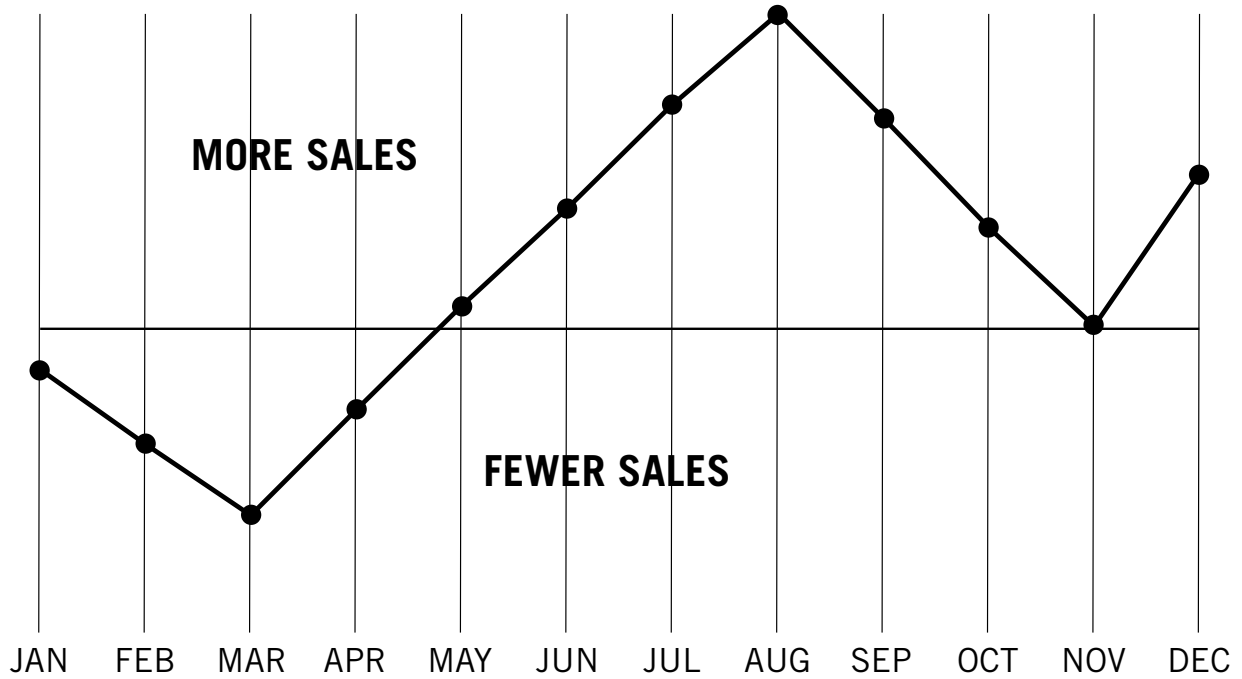
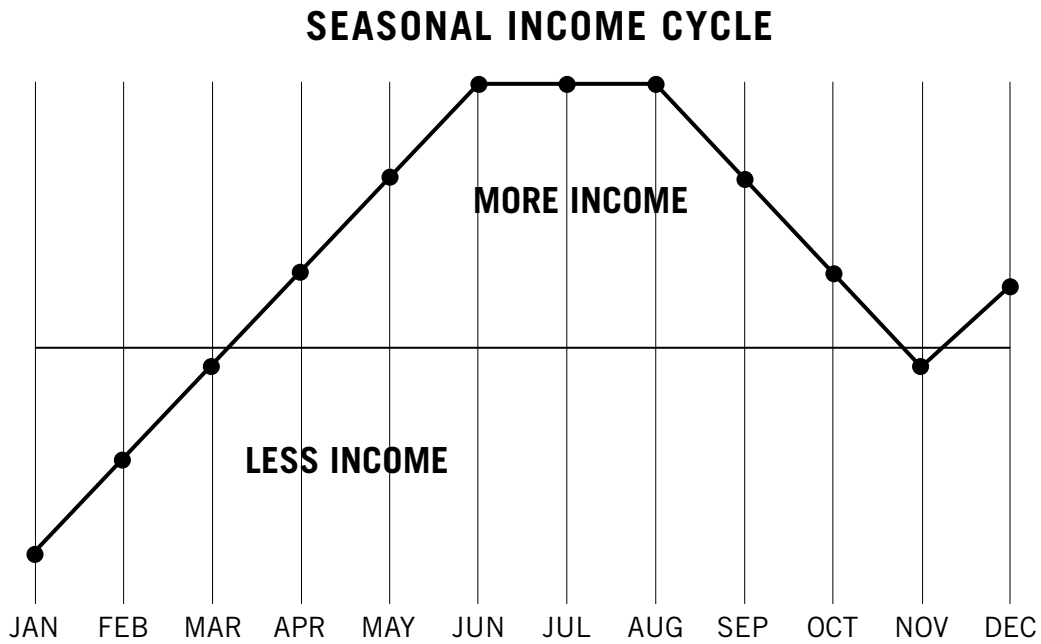


## SEASONAL SALES CYCLES



**FIGURE 1** The monthly ratio of listings sold to listings taken. The midline represents an equal number of listings sold and listings taken. <sup>1</sup>





**FIGURE 2** The percent of annual income that is closed in each month.  
The midline represents 8.3 percent of total annual income. <sup>2</sup>



## THE THREE TYPES OF REAL ESTATE MARKETS

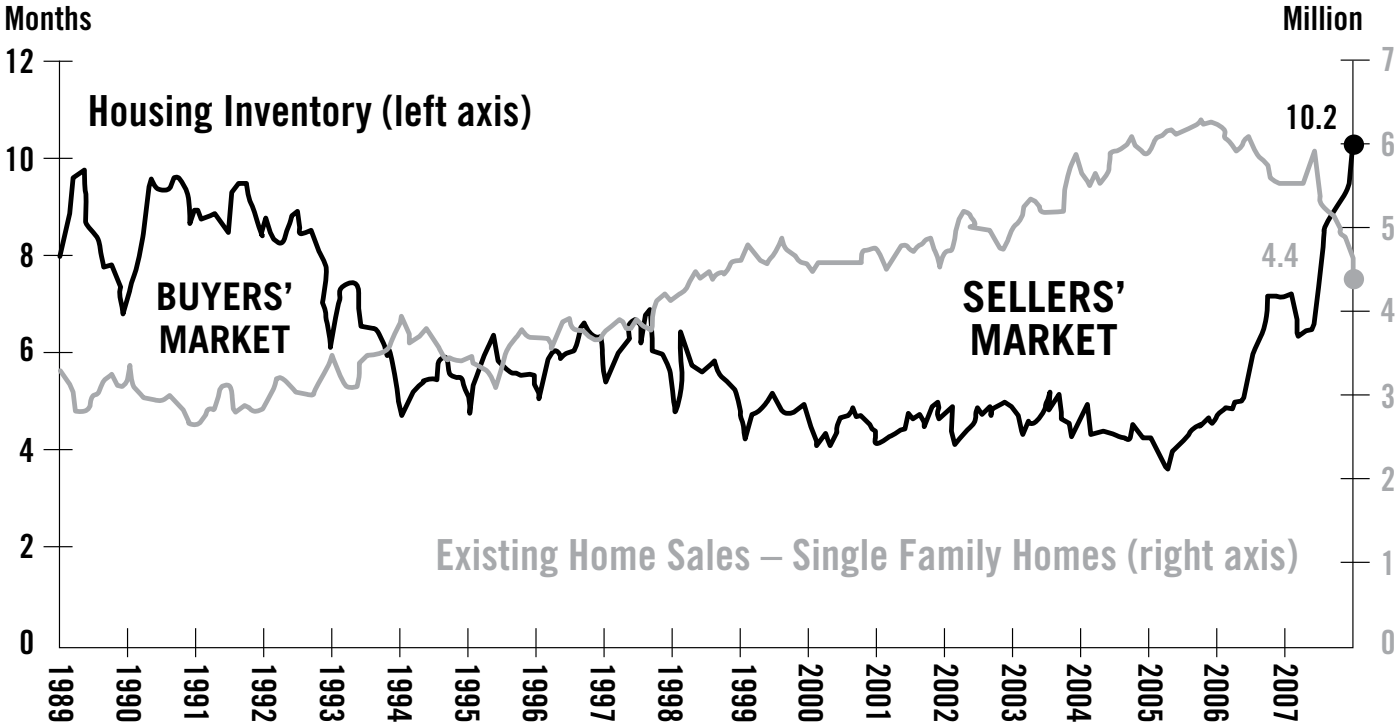
1. **BUYERS' MARKET** More than 7 months of inventory
2. **BALANCED MARKET** From 5 to 7 months of inventory
3. **SELLERS' MARKET** Less than 5 months of inventory

Balanced markets occur during the transition  
between markets and rarely last for long.

**FIGURE 3** Inventory defines the state of your market. At the current pace of sales, how many months of housing inventory do you have?



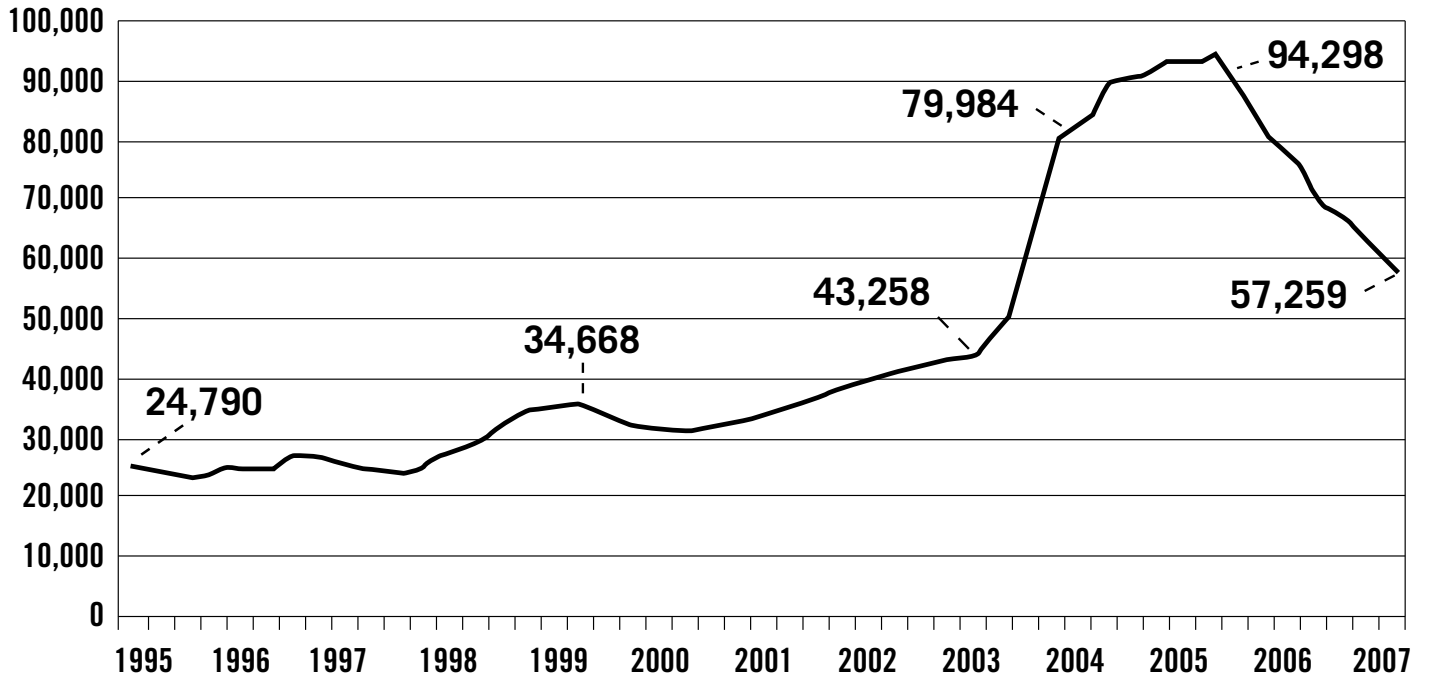
## NATIONAL SHIFTS HAPPEN GRADUALLY



**FIGURE 4** On a national level the mid-90s shift from a buyers' market to a sellers' market took more than four years. The shift back took about three.



## LOCAL SHIFTS HAPPEN FAST!



**FIGURE 5** The above is a composite look at existing home sales in five large metro areas (Scramento, San Diego, Las Vegas, Orlando, and New York City). Beginning in the fall of 2005, several years of market growth were erased in less than 18 months.



# LOCAL MARKET TRANSITIONS DON'T LAST LONG

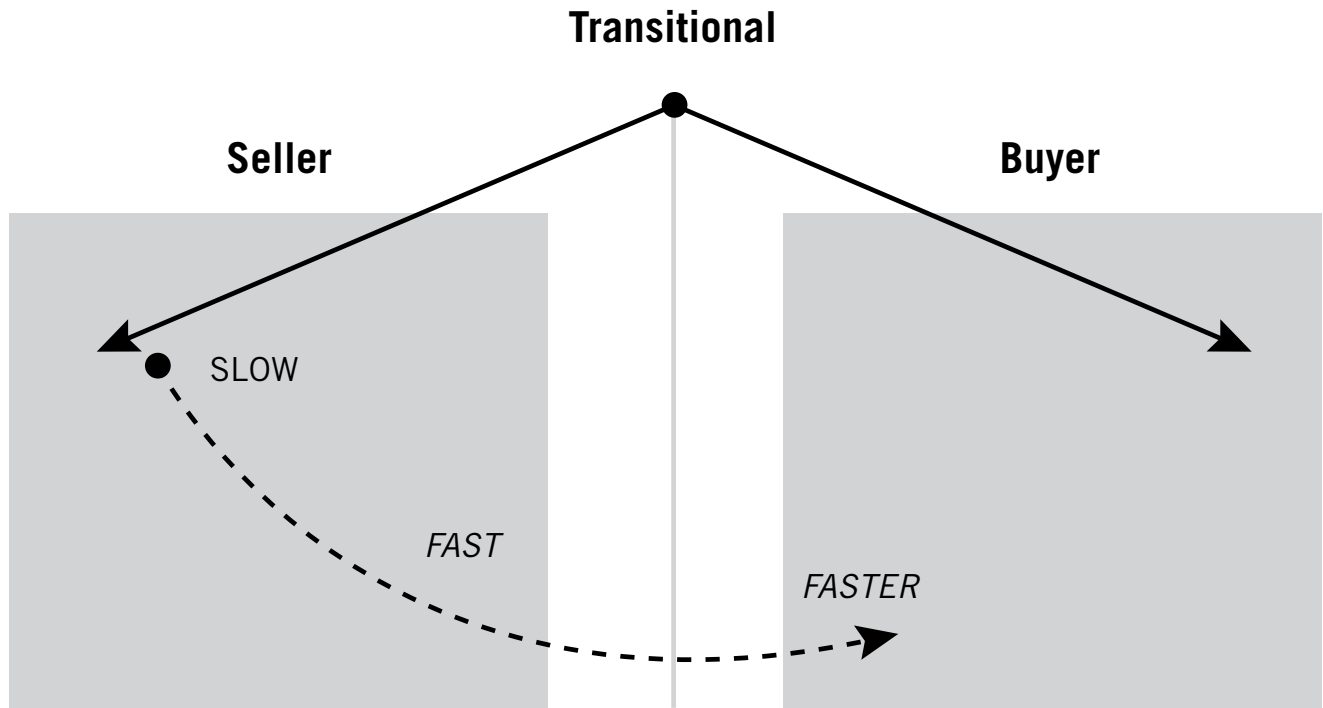
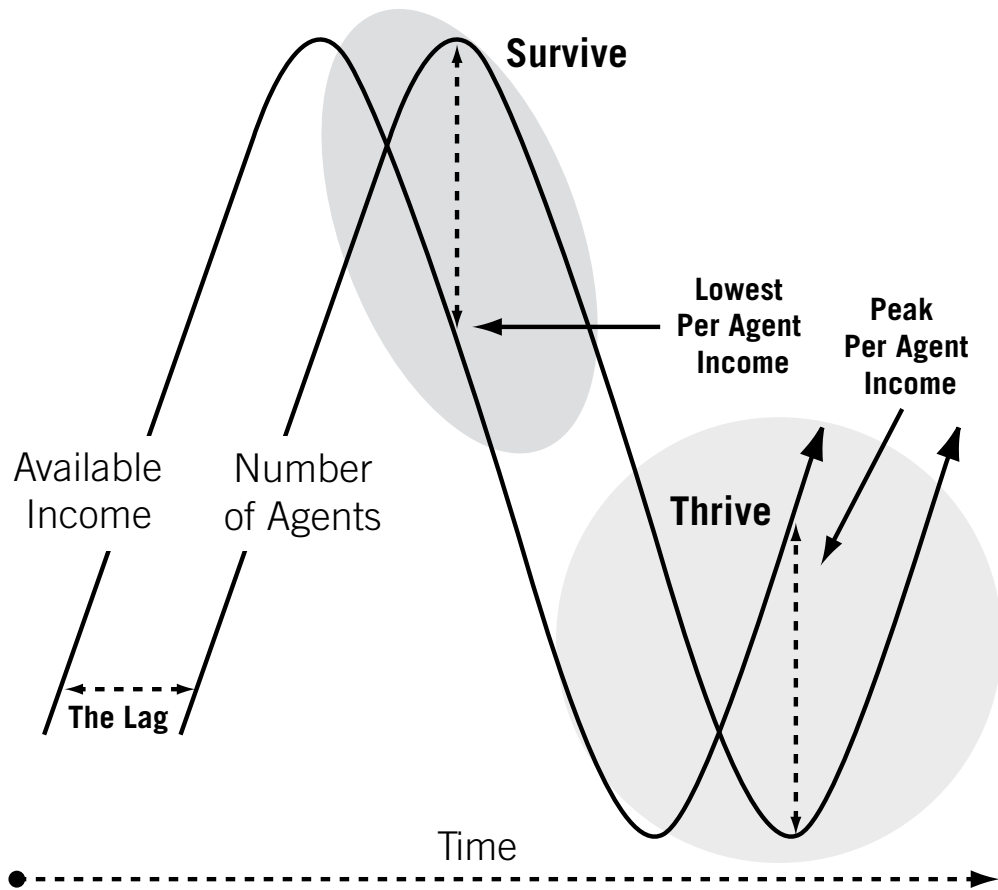


FIGURE 6

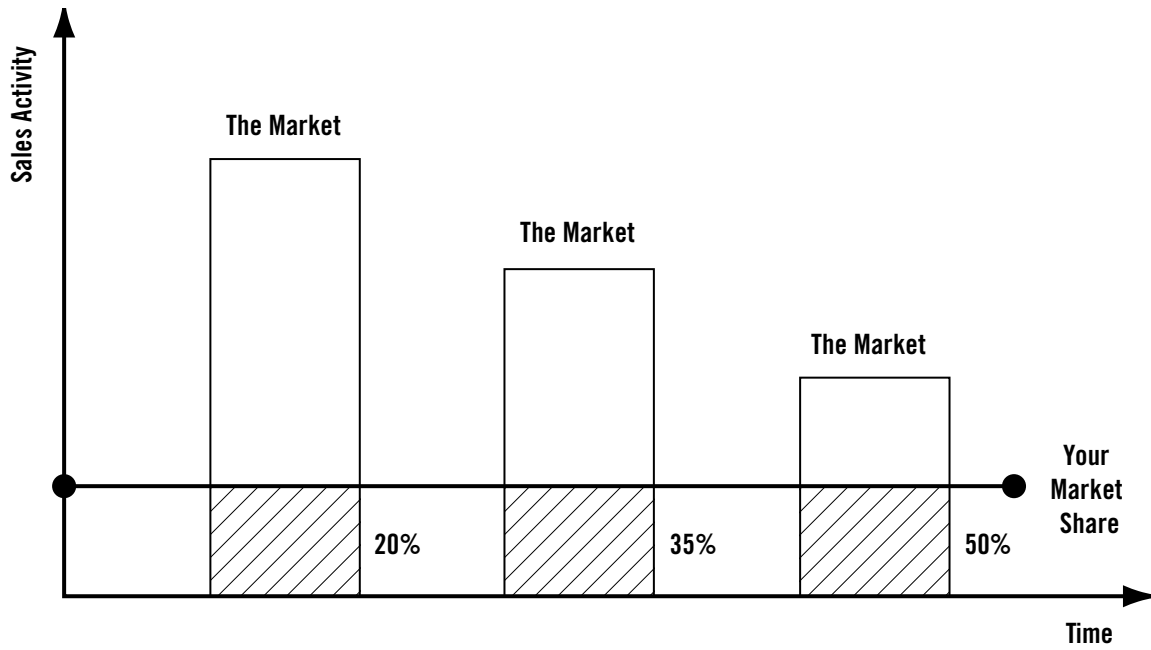




**FIGURE 7** Conceptually you can see it this way. For the historical graphs see Figure 64 and Figure 65 in the Appendix.



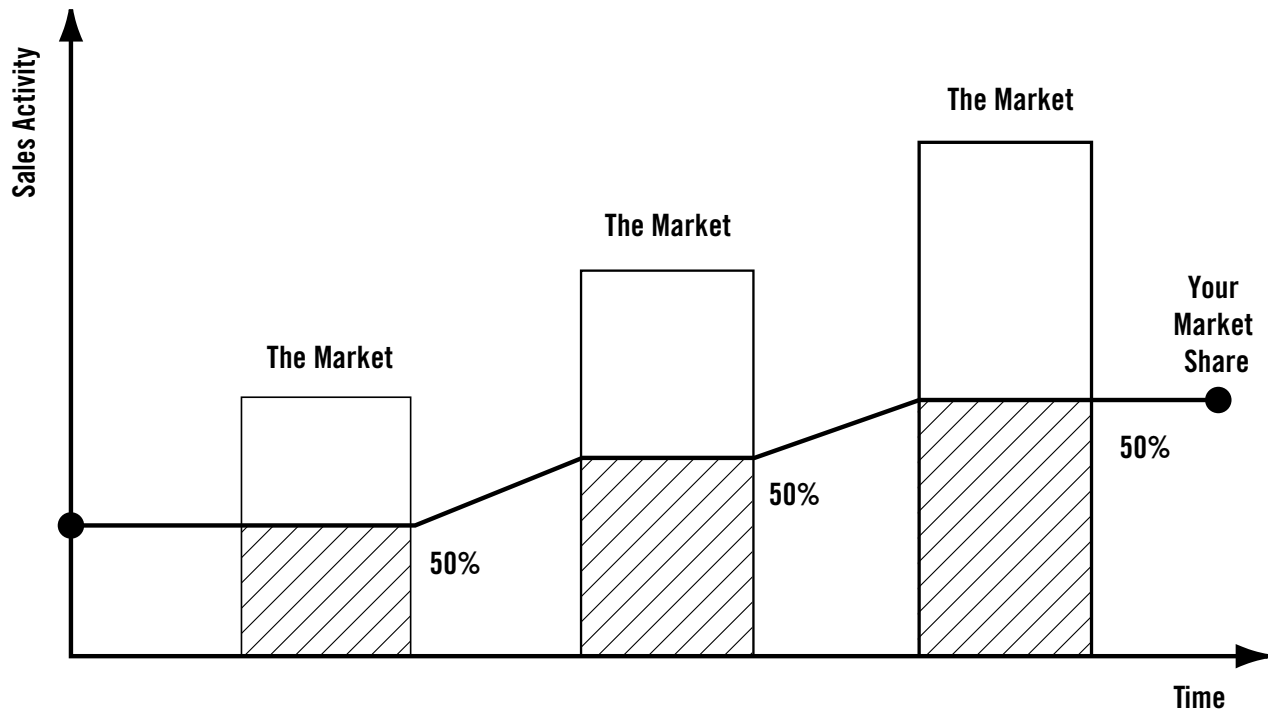
**BUILD A FORTRESS AROUND WHAT YOU HAVE!**



**FIGURE 8** As the market falls, hold your numbers steady and your share of the market will grow.



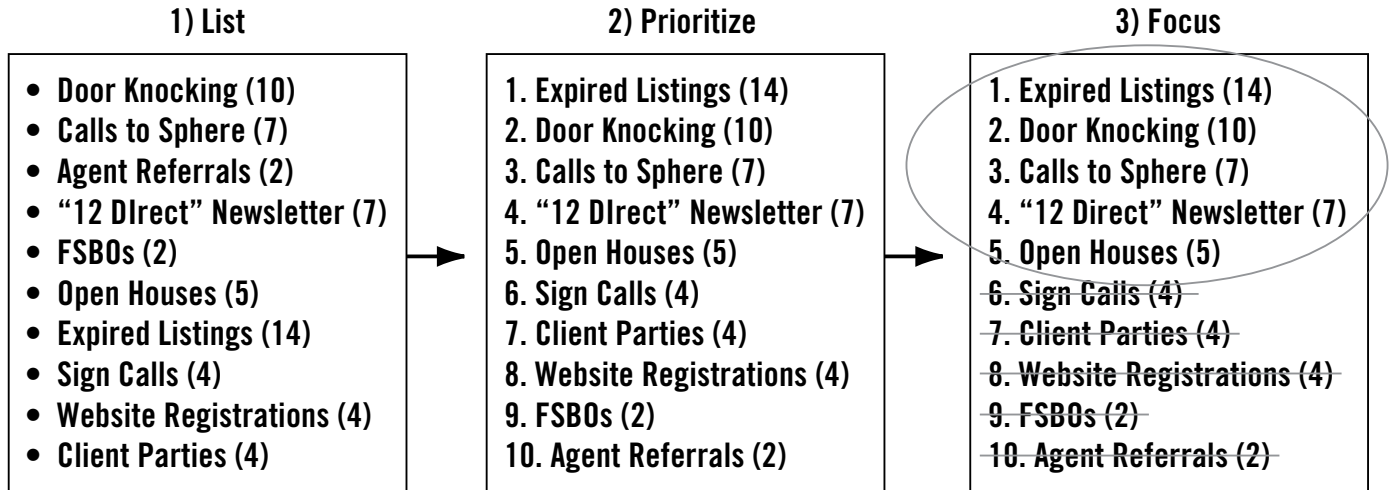




**FIGURE 9** When the next upshift happens your market share will hold steady but your numbers will explode!



## IDENTIFYING YOUR LEAD SOURCE ZONE



**FIGURE 10** In three simple steps you can quickly identify your lead sources, prioritize them by what is and isn’t working, and then narrow your focus on what is.



## THE TWO M'S OF LEAD GENERATION

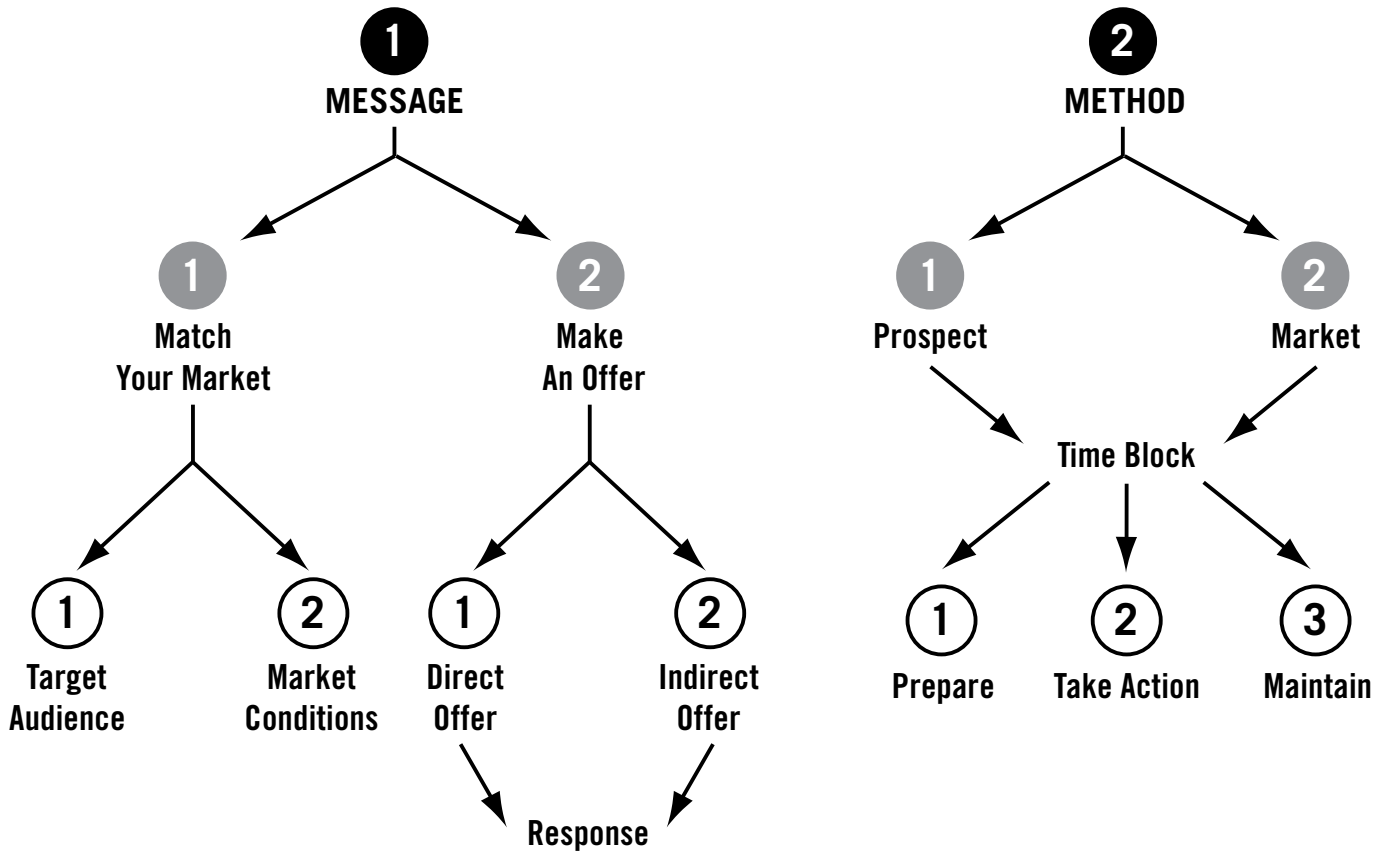
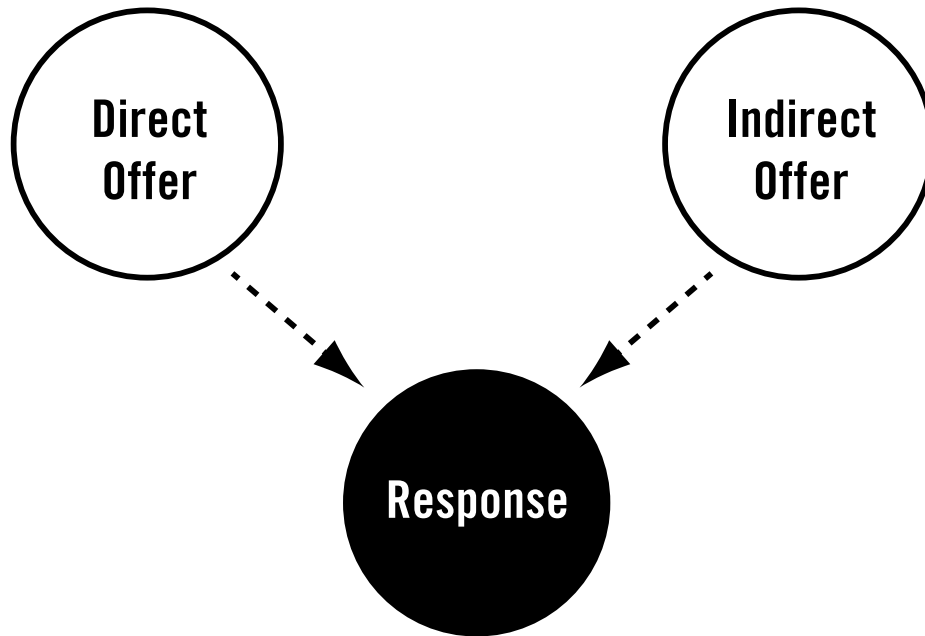


FIGURE 11



## OFFER-RESPONSE MESSAGING



**FIGURE 12** Your messages should make compelling direct and indirect offers that will evoke an immediate response from buyers and sellers.



## PROSPECTING

1. **TELEMARKETING**
  - FSBOs (For Sale By Owners)
  - Expireds
  - Just Solds
  - Just Listed
  - Past Clients
  - Allied Resources
  - Geographic Farm Area
  - Apartments
  - Corporations
  - Builders
  - Banks
  - Third-Party Companies
2. **FACE-TO-FACE**
  - Allied Resources (Meals)
  - Door-to-Door Canvasing
  - Open Houses
  - Client Parties
  - Networking Events
  - Social Functions and Community Events
  - Seminars
  - Booths at Events
  - Teaching and Speaking Opportunities

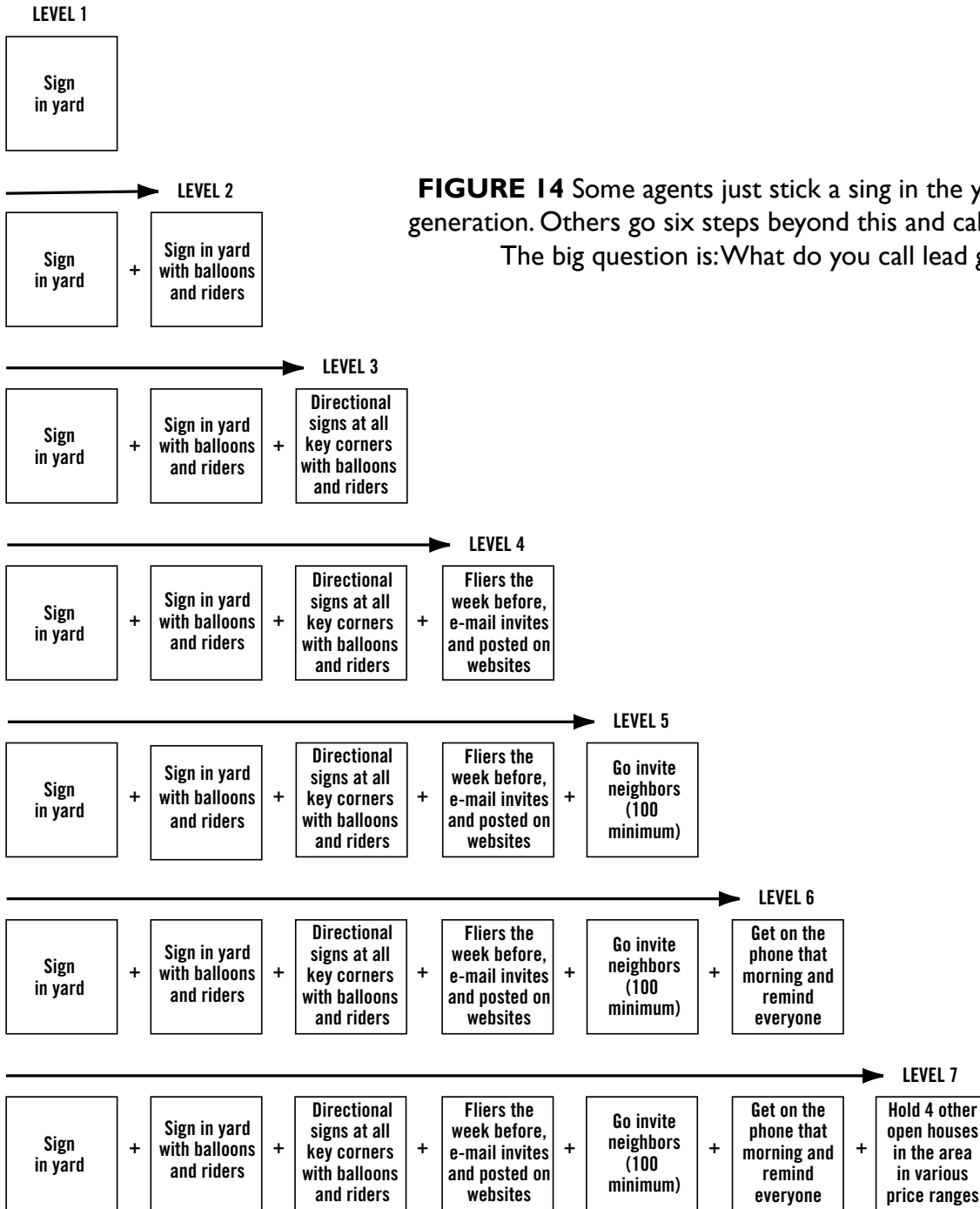
## MARKETING

1. **ADVERTISING**
  - Newspapers
  - Personal Vehicles
  - Radio
  - Magazines
  - Bus Stop Benches
  - Billboards
  - Yellow Pages
  - Television
  - Grocery Carts
  - Moving Vans
2. **PROMOTIONAL ITEMS (Magnets, Calendars . . .)**
3. **INTERNET WEB SITES**
4. **DIRECT MAIL**
  - Postcard Campaigns
  - Just Sold/Just Listed Cards
  - Special Events Cards
  - Quarterly Market Updates
5. **IVR & COMPUTER RETRIEVAL PROGRAMS**
6. **BROADCAST**
  - Voice
  - E-mail
  - Fax
7. **SIGNS/DIRECTIONAL SIGNS/BROCHURE BOXES**
8. **NAME BADGES/LOGO SHIRTS/CAR SIGNS**
9. **NEWS RELEASES/ADVICE COLUMNS**
10. **FARMING**
  - Geographic
  - Demographic
  - Psychographic
11. **SPONSORSHIP**
  - Little League
  - Charities
  - Community Events

**FIGURE 13** Whether it's prospecting or marketing or both, the methods are many!



## TAKING OPEN HOUSES BEYOND THE BASICS



**FIGURE 14** Some agents just stick a sign in the yard and call it lead generation. Others go six steps beyond this and call it lead generation. The big question is: What do you call lead generation?

## TIME BLOCKING — THREE THINGS FOR SUCCESS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Notes	1 8:30 to 11:30am Lead Generation	2 8:30 to 11:30am Lead Generation	3 8:30 to 11:30am Lead Generation	4 8:30 to 11:30am Lead Generation	5	6
7 8:00 to 9:00am Planning 9:00 to noon Lead Generation	8 8:30 to 11:30am Lead Generation	9 8:30 to 11:30am Lead Generation	10 8:30 to 11:30am Lead Generation	11	<b>← THREE-DAY FAMILY VACATION →</b>	
14 8:00 to 9:00am Planning 9:00 to noon Lead Generation	15 8:30 to 11:30am Lead Generation	16 8:30 to 11:30am Lead Generation	17 8:30 to 11:30am Lead Generation	18 8:30 to 11:30am Lead Generation	19	20
21 8:00 to 9:00am Planning 9:00 to noon Lead Generation	22 8:30 to 11:30am Lead Generation	23 8:30 to 11:30am Lead Generation	24 8:30 to 11:30am Lead Generation	25 8:30 to 11:30am Lead Generation	26	27
28 8:00 to 9:00am Planning 9:00 to noon Lead Generation	29 8:30 to 11:30am Lead Generation	30 8:30 to 11:30am Lead Generation	31 8:30 to 11:30am Lead Generation	Notes		

**FIGURE 15** A month-at-a-glance calendar combines the benefits of long-range vision with day-to-day and hourly planning.



## WHAT DO YOU DO IN YOUR THREE HOURS?



**FIGURE 16** Three areas of focus for three hours a day, every day.





## ANATOMY OF THREE HOURS A DAY



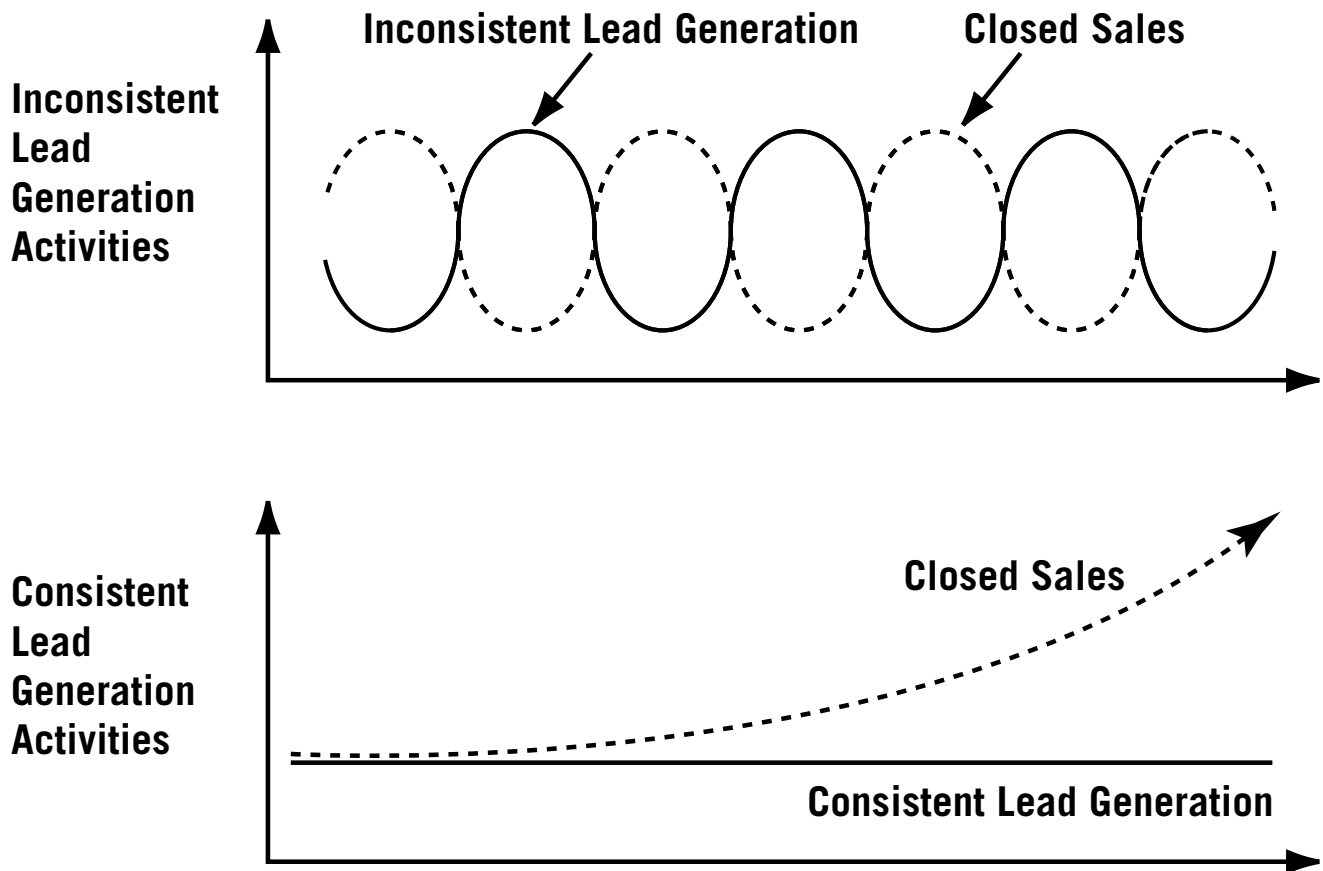
### Prospecting Activities

- Assemble call list (current and past customers, sphere, FSBOs and expireds, cold calls)
- Rehearse scripts for calls (role play)
- Prepare handouts for visits
- Prepare for open houses
- Mail out invitations to events
- Make calls
- See people (door knocking, networking, customer parties)
- Host open houses
- Make follow-up phone calls and visits
- Enter results into database
- Write follow-up notes
- Record your work
- Track results
- Schedule and calendar
- Fulfill promises

### Marketing Activities

- Assemble mailing list
- Plan and maintain “touch” activities
- Prep, work on mailers, ads, messages (design, print, proof)
- Work on Web site
- Prep auto-responders
- Secure postage
- Take photos
- Mail merge and mail
- Deliver mail and ad copy
- Write note as a “warm” touch in your marketing plan (Thank You, Birthday, Thinking of You, etc.)

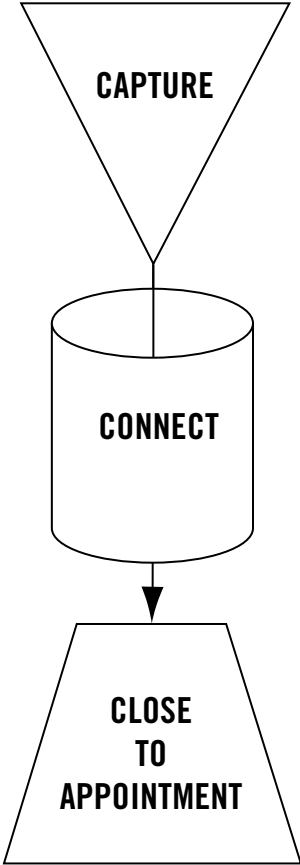
**FIGURE 17** It's easy to allow preparation and maintenance to eat up the majority of your three hours. Don't! A minimum of one hour or more should be dedicated to taking action.



**FIGURE 18** Consistent lead generation is the only way to get off the real estate roller coaster and enjoy steady growth over time.



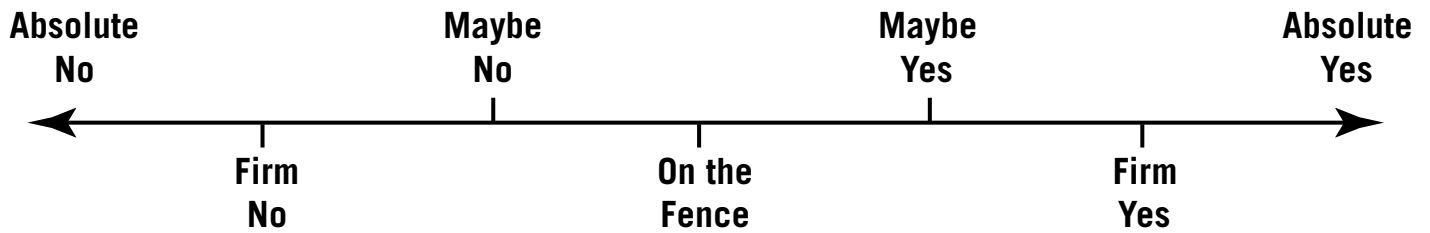
**THE LEAD CONVERSION PROCESS**



**FIGURE 19** Getting appointments is the goal of your lead generation efforts. The capture, connect, and close process is a simple, reliable path to achieving consistent conversion.



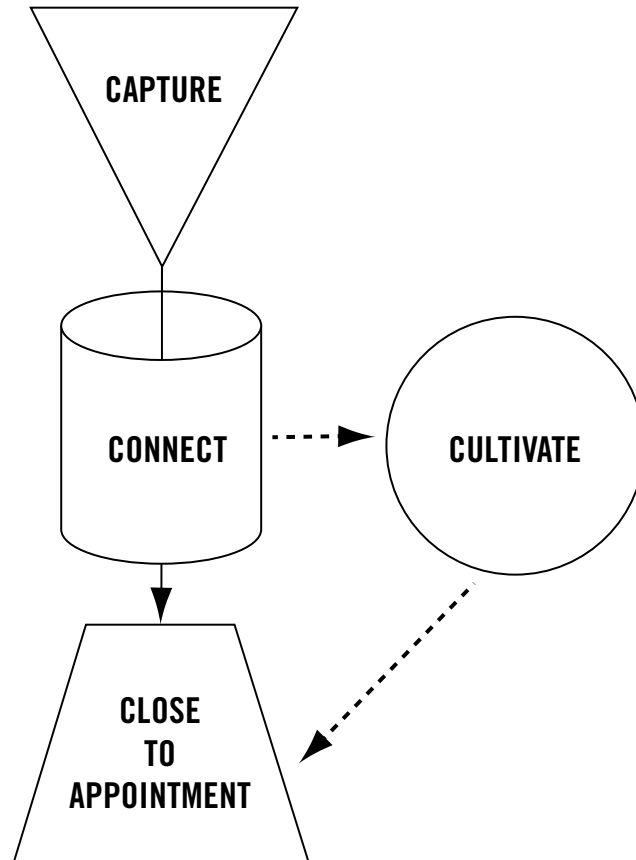
## THE DECISION CONTINUUM



**FIGURE 20** Between the absolutes there are degrees of yes and no.



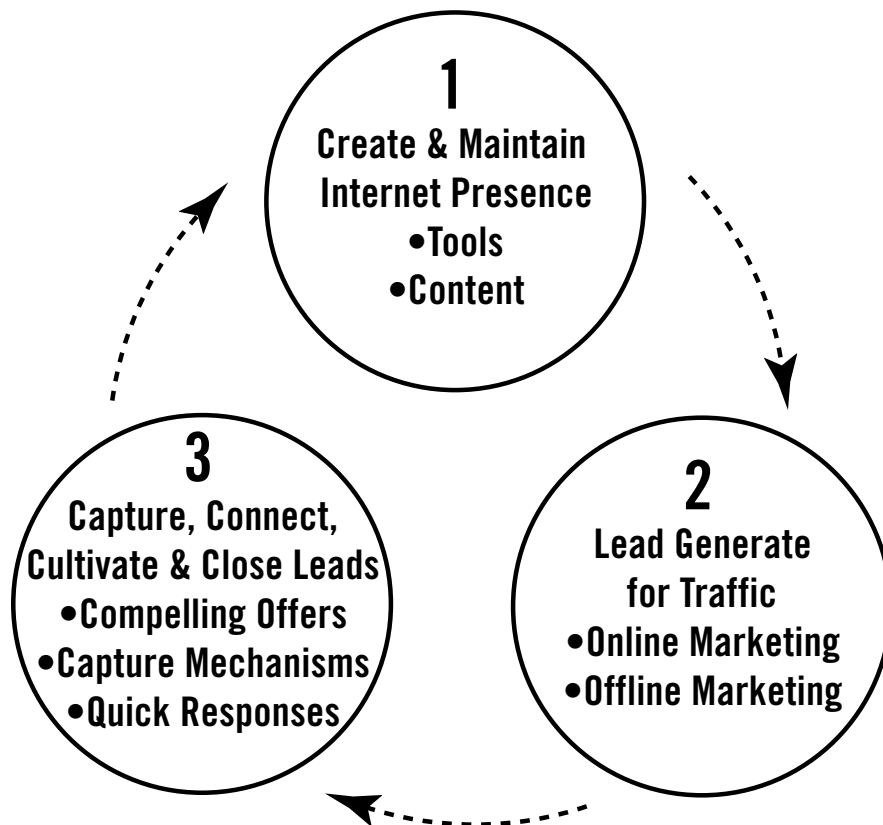
## CULTIVATING LEADS FOR FUTURE CONVERSION



**FIGURE 21** When the straight path of capture-connect-close just isn't possible, think cultivation. You stay in close contact until an appointment becomes an option.



## THE INTERNET LEAD GENERATION MODEL



**FIGURE 22** In the beginning, build a great site with lead generation in mind. Then market it online and offline. Those efforts result in leads to be converted to appointments. Based on your results, you may or may not need to modify the site for better results.



## THE ELEMENTS OF A GREAT AGENT WEB SITE

### 1. FOUNDATIONAL

- Professional Design
- Points of Contact
- Compelling Domain Name

### 2. BUYER

1. Key Tools
  - Property Search (IDX)
  - Buyer Instant Notifications (BINs)
  - Search Savers
2. Key Content
  - Community/Neighborhood
  - Schools
  - Home-Buying Process

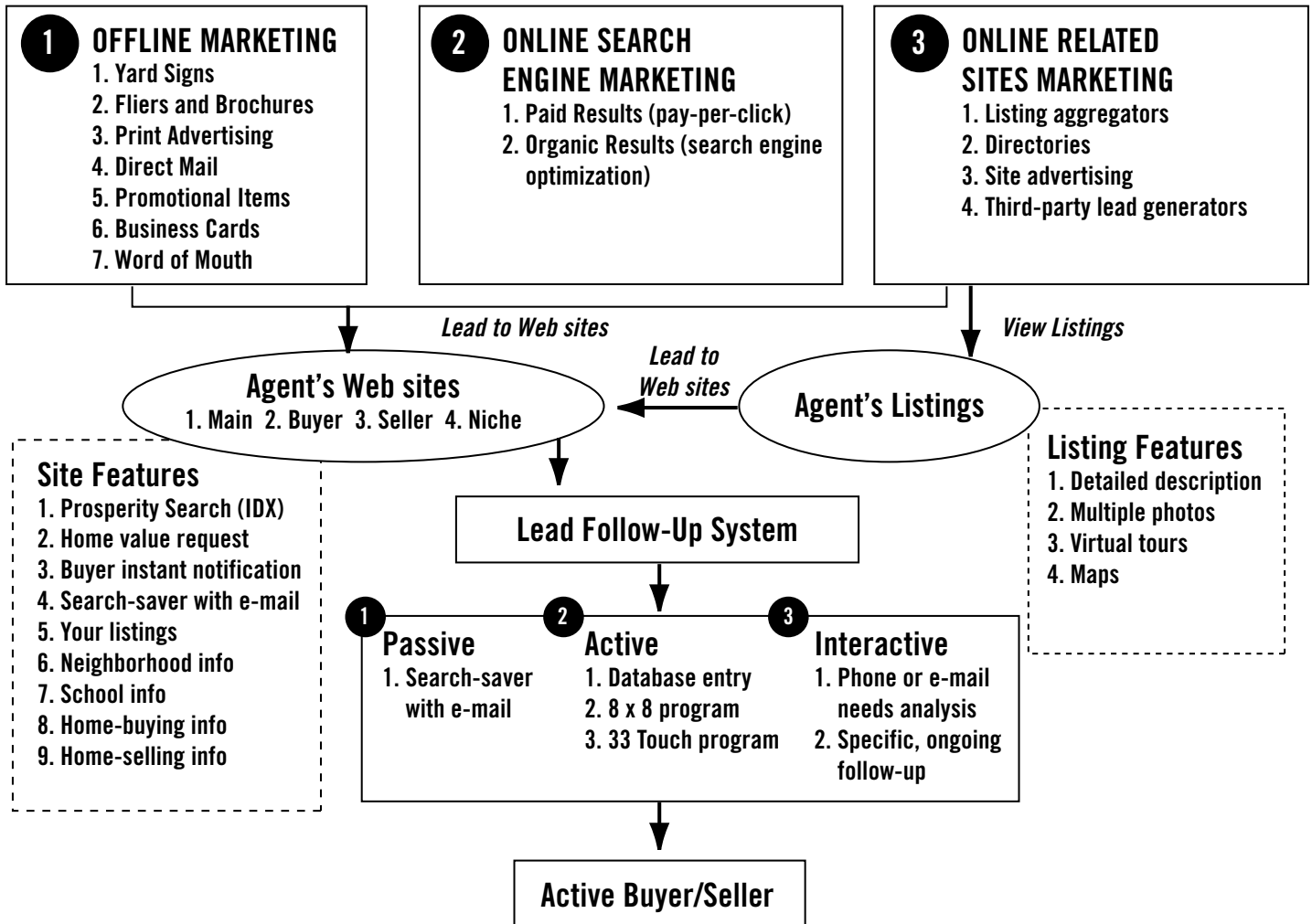
### 3. SELLER

1. Key Tools
  - Home Value Request
2. Key Content
  - Market Statistics
  - Home-Selling Process

**FIGURE 23** Many agents who don't have specific features on their Web site (such as instant notification) simply offer them on their site as personal services which they then can fulfill with their MLS tools.



## THE PATH OF THE CONSUMER ON THE INTERNET

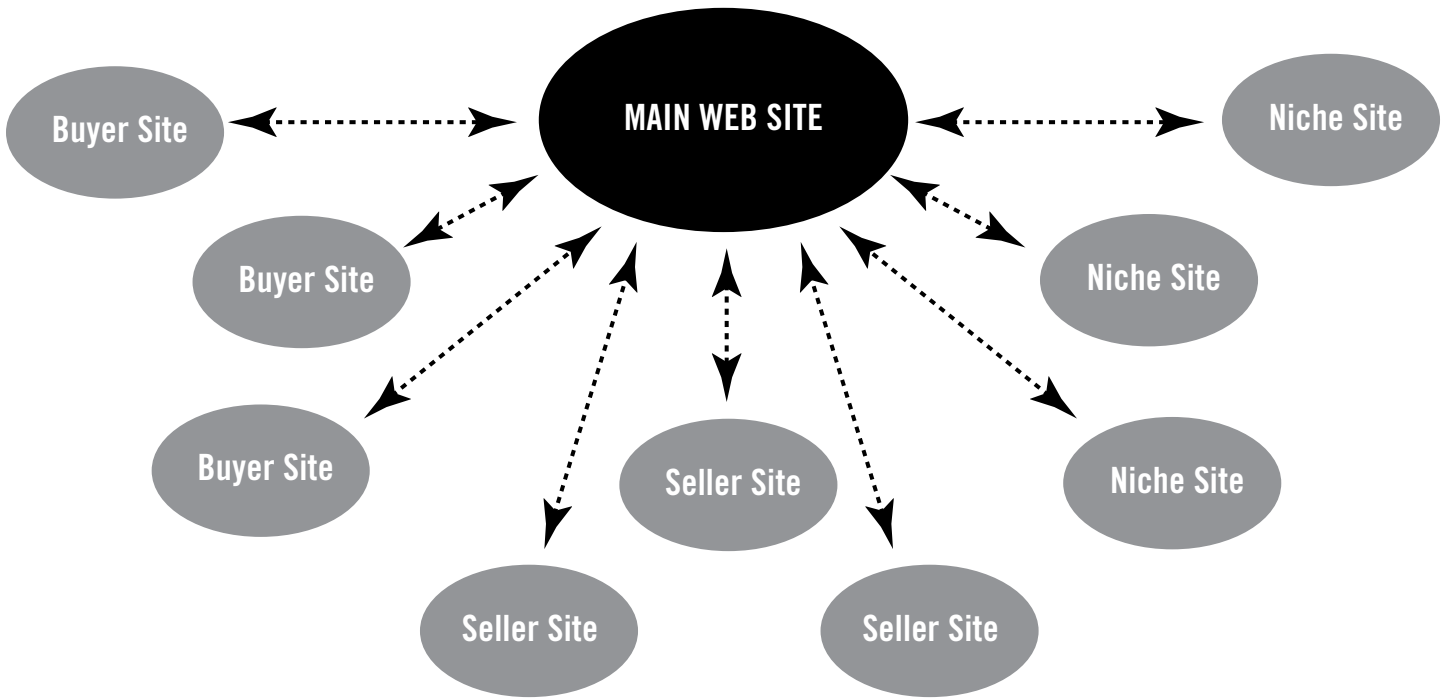


**FIGURE 24** For every way to attract customers online, there is an equally effective method offline. When the two work together and you have a solid lead follow-up and conversion plan, your Web site can be at the center of successful lead generation.





**TARGETED SITES = TARGETED MARKETING**



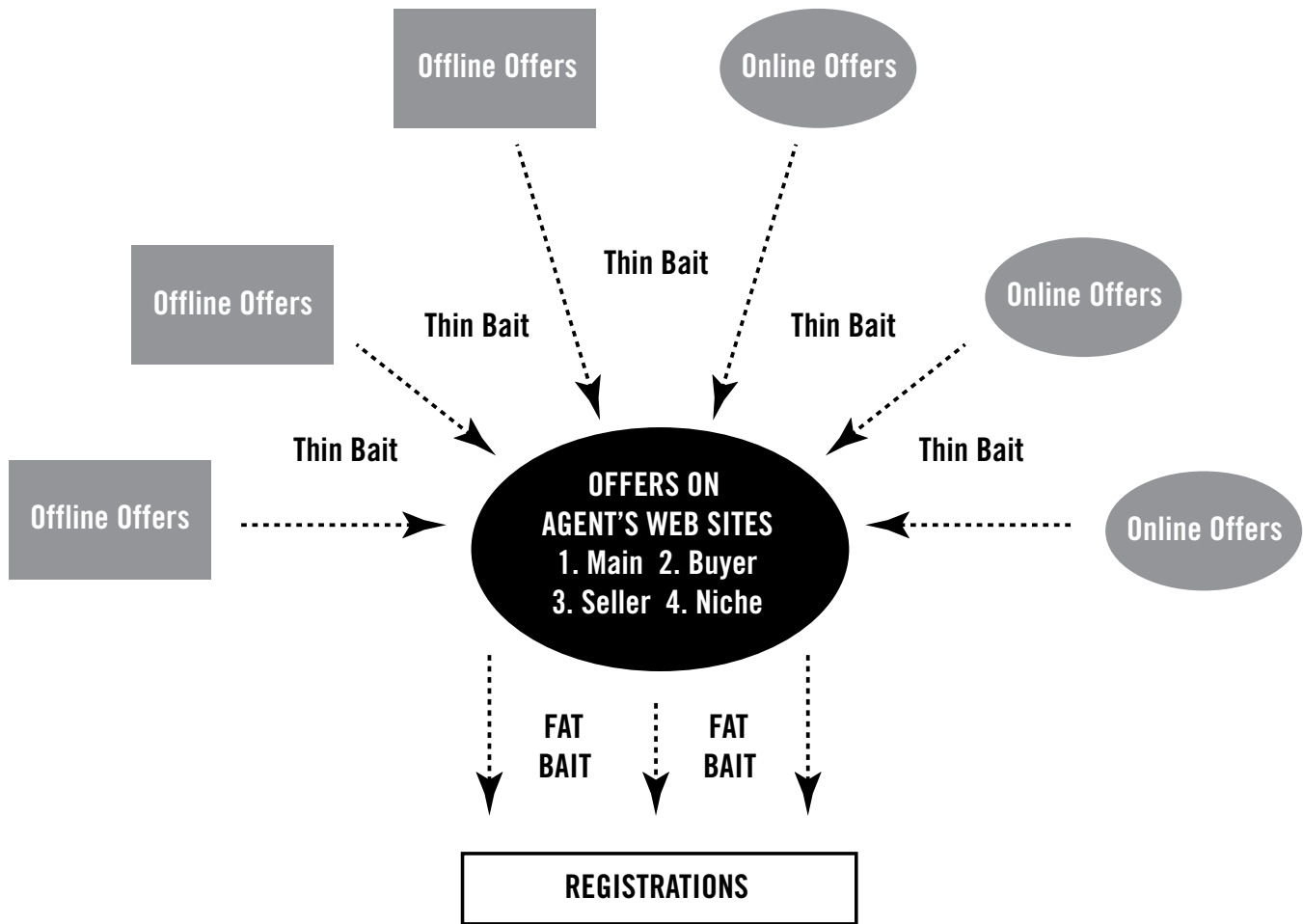
**FIGURE 25**



<b>POINTS OF CONVERSION</b>	<b>SELLER RATES</b>	<b>BUYER RATES</b>
<b>Visitors by Type</b>	<b>15%</b>	<b>85%</b>
<b>Visitors by Registrations</b>	<b>20%</b>	<b>3.25%</b>
<b>Registrations to Appointment</b>	<b>5%</b>	<b>5%</b>

**FIGURE 26** Average Internet conversion rates based on surveys with top agents.



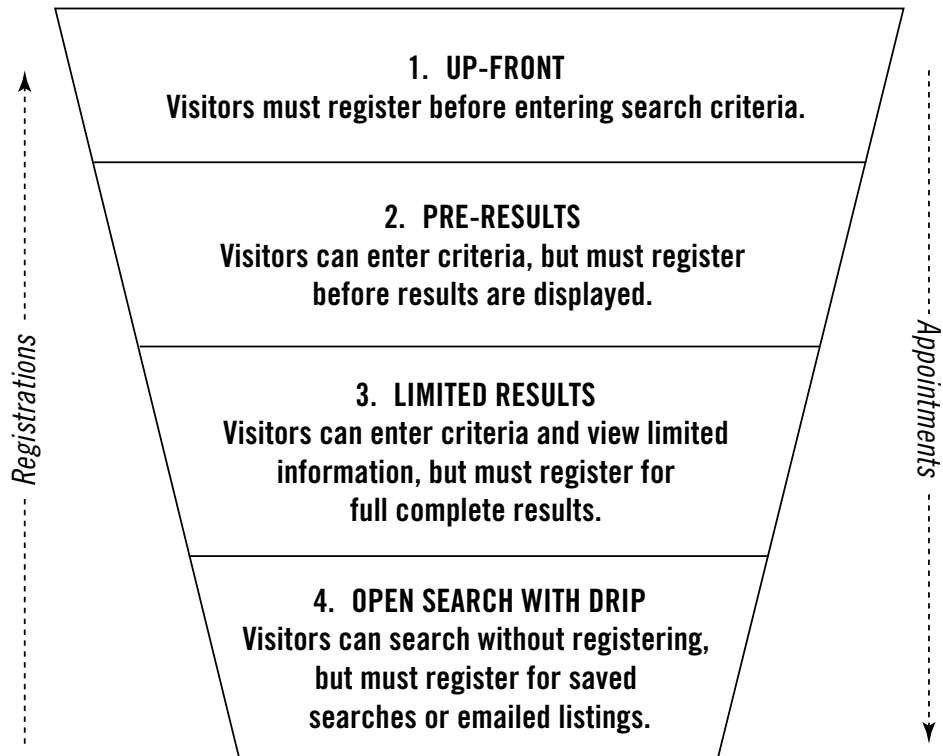


**FIGURE 27** “Thin bait” gets people to your site—it’s what they expect. “Fat bait” consists of the special or unexpected offers that get them to register.



## FOUR LEAD CAPTURE STRATEGIES

*Higher Percentage of Registrations, Lower Percentage of Appointments*



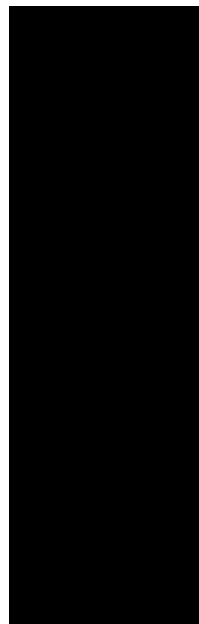
*Lower Percentage of Registrations, Higher Percentage of Appointments*

**FIGURE 28** A shift will force you to make a decision on when and where you capture buyer registrations to improve results.



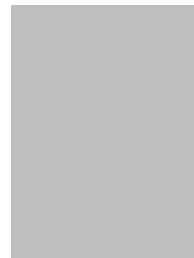
## THE PRICE REDUCTION EFFECT

116 Days on the Market



Price Reduced

40 Days on the Market



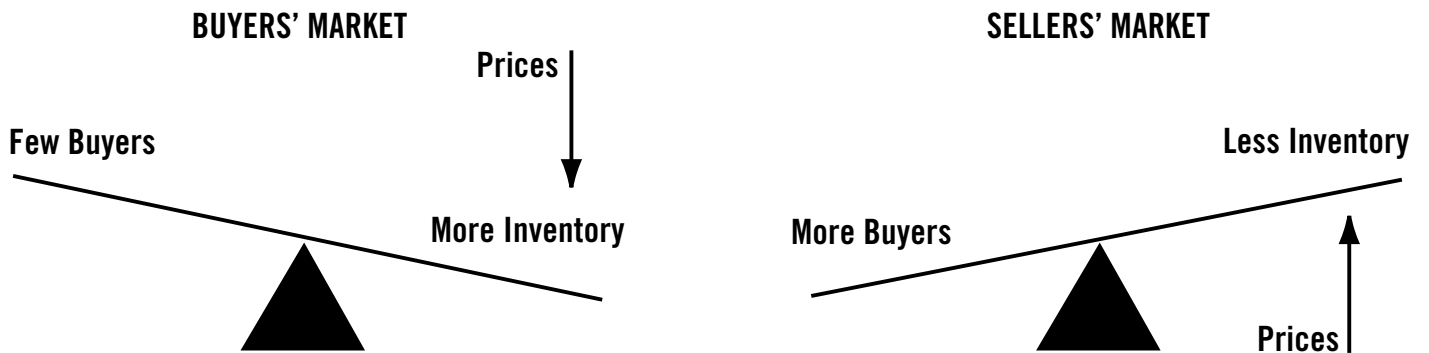
Price Not Reduced

**FIGURE 29** Sellers with a price reduction need 2 to 3 times longer to sell, potentially delaying their move and increasing their carrying costs<sup>3</sup>.

<sup>3</sup>Based on a 2008 research on single-family home pricing in 36 Atlanta

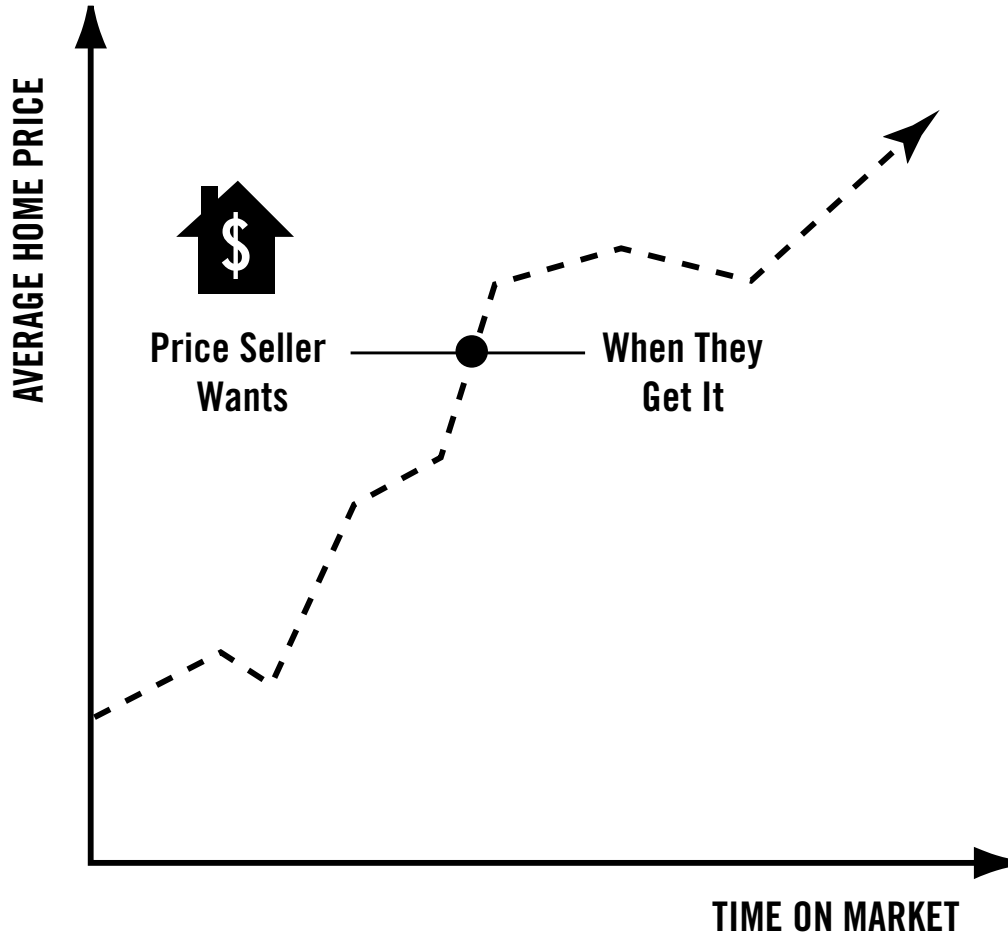


## THE MARKET IS LIKE A SEESAW



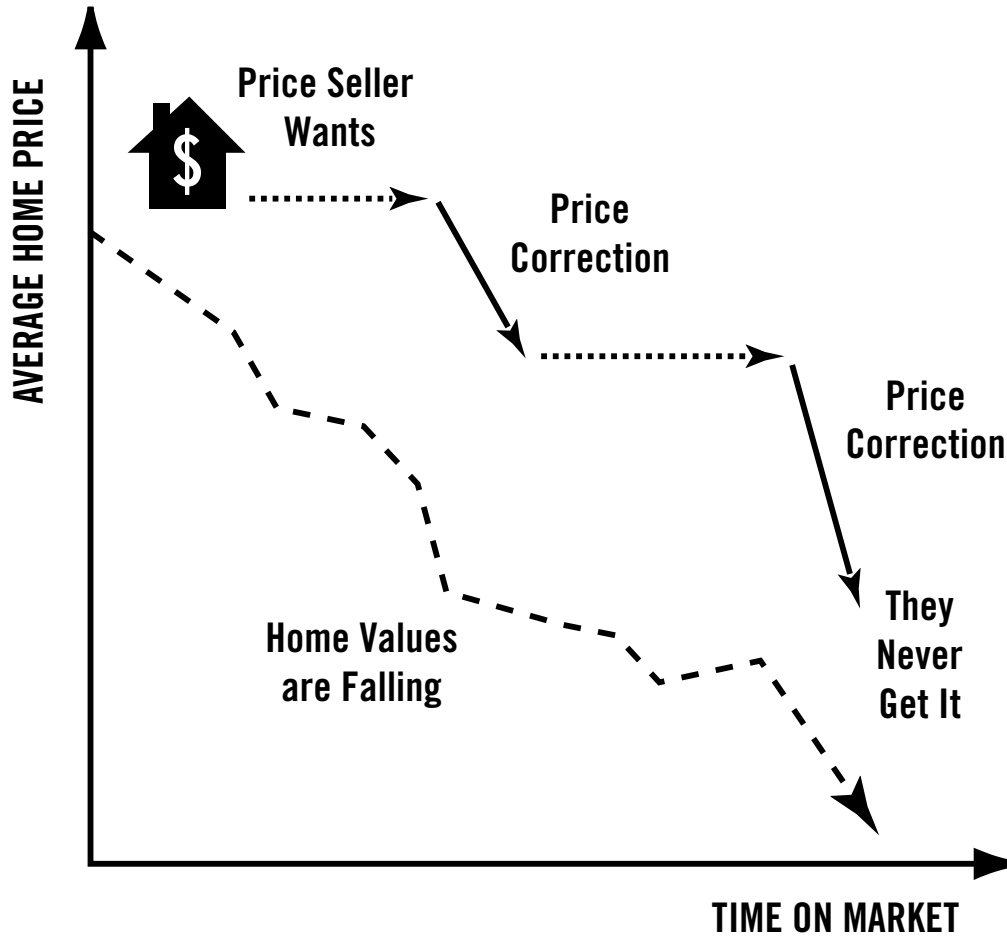
**FIGURE 30** Market cycles are like a seesaw. It's the balance between the number of buyers on one side and the number of sellers on the other. More sellers drive prices down; more buyers drive prices up.

**Keller**  
**A INK**



**FIGURE 31** In a market with rising home values, if a seller wants a price that's ahead of the market, the market may go up enough to make that price attractive for buyers. Time can cure some mistakes and make people look smart.



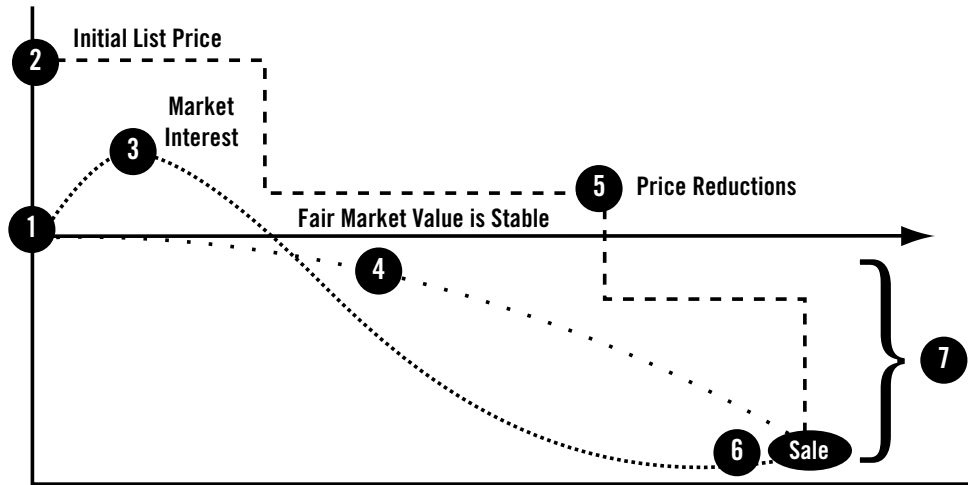


**FIGURE 32** If sellers fall behind a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reductions.





### THE COST OF OVERPRICING IN A *STABLE* MARKET

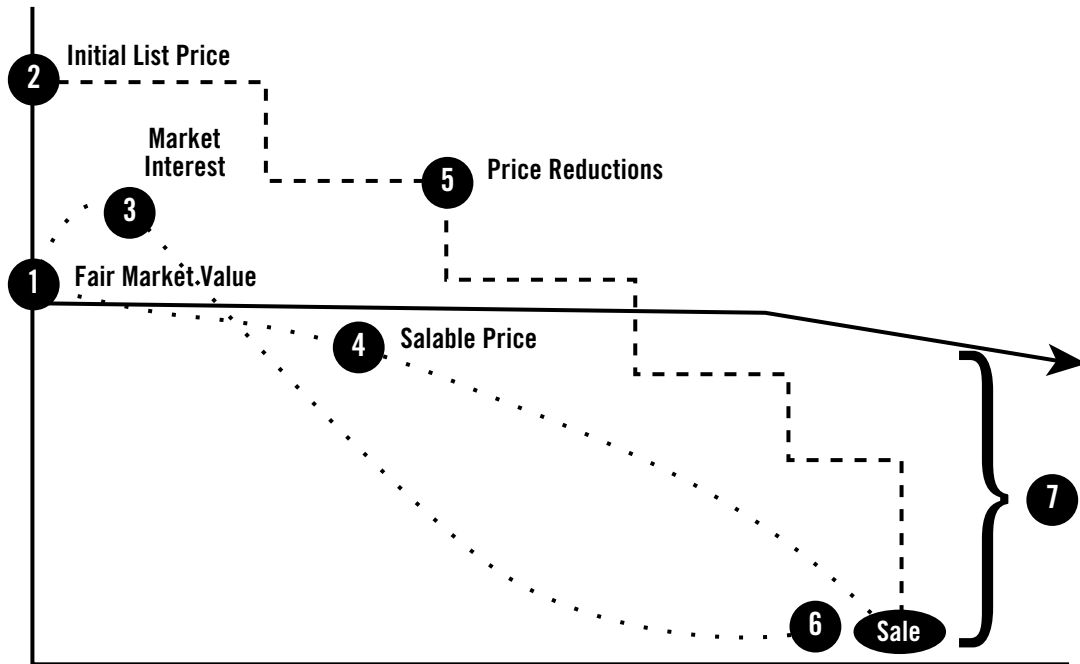


- |  |  |
|--|--|
| <p>(1) Fair Market Value is driven by what buyers will pay for perceived worth.</p> <p>(2) Seller hopes a higher initial price will draw a higher offer.</p> <p>(3) Market interest is highest for new listings and wanes after two to four weeks.</p> <p>(4) As listings become “stale,” market psychology reduces the Salable Price.</p> | <p>(5) Price reductions are necessary to attract buyer attention.</p> <p>(6) The actual List Price corresponds with the current Salable Price.</p> <p>(7) As counterintuitive as it seems, properties initially priced above fair market value tend to sell for less than they could have if their original prices had looked more attractive to buyers.</p> |
|--|--|

**FIGURE 33**



## THE COST OF OVERPRICING IN A *SHIFTED* MARKET



- (1) Fair Market Value declines during a Market Shift.
- (2) Seller hopes a higher initial price will draw a higher offer.
- (3) Market interest is fragile (with high inventory) and wanes quickly.
- (4) Salable Price is impacted by declining market values, “staleness,” and competition.
- (5) Small price reductions only “chase down the market.”
- (6) Properties sell when buyers see very attractive prices.
- (7) The *Cost of Overpricing* is amplified after a shift!

**FIGURE 34**



## THE TALE OF TWO MARKETS

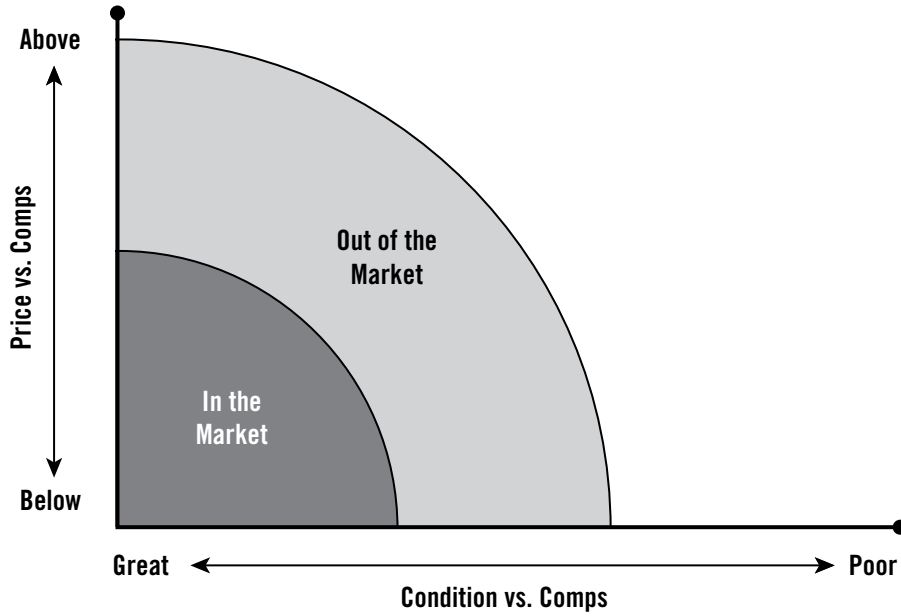
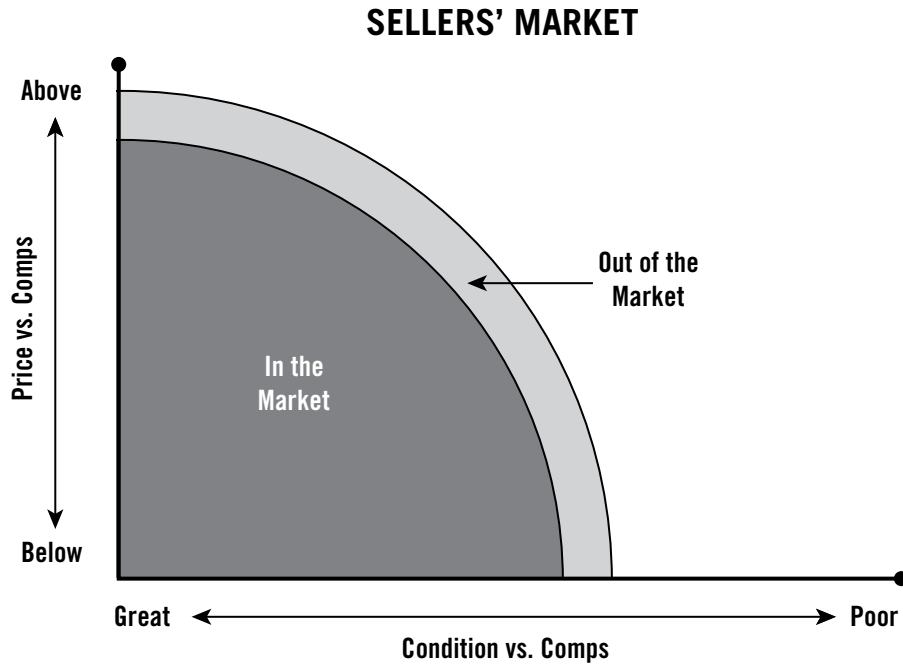


FIGURE 35





**FIGURE 36**



## BUYERS' MARKET

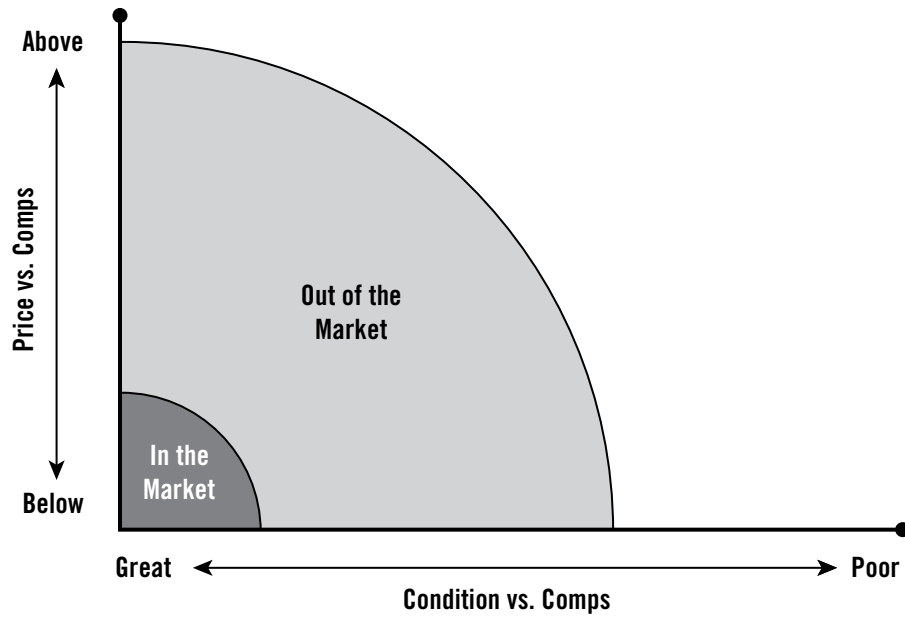
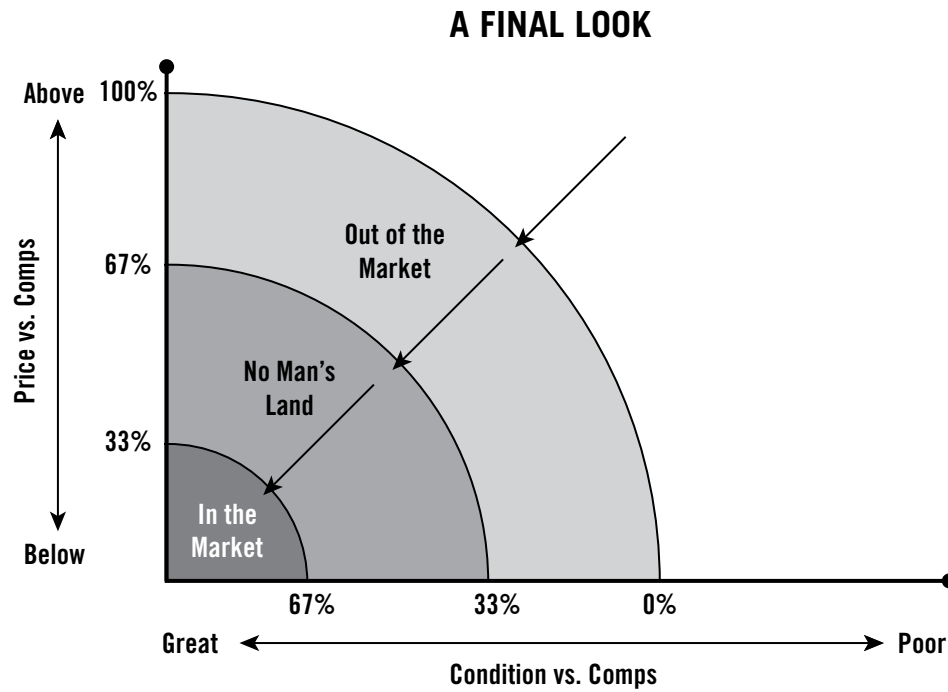


FIGURE 37





**FIGURE 38**



## THE “BUYER EXPERIENCE” DETERMINES STAGING PRIORITIES

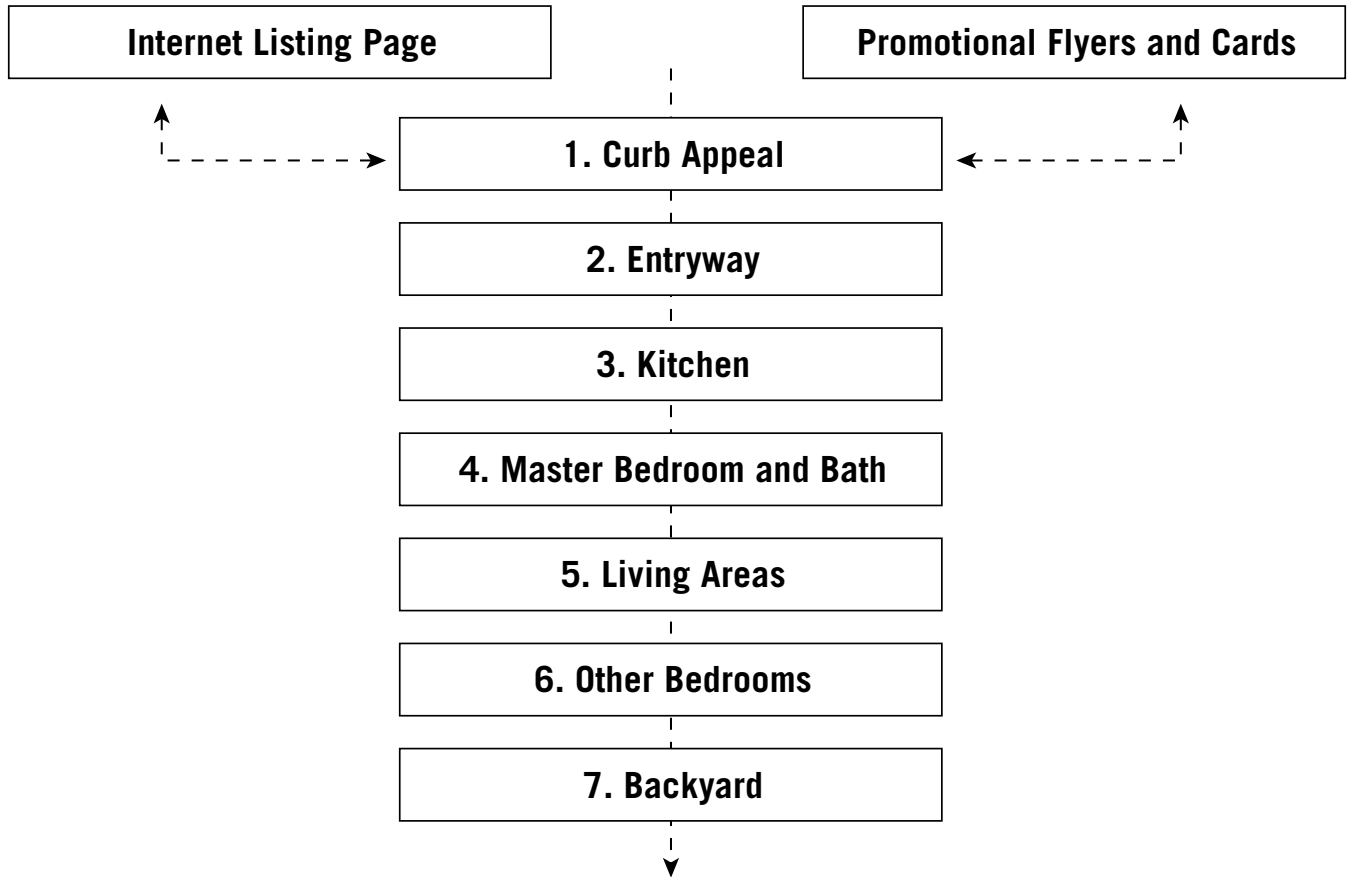


FIGURE 39



## THE 3P-2F FORMULA

1. Plantings
2. Paint
3. Pictures

1. Fixtures
2. Furnishings

**FIGURE 40** Prioritize these five whenever you're looking for quick cosmetic improvements in a listing for sale.





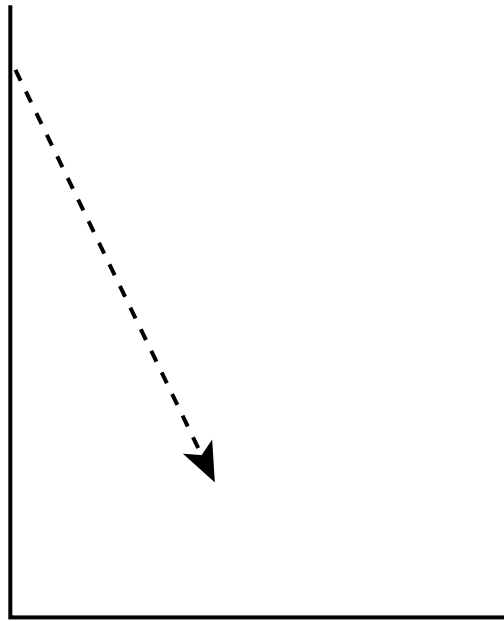
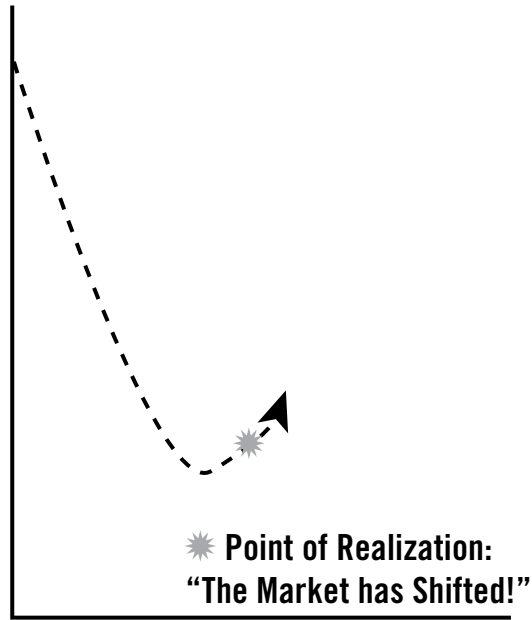


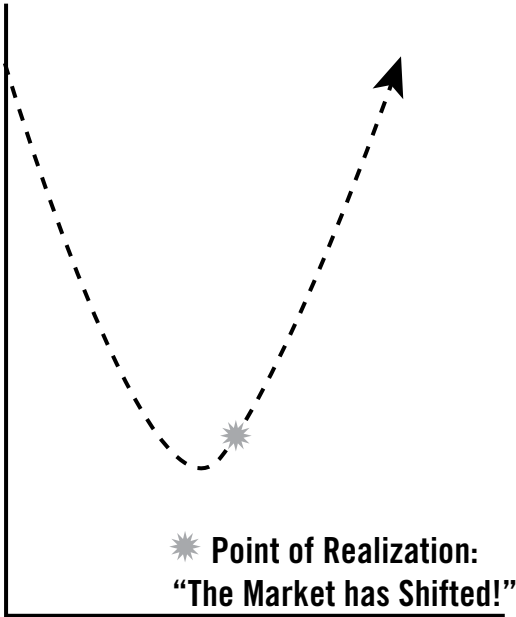
FIGURE 41





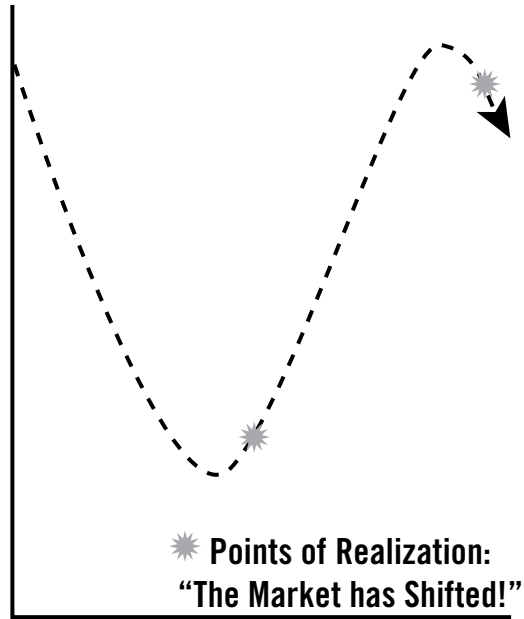
**FIGURE 42**





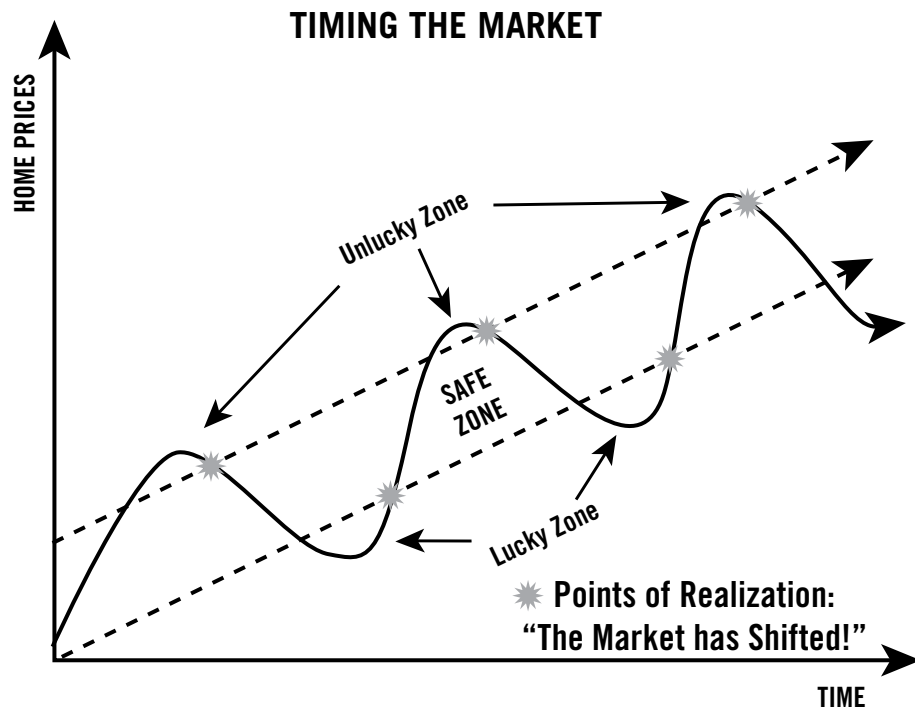
**FIGURE 43**





**FIGURE 44**





**FIGURE 45** No one can perfectly time the market—but anyone can “play it safe” in the safe zone.



## **BUYER URGENCY**

### **1. ABLE**

- Available Cash
- Credit-Worthiness

### **2. READY**

- Personal Reasons

### **3. WILLING**

- Market Expectations

**FIGURE 46** A buyer's ability, readiness, and willingness to buy are all directly impacted by a shift. However, of all these factors, readiness (the practical motivations and personal reasons for moving) tend to be the most "shift-proof."



### BUY NOW OR WAIT?

<b>Home Price</b> \$200,000
<b>Interest Rate</b> 6.0%
<b>Payment</b> \$1,199

### SCENARIO 1:

Home prices decrease by 5%  
Interest rates increase by 0.5%

<b>Home Price: -5%</b> \$190,000
<b>Interest Rate: + 0.5%</b> 6.5%
<b>Payment</b> \$1,201

### SCENARIO 2:

Home prices decrease by 10%  
Interest rates increase by 1.0%

<b>Home Price: -10%</b> \$180,000
<b>Interest Rate: + 1.0%</b> 7.0%
<b>Payment</b> \$1,198

**FIGURE 47** Even a slight increase in mortgage rates can offset a significant drop in home prices. There is little to gain in this scenario and much to lose if home prices rebound or rates jump.



## A BUYERS' MARKET IS A TRADING UP MARKET!

If home prices dropped by 5%, here's what it could look like if you decided to trade up:



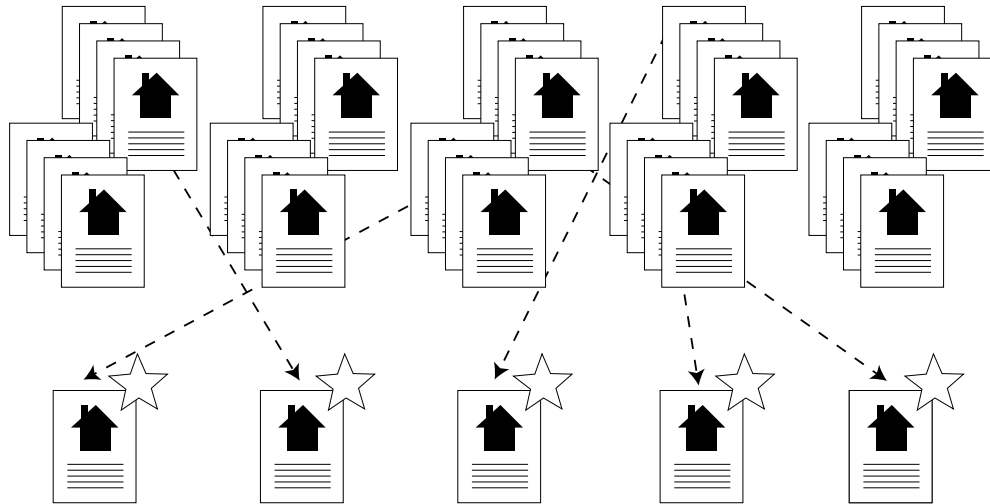
*The smaller loss at sale will be compensated by greater savings at purchase, resulting in a significant net gain.*

**FIGURE 48** Falling home prices are a great opportunity for a savvy homeowner looking to move up. Even though your home sale price may be low, the smaller loss at sale can be compensated by greater savings at purchase.





**LESS IS MORE — NARROW THE FIELD!**



When you help buyers reduce the choices, you'll find they are able to choose.

**FIGURE 49** Winnowing the selection down from many good selections to a few great ones is hard work—and your buyers need your help. Careful and personal consultation will help them identify the best options for them and they will thank you for it.



## THE THREE AREAS OF CREATIVE FINANCING

1

### Creative Things Sellers Can Do to Sell Their House

1. Seller Contributions
2. Seller-Funded Permanent Buydown
3. Seller-Funded Temporary Buydown
4. Owner Financing
5. Contract for Deed
6. Seller Second
7. Lease Option and Lease Purchase
8. Wraparound and Assumable Mortgage

2

### Creative Things Buyers Can Do to Purchase a Home

1. Gift Funding
2. Selling and Refinancing Existing Assets
3. Non-Occupant Co-Borrowers
4. Using a 401(k)
5. Temporary IRA Transfer
6. Pledged Asset Mortgage
7. Equity Transfer and Bridge Loan
8. Employer-Assisted Mortgage

3

### Creative Things Lenders Can Do to Finance a Transaction

1. Lender-Funded Buydown
2. Fannie Mae's "My Community Mortgage"
3. Running Scenarios with Automated Underwriting Systems
4. Adjusting Amortization Period to Lower Payment
5. Adjusting Interest Rates to Cover Closing Costs
6. State, Province, and Local Grant or Bond Programs
7. Mortgage Credit Certificate
8. Private Lending

**FIGURE 50** All three players—the seller, buyer, and lender—can bring creative solutions to the table to get a house sold.



## **AREA ONE: CREATIVE THINGS SELLERS CAN DO TO SELL THEIR HOUSE**

- 1.** Seller Contributions
- 2.** Seller-Funded Permanent Buydown
- 3.** Seller-Funded Temporary Buydown
- 4.** Owner Financing
- 5.** Contract for Deed
- 6.** Seller Second
- 7.** Lease Option and Lease Purchase
- 8.** Wraparound and Assumable Mortgage

**FIGURE 5I** Get together with your financing team and get familiar with these creative financing solutions for sellers.



## SELLER CONTRIBUTION VS. SELLER PRICE REDUCTION

	Pay \$5,000 of Closing Costs	Reduce Price by \$5,000
Sales Price	\$250,000	\$245,000
Down Payment 5%	\$12,500	\$12,250
Closing Costs	\$0	\$5,000
Total Out of Pocket	\$12,500	\$17,250
Net to Seller	\$245,000	\$245,000
Loan Amount	\$237,500	\$232,750
Monthly Payment (30 years at 6.5%)	\$1,501	\$1,471

**FIGURE 52** While the seller nets the same amount, the buyer is trading a \$30 per month increase in payments for \$5,000 in closing costs. They are essentially financing part or all of their closing costs.



### A CLOSER LOOK AT SELLER SECONDS

	5% Down No Seller Seconds	5% Down 15% Seller Second
Sales Price	\$400,000	\$400,000
Down Payment 5%	\$20,000	\$20,000
Primary Loan Amount	\$380,000 (95% LTV)	\$320,000 (80% LTV)
Primary Loan Payment (30 years at 6.5%)	\$2,401	\$2,022
PMI Payment	\$160	\$0
Seller Second Loan Amount	\$0	\$60,000
Seller Second Payment (30 years at 7.5%)	\$0	\$419
Total Payment	\$2,561	\$2,441

**FIGURE 53** To avoid PMI the buyer would have to bring a much larger down payment to the table; the seller second solves this problem and also lowers the total monthly payment.





**FIGURE 54** When buyers can't qualify, they usually have challenges with the credit, income, or assets—the CIA.



## **AREA TWO: CREATIVE THINGS BUYERS CAN DO TO PURCHASE A HOME**

1. Gift Funds
2. Selling or Refinancing Existing Assets
3. Non-Occupant Co-Borrowers
4. Using a 401(k)
5. Temporary IRA Transfers
6. Pledged Asset Mortgages
7. Equity Transfers and Bridge Loans
8. Employer-Assisted Mortgages

**FIGURE 55** Familiarize yourself with these proven creative financing solutions for buyers, so you can get the job done when your competitors cannot.



## **APPROVED SOURCES FOR FINANCIAL GIFTS TO PURCHASE REAL ESTATE**

- 1. Family Members**
  - Parents
  - Siblings
  - Grandparents
- 2. Non-Profit Agencies**
- 3. Non-Occupant Co-Borrowers**
- 4. Local, State and Provincial Agencies**
- 5. Domestic Partners**
- 6. Trade Unions**

**FIGURE 56** Any gift funds buyers bring to the closing table will need to be documented according to the lender's guidelines.





### **AREA THREE: CREATIVE THINGS LENDERS CAN DO TO FINANCE A TRANSACTION**

1. Lender-Funded Buydowns
2. Fannie Mae's "My Community Mortgage"
3. Running Scenarios with Automated Underwriting Systems
4. Adjusting Amortization Periods to Lower Payments
5. Adjusting Interest Rates to Cover Closing Costs
6. State, Province, and Local Grant or Bond Programs
7. Mortgage Credit Certificates
8. Private Lending

**FIGURE 57** A great mortgage professional can offer a lot of proven solutions. Run this list by your preferred mortgage vendors to see which ones they offer and what else they can do to help.



Monthly Payment at 6.5% (30 years on \$180,000)	\$1,137	X 12 months =	\$13,644
Monthly Payment at 5.5% (30 years on \$180,000)	\$1,022	X 12 months =	\$12,264
Monthly Payment at 4.5% (30 years on \$180,000)	\$912	X 12 months =	\$10,944

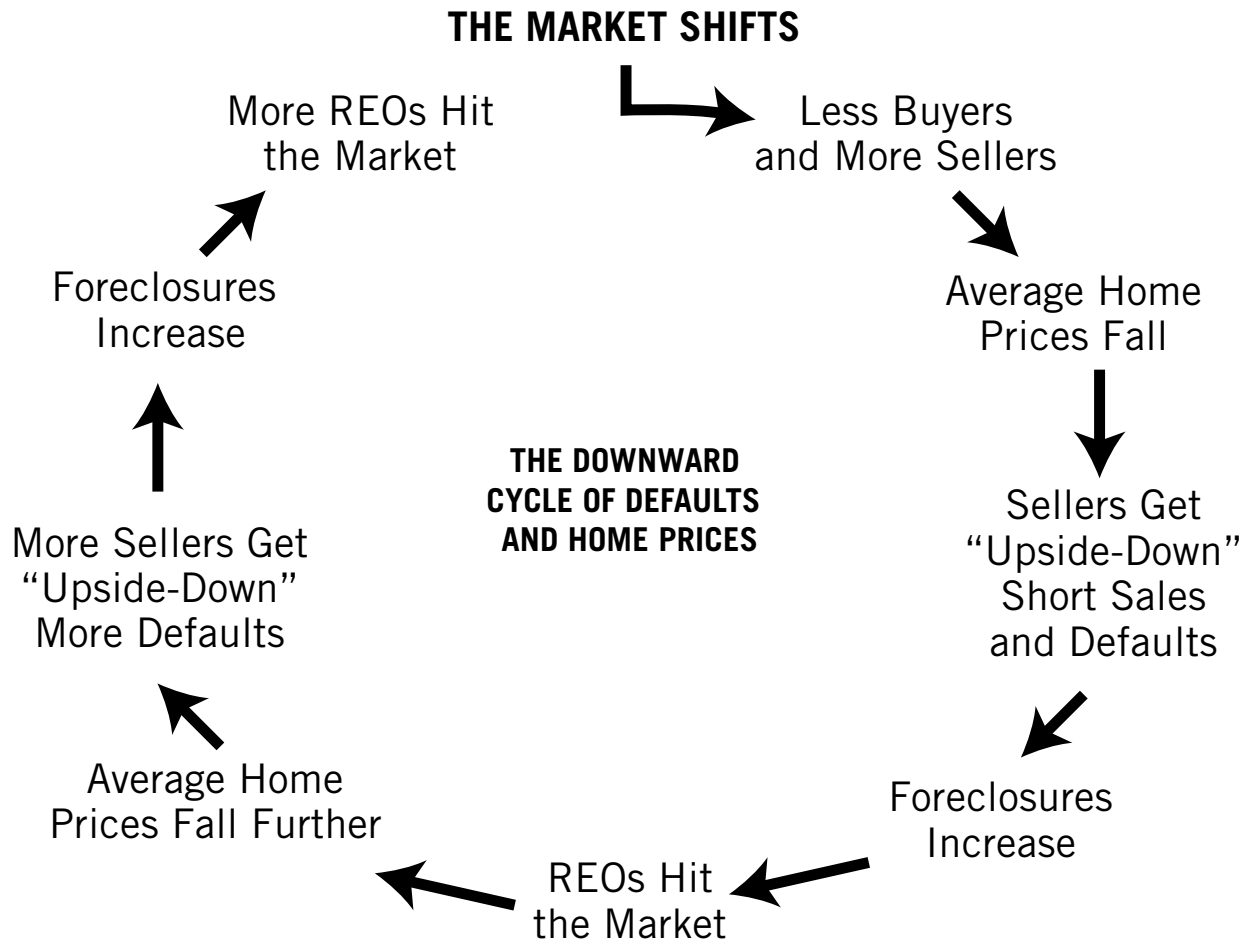
**FIGURE 58** The first step is to figure the annual amount paid for each rate.



YEARS	LOAN AMOUNT	INTEREST RATE	MONTHLY PAYMENT	THE 2-1 BUYDOWN DIFFERENCE
1	\$180,000	5%	\$966	-\$171
2	\$180,000	6%	\$1,079	-\$58
3-30	\$180,000	7%	\$1,197	+\$60

**FIGURE 59** The lender buydown offers nice savings in the first years from the original loan payments of \$1,137. The buyer makes up for this on the back end of the mortgage loan with higher payments for the remaining years.





**FIGURE 60** When homeowners go into default, it can cause home prices to continue to spiral down. This makes it harder for other homeowners to avoid default. The cycle gets broken when prices become attractive enough that buyer reluctance turns into buyer urgency.



## THE SIX BULLETPROOFING THE TRANSACTION ISSUES AND SOLUTIONS

ISSUES	HOW THINGS GO WRONG	SOLUTIONS
1. INSPECTIONS AND REPAIRS	<ul style="list-style-type: none"> <li>Unexpected findings</li> <li>Report complexity</li> <li>Costs and who pays</li> <li>Timetable for repairs</li> <li>Doubt about worthiness</li> </ul>	<ul style="list-style-type: none"> <li>Seller gets pre-inspection</li> <li>Attend with buyer and/or seller</li> <li>Pre-negotiated limits</li> <li>Select and supervise vendors</li> <li>Prepare and reassure buyer</li> </ul>
2. APPRAISALS	<ul style="list-style-type: none"> <li>Won't support the price</li> <li>Won't support the loan</li> <li>Doesn't match the CMA</li> </ul>	<ul style="list-style-type: none"> <li>Provide appraiser with research</li> <li>Find additional buyer funds</li> <li>Appeal the appraisal</li> </ul>
3. LOAN APPROVAL AND FUNDING	<ul style="list-style-type: none"> <li>Application delays</li> <li>Documentation problems</li> <li>Buyer credit issues</li> <li>Lender failure to approve</li> <li>Lender failure to fund</li> <li>Buyer credit changes</li> </ul>	<ul style="list-style-type: none"> <li>Select originator – get preapproval</li> <li>Assist buyer with paperwork</li> <li>Get credit counseling for buyer</li> <li>Reapply with corrections</li> <li>Parallel applications</li> <li>Give pre-closing credit warning</li> </ul>
4. OTHER CONTINGENCIES	<ul style="list-style-type: none"> <li>Sale of the buyers' house</li> <li>Third-party approvals</li> <li>Estate, relo, short-sale approvals</li> <li>Clouded title</li> </ul>	<ul style="list-style-type: none"> <li>Take back-up offers</li> <li>Know who and communicate</li> <li>Know who, how, and timetable</li> <li>Preliminary title search</li> </ul>
5. CO-OP AGENT	<ul style="list-style-type: none"> <li>Bad advice or communications</li> <li>Inattention to details</li> <li>Poor vendor selection</li> </ul>	<ul style="list-style-type: none"> <li>Clarify the messages and intentions</li> <li>Own the process and communicate</li> <li>Provide selection list and back-up</li> </ul>
6. DEADLINES	<ul style="list-style-type: none"> <li>Inspections and repairs</li> <li>Closing date</li> <li>Occupancy</li> <li>Approvals/Documentation</li> </ul>	<ul style="list-style-type: none"> <li>Confirm appointments and progress</li> <li>Build in buyer and seller flexibility</li> <li>Pre-set dates, limits and penalties</li> <li>Manage the closing checklist</li> </ul>

FIGURE 61



## **PARTIES TO THE SALE CHECKLIST**

### **PARTIES TO THE TRANSACTION**

<b>Buyer(s)</b>	<b>Closing/Escrow Company (Closing Officer, Assistant)</b>
<b>Seller(s)</b>	<b>Attorney(s)</b>
<b>Co-op Agent(s)</b>	<b>Third Parties (Loss Mitigation, Relocation, Estate, etc.)</b>
<b>Lender (Loan Officer, Mortgage Processor)</b>	<b>Referral Sources (Agents, Past Clients, Relo, etc.)</b>

### **CONTACT INFORMATION**

<b>Name</b>	<b>Business Address</b>
<b>Home Address</b>	<b>Business Phone</b>
<b>Home Phone</b>	<b>Business Fax</b>
<b>Home Fax</b>	<b>Business Email</b>
<b>Personal Email</b>	<b>Executive/Administrative Assistant (Gatekeeper)</b>
<b>Cell Phone</b>	<b>Preferred Methods and Times of Contact</b>

**FIGURE 62**



**CONTRACT TO CLOSE CHECKLIST**

	Date Expected	Date Completed
1. Contract and earnest money received	_____	_____
2. Earnest money receipted	_____	_____
3. File opened and Key Contacts added	_____	_____
4. Introduction letter sent to clients	_____	_____
5. Payoff / Assumption statement ordered	_____	_____
6. Payoff statement received	_____	_____
7. Commitment sent to lender	_____	_____
8. Commitment sent to other agent	_____	_____
9. HOA Info / Resale certificate received	_____	_____
10. Survey ordered or existing survey verified	_____	_____
11. Hazard insurance information received	_____	_____
12. Termite inspection received	_____	_____
13. Full inspection received	_____	_____
14. Repairs Addendum signed and received	_____	_____
15. Repair completed and invoice received	_____	_____
16. Home Warranty ordered	_____	_____
17. Lender docs received and verified	_____	_____
18. Closing scheduled with all vendors	_____	_____
19. Closing schedule / reminders sent to clients	_____	_____
20. HUD Statement reviewed and approved	_____	_____
21. Final Closing Package prepared	_____	_____
22. Other	_____	_____

**FIGURE 63**



### NAR MEMBERS VS. ANNUAL SALES

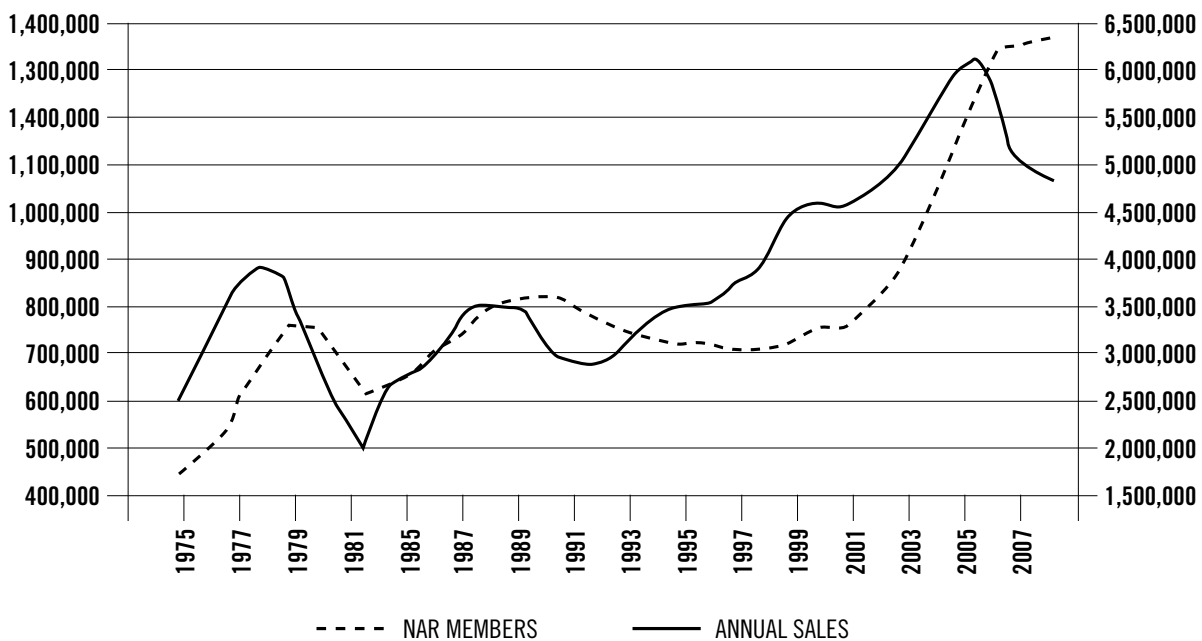


FIGURE 64





### NAR MEMBERS VS. AVAILABLE SALES PER PERSON

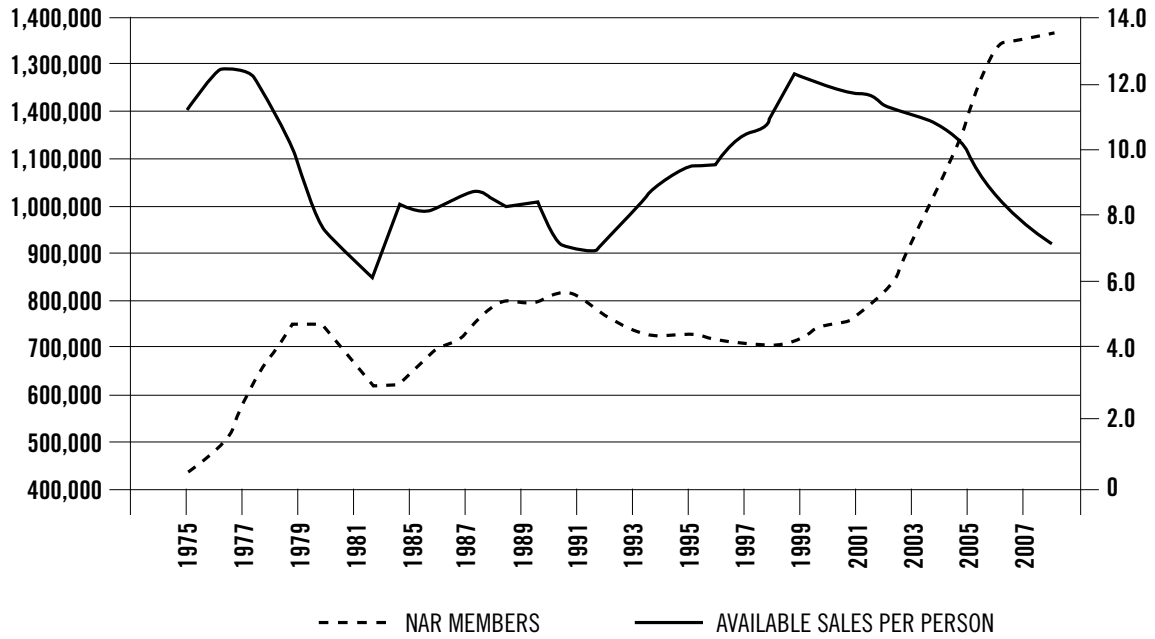


FIGURE 65

