

Weichert®

NEW AGENT GUIDE

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WELCOME

Welcome To Weichert!

Welcome to the Weichert Family! We would like to take this opportunity to thank you for choosing Weichert, Realtors. We are sure that your talent and skills will be a positive addition to our continuing efforts to provide the highest level of service to our customers and clients.

We realize that through your decision to join the Weichert Family, you have placed your trust and confidence for the future with Weichert, Realtors. Please be assured that when you work for Weichert, you're never alone. We all contribute to a joint effort on behalf of all sales associates and staff, working together to achieve our goals. As a new member of the Weichert team, you have our commitment to do everything possible to support your efforts in the real estate industry, and to earn the trust and confidence you have placed with us.

Once again, thank you for joining the Weichert Family. Here's to your success!

Jim & James Weichert

WELCOME

Welcome To The Weichert _____ Office!

You are in the unique position of opening a business within a business. You have to think and act like a small business owner... Your success is up to YOU.

We have a system in place for your training and development, and have a plan to help you become successful in your chosen career. All you have to do is assimilate yourself into the office and execute the plan as quickly as possible.

Enclosed is a list of action items you need to execute within the first week of joining the office. Completing all the tasks on this list will help you get acclimated to our culture and ensure you are doing all the activities you need to do to be successful.

Please keep the list with you and work through it as quickly as possible. Our objective in providing you with this list is to organize your to-do list for you, but ultimately it is up to you to be successful in the Real Estate business.

Managing Broker

WELCOME TO WEICHERT

Welcome to the _____ Office! The following pages contain a list of things you can do before, during and after your license arrives! You can contact me at _____ @weichertrealtors.net or _____ - _____ - _____ x _____

Thank you,

Processing Manager

Here are some things we can do together right away, please be sure to schedule an appointment:

1. I will order name tags. Your name will read as it does on your license application.
2. Locate your mailbox with your name.
3. I will set up your extension.
4. Locate all bulletin boards.
5. Locate all office computers.
6. Locate copiers and learn how to use.
7. Learn office telephone system.
8. Learn how to use fax machine.
9. After we have met, you will get a key to the office.
10. Introduce to the Gold Services Managers (GSM).
11. Meet with _____, Managing Broker.

WELCOME TO WEICHERT

Things you can do while your license is being processed:

1. Maintain a calendar and schedule all meetings and training sessions.
2. Have professional photo taken for business cards/promotional items. Please bring me or e-mail me the photo for my file.
3. Shadow 2 Open Houses
4. Shadow 2 Opportunity Times; one in the morning and one in the evening is suggested.
5. Attend Fast Track (2 Weeks)
6. Attend Transaction Forms Class
7. Attend Rental Network Class
8. Attend Lead Network Class

Things you can do after your license is processed:

1. As soon as your license arrives you will be able to create your account on weichertone.com.
2. Be sure to setup your Weichert email. Forms Portal will be assigned based on your licensing, where you can find the documents needed for your transactions.
3. Print your pocket license OR when your pocket license is sent to the office you will be notified. Be sure to call and make an appointment with: _____
Association of Realtors (www._____.com or Phone _____.____.____) and
_____ Multiple Listing Services (www._____.com or Phone _____.____.____).
4. Register yourself on Weichertone.com and review all Weichert tools, do the Business Plan and take the Weichert Lead Network Online Course. The “tabs” for both are in the lower right corner of the WeichertOne home page.

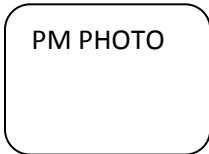
STAFF



Broker Name

Managing Broker
_____@weichertrealtors.net

____.____.____



Processing Mgr Name

Processing Manager
_____@weichertrealtors.net

____.____.____ ext ____



DOORS Tech Name

Doors Technician
_____@weichertrealtors.net

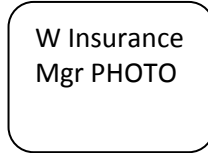
____.____.____



Gold Service Mgr Name

Gold Services Manager
_____@weichertfinancial.com

____.____.____



W Insurance Mgr Name

Weichert Insurance
_____@weichertrealtors.net

____.____.____



W Title Mgr Name

Weichert Title
_____@weichertrealtors.net

____.____.____

WHOSHOUldIASK?

TOPIC	BROKER	PM	DOORS TECH MRKTG DIR	GSM	PARTNER
Any Marketing to the Consumer					
Brokerage Questions					
Closing Issues					
Commissions & Escrow					
Dues & Fees					
Legal Questions					
Pending Sales Files					
Sales Strategy					
Advertising					
Office Maintenance					
Marketing Brochures					
"Where do I find" Questions					
Forms Online					
Listing/Sale Paperwork					
OPP Desk Procedures					
Weichert Design Center					
WLN					
WeichertOne.com					
Working Rentals					
Personal Bio Uploads					
Weichert Business Cards					
Computers (Report Issues)					
Copy Machines/Printers (Report Issues)					
Helium & Balloons					
Kitchen/Bathroom Supplies					
Name Tags					
Office Supplies					
Phones & Voicemail					
Signs for Sale & Open House					
Credit Pre-Approval					
Gold Services – One Stop Shop					
FHA/VA/Jumbo Loan Questions					
Financing					

OFFICEROSTER

WEICHERT LOCAL AREA OFFICE DIRECTORY

WEEKLY EVENTS

Place the following days and times in your Calendar as WEEKLY Events:

OFFICE SALES MEETINGS:

_____ :__ AM - ____:___ AM

NEW ASSOCIATE MEETINGS WITH BROKER (*By Appointment*):

_____ :__ AM - ____:___ PM

_____ :__ AM - ____:___ PM

BROKER OPENS:

_____ :__ AM - ____:___ PM

OPEN HOUSES:

Saturday ____:___ AM - ____:___ PM

Sunday ____:___ AM - ____:___ PM

FROM HIRE DATE TO LICENSE CLEARS

(14 to 30 days)

1. Complete Biography Page, return it to Processing Manager/Doors Tech/Mrktg Dir. for upload to Weichert.com and office site.
2. Take a Professional Head Shot. You need your photo to be featured on our office website from day one.
3. Send your hi-resolution photo to the Processing Manager. Ask how they want it, either as an email attachment, bring it on a CD or memory stick, upload via DropBox.
4. Announce on all your Social Media sites you have joined the Weichert _____ office.
5. Download the following Apps on your phone:
 - a. Weichert Mobile app
 - b. Realtor.com Mobile app
 - c. Zillow.com Mobile app
 - d. Trulia.com Mobile app
 - e. White Pages Mobile app
 - f. A Flashlight app
 - g. Facebook App
6. Depending on your office either the Manager will assign the Op Time shadow shifts or YOU have to Email the Op Time Coordinator to observe and be trained on at least two Opportunity Time shifts as quickly as possible. "Op Time is short for Opportunity Time, and is what we call your phone time. It is up to YOU to keep the schedule and the shifts to observe.
7. Depending on your office either the Manager will assign or YOU have to Email the Open House Coordinator and let them know you need to observe and be trained on Open House procedures. Complete the corresponding Open House online education at Weichertone.com
8. Complete the "Getting to Know You and Your Home" (GTKY) Booklet. The Processing Manager will use this along with your Biography to create your listing portfolio.
 - a. Use your own home (or a family member) as the subject property and seller
 - b. Fill out the booklet completely
 - c. Take at least 4 photos of your home:

FROM HIRE DATE TO LICENSE CLEARS

(14 to 30 days)

- 1 Front
 - 1 Back
 - 2 Interior
- d. Email the photos to the Processing Manager.
 - e. Bring the completed GTKY booklet to your meeting with the Managing Broker
9. Put together a database (Google Spreadsheet / Microsoft Excel) of your Sphere of Influence (SOI) aka a list of everyone you know. It should look like the sample below. Having it in this format will allow you to use it in various ways. Upload to WeichertPro (WPro).
 - a. Mail to your SOI through WPro (see sample letter in New Associate To-Do List section)
 - b. Send the letter to Manager for review/edit.

First Name	Last Name	Address	City	State	Zip	Phone	Email
John	Smith	12 Main St	Alexandria	VA	22314	703.555.1232	johnsmith@gmail.com
Jane	Smith	14 West Elm St	Arlington	VA	22201	703.555.2292	janesmith@gmail.com

10. Office Assimilation: Email the support staff and introduce yourself. You will meet them all over the next few weeks, and they will review the following topics with you.
 - a. Weichert Gold Services Manager
 - The role of Gold Services Manager
 - How I assist the agent with the Buyer prospects & pre-qualify/pre-approve them
 - How I provide the Associate with the “Open House Financial Sheets”
 - How I act as the point person for Gold Services
 - Benefits of the “Gold Services Program”
 - How I can be reached/scheduled
 - b. Processing Manager
 - Tour the office and review the layout of the office
 - Identify location and review forms/paperwork
 - » Listing file process
 - » Sales file process

FROM HIRE DATE TO LICENSE CLEARS

(14 to 30 days)

- » Rental Listing & General Lease process
 - Listing Portfolio Procedure - bring completed
 - » “Getting to Know You and Your House” brochure
 - Set up Voicemail
 - Lock Box procedures
 - Business cards and name tag policies
- c. Marketing Director
- The role of the Marketing Director
 - How I assist the agent
 - How I can be reached
 - Review Marketing Program
 - Review additional marketing and advertising features
- d. Weichert Title Representative
- The role of the Title Representative
 - How I assist the agent and buyer
 - How I can be reached/scheduled
- e. Weichert Insurance Representative
- The role of the Insurance Representative
 - How I assist the agent and buyer
 - How I can be reached/scheduled
- f. Home Warranty Partner (HMS)
- The role of the Home Warranty Partner
 - How I assist the agent and buyer
 - How I can be reached/scheduled

WEEK ONE

1. Goto Respective Real Estate Commission website: www.illinoisreal.com to check if your license has been issued. If your license has been issued you can proceed, if not, you can shadow someone at an open house or on opportunity time.
2. WeichertOne is the repository Sales Associates use to access key Weichert Resources. You can access information from any other Weichert Family of Companies, stay current with Weichert News information as well as gain access to the Marketing Resource Center, Money Matters, the Weichert Design Center, Sales Associate Resources and Weichert University, among others.

The screenshot shows the WeichertOne web portal. At the top, it says "WeichertOne You make the Weichert difference!" and "Welcome, Radra Ruff Parikh". Below this is a navigation menu with categories like "Sales Associate Resources", "Working with Buyers", "Working with Sellers", "Holding an Open House", "Prospecting for Business", and "Personal Marketing". The main content area features several widgets: a "Spotlight" section with a mortgage-related article, "Webmail" with a list of actions like "Set Password" and "Import Contacts", "Human Resources" with links to "Documents", "Employee Self Service", and "Career Center", "Marketing Resource Center" with links to "Press Gold Database Builder" and "Popular Marketing Resources", "Forms Online" for creating and managing listings, "zipForm" for creating and managing listings, and "Weichert University" with links to "Business Training", "Continuing Education", "Business Best Practices", and "Lead Specialist Cert".

WEEK ONE

3. Begin your Week 1 Online Course work on Weichert University

The screenshot shows the Weichert University website. At the top right, there are links for "Home" and "Help & FAQs". The Weichert University logo is on the left. Below the logo, a user is greeted with "Welcome back Mark" next to a profile icon. A "Quick Links:" menu is visible on the left, listing various resources like "Course Progress", "A-Z Course Listing", "Continuing Education", "Technology Training", "Weichert Lead Network Certification", "Toolkits", "Fast Track", "PartnerUp Program", "Live Training Workshops", "ADP eTime Training", "Market Update", and "SUCCESS Card". Below the menu is a "Manager Materials:" section. The main content area features a large graphic of a laptop displaying "Technology Webinars" with subtext "Support • Tips • Training • Strategies" and a call to action: "Click here to view the Systems & Technology Training Webinar Recordings!". Below this is a red "Video Library" button with a play icon. To the right, there are two video thumbnails: one titled "Weichert Mission Possible" and another titled "Open Houses in Action with Carmen Fontecilla". At the bottom, there are three promotional banners: "New Courses & Videos Available Now!", "Click here to learn how to access to this free resource", and "Provided by: OUR WORLD™ Community by LeadingRE".

4. Set up office voice mail

- a. The processing manager will email your voice mail box number to you if applicable.
- b. Your voice mail will be set up to forward calls to your cell phone when you have an incoming call or message.

WEEK ONE

5. Log into www.weichertone.com, sign in as a new agent, and complete the following:
 - a. Establish Weichert.com email and notify Processing Manager of your email address so your business cards can be ordered.
 - b. Establish a profile on www.weichertone.com (Upload Photo)
 - c. Log into My Weichert Finances, Money Matters and enroll in direct deposit
 - d. Review and begin related online course work at Weichert University (see Training section of this book)

6. Join the Local Association of Realtors
 - a. Website: www._____.com
 - b. Locations:

Name of Local Board of Realtors
Street Address
City, State Zipcode

 - c. Application in Forms Section
 - d. Fax in application
 - e. Call to schedule New Member Orientation
 - f. Call to schedule Sentrilock Key pickup & training

7. Join the Multiple listing service (MLS).
 - a. Website: www._____.com
 - b. Fill out the enrollment form online
 - c. Watch training videos
 - d. Add the MLS mobile app to your smartphone/tablets

WEEK ONE

8. Confirm dates/location for Weichert Fast Track Program with Manager

a. Location: _____

b. Dates: _____

Managers must register new associates in Capture



Fast Track Schedule

*Note: Class is held from 9:00 a – 4:00 p
Lunch is from 12:00 p – 1:00 p

Day	Session Topic	Instructors
Week One		
Monday	Session One: Great Expectations Session Two: Getting Started	Natalie Donovan, Regional Trainer
Tuesday	In-Office Day: Sales Meeting & Caravan <i>Bring your "New Sales Associate Coaching Guide"</i>	Manager and/or Partner
Wednesday	Session Three: Taking Control with the 2-Step Listing Process Gold Services Overview Call Session #1 – Sphere of Influence	Natalie Donovan, Regional Trainer WFS Brad Carter, RVP(1:00-1:30) Manager and/or Partner
Thursday	Session 7: Focusing on Sellers & Fair Housing Call Session #2 – Neighborhood Calls Session 4: Making Connections at Open Houses	Natalie Donovan, *12:00-1:00 – Photo Shoot*
Friday	Session 5: Finding & Working with Buyers Weichert Title Services Session 6: Securing a Home for your Buyer Call Session #3 – OH Invites & Just Listed/Sold	Natalie Donovan, Regional Trainer
Week Two		
Monday	Call Session #4 – Just Listed/Just Sold Session 8: Perfecting Your Listing Presentation Price Trend Analysis Introduction	Natalie Donovan, Regional Trainer
Tuesday	In-Office Day: Sales Meeting & Caravan <i>Bring your "New Sales Associate Coaching Guide"</i>	Manager and/or Partner
Wednesday	Session 9: Perfecting Your Buyer Consultation Call Session #5 – FSBOs & Expireds Session 10: Planning For S.U.C.C.E.S.S	Natalie Donovan, Regional Trainer
Thursday	9:00 – 12:00 Session 11: Coaching Appointments (Listing Presentation & Buyer Consultation) 1:00 – 3:30 Weichert Online Systems Set Up	Coaches to be announced Natalie Donovan
Friday	9:30 – 12:00 Weichert Rental Certification Weichert Lead Network training is in the afternoon	Natalie Donovan

WEEK ONE

9. Go to www.WeichertPRO.com and establish an account. WeichertPRO is our contact management system.
 - a. Enter the entire office phone roster into your contacts
 - b. Enter your Sphere of Influence into your contacts
 - c. Enter the Help Desk phone number into your contacts: 973-290-5722
 - d. Enter all of our affiliated service providers into your contacts, ie: GSM, etc.

The screenshot displays the WeichertPRO Dashboard interface. At the top, there is a search bar for contacts and a video tutorial button. The main section is titled 'Upcoming Appointments & Tasks' for the period of 9/2/2014 to 9/9/2015, with a note that 7 tasks are overdue. The tasks are listed in a table with columns for date, event name, contact name, and action plan, each with an 'Update' button.

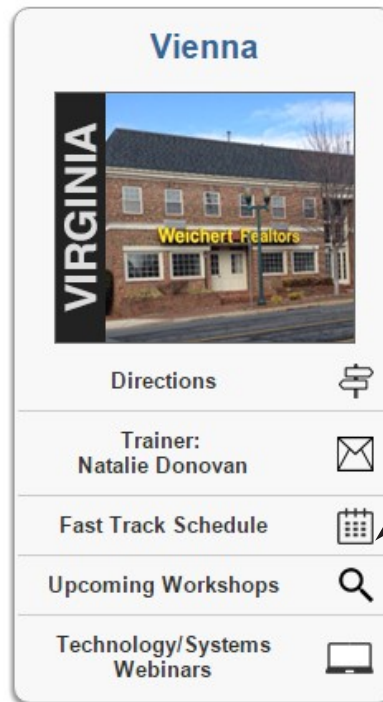
Date	Event	Contact	Action Plan
02/14/2015	WLN Weekly Event	Karen Martin	Action Plan
07/15/2015	WLN Weekly Event	Attique Malik	Action Plan
07/17/2015	WLN Weekly Event	John Ward	Action Plan
07/29/2015	WLN Weekly Event	Buri Downs	Action Plan
08/12/2015	WLN Weekly Event	Manjeh Nikakhtar	Action Plan
08/29/2015	WLN Weekly Event	Lawanda Moore	Action Plan

Below the tasks, there is a 'News' section with a 'CNN - Top Stories' feed. A notification indicates that the email is not configured. On the right side, there is a 'Contact Sources' sidebar showing a grid of contact sources and a summary for 'WLN Lead' with 9 leads, 0 new sellers, and 100% new buyers (3 last month).

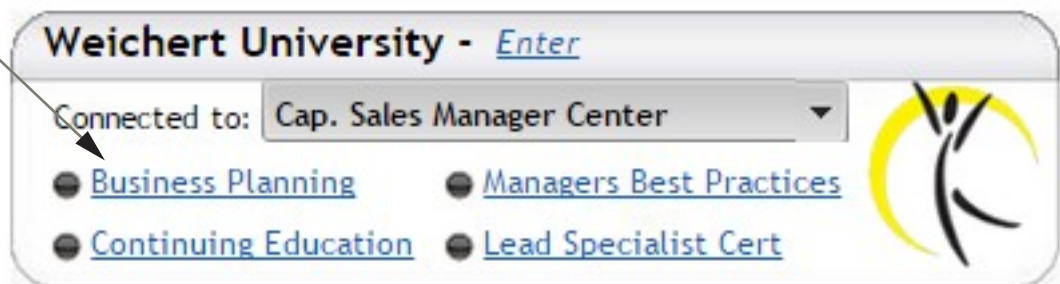
10. Sync WeichertPRO to your Smartphone
 - a. If you have any questions, contact the Weichert Helpdesk
 - b. Email: ISHelpDesk@WRRRI.com
 - c. Phone: 973-209-5722

WEEK ONE

- 11. Refer to Weichert University to plan for and reserve time to complete the following training sessions:
 - a. Weichert Lead Network
 - b. Weichert Rental Network
 - c. Transaction Forms - Sales Contracts & Listing Paperwork



- 12. Complete Business Plan on Weichertone.com. Sign and Deliver to Manager.



WEEK ONE

13. If you don't want to utilize the Office's Marketing Program, you can also use the Weichert Design Center. This is the system you can use to send out postcards, emails, create property fliers, etc. Go to www.WeichertDesignCenter.com and establish an account.
 - a. Click "First Time Visitor?"
 - b. Watch tutorial videos

Welcome, Guest! Please sign in to gain full access.

Weichert Realtors

WELCOME!

Thank you for visiting the Weichert product development site. Log in if you are a returning user, or Register as a new user. It's FREE!

Log In:

Username:

Password:

LOG IN

Forgot your ID or password? [Click here.](#)

First Time Visitor?

You already have a Username!

All Weichert Associates have an assigned User Name and password for the Design Center. If you don't know yours, [click here](#) and enter **your email** and your username and password will be sent to you.

If you are still having problems logging on, contact your office manager or the Design Center Support Team at (973)232-5038 or via email at support@weichertdesigncenter.com.

More than just Mailers!

Creating printed brochures and mailers is only one part of the services that the Weichert Design Center offers. When you create a mailer in the Weichert Design Center you also create a property web page for the listing. Combine this page with our WEB READY post cards and you've created a cross-media campaign just pennies more than a one-time mailing!

GET STARTED HERE!

Create A Document

Use our design templates to create a stunning mailer or brochure in just minutes!

Just Sold

Manage your Just Sold Program postcards here. Approve your pending postcards and reorder more postcards.

LeadLink

Manage your LeadLink Program postcards here. Order your cards and view your program stats.

WEEK ONE

14. Tell Op Time Coordinator or your Manager you are eligible for Opportunity Time. You MUST have an active license, be a member of Local Association of Realtors, and have joined MLS to be eligible.
15. Establish profiles and upload your photo on the following sites:
 - a. www.realtor.com
 - b. www.trulia.com
 - c. www.zillow.com
 - d. www.homes.com
 - e. www.listingbook.com (If applicable)
16. Establish social media profiles on the following sites:
 - a. www.facebook.com
 - b. www.facebook.com/business
 - c. plus.google.com
 - d. www.google.com/business
 - e. www.linkedin.com
 - f. www.twitter.com
17. Connect with other Weichert Agents on Social Media:
 - a. Office: www.facebook.com/WeichertRealtors-YourOffice
 - b. Region: www.facebook.com/groups/weichertRVPregion/
18. Fill out the “Weekly Sales Activity Review” form (the next 2 pages) and bring with you to your One-On-One with the Manager.

WEEKLY SALES ACTIVITY REVIEW

WEEKLY SALES ACTIVITY REVIEW				
NAME:			WEEK OF:	
OFFICE:				
SALES ACTIVITIES	WEEK		MONTH	
	ACTUAL	OBJECTIVE	MDT	OBJ
Face-to-Face Appts		6		24
Seller				
Buyer				
Renter				
Open Houses		1		4
# of Guests				
Prospecting Calls		200		800
Door Knocks		10		40
iMail				500
Listings				1
Sold/Mktd Listings				1
Sales				1
Opportunity Rate				100% Sales
Mortgages				50% Sales
Titles				70% Sales
Insurance				40% Sales
FACE-TO-FACE APPOINTMENTS				
Customer Name				
Source				
Type	Seller		Notes:	
	Buyer			
	Renter			
Sales Tool(s) Used	Getting to Know You		Next Step:	
	Portfolio			
	PTA			
	Buyer Consultation			
	GSM Opportunity			
FACE-TO-FACE APPOINTMENTS				
Customer Name				
Source				
Type	Seller		Notes:	
	Buyer			
	Renter			
Sales Tool(s) Used	Getting to Know You		Next Step:	
	Portfolio			
	PTA			
	Buyer Consultation			
	GSM Opportunity			

FACE TO FACE APPOINTMENTS

FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
Sales Associate:		Date:	
Sales Manager:		Date:	

A PERFECT WEEK IN REAL ESTATE

PERFECT WEEK IN REAL ESTATE							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 AM							
9:00 AM							
10:00 AM	FOR SALE BY OWNER / EXPIRED CALLS	SALES MEETING			PROSPECTING CALLS		
11:00 AM	30 CALLS OR 2 APPTS				30 CALLS OR 2 APPOINTMENTS	APPOINTMENTS!!	
12:00 PM		BROKER'S OPENS					
1:00 PM			OPEN HOUSE PREP EMAIL & MAIL CALLS & FLYERS				
2:00 PM						WRITE CONTRACT	OPEN HOUSE!
3:00 PM		APPOINTMENTS	OPEN HOUSE FOLLOW UP CALLS		PROSPECTING CALLS		
4:00 PM			30 CALLS OR 2 APPOINTMENTS		30 CALLS OR 2 APPOINTMENTS		
5:00 PM		PREVIEW SOON TO EXP PREVIEW CORE MARKET					
6:00 PM							OPEN HOUSE FOLLOW UP CALLS
7:00 AM							

WEEK TWO

1. Review and begin related online course work at Weichertone.com (Training section of book)
2. Call your Sphere of Influence to ask if they got your letter and announce that you have joined the Real Estate Business with Weichert, Realtors.
3. Begin to prep a "Buyers Consultation File." It is a document folder with relevant data, articles and statistics to show your buyers.
4. Schedule an Open House (refer to Open House section of policies and procedures, attached)
5. Order personal For Sale signs and Open House signs on www.weichertone.com. Click the Personal Marketing Tab and follow the drop down menu.
6. If you have completed Fast Track, confirm with your manager that you have been enrolled in the Weichert Rental Network.
7. Load all contacts into WeichertPro.com. Watch WeichertPro.com videos and tutorials.
8. Create an Electronic Signature Account (Paid Subscription – Vendor of your choice/FREE in NJ through zipForm)
9. Attend Office Call Sessions.
10. Begin to preview office inventory. Pull the active listings and schedule 5-6 preview appointments.
11. Begin to preview listings in the surrounding communities.
12. Fill out the "Weekly Sales Activity Review" form (the next two pages) and bring with you to your One-On-One session with your manager.

WEEKLY SALES ACTIVITY REVIEW

WEEKLY SALES ACTIVITY REVIEW				
NAME:			WEEK OF:	
OFFICE:				
SALES ACTIVITIES	WEEK		MONTH	
	ACTUAL	OBJECTIVE	MDT	OBJ
Face-to-Face Appts		6		24
Seller				
Buyer				
Renter				
Open Houses		1		4
# of Guests				
Prospecting Calls		200		800
Door Knocks		10		40
iMail				500
Listings				1
Sold/Mktd Listings				1
Sales				1
Opportunity Rate				100% Sales
Mortgages				50% Sales
Titles				70% Sales
Insurance				40% Sales
FACE-TO-FACE APPOINTMENTS				
Customer Name				
Source				
Type	Seller		<i>Notes:</i>	
	Buyer			
	Renter			
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>	
	Portfolio			
	PTA			
	Buyer Consultation			
	GSM Opportunity			
FACE-TO-FACE APPOINTMENTS				
Customer Name				
Source				
Type	Seller		<i>Notes:</i>	
	Buyer			
	Renter			
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>	
	Portfolio			
	PTA			
	Buyer Consultation			
	GSM Opportunity			

FACE TO FACE APPOINTMENTS

FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
Sales Associate:		Date:	
Sales Manager:		Date:	

A PERFECT WEEK IN REAL ESTATE

PERFECT WEEK IN REAL ESTATE							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 AM							
9:00 AM							
10:00 AM	FOR SALE BY OWNER / EXPIRED CALLS	SALES MEETING			PROSPECTING CALLS		
11:00 AM	30 CALLS OR 2 APPTS				30 CALLS OR 2 APPOINTMENTS	APPOINTMENTS!!	
12:00 PM		BROKER'S OPENS					
1:00 PM			OPEN HOUSE PREP EMAIL & MAIL CALLS & FLYERS				
2:00 PM						WRITE CONTRACT	OPEN HOUSE!
3:00 PM		APPOINTMENTS	OPEN HOUSE FOLLOW UP CALLS		PROSPECTING CALLS		
4:00 PM			30 CALLS OR 2 APPOINTMENTS		30 CALLS OR 2 APPOINTMENTS		
5:00 PM		PREVIEW SOON TO EXP PREVIEW CORE MARKET					
6:00 PM							OPEN HOUSE FOLLOW UP CALLS
7:00 AM							

WEEK THREE

1. Begin to execute on your Business Plan.
2. Begin the related course work for WEEK THREE in Weichert University (Training section of book)
3. Continue to preview office inventory and surrounding developments in core markets. 6 to 8 houses per week.
4. Enroll in Weichert Lead Network Certification Course at Local Training Center. Check dates on WeichertOne.com --> Weichert University.
5. Add any new contacts to WeichertPRO
6. Continue to call your SOI and notify them that you are in the Real Estate Business. Ask them for referrals.
7. Prospect via whitepages.com or colerealtyresource.com to obtain at least two listing appointments.
8. Prospect old WLN leads until you obtain at least 2 buyer consultation appointments (see Manager for a List)
9. Prospect rental/FSBO listings on [Craigslist](http://Craigslist.com) or MakeMeMove.com (Zillow) until you obtain at least one appointment with each.
10. Call at least 10 Expired Listings. Check first to be sure that they haven't sold or relisted.
11. Complete listing, sale, and rental paperwork on Forms Online, using your home as a practice address. Hand into Manager for review. (See Sale and Listing Paperwork & Checklist in FORMS)
12. Fill out the "Weekly Sales Activity Review" form (the next two pages) and bring with you to your One-On-One session with your manager.

WEEKLY SALES ACTIVITY REVIEW

WEEKLY SALES ACTIVITY REVIEW				
NAME:			WEEK OF:	
OFFICE:				
SALES ACTIVITIES	WEEK		MONTH	
	ACTUAL	OBJECTIVE	MDT	OBJ
Face-to-Face Appts		6		24
Seller				
Buyer				
Renter				
Open Houses		1		4
# of Guests				
Prospecting Calls		200		800
Door Knocks		10		40
iMail				500
Listings				1
Sold/Mktd Listings				1
Sales				1
Opportunity Rate				100% Sales
Mortgages				50% Sales
Titles				70% Sales
Insurance				40% Sales
FACE-TO-FACE APPOINTMENTS				
Customer Name				
Source				
Type	Seller		<i>Notes:</i>	
	Buyer			
	Renter			
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>	
	Portfolio			
	PTA			
	Buyer Consultation			
	GSM Opportunity			
FACE-TO-FACE APPOINTMENTS				
Customer Name				
Source				
Type	Seller		<i>Notes:</i>	
	Buyer			
	Renter			
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>	
	Portfolio			
	PTA			
	Buyer Consultation			
	GSM Opportunity			

FACE TO FACE APPOINTMENTS

FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		

FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		

FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		

FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		

Sales Associate:	Date:
Sales Manager:	Date:

A PERFECT WEEK IN REAL ESTATE

PERFECT WEEK IN REAL ESTATE							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 AM							
9:00 AM							
10:00 AM	FOR SALE BY OWNER / EXPIRED CALLS	SALES MEETING			PROSPECTING CALLS		
11:00 AM	30 CALLS OR 2 APPTS				30 CALLS OR 2 APPOINTMENTS	APPOINTMENTS!!	
12:00 PM		BROKER'S OPENS					
1:00 PM			OPEN HOUSE PREP EMAIL & MAIL CALLS & FLYERS				
2:00 PM						WRITE CONTRACT	OPEN HOUSE!
3:00 PM		APPOINTMENTS	OPEN HOUSE FOLLOW UP CALLS		PROSPECTING CALLS		
4:00 PM			30 CALLS OR 2 APPOINTMENTS		30 CALLS OR 2 APPOINTMENTS		
5:00 PM		PREVIEW SOON TO EXP PREVIEW CORE MARKET					
6:00 PM							OPEN HOUSE FOLLOW UP CALLS
7:00 AM							

WEEK FOUR

1. Prospect via whitepages.com or colerealtyresource.com to obtain at least two listing appointments.
2. Prospect old WLN leads until you obtain at least 2 buyer consultation appointments (see Manager for a List)
3. Prospect rental/FSBO listings on Craigslist or MakeMeMove.com (Zillow) until you obtain at least one appointment with each.
4. Call at least 10 Expired Listings. Check first to be sure that they haven't sold or relisted.
5. Knock on the doors of 6 FSBO listings each week to obtain 1 listing appointment
6. Schedule and Sit an Open House on Sunday 12-4 PM / 1-5 PM (Daylight Saving Time)
7. Schedule and Sit an Open House if you do not have an appointment with a buyer or a seller.
8. Fill out the "Weekly Sales Activity Review" form (the next two pages) and bring with you to your One-On-One session with your manager.

WEEKLY SALES ACTIVITY REVIEW

WEEKLY SALES ACTIVITY REVIEW				
NAME:			WEEK OF:	
OFFICE:				
SALES ACTIVITIES	WEEK		MONTH	
	ACTUAL	OBJECTIVE	MDT	OBJ
Face-to-Face Appts		6		24
Seller				
Buyer				
Renter				
Open Houses		1		4
# of Guests				
Prospecting Calls		200		800
Door Knocks		10		40
iMail				500
Listings				1
Sold/Mktd Listings				1
Sales				1
Opportunity Rate				100% Sales
Mortgages				50% Sales
Titles				70% Sales
Insurance				40% Sales
FACE-TO-FACE APPOINTMENTS				
Customer Name				
Source				
Type	Seller		<i>Notes:</i>	
	Buyer			
	Renter			
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>	
	Portfolio			
	PTA			
	Buyer Consultation			
	GSM Opportunity			
FACE-TO-FACE APPOINTMENTS				
Customer Name				
Source				
Type	Seller		<i>Notes:</i>	
	Buyer			
	Renter			
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>	
	Portfolio			
	PTA			
	Buyer Consultation			
	GSM Opportunity			

FACE TO FACE APPOINTMENTS

FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
FACE-TO-FACE APPOINTMENTS			
Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		
Sales Associate:		Date:	
Sales Manager:		Date:	

A PERFECT WEEK IN REAL ESTATE

PERFECT WEEK IN REAL ESTATE							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8:00 AM							
9:00 AM							
10:00 AM	FOR SALE BY OWNER / EXPIRED CALLS	SALES MEETING			PROSPECTING CALLS 30 CALLS OR 2 APPOINTMENTS	APPOINTMENTS!!	
11:00 AM	30 CALLS OR 2 APPTS						
12:00 PM		BROKER'S OPENS					
1:00 PM			OPEN HOUSE PREP EMAIL & MAIL CALLS & FLYERS			WRITE CONTRACT	OPEN HOUSE!
2:00 PM							
3:00 PM		APPOINTMENTS	OPEN HOUSE FOLLOW UP CALLS		PROSPECTING CALLS		
4:00 PM			30 CALLS OR 2 APPOINTMENTS		30 CALLS OR 2 APPOINTMENTS		
5:00 PM		PREVIEW SOON TO EXP PREVIEW CORE MARKET					OPEN HOUSE FOLLOW UP CALLS
6:00 PM							
7:00 AM							

ACTIVITY & PRODUCTION TRACKING

ACTIVITY & PRODUCTION TRACKING										
AGENT NAME:										
ACTIVITY	Week of	Week of	Week of	Week of	Totals	Week of	Week of	Week of	Week of	Totals
Listing & Prospecting Calls										
Other Prospecting Calls										
Door Knocks										
Listing Appointments										
Buyer Appointments										
Tenant Appointments										
Open Houses										
Open House Guests										
Appointments Set at Open										
Referrals to GSM										
Buyers Offers Submitted										
Buyers Offers out of AR										
Listings Taken										
Listings out of AR										

SPHERE OF INFLUENCE LETTER

March 3, 2015

Mr. John Smyth
2103 North Fairfax Street
Alexandria, VA 22314

Dear John,

I hope you and your family are doing well. As for me, I've embarked on a new career in real estate. I'm especially looking forward to helping the people I know achieve the dream of owning a home or to move up to their dream home. And I'm excited to say that today's incredibly low mortgage interest rates and a steadily improving market make this a great time to act.

Of course, with all the changes that have been taking place in the real estate market, a lot of people find themselves unsure about when and whether to move. If that describes you, I'd really like you to think of me as someone you can consult now and anytime you have a real estate question.

While it's true that I'm relatively new to the business, you'll find that I keep up on exactly what's happening in the real estate market-not just nationally, but very specifically for your neighborhood and the surrounding area.

Based on our past relationship, I'm hoping you'll contact me whenever I can be of service.

Sincerely,

Annie



Annie Agent

Sales Associate

M - 703.555.1292

O - 703.549.8700

aagent@weichert.com

Weichert Alexandria / Old Town

121 North Pitt Street, Alexandria, VA 22314



TRAINING

WEICHERT UNIVERSITY COURSE WORK

WEEK ONE

1. All Fast Track required courses
 - a. Educating Yourself about Federal Fair Housing
 - b. Converting Calls During Opportunity Time
 - c. Protecting Yourself from Common Legal Pitfalls in Real Estate
 - d. Federal Lead-Based Paint
 - e. Promoting Yourself Online - Social Networking
 - f. Promoting Yourself Online - Internet Advertising
 - g. Complete Business Plan using Automated Business Planning Tool
2. Three Open House Courses
 - a. Preparing for Successful Open Houses
 - b. Conducting Successful Open Houses
 - c. Open House Follow Up
3. All Open House videos in Video Library
4. All 3 “Key Actions at the Point of Sale” videos
5. Growing Your Business Through Effective Time Management

WEEK TWO

1. Working with Buyers, Dialogue and Tips for the Buyers Consultation
2. FSBO & Expired Videos in Video Library
3. Escalation Clause: Multiple Offer Strategies: Helping Your Buyers Find Their Dream Home
4. Negotiation (Write down questions to ask the Seller’s Agent and commit to memory!)
5. Weichert’s Internet Marketing Strategy

WEICHERT UNIVERSITY COURSE WORK

6. Weichert's Unique Lead Generation System
7. Three Secrets to Closing
8. Multiple Offer Strategies
9. Follow Up: Converting Leads to Cash
10. Follow Up: Formula to Success
11. All Prospecting Videos in Video Library

WEEK THREE

1. Take the Lead Specialist Certification on Weichert University
2. Sellers Disclosure Process
3. Price Trend Analysis
4. All Listing Presentation Videos in Video Library

WEEK FOUR

1. All Closing Technique Videos in Video Library
2. All Weichert Lead Network Videos in Video Library
3. Re-watch Point of Sale Videos in Library
4. Re-take the three Open House courses from Week One

SOCIAL MEDIA TRAINING RESOURCES

Here at Weichert, we are dedicated to providing you the support you need to grow your business. In today's social marketplace, we as Realtors® can no longer rely on conventional marketing to capture the attention of homebuyers. Whether you are already versed in the methods of social media or are just getting started, the following social media resources will provide the majority of the support you need to get you on your way. If you need additional help, please don't hesitate to reach out to your broker, our regional marketing staff or sign up for a class with the Weichert University.

As you'll read in our Social Media Guidelines, the lines between business and personal can often and easily become blurred. Therefore, Weichert Sales Associates participating in online social networking should be aware that there are proper and improper uses of social media from a business perspective. Therefore, please try to keep your business separated from your personal life as best you can. If you need additional help, please don't hesitate to reach out to your broker, our regional marketing staff or sign up for a class with the Weichert University.

For information on Weichert's Latest Social Media Guidelines, please LogIn to WeichertOne – Associate Information – Policies, Procedures and Legal Resources – Policies and Procedures – Click on your State. (See back pages)

FACEBOOK

With over 1.3 billion members worldwide, Facebook remains the largest social network site. According to the 2013-14 REALTOR® Technology Survey Report, the majority of REALTORS® who do use social media for their real estate business tend to use it mainly to build relationships/network (70%) and for visibility, exposure, marketing (64%). Are you ready to start using Facebook as part of your real estate marketing? (Field Guide to Facebook for REALTORS® - National Association of Realtors®)

Before you can start promoting your business on Facebook, you'll need to sign up for a Facebook account. If you already have one, please move proceed to "Set Up a Facebook Business Page."

To create a Facebook Account, please go to: <https://www.facebook.com/>. The initial sign up will take just a few minutes. Some important items that you might want to have handy are a photo of yourself to include as a profile picture as well as any other information that you would like to include on your account - photos, career information, etc. If you run into any issues along the way, please reach out to your Broker or any of the Regional Marketing Staff.

SOCIAL MEDIA TRAINING RESOURCES

After you have created your personal Facebook account, you can proceed with the creation of your Facebook Business page.

You can also use the resources on the next page to get started right now.

What is a Facebook Business Page?

<http://tinyurl.com/facebook-page-basics>

With a Facebook Page, you can easily show customers what you're all about. Keep new and existing customers engaged by:

- Listing details—like hours and contact info
- Adding big, beautiful photos and images
- Posting updates to let people know the latest about your business

Set Up a Facebook Business Page

<http://tinyurl.com/set-up-facebook-page>

Setting up a Business Page is quick and easy. In just a few clicks, you can create a Page for your business and start connecting with people. A Page is the hub for your business on Facebook and a great way to connect with customers. It's free, quick and easy to set up, and you can manage it from a desktop computer, smartphone or tablet.

Create Posts on Your Page

<http://tinyurl.com/facebook-page-create-posts>

Create posts that are right for your business and your customers. When you post to your Page, you can: write updates that instantly appear on your Page, add photos and videos to your posts, reach more people by boosting your posts or create offers or events.

How do I use hashtags?

<http://tinyurl.com/facebook-how-to-use-hashtags>

Hashtags turn topics and phrases into clickable links in your posts on your personal Timeline or Page. This helps people find posts about topics they're interested in. To make a hashtag, write # (the number sign) along with a topic or phrase and add it to your post. I.e.: *Check Out My Listing #JustListed*

SOCIAL MEDIA TRAINING RESOURCES

Boost Posts to Reach More People

<http://tinyurl.com/facebook-page-boost-posts>

Boosting posts is the best way to reach more people. With a boosted post, you can: reach more people who like your Page—and their friends, reach all-new audiences based on location, age, gender and interests, easily set a budget and schedule for your post.

How Facebook Ads Work

<http://tinyurl.com/facebook-ads-basics>

Facebook is different from other ways of advertising because you can get your ad to just the right people. You choose the audiences for your ads, and can reach them anytime, on any device.

Facebook Ad Creation Basics

<http://tinyurl.com/facebook-create-ad-basics>

With Facebook Ads, you can get more people in your store, shop on your website, like your Page and more.

Page Post Engagement Ads

<http://tinyurl.com/page-post-engagement>

You can run an ad that gets more people seeing, liking, commenting on and sharing your Page content on Facebook. You can use it to introduce your business to new audiences, too. And you'll get great insights about what your customers like and what works best to connect with new people.

Ads Guide

<http://tinyurl.com/facebook-business-ads>

Facebook Ads look slightly different depending on the results you want. This guide includes recommendations to help make your Facebook Ads look their best wherever they're seen.

Join the Regional Facebook Group

<https://www.facebook.com/groups/weichertRVpregion/>

Please use this group to share new listings, best practices and other information with Weichert,

SOCIAL MEDIA TRAINING RESOURCES

Realtors' Associates and Employees across the RVP Region.

Like Our Office's Facebook Page

<https://www.facebook.com/WeichertRealtors-Your Office>

Like and Share our office's Facebook Page. In addition to posting your listings on your Facebook Business Page, please share them on the your office's page for more exposure!

GOOGLE MY BUSINESS

Be there when people search for you on Google. With the Google search engine being the predominantly used search engine on a myriad of devices ranging from mobile phones, to tablets and personal computers, you can almost guarantee that when a prospective client searches for you, they will be using the Google Search engine.

That said, by utilizing a Google My Business, your business will appear front and center whether customers are searching for you on Google Search or Maps. Customers can also learn more about you including your office hours, contact information and much more. And as long as your information is up-to-date, your customers can also get in touch with you with just a click.

Before you can start promoting your business with Google My Business, you'll need to sign up for a Google account. If you already have an account, please move proceed to "Sign up for Google My Business."

If you need to sign up for a Google account please visit <https://accounts.google.com/SignUp/>. The initial sign up will take just a few minutes. Some important items that you might want to have handy are a photo of yourself to include as a profile picture as well as any other information that you would like to include on your account - photos, career information, etc. If you run into any issues along the way, please reach out to your Broker or any of the Regional Marketing Staff.

After you have created your personal Google account, you can proceed with the creation of your Google My Business page.

SOCIAL MEDIA TRAINING RESOURCES

What is Google My Business?

<http://tinyurl.com/whatisgooglemybusiness>

Manage how your business information appears across Google, including Search and Maps, using Google My Business. Interact with customers new and old and tell them the story of your business.

Sign up for Google My Business

<http://tinyurl.com/googlemybusinesssignup>

Show customers your accurate business information when they look for you in Google Search or Maps by creating your business listing in Google My Business.

Verify your business on Google

<http://tinyurl.com/googlemybusinessverify>

Once you've verified your business information, updates you make to your local business—such as contact details, description, photos, business hours—are eligible to show up on Google Maps and other Google properties.

You can verify your business via postcard or phone. We would recommend that you utilize the phone option with the number where you would like your client's to contact you. This number will be published with your information on Google.

How to edit and update your business information on Google

<http://tinyurl.com/googleupdatemyinfo>

It's crucial to keep your business information on Google up to date. Learn how to make basic edits to your business on Google here.

Adding Photos to Your Page

<http://tinyurl.com/googlemybusinessaddphotos>

Let customers see the best you have to offer by adding photos to your business listing on Google.

SOCIAL MEDIA TRAINING RESOURCES

How to Boost your Business Visibility in Search

<http://tinyurl.com/boostvisibility>

These tips can help make sure that your Local Search Engine Optimization (SEO) is in good order, and in the process increase your business' visibility online.

Get Reviews on Google

<http://tinyurl.com/googlegetreviews>

Reviews on Google provide valuable information about your business to both you and your customers. Business reviews appear next to your listing in Maps and Search, and can help your business stand out on Google.

Get Insights for your Business

<http://tinyurl.com/googlegetinsights>

Insights share statistical information on how users interact with your verified business information on Google. Note: Insights data is not updated in real time and may take up to 48 hours to refresh. Values are approximate and only significant values may be shown.

LINKEDIN

With more than 400 million members worldwide, LinkedIn is your online resource for building your professional network. Learn how to manage your professional identity, share your insights, and connect with opportunity through LinkedIn.

If you need to sign up for a LinkedIn account please visit <https://www.linkedin.com/reg/join>. The initial sign up will take just a few minutes. Some important items that you might want to have handy are a photo of yourself to include as a profile picture as well as any other information that you would like to include on your account - photos, career information, etc. If you run into any issues along the way, please reach out to your Broker or any of the Regional Marketing Staff.

After you have created your personal LinkedIn account, you can proceed with customizing your profile.

SOCIAL MEDIA TRAINING RESOURCES

What is LinkedIn

<http://tinyurl.com/understanding-linkedin>

With more than 400 million members worldwide, LinkedIn is your online resource for building your professional network. Learn how to manage your professional identity, share your insights, and connect with opportunity through LinkedIn.

How LinkedIn Can Help You

<http://tinyurl.com/how-linkedin-can-help>

LinkedIn is the world's largest professional network with hundreds of millions of members, and growing rapidly. Their mission is to connect the world's professionals to make them more productive and successful.

LinkedIn Profile Overview

<http://tinyurl.com/linkedin-profile-overview>

Your profile is your LinkedIn page that describes your career history, education, interests, and other related content you may want to publish. LinkedIn has a variety of features that leverage your profile or others' profiles to help you meet your objectives.

Searching on LinkedIn

<http://tinyurl.com/searching-on-linkedin>

Use LinkedIn's powerful search functionality to find people, jobs, companies, and much more. From top industry influencers and relevant groups to the most current posts on topics of interest, you can discover the information you seek with LinkedIn search. Learn how to initiate and refine queries to gain the most useful results.

Homepage Updates

<http://tinyurl.com/linkedin-homepage>

Your LinkedIn homepage provides daily opportunities to learn about your network and share professional updates and content. Discover how you can manage what you see in your LinkedIn Feed and who sees the content you share.

SOCIAL MEDIA TRAINING RESOURCES

Pulse & Long-Form Posts

<http://tinyurl.com/linkedin-posts>

Explore LinkedIn's publishing platform and establish your voice in your professional field. Get all the tips, tricks, and analytics you need to publish impactful content and reach a wider audience.

LinkedIn Groups

<http://tinyurl.com/learn-linkedin-groups>

LinkedIn Groups is the ideal way to connect with like-minded people around the world. Join forces with your professional peers to stay informed on relevant topics and participate in thought-provoking conversations. Learn more about LinkedIn Groups settings, group administrator roles, and more.

Marketing Solutions

<http://tinyurl.com/linkedin-marketing-solution>

Harness the power of LinkedIn Marketing Solutions to drive your advertising campaigns. Deliver compelling content to the right audiences, generate leads, and measure your return on investment. Learn about the variety of advertising options available through LinkedIn Marketing Solutions, including Sponsored Updates, Sponsored InMail, Text Ads, and more.

LinkedIn App

<http://tinyurl.com/linkedin-app-info>

Make the most of wherever you are. Stay engaged with who you know, discover industry insights, and share your expertise. It's professional empowerment in your pocket.

YOUTUBE

YouTube is a Google company that allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

Before you can start promoting your business with YouTube, you'll need to sign up for a Google account. If you already have an account, please move proceed to "Getting Started."

SOCIAL MEDIA TRAINING RESOURCES

If you need to sign up for a Google account please visit <https://accounts.google.com/SignUp/>. The initial sign up will take just a few minutes. Some important items that you might want to have handy are a photo of yourself to include as a profile picture as well as any other information that you would like to include on your account - photos, career information, etc. If you run into any issues along the way, please reach out to your Broker or any of the Regional Marketing Staff.

Getting Started

<http://tinyurl.com/youtube-getting-started>

Make the most out of YouTube by reviewing this step-by-step guide to get you started on YouTube.

Community Guidelines

<http://tinyurl.com/youtube-guidelines>

Read up on our guidelines for participating in the YouTube community.

Upload Videos

<http://tinyurl.com/youtube-upload-videos>

You can upload videos to YouTube in a few easy steps. Use the instructions to upload your videos from a computer or from a mobile device.

Create a Channel

<http://tinyurl.com/youtube-create-channel>

With a Google Account, you can watch, like, and subscribe. Google Accounts don't come with a YouTube channel by default; without a channel, you have no public presence on YouTube. To upload, comment, or make playlists, create a public YouTube channel.

SOCIAL MEDIA TRAINING RESOURCES

INSTAGRAM

Instagram is a mobile app that you can download on iOS and Android phones and tablets as well as Windows Phone 8 and later. Keep in mind that you can only share photos and videos from the mobile app.

If You Could Express Your Business Visually, What Would You Create? Instagram is a community built on the power of visual storytelling. Businesses have been a part of the Instagram community since the beginning, using the platform as a way to showcase their products and services in a rich, visual context.

Before you can start promoting your business on Instagram, you'll need to sign up for an Instagram account. If you already have an account, please move proceed to "Getting Started."

If you need to sign up for an Instagram account please visit <https://www.instagram.com/>. The initial sign up will take just a few minutes. Some important items that you might want to have handy are a photo of yourself to include as a profile picture as well as any other information that you would like to include on your account. If you run into any issues along the way, please reach out to your Broker or any of the Regional Marketing Staff.

Getting Started

Creating an Account & Username


<http://tinyurl.com/instagram-getting-started>

Businesses do best on Instagram when they share well-crafted content that's on-brand and driven by a clear objective. Tell your story through captivating images, videos and captions.

SOCIAL MEDIA TRAINING RESOURCES

How do I take or upload a photo?

<http://tinyurl.com/instagram-take-photo>

To take a photo or upload one from your phone or tablet's photo library, first tap  at the bottom of the screen.

How do I use hashtags?

<http://tinyurl.com/instagram-hashtags>

You can add hashtags in the caption or comments of your post. If you add hashtags to a post that's set to public, the post will be visible on the corresponding hashtag page.

How do I share from Instagram to other social networks?

<http://tinyurl.com/instagram-social-share>

When you take a photo or video on Instagram, you'll have the option to turn sharing on or off for each of the social networks (like Facebook or Twitter) you want to share to.

How do I link my Instagram account to a Facebook Page?

<http://tinyurl.com/instagram-link-to-facebook>

To link your Instagram account to your brand's Facebook Page, you must be an admin of that Page on Facebook.

Instagram | Business

<http://tinyurl.com/instagram-for-my-business>

Businesses do best on Instagram when they share well-crafted content that's on-brand and driven by a clear objective. Tell your story through captivating images, videos and captions.

Instagram | Business: Advertising

<http://tinyurl.com/instagram-business-ads>

With a community of more than 500M, Instagram is one of the world's largest mobile ads platforms. Businesses can share their stories with a highly engaged audience in a creative, high-quality environment and drive action with their ads.

SOCIAL MEDIA TRAINING RESOURCES

TWITTER

Twitter is a service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent messages. People post Tweets, which may contain photos, videos, links and up to 140 characters of text. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search.

How do I sign up for Twitter?

<http://tinyurl.com/twitter-how-to-sign-up>

Get started with Twitter today by signing up for an account.

Getting Started with Twitter

<http://tinyurl.com/get-started-with-twitter>

Learn more about the basics of using Twitter. You can also use this guide, designed to help you dive into Twitter's wealth of information and find what matters most to you.

What is a Tweet?

<http://tinyurl.com/twitter-post-a-tweet>

A Tweet is any message posted to Twitter which may contain photos, videos, links and up to 140 characters of text. Once you've signed up, just type your first Tweet in the update box. We'll even count the characters for you! Click the Tweet button to post the update to your profile. If you'd like to learn more about how to tweet, please go to above link.

How do I find people to follow?

<http://tinyurl.com/twitter-search-people>

When you create an account, you can search for people by name or @username, import friends from other networks, or invite friends via email. You can also follow some of the people Twitter suggests for you.

SOCIAL MEDIA TRAINING RESOURCES

Using hashtags on Twitter

<http://tinyurl.com/hashtags-twitter>

A hashtag—written with a # symbol—is used to index keywords or topics on Twitter. This function was created on Twitter, and allows people to easily follow topics they are interested in.

HASHTAGS

Hashtags like #realestate are ways to optimize the social media posts you publish, making your image searchable so others can find it even if they don't follow you. Tag your post with a keyword—such as the neighborhood name or #newhome, #househunting, etc. — and your picture will then be grouped with images posted by other users who are using the same tag. Aim to use five to 10 hashtags with every post.

Popular Real Estate Hashtags

#RealEstate	#Properties	#Foreclosure
#Realtor	#WantToMove	#NAR
#Realty	#BuyMyHouse	#EmptyNest
#Broker	#BuyMyListing	#Renovated
#ForSale	#Home	#JustListed
#NewHome	#Housing	#Investment
#HouseHunting	#Listing	#YourName, ie: #JimWeichert
#MillionDollarListing	#Mortgage	#YourOffice, i.e.: #WeichertVienna
#HomeSale	#HomeInspection	#YourBrokerage, i.e.: #Weichert
#HomesForSale	#CreditReport	#OpenHouse, i.e., #JimsOpenHouse
#Property	#CreditScore	#Location, i.e.: #ViennaVA

TERMINOLOGY

Associate Webmail:

Weichert, Realtors free Weichert.com email address program for all Sales Associates

Brand X:

A term that refers to real estate companies other than Weichert.

Call Night/ Call Session:

A scheduled night or session in each office that Sales Associates attend to make follow-up and prospecting calls.

Weichert Luxury Collection:

A division of Weichert, Realtors dedicated solely to the listing and highly specialized marketing of luxury properties.

Caravan:

Sales Associates group together to preview homes just listed.

Central Offices:

This term is used when speaking of Weichert, Realtors Corporate Headquarters Offices, located at a campus in Morris Plains, NJ. This includes the 1625 Rt. 10 East, 225 Littleton Road and 169 Johnson Road properties. Central offices include the administrative, marketing and training departments for Weichert, Realtors, the main offices of Weichert Financial Services, Weichert Affiliates, Weichert Workforce Mobility, Weichert New Homes and Land, Capital Properties and Estates, Referral Associates, and Weichert Lead Network.

DocuSign:

DocuSign is an electronic signature provider (Paid Subscription). There are other vendors also providing electronic signature like Cuda-sign, e-sign (ZipForm) etc.

Escalation Clause:

A Weichert custom tool that is to be introduced primarily with buyers in the Buyer Consultation. The goal is to have buyers establish the highest price they are willing to pay for a home {while establishing bid increments) so they have the best chance of winning a bidding war for the home they want.

Expires:

Listed homes that have not sold within the Listing Agreement Contract dates.

TERMINOLOGY

Continued

Farming:

Making contacts and getting business by marketing yourself in a specific neighborhood or area. Types of farming activities include: personalized mailings, phone calls, emails, door knocking, community/neighborhood events, etc.

Farm Area:

An assigned geographical area where you will concentrate on marketing yourself and generating business.

Forms On Line (FOL): (not available in all states)

Accessed on WeichertOne, you can efficiently create and manage your listing agreements, contracts and leases.

For Sale By Owner (FSBO):

The sellers of this property are not working with a real estate Sales Associate.

Gold Services Manager (GSM):

The person in the sales office who assists customers with any of the Gold Services. This includes mortgage, title, insurance, home warranty and a myriad of other real-estate related services.

Lock Box:

A device put on a home that holds the house keys. Realtors can access the Lock Box by using the Lock Box key which they purchased or leased at the MLS.

Marketing Resource Center (MRC):

Marketing tools, from the customized Weichert Listing Presentation to customizable brochures, are located here on WeichertOne for you to use.

Multiple Listing Service (MLS):

A service that allows you to electronically search the active listings in your area. To view the data, this service provides you with a computer access code. You can purchase or lease your Display/Lock Box key. Only licensed realtors are permitted access to the MLS.

TERMINOLOGY

Continued

Money Matters:

A program through WeichertOne where you can sign up and manage your direct deposit, view your commission checks, deals and earnings.

Neighborhood Calls:

Prospecting calls made to all the neighbors of the home you have just listed or sold. This also includes prospecting calls to alert homeowners of multiple offer situations and under contracts.

Opportunity Time (AKA Opp. Time, Desk Time, Floor Time, Duty Time):

A scheduled time in the office for answering phones and greeting walk-ins. This allows you the opportunity to acquire potential sellers/buyers.

PartnerUp program:

The PartnerUp program is designed to help a new sales associate get started in the business by having them partner with a competent, experienced sales associate who embraces Weichert's tools and systems.

Point of Sale:

Any interaction or point of contact with a customer that has the potential to lead to a sale.

Processing Manager:

The office administrator in each sales office.

Price Trend Analysis (PTA):

Sales Associates use this tool to analyze the market value of a customer's home by looking at past and present sales to determine future trends.

Pure Gold:

A program that allows Sales Associates to follow up with past customers to keep in contact with them for repeat business.

TERMINOLOGY

Continued

RVP: Regional Vice President (RVP):

The Vice President who manages all the offices in your region. Our RVP is .

Weichert.com

Weichert, Realtors company internet site for consumers and customers.

Weichert Lead Network (WLN):

The industry's first comprehensive Internet marketing, lead generation, and lead conversion platform in full-service real estate. Weichert Lead Network offers a system to immediately engage with consumers who inquire on Weichert.com, while seamlessly matching them with a real estate Sales Associate who can meet all of their buying and selling needs.

WeichertOne.com:

Weichert, Realtors company intranet site for employees and Sales Associates.

WeichertPRO:

Weichert, Realtors Customer Relationship Management system.

Weichert Rental Network (WRN):

The Rental Network helps renters find properties that meet their needs, and helps landlords manage their properties and find qualified renters. The Rental Network has a system in place to connect renters to a Sales Associate from their search on Weichert Rents.com.

Weichert Sales Associate Resources:

A section on WeichertOne.com online that provides access to tools, tips and strategies for using Weichert's tools that will give you the competitive advantage to help grow your business.

Weichert University Online:

A part of the WeichertOne.com intranet site that offers class schedules, video library, business planning tools, a variety of toolkits, customized online training courses and Microsoft technology courses for Weichert Sales Associates, employees and Managers.

FORMS

JOIN MLS (Multiple Listing Services)

JOIN LOCAL, STATE & NATIONAL ASSOCIATIONS

PARTNER UP PROGRAM

ADDITIONAL FORMS

WEEKLY SALES ACTIVITY REVIEW

NAME:		WEEK OF:		
OFFICE:				
SALES ACTIVITIES	WEEK		MONTH	
	ACTUAL	OBJECTIVE	MDT	OBJ
Face-to-Face Appts		6		24
Seller				
Buyer				
Renter				
Open Houses		1		4
# of Guests				
Prospecting Calls		200		800
Door Knocks		10		40
iMail				500
Listings				1
Sold/Mktd Listings				1
Sales				1
Opportunity Rate				100% Sales
Mortgages				50% Sales
Titles				70% Sales
Insurance				40% Sales
FACE-TO-FACE APPOINTMENTS				
Customer Name				
Source				
Type	Seller		<i>Notes:</i>	
	Buyer			
	Renter			
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>	
	Portfolio			
	PTA			
	Buyer Consultation			
	GSM Opportunity			
FACE-TO-FACE APPOINTMENTS				
Customer Name				
Source				
Type	Seller		<i>Notes:</i>	
	Buyer			
	Renter			
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>	
	Portfolio			
	PTA			
	Buyer Consultation			
	GSM Opportunity			

FACE TO FACE APPOINTMENTS

Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		

FACE-TO-FACE APPOINTMENTS

Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		

FACE-TO-FACE APPOINTMENTS

Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		

FACE-TO-FACE APPOINTMENTS

Customer Name			
Source			
Type	Seller		<i>Notes:</i>
	Buyer		
	Renter		
Sales Tool(s) Used	Getting to Know You		<i>Next Step:</i>
	Portfolio		
	PTA		
	Buyer Consultation		
	GSM Opportunity		

Sales Associate:	Date:
Sales Manager:	Date:

NEW AGENT CHECKLIST

NAME:		HIRE DATE:				
WEICHERT UNIVERSITY	OPEN HOUSE COURSES & VIDEO					
	POINT OF SALE VIDEO					
	LISTING COURSES & VIDEO					
	PROSPECTING COURSES & VIDEO					
OBSERVATION ACTIVITIES	12 BROKER TOUR/ CARAVAN					
	OPEN HOUSE					
	OPPORTUNITY TIME					
	BUYER CONSULTATION					
	LISTING PRESENTATION					
	HOME INSPECTION					
	CLOSING					
PROSPECTING ACTIVITIES	900 PROSPECTING CALLS					
	12 OPENHOUSES					
	60 FOR SALE BY OWNER KNOCKS					
	60 EXPIRED KNOCKS					
TOOLS	OPEN HOUSE BOARD					
	BUYER CONSULTATION PERSONALIZED					
	LISTING PORTFOLIO SET UP					
	PTA & MARKET UPDATE					
SERVICES	LISTING					
	SALE					

OFFICE POLICIES & PROCEDURES

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WEICHERT CORE VALUES

1. Bring integrity in all of our dealings
2. Maintain professional standards
3. Create added value through the Weichert Family of Companies
4. Provide personal service through responsiveness and attention to detail. “We do what we say we’ll do.”
5. Build relationships for life!

OFFICE CULTURE

Respect for each other is vitally important in our business. This is a very competitive industry and regard for your fellow Associates is critical. We work together, we support each other, we gain strength from each other’s successes, and we learn from each other’s failures.

These are the things expected from everyone in the office:

- Attend weekly sales meetings to remain current on policies, procedures, government regulations, and any changes in our industry.
- Do 2 to 3 open houses each month on an ongoing basis. 3 to 4 are required for new agents.
- Participate in weekly call sessions, make a minimum of 100 calls per week.
- Take your Opportunity Time seriously. Show up on time and ready to be the “face” of the office.
- Participate in office events.
- Use the DOORS Listing Portfolio on all your listing presentations.
- Refer your Gold Services Manager to all buyers.
- Dress Professionally and wear your name tag.
- Help recruit good agents to the office.
- Support and Respect your fellow Associates and office staff.

DRESS CODE

First impressions count. A professional consultant who doesn't take the time to maintain a professional appearance presents the image of not being able to perform adequately on the job. Our dress code is in place to maintain the professional image of Weichert, Realtors and to help ensure your success.

You know what's right. ... and you also know what shouldn't be worn in a professional office.

OFFICE CONDUCT

- Do not discuss confidential client information in public areas of the building.
- All official office files must be kept in the building filed in their appropriate place.
- Under no circumstances are you to disparage or speak ill of your fellow associates, whether Weichert or Brand X agents. You are a professional and should conduct yourself as such.
- Conversation with another Associate's clients should be kept to a minimum. If they come into the building or call looking for information, connect them with their Associate as soon as possible.
- Rumors, innuendo, and general pettiness have no place in the office.
- Use the Golden Rule: "Do unto others as you would have them do unto you."

OFFICE MEETINGS

- All Agents are asked to attend.
- If a policy or procedure is announced at the office meeting and the agent is not in attendance the burden falls to the agent to comply.

COMPUTER POLICIES

1. Only Weichert Associates are permitted to use the computers in the office. No friends or family members are permitted to use the machines. This is being done as preventive security for both your protection as well as the health of our computers. There will be no exceptions to this rule. Anyone observing non-associates using the computers is to report it to the Manager or Processing Manager immediately.
2. No one in the office has the authority to change any of the settings on any of the computers. This includes anything from font size to the home page when you open Internet Explorer. If there is an issue with a computer(s) do not under any circumstances attempt to fix it yourself. Report any computer issues to the Processing Manager immediately.
3. If an Associate or an acquaintance of an associate is observed on any computer in the office (company computers or personal laptops) on an indecent, "adult" site, that associate will be terminated immediately.

VACATIONS

- If you are going to be away or just unavailable for any reason it is your responsibility to arrange coverage for your business.
- Inform the Manager and Processing Manager how long you will be unavailable and who is covering for you.
- The Manager and Processing Manager cannot cover your transactions.

SIGNS

- Generic Open House and For Sale signs are available for Associate use.
- Please return all signs the day following your Open House.

OPEN HOUSES

- If you sign up to hold an open house it is a FIRM commitment-the homeowner and listing agent are counting on you being there.
- You must preview the home before the open house.
- Arrive at least 20 minutes early.
- Note the condition of the home when you arrive and leave everything the way it was when you leave
 - » If you turn on lights, make sure you turn them off
 - » Make sure all doors and windows are locked
 - » Remove all of your marketing material and put back any fliers, business cards, etc, that the listing agent had on display.
- Immediately after the open house, call the Listing Agent and let them know how many guest attended and give any feedback. The Listing Agent needs to call the homeowner after the open with this information.
- Immediately after the open house, send an email or leave a voicemail for the Processing Manager with the address of the home and the number of guests.

INDUSTRY RULES & REGULATIONS, LICENSING REQS, ETC.

The Real Estate business changes on a daily basis. What was standard procedure last month may not be standard procedure this month. There are always new forms we are required to have signed by our buyers and sellers, forms we have been using for years are changed or no longer required, disclosure laws change, MLS rules change, systems change, etc.

As an independent contractor operating a Real Estate business, it is YOUR responsibility to remain current with regard to the rules and regulations of YOUR business. Weichert communicates most of these changes to you via email, and they are discussed at our weekly Sales Meetings.

Not reading your email or not attending Sales Meetings does not make you exempt from having to follow the rules, and any fines incurred from violations are the responsibility of the agent.

LISTING AND SALES FILES TRANSACTIONS

All files must be turned into the Processing Manager within 24 hours. This includes new listings, new ratified sales contracts, new buyer/tenant agreements, or any revisions that require signature authority.

When you make any change in the MLS to the price, status, or the term of the listing you are required to submit the signed change notice to the Processing Manager.

OPPORTUNITY TIME STANDARDS

1. You are responsible for covering your entire shift. If you have a scheduling conflict, it is your responsibility to find replacement coverage. The Processing Manager is not responsible for covering your shift or finding a replacement.
2. Arrive at least 10 minutes early for your shift with a positive and professional attitude.
3. Wear professional attire as established with Weichert Corporate Guidelines
 - » Men: slacks and dress shirt are a minimum.
 - » Women: professional business attire.
4. Morning Shift: Unlock front door. Put "Agent on Duty" sign out front. Turn on all lights in the building.
5. Last Shift: Turn off and clean coffee pots, turn off lights, bring in "Agent on Duty" sign, and lock front door.
6. Stand Up and Greet anyone walking into the building. All walk-in Customers are to be offered coffee, tea, water, use of the facilities, etc. If they are waiting for an Associate who is not present, call that Associate on their cell number and assist the customer in any way possible. If the Associate is late, make the customer as comfortable as possible.
7. The customer is always right. If you get an irate customer deal with it as best you can and then contact the manager and the relevant Associate. If a customer is insistent on getting information from a file, help them as best you can and immediately contact the relevant agent.
8. Focus solely on getting appointments, directing calls, and converting leads.
9. Telephones should be answered no later than by the third ring.
10. Each Associate is to know the names and pronunciations of all members of the office to direct calls to them quickly and accurately.
11. Do not field complaints from another agent's client; place them in the agent's voicemail. If the

- client objects, transfer the call to the manager.
12. Never, under any circumstances, say that someone is on vacation, out with clients, off for the day, or give any indication that you know why they are not available. If an agent is out of the office or in the office but not taking calls simply say “They’re not in at the moment, can I offer you their voicemail or cell phone number?”
 13. Never use profane language or otherwise non-politically correct behavior.
 14. An Associate can, at the discretion of the manager, be removed from Opportunity Time.

OPPORTUNITY TIME SCHEDULE

- The Opp Schedule will be distributed no later than one week before the start of the month.
- All vacation requests must be submitted via email no later than the 15th of the month for the next month’s schedule. If no exceptions are submitted and you are scheduled on an inconvenient day it is your responsibility to get the shift covered.
- If your name is listed for a shift it will be assumed it is your shift to cover, so if you change shifts with someone you must make the change in writing on the master schedule at the front desk.

OPPORTUNITY CALLS

- If a customer calls in on a sign, mailing, internet ad, etc and asks for or references the Listing Agent in any way, it is that Listing Agent’s lead. Tell the client you will put them in touch with the expert on that property and either page the Agent, if they are in, or place them directly in voicemail.
- If a call comes in and the customer asks for information on a listing or simply wants to sell or buy, the lead goes to the Agent that is on duty.

AGENT AND OFFICE DELIVERIES

- If an Agent gets a delivery from a courier, US Mail, UPS or FedEx sign for delivery and leave a voicemail for the Agent.
- If the Office gets a delivery from a courier, US Mail, UPS or FedEx, sign for it and notify the Processing Manager or Manager.

OPPORTUNITY TIME CREED

1. I will come prepared to deal with the public, other agents and customers in a professional manner, which includes begin prepared, courteous, discreet and helpful.
2. I will come prepared to represent my Office, my Peers and my Company to the best of my ability. I understand I represent the entire profession to the public and our customers. I represent all of Weichert to our Peers.
3. will arrive ontime.
4. I will maintain the front office and always put the “Agent On Duty” sign out on the front sidewalk.
5. I will rise and greet everyone with a smile.
6. I understand the Opportunity Time is an opportunity to make money. While on the desk, I will focus solely on getting appointments, directing calls, converting LEADS.
7. I will come with a positive and professional attitude.
8. I will follow proper procedure for handling Opportunity Calls, customer calls, and calls for agents and staff.
9. I will caravan each new listing to be familiar with the inventory.
10. I will learn the names, pronunciation of everyone in my office so that I can direct calls to them quickly and accurately.

Associate

Date

SOCIAL MEDIA GUIDELINES

Policy & Procedure

As a Weichert sales associate, whether or not you create or participate in a blog, wiki, online social network or any other form of online publishing or discussion is your own decision. However, Weichert recognizes that emerging online collaboration platforms are fundamentally changing the way individuals and organizations communicate, and this policy is designed to offer you practical guidance for responsible, constructive communications via Social Media.

The Weichert organization fully respects the legal rights of all Weichert Sales Associates in all jurisdictions in which we operate, including their rights under the National Labor Relations Board to engage in concerted and protected activities, and any part of this policy which interferes with or "chills" the legal rights of our Weichert Sales Associates will not be enforced. In general, what Weichert Sales Associates do on their own time is their affair. However, activities in or outside of work that affect a sales associate's association with the Weichert organization, the performance of others, or Weichert's business interests are a proper focus for company policy.

"Weichert" means the Weichert family of residential real estate brokerage companies, and which is comprised of JMWEICHERTGROUP CO. d/b/a Weichert® Properties, and six (6) full service real estate brokerage companies (Weichert Co.; Weichert Co. of Maryland, Inc.; Weichert Co. of Pennsylvania; Weichert Co. of Virginia; Weichert Inc.; and Weichert South Jersey, Inc.) each of which operate as Weichert, Realtors® in Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia and the District of Columbia.

"Weichert Sales Associate" means a licensed real estate salesperson or broker affiliated with Weichert.

When used in this policy, "Social Media" means blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform, whether accessed through the web, a mobile device, text messaging, email or any other existing or emerging communications platform, social networking channels such as YouTube, Twitter, Facebook, Instagram, Vine and other social networking channels which allow users to sign-up for their own social media account, which they can use to collaborate, interact and share content and status updates.

SOCIAL MEDIA GUIDELINES

“WEICHERT Marks” means WEICHERT®, WEICHERT, REALTORS® and any logo, trademark, service mark. These marks are listed in the Weichert Logos and Graphics resource listed on WeichertOne under Sales Associate Resources - Personal Marketing.

When using any form of Social Media, Weichert Sales Associates must adhere to the following:

- Using WEICHERT Marks within the domain name in any web site address, URL, sub-domain, social media URL or business name website is strictly prohibited.
- The use of WEICHERT Marks is subject to the review and approval of Weichert Co., and such approval may be withheld or qualified at Weichert Co.’s sole discretion, Weichert Sales Associates should contact the Marketing Department at (973) 656-3367 with any questions about the use of a WEICHERT Mark.
- REALTOR®, REALTORS®, REALTOR-ASSOCIATE®, the REALTOR® Block "R" logo, REALTOR.com, and REALTOR.org are trademarks, service marks, membership marks, and/or logos of the NATIONAL ASSOCIATION OF REALTORS®. All NAR trademarks, service marks, membership marks and logos appearing on REALTOR.org are the property of NAR and all rights in those trademarks, service marks, membership marks and logos are reserved. You must be a member of NAR to use any of the membership marks and you should refer to NAR’s rules and regulations governing use of those marks to assure proper usage.
- If you are contacted by any publication, Web site or broadcast program you should contact the Weichert Corporate Communications department at (973) 605-1614 or (973) 397-3940 PRIOR to agreeing to an interview.
- When writing about real estate, make it clear that what you say is representative of your views and opinions and not necessarily the views and opinions of Weichert.

Consider including the following disclaimer: “The postings on this site are my own and don’t necessarily represent the positions, strategies or opinions of Weichert®.”

SOCIAL MEDIA GUIDELINES

- Follow all trademark and copyright laws.
 - Adhere to all real estate industry rules and regulations regarding Social Media.
 - Immediately discontinue your use of the Weichert Marks, including the removal of any Weichert Marks used in your Social Media, upon the termination of your association with Weichert.
 - Follow the Social Media guidelines provided in this policy
-

Policy & Procedure Audience

- Weichert Sales Associates
 - Sales Managers
-

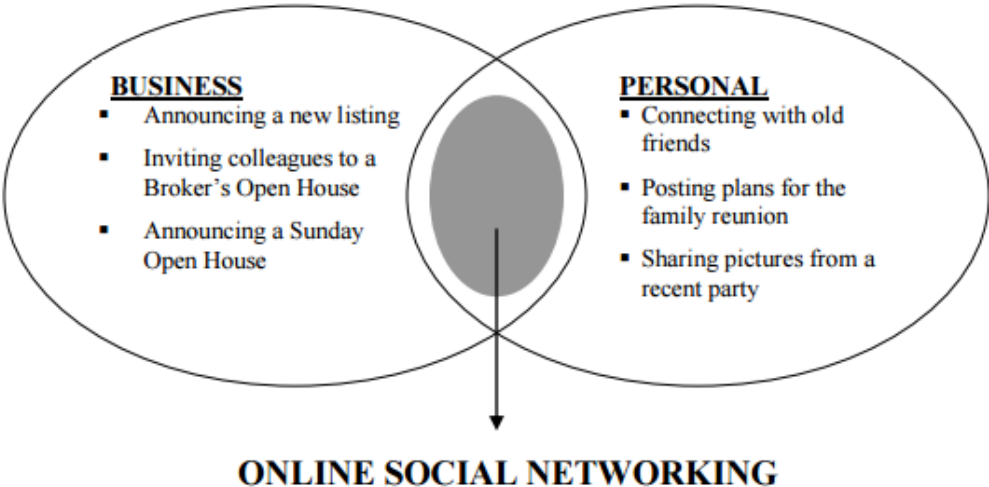
Effective Date

- April 2014

SOCIAL MEDIA GUIDELINES

Company Guidelines for Social Media

In today’s highly connected world, the Internet and social media play an increasingly important role in generating awareness, building relationships, and creating and maintaining dialogue with consumers. Weichert® understands that Weichert Sales Associates may choose to participate in blogging, social media and other online activities as a way to market themselves and their listings to drive business leads and also as a source of personal enjoyment and expression.



Thanks to the many and various uses for the Internet today, the lines between business and personal can often and easily become blurred. Therefore, Weichert Sales Associates participating in online social networking should be aware that there are proper and improper uses of social media from a business perspective. The following guidelines outline recommended and expected conduct while participating in online social networking. These guidelines also serve to help Weichert Sales Associates make appropriate decisions about the content and opinions expressed online. This includes information disseminated through blogs, personal Web sites, postings on interactive sites, postings on video or picture sharing sites, and comments made online on blogs, Web forums, or in response to comments from posters either publicly or via email.

Sales Associates are solely responsible for their conduct and any information or content they post online. When posting, do not violate any laws and understand that you do not own or have any ownership of any Weichert logos, trademarks or other information owned by or about the company that you use.

SOCIAL MEDIA GUIDELINES

Disclosure and Compliance

- If you are blogging, posting to your Website or participating in an online discussion via an Internet message board or social networking site about real estate, we encourage you to use your full name and identify yourself as a Weichert Sales Associate.
- Be sure to write clearly and articulately. If you have a vested interest in something you are discussing, be honest and upfront by pointing that out.

For example: If you are blogging about the attractions of one of your own listings, or a particular neighborhood in which one of your own listings is located, be sure to indicate that you are the seller's agent or that you have a listing in that particular neighborhood.

- Whether you publish to a blog or some other form of social media, make it clear that what you say is representative of your views and opinions and not necessarily the views and opinions of Weichert.

Consider including the following disclaimer: "The postings on this site are my own and don't necessarily represent the positions, strategies or opinions of Weichert®."

- Weichert® company logos and trademarks may not be used without prior written consent from the Marketing & Creative Services department. Contact the Marketing department at (973) 656-3367 for further details on how to obtain permission.
- The REALTOR® block R logo should not be used as hypertext links at a Web site as such uses can suggest an endorsement or recommendation of the linked site by your Association. For further information and details regarding the NAR policy, go to Realtor.org.
- Be aware of and observe the laws concerning copyright and fair use of copyrighted materials owned by others, including materials owned by Weichert. You should also never quote more than short excerpts of other's work nor cite or reference clients without prior written approval. When you do make a reference, where possible, cite and link back to the source.

SOCIAL MEDIA GUIDELINES

- Be aware of and adhere to real estate industry rules and regulations pertaining to Internet marketing. It is important to familiarize yourself with the specific rules and regulations established by your state's Real Estate Commission (REC), the National Association of Realtors (NAR) and the Federal Trade Commission (FTC).

Presenting Yourself

- It is important to remember that while participating in online social networking the lines between business and personal are blurred. Your personal contacts may become your business contacts at some point and vice versa. Be sure that you present yourself online in a positive, professional way that considers both audiences.
- Be aware that you are personally responsible for the content you publish/post on blogs, Web sites, social networking sites or any other user-generated media. Be mindful that what you publish/post will likely be permanent. Ultimately, you have sole responsibility for what you post to your blog or publish in any form of online social media. You should not share access to any of your social networking accounts.
- Be aware of your association with Weichert® in online social networks. By virtue of identifying yourself as a Weichert sales associate within a social network you are connecting to your colleagues and your clients. Ensure that your profile and posted content are consistent with how you wish to present yourself and the company to clients.
- Be aware that what you post, from images to comments on other's posts or blogs, reflects upon you and your reputation.

Communicating With Your Audience

The old adage: "If you don't have anything nice to say, don't say anything" still applies in online social networking.

- Speak respectfully about Weichert and your customers, clients, partners and competitors.

SOCIAL MEDIA GUIDELINES

Do not engage in name calling or behavior that will reflect negatively on you and Weichert's reputation.

- Don't pick fights or fan the flames. Real estate can be a hot topic, and you may encounter misrepresentations made about the real estate market or real estate industry by media, analysts or other bloggers/posters. You may want to point out and respond to the misrepresentation. Always do so with respect. Stick to the facts and identify yourself as a Weichert Sales Associate. When speaking of a competitor, you must make sure what you post is factual and that it does not disparage the competitor.
- Avoid unnecessary or unproductive arguments; don't try to "settle scores" or goad others into inflammatory debates. You cannot control what others may post. Your comments could be misconstrued or be weakened by subsequent comments made by others resulting in your reputation as a real estate professional being compromised.
- Respect your audience. Don't be afraid to be yourself when interacting online, but do so respectfully. Don't use ethnic slurs, personal insults, obscenity or engage in any conduct that might be considered inappropriate or unacceptable in a professional environment.
- Show proper consideration for topics that might be deemed objectionable or inflammatory. For example: Avoid discussing sensitive topics such as religion and politics on your real estate, business-related Web site or blog.
- Do not conduct confidential business with a client via online social media outlets.

Media Contact

- If you are contacted by any publication, Web site or broadcast program you must call the Corporate Communications department at (973) 605-1614 or (973) 397-3940 PRIOR to agreeing to an interview.

SOCIAL MEDIA GUIDELINES

Do's and Don'ts: A Guide to Online Social Networking

Presenting Yourself

Do:

- Identify yourself when discussing matters related to real estate.
- Conduct yourself professionally at all times. Your online conduct will reflect upon your personal and professional image.

Don't:

- Blog anonymously.
- Pick fights.
- Speak about a competitor or anyone else, falsely.

Communicating With Your Audience

Do:

- Respect your audience.
- Be the first to correct your mistakes.

Don't:

- Make comments concerning:
 - » Politics
 - » Religion
 - » Ethnic Slurs
 - » Personal Insults
 - » Obscenity

Disclosure & Compliance

Do:

- Respect trademark, copyright and fair use laws. Make it clear that what you say is representative of your views and opinions and not necessarily the views and opinions of Weichert®
- Get permission before disclosing someone else's content or information.

Don't:

- Cite or reference clients without their written approval.
- Use Weichert as a domain name.
- Use unauthorized Weichert company logos and trademarks.
- Post someone else's private information.

Representing the Company

Do:

- Be aware of your association with Weichert® ensure your profile and related content accurately reflects how you wish to present yourself as a real estate professional.
- Refer all media requests to the Corporate Communications Department at (973) 605-1614 or (973) 397-3940.

Don't:

- Speak with the media without consulting with the Corporate Communications Department at (973) 605-1614 or (973) 397-3940.

Additional Resources

Additional information and training can be found on Weichert University in the Make Your Connections Toolkit. This toolkit contains a plethora of resources as well as the two part course: Promoting Yourself Online – Social Networking and Internet Advertising.

WORDS THATWORK

Words That Work

What's Inside?

Lead Generation

Seller Presentation – Marketing Proposal

Pricing – Listings

WORDS THAT WORK – What’s Inside?

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**CALL AROUND A LISTING,
YOURS OR OUR COMPANY'S LISTING**

WTW #1

1. Hi, my name is _____, with Weichert, Realtors in Vienna.
2. The reason for my call is to let you know that I/we just listed your neighbor's home, the _____ (name of sellers) located at _____ . It is a _____(style) home with _____ bedrooms and _____baths and is currently listed for \$ _____ (price).
3. I was checking to see if you know of anyone that might like to live in your neighborhood?
4. I appreciate your time. In the course of marketing this home, we will be attracting additional buyers who are going to be interested in living here. Who can you think of that might be interested in selling their home within the next _____months?
5. Okay, thank you again, and by the way, how about yourself – do you have any future plans to sell?
6. Have a great day!

WTW #2

1. Good morning, my name is _____, with Weichert, Realtors in Vienna.
2. I wanted you to know that I/we just listed your neighbor's home and I am on a mission to find them a great buyer!
3. The house is located at _____. It has _____ bedrooms and _____ baths and is currently listed for \$_____ (price).
4. Who can you think of that might be interested in living in your area?
5. If you happen to think of anyone, would you be kind enough to give me a call? Thank you, I really appreciate it.
6. While I have you on the phone, do you know of anyone else in town that might be thinking of buying or selling?
7. Thank you so much for your time and by the way, how about yourself, when do you plan on moving?
8. Again, my name is _____, with Weichert, Realtors in Vienna. Have a great day!

WTW #3

1. Hi, my name is _____, with Weichert, Realtors in Vienna.
2. The reason for my call is to let you know that your neighbor's home, located at _____, just came on the market.
3. I was checking to see if you know of someone that might like to move into the neighborhood?
4. Okay, thank you for your time. By the way, do you know of anyone else that might be thinking of selling?
5. How about yourself, do you have any future plans?
6. Thank you again for your time. Again, my name is _____, with Weichert, Realtors in Vienna. Have a great day!

**CALL AROUND A SALE,
YOURS OR OUR COMPANY'S SALE**

WTW #4

1. Hi, my name is _____, with Weichert, Realtors in Vienna.
2. The reason for my call is to let you know that I/we just sold your neighbor's home, the _____ (name of sellers) located at _____ . It was a _____ (style) home with _____ bedrooms and _____ baths and it sold for \$ _____ (price).
3. I was checking to see if you know of anyone else in the neighborhood that might be thinking of selling.
4. Okay, again, my name is _____, with Weichert, Realtors in Vienna.
5. By the way, how about yourself, do you have any future plans?
6. If I can ever be of service to you, please don't hesitate to give me a call. Thank you for your time. I really appreciate it.

WTW #5

1. Good morning, this is _____, with Weichert, Realtors in Vienna. I/we just sold your neighbor's home located at _____ for \$_____ (price).
2. I am always searching for new potential clients, and I was wondering if you know of anyone that plans to move out of your neighborhood within the next several months?
3. How about yourself, do you have any future plans?
4. How long have you lived in this area?
5. Where did you move from?
6. So, if you were to move...where would you go next?
7. Would you like me to find you an excellent agent in that area?
8. Thank you very much for your time. If you happen to think of someone who may be interested, or if you have future plans, please give me a call.
9. Again, my name is _____, with Weichert, Realtors in Vienna. Have a great day!

WTW #6

1. Hi, my name is _____, with Weichert, Realtors in Vienna. How are you today?
2. The reason for my call is to let you know that your neighbor's home located at _____ was recently sold for \$ _____ (price).
3. I have a number of qualified buyers. Do you know of anyone else that would like to sell within the next _____ days?
4. Okay, I truly appreciate your time. How about yourself, when do you plan on moving?
5. Sounds like you are happy here. Well again, thank you for your time, and if I can ever be of any help to you or anyone you know, please feel free to contact me.
6. I specialize in selling homes in your area, and again my name is _____, with Weichert, Realtors in Vienna. Thank you.

Note: If the person you are calling gives you the name of a potential prospect, ask permission to use their name when calling that prospect. Also, be prepared for a positive response. If they tell you that they themselves are thinking of moving, go to **WTW #27: Qualifying the Seller**.

CONVERSATIONAL LEAD GENERATION:

LOCAL BUSINESS OWNERS

WTW #7

1. Hi, I am looking for the owner or manager of_____.
2. My name is_____, and I am a local real estate agent with Weichert, Realtors in Vienna. I am in the process of updating my list of businesses that I recommend to my clients moving into the area.
3. Would you be offended if I added your business to my directory?
4. May I ask you a favor? Could I please leave you with some of my business cards as well? If you know of anyone that needs real estate service, I would appreciate if you would give them my card.
5. That's a fair trade, isn't it? Thank you so much. I hope I see you again soon. Have a great day!

CONVERSATIONAL LEAD

GENERATION: A SIMPLE REQUEST

WTW #8

1. Will you please do me a favor?
2. I'd like you to keep my card, and when you meet someone with any questions about the real estate market, please ask them to give me a call, okay?
3. Thank you very much. I truly appreciate your time.

OPEN HOUSE

INVITATION WTW #9

1. Good morning! This is _____, with Weichert, Realtors in Vienna.
2. The reason for my call is to let you know that I'll be holding your neighbor's home at _ open this _ from _____ until _____.
3. I'd like to invite you to come over and see the home and also to ask you, who do you know that might like to live in the neighborhood?
4. Thank you for your time, and I hope that you'll stop by.
5. By the way, I am confident we are going to attract a number of qualified buyers who are going to be interested in living in your neighborhood. Who can you think of that might be selling within the next several months?
6. Well, thank you again. Hope to see you there. Have a great day!

**OPEN HOUSE: QUALIFYING
QUESTIONS DURING A BUYER VISIT**

WTW #10

1. Welcome. Please come in. My name is _____, with Weichert, Realtors in Vienna.
2. What brings you here today?
3. Do you currently live in the area?
4. Are you interested in buying, selling, or both?
5. What are you looking for?
6. At what stage are you in the buying process?
7. How long have you been looking for a home?
8. Do you have an exclusive relationship with an agent?
9. If you found the perfect home, are you in a position to proceed?
10. Have you been offered a complimentary "Buyer Consultation"?
11. Why don't we set up a convenient time for us to meet? I will share with you how I can help you save time, money, and stress as well as find you the perfect home.

I CAN'T FIND MY BUYER THE "RIGHT" HOUSE

WTW #11

1. Good morning. My name is _____, with Weichert, Realtors in Vienna.
2. The purpose of my call is that I am currently working with excellent qualified buyers who would like to live in your neighborhood.
3. We have seen all the listings in their price range and none of them are suitable.
4. I was wondering, who do you know that might be interested in selling their home within the next _____ days?
5. Thank you for your time. If you happen to think of anyone, would you please ask them to give me a call?
6. Oh, by the way. How about yourself, do you have any future plans?
7. Well, you can't blame me for trying. Thanks again. Have a great day!

SPHERE OF INFLUENCE/PAST CLIENT

WTW #12

1. Hi, this is _____, with Weichert, Realtors in Vienna. How are you?
2. I called because I wanted to ask you a favor. Do you mind?
3. Would you feel comfortable referring me to your friends and family that might need some real estate help?
4. Is there anyone you can think of right now in your family or at work that might want to buy or sell a home?
5. Well, I appreciate you taking the time to think about it. Would you mind if I checked in with you every few months or so to see if you come across someone?
6. Thank you so much. I truly appreciate it. As I am sure you are aware, referrals are critical to my business, so thank you in advance for your help.
7. Please don't hesitate to call me if you ever need anything, okay? Thanks again.

SPHERE OF INFLUENCE/PAST CLIENT

WTW#13

1. Hi, this is _____, with Weichert, Realtors in Vienna. How are you?
2. I know it's been a while and I hope you and your family are doing well.
3. Everyone I meet is always asking me how the real estate business is doing.
4. So, I have decided to send out a monthly market update by email showing the local real estate activity and trends.
5. Is that something you might be interested in?
6. What is the best email address to send it to? I will make sure you get the newest one immediately, and if you have any questions, please feel free to call me.
7. Thank you again.

**SPHERE OF INFLUENCE:
NEW CAREER ANNOUNCEMENT**

WTW #14

1. Good morning. This is _____, with Weichert, Realtors in Vienna. How are you?
2. I called because I wanted to bring you up to date on my recent career change. Do you have a minute for me?
3. I recently joined Weichert, Realtors and started a real estate career!
4. I was wondering, would you mind if I sent you a few of my business cards?
5. If you know of someone looking to buy or sell, would you be willing to tell them about me?
6. Thank you, I really appreciate your help. Is there anyone you can think of right now that might need real estate services?
7. Look for my cards in the mail, and if I can ever be of any help to you, your family or friends, please don't hesitate to contact me.
8. Thank you again. Talk to you soon!

SPHERE OF INFLUENCE/PAST CLIENT:

RECENT AREA ACTIVITY

WTW #15

1. Hi, this is _____, with Weichert, Realtors in Vienna. How have you been?
2. I just wanted you to know that the house down the street from you was _____(just listed, sold, reduced).
3. There has been quite a bit of activity in your neighborhood recently, and I thought you would like to know what's going on.
4. If I can help you or anyone you know, with any real estate needs, please feel free to contact me, okay?
5. It was great talking with you. Thank you, and have a great day!

SPHERE OF INFLUENCE/PAST CLIENT: INVESTING

WTW #16

1. Hi, this is _____, with Weichert, Realtors in Vienna. How are you?
2. Do you have a quick minute for me?
3. A number of my clients have been asking me if this is a good time to invest in real estate.
4. That actually made me think of you. With prices down, low mortgage rates, lots to choose from and great deals available, if you have some extra cash, this couldn't be a better time to buy real estate as a long term investment.
5. Is this something you might consider?
6. Why don't we get together at your convenience? I will give you an idea of what's available and if you like, I will have my mortgage advisor give you a call and let you know what programs might be suitable. How does that sound?
7. If for any reason the timing isn't right for you at the moment, no problem, we'll keep in touch.
8. Thank you, I am looking forward to meeting with you.
9. I can see you tomorrow at _____, or the next day at _____. Which time is better for you?

LOST SOULS

WTW #17

1. Hi, my name is _____, with Weichert, Realtors in Vienna. Although I was not a part of your real estate transaction, I wanted to introduce myself to you.
2. I have been specializing in helping people buy and sell real estate in town for the past _____ years.
3. I also want to congratulate you on the recent purchase of your new home and welcome you to the neighborhood!
4. Where did you move from?
5. What brought you to our area?
6. I wanted to drop off some information about the local community as well as a recent real estate market report.
7. Would you like to be kept informed about local real estate activity and trends on a regular basis?
8. I send these reports electronically, so may I have your name and email address?
9. Thank you. I wish you and your family many happy years here.

ABSENTEE OWNERS

WTW #18

1. Hi, my name is _____, with Weichert, Realtors in Vienna. How are you?
2. I understand you own an investment property located at _____. Is that correct?
3. The purpose of my call is to let you know that I specialize in helping out-of-area investors with the sale or rental of their properties.
4. Do you currently have a real estate professional that provides you with market updates and trends that may affect your investment?
5. Would you like to be included in my monthly market updates? This way you will always be kept in the loop with listings and sales or similar properties to yours.
6. What is the best email address to send these reports to?
7. While I have you on the phone, do you plan on selling or renting your property in the near future?
8. Would you like me to make you aware of other excellent investments that come on the market?
9. Thank you again. I will keep in touch from time to time. Please don't hesitate to contact me if you ever have a question or need anything, okay?

(This can be converted to a letter as well.)

EXPIRED LISTINGS

WTW #19

1. Hi, my name is _____, with Weichert, Realtors in Vienna, and I am just checking on the status of your home? (The seller says the house is off the market for now / it expired yesterday / they decided not to move.)
2. Is your home off the market because you don't want to sell anymore or because you don't think it can be sold? (The seller says they don't want to sell anymore.)
3. When your home was on the market with _____, if you received an offer, what would you have done? (The seller says they would have moved to _____.)
4. Well, that sounds exciting. Is that ideally where you would still like to be? (The seller says yes.)
5. Let me ask you this. If I could sell your home in the next 30 days and get you to your new home, would that be a good thing or a bad thing? (The seller says that would be a great thing.)
6. So, why don't we do this? Let's set up a time at your convenience that I can take a walk through your home.
7. I will work up some new numbers for you because the market has changed since you listed months ago.
8. Let me also share with you why I think your home didn't sell, and tell you honestly what you need to do to get your home sold in today's complex market.
9. I am available later today between 3 PM and 6 PM or tomorrow at the same time. Which works best for you?

- **If the seller tells you they don't think the home can be sold:** I/we specialize in selling homes that other brokers could not sell. Are you familiar with the strategies I/we use to sell homes in today's market?
- **If the seller tells you their agent said nothing is selling:** That's very interesting. Did you know that homes were sold in your town during the months your home was not selling? There is obviously a market out there, wouldn't you agree?
- **If the seller tells you they are taking their house off the market for a while:** Are you planning to take your home off the market permanently or temporarily? If I were to sell your home in the next 30 days...would that pose a problem for you?
- **If the seller tells you they are listing with the same agent:** Before you tie yourself up again with another multi-month contract...wouldn't it make sense to find out what strategies I use to get homes sold? At the end of 30 minutes, if what I say doesn't make business sense, I will simply walk away and wish you the very best, okay?
- **If the seller tells you that they are obligated to relist with the same agent because the agent sold them the house:** That could have been the problem. It sounds like you listed with a buyer's agent instead of an effective listing agent.
- **If the seller tells you they are only interviewing agents who showed their home when it was listed:** Do you want to list with agents who only show homes or with agents like me that actually sell homes?
- **If the seller tells you they will only list with an agent that discounts their commission:** Did the previous agent who didn't sell your home discount your fee? How did that work out for you last time?

- **If the seller tells you to call back in three weeks:** I can call you back in three weeks, but wouldn't it be better if I could actually sell your home in three weeks instead?
- **If the seller tells you that they are tired of listing their home with agents that lie and don't do anything they say:** How do you think I feel? I have to work with them every day! However, some of us are very good at what we do. I would like the opportunity to restore your faith in real estate agents.
- **If the seller tells you they are going to wait until after the holidays, the spring, some event, etc.:** Is money important to you? Based on everything we know about the market today, homes are still depreciating (or not going up in value). Your home is most likely going to be worth more today than at some future date. As a matter of fact, your home was worth more when you listed six months ago than it is right now!
- **If the seller asks why you didn't show or sell their home when it was on the market:** My office and I sell an average of homes a month. During the time you had your home on the market, we sold
 _ homes in the area. Let's set up an appointment, so I can show you what we do to get homes sold.
- **If the seller is nasty and hangs up on you, call them back the next day and say:** I am sorry that I caught you at a bad time yesterday. Let's start over. I know I can help you.
- **If the seller is hesitant to commit to setting up an appointment:** Let's set up an appointment now. In the meantime, I will send you some information about me, my company, and the market. You can cancel the appointment if you aren't interested, okay?
- **If the seller wants to relist at the same price, say:** Haven't you already fully tested the market at your current list price?

- **If the seller says they want to move, but don't want to reduce the price, say:** How long are you willing to keep your home on the market without selling before you cancel your plans? All you have done is successfully chase the market down. Let's reverse that and have the market chase you for a change!
- **If the seller tells you they will rent the house:** Do you really want to be a landlord? Has anyone explained to you the pitfalls of renting? Aren't you just postponing the inevitable?
- **If the seller refuses to pay your full fee because the previous agent listed their home at 5%:** The previous agent listed your home for 5%? Honestly, how did that work out for you?
 - i. Or you can say: We also charge 5% when we don't sell a home!
 - ii. Or you can say: We can do much better than 5%. We charge nothing when we don't sell a home.

EXPIRED LISTINGS: QUESTIONS TO ASK THE SELLER

WTW #20

1. When do you plan on interviewing the most reliable agent to help you sell your home?
2. Are you aware of the fact that your home is no longer on the market?
3. When you sell your home, where are you planning on moving to?
4. How soon do you want to be in your new home?
5. Why do you think your home didn't sell?
6. How did you choose your previous agent?
7. Tell me what your agent did that you liked the best.
8. Tell me what your agent did that you liked the least.
9. Was there any part of the previous marketing effort that you felt had value?
10. Did your agent communicate with you on a regular basis?
11. So you don't make the same mistake twice, what will you demand from your next agent?
12. What would happen if your home doesn't sell in the next _ days?
13. If I could show you a unique marketing plan that could sell your home within the next 30 days and net you more money than your previous broker, would that be of interest to you?

Note: Rather than learning multiple dialogues for an expired listing, try memorizing the above questions and talking points. This will allow you to be flexible, conversational, and impactful.

**FOR SALE BY
OWNER WTW #21**

1. Hi, my name is _____, with Weichert, Realtors in Vienna. I noticed that you are selling your home and I was wondering if you would please allow me to preview your home. (The seller says that they are not listing with a realtor.)
2. I completely understand that. If you had wanted to list with an agent, you would have an agent's sign outside, correct? As a specialist in the area, I like to keep up to date with all the homes for sale. That includes both MLS listings and privately marked properties like yours. (The seller says that they aren't sure if they are ready for agents to see the house.)
3. I'll tell you what, in exchange for allowing me to look at your home, I will be happy to provide you with a current market update on all the homes in your price range that you are currently competing with. How does that sound? (The seller agrees.)
4. Once you sell your home, where will you be moving to? (The seller says out of the area.)
5. Do you need to be there within a certain time frame? (The seller says no.)
6. What would happen if your home did not sell? (The seller tells you that they can afford to wait to get their price.)
7. I'm curious, how did you determine your current list price? (The seller tells you they had three agents give a complimentary CMA.)
8. How long have you been trying to sell your home? (The seller says weeks.)
9. Are you aware of the fact that there are currently over _____ homes for sale in the area within your price range? (The seller says they didn't know the exact number.)

10. You need a strong marketing plan in this market. What methods are you using to promote your home? (The seller tells you all the traditional things: flyers, open house, newspaper ads, sign, etc.)
11. Have you had any written offers yet? (The seller tells you that somebody is seriously thinking about making an offer.)
12. I'm curious, why did you decide to sell yourself instead of hiring a professional agent? (The seller says they want to save the commission or they can't afford to hire an agent because they have very little equity.)
13. Are you aware of the unique marketing strategy I use to help sellers get top dollar for their home? (The seller says they have no idea and they aren't interested at this time.)
14. If you knew that by hiring me to sell your home, you would put more money in your pocket than by selling your home privately, would you at least consider hearing what I have to say? (The seller asks how that is possible.)
15. Let's set up a time so I can show you how I may be able to help you. Just give me 30 minutes. If what I say doesn't make business sense to you, I will simply thank you for your time and leave, okay?
16. I can see you later today at _____ or tomorrow at _____. Which is better for you?

Note: The seller's answers to your questions have no meaning. Just keep asking as many questions as possible. Most FSBO sellers will be difficult during the first few questions. That is their normal defense mechanism. Don't be surprised by it. Expect it. The agent that asks the most questions and doesn't quit...wins!

FOR SALE BY OWNER: WORK THE “BUY” SIDE

WTW #22

1. Hi, my name is _____, with Weichert, Realtors in Vienna. I am not calling to solicit your listing.
2. I am calling on behalf of Weichert, Realtors Relocation Department. How are you today?
3. I see that you are selling your home and I was wondering if I can assist you with the purchase of your new home. (If they say they already have a new home, you can end the call or ask how the sale of their current home is going and then continue with question #6. If they tell you that nobody is helping them find their new home, continue with question #4. However, if they want to move within your ESA, gather all the information and start working with them as you would any other buyer.)
4. Great, because I'd like to give you the opportunity to speak to one of our certified buyer specialists that can help you in your new destination. We have incredible international connections. Would that be okay with you? (Gather all the information.)
5. Thank you for your time. I will have a buyer specialist contact you soon.
6. While I have you on the phone, at what point will you be interviewing agents for the job of selling your existing home? (They tell you they are determined to sell on their own for now.)
7. I'll keep in touch with you, and if and when I can be of further service, please feel free to contact me, okay?
8. Thank you and good luck in your new home!

FOR SALE BY OWNER: QUESTIONS TO ASK THE SELLER

WTW #23

1. Are you cooperating with real estate brokers?
2. May I preview your home to see if it meets the need of one of my qualified buyers?
3. Would you be offended if I took a brief tour of your home?
4. If my buyer is willing to pay a price that will net you what you want, are you willing to pay me a fee?
5. If I can't find the right home for my buyer, may I send them directly to you? I won't ask for anything. I am just trying to provide the best service I can for my buyer. May I come over to preview your home to see if it meets my buyer's needs?
6. What price would you accept for your home, realistically?
7. If I can get you your price, cover my fee, and do all the work for you, would that be of interest to you?
8. Would you be willing to meet with me for 20-30 minutes so I can show you up-to-date market stats, and share with you my unique marketing plan that has been proven to net our sellers the highest possible price?
9. If you knew that by listing your home with me I could put more money in your pocket than by selling it on your own, would you consider listing your home with me?
10. If I can show you a marketing plan that can sell your home for 10% more than you can sell on your own, would you be willing to give me 30 minutes? If what I say doesn't make business sense, I will simply say thank you and walk away, okay?
11. We had buyers go through our open houses this past month (or weekend), how many people did you have? There are obviously buyers out there. Would you like me to show you how we can drive more qualified buyers to your home?

12. My office sold homes this past weekend. How many offers did you get? Let's set up a time to meet so I can show you our powerful marketing plan, okay?
13. Are you aware that we are in a depreciating market? Did you know that every week that goes by, your home decreases in value?
14. How much more equity are you willing to risk by not allowing a professional to handle your sale for you?
15. How are you making sure that your prospective buyer is fully qualified for a loan?
16. Do you realize that you really have no control over the quality of the buyers that come into your home?
17. Does it really make sense in today's day and age to let unsupervised, total strangers access your home just because you have a sign on the lawn and you are hoping to save a few dollars?
18. Let's get together so I can show you how we can save you a lot of time and aggravation as well as net you more money, okay?

Note: Rather than learning multiple dialogues for FSBOs, try memorizing the above questions and talking points. This will allow you to be more flexible, conversational, and impactful.

FRBO: FOR RENT BY OWNER

WTW #24

1. Hi, I'm calling about the ad in the paper (or sign) for the home to rent. Are you the owner?
2. My name is _____, with Weichert, Realtors in Vienna. I will only take a moment, okay?
3. I was calling to see if you would consider selling your investment property instead of just renting it? (They say no.)
4. Some sellers become landlords, not because they want to be an investor, but because they don't think they can get a good sales price. Is that the situation you are in? (If they say they are happy being a landlord, ask if you can help them find other investments to purchase or if you can be of assistance with listing the rental. If they say they gave up on selling and are trying to rent instead, continue with question #5.)
5. There are a lot of rentals on the market right now and many landlords have a vacancy factor of several months, are you aware of that?
6. There are a number of buyers out there looking to take advantage of this "buyer's market."
7. Why don't we get together this week? Let me work up some new numbers for you and see what the highest possible price could be, okay? You can even put your property on the market for rent and for sale simultaneously and see what comes first. How does that sound?
8. I can see you later today at _____ or tomorrow at _____. Which is better for you?
9. If you don't like the numbers or don't feel I can be of any help to you, I will simply thank you and wish you the best, okay?

PROSPECTING: PHONE CALLS OR DOOR

KNOCKING WTW #25

1. Hi, my name is _____, with Weichert, Realtors in Vienna. How are you today?
2. I am currently working with a number of qualified buyers that are looking to move into your area.
3. I was just checking to see if you know of someone in the neighborhood that might be interested in selling their home within the next few months.
4. Okay, thank you for your time. Oh, by the way, how about yourself, when do you plan on moving?
5. Thank you again. I truly appreciate your time. Have a great day!

CURRENT CLIENT: ASKING FOR A REFERRAL

WTW #26

1. Mr./Mrs. _____, I want to thank you for allowing me to help you sell your home (or buy your new home).
2. Were you pleased with my service?
3. Because your transaction is coming to an end, I now have a vacancy in my schedule.
4. Can you please help me fill my schedule with another client who could also benefit from my service?
5. Who do you know that might be thinking of buying or selling within the next 60-90 days?
6. Thank you so much. I truly appreciate your help.

Seller Presentation – Marketing Proposal

**THE LISTING PRESENTATION/MARKETING PROPOSAL:
QUALIFYING THE SELLER ON THE PHONE – “THE CALL”**

WTW #27

1. I am looking forward to meeting you to discuss the sale of your home. I want to be as thorough as possible, so I do have a few questions I need to ask before we meet, okay?
2. Where are you moving to? (Great opportunity to place a referral or help them on the “buy” side.)
3. How soon do you have to be there? (This determines motivation.)
4. May I ask, why are you moving? (This will help you set the stage for your presentation. This may be a happy or sad move and your presentation has to be made accordingly.)
5. How much did you want to list your home for...realistically? (If the seller refuses to answer, tell them that you just want an approximate idea so you can prepare some comparable sale information to bring to their home.)
6. Have you ever sold a home before? (This will tell you if they are an experienced seller and if your presentation can be shortened or lengthened based on their experience level.)
7. Was it a good or bad experience? (This will tell you what their “hot buttons” are and you can tailor your presentation accordingly.)
8. What did your previous agent do that you liked or disliked? (Listen...It would make sense to consider doing what they liked and avoiding what they didn't.)
9. What made you buy this home? (Use their answers in your marketing materials and listing description.)
10. How long have you lived in this home? (If they bought during the peak of the market, pricing will be an issue.)

11. Will you please describe your home to me? How would you rate your home on a scale of 1-10? (They love to talk about all their improvements like the extra insulation in the attic or the heavy-duty roof nails!)
12. So I can figure your net dollars, is there a mortgage of HELOC? (This will tell you if you are getting involved with an upside-down seller.)
13. How much money did you want to walk away with after all expenses are paid? (This will help you strategize a list price.)
14. Are you considering selling the house by yourself? (You may as well ask. Get it out of the way up front.)
15. Do you plan on listing your home at this time? (Don't waste your time doing a full-blown presentation for someone who wants to list in six months.)
16. Ideally, when did you want to start showing your home? (If they need time to clean out their closets, address this up front.)
17. Are you interviewing any other agents? (You must find out who they are so you can compare your stats against the competition. You are kidding yourself if you think they are only talking to you! Try to be the last appointment, if possible. If the seller doesn't want to give you the names of the competition, try #18.)
18. Mr./Mrs. Seller, I assume you are calling several agents because you want to find the best candidate to not only sell your home, but get you the highest price, correct? I want to compare my statistics against their statistics, so you can make an informed business decision and help you figure out who is the best broker for the job, okay? So, may I ask again, who are they please?
19. I am going to have a Listing/Marketing Portfolio dropped off to you. It contains information about the market, my company, me, and the forms necessary to list a home for sale. By taking the time to review this before my presentation, it will cut our meeting time in half, okay?

20. We use a two-step process. Our first appointment should last 30-60 minutes and it will give me an opportunity to walk through your home, take notes, and ask you a few more questions.
21. I will then go back to my office, do market research and prepare a competitive market analysis. Our second appointment is usually a day or two later. This is when we will get together and discuss our unique marketing plan.
22. Our second appointment should last about one hour, and I would prefer you to come to our office, if possible.
23. Thank you for your time. I am looking forward to meeting you at your home this _____ at _____.

Note: If the seller asks you on the phone what your commission is, do not answer them. If they don't like your fee, they may not agree to meet with you or they might cancel your appointment. Try saying this instead: *Mr./Mrs. Seller, let's first worry about the price of your home before we worry about my fee. Because, quite frankly, if we can't agree on a price that's acceptable to you, it doesn't matter what my fee is, because we probably won't be doing business together. So, first let's worry about you, before we worry about me and my fee, okay?*

THE LISTING PRESENTATION/MARKETING PROPOSAL:

YOUR FIRST FACE-TO-FACE MEETING – “THE CHAT”

WTW #28

1. Hi, I'm _ , with Weichert, Realtors in Vienna. It is very nice to meet you.
2. Is there a comfortable place that we can sit and have a chat for about 10 minutes before we tour your home?
3. First of all, I want to say thank you for giving me this opportunity to meet with you.
4. I know you have a lot of choices and I am honored that you have agreed to speak with me.
5. Are you ready to get your home sold? (The answer to this question will “nail” their motivation and will let you know if you are even being considered for the job.)
6. What is more important to you, getting your home sold for top dollar or getting it sold fast? (This will tell you what to focus on during your listing presentation.)
7. What criteria are you using to hire the right real estate agent?
8. Are there any specific questions or concerns about the selling process that I can answer for you when we meet again? (Do not attempt to answer objections or argue about anything at this time. You are not doing a presentation now, you are just gathering information.)
9. I asked you a number of questions on the phone the other day, may I go over them quickly again and confirm a couple of things? (Go over your original qualifying questions again or ask any additional questions you were not able to get answered on the phone. Make sure nothing has changed.)

10. You mentioned on the phone that you were hoping to sell your home for \$ _____, is that correct? I'm curious, what's the price that you won't go below? (Whatever number they give you, go to question #11.)
11. So, if a well-qualified buyer made an offer below that price, would you want to see the offer or would you instruct me to throw it away?
12. I am excited about sharing my unique marketing plan with you that has helped many of my/our sellers not only sell quickly, but for top dollar as well.
13. If I were able to sell your home in 30 days, would that pose a problem for you?
14. Can we take a walk through your home now? (At this point, get up and tour the home. When finished, go to #15.)
15. I want to thank you again for giving me the opportunity to meet with you. Are there any final questions or concerns about the selling process that I can answer for you when we meet again?
16. I am looking forward to seeing you again on _____ at _____. Our meeting should last approximately 60 minutes. Will all the decision-makers be there at that time?
17. Thank you again!

A BRIEF LISTING PRESENTATION/MARKETING PROPOSAL

WTW #29

The actual length of a listing presentation depends on the experience of the seller, the confidence of the agent, how structured the presentation is and if the seller is committed to list with the agent. A listing presentation should be as long as necessary to get the listing. However, if the seller has definitely decided they are going to list with you . . . do you really need to do a full-blown presentation? Try this:

1. I want to thank you for giving me the opportunity to help you sell your home.
2. Did you have a chance to review the Listing Portfolio?
3. Do you have any specific questions for me?
4. Are you absolutely committed to list your home at this time?
5. Do you want me to handle the sale for you?
6. I am going to recommend a list price of \$_____. Are you comfortable with that strategy?
7. My fee is____% and the listing term is____months, okay?
8. Let's sign the paperwork and I will start the process of selling your home right away!

LISTING PRESENTATION/MARKETING PROPOSAL:

OPENING DIALOGUES

WTW #30

Before we get started, I have to ask you a question. Do you want me to tell you what I think you want to hear or do you want me to tell you the truth? Don't kill the messenger. There is a very good chance you may not like what I have to say, because most buyers and sellers today are not happy with this market. Sellers think they aren't getting enough money and buyers think they are paying too much. But I can assure you, what I am about to discuss with you is the truth and an accurate description of today's market. Fair enough? Let's get started.

WTW #31

Thank you for inviting me into your home. The decision to put your home on the market is one of the most important decisions you can make, and hiring the right agent to work with is just as important. I am trying to make my business a 100% referral business, and my goal is to "wow" you with service so that when we're done working together, you will want to tell others about how happy you were with the job I did.

WTW #32

Thank you for coming in today. I really want you to know that we will be working together as a team. It's important that you know I am on your side throughout this entire process. Think of me as your advocate. Communication is vital. If there is anything you think I am not doing at any point, please talk to me so I can take better care of you. That way, we can achieve our ultimate goal, which is to net you the highest possible price.

WTW #33

First of all, I want to say thank you. I truly appreciate the opportunity to discuss the sale of your home. I know you have lots of choices and I am honored that you asked me to help you make a very important business decision. Everything we talk about tonight will be centered on one key point...how we can net you the most money for your home. Because I am striving to have a 100% referral business, my goal, should we do business together, is to provide you with an exceptional level of service and results, with the hope you will feel comfortable and confident giving my name to your friends, family and associates. I also have to ask you to promise me something. If we do business together, you have to promise me that we will have open lines of communication. If at any time, you have a concern, question or problem, you have to tell me. I can't fix something if I don't know it's broken. Fair enough? Great! Let's get started!

WTW #34

Thank you for giving me the opportunity to tell you why our company is very different and to give you an in-depth view of real estate today. I take my job seriously and your bottom line seriously. Selling your home is one of the most important business decisions you will make, and the realtor you choose to represent you will make a significant difference in your bottom line.

WTW #35

I want to thank you for giving me the opportunity to discuss the sale of your home. I understand that you have talked with other real estate brokers, is that correct? The reason I requested to be the last agent you speak with is because I am sure you have heard a lot about advertising, open houses, MLS, the Internet, brochures, broker open houses, etc. We call those things “tangibles”, and we do all of them too...as well, if not better than any of our competitors. So, rather than spend a lot of time on things that almost any broker can provide, I want to focus my time with you tonight on the one thing that all of our sellers want more than anything else...and that's money. Our sellers hire us because they want to net the highest possible price for their home, utilizing our unique marketing strategy. So, before we get started, I want to make sure money is important to you as well. Excellent, let's get started!

WTW #36

I am excited about sharing my marketing proposal with you. I provide my clients with an extremely high level of personal service, and more importantly, an even higher level of results. My clients' homes sell for an average of . % more than my competitors (or fewer days on the market, or both), and that difference could put an additional \$_____ in your pocket. Would you like to know how I can potentially do that for you? Let's get started.

LISTING PRESENTATION/MARKETING

PROPOSAL: WHAT MAKES YOU DIFFERENT

WTW #37

1. Did you know that there are over _____ agents in _____? So, you obviously have lots of choices.
2. Now more than ever, sellers need an agent that is fully engaged in the real estate business. They want an agent that will be their advocate and help them net the highest possible sales price and protect their equity.
3. My job is to represent your interests, not the buyer's, as well as be a strong negotiator and effective communicator.
4. I will communicate with you every step of the way and will always give you honest and direct feedback. You will know exactly what buyers, agents and the market are saying about your price, condition or anything else that will help us get your home sold. That is what you want, isn't it?
5. I will make you aware of new listings, sales, expired listings, and price changes, as well as economic trends and local employment issues that could affect the sale of your home.
6. I will make sure that you are always one step ahead of your competition and I will never put you in the position of chasing the market. I will make sure that you will be the most informed seller in your neighborhood!
7. Since the buyers' agent's objective is to get their buyer the best price, I will use my negotiating skills to protect your equity as if it was my own, and not give away one dollar to the other side. This is why I have spent so much time and research to make sure we start the listing process with an impact price. This is how we ensure you will get a higher price than any of your competitors.

8. We will also leverage all of our company's marketing and technology resources to ensure that the world will know your home is for sale and access the entire buyer pool. Your home will not be kept a secret!
9. I will also aggressively try to find you a buyer through all of my daily prospecting and networking platforms. I will not rest until your home is sold!
10. Lastly, all that I mentioned to you is free of charge unless I bring you an offer that meets your needs. All of the up-front time and financial investment is on me. I am completely confident that there isn't another agent in town that will take better care of you than I will!

LEADROUTER PRESENTATION TO

SELLER WTW #38

1. I would like to tell you about a cutting edge technology we utilize called LeadRouter. This will allow me to be in touch with interested online buyers for your home almost instantly.
2. When an online consumer looks at your home on my Website and selects "Schedule a Showing", enters their name, email address and phone number and hits "Send, my cell phone will ring within seconds.
3. What LeadRouter does is converts the buyer's information into a voice message. It is also simultaneously sending an email to me and the buyer.
4. This allows me to respond to your potential buyer quickly, provide them with additional information and see if they want to set up an appointment to look at your home.
5. Can you see how this technology can give you a huge competitive advantage?

HOMEBASE BENEFITS TO SELLER

WTW #39

1. How important would it be for you to have convenient access to the paperwork that you sign regarding your home while we work together?
2. What about having access to that information after your home has closed and the transaction ended?
3. In addition to our regular updates and face-to-face communications during our working relationship, you will receive paper copies of all documents you sign and will also be able to access any of those important documents through a secure electronic system called HomeBase. There is no cost to you. It is one of our many seller services.
4. In addition to giving you access to documentation, HomeBase can allow you to receive updates on the transaction activities and services needed for closing after we put your home under contract. Being able to monitor the status of your transaction in one place would be a huge advantage to you, wouldn't it?
5. One of the other benefits that clients realize from this service is being able to access information about their real estate transaction long after the sale has closed for financial and tax planning purposes in the future. You will receive an email that will provide you access to your personal account. May I please confirm your email address?

HOME PROTECTION PLAN BENEFITS TO SELLER

WTW #40

1. Almost all major purchases come with some form of a warranty of guarantee. Consumers have come to expect this.
2. I am going to recommend you include a Weichert, Realtors Home Protection Plan with the sale of your home.
3. You may sell your home faster with a warranty. If there were two similar homes for sale and one has a warranty and one doesn't, which one do you think most buyers would take first?
4. A seller that doesn't provide a warranty has to compete with a seller that does provide one. Unfortunately, they may have to compete by lowering their price.
5. This is why homes with a Home Protection Plan sell faster and for more money than those that don't.
6. Plus, a Home Protection Plan is one of the least expensive ways to add value to your listing, because it attracts buyers, promotes confidence in the home systems and appliances, and sets your home apart from the competition.
7. Having a Home Protection Plan can also discourage lower offers and downward price negotiations, because potential buyers tend to negotiate a sales price even further after a home inspection, based on their concerns for unexpected repair and replacement expenses on covered items.
8. When the buyers don't have to worry about breakdowns, they may feel more confident about proceeding with an offer and closing the transaction.
9. The bottom line is...a warranty could save your deal.

10. If you choose, you will receive the same coverage for systems and appliances during the listing period with me. Payment is only due at closing. If you have a claim during the listing period, and for any reason your home doesn't sell, you do not have to pay for the cost of the Home Protection Plan or the cost of the repair or replacement.
11. You can also reduce after-sale liability with a Home Protection Plan. If a covered item breaks down after closing, the new owners will call the warranty company, not you.
12. I just need your approval on this warranty application. This will definitely give your home a competitive advantage!

COMMISSION DISCUSSION

WTW #41

1. I know one of the questions you asked me the first time we met was about our commission. So, I will cover that with you now, okay?
2. Our fee to market or list your home is only 3%. Of course, you will also have to pay a fee to the company that brings the buyer. We recommend that you pay them the same fee, 3%. (The seller tells you that the other two brokers they talked to said they only charge 5%.)
3. Did the other agents say they would list your home for 5% or sell your home for 5%? (The seller asks if we aren't talking about the same thing.)
4. No, we aren't. Many agents will gladly list your home and not care if it sells or not. They want the listing so they can attract buyers to themselves through open houses, sign calls, Internet inquiries, etc.
5. They can actually make thousands of dollars off of you even if your home doesn't sell!
6. You told me you wanted to be sold in 60 days, correct? Do you feel confident that my marketing plan can get your home sold in 60 days? (The seller says they like you and feel you will do a great job, but that extra 1% is \$_ _ . With today's economy, that's a lot of money to them and it can help pay their moving expenses. They need every penny!)
7. I completely understand. Another option you have is to pay the broker that sells your home 2.5% instead of 3%. However, I don't recommend it.
8. With all the homes that you are competing with right now, most of those sellers are offering the selling broker only 2.5%, and by the way, most of those homes are not selling!
9. Can you see how paying an extra half of one percent can be an incentive to get more interest in your home and generate more potential showings?

10. If you were an agent and had to show five homes this weekend, which of the five do you think you would focus on? Would you want to show the homes that paid you only 2.5% or the homes that would fairly pay you 3%? (The seller says obviously the homes that paid 3%.)
11. Of course you would. Don't you think most agents would feel the same way? (The seller says the guess so, but 6% is still a lot of money. The other agents were happy to take 5%. They ask you why you wouldn't rather have 5% than maybe nothing.)
12. I assume that you called three agents because you wanted to find the best agent that you believed would take great care of you and get your home sold for the best price, correct?
13. I am that agent. Nobody will take better care of you than me. I know other brokers will list your home for less...and they should!
14. I hope that I have been able to successfully demonstrate to you through my marketing proposal that I am not only different, but the best candidate for the job.
15. My experience has shown that if a seller can out-negotiate an agent on commission, that agent is a poor negotiator themselves!
16. Why would you want them to represent you with the goal of negotiating the best sales price for you, when they can't negotiate their own fee?
17. Let me go to work for you tonight. You won't be disappointed. (The seller tells you that you sound very confident and that's what they want. They tell you that you can't blame them for trying.)
18. No, I can't blame you for trying. All my sellers try. You are making the right decision. I am looking forward to working with you and getting you and your family moved to your new home. Thank you. I truly appreciate your business. You will not be disappointed with your decision to hire me!

WTW #42

1. Let's spend a moment and talk about our fee, okay?
2. I know you have talked with other agents and I am not sure what fees they quoted you, but our fee is 1% more than the average agent in town. (They tell you they talked with two other agents and they both quoted 5%.)
3. That's the fee most of the average agents and companies are charging in the area. Our fee is 1% more. (They say that 1% more equals 6%!)
4. That's correct. (They tell you that there is no way they are paying 6%. They will be lucky if they walk away with a dime after they sell their place. They tell you that 6% is out of the question.)
5. We are not average and we don't produce average results. All real estate companies are not the same. You absolutely get what you pay for!
6. It sounds to me that money is very important to you. Is that correct? (They tell you that they need as much as they can get. That's why they have to go with a broker that will charge 5%. They may even try to find someone that will negotiate to 4%.)
7. I am sure that if you make enough phone calls, you will find a desperate agent that might even charge less than 4%.
8. You can also try to sell the home yourself and potentially pay nothing. But let's focus on money for the moment, okay?
9. You said money is important to you, correct?
10. Here's a list of homes that we recently sold in your neighborhood. These homes sold for an average of . % more than our competitor's listings (or selling in fewer days on the market or both) who are charging 5%, by the way.

11. Even after paying us just 1% more, you will still have a chance of netting a lot more money (or selling your home faster or both) and making up for the 1% difference. I can net you more money, even after paying us our slightly higher fee. (They tell you that this all sounds great, but asks if you can guarantee it.)
12. No, I can't guarantee it. However, what I can guarantee is that if you hire a discount or ineffective broker who mismanages your transaction, it will cost you a lot more than the money you think you are saving by choosing a lower commission broker.
13. The other thing I can guarantee is that you don't pay me a dime unless I do the job I was hired to do, to your satisfaction.
14. I work for free unless I get the job done. All the risk and up-front investment is on me.
15. What is more important to you? Paying less commission or netting more money? The difference in doing business with an average company or Weichert, Realtors, a market leader, is only 1%. We will make up the difference for you many times over. (They still say you are charging more money.)
16. It's true. We charge a little more, but in the end, we don't cost more. I can help you increase your bottom line and get your home sold faster.
17. Let me go to work for you tonight. Let's get your home sold before you potentially lose any more money. I know you are in a tight spot. I am the right person for the job. I know I can help you.

COMMISSION

DISCUSSION WTW #43

1. Based on our discussion so far, do you feel that I am the right person for the job? (The seller says they like everything you had to say, but you haven't discussed your commission yet. They assume you charge what the other brokers are charging.)
2. I'm not sure. What are the other brokers charging? (They tell you that they talked to three other brokers and they all quoted 5%. They are hoping that you will be less than 5%.)
3. Actually, my fee is not 5%...it's 6%. (They ask if they heard you right. Did you really say 6%?)
4. Yes, you heard me correctly. (They thank you for meeting with them, but they will have to get back to you. They have a lot of thinking to do.)
5. Let me ask you this. If all of the brokers you spoke with, including me, charged 5%, who would you hire to sell your home? (They tell you that if all the brokers were the same, they would probably choose you. You were highly recommended and they like your approach.)
6. So, if I understood you correctly, if my fee was 5%, you would list your home with me tonight? (They say they think they would, but not at 6%.)
7. I want you to know that all of my clients pay me the extra 1%. Of course, none of them wanted to in the beginning, just like you. But they saw the value that I added to their transaction by netting them top dollar.
8. I actually brought with me a list of references. These are names of my past sellers. You are welcome to call any of them if you like.
9. I assume that you see value in me as well; otherwise you wouldn't have made the statement that you would choose to list with me, all things being equal, correct? (They say correct, but they are still not paying 6%.)
10. Do you think all real estate agents are the same? (They say no. They like your approach the best, but they are still not going to pay you 6%.)

11. Do you want to discount the price of your home? (They tell you they want the highest price possible.)
12. Of course you do. All sellers want the same thing...to get the highest possible net price.
13. I know you can hire any of the brokers you interviewed at a reduced commission and think the money you are supposedly saving is going right into your pocket. But let's analyze how that might negatively impact you financially, okay?
14. Your home is probably one of your most important investments. Just like hiring a financial advisor, you need to make sure you are hiring the best company and advisor that will help you net the highest return on your investment. Does that make good business sense?
15. A good real estate negotiator can net you 5-10% more, and a poor negotiator can net you 5-10% less. That can be as much as a 10-20% spread!
16. I hope you feel confident after discussion our unique marketing approach that we are different than the discount brokers and worth just 1% more. I want you to know that I don't charge fees, I earn them! (They tell you that it's still a lot of money.)
17. If you think it's expensive dealing with a professional like me, wait until you see how much it's going to cost you when you work with a discount broker!
18. Don't you think my ideas, market knowledge, marketing strategy and negotiating ability can make up the 1% difference I charge? (They tell you the other agents are happy to do it for less.)
19. I don't use my fee as a tool to get your listing. Tell me about the track record of the other brokers you are considering. What was their list/sale ratio or days on the market or market stats? (They tell you that they didn't show them any of those things.)

20. The discount broker is not Weichert, Realtors, 1% cheaper. I am very good at what I do. You get what you pay for in this business.
21. No matter how much you pay a broker to sell your home, whether it's 4%, 5%, 6% or more...it's a lot of money. Choose the best, so you will get the full service value of what you pay.
22. I believe I am the best candidate for the job. Please give me an opportunity to show you what I can do for you. You won't be disappointed. (They ask you if they can get a break in the fee if you sell the home yourself.)
23. If I sell the house myself, I get paid twice as much and you only have to deal with me. Let's go over the paperwork and let me start working on your behalf right away. With this market, we don't want to waste any time! (They tell you that they hope you are as tough with their buyer as you were with them.)
24. That's the idea!

FULL FEE: COMMISSION OBJECTION RESPONSES

WTW #44

- I will not reduce my fee, but I appreciate the question.
- I am happy to negotiate my fee, as long as it's "up."
- If I were to take less than __%, what part of my marketing do you want me to leave out?
- Some agents do charge less...and they should!
- You get what you pay for.
- I charge all of my clients the same. I can't make an exception for you.
- I have never charged a client less than __%. Our clientele understands the value of our service. Not everybody can become one of our clients.
- I understand that you are interviewing other agents. I am also interviewing other sellers.
- Some agents have to be the cheapest to get their business. That is their only value proposition.
- I charge a little more, but I don't cost more. Our listings sell for an average of % more than the average agent who discounts their fees in our marketplace. The reality is, my __% fee only costs you __%.
- My fee is free unless I do the job I was hired to do.
- You can't have me for % , but I would be very happy to refer you to a discount broker if you like. They won't give you the service or results that we do, but at least they are cheap.
- You are going to find that brokers who charge less...are less effective.
- Agents who are so quick to cut their commissions are weak. They are usually terrible negotiators. If they can't negotiate their own compensation, how in the world are they going to be able to negotiate your price? I hope if nothing else, you respect the fact that I fight for my money and I also fight for your money as well.

- Would you choose a surgeon based on the fee they charge or their results and track record?
- Just give me ____ days. I am so confident in my ability to get you top dollar for your home, just give me ____ days to get you your price and my fee. If I can't do the job, then you are free to list with a discount broker if you like. You have nothing to lose!
- Commissions are not negotiable with agents that sell as many homes as I do. Agents that do minimal amounts of business are usually weak and don't believe in themselves or the services they offer. What kind of agent do you want?
- Let's try not to focus so much on my fee. Instead, let's concentrate on the peace of mind you will experience when you use my service.
- Most real estate agents don't run their business like a business. If you were a freelancer and were offered one of three jobs, one paid \$1,500, one \$1,200 and the other \$1,000, which would you pick?
- I'm not competing with other agents as much as you are competing with other sellers.
- Agents know what they are worth and charge accordingly.
- Most sellers aren't concerned with how much I get paid as long as they receive what they want out of the sale of their home.
- My concern is how much equity you are willing to risk or leave on the table in order to get a discount in a fee.
- Most sellers I work with are concerned most with the amount of money they will net from the sale of their home. I assume that's why you are questioning my fee. Give me just 20 minutes to show you how I will net you more money. If you don't feel I am worth what I charge, don't hire me.
- Please understand, I do not get paid a penny unless I perform and bring you an offer that meets your needs. There is no reason to reduce my fee when you are not obligated to pay anything until I provide results.

- Let me ask you a question. If your boss asked you to work just as hard this week, as you always do, with the understanding that you were only going to be paid 80% of your normal salary, how would you feel? Would you want to work as hard as you normally do? My fee is based on the effort I put forth and the results that effort brings. You won't be disappointed.
- Compare my stats with the other agents who said they would discount their fee. Oh, they didn't show you any stats? Very interesting.
- It's not the fact that we sell more homes than anybody else that should impress you. You should be impressed by the fact that our homes sell for more money and faster than anyone else.
- I am not here to list your home. I am here to net you more money.
- I will accept ___% if you pay me up-front, non-refundable.
- My value to you is that I will net you more money.
- So-called "top agents" often sell their clients' homes for less than the asking price. We can net you more.
- We get paid for our results, not our time.
- Discount agents work for themselves. Full service agents work for the seller.
- Discount agents don't negotiate well or believe in themselves.
- If you honestly don't think my ideas or negotiating ability can make up the 1% difference I charge, you shouldn't hire me.
- Let's decide if we want to work together before we talk about commission.
- I may be the most expensive agent you interview; however, I will net you more money.
- You are negotiating with the wrong person. We are supposed to be on the same team. We should be negotiating with the buyer and their agent!

- After everything we just discussed and showing you our statistics, what do you think we are worth?
- Let me ask you a question. If you were to list your home at 5% for six months and it didn't sell, how much would you actually save?
Exactly.
- I am not going to reduce my fee because your home sold quickly. Most sellers would be thrilled to get such an overwhelming response. My job is to provide results, which I have. I'm sure you can understand that I do not reduce my fee for a sale that takes place in days, just as I don't increase my fee if the sale takes place in 2-3 months. I'm sure if we were sitting here three months from now you would not be willing to pay me 7% or 8%, would you?

FULL FEE: QUESTIONS TO ASK THE SELLER

WTW #45

- Do you really think all real estate agents are the same?
- What is more important to you, the 94% you get or the 6% I get?
- What will the discount agent do to net you more money?
- Is commission rate the only criteria you will use to hire a broker?
- Under what circumstances would you be willing to pay me a full fee?
- Is this a test to see how I negotiate?
- Would you be interested in hearing how paying a full fee can actually help you net more money for the sale of your home?
- If I can show you how we can help you net more money, are you open to paying just 1% more?
- Are you interested in a higher sales price or a lower commission? (because you can't have both)
- If you knew that by paying me 6% you would net more money than if you listed with ABC Realty at 5%, would you list your home with me?
- Guess how much you pay me if I do not sell your home at a price you are willing to accept?
- Are you considering hiring the other broker because they are cheaper or because you believe they will do a better job?
- You are asking me to reduce my fee by 1%. Did you know that represents a 17% reduction in my compensation? If I reduce my fee by 17%, are you willing to reduce the price of your home by 17% as well so I can sell it faster?

SELLER OBJECTIONS

WTW #46

- **You haven't sold any homes in my area:** With over ___ agents in the MLS, the odds are against me that I will sell your home myself, even if I was right in your town. Not only can my company give you massive exposure, but you will also benefit from my marketing, negotiating and communication skills. You want the highest price possible, don't you? I can sell your home. Nobody will take better care of you than me.
- **You're too new or inexperienced:** I can't tell you that I have been in the business for 10 years, but one of the advantages of working with me is that I am looking to build my career. I have the time to offer you an incredible level of personal service. I am also backed by a dynamic real estate company. And if I get the job done, you will tell other people about me and help me build my career faster. You will not find a harder working agent than me. Please let me show you what I can do for you.
- **I have a friend in the business:** Almost everybody does! They say if you didn't have a friend in the business, you don't have any friends! You shouldn't pick an agent because you know them. You should pick the best person for the job. Do you also want your friend to know all your personal business? The choice is yours, but there is no question in my mind that I am the best person for the job.
- **We want to think it over:** If a seller tells me they want to think it over, it's usually their polite way of telling me they don't want to work with me. Is that what's going on here? If you truly want to think about it, let's do this. Go ahead and sign the paperwork now. Think about it overnight. If you wake up tomorrow and decide that I am not the right person for the job, call me and I will rip up the paperwork, okay? But call me early, because I will be on the phones first thing trying to find you a great buyer. I don't like to waste time.
- **We are thinking about listing with another company:** I can appreciate that. But you are talking to me for a reason, right? I assume that if you were committed to the other company, you would have already listed with them. There is no question in my mind that I am the best person for the

job. I will put my/company's track record up against anybody's. However, sellers don't list with companies. They list with agents. I know that I am the best agent for the job. Nobody will take better care of you than me.

- **We only want to give you a 60-day agreement:** I can't accept your listing for 60 days. That would be unfair to me as well as you. Although I expect to sell your home quickly, sometimes unforeseen things can happen. Your transaction can fall apart for reasons beyond anyone's control and I may have to start the process all over again. I need to know that I have a reasonable chance to be compensated. It's also not fair to you, because most agents won't work as hard or spend the money required if they know you can pull the rug out from under them in a short period of time. A six- month agreement doesn't mean it will take six months to sell your home. It just means that I am your agent and you are my client for six months. I think we've gotten along pretty well so far, don't you agree?
- **I like what you have to say, but I have another agent coming over tomorrow night:** I can understand that. Based on what we have discussed so far, are you as confident as I am that I can sell your home? I will be happy to call the other agent for you and let him/her know that you listed your home with me tonight. I will make sure that they are the first agent to know that your home is on the market, so they can get a head-start on showing it...if they have a buyer. How does that sound?
- **We need time to clean up the house:** No problem. Let's go ahead and sign the paperwork while I am here. I will put the listing "on hold" until you finish and in the meantime, I will process the paperwork, write the ads, tell my colleagues, etc. When you are ready, just give me a call and then we'll start showing the house. I won't have to come back and take up any more of your time. How does that sound?

LISTING PRESENTATION/MARKETING

PROPOSAL: CLOSING DIALOGUES

WTW #47

- Are you as confident as I am that I can get your home sold?
- Based on our conversation tonight, am I the right person for the job?
- Shall we proceed?
- Based on what you told me you are looking for in an agent, I feel that I am the right person for the job. Put me to work for you tonight, you won't be disappointed.
- Have I proven to your satisfaction that I am not like the other agents you talked to?
- Are you ready to get your home sold?

Note: If you get an affirmative response to any of the above questions or statements, say: "Great, let's go over the paperwork. Thank you for giving me the opportunity to work with you."

“WE WANT TO THINK ABOUT IT”

WTW #48

- What can I do to make you feel comfortable to proceed right now?
- What specifically is stopping you from hiring me tonight?
- I must have not completely convinced you that I am the right agent for the job. What questions do you have?
- Most of my clients go ahead and sign the paperwork at this point. So, I must have forgotten something or didn't fully answer a question or address a concern. So please tell me, what concerns do you have? Is it the price? Is it me? Is it my company? Is it my fee? Is it my marketing plan? (Keep asking until you isolate their objection and then say: “So, if I can answer this concern to your satisfaction, are you ready to proceed?”)
- I have learned through the years, that if I walk out of your home tonight without a commitment from you, you won't hire me. So tell me please, what's stopping you from hiring me? Is it...? (Keep asking until you isolate their objection and then say: “So, if I can answer this concern to your satisfaction, are you ready to proceed?”)
- When a seller tells me they want to think about it, it's usually their polite way of saying that they are not interested. Is that how you feel? What can I do to make you feel comfortable to hire me tonight?

Pricing – Listings

PRICING: INITIAL LIST PRICE DISCUSSION

WTW #49

1. Let's take a look at the market analysis I prepared on your home.
2. The first section shows homes that are currently for sale in your price range. Most buyers will compare your home to these.
3. The second section shows homes like yours that recently went under contract. Although we don't know what they sold for yet, their list price or "strike price" represents a number that caused a buyer to make an offer.
4. The third section shows homes that have actually sold and closed. These prices represent what buyers were willing to pay over the past few months.
5. The last section is a list of homes that failed to sell or expired from the market. These prices represent what a seller wished they could have sold for, but the buyers did not perceive these homes to be a value.
6. Based on this information, the market is suggesting a list price of \$_____. How do you feel about this strategy?

WTW #50

1. Buyers today ultimately determine what a home will sell for by what they are willing to pay.
2. We want to make sure that your initial list price will excite the buyers strongly enough, so we can generate multiple showings and hopefully produce multiple offers. We call this an “impact” price.
3. This strategy is the best way to help you net the highest possible price with the fewest days on the market.
4. Let’s first look at properties similar to yours in the area currently on the market that are not selling and then homes that have recently sold, revealing what buyers have actually paid for homes similar to yours.
5. This will not tell us which homes were perceived as a value and those that were not.
6. Based on this data, where do you think we should position your home? (No matter what they say, go to question #7.)
7. The market is suggesting an initial list price of \$_____. If this is the correct number, your home should be sold in days.
8. If your home is not sold in days, I will update the market analysis and see if we need to discuss repositioning the price.
9. Are you comfortable with this strategy? It’s been proven to help sellers get the maximum price, no matter what the market is doing.
10. Let’s go ahead and list your home at the “impact” price of \$_ . By doing so, you are making a wise business decision.

WTW#51

1. First of all, I am sure you are aware of the fact that you and I do not determine what your home will sell for. The market decides...by what a buyer is willing to pay.
2. There are currently_____homes for sale in your area.
3. Each month, approximately _____ homes in your area sell. That means if no other homes come on the market, we have a month supply of inventory.
4. To complicate matters even more, each month _____ additional listings come on the market in your area.
5. If I were to print a one-line printout from our MLS with all the homes for sale, the list would be _____feet long!
6. Currently only _____% of listings are going under contract. Most homes are priced _____10% or more above market value, a third between _____5% and _____10% above market value, and the rest are between market value and _____5% above.
7. Which homes do you think all buyers want to see first? Of course, they want to see the best-priced homes. They all do!
8. If you were a buyer, which homes would you want to focus on? Of course you would.
9. Because of this, the market is recommending that we list your home tonight at a price of \$_____.
10. Let's go ahead with the paperwork and take advantage of the fact that most of your current competition is overpriced!

SELLER DISAGREES WITH YOUR SUGGESTED

LIST PRICE WTW #52

1. **We made a lot of improvements:** Did you make those improvements for the next buyer or for yourself? You obviously have enjoyed the upgrades, haven't you? A buyer may not have picked the same improvements as you, which means they have no value to them and even if they did, at best they would give you fifty cents on the dollar.
2. **Another agent said we could get more:** This happens all the time. Many agents overprice a listing so they get the seller to hire them and then start pushing the seller for price reductions week after week. They will eventually want you to list your home for the price I am recommending today, and in the process will waste valuable market time. Is that what you want? I would rather tell you the truth and potentially lose your business, than lie to you and lose your respect.
3. **Another agent gave us a higher list price:** Some agents price homes to list them and some agents price homes to sell them. What kind of an agent do you want?
4. **We don't need to sell our home quickly:** Is money important to you? Homes sell at their highest possible price during the first couple of weeks of exposure. That's because the best, most qualified and motivated buyers look at new inventory immediately. The longer your home stays on the market, the less money you will receive. That's a fact. Let's price it right and get your home sold quickly!
5. **I insist on listing my home for my price:** When I came out today, I thought you actually wanted to sell your home, but it sounds like you really want to only list it. I do know some agents in the business that love to just list homes and are not very busy. Would you like me to email their names and phone numbers to you?
6. **The other agent was confident they could list my home for more money:** Did the other agent tell you that they would list your home for more or sell your home for more? There is a difference! I thought the goal was to sell and move to Isn't that correct?

7. **I have to list for my price:** Okay, we can list your home for that price, but we would have to sign a three-year listing agreement. It will probably take that long for the market to catch up to your price. So, if you want to put your life on hold for three years, let's use your price. But if you are serious about moving on with your life, let's go ahead and list it for a price that will actually cause your home to sell, okay?
8. **I am not sure what to do:** Well, you really have two choices. You can sell or you can stay! Which do you want to do?
9. **My home is worth more money because...:** Your destination, improvements, emotional attachment, wants and needs, assessed value, appraisal done for a refinance, price paid, neighbor's opinion, what your neighbor sold for three months ago, or the fact that you already took all your cash out (ATM Machine) has nothing to do with the current value of your home.
10. **I have the right to list my home for what I want:** Of course you do, but the market determines value by what a buyer is willing to pay. That's the way the real estate market works.
11. **I am sure that if you advertise more, I will be able to get my price:**
\$50,000 of advertising will never sell an overpriced listing! Advertising doesn't sell homes, real estate agents do. Arid buyers don't respond to ads, they respond to well-priced inventory.
12. **Can't we try it at a higher price for a few weeks?** Sure you can, just not for the first few weeks!
13. **Maybe we should wait:** Do you really think that waiting is going to change the market? What do you know that I don't?
14. **We're confused:** Don't worry. If you truly want to sell your home, together we'll come up with a pricing strategy that will work best for you.
15. **All of my neighbors' homes aren't as nice as mine and they are listed for higher prices:** Let's take advantage of the fact that your competition is currently overpriced. How do we know? Because their homes aren't selling! You need to be the better value. Use your neighbors' homes to help sell yours.

16. **But my neighbors' home sold for more money three months ago:** Then you should have sold when your neighbor did, because the market has changed.
17. **You are just trying to give my house away:** I haven't given one away yet!
18. **The other broker told me that you were going to under-price my home:** Well, that's interesting. I hear that all the time. In order for me to under-price your home, I have to know what it's worth. And no real estate agent knows, even the other agent you spoke with, what a home is worth until it goes on the open market and we start getting feedback. I know you think I am suggesting you under-price your home, but isn't it possible that all of your neighbors' homes are overpriced instead?
19. **I bought during the peak of the market. I have to get more:** Unfortunately, it's not possible to take that kind of profit in this market. Nobody is hitting homeruns.
20. **If I have to sell at your price, I'll just sell it myself:** You can do that if you like, but it would not be a wise business decision. Unfortunately, you will never be able to expose your home to a larger audience than I can. And because I can give you massive exposure, whatever the eventual sales price is, it will be more than you will be able to generate on your own. I also do all the work. I know you are frustrated. Every seller is frustrated today. Letting potentially unqualified strangers walk through your home is not an efficient way to get the best price. Listing your home with me is.
21. **But if we sell the house ourselves, we will save the commission:** No, you won't. Buyers deduct the fee right off the top since they know you aren't listed and start their negotiation below that point. Sellers that do sell on their own usually get 5%-10% less than an agent-assisted transaction and have to do all the work themselves. And, more than 80% of FSBO sellers eventually do list with an agent because it's not as easy as they thought. Let me get to work for you right now.
22. **I can't afford to buy my new home if I take on this loss:** This is a great market to move up! If you think you are losing % on this home, you will make up the difference on the home you are buying, especially if it's in a higher price range. That seller is also going to take a % loss,

maybe even more. You will actually be gaining money! No sellers are insulated from this market.

**THE PRICE REDUCTION/REPOSITIONING
CONVERSATION: ON THE PHONE OR IN PERSON**

WTW #53

1. I would like to go over your weekly market update. I want to take a few moments to discuss your activity as well as the current market, okay?
2. Up to now we have had _____ showings and _____ offers.
3. There have been _____ new listings that have come on the market since we listed your home, _____ homes have been sold and _____ homes have reduced their price.
4. The market is telling us that our current list price is not the right number.
5. Remember, I told you that your home should be sold in _____ days.
6. Well, the market has spoken. What it's telling me is that it's time to reposition your price, so we can create additional activity and try to bring back some of the previous buyers who decided not to make an offer due to the fact that they didn't perceive a value at your home's current listing price.
7. So, what percentage of a price change are you thinking? 5% or 10%?
8. The market is telling us that we should immediately reposition the price to \$ _____ in order to create the impact that the original list price failed to do.

**THE PRICE REDUCTION/REPOSITIONING
CONVERSATION: ON THE PHONE OR IN PERSON**

WTW #54

1. I want to give you your market update. Is now a good time?
2. As you know, your home has been on the market for _____ days.
3. During this time, the market has made some obvious adjustments. I am sure you have been reading about the real estate market in the paper.
4. I told you when we first listed your home that I expected your home to sell in _____ days, remember? Homes that are priced correctly should be sold within this time-frame, regardless of market conditions.
5. There are usually three reasons why a home fails to sell. May I tell you what they are?
6. The first is accessibility. We can't get into a home during normal business hours to show it. But you've been very cooperative, so that's not it.
7. The second is that the agent isn't doing a good job in marketing your home. We have done the same intensive marketing campaign that we have for all of our other sellers whose homes are currently under contract. So we know that's not it.
8. The third is price. It's clear by now that the market has rejected our list price of \$_____. Therefore, I am going to recommend we reposition the price immediately to \$_____ to give you exposure to a wider group of buyers and hopefully encourage the buyers who looked at your home before to come back.
9. As a matter of fact, as soon as you authorize the price change, I will contact every agent that showed your home and make sure they know about the new price immediately. A certain percentage of those buyers may choose to come back and possibly make an offer.
10. I know this isn't the greatest news for you to hear, but this is what will be required to get your home sold and move you on to your next home.

THE SELLER REFUSES TO REPOSITION THE

PRICE WTW #55

- Let me ask you this. If a great offer came in today, what price would you accept? If you are willing to accept less than the list price, let's not keep that a secret. Let's tell the world that you will accept that price by repositioning the home to that number. Does that make sense?
- I am sure that you are aware that homes are still depreciating in value every day. Based on the value of your home, you are depreciating dollars every week! Not to mention your carrying costs, loss of interest income, or not being able to move on with your life. If your bank withdrew the same amount of money every week out of your savings account, you would move your money, wouldn't you? Well, the same thing is happening. You need to move your house as well.
- I know you would rather wait to reduce, but may I ask, wait for what? The longer you wait, the less money you are going to receive.
- I know you are upset with me, but I have to tell you the truth. That is what you want, isn't it? You have heard of the term "medical malpractice"? Well, if I don't tell you honestly what's going on, I will be committing "real estate malpractice"! Sometimes the truth hurts, but I have to "deliver the message".
- I know you are afraid that if you reduce, you may get less money. But wouldn't it be better to get an offer that you say no to, instead of not getting any offers at all?
- I agree, your home should be worth \$_____. But not in this market.
- A minimal price reduction is not going to have the impact we need. And, all it will do is make me come back in a few weeks and ask you to reduce again. All we will be successfully doing is chasing the market down. I want the market to chase you for a change. And the only way to make that happen is to reposition to a number that will have the greatest impact. What would you like to do?

BLDS INSPIRATION

SESSION #4

Change Your Thinking

Two men, both seriously ill, occupied the same hospital room. One man was allowed to sit up in his bed for an hour each afternoon to help drain the fluid from his lungs.

His bed was next to the room's only window. The other man had to spend all his time flat on his back. The men talked for hours on end.

They spoke of their wives and families, their homes, their jobs, their involvement in the military service and where they had been on vacation.

Every afternoon, when the man in the bed by the window could sit up, he would pass the time by describing to his roommate all the things he could see outside the window. The man in the other bed began to live for those one hour periods where his world would be broadened and enlivened by all the activity and color of the world outside.

The window overlooked a park with a lovely lake. Ducks and swans played on the water while children sailed their model boats. Young lovers walked arm in arm amidst flowers of every color, and a fine view of the city skyline could be seen in the distance.

As the man by the window described all this in exquisite details, the man on the other side of the room would close his eyes and imagine this picturesque scene.

One warm afternoon, the man by the window described a parade passing by. Although the other man could not hear the band, he could see it in his mind's eye as the gentleman by the window portrayed it with descriptive words.

Days, weeks, and months passed. One morning, the day-nurse arrived to bring water for their baths only to find the lifeless body of the man by the window, who had died peacefully in his sleep. She was saddened and called the hospital attendants to take the body away.

As soon as it seemed appropriate, the other man asked if he could be moved next to the window. The nurse was happy to make the switch, and after making sure he was comfortable, she left him alone. Slowly, painfully, he propped himself up on one elbow to take his first look at the real world outside. He strained to slowly turn to look out the window beside the bed. It faced a blank wall.

The man asked the nurse what could have compelled his deceased roommate to describe such wonderful things outside the window. The nurse responded that the man was blind and could not even see the wall. She said, "*Perhaps he just wanted to encourage you.*"

- There is tremendous happiness in making others happy, despite our own situations.
- Shared grief is half the sorrow, but happiness, when shared, is doubled.
- If you want to feel rich, just count all the things you have that money can't buy.
- Today is a gift, that's why it is called The Present.