

SNYDER STRATEGY

REAL ESTATE

Informational Tutorial

- 1. What is the Strategic Selling System?** Staging, Marketing & Advertising the Custom Features & ReSale Value of Your Home, will Sell it at the Highest Sales Price!
- 2. What is the Strategic Buying System?** ReSALE Value is # 1 PRIORITY! A COMPLETE REVIEW OF THE PROPERTY for ReSale Value will Maximize Your Profits!
- 3. What are the best ways to generate leads?** Ongoing: Emails, Smails, phone calls every month, every event, every holiday and every sale to Family, Friends, Past Clients and Sphere of influence Gifts for every holiday & seasonal events for everyone you know
- 4. What is the main technology to help increase your learning curve?** SNYDER STRATEGY SYSTEM, Snyder Strategy.net(Realtor Resources and all tabs) & ZipForm Server
- 5. How much time do you have to add a listing to MLS?** 48 hrs.
- 6. How many days do you have to create the listing for your clients?** 9 days
- 7. Where do you create a listing, accepted offer & close out the transaction?** ZipForms & MLS
- 8. Where do you upload/download documents and review your checklist to complete tasks?** ZipForms
- 9. Where do you obtain and create Indiana State contracts?** ZipForms
- 10. What are the 3 most common times an Estimated Net Proceeds for sellers will be requested?** During listing appointment, price adjustments and a purchase agreement
- 11. How do you prepare a CMA (Comparative Market Analysis)?** Prepare Quick CMA: Active, Pended, Sold minimum of 10 houses. Separately prepare Expired's in quick CMA Make 3 set of copies of CMA and Tax Record CALL Mentor Leader for advise
- 12. When choosing a title company, what are considerations?** Always choose title company when possible, especially when you have the buyer. Title Co. should be chosen nearby by your office & must have established history
- 13. How do you set up a showing for your buyers?** Call Centralized Showings Service, Set up appointments for one hour and have each appointment overlap each other by 1/2 hour. Map house on MLS
- 14. What technology do you use to set up property searches for your buyers?** Auto Email Notification for a buyer through MLS
- 15. What process should take place prior to showing houses to your buyer?** Pre-Approval process by lender and buyer must be pre-approved
- 16. What document is used at closing and must be reviewed with your clients?** HUD settlement statement and net proceeds is reviewed for accuracy with the HUD settlement statement
- 17. 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 & Fsbo's to generate leads

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- 18. How do you complete a short sale?** Give the seller the short sale booklet and explain, how price adjustments must be automatically done every two weeks and their listing will be marketed just like any other listing. The letters will be used to plead their case to forgive part of the loan. Every bank is different when completing short sale.
- 19. Which booklet helps staging the house?** Seller Buyer Guide
- 20. Which document by law must be signed by buyers and when should be signed?** Buyer's Exclusive Agency Contract and signed prior to showing a house and or advising/sending legal real estate documents
- 21. What is given to Seller's at end of presentation?** Seller Buyer Guide CMA Reports & Expireds, Net Proceeds, Snyder Strategy marketing materials and any other gifts you would like to give to the potential clients
- 22. Which book is issued to a Buyer once he/she is pre-approved and signed the Buyer Exclusive Agency Contract?** Seller Buyer Guide
- 23. Why do we use the Buyer Exclusive Agency Contract?** To ensure we are paid our commission and ensure who is representing the buyer
- 24. When writing a purchase agreement for your buyer, who chooses the title company?** You choose the title company for your buyer. Seller is only given the privilege by the buyer to choose the title company. This is state law.
- 25. When writing a counter offer, what is main point of countering?** Counter the things you do not agree with.
- 26. When writing an inspection response, what is main point of responding?** Specifically state what you want repaired and by who and requests receipts/warranties for work completed
- 27. Do you attend an inspection?** No, you do not need to attend(unless buyer requests); you are not a licensed inspector and you are not allowed to advise your buyer on what to inspect, You can be held liable for practicing without a inspection license. This also applies to lending issues also. You do not advise on lending and never calculate mortgage numbers.
- 28. What are the main issues to be repaired in an inspection?** Hability issues vs cosmetic issues. The house must be in a condition to live within: 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.
- 29. What do you use to keep yourself organized on a daily basis?** ZipForms & CRM Planner
- 30. What are the 3 ways to Rapid Improvement?** 1. Product Knowledge (SNYDER STRATEGY System & Industry Knowledge), 2. Presentation Skills (SNYDER STRATEGY System & self review), 3. Self Management (organization & consistent follow up)
- 40. What is the main Philosophy of "Superior Service Means Satisfied Clients"?** You must drive the business by being a role model when dealing with everyone and ensuring no one stops you from achieving your goals. Being paid commission and protecting your clients' investment, will invariably produce a referral for you
- 41. How do you hold an open house?** We do not hold open houses, however, if you do hold one, it should be done to generate new listing within the subdivision.

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42. When representing a seller, buyer or Fsb0, how are you compensated? Contracts, You must charge a minimum if you represent them in advise, providing documents or asked to provide paperwork. Full Representation is mandatory according to state law, NAR lawsuit and Snyder Strategy Policy. Full representation requires compensation according to Snyder Strategy contract

43. Branding Coaching what are the three key parts to improvement? Sales Personality (Law of Attraction), Trained Expert (Top Performance), Enhancing Lives (Generating Referrals)

44. What is the number one way to building your brand? Power of Giving, good will, gifts and overall a positive attitude to uplift everyone you know.

45. On a Me & Me Deal, do you charge both seller & buyer? Yes, these are two clients and each side must pay commission

46. Can you just do paperwork and or discount for a client and not charge anything and just give part time performance? No, you must be compensated for your legal real estate advice. There is no such thing as doing paperwork or discount. Full time competent performance is required on every transaction and you should be compensated accordingly

47. What are the Powerful Secrets to Becoming Wealthy? Will to Win, Purpose of Life, Power of Giving Formula, Power of Withing, Shaping & Influencing Your Behavior, Positive Influence, Power of Commitment & Focus, Truthful Confidence, Knowing Right from Wrong and Moving at Lightning Pace for Results

48. What is the number #1 way to generate leads? Network in person and be the role model example to everyone you meet. Positivity is everything.

49. What is the best CRM Sales System and for free? Gmail: email, contacts & calendar synchronized with your electronic devices (desktop, laptop, mobile phone, etc.)

50. What are the key points for selling/buying a house? Custom Features and ReSale Values is highest priority for your unique marketing and evaluation of a house.

51. What is the # 1 way to generate leads? Referrals, leads is through your network (family, friends, sphere of influence, database, current/past clients)

52. How important is it to meet legal deadlines? Highest priority, you must meet deadlines, you must contact the realtor if you need an extension. DO NOT IGNORE OR MISS DEADLINES, lawsuits will begin

53. What is Strategic Marketing? Broadcast your achievement and performance every single opportunity, so people know you are an expert.

54. What is the Expired Listing Formula? Show what went wrong // Show how you will Fix it, Show Your Marketing // Show Selling Proof of Results

55. What is the 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

56. What is compond marketing when you list or hold an open house? Use the power of your current clients to talk to other and broadcast about the house, provide info at open houses, show you are an expert

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57. What is critical in marketing/listing a house or evaluating/buying a house? Customized Features & Re-Sales Values Formula is very powerful in how to describe/ market the house and when you are working with buyers, you must go from room to room to evaluation to buy the house or not

58. Where do research in how you are paid? Snyder Strategy Contract located on SnyderStrateg.net > Realtor Resources > Realtor Documents

59. How do you recruit an agent? Call the agent and ask if he/she would like to talk with your Mentor Leader about our company commission/training/24/7 live support.

60. What is the Plus Cash Bonus \$200 and how do you get paid? Mandatory \$300 Admin Fee charge to a client and you are paid \$200 Cash Bonus. Office Policy explains exactly why admin fee is being charged outside of the commission.

61. How do you achieve Super Bonus Commission? Reach \$7,500 Expense fee cap and you will only be charged for \$450 for all transactions

62. How do you achieve Elite Status Commission? Reach \$17,500 Expense fee cap and you will not be charged for any transactions.

63. How is the 100%+PLUS Commission is paid out? Your transaction fee is charged according to sales price Review SS contract

64. When you recruit an agent how much are your paid on their first transaction? Receive \$1,000 as a Recruiting Cash Bonus

65. When you recruit an agent how much are you paid ongoing for recruiting an agent? You will be paid on a 7 Tier Level Commission every time your recruited realtor is paid. Average payments can be paid \$100 to \$425 and it can even be higher depending on the 7 Tier level of realtors recruited and payments issued.

66. Who should you call with any questions? This is the highest priority of training/communication. CALL your Mentor Leader, Call the CEO, Do not hesitate. **We all must MOVE LIGHTNING FAST**

The Will to Win

Throughout my career, I noticed the difference between people who succeed and don't succeed.

It is the greatest secret everyone knows and yet very few embrace it.

You must decide you will Never quit and you are willing to fail, until you succeed.

You have to become hungry to change your life

You must be determined to change yourself to become better everyday.

When the opportunity is there, you must be ready to produce.

Success can be achieved and maintained by your Will to Win

Jesse Snyder, CEO & Founder
***SNYDER STRATEGY* Realty, Inc**