

ELITE REALTY

MIAMI | NEW YORK | HOUSTON | DALLAS | CHICAGO | LOS ANGELES

# NB Elite Realty Agent Guide

by NB Elite Realty

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## For Agents & Investors

- [How to Invest in Real Estate in the Current Market](#)  
(<https://youtu.be/dxOlcVRBaQQ?si=Ek0BGDftnbxp4s-x>)
- [Strategies for Investing in Real Estate](#)  
([https://youtu.be/6uGn5SP\\_GAI](https://youtu.be/6uGn5SP_GAI))
- [Buying & Rehab Single-Family Homes.](#)  
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- [Subject To's and Wraparounds](#)  
(<https://youtu.be/XUbinF04Eiw>)
- [Wholesaling Real Estate](#)  
([https://youtu.be/24wQlh6\\_IdQ](https://youtu.be/24wQlh6_IdQ))
- [How to make passive income](#)  
(<https://youtu.be/GRGPAk-6pe8>)

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## How to Prepare **yourself** as Agent

“Always Evolve, Always Learn, Always Listen”





# SIGNAGE & BUSINESS CARDS

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Build a sign: Signage

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Vistaprint: Business cards

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Myvista: Digital business card

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NB Elite Logo

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Get Everything Here:

<https://bit.ly/3QhF1aU>



# Realtor Bio Page



- Professional picture in suit
- Get personal but not too personal
- Create a niche



- WHO, WHAT , WHEN, WHERE  
WHY & HOW

## Online Platform

- **Google business page**
  - Geotargeting w/ address
  - Web crawling
  - Video
  - Pictures
  - Bio page-include
- **Social Media—#HASHTAGS ARE EVERYTHING!**
  - Facebook-personal and business page
  - Instagram
  - Twitter
  - LinkedIn
- **Personal website, HAR Platinum agent site, KvCore**
  - MLS search database capability
- **Zillow agent site**
- **Realtor.com**

## Getting Started

You must have a dedicated pipeline of online relevance in the real estate marketplace.

## IMPERATIVE PHONE APPS

- HAR (Houston or Your City)
- HAR MEDIA (Houston or Your City)
- Supra Ekey
- Showing Time
- DROPBOX-cloud based storage
- DOCUSIGN-sign on the go!
- ZIPFORMS OR DOTLOOP
- Appraisal district info

# LET'S GET DIGITAL

APPS ARE KEY TO MANAGING BUSINESS IN OFFICE OR  
ON THE GO!

# LET'S GET DIGITAL

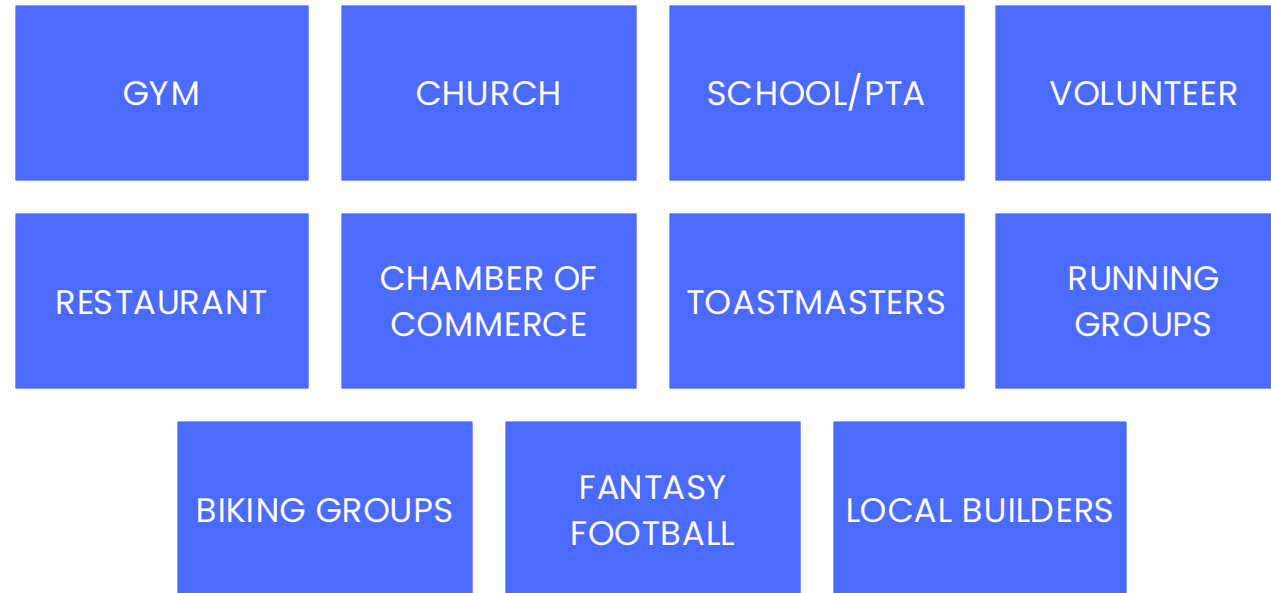


- KVCORE Mobile
- GOOGLE BUSINESS “My business”
- GOOGLE EARTH
- QUICK BOOKS
- ZILLOW
- ZOOM
- BROKER SUMO-HOW YOU GET PAID

APPS ARE KEY TO MANAGING BUSINESS IN OFFICE OR  
ON THE GO!



# GET ACTIVE IN COMMUNITY



Community involvement is key to referral business!

# SOCIAL MEDIA

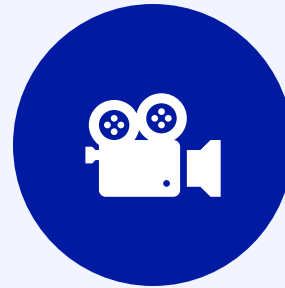
- Facebook
  - #NBELITEREALTY
  - #Houstonrealtor
  - #neighborhood
- Instagram
- Twitter
- LinkedIn
- Snap Chat
- TikTok

Post relevant information daily!

# BE ACTIVE IN THE BROKERAGE!



ATTEND TRAININGS  
ON ZOOM EVERY  
OTHER WEDNESDAY



WATCH VIDEOS ON NB  
ELITE REALTY



PORTAL- linked to  
YouTube.



ATTEND OFFICE  
FUNCTIONS

# Contract

## STARTING THE TRANSACTION

- INFORMATION ABOUT BROKERAGE SERVICES
- WIRE FRAUD FORM
- RESIDENTIAL EXCLUSIVE RIGHT TO SELL/LEASE
  - Listing side
- RESIDENTIAL BUYER/TENANT REP AGREEMENT
  - Buyer side

**\*\*Download ALL signed forms into Broker Sumo & Dropbox (or cloud-based server) as you receive them!\*\***

## (Texas) WRITING & RECEIVING THE OFFER (Please check your state required [document](#))

- 1-4 FAMILY RESIDENTIAL CONTRACT
- Third Party Financing Addendum
- Sellers's disclosure provided by the seller (if you're listing the house you must send to seller, and they fill it out)
- Addendum concerning right to terminate due to appraisal
- Addendum for Property to Mandatory Member in Owner's Association (HOA addendum)
- Notice of Purchase of Property in a Water District (If it has MUD taxes. This will be disclosed on the listing and/or on HCAD-search by the address)
- Non-Realty Items Addendum (if you want to include the existing refrigerator, washer & dryer--these items are negotiable)
- Survey if available from Seller with a signed/notarized T-47 Form by seller
- Buyer's Walk through and Acceptance Form (for buyer right before closing)

# TRACKING SALES

I CAN'T REITERATE THE IMPORTANCE OF TRACKING YOUR MOMENTUM & EXPENSES

	GROSS SALES	ADVERTISING	CONTINUING EDUCATION	MEMBERSHIPS HAR or Your City NAR TAR	COMMISSION	NET REVENUE
2019	\$3,166,181					
2020	\$ 3,303,955					
2021	\$ 4,039,719					
2022	\$ 6,774,458					
2023	\$ 11,619,332					



# A Day in the Life of Agent/Producer

**TODAY IS A NEW DAY SO MOVE ON FROM YESTERDAY !**

## • **EARLY MORNING**

- 4-4:30AM coffee
- Go over calendar of events for the day
- Check & respond to pertinent emails
- Check & post on Social Media
- Send out contracts, title emails, work on listings, virtual staging, etc.

**All admin work in morning!**

I usually get 3-3.5 hours of work in before I head to gym.

## • **MID MORNING**

- 7:30-9:00 Gym-Self Care
- 9:00 return calls and texts from overnight on the way back from gym
- 9:30 Shower
- Check Broker Sumo
- Email office for CDA's
- Return more emails and phone calls
- Return recruiting calls

## • **AFTERNOON**

- 11:30-12PM Start listing appointments
- 2:00PM Buyer appointments
- 4:30PM transactions in ZipForms
- Follow up emails with CMA's for buyers and sellers
- Website management

Manage your days wisely. If you're in one area at a listing appt schedule all appointments that day for same area

## • **EARLY EVENING**

- Buyer appointments (not always)
- Dinner
- When sitting on the couch I look for properties for clients on HAR App
- Check and respond to social media posts
- 9:00PM Bed

- \*Once a week I run checks on all website platforms
- \*Post website blog bi-monthly and post all new homes I list as blog posts
- \*Post to Google business page weekly
- \*Post to Social Media sites through KV Core daily with automated core listing posting

# Business Plan

Watch webinar version:  
<https://youtu.be/6cSQUeCspiQ>



## Being an agent is a business in itself

Your agent business is no different than any other company's business. You have to look at your work as an individual agent as owning a business of your own. You need to think that you are running the company, even if you are only one person. In order to run this company (agent business) there are 3 major components you need to recognize and grasp:

1. **Budget**
2. **Organization**
3. **Lead Generation**

Once you understand these 3 components, you will be able to make it in your business. Not too many agents truly make it. Some struggle to have a steady income to support themselves and their family. Even fewer agents become million-dollar agents. However, I believe everyone has the same chance. You just have to ask yourself– **what is your goal?**





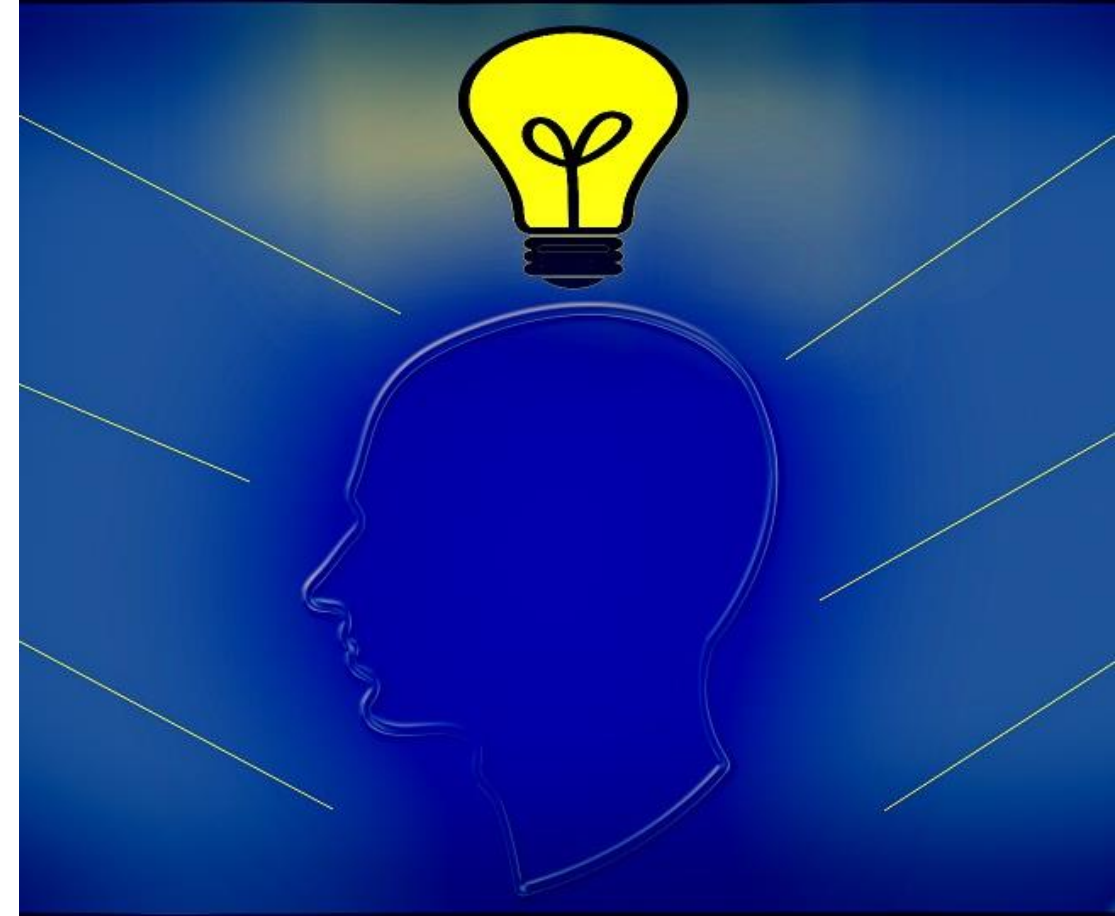
Do you want to just work on some referrals here and there? Do you not want to run your work as a business?

What I have put together for you is the heart and soul of your business. Without the 3 main components that are crucial to your business, it will be very difficult for you to prosper as an agent.

**But before I go into detail, I want to give you 2 important points:**

➤ **1) YOU NEED TO HAVE A SYSTEM IN PLACE**

No business can run without some sort of structure. It seems obvious, but you would be surprised at how many agents don't have a game plan. You have to implement and follow a system for at least 12 months to see how successful you are. Without a system and consistency, your chance to succeed is very slim.





## ➤ 2) TO MAKE MONEY, YOU NEED TO INVEST IN MONEY

Remember, you are a company for yourself. NB Elite Realty only hangs your license and gives you support when you need it. You have to be the one to find ways to produce, without investing your money time into doing so, your chance to succeed is again very slim.

### **THREE MAJOR COMPONENTS TO RUNNING A SUCCESSFUL BUSINESS**

#### **1) Budget**

If you're going to invest money in anything, it's best to invest it in your business – which is you! This is your livelihood.

Today there are more agents than ever, and every business has competition, but only the best ones survive through investing. This starts with investing in some sort of platform that can feed you leads. Without a platform, it's very difficult to compete in the market. It is very important for you to invest in some sort of platform.





Inside NB Elite Realty, we have an amazing platform call kvCore which is a one stop shop for all of your real estate agent business and costs only \$60/month.

The good news is that as a real estate agent, you don't have to have the expense of an office space – you can work from anywhere.

Our final piece of advice is that budget yourself if you have the means for it. Don't take out big loans on personal residency, big rental payments, or expensive cars – live modestly. Use your money for your business. Invest in the present and you will be set for the future.

## 2) Organization

As an agent, you must have a kvCore CRM system! Without one, don't even become a realtor. You must have a CRM program and keep your database there. kvCore CRM is great because your entire database is stored in one place (i.e. contacts, marketing material, contract management, etc.) This will help bring your business to the next level, and help you stay organized.

If you are already a full-time agent and you are in need of extra help, another organization option is to hire an assistant. Be aware, you need to have a business sense about how much you can afford and risk when it comes to an assistant. Make sure you have enough profit to pay an assistant and still have money left for yourself.

Here is a 10-minute demo of kvCore: <https://ire.wistia.com/medias/jm1s4s5idj>

- You may also use this one: <https://s.insiderealestate.com/kvcore-platform-agents/>
- 





### 3) Lead Generation

This is the foundation of what you do. You need to have a mindset that whatever you do and wherever you go, you are recruiting for your business. Whether you are in a school, an elevator, or your doctor's office, you need to be active in your community and you need to make friends. The more friends the better! Most business as a real estate agent comes from referrals, and this is the most inexpensive way to generate leads. Social media is very important for you to be active on such as: LinkedIn, TikTok, Instagram, Facebook etc. (post minimum 3 times per week). Very important!

## There are **two groups of people you work with** when building your lead portfolio:

### People You Already Know

Friends, family, and past clients are your core group. Statistics show that if you are actively reaching out to your core group for assistance, and keeping in touch with them for 1 year, for every 12 individuals that you know there are 1-2 sales. What sort of methods should you use to remain in constant contact with your core group?

#### **The program you can use with them is **24 contacts****

Your core group needs to know you are the best realtor for the job, and that you will reward them for their referral (even if the deal doesn't close, you still need to show appreciation - like taking them to lunch). This system is what is statically shown to work for million-dollar agents. When it comes to people you already know, you need to educate, ask them for help, and reward them. With this systematic lead generation effort, you'll be the number 1 agent in their mind. kvCore can do these automatically.

### People You Don't Know

Choose an area you think you can be successful and target it. Statistics show that you can make 1 sale for every 50 unknown people you contact. The best approach to lead generation with individuals you don't know is to set up a model that you systematically execute. Your goal is to build your network, your database. If you don't have a network, you won't be successful. You have to think of this database as a living organism, and you have to feed it to make it larger and more stable.

**The best way to do this is with the **10x10 system**.** Once a month send direct mail - letter or postcard. Once you get in touch with them, you can move them to the other group.

In addition to doing all of this, you can also advertise on social media, newspapers, billboards, magazines, events, vehicle wraps, and groups.

# 24 Touches

The 12-month program that helps build relationships with your core group

## JANUARY

- Letter of introduction
- Emails
- Calendar magnet

## FEBRUARY

- Business cards
- Just Sold/Just Listed cards
- Telephone calls

## MARCH

- Emails
- Personal brochure
- Invitation to lunch

## APRIL

- Investing news or articles
- Post card
- Property alerts

## MAY

- Mother's day card
- Telephone calls
- Recipe cards

## JUNE

- Father's day cards
- Emails
- Market reports

## JULY

- Independence day cards
- Telephone calls
- Brochures

## AUGUST

- Back-to-school message for the kids
- Notepad
- Pens with logo and contact info

## SEPTEMBER

- Inspirational card
- Emails
- Refrigerator magnet

## OCTOBER

- Just Sold/Just Listed cards
- Invitation to dinner
- Post cards

## NOVEMBER

- Thanksgiving card
- Telephone calls
- Emails

## DECEMBER

- Holiday cards
- Thank you letters
- Market reports



## 10 x 10 system

# 10x10

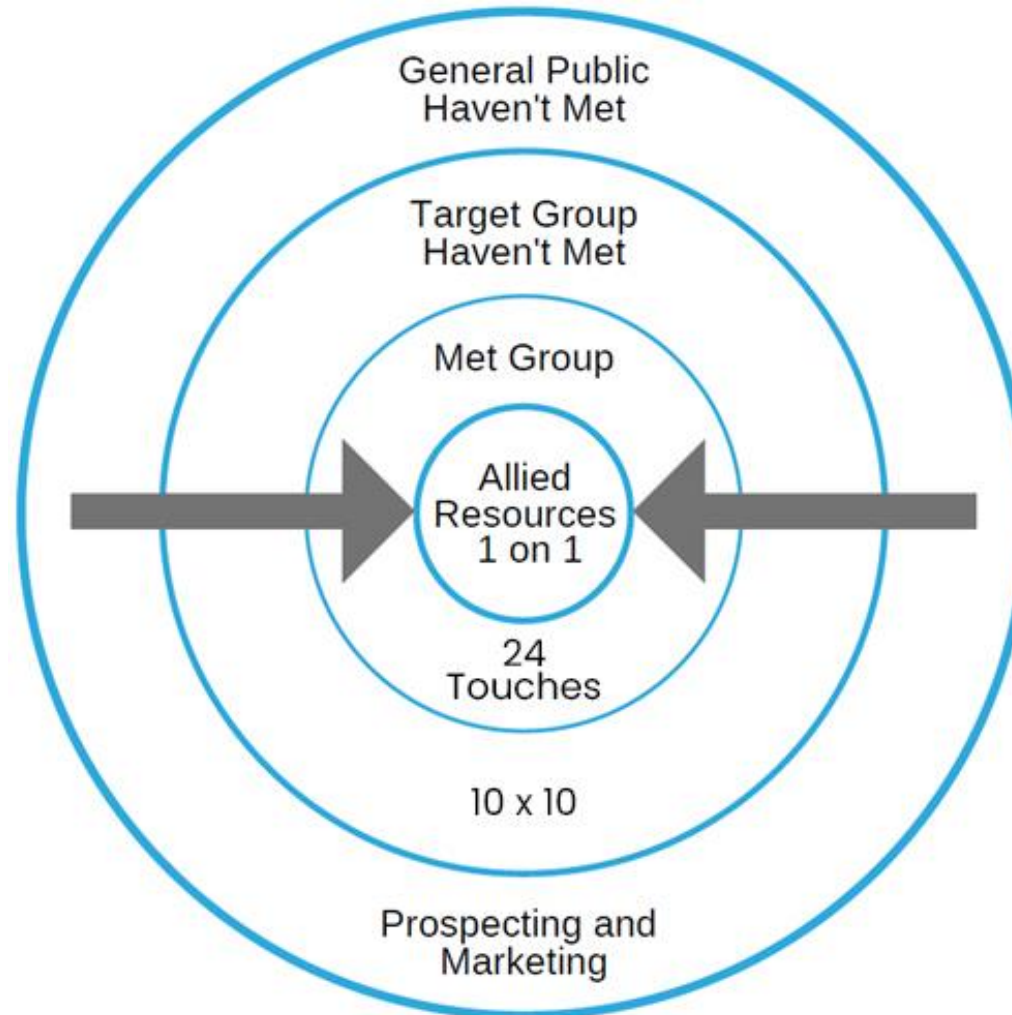
Keeping in touch with your "unknowns" year-round is easier than it sounds. Your goal is to send out usable giveaways, not "throwaways," that include your contact info once a month to residents in the area you have chosen to target.

### What to send?

- Personalized Letters
- Birthday Cards
- Invitations
- Magnetized Calendars
- Recipe Cards
- Holiday Cards
- Pens
- Notepads
- Market News
- Service Directories

# Strategic Model for **Generating Leads and Building Relationships**

Your goal: generate leads and move people into your inner circles





## Get active in community

- **Gym**
- **Church**
- **School/PTA**
- **Volunteer**
- **Be a Regular @ A Local Restaurant**
- **Chamber Of**
- **Commerce**
- **Toast Masters**
- **Running**
- **Groups**
- **Biking Groups**
- **Fantasy**
- **Football**
- **Local Builders**

# Mastering Commissions: How to Get Paid Under the New NAR Rules



# Here are the changes boiled down as much as we can.

## **1. Any compensation fields will be removed from the MLS on Friday, August 16.**

MLS Subscribers may NOT include or reference compensation anywhere in the MLS including the public or agent remarks, property description, showing instructions (any of the providers), any attachments, or any platform. You may also not link to another site displaying compensation.

Otherwise, agents may post any offer of compensation on social media, send emails, call other agents, text it, have a giant balloon sculpture in front of your listing that says whatever the offer is, etc. It just cannot be in the MLS or anything tied to the MLS.

Brokers may choose to display offers of compensation on your own website for your own listings.

Even though the terms of the settlement only apply to residential sales (not commercial or leases), the fields will be completely removed from the MLS.

**2. A new field will be added in MLS: "Concession or Seller May Contribute to Buyer Expenses Up To"** to indicate an amount the seller may offer to contribute to buyer expenses if any, as a part of the transaction.

# Here are the changes boiled down as much as we can.

## **3. A signed, written agreement is required prior to showing a property.**

**“Prior to showing a property” means before crossing the threshold of a listing. That includes an in-person showing or a virtual (Zoom, Facetime, etc.) showing.**

**The signed, written agreement does not have to be the Residential Buyer/Tenant Representation Agreement (although that would cover everything), but it must include the following elements:**

**Regarding Open Houses, an agent hosting an Open House (whether the Listing Agent or someone on your team) does not need to obtain a signed, written agreement prior to the consumer touring the home because they are working for the Seller in this instance. In the case of a hosting agent who is not the Listing Agent or on the Listing Agent’s team, they would only need to have a signed, written agreement if they take that lead and then show the consumer another home.**

**As mentioned above, the terms of the settlement do not apply to leases, so an agent showing a lease to a consumer is NOT required to have a signed, written agreement in place first**

**In Texas brokerage will accept short buyer representation form.**



# Here are the changes boiled down as much as we can.

**4. In the buyer agreement, your compensation will need to be detailed in amount or in how determined between you and your buyer/client.**

**Specify and conspicuously disclose the amount or rate of any compensation the MLS Participant will receive from any source, or how this amount will be determined;**

**The amount of compensation must be objectively ascertainable and may not be open-ended (e.g., “buyer broker compensation shall be whatever amount the seller is offering to the buyer”);**

**Include a statement that MLS Participants may not receive compensation from any source that exceeds the amount or rate agreed to with the buyer;**

**Disclose in conspicuous language that broker commissions are not set by law and are fully negotiable;**



# Here are the changes boiled down as much as we can.

5. For all new listings, you should begin. using the newly updated listing agreements

## Texas

1-hour Pre-recorded Webinar: <https://www.youtube.com/watch?v=1I7UNLeUcQo>

## Florida

Check this for toolkits to navigate the NAR Settlement and more: <https://www.miamirealtors.com/advocacy/legal-updates-and-resources/antitrust/>

## Illinois

For more details and to register, visit: <https://chicagorealtor.com/realtor-tools/nar-settlement/>

## New York

For more details and to register, visit: <https://www.hgar.com/news-stats/nar-settlement>

Please Note: Available to members and associations only at no cost. You will need your NAR login to register. These webinars are scheduled in Central Time.

Additional recorded webinars: <https://www.onekeymlsny.com/webinars/>

It is very important to attend webinars and CE classes to stay updated with new forms. The brokerage will update the necessary required documents for your CDA (Commission Disbursement Authorization) for the closing process.

### 3 Scenarios for Buyer commission

- Seller pays 100% commission

- Buyer pays 100% commission

- Split between buyer and seller

# What do you need to do to sell your listing as a listing agent?



- Have a good conversation with seller.



- Use Agent Website



- Social Media



- Yard sign

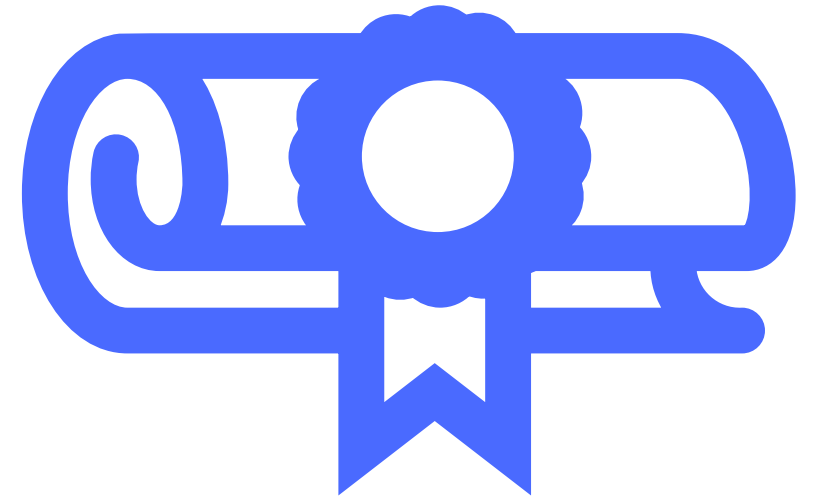



- Use CRM for email & text

**What do you need  
to do if you  
represent the  
buyer?**

- Importance of the 1st phone call
- Sign representation agreement (12, 6 or 1 month)
- Become master of negotiations

- 
- **"Stay educated. Education is power, especially with frequent updates. Don't be afraid of new things—they can save you time. Stay focused, invest your time and a little money into the business, and it will pay off because real estate is the best business in the world."**





# The Listing Appointment (Meeting with sellers)

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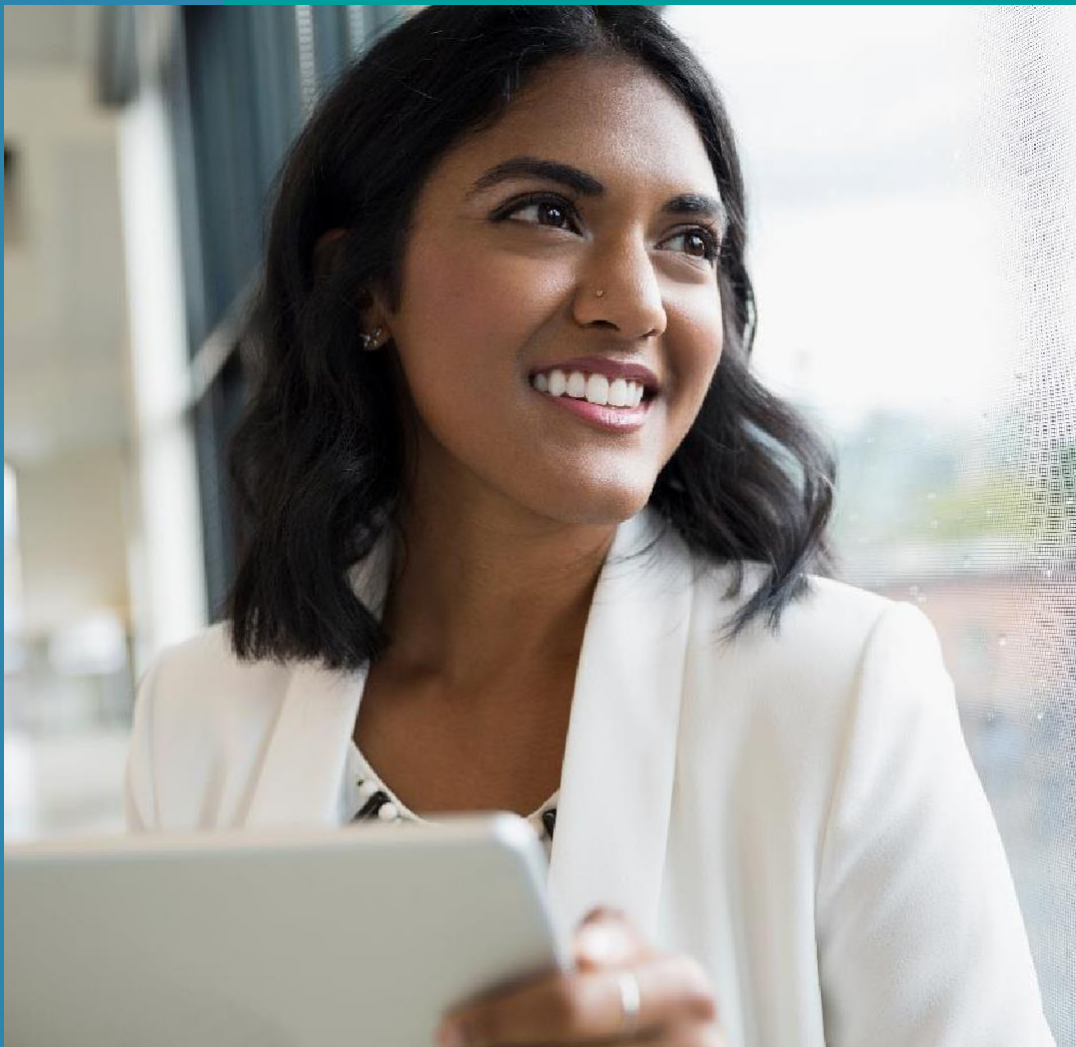
## The Phone Call

- Ask probing questions
  - Move date time frame
  - How many people dwell in the residence
  - Any pets
  - Mortgage pay off
  - Address, emails and ALL owner names
- BEFORE you get off the phone schedule an appointment to view. NEVER EVER get off the phone without a scheduled appointment!!

**Brag a little!**







## Research the Property

- Appraisal District: HCAD (Houston) or Your city
- Research area thoroughly—know the schools, eateries, shopping, etc...
- Run comps
  - Analyze days on market
  - Analyze “median” sold price per square foot
- Old Listing in MLS
  - Print out property history & old listings
  - Print out old disclosures

# Before the Meeting

- Prepare residential listing agreement
  - Add value added items in special provisions
    - Agent to provide professional pictures
    - Agent to pay for all marketing material
    - Agent to pay and provide online marketing
    - Seller to allow agent to market listing on all social media websites including but not limited to Facebook, Instagram, Twitter, LinkedIn, Agent Google business site, Agent personal site, and NB Elite Realty social media sites.



## Check your state Required documents

- Print out Listing agreement
- Print out Wire Fraud Form
- Print out IABS (Texas)
- Print out HOA addendum
- Print out Seller's Disclosure Notice
- Print out MUD Notice
  - Present all forms to your client upon meeting for your first property walk through

# The Walk-Through Appointment



- After pleasantries walk the exterior and house room by room with the owner and TAKE NOTES on a note pad or create a listing form.
  - Make suggestions in each room, i.e., declutter, remove religious symbols, paint, caulk, change lighting/lightbulbs, etc...
- Take pictures for your reference of each room
- Ask age of HVAC, water heater, roof, appliances, any updates, any liens, etc...
- Sit down with owner and review comps, selling challenges and marketing plan.
- Take picture of your notes and leave the Honey Do List with owner.
- Offer to orchestrate the quick remodel updates at no charge or give them the names of trusted contractors.

# Be Honest & Frank Regarding Property Updates



Staging draws the buyers into the online listing



Staging makes a property feel warm and inviting



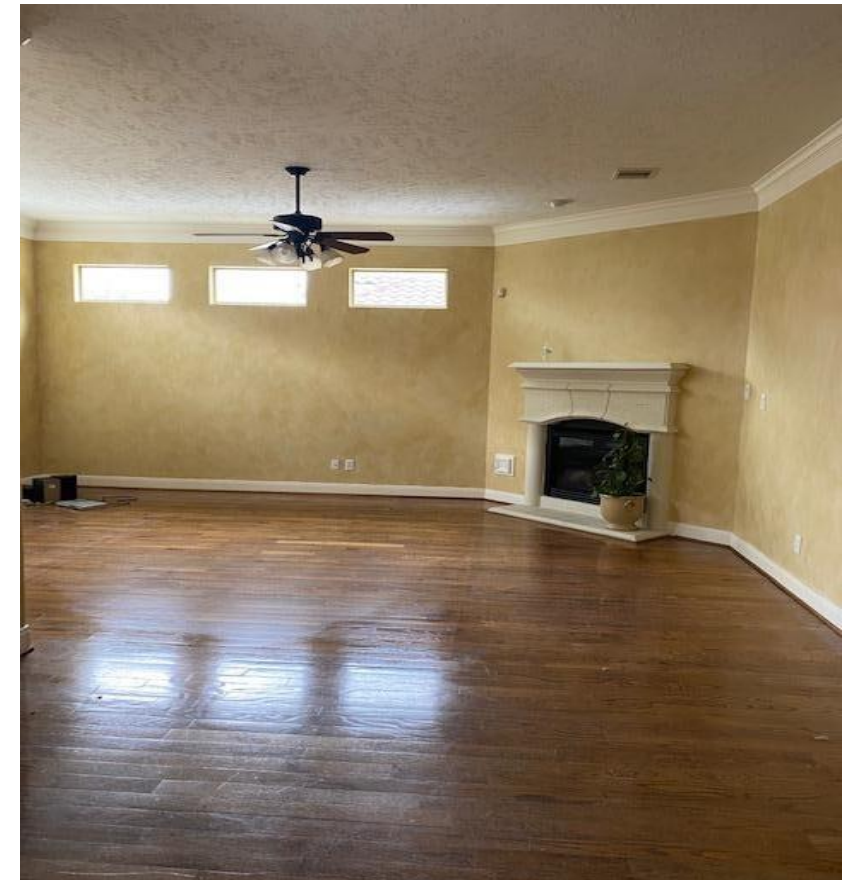
Staging gives the buyer an idea of what to do with the property once they're living there





**Visual Stager:**  
<https://visualstager.com/>  
**(Find one in your city)**  
**\$10/picture**  
**\$29/picture**  
**Virtually stage family,**  
**master, dining & office**

**BEFORE**



**K2Imagery**

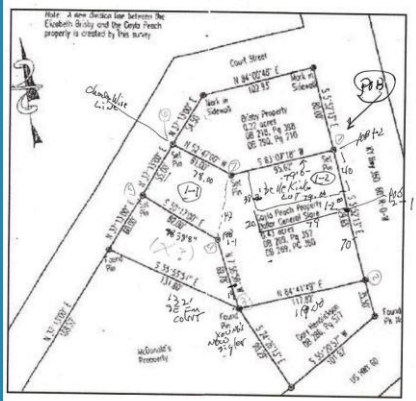
**AFTER**

<https://www.k2imageryllc.com/>  
**(Find one in your city)**

**Basic Photo Shoot + Virtual**  
**Staging of designated rooms**  
**\$220**

**Basic Photo Shoot \$119**

# The Online Listing



Beef up the listing with addendum, disclosures, survey/T-47, floorplan, upgrades/amenities & warranty info. Make sure the sellers provide BEFORE you list.



Don't be wordy in the public listing section.

Add specifics in the realtor comments; especially for leases. DO NOT ADD TITLE INFO!



Quantify: List every upgrade, update, age of appliances, roof age, HVAC, painting, flooring, water heater, etc... Think value added items!



Add picture descriptions to every single picture with quantification items and fun verbiage.

# WHO, WHAT, WHEN, WHERE, WHY, HOW



## Quantification of Listing

Welcome home to Springrock in the heart of Spring Branch! This beautiful property features 3 beds, 2.5 baths, and 2,417 sq.ft. Inside, you'll find an open concept formal dining area, a sunroom/bonus room, and a spacious front entry family room with a gas log fireplace. Recent updates include fresh Agreeable Gray paint, new fans and modern chandeliers, and upgraded appliances. The downstairs boasts real wood floors, while upstairs has wood laminate flooring. The kitchen offers a butler's pantry/bar, stainless steel appliances, granite countertops, and tiled wet areas. The primary bedroom upstairs is massive with a luxurious ensuite bathroom featuring his/her sinks, a standup shower, and a soaking tub. The property also includes a utility room with washer/dryer and extra storage cabinets.





# Quantification in Picture Descriptions



## Bathroom

- Downstairs bath features Carrera marble counters, soft close Mid Continental shaker cabinets, Acero Bella fixtures, wood look & subway shower tiles and brushed nickel hardware.

\*\*Would a buyer rather have Gucci or Generic?\*\*



## Kitchen

- Italian Bertazonni appliances, Carrera marble counters, marble backsplash, Mid Continental soft close shaker cabinetry, FULL wall pantry and "leather look" stone waterfall breakfast island are simply show stopping!

\*\*Sounds better than, "Enjoy cooking in your gourmet kitchen w/stainless appliances."\*\*



# Let's Talk Listing Commission

## Seller objections to 6% listing commission

- Agent B is offering 2%
- Agent C is offering 1.5%

Comparing apples to oranges! You won't WIN every listing and those are often sellers you don't want anyway. Don't be scared to say NO!!!! Tell the seller you'll get back to them and table the discussion once you've done research.

If purchasing a home on the buyer's side for an investor, offer to list the lease listing online for free (ONE TIME ONLY)

## Value Added Items

- Professional pictures
- Professional virtual staging
- 
- Team Leader & Broker w/ building, flipping, investing and remodel experience. This is what sets US apart!
- Online marketing through KvCore
- Discount brokerages give you discount service
- Neighborhood Group Open Houses
- Brag a little on your accomplishments!

# FOLLOW UP

- Immediately after appointment send a follow up email thanking seller for their time
  - Reiterate and list items needing updated for a quick sale
  - Share trusted contractor info
  - Resend comps and neighborhood challenges w/ several suggested list prices.
- Send listing agreement via Docusign once you have the green light.
  - Send addendum via Docusign
  - Request Survey & T-47
  - Send action items regarding next steps
    - Listing date
    - Photograph date
    - Virtual staging if needed
    - Open House dates
    - Marketing dates



# Seller's Representation

Watch webinar version:

<https://youtu.be/-8-1HoAtiig>



1. Have a thorough walk thru of the home and look at it from the buyer's perspective. have an honest talk with the seller about repairs and what to expect in the current market. I.e. listing times, closing cost expectations and listing price. This info is found in MLS from closed comps and Trends

2. Have a marketing plan, you want to know who the prospective buyer is and what they may want and like in a new home, you can use kvCore property boost, video marketing for social media, mailers for the area and open houses

3. While hosting an open house make sure you have flyers detailing the property. you can create these on Canva or MLS for free or low price.



# Pursuing Sellers

SOCIAL MEDIA: Increase activity in Facebook groups! Your content on social media needs to display some sort of activity in Real Estate. This will allow you to attract sellers via social media.

Real Estate activity ideas: Pictures of closed properties, repost or add Real Estate tips, or any sort of content that draws a connection between you and Real Estate.

# Pursuing Sellers

- Meeting investors and negotiating a deal to list there flipped homes or finding tired landlords.
  - In order to meet these landlords/investors joining the Facebook groups mentioned in the previous slide is recommended. In this case a search would be along the lines of “investor groups”
  - NOTE: They should give you a steady listing base, but these people will be looking for some kind of deal/discount. Know your worth, don’t drop below it, and be ready to negotiate.





## Pursuing Sellers

- STAY IN TOUCH WITH CURRENT CLIENTS
  - Use tools in kV Core (monthly market update is a great tool)
  - Turning renters into buyers and keeping them up to date on the market will help you retain your client. This establishes your credibility as a go-to-guy when, your client or someone they know, is looking to sell.



## Listing Agent Contract-to-Close Checklist

Client:

Property:

Buyer's Agent & Number:

Title Company & Contact:

Inspector:

Closing Date:

Sale Price:

Commission:

Done	Task	When
	Open title	As soon as contract is signed
	Subject contract & earnest money to title/escrow company (if not completed by buyer's agent) & obtain receipt	Date specified in contract
	Deliver earnest money to title company	Given to you by buyer's agent at execution of contract
	Coordinate inspections	Buyer's agent will most likely schedule inspections, but you must maintain regular contact with them to ensure timings work for your seller
	Receive written confirmation on loan approval	As soon as possible
	Negotiate repairs & treatments	After inspections, use an amendment to request repairs & treatments. If there is a contingency period, this should be done before the dates in the contract
	Schedule survey	Within deadline of contract
	Ensure appraisal has been scheduled	Within 10 days of loan application
	Coordinate move-in dates	Work with buyer's agent to coordinate dates
	Schedule closing appointments	The week of closing
	Final walk-through with buyer	After repairs & treatments are complete, before closing
	Have client review HUD- 1 Settlement Statement with escrow/closing agent to ensure accuracy of debit & credits	Day before closing
	Go to closing	
	Receive your payment (delivered from title/escrow company)	After closing & funding



## Buyer's Representation

Watch webinar version: <https://youtu.be/pRMVmMdp4Kg>

# The Buyer's Consultation

Getting the Buyer Representation Agreement Signed prior to showings!



## Today's Objective:

Identify ways to secure more signed buyer representation contracts Identify forms required by NB Elite Realty for CDA

Identify ways to avoid taking clients out before they are approved Identify ways to gain clients trust

Identify places to conduct Buyer's Consultation Appointments Identify ways to cut Buyer's Consultation Appointments time in half. Identify ways to confirm Buyer's understanding of the home buying process

- Remember.....
- System + Application = More Time & Money

Homeowner Associations

Business Associates

LinkedIn

Friends

Doctor

Previous Clients

School

Instagram

# Where Potential Buyers Come?

Family

Leads Companies

Church

Sport Teams

Facebook

TikTok





# How Do We Go From Buyer Lead To Client?

- 1.Prompt Response:** Respond quickly to buyer inquiries.
- 2.Build Trust:** Establish a personal connection and demonstrate expertise.
- 3.Educate:** Share market insights and educational resources.
- 4.Personalized Recommendations:** Tailor property suggestions to their needs.
- 5.Excellent Service:** Provide a smooth, responsive, and positive experience.
- 6.Effective Communication:** Keep them informed and respect preferences.
- 7.Negotiate Well:** Be prepared, aim for win-win solutions.
- 8.Closing Process:** Guide through paperwork and closing steps.
- 9.Post-Sale Follow-Up:** Maintain contact for future opportunities and referrals.



## Building A Solid Foundation

Ask Fact Finding questions!!!

Asking the hard questions up front  
saves TIME & MONEY!



How did you hear about me?

Are you working with a Realtor?

How long have you been searching for your home?

Are you working with a lender or will you be paying cash?

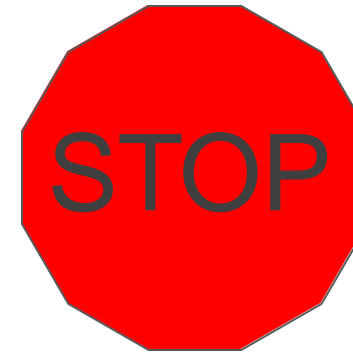
What's the best time for us to meet and discuss your wants and needs in a home? I'm available this evening or first thing in the morning! Which time works best for you?

Please text me your email address along with your pre-approval letter.

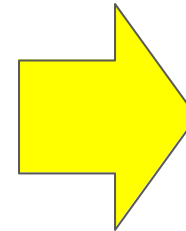
If not approved I send over list of preferred lenders and ask that they reach out to lenders to start the approval process. I schedule consultation at least 48 hours out.

\*Only meet for consultation once you've confirmed they are approved!!

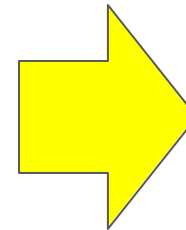




**REMEMBER  
TO.....**



Schedule date & time for the  
Client Consultation



Send Meeting Reminder  
to clients

# Suggestion: Have Client Text Or Email Their Must Have List

City, Neighborhood, County or Landmark that would like to be include in search Number of Bedrooms

Number of Bathrooms Square Footage

Lot Size

New Construction Preowned

Pre-approval Letter from their lender

Things they would consider acceptable in their new home!



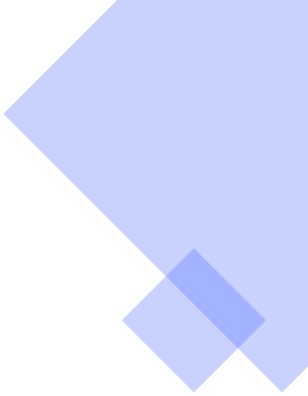
I follow up with a text thanking them for their time and a recap of what we discussed.



# Email PDF Copy Of All Forms Required For BrokerSumo

- -Client will be able to read full document prior to the meeting
- -Client can highlight anything they have questions on
- -You will be able to go over each document faster
- -Client can print, sign, and bring to meeting if comfortable
- -More time to go over must haves and go out to view properties same day
- -Client is more comfortable with the process
- -Client will understand the expectation of signing the representation agreement





Things you need to send over in email to client  
(aka things needed to your CDA approved)

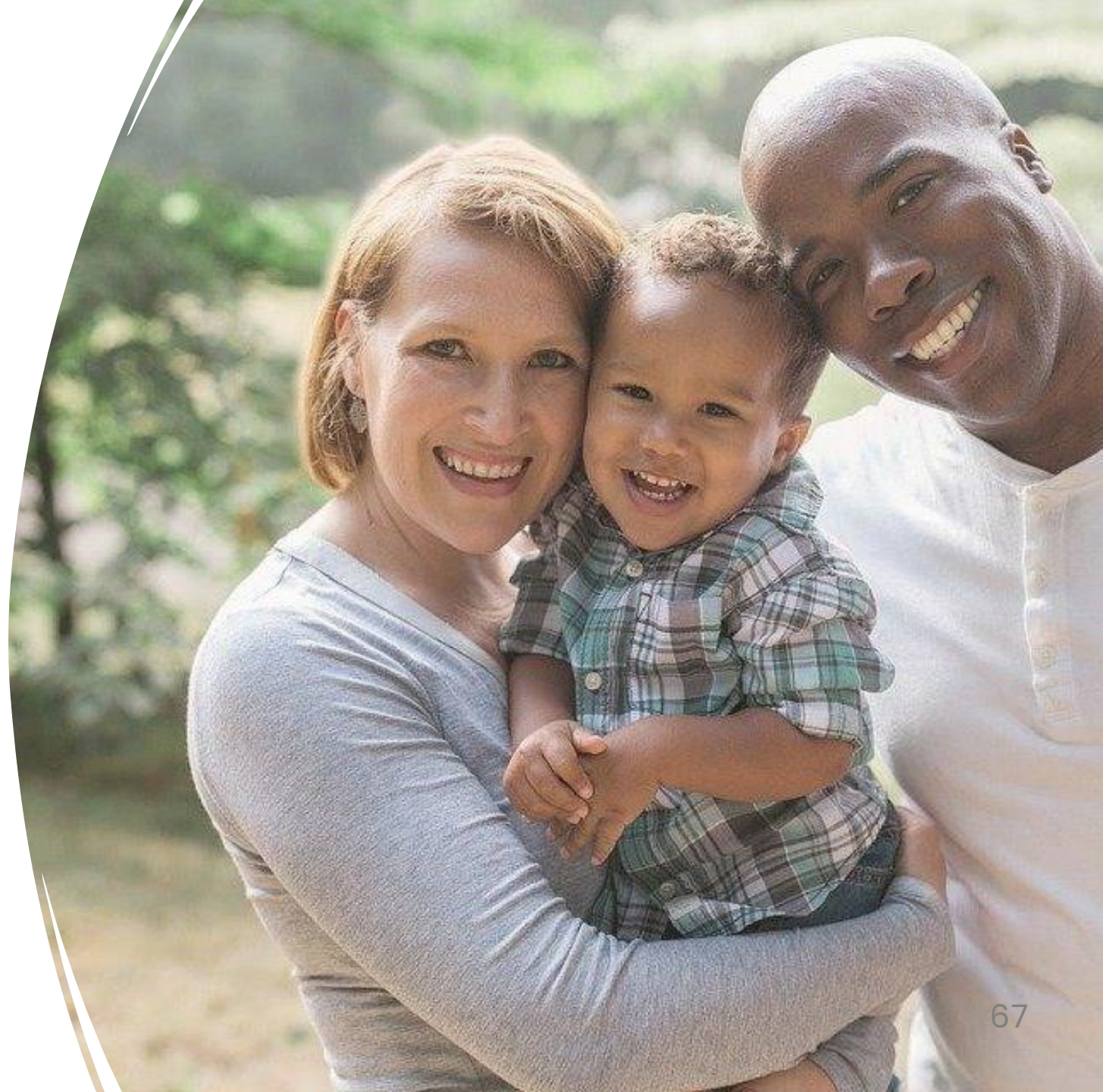
Required forms:

Here is the list of required forms for  
the other states.

# Places that you can conduct the Buyer's Consultation

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- Office
- Restaurant
- Starbucks
- Coffee House
- Virtually



## Keys To Success

- Know your buyer's representation agreement
- Sound Confident in your delivery
- Practice, Practice, Practice and More Practice!
- Roll Play with family or friends. Not Your Clients!!!
- If your client shows up to the consultation and is still not approved have a conference call with each of your preferred lenders to help get the ball rolling. It's in the best interest of time, money, and gas that you do not take them out without their pre-approval letter.



## **Buying Process**



Select Real Estate Agent  
Sign Realtor Representation  
Obtain Financial Pre-approval  
Analyze Your Needs in a  
Buyer Consultation  
Select Properties  
View Properties  
Write Offer  
Contract Accepted  
Inspection  
Negotiate Terms  
Appraisal  
Title Work  
Lender Approval  
Acceptance of Disclosures  
Close  
Keys



# Ways to Win Your Clients Trust

---

- Be on time for the appointment.
- Ask questions!
- Be positive.
- Control the conversation.
- Take notes – Repeat back to them their wants and needs!
- Be confident..... But not overly confident!
- Know the market they are interested in.
- Make them feel they are your only client for the duration of their appointments!



### Contract-to-Close Checklist (Buyer Agent)

Client: \_\_\_\_\_

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

Lender & Contact: \_\_\_\_\_

Listing Agent Name, Number and Email: \_\_\_\_\_

Title Company & Contact Number: \_\_\_\_\_

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

Sale Price: \_\_\_\_\_

Commission: \_\_\_\_\_

Done	Task	When
	Submit contract & earnest money to title/escrow company	Date indicated in contract
	Deliver earnest money to listing agent	At execution of contract
	Schedule structural & termite inspections. Arrange geological & other inspections, if necessary	ASAP
	Get loan approval in writing	ASAP
	Negotiate for repairs & treatments	After inspections, use amendment to request repairs & treatments. If there is a contingency period, this should be done before the dates in the contract
	Schedule survey (if necessary)	Within deadlines of contract
	Schedule appraisal/ensure appraisal has been scheduled	Within 10 days of loan application
	Set up closing appointment	Closing Week
	Final walk-through with buyer	After repairs & treatments are complete (before closing)
	Coordinate move-in dates	Work with lender to determine date
	Confirm that loan will fund on time for closing	Work with lender to determine date
	Have client review HUD- I Settlement Statement with closing or escrow agent for accuracy	Prior to closing
	Attend closing	
	Receive payment from title/escrow company	After closing & funding

## Buyer Profile

Name:

Children:

Address:

Pets:

Phone:

Birthdays:

Email:

Preferred communication: Call: ☐ Text: ☐

Time frame to move:

Preferred time of day to contact:

Do you currently lease or own?

Mr/Ms \_\_\_\_\_, my goal is to give you a 10+ customer service experience. In order to achieve that, the first step is to get you pre-qualified. Have you had an opportunity to speak with a lender?

It is Necessary to get you pre-qualified for a loan before we begin your home search. It will only take 15 minutes for the lender to determine how much money you will be able to borrow. Once you are pre-qualified you will know exactly what price range you can afford & when we find the home you love, you'll be able to take action quickly. And essentially, the Sellers will ask for your pre-approval letter when we make an offer. --- Let me find out if my lender is available for a quick phone call. Do you have pay stubs handy or are you self-employed? (Based on the source of income she will ask for either paystubs, W2s, 1099 or alternative docs for self-employed)

## **Buyer Questionnaire**

The next step would be for me to get a crystal-clear understanding of your ideal home. If you don't mind, I would like to dedicate the next 10-15 minutes to explore what the perfect home looks like to you. Does that work?

Tell me about your current home? What do you like/dislike? Why do you want/need to move? Let's say you are walking up to your new home. What does it look like from the outside?

- How many stories are there?
- What style is your home?
- What type of construction is your home?
- What does the yard look like?

Let's talk about the inside of the home. Tell me, as you walk through the front door, what does your home look like? [Be sure to drill down, "What about that is important to you?"]

- What is the layout of your home like?
- When you are inside your home, what room do you most enjoy being in?
- What type of flooring does your home have?
- What kind of style do you want the interior of your home to have? [formal, casual, cozy, traditional, contemporary]
- What kind of floor plan do you prefer? [open vs. walls between all living spaces]
- Approximately what size house are you looking for? [square footage]
- In general, what are your likes & dislikes for the interior of your home?
- How many bedrooms do you need?
- What are your preferences for the master bedroom?
- How many bathrooms do you need?
- What features must your kitchen have? [appliances]
- What finishes do you want? [countertops, flooring, hardware]
- What are your likes/dislikes for the kitchen?
- Would you like the dining room to be part of the kitchen configuration? What about the living room?
- What size dining room table do you have?
- Describe your likes & dislikes when it comes to the living or family room?
- What other rooms do you need or want?
- Do you have a preference for when the house was built?
- Do you want a house in move-in condition, or are you willing to do some work on it?
- What else should I know about the inside of the house?

When you step out your back door and walk outside....

- What does the backyard look like?
- Does it have a pool?
- What size lot would you like?
- What type of exterior siding will you consider?
- Do you want a porch or deck?
- What are you looking for in terms of a garage?
- What other exterior features are important to you?

#### **Lifestyle**

- Who will be living in the home you purchase?
- Will anyone else be spending more than an occasional overnight stay?
- Describe your lifestyle? What do you enjoy doing at home?
- Do you do a lot of entertaining?
- Does your home need to accommodate any special needs?



- Do you have anything special that needs to be accommodated such as athletic equipment, fine art, large furniture or a large collection?
- When people come to your home, what do you want your home to say about you?
- Is there anything I should know about your lifestyle that I have not asked?

### **Location**

- Tell me about your ideal location?
- What is your maximum commute time and distance?
- What is your work address?
- Do you have a certain school in mind?
- Is there a particular view you are seeking? [skyline, lake, foliage]
- What else is important about your location?

Mr/Ms \_\_\_\_\_, there is no such thing as a 100% house. When we find a house that has your Five Must-Haves– that is, a 90-95% house– that is the type of home where you will want to make an offer. Do you agree?

What are the top Five Must-Haves for the home you buy?

- 1.
- 2.
- 3.
- 4.
- 5.

Beyond those five things, what is something else you really want to have? If

you could have something else, what would that be?

If you could have one last thing to make this your dream home, what would that be? Additional

Notes:



## In Conclusion

It's in the best interest of the Buyer and Agent to have all documents signed and the preapproval ready prior to going out to view homes.



There are several options to utilize when looking for place to conduct the Buyer's Consultation.



There are questions that can be asked to move from prospect to client



We've learned keys to a Buyers Consultation as well as ways to win our clients trust.

# MASTERING SALES

## 1: Initiation



Watch all parts of “Learn how to sell real estate” webinars

Part 1: <https://youtu.be/s5BWE4IR5eA>

Part 2: <https://youtu.be/vIEOjgbRFeQ>

Part 3: <https://youtu.be/JxltPb8uZJ4>

# Common Bad Habits

## 1. Blowing Things Off

If you continue to cancel engagements you previously committed to, you become someone who does not follow through.

## 2. Believing You Are Done Learning

No matter where you are in your career, there will always be things to learn and ways to sharpen your skills.

## 3. Winging It

Not having a to-do list to organize your day is reactive rather than proactive.

## 4. Delivering a Canned Pitch

Delivering the same pitch for every single client can get old, and each prospect is different with different needs. Effectively planning conversations will leverage the unique needs expressed by each person.

# Common Bad Habits

- 5. Over-Talking  
It is good to feel comfortable communicating, but clients can become paralyzed with indecisiveness if too much information and too many options are presented to them at a time.
- 6. Passing Blame  
If you are not making the closings you need to, do not blame external factors. You are responsible for your performance.
- 7. Leaning on Email  
While email is more commonplace now, sometimes a phone call is best, especially when establishing rapport with a client
- 8. Waiting on Go  
Do not wait for others to come to you. Be proactive and drive traffic to yourself.
- 9. Stressing Out.



# MASTERING SALES

## II: The Method & The Madness



# The Method

Circle of familiarity, begin with who and what you know.

'Door Knocking', stick to a radius and commit to a schedule.

'Freesources', use databases for FSBO, FRBO (Zillow & White Pages) and gather a list before doing your calls. Summarize with a consistent format and have the same information available for every person you plan to reach.

Join peer groups in your local area. As an example, for those in Houston, "Business Social Network of Houston" hosts a gathering every Wednesday where you can meet other business professionals to build relationships.

Identify gatherings or activities for individuals with 'more than general' association to you, culturally, socially etc.

Talk to everyone. The best part of your job is that customers are everywhere.

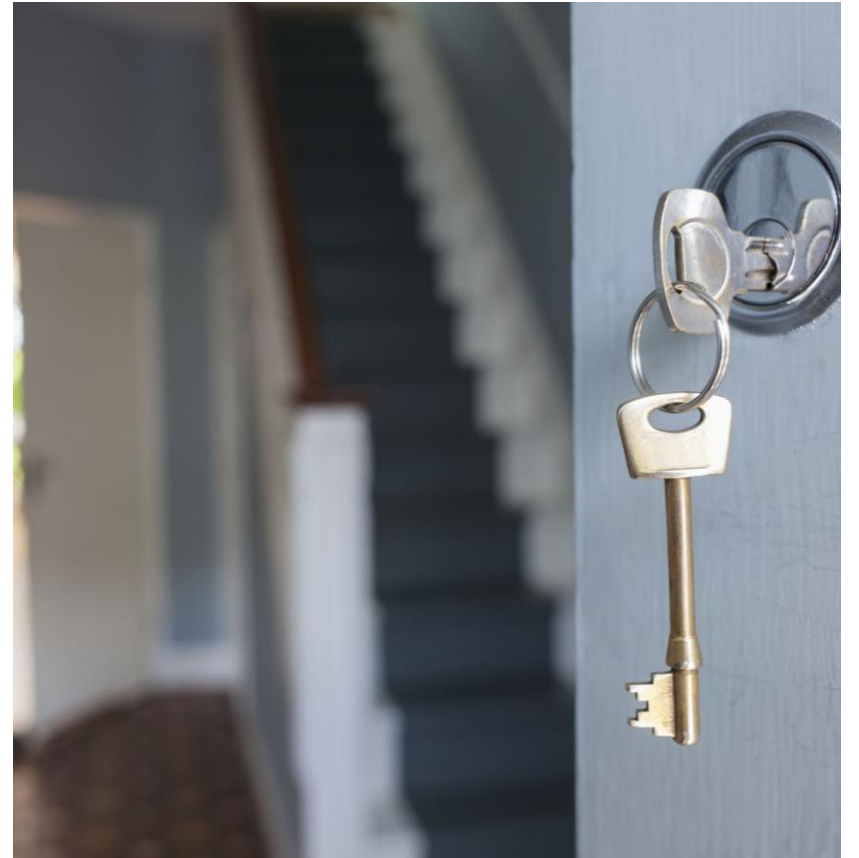
# The Method

- Use “no up-front fees” leads provided by major platforms like Realtor.com ReadyConnect Concierge and pay when you close.
- Use paid lead sources such as Zillow Leads, Boomtown, KvCore, RedX, Market Leader etc.
- Highly active producers, considering hiring an assistant to divide and expand your capabilities. Trust the process, no one can do your work like you can, but this could prove to be resourceful.

# The Madness

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- Your approach should never be the same. Ask yourself:
  - What are some familiar area features or facts I could use to speak with this person (door knocking or cold calling).
  - Do I know this person well?
  - Is this a buyer or seller?
  - Identify unique items, such as a veteran status, investment experience, etc.
  - Feel free to participate and share more!
- When attending a business referral or networking group, wear an identifier such as a badge or t-shirt recognizing your profession.
- Mark dates and locations for special events based on something you're close to. As an example, I like to attend Eid gatherings to network with more familiar groups. Familiarity gives you an upper hand to earn trust, trust drives commitment, and commitment makes SALES!



# The Madness

---

- Consistency begins with self-management; in turn they generate an income. None of this matters if you are not organized.
  - You are the manager and employee to your work. Would you hire yourself with your current performance?
- You are in an environment where YOU OWN your money. Like any business, it takes investing to make more. Leads, assistants, referral fees; consider them your self-determined commission split, don't eat the whole pie.
  - Sectioning your earnings will plant seeds to create better outcomes and more closings. Don't put all the eggs in one basket.

You are the start and end to your success in your business as a sales professional. Your role has no set boundaries, stop setting them for yourself.







# Multiple Offers

---

Watch webinar version: <https://youtu.be/-Zsrw8wVljA>

# Multiple Offers

Communication to the agent, your lender and the client on setting expectations for the transaction.

Relationship building with other agents. It's much easier to win these if you network and get to know other top agents. The same people are constantly closing deals get to know them.

Make the lender get involved to help sell the clients when you send an offer.

# Multiple Offers

Make sure you know your client's approval status thoroughly.

Make sure your client is aware of the options available to them and what they mean i.e. the appraisal waivers, option periods, earnest money and lease backs that we can use waving finance contingency. Some of this stuff puts earnest money at great risk so you have to trust your lender. I usually send an email to confirm whatever we are going to write up.

# Multiple Offers

Educate your client on the current market and what it may take to win.

Do your homework on the area to know previous sales price per sq foot and how quick homes are selling

Try to get a firm commitment from the agent on when you can expect an answer and don't be afraid to pull an offer if it's taking too long to get a response. Turn the tables on the listing agent. Sometimes they use your offer to get more offers.

# To succeed in a situation where you have multiple offers, you must:





A white board with a grid of circular holes. Some holes contain colored discs: red, yellow, blue, green, and orange. The discs are arranged in a pattern that suggests a game or a visual aid. The text "Daily Activities for Success" is overlaid on the right side of the board.

# Daily Activities for Success

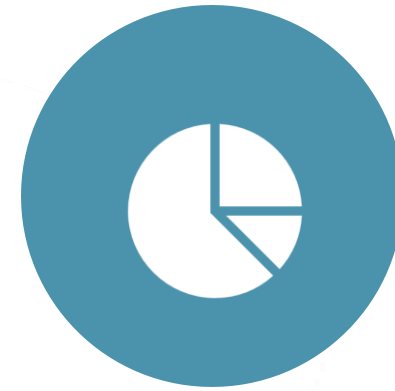
# Daily Activities for Success



WAKE UP A SCHEDULED TIME  
EVERYDAY TO BEING YOUR  
DAY WITH A PLAN.



START OFF WITH A POSITIVE  
OUTLOOK. (THINK, READ,  
AND WRITE)



WRITE YOUR DAILY TO DO  
LIST.

# Daily Activities for Success

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Routinized so that we can gauge its results.



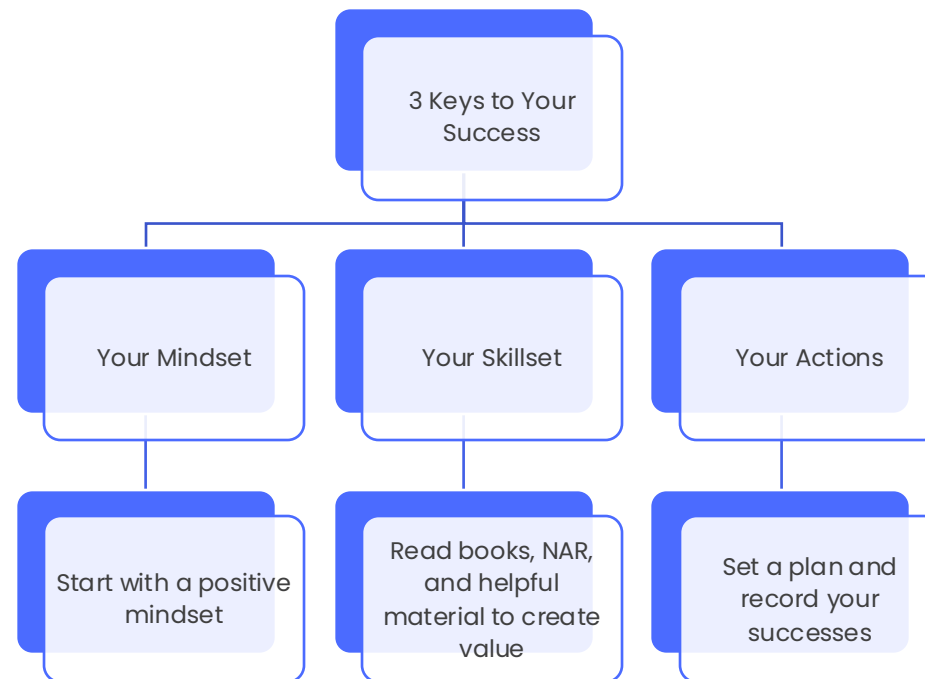
What is a system

Predictable

Routinized

Measurable

# Daily Activities for Success



**Balance Your Life:** Maintain a work-life balance to prioritize your well-being and avoid burnout. Set clear boundaries between work and personal life, and make time for activities outside of real estate.

**Exercise:** Incorporate regular physical activity into your routine. It improves health, boosts energy, and reduces stress. Consider jogging, yoga, swimming, or hitting the gym.

**Time for you:** Dedicate at least one day per week solely for yourself. Relax, pursue hobbies, or engage in activities that bring joy and fulfillment. Self-care rejuvenates your mind and enhances productivity.

**Quality Time with Family:** Make spending quality time with family a priority. Block specific times each week to connect and bond. Engage in activities that strengthen relationships and create lasting memories.

**Take Vacation:** Plan and take regular vacations to recharge. Schedule a few days off to disconnect from work and enjoy leisure time with loved ones. Breaks renew enthusiasm and creativity.

**Balancing your life, exercising, prioritizing "you" time, spending quality time with family, and taking vacations enhance your well-being and performance as a real estate agent. Remember, a healthy personal life contributes to professional success.**





# **Things For a Realtor to Know & Understand**



# Market Knowledge

---

Upon embarking on your journey as a realtor, it is crucial to acquaint yourself with essential insights that will pave the way for your success. Consider the following key factors as you commence this endeavor:





**Market knowledge:** Gain a thorough understanding of the local real estate market. Study the trends, prices, neighborhoods, and factors that influence property values.

Gaining market knowledge is crucial for a realtor to effectively serve their clients and make informed decisions. Here are the steps you can take to acquire market knowledge:





---

4. Cultivate connections with seasoned realtors, brokers, and other real estate professionals within your local market. Foster relationships that go beyond the surface by seeking guidance and insights from these experienced individuals. Collaborate on transactions to gain practical, hands-on experience, allowing you to glean valuable knowledge from their expertise.

5. Explore neighborhoods and properties: Take the time to explore different neighborhoods and properties in your market. Visit open houses, attend property tours, and familiarize yourself with the characteristics, amenities, and pricing trends of various areas.

6. Analyze sales data: Dive into historical sales data and statistics to identify patterns and trends. Look for information on property values, average days on the market, price fluctuations, and inventory levels. Analyzing this data will help you understand market cycles and make informed predictions.





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7. Utilize online resources: Make use of online platforms and tools designed for real estate professionals. Websites like Zillow, Redfin, and Realtor.com provide valuable data on sales activity, property values, and neighborhood information. Additionally, MLS (Multiple Listing Service) platforms can offer comprehensive data on property listings, sales history, and market statistics.

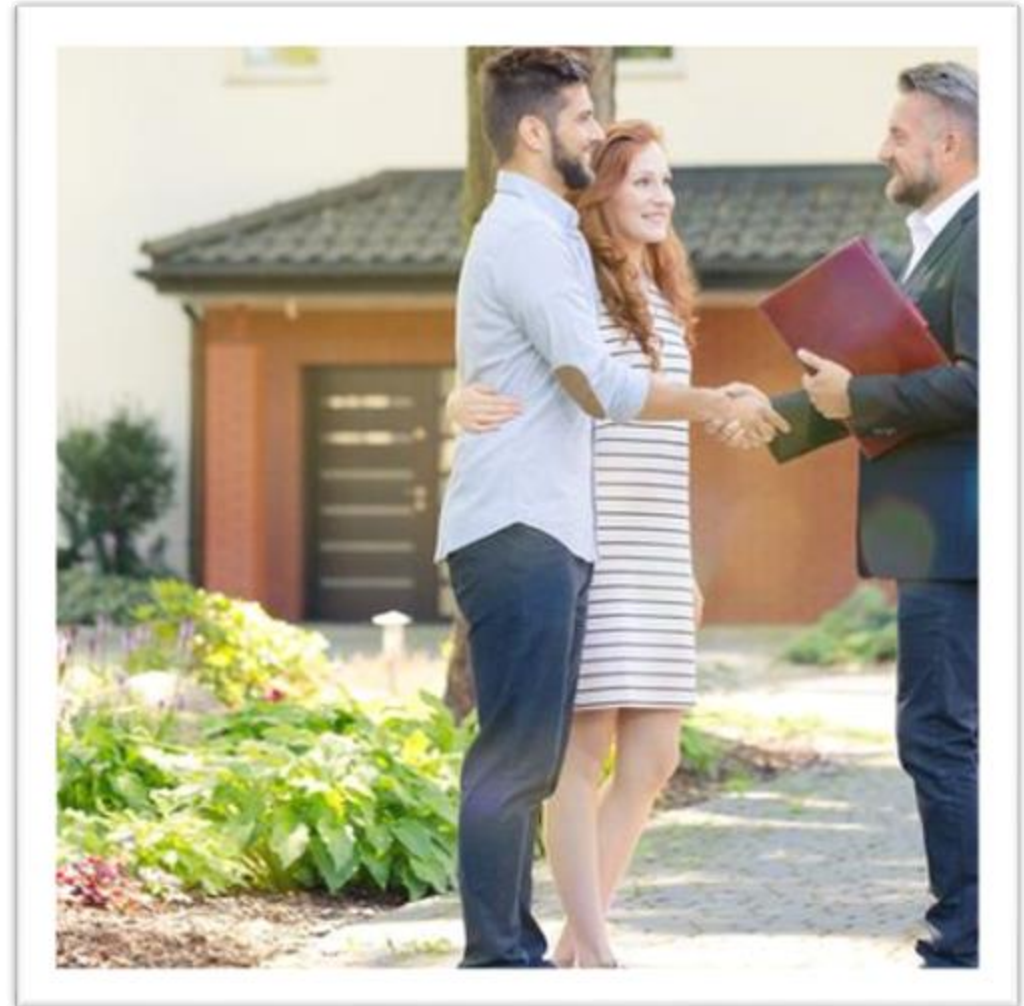
8. Build relationships with appraisers and analysts: Connect with appraisers and real estate market analysts in your area. They can provide insights into property valuation methods, market dynamics, and economic factors that impact the local real estate market.

9. Stay informed about local developments: Keep an eye on upcoming infrastructure projects, zoning changes, new developments, and economic initiatives that may influence the market. Understanding these factors can help you anticipate shifts in demand and identify investment opportunities.



10. Continuously educate yourself: Engage in ongoing education and professional development. Attend workshops, webinars, and courses focused on market analysis, real estate economics, and forecasting. This will help you refine your analytical skills and stay ahead of market trends.

**Remember that market knowledge is an ongoing process. Regularly update your understanding of the local market by consistently engaging in research, networking, and analysis. By doing so, you will become a trusted advisor to your clients and make informed decisions in the dynamic real estate industry.**



**Building relationships with industry professionals: Establish relationships with key professionals in related fields, such as appraisers, inspectors, title companies, and attorneys. These connections can facilitate smoother transactions.**



Building relationships with real estate professionals is essential for networking, referrals, and collaboration in the industry. Here are some tips on how to establish and nurture relationships with real estate professionals:



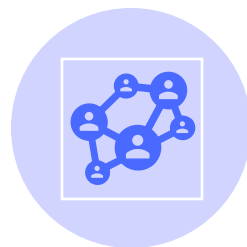
2. Join Professional Associations: Become a member of real estate professional associations, such as the National Association of Realtors (NAR) or local real estate boards. These organizations offer networking events, educational resources, and committees where you can meet and interact with fellow professionals.



4. Attend Local Real Estate Meetings: Participate in local real estate association meetings, including board meetings, committee meetings, and educational sessions. These meetings provide opportunities to connect with professionals in your area, learn from experienced individuals, and showcase your expertise.



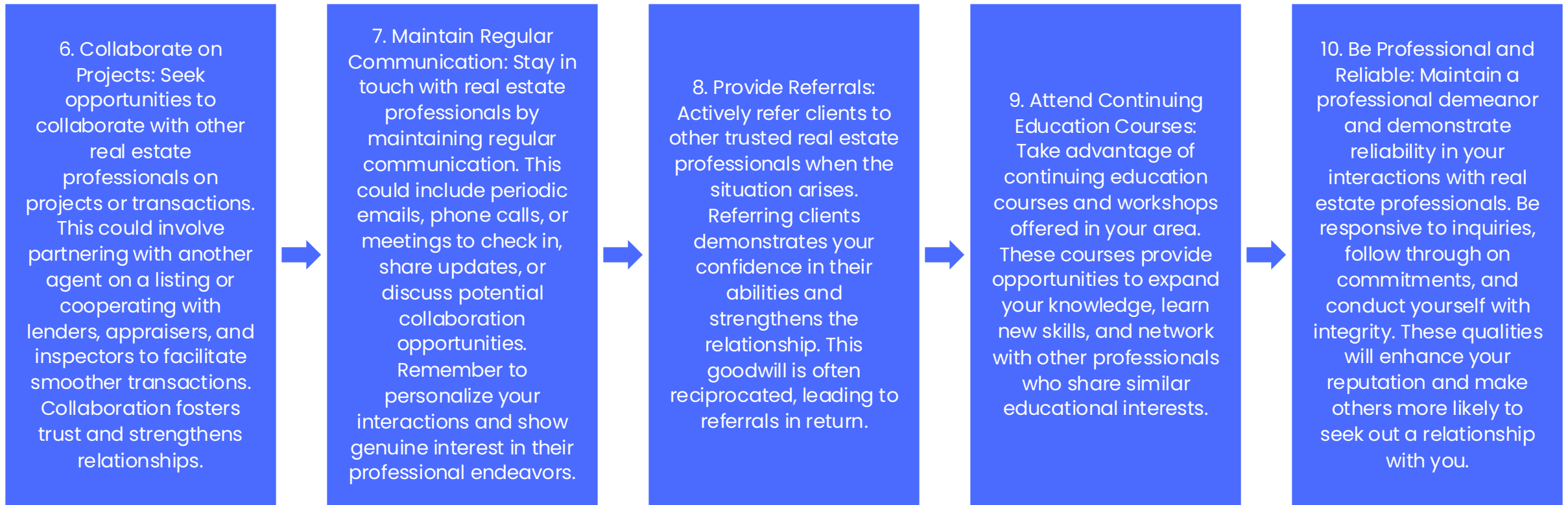
1. Attend Industry Events: Attend real estate conferences, seminars, trade shows, and networking events. These gatherings provide opportunities to meet and connect with other professionals in the industry. Be proactive, approachable, and engage in meaningful conversations to build connections.



3. Utilize Social Media: Leverage social media platforms, such as LinkedIn, Facebook, and Twitter, to connect with real estate professionals. Engage in industry-related discussions, share valuable content, and reach out to individuals who share common interests or are influential in the field.



5. Offer Value: Build relationships by providing value to other real estate professionals. Share industry insights, market trends, or resources that could benefit them. Be a resource for information and demonstrate your expertise and willingness to assist others.



**Remember, building relationships takes time and effort. It requires genuine interest, active engagement, and consistent follow-up. Focus on creating meaningful connections, fostering mutual trust, and providing value to others in the real estate community.**



# Networking







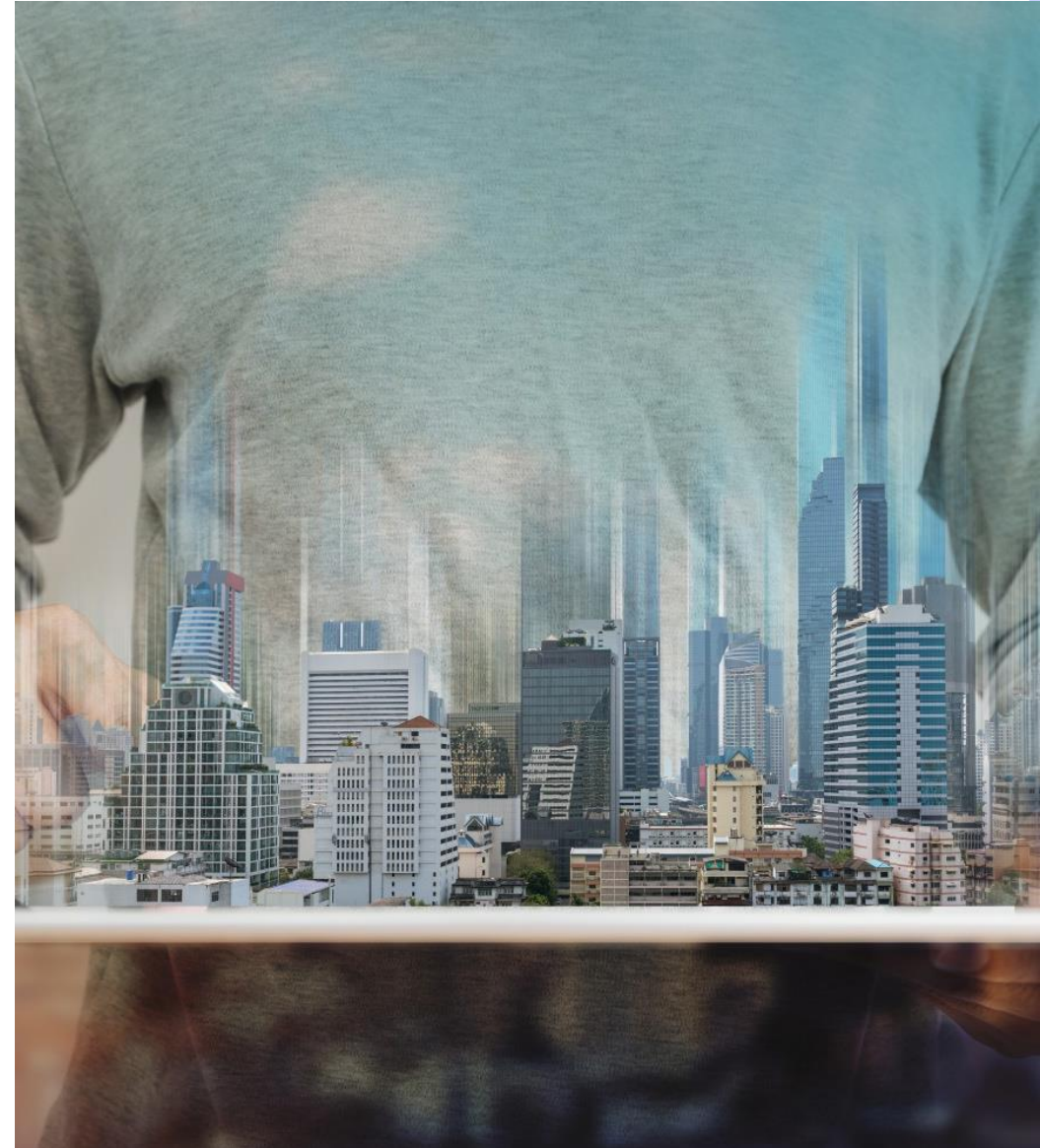
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**Establish a robust network of contacts, encompassing fellow real estate professionals, lenders, contractors, and potential clients. The power of networking lies in its ability to uncover opportunities and enhance your credibility within the industry.**

Leverage networking as a potent tool for real estate professionals to broaden connections, generate leads, and cultivate a robust referral network. Implement the following steps to adeptly navigate the realm of real estate networking:



1. Outline your networking objectives: Clearly define the outcomes you aim to achieve through networking. Whether it's securing referrals, forming partnerships, seeking mentorship, or acquiring industry insights, having well-defined goals will guide your networking endeavors.
2. Be present at industry gatherings: Attend real estate conferences, seminars, workshops, and trade shows to connect with peers, absorb knowledge from industry experts, and stay attuned to market trends. Actively participate in conversations, exchange contact information, and follow up with the connections you establish.
3. Enroll in real estate associations: Take membership in local and national real estate associations, such as the National Association of Realtors (NAR) or your regional real estate board. These associations organize networking events, provide educational resources, and facilitate access to a supportive community of professionals.
4. Engage in local community initiatives: Participate in community activities and events to interact with potential clients, fellow professionals, and local business owners. This involvement may include volunteering for local organizations, participating in charitable events, and joining community groups.



5. Leverage online platforms: Utilize social media platforms, such as LinkedIn, Facebook, and Instagram, to connect with other real estate professionals. Join industry-specific groups and engage in discussions. Share valuable content, establish yourself as a knowledgeable resource, and reach out to potential contacts.

6. Build relationships with lenders and other industry professionals: Develop connections with lenders, mortgage brokers, appraisers, inspectors, and attorneys. These professionals often collaborate with realtors, and building relationships can lead to referrals and smoother transactions.

7. Attend open houses and broker's opens: Visit open houses and broker's opens in your area. Engage with listing agents, brokers, and other attendees. These events provide opportunities to network with industry professionals, potential buyers, and sellers.

8. Seek mentorship: Find a mentor who has experience and success in the real estate industry. A mentor can offer guidance, share insights, and introduce you to their network. Look for mentorship opportunities through real estate associations, networking events, or by reaching out to seasoned professionals.





9. Follow up and stay in touch: After meeting new contacts, follow up with a personalized message or email. Maintain regular communication to nurture relationships. Share relevant industry news, offer assistance, and show genuine interest in their success.

10. Provide value to others: Networking is a two-way street. Offer your expertise, resources, and assistance to others without expecting an immediate return. By providing value to your network, you build trust and foster long-term relationships.

11. Host or participate in industry panels and webinars: Organize or participate in industry panels, webinars, or speaking engagements. This positions you as an authority in your field and allows you to network with both fellow panelists and attendees.

12. Join real estate investment groups: Consider joining real estate investment groups or clubs. These communities attract real estate investors, developers, and professionals. Networking within these groups can lead to lucrative partnerships and opportunities.





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13. Use client referrals: Happy clients can be a valuable source of referrals. Provide excellent service to your clients, and kindly ask them to refer you to their friends, family, or colleagues who may need real estate assistance.

**Remember, networking is an ongoing process. Continuously nurture and expand your network by staying active, maintaining relationships, and seeking new opportunities to connect with professionals in the real estate industry.**



# Marketing and Advertising



Craft impactful marketing and advertising strategies to showcase both yourself and your property listings. Leverage a variety of channels, including online platforms, social media, print media, and other pertinent avenues, to enhance your visibility and reach a broader audience.

Marketing and advertising are essential for realtors to promote their services, build their brand, and attract potential clients. Here are steps you can take to effectively market and advertise yourself as a realtor:



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1. Define your target audience: Identify the specific market segment you want to target. Determine the demographics, preferences, and needs of your ideal clients. This will help you tailor your marketing efforts and messages accordingly.
  2. Develop a strong brand identity: Create a compelling brand identity that reflects your unique selling proposition and resonates with your target audience. Design a professional logo, choose a consistent color palette, and develop a brand voice that represents your values and expertise.
  3. Build an engaging website: Create a user-friendly and visually appealing website that showcases your listings, services, and expertise. Include an about page, testimonials, and contact information. Optimize your website for search engines to improve your online visibility.
  4. Utilize online listing platforms: Leverage popular online listing platforms, such as Zillow, Realtor.com, and local MLS websites. Optimize your listings with high-quality photos, accurate property descriptions, and compelling headlines to attract potential buyers and sellers.



5. Embrace social media marketing: Establish a strong presence on social media platforms that align with your target audience. Create professional profiles on platforms like Facebook, Instagram, LinkedIn, and Twitter. Regularly post engaging content, share industry news, offer tips, and showcase your listings.

6. Content marketing: Produce valuable and informative content that positions you as an expert in the real estate industry. Start a blog on your website and create articles, guides, videos, or podcasts on topics relevant to your audience. Share your content on social media and through email newsletters.

7. Email marketing: Build an email list by offering valuable resources or incentives, such as a real estate guide or market updates. Send regular newsletters with helpful content, property listings, market insights, and personalized messages to stay top-of-mind with your audience.

8. Utilize video marketing: Create videos to showcase your properties, provide virtual tours, and share educational content. Use platforms like YouTube or Facebook Live to engage with your audience and answer their real estate-related questions.





9. Online advertising: Consider investing in online advertising campaigns to reach a wider audience. Platforms like Google Ads, Facebook Ads, and Instagram Ads allow you to target specific demographics and geographic areas. Set clear goals, track your results, and refine your campaigns for optimal performance.

10. Print media advertising: Explore advertising opportunities in local newspapers, magazines, and real estate publications. Advertise your services, highlight your listings, and promote any special offers or events.

11. Network with local businesses: Collaborate with local businesses that complement the real estate industry, such as interior designers, home stagers, mortgage brokers, and moving companies. Establish referral partnerships and cross-promote each other's services.

12. Utilize online reviews and testimonials: Encourage satisfied clients to leave positive reviews and testimonials on platforms like Google, Yelp, or your website. Display these reviews prominently to build trust and credibility with potential clients.



13. Sponsor local events: Sponsor or participate in local community events, charity fundraisers, or sports teams. This helps increase your visibility and demonstrates your commitment to the community.

14. Develop a strong personal brand: Position yourself as an authority in your niche by sharing your knowledge and expertise. Speak at industry events, offer workshops or webinars, or contribute articles to local publications. Building a strong personal brand enhances your credibility and attracts clients.

15. Use professional photography and staging: Invest in high-quality photography and consider staging your listings to make them visually appealing. Professionally captured images help make a positive first impression and attract more attention to your properties.

16. Implement search engine optimization (SEO): Optimize your website and online content for search engines to improve your organic visibility. Research and use relevant keywords, create meta tags, and ensure your website has a clear site structure and mobile-friendly design.





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17. Develop a referral program: Encourage past clients and your network to refer potential clients to you. Implement a referral program where you offer incentives or rewards for successful referrals.

18. Stay active in your community: Participate in local community organizations, volunteer, and engage in community events. This not only helps you build relationships but also establishes you as a trusted and familiar face in your area.

19. Monitor and analyze your marketing efforts: Track the performance of your marketing campaigns and adjust your strategies accordingly. Use analytics tools to measure website traffic, email open rates, social media engagement, and conversion rates. This data will help you make data-driven decisions and optimize your marketing efforts.



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20. Provide exceptional customer service: One of the most effective marketing strategies is to provide exceptional customer service. Delivering a positive experience to your clients will generate referrals and positive word-of-mouth, which can lead to more business in the long run.

**Remember, consistency is key when it comes to marketing and advertising. Develop a well-rounded marketing strategy, adapt to new trends and technologies, and consistently evaluate and refine your approach to ensure you are reaching your target audience effectively.**



# Negotiation Skills



**Negotiation skills: Learn the art of negotiation to help clients achieve their goals.  
Negotiating fair deals and resolving conflicts are critical skills for a successful realtor.**

Learning negotiation skills is crucial for a realtor to successfully navigate real estate transactions and achieve favorable outcomes for their clients. Here are some steps to improve your negotiation skills:

1. Educate yourself: Start by studying negotiation techniques, strategies, and theories. Read books, take courses, and attend workshops on negotiation skills. Familiarize yourself with different negotiation styles and approaches.
2. Understand your clients' needs: Before entering into a negotiation, thoroughly understand your clients' goals, priorities, and constraints. Listen actively to their concerns and motivations. This understanding will guide your negotiation strategy.



3. Prepare and research: Prioritize thorough preparation before entering a negotiation. Research the property, market conditions, comparable sales, and relevant legal and financial factors. Understand the other party's position and interests as well.

4. Establish rapport: Build rapport and trust with the other party by establishing a positive and respectful tone from the beginning. Effective communication and active listening skills are essential to creating a cooperative negotiation environment.

5. Identify interests and priorities: Look beyond the stated positions and identify the underlying interests and priorities of both parties. This understanding will help you craft creative solutions that meet everyone's needs.

6. Develop win-win solutions: Aim for win-win outcomes where both parties feel they have gained value from the negotiation. Look for options that address the interests of both sides and explore alternatives that can satisfy everyone's objectives.





7. Maintain flexibility: Be open to flexible solutions and be willing to adapt your approach during the negotiation. Remain creative and explore different possibilities to reach an agreement that meets everyone's goals.



8. Practice effective communication: Enhance your communication skills to clearly articulate your points, ask relevant questions, and actively listen to the other party. Use effective body language, tone of voice, and non-verbal cues to convey your message.



9. Manage emotions: Emotions can often play a role in negotiations. Learn to manage your own emotions and recognize and address the emotions of the other party. Stay calm and composed to make rational decisions.



10. Use data and facts: Support your arguments and proposals with objective data and facts. This helps establish credibility and strengthens your negotiating position. Use market data, comparable sales, and other relevant information to support your case.

# (focus)

11. Be prepared to walk away: Understand your limits and be prepared to walk away if necessary. This mindset gives you leverage in negotiations and prevents you from accepting unfavorable terms. However, also recognize when it is beneficial to make concessions to reach an agreement.
12. Seek win-win compromises: Look for areas of potential compromise and seek mutually beneficial solutions. Be willing to make concessions to reach an agreement that satisfies both parties.
13. Focus on long-term relationships: Realize that real estate transactions often involve ongoing relationships. Prioritize maintaining good relationships with other agents, clients, and industry professionals, even during negotiations. Reputation and trust are valuable assets in the real estate industry.
14. Learn from experience: Reflect on your negotiation experiences and learn from both successful and challenging situations. Continuously refine your approach and adapt your strategies based on what works best for you and your clients.



15. Role-play and practice: Engage in role-playing exercises or practice negotiations with colleagues or mentors. This allows you to simulate real-life scenarios, develop your skills, and receive feedback on your performance.

**Improving your negotiation skills takes time and practice. By continuously developing your abilities and honing your approach, you can become a skilled negotiator who can navigate real estate transactions successfully.**

# Contracts

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**Contracts and paperwork: Understand the various contracts and legal documents involved in real estate transactions. Be knowledgeable about purchase agreements, listing agreements, and disclosure forms.**

Knowing and understanding real estate contracts is crucial for realtors to effectively represent their clients and ensure smooth transactions. Here are some key points to consider when it comes to real estate contracts:

1. Familiarize yourself with contract types: Understand the different types of contracts commonly used in real estate transactions, such as purchase agreements, listing agreements, lease agreements, and addenda. Each contract serves a specific purpose and contains unique provisions.





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2. Study local laws and regulations: Be familiar with the laws and regulations governing real estate contracts in your jurisdiction. Stay updated on any changes or updates to ensure compliance and protect your clients' interests.

3. Read and review contracts thoroughly: Carefully read and review all contracts involved in a transaction, including any amendments or addenda. Pay close attention to the terms, conditions, deadlines, contingencies, and obligations outlined in the contract.

4. Seek legal advice if necessary: If you encounter complex or unfamiliar contract provisions, consider consulting with a real estate attorney. They can provide guidance, clarify legal language, and ensure your clients' interests are protected.

5. Explain contract terms to clients: Take the time to explain contract terms, conditions, and obligations to your clients in plain and understandable language. Help them understand their rights, responsibilities, and potential risks associated with the contract.



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6. Ensure all necessary parties are involved: Confirm that all relevant parties, such as buyers, sellers, and attorneys, are included in the contract and have reviewed and agreed to its terms. This ensures a legally binding agreement and reduces the risk of disputes.


7. Pay attention to key contract elements: Identify and understand key elements of a real estate contract, including the purchase price, earnest money deposit, financing contingencies, inspection contingencies, closing date, and any special provisions or contingencies unique to the transaction.

8. Identify potential pitfalls and contingencies: Anticipate potential issues or contingencies that may arise during the transaction. This includes contingencies related to financing, inspections, appraisals, title searches, or repairs. Address these contingencies in the contract to protect your clients' interests.

9. Ensure accuracy and completeness: Ensure that all necessary information is accurately and completely included in the contract. This includes property details, buyer and seller information, legal descriptions, and any relevant disclosures or representations.



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10. Maintain strict adherence to timelines: Stay vigilant about meeting contract deadlines and timelines. Timely completion of inspections, financing arrangements, and other contractual obligations is crucial to avoiding contract breaches and ensuring a smooth transaction.

11. Keep records and documentation: Maintain organized records and documentation related to the contract, including correspondence, amendments, addenda, and disclosures. This documentation serves as evidence of compliance and can be valuable in resolving any disputes that may arise.

12. Follow ethical guidelines: Adhere to ethical standards outlined by your real estate association or regulatory body. Maintain honesty, transparency, and fairness throughout the contract negotiation and execution process.

13. Continuously educate yourself: Stay updated on changes in real estate contract laws, regulations, and industry practices. Participate in training programs, attend seminars, and engage in professional development activities to enhance your knowledge and expertise.

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14. Seek clarification when needed: If there are any uncertainties or ambiguities in the contract, seek clarification from the other party or consult with appropriate professionals. Clear communication and understanding are essential to avoid misunderstandings and ensure a mutually beneficial agreement.

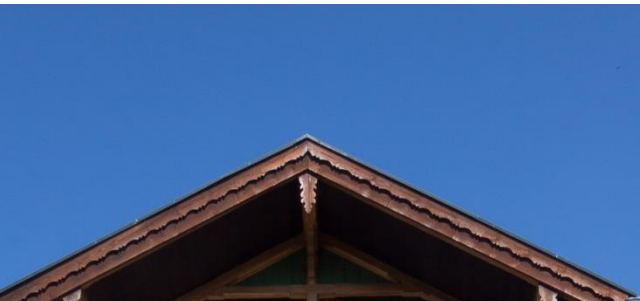
15. Collaborate with a trusted support team: Work with a reliable support team, including transaction coordinators, attorneys, lenders, and other professionals who can provide guidance and expertise during the contract negotiation and execution process.

**By mastering real estate contracts and their intricacies, realtors can effectively navigate transactions, protect their clients' interests, and ensure successful outcomes in the dynamic real estate industry.**



# Technology





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**Technology tools: Embrace technology tools that can streamline your business operations, such as customer relationship management (CRM) software, electronic signature platforms, and online listing portals.**

Real estate technology tools have revolutionized the way realtors conduct their business, streamline processes, and enhance efficiency. Here are some essential real estate technology tools that can benefit realtors:

1. **Customer Relationship Management (CRM) Systems:** CRM systems help realtors manage client relationships, track leads, and organize communication. They provide a centralized database for client information, automate follow-ups, and enable personalized marketing campaigns.
2. **Listing and Transaction Management Platforms:** These tools assist realtors in managing their listings and transactions more efficiently. They provide features such as digital document storage, task management, contract management, and transaction coordination.
3. **Virtual Tour and 3D Imaging Software:** Virtual tour and 3D imaging software allow realtors to create immersive and interactive virtual experiences for their listings. These tools help potential buyers visualize properties remotely, saving time and providing a competitive edge.



**4. Electronic Signature Platforms:** Electronic signature platforms facilitate the digital signing of documents, eliminating the need for physical paperwork. They streamline the contract signing process, enhance efficiency, and improve the client experience.



**6. Online Listing Platforms:** Online listing platforms, such as MLS (Multiple Listing Service), Zillow, Trulia, and Realtor.com, enable realtors to market their listings to a wide audience. These platforms provide exposure to potential buyers and facilitate property search and discovery.



**8. Social Media and Digital Marketing Tools:** Social media platforms, such as Facebook, Instagram, and LinkedIn, offer robust advertising and marketing capabilities. Realtors can leverage these platforms to promote listings, engage with potential clients, and build their brand presence.



**5. Property Research and Market Analysis Tools:** Real estate professionals can leverage property research and market analysis tools to access comprehensive data on properties, market trends, demographics, and comparable sales. These tools assist in pricing properties accurately and making informed investment decisions.



**7. Real Estate Mobile Apps:** Mobile apps designed specifically for real estate offer on-the-go access to property listings, market data, mortgage calculators, and other useful tools. They provide realtors with flexibility and convenience, allowing them to stay connected and responsive while out in the field.



9. Online Collaboration and Communication Tools: Tools like video conferencing platforms (e.g., Zoom, Microsoft Teams), project management software (e.g., Trello, Asana), and instant messaging apps (e.g., Slack, Microsoft Teams) enable realtors to collaborate with clients, team members, and other professionals effectively.



11. Real Estate Financial Tools: Real estate financial tools, such as mortgage calculators, ROI (Return on Investment) calculators, and cash flow analysis software, assist realtors in evaluating investment opportunities, estimating costs, and assessing profitability.



13. Data Security and Document Management Systems: Protecting client information and ensuring data security is critical. Real estate professionals can utilize secure document management systems and data encryption tools to safeguard sensitive information.



10. Real Estate Analytics and Reporting Tools: Analytics and reporting tools provide realtors with insights into their business performance, including lead generation, website traffic, marketing campaigns, and conversion rates. These tools help realtors track their success and make data-driven decisions.



12. Geographic Information Systems (GIS): GIS tools provide geospatial data and mapping capabilities. Realtors can use GIS to analyze property locations, proximity to amenities, zoning information, and demographic trends, aiding in market research and client consultations.



14. **Online Learning Platforms:** Online learning platforms offer courses, webinars, and training resources specifically tailored to real estate professionals. These platforms enable realtors to enhance their knowledge, stay updated on industry trends, and acquire new skills.

15. **Smart Home Technology:** Smart home technology tools, such as smart thermostats, security systems, and lighting controls, allow realtors to showcase properties with advanced features. They can demonstrate the benefits of smart home technology to potential buyers.

**It's important for realtors to select the technology tools that align with their business needs, budget, and target market. Regularly exploring and adopting new technology can help real estate professionals stay competitive and deliver exceptional services to their clients.**



# Continuing Education

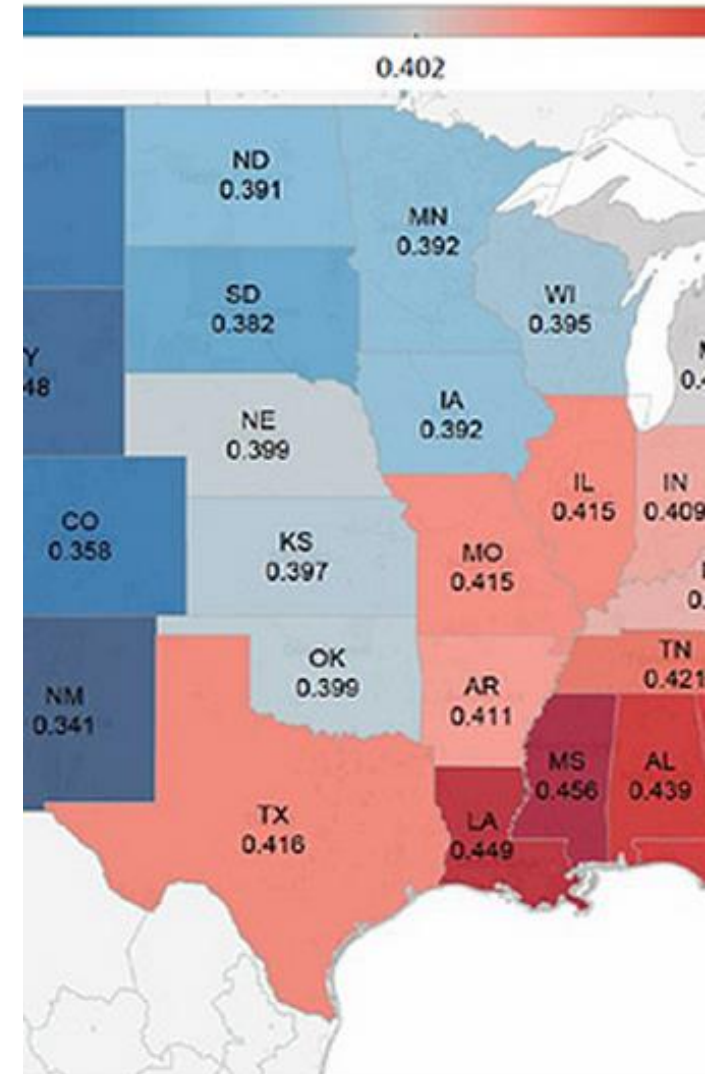


## Continuing education: Commit to ongoing learning and professional development. Stay updated on industry changes, market trends, and legal updates through relevant courses and seminars.

Continuing education is essential for realtors to stay updated on industry trends, regulations, and best practices. It allows real estate professionals to enhance their knowledge, expand their skills, and provide better service to their clients. Here are some avenues for continuing education for realtors:

1. State and Local Associations: Check with your state and local real estate associations or regulatory bodies for available continuing education programs. They often offer courses, seminars, and workshops that cover a wide range of topics, including legal updates, ethics, marketing, technology, and professional development.

2. Online Learning Platforms: Explore online learning platforms that offer real estate-specific courses and webinars. Platforms like Udemy, Coursera, and Real Estate Express provide a variety of courses on topics such as sales techniques, negotiation skills, property management, investment strategies, and more. Many of these platforms also offer courses that fulfill mandatory continuing education requirements.





3. Real Estate Conferences and Events: Attend real estate conferences, seminars, and industry events. These gatherings provide opportunities to learn from industry experts, participate in panel discussions, and network with other professionals. Look for events organized by real estate associations, brokerages, and industry thought leaders.



5. Professional Designations and Certifications: Pursue professional designations and certifications offered by recognized real estate organizations. Examples include the Certified Residential Specialist (CRS), Accredited Buyer's Representative (ABR), and Seller Representative Specialist (SRS) designations. These programs provide in-depth knowledge and specialized expertise in specific areas of real estate.



7. Mentorship and Coaching: Seek mentorship or coaching opportunities from experienced real estate professionals. Learning from seasoned practitioners can provide valuable insights, guidance, and real-world examples that complement formal education.



4. Webinars and Podcasts: Participate in webinars and listen to real estate podcasts that cover industry trends, market analysis, legal updates, and sales and marketing strategies. These online resources offer convenient and accessible ways to learn from experts and stay informed about the latest developments in the real estate industry.



6. Local Workshops and Seminars: Keep an eye out for local workshops and seminars hosted by real estate brokerages, title companies, mortgage lenders, and other industry stakeholders. These events often cover topics such as marketing strategies, technology tools, contract updates, and client relationship management.

8. Legal and Compliance Updates: Stay up to date on legal and compliance requirements in your jurisdiction. Attend seminars or webinars specifically focused on legal updates, fair housing regulations, disclosure obligations, and other important aspects of real estate law.

9. Specialized Training Programs: If you want to specialize in a particular area of real estate, consider pursuing specialized training programs. These programs can focus on commercial real estate, property management, luxury real estate, investment analysis, or other niche areas.

10. Industry Publications and Books: Stay current by reading industry publications, real estate books, and articles from reputable sources. Subscribe to relevant magazines, newsletters, and blogs to receive regular updates on market trends, industry insights, and best practices.

Remember to check your local real estate licensing authority for specific continuing education requirements in your jurisdiction. Compliance with mandatory continuing education is essential for maintaining your real estate license and ensuring your professional standing.

Continuing education allows realtors to adapt to changes in the industry, expand their knowledge base, and provide exceptional service to their clients. By investing in continuous learning, real estate professionals can enhance their skills and stay ahead in a competitive market.



# Time Management



# Time management: Real estate can be demanding and time sensitive. Develop effective time management skills to juggle multiple clients, appointments, and paperwork efficiently.

Time management is crucial for real estate professionals to effectively juggle multiple tasks, meet deadlines, and maximize productivity. Here are some time management tips for real estate professionals:



1. **Set Clear Goals and Priorities:** Start by identifying your goals and priorities. Break them down into smaller, actionable tasks that you can tackle systematically. Determine which tasks are most important and focus your time and energy on those.



2. **Use a Planner or Calendar:** Maintain a planner or use a digital calendar to schedule your tasks, appointments, and deadlines. Set reminders to ensure you stay on track and meet your commitments. Make it a habit to review your planner/calendar at the beginning and end of each day.



3. **Prioritize and Delegate:** Identify tasks that require your immediate attention and prioritize them accordingly. Delegate tasks that can be handled by others, such as administrative work or routine paperwork, to free up your time for more critical activities.



4. **Adopt Time-Blocking Techniques:** Use time-blocking techniques to allocate specific time slots for different activities. Dedicate blocks of time for prospecting, client meetings, administrative tasks, marketing, and personal activities. This helps you stay focused and prevents time from being wasted on unproductive tasks.



5. **Eliminate Distractions:** Minimize distractions during your focused work time. Turn off unnecessary notifications on your phone or computer, close unnecessary browser tabs, and create a dedicated workspace that is free from distractions.





6. **Batch Similar Tasks:** Group similar tasks together and tackle them in batches. For example, schedule a specific time to make phone calls, respond to emails, or conduct property showings. This approach helps you avoid switching between different types of tasks frequently, which can reduce productivity.



7. **Use Technology Tools:** Leverage technology tools to streamline your workflow and save time. Utilize email templates or canned responses for common inquiries, automate email marketing campaigns, use productivity apps for task management, and leverage digital document signing tools to expedite paperwork.



8. **Practice Effective Communication:** Efficient communication helps avoid time-consuming misunderstandings. Be clear and concise in your communication with clients, colleagues, and other parties involved in transactions. Use email templates or predefined responses for common inquiries to save time.



9. **Schedule Buffer Time:** Allow for buffer time between appointments or tasks to account for unforeseen delays or emergencies. This helps prevent your schedule from becoming too tight and allows you to handle unexpected situations without feeling overwhelmed.



10. **Take Breaks and Rest:** Recognize the importance of taking breaks and allowing yourself time to rest. Taking short breaks can rejuvenate your mind and help maintain focus. Remember to include downtime in your schedule to recharge and avoid burnout.



11. **Learn to Say No:** Be selective with your commitments and learn to say no when necessary. Overcommitting can lead to spreading yourself too thin and compromising the quality of your work. Prioritize tasks that align with your goals and politely decline requests that are not essential.



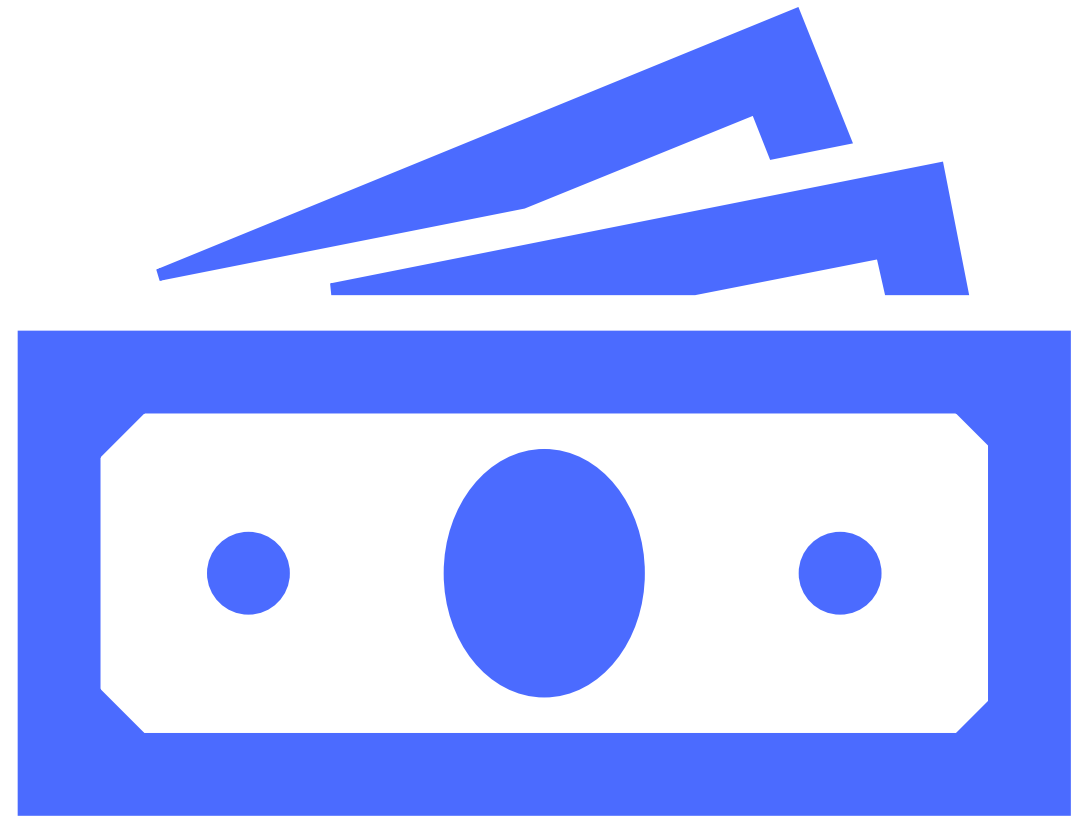
12. **Continuous Learning and Improvement:** Invest time in continuous learning to improve your skills and efficiency. Stay updated on industry trends, technology tools, and best practices. This ongoing learning process can help you discover new strategies to manage your time more effectively.

13. Regularly Evaluate and Adjust: Periodically evaluate your time management strategies and identify areas for improvement. Assess what tasks can be further streamlined or delegated to maximize your productivity. Be open to adjusting your approach as needed.

**Remember, effective time management is a skill that takes practice and discipline. By implementing these strategies consistently, you can enhance your productivity, reduce stress, and achieve a better work-life balance as a real estate professional.**



# Pricing Strategies



## Pricing strategies: Learn effective pricing strategies to help sellers set the right listing prices and assist buyers in making competitive offers based on market conditions.

Pricing a property correctly is crucial for real estate professionals to attract potential buyers, maximize the chances of a sale, and achieve the best possible outcome for their clients. Here are some pricing strategies to consider:



1. Comparative Market Analysis (CMA): Conduct a thorough analysis of recent sales, active listings, and expired listings of comparable properties in the local market. Evaluate factors such as location, size, condition, amenities, and market trends. This analysis helps determine a competitive and realistic price range for the property.



2. Price According to Market Conditions: Consider the current market conditions when setting the price. In a seller's market with low inventory and high demand, pricing closer to or slightly above the market value may be appropriate. In a buyer's market with more inventory and less demand, pricing competitively or slightly below the market value may be necessary to attract buyers.



3. Price for the Target Market: Understand the target market for the property and price it accordingly. Consider the demographics, preferences, and affordability of potential buyers. Adjust the price based on factors that appeal to the target market, such as location, amenities, and property features.



4. Avoid Overpricing: Overpricing a property can deter potential buyers and lead to a prolonged listing period. Research shows that overpriced properties tend to sell for less than their market value after price reductions. Be realistic and avoid setting an unrealistic price that may hinder the sale.



5. Consider Appraisal Value: Appraisal value is an important factor to consider when pricing a property. Lenders rely on appraisals to determine the maximum loan amount they will provide. Pricing too far above the appraised value can limit financing options for potential buyers.



6. Price Adjustments: Monitor market feedback, showing activity, and buyer interest. If the property receives limited attention or generates negative feedback, consider making price adjustments. A price reduction can attract new buyers and reinvigorate interest in the property.





7. Pricing Strategy for Unique or Luxury Properties: Unique or luxury properties may require a different pricing strategy. Consider consulting with luxury real estate specialists or appraisers experienced in high-end properties to determine the appropriate pricing strategy based on exclusivity, rarity, and buyer expectations.

10. Seek Professional Advice: Consult with experienced real estate professionals, such as appraisers or brokers, for their insights and recommendations on pricing strategies. They can provide valuable market knowledge and expertise to help determine the best pricing approach.

8. Consider Seller Motivation and Timelines: Understand your client's motivation for selling and their desired timeline. Price the property accordingly to align with their goals. If a quick sale is a priority, pricing the property more competitively may be necessary.

9. Monitor Market Trends: Stay updated on market trends, including supply and demand dynamics, interest rates, and economic factors. Adjust pricing strategies accordingly to stay competitive and responsive to market changes.



**Remember, pricing is a critical component of the selling process. It requires careful analysis, market knowledge, and an understanding of the client's objectives. By employing these pricing strategies, real estate professionals can position properties effectively in the market, attract potential buyers, and achieve successful sales.**





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## Property evaluation: Develop the ability to evaluate properties accurately. Understand factors that affect value, such as location, condition, amenities, and market demand.

Property evaluation, also known as property valuation or appraisal, is a process of assessing the worth or market value of a property. It involves analyzing various factors, including the property's location, size, condition, amenities, market trends, and comparable sales. Here are some key steps and considerations for property evaluation in real estate:

1. **Gather Property Information:** Start by collecting comprehensive information about the property, including its address, size (square footage), number of bedrooms and bathrooms, lot size, year built, and any unique features or upgrades. Obtain copies of property documents, such as title deeds, surveys, and property tax records.





2. Research Local Market Conditions: Understand the current market conditions in the area where the property is located. Analyze supply and demand dynamics, average days on the market, inventory levels, and recent sales trends. Consider economic factors, such as employment rates, population growth, and development plans that may impact property values.



3. Conduct Comparative Market Analysis (CMA): Perform a comparative market analysis by reviewing recent sales data of similar properties in the vicinity. Look for properties that are comparable in terms of location, size, condition, and amenities. Compare their sold prices, listing prices, and time on the market to gain insights into the local property market.



4. Consider Property Features and Condition: Evaluate the property's features, condition, and overall quality. Consider factors such as the layout, architectural style, interior finishes, upgrades, and the overall curb appeal. Assess the condition of the structure, including the roof, foundation, plumbing, electrical systems, and any visible signs of wear or damage.



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5. Assess Land Value: Determine the value of the land on which the property is situated. Consider factors such as location, size, zoning regulations, proximity to amenities (schools, parks, shopping centers), and any unique characteristics that may influence the land's value.

6. Utilize Valuation Methods: Apply appropriate valuation methods to estimate the property's worth. Common methods include the sales comparison approach, income approach, and cost approach.

- Sales Comparison Approach: This approach compares the subject property to recently sold properties with similar characteristics. Adjustments are made for differences in features, size, condition, and location to arrive at an estimated value.
- Income Approach: This approach is primarily used for income-producing properties. It estimates the value based on the property's potential income stream, considering factors such as rental income, vacancy rates, operating expenses, and capitalization rates.
- Cost Approach: This approach evaluates the cost to rebuild or reproduce the property, taking into account the land value, construction costs, and depreciation.





7. Consider Appraisal Methods and Standards: Familiarize yourself with recognized appraisal methods and standards in your jurisdiction. In many regions, professional appraisers follow specific methodologies and adhere to established standards, such as those outlined by the Appraisal Institute or the International Valuation Standards Council.

8. Document and Communicate Findings: Record your evaluation findings, including the data collected, comparable sales, adjustments made, and the final estimated value. Prepare a comprehensive report that clearly communicates the basis for the valuation, supporting data, and any assumptions or limitations.

9. Consult with Professionals: When in doubt or dealing with complex properties, consider seeking advice from licensed appraisers or real estate professionals who have expertise in property valuation. Their knowledge and experience can provide valuable insights and ensure a more accurate evaluation.

10. Keep Abreast of Market Changes: Property values can change over time due to market fluctuations and other external factors. Stay updated on local market conditions and reassess property values periodically to account for any changes.



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Remember, property evaluation is both an art and a science. It requires a combination of data analysis, market knowledge, and professional judgment. By following these steps and considering relevant factors, real estate





# Financing



**Real estate financing: Gain a basic understanding of mortgage types, interest rates, and lending processes. This knowledge will help you guide clients through financing options and connect them with lenders if needed.**

Certainly! Here's a basic understanding of real estate financing, including mortgage types, interest rates, and the lending process:



### **1. Mortgage Types:**

- **Conventional Mortgage:** A conventional mortgage is a loan not insured or guaranteed by a government agency. It typically requires a down payment of at least 20%, although lower down payment options may be available with private mortgage insurance (PMI).
- **FHA Loan:** An FHA loan is insured by the Federal Housing Administration (FHA), and it allows borrowers to make a lower down payment (usually as low as 3.5%) with more flexible credit requirements.
- **VA Loan:** VA loans are available to eligible veterans, active-duty service members, and their surviving spouses. These loans are guaranteed by the U.S. Department of Veterans Affairs and often offer favorable terms, including no down payment requirements.
- **USDA Loan:** USDA loans are backed by the U.S. Department of Agriculture and are designed to help low- to moderate-income borrowers' purchase homes in rural areas. They typically offer low or no down payment options.

## 2. Interest Rates:

- Fixed-Rate Mortgage: With a fixed-rate mortgage, the interest rate remains the same for the entire loan term, providing predictable monthly payments. This type of mortgage is popular because it offers stability and allows borrowers to plan their finances accurately.
- Adjustable-Rate Mortgage (ARM): An ARM has an interest rate that is initially fixed for a certain period, typically 5, 7, or 10 years, and then adjusts periodically based on market conditions. ARMs may offer lower initial rates but carry more uncertainty as the rate can fluctuate in the future.

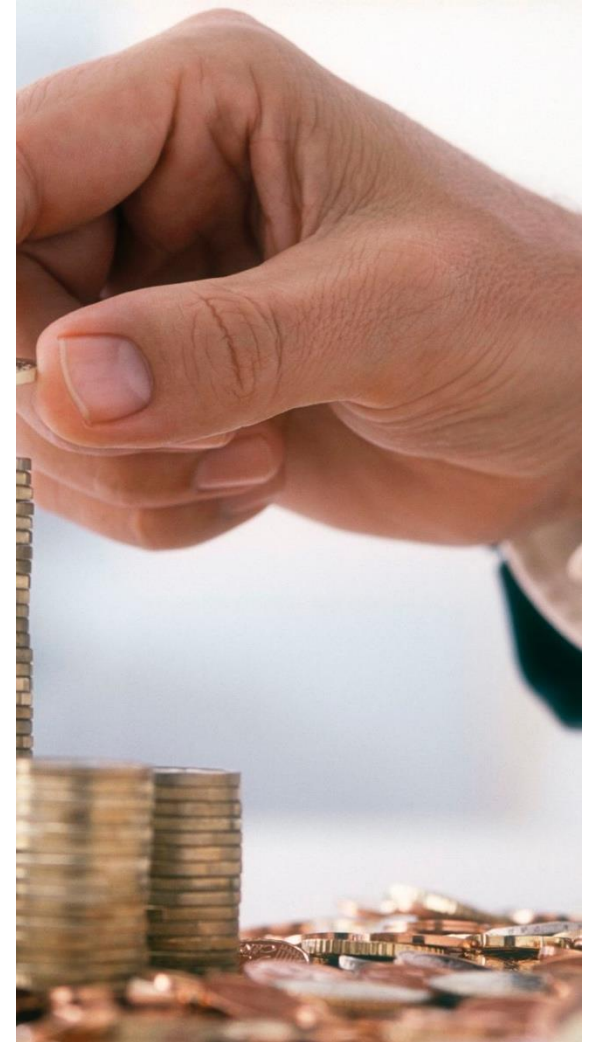
## 3. Lending Process:

- Pre-Approval: Before starting the home search, it's advisable to get pre-approved for a mortgage. This involves providing the necessary financial information to a lender, who will assess your creditworthiness and provide a pre-approval letter indicating the loan amount you qualify for.
- Loan Application: Once you've identified a property, you will complete a formal loan application with the lender. This involves submitting detailed financial information, such as income, assets, debts, and employment history.
- Documentation and Underwriting: The lender will request various documents, including pay stubs, bank statements, tax returns, and property information. They will review the application and documentation to determine your eligibility and assess the risk associated with lending to you.
- Appraisal: The lender will order an appraisal of the property to assess its value. This ensures that the loan amount is appropriate relative to the property's worth.
- Loan Approval and Closing: If the lender approves your loan application, they will issue a loan commitment and provide a closing disclosure that details the terms and costs of the loan. You will review and sign the necessary documents, and the lender will fund the loan at the closing, allowing you to complete the purchase.





It is important to note that real estate financing can be complex, and the specific terms, requirements, and processes may vary depending on your location, lender, and individual circumstances. Working with a knowledgeable mortgage professional can help guide you through the process and provide personalized advice based on your situation.





# Prospecting & Lead Generation



**Prospecting and lead generation: Develop a proactive approach to prospecting and generating leads. Utilize various methods, including referrals, online marketing, open houses, and direct mail campaigns.**



Real estate prospecting and lead generation are crucial activities for real estate professionals to identify potential clients and generate business opportunities. Here are some effective strategies for prospecting and lead generation:



**1. Define Your Target Market:** Clearly identify your target market or ideal client profile. Consider factors such as demographics, location, income level, property type, and specific needs or preferences. This will help you focus your efforts and tailor your marketing messages accordingly.



**2. Utilize Online Marketing:** Leverage the power of online platforms to reach a wider audience and generate leads. Establish a professional website with property listings, informative content, and lead capture forms. Optimize your website for search engines to increase visibility. Utilize social media platforms, online advertising, and email marketing to engage with potential clients and drive traffic to your website.



**3. Build a Referral Network:** Cultivate relationships with past clients, colleagues, and other professionals in related industries (such as mortgage brokers, home inspectors, and attorneys) who can provide referrals. Stay in touch with your network and ask for referrals when appropriate. Consider offering referral incentives to encourage referrals.



4. Attend Local Events and Networking Opportunities: Participate in local community events, seminars, and networking functions. Join business associations, chambers of commerce, and industry-specific groups. Actively engage in conversations, exchange business cards, and build relationships with attendees. Don't forget to follow up with contacts after the event.



5. Direct Mail Campaigns: Develop targeted direct mail campaigns to reach potential clients in your chosen market. Use eye-catching designs and compelling messaging to capture attention. Consider sending out postcards, brochures, or newsletters with valuable information about the local real estate market or specific property listings.



6. Expired Listings and For Sale by Owner (FSBO) Leads: Monitor expired listings and FSBO listings in your area. Reach out to the owners to offer your services and expertise. Demonstrate how you can help them achieve their goals and navigate the complexities of the real estate process.



7. Online Lead Generation: Utilize online lead generation tools and platforms to capture potential clients' information. Offer valuable resources, such as free property valuation reports, home buying or selling guides, or market reports, in exchange for their contact details. Using these leads to follow up and nurture relationships.



8. Collaborate with Local Businesses: Establish partnerships with local businesses that cater to homeowners or potential buyers. This could include interior designers, contractors, moving companies, or home improvement stores. Cross-promote each other's services and refer clients to one another.



9. Host Seminars or Webinars: Organize educational seminars or webinars on topics of interest to potential clients, such as first-time home buying, investment strategies, or home staging tips. This positions you as an expert and provides an opportunity to capture leads by requiring registration.



10. Follow Up and Nurture Leads: Once you generate leads, follow up promptly and consistently. Personalize your communication and provide valuable information tailored to their needs. Utilize customer relationship management (CRM) tools to organize and track leads, ensuring no opportunities slip through the cracks.

**Remember, prospecting and lead generation require a consistent effort and a multi-faceted approach. Continuously evaluate and refine your strategies based on their effectiveness. By implementing these strategies, you can attract potential clients, expand your network, and generate valuable leads for your real estate business.**

**Patience and resilience: Real estate can be a challenging industry, and success may not come overnight. Develop patience, perseverance, and resilience to weather the ups and downs and stay focused on your long-term goals. Remember, real estate is a dynamic industry, and it is essential to continuously learn, adapt, and refine your skills to thrive in the field.**





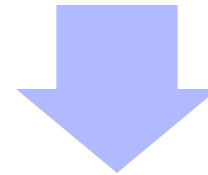
# Setting Goals



Setting goals as a real estate agent is crucial for establishing a clear direction, staying motivated, and measuring your progress. Here are some steps to effectively set goals as a real estate agent:



1. Reflect on Your Vision and Mission: Start by reflecting on your long-term vision and mission as a real estate agent. What do you aspire to achieve in your career? What impact do you want to make? Clarifying your overall purpose will help guide your goal-setting process.



2. Define SMART Goals: SMART is an acronym that stands for Specific, Measurable, Achievable, Relevant, and Time-Bound. When setting goals, ensure they meet these criteria:

- Specific: Clearly define what you want to accomplish. Avoid vague or generalized goals. For example, instead of saying, "I want to increase my sales," specify, "I want to increase my annual sales by 20%."
- Measurable: Set goals that can be quantified or measured. This allows you to track your progress and determine whether you've achieved your objective. For instance, setting a goal to "close 15 transactions in the next six months" are measurable.
- Achievable: Make sure your goals are realistic and attainable. Consider your resources, capabilities, and market conditions. Set challenging goals, but ones that you believe you can achieve with effort and dedication.
- Relevant: Align your goals with your overall vision and mission as a real estate agent. Ensure they are relevant to your career growth, professional development, and desired outcomes.
- Time-Bound: Assign a deadline or time limit to your goals. This creates a sense of urgency and helps you stay focused and accountable. For example, "Achieve a 90-day listing conversion rate of 30% by the end of the year."



3. Break Down Goals into Milestones: Break down your larger goals into smaller, actionable milestones or objectives. This makes them more manageable and allows you to track your progress along the way. For instance, if your goal is to close 15 transactions in a year, you can set milestones of closing three transactions every quarter.

4. Write Them Down: Document your goals in writing. This reinforces your commitment and provides a reference point for tracking your progress. Use a journal, a goal-setting worksheet, or a digital tool to record your goals and regularly review them.

5. Create an Action Plan: Develop a detailed action plan for each goal. Identify the specific steps, strategies, and resources required to achieve them. Break the tasks into smaller action items and assign deadlines for each. Regularly review and adjust your action plan as needed.

6. Track and Review Progress: Continuously monitor your progress towards your goals. Track key metrics, such as sales volume, listings taken, or client referrals. Regularly review and evaluate your performance, making adjustments or course corrections when necessary. Celebrate milestones and successes along the way.

7. Seek Accountability and Support: Share your goals with a trusted mentor, colleague, or accountability partner. Regularly communicate your progress and challenges with them. Their support and feedback can provide valuable guidance and motivation.

8. Adapt and Evolve: Be flexible and open to adjusting your goals as circumstances change or new opportunities arise. Real estate is a dynamic industry, and your goals may need to evolve accordingly. Regularly reassess and refine your goals to stay aligned with your changing needs and market conditions. As an agent you must understand that goal setting is an ongoing process. Regularly review, revise, and set new goals to keep growing and advancing in your real estate career. Stay committed, stay focused, and continually strive for improvement.



# **Understanding How to Calculate Your Goals in Commissions**

**To calculate how much real estate commission, you will need to earn to make a certain amount monthly, you can follow these steps:**

2. Research the Commission Rate: Find out the average commission rate in your area or the specific commission rate you typically charge or expect to receive. This rate is usually a percentage of the property's sale price and can vary based on market conditions, property type, and negotiation factors.

4. Adjust for Expenses and Taxes: Keep in mind that your gross commission will be subject to various expenses and taxes. Consider expenses such as marketing costs, association fees, insurance, and office expenses. Additionally, factor in income taxes and self-employment taxes applicable in your region. Subtract these estimated expenses and taxes from the gross commission to determine your net commission.

1. Determine Your Desired Monthly Income: Start by determining the specific amount you want to earn each month. This should be your desired after-tax income, considering any personal or business expenses you need to cover.

3. Calculate the Gross Sales Volume: To determine the gross sales volume you need to achieve, divide your desired monthly income by the commission rate as a decimal. For example, if your desired monthly income is \$5,000 and your commission rate is 5% (0.05 as a decimal), the calculation would be:  
$$\$5,000 / 0.05 = \$100,000.$$

5. Evaluate Market Factors: Remember that market conditions, competition, and the availability of listings can impact on your ability to generate the required sales volume. Be mindful of these factors when setting your income goals.





It's important to note that commission rates and market dynamics can vary significantly depending on your location and real estate market. It's recommended to research local market conditions, consult with experienced real estate professionals in your area, and consider any specific factors that may influence your earning potential.

Additionally, keep in mind that real estate transactions often involve cooperation and commission splits between listing agents and buyer's agents, so the specific commission you receive may be divided or shared with other parties involved in the transaction.

Remember that this calculation provides an estimate and serves as a starting point. As a real estate professional, your income will depend on various factors, including your sales skills, market conditions, and the number and value of transactions you successfully close. Regularly reassess and adjust your goals as you gain experience and knowledge of your local market.



# **Multiple Listing Services Terms to Know**

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In the MLS (Multiple Listing Service), listings are typically categorized into various steps or statuses to indicate their current stage in the real estate process. While specific categories and terminology can vary depending on the MLS provider and region, here are some common categories you may encounter:



1. Active: This status indicates that a listing is currently available for sale and actively being marketed. It is the initial stage of a listing being listed on the market.



2. Coming Soon: Some MLS systems offer a "Coming Soon" category that allows agents to advertise their upcoming listings before they are officially active. This category provides a preview of the property to generate interest and anticipation.



3. Pending: When a property is under contract and in the process of closing, it is typically listed as "Pending." This status indicates that an offer has been accepted by the seller, and the transaction is in progress, pending contingencies, inspections, and finalizing the sale.

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4. Sold: Once the sale is completed, the listing is changed to "Sold" status. This indicates that the property has successfully closed, and ownership has transferred to the buyer.

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5. Withdrawn: A listing may be changed to "Withdrawn" status if the seller decides to remove it from the market temporarily without canceling the listing agreement. This can occur for various reasons, such as making repairs or addressing other property-related issues before relisting.

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6. Expired: If a listing's active period has ended without a sale and the seller does not renew or relist the property, it becomes "Expired." The listing is no longer actively marketed, but it may still appear in MLS records for historical reference.

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7. Cancelled: If a listing is terminated before its natural expiration or withdrawal, it may be marked as "Cancelled." This status indicates that the listing agreement between the seller and the listing agent has been canceled.



# UNDER CONTRACT

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8. Temporarily Off Market (TOM): This category is used when a listing is temporarily taken off the market but is expected to be returned at a later date. It can be due to various reasons, such as seasonal market fluctuations or the seller's personal circumstances.

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9. Active Under Contract: In some MLS systems, a listing that is under contract but still allowing showings or backup offers may be labeled as "Active Under Contract." It indicates that the property is not yet sold but has an accepted offer.

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10. Hold: Some MLS systems offer a "Hold" category for situations where a property is temporarily placed on hold due to specific reasons, such as repairs, renovations, or legal issues. The listing is not actively marketed during this period.

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**It's important to note that these categories may differ depending on the MLS provider and local regulations. Real estate professionals should consult the specific MLS guidelines and rules in their region to understand the precise categories and statuses used.**





**For Agents &  
Investors**

# For Agents & Investors



## For Agents & Investors

- How to Invest in Real Estate in the Current Market (<https://youtu.be/dxOlcVRBaQQ?si=Ek0BGDftnbxp4s-x>)
- Strategies for Investing in Real Estate ([https://youtu.be/6uGn5SP\\_GAI](https://youtu.be/6uGn5SP_GAI))
- Buying & Rehab Single-Family Homes. ([https://youtu.be/JjQJgyqrHAg?si=\\_Z\\_MIHDZL6twqB6H](https://youtu.be/JjQJgyqrHAg?si=_Z_MIHDZL6twqB6H))
- Subject To's and Wraparounds (<https://youtu.be/XUbinF04Eiw>)
- Wholesaling Real Estate ([https://youtu.be/24wQlh6\\_IdQ](https://youtu.be/24wQlh6_IdQ))
- How to create passive income (<https://youtu.be/GRGPAk-6pe8>)



# How to Invest in Real Estate in the Current Market

Watch this webinar:

<https://youtu.be/dxOlcVRBaQQ?si=Ek0BGDftnbxp4s-x>

by Nebo Bandovic

[www.nebobandovic.com](http://www.nebobandovic.com)

# What's the right mindset:

- Be financially responsible
- Be on the same page with your spouse
- Have good savings
- No personal debt, only business debt

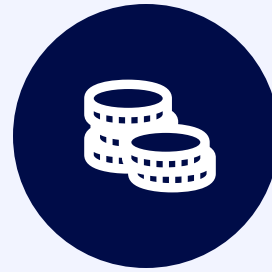
# Must have as a perfect investor



- GOOD CASH FLOW



- GOOD CREDIT WITH A  
GOOD CREDIT SCORE



- CASH EQUITY



- GOOD TAX RETURN



# What is the market right now and what is to buy now?

1. Single-family homes

2. Distressed Properties

3. Rehab

4. Condos

5. Townhouse

6. Multifamily

7. Commercial Properties

# How?

- for agents, use MLS to make offers

- for investors, they must have a good real estate agent & contacts with wholesalers

- direct marketing to get properties directly from the seller

- target foreclosed properties

- distressed properties

- subject to existing mortgage

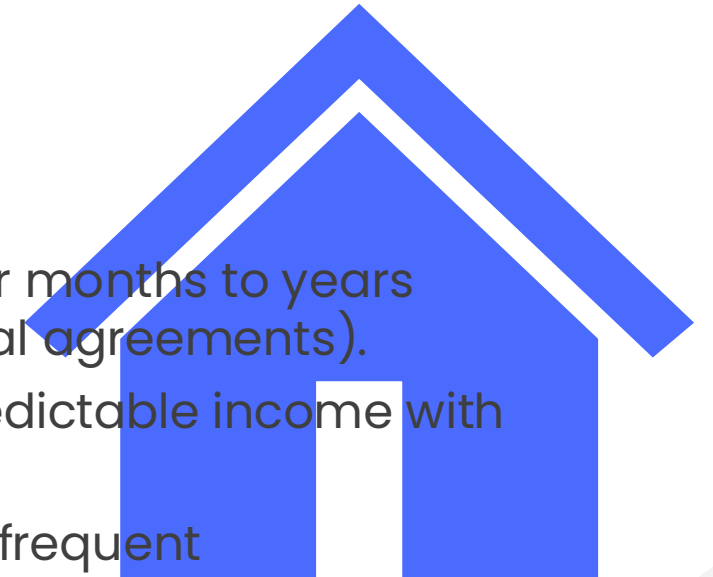
# Short-term versus Long-term rentals

- **Short-Term Rentals:**

- **Duration:** Rented for a few days to weeks (e.g., Airbnb, vacation homes).
- **Income:** Higher nightly rates; dynamic pricing based on demand.
- **Management:** Frequent upkeep, guest turnover, and active marketing needed.
- **Regulations:** Potential legal restrictions; varies by location.

- **Long-Term Rentals:**

- **Duration:** Leased for months to years (e.g., traditional rental agreements).
- **Income:** Steady, predictable income with less fluctuation.
- **Management:** Less frequent maintenance and lower vacancy risk.
- **Regulations:** Generally fewer legal challenges than short-term rentals.



# MARKETING/FINDING PROPERTIES TO BUY







# What are the best properties to buy in this market:

1. **Multi-family C and B-class**
  - insurance taxes and interest rate is high
  - Maintenance is also expensive
  - properties are always good
2. **Short-term rentals in good tourist places also are very good**
3. **Assistant living is also a good investment**
4. **Storage units**



# How to find good properties

Create a system and be consistent. You need to spend time and maybe a little bit of money on marketing.





## Go to events and meet successful agents and wholesalers

It is very important to meet people and make connections with others in the same business. This allows new doors to open and more opportunities.

## Driving for dollar

Everywhere you drive, look for distressed properties and find the info on that property.

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## **Make a database of agents and investors to stay in touch for deals**

Creating a database  
leads to new business  
in the future.



## **Visit For Sale By Owner Properties**

If you see a For Sale By Owner sign, don't hesitate to visit and learn about the property, talk to the owner, and figure out why they're selling. This can help you get ahead of others looking to buy. Craigslist classified listings can also be a good resource for finding properties being sold by the owner.



## **Check Out Pre foreclosures And Foreclosures Online**

Foreclosures offer good deals for real estate investors. Check online websites regularly and be patient to find good opportunities, especially at the local level.







## **Pursue Short Sale Opportunities**

If you hear of a homeowner in financial distress, consider reaching out to offer a short sale. This can benefit both parties. Keep in mind that short sales usually mean the property is sold "as is."

# Contacting owners directly with targeted marketing campaign

Send postcards and handwritten letters. You can also post ads on craigslist.

✓ Put here what type of cards.

There are many providers. Here are some list of providers

- [www.synergys.net](http://www.synergys.net)
- [www.pacer.gov](http://www.pacer.gov)
- [www.thewarrengroup.com](http://www.thewarrengroup.com)
- [www.listsource.com](http://www.listsource.com)
- [www.alescodata.com](http://www.alescodata.com)
- [www.usleadslist.com](http://www.usleadslist.com)
- [www.usprobatelist.com](http://www.usprobatelist.com)
- [www.yellowletters.com](http://www.yellowletters.com)
- [www.realeflow.com](http://www.realeflow.com)
- [www.rebogateway.com](http://www.rebogateway.com)



## Why Direct Mail?

- Less Competitive
- Repeatable
- Quantitative
- Flexible
- Proven to work

## Add a Weekly Routine:

- Monday - Direct mail
- Tuesday - MLS offer system + auction sites
- Wednesday - Ad posting
- Thursday - Networking
- Friday - Online presence
- Weekend - In the market





## **Setting up custom search on MLS (if you are an agent, and if not have your agent do it for you)**

This benefit allows you to find the exact properties you're looking for as soon as they get listed.

## **Find best real estate agent who knows about investments if you are not one Already**

Better off if you have a license.



# Should you be a wholesaler?

Yes, if you have little to no money but you need to learn how to assign the contract.



01

## How to know which owner is most motivated to sell

The owner needs cash quickly. Maybe they have an investment opportunity, or they are getting divorced. They have a lot of equity and want to cash out.



02

## How to know which owner is most motivated to reduce price.

It has been on the market for a while and other prices around the area are starting to reduce.





## Getting the list of foreclosure homes. Distressed sellers

- Attend auctions
- Cold calls
- Door knocking

# Strategies for Investing in Real Estate Properties in the Current Market.

Watch this webinar:

[https://youtu.be/6uGn5SP\\_GAI](https://youtu.be/6uGn5SP_GAI)





# House hacking

House hacking is a popular investment strategy where you buy a property and rent out a portion of it to help pay off your mortgage. This works well with duplexes and multiplexes, and even single-family homes. It's a great way for new landlords to transition into real estate investing and can be managed easily with property management software. Plus, you can get a residential mortgage because you'll be living on the property. The ultimate goal is to move out and turn the property into a full rental.



An aerial photograph of a suburban neighborhood, showing a grid of streets with houses, green lawns, and trees. The houses are mostly single-story or two-story, with varying roof colors. Some properties have swimming pools. The overall scene is bright and sunny, with a clear sky.

# BRRRR deal

BRRRR investing is another effective strategy made popular by Brandon Turner on bigger pockets. BRRRR stands for buy, rehab, rent, refinance and repeat:

**Buy:** Buy a property at below-market value.

**Rehab:** Renovate and improve the property by adding value.

**Rent:** Rent out the property to cover the mortgage.


**Refinance:** Get the property reappraised, then use cash-out refinancing to secure an advantageous mortgage.

**Repeat:** Use the capital you recovered from the deal to invest in more properties.





# Wholesaling/ driving for dollars



Wholesaling is a popular investment strategy where investors seek to benefit from lucrative deals. To make it work, you need to identify a property that has the potential for a good deal, connect a buyer and seller, and earn the difference between the seller's price and the amount the buyer pays. To succeed in this strategy, you need to stay informed about properties currently on the market, and this can be done through listing sites, MLS, or "driving for dollars." However, it is essential to note that wholesaling requires strong marketing and sales skills; otherwise, it may not be a good fit for you.



# Flipping properties

House flipping involves buying a property, renovating it, and selling it for a profit. It's similar to BRRRR, but the end goal is to sell the property instead of renting it out. The key is to renovate and sell as quickly as possible to avoid more mortgage payments. The best way to make a profit is to buy properties at below-market value or with low renovation costs. However, remember that this strategy comes with higher capital gains taxes and requires a team of builders and renovators to execute successfully.

## Syndications

Syndication is a more passive real estate investing strategy where you pool funds with other investors to buy property. You pay syndicators to locate and manage deals, and then benefit from the profit.

Crowdfunding is a type of syndication that involves accredited and non-accredited investors alike, with lower entry capital required. Be picky about who you work with to ensure your investments are in good hands.



# Live-in-then-rent

Live-in-then-rent is a modified house-flipping strategy where you initially live in a SFH and later turn it into a rental. It's ideal for those who don't want to live closely with their renters but still want to invest in real estate. By catering your strategy to your goals, you can cultivate a successful real estate business.



# Buying and Rehab Single Family

Watch this webinar:

[https://youtu.be/JjQJgyqrHAg?si=\\_Z\\_MIHDZL6twqB6H](https://youtu.be/JjQJgyqrHAg?si=_Z_MIHDZL6twqB6H)





## **Why are houses the easiest way to start investing in real estate?**

There are millions of distressed houses in the USA, and they pop up all over the place in any market, good or bad. Over the years, a lot of people accumulate a great deal of appreciation. So, when they want to sell, they have enough equity to still be making money. Then you have divorces that result in selling the house. Next you have hurricanes, floods, and fires that make houses distressed. Then you have probates and job losses which result in foreclosures.



# When is it good to buy a house?

Anytime, as long as you buy at a discount. Under market / good deal.





## What type of houses to buy?

- 01.** Distressed properties with equity.
- 02.** 3 to 4 bedrooms, minimum 2 bathrooms, low price, rehab needed.
- 03.** It is easier to have multiple exit strategies.
- 04.** Less risk.





# What is rule of thumb for investing in Houses?

To be all in 70% of the actual retail value. ARV. Those are the safest and best deals. If it is 75–85%, it is still okay to buy but you must have a different exit strategy. If it is 70% then it is good to flip the house. If it's more then it is better to keep the house and do smart renting or owner financing.



## **Renting houses?**

Renting doesn't build equity; your money goes to the landlord instead of increasing your own investment.





## **My opinion about investing in townhouses and condos?**

I am not a big fan of those because I like to have control and I do not like dealing with HOA. I don't like the fact that you do not own the land. Condos are great in tourist destinations - Florida and many cities in Europe. Big population = appreciation.

## **What is the right property for the first-time investor?**

Buying 2-4 units, remodel and live in one of the units. If you are single, that is the best! If you are married, then a house is a good investment to secure your future. A lot of people make the mistake of buying a condo or townhome. Get the job - get the money - you become anxious to buy, that is when most people make mistakes. Paying too much monthly and no appreciation in the future.



## What is the typical loan for investment houses?

20–30% down payment, 5-year balloon, 15–25 years of amortization.

## How can you build wealth with the BRRR principle?

**Buy – Rehab – Refinance – Repeat**





## **Case study – My first rehab house**

118 Chinaberry Lake Jackson Texas. Lead came from signs on the street – we buy homes. When I received the phone call, we talked for a few min without giving an offer but I made the appointment to see the house After visit I negotiated purchase price 50,000 cash. Remodeling was about \$12,000. After rehab value was \$85,000. I applied the BRRR principle because I refinanced the property. After I completed the rehab, I found a tenant for lease to buy.



## Case study

### Purchase Worksheet -- fill in shaded cells

After Improvements, what will property sell for:		\$200,000
Less: Minimum Percentage Profit:	20%	(40,000)
Less: Total Renovation/Rehabilitation Costs in Dollars	\$ 52,700	(52,700)
Less: Contingency on Rehab (% of Rehab)	5%	(2,635)
Less: Taxes, Insurance, Utilities PER MONTH to Hold	\$500	(3,000)
Less: Other (Input other description & amts below)		
Other:		0
Other:		0
Other:		0
Sub-Total		\$101,665
Less: Closing costs to purchase (% of purchase price)	1.00%	
How many months to complete improvements?	3	
How many months after rehab to sell?	3	
Loan Annual Interest Rate during rehab & holding	5.00%	
Less: Weighted % Adjustment (Interest & Closing)	3.50%	(3,438)
Sub-Total		\$98,227
Est Closing Costs to Sell (% of Selling Price)		
Include closing & commissions & all other	5.00%	-\$10,000
Sub-Total		\$88,227
Plus: \$ Amt of Selling Costs to be paid by BUYER		\$0
Maximum Purchase Price		\$88,227

# Buying subject to existing mortgage?

You are taking over the existing loan from the seller giving them little or no money. This is an easy way for you to get into real estate, when you have a motivated seller that cannot afford the mortgage payments. Those houses you usually keep because there is not enough equity to flip. Long Term investment. Most of the time the houses are newer. Sellers who purchase houses recently but cannot afford payments.





## EXHIBIT “ A ”

Concerning the Purchase of \_\_\_\_\_

I/WE, \_\_\_\_\_, Seller, acknowledges, agrees and understands the following:

That \_\_\_\_\_, Buyer, is a Licensed Texas Real Estate Agent and that **he IS NOT acting in the capacity of a Real Estate Agent** and that he is buying the \_\_\_\_\_ property with the INTENT of making a PROFIT, Seller is also aware that Seller could have listed the property for sale with a Real Estate Firm, but Seller chose to sell the property on our their own.

That \_\_\_\_\_, Has Not given Seller any Tax or Legal advice. That Buyer has advised Seller to talk to an Attorney or Tax Professional, and that Seller **will continue to be allowed the opportunity to seek any counsel Seller feels necessary, up until the date the deed is executed, at which time, by executing the Deed, it will indicate that Seller fully agrees and accepts all of the terms in this Exhibit.**

That Seller's loan on the property contains a **Due On Sale Clause**, which means that the mortgage company / lender has the right to call / accelerate the loan balance immediately due and payable upon the transfer of \_\_\_\_\_ title to the property to the Buyer. **Seller understands that Seller's loan cannot be assumed or transferred without the lenders approval.** Seller agrees to hold \_\_\_\_\_ or assigns harmless if the loan ever gets called due.

That Buyer is taking the property SUBJECT TO and IS NOT assuming the existing balance of the loan. This means that Buyer will not be responsible for the loan. No promises have been made to Seller that the loan will be assumed or paid off by Buyer and that **the loan will ONLY be paid off in the future** when \_\_\_\_\_ new buyer obtains a new loan, **and that the loan will remain in Seller's name(s) and credit report(s) and that Seller will remain liable for the loan until the loan is paid off by a future buyer. Seller Has Not been given a time frame as to how long the loan will remain in Seller's name(s) and credit report(s), and Seller is aware and agrees that the loan will remain in Seller name(s) and credit report(s) until the loan is paid in full by a future buyer. Seller is aware that with the loan remaining in Seller name(s), obtaining financing in the future may be difficult.**

That Buyer may keep the property as a rent house, or sell the property by Owner Financing, **with No Qualifying Financing**. Subject To the loan, by New Loan, by Wrap Around Contract or by Lease Purchase. Upon the date \_\_\_\_\_ transfers / executes a Deed to their buyer,  
\_\_\_\_\_ regardless of the manner in which the property is sold, Seller agrees to hold \_\_\_\_\_  
or assigns harmless from any and all future liability. Seller is aware and agrees that no time limit has  
been given to Seller as to when the loan will be paid off by \_\_\_\_\_ future buyer.

\_\_\_\_\_ That Seller will NOT be able to deduct mortgage interest, depreciation or be able to benefit from any of the  
tax advantages available to homeowners.

\_\_\_\_\_ From and after the Effective Date of this contract Seller grants to Buyer the exclusive right to list the subject  
property with licensed Texas real estate agent of Buyer's choice, to put the lockbox on the property and  
to show the property in accordance with terms of the listing agreement.

\_\_\_\_\_ That Seller's sole recourse against the Buyer will be the property itself plus the cost of improvements and  
expenses paid by Buyer.

When the context requires, singular nouns and pronouns include the plural.

***BY OUR INITIALS ABOVE AND BY SIGNING BELOW, WE ACKNOWLEDGE, UNDERSTAND AND  
AGREE TO ALL OF THE STATEMENTS IN THIS EXHIBIT.***

\_\_\_\_\_  
SELLER

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SELLER

\_\_\_\_\_  
DATE

Concerning the Purchase of \_\_\_\_\_

I/WE, \_\_\_\_\_, Seller, acknowledges, agrees and understands the following:

Seller acknowledges that they are fully satisfied with this transaction and have sufficient understanding of all terms and conditions contained therein.

\_\_\_\_\_  
Seller acknowledges that they are not under any type of duress or influence and have signed all Agreements free of any pressure or coercion and have had the opportunity and responsibility to consult with legal counsel on this matter.

\_\_\_\_\_  
Seller acknowledges that Buyer may keep the property located at \_\_\_\_\_ specifically as a rent house until the Seller's existing loan, that will remain in Seller's name, is paid off in full.

\_\_\_\_\_  
All funds under paragraph 3.A. (\$ \_\_\_\_\_ towards arrears and \$ \_\_\_\_\_ towards Seller's equity) will be paid AFTER Seller has removed all of their possessions from the property and surrendered the keys to the Buyer.

\_\_\_\_\_  
Seller agrees that Buyer may show the property to handyman, contractors and or partners prior to closing.

\_\_\_\_\_  
That Seller's loan on the property contains a ***Due On Sale Clause***, which means that the mortgage company / lender has the right to call / accelerate the loan balance immediately due and payable upon the transfer of title to the property to the Buyer. ***Seller understands that Seller's loan cannot be assumed or transferred without the lenders approval.*** Seller agrees to hold \_\_\_\_\_ or assigns harmless if the loan ever gets called due. Seller agrees to not to commit any action or to make any statement orally or in writing that will cause the lender to discover the title transfer or sale. Seller agrees to hold harmless Buyer, assigns, and future buyer in the event that the loan is called due by the mortgage company or goes into default for any reason. Seller is aware that Buyer cannot make a commitment as to when the underlying mortgage will be paid off completely.

When the context requires, singular nouns and pronouns include the plural.

***BY OUR INITIALS ABOVE AND BY SIGNING BELOW, WE ACKNOWLEDGE, UNDERSTAND AND AGREE TO ALL OF THE STATEMENTS IN THIS EXHIBIT.***

\_\_\_\_\_  
SELLER

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SELLER

\_\_\_\_\_  
DATE



PROMULGATED BY THE TEXAS REAL ESTATE COMMISSION (TREC)  
**ONE TO FOUR FAMILY RESIDENTIAL CONTRACT (RESALE)**

NOTICE: Not For Use For Condominium Transactions

**1. PARTIES:** The parties to this contract are \_\_\_\_\_ (Seller) and \_\_\_\_\_ (Buyer). Seller agrees to sell and convey to Buyer and Buyer agrees to buy from Seller the Property defined below.

**2. PROPERTY:**

- A. LAND: Lot \_\_\_\_\_ Block \_\_\_\_\_, \_\_\_\_\_ Addition, City of \_\_\_\_\_, County of \_\_\_\_\_, Texas, known as \_\_\_\_\_ (address/zip code), or as described on attached exhibit.
- B. IMPROVEMENTS: The house, garage and all other fixtures and improvements attached to the above-described real property, including without limitation, the following **permanently installed and built-in items**, if any: all equipment and appliances, valances, screens, shutters, awnings, wall-to-wall carpeting, mirrors, ceiling fans, attic fans, mail boxes, television antennas and satellite dish system and equipment, mounts and brackets for televisions and speakers, heating and air-conditioning units, security and fire detection equipment, wiring, plumbing and lighting fixtures, chandeliers, water softener system, kitchen equipment, garage door openers, cleaning equipment, shrubbery, landscaping, outdoor cooking equipment, and all other property owned by Seller and attached to the above described real property.
- C. ACCESSORIES: The following described related accessories, if any: window air conditioning units, stove, fireplace screens, curtains and rods, blinds, window shades, draperies and rods, door keys, mailbox keys, above ground pool, swimming pool equipment and maintenance accessories, artificial fireplace logs, and controls for: (i) satellite dish systems, (ii) garage doors, (iii) entry gates, and (iv) other improvements and accessories.
- D. EXCLUSIONS: The following improvements and accessories will be retained by Seller and must be removed prior to delivery of possession: **NONE**

The land, improvements and accessories are collectively referred to as the "Property".



**3. SALES PRICE:**

- A. Cash portion of Sales Price payable by Buyer at closing .....\$
- B. Sum of all financing described below (excluding any loan funding fee or mortgage insurance premium) .....\$
- C. Sales Price (Sum of A and B) .....\$

**4. FINANCING:** The portion of Sales Price not payable in cash will be paid as follows: (Check applicable boxes below)

- ☐ A. THIRD PARTY FINANCING: One or more third party mortgage loans in the total amount of \$                      (excluding any loan funding fee or mortgage insurance premium).
- (1) Property Approval: If the Property does not satisfy the lenders' underwriting requirements for the loan(s) (including, but not limited to appraisal, insurability and lender required repairs), Buyer may terminate this contract by giving notice to Seller prior to closing and the earnest money will be refunded to Buyer.
- (2) Credit Approval: (Check one box only)
- ☐ (a) This contract is subject to Buyer being approved for the financing described in the attached Third Party Financing Addendum for Credit Approval.
- ☐ (b) This contract is not subject to Buyer being approved for financing and does not involve FHA or VA financing.
- ☐ B. ASSUMPTION: The assumption of the unpaid principal balance of one or more promissory notes described in the attached TREC Loan Assumption Addendum.
- ☒ C. SELLER FINANCING: A promissory note from Buyer to Seller of \$                     , secured by vendor's and deed of trust liens, and containing the terms and conditions described in the attached TREC Seller Financing Addendum. If an owner policy of title insurance is furnished, Buyer shall furnish Seller with a mortgagee policy of title insurance.

Initialed for identification by Buyer                       and Seller                      

TREC NO. 20-10  
TAR 1601

**5. EARNEST MONEY:** Upon execution of this contract by all parties, Buyer shall deposit \$ 100 as earnest money with \_\_\_\_\_, as escrow agent, at \_\_\_\_\_ (address). Buyer shall deposit additional earnest money of \$ N/A with escrow agent within N/A days after the effective date of this contract. If Buyer fails to deposit the earnest money as required by this contract, Buyer will be in default.

**6. TITLE POLICY AND SURVEY:**

A. TITLE POLICY: Seller shall furnish to Buyer at ☐ Seller's ☐ Buyer's expense an owner policy of title insurance (Title Policy) issued by \_\_\_\_\_ (Title Company) in the amount of the Sales Price, dated at or after closing, insuring Buyer against loss under the provisions of the Title Policy, subject to the promulgated exclusions (including existing building and zoning ordinances) and the following exceptions:

- (1) Restrictive covenants common to the platted subdivision in which the Property is located.
- (2) The standard printed exception for standby fees, taxes and assessments.
- (3) Liens created as part of the financing described in Paragraph 4.
- (4) Utility easements created by the dedication deed or plat of the subdivision in which the Property is located. as earnest money with
- (5) Reservations or exceptions otherwise permitted by this contract or as may be approved by Buyer in writing.
- (6) The standard printed exception as to marital rights.
- (7) The standard printed exception as to waters, tidelands, beaches, streams, and related matters.
- (8) The standard printed exception as to discrepancies, conflicts, shortages in area or boundary lines, encroachments or protrusions, or overlapping improvements. Buyer, at Buyer's expense, may have the exception amended to read, "shortages in area".

B. COMMITMENT: Within 20 days after the Title Company receives a copy of this contract, Seller shall furnish to Buyer a commitment for title insurance (Commitment) and, at Buyer's expense, legible copies of restrictive covenants and documents evidencing exceptions in the Commitment (Exception Documents) other than the standard printed exceptions. Seller authorizes the Title Company to deliver the Commitment and Exception Documents to Buyer at Buyer's address shown in Paragraph 21. If the Commitment and Exception Documents are not delivered to Buyer within the specified time, the time for delivery will be automatically extended up to 15 days or the Closing Date, whichever is earlier.

C. SURVEY: The survey must be made by a registered professional land surveyor acceptable to the Title Company and Buyer's lender(s). (Check one box only)

☐ (1) Within \_\_\_\_\_ days after the effective date of this contract, Seller shall furnish to Buyer and Title Company Seller's existing survey of the Property and a Residential Real Property Affidavit promulgated by the Texas Department of Insurance (T-47 Affidavit).

**If Seller fails to furnish the existing survey or affidavit within the time prescribed, Buyer shall obtain a new survey at Seller's expense no later than 3 days prior to Closing Date.**

If the existing survey or affidavit is not acceptable to Title Company or Buyer's lender(s), Buyer shall obtain a new survey at ☐ Seller's ☐ Buyer's expense no later than 3 days prior to Closing Date.

☐ (2) Within \_\_\_\_\_ days after the effective date of this contract, Buyer shall obtain a new survey at Buyer's expense. Buyer is deemed to receive the survey on the date of actual receipt or the date specified in this paragraph, whichever is earlier.

☐ (3) Within \_\_\_\_\_ days after the effective date of this contract, Seller, at Seller's expense shall furnish a new survey to Buyer.

D. OBJECTIONS: Buyer may object in writing to defects, exceptions, or encumbrances to title: disclosed on the survey other than items 6A(1) through (7) above; disclosed in the Commitment other than items 6A(1) through (8) above; or which prohibit the following use or activity: SINGLE FAMILY RESIDENTIAL

\_\_\_\_\_  
\_\_\_\_\_.

Buyer must object the earlier of (i) the Closing Date or (ii) \_\_\_\_\_ days after Buyer receives the

Only for Texas.  
Others can use their state's form.



# Subject To's and Wraparounds

Subject To's and Wraparounds are a great way to grow your portfolio and cash flow in today's market.

Watch this webinar from YouTube:

<https://youtu.be/XUbinF04Eiw>







## What is a Subject To?

Subject to is where a buyer / investor purchases an asset subject to the existing mortgage.

You don't have to be the owner of debt to be the deeded owner of the home.

## Key Components to a Subject To

- Deed
- Mortgage / debt





## **What Happens in a Subject To Transaction**

The buyer does not obtain a new mortgage but rather agrees to make the mortgage payments on the seller's behalf.

The property title is transferred to the buyer, but the mortgage remains in the seller's name.

# Subject To Seller Benefits

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Avoid foreclosure

Sell quickly

Preserving credit

Sellers move on

Risks: Due on sale,  
legally responsible,  
trustworthiness of  
buyer



# Subject To Buyer Benefits

Low entry

Keep existing financing  
and its terms

With good terms and  
low interest comes  
greater returns

# What an Entry to a Subject Can Consist Of

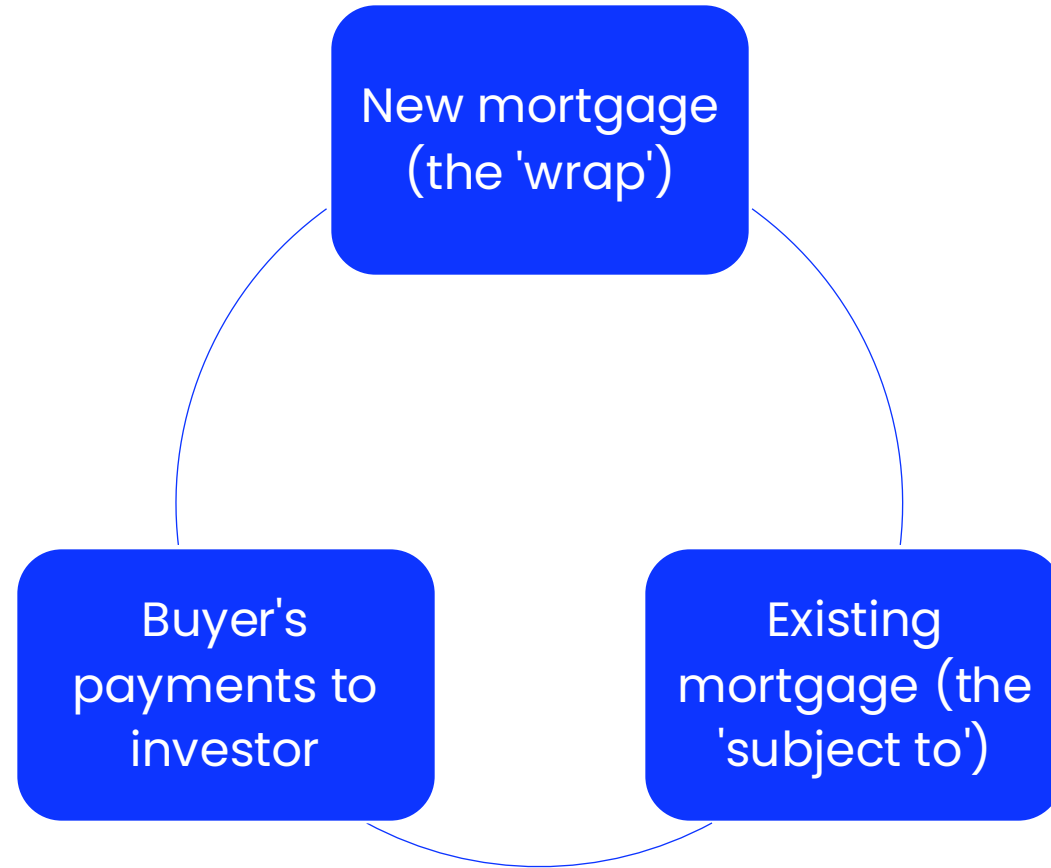
- Payment of Arrears
- Agent Commissions
- Seller Compensation
- Closing Costs
- Legal Fees



## Wraparound

A wraparound transaction in real estate involves a new mortgage financed by the investor to the buyer that 'wraps around' the existing mortgage on the property.

# Key Components of a Wraparound Transaction





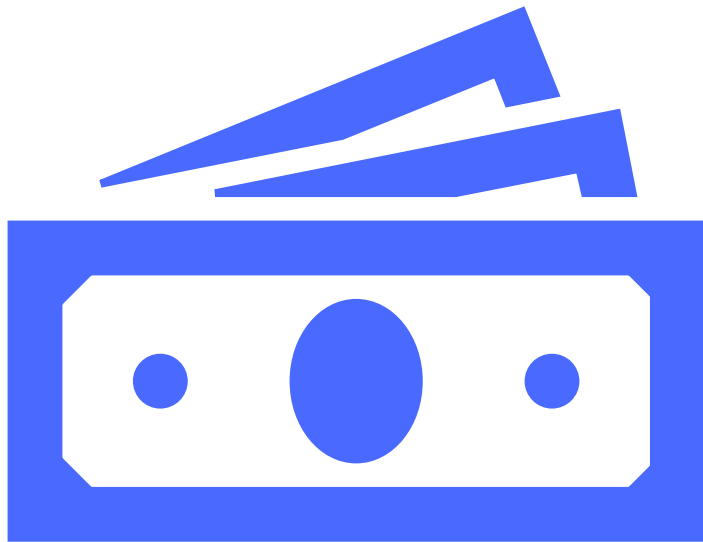
# Steps in a Wraparound Transaction



INVESTOR ACQUIRES SUBJECT TO  
PROPERTY



INVESTOR SELLS PROPERTY WITH A  
NEW WRAPAROUND MORTGAGE



## Owner Finance Wraparound Buyer Benefits

- Easier financing, even with poor credit, or ITIN
- Avoid traditional bank requirements
- Keynote: 65–85% of Americans do not qualify for traditional financing from a bank.

# Wraparound Benefits to Investor



Cash flow benefits like a landlord without all the headaches (Tenants, Toilets, Termites, Taxes)

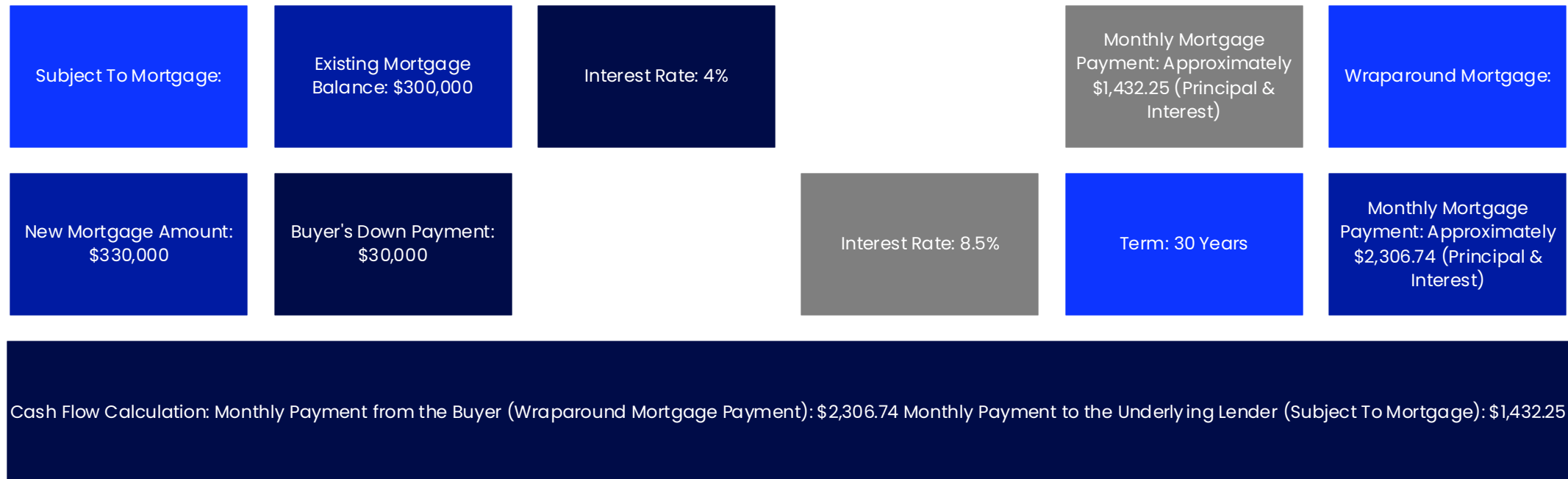


Profit from the spread between the subject to and wraparound interest rates



Principal + Interest over time = Profit

# Scenarios





# Scenarios 2

Monthly Mortgage Payment: Approximately \$2,254.65 (Principal & Interest)	Wraparound Mortgage:	New Mortgage Amount: \$450,000	Buyer's Down Payment: \$30,000	Loan Amount: \$420,000	Interest Rate: 9%
Term: 30 Years	Monthly Mortgage Payment: Approximately \$3,379.41 (Principal & Interest)	Cash Flow Calculation:	Monthly Payment from the Buyer (Wraparound Mortgage Payment): \$3,379.41	Monthly Payment to the Underlying Lender (Subject To Mortgage): \$2,254.65	Cash Flow to the Investor:
Monthly Cash Flow: $\$3,379.41 - \$2,254.65 = \$1,124.76$	In this scenario, with the subject to mortgage at \$420,000 and the wraparound mortgage at \$450,000 with a \$30,000 down payment, the investor would receive a monthly cash flow of approximately \$1,124.76. This positive cash flow represents the difference between the payments received from the buyer under the wraparound mortgage and the payments made to the underlying lender for the subject to mortgage.				

# Key Takeaways

- Subject To Transactions:
  - Definition: Takeover mortgage.
  - Components: Mortgage, title transfer.
  - Benefits (Seller): Avoid foreclosure, transfer.
  - Benefits (Buyer/Investor): Low down payment, existing terms.
- Wraparound Transactions:
  - Definition: New mortgage wraps.
  - Components: New mortgage, existing.
  - Benefits (Buyer): Easier financing, down payment.
  - Benefits (Seller/Investor): Interest income, flexible financing

# How You Can Get Involved

Direct to Seller

-Pre-Foreclosures, Divorce, Debt, Deployment

Networking



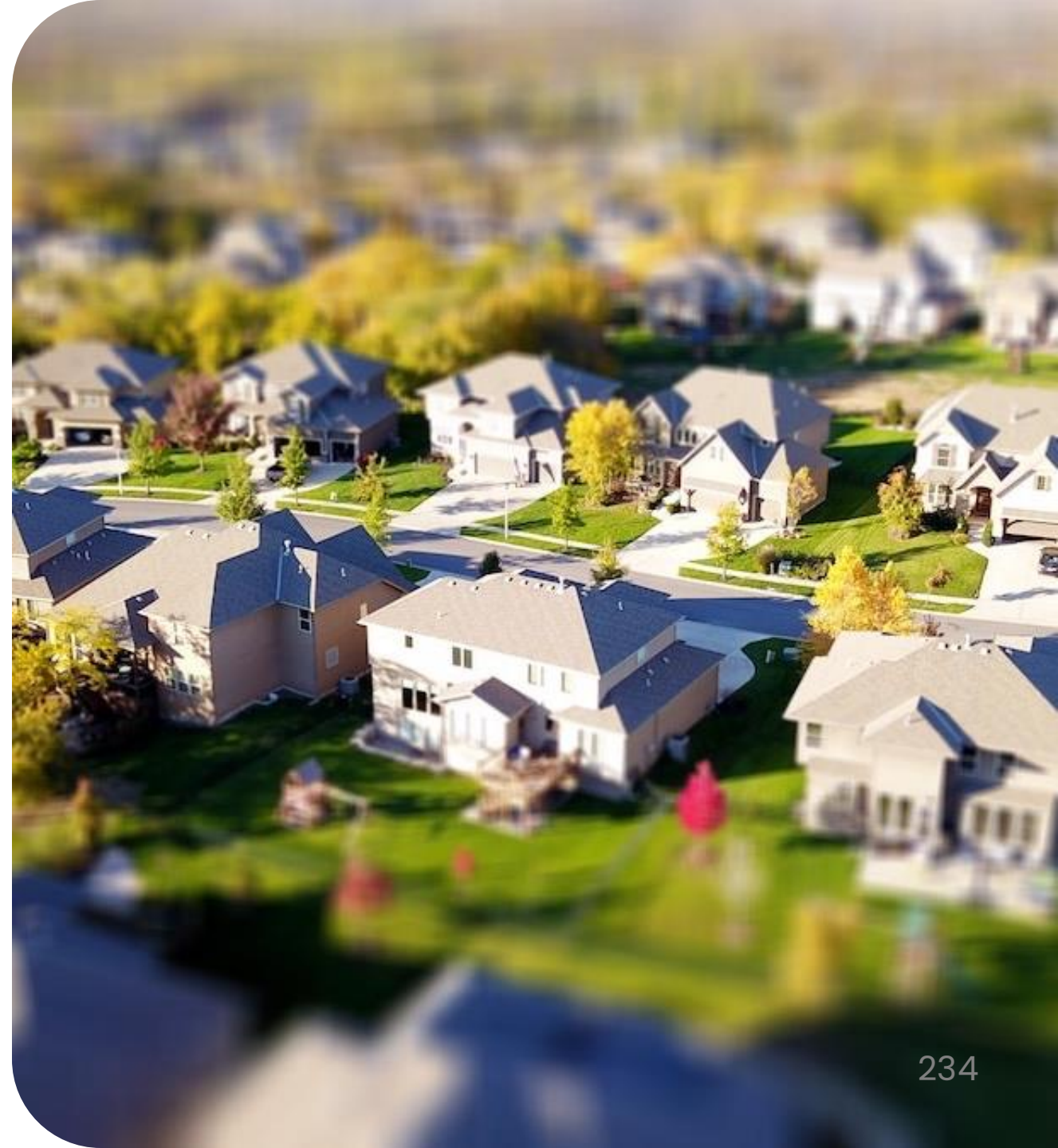
# Wholesaling Real Estate

Watch this webinar:

[https://youtu.be/24wQ1h6\\_IdQ](https://youtu.be/24wQ1h6_IdQ)



[www.nbeliterealty.com](http://www.nbeliterealty.com)







# Finding Deals

- Foundational Marketing Materials
- Top Marketing Methods
- Bandit Signs
- Referral Marketing
- Direct Mail
- Pre-Foreclosure Door Packets
- Purchased Internet Leads
- Classified Ads
- Billboards
- Flyers
- Door Hangers
- Television Advertising



## Financing Your Deals

### Meeting and Negotiating With Sellers



Managing  
The Closing  
Process

Creative  
Wholesaling  
Strategies

INVESTMENT WEBINAR

# HOW TO MAKE PASSIVE INCOME IN REAL ESTATE

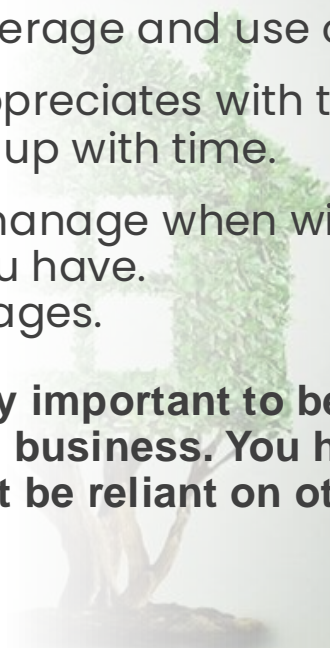
Watch this webinar :  
<https://youtu.be/GRGPAk-6pe8>





# WHY REAL ESTATE IS THE BEST BUSINESS

- ☐ Everybody needs a roof over their head and has to live somewhere.
- ☐ The wealthiest people in the world are in real estate.
  - ☐ You can leverage and use other people's money.
- ☐ Real estate appreciates with time and rents historically go up with time.
- ☐ Very easy to manage when with the more experience you have.
  - ☐ Tax advantages.
- **NOTE: It is very important to be professional in the real estate business. You have to be in control and not be reliant on others.**



# TYPES OF REAL ESTATE



## 1. Houses

- Buy distressed homes ~> Remodel ~> Owner Finance

Found the houses by driving for dollars, MLS, signs on the side of the road, and even foreclosure auctions

## 2. Multi-family / long-term investment

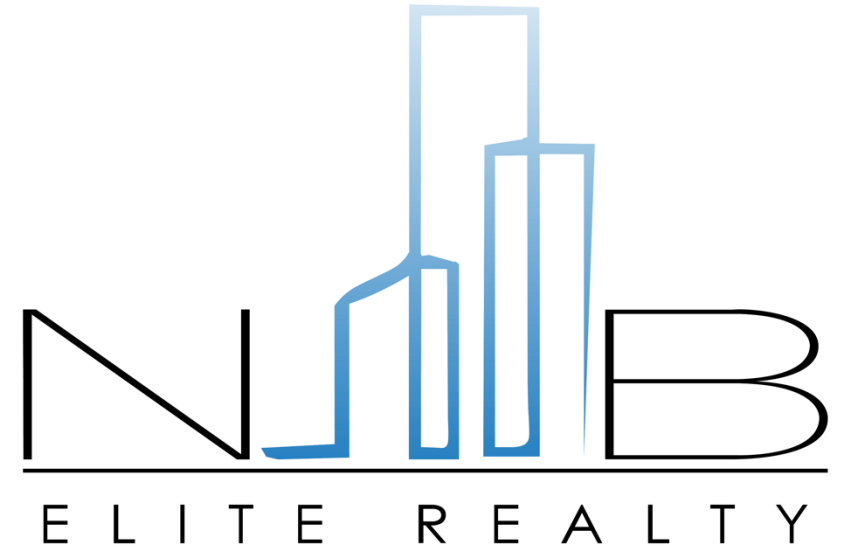
- It takes about 2 years to start generating cash flow but with time, rent goes up
- Hire a management team (property manager, maintenance ) so it becomes more passive
- Passive income with multi-family starts at around 50 units in the portfolio
- How did I acquire these units? (Bought from other brokers, word of mouth, commercial listing services)
- Partnerships allowed me to begin and expand

## 3. Commercial Properties NNN

- NNN: The tenant pays for everything (real estate taxes, building insurance, and maintenance )
- The best asset for passive income / Requires big financials

# Financial Freedom Is Possible

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MIAMI | NEW YORK | HOUSTON | DALLAS | CHICAGO | LOS ANGELES