

The Cutting Edge



CourseCreators.Com



Navigating Employment Contracts



Welcome To A Course Creators Presentation



Our Mission

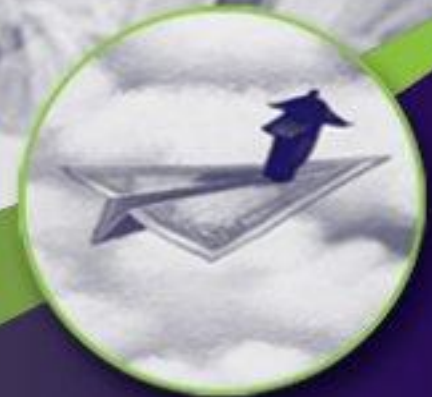
Is to make
certain that
our clients:



Get it!



Use it!

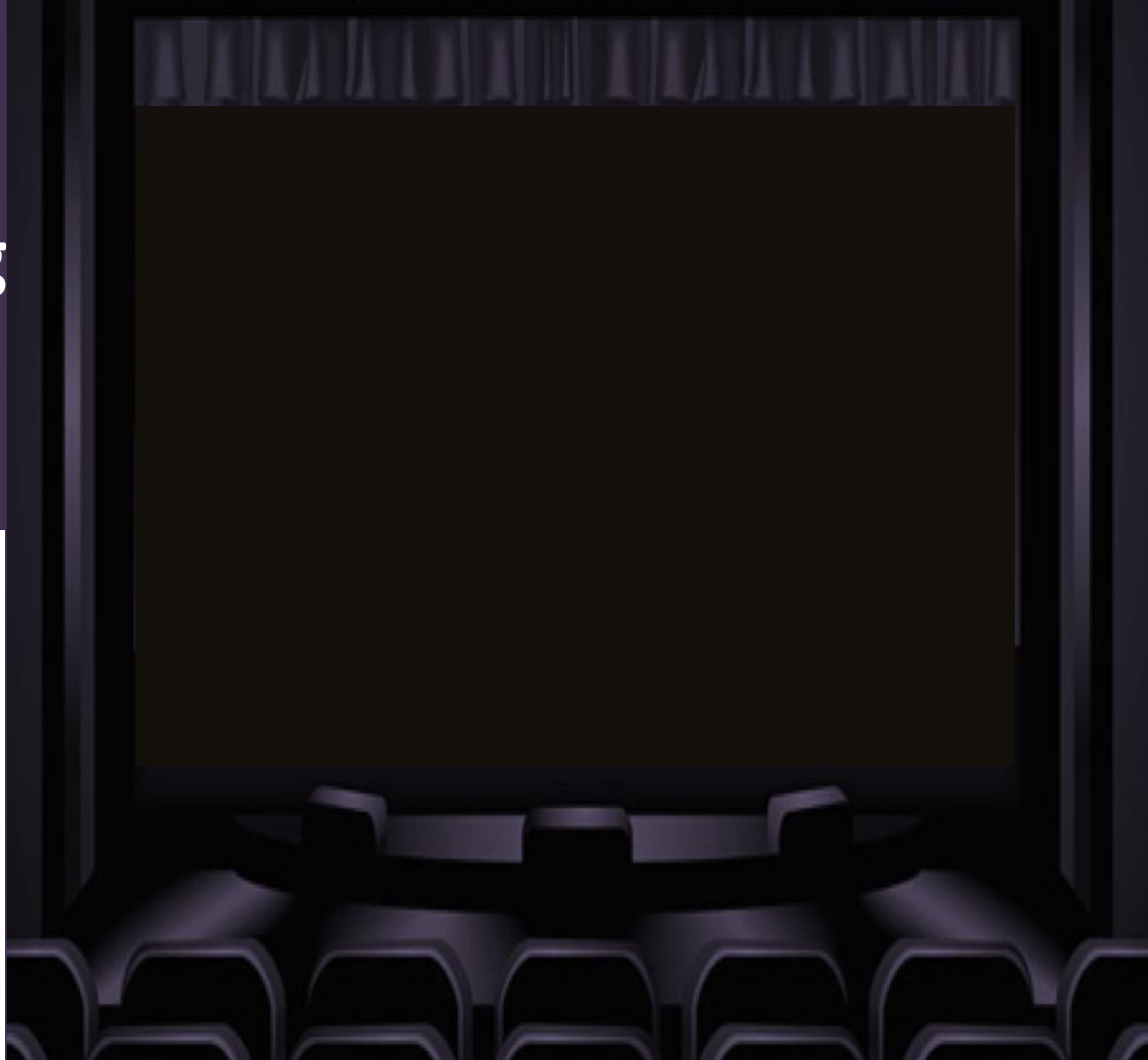


***Become
more successful
because of it!***

The Cutting Edge



CourseCreators.Com



A lighthouse at night with a bright light source in the sky and rays of light emanating from the lighthouse tower. The lighthouse is white with a dark top section. A small house is visible at the base of the lighthouse. The sky is dark blue with a bright light source in the upper left corner. The lighthouse tower is illuminated from within, and a bright light source is visible at the top of the tower, emitting numerous rays of light that spread out across the sky. The overall scene is dark, with the lighthouse and the light source providing the primary illumination.

New Mindsets From An Internet World

**One Step, Two
Step, Three Step??**



1. Send Your Resume

We Understand
the Importance
of Online
Profiles from
the Get on
Board Trends
Course

Get On Board



Trends in Real Estate

2. I'll Check Out Your Reviews

We Understand
the Importance
of Ratings
From the Get
on Board
Trends Course



3. I'll Schedule An Interview

We Understand
the Importance
of Testimonials
From the
Agency Gems
Course



What's your Guarantee



Professionalism Re-Focus



To CITO or Not to CITO

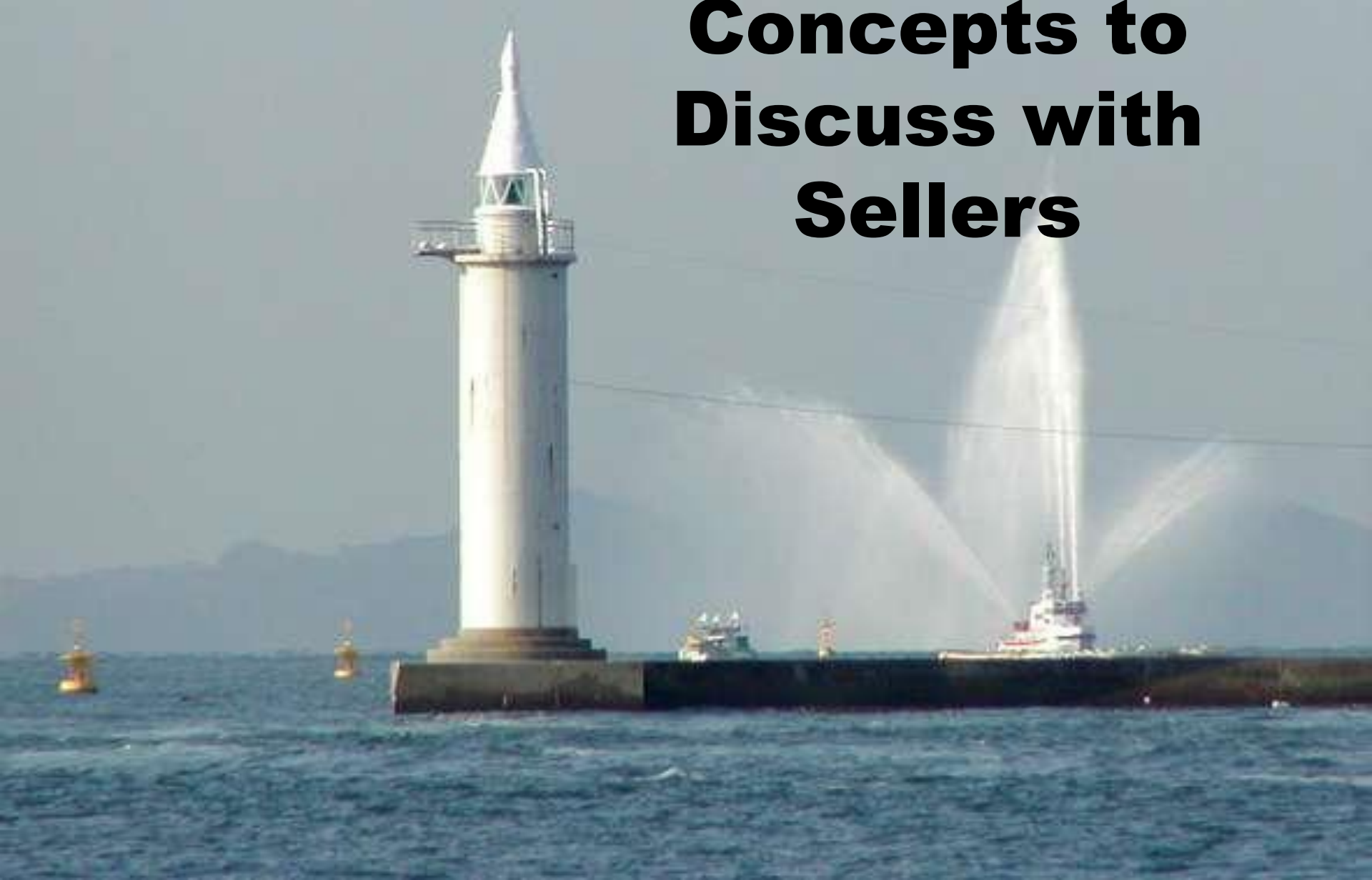


PreListing Prep Work

STATE OF THE WORK
BY JAMES W. GARDNER



GroundBreaking Concepts to Discuss with Sellers



Have You Been Online – Where?

COMPLETE LIST OF MARKETING CHANNELS

Google
Base

YAHOO!
REAL ESTATE

AOL  real estate

 trulia[®]
real estate search

 Zillow.com.
Your Edge In Real Estate

 FRONTDOOR.
POWERED BY HGTV

 cyberhomes[®]
by Fidelity National Financial

 hotpads.com[™]

 HomeFinder
.com

backpage.com

CLR
Search.com

oodle.

Local.com[™]

 PROPBOT

Vast

LYCOS.

enormo

LandWatch

RESORTSCAPE[®]

 LakeHomesUSA.com

 Military.com
ALL THE BENEFITS OF SERVICE

 MyREALTY.com
GLOBAL LISTING SERVICE

WAL★MART[®]

WELCOME HOME
FIZBER.COM


 overstock.com[®]
real estate


 HOMES & LAND
MAGAZINE

 home
SEARCH

ADDITIONAL CHANNELS ARE AVAILABLE
WHEN APPLICABLE, SUCH AS ...

Did You Review Your Home's Value on Zillow?


 [Homes](#) [Mortgage](#) [Advice](#) [Directory](#) [Local Info](#) [Mobile](#) [Bl](#)

 [GO](#)


[Map](#) | [US](#) > [Arizona](#) > [Tucson](#) > [Blenman-Elm](#) > Views: 174

3045 E Drachman St

Tucson, AZ 85716

 **Zestimate®:** **\$232,500**
Rent Zestimate: \$1,350/mo
Mortgage payment: **\$1,269/mo** ▾
▶ [See current rates on Zillow](#)
✔ [Easy Orange Mortgage](#). 3.31% APR

Bedrooms: --
Bathrooms: 2
Sqft: 1,534
Lot size: 8,603 sq ft / 0.20 acres
Property type: Single Family
Year built: 1939
Parking type: --
Cooling system: Refrigerator
Heating system: Forced air
Fireplace: --
Last sold: April 20 2007
[More facts](#)



No photos available for this property

Description

This is a 1534 square foot, 2.0 bathroom, single family home. It is located at 3045 E Drachman St Tucson, Arizona. The nearest schools are Blenman Elementary School, Doolen Middle School and Edge High School - Himmel Park.

[Post for sale/rent](#) ▾ [Save](#) ▾ [Share](#) ▾ [E-mail me](#) ▾ [Edit](#) ▾ [Map](#) [Print](#)

Do You Understand That A Lot of Open Houses Today Are Virtual?



What Social Media Sites Do You Use?



Would You Be Willing to Collaborate in the Marketing of Your Home



Full Light of the Code of Ethics



The Ultimate Sellers Listing Presentation A Practical Guide



The Home Tour



The Repair Checklist



**Incorporate the
Collaborative
Principle of
Choice**

Exploring the Big Why?





FOR SALE

**Market
Analysis**

Implementing Interactive CMA's





My Estimate for 10533 E Eisenbergs Pl

To create your own estimate, please update or provide information in the fields below. [Learn more](#)

Update Home Facts

Residence	<input type="text" value="Single family"/>	# stories	<input type="text" value="2"/>
Bedrooms	<input type="text" value="5"/>	Square feet	<input type="text" value="2905"/>
Bathrooms	<input type="text" value="3"/> <input type="text" value="0"/>	Year built	<input type="text" value="2005"/>
Total rooms	<input type="text" value="10"/>		

Add Home Improvements

Feature type* ?

Description

Completed* Cost* \$ Market value \$?

Market value source: [Remodeling 2007 Cost vs. Value Report](#)

[Choose Comparable Homes](#)

[Add Comments](#)

Estimate Total

\$	297,000	Original Zestimate
\$	0	Home Facts
\$	0	Home Improvements
\$	0	Comp Selection

\$297,000

Value Range: \$231,500 - \$357,000

**My Real Estate
Professional
Zillow
Calculations &
Estimate**

Are you the owner of this home? * Yes No

The New FREE MLS for Everyone

My Home Matching: Where People and Property Meet.



to POST property for FREE
Click Here

to SEARCH property for FREE
Click Here

What I Can Do For You



Integrating All You Know

A lighthouse on a rocky cliff overlooking the ocean. The lighthouse is white with a black top section and a red roof. The background is a soft-focus view of the ocean and a clear sky.

- **List of Services**
- **References & Testimonials**
- **Sample Marketing Materials & Plan**
- **The Collaboration of Marketing Plan**

Please Take Our Blog Post

101 Things Agents Do

The vast majority of consumers have no idea what a real estate agent does. We strongly recommend that in today's market you need to have at your fingertips a list of "value added" services that you provide. The longer the better. Help counter the typical consumer statement that agents are overpaid which is based on a lack of understanding of what we do as professionals. Here is a partial list to get you started. Feel free to take our list, copy it, link to it, add to it and make it your own:

101 THINGS THAT I DO FOR YOU THAT MOST PEOPLE DO NOT EVEN REALIZE!

1. Provide access to MLS listing database of homes for sale
2. Research all comparable sales in the neighborhood
3. Analyze market conditions and projections
4. Explain past market performance
5. Analyze all homes for sale in the neighborhood to assess your home's marketing position
6. Counsel home sellers on the process of listing and selling their home
7. Familiarize buyers with the neighborhood and market demographics for your home



Beam of Light Marketing



FOR SALE
CRYE-LEIKE®

REAL ESTATE SERVICES

www.crye-leike.com

Come Inside:



[GO](#)

My Sample Zillow & Social Media Listings

6385 E Royal Palm Rd

Paradise Valley, AZ 85253

For Sale: **\$5,500,000**

Zestimate®: \$3,999,000

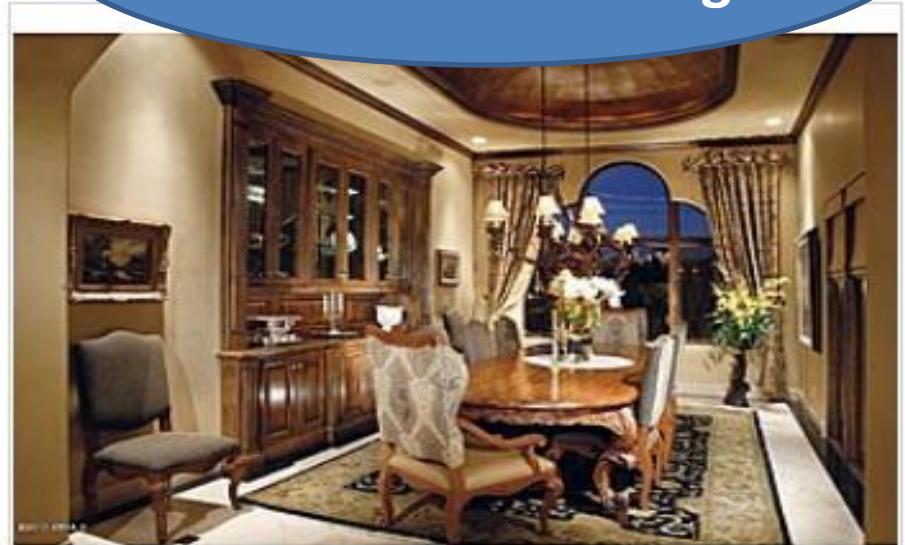
Mortgage payment: **\$27,787/mo** ▾

▶ See current rates on Zillow

📄 Check your 2011 Credit Score for \$0

Bedrooms:	5
Bathrooms:	8
Sqft:	10,125
Lot size:	43,560 sq ft / 1.00 acres
Property type:	Single Family
Year built:	2006
Parking type:	--
Cooling system:	--
Heating system:	--
Fireplace:	--
Days on Zillow:	2
MLS number:	4574647

📄 More facts



◀ 1 of 21 ▶

📄 Larger

Description

In the exclusive gated enclave of Villaresi, this super-custom Legendary Homes estate on 1.7 acres is not to be missed. Superior quality features throughout, including marble, granite, travertine and alderwood. Furniture-quality cabinets, beautiful built-ins and extensive hand-painted treatments....

▾ More



Contact agent



Save ▾



Share ▾



E-mail me ▾



Edit ▾



Map



Print

Your Business Cards

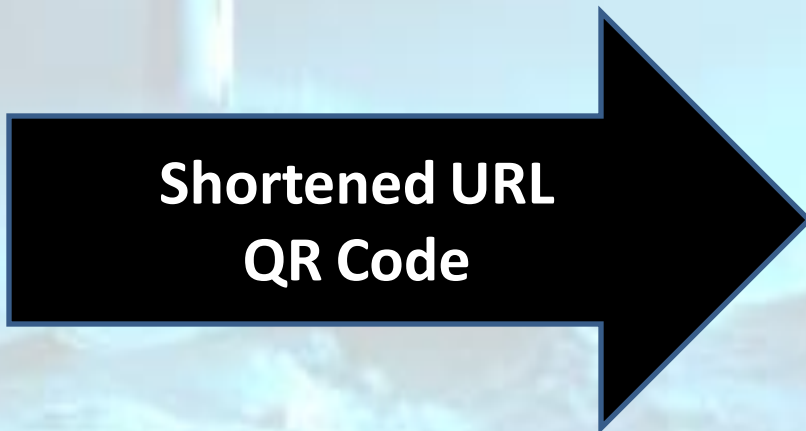
The Andersons Are Happy To Announce
The Listing of Their
Home With:



1910 E. Sunrise, Tucson, Arizona 85718



Their Name & Address
Home Photo



Shortened URL
QR Code

We Invite You To Take A Look:



OurHome.TB.Com

Your Social Media Links

- Comply with Rule 502
- Control the Content
- Give Specific Instructions
- Get Broker Approval



Your Collaborative Email

Dear friends,

As you may know we have decided to list our home. We are moving because...



Could you please forward on this email to your database and if you know of anyone interested in buying or selling a home please forward this to them as well.

The Open House Explosion



Monday Report

Visits to You Tube

Visits on Trulia & Zillow

QR Code Traffic

Live People at Open House

Review the Listing Listing Agreement



Common Seller Objections & Challenges in the Listing Agreement



Before You Wave Goodbye....

- 
- **Copy of the Purchase Contract**
 - **Sellers' Property Disclosure Statement**

Buyers' Representation To Sign or Not to Sign



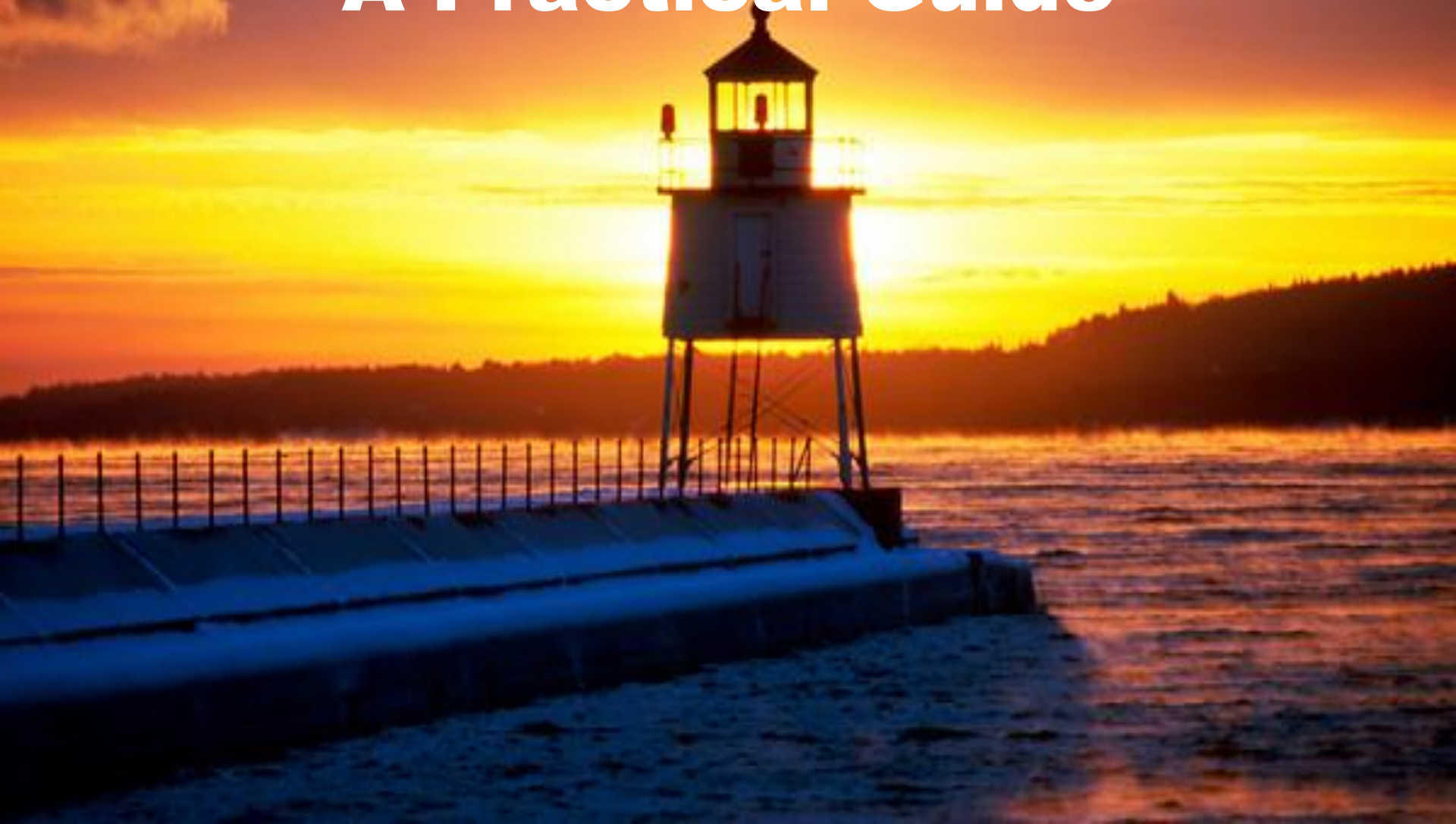
Common Buyer Objections & Challenges



Content & Provisions of the Buyers Representation Agreement



The Ultimate Buyers Representation Presentation A Practical Guide



Pre-Qualification



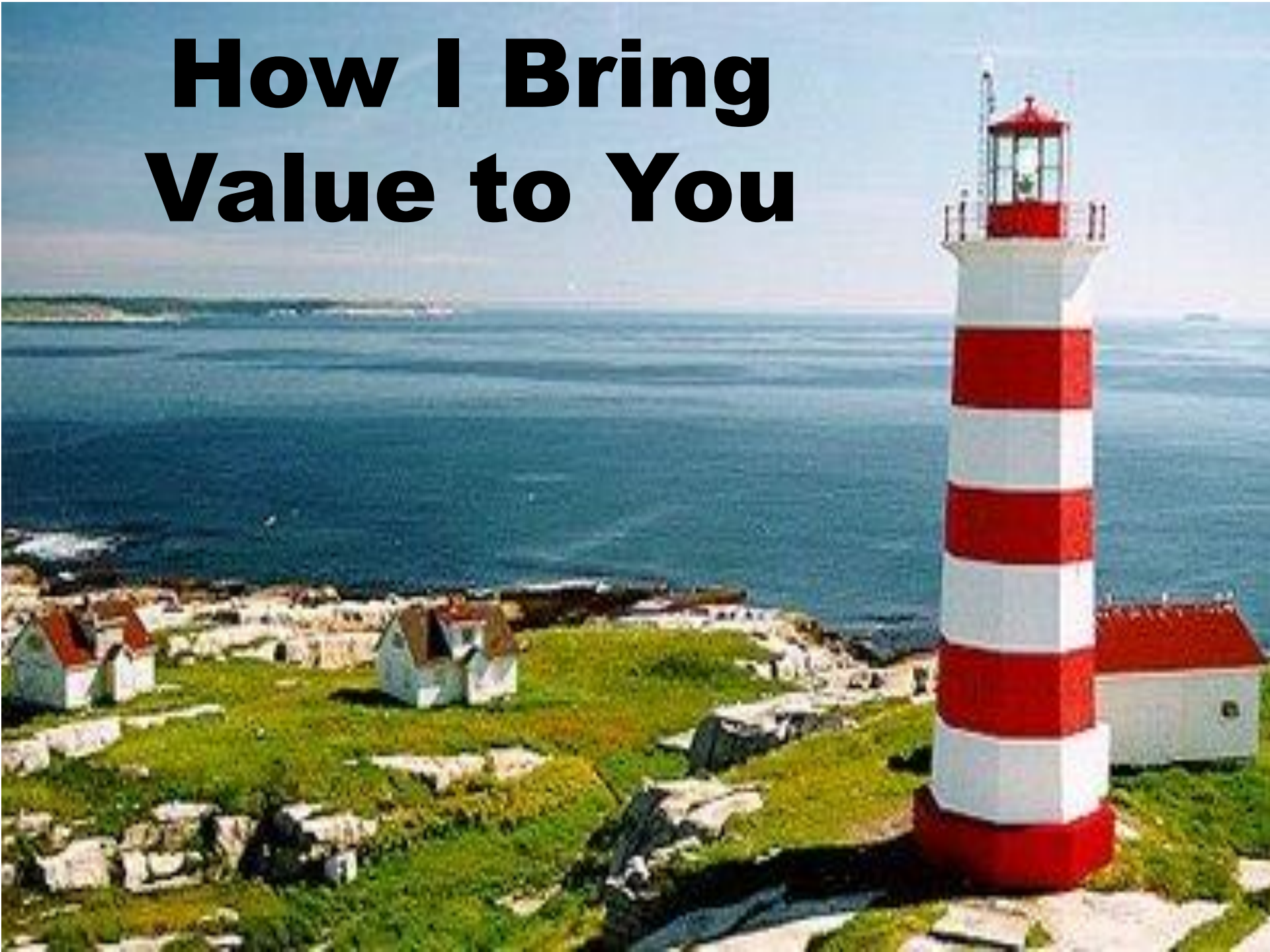
Making & Negotiating Offers



Due Diligence & Home Inspections



How I Bring Value to You



Automated Searches

“The Exposure You Need, The Results You Want!”



It's All About Exposure! That's Why at OpenHouseMakeOffer.com We Market your Listings in the Busiest National Real Estate Websites.

Custom Zillow Zestimates



[Register](#) | [Sign In](#)

[Homes](#)

[Mortgage](#)

[Advice](#)

[Directory](#)

[Local Info](#)

[Mobile](#)

[Blog](#)

[More ▾](#)

Neighborhood or City or ZIP Code or Address

GO

My Estimate for 10533 E Eisenbergs Pl

To create your own estimate, please update or provide information in the fields below. [Learn more](#)

Update Home Facts

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Total rooms	<input type="text" value="10"/>		

Add Home Improvements

Feature type*	<input type="text" value="Please select"/>	<input type="text"/>
Description	<input type="text"/>	
Completed*	<input type="text" value="Please select"/>	Cost* \$ <input type="text"/>
	Market value \$ <input type="text"/>	<input type="text" value="ADD"/>

Market value source: [Remodeling 2007 Cost vs. Value Report](#)

[+ Choose Comparable Homes](#)

[+ Add Comments](#)

Estimate Total

\$	297,000	Original Zestimate
\$	0	Home Facts
\$	0	Home Improvements
\$	0	Comp Selection

\$297,000
Value Range: \$231,500 - \$357,000

My Real Estate
Professional
Zillow
Calculations &
Estimate

Are you the owner of this home? * Yes No

[SAVE](#) [CANCEL](#)

Your FLIP Day With Me



Have We Changed Your Perspective?



The Cutting Edge



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