

2011 TAR Cruise



CourseCreators.Com



Agency Gems



**Getting Clients to Know You,
Like You & Trust You**

Welcome To A Course Creators Presentation



Our Mission

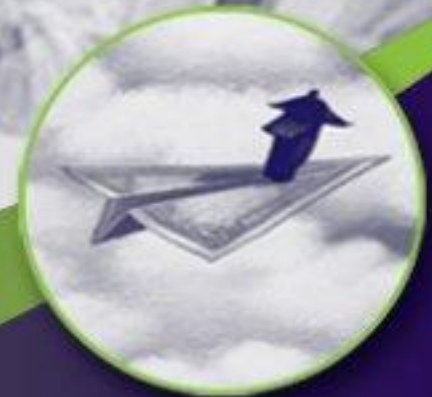
Is to make
certain that
our clients:



Get it!



Use it!



***Become
more successful
because of it!***



Agency – What’s The Big Deal?

AW
2002

The Real Reason for Columbus' Success



CHRISTOPHER COLUMBUS
1492 - 1892



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DRIVE THRU™
HISTORY
WITH DAVE SHUTT

Discovery of the "New World"

ColdWaterMedia.com

Answering Age Old Questions

- How do you get people to follow you?
- How do you build
 - Trust
 - Loyalty
 - Respect



What Does Agency Really Mean?

Imposition of Fiduciary Duties

Confidentiality

Accountability

Reasonable Care & Skill

Loyalty

Obedience

Disclosure

Bound to Protect & Promote Interests

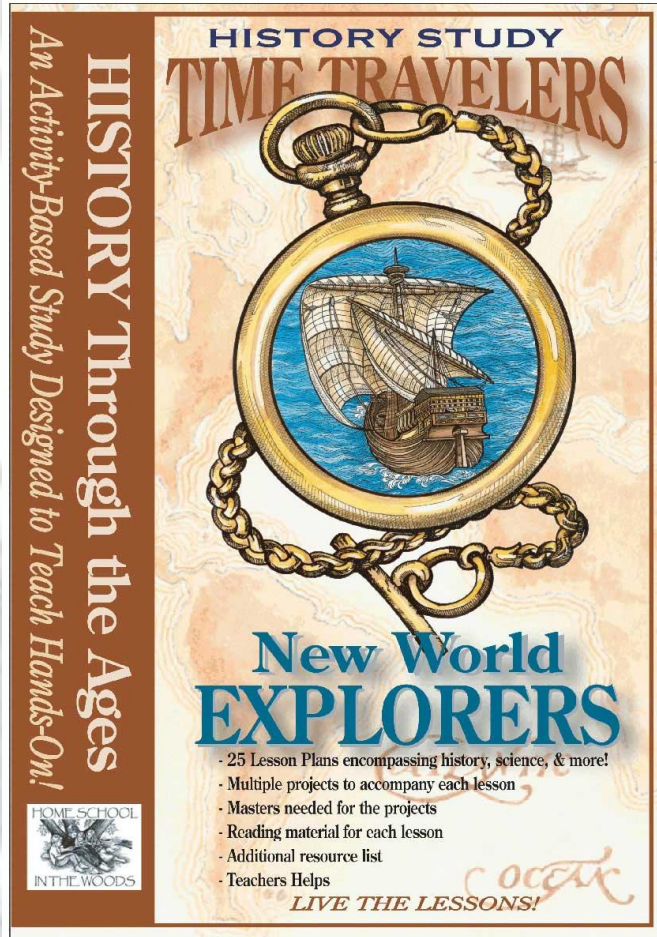


The Myths That Clients Repeat



**I Think We Are Just
Misunderstood!**

The Key Missing Ingredient is VALUE!



What's In It For Them?

... unless thoroughly
... M. L. Barker, 1408 Chap-
... man Bldg.

MEN WANTED

for hazardous journey, small wages,
bitter cold, long months of complete
darkness, constant danger, safe re-
turn doubtful, honor and recognition
in case of success.

Ernest Shackleton 4 Burlington st.

MEN—Neat-appearing young men of
pleasing personality, between
21 and 40

A three-masted sailing ship with white sails is sailing on a blue ocean under a blue sky with scattered white clouds. The ship is positioned on the left side of the frame, moving towards the right. The text "Now How Do You Add Value?" is overlaid on the right side of the image in a bold, black, sans-serif font.

**Now How Do
You Add
Value?**

Five Ways to Get Clients To Know You, Like You & Trust You

- 1. Set The Stage Early**
- 2. Engage in Conversation**
- 3. Practice Transparency**
- 4. Provide Testimonials & References**
- 5. Offer Complete Online Profiles**

Setting the Early Stage

- Anticipate the Questions
- Paint the Larger Picture
- Keep the End Objective Front & Center



How to Get Some Sleep As a Real Estate Professional



Have a Conversation



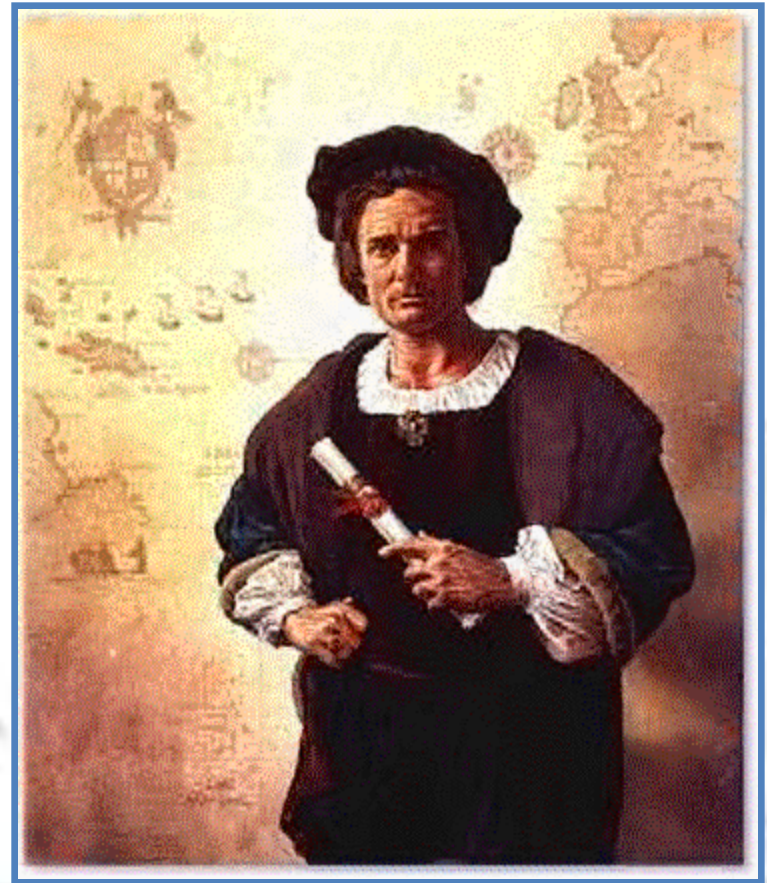
Real Social Media Conversations

- On facebook
- On LinkedIn
- On Zillow
- On Trulia
- Blogging



Practicing Transparency

- **But They Will Find Out About Me!**
- **No More Secrets**
- **Honesty Appears From Full Disclosure**



The Pitch on Testimonials

- **You Cannot Vouch for Your Own Truthfulness, Honesty & Veracity**
- **The Easiest Way to Get One is to Give One**
- **Adding Contact Information Turns Them Into References**
- **Use LinkedIn and Facebook Notes**

Recommendations For Theresa

National speaker, Keynote Presenter, Inspirational Teacher, Trainer and Instructor

Course Creators

"Theresa is a true professional with so much passion for teaching. Her Team at Course Creators is always on the cutting edge of information and I always go to them for the most up to date training programs available in the industry. Thank You for all YOU do!" *November 30, 2010*

1st Gregg Lindholm, *Account Manager, Landmark Title Assurance Agency*
was with another company when working with Theresa at Course Creators

"In this age of 'social media experts', Theresa sets the bar for knowledge, professionalism and attitude! I find all of her classes to be inspiring, energetic and motivating. You won't be disappointed." *November 15, 2010*

Top qualities: Expert, High Integrity, Creative

2nd Sue Brooks,
hired Theresa as a Real Estate Agent in 2010

"Theresa has given me the knowledge, provided the assistance, support & encouragement I needed when I needed it. She has made herself available for follow up, is prompt in responding & includes that special personal touch which makes all the difference." *August 1, 2010*

Top qualities: Expert, Good Value, High Integrity

1st Meli Horowitz,
hired Theresa as a Trainer in 2010, and hired Theresa more than once

Crafting Education that Changes Lives



facebook

YouTube

LinkedIn

Course Creators Testimonials & Comments

Edit

by Len Elder on Sunday, December 13, 2009 at 5:17am



WHAT A FEW OF OUR STUDENTS ARE SAYING!

"Out of all the classes I have taken, or given in my lifetime, today's class was the greatest. (Catch The Social Wave) I am now stepping back and rethinking my entire marketing plan for next year. I will hope to pass on some of the information I have learned today, however I will suggest your class daily. Thank you so much. I plan to host your class again, and again and again." Bob Dytkio

"Thank you so much for all your knowledge you have passed on to me." Linda Rivera Williams

"Good class today. I spent a week in Toronto getting a Certified Internet Consultant certificate. Didn't learn squat. Your class is better. Need to make it three days". Bill Fishburne, North Carolina

"This is a great class (FaceBiz), if you have not taken it I recommend that you do!" Bill Nordbrock

"Len, I can't begin to thank you for the internet knowledge you have squeezed into my head the last two days. You and Theresa are absolutely fabulous!" Julie Nellis following Tubac Power Learning Event with LinkedIn and FaceBiz

"Len Elder makes learning any subject, interesting, fun and most of all, memorable." December 14, 2009

Top qualities: Great Results , Expert , Creative

Minds: Madder...

Browse Notes

- Friends' Notes
- Pages' Notes
- My Notes
- My Drafts
- Notes About Me

The Pitch on Online Profiles

- **Make Them Relevant**
- **From the Client's Point of View**
- **Philosophy**
- **Experience**
- **Education**

Explaining Agency so That Clients Know You, Like You & Trust You



Agency Video Drawing

The Concept of Dual Agency

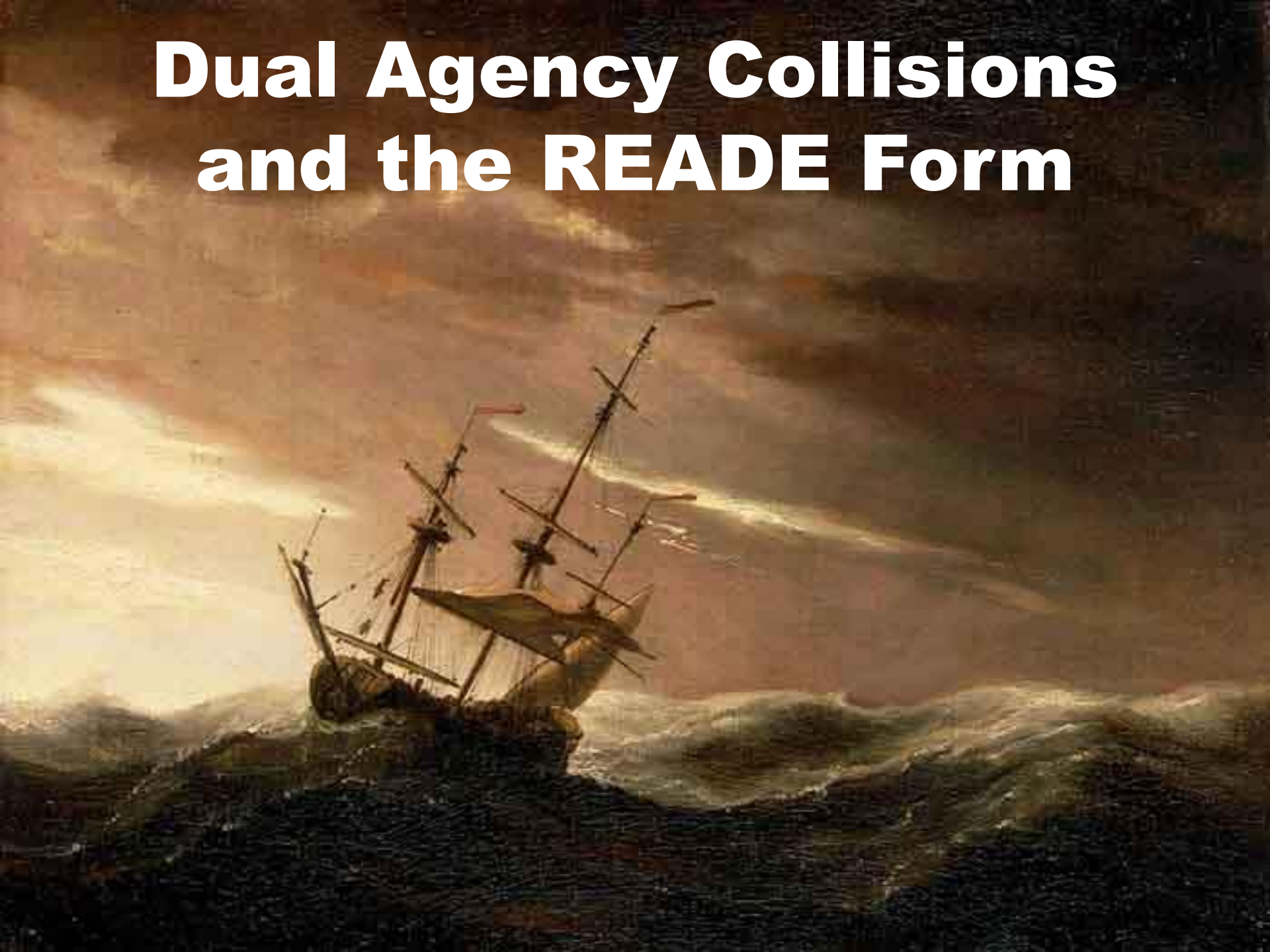


**Single Agent
Dual Agency**



**Single Firm
Dual Agency**

Dual Agency Collisions and the READE Form



Voyage Roundtable Discussions



**How
Would
You
Handle
It?**



Agency Gem #1 Confidentiality



An agent shows a property that they had previously tried to list and shares with the buyer facts communicated by the seller during the listing presentation.

A Few Questions Captain

- **Did the potential seller understand before they started talking to you?**
- **What if the information was material to the buyer?**
- **Should you inform the buyer that they might want another agent?**
- **What did you say to the agents in your office?**



Agency Gem #2 Accountability / Accounting



A cleaning crew employee, opened an agent's desk drawer, photocopied a check and returned the file to the drawer. The cleaning crew employee used the routing number and account number to empty out the client's bank account.

A Few Questions Captain

- **How safe are your files?**
- **How accurate are your cost sheets? Are you as accurate as lenders now need to be?**
- **How complete is your understanding of the new HUD-1?**



Agency Gem #3

Reasonable Care & Skill



An agent takes a listing and fails to disclose to the seller that it is the first short sale that they have ever listed

A Few Questions Captain

- **Am I the best agent to protect and promote this client's best interests?**
- **How do you set the boundaries of your expertise?**
- **What does rule R4-28-1102(H) require?**



Agency Gem #4

Loyalty



An agent takes a listing and finds a buyer that is unrepresented. The agent informs the buyer that they can represent both parties and attempts to get both parties to consent to dual agency.

A Few Questions Captain

- **What does your discussion with the seller look like?**
- **Can you really practice single agent dual agency and protect and promote the client's interests fully?**
- **Can ABR designees tell clients 'BEWARE' the dual agent?**



Agency Gem #5

Obedience



The buyer has located a home that is listed for \$100,000 and the buyer wants the agent to make an offer at \$50,000.

A Few Questions Captain

- **What does your discussion with the buyer look like?**
- **What did your conversation with the other agent look like?**



Agency Gem #6 Disclosure



A buyer who purchased a property which flooded has now found out that this was discussed on a Zillow blog a year ago. They have contacted the listing agent about why this was not disclosed.

A Few Questions Captain

- **What does should have known really mean?**
- **Where are all of the places we need to go for information?**
- **Stay tuned...the disclosure class is coming...**



**Columbus Made
Four Voyages**

**Creating Long Term Trust,
Loyalty & Repeat
Relationships**



Continuing Stream of Value



The Real Goal



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Okay, the Really True Goal

**Feel Good About
YOU, the transaction,
themselves**

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