

SNYDER STRATEGY

Mentor Training Program



BUILD on our Sales Systems ***GROW*** Your Business

Company Information

Jesse Snyder, CEO

email: Jesse@SnyderStrategy.net **Direct #:** 317-445-7346 **Main HQ Office:** (317) 452-8778

Email Commission Notification: MainHQ@SnyderStrategy.net

Company website: www.SnyderStrategy.net > Realtor Resources Library (pw: realtor)

Company License (s): RC 50800272 Federal Tax ID # 80-0219247

SnyderStrategy.net > Realtor Resources for libraries, docs & videos

Wiring Funds:

Bank: Key Bank **ABA/Routing:** 041 001 039 **Account#:** 1496 0101 1393

Account name: *SNYDER STRATEGY* Realty, Inc.

Depositing Commission checks:

KEY Bank account: 1496 0101 1393 **Account name:** Snyder Strategy Realty, Inc.

Email Commission Notification: MainHQ@SnyderStrategy.net

Sign installation, removal & storage: Call your Mentor Leader Broker for local information.

Earnest Money:

MANDATORY: title company or the other brokerage firm holds the earnest money.

Wire Funds:

Bank: Key Bank

ABA/Routing: 041 001 039

Account#: 1496 0101 1393

Account name: *SNYDER STRATEGY* Realty, Inc.

access wiring document www.SnyderStrategy.net > Realtor Resources Library

Commission Check Deposit:

KEY Bank account: 1496 0101 1393

Account name: *SNYDER STRATEGY* Realty, Inc.

Time Saver: request pdf Closing Docs. via email

Notify MainHQ of Closing/Deposit:

Email: MainHQ@SnyderStrategy.net

Name of address, Amount of EXACT Deposit, Who holds Earnest Money, who did you Represent Seller (Listing) or Buyer

For Example:

9128 Fireside Dr.

\$6543 deposited

Earnest money held by title co.

Represented Seller and or Buyer, me & me deal

SnyderStrategy.net

Mentor Training Program

LifeTime Career

CEO's Message of Success,

Our **Mentor Training Program** is the most extensive training booklet & training videos; based on over 10,000 transactions successfully closed. Every top producing agent is using these Sales Systems. We have trademarked our proven **Sales Systems**. Our agents have produced six figure incomes ranging from \$100,000 to \$400,000. Our training has proven to be extraordinarily successful and **can be replicated by you**. Every part of our Sales Systems are created for you; **you must be committed to learning and be dedicated to improve yourself daily**.

You are assigned **24/7** (always immediate access) a Mentor Leader for your LifeTime Career. **Mentor Coaching never ends**. Our Mentor Leader Brokers (MLB) are very successful in taking their agents to the next level. Our MLBs are sales leadership experts in how to train, evaluate and take your career to the next level. Weekly coaching phone calls and 24/7 immediate access for support is the cornerstone in training you in improving your career. **Mentor Coaching is permanent for your LifeTime Career**.

Rest Assured, we are constantly improving every part of our Sales Systems and giving you the best marketing presentations (seller/buyer booklets, email flyers, and so much more); to improve yourself throughout your career. You can rest assured our Mentor Training is the most successful program in the industry with the highest proven results.

With our **Live Training Simulators**, you will learn every part of the real estate process, **100% guaranteed**. . We have a 60% learning curve increase in agents producing a six figure income. This is a carefully researched training that is based on evaluation of 10,000 closed transaction results.

I believed the true path to success is to be trained with our proven **Sales Systems**, **24/7 assigned Mentor Leader LifeTime support**, **Never Ending Training** and be **Rewarded every step of the way** with our **100%+ PLUS Commission Programs**.

I look forward to your future success with our company.

Jesse Snyder, CEO & Founder
SNYDER STRATEGY

Earnest Money Deposit

ALWAYS Have the title company or the other brokerage firm hold the earnest money.

Closing Procedure

Request title co. to send pdf closing docs via email
Saves scanning time

Commission Deposit

Wiring of Funds, should ALWAYS be the first option

If you have to deposit the commission check

Key Bank account # 1496 0101 1393

account name: *SNYDER STRATEGY* Realty, Inc.



NOTIFY AT CLOSING to get paid ACCURATELY & TIMELY

Notify: Main HQ at end of your closing, notification must be immediate
Via email: MainHQ@SnyderStrategy.net
Include: Name of address, Amount of EXACT Deposit,
Earnest Money being held
Represented: Seller or Buyer or represented both sides (me & me deal)

For Example:

9128 Fireside Dr.

\$6543 deposited

Earnest money held by title co.

Represented Seller & Buyer, me & me deal

24/7 Mentor Leader Support

SNYDER STRATEGY

— REAL ESTATE —

Commission Proceeds of ***SNYDER STRATEGY*** Agents are to be wired to our corporate account:

I, Jesse Snyder, CEO of ***SNYDER STRATEGY*** Realty, Inc hereby authorize the wiring of commission proceeds to be wired to the following account.

Bank: Key Bank

ABA/Routing #: 041 001 039

Account#: 1496 0101 1393

Additional Info: account name> ***SNYDER STRATEGY*** Realty, Inc.

Please retain this on record for all future wiring of commission proceeds for all ***SNYDER STRATEGY*** Agents.

Respectfully,



Jesse Snyder, CEO
(317) 445-7346
SNYDER STRATEGY Realty, Inc.
8888 Keystone Crossing, Suite 1300
Indianapolis, IN 46240



Secrets of the Rich by Jesse Snyder, CEO & Founder

Yes, there are very powerful secrets of the rich. I will share with you what I have learned rising from abject poverty to running a multi million dollar company. I was not given any money, I was born into poverty. I paid and graduated from college. I rose through the corporate ranks and became a major executive. I started my own company and it has grown to a multi million dollar company and being opened in different states. I am no different from you. One of the main characteristics of your journey must be based on if other people have become a success you can too. Never Never quit. No excuses ever. Constantly look in the mirror and improve yourself and always take responsibility for your success's and failures. Only you can change yourself. **You simply must decide no matter what happens in your life you can do this.**

Powerful Secrets to Becoming Wealthy

Rich vs Wealthy: Rich is not enough, becoming wealthy should be the highest priority
Being Wealthy: Emotional Mental Health, Physical Health, Spiritual Health, Social Health & Financial Health. You must decide to have the Competitive Edge in life.

Will to Win: No matter what happens you must move forward and never quit. No excuses, zero excuses. Simply must decide this will happen and you deserve to win.

Purpose in Life: Help & support others and they will help and support you.

Power of Giving Formula: There is a proven science that when you help others, they will want to help you. Give openly and continuously. Giving good will is so powerful. Money is not the focus of giving, it is helping people become better by helping them achieve their goals.

Direct Connection to person + Specific Giving by Listening + Give Gifts of products and Good Will + Long Term Giving Never Stop = Return on Investment of Giving

Power of Within: Everything you need is within you. You have the power already, you now are receiving a blueprint to become a success. You have to believe in yourself and know without exception you can do this.

Shaping and Influencing Your Behavior: Look in the mirror and truly decide you will influence yourself. Society will shape you, unless you decide how to become. Take control of your life and your mindset. Learn everything about Being Wealthy.

Positive Influencer: Show who you are and become the role model for everyone else to admire.

Power of Commitment and Focus: Write your goals and review constantly: morning, noon and night. Never stop moving forward. Commit to achieving your goals. No excuses

Truthful Confidence: Your confidence must come from living an authentic life. You must live one truthful life and never waiver from a path of living the truth.

Knowing Right from Wrong: This should become a spontaneous right action. You cannot hesitate ever when doing the right thing for you and others. No exceptions to this.

Moving at Lightning Pace for Results: When you use every organizational tool, you will be able to achieve amazing results with the greatest of ease. You must work the hours to work less hours when you are extraordinarily organized.

Put People First & Money will Follow!

“People do not care how much you know, until they know how much you care about them”

PROVEN Results

BUILD on our Sales Systems **GROW** Your Business

~True Partnership LifeTime Support~

Live Training Simulators **100% Guaranteed Training**

Assigned 24/7 Mentor Leader **Weekly Mentor Coaching Never Ends.**

Rewarded with our **100%+PLUS Commission Programs**

Net Commisions Payable by Month & YTD

Amy & Steve, Troyer Group \$52,642 July; 4th Year \$318,958

Wanda Lyons \$53,098 April; 3rd Year \$93,546

Kelly Dyksen \$42,677 July; 3rd Year \$310,376

Jhonatan Hernandez \$17,525 October; 2nd Year \$75,742

Holly Nigh \$24,118 September; 6th Year \$65,460

Scott Irons \$33,080 September; 3rd Year \$225,857

Beth Rush \$31,097 July; 3rd Year \$57,800

April Zunun \$24,957 Aug; 3rd Year \$61,823

Lucia Girgis \$19,530 August; 4th Year \$97,545

Savannah & Austin, Beer Group \$23,976 Nov; 2nd Year \$83,914

Anthony Lancaster \$18,092 August; 2nd Year \$33,980

Jaime Munuz \$14,910 May; 2nd Year \$56,923



Mentor Training Never Ends
Weekly Mentor Coaching
24/7 Live Phone Support
Constant Communication

SnyderStrategy.net

SNYDER STRATEGY

100%+ *PLUS* Commission

SIGNING BONUS

\$3,000 *Jump Start* Your Career

SUPER BONUS

INCREASE Your Commission Income

+ *PLUS*: Virtual Tours, 3D Tours & Professional Photography, Mobile Tour Technology, Mobile Phone App, Listing & Buyer Presentation Booklets, Email flyers, CRM Transaction Software & E & O Insurance

REWARDED

Every Step of the way!

Mentor Training Program



SnyderStrategy.net

CASH CREDITS: 100% Reimbursements

MLS Fess, CE Classes & Real Estate Purchases

RECRUITING BONUS

7 Tier Level Commission LifeTime Payments

\$2,000 Commission for Recruiting a Realtor

\$300 Commission for Realtor Interview

CAREER BONUS

\$500, \$750 & \$1,000 Commission Paid per specific Career



Live Training Simulators



Mentor Training Program

~True Partnership LifeTime Support~

Live Training Selling & Buying Simulators 100% Guaranteed Results

24/7 Assigned Mentor Leader Weekly Mentor Coaching Never Ends.

Marketing Mastery: Listing & Selling Presentations, Listing, Expireds & Fso Marketing, and more....

Recruiting Bonus UNLIMITED Income

Passive Retirement Income 7 Tier Levels



Example (results can vary) of potential Recruiting Bonus Commission (LifeTime Income) Recruited agents must close deals for agents to be paid RBC

This payout is based on a \$850 SNYDER STRATEGY profit for each % tier level paid. Agent has unlocked all 7 tier levels for payout on all levels. Payout are calculated according to company profits, percentages and can change according to company profits on that specific transaction.

These results can change in payouts of being higher or lower, however more agents that are recruited in your downline, typically higher commissions will be paid out according to the tier level payouts. Payable on 22nd of month

These recruited agents closed deals and a company profit of \$850 was deducted on each of these transactions

<u>First Tier Level:</u>	8 agents you <u>directly</u> recruited = \$748
<u>Second Tier Level:</u>	4 agents recruited by other agents = \$180.20
<u>Third Tier Level:</u>	2 agent recruited by other agents = \$30.06
<u>Fourth Tier Level:</u>	1 agent recruited by other agents = \$10.20
<u>Fifth Tier Level:</u>	3 agents recruited by other agents = \$61.20
<u>Sixth Tier Level:</u>	4 agents recruited by other agents = \$81.60
<u>Seventh Tier Level:</u>	3 agents recruited by other agents = \$76.50

RBC paid on 22nd of month for these specific results = \$1,187.76

The recruited agent downlines can branch out and depending on how many agents are in your downline and how many tier levels unlocked, will depend how much you will be paid every month. This is an Unlimited amount of income based on your recruiting and the agents who are now recruiting for you (RBC is paid when agents close deals).

CASH CREDIT REWARDS

REDUCES Expense Cap **ACHIEVE SUPER BONUS**



CASH CREDIT REWARDS

100% Reimbursements

**For every: Real Estate Purchases,
Continuing Education Classes,
MLS Fees, Listing & Rider Signs, etc.**

Recruit a Realtor

**\$2,000 Commission for New Hire
\$300 Commission for Interview**

Accelerate to **\$Super Bonus**

**Send Paid Receipts & Reduces Expense Cap
RECEIVE CASH CREDIT REWARDS (CCR)**



**Only \$650 fee per
transaction**

**\$2,000 Recruit a Realtor CCR, \$300 Interview CCR,
\$1,500 Career Bonus CCR, \$3,000 Signing Bonus
\$99 C&E education fees CCR, \$99 listing sign CR, \$1,100 MLS bills CCR**

**\$8,098 Cash Credit Rewards reduces \$10,000 expense cap
Agent now only has \$1,902. of Expense Cap to pay; to achieve Super Bonus Commission.**

Branding Coaching

~Your Personality~

“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.

Next Level: What is Keeping You from Achieving Your Goals?
If you say you don't have time, then when will you have time for your clients?

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

Always remain professional and positive in every conversation,
email, voice/text messages. Let your contracts speak for you. You
should always remain calm and positive and never argue.
Be the Professional Consultant and Your Career will Grow.

~Your Competition is in the Mirror~

Customized Features & ReSale Values

Front to Back Marketing Description Formula

6863 CARTERS GROVE DR Noblesville, IN 46062

Prop Sub/Trans: **Single Fam/Sale**
 School Dist: **Noblesville Schools**
 Subdivision: **SETTLERS MILL**
 Legal Desc: **SETTLERS MILL Acreage .25**
 Bldr/Prjct/Cont:

Media: **18**
 Area: **2914 - Hamilton - Noblesville**
 Virtual Tour: <http://tour.circlepix.com/home/385BFQ/6863-CARTERS-G>
 Virtual Tour 2: <https://my.matterport.com/show/?m=VEuCc2D8yqe>
 New Const: **No**

Status: **Active**
 BLC#: **21496178**
 DOM/CDOM: **23/23**
 List/MoRnt \$: **\$274,999***
 Year Built: **1998**
 Section/Lot: **/12**
 Map: **-**
 Est.Comp. Date: **-**

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

MultiTax ID:
 Tax Year Due: **2012**

Solid Waste: **Yes**
 Tax Exempt: **HmTxEx, MortTaxEx**



	Soft
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	Beds:	5
Main:	0	1	0	13	Baths:	2/1
M/U Ttl:	2	1	5	26	# Rooms:	26
Bsmnt:	0	0	0	0	Floor #:	
Total:	2	1	5	26	Levels:	2 Levels
					Unit Entry Lvl:	

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

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

Room Information

Room Type	Dimensions	Level	Floors	Window Trtmnt	Room Type	Dimensions	Level	Floors	Window Trtmnt
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.



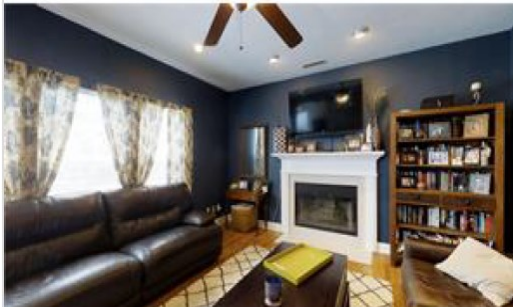
Beautiful 5 Bedroom House! 2 Car Garage w/ 4ft bumpout. New Roof 2017, New Fridge 2017, New Garage Door insulated 2017. Overhanging Porch. New Paint throughout house. Simply Spacious w/ Mature Trees throughout neighborhood & backyard. See 3D Tour for in depth view.



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



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.



Great room with Ceiling Fan. 9ft Ceiling. Wooden Style Floors. Gas Fireplace. 3 sets of windows to backyard. Custom Wall Simply Beautiful!



Mature Trees backed up to residential Very Private Large Spacious Backyard. Enclosed Privacy Wooden Fence. Swingset stays.. See 3D Tour for in depth view.



Family Friendly Backyard w/Enclosed Privacy Wooden Fence. Storage shed remains with property & swing set. Mature Trees and Very Private. See 3D Tour for in depth view.



Success Checklist

Your Success is Our Success

BUILD on our Sales Systems ***GROW*** Your Business

Access Your Accounts

- ☒ Review: www.SnyderStrategy.net access accounts, documents, libraries, etc.
- ☒ Review: www.ZipFormPlus.com access & organize all your transactions
- ☒ Download FREE
App: ZipForm Mobile Companion access your transactions on your mobile phone
- ☒ Download FREE Mobile App
App: Homesnap Rental & Home Mobile app generates Seller & Buyer Leads
- ☒ Download: Seller Buyer Presentation Booklets Study & practice your presentations
- ☒ Review: www.CoreListingMachine.com Access virtual tours, 3d tours, marketing materials
- ☒ Register: for Showing Service for listing Mandatory membership (MLS id # required)
- ☒ www.ixactcontact.com/SNYDER Discounted customized Customized Relationship Manager (CRM)
- ☒ Review: www.RecruitingBonusIncome.net 7 Tier Level Commission Income
- ☒ Download: Sample Contracts Learn to write contracts, use as a reference tool

Live Training Simulators

Seller & Buyer Transaction (me & me Deals)
Buyer Transaction
100% Guaranteed Results



Referral Lead Generators

Build on our Sales Systems ***GROW*** Your Business
Think out the box ***Use Your Creativity***

_____ 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 a SUBDIVISION**?

_____ What **information/gifts** did you send out for the **Monthly Holiday**?

ex: Christmas, Easter, Memorial, Thanksgiving//every month something should be sent out

_____ What **information/gifts** 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?

Referral Lead Generators

Build on our Sales Systems ***GROW*** Your Business
Think out the box ***Use Your Creativity***

Email Campaigns:

_____ Every month Send **FLYERS** for everyone & every holiday

_____ Every other month Send **pdf booklets**, Seller & Buyer Presentation Guide, Just Listed or Just Sold, etc. or anything that will showcase your skills

Postal Campaigns:

_____ 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 2 month **Call your Top 25 people** you know

_____ Every 3 months **CALL YOUR entire** data base

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:

_____ **WEAR Your Name badge**

_____ **GIVING GIFTS to your Top 25 people Every 2 months** and drop off a holiday gift or some type of gift, ensure you are asking for referrals, become creative

_____ **Farming Your Subdivision:** every month you must drop off Informational Gifts & Holiday Gifts. **WEAR Your Name badge**

LEAD Follow-Up:

_____ **Send bi-weekly & Call the Leads** send bi-weekly email & postal campaign for Sellers / Buyers Fsbos & Expireds Send out all your pdf docs & jpeg photos

Social Media:

_____ **Post/Talk** your listings, show case your skills, brag about solving issues for your clients

_____ **Network:** meetings events, social organizations and anywhere you are. Continuously hand out your business cards

DID YOU CLOSE A DEAL?

Mentor Training Program *SELLING with CONFIDENCE*

Announcing to Everyone on Day One of Joining our company!

Know these Themes:

When you talk to anyone about real estate, you must summarize your business in such a way where it makes the most impact. These themes are very powerful about the company, for sellers and buyers;

Company: “Superior Selling & Buying Technology”

Strategic Selling System: “Staging, Marketing, Advertising the Custom Features & ReSale Values of the house will sell it at the highest sales price”

Strategic Buying System: “ReSale Value Research # 1 priority”

Send Announcement Joining letter

Ensure contact base has phone #, address, email >>> Send letter via Emails, Postal mails, phone calls. **Call all of your contacts** and announce you are in Real Estate and talk about **About the three themes;** your Mentor Training, 24/7 Assigned a Mentor Leader Broker with immediate direct support, being paid Highest Commission in the industry and overall the success of agents and our company.

AFTER 1ST phone call, then just make phone calls and let them ask about real estate. You do not have to mention real estate, because your ongoing marketing will be asking for referrals. **Take notes and place in your CRM planner** so you can talk about their family and achievements. Become very interested in their lives and you will generate referral and leads.

Referral Lead Generators: **Creating Calendar FOR MONDAY—FRIDAY**

Gmail labels: ex. Action required, follow up, deadline, signature required, response required

Digital folder: place on hard drive for quick access to your files, important docs & closed files

Quick Review: Core Listing Machine: unlimited virtual & mobile tours

Core Listing Machine.com: virtual tours, personal you tube video, listing flyers, add social media (LinkedIn, Facebook, twitter, etc.)

IXACT Customer Relationship Manager (CRM Planner):

Call Your Mentor Leader for CRM

Quick Review:

#1 way to Generate Referrals/Leads is through your family, friends, sphere of influence, database, current/past clients and everyone you have met!

Mentor Training Program ***SELLING with CONFIDENCE***

Create Monday through Monday on calendar

CALL CLIENTS 6 – 7am	PROSPECTING FOR LISTING 6 – 7am	Review SNYDER STRATEG 6 – 7am	REVIEW: Presentation mat 6 – 7am	STRATEGIC FARMING: EXP 6 – 7am
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Copy & paste titles in subject lines for the day and repeat on that day, forever and ongoing
Copy & paste the notes in the notes section area

MONDAY: Call Clients

Weekly Feedback:

Listing Clients/Listing Leads & Buyer Clients/Buyer Leads. Review all listing status with Seller Clients: review all mls' on all major search engines. Weekly summary CMA report to

Listing Clients, Weekly virtual tour advertising report to Listing Clients

Review: Mortgage rate, National issues State/Local issues w/ BUYERS Clients & BUYER LEADS all mls/blc searches with Buyer Clients & auto email notification for Buyer Clients

CALL CLIENTS [checked]

Save More actions

Apr 10, 2023 6:00am to 7:00am Apr 10, 2023 [checked] (4:00) Eastern Time - New York Time zone

☐ All day ☒ Weekly on Monday [checked]

Event Details Find a Time

Add Google Meet video conferencing

Add location

Add notification

Jesse Snyder [checked]

Busy Default visibility [checked]

MONDAY: CALL CLIENTS
CALL Listing Clients/Listing Leads & Buyer Clients/Buyer Leads
Review all listing status with Seller Clients: review all mls' on all major search engines
Weekly summary CMA report to Listing Clients
Weekly virtual tour advertising report to Listing Clients

REVIEW:
Mortgage rate, National issues State/Local issues w/ BUYERS Clients & BUYER LEADS
all mls/blc searches with Buyer Clients & auto email notification for Buyer Clients
ONGOING:
Emails, Smails, phone calls every month, every event, every holiday and every sale to Family, Friends, Past Clients and Sphere of influence
SEND booklets by pdf(email) for complimentary copies
REVIEW Presentation materials, Educational webinars, classes, etc.

Guests

Add guests

Guest permissions

☐ Modify event
☒ Invite others
☒ See guest list

Ongoing:

Emails, Smails, phone calls every month, every event, every holiday and every sale to Family, Friends, Past Clients and Sphere of influence SEND booklets by pdf (email) for complimentary copies

Review: Branding Coaching, Mentor Training Program Booklet & SnyderStrategy.net

TUESDAY: Prospecting for Listing & Buyer Leads

Farming:

Farming your subdivision: Actives, Pended, Expires & Fsbo's

Strategic Farming (LISTING IN A SUBDIVISION) review Actives, Pended, Expires & Fsbo's

Call all leads who haven't looked at houses yet and your current buyer's

Buyer's auto email notification CALL ALL YOUR BUYERS & review their searches and arrange for new appointments.

Ongoing: Emails, Smails, phone calls every month, every event, every holiday and every sale to Family, Friends, Past Clients and Sphere of influence SEND booklets by pdf (email) for complimentary copies

Review: Branding Coaching, Mentor Training Program Booklet & SnyderStrategy.net

Quick Review:

#1 way to Generate Referrals/Leads is through your family, friends, sphere of influence, database, current/past clients and everyone you have met!

Mentor Training Program ***SELLING with CONFIDENCE***

WEDNESDAY: SNYDER STRATEGY SYSTEM

Viewing Reports:

Product Knowledge, Presentation Skills & Self Management

Digital Folders labeled correctly for quick access & delivery to other associates;

Synchronized & Organized

Momentum Marketing:

SEND OUT PDF BOOKLETS TO ANY ONE AND EVERYONE

Review your subdivision for Actives, Pended, Expireds & Fsbo's

Strategic Farming: List a house, review Actives, Pended, Expireds & Fsbo's

Review your Buyer's auto email notification

Ongoing:

Emails, Smails, phone calls every month, every event, every holiday and every sale to

Family, Friends, Past Clients and Sphere of influence. SEND booklets by pdf (email) for complimentary copies

Review: Branding Coaching, Mentor Training Program Booklet & SnyderStrategy.net

THURSDAY: MOMENTUM MARKETING

Momentum Marketing: #1 way to Generate Referrals/Leads is through your family, friends, sphere of influence, database, current/past clients and everyone you have met!

Ongoing:

Emails, Smails, phone calls every month, every event, every holiday and every sale to

Family, Friends, Past Clients and Sphere of influence SEND booklets by pdf (email) for complimentary copies

FRIDAY: STRATEGIC FARMING: EXPIREDS & FSBO'S

Strategic Farming: whenever you list a house (instant credibility), farm the area for Expireds & Fsbos

1. #1 way to Generate Referrals/Leads is through your family, friends, sphere of influence, database, current/past clients and everyone you have met!

2. Farming your subdivision: Actives, Pended, Expireds & Fsbo's

3. Strategic Farming (Listing in a subdivision) review Actives, Pended, Expireds & Fsbo's

Ongoing: Emails, Smails, phone calls every month, every event, every holiday and every sale to Family, Friends, Past Clients and Sphere of influence SEND booklets by pdf (email) for complimentary copies

Review: Branding Coaching, Mentor Training Program Booklet & SnyderStrategy.net

Key Points to Remember:

Review gmail, Core Listing machine account, open tabs on the internet

gmail labels and folders, maintain for 7 years add social media (facebook, linked in, blogger, twitter) to Core Listing Machine. This is free of charge

SNYDER STRATEGY SYSTEM:
Keys Points of Real Estate

Know these Themes:

When you talk to anyone about real estate, you must summarize your business in such a way where it makes the most impact. These themes are very powerful about the company, for sellers and buyers;

Company: “Superior Selling & Buying Technology”

Strategic Selling System: “Staging, Marketing, Advertising the Custom Features & ReSale Values of the house will sell it at the highest sales price”

Strategic Buying System: “ReSale Value Research # 1 priority”

Prospecting for SELLERS:

LISTING LEAD:

Receive a listing lead: **Ask about Custom Features & ReSale Values of House**

Strategic Farming (wherever you list a house): Active, Pended, Expired's, Fsbos

SET LISTING APPOINTMENT:

REVIEW Listing Presentation & Listing Contract transaction training (located in Mentor Training Booklet)

Prepare Quick CMA: Active, Pended, Sold minimum of 10—15 houses. Separately prepare 5-7 Expired's at least one expired identical to client's house, provide Quick CMA for all categories; **CMA** Make 3 set of copies of CMA and Tax Record **REVIEW** OLD MLS Doc. & pictures, **REVIEW** Tax Record, **REVIEW** PRICE History, for recent Expired?

Prepare an Estimated Net Proceeds

Send email of Selling & Buying Presentation Booklet

LISTING APPOINTMENT:

Strategic Selling System: Staging, Marketing, Advertising the Custom Features & ReSale Value of the house will sell it at the highest sales price

*Take Listing Presentation PDF Booklet & hardcopy (Net Proceeds document, Pocket Folder)

*Take Listing & Buying hard copy of contracts to be contained in customized folder

***WRITE Down all the CUSTOM FEATURES & ReSale Values of the house**

*Know which items are included or not included in the sale of the home

***Complete contracts on ZipForm Edition;** take them back to sellers to sign and present the documents in **SNYDER STRATEGY** listing folder

Quick Review:

#1 way to Generate Referrals/Leads is through your family, friends, sphere of influence, database, current/past clients and everyone you have met!

Mentor Training Program *SELLING with CONFIDENCE*

LISTING CONTRACT SIGNED:

- ***9 days to complete listing** Give yourself time to multi task in your business, You do need this time to complete the listing, because of the virtual tours, signage and so forth.
 - *Complete TASKS on ZipForm Edition
 - ***If Seller is Buying:** Seller's sign Buyer's Exclusive Agency Contract for 6 months
 - ***UPLOAD** paper work to ZipForm Edition within 24 hours, **complete checklist for Sellers in zip forms**
 - *Centralized Showings appointments & feedback are sent to Sellers
 - ***Weekly quick CMA's are completed for sellers** **ONGOING COMMUNICATION WITH SELLERS**
- Strategic Farming** (wherever you list a house): Active, Pended, Expired's, Fsbos
Use electronic signatures

Prospecting for BUYERS:

BUYER LEADS:

Receive a Buying lead (from your marketing): ask what, where, when, etc. about house search

- ***Obtain Pre-approval letter**, stay in communication with Buyer & Lender at all times

SET UP Auto Email Notification for buyers to send to new listings use the MLS Area Map

SET BUYER APPOINTMENT:

- ***REVIEW** Buyer Presentation booklet
- ***Showing Service Company/** Set up apts. By 1/2 hour & **Map houses** on MLS *Prepare MLS documents for showings. Your docs have agent information, Buyer's docs have only consumer information

BUYER APPOINTMENT:

Strategic Buying System: ReSale Value Research # 1 priority

- ***REVIEW:** Strategic Buying System guide
- *Take Listing & Buying hard copy of contracts to be contained in customized Folders
- *Give Buyers the MLS documents (consumer copies only)
- ***REVIEW** all Custom & Re-Sale Features of the house
- *Buyer signs Exclusive Buyer Agency Contract & is PreApproved by preferred lender, then give buyer the Strategic Buying System guide

PURCHASE AGREEMENT for BUYERS:

- *Prepare Quick CMA: Active, Pended, Sold status is a minimum of 10 houses. Separately prepare Expired's in quick CMA Make 3 set of copies of CMA and Tax Record
- * **REVIEW OLD MLS Doc. & pictures, REVIEW Tax Record**

Special Note:

PURCHASE AGREEMENTS: Review sample contracts Counters, Acceptance, Inspection Responses & Closing, Review Flowchart Contract Folder for process

Listing Agent: work with Title Insurance Company **Buyers Agent:** work with Lender

- *Take Hard copy contracts of Listing & Buying
- ***COMPLETE CONTRACTS OR PREPARE THEM ON ZIP FORMS:** take them back to buyers to sign and present the documents in ***SNYDER STRATEGY folder***

Mentor Training Program *SELLING with CONFIDENCE*

Use electronic signatures

- *Review **Buyer Investment Guide** for analysis
- *Present purchase agreement with **SNYDER STRATEGY folder**
- *Provide 3 net proceeds with different sales prices of \$5000 difference
- *Create counter offer: Counter offers state what they don't agree with and will change the statement of the purchase agreement or counter offers previously submitted
- *Ensure all signatures and accept offer
- ***Complete Checklist Tasks in ZipForm Edition**
- *Upload Required Docs to ZipForm Edition within 24 hours
- *Present the documents in **SNYDER STRATEGY contract flowchart folder**

PURCHASE AGREEMENTS:

Counters, Acceptance, Inspection Responses & Closing, Review, Flowchart Contract Folder for process

BUYERS:

work with Lending Bank Company

- *Present purchase agreement with flowchart contract folder
- *Create counter offer ***Counter offers state what they don't agree with and will change the statement of the purchase agreement or counter offers previously submitted
- *Ensure all signatures and accept offer
- *Complete **Tasks in ZipForm Edition**
- *Upload Required Docs to ZipForm Edition within 24 hours
- *Present the documents in **SNYDER STRATEGY contract folder**

INSPECTION: Habitable vs. cosmetics. Seller should only repair Habitable issues; all other issues are optional **APPRAISAL:** Must be appraised for the sales price or higher. If not, the buyer can terminate contract

HUD STATEMENT:

Review your Seller's Net proceed, Review for Buyer's earnest money credit & overall review for both parties according to what was agreed upon in the accepted offer.

Review: Branding Coaching, Mentor Training Program Booklet & SnyderStrategy.net

Key Points to Remember:

Review 3 communication themes with your clients
To Build a Career of Higher Income & Referrals, you have to give everything to your clients to brag about you later and give you referrals.
Never shortcut the System, the clients will find out you did not give everything to sell or buy a house

Quick Review:

#1 way to Generate Referrals/Leads is through your family, friends, sphere of influence, database, current/past clients and everyone you have met!

MARKETING MASTERY

Win Listings, Expireds & Fsbos and so much more

Strategic Farming: Generating Leads/Referrals:

What is Strategic Farming? Using specific credibility (living in your subdivision, a new listing) and sending out information to your family, friends, sphere of influence, current/past clients, expired & Fsbos to generate leads. **Whenever you list a house (instant credibility), farm the area for Active, Expireds & Fsbos**

Quick Review & Download: Email Campaigns in SnyderStrategy.net > Send out every month

Choose Your subdivision: you have instant credibility with your neighbors. Let them know you are in real estate and you can help them with any requests. Farm the area for Expireds & Fsbos

Send out: Broadcast Your performance constantly to everyone you know. Use all of the marketing materials and email campaigns available to you, ex: Just Listed & Just Sold letters, Recognition Cards, etc.

Quick Review: Homework training session for review of Expireds & Fsbos

EXPIRED LISTING FORMULA:

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

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.
- 5)** Give the Countdown to Closing Booklet and Listing Flyers

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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

Simulate You are their Listing Agent and showcase your skills. They are evaluating you presentation skills and expertise, Walk Through the house as if you are on a Listing Appt.

DO A STOP BY TO REVIEW HOUSE AND GIVE COUNTDOWN TO CLOSING BOOKLET AND OTHER INFO. 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 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 their 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 Seller Buyer Guide, 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 information & 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/she decides to list with a Realtor,; Explain about our Superior Selling & Buying Technology and your expertise. **Every phone call build the relationship and show them how you will be as there agent**

"Market & Broadcast on Every Part of Your Business"

Mentor Training Program *SELLING with CONFIDENCE*

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 the event happens, and then 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.

OPEN HOUSE:

open houses are not productive

Mobile tours exclusive to SNYDER STRATEGY replaces the open house

however if you live in the subdivision and you should list a house in the subdivision to get to know your neighbors. Need to go all out with ballons, flyers and bring laptop for quick cma to provide to the neighbors.

*send out letters to subdivision, advertise on virtual tours, offer cma reports, sell your house with or without a Realtor

*take listing book, buyers book, brochures and all presentation documents

*provide a guest book

SHORT SALE:

Download Short Sale System: **Market exactly the same way** just like any other listing and accelerate price adjustments by having post dated signatures and dates automatically reduce the price. Use Short Sale Booklet in conjunction with working with the bank and seller

Key Points to Remember:

- * 3 communication themes with your clients
- * To Build a Career of Higher Income & Referrals, you have to give everything to your clients to brag about you later and give you referrals.
- * Never shortcut the System; the clients will find out you did not give everything to sell or buy a house



Listing Presentation

Proven Six Figure Income System



Download & Review:

Seller & Buyer Investment Guide > www.SnyderStrategy.net

Summarize Your Business with Your Clients:

Strategic Selling System: “Staging, Marketing, Advertising the Custom Features & ReSale Value of the house will sell it at the highest sales price”

Create Personal profile: MLS (add/edit function, email signature) **Company activates:**

ZipForm Edition (legal contracts/digital server for transactions) & Showing Service

Quick Review: Download sample contracts, Estimated Net Proceeds, **Core Listing Machine** Virtual Tour Link, listing flyers & summary reports

Listing Appt: ask for resale values & custom features : **Complete CMA**, review tax records & previous MLS Doc **Evaluate property & Complete Net Proceeds** (presentation, purchase agreement & any requests)

Listing upload (Convey to Clients: **9 days to complete listing**):

Docs upload: MLS & **ZipForm Edition** >> 24 hours for data entry & uploading listing documents

Quick Review Listing Transaction uploading docs and tasks to **ZipForm Edition**.

CMA's sent to Seller Clients prepared for purchase agreement **Use electronic signatures**

SALES PRICE FORMULA:

Quick Comparative Market Analysis (Quick CMA) Active, Pending, Sold & Expireds 10-15 houses & 3 Expireds (important note: Expireds are on a separate quick CMA, not part of the CMA). When you list a house, it is so important to price it right. Now there will be sellers who want a certain price. **You as the agent have to show the sellers the FACTS:**

***Active, Pending & Sold** according to their house specifications, **SHOW THEM IDENTICAL HOMES WITH THE PICTURES**

REMEMBER Sold is the key for the sales price of the house you are listing. **ACTIVE** is an indicator of the market. **SOLD Price is the key.** **Don't let the seller dictate the sale price.**

Key Points to Remember:

Sign up for Showing Service in your area (ensure it is NOT a subscription)

***Strategic Selling System, Power of Giving Formula, Estimated Net Proceeds, Quick CMA** (Comparative Marketing Analysis)

***9 days** to create a listing for clients & 24 hours to enter MLS & upload docs to ZipForm Edition

***ZipForm Edition:** obtain & create Indiana State contracts

***3 most common times** an Estimated Net Proceeds will be requested? During listing appointment, price adjustments & a purchase agreement.

Buyer Presentation

ReSale Value Research Technology



Download & Review:

Seller & Buyer Investment Guide > www.SnyderStrategy.net

Summarize Your Business with Your Clients:

Strategic Buying System: "ReSale Value Research is #1 priority"

Quick Review: Sample contracts, Showing Service Co.

Buyer preparation: Must be preapproved and sign the buyer exclusive agency contract.

Important to ensure you are paid and your time is protected. For safety reasons

Buyer Appt: Weekly phone calls, SET UP Auto Email Notification, Set up appts. By 1/2 hour over lapping,

Seller & Buyer Investment Guide Booklet (pdf copy in advance via email)

Writing an Offer: (have sample contracts with you in your briefcase)

ZipForm Edition: review the software to navigate

MLS Software: Quick CMA of property & general history CMA with a purchase agreement > review tax record. Evaluate property w/Buyer Evaluation Docs, Use preferred vendors (surround yourself and your client with a team of Proven Excellence), Map it w/Google Map, Use electronic signatures via ZipForm Edition

Inspection: Do NOT attend(unless buyer requests), you are not a licensed inspector and you are not allowed to advise your buyer on what to inspect. **Main issues to be repaired in an inspection?** Hability issues vs cosmetic issues. The house must be in a condition to live with-in: operating Furnace, roof with no leaks, no mold, no radon, no gas leaks, electrical & plumbing to code standards and must comply with lender/appraisal standards.

Buyer Docs upload:

MLS & ZipForm Edition >> 24 hours for data entry if you have listing side & 24 hours uploading buying documents

Quick Review (ZipForm Edition): review required docs and task checklists

Quick CMAs review prior to writing purchase agreement

Use electronic signatures via ZipForm Edition

Key Points to Remember:

- * Sign up for Showing Service in your area
 - * Strategic Buying System, Power of Giving Formula & Quick CMA (Comparative Marketing Analysis)
 - * Call MLB to set up Auto Email Notification for your Buyers?
 - * Call MLB for choosing a preferred inspection company
 - * Pre-approved Letter & Buyer Exclusive Agency Contract to
- Protect your commission & time**

Pendings & Closings

Build Your Career with Powerful Referral System

Download & Review Sample Contracts:

ZipForms: review required documents & checklists

Quick Review: > Purchase Agreement, Counter Offers, Inspection Response, Sellers Residential Real Estate Sales Disclosure (need buyer signature & seller signature two times), Lead Base Paint Disc. & Office Policy

Key Points of Docs & Contracts/Purchase Agreement: protect your clients, every line must be reviewed

Counter offers only counter what you disagree with

Addendums > adding to contracts **Amendments** > removing statement from a contract

Final Walk through: set up appt. day before; (Buyers) should only be a quick walk through, you are not an inspector. You do NOT inspect the items repaired, that is why you have warranties & receipts as proof. You are reviewing for obvious issues.

Quick Review: Sample HUD Statement & Estimated Net Proceeds

Review: Buying side review for earnest money, home warranty, Compare Estimated Net Proceeds and HUD Statement, if you have listing side

Day of Closing: you are there to ensure all docs are provided, **SEND** all docs to client, night before, from your hard drive.

Create Closing Package > www.SnyderStrategy.net > Realtor Resources> Closing Package
Request Title company send closing docs via email (easy upload)

Upload closing docs: ZipForm Edition

Review ZipForm for required documents and checklist.

Retain all transaction files on your hard drive for seven years

Key Points to Remember:

Sample contracts, HUD statements & Closing Package

- * Send your client contracts by zip folder to client, day before
- * Review HUD statement with your Estimated Net Proceeds **with Sellers**
- * Review HUD statement **with Buyers, only for key points,**
Lender must review HUD with Buyers
- * Have Lender review entire HUD statement **with your Buyer**
- * Buyer: complete a Final Walk Through
- * Sellers Residential Sales Disclosure: must be signed by seller, ensures property in same or better condition

SNYDER STRATEGY

REAL ESTATE

*We are Dedicated to Helping
Our Realtors achieve their
Financial Investment Goals*

