

WEDNESDAYS
with
WAYNE 
LIVE AGENT TRAINING

“INJECTING” YOURSELF INTO THE MARKET
Begins in:

10:00
Stop

WEDNESDAYS
with
WAYNE 
LIVE AGENT TRAINING

LEANING INTO THE NEW NORMAL

“In life, change is inevitable,
in business change is vital”

Warren Bennis



“Action may not always bring happiness, but there is no happiness without action”

-Benjamin Desraeli



Regardless of how long you've been in the business...

You must adopt a “new agent” mentality!

Why?

The business model has changed...

For EVERYONE!



What is the “new agent” mentality?

A DAILY focus on LEAD GENERATION...

While DAILY practicing the skills of LEAD
CONVERSION



The OLD Consumer Selection Model:

Level One: Past Business Relationship

Level Two: Ask Friend/Family

Level Three: Call a “name”



How did consumers identify the
“name” agents?

PRINT ADVERTISING/Number of Listings



If you were a new agent, you had to “inject”
yourself into the marketplace!



But How?

Open House

Expired

FSBO

Geographic Farming

Door Knocking

Circle Prospecting

Print “Image” Advertising



Today's Question...

Is today really any different?

Vehicles... YES

Actions... NO



The NEW Consumer Selection Model:

Level One: Past Business Relationship

Level Two: Ask Friend/Family

Level Three: Access a Portal



Google (Listings)

Zillow (Buyers)



Lead Generation in today's world is not shaped by anything other than the need to be more proactive than you ever have!

Which leads to a question...



Why don't we consistently do what we know we need to do?

LACK OF CONFIDENCE/LACK OF PRACTICE!





Which side of the transaction will require new (better) dialogue?

Both Sides!



What we know...

We have to be prepared to have more in-depth conversations (in the proper order) about the process than ever before.

Absent the conversation, we will ALL become interchangeable pieces



In the Last Week...

I am meeting with a seller today who only wants to pay a one percent commission to the buyers agent, and I was just looking for a little peptalk

Got it! I will send you the paperwork here in a bit. I'm headed back to my house now

Thank you, no hurry. Sequence it in as you have time.

Today 4:08 PM

Ok. I have sent over all the paperwork and make sure it's right.

Read 4:08 PM

Hey [redacted] working my way through it, but can't sign this contract as is. I am fine to do an exclusive on any property you have shown us, and especially an exclusive on this house, but I can't sign one on properties we have yet to look at. I also won't sign to fill in the flat fee or make up the 3% if the seller comes under or does not fulfill their obligation.



iMessage



Things to work on:

- Be prepared for more in-depth conversations with both buyers and sellers on strategy and marketplace
- Don't be “on your heels” Lean into the conversation
- Begin working on your VALUE as it relates to your client
- Understand why you are being hired...strategy, control and communication
- Design/enhance your presentations and materials
- Decide your commission structure and be able to defend it! While fees are negotiable, yours shouldn't be

“INJECTION” ACTION STEPS



ACTION STEP #1 GOOGLE

Create Google business page

Become Google verified (**green check mark**)

Purchase Google local service ads

Obtain 2 reviews per week

ANSWER THE PHONE WHEN IT RINGS!



ACTION STEP #2 UPGRADE MATERIALS

Pre-listing Packet
Buyer Packet
Video Cards





Seller's Guide



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Real Estate Agent



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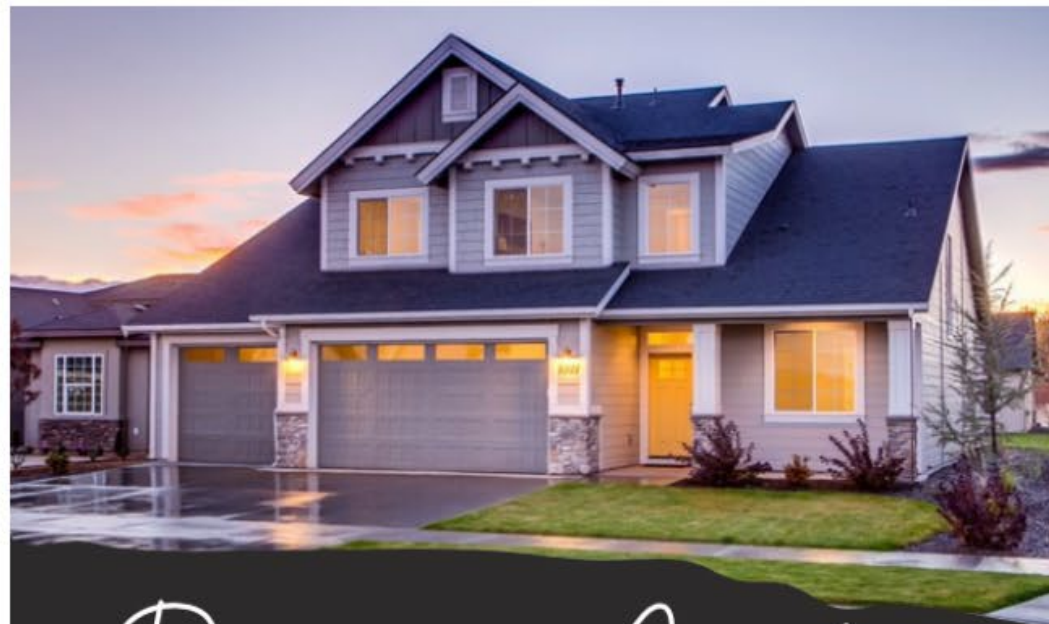


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RE/MAX
REAL ESTATE RESULTS



Buyer's Guide

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RE/MAX
REAL ESTATE RESULTS



The Buying Process

STEP-BY-STEP

1

FIND A REALTOR YOU CAN TRUST

The first step in the home buying process is to find an experienced REALTOR you can trust and sign a Buyer Agent Agreement. This guarantees that your needs are met professionally and represented throughout the entire process of buying your home.

2

LOOKING FOR A NEW HOME

The next step is to look at various homes. I am available at any time to help find your dream HOME.

3

YOUR OFFER

When you find your dream home, you should present a competitive offer immediately. I have extensive experience in contract negotiation. I will ensure you get just what you want for a fair price and your best interests in mind.

4

THE CONTRACT

When the seller accepts your offer, you "go under contract." You want to make sure every detail is handled accurately and immediately. I will ensure your home closes properly and on time.

5

INSPECTIONS

Final details are handled and inspections are performed to ensure the property is in good condition. Contract details are further negotiated, and we head to closing.

6

NOW IT IS YOURS

Be prepared to bring certified funds and a copy of your driver's license to the closing. The keys to your new home will be over the threshold of your new home!

5 TIMES WE NEGOTIATE

We will work through all these together. That is our commitment to you!

1

PRICE

2

TERMS

3

INCLUSIONS

4

POSSESSION

5

CONTINGENCIES

BROKERAGE RELATIONSHIPS

In Our State

Real Estate brokers and their salespersons are required to disclose the type of working relationship they have with buyers in a real estate transaction.

There are several types of relationships that are available to you. You should understand these at the time a broker provides specific assistance to you in buying real estate.

Buyer Agent and Seller Agent relationships are commonly referred to as "agency" relationships and carry with them legal duties and responsibilities for the broker, as well as for the buyer and seller.

Buyer's Agent

A Buyer Agent acts solely on behalf of the buyer and owes duties to the buyer which include the utmost good faith, loyalty, and fidelity. The agent will negotiate on behalf of, and act as an advocate for the buyer. The buyer is legally responsible for the actions of the agent when that agent is acting within the scope of the agency. The agent must disclose to sellers all adverse material facts concerning the buyer's financial ability to perform the terms of the transaction and whether the buyer intends to occupy the property. A separate written buyer agreement is required which sets forth the duties and obligations of the parties.

Seller's Agent

A Seller Agent acts solely on behalf of the seller and owes duties to the seller which include the utmost good faith, loyalty, and fidelity. The agent will negotiate on behalf of, and act as an advocate for the seller. The seller is legally responsible for the actions of the agent when that agent is acting within the scope of the agency. The agent must disclose to buyers or tenants all adverse material facts about the property known by the broker. A separate written listing agreement is required which sets forth the duties and obligations of the parties.

INTRODUCTION



Selling your home is one of the most important financial decisions you can make. It can be a tough decision as it's likely your largest investment in your home and selling involves a lot of steps.

However, if you know what to expect you can avoid common mistakes and ensure that things go as smoothly as possible. In this guide, we will cover what to consider when selling real estate and the closing process.

Gage Patterson

Gage Patterson

Closing Day

CLOSING WILL BE HELD AT THE OFFICE OF THE TITLE COMPANY

CLOSING COSTS TO THE SELLER

- MORTGAGE BALANCE & ANY PENALTIES
- ANY UNPAID ASSESSMENTS AGAINST YOUR PROPERTY
- HOME WARRANTY
- TITLE INSURANCE POLICY
- REAL ESTATE AGENT COMMISSION
- PROPERTY TAXES (USUALLY SPLIT WITH BUYER)

WHAT TO BRING

- TWO FORMS OF GOVERNMENT-ISSUED PHOTO IDENTIFICATION
- HOUSE KEYS
- GARAGE KEYS
- MAILBOX KEYS

WHO WILL BE THERE

- A TITLE COMPANY REPRESENTATIVE
- YOURSELF
- THE BUYER
- THE BUYER AGENT

ONCE ALL THE PAPERS ARE SIGNED, THE CLOSING IS OFFICIALLY COMPLETE.

PRE-SHOWING PREP

CHECKLIST

- Install lockbox for the key
The lockbox holds the keys to the home and is typically found at the front of the property, guarded by a security lock that only licensed agents have access to. This allows real estate agents access to show your home on appointment.
- Stow away valuables
- Remove mail and personal documents
- Remove prescription medications
- Only let scheduled appointments in
- Keep it clean for showings
- Remove trash before each showing
- Avoid cooking strong scented food
- Make sure room is a nice temperature
- Vacate - Seller should not be present

ACTION STEP #3 OPEN HOUSES

Start doing two open houses every time rather than one to create more opportunities

1:00-2:30 and 3:00-4:30

Invite the “move up” neighbors

Have all materials at the ready to allow for all situations/conversations






SEE THE FIELD
CONSULTING
— Find **Your** Path —

ACTION STEP #4 CLOSED FB GROUP

Create a closed FACEBOOK group!

Easy, low effort way to stay engaged

Weekly drawing for increased engagement

Weekly post: Business/Supplier Spotlight



ACTION STEP #5 BRAINSTORM

Create a mastermind group and meet monthly about the changing issues of the market and how others are navigating



ACTION STEP #6 PRACTICE

Find another agent and practice listing and buyer presentation dialogues 3X per week for the next 45 days!



ACTION STEP #7 DEDICATE

Make a personal commitment to finish what you start and constantly improve in the key drivers of your business



TRUTH: If you focus on doing the right things, your success is inevitable!

“The hardest struggle of all is to be more than the average person.”

-Charles Schwab





See you January 17th
for
Buyer Agency Value Proposition
Brainstorm
(ZOOM MEETING)

Thank You!

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