketing material.

50. Upload listing to company and broker’s internet site, if applicable.

51. Coordinate showings with owner, tenants, and other REALTORS® . Return all calls promptly

(weekends included).

52. Provide comments and feedback to seller(s) and recommend changes according to potential

buyers comments.

53. Review comparable MLS listings and new trends regularly to verify property remains competitive in price, terms, and condition, and availability.

54. Convey price changes promptly to all internet groups.

55. Request feedback from buyer’s brokers after showings.

56. Review weekly market study reports.

57. Discuss feedback from showing sales associates with seller(s) to determine if changes will

accelerate the sale.

58. Call seller(s) weekly to discuss marketing and pricing.

59. Promptly enter price changes into MLS listing database.

**OFFER AND CONTRACT ACTIVITIES**

60. Verify proper licensure of buyers broker and salesperson.

61. Obtain a signed and dated verification that escrow deposit was delivered to escrow agency.

62. Receive and review all offers to purchase contracts submitted by buyer or buyers’ broker.

64. Evaluate offer(s) and prepare a “net sheet” on each offer, for the seller(s) to make comparisons.

65. Review offers with seller(s) and review merits and weaknesses of each component of each offer.

66. Contact buyers’ broker to review buyer(s)’ qualification and discuss offer.

67. Provide seller(s)’ disclosure to buyer(s)’ broker or buyer upon request (prior to offer if possible).

68. Confirm buyer(s) is/are pre-approved by contacting lender.

69. Obtain a copy of the buyer(s)’ pre-approval letter from lender.

70. Negotiate all offers and counteroffers on seller(s)’ behalf.

71. Prepare and convey any counteroffers, acceptance, or amendments to buyer(s)’ broker.

72. When offer to purchase is accepted and contract is signed by seller(s), deliver contract to selling/buyer(s)’ broker or if none, to buyer(s).

73. Verify contract is signed by all parties.

74. Provide copies of the contract and all addenda to closing attorney and the title company.

75. Record and promptly deposit buyer(s) earnest money with escrow agent.

76. Disseminate “under-contract showing restrictions” as seller(s) requests.

77. Deliver copies of contract to seller(s).

78. Provide copies of contract to lender.

79. Inform seller(s) how to handle additional offers to purchase submitted between effective date of contract and closing.

80. Change status in MLS to “sale pending”.

81. Update listing file to show “sale pending”.

**LOAN-PROCESS ACTIVITIES**

82. Contact buyer(s)’ lender weekly to verify processing is on track.

83. Follow buyer(s)’ loan processing through to the underwriter.

84. Relay final approval of buyer(s)’ loan application to seller(s).

**HOME-INSPECTION ACTIVITIES**

85. Coordinate buyer(s)’ professional home and termite (WDO) inspections with seller(s).

86. If property is vacant, arrange for power and water to be turned on.

87. Review home inspector’s report and WDO report with seller(s) and discuss issues and options, if needed.

88. Enter home inspection WDO inspection completion into listing file.

89. Verify seller(s) compliance with home inspection report and WDO report repair requirement.

90. Recommend or assist seller(s) with identifying trustworthy contractors to perform any required repairs.

91. Obtain copies of repair bills showing the seller(s) made required repairs.

92. Coordinate entry into the property and buyers review of completed repairs, if needed.

**APPRAISAL ACTIVITIES**

93. Make arrangements for the appraiser to enter property.

94. Follow-up on appraisal.

95. Enter appraisal completion into listing file.

96. Discuss appraisal report with seller(s) and suggest options, if necessary.

**CLOSING-PREPARATION ACTIVITIES**

97. Distribute signed contracts to all involved parties (buyer, seller(s), title company, lender, seller(s)/buyer(s) broker, closing agent, and provide contact information as needed.

98. Coordinate closing process with buyer(s)’ broker and lender.

99. Update closing forms and files.

100. Confirm location, date, and time where closing will be held and notify all parties.

101. Confirm with closing agent that all title problems have been resolved.

102. Confirm that the seller has the proper Power of Attorney or trust documents, as required.

103. Work with buyer(s)’ broker in scheduling and conducting buyer(s)’ final walk-through prior to closing.

104. Confirm with closing agent that all tax, HOA, utility, and other applicable prorations have been resolved.

105. Request final closing figures from closing agent.

106. Review closing figures on HUD statement with seller(s) to verify accuracy of preparation.

107. Forward verified closing figures to buyer(s)’ broker and confirm buyer(s)’ broker has received them.

108. Confirm buyer(s) and buyer(s)’ broker has received title insurance commitment.

109. Review closing documents with seller(s) and their counsel.

110. Provide earnest money deposit check from escrow account to closing agent. If closing agent is holding escrow funds make sure it appears on the final HUD statement.

111. Coordinate this closing with seller(s)’ next purchase and resolve any timing problem, if applicable.

112. Confirm seller(s)’ net proceeds check at closing.

**AFTER-CLOSING ACTIVITIES**

113. Provide REALTOR® referral information for seller(s) relocation destination, if applicable.

114. Change MLS status to “Sold”. Enter sale date, price, selling broker, and listing brokers ID

numbers, etc.

115. Close out listing in company files.

116. Follow up with seller(s).

 

**Short Version**

**Listing procedures**

Listing Presentation - Formal vs Informal

Provide Net sheet to seller

Listing agreement to clients

Collect fully signed Listing agreement and ALL disclosures

Contact HOA if applicable and verify the disclosure is correct

Showingtimes updated (If you so choose)

RE Platforms updated (Zillow, Trulia, Realtor.com etc)

Lockbox & Sign install

Input MLS

Add Disclosures to MLS

Generate Marketing Materials

E-blast New listing to corresponding MLS

Add listing to Social Media channels

Set Open house schedule

**Accept offer**

Escrow Deposit collected and Escrow Receipts to client

Schedule Inspection

Communicate Results of Inspection to clients - Negotiate // Repair // Proceed

Contact corresponding Title Co. or Attorney to schedule close

Close - Clear your day for this.

Update MLS

Send Handwritten THANK YOU card and 3 business cards to seller

Call quarterly to follow up

**Buy Side procedures**

GET BUYER PRE-APPROVED FOR FINANCING if needed

Input buyer desires to MLS search

Follow up weekly

Provide Net sheet to buyer

Submit offer

**Accept offer**

Escrow Deposit collected and Escrow Receipts to client

Schedule Inspection

Collect fully signed offer and ALL disclosures

Contact HOA if applicable and verify the disclosure is correct

Communicate Results of Inspection to clients - Negotiate // Repair // Proceed

Contact corresponding Title Co. or Attorney to schedule close

Close - Clear your day for this...closings will require your attention

Add closing to Social Media channels

Send Handwritten THANK YOU card and 3 business cards to buyer

Call quarterly to follow up

Post closing your clients turn them into your sales people. “Ritz Carlton” level service will lead to referrals. There is no level of marketing that can beat service.



**Contracts**

I hate to admit this but 90% of people do not read contracts. This is unreal, but a fact. You want your contracts to read very clean and conspicuous. It should be obvious to the layperson what is going on. We can’t make people read contracts, but we can make them as easy to read as possible.

I ask all of my agents to actually read their agent/broker contracts before they sign with our brokerage. Only 1-2 people had questions in the first 40 hires. The questions were pretty solid, and answerable. But if we’re honest, we have to understand the the average person reads very little after leaving school.

I love reading. It’s one of my favorite things to do, however reading a contract is pretty boring.

*The FAR BAR “As-IS” contract*

This is the most often used contract in our area. It’s going to be our focus here. I’ve often heard people say, “I’m selling my house As -Is”. This doesn’t mean what some may think it means. An As-Is contract still allows for an inspection. Therefore, “As-Is” actually means “As-Is with right to inspect”. That’s not really all that “As-Is”.

When I buy properties from sheriff sales auctions, I can’t get in the home. Noone is permitted in the home. These properties are sold “As - Is” in the traditional sense. This is also known as “Caveat Emptor” or “Buyer beware”. Liens? Good luck. Mold? Good luck. You get it. It’s full cash right now on the spot and there’s no looking inside.

That’s about as “As-Is” as it gets and in many cases it’s insanely ridiculous to attempt this. Who buys homes without getting inside of them? Many people. Me included. It’s been a great business for me, but if you’d like to learn more we need to sit down. That process alone is a 500 page book. I wrote a book on it in the past and can get you a copy. DON’T do that until you know how to and until you speak to an attorney.

I’d love to tell you it’s simple...it’s not. Chain of title, liens, mortgage positions… it’s a mess.

So what are we talking about when we say “As-Is” contract. Essentially, that the contract is considered “As - Is” AFTER an inspection.

That isn’t really “As-Is” in my mind. But I digress.

This is however the process here in Florida and as such, we should understand this and convey it to our customers.

Inspections kill deals all the time, so do yourself a favor and manage everyone’s expectations at the outset. This is just the first round of negotiations.

The second round is where we talk turkey. Post Inspection.

That said, I’m going to dive right in on the contract here and do you a real solid. LITERALLY NO BROKERS I’ve ever worked for EVER went over the contract with me. EVER.

What a joke?

*Page 1*

Line 1 - In put the seller. This is the owner of record. Google “\_\_\_\_\_\_\_\_\_\_\_\_ County Assessor” and you’ll enter the assessor site. From there research the property. There is a lot of great information here including the owner. I’ll note that recently I was struggling to find information on the assessor site in Manatee county and I thought I was losing my mind. The search I was conducting was turning up nothing. The seller however was a police officer and they “hide” that information sometimes. SHOCKING!!

20 years in the business and I did not know that. However, it serves an important service. Safety for them is important.

Line 2 - Is your buyer. This can be a natural person or an LLC or S-Corp or Trust. It’s important to know who is buying what.

Section 1 - is the address and PIN. The PIN can be located at the Assessor’s website.

Section 1 - C is the legal description. The best method of finding this is on a previous deed. The “Recorder” will have this. Google “\_\_\_\_\_\_\_\_\_\_\_\_\_ County Recorder” then input the owner’s name and you’ll find a slew of information. It can be scary. The assessor often has a short or abbreviated legal description, but the recorder will have access to older deeds and likely the proper legal description.

Section 1 - D is any personal effects. Appraisers and lenders do NOT include conveying of property with furniture etc. They want to lend on the asset which is the house. We all know a fully furnished house could save a fortune for a buyer. All of this said, my take is we are here to broker homes not couches.

It’s terrible enough to get together a deal between buyer and seller. That’s a tremendous amount of work. DON’T get into brokering lamps. It’s subjective and people can start getting very petty.

STAY AWAY from this. The state charges sales tax on this stuff and you don’t want to get in the middle of that and be held responsible. That kind of stuff can be done POST closing or outside of closing. But my humble opinion is NOT to get involved. It’s never gone well for me.

If you must include this process in the sale, be EXCEEDINGLY careful. You have liability, so get attorneys involved. You don’t want RESPA violations from brokering a lamp or anything else for that matter.

Used furniture is worthless. Steer clear. If furniture is left a lender will only not freak out if something to this affect is understood and stipulated. “Furniture is left as a result of seller preference”.

Don’t get cute. Don’t get slick. Just be honest and don’t try to defraud lenders ever.

Section 2 - Purchase Price. As stated before, price is key. I’ve seen homes sell for over list many times. Supply and demand are alive and well. The price is the most important part of this process. So advise your client properly.

I could write an entire book on escrow. First just know that escrow is ALWAYS safe when you have an inspection contingency in a contract. Always.

You can cancel a contract for any reason during inspection period. I don’t like the color of the walls...cancelled. Period.

I’ve heard this from SEVERAL attorneys so don’t take my word for it...call and ask any local Real Estate attorney.

Section 2a & b I never get into 2 rounds of escrow. $5K now and $5K after inspection. I just don’t do it. It’s extra work for you and me as a broker...skip it. So note in section 2a you need to indicate who is doing the closing.

Key point to remember: Some agents adopt the rationale “In \_\_\_\_\_\_\_\_ County the buyer picks and pays”. BULLSHIT. Tradition or habit is not fact. I’ve bought and sold in my county and I have paid and not paid on both sides of the transaction.

THESE TERMS ARE ALWAYS NEGOTIABLE. You must not fall into the trap of X is standard. It’s not. You can negotiate this. Who ever picks and pays is always a negotiable piece of a contract.

Section 2c Is the loan details. Work with your lender to get this right. Clearly a 99% financed deal looks much more skeptical than a 70% financed deal. Keep this in mind. But again, PROTECT your client’s interest above all else. If they can’t qualify for a 70% loan or are on the bubble then perhaps advise other options.

Section 2d Other. I’ve never ever ever used this section.

Section 2e Balance. You can legally write “balance” here. As you negotiate this will change and the contract can get really messy.

Section 3 - This is the time frame trap. I’ve seen sophisticated agents and buyers really put the screws to sellers. You must respond by X date or this is off the table. What a fantastic opportunity for leverage. Use this wisely and to the advantage of your clients.

Section 4 - Closing date. Cash? Simple it’s as soon as your attorney can produce titlework. Financing? Mess. This can be weeks or months, but rarely less than 30 days. If the file will be FHA or VA or anything along those lines plan for 45-60 days. This time frame is where I think the market could improve.

I once bought a very expensive car. More expensive than most of the homes I’ve sold. This car was financed in 1 hour and I drove it off the lot.

If we could change the industry, I’d like to see the timeframe for lenders and title companies sped up. There’s no reason to make renters wait 45-60 days to close. We can do better.

The bottom of each page needs to be initialed by all parties. I can’t stress this enough. While this seems quite obvious, it is often missed. Yes, do this even with electronic signatures. Protect yourself and your client.

*Page 2*

Section 5 - Weather can be an issue here in Florida. 5b addresses this. Your buyer is safe here in the case that the weather affects the home materially. 5a addresses lender issues with disclosure. I will simply state here that a great lender is exceedingly important. Good ones are gold and bad ones are cancer. ONLY work with excellent lenders. If an eager newbie mortgage broker states they can do X that an old wiley pro states is impossible, it is likely naivety at work and NOT some new product that the veteran is unaware of.

Section 6 - This has to do with occupancy. Read it. It’s basic language. I’ll note this however. Getting occupancy at close is important. Make sure the sellers have their stuff out early. I had a deal where the seller was moving out AFTER close. Not proper. Unless contractually agreed to this is a no-no. 6b has to do with leases and tenants. This language is very straight forward.

Section 7 - Assignability - Did you know that contracts are assets and can be sold and/or assigned? I’ve assigned and sold and bought contracts. It’s cool. Be careful and ALWAYS work with an attorney. Read this section carefully and call your broker (me) or the attorney involved to verify that what is indicated in this section makes sense.

Section 8 - Financing - So cash is really simple. Wait…no it’s not. A cash offer does not mean it’s actually a cash transaction. Many times a cash offer is simply an offer without a financing contingency in reality.

I have written hundreds of cash offers that were actually financed in the end. This is NOT unethical or illegal. This is an understanding that your offer is based on cash as a means to convey.

Now huge caveat. Contingencies help your buyer. They allow “get out of jail free cards” for them. Financing fell through? No worries, your escrow is not at risk. You have a financing contingency.

The same is true of the inspection.

Just know that cash offers do not mean deals are actually cash. They mean that financing is not a contingency of the contract.

Now onto financing. Ahhh financing. I could write a library on this. For your purposes as an agent know that your lender is more important than anything else. They MUST be good. I’ve worked with several excellent lenders. When they are incredible the rest falls into place. When they are a part time DJ that does this on the side… watch out.

Do not use part time lenders, new lenders, your brother in law or anyone else that isn’t a well trained professional. They are the surgeon of the deal. Use good surgeons not discount surgeons.

Again filling this section out is fairly self explanatory, but you must know the type of loan, fixed or variable rate and the term.

Keep this process as simple as possible. That of course is just my opinion.

*Page 3*

Line 123 and 124 are very rare, but possible. For our purposes today we won’t get into assumptions and purchase money notes. Just know that attorneys will need to be involved here.

Section 9 - Closing costs - Getting your buyer and seller a net sheet is great practice. But please have the lender and title company do this. Don’t guess and don’t ballpark. Just request it for them.

Other costs for seller and buyer here often include transaction fees.

Section 9c - this typically is left blank in my experience as title evidence takes a while and as such I like the section suggestion of 15 days. Basically for cash deals they have 5 days and 15 days for financed deals to provide title insurance commitment.

Further down note 2 boxes. This section requires 1 box to be checked. Who is paying for title? Either buyer or seller. And this is again negotiable.

*Page 4*

Line 164 specified Miami Dade provision - if you’re not there… no worries.

Section 9d Buyers are designated to pay for the survey.

Section 9e Home Warranty can be paid by buyer, seller or nobody. I rarely use them but it’s fine to ask for them. Many times I use this as a throw away in negotiations. I ask for it and then relent and give in on this point to get my price.

Section 10 Is disclosures. Read them, and please actually read them? The only thing to designate here is on line 210 and this is often not adjusted from the suggested 20 days.

*Page 5*

Section 11 Basically the home is to be in the same condition it was during showing and negotiation.

Section 12 - Inspection time. 15 days is suggested. That’s fine but that’s a long time. This can be done in a few days. So if you need time for financing or other things, leave it at 15 days. But in a seller’s market, shorten this.

*Page 6 - 11*

I could rewrite these pages and it wouldn’t much matter. The commentary here is limited other than I request that you actually read them.

*Page 12 Signatures, initials and “others”*

This is it! It’s time to ink this bad boy. I see many people miss the initials here and even signatures. So do your thing here!! Get it right. Make it sharp so you appear professional.

Every contract will also require Disclosures

* Disclosures
	+ Lead Based Paint for prior to 1978 built home - Almost always filled out wrong. Nobody reads this or knows how to fill it out. Do your best! But fill it out completely.
	+ Seller’s - Rarely do people fill this out properly. But don’t fill it out for them! It’s their disclosure
	+ Condo or HOA - It’s a good idea to call and VERIFY this information
	+ Agent Interest - It’s a great idea to NOTE you own or are buying the home if you have a license. DO THIS!!
	+ Company addendum - I have my own included later for your review.



***Technology***

I’ll start this section by stating I love technology. I get lost looking for little boxes to click and I am 40, so I get fatigued with it. But the truth is that it has and will continue to change the industry.

In the future I believe the process will be even simpler. What is hard in this business is “getting the business” not “doing the business”.

Inputting a listing in the MLS is not hard. Showing homes is not hard. Drafting fill in the blank contracts is not hard. Today much of this is done with technology.

What is hard is living month to month without a steady check. This is insane in many ways. I’ve made $80,000 plus on one home I rehabbed. That was awesome. That was more money than I ever made in a year working in corporate America. I have however grown very weary of the stress. Booming and busting several times now in my career has taxed my nervous system. I do far better without stress than with it.

That said I hope this section on technology will help you avoid the stress that comes with this business.

There are 2 things you need to know about technology. It will not replace people. It will help the process. Today I see brokers losing their minds when Zillow starts a “sell your house now” campaign. This is absurd.

Most people want top dollar for their home. A global multi-billion dollar company can not efficiently replace the buying and selling process. Why? Because sellers want EVERY nickel they can get typically. People are not morons. They won’t take 22% less for their house for the inconvenience of selling today. That’s ridiculous.

The master plan for Zillow or Open Door or any of these firms is to buy undervalued homes and resell them. I’ve done this as a single operator and I know first hand how difficult it is. To think that a global company or hedge fund can do this better than a single operator or small company is absurd.

In one of my largest volume years, my company rehabbed around 72 homes. My net income made me a top 1% earner in America. That was great. But it was SUPER stressful.

Years later, I remodeled only 25 homes. I made around $100K MORE than my big year. There are times that we can do better by doing less. And this is proof in my mind that “bigger is not better”. Technology can help....but it can’t replace quality.

The guy who swings the hammer himself can ALWAYS beat me. Why? I just coordinate deals. I don’t do the labor. The efficiency of the rehabber doing work will trump me every time. The same is true with me as the “deal maker” versus larger companies. Less overhead equals more opportunity. These global mega corps are inefficient. They can’t profitably buy and sell homes like the single agent can.

No matter how much capital these companies have, they have legal departments, accounting, finance, marketing...etc etc. You get it. They are inefficient. You as an agent can ALWAYS get more for a seller than the mega-corp. Why? You’re efficient. That said...remember technology can help us...but it can’t replace us.

We’re a long time from robots showing houses for us. We’re a long time away from computers doing all the work. We are social creatures. We want opinions not facts. If we wanted facts we’d probably never buy homes. That said, don’t worry about technology. Use it.

Facebook is taking over Google. I think things are rapidly changing. I don’t know enough about this to hypothesize much more, but google’s traffic etc is chagning as Facebook becomes the everything platform.

My advice? Advertise on Facebook. It’s more personal.

Showing times is the best service I’ve ever used for setting up showings and coordinating with buyers and sellers. For $29/mo you’re going to save yourself a TON of time. Use it. It’s the best.

CRM’s **Customer relationship management** are great tools but to be honest they are TOTALLY oversold.

Every guru will tell you to “use them religiously”.

If you touch your CRM with weekly emails you’ll end up in spam.

I just Joined Sam’s club. They send me 7 emails in 5 days. SPAM.

DONE.

I work with a ton of lenders. When they send me “Happy Valentine’s Day Emails” I put them in SPAM.

A CRM is a powerful tool but I have a radical idea.

***Don’t be like everybody else.***

1 - Don’t SPAM people. Ever. Stupid emails are worthless.

2 - A google sheets spreadsheet is a perfectly good CRM. (Hup Spot is free).

3 - Bragging about yourself on social media makes people want to puke. Don’t do it.

If you want to “work your sphere of influence” Call you past clients. Or Send them a personalized hand written note. NOT A POST CARD.

OR

Go on social media and “LIKE THEIR POSTS”.

You want friends? Be a friend.

You want clients? Be a friend.

Others will disagree, but hey...it’s my book and I’ve sold hundreds of homes...it works and it’s not “douchey”.

Websites...oh boy. Where do I start.

There are billions of them out there. Nobody is looking at yours. I sold $10,000,000 in real estate in my first year in Sarasota Real Estate. I had no website. All they are is a valid way for people to make sure you’re credible or legit.

In 2018, Facebook is this on steroids. People ask around and know who is who based on “friends” and friend opinions.

Do not spend $5,000 developing a website. Just don’t.

You can get a simple template for $100. That’s what they are worth. Not much more.

I’d rather see agents invest in Zillow or Realtor (the top real estate websites in the world) than in “branding” themselves. You’re not Coca-Cola. You’re a local realtor.

Doing a great job and networking with people will be far better for you and your “word of mouth” advertising than spending gobs of money on a website.

It’s just not necessary.



***Inspections - What to know, what to disclose and what to look for!!***

Disclose what you know. It’s just the best way to go. It’s ethical and it’s the way you’d want to work. If you abide by the golden rule you’ll always be pretty well respected and you’ll have a great career.

Roofs

If a Roof is 20+ years old you’re going to have issues. The inspectors down here will note that and your buyers will have issues getting insurance and loans will be difficult. Be prepared to navigate this with your buyers and sellers. Old roofs are a SUPER big deal in Florida.

Air Conditioning

These systems don’t last that long anymore. Old school systems seemed to last a long time. Today I hear of 8 and 9 year old systems as “on their last legs”.

When you’re by the salt water corrosion is expedited.

Just know that older systems can be a tripping point as well.

Pools

The heaters break. The pumps go bad. The surfaces wear and they leak. Expect it. Be ready to negotiate and or repair. They are fun, but they add a lot of detailed issues to address.

Electrical

Big electrical issues are a fire hazard. Always inspect and try to get these issues handled. Always. Older systems might also trip you up with insurance. Certain types and boxes will not be insurable. Aluminum wires are a fire hazard so note that as well.

Plumbing

Today people use cameras to go down into old pipes. All old pipes can be a liability. Again prepare yourself. A 100 year old home will likely need new pipes.

Insulation

R - value is the rating with which insulation is graded or rated. I’ve seen inspectors note a lack of insulation.

If you can, get a pre-listing inspection on your listings. This will give you the upper hand in negotiations and will be a great “unique selling proposition”. Get a great inspector. They are worth it!



**Mastery**

10,000 hours

Malcolm Gladwell has a book called Outliers. To really get good at something you need 10,000 hours of practice. That’s 5 years full time. Think about that.

My friend Nate is an incredible golfer. Why? That’s all he does. Well that’s all he did for years.

If you want to get good at something you’ll need to engage in practice.

Mastery

Robert Green’s book “Mastery” is a great read. Check it out.

Tiger Woods

He didn’t pick the game up at 27. He has played since he was a baby. This pretty much explains my thoughts on mastery. If you want to get good at real estate, it will take time and experience.

Josh Waitzkin

The main character in “Searching For Bobby Fischer” is 10 year old chess prodigy Josh Waitzkin. Of course he’s not really a prodigy. He’s someone obsessed with chess who started young. SO… what does all this mean?

To master anything will take an absurd amount of time. Nothing goes faster or better than we think. It all goes slower and worse. Expect that to get good you will spend your life on something. And even then you may not be the best.

If you don’t love what you do this will be impossible. So in short all of these obsessed weirdos LOVED what they did. Do you love Real Estate?

Mastery will require you to have an unrealistic attraction to something. If you don’t have that don’t bother. Just go get a job.

There is NOTHING wrong with having a job. I’ve often envied those with a steady job. You’re mostly not going to have to file BK if you have a job.

You won’t become wealthy in the short run with a job, but over a 30 year period it’s very doable.

In a 10 year period I became a 1% income earner and a multi-millionaire in real estate.

I ALSO LOST IT ALL.

Twice.

This game is not for the faint of heart. That’s why 90% fail. It’s for the top 10% of human beings. Those who last are cut from a different cloth.

My junior year in high school I did not play a single minute of a game. Not one. I stayed on the team despite the desire DAILY to quit.

Running sprints 6 days a week at practice for the glory of riding the bench on game nights was NOT fun.

In my 5 year career as a basketball player 8-12th grade, 2 entire years I didn’t play. 3 of 5 I barely played and only 1 of 5 did I start.

This was demoralizing. This was a training ground for life, real estate and business.

It’s often going to suck.

This is just how it is.

Accept the suck and move on. Watch David Goggins on youtube. Watch him often. Sadly when you can embrace pain and make it a part of you it will inevitably lead to success.

My current mountain is my brokerage. I have 34 agents. I just flipanty figured I’d have 100 by now? 34% to goal.

So now what? The race is 3X longer than I thought. OK...keep running.



*Ten Million Dollar Man*

***How***

How did I do $10,000,000 in sales my first year in Sarasota? Simple.

I had to.

I was losing money on a ton of my investment real estate and I was out of money. I had no choice.

When you have to, you will.

If you got your license to have fun… good. I got my license to eat.

I have a wife and 3 children. It was survival that necessitated my entry back into real estate. I was licking my wounds when I came to Florida. I was damaged and hurt by my grinding up to success and subsequent failure.

I thought I had survived the banking crisis, but eventually I too went broke like so many.

So how did I go from broke to selling $10,000,000 my first year in Sarasota?

3 Pillars.

I didn’t know it at the time buy I built my sales career on 3 pillars.

Pillar 1:

Buyers. You need them. How do you get them? Ads on the internet.

You can use one of many systems I used Zillow.com.

My first year was several million in sales from Zillow.com. I used treated these leads like they were GOLD. I really did everything I could to service these leads.

After running the math however, I was only doubling my money. I’d put X on my credit card and make 2X over 6 months.

I wanted a better return.

Enter Pillar 2:

FSBO

Everyone in town that is For Sale By Owner doesn’t know what they don’t know.

1 - You’re not actually For Sale. Nobody can see you. You’re not on the MLS.

Once on the MLS thousands and thousands of agents can see you and want to sell you because they will get PAID.

Buyers are not aware of you. It’s just not going to happen.

2 - No agent is going to just “bring you a buyer” and have their buyer pay the commission. Although this is what I’ve heard several times.

This is not a book on FSBO. I could write one, but this is not one. What I can tell you was this lead to $4,000,000 of production that cost me $0 to get.

Zillow worked. But it was expensive.

Pillar #2 was free.

You can google or youtube a million FSBO courses or strategies. You can mail them or call them or read them some absurd script. Don’t do that.

Do what I did.

In the state of Florida you must identify the “Do not call list” before you solicit a FSBO. That is unless you have a buyer.

If you actually have a buyer, you can just call them.

So what did I do?

I took my Zillow leads and lead with them. Ok Mr. Buyer is looking for a $400,000 condo. Let’s send them everything in the MLS like that...but then let’s also call all the $400,000 condo’s that are FSBO.

This worked. I only sold a couple directly but it showed the market and the FSBO several things:

1 - It showed that I was a hustler. Everyone else is reading some lame script. I’m calling with a legit buyer.

2 - It showed that I’m willing to help. Every other agent would NEVER bring a buyer to a FSBO. I tried as many times as I could.

I want you to re-read the last few lines over and over.

I can’t tell you how well that worked.

Pillars 1 & 2 are enough for you to sell all you’d ever need. Now in 2018 I’d probably change from Zillow.com to a less expensive source, but the fact remains if you work buyer’s leads you’ll make sales. If you introduce buyers to “off market” FSBOs you’ll get listings as well.

Congrats you’re probably a top 10% agent by doing these 2 things.

My 3rd Pillar is discussed in depth in my other book, but for this booklet just know that I’m an investor and have been for 20 years.

This is a fantastic niche.

Pillar 3: Your Niche.

My niche as an investor has been the MOST lucrative thing I’ve done.

If you join Trend Realty you’ll learn about some of the following things:

* Foreclosures
* Tax Deeds
* Wholesaling
* Wholetailing
* Auction Arbitrage
* Rehabbing
* Leasing
* Property Management

The following page is my production from about my first year.





**Sweet Baby Keith And Kurt**

Sweet Baby Keith is one of my proteges. He was my admin for a year or so when he was 20 or so and in college. A friend of a friend referred him to me.

Little did I know he received college credit for his internship. We also paid him. Had I known I would NOT have paid him. just kidding. Keith you were a great intern, employee and ultimately partner and friend.

I really liked Keith.

He was young and eager. We paid him $10/hr and he went from that to now selling hundreds of homes and making several hundred thousand dollars a year.

He’s also flipped a ton of homes. If I had to guess I’d say he’s above 50 homes rehabbed by now.

That said, let’s take a quick look.

Keith does NOT prospect. He doesn’t have to. He’s lived in the same town for 30 years. That helps.

Kurt prospects every day.

Both are investors.

You may be ok to NOT prospect if you have hundreds of people who know you and trust you. But you may also be a transplant like Kurt.

When I met Kurt he was hosting an open house.

I was looking at a very expensive home that he was holding open. Later on Kurt and I became friends.

He was an agent and I liked him a lot.

After several months he mentioned he’d hired a coach. I do not like his coach. Very “salesy”.

But… the results speak for themselves. $15,000,000 in production.

The same level as Sweet Baby Keith.

Both of these young guys make a small fortune each year brokering homes. But they do it in very different paths.

IF you have the fortune of an organic network you can work that and you’ll do well. However, if you don’t you’re going to have to prospect.

You’re going to have to make calls.

If I did not buy leads and make calls my first year I would have sold $3,000,000 of real estate. And not $10,000,000.

You need to either have a giant network or prospect. The best would be to do both.

I’ll tell you that there’s no way you can build a business from nothing without buyers, sellers and a niche.

Find them as soon as you possibly can.



**Accounting**

Do I need an LLC?

Not to start. Most attorneys and accountants will set you up like you’re a fortune 50 company day one. I don’t think we’re there yet.

If you’re new, discover if this is the right business for you before you incorporate and start adding overhead.

The truth is we MUST do these things eventually but for now they are not necessary. Day 1 learn ABOUT the business then learn the nuances.

Again, this is just my opinion but I’ve had 5 LLCs going at a time before and it’s just a nightmare. My opinion is that it is totally overdone. If you don’t have a small fortune to protect, just go ahead and operate as an agent for a while. If you work by the golden rule you won’t need to protect things.

Do unto others… it’s the safe way.

2 tax returns?

Every good business that wants to raise or borrow money will eventually have to put up a tax return to prove income. My opinion is don’t write off everything in the world. Make a profit, pay your taxes and be able to borrow one day.

Produce a real tax return. Don’t write off nonsense or fake things.

Quickbooks

I use Quickbooks and love it. It’s awesome. I have a great accountant and recommend you use someone awesome as well.



**Advertising FAQ**

**Cards - I use Vistaprint www.vistaprint.com**

**Signs - I use Sarasota Signs in one day** [**www.sarasotasign.com**](http://www.sarasotasign.com) **(they have our logo etc.) Ask for travis.**

The Realtor Association sent out the below email I thought was worth attaching here:

Q: I’m placing an advertisement in the newspaper; do I have to include my telephone number in the ad?

A: No, unless your brokerage office policy requires it. Rule 61J2-10.025, Florida Administrative Code (FAC), does not require that a telephone number appear in the advertisement.

* [More Legal Q&As categories](https://www.floridarealtors.org/LegalCenter/AskanAttorney/Legal-FAQs-Categories.cfm)
* Search Legal Q&As: 

Q: My name is John Johnson but everyone calls me Johnny. May I use Johnny in my advertising? How about my business cards and sign?

A: Business cards and signs are considered advertising. The recommended way to use a nickname in advertising is to include it in quotation marks after your first name or first initial. For example: John “Johnny” Johnson or J. “Johnny” Johnson. And any time you use your first name or nickname in any advertising, you must also use your last name as it is registered with the Florida Real Estate Commission.

* [More Legal Q&As categories](https://www.floridarealtors.org/LegalCenter/AskanAttorney/Legal-FAQs-Categories.cfm)
* Search Legal Q&As: 

Q: Must I display my brokerage company’s information on my website?

A: The advertising rules of Section 61J2-10.025(3)(a), Florida Administrative Code, require that Internet ads display the brokerage company’s licensed name above, below or adjacent to the brokerage or individual licensee’s point of contact information. The Code further defines point of contact information as mailing and/or physical addresses, email addresses, and telephone or fax numbers.

* [More Legal Q&As categories](https://www.floridarealtors.org/LegalCenter/AskanAttorney/Legal-FAQs-Categories.cfm)
* Search Legal Q&As: 

Q: I'm a broker, ordering business cards for my sales associates. What is required to be on licensees' business cards?

A: The business card is a form of advertising. Thus, the information on the business cards must comply with 61J2-10.025(1) and (2), Florida Administrative Code. The business card must include the licensed name of the brokerage firm, and if the licensee’s personal name is used, at the very least that person’s last name must appear as it is registered with the Florida Real Estate Commission. The card may not include any fraudulent, false, deceptive or misleading information, and it must make clear to reasonable persons that they are dealing with a real estate licensee.

* [More Legal Q&As categories](https://www.floridarealtors.org/LegalCenter/AskanAttorney/Legal-FAQs-Categories.cfm)
* Search Legal Q&As: 

Q: I recently opened my own brokerage. In an effort to attract new business, I’d like to place an advertisement offering buyers and sellers who use my services a $200 rebate. Is this legal?

A: Yes. The Florida Real Estate Commission (FREC) Rule 61J2-10.028(2) provides that a licensee may share brokerage compensation with a party to a transaction as long as full disclosure is given to all interested parties. Furthermore, since you’ll be advertising this rebate, you also need to comply with FREC Rule 61J2-10.025, which provides, in part, that real estate advertisements must not be false, fraudulent, deceptive or misleading. The ad should clarify any conditions or limitations that apply.



**Several Must read books to begin**

Ok...not “Required”...not “Must” but they are all great for different reasons.

* **Essentialism: The Disciplined Pursuit of Less - Greg McKeown**
* **The One Thing - Gary Keller.**
* **Never Split the Difference - Chris Voss**

**A Quick Review**

* Essentialism: The Disciplined Pursuit of Less - Greg McKeown

You are doing stupid shit that doesn’t matter all day every day.

You MUST stop. If you pursue LESS things in a very disciplined manner you will succeed.

If you fart around and try “everything” or even a lot of things you’ll go nowhere fast.

This book may be the most profound book I’ve read lately.

* The One Thing - Gary Keller.

Let’s take the good...and discard the bad. Gary’s book, “The One Thing” couldn’t be more important in today’s age of interruption and technology. We’re all overwhelmed...all the time. Half the day is spent in a coma. Let me start by saying on the whole, I’m not a huge Gary Keller fan. I don’t, nor have I ever worked for Keller Williams and there’s a reason.

It’s too “salesie” as I’ve heard it said 100 times. What they consider to be an incredible “sales culture” to me comes off as an old school, antiquated model of “used car salesman tactics”.

I find the same is true of some coaching schools of outbound calling.

Scripts and prospecting calls… UGH, I just want to puke. Do I have to do that to sell homes. I don’t want to be a “salesman”.

I get it. Neither do I.

**Unfortunately, we are in the sales business.** But more than that we’re in the **connecting business**. If you utilize some of the tactics, without the *“STYLE”* of these groups it **will** work.

When Gary Keller and Mike Ferry talk, I’m turned off. But when Steve Jobs or Elon Musk spoke I was inspired. All of them sell products. The difference?

How they speak.

**Read the following article**: <http://www.rightattitudes.com/2008/10/04/7-38-55-rule-personal-communication/>

# Albert Mehrabian’s 7-38-55 Rule of Personal Communication

October 4, 2008 by [Nagesh Belludi](http://www.rightattitudes.com/author/admin/)

[](http://www.rightattitudes.com/author/admin/)

In communication, a speaker’s words are only a fraction of his efforts. The pitch and tone of his voice, the speed and rhythm of the spoken word, and the pauses between those words may express more than what is being communicated by words alone. Further, his gestures, posture, pose and expressions usually convey a variety of subtle signals. These non-verbal elements can present a listener with important clues to the speaker’s thoughts and feelings and thus substantiate or contradict the speaker’s words.

The most commonly and casually cited study on the relative importance of verbal and nonverbal messages in personal communication is one by [Prof. Albert Mehrabian](http://en.wikipedia.org/wiki/Albert_Mehrabian) of the [University of California in Los Angeles](http://en.wikipedia.org/wiki/UCLA). In the 1970s, his studies suggested that we overwhelmingly deduce our feelings, attitudes, and beliefs about what someone says not by the actual words spoken, but by the speaker’s body language and tone of voice.

In fact, Prof. Mehrabian quantified this tendency: words, tone of voice, and body language respectively account for 7%, 38%, and 55% of personal communication.

*The non-verbal elements are particularly important for communicating feelings and attitude, especially when they are incongruent: if words and body language disagree, one tends to believe the body language.*

**If a speaker’s words and [body language](http://en.wikipedia.org/wiki/Body_language) differ, listeners are more likely to believe the nonverbal communication of the speaker, not his words. For example, if a person states, “I don’t have a problem with you!” while avoiding eye-contact, looking anxious, and maintaining a closed body language, the listener will probably trust the predominant form of communication, which according to Prof. Mehrabian’s findings is non-verbal (38% + 55%), rather than the literal meaning of the words (7%.)

I have two arguments against the oversimplified interpretation of the “7-38-55 Rule.” In the first place, it is very difficult to quantify the impact of tone of voice and body language on the effectiveness of communication. Secondly, such quantifications are very subjective and cannot be applied as a rule to all contexts. Prof. Mehrabian himself has [cautioned](http://www.kaaj.com/psych/smorder.html),

*“Total Liking = 7% Verbal Liking + 38% Vocal Liking + 55% Facial Liking. Please note that this and other equations regarding relative importance of verbal and nonverbal messages were derived from experiments dealing with communications of feelings and attitudes (i.e., like—dislike). Unless a communicator is talking about their feelings or attitudes, these equations are not applicable.”*

This study is a convenient—if not accurate—reminder that nonverbal cues can be more valuable and telling than verbal ones. Therefore, to be effective and [persuasive](http://www.rightattitudes.com/2006/11/09/twelve-persuasive-words-english/) in our verbal communication—in presentations, public speaking, or personal communication—it is essential to complement our words with the right tone and voice and the appropriate body language.

***How you speak is more important than what you say. Tone, body language, frequency, pace...it all matters.***

Or consider the following:

<http://pilchermd.com/2015/06/03/nice-doctors-dont-get-sued-as-often/>

# “Nice” doctors don’t get sued (as often)

Ryan Padgett MD FACEP and Charles Pilcher MD FACEP

June, 2015

“Patient satisfaction scores for your department dropped last quarter. What are your plans to bring them up?” asks a hospital CEO of his ER director.

This question irritates physicians more than the patient with an “emergency” wart at 3 AM.

Press-Ganey, Healthgrades, Leapfrog, US News, RateMD.com and other rating scales have become the bane of hospital based physicians. The delivery of medical care is being reduced to little more than the service provided in restaurants. Just as a waiter can be skewered on Yelp or Urbanspoon for not asking about food allergies or gluten intolerance, physicians can be publicly criticized for lack of bedside manner or any of a host of undesirable traits on these healthcare websites and surveys.

Physicians’ suspicion of the importance of these measures has recently found scientific support. A [study in 2012](http://archinte.jamanetwork.com/article.aspx?articleid=1108766) showed that the most **satisfied** patients had:

* a higher rate of hospitalization,
* greater cost of care,
* more prescription drug usage and
* a **higher mortality rate**.

Thus, more care does not equal better care, so patients need to be careful what they wish for and demand. It may work against them.

But if the thought of being nice to patients to get better ratings makes caregivers bristle, one way to think of it is this: Be nice, because if the patient likes you, you’re less likely to be sued.

Medical injuries are numerous but [lawsuits are relatively few](http://www.ncbi.nlm.nih.gov/pubmed/1987460). Patients file malpractice claims for any number of reasons including concern for standard of care, accountability and compensation. But when injured, they are most importantly looking first for an *explanation*. Yet only [15% of claimants reported that the explanation was satisfactory](http://www.ncbi.nlm.nih.gov/pubmed/7911925). So they sue, so that this won’t happen to someone else.

If physicians can show compassion and improve their ability to explain errors to patients in a way they can understand, lawsuits may decline. Levenson et al. published a [study](http://content.healthaffairs.org/content/29/7/1310.short) in Health Affairs that supports the need for improvement in the communication skills. She recorded patient interaction between two groups of physicians, ones that had never been sued and ones that had been sued two or more times. Although the amount and quality of information communicated was the same, the physicians who were not sued spent more time with the patient. They also laughed, engaged in active communication and laid out the plan of care.

So how can one be perceived as nice? Dr. Michael Kahn writing in the [NEJM](http://www.nejm.org/doi/full/10.1056/NEJMp0801863) suggests some basic, intuitive but frequently overlooked approaches, things as simple as asking permission to enter a room, introducing oneself, shaking hands, sitting down, smiling, showing concern and compassion, asking if all questions have been answered and laying out a plan of treatment. Listening is critical, and physicians should avoid interrupting patients, educate to their level of understanding and insure buy-in of the plan. With this approach, physicians may achieve the trifecta of good satisfaction scores, increased compliance and **lower likelihood of litigation** – in other words, safer, higher quality care. “Nice” docs do get sued less often.

But sometimes it’s too late, and a lawsuit has already been filed. What then? For the insurance carrier and the defense attorney, the advice to the physician who find him/herself a defendant is the same: **Be nice!**

* Never Split the Difference - Chris Voss

Offer comes in at $100K. Sweet Baby Keith and I have it listed at $120K, we’re immediately thinking $110K. Fair right? What’s fair???

This book helped me tremendously.

I’ve read books. Hundreds of them. I love reading.

I then love taking the reading and knowledge and putting it into practice.

READ THIS BOOK.

I’m not talking once. I’m talking like it’s the Bible…

Make this a study book. Make it a daily read. Read it. Did I say that Enough?

One day I was in my office and my wife turned to me and stated, ***“You’re the world’s worst negotiator”.***

I was stunned. I’ve earned 1% income, I’ve hit the “pinnacle of sales”...and I’m a bad negotiator?

I was a millionaire in my 20. I was broke in my 30s mind you. But come on. I’m super good at negotiating.

Right? **Nope.**

She was right.

I always gave everyone what they wanted. That’s one way to get deals done. It’s not the way to win a negotiation.

I won’t give you a book report here, but I’ll state this is a HUGE part of my STYLE of negotiation.

A good review below (Please still read it - it’s like getting a PHD in negotiation):

https://github.com/mgp/book-notes/blob/master/never-split-the-difference.markdown

## **Never Split The Difference: Negotiating As If Your Life Depended On It**

by Chris Voss

#### **Chapter 1: The New Rules - Review**

* No matter how we dress up negotiation in mathematical theories, we still act like animals, driven by our fears, needs, perceptions, and desires.
* The book Getting to Yes assumes that the animalistic, emotional brain could be overcome through a rational, joint problem-solving mindset.
* It focused on separating people from problems, on positions from interests, generating win-win options, and mutually-agreed upon standards for evaluating options.
* Thinking Fast and Slow says our emotional response (System 1) to a suggestion or question informs and creates our logical answer (System 2).
* By affecting a counterpart's System 1 thinking, you can guide his System 2 rationality and therefore modify his responses.
* Emotions and emotional intelligence must be central to an effective negotiation, and not things to overcome.
* The majority of interactions we have at work and at home boil down to a simple, animalistic urge: I want.
* Negotiation is for information gathering and behavior influencing, and includes almost any interaction where someone wants something from somebody else.
* The first step to achieving a mastery of daily negotiation is to get over your aversion to negotiating.
* Effective negotiation is sizing someone up, influencing their sizing up of you, and using that knowledge to get what you want.
* Negotiation is the heart of collaboration, and is what makes conflict potentially meaningful and productive for all parties

Summary:

Before you start making progress in the real estate business you must learn what business we’re in.

**WE ARE NOT IN THE HOUSE SELLING BUSINESS.**

What? What are you talking about? I can hear the screams now…

*It’s true, we’re not.*

We’re in the **people business**. We’re in the “connecting” business.

Are you “sticky”? What does that even mean?

Do people remember you? Do you stand out?

Granted I’m not talking about peacocking here, I’m talking about, how do people perceive you. It’s important.

We’ve seen from the above that your demeanor and candor matter far more than “what” you say. It even affects malpractice lawsuits for Doctors.

I recently read where Physicians who actually COMMITTED malpractice were sued LESS than some of those who did not, based largely on bedside manner.

Read that again.

And again.

So for the last few pages I’ve railed against Keller and Ferry’s *STYLE* communication. Now I’ll hit you with the truth. **THEY ARE RIGHT.** Not about the style...about the activity.

***You’re not going to make it in the business if you Don’t “Outbound Connect”.***

If you have an enormous network, you may not need to call, but most NEW agents don’t have this network. Odds are if you commit to making outbound connections vs. just outbound calls you’ll thrive… and those who don’t won’t.

Gary Keller’s “One Thing” is generalized, but if you know him and what he’s talking about, he’s EXPLICITLY talking about prospecting (outbound calling). If you do this, it will work, you will get more deals.

But for God’s sake don’t do it in their ***STYLE***. Use your style. Trend’s philosophy is Service over Sales. Service leads to Sales. Be of service to the market and the market will reward you.

I’m a connector and someone who likes to help others. My “script” is that of a helpful agent willing to be of service. It’s never “Taking a survey” as Mike Ferry starts out.

But that said, Mike is right...You need to get comfortable doing uncomfortable things.

***When you embrace the tactic of Calling with the STYLE of service...you’ll reach success.***

(read that again...and again...and again) The One Thing...is about making calls...and if we’re going to call…we may as well actually connect.



1. Hi, I’m calling about the home for sale. Are you the owner? \_\_\_\_ Excellent!

2. This is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with Trend. I work with a ton of buyers in your area…and I was wondering …how can I help you? ( ) Fantastic!

3. Let me ask...how much time will you take...before you will consider working with a professional? ( ) Excellent!

4. Again, my name is \_\_\_\_\_\_\_\_...what is your name? ( ) Hi, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_....

5. So \_\_\_\_\_\_\_\_\_, when you sell your house…where are you going? ( ) That’s exciting!

6. How soon do you need to be there? ( ) OK!

7. How are you marketing your house? (Internet and Sign) That’s great!

8. And how did you determine your price? ( ) Fantastic!

9. Did you leave room in your price for negotiations? (A little) Terrific!

10. If I were able to get you the price you want in a timely fashion would you consider selling the home? ( ) That’s great!

11. Have you heard about the strategies we use to sell homes? ( ) Really!

12. \_\_\_\_\_\_\_\_\_\_, if I could help you get to \_\_\_\_\_\_\_\_\_\_ (*motivation*) ---and net you the money you want to make out of your house…would you consider meeting with me? ( ) Perfect!

13. When would be the best time for us to get together\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_ at 3:00? Excellent!



1. Hi, I’m calling about the home for sale. Are you the owner? (Yes) Excellent!

2. This is \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with Trend. I work with a ton of buyers in your area…and I was wondering …Would it be crazy for me to preview the home for one of my buyers?

(No)

OK Fantastic!

3. My buyer clients are looking for some simple video of the homes, When would be the best time for us to get together \_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_ at 3:00? Excellent!

Trend has over 100 buyer leads/month in our market, there is a very solid chance that we can bring a buyer to one of these homes.

Send the video and pics to our buyer database strategically and we’ll see if the home works.

If so, excellent you’re on the way to a sale.

If not, continue to build rapport, stay in touch and follow up. If you do this and do a good job you’ll be in great shape to position yourself for a possible listing.

Everyone in town who calls, just calls for the listing. Try bringing one of our buyers. Be different. Do more. Provide service. Then, over time, stay in touch and do what you can to help them. Eventually many of these owners can become listings.

Most FSBO’s fatigue of the process and hire an agent. Be the agent with buyers.



So what areas are you interested in living?

What’s important about that for you?

How long have you been searching?

Is there anything you’ve seen that you like so far?

How soon would you like to move?

Do you need to sell an existing house to buy the next one?

Are you working with a Real Estate agent?

What bedroom and bathroom combination is ideal for you?

What price range are you considering?

I’m sure you and your lender have decided a down payment...how much would you like to put down?

Who are you working with for financing?

Are there any other people who need to see the home before making a buying decision?

How many homes will you need to see before making a buying decision?

If we found the right home today, are you ready to make a decision?

If we don’t find the right home today, how should I reach you when I find something you’ll love?

****

**Trend RE LLC - Addendum Disclosures**

**Agent Service Provided Referral Disclosure**

Experienced Realtors usually have service providers they like to work with and often refer them first to Buyers & Sellers. Since these service providers are entering into this agreement with the buyer or seller and not the Realtor, we recommend that the buyers and sellers get two or more estimates for each service to be performed. Trend RE LLC and its agents are not liable for work performed by these service providers.

**Agent Compensation**

Trend RE LLC agents may receive compensation from a Home Warranty company for recommending their services.

**Minimum Brokerage Commission**

Buyer or Seller that is working with Trend RE LLC and/or associates in a brokerage services capacity agree to a $299 “Minimum commission transaction fee” to Trend RE LLC at the time of closing. Agents, members and associates have notified buyers or sellers of this commission in addition to any other commissions set, negotiated or structured.

**Boat Dock Building Permits**

The ability to obtain a permit to construct a boat dock is unknown. Trend RE LLC advises all buyers to seek professional advice from a licensed dock builder and appropriate government entities prior to purchasing waterfront property with the intent of building, use or remodel a boat dock or lift on that property.

**Sexual Offender/Predator Information**

The Public Safety Information Act, Florida Sexual Offender/Sexual Predator Registration and Notification Program established by Florida Statute 775.21 that all sexual offenders and predators names and addresses are public record. Trend RE LLC strongly recommends all buyers obtain this information before purchasing a home. Call 1-800FL-PREDATOR (888-357-7332) or refer to FDLE Website at http://www.fdle.state.fl.us for necessary information.

**Condominiums as Investment Property**

The Florida Supreme Court has ruled that Condominium owners, by the rights entitled in their bylaws, have the power to vote to restrict or ban rental units at their complexes. Restrictions can include an outright ban on renting, minimum periods for a lease and a prohibition on renting during the first year or more of ownership. Neither Trend RE LLC nor its agents make any claims as to any Condominium’s current or future rental capability. We suggest you contact the Condominium Association directly to ascertain their position regarding rental units in their complex.

**Pinhole Leaks**

Pinhole leaks in copper plumbing affect property owners throughout the United States. To date, no definitive reason has been determined for the cause of the leaks, although, it seems to affect some communities more than others. Some homeowner associations have a website where you may be able to obtain more information if any homes in that community have experienced pinhole leaks. We recommend you contact the Board of Directors for relevant information. Obviously, not all past plumbing repairs are the result of pinhole leaks and only a professional can make such a determination. We recommend that you seek professional advice from a licensed plumber or other appropriate professional. It is our understanding that the Federal Warranty Corporation may provide limited coverage for possible pinhole leaks in copper piping throughout Florida. To get more information contact the Federal Warranty Corporation direct at 1-866-782-9162. This information is being provided to assist you in making an informed decision in the purchase of residential real estate. This Notice is not intended to serve as a warranty on any statement included herein.

**Home Inspection Disclosure**

It is your responsibility to be an informed buyer/seller. Be sure that what you buy is satisfactory in every respect. You have the right to carefully examine your potential new home with a qualified home inspector. You may arrange to do so before signing your contract, or you may follow the time frame allowed in your sales contract for performing the necessary Inspections. Trend RE LLC is held harmless from any and all issues with respect to property conditions.

**Square Footage Disclosure**

Trend RE LLC advises all buyers/sellers that square footage information conveyed from Trend RE LLC agents, sellers and other agents may be incorrect or inaccurate. Trend RE LLC makes no guarantees or warranties regarding square footage of any real estate. Measurements vary greatly and should be verified by the buyer of any property. It is 100% the obligation of buyer and/or seller to measure and or hire a service to suffice this requirement. All buyers and sellers hereby agree to hold Trend RE LLC and their associates harmless with regard to any and all square footage estimates or quotes throughout any and all rooms, homes, condos or any real estate transacted. Buyer understands that any square footage, boundaries, and/or measurements used in marketing the property are understood to be estimates and are not to be relied upon by the Buyer or Seller to determine the value of property. Buyer has personally observed the property as to the adequacy and acceptability for the Buyer's intended use based upon such personal inspections. Broker does not warrant accuracy of Multiple Listing Service information, or that of any county public records. Buyer has the right to professional inspections of the property at Buyer's expense. Buyer and seller assume all obligations associated with square footage measurements. Buyers agree to have inspections done as agreed upon in the sale contract. Buyer must deliver findings to the seller as set forth in the sale contract inspection period. Based on the findings of the inspection, Seller is subject to Standards for Real Estate Transactions as outlined on the Contract for Sale and Purchase, unless otherwise noted on a separate addendum.

**Property Condition Disclosure**

Trend RE LLC and its agents have typically not conducted a home inspection, mold inspection, lead based paint, asbestos inspection, radon inspection or any other environmental inspections at time of representation. Trend RE LLC and it’s agents have limited knowledge regarding the home. Typically Trend RE LLC has not spent significant time in the home, nor have they lived there. Trend RE LLC and its agents can not see behind the walls or under floors. Older and existing homes require maintenance and are imperfect in nature. Please always get a home inspection and understand Trend RE LLC and members/agents are not licensed contractors, inspectors or engineer. Please note acceptance of addendum deems Trend RE LLC, the members and associates held harmless for any future or current issues with the home. Please consult a property inspector prior to purchase. Trend RE LLC has no knowledge of permitting status of any repairs to the Property. Trend RE LLC is not in a position to know if a permit was obtained for any repairs or if a permit was required for any repairs. All buyers should refer to public records, their own inspector's report, and to the seller's disclosure for information about repairs and permits. Trend RE LLC disclaims all knowledge of permitting requirements.

**Roof Inspection Disclosure**

Trend RE LLC advises all buyers to obtain a professional roof inspection of the subject property within the inspection period. A Trend RE LLC agent, can only rely on the representations of the seller as to the condition, age, and watertight security of any roof. FHA Inspectors, VA Inspectors and Professional Home Inspectors are NOT qualified to advise about the future economic lifespan of a roof. Any dispute or negotiation resulting from a roof problem will be the sole responsibility of the buyer.

**Mold and Mildew Inspection Disclosure**

Trend RE LLC advises all buyers who are purchasing property, who may have concerns about mold/mildew in that property to have the appropriate inspections and/or treatment completed prior to closing. Trend RE LLC agents can only rely on the representations of the seller concerning this matter.

**Economic Forecast Disclosure**

Trend RE LLC advises all buyers who are purchasing property, and sellers who are selling, to consider carefully the potential financial losses from any transaction. Trend RE LLC, its members and agents do not have a crystal ball. Trend RE LLC, its members and agents are held harmless with regard to market performance. It’s the opinion of Trend RE LLC, its members and agents that the market can swing wildly and crash or surge at any time without warning. Economic loss or gain is a function of forces far beyond the reach of Trend RE LLC, its members and agents. Please proceed in any transaction with caution.

**Flood Insurance Disclosure Statement**

Your mortgage lender may require you to purchase flood insurance in connection with your purchase of this property. The National Flood Insurance Program provides for the availability of flood insurance, but also establishes flood insurance policy premiums based on the risk of flooding in the area where properties are located. Due to recent amendments to federal law governing the NFIP, those premiums are increasing, and in some cases will rise by a substantial amount over the premiums paid for flood insurance on this property previously, as an indication of the premiums that will apply after you complete your purchase. In considering your purchase of this property, you should consult with one or more carriers of flood insurance for a better understanding of flood insurance coverage, the premiums that are likely to be required to purchase such insurance and any available information about how those premiums may increase in the future.

**Lead Based Paint Disclosure**

Buyer has been given a copy of the “Lead Based Paint Pamphlet/Disclosure” and all issues regarding Lead Based Paint have been satisfied.

**Water Level Disclosure**

Buyer/Seller hereby indemnifies and holds harmless Tred RE LLC with regard to any water level estimates and or disclosures. Water levels vary from season to season and randomly throughout time. Trend RE LLC, their associates, members and agents are incapable of determining water depths as it pertains to any and all bodies of water.

**Wire Disclosure // Financial Disclosure**

Buyer is instructed to work directly with Title company/closing company with regard to any transfer of funds, wiring of funds, disclosure of financial information, etc. Trend RE LLC, its members and agents are held harmless with regard to all financial information disbursed, communicated or electronically or otherwise disseminated. Buyer is instructed in no uncertain terms to keep any and all financial information private. Convey information only after consulting an attorney.

**Tax Disclosure**

NOTE: A 1992 Florida constitutional amendment caps real estate assessment increases on homesteaded property to the lesser of the rate of inflation or 3% per year. This cap does not apply when properties are sold. Therefore, it is important for you to confirm for yourself an estimate of the future real estate assessment associated with the purchase of this property. In regards to this, it is recommended that you contact the county in which the

property is located:

* Charlotte County Property Appraisers (941) 474-3161
* Manatee County Property Appraisers (941) 748-8208
* Sarasota County Property Appraisers (941) 861-8200
* Hillsborough County Property Appraisers (813) 272-6100

Prior year’s assessments bear no relationship to future assessments and should not be relied upon by you for such purposes.

**Price Change & Negotiations**

Any and all price changes have been agreed to and signed off on via seller. All Negotiations on behalf of seller or buyer have been agreed to and are represented by the finalized contract. Agent has properly represented client/customer per contractual obligation.

**MLS Information and Input procedures**

Any and all information input in the MLS (Multiple Listing Services) has been reviewed by all parties to the contract. Verification of any and all information noted in the MLS has been reviewed by buyer/seller and is the sole responsibility of both buyer and seller. Trend RE LLC, the members and associates are held harmless from any and all inaccurate information associated with the MLS and the listing.

Please acknowledge receipt and review of these disclosures by signing below.

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Buyer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Buyer: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Seller: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Seller: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Skill #1 - Ask

Skill #2 - Listening

Skill #3 - Questions

Skill #4 - Tactical Empathy

Skill #5 - No Questions

Skill #6 - Putting it all together

**Skill #1 - Ask - I’ve seen it time and time again. They won’t accept this offer….they’re listed at X.**

**Ask.**

Simply put, you MUST have the courage to ASK for what you want. Even if someone including yourself believes it to be absurd.

“Low” offers can “insult” others. Do it anyway. Nobody will cut your head off. Now remember if your buyer is serious and the offer makes sense do it. If you know the buyer is NOT serious and they are clowning around, you’re not obligated to work with them. There’s no law that you have to make 100 lowball offers for an insane person who wants to offer $1 for a $10,000,000 home. That’s not what I’m getting at here.

I’m stating that you can and should write offers based on the market and the market demand and supply. NOT based on the listing price. I’ve seen offers come in $50,000 less than listing price. Sometimes those offers get accepted. It’s ok if the market bears it.

Have the courage to ask. Use your formula above.

Remember if you “Ask”, go ahead and “Ask” big. There’s no reason not to. You can not get what you want from someone unless you “Ask” big. I’d suggest the “Ask” be as far from rude as possible. Lowballing someone and then tearing the house aparat is a recipe for disaster...however...if you have a legitimate feeling about something and you “Ask”, you may be surprised.

I have “Asked” 3 different people to who were not advertising “seller financing” to finance a home for me and each one of them agreed. 3 for 3. Think about that. “Ask” and you’ll receive. But “Ask” intelligently. Don’t be rude, condescending or trite.

Make your “Ask” be as polite as possible, even if it’s a large and possibly difficult one.

**Skill #2 - Listening**

Don’t try to make your point. Listen. Everyone is trying to make their point. Humans are emotional animals. We are not rational. If we were rational I’m not sure we’d even buy homes...to boot, we need to NOTE this. And remember it. People make emotional decisions and then they rationalize after the fact.

We need the other sides emotions to kick in and connect there. We won’t win being rational or logical. We’ll win connecting to their emotions. Listen for the emotional issues. Listen like your life depended on it.

Most of the time we’re not really listening. We’re waiting to speak. Actually listen. Then use tactical empathy to let the other side know you hear them. You don’t need to agree...but they need to know you hear them.

The goal of the listening stage is to uncover the unknown. Get the other agent talking...and talking...and talking.

We need our partners in negotiation talking...and talking...and talking. They may have great ideas for solutions!!

Don’t pitch your pluses…or denigrate their minuses...listen to what they don’t like about the offer...or the issue...or the “whatever”...and then quietly formulate a plan.

**Skill #3 - Questions**

Ask questions like you are 5 years old.

*And then what?*

*That’s interesting...tell me more?*

*What’s the top priority for your client?*

*Do you see any any way we could…?*

*How should we approach the (issue)?*

**Questions will reveal Black Swans.**

**Skill #4 - Tactical Empathy**

*It sounds like…*

*It seems like…*

*So you’re saying…*

Hmmm….how do we?

**Skill #5 - No Questions**

*Would it be crazy if I swung by and showed you some of the houses we sold last month?*

* *No That’s not a problem.*

*Is it impossible to grab a lunch...say Friday?*

* *No, but maybe Frida is better.*

*Have you decided against selling the home?*

* *No we just need more time....*

*Do you want to just forget \_\_\_\_\_\_\_?*

* *No we forgot X*

*Did you give up on \_\_\_\_\_\_\_\_\_?*

* *No, I just got slammed.*

**Loaded YES vs. Easy NO.**

**Watch the way these two statements read and sound:**

Common script question:

*If I could show you how I can sell your house in 30 days for top dollar, would you meet with me?*

Here we are looking for a “yes”….but the “yes” is a loaded “yes” - AUTOMATIC INTERNAL DEFENSE!!!

Trend Question:

*Would it be crazy if I stopped by to take a video for some of our buyers?*

**Skill #6 - Putting it all together.**

Ex: Inspection issues.

Roof is 15 years old - Still usable life, but not a ton of life left….

Buyers will want this to be replaced.

Sellers will want to state it has “plenty of life left”.

**If you represent the buyer**.

*You: I see that the home has had a roof replaced 15 years ago. Do you know the usable life for that type of shingle?*

*Co-broker: No.*

*You: Hmmm….How do you think we should handle this?*

*Co-broker: Have your buyer pay for it.*

*You: It sounds like your seller isn’t interested incurring any more costs?*

*Co-broker: They won’t pay for a roof...*

*You: Is there a reason?*

*Co-broker: They need to net X….they have a wedding coming up (they are downsizing or they are moving out of the area).*

*You: It sounds like finances are tight on your end of the transaction. I’m dealing with the same issue on this side of the negotiation.*

*You: My client’s insurance company is very concerned about the life of the roof and may require my buyer to replace the roof. Do you know of another insurance company?*

*Co-broker: No. Or try X. (Maybe X company is ok with insuring the roof)*

*You: Hmm...it seems we’re at an impas of sorts...I know how much time you have in on this deal….Would it be crazy if….\_\_\_\_\_\_\_\_ (solution - ex: Seller contributes %).*



Asset Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Asset Analysis

Benefits:

Ex: Hot Neighborhood, Updated Electrical, Price per Sq Ft.

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Liabilities Perceived or Potential (Be Realistic and Honest):

Ex: Old Roof, Bad Kitchen, Old carpet

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Knowing this up front will prepare you.



Post Offer Analysis

Offer Strong Points:

Ex: Cash offer, Quick Close, Fair Price for Condition

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Offer Liabilities:

Ex: Low Price, Repairs Requested, Financing Contingencies

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Post Inspection Analysis

Offer Strong Points:

Ex: Electrical? Roof? Plumbing

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Offer Liabilities:

Ex: Low Price, Cash Offer, Starting Over, Sunk Costs

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Daily Goal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Listing Calls:

Ex: Expired, FSBO, Sphere

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
11. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
12. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
13. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
14. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
15. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Buyer Calls:

Ex: Trend Leads, Zillow Leads, Sphere

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
10. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



I’ve heard it said that we must write our goals down. I’ve done this.

And I’ve accomplished some things I originally never thought possible.

*Quitting Corporate America*

*Certain physical goals in the gym*

*Financial Asset & Income Goals*

None of these these things changed my life all that much. They changed me however. The best thing that ever happened to me was learning that life throws curve balls. Just when you think you’re at the top of your game, disaster can strike.

You can go broke. You can lose your health. Tomorrow.

I’ve given you many things to think about here and I sincerely hope we have the opportunity to work together. I’ll leave you with this final thought:

Goals are great...but life is about enjoying the moments we have. Not all moments are fun. Some are hard. Some are painful. There can be beauty in the hard and the painful moments.

If you have a career you love, it will support you life. The life that matters. I no longer live to work...I work to live.

Life has brought me to this final synopsis. That life is to be lived. Don’t spend it worrying about income or goals. Fall in love with your day and the rest will follow. If you hate making cold calls to FSBOs do something else. Flip houses. Take buyers out. Start a property management firm.

There are a million ways to make a great life with real estate as the funding source. Go live it.