

TOM FERRY'S

BREAKTHROUGH

BY DESIGN™

BREAKTHROUGH WORKBOOK



tomferry 
your coach

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Welcome to your BreakThrough!

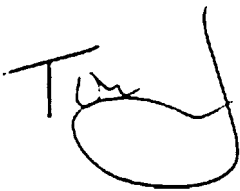
I am so excited that you have made the commitment to create a BreakThrough in your real estate business! We honor the decision you have made to begin this journey and I look forward to supporting you through these ten sessions!

We have designed this Program to help you organize your business, to guide you in creating more consistent marketing and lead generation and to give you the exact training to help you to list and sell more homes.

While you go through this Program, I will introduce you to the most up-to date dialogues, marketing techniques and practices that are out there. I have given you the key to unlock your BreakThrough to become an extraordinary agent! While it's not going to happen without commitment and work on your end, I can promise you that your hard work will be worth the end-results!

If you have any questions along the way, don't hesitate to reach out! Call my office and let's get you the help you need. On that note, let's make sure my company's emails are hitting your inbox (instead of your spam folder) as well. Check that for me now. I don't want you to miss a thing!

I am 100% committed to your BreakThrough! Let's get to Session One...



P.S. Throughout this program you will hear me ask you to connect with me online... here's how to do it ... (jump right in and make sure we are connected today!)

Facebook.com/CoachTomFerry
Twitter.com/TomFerry
Instagram.com/CoachTomFerry
www.tomferry.com

WELCOME TO BREAKTHROUGH BY DESIGN

TOM FERRY'S

BREAKTHROUGH

BY DESIGN™

SESSION 1 1

BREAKTHROUGH BY DESIGN

- 1.1 The Four Sections of This Program
- 1.2 Your BreakThrough
- 1.3 About Your Coach Tom
- 1.4 Tools You Will Receive
- 1.5 Shattering Your Glass Ceiling
- 1.6 Secret Weapons of Success
- 1.7 Actions to Grow Your Business
- 1.8 Planning

SESSION 2 11

DESIGNING YOUR BREAKTHROUGH

- 2.1 Your Finances
- 2.2 Your Numbers
- 2.3 Tools to Stay Focused

SESSION 3 23

CREATING A BREAKTHROUGH REFERRAL BUSINESS

- 3.1 Talking to Your Database
- 3.2 What Stops You?
- 3.3 The Connected Community Campaign Plan
- 3.4 The Coffee Meeting Campaign Plan
- 3.5 The Market Updates & Social Proof Campaign Plan
- 3.6 Getting into Action

SESSION 4 49

GENERATING MORE BUSINESS ONLINE

- 4.1 You... Online
- 4.2 Once They Find You
- 4.3 Driving Traffic to Your Site
- 4.4 Converting Online Business

SESSION 5 61

MEGA OPEN HOUSES

- 5.1 Mega Open Houses Explained
- 5.2 How to Start
- 5.3 Preparing for the Event
- 5.4 Working the Mega Open House
- 5.5 After the Event is Over

SESSION 6 75

DEVELOPING YOUR GEOGRAPHIC FARM

- 6.1 Selecting Your Farm
- 6.2 Your Marketing Plan
- 6.3 Attract Listings
- 6.4 Lost Sellers in the Community

SESSION 7 89

BECOMING AN APPOINTMENT SETTING MACHINE

- 7.1 The Power of Right Focus
- 7.2 What Appointments Matter
- 7.3 The Rules for Converting Leads Into Appointments
- 7.4 Long Term Leads

SESSION 8 99

WORKING WITH TODAY'S BUYERS

- 8.1 The Four Step Buyer Process
- 8.2 The Buyers You Want to Work with
- 8.3 Getting Buyers to Work with You
- 8.4 How Buyers Shop Online
- 8.5 Showing Homes
- 8.6 Writing Offers that Win

SESSION 9 111

WINNING EVERY LISTING

- 9.1 The Qualifying Process
- 9.2 Pre-Listing Process
- 9.3 Your Marketing Plan
- 9.4 Pricing Strategies
- 9.5 Presenting Fees
- 9.6 Closing for the Sale

SESSION 10 127

BEYOND YOUR BREAKTHROUGH

- 10.1 Discovering Your BreakThroughs
- 10.2 Creating Your New Business Plan
- 10.3 Maintaining Your Elite Performance
- 10.4 The Five Phases of Mastery

SESSION

1

BREAKTHROUGH BY DESIGN

SESSION
1

SESSION TOPICS:

- 1.1 The Four Sections of This Program
- 1.2 Your BreakThrough
- 1.3 About Your Coach Tom
- 1.4 Tools You Will Receive
- 1.5 Shattering Your Glass Ceiling
- 1.6 Secret Weapons of Success
- 1.7 Actions to Grow Your Business
- 1.8 Planning

BREAKTHROUGH BY DESIGN

OUTCOMES:

- Understand Tom's Mission with BreakThrough By Design
- Shatter that Glass Ceiling
- Learn How to Get the Most Out of this Program
- Gain Tools for Success



"A BreakThrough is growing to the next level!"

1.1

THE FOUR SECTIONS OF THIS PROGRAM

SESSIONS 1-2:

Setting you up for success and planning your BreakThrough.

SESSIONS 3-7

Five weeks to work on marketing and lead generation to create more success.

SESSIONS 8-9

Get a clear picture of the newest tools that work with buyers and sellers today!

SESSION 10

Going beyond the BreakThrough!

1.2

YOUR BREAKTHROUGH

I'M GOING TO CREATE A BREAKTHROUGH IN:

- 1 Confidence in Myself
- 2 Improving My Selling Skills
- 3 Scheduling the Number of Appointments I Want
- 4 Becoming Organized and Finish More Projects
- 5 Income Earned

HERE'S WHAT TOM WILL DO FOR YOU:

1. Add _____ of business.
2. _____ on your leads.
3. Using the _____ for success.
4. Improving your _____.
5. Getting _____.
6. Improve your _____.



Tom's Definition of Mental Toughness:
"The ability to do my work with inspired action
regardless of what is going on around me."

- Member Section of TomFerry.com - Additional resources for you are housed here



"If you want to create a BreakThrough,
you have to follow through,
when you would normally quit!"

1.5

SHATTERING YOUR GLASS CEILING

BREAKTHROUGH
STRATEGY
Acknowledge what's
holding you back!

WHAT HAS STOPPED ME?

(CIRCLE BELOW)

- Not enough time
- Lack the financial resources
- Not sure what to do/need more information
- Fear of looking bad/getting rejected
- Not being organized
- Haven't set goals and committed to them

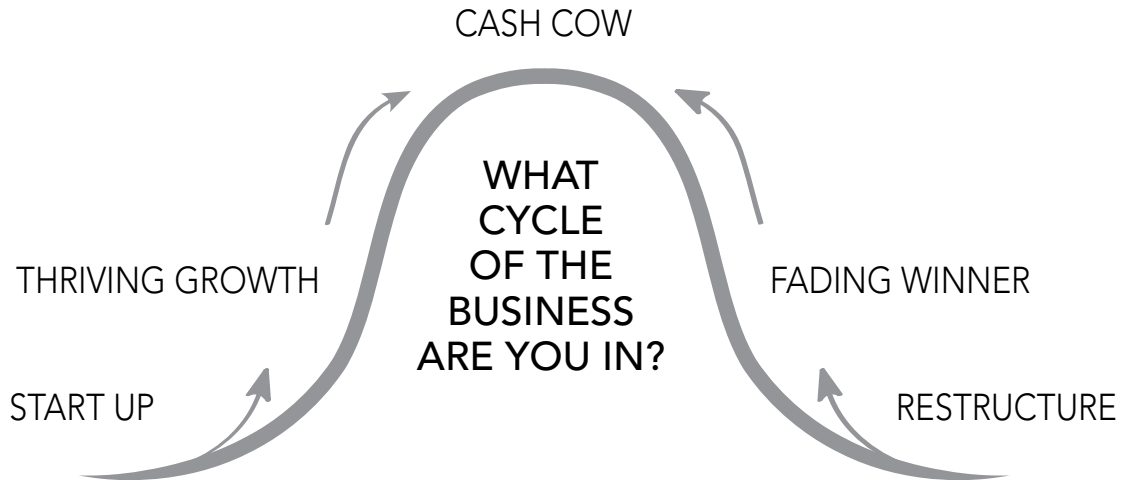
- 1. Your attitude shows up between _____ and _____.
- 2. Rate your _____ on a scale between 1-10.
- 3. The importance of a powerful _____.
- 4. Write the two disciplines Tom wants you to take on:
 - a. _____
 - b. _____

Write what you want to earn in the next 12 months: \$ _____

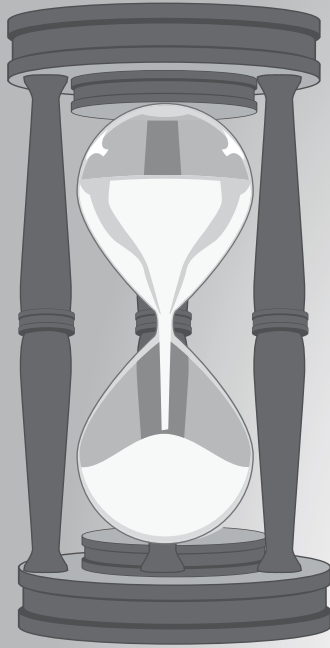
Now double that number: \$ _____

Affirmation:

WHAT CYCLE OF THE BUSINESS ARE YOU IN?



"Growth comes from consistent, systematic, relevant lead generation and great conversion."



THE HOUR OF POWER

THAT'S A ONE HOUR SCHEDULED BLOCK OF TIME WHERE YOU ARE TALKING TO PEOPLE!

NO
EXCUSES!

SCHEDULE THAT HOUR OF POWER AND MAKE THE CALLS!

WHO DO I CONNECT WITH DURING THE HOUR OF POWER?

- 1. People you know
- 2. Past leads
- 3. Past database
- 4. Drip campaigns
- 5. People on Landvoice

WHERE HAS YOUR BUSINESS COME FROM?



SOURCE	LAST YEAR'S TRANSACTIONS		GOAL FOR THIS YEAR'S TRANSACTIONS		
	SELLERS	BUYERS	SELLERS	BUYERS	ENHANCEMENTS NECESSARY THIS YEAR?
Center of Influence/ Past Clients/Their Referrals					
Expireds					
For Sale by Owners					
Geographical Farming					
Just Listed/Just Sold/ Market Updates					
Notice of Defaults/Short Sales					
Non-Owner Occupied					
Open Houses					
Print Ads					
Promotion/Seminars					
Referrals from Agents					
Relocation					
REOs					
Sign Calls					
Your Website/Blog					
Company Website					
Facebook/Twitter/LinkedIn					
Zillow/Realtor.com/Trulia/etc.					
Team Members					
Other					
Other					
SUBTOTALS					
TOTALS					NOTE: TRANSFER ENHANCEMENTS NEEDED TO SYSTEMS AND MARKETING CALENDAR

ACTION STEPS

SESSION 1

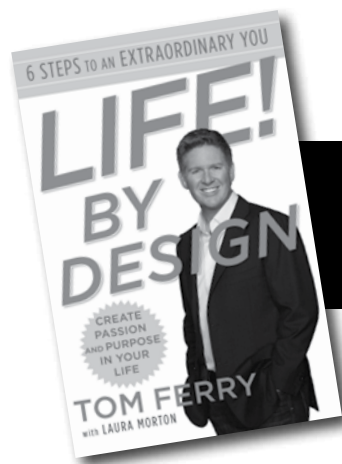
- Congratulate yourself for starting this program

- Choose to be at Level 10 every day
(Remember no one here wears shoes!)

- Schedule an Hour of Power every work day

- Complete the "Where Has My Business Come From" form

- Write your daily grateful list and work on your affirmation
in your Journal



IDEA!

HAVE YOU READ TOM'S BOOK
LIFE! BY DESIGN YET?
TO PURCHASE CALL 888.866.3377

Also, make sure you receive our
company emails... you don't want to
miss any updates!

SESSION

2

DESIGNING YOUR BREAKTHROUGH

SESSION
2

SESSION TOPICS:

- 2.1 Your Finances
- 2.2 Your Numbers
- 2.3 Tools to Stay Focused

DESIGNING YOUR BREAKTHROUGH

OUTCOMES:

- Ascertain Your Financial Motivation
- Create the Plan for Your BreakThrough
- Utilize Three Tools for Success



"Attitude is a choice..."



"The BreakThrough starts in your mind!"

FINANCIAL INFO

1

What does it cost you to run your business each month? \$ _____

2

What does it cost you to run your home each month? \$ _____

3

How much outside income do you receive monthly? \$ _____

4

Difference between the cost to run your home and business (minus) any outside income you receive? \$ _____

5

How much is your average commission check? \$ _____

6

How many closings do you need monthly (or quarterly) to survive? \$ _____

The real question is now... how many additional closings do you want? _____

MY TOP TEN FINANCIAL GOALS:

Why I Want to Make More Money

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____

Is there someone I could do something for to honor them and drive my performance?

Do you know how many people you need to talk to in order to make a sale? _____

There is no _____ to attract a customer!

MY NINE WEEK BREAKTHROUGH PLAN

(Remember, Tom defines a work day as one that has an Hour of Power built into it!)

	GOAL	ACTUAL
How many days will I work?	_____	_____
How many scheduled days off will I take?	_____	_____
The number of new buyer consultations/appointments:	_____	_____
The number of showing appointments:	_____	_____
The number of buyer sales:	_____	_____
The number of listing appointments I will schedule:	_____	_____
The number of listings I will take:	_____	_____
The number of listings I will sell:	_____	_____

MARKETING AND LEAD GENERATION

	GOAL	ACTUAL
The number of "Hours of Power" daily:	_____	_____
The number of Open Houses will I do:	_____	_____
The numbers of mailers will I send:	_____	_____
The number of emails and text messages will I send:	_____	_____

REMEMBER,
NOW IS THE TIME
TO RAISE THE BAR
AND MAKE A

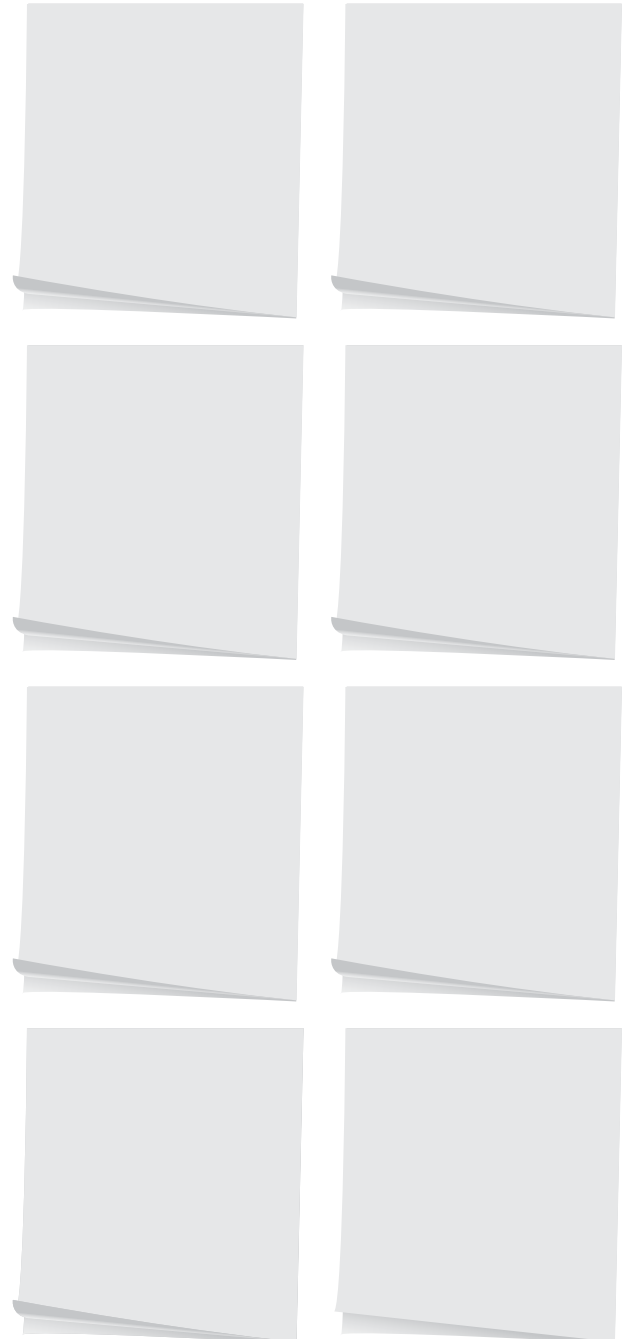
BREAKTHROUGH

WITH THIS PROGRAM!



STEPS TO ENSURE
SUCCESS FOR A **DO**
DOING DONE BOARD:

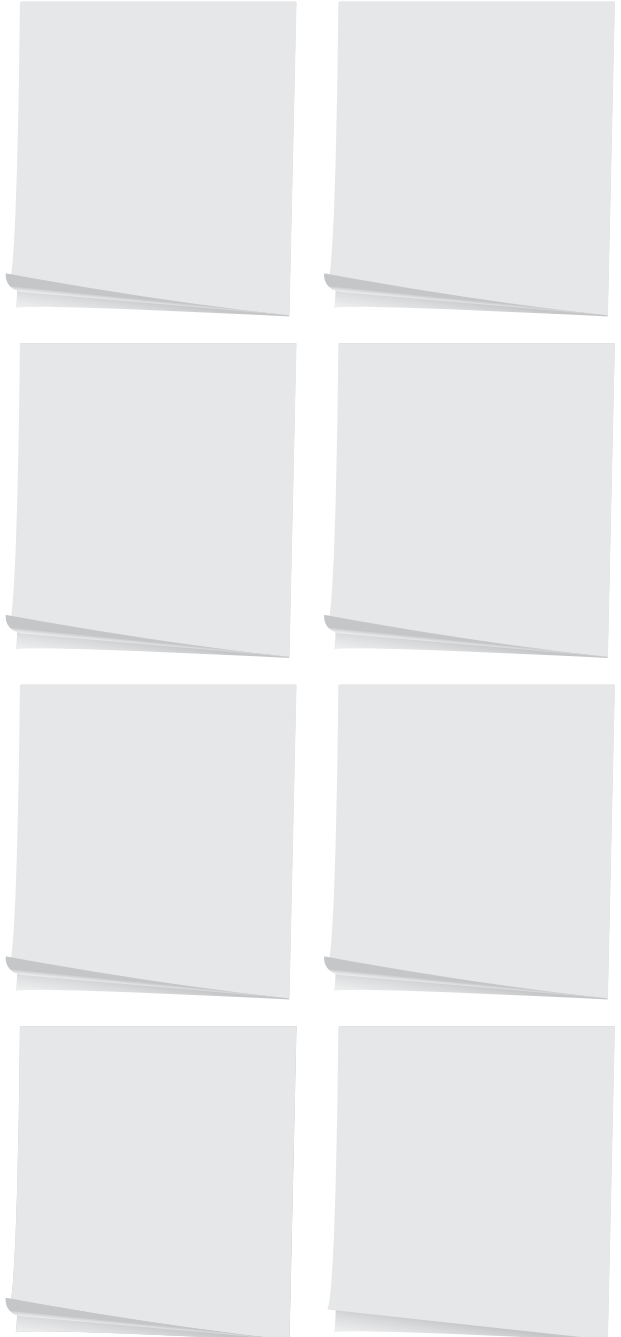
1. Capture all of your ideas under the **DO** section
2. Decide on your priorities... and work these first!
3. Once you start on a project, move it to your **DOING** section.
4. Once you have completed it, proudly move it to your **DONE** section!
5. In the next nine weeks, you can finish 15-30 projects!
6. Don't allow projects to become out of sight, because they will quickly turn to out of mind!



DOING



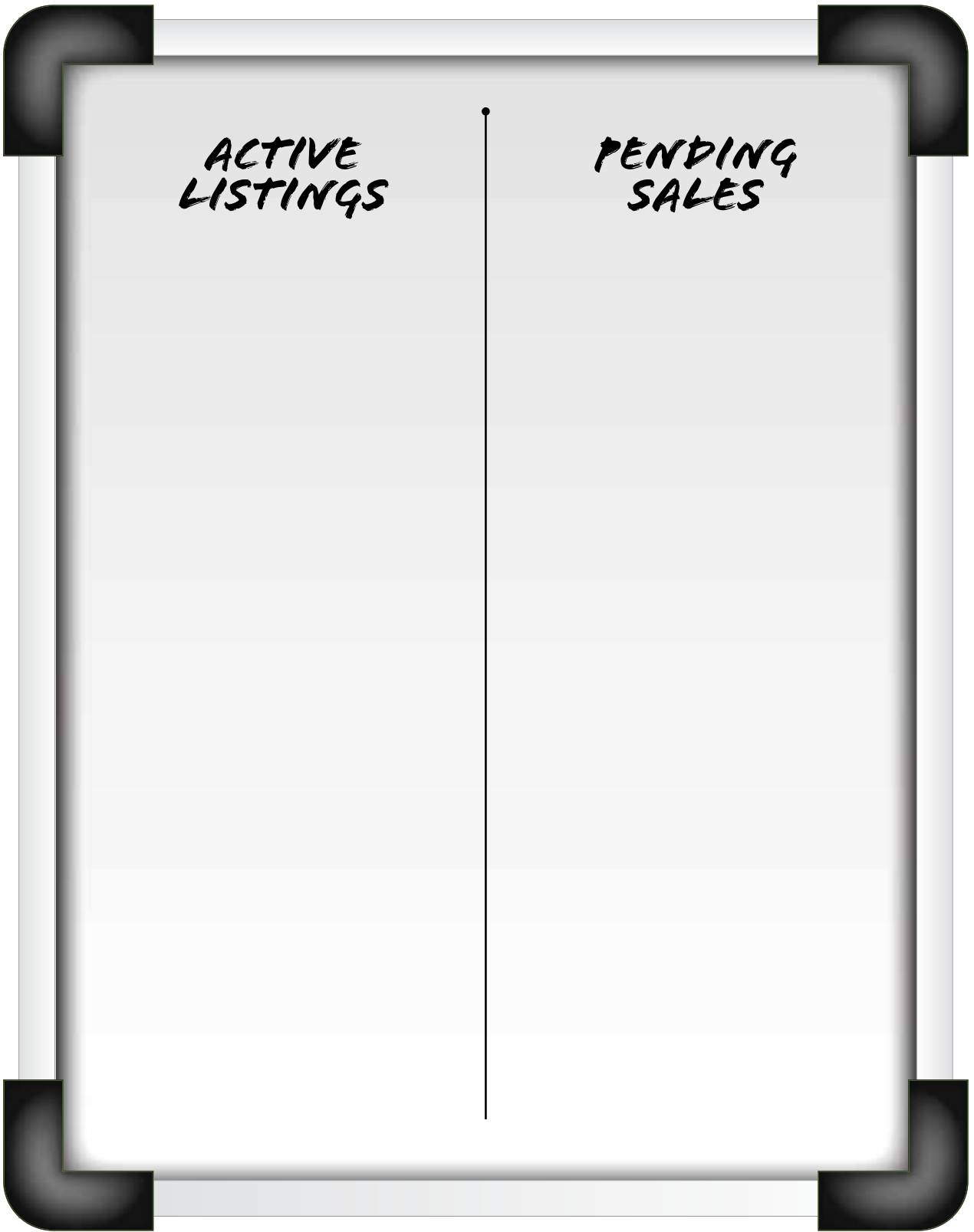
DONE



**BUYER
LEADS**

**SELLER
LEADS**

My intention is to add _____ to my board...
_____!



Remember, _____ is simply _____.

2 SESSION

ACTION STEPS

- Schedule Your Hour of Power at a time each day when you have the most energy

- Get your DO, DOING and DONE Board complete, as well as your Business Tracking Boards

- Finish your Nine Week Business plan, get it up and share it with others

- Use your Journal for your affirmations and gratitude list

IDEA!

Implement a system to keep you on track with a Do Doing Done board.



Lined area for notes, consisting of 20 horizontal lines.

SESSION

3

CREATING A BREAKTHROUGH REFERRAL BUSINESS

SESSION
3

SESSION TOPICS:

- 3.1 Talking to Your Database
- 3.2 What Stops You?
- 3.3 The Connected Community Campaign Plan
- 3.4 The Coffee Meeting Campaign Plan
- 3.5 The Market Updates & Social Proof Campaign Plan
- 3.6 Getting into Action

CREATING A BREAKTHROUGH REFERRAL BUSINESS

OUTCOMES:

- Get Clear on the Right Attitude to Create a Powerful Referral Business
- Understand What Stops You From Getting More Referrals
- Learn the Pattern of the Unique Selling Proposition
- Maximize Your Referral Opportunities
- Create Marketing Campaigns to Win

TOOLS:

- Calling Dialogues
- Just Listed/Just Sold Card
- Market Update Flyer



“If you want to BreakThrough... you have to follow through!”



"We must deliver more relevant value and in multiple mediums to stay top of mind to ultimately win the referral game."

3.1

TALKING TO YOUR DATABASE

WHY DON'T AGENTS TALK TO THEIR DATABASE

1. They don't know _____.
2. They haven't spoken to them in years and are _____.
3. They don't want to look _____.
4. The clients are busy and they don't want to _____.

QUESTIONS

1. Do any of these above reasons sound familiar? YES NO
2. Is there an opportunity for you to create more referrals? YES NO
3. What is your attitude towards serving the people you know?

4. What's your service or marketing plan to keep the people you know informed on the market and connected with you, so that they become empowered to refer you more business?

5. What do people want to know from their agent?
(Circle the one you hear the most when talking to people you know)
- What's selling in my neighborhood?
 - How much are homes selling for? Is there a trend?
 - How much is my home worth?

3.2

WHAT STOPS YOU?

REASON #1: I DON'T KNOW ENOUGH PEOPLE

Use Tom's Database Memory Jogger to re-discover who you need to talk to...today!

MEMORY JOGGER

Past Client/Center of Influence Builder

1. What are the names of the members of your family?
2. What are the names of your spouse's family?
3. What are the names of your "extended" family?
4. What is the name of your best friend?
5. What is the name of your spouse's best friend?
6. What are the names of your very close friends?
7. What are the names of your spouse's very close friends?
8. What are the names of your children's friends' parents?
9. What are your children's teachers' names?
10. What are your children's coaches' names?
11. What are your children's school principals' names?
12. What are your children's dentists' names?
13. What are your children's doctors' names?
14. What is your children's optometrist's name?
15. Who cuts your children's hair?
16. Who sells your children's clothes?
17. Who is your children's school bus driver?
18. Who is your children's Sunday school teacher?
19. Who cuts your hair?
20. Who does your dry cleaning?
21. Who does your manicures, pedicures, facials?
22. Who do you purchase gasoline from?
23. Who services your cars?

24. Who do you buy tires from?
25. Who sold you your current car?
26. Who have you purchased cars from in the past?
27. Who cleans your cars?
28. Who is your mailman?
29. Who do you know at your church/place of worship?
30. Who do you see in the convenience store you most often go to?
31. Who is the checker you usually go to in your grocery store?
32. Who is your pharmacist?
33. Who are your doctors?
34. Who are your spouse's doctors?
35. Who is your Pastor, Minister, Priest, Bishop, or Rabbi?
36. Who owes you money?
37. What is the name of your favorite teller at the bank?
38. Who do you borrow money from at the bank?
39. Who is your stock broker?
40. Who is your financial planner?
41. Who prepares your taxes?
42. Who does your accounting?
43. Who is your veterinarian?
44. Who grooms your pets?
45. Who takes care of your pets when you are out of town?
46. Who did you get your pets from?
47. Who have you given your pet's babies to?
48. Who owns your favorite restaurant?
49. Who waits on you most frequently at your favorite restaurant?
50. What is the name of your favorite bartender?
51. Who do you routinely see at your favorite night club?
52. Who do you know on a first name basis at your country club?
53. Who do you play golf with?
54. Who do you ski with?
55. Who do you talk to in your health club?
56. Who do you play racquetball with?
57. Who do you play tennis with?
58. Who do you see at your children's sporting events?
59. Who do you go to concerts with?
60. Who do you go to the movies with?
61. Who do you go to plays, theaters, galleries or museums with?
62. Where do you go for breakfast and who do you talk to?
63. Who is your attorney?
64. Who would you call if you had an air-conditioning problem?

65. Who is your pest control person?
66. Who would you call to fix your roof?
67. Who would you call if you had an electrical problem?
68. Who picks up your trash?
69. Who is your overnight delivery person?
70. Who mows your lawn / shovels your snow?
71. Who does your landscaping?
72. Who built your house?
73. Who is your landlord?
74. What is the name of the insurance agent who insured your home?
75. What is the name of the insurance agent who sold you life insurance?
76. What is the name of the insurance agent who holds your health insurance?
77. What is the name of the insurance agent who handles your car insurance?
78. Who do you buy your clothes from?
79. Who is your tailor / seamstress / dressmaker?
80. Who do you buy make-up / cosmetics from?
81. Who did you buy your computer from?
82. Who fixes your computer?
83. Who fixes other small appliances?
84. Who is your travel agent?
85. Who is your printer?
86. Who did you receive holiday cards from last year?
87. Who did you send holiday cards to last year?
88. Who changes your oil?
89. Who do you buy furniture from?
90. Who repairs or upholsters your furniture?
91. Who do you buy arts and crafts from?
92. Who do you buy office supplies from?
93. Who do you see at your office building?
94. Who do you buy your liquor from?
95. Who do you buy meat from?
96. Who do you buy seafood from?
97. Who do you buy hardware from?
98. Who do you know in law enforcement?
99. Who do you know in politics?
100. Who have you done business with in the past?
101. Who do you know at service organization meetings? (Optimists, Lions Club, Rotary, etc.)
102. Who do you know from fraternal organizations? (Elks, VFW, Mason, etc.)
103. Who do you know from a social organization you are a member of?
104. Who do you know from trade or industry groups that you belong to?
105. Who do you buy carpet, drapes, and appliances from?

106. Who are your old high school classmates who are still around?
107. Who are your old coaches that are still around?
108. Who are your old teachers that are still around?
109. Who are your old school principals that are still around?
110. Who are your old college fraternity / sorority / brothers / sisters who are still around?
111. Who are your old college buddies that are still around?
112. Who are your old military friends that are still around?
113. Who is your florist?
114. Who do you rent DVDs from?
115. Who did you invite to your wedding?
116. Who are your neighbors?
117. Who did you buy your boat from?
118. Who did you buy your motorcycle from?
119. Who did you buy your motor-home/camper from?
120. Who is your jeweler?
121. Who repairs your jewelry?
122. Who is your photographer?
123. Where do you get your pictures developed?
124. Who do you buy your electronics from?
125. Who do you know in your homeowners' association?
126. What are the names of your co-workers from your previous jobs?
127. What are the names of your previous neighbors?
128. Who do you know from the day-care center?
129. What are the names of your spouse's past neighbors?
130. What are the names of your parents' best friends?
131. What are the names of your spouse's co-workers?
132. Who do you buy advertising from?
133. Who are the suppliers and vendors who come to your work place?
134. Who is currently trying to sell you something?
135. Who made your will / living trust?
136. Who married you?
137. Who delivers your water?
138. Who do you buy shoes from?
139. Who maintains your safety and security systems?
140. Who are your bowling buddies?
141. Who do you play cards with?
142. Who handles your communications equipment?
143. Who would lend you \$100.00 with a phone call?

These questions are designed to jog your memory!

**THE FOUR QUESTIONS TO THINK ABOUT
AND LEARN THE ANSWERS TO:**

1. What problems are sellers facing today?
2. What problems are buyers facing today?
3. What's happening to home values?
4. How do you as an agent solve the problems of today's buyers and sellers?

**THE UNIQUE SELLING
PROPOSITION PATTERN (USP)**

The pattern goes like this:

- Well, you know how (problem people can relate to) ...
- What we do is (unique solution to the problem)...
- Close: Is that something you would be interested in hearing more about?

Create a USP for a buyer you work with the most in your area:

Samples of more USPs

1. You know how buyers today are looking to get the best price possible... Well, what I do is provide a complete profile of the home you are interested in, the tax records, previous sale price and much more. Is that something you'd be interested in?
2. You know how buyers struggle to find a lender who will provide them with the best loan available... Well what I do is work exclusively with two different lenders to ensure you get the best interest rate and the lowest closing costs. Is that something you'd be interested in?
3. What I have found is most agents don't have a plan to help their buyers. Instead they just show them homes they could have seen online. Well... that's why we have developed a proven strategy to assist our clients in finding the right home, the right location or terms and at the right price. Is that something you would be interested in hearing about?"

REASON #3: WHICH DATABASE OR CRM SHOULD I USE?

Lined area for notes, consisting of 30 horizontal lines.

TEXT DIALOGUE

Your Text: Hi (name) the market's really moving and home values are going up, up, up.
Want to know your home's new value?

Their Text: Sure, sounds great.

Your Text : Wonderful, I'll put together your home's value. Have you done any upgrades?
Once it's ready do you want to meet for coffee, or should I email/mail to you?

If They Ask How's the Market?

Your Text: Inventory levels are low. When a great home comes on the market, buyers and investors are writing offers and driving prices

Then ask one of three questions:

- Have you had any thoughts of selling?
- Do you know anyone who's had thoughts of selling?
- Do you anyone who tried to sell in the past and it didn't work out?

REMEMBER,
90% OF PEOPLE RESPOND
TO A TEXT MESSAGE IN UNDER
FIVE MINUTES!



1. Checking In

2. Saying Hello

3. Commenting on a Post

3.4

THE COFFEE MEETING CAMPAIGN PLAN

COFFEE MEETING PLAN

GOAL: Three coffee meetings per week

THE PLAN:

1. The Invitation

2. The Meeting

3. The Follow-Up

COFFEE MEETING DIALOGUE

Hi XXX,

Would love to get together for a coffee, hear how you have been and maybe give you a quick update on the market.

1. Send five _____ or make five calls in your Hour of Power (or a combo).
2. Spend 30 minutes in the evening _____ with people you know on Facebook.
3. Go on three _____ weekly.
4. Send out one to two _____ to your database monthly.
5. Do a minimum of one _____ a month.

ACTION STEPS

SESSION 3

- Add items to your DO, DOING, DONE Board

- Schedule one hour to learn your CRM

- Schedule your Hours of Powers and track your results

- Decide who you will invite to coffee

- Decide on your mailers

IDEA!

Because you're a student of BreakThrough By Design, Tom wants to offer you a complimentary Coaching Session with one of his Coaching Consultant. Call 888.866.3377 to redeem!

PAST CLIENT/CENTER OF INFLUENCE DIALOGUE

1. Hi...this is _____ (name) with _____ (company). I hope you and your family are well. Do you have a quick minute for me? Thank you!
2. I was wondering if I could help you with any real estate questions you might have. Great!
Examples:
 - Are you curious about the value of your home?
 - Do you want to know what is going on in your neighborhood?
 - Do you want to know general market conditions?
 - Is it time to sell your home?
 - Should you be refinancing now?
3. As you know...I want to be your resource for everything real estate related. Please call me if you ever have questions...okay? Terrific!
4. _____ (name)...my business is based on referrals from great clients (friends, people) like you. So...before I let you go...Who do you know that needs to buy or sell a home now or in the near future? Excellent!
5. Can you think of anyone from your office, neighborhood, family or church? Super!
6. I appreciate your help and if anyone should come to mind please don't hesitate to call me! Thank You!

(This dialogue is meant to be used somewhat loosely. You will be calling your Past Clients/Center of Influence four to six times per year, alter the dialogue when necessary.)

DOOR KNOCKING EXPIRED DIALOGUE

Hi, I'm _____(name) with _____(company).

I'm sure you know your home came up today as an expired listing... and I was curious... if we had wrote an all cash, great terms offer yesterday... where would you be moving to?

- If you did...
- Is that something you'd still like to do?

I've discovered there's only three reasons a great home like yours doesn't sell...

1. The marketing and exposure on the home wasn't enough to attract the buyers and agents in the area.
2. The home didn't show well or capture the buyer's emotions... or
3. The pricing strategy... I'm curious... There are two ways to price...
 - a. High for negotiations
 - or
 - b. Fair Market Price to create a potential bidding war

Which did your agent recommend?

Bottom line... is if I can market it properly and sell your home in the next 30 days, would it be worth it for us to sit down and explore it?

EXPIRED CALLING DIALOGUE

Hi... I am looking for _____. This is _____(name) with _____(company). I noticed your home was no longer posted online... and I was calling to see... is it on... or off the market?

- Are you taking your home off the market?
- Are you getting a lot of calls?
- You may be asking yourself... Where were these agents when my home was on the market, right?

1. If you had... sold this home... where were you moving to?

*If I brought you an all cash buyer, close in 30 days, where would you like to move to?

2. What was your original timeframe to sell and be moved? Ouch!/Really?

3. Why do you think your home did not sell? Really?

4. How did you pick the last agent you listed with?

5. Knowing what you now know... what will you expect from the next agent you choose?

6. What type of feedback did you get from the people who saw your home? Tell me more about that.

7. There's only two reasons a home doesn't sell... the price... and... the exposure or marketing to attract qualified buyers... If I can show you... how to make the necessary changes to get more showings and ultimately sell your home... would that be of interest to you? Perfect!

8. Let's set an appointment so we can figure out exactly what it will take to sell your home. Can I come by today at (_____) or is (_____) better for you?

We've Succeeded Where Others Have Failed...

persistence



12 East 14th Street Apartment 5A

Asking Price: \$995,000 | Closed Price: \$965,000
Number of Agents Hired Before the Rubin Group: 1
Number of Days on the Market with that Agent: 176
Marketed and Sold by the Rubin Group: 60 Days

Our building had fiscal issues and the buyer's appraisal came in low, but Josh didn't give up and fought through hurdles that other brokers may have found insurmountable. Josh is a champion! Not only did he deliver on his promise, he went above and beyond my wildest expectations!

- Seller



Prudential
Douglas Elliman

Two names you can trust.

2013 Transactions

We've Succeeded Where Others Have Failed

- 161 West 15th Street 6FG • 252 Seventh Avenue 6Q
- 158 Mercer Street 7M • 244 Eighth Avenue 3F
- 60 E 9th Street 328 • 430 East 11th Street 19
- 220 Madison Avenue 10Q • 48 East 13th Street 4A
- 254 West 18th Street 5 • 116 Central Park South, 5B
- 473 Broadway 5E • 15 Roebling Street 3C
- 470 West 24th Street 16E • 100 West 18th Street 7C
- 260 Fifth Avenue BNS • 45 Fifth Avenue 15B
- 151 East 85th Street 17H • 20 East 68th Street 12E
- 2 King Street 3E • 224 East 11th Street 21
- 201 West 16th Street 6F • 154 Attorney Street 503
- 60 Broadway PH1A • 234 West 16th Street 4C
- 170 Second Avenue 14A • 151 East 85th Street 15G
- 270 West 11th Street 3C • 100 W 12th Street 3M
- 305 East 40th Street 7X • 354 Broadway 11th Floor
- 122 Elizabeth Street 4A • 140 Fifth Avenue 8B
- 151 East 85th Street 14D • 143 Avenue B 9F-G
- 45 West 10th Street 3A • 170 Mercer Street 3E
- 137 East 28th Street 3A • 216 East 32nd Street 4
- 317 West 54th Street 3E • 250 West 89th Street 15K

How's The Market?

If you're listed with the Rubin Group the market is
Sold! Sold! Sold!

Contact Josh Rubin for a no obligation market valuation.

Josh Rubin
Senior Vice President
917.727.6321
josh.rubin@elliman.com

Maximum Exposure.
Maximum Results.

Celebrating **16 Years** of Bringing Buyers and Sellers Together!



When Others Have Failed...



821 N Fife St, Tacoma
 # of Agents Before BB&A: 2
 # of Days on the Market: 155
 Listed and Sold By BB&A: 24

Thanks so much for all your help in getting our property on Fife St sold. We had it listed for several months with no offers. Within a week of hiring you to list the property you were able to bring in a buyer. We were very impressed with your professionalism and regular, constant updates. We enjoyed working with you throughout the process and extensive market knowledge. We would definitely recommend you to anyone looking for an agent in the area. Thanks again!

Robin Hartley
 Mortain Enterprises, Inc. - Seller

...we've succeeded



35817 State Route 161 E, Eatonville
 # of Agents Before BB&A: 2
 # of Days on the Market: 364
 Listed and Sold By BB&A: 30 (listed to Closed)

"We listed our Clear Lake property with Becky Barrick the first week in May 2011. She realized the sales potential of the property and recommended a contractor to complete the construction and a staging firm to expedite for a quick sale. She had a buyer by May 25th 2011!

Peggy Riviere & Bruce Johnson
 Seller

For more Raving Reviews please check out our Website
www.BeckyBarrick.com

..and succeeded!



13116 226th St E, Graham
 # of Agents Before BB&A: 2
 # of Days on the Market: 137
 Listed and Sold By BB&A: 10

"Our experiences have led us to have very low expectations, very little trust, and no patience with realtors. However, we appreciate your honesty, your determination and patience, and most importantly, the fact that you get the results you promise. These qualities differentiate you from other agents.

So, bottom line: Becky Barrick is a dynamo! She has just the right combination of fortitude and kindness. She has helped us with several of our home sales and we couldn't be happier with the service. Her office is always open for questions and/or concerns."

Kristen & Dave Lampson
 Seller

Selling a home in today's market can be challenging. Becky Barrick & Associates understands that. While the market can be difficult, hundreds of homes are sold each week in Pierce, King and Thurston County. What's the difference between selling your home and failing to do so? The Details. Whether it's our proven sales approach, effective marketing campaigns, or utilizing our existing network at Becky Barrick & Associates no detail is overlooked.

With a proven track record, the right skill set and years of experience, Becky Barrick & Associates has all the tools to sell your home. If your serious about selling, we are serious about getting the job done.

Becky Barrick Guarantee

Excellence in
Marketing - Negotiating - Representation

The Becky Barrick Guarantee: Our marketing team develops a specific marketing strategy for each and every property! These marketing strategies are tailored specifically for each home owner. These strategies are designed to maximize marketability, exposure, and most importantly - Results!

Our drive and innovation in marketing is second to none.

We consistently offer this Guarantee with constant communication and top notch professionalism. Put us to the test, we welcome the challenge.



Becky Barrick & Associates
Keller Williams Realty
1029 East Main Suite 201
Puyallup, WA 98372
Cell: 253-209-9641
Office: 253-881-4155
Fax: 253-848-5304
Email: Becky@BeckyBarrick.com
www.BeckyBarrick.com



This is not a solicitation if your home is currently listed with another agent.

Becky Barrick
Realtor



LP | **LEE & PERRIN**
EXCELLENCE IN REAL ESTATE



**Open House
Invitation**

10 am till noon
Sat. Feb 9th

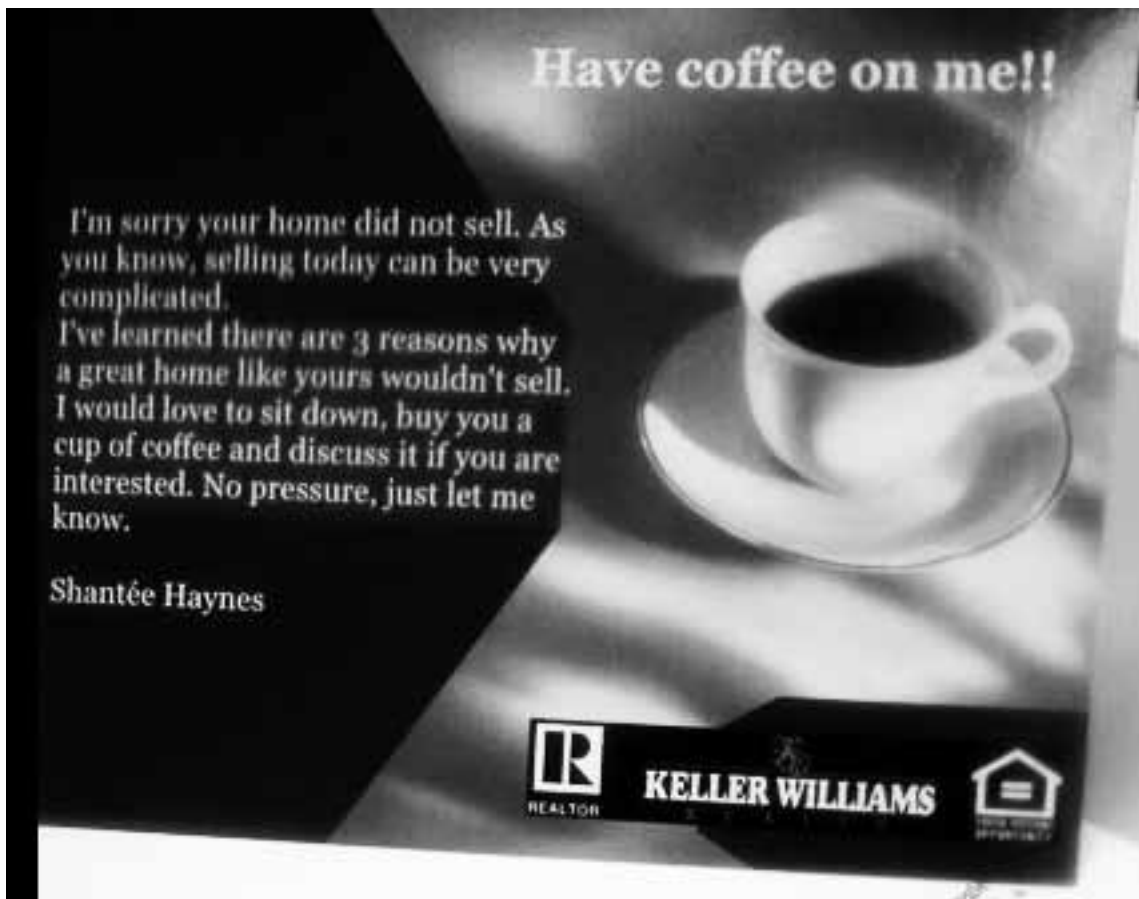
Highland Greens
8192 Gordon Green
3 Bed 2.5 Bath

Join us for




Kay Lee 714-616-0007
realtorkaylee@gmail.com
Victor Perrin 714-404-7009
perrinv64@gmail.com



PROVEN, CONSISTENT RESULTS.

 THE WALKER TEAM


HOW's Our Local Market

How's the Market for Our Local Neighborhood?

As of Jan 17th, there are **NO ACTIVE** listings in our immediate neighborhood

3 PENDING listings(\$569K-\$679K)

1 of the above homes are **DISTRESSED** (short sale/ bank owned properties)

6 Listings have **CLOSED** since October 1st (\$450K-\$705K)

AVERAGE Days on Market - 89

SALES Price to **LIST** Price Ratio 98.3% (of **LAST** List Price)

"Deal of the Month"



381 Blackwell Drive - Los Gatos

\$1,039,000

2173 sf

3 beds
2.5 baths

Top of the Line Touches
Great Master Retreat

BY THE #'S

CHECK US OUT ON FACEBOOK

www.Facebook.com/TheWalkerTeamPage

We GUARANTEE Our Results

Survey suggests Bay Area CEOs are optimistic about local economy

The Bay Area Council said Thursday that the results of a new survey suggest CEOs and executives are increasingly optimistic about the Bay Area economy over the next six months, including a possible uptick in hiring. The outlook for hiring is the most promising in San Francisco, Santa Clara and Alameda counties. "The results overall show a number of bright spots and provide reason for optimism that our region's economic recovery is gaining traction and even picking up speed," said Jim Wunderman, president and CEO of the Bay Area Council.

National News.....


Foreclosures Fall to Lowest Level Since 2007

Total filings, including default notices and bank repossessions were down 33% for the year to 2.7 million, according to RealtyTrac.


One in every 69 homes had at least one foreclosure filing during the year, while 804,000 homes were repossessed. That's a significant improvement from the peaks reached in 2010 -- when 1.05 million homes were repossessed -- and the lowest levels seen since 2007.

"Most recently, we decided the short sale route was the right choice for us and we chose the Walker Team because of their well rounded experience. The short sale process is a headache and The Walker Team was our advil that got us through it. Their attention to detail and constant communication throughout the 5 months kept our minds at ease. If you need a Team that drives results, we highly recommend The Walker Team."

- The Sullivans, home sold as a successful short sale



THE WALKER TEAM
Keith & Mary - DRE#01244287
408.357.5783
Sold@TheWalkerTeam.com



INTERO
REAL ESTATE SERVICES,
TWO NAMES YOU CAN TRUST

WWW.THEWALKERTEAM.COM

Lined area for taking notes, consisting of 25 horizontal lines.

NOTES

Lined area for taking notes, consisting of 20 horizontal lines.

SESSION

4

GENERATING MORE BUSINESS ONLINE

SESSION

4

SESSION TOPICS:

- 4.1 You... Online
- 4.2 Once They Find You
- 4.3 Driving Traffic to Your Site
- 4.4 Converting Online Business

GENERATING MORE BUSINESS ONLINE

OUTCOMES:

- Making You More Findable Online
- Driving More Traffic to Your Website
- Converting Online Leads to Appointments and Clients

TOOLS:

- Pre-Consultation Qualifying Questions
- Pre-Qualifying Dialogue



"It's about the Power of Contrast!"

When your name is searched for online, what exactly shows up and where?

Sites You Must Have Profiles On:

- Google Profile
- Google Plus Local Places
- LinkedIn
- Facebook Business Page
- Instagram
- Twitter
- YouTube
- Zillow
- Realtor.com
- Trulia
- Company Website

What Needs to Be on Your Profile:

- Name
- Company Name
- Website(s)
- Your contact info
- Links to your social media profiles
- Education information
- Former employment
- Real Estate designations
- Languages you speak
- Cities you serve
- Specialties that you have

1. A recent Google and NAR report states that 29% of consumers selected their agent based on _____.
2. Peer to peer feedback or _____ marketing has always been a BIG part of the business.
3. Tom's two favorite places for reviews are: Zillow and _____.

Good Morning!

I have a huge favor to ask of you.

My business is largely built on the kind support I receive from current and past customers.

I've just signed an agreement with Zillow.com, the popular real-estate website, to be featured as a "Premier Agent" as people are browsing through listings in our geographical area.

My "profile page" on Zillow.com allows for customer references and I would be very grateful if you'd take a few minutes to post a reference for me [Link your profile here.]

Since I'm a firm believer in taking good care of my clients, there's a little treat waiting at Starbucks if you share your time and thoughts by doing this!

Thanks a million!



THREE REASONS WHY A CONSUMER GOES TO AN AGENT'S SITE

1. To see a _____ that you've marketed.
2. They want to prove that _____!
3. You _____ them there!

SWEAT EQUITY VS. CHECK EQUITY

SWEAT EQUITY

(Free Model)

CHECK EQUITY

(Paid Model)

1. You must be _____ when leads come in, no matter if you can help them or not.
2. Let's respond to every online lead in _____ or less.
3. What would I have to change so I could respond to a lead in under five minutes:

4. The game is _____ to lead.

TWO COMMON EMAIL LEADS:

1. Is that property still available?
2. I would like to see the home. Can you show it to me?

THE IMPORTANT DISTINCTION IS:

1. If you have a lead without a phone number, you do _____ have a lead!
2. If you have a phone number on that lead, you should call them immediately!
3. If you don't have a phone number, you do not have a lead.



EMAIL

Thanks for your inquiry. I'm here to help!

What's the best way to connect?

Cell is best for me and my number is

xxx-xxx-xxxx. I'm free to talk now.

Are you?

4 SESSION

ACTION STEPS

- Continue to do an Hour of Power everyday and track your numbers

- Schedule an hour or two to work on your business this week

- Consider outsourcing work to create your profiles online

- Organize the dialogues we've shared today

- Make a decision on "your way" to generate more online business (sweat vs. check)

IDEA!

Check out www.tomferry.com for additional video tutorials to walk you through the technology Tom discussed!

BUYER PRE-CONSULTATION QUALIFYING QUESTIONS

Name: _____ Date of Call: _____

Home #: _____ Cell #: _____

Work #: _____ Email address: _____

1. What price range are you looking in? (x)
2. Who has been helping you with your home search? (x) Good for you!
3. Are you currently renting the property you live in, or do you own?
4. When does your lease end?
5. Do you need to sell before buying? If yes: Excellent! What we can do is meet to discuss what your home is worth in today's market...as well as...what is available for you to purchase. Would ___ at ___ work for you?
6. Who else is involved in the decision to buy a home? (x) Excellent!
7. When would be a good time for us to meet...so I can help you find the home you are looking for? Would ___ or ___ at my office work for you? (x) Perfect!
8. What other special requirements do you want in your new home?
9. I have access to every single property available. Have you seen any homes in a magazine, newspaper or driving around that you would like to see?
10. Do you already have a lender? (x) Perfect!
11. If yes: Who is the lender?
12. Pre-qualification amount: (x) Great!
13. My lender is extremely aggressive and finds the absolute best rates; would you like to get a second opinion on your loan?
14. I will have my lender contact you. His/her name is _____ with _____.
15. Let's get together on _____ at _____ to start the process, sound good?

PRE-QUALIFYING YOUR LISTING PRESENTATION

Hi (name)... it's (name) with (company name)...

1. I'm calling to confirm our appointment for (day/time)... does that time still work for you?
2. I'm really excited about the opportunity to work with you. I take this process very seriously and I'm committed to getting your property sold at the highest price in the shortest time frame... I want to be 100% prepared before I come out... so I have some additional questions for you... do you have a few minutes?
3. Let's confirm... when we sell your home... you're moving to (city), correct?
4. And what time frame do you have to be there by?
5. Assuming you... choose me... to represent you... how soon can I begin marketing your property?
6. Tell me again... your main reasons for selling this property?
7. So... what price are you thinking of listing for?
8. How did you determine that price?
9. And... how much do you owe on the property?
10. Are there any special features of the home... you feel would impact the value? Is there anything that could be perceived as a negative... that could impact the property value?
11. (Optional: I'll be sending over my marketing proposal to show you what I do... will you take a few moments and review it before I arrive?)
12. Who else should I expect at the appointment?
13. So tell me... what are you looking for in the agent you choose to represent your home?
14. How will you know when you have the right agent?
15. Do you have any questions for me before I arrive to prepare for our meeting?
16. Obviously... if you are as confident as I am that I can... sell your home... will you be ready to... list with me... at the appointment?
17. (If no) May I ask why? (Discover and resolve.)
(If yes) Wonderful... please have a copy of a key and your mortgage information handy for me, okay?
18. This sounds great... I have everything I need to prepare... I look forward to seeing you (day/time)...
19. Have a great day!

UNIVERSAL PRE-QUALIFIER DIALOGUE

(You can use the dialogue for most leads you speak with by modifying your opening)

If you sell your home, where are you moving to? Terrific!

How soon would you like to be there? Tell me about that...

So what's causing you to move to (x)? Tell me more about that?

Who is involved in the process of (x)? How do you feel about it?

What has to happen in order for you to (x)?

Do you have a plan "B" ... in case this doesn't work out?

Let's go ahead and set an appointment...which is better for you... mornings or afternoons?

How about (____) or (____) time?

SESSION

5

MEGA OPEN HOUSES

SESSION
5

SESSION TOPICS:

- 5.1 Mega Open Houses Explained
- 5.2 How to Start
- 5.3 Preparing for the Event
- 5.4 Working the Mega Open House
- 5.5 After the Event is Over

MEGA OPEN HOUSES

OUTCOMES:

- Understand What a Mega Open House Is
- Learn to Market Open Houses
- Maximizing Your Time the Open House
- Generate Three Potential Sellers from Open Houses

TOOLS:

- Sample Invite Emails
- Sample Dialogues



“The #1 goal of a Mega Open House is to meet three potential sellers minimum!”

1. A Mega Open House is: _____

2. When to use a Mega Open House:

a. _____

b. _____

c. _____

3. When not to use a Mega Open House:

a. _____

b. _____

GETTING STARTED

- Pick a date to give yourself enough time to set things up properly
- Pick a great partner
- Lunch or wine/cheese
- Get your marketing together (see below)

SAMPLE MARKETING PLAN

MONDAY	Record a video invite
TUESDAY	Email your video to your database Post this video on the seller's Facebook page (or have them post it!)
WEDNESDAY	To get the word out, send invitations by mail or door knock
THURSDAY	Door knock or mail to expired listings in the area
SUNDAY	1. 9:30am-11:00am Put out as many signs as possible 2. 11:30am-1:00pm Seller's Lunch 3. 1:00pm-4:00pm Open House

5.3	PREPARING FOR THE EVENT
-----	-------------------------

SESSION 5

MEGA OPEN HOUSES

PREP LIST FOR YOUR OPEN HOUSE

- Knowledge of other listings around your open house
- Financing options sheets
- Open Home Pro App
- Business cards
- Property flyers of the home
- Marketing pieces about the strength of your company brand
- Laptop or iPad for instant property search

HOW TO WORK THE MEGA OPEN HOUSE

1. _____ with your sellers as the neighbors are walking up.
2. Be prepared to _____, "How's the market?" "So, is this really going to sell for...?"
3. Once the lunch is over, _____, _____, so you can hold the house open.

CONVERSATION AT THE OPEN HOUSE

The most successful agents meet potential buyers and ask:

1. How did you find the home?
2. How long have you been looking for a home?
3. What sites are you looking on?
4. How's the home search going so far?
5. We specialize in helping people like you find the right home, in the right neighborhoods, at the right price, with the right terms. Is that something you would be interested in?
6. Why don't we schedule a time to meet?



TOM'S IMPORTANT DISTINCTION:

" _____
 _____ !"

1. Follow up with people who signed in to your open house.
2. Consider sending them a _____
_____ or personal note.
3. Schedule 45 minutes to an hour immediately after the open house to _____
_____ while the details are fresh.

ACTION STEPS

SESSION 5

- Schedule time for your Hour of Power everyday

- Schedule an hour or more this week to work on your business

- If you have a listing coming up, organize a Mega Open House

- Check out the video bonus items on tomferry.com Member Center

- Review all of the dialogues in this section

IDEA!

Interested in seeing Tom at an event? Call 888.866.3377 to see what exclusive pricing discounts we have for you as a benefit for being in this Program!

SAMPLE EMAIL TO INVITE DATABASE TO YOUR OPEN HOUSE

Subject Line: Guess what I'm doing this weekend?

Body of the email:

Hi (name), hope all is well with you. This weekend I'll be holding a just on the market listing at (address) open on from ____ to _____. If you're in the neighborhood, stop by. I would love to see you.

If you know someone who's looking for (describe simply the property) feel free to forward this along to them. Make sure you watch the video! I hope to see you soon.

SAMPLE DIALOGUE TO INVITE NEIGHBORS TO YOUR OPEN HOUSE

Hello... my name is (name) with (company)... and... I will be hosting a special open house at (location) on (day) from (1 to 4)... did you know this home was for sale?
(hand them a flyer/invite)

I promised the seller I would get the word out in the neighborhood... and I was curious... who do you know... that might want to live in our area?

Wonderful... again... It's this Sunday from 1 to 4... feel free to stop by... I'd love to show you the home...

By the way... have you ever considered selling your home?

OPEN HOUSE DIALOGUE

Welcome...Please come in. I'm (name) with (company)...

What's your name? Nice to meet you (name)

Do you live in the neighborhood... or are you out looking at houses today?

The sellers have asked everyone to sign in... for protection purposes... would you sign in please...

Come in and take a look around... (after they've looked)

IF THEY ARE OUT LOOKING AT OPEN HOUSES

1. How long have you been looking for a home?
2. How are you searching for properties now?
3. Have you seen any properties you liked?
4. Are you also looking in other areas? Tell me about that.
5. If you found the perfect home how soon would you like to move in?
6. What's your price range? Good for you!
7. Have you spoken with a lender and been pre-approved?
8. (Names)... I know of a few additional homes that are (coming to market/pocket listings/on the market)... Would you like to see one of them?
9. When is the best time for you to see property?
10. Great let's get together on ____ at ____.
11. Before we meet... I have a terrific lender (their name) and they always seem to find the best rates, programs... and most importantly... gets the job done... would you like to get a second opinion on your borrowing options?
12. What's the best phone number and email for you?

IF THEY LIVE IN THE NEIGHBORHOOD

1. How long have you lived in the neighborhood? (x) Good for you
2. If you were to sell your home...where would you move to? (x) Terrific!
3. How soon would you like to be there? (x) Great! Tell me more about that...
4. So what's causing you to move to (x)? Interesting!
5. Do you have plan "B"...in case that doesn't work out?
6. Why don't we schedule an appointment... so I can show you what myself and my company can do to make this move good for you... Which is better for you _____ or would _____ be better?

Sotheby's
INTERNATIONAL REALTY

Sotheby's International Realty, Inc.
117 Greenwich Street
San Francisco, CA 94111
d 415.901.1700
f 415.901.1701
www.sanfranciscosir.com

Ms. Lillian Aragon
1438 Green #2B
San Francisco, CA 94109

Dear Lillian:

Hi, I wanted to take a moment to introduce myself. My name is Dean Badessa and I'm with Sotheby's International Realty in San Francisco.

I would like to invite you to the Exclusive Preview Reception for my new penthouse level listing at 2090 Pacific Avenue #701 this Thursday April 19th from 5:30-7:30PM.

While I was gathering statistics for my new listing I noticed that you had your home at 1438 Green Street #2B was for sale up until just a few weeks ago. I'm curious, what has changed regarding your plans to get your home sold?

I would like to learn more about your goals for the sale of 1438 Green Street #2B. Let's arrange a time to meet and discuss how I will help you accomplish the swift sale of your home at the absolute best market price to effectively meet your needs.

I've enclosed a 1st quarter Market Action Report demonstrating the favorable conditions for sellers in District 7 at present. Current inventory in Cow Hollow & Pacific Heights is lower than it's been in years creating pent up demand for buyers.

Please call me at your earliest convenience and we can set a meeting time. Alternatively, join me Thursday evening, enjoy a glass of wine and hors d'oeuvres, and introduce yourself. When you clearly see how I get homes sold we can arrange a time to meet at your convenience and develop an effective strategy to fulfill your ultimate home sale goal.

Look forward to meeting you soon!

Best Regards,

Dean F. Badessa

Sotheby's International Realty
DRE#: 01876759
415.474.5140
Dean.Badessa@SothebysHomes.com
Homesearchsanfrancisco.com

Sotheby's International Realty, Inc., is Owned and Operated by NRT Incorporated.

MARKET ACTION REPORT

MLS Area: Sf District 1



Dean F. Badessa

415 474-5140
dean@deanbadessa.com
DRE# 01876759

Sotheby's
INTERNATIONAL REALTY

Price Range: All Property Types: Single Family - Condo - Townhome

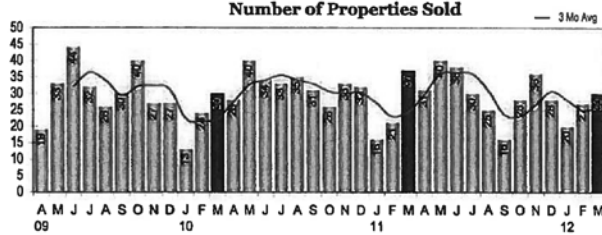
Market Profile & Trends Overview

	Month	Trending versus*:				Trending versus*:		
		LM	L3M	PYM	LY	YTD	Prior YTD	Prior Year
Median List Price of all Current Listings	\$1,875,000	39%		75%				
Average List Price of all Current Listings	\$4,415,168	30%		86%				
March Median Sales Price	\$1,199,500	-4%	7%	-26%	-2%	\$1,122,100	-8%	-8%
March Average Sales Price	\$1,723,740	-36%	-6%	-15%	-5%	\$1,934,094	4%	7%
Total Properties Currently for Sale (Inventory)	75	-20%		-48%				
March Number of Properties Sold	30	11%		-19%		77	4%	
March Average Days on Market (Solds)	46	-46%	-47%	-35%	-39%	84	2%	11%
Asking Price per Square Foot (based on New Listings)	\$844	-0%	4%	10%	5%	\$823	8%	2%
March Sold Price per Square Foot	\$792	-10%	-1%	4%	4%	\$800	9%	5%
March Month's Supply of Inventory	2.5	-28%	-30%	-36%	-52%	3.6	-37%	-31%
March Sale Price vs List Price Ratio	102.6%	4.9%	5.7%	5.9%	6.2%	97.2%	1.9%	.6%

*LM=Last Month / L3M=Last 3 Months / PYM=Same Month Prior Year / LY=Last Year (2011) / YTD = Year-to-date | Arrows indicate if Month / YTD values are higher (up), lower (down) or unchanged (flat)

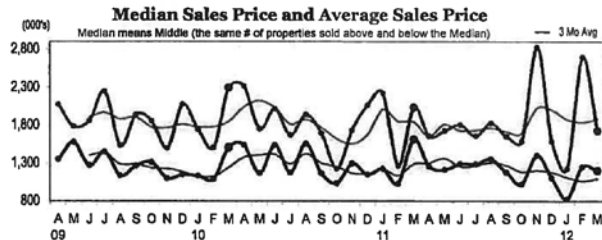
Property Sales

March Property sales were 30, down 18.9% from 37 in March of 2011 and 11.1% higher than the 27 sales last month. March 2012 sales were at their lowest level compared to March of 2011 and 2010. March YTD sales of 77 are running 4.1% ahead of last year's year-to-date sales of 74.



Prices

The Median Sales Price in March was \$1,199,500, down 25.6% from \$1,612,500 in March of 2011 and down 4.0% from \$1,250,000 last month. The Average Sales Price in March was \$1,723,740, down 15.1% from \$2,031,346 in March of 2011 and down 36.0% from \$2,693,298 last month. March 2012 ASP was at the lowest level compared to March of 2011 and 2010.



Inventory & MSI

The Total Inventory of Properties available for sale as of March was 75, down 20.2% from 94 last month and down 47.9% from 144 in March of last year. March 2012 Inventory was at its lowest level compared with March of 2011 and 2010.

A comparatively lower MSI is more beneficial for sellers while a higher MSI is better for buyers. The March 2012 MSI of 2.5 months was at its lowest level compared with March of 2011 and 2010.



Copyright © Sotheby's International Realty | Price Range: All | Property Types: Single Family - Condo - Townhome
Data is provided courtesy of San Francisco Assoc. of Realtors and may not reflect all relevant real estate activity. Sotheby's International Realty does not warrant or guarantee the accuracy of this information. It is the responsibility of any buyer or seller to verify any and all information relevant to such consumer's real estate transaction.

NOTES

Lined area for taking notes.

SESSION

6

DEVELOPING YOUR GEOGRAPHIC FARM

SESSION 6

DEVELOPING YOUR GEOGRAPHIC FARM

SESSION TOPICS:

- 6.1 Selecting Your Farm
- 6.2 Your Marketing Plan
- 6.3 Attract Listings
- 6.4 Lost Sellers in the Community

OUTCOMES:

- How to Select the Ideal Farm
- Create a Marketing Plan to Become the Local Agent in the Community
- Learn a Proven Strategy to Attract Listings
- Pursue the "Lost Sellers" in the Community

TOOLS:

- Marketing Sample Pieces
- Door Knocking Dialogue around the Farm



"People want to work with the local expert!"

6.1

SELECTING YOUR FARM

I would love to become the dominant listing agent in:

HOW TO PICK THE RIGHT FARM

1. Pick a number of homes that you are _____
_____ to.
2. Look for a community that has _____ or higher annual turnover.
3. Ideally, the area would _____ be guard gated to allow easy access for marketing.
4. Know the _____ in the area.

RESOURCES FOR GETTING THE DATA

1. Talk to your _____ or _____.
2. _____ service provider for data.

6.2

YOUR MARKETING PLAN

I need to make _____ a month in order to become a more recognizable agent and win listing opportunities!

1 ST WEEK	
2 ND WEEK	
3 RD WEEK	
4 TH WEEK	

6.3	ATTRACTING LISTINGS
-----	---------------------

THE YIKES CAMPAIGN

YIKES!!


Your neighbor's home at 5392 Bonanza Lane just went into escrow, and our **buyer Susan Pinkstaff** missed it.

Susan has just sold her home of almost 30 years (just across Warner) and wants to downsize to Fernhill, her favorite community!

If you have **ANY THOUGHTS** of selling please call us. Susan is ready to go and **IS A CASH BUYER**, she can close in as little as 21 days, or allow for up to 60 days for you to move or give tenants notice (we will help with that too!)

Please consider:


- Prices are moving up, but appraisals are an issue, not with a cash buyer!
- Save money and time: only one agent for both parties!
- Team Sackin is the most respected Realtor Team in your area, with over 1,000 sales since 1988.
- Need time to decide where you need to move? No problem. Susan is flexible, and we are the Orange County Real Estate Experts: we can find your new home!
- Are you a Senior? If so, our Senior Select Service could be right for you. Let's talk about it.




714.374.3535
www.TeamSackin.com

LIC#010038030100495701740792

Proud Affiliates of



Putting it all together.



Team Sackin
The Orange County Real Estate Experts

HOW TO USE THE YIKES CAMPAIGN

1. Mail it out
2. Door knock with it

HOT MARKET DIALOGUE

HOT MARKET DIALOGUE:

Hi, my name is (name) with (company). How are you today?

I wanted to give you a quick update on the real estate market... last month in (city/town/community/building) we had (#) sales, of which (#) sold above asking price... were you aware of this?

And... we have more buyers then properties for sale... so I was curious, have you had ANY thoughts of selling?

Do you happen to know anyone who's had thoughts of selling?

Thanks so much! If I can ever be of service, here is my card/contact info. Have a great day!

6.4	LOST SELLERS IN THE COMMUNITY
-----	-------------------------------

6 SESSION

ACTION STEPS

- Continue to write out your gratitude list and affirmations daily in your Journal

- Schedule your Hour of Power daily and follow through. Track it!

- Schedule one to two hours to work on your business this week

- Identify the communities you want to market to

- Create a marketing plan for your new geographic farm

- Visit tomferry.com and check out additional marketing pieces

IDEA!

We're more than halfway through the Program. Have you spoken to one of Tom's Coaching Consultants yet? Call 888.866.3377 for a complimentary 30 minute coaching session.



ORIANA
SHEA AND COMPANY
PLAZA REAL ESTATE *News*



ORIANA'S PLAZA MARKET UPDATE
Homes Sold in the last 30 Days!

ADDRESS	BED	BATH	SQ FT	LIST PRICE	SOLD PRICE	DAYS ON MARKET
6228 E Conant St	2	1	852	\$329,900	\$330,000	7
3608 Faust Ave	3	2	1,354	\$349,000	\$351,300	6
3179 Senasac Ave	2	1	1,249	\$359,900	\$356,200	67
3208 Palo Verde Ave	3	2	1,620	\$360,000	\$320,000	179
2844 Palo Verde Ave	3	2	1,471	\$369,000	\$353,000	45
3108 Ladoga Ave	3	2	1,152	\$399,900	\$399,900	91
6836 E. El Carmen St	2	1	939	\$399,000	\$400,000	35
3051 Monogram	3	2	1,550	\$405,000	\$405,000	185
2813 Studebaker Rd	3	2	1,216	\$429,000	\$429,000	136
2431 N. Studebaker Rd	3	2	1,615	\$449,000	\$449,000	64
6737 E. El Progresso St	3	2	1,207	\$489,000	\$475,000	35
3208 Stevely Ave	3	2	1,380	\$509,900	\$480,000	153
7203 E. Lanai St	3	2	1,130	\$539,000	\$531,250	2
3102 Karen Ave	3	2	1,245	\$549,000	\$555,000	6
6745 E Monlaco Rd	4	3	2,095	\$569,000	\$580,000	5
3068 Kalin Ave	4	2	1,274	\$629,500	\$617,500	11
2541 Monogram Ave	3	2	1,911	\$595,000	\$595,000	51

Each office is independently owned and operated. Not intended to solicit property currently listed for sale by other Brokers. Information deemed reliable, but not guaranteed. The above properties have not all been listed or sold by Oriana Shea or Keller Williams Realty.



JUST LISTED!
3457 Monogram Ave.
3 Bedrooms / 2 Baths
Listed at \$519,000



JUST LISTED!
6826 E Los Arcos St.
3 Bedrooms / 2 Baths
Listed \$539,000



JUST LISTED!
3725 San Anseline Ave.
4 Bedrooms / 2 Baths
Listed at \$489,000



IN ESCROW!
3861 Karen Ave.
3 Bedrooms / 1 Bath
Listed \$449,000

Do You Want to Know the Value of Your Home? Thinking of Selling?? For The Best Move of Your Life, Call Me TODAY to Schedule a FREE Market Analysis with No Hassles and No Obligation.

See For Yourself How Our Marketing is Second to None!

Direct: (562) 477-3388 | E-mail: Oriana4u@gmail.com

www.YourLongBeachHomeValue.com DRE License# 01217538



Prices to Gain by 2% this year and 5% next year:

Capital Economics

The recent softening of economic activity will not stop the country's housing market recovery, Capital Economics said in a report Wednesday.

The US Housing Market Analyst for Q2 2012 speculated that modest recovery in the housing market will not only continue for the rest of the year, it will spread and cause an increase in house prices. The recovery will spring from positive valuations and investor activity, the report said.

"Extremely favourable valuations are the foundations on which the housing recovery will be built. But with credit conditions remaining exceptionally tight, it will be cash-buyers and investors who will be able to take advantage and drive a gradual improvement in housing market demand," said the report.

With the modest upturn in home sales going on, Capital Economics revised its

house price forecast to show gains of 2 percent in 2012 and 5 percent in 2013.

The report pointed to the commercial real estate recovery in the 1990s, which was driven by new sources of investor capital following earlier price falls. This example suggests that institutional and private-equity investors could play the same role in the current housing upturn.

For the time being, Capital Economics said it does not expect the recent slowing of economic growth to develop into a more serious issue. However, the report noted that current forecasts are made under the assumption that the United States would shrug off the economic crisis occurring in the euro zone. Should that crisis lead to a second global credit crunch, mortgage rates would shift back up.

The report also speculated that the national mortgage settlement may lead

to a transfer of shadow inventory into the visible supply, unbalancing the recent improvement in demand. If these events happen, housing prices could fall at the rate of five percent a year for several years.

It was also suggested that judicial foreclosure states are likely to face slower recoveries. Because of the hefty foreclosure backlogs, the slow introduction of properties onto the market over the next few years will keep supply elevated and postpone a price recovery.

For the most part, states in which housing is significantly undervalued are expected to see price increases in the coming years.



EL DORADO PARK ACTIVITY SCHEDULE

Concerts at El Dorado Nature Center

- July 19 The Hula Girls - Hulabilly
 - July 26 Kimera-Latin Sounds
 - August 9 Sligo Rags - Celtic Rock
- Enjoy music and a sunset picnic by the lake. Bring low chairs or blankets and an picnic dinner.
- Gates open at 6:30pm
- Music from 7-8pm
 - \$3 per person Ages 12 and under FREE.

Evening Campfire at El Dorado Nature Center

- July 20 • August 10 • August 24
- Enjoy an evening of family fun and learn more about nocturnal wildlife. Bring a picnic dinner to enjoy – marshmallows provided to roast!
- Gates open at 7pm
- Program from 7:30-8:30pm.
 - \$3 per person

"A Message from Oriana. . ."

This goes out to the lovely woman who took the time to call me recently, letting me know that we had a typo in our last newsletter. Pageantry was misspelled and we didn't catch it. It should have read 5813 E Pageantry was Sold. Again, I apologize as we take great pride in our newsletter and our spelling! This one got by us and I'm very appreciative to the nice lady who brought it to our attention. We love hearing from you, so please feel free to contact us any time!

Find Us On YOUTUBE and view our featured listings!!

Visit www.youtube.com/orianashea



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www.YourLongBeachHomeValue.com



DRE License# 01217538

East Bay

Sotheby's
INTERNATIONAL REALTY

CROCKER HIGHLANDS



Market Overview for the first six months



ANTHONY RIGGINS

510.339.4554

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AnthonyRiggins.com

D.R.E. Lic #01372885

Anthony Riggins has sold over \$170 million of residential real estate over the last seven years with \$130 million in Oakland and Berkeley and \$40 million in Piedmont. Anthony is not only a top-producing agent at East Bay Sotheby's International Realty, but is consistently a top agent in Alameda County and one of the top ten agents in his market in Piedmont, Oakland, and Berkeley. Anthony prides himself on his personal service and attention to detail. For an expert evaluation of your property or the latest information on comparable listings and sales in your neighborhood, please contact Anthony for a complimentary consultation.

Crocker Highlands Surges!

Crocker Highlands rebounds with a dramatic increase in home sales, sold price per square foot, and million dollar plus home sales. This surge in sales combined with multiple offers resulted in a huge drop in the number of days the homes stayed on the market. Demand exceeds supply with homes receiving three to ten offers per home! There is a strong demand for homes in our neighborhood. Comparing the first six months of 2011 to 2012, homes sales increased from 19 to 37, Average Sales Price (ASP) per square foot increased from \$380.00 to \$428.00 and days on market were 24 in 2012 compared to 42 days in 2011. A record number of million dollar plus homes sold in the first six months and Anthony is pleased to have sold five of the eight homes.

Home Sales Listed Below \$1,000,000

Single family home sales in Crocker Highlands

75% of all home sales were under \$1,000,000 during the first six months of 2012. These homes sold at 104% of their listed prices compared to the first six months of 2011 where homes below \$1,000,000 sold at 94% of their listed price. The marketing period of these homes followed a typical pre-Recession marketing period during the height of the housing market. After two Sunday opens, these homes heard multiple offers and then went sale pending. During the first six months of 2012, homes listed below \$1,000,000 had at least four consecutive Sunday Opens before going sale pending.

Crocker Highlands Market Matrix

First Six Months

Median Sales Price	\$810,000	\$805,000
Average Sales Price (ASP)	\$836,000	\$892,000
ASP per Square Foot	\$380.00	\$428.00
Number of Homes Sold	19	37
Days on Market	42	24
Homes w/Price Reductions	5	0

Home Sales Listed Above \$1,000,000

During the housing and economic recession of 2008 – 2011, we struggled in the sale of our \$1,000,000 plus homes. The lack of available jumbo loans and the affects of a declining value of our homes had a major impact on our most expensive homes in Crocker Highlands. These issues affected the city of Piedmont, our next door neighbor, and they experienced a 23% decline in their home values. Many buyers during the recession found that they could now purchase a good home on a good street in Piedmont for \$1,200,000 - \$1,350,000 and chose to buy in the city of Piedmont for their great K-12 public schools. However, in 2012, the Piedmont market also surged to record sales numbers and multiple offers of 5-7 per home. The result is that Piedmont homes selling for \$1,200,000 - \$1,350,000 between 2008 – 2011 are now selling between \$1,500,000 and \$1,800,000. We now have that missing piece of the puzzle for our large Crocker Highlands homes because these buyers for Piedmont are priced out of that market. Those buyers who cannot afford to pay \$1,500,000 - \$1,800,000 are now back searching for homes in Crocker Highlands.

Anthony sold 60% of home sales above \$1,000,000 during the first six months of 2012.

Anthony Riggins Sold Homes above \$1,000,000

Addresses	Sold Price
927 Sunnyhills Road	\$1,100,000
1164 Sunnyhills Road	\$1,150,000
843 Longridge Road	\$1,205,032
951 Longridge Road	\$1,300,000
654 Longridge Road (off Market)	\$1,470,000

We Need More Inventory!

Record low interest rates including jumbo loans and demand for our neighborhood has increased our real estate prices. On July 18th, I represented the seller in our extended neighborhood with 15 offers, leaving 14 buyers who desperately need a home. I listened to all fifteen agents present their clients offer for this home. Over half of these buyers are living in temporary housing and really want to buy a home today. You should consider listing your home today instead of waiting until 2013. Please call me today for a confidential evaluation of your home. With my team of painters, stagers, gardeners and other resources, we can have your home ready to present to the market in as little as 21 days after we meet. I look forward to working with you.

ANTHONY RIGGINS SELLS CROCKER HIGHLANDS

Call me for all your real estate needs:
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East Bay | **Sotheby's**
INTERNATIONAL REALTY

THE WALKER TEAM.COM

PROVEN, CONSISTENT RESULTS.

Housing Market Trends

1,985 Properties Available for Sale & 3,430 Pending Buyers are burning through our inventory faster than REALTORS® can put them on the market.

2009: There are many more buyers than sellers.

2010

2011

2012: Homes are selling with MULTIPLE offers, Many selling over the original asking price.

The Spring Buying Season Started early and is HEATING UP! Buyers are actively looking in your neighborhood. Call Today for a FREE Comprehensive Market Analysis of your home!

WWW.THEWALKERTEAM.COM

PROVEN, CONSISTENT RESULTS.

 THE WALKER TEAM .com

What DO We Offer?

We GUARANTEE Our Results

We Sell Our Listings for

a HIGHER Price

in a SHORTER # of days

for an average of \$25,500

MORE than ALL other Realtors

YEAR after YEAR after YEAR

the PROOF is in the NUMBERS (see the other side)

WWW.THEWALKERTEAM.COM

Keith & Mary (The Walker Team)
Area Sales Results

Address	Bd/Bth	SF	Sales Price
22897 Cricket Hill	3/2.5	1857	\$845,000
22958 Cricket Hill	3/2	1610	\$830,000
22934 Longdown	3/2	1610	\$826,000
22910 Cricket Hill	3/2	1610	\$825,000
10066 Spanish Oak	3/2.5	1710	\$824,000
22936 Longdown	3/2	1610	\$822,000
22853 Longdown	3/2.5	1727	\$820,000
10137 Lamplighter	3/2.5	1727	\$812,500
10047 Spanish Oak	4/2.5	1645	\$784,000
10053 Long Oak	3/2.5	1341	\$764,000
22883 Longdown	3/2.5	1498	\$760,000
10133 Amador Oak	3/2.5	1341	\$725,000
22661 Silver Oak	2/2	1308	\$680,000
10170 Firwood	2/2	1009	\$601,000
AVERAGES	\$505.44/sf	1543	\$779,893

Every Other Realtor Not The Walker Team
Area Sales Results

Address	Bd/Bth	SF	Sales Price
23057 Cricket Hill	4/2.5	1936	\$852,000
22951 Longdown	3/2.5	2188	\$851,000
10180 Firwood	4/2.5	1758	\$850,000
22931 Longdown	3/2.5	1785	\$824,000
22826 Poplar Grove	3/2.5	1498	\$810,000
10058 Dove Oak	3/2.5	1710	\$793,590
10012 Mossy Oak	3/2.5	1710	\$742,000
10122 Amador Oak	3/2.5	1341	\$703,000
10115 Swan Oak	2/2	1017	\$578,000
10136 English Oak	2/2	1017	\$550,000
AVERAGES	\$484.63/sf	1596	\$755,359

THE WALKER TEAM
DRE#01244287
408.357.5783
Sold@TheWalkerTeam.com
INTERO
REAL ESTATE BROKER
TWO NAMES YOU CAN TRUST

DOOR KNOCKING DIALOGUE AROUND FARM

1. Hello... I'm _____ (name) from _____ (company). How are you today?
2. I'd like to introduce myself. You'll see me from time-to-time however if you have any questions regarding real estate please feel free to contact me.
3. Here is a neighborhood update for you.

You can stop here or...

4. I'm curious... how long have you lived here? That's wonderful!
5. How did you pick this neighborhood? That's awesome.
6. Where did you move from? Interesting!
7. If you could live anywhere else... where would that be? Wow!
8. When would you like to be there? Great!
9. I would love to hear more about your next move. Are you available to meet today at 5:00 or Monday at 6:30? Perfect!
10. I look forward to meeting with you and I'd like to send some information and an appointment confirmation to you via email. What's your best email address? Thank you!

DON'T FORGET TO GET
THEIR NAME AND PHONE NUMBER!

SESSION

7

BECOMING AN APPOINTMENT SETTING MACHINE

SESSION 7

SESSION TOPICS:

- 7.1 The Power of Right Focus
- 7.2 What Appointments Matter
- 7.3 The Rules for Converting Leads Into Appointments
- 7.4 Long Term Leads

BECOMING AN APPOINTMENT SETTING MACHINE

OUTCOMES:

- Focus on the Right Actions
- Convert Leads into Appointments
- Win the Follow-Up Game with Long-Term Sellers and Buyers
- Schedule More Appointments... Faster

TOOLS:

- Lead Follow-Up Dialogue
- Objection Handlers

1. The purpose of marketing and lead generation is to create _____ and _____.
2. Lead follow-up creates _____ and that's where all the money is made!
3. Everyday you can activate _____ or _____.
4. What takes up my _____?
 - Personal life drama
 - Transaction/client that goes sideways
 - Personal errands
 - Trying to get organized
 - Making calls without a strong mindset
 - Closing transactions

What are the dominant thoughts you are having throughout the day?



I'm a lean, mean appointment setting machine!

TO CREATE THE RIGHT FOCUS:

1. How many appointments am I _____ to scheduling right now?
2. _____ this question and _____ it!
3. Track your appointments _____.
4. Track your appointments in Tom's _____.
5. Use _____.

7.2	WHAT APPOINTMENTS MATTER
-----	--------------------------

- Buyer Consultations
- First Time Buyers
- Move Up Buyers
- Investors
- Relocation Buyers
- Showing Appointments
- Listing Appointments

1.
LISTING
APPOINTMENTS

What's the most you have scheduled in one month?

2.
BUYER
APPOINTMENTS

What's the most you have scheduled in one month?

3.
FIRST TIME
APPOINTMENTS

What would be a huge number you could schedule in a month?

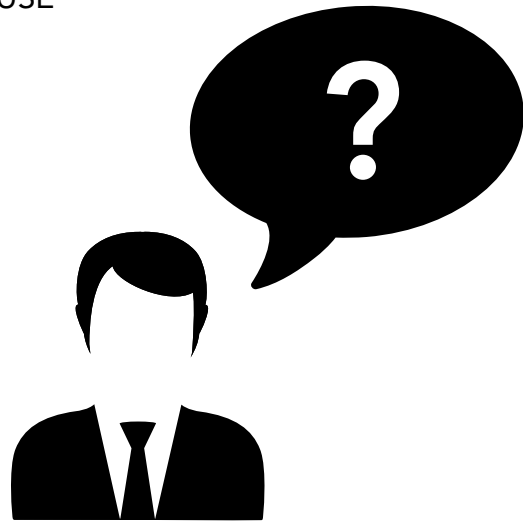
1. Know Your Customer's Communication Strategy.
 - Communicate with people in the method(s) they prefer.
 - Ask your clients how they want to communicate.
 - Ask _____ is involved in the process.

2. Become Great at Building Rapport
 - People want to do business with people who are just like _____
 - Rapport is based on sameness, so pay attention to the tone and communication of your clients.
 - Mimic or mirror their rate of speech, volume, tone and energy.

3. Become a Master of Qualifying to Determine Their Real Motivation
 - You solve problems for a profit.

GREAT QUESTIONS TOM'S BEST CLIENTS USE

- Tell me what you would like to do...
- How soon would you like to do it?
Tell me more about that...
- So what's causing you to make the move? Tell me more...
- Who else is involved in the process and how do they feel about this move?
- What has to happen in order for you to make the move?
- Do you have a Plan B in case that doesn't work out?



4. Put Each Lead into the Appropriate Lead Follow-Up System
 - Long term leads should be placed in the database. For buyers, cut the time-frame they give you in _____. If it's a seller cut the time frame by _____ and follow-up.
 - Short term leads should be on your business tracking board.

5. Call Your Lead in a Peak State
 - Move your _____ to create energy
 - Do your affirmations
 - Ask yourself powerful focusing questions
 - People buy from people with energy

6. The Focus Is to Schedule an Appointment
 - Ask for the appointment at least three times.
 - Example: If I could show you how I'm able to get my clients top dollar for their home, regardless of the market, wouldn't it be worth just 15 minutes of your time to meet?
 - Start scheduling future appointments.
 - Bottom line, never accept a _____ when a yes is possible.
 - All the money is in _____

7. Understand the Objections
 - Be prepared to answer the common _____.

8. Clients Struggling to Make a Decision
 - What's the worst case scenario if you...?
 - What's the most likely scenario if you...?
 - What's the best case scenario if you...?

ACTION STEPS

SESSION 7

- Schedule your Hour of Power daily...make those calls

- Schedule two hours a week to work on your business

- Review your lead follow-up campaigns

- Write your gratitude list and financial affirmation in your Journal

- Review the rules of great lead generation

- Keep track of all your leads on your board

- Hang up the qualifying dialogues some place you can see

- Calendar time for follow-up calls

IDEA!

Make sure to listen to the additional CDs Tom included in your kit. Question... have you checked the Member Section of www.tomferry.com to review the support materials yet?

DIALOGUE FOR LEAD FOLLOW-UP AND UNIVERSAL PRE-QUALIFIER

Two options....

Option One:

Hi (name) it's (name) with (company)... how are you today? We spoke (time frame or location or introduction) about your desire to (buy/sell/invest)... and... I'm following up as promised... to schedule an a time to meet with you... do you have your calendar handy? Are mornings, afternoons or early evenings better for you? How about (date) and (time)?

Option Two:

Hi (Name)... it's (name) at (company)... I've been thinking about you and your desire to (action they want to take)... I've been doing some research... and would like to schedule a time to meet to (show you what I've found/see your home/discuss the next steps)... and I was wondering... what would be the best time to get together?

Universal Pre-Qualifier Dialogue

(You can use the dialogue for most leads you speak with by modifying your opening:)

- If you sell your home where are you moving to? Terrific!
- How soon would you like to be there? Tell me about that...
- So what's causing you to move to (x)? Tell me more about that?
- Who is involved in the process of (x)? How does (x) feel about (y)?
- What has to happen in order for you to (x)?
- Do you have plan "B" ...in case this doesn't work out?
- Let's go ahead and set an appointment...which is better for you... mornings or afternoons? How about (____) or (____) time

DIALOGUE FOR LEAD FOLLOW-UP OBJECTIONS

We want to think it over...

(Name) you're right, this is a big decision, isn't it? I agree, probably one of the biggest decisions you'll make financially. Let's do this, I want you to... feel comfortable .. and... feel confident in your decision, so, let's take a minute and discuss what you're not comfortable with, okay?

The market is slowing, isn't it?

I can appreciate your optimism. We have heard from top analysts who routinely study the market and they are saying that we have actually seen a slow down in the market and multiple offers are not as frequent as they were... so can you afford to take the risk that this slowdown will last?

SESSION

8

WORKING WITH TODAY'S BUYERS

SESSION 8

SESSION TOPICS:

- 8.1 The Four Step Buyer Process
- 8.2 The Buyers You Want to Work with
- 8.3 Getting Buyers to Work with You
- 8.4 How Buyers Shop Online
- 8.5 Showing Homes
- 8.6 Writing Offers that Win

WORKING WITH TODAY'S BUYERS

OUTCOMES:

- Learn Who Your Ideal Buyer Is
- Make Your Buyer Process Efficient
- Win The Buyer Business
- Understand the Online Shopper
- Improve Upon How You Show Homes

TOOLS:

- Objection Handling Dialogues

8.1	THE FOUR STEP BUYER PROCESS
-----	-----------------------------

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

8.2	THE BUYERS YOU WANT TO WORK WITH
-----	----------------------------------

Tom's Sample List of the Ideal Buyer

- Loyal
- Educated on Market
- Financially Qualified
- Fun
- Respectful



My Ideal Buyer is...

- | | |
|---|---|
| <ul style="list-style-type: none"> • _____ • _____ • _____ • _____ • _____ | <ul style="list-style-type: none"> • _____ • _____ • _____ • _____ • _____ |
|---|---|

BUYERS UNIQUE SELLING PROPOSITION DIALOGUE

Buying the right home can be very challenging these days. How's it working for you?
(Their response)

What I have found is most agents don't have a plan to help their buyers. Instead they just show them homes you could have seen online. By the way, are you looking for homes online? (Their response) Well... that's why we have developed a proven strategy to assist our clients in finding the right home, the right location or terms and at the right price. Is that something you would be interested in hearing about?

STEP ONE – PHONE CONSULTATION

The focus of Step One is discover... "Is this someone I want to work with?"

To do this we're going to find out...

- Where are they in the home shopping process and who is part of the decision making process with them?
- What sites they're using and why?
- What's working and what's not?
- What's their timing?
- Are their expectations for a home realistic in today's market?

ATTRACTING BUYERS DIALOGUE

Based on what you have told me... I am certain I can assist you! Let's schedule a time to sit down so I can show you exactly how we position you to win in this market. What's your schedule like, this week?

Great, let's meet at my office, how's (day and time)?

At this meeting we will outline the best process for you and your family to buy a home... Sound good? I can't wait to meet with you!

STEP TWO – FACE TO FACE CONSULTATION

Once we get them face to face... our outcomes are...

1. Clarify what they want in a home.
 - Confirm their financial ability and if it matches what they want
 - Confirm their timeframe and why
2. Clarify their responsibilities and ours in finding the home
3. Share why they should work exclusively with you
4. Agree to work together

AT THE INITIAL FACE TO FACE CONSULTATION

- Always start with the mindset of a consultant, not a salesperson. Discover their problems and challenges in finding the right home
- Be a resource and be resourceful (solve their problem)
- Prepare your environment and your presentation for your first meeting (remove sales barriers or distractions)
- Have all your paper work prepared for buyer rep agreement if you offer that

DIALOGUE - BUYER CONSULTATION QUESTIONNAIRE

- So, tell me about yourselves. (Probe)
- What are some of the reasons for making the move? (Probe)
- How long have you been looking? (Probe)
- What websites do you use to find property? How's it going so far? (Probe)
- Tell me... what hasn't worked for you... in the home buying process?
- Have you seen anything you really like? Or written offers on? (Probe)
- Have you narrowed your focus to a specific community?
- What's important to you about the location/community you live in?
- Tell me about the... ideal... new home.
- How many bedrooms?
- How many baths?
- What additional rooms do you need?
- Tell me about your ideal location.
- What are the five things you can't live without? (Probe)
- What should we avoid with your new home? (Probe)
- What's most important to you in buying a new home? (Probe)
- And how is that important to you? (Probe)
- So....let's recap...you want to buy a home with _____ , _____ and _____. And you also want a home with _____ , _____ and _____. Did I miss anything? (This is where you feed their values back to them.)
- And how about the agent you choose to represent you, what's important about that? (Probe)
- What's your timing... how soon would you like to be in the new home? (Probe)
- What's your plan "B" ... in case this doesn't work out?
- What price range are you looking in? (Probe)
- Have you met with a lender? What have they told you? How much money are you planning to put down? If there was an advantage to a second opinion, would you be interested?
- Is there anyone else involved in the home buying process? (Probe)
- I've asked you so many questions... do you have any questions for me?

BUYER CONSULTATION TODAY'S HOME BUYING PROCESS

(Name), let me show you today's buying process:

1. Choose an agent to represent you.
2. Meet with a lender (or two) for pre-approval and lock in your rate.
3. View property online and at open houses, while I preview and look for homes not yet on the market or coming soon.
4. Identify your ideal home and then begin negotiations.
5. Do due diligence, meet all guidelines and time frames and close on the property.
6. You get to move into your new home.

BUYER CONSULTATION - EARNING EXCLUSIVITY

Now that I know exactly what's important to you... and we are clear on the home buying process...

I want to spend some time quickly showing you what I do above and beyond for my clients...

When you hire me as the agent to represent you I do so much more than the average agent. For example:

1. I only work with a small number of great clients at a time, to ensure a personal touch.
2. I preview daily and weekly previewing on your behalf.
3. I contact best agents for their "coming soon" listings getting you early notice.
4. I use the Yikes Marketing Letter to find off market homes.
5. I research bank owned and notice of defaults (if available).
6. I will door knock communities you like to find you a home.
7. I will only show you property that matches what you want.
8. I will negotiate aggressively on your behalf.
9. I will work with your lender and our affiliates... to ensure a smooth transaction... and close.

Bottom line...

- Buying a home can be stressful... my job is to remove as much of the stress as possible... does that make sense?
- So, would you like me to help you find a home?

8.4

HOW BUYERS SHOP ONLINE

1. You should _____ your clients to look online, anywhere they want. When they like a home, tell them to contact you!
2. Research and provide them the _____ they need.
3. _____ the information you have found.
4. After this is done, _____ set up a showing.

8.5

SHOWING HOMES

STEPS BEFORE YOU SHOW HOMES

1. Confirm the appointment time and _____.
2. Confirm with the other _____ whose listing you are showing.
3. Prepare a buyer's tour book which includes:
 - a. _____
 - b. Maps
 - c. _____
 - d. iPad with powerpoint presentation
4. Have your _____ prepared.
5. Have an iPad with MLS information and tax information.

EFFECTIVELY SHOWING PROPERTY

When you are showing property, _____

GREAT QUESTIONS TO ASK:

1. What do you like about this home?
2. Can you see yourself living in this home?
3. What changes would you make to call this place home?
4. If you were to write an offer, where would you begin negotiations?

8.6

WRITING OFFERS THAT WIN

1. Be in rapport with the listing agent
2. Know what key items are important to the seller
3. Prepare your buyer for writing strong offers
4. Ensure your pre-qualification letter matches the offer and you have verification of funds
5. Text the listing agent that you are emailing the offer and ask for confirmation they received it

ACTION STEPS

SESSION 8

- Schedule your Hour of Power

- Write your gratitudes and affirmations in your Journal

- Schedule time to work on your business

- Review the dialogues in this section

- Make sure to complete your Ideal Buyer list

WORKING WITH TODAY'S BUYERS

IDEA!

Thousands of agents attend Tom's live events. Call the office at 888.866.3377 or visit www.TomFerry.com to view our event schedule.

OBJECTION HANDLING DIALOGUES

"How about if I sign your agreement after we go out one or two times?"

I hear you... in that case... let's sign a one party showing agreement on the homes you'd like to see... it's done everyday in real estate... let me grab that.

"I have a friend in the business who will give me a discount commission. Will you do the same?"

No... I would suggest working with your friend instead... (pause) ... (Name), I'm curious... is your friend willing to do all the extra work I'm willing to do? And do they have my contacts, resources and skills?

"My listing agent is giving me a point back if I buy a home through him. Will you do the same? If not, why should I use you?"

Simple... Your listing agent is busy working to get your home sold... I'm going to put my aggressive marketing plan to work to find your home... besides... my commission is paid by the seller... okay?

"I don't want to commit to one person right now."

I hear that a lot... and guess what... most people start by talking to lots of agents... until they find one who clearly stands out... (Name)... based on everything I've shown you... do you believe I can find, negotiate and get you into your new home? Then put me to work!

"I'm not buying for another three to six months."

Great, then it is an excellent time to do some research together. We'll have time to get to know each other.

“What if we don’t like each other after we are working together?”

I can appreciate that . . . and my experience is the only way this will happen is if we are not in constant communication and open and honest about what’s important . . . does that make sense?

“I haven’t had a chance to interview anyone else. I’d like to take some time and see what other options I have.”

I welcome it. Take your time to make sure you are making the best possible decision for you. (Help them to understand the difference between you and using a listing/buyer agent. Help them to understand the game plan, representation, negotiating skills and the time you can devote to them.)

NOTES

Lined area for taking notes, consisting of 20 horizontal lines.

SESSION



WORKING WITH TODAY'S BUYERS

SESSION

9

WINNING EVERY LISTING APPOINTMENT

SESSION
9

SESSION TOPICS:

- 9.1 The Qualifying Process
- 9.2 Pre-Listing Process
- 9.3 Your Marketing Plan
- 9.4 Pricing Strategies
- 9.5 Presenting Fees
- 9.6 Closing for the Sale

WINNING EVERY LISTING APPOINTMENT

OUTCOMES:

- Create an Impressive Marketing Plan
- Become The Right Agent for the Job
- Price the Home Right

WHY DON'T AGENTS QUALIFY THEIR APPOINTMENTS?

1. They _____ the sellers are motivated and don't have any hidden agendas.
2. They are afraid to _____ for fear of upsetting the potential seller.

WHY WE SHOULD QUALIFY EVERY APPOINTMENT:

1. It makes you more _____ and prepared.
2. You discover in advance what's _____ to the seller, allowing you to customize your message.
3. You will know what to _____.

DIALOGUE FOR PRE-QUALIFYING YOUR LISTING APPOINTMENT

Hi (name)... it's (name) with (company)... I'm calling to confirm our appointment for (day/time)... does that time still work for you?

I'm really excited about the opportunity to work with you. I take this process very seriously and I'm committed to getting your property sold at the highest price in the shortest time frame. I want to be 100% prepared before I come out... so I have some additional questions for you... do you have a few minutes?

Let's confirm... when we sell your home... you're moving to (city), correct?
And you want to be there by (time frame) right?

Assuming you... choose me... to represent you... how soon can we begin marketing your property?

Tell me again... your main reasons for selling this property?

So... what price do you want to sell your home for?

How did you determine that price?

And... how much do you owe on the property?

Are there any other special features of the home... you feel could impact the value?

Is there anything that could be perceived as a negative... that could also impact the property value?

This sounds great... I'll be sending over my marketing proposal via email... will you take a few moments and review it before I arrive?

Will all the decision makers be there?

IF YOU ARE COMPETING... ask...

So tell me... what are you looking for in the agent you choose to represent you?

How will you know when you have the right agent?

Do you have any questions for me before I arrive to prepare for our meeting?

Obviously... if you are as confident as I am that I can... sell your home... will you be ready to... list with me... at the appointment?

(If no) Tell me about that? (discover and resolve)

(If yes) Wonderful... please have a copy of your key and your mortgage information handy for me, okay?

This sounds great... I have everything I need to prepare... Again... I'll be sending over my marketing plan and more... Will you take a few moments and review it?

I look forward to seeing you (day/time)... Have a great day.



“If you want to win every listing,
you must incorporate our
pre-listing appointment email campaign!”

9.2

PRE-LISTING PROCESS

WHAT'S INSIDE YOUR PRE-LISTING PACKAGE

1. A letter from you that says _____ for the opportunity.
2. Your _____ proposal.
3. Your client _____.
4. A copy of your _____ or social proof of sales.
5. Finish with a _____.

PREPARING FOR THE APPOINTMENT

1. How well do you know the _____?
2. Consider bringing additional _____.
3. Record a _____
video promo before you have listed the home.
4. The #1 reason a seller selects an agent is _____
and _____. How will you demonstrate this?
5. Show up _____.
6. Come _____ and be ready to present.
7. Quick _____ before the meeting.
8. Review your sellers' _____ to your pre-qualification
questions.
9. Get into a _____.

SAMPLE 19 POINT MARKETING PLAN

1. Strategically place your home online at (mywebsite.com)
2. Your home will be on these websites (have a page that shows all the websites their home will be on)
3. Professional pictures online (share bad photos vs. your quality)
4. Virtual tour online (show them the one you made)
5. Staging (if necessary explain the stats on homes staged vs. not)
6. Create a professional brochure/flyer (show them the one you created)
7. Send postcards to neighbors notifying them the property is for sale
8. Notify Brokers in my office, region and globally (explain size of your network)
9. Hold open house(s) (describe your Mega Open House strategy)
10. Personally invite your neighbors to the open house/Broker preview
11. Prospecting daily for (x) hours to find a buyer for your home
12. Aggressively follow-up with prospective buyers (explain your training and designations received)
13. Have a Broker Open House
14. Advertise (explain the company's strategy)
15. Weekly check-in calls to "stay on the pulse"
16. Automatically via email send you all feedback from showings
17. Auto email new listings, pendings and sales in your neighborhood
18. Review pricing weekly and notify your seller immediately of market changes
19. (Optional) I do/my team does 100% of the showings (you hired us to "sell" your home, that's our job)

PRESENTING YOUR MARKETING DIALOGUE

Mr./Mrs. Seller... I could line up 100 agents and since we're all looking at the same data... we're all going to give you a very similar price...

I find my clients want to know HOW I'm going to market their home... to find the highest number of qualified buyers.

So, shall we go through my marketing plan so you can see if it is right for you... does that sound good?

Once you've walked them through EVERYTHING you're going to do... you transition to this dialogue...

1. Now that you've seen all that we can do in terms of marketing... do you have any questions?
2. (Names) I promise you... I will market your home more effectively...than any other agent... and that's what you're looking for correct?
3. So can I assume we agree... you definitely want our marketing plan, right?
4. I always tell my clients... you hire me to "market"... and... "sell" your home... it starts with my marketing.
5. Now... let's now talk about the local market... and pricing your home to sell...

PRICING DIALOGUE

PRESENTING THE CMA

- Show how many homes on the market in their price range.
(Point out “these are for sale” prices.)
- Show how many sales in the last six months in their price range.
(Point out “these are actual sold prices” and acknowledge price trend or difference.)

IF RELEVANT:

- Show how many properties are distressed sellers in their range.
- Determine the absorption rate or what the average amount of time on the market is right now.
- Once you have gone through the comps... transition to the following dialogue...

“Now that we’ve reviewed the market... I’m going to recommend... three different pricing options...”

Option #1. “We push the envelope on price and go above the market.”

Option #2. “We price it at fair market value.”

Option #3. “We can create a buyer frenzy and price it below fair market value. Let’s discuss the pros and cons of each... and then we can decide which is best...”

OPTION #1: PRICE ABOVE FAIR MARKET VALUE

“We push the envelope on price and go above the market...”

- The pros are... You might just set a new value and find that perfect buyer... more than likely though...
- The cons are... (and you should make up a big list)
Agents will reject the price and not show it

- Consumers shopping online will miss it because of the preset “price ranges” on all major home search sites.
- Or when they find it... they will compare it to others priced in that range and wonder why it’s over priced.

OPTION #2: PRICE AT FAIR MARKET VALUE

“We price it at fair market value...”

- The pros are... again, share the benefits...
- The cons are... ask them what their cons are?

OPTION #3: PRICE BELOW FAIR MARKET VALUE

“If we price it below fair market value we create a frenzy amongst the buyers...”

You can say “Have you ever watched an auction? What happens, they start the bidding at a low price... and the power of the crowd drives the price up. (Share an example in your business.)

- So the pros are...
- And the cons are...

PRICE CLOSES

(Names) based on the three pricing strategies we’ve discussed... which option would you like to move forward with?

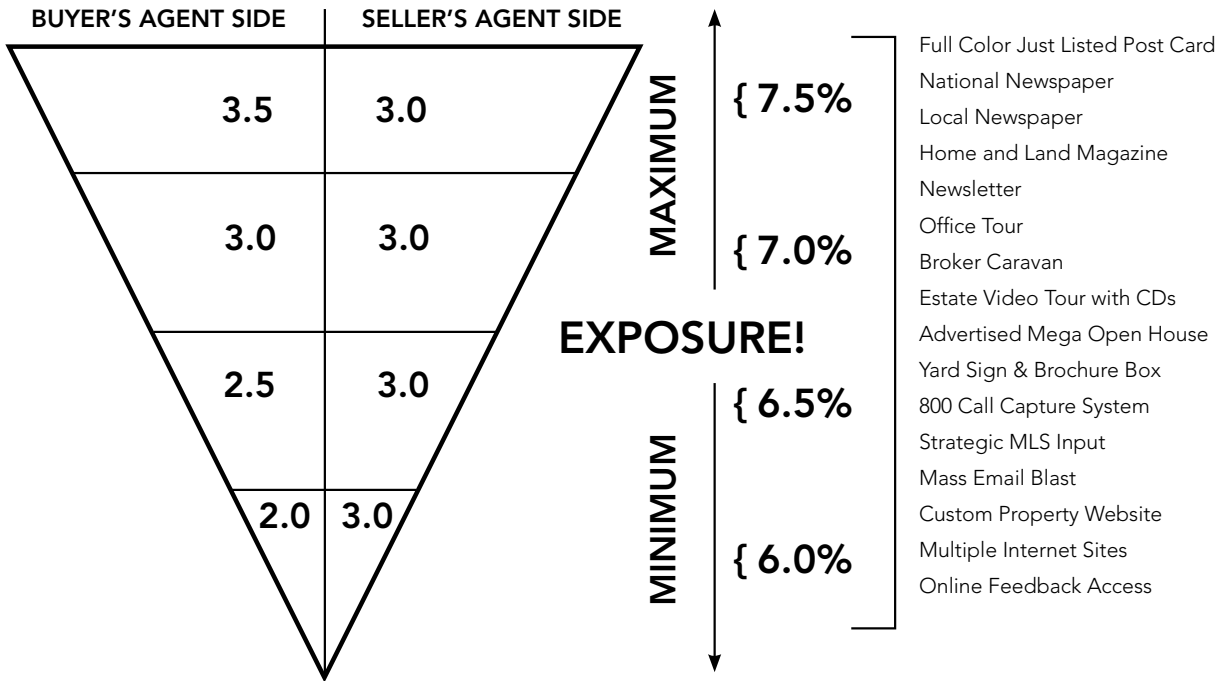
NOW... IF YOU’RE CONCERNED ABOUT THEIR CHOICE... YOU CAN SAY

(Names) based on what we both see in the comparables and the market... and everything we’ve discussed this evening... I’m going to strongly recommend a price of (\$XX)... that will position you to sell at the highest possible price. So my question for you is are you ready to put me to work tonight at that price?



“The close is a natural ending to a great presentation!”

9.5	PRESENTING FEES
-----	-----------------



9.6	CLOSING FOR THE SALE
-----	----------------------

MY LIST OF COMMON OBJECTIONS

Objection: _____

Way 1: _____

Way 2: _____

Objection: _____

Way 1: _____

Way 2: _____

Objection: _____

Way 1: _____

Way 2: _____

Objection: _____

Way 1: _____

Way 2: _____

Objection: _____

Way 1: _____

Way 2: _____

Objection: _____

Way 1: _____

Way 2: _____

Objection: _____

Way 1: _____

Way 2: _____

Objection: _____

Way 1: _____

Way 2: _____

9 SESSION

ACTION STEPS

WINNING EVERY LISTING APPOINTMENT

- Schedule your Hour of Power each day

- Write your affirmations and gratitude list in your Journal

- Schedule time to work on your business one to two hours this week

- Record yourself making a listing presentation

IDEA!

Call the office 888.866.3377 to connect with a Coaching Consultant and see what new ideas and programs we have for you!

SESSION

10

BEYOND YOUR BREAKTHROUGH

SESSION

10

SESSION TOPICS:

- 10.1 Discovering Your BreakThroughs
- 10.2 Creating Your New Business Plan
- 10.3 Maintaining Your Elite Performance
- 10.4 The Five Phases of Mastery

BEYOND YOUR BREAKTHROUGH

OUTCOMES:

- Acknowledge Your BreakThroughs
- Understand the Path to Becoming an Elite Agent

TOOLS:

- Your Business Plan for Mastery

THE FIVE QUESTIONS

1. What are you most proud of?

2. What new skills have you added to your toolbox?

3. What new disciplines have you taken on?

4. What lessons have you learned along the way?

5. What results have you produced while taking this course?

THE SEVEN AREAS

1. Where your business comes from
2. Where your business can grow
3. Breaking down the numbers
4. Marketing Plan
5. Daily Action Checklist
6. Your business numbers
7. Your personal numbers

FIVE TIPS TO MAKE THE PLANNING PROCESS PRECISE

1. Have all of your numbers ready
2. Decide how much business you can get from your existing sources and add
3. Get things up visually
4. Finish the Marketing Plan
5. Share your plan with people who will make you think

On _____ I will create my new plan!
DATE AND TIME



“By failing to plan, you are planning to fail!”

SIX WAYS TO MAINTAIN YOUR NEW LEVEL OF PERFORMANCE

1. Make your _____ clear.
2. Stick to your _____ routine and operate at a higher level of discipline.
3. Be a _____ learner.
4. Create _____ for yourself.
5. Constantly upgrade your _____, _____ and _____.
6. Be _____ and receive guidance.

PHASE #1: CREATION

- You set a goal, become inspired and begin to imagine your possibilities.
- You develop a plan.
- You create accountabilities, projects and promises.
- You tell the world what you're committed to.

PHASE #2: IMPLEMENTATION

- This is where you DO the work!
- It's all about 90 days cycles!
- Discipline and accountability are the solution.
- An organized day and an organized environment are critical to your success.
- You must fall in love with the process.

PHASE #3: MOMENTUM

- Everything starts to really pay off.
- Everything begins to speed up.
- You're working in the flow.
- The results begin to feel effortless.

What Can Take You Out of Momentum:

1. Getting emotionally attached to a transaction.
2. Something happens in your personal life.

(Most people get stuck in these first three phases due to this!)

PHASE #4: STABILIZATION

- You're leading the business/team.
- Communication and accountability are your greatest assets.
- Everyone's working from a Daily Action Checklist tracking their progress and reporting to their coach or leader.
- Systems and checklists control the day to day business so nothing slips through the cracks.
- You've become great at delegation and empowering the people around you to support you in the accomplishment of your goals.
- You are spending one to two hours a week, working ON your business.

PHASE #5: MASTERY

"Sudden and unpredictable bursts of results"

- The business now has a life of its own.
- You've started to build a team of one or more to remove everything other than meeting clients and working on your business.
- Your role is to list, sell, lead and provide the resources for your team to win.

BUSINESS PLAN MASTERY: TRANSACTION RESULTS/GOALS

SOURCE	LAST YEAR'S TRANSACTIONS		GOAL FOR THIS YEAR'S TRANSACTIONS		
	SELLERS	BUYERS	SELLERS	BUYERS	ENHANCEMENTS NECESSARY THIS YEAR?
Center of Influence/ Past Clients/Their Referrals					
Expireds					
For Sale by Owners					
Geographical Farming					
Just Listed/Just Sold/ Market Updates					
Notice of Defaults/Short Sales					
Non-Owner Occupied					
Open Houses					
Print Ads					
Promotion/Seminars					
Referrals from Agents					
Relocation					
REOs					
Sign Calls					
Your Website/Blog					
Company Website					
Facebook/Twitter/LinkedIn					
Zillow/Realtor.com/Trulia/etc.					
Team Members					
Other					
Other					
SUBTOTALS					
TOTALS					NOTE: TRANSFER ENHANCEMENTS NEEDED TO SYSTEMS AND MARKETING CALENDAR

BUSINESS PLAN MASTERY: VISION STATEMENT

I COMMIT TO HAVE THIS YEAR BE MY BEST YEAR EVER BECAUSE...

PERSONAL VISION

PROFESSIONAL VISION

5 KEY AREAS TO **MASTER** THIS YEAR

1.

2.

3.

4.

5.

CONVERSATIONS CALCULATION			
	ITEM	AMOUNT	DIRECTIONS
1	THIS YEAR'S TRANSACTION GOAL		INPUT total transactions you want
2	TOTAL NEW PROSPECT CONVERSATION NEEDED (ANNUALLY)		MULTIPLY Line 1 by 49.5 (conversation to sale ratio)
3	TOTAL NEW PROSPECT CONVERSATION NEEDED (MONTHLY)		DIVIDE Line 2 by 11 (months)
4	TOTAL DAILY NEW PROSPECT CONVERSATIONS NEEDED		DIVIDE Line 3 by 20 (monthly working days)

DATABASE MANAGEMENT			
TOTAL IN MY DATABASE:			
HOW MANY TOUCHES MONTHLY ?			
MAIL		TEXT	
EMAIL		SOCIALLY	
CALL		SOCIAL MEDIA	

THE NUMBERS		
	YOU	YOUR TEAM
Income Goal for This Year		
Average Commission Check		
Number of Transactions Needed for Goal		
Number of Listing Appointments Held		
Number of Listings Taken		
Number of Listings Sold		
Number of Buyer Sales		

BUSINESS PLAN MASTERY: SYSTEM AND MARKETING CALENDAR

JANUARY	FEBRUARY	MARCH
MARKETING:	MARKETING:	MARKETING:
APRIL	MAY	JUNE
MARKETING:	MARKETING:	MARKETING:

JULY	AUGUST	SEPTEMBER
MARKETING:	MARKETING:	MARKETING:
OCTOBER	NOVEMBER	DECEMBER
MARKETING:	MARKETING:	MARKETING:

BUSINESS PLAN MASTERY: PROGRESS CHART

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Days Worked												
Hours Prospected												
Contacts: Past Clients/ Center of Influence												
Contacts: New												
Contacts: Lead Follow Up												
Buyer Leads												
Buyer Appointments Gone On												
Listing Leads												
Listing Appointments Gone On												
Listings Taken												
Price Reductions												
Listing Sold												
Buyer Sales												
Closed & Paid Transactions												
Closed Income												
Expired/Withdrawn Listings												
Cancelled Transactions												
Open Houses Held												
Social Media Posts												
Mailers												
Newsletters Out												
Total Income												
Additional Income												
Other Successes												

BUSINESS PLAN MASTERY: DAILY ACTION CHECKLIST

SESSION 10 BEYOND YOUR BREAKTHROUGH

ACTIVITIES	MON	TUE	WED	THR	FRI	SAT	SUN
DATES:							
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							
11.							
12.							
13.							
14.							
15.							
16.							
17.							
18.							
19.							
20.							
21.							
22.							
23.							

BUSINESS PLAN MASTERY: BUSINESS EXPENSES

ITEM	LAST YEAR EXPENSES		THIS YEAR EXPENSES	NOTES
	MONTHLY	ANNUALLY		
Dues (RE Board Dues/MLS Dues)				
Business Entertainment (Meals, Coffee, Cocktails, Events)				
Coaching				
Communication (Mobile Phone, Home Bus. Line, Internet)				
Education (Seminars, Books, CD's, etc.)				
Equipment & Supplies (Computers, Office Supplies, etc.)				
Accounting/CPA (Taxes)				
Marketing				
Print Advertising				
Online Advertising/Website				
Direct Mail				
Signs, Flyers, Brochures, Presentation Materials				
Promotional (Gifts, Event Tickets, Sponsorships, etc.)				
Marketing Consulting				
Other Marketing				
Other Marketing				
Misc. Sales Cost (Agent Paid Inspections, Repairs, Goodwill, Staging, etc.)				
Outside Services (Consulting, Accountants, etc.)				
Transaction Coordination				
Travel Expense (Airfare, Lodging, Ground Transportation, Incidentals)				
IRA Contribution				
Wages (Assistant, Employees)				
Other				
Other				
Other				
Other				
TOTAL BUSINESS EXPENSES				

BUSINESS PLAN MASTERY: PERSONAL EXPENSES

ITEM	LAST YEAR EXPENSES	THIS YEAR EXPENSES	NOTES
Auto Gas			
Auto Insurance			
Auto Maintenance			
Auto Payments (Lease/Loan)			
Auto Purchase			
Auto Registration			
CATV/Satellite TV			
Cell Phone			
Charitable Contributions			
Childcare			
Clothing			
Club Membership			
Entertainment			
Food & Groceries			
General Household Items			
Gym, Health & Beauty			
Home & Yard Maintenance			
Homeowners Insurance			
Household Utilities			
Life Insurance			
Medical/Dental Expense			
Mortgages/Rent			
Personal Savings			
Property Taxes			
School Tuition K-12			
Vacation			
Retirement Savings			
College Funds			
Other			
Other			
Other			
Other			
Other			
TOTAL PERSONAL EXPENSES			

NOTES

Lined area for taking notes, consisting of 20 horizontal lines.

SESSION

10

BEYOND YOUR BREAKTHROUGH