



Homework Training Session # 4

HOME WORK: Review ENTIRE *Audio/Video Library*: <ONGOING REVIEW>

3 Themes to remember:

SNYDER STRATEGY: Superior Selling & Buying Technology

LISTING/SELLING Theme: Staging, Marketing, Advertising the Custom Features & ReSale Value of the house will sell it at the highest possible price

BUYING Theme: ReSale Value Research is # 1 priority, by careful proven analysis of the property will protect Your investment

Homework:

1. Review Your subdivision for Expireds & Fsbo's
2. Review All Expired & FSBO Formulas >www.SnyderServer.net
2. **Download** all email campaigns to your hard drive and place in folders and label folders according to their categories. >www.SnyderServer.net
4. Go to 3 open houses: Review how the Realtor held the open house
5. Referral Campaigns: Review Yourself
6. Branding Coaching: Review Yourself

Review: Mentor Training Program Booklet, SnyderServer.net & SnyderStrategy.net

See documents below

SNYDER ***STRATEGY***

~Referral Campaign~



- _____ How many times have you reviewed the *MENTOR TRAINING PROGRAM*?
- _____ Is Your *Contact Database* up to date to send out email campaigns?
- _____ Are you following the *Digital WEEKLY PLANNER*: Monday—Friday?
- _____ How many *PHONE CALLS* to your family, friends, sphere of influence, clients, past clients and people you just met?
- _____ How many *PDF booklets* did you send via email? _____ How many did you physically hand out?
- _____ How many *Business Cards* did you hand out?
- _____ How many *JUST LISTED POSTCARDS* send out via email?
- _____ How many *JUST LISTED POSTCARDS* send out via postal mail?
- _____ How many *JUST SOLD POSTCARDS* send out via email?
- _____ How many *JUST SOLD POSTCARDS* send out via postal mail?
- _____ Email Campaign _____ How many Email Flyers sent _____ Sellers/Buyers _____ FSBO's _____ Expireds _____ Holiday
- _____ How many *RECOGNITION CARDS* send out via postal mail?
- _____ Did you *FARM YOUR SUBDIVISION* and what did you do? _____
- _____ What did you send out for the *Monthly Holiday*? (ex: Christmas, Easter, Memorial, Thanks giving//every month something should be sent out) _____
- _____ What did you send out for the *Monthly/Yearly Calendars*? (sports & yearly calendars) _____
- _____ How many *STOP By's* did you do and give actual gifts to people in your database?
- _____ How many *TIMES* did you Practice your *LISTING PRESENTATION*?
- _____ How many *LISTING APPOINTMENTS* did you go on?
- _____ How many *LISTINGS DO YOU HAVE*?
- _____ How many *TIMES* did you Practice your *BUYING PRESENTATION*?
- _____ How many *BUYER APPOINTMENTS* did you go on?
- _____ How many *BUYERS* (preapproved and contract signed) are you working with?

_____ ***DID YOU CLOSE A DEAL?***

SNYDER STRATEGY

~Referral Campaign~



52 WEEK Email & Postal Campaign

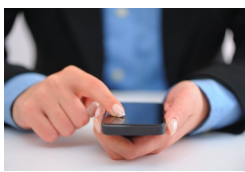
(located on Snyder Server>Marketing Materials>Company Docs

EMAIL CAMPAIGN:

- * Every month Send FLYERS for everyone & every holiday
- * Every other month Send pdf booklets, just listed or just sold, etc. or anything that will showcase your skills

POSTAL CAMPAIGN:

- * Every 2 months Send to your entire data base & send brochures, business cards, Just Sold, Just Listed, Showcase the quality of your marketing so your data base knows you have quality marketing, also send pdf booklets



Phone Calls:

- * Every month Call your Top 25 people you know
- * Every 2 months CALL YOUR entire data base



**Enter
Notes
In Your Email
Contact**

Recognition Cards:

- * Send Constantly & Immediately when you hear about any news by any person, you talk with. Recognize their Event, Praise and take Joy in their event and wish them well!! Ex: promotions, birthdays, graduations, referral given to you, etc.

STOP BYS at their house:

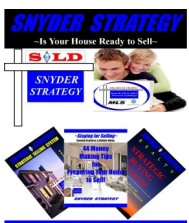
- * GIVING GIFTS to your Top 25 people Every month and drop off a holiday gift or some type of gift, ensure you are asking for referrals, become creative
- * WEAR Your Name badge
- * Farming Your Subdivision: every month you must drop off Informational Gifts & Holiday Gifts. WEAR Your Name badge



**Constantly
Hand out
Business cards**



**Magnetic Bus. Card Calendars
Yearly Pacers Colts**



SNYDER ***STRATEGY*** **~Branding Coaching~**

“Your Personality must become a Brand Name to Build A Referral Business”

Jesse Snyder, CEO & Founder

Sales Personality ~Law of Attraction~	Trained Expert ~Top Performance~	Enhancing Lives ~Generating Referrals~
Strengths: Know who you are	Strengths: People need to know you can help them Review Mentor Training Booklet 20 times a Year	Strengths: Are you working from your heart to help people. Always Treat people right
Challenges: Look in the Mirror and Start Improving NOW	Challenges: You have to become organized in everything you say and do.	Challenges: Can people say you truly went above and beyond to help them in life.

“No Excuses; When you state a challenge, then you know your solution, then take the first step toward the solution”

**“How do you want to be today and
How do you want to be remembered at the end of the day”**

How can We Help You

Request a Branding Coaching Session with your Mentor Leader Broker?

~Your Competition is in the Mirror~

EXPIRED LISTING FORMULA:

*Show what went wrong, Show how you will Fix it, Show Your Marketing,
Show Selling Proof of Results*

Review the MLS & Tax Record for the major following items:
Have the MLS & Tax Record in front of you when talking with the Seller

REVIEW THE FOLLOWING:

Status: Active or Expired MLS doc

Property Description: Major headline, describing Custom Features & ReSale Value items outside front of house to the back yard with another headline for last statement, Every Description should be about Custom Features & ReSale Value

Photos: Start with front yard and end with backyard. Every photo should be described with the Custom Features & ReSale Value.

SNYDER STRATEGY: Mobile rider sign, property voice, virtual tour, camcorder video of seller's house, texting virtual mobile tour, QR code mobile tour, YouTube commercial, 110% digital to capture buyer's attention. **Complete Strategic Selling System** of Staging, Marketing, Advertising the Custom Features and Re-Sale Value items will sell it at the highest selling price.

When you send a letter and or talk to an Expired, you MUST ALWAYS use this formula, because the expired wants to hear this strategic plan. Remember an Expired did not sell their house in their last contract with a Realtor. Something went wrong and they want to know if you know what went wrong. An Expired wants you to show them their previous expired marketing and how you will fix it. **YOU MUST BE THE EXPERT.**

1 What went wrong (complete review of their past marketing) and step by step evaluate the mls, property description, technology used and the evaluation of Custom Features & ReSale Value

2 Show the expired, how you are going to fix all of these issues, using your expertise and the Snyder Strategy System

3 Review the entire Listing/Buying (if they are buying) Presentation and show how Snyder Strategy system will place their house in the best possible position to sell their house in a timely, smooth manner for the highest sale price

4 Clearly show past mls documents to show how houses were sold by you in a timely manner and by Snyder Strategy Realty, Inc.

Talk to Seller: Ask for an appointment, ask for email and send email flyer campaign

Leave a message: Summarize your review of their marketing and compare, leave a very quick message

No one answers: Leave a message on why you are calling and leave your information.

If did not contact by phone then **SEND Expired Listing Letter Formula (SEE ATTACHMENT)**

Send a postal mail flyer campaign to Seller for 3 weeks in a row, Continue to try and call them

Sending by Email

If email combine pdf together and follow the directions below

If STOP BY follow the directions below

Use the Expired flyer print page & place your business card inside

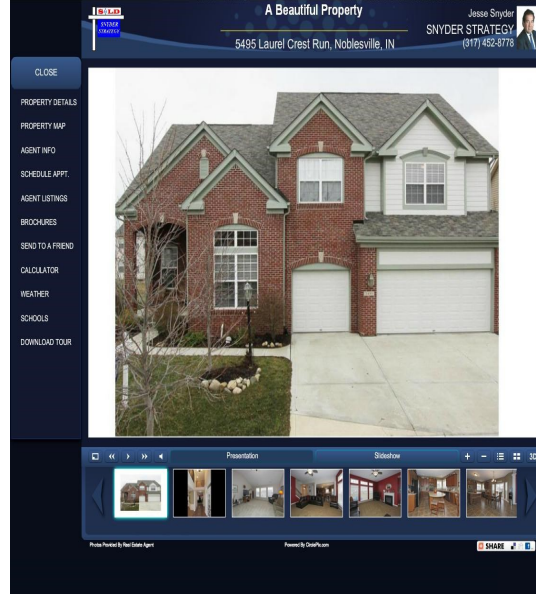
SIGN your **name & phone number**, where is states: ATTACH your business card to the expired flyer

Attach the MLS/BLC document and write your comments and attach photos and write your comments.

COMPARE SNYDER STRATEGY Sample MLS/BLC & photos in the examples as a comparison to the other agents mls/BLC doc.



3D Virtual Tours



Future Technology
Custom Features / ReSale Value
3D Tours of Entire House

Virtual Tours
Custom Features / ReSale Value
Property Voice Tours

Weekly Advertisement Report
Always know Your Advertising
Always Have Communication

“Call for a Complete Evaluation of Your Marketing & Advertising”
Call for a Complimentary Market Analysis of Your Property!
Call for a FREE Copy of Your Property Tax Record!
Call for a Complimentary Copy of Countdown To Closing Booklet on How to Sell Your House!

SNYDER STRATEGY
Mobile Tour
VIRTUAL TOUR

(use 6863 sample address) 24/7 Open House Tours

SNYDER STRATEGY
REALTY

Your Agent Name

Your Agent Phone #
www.SnyderStrategy.net

Smart Phone Tours
via Text receive
Mobile, Virtual & 3D Tours

Smart Phone Tours
via Mobile Phone
Mobile, Virtual & 3D Tours

Agent's Direct #
Agent Sells Your House
Mobile, Virtual, YouTube Videos
Property Voice Description & 3D Tours

Superior Selling & Buying Technology

6863 CARTERS GROVE DR Noblesville, IN 46062
 Prop Sub/Trans: Single Fam/Sale Media: [18](#) Status: **Active** BLC#: **21496178** List/MoRnt \$: \$274,999*
 School Dist: Noblesville Schools Area: 2914 - Hamilton - Noblesville DOM/CDOM: 23/23 Year Built: 1998
 Subdivision: SETTLERS MILL Virtual Tour: <http://tour.circlepix.com/home/385BFQ/6863-CARTERS-G> Section/Lot: /12
 Legal Desc: SETTLERS MILL Acreage .25 Virtual Tour 2: <https://my.matterport.com/show/?m=VEuCc2D8yqe> Map: --
 Bldr/Prjct/Cont: New Const: No Stage: Est. Comp. Date:



Tax ID: **290626308012000013**
 Semi Tax: \$1,152

MultiTax ID:
 Tax Year Due: 2012

Solid Waste: Yes
 Tax Exempt: HmTxEx, MortTaxEx

	Sqft
Upper:	1,600
Main:	1,400
Apprx M/U Ttl:	3,000
Basement:	0
Apprx M/U & Bsmnt:	3,000
% Fin Bsmnt:	
Source:	Assesso

	FB	HB	BD	RM
Upper:	2	0	5	13
Main:	0	1	0	13
M/U Ttl:	2	1	5	26
Bsmnt:	0	0	0	0
Total:	2	1	5	26

Beds: 5
 Baths: 2/1
 # Rooms: 26
 Floor #:
 Levels: 2 Levels
 Unit Entry Lvl:

Garage: Yes, 2CarAttach, GarDrOpenr, FinGarage, KeylessEnt, Workshop
 Parking: Fireplace: 1, FamilyRm, GasLog, GasStarter
 Basement: No
 Foundation: Slab
 Web Link: www.SnyderStrategy.net
 Web Link2: <https://my.matterport.com/show/?m=VEuCc2D8yqe>

Recent: 07/26/2017 : DECR : \$284,999->\$274,999

Room Information

Room Type	Dimensions	Level	Floors	Window Trtmt	Room Type	Dimensions	Level	Floors	Window Trtmt
MasterBedroom	17x14	Upper	Carpeting	Yes	Bedroom2nd	12x16	Upper	Carpeting	Yes
Bedroom 3rd	12x10	Upper	Carpeting	Yes	Bedroom4th	16x11	Upper	Carpeting	Yes
Bedroom5th	12x14	Upper	Carpeting	Yes	BreakfastRoom	13x11	Main	Tile-Ceramic	No
DenLibrary	12x17	Main	Laminate	Yes	DiningRoom	12x12	Main	Laminate	Yes
GreatRoom	17x15	Main	Laminate	Yes	Kitchen	14x15	Main	Tile-Ceramic	No
LaundryRm	8x10	Upper	Other	Yes					

Directions

SR 38 East of Little Chicago Rd. to entrance of Settlers Mill, across the street from South Harbour entrance. Turn South on Gretna Green Lane to Carters Grove Dr.. Turn Right to home.

Property Description

Spacious 5 Bedroom House & Bonus Den Room! 2 Car Garage(new insulated door) w/ 4ft bumpout. New Roof, New Refrigerator & Dishwasher 2017. New Paint throughout house. Wooden Style & Slate floors on Main floor. Open Customized Concept Kitchen w/Slate Floor & Island. Eat in Dining w/Breakfast Bar. Gas Stove & Oven. Walk-in Pantry. Bonus Supply Closet. Upstairs Bathrooms w/Dual sinks. Backyard Mature Trees w/Enclosed Privacy Wooden Fence. Storage shed & swing set. See 3D Tour for in depth View!

Agent to Agent Remarks: Exclusions & Commission Disclosures & Financial Information

Water Softner purchased & will remain with sale of house. Storage shed, swing set & all blinds stay with sale of house. Refrigerator in garage & Trampoline in backyard will NOT be sold with property.

Description

Lifestyle:	Detached	Arch Style:	Two Story
Exterior:	VinylBrick	Porch:	PatioOpen
Master Bedroom:	ClosWalkin, ShrStIFull, SinksDbl, TubWhirlPl	Areas:	Foyer2Story, LndryRmUp
Appliances:	Dishwasher, GrbgDispsl, Microwave, O/RGas, Refrigeratr	Eating Area:	BrkfstRoom, CntrlIsland, FormalDR, KitUpdated
Equipment:	NetworkRdy, SmokeAlarm, WtrSftnPd	Interior Amen:	CeillRsed, WiklInClos, ScrnsComp, WinTherm
Lot Info:	Sidewalks, StrtLights, TreeMature	Exterior Amen:	DrvConcret, FenceCompl, StoragShed
Lot Size:	85x127	# of Acres:	0.25
	Acres:		Condo Descrip:

Utilities/Environmental

Heating:	ForcedAir	Fuel:	Gas
Cooling:	CentrlElec, FanCeilPad	Primary Wtr Source:	MunWtrConn
Water Heater:	Electric	Primary Sewage Disp:	MunSwrConn
Utility Option:			

Green CertificateNo

Financial/Association Information

Possible Financing:	Conventnl, ICON, FHA, VA	Fee Paid:	Annually	Fee Amnt:	\$375
Ownership Int:	MandFee				
Fee Includes:	InsCommon, MainCommon				
Mgmt Co.:	Settlers Mill	Mgmt Phone:		More than 1 Assoc:	

Contract/Office Information

List Type: Exclusive Right to Sell	BAC: 2.5 %	Var: No	Insp/Warr: Not Applicable	LD: 07/05/2017
Circumstances of Sale:	Disc: Not Applicable		Disc Oth: SalesDiscOF	Ent D: 07/05/2017
Show: Yes	Show Dt: 07/05/2017		Poss: Negotiable	A/C Dt:
LOfc: SSRI01: Snyder Strategy Realty, Inc	OP: 317-452-8778 X:		OF: 317-660-8687 Dir:	XD: 01/05/2019
LAgt: 22268: Jesse Snyder	Pref: 317-445-7346		Cell: 317-445-7346 Hm:	TOM Dt:
				317-445-7346
VM:	PF:		Toll:	Show: 317-955-5555
				WD:
Team:	Fdbk: 317-445-7346		Fdbk: jesse@snyderstrategy.net	Chg Dt: 07/28/2017
Circumstances re: Sale: -				

Requested By: Jesse Snyder. Information Deemed Reliable, but not Guaranteed © MIBOR Saturday, July 29, 2017 12:22 AM

6863 CARTERS GROVE DR, Noblesville, IN 46062BLC Number: **21496178**

Beautiful 5 Bedroom House! 2 Car Garage w/ 4ft bumpout. New Roof 2017, New Fridge 2017, New Garage Door insulated 2017. Overhanging Porch. New Paint throughout house. Simply Spacious w/ Mature Trees throughout neighborhood & backyard. See 3D Tour for in depth view.



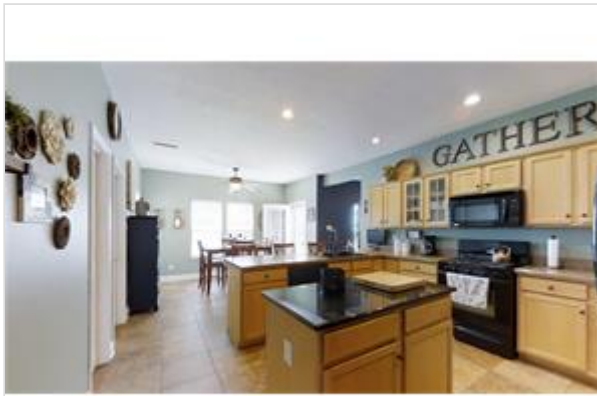
Office Den Bonus Room. Entertainment Center remains. Wooden stlye floors. Could be converted to a 6th bedroom on main floor.



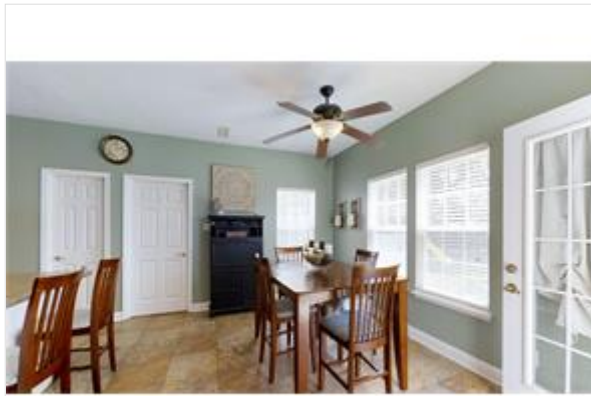
Stunning Dining Room with Wooden style floors.



Wow! Family Friendly Kitchen. Open concept. Customized cabinets. Slate Floors, Island w/electrical outlets. Eat in Dining Kitchen w/overhanging countertops. Walk-in Pantry. Large Supply Closet under stairs. New fridge 2017, New dishwasher 2017, Gas Stove & Oven. Planning center. See 3D Tour for in depth view.



Open Concept to kitchen dining area & overhanging counter for extra dining space. Slate floors throughout kitchen area. Walk in Pantry & side door to garage.



Eat in Kitchen area. Customized Fan. Glass door to back yard. Plenty of Sunlight

Fsbo LISTING FORMULA:

*An EVENT, Build a Relationship // Give Gifts of Knowledge // Shift Power of Relationship to You
Wait for Invitation to Interview // The EVENT Happens*

DO A STOP BY TO REVIEW HOUSE AND GIVE COUNTDOWN TO CLOSING BOOKLET AND OTHER INFO. BECOME THE LISTING AGENT ON A LISTING APPOINTMENT AND SHOWCASE YOUR SKILLS. Call and ask to **Preview House**, walk the house as you would for a listing presentation, show case your skills and offer help. Give the Countdown to Closing booklet, ask to send via email copy of tax record and if he Request information on Fsbo house, their email, and phone number.

With every Fsbo, **there is an Event** that is taking place in their life that may come to fruition within the next several days or next several months or up to years. You must understand the Fsbo's motivation & goal on waiting for this Event to happen. This could be a sick relative, health issues, wanting to retire, can't afford the payments because there job is being eliminated, etc. Once you understand this, you now will apply your formula.

When you call a Fsbo, you will call to build a relationship and ask them if they would like a Fsbo booklet, CMA, Purchase Agreement contracts, tax records. Just one document per phone call. You then ask them **if you have a buyer will they pay for your commission.** They will probably say yes. Ask them about their property, the price, square footage, and the custom features and resale value of their home. Compliment them on trying to sell their house. The Fsbo at this point will make it clear to you, they do not want to list with a Realtor. Simply acknowledge this and state, **"I understand"** Then ask them if they would like a Fsbo booklet and send by email. You must ask the Fsbo if they want a certain document, and require of the Fsbo to say yes. You then say thank you and you will call them at least every 10 days to find out if there are any changes with the price or anything else. At this point, the Fsbo will reiterate he will not list with a Realtor. You state, **"I understand."** Then you state, **"Ask to LIST THE HOUSE in the event he decides to list with a Realtor,; Explain about our Superior Selling & Buying Technology and your expertise."**

*******Every Phone Call ASK for the Listing*******

You now have a working relationship and are **Building on the Relationship**. By giving them **Gifts of Knowledge** every 10 days, you are solidifying your relationship and introducing your marketing to them and showcasing your skills. By requiring the Fsbo to answer yes to receiving these Gifts, you are **Shifting the Power of the Relationship** to you, without him realizing it, and they are becoming more endeared to you and you are the becoming and showing them you are the expert. Over time you will talk in this manner and slowly probing for what the Event is and when it may possibly happen, where the Fsbo must sell very quickly and hire a Realtor.

WHEN THE Fsbo calls you, Listen closely, because **the EVENT** has taken place and they are wanting something from you, which is to interview you to possibly list with you or the Fsbo will out right hire you, because you helped them by providing information.

Every other week, send the Fsbo email flyers via internet and or postal mail. Always call every two weeks to call about their price, status, any event that maybe happening and **ASK for the listing**. Keep notes in your contact database of what you talked about with these Fsbos. **Be aggressive in asking for the business.**