

IMPORTANT INSTRUCTIONS

Your First
and Last
Name
ONLY!!

Name: _____

Facilitator: Chris Hardy

- **Colorado Native**
- **CSU Grad – English**
- **Married to Pat Hardy**
- **Movie Theatre GM**
- **Kinko's - GM**
- **Contractor**
- **REALTOR since 2003**
- **Managing Broker/Owner**
- **Speaking**
- **Training**
- **Coaching**
- **Live on the Poudre**
- **Fly-Fisher**
- **Cache!**



STEPHEN KING

11/22/63

A NOVEL

SPECIAL EXTRA

SATURDAY, NOVEMBER 23, 1963

TEN CENTS

JFK SLAIN IN DALLAS, LBJ TAKES OATH

First Lady Emerges
Unharmd; Shooter
Charged as Killer

by MAX H. LITTELL



President and Mrs. John F. Kennedy smile at the crowd lining their motorcade route in Dallas, Texas, on November 22, 1963.

DALLAS, Nov. 22.—President John Fitzgerald Kennedy, the 35th President of the United States, was shot and killed by a gunman today while riding in a motorcade in downtown Dallas. He was shot at 12:30 P.M. and pronounced dead at 1:00 P.M. Central Standard Time at Parkland Hospital where he was taken. Mr. Kennedy died of severe brain trauma caused by a bullet fired from the assassin's rifle. He was 63 years old.

Vice President Lyndon Baines Johnson, who was also traveling in the motorcade, was sworn in as the 36th President of the United States, one hour and thirty-nine minutes after Mr. Kennedy's death. Mr. Johnson is 55.

The alleged assassin, Lee Harvey Oswald, 24, of Dallas, was arrested by the Dallas police and charged with the crime this morning. He has also been charged with the murder of a Dallas policeman who approached him. Mr. Oswald was apprehended after a second altercation with a policeman in a nearby district. A former Marine, Lee Harvey Oswald, once defected to the Soviet Union. He has since been active in the Fair Play for Cuba Committee.

Today's Thought
There are no great
men, only great
deeds.
— S. M. Hedges

The Greenville News

THE LEADING NEWSPAPER OF SOUTH CAROLINA

SIXTH YEAR—No. 527 BIRTH INFORMATION BUREAU GREENVILLE, S. C. SATURDAY MORNING, NOVEMBER 25, 1963 40 PAGES PRICE 15¢—SUNDAY 25¢

Local Weather

Clear, steady and mild today.
High 70s. Low 50s.
Wind 10 to 15 mph.

Follow page on Page 2.

JFK IS ASSASSINATED

Seconds After Assassination



Hidden Gunman Uses High-Powered Rifle

By FRANK CONNER

DALLAS, Tex. (UPI)—A hidden gunman assassinated President Kennedy with a high-powered rifle.

Three shots reverberated and blood spurted from the President's back. He fell face down. The wife clutched her head, crying. "Oh, no!"

Within half an hour, John F. Kennedy was dead and the United States had a new president.

— London B. Johnson

Within the hour, police had arrested a 24-year-old man following the first shooting of a Dallas policeman. Herodotus Day, 42, of 17th and Parker streets, had identified the man as the driver of the automobile that had been stopped only moments.

Police said it had not been established that the man killed the President, but it had been established that he was in the building from which the shots were fired at the time of the assassination.

He is Harvey Lee Oswald of New Orleans, who five years ago was for some months in Soviet captivity. He has a Russian wife. Oswald denied that he had shot anyone.

REUTERS

WASH. DC. (UPI)—Oswald was a former Marine.

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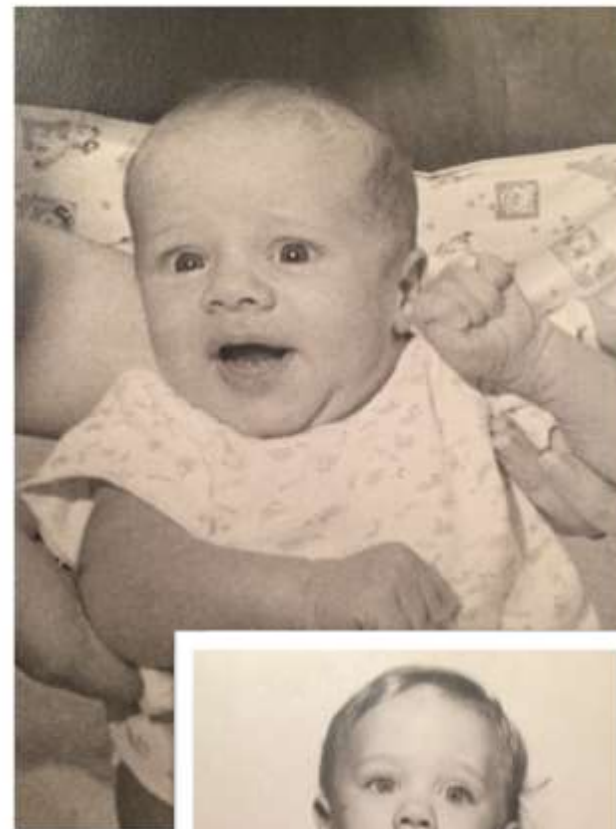
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REUTERS



Facilitator: Chris Hardy

Hillcrest Senior Living



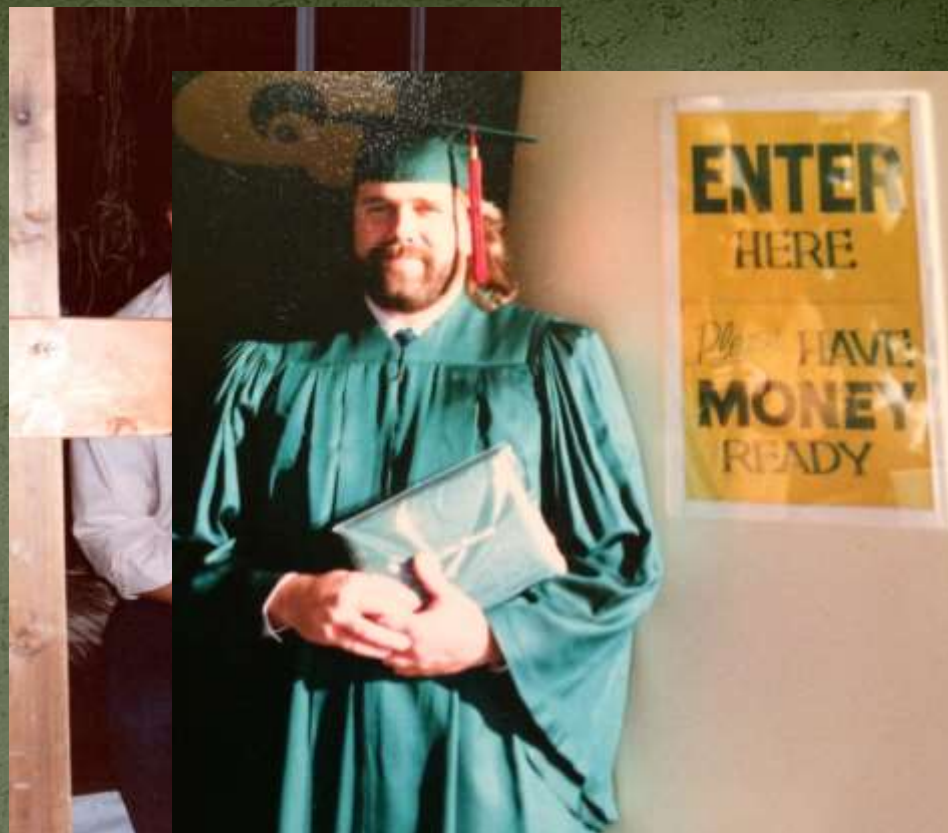




BERTHOUD HIGH SCHOOL

Home of the Spartans!





ENGLISH

click to visit





**KEEP
CALM ;
I'M AN
ENGLISH
TEACHER**



Makawao, HI







Cache La Poudre





Pat

Cache
(La Poochie)







2723 MORNING GLORY RD, Fort Collins, 80526

List Price: \$449,700

Sold For: \$469,000

Status: Sold on 11/30/2000

Type: Residential-Detached

DOM: 189 **DTO:** 132 **DTS:** 189

Lot SqFt: 12,197

Acres: ~ 0.28

Style: 2 Story

Beds: 4 (4 Upr)

Baths: 4 (3 Full | 1 Half)

Main Floor:

Garage: 3 Car Attached

Locale: Fort Collins

Area/Sub: 9/16

Total SqFt: 4554 (\$103/SF)

Finished: 3016 (\$156/SF)

w/o Bsmt: 3016 (\$156/SF)

Year Built: 2000

Taxes: \$1,382 / 1998

HOA Fee: No

HOA2 Fee: No

**COLDWELL
BANKER** 

RESIDENTIAL BROKERAGE

REALTOR since 2003



4982
ELEVATIONS

Est. 2012

REAL ESTATE LLC



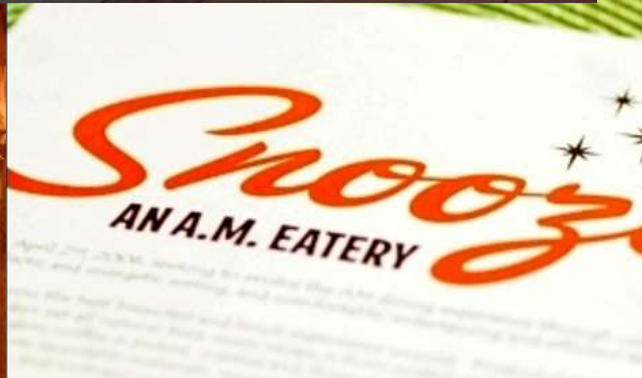
FCBR - Director
CAR - Director
IRES – Manager



FCBR Academy
CREC ACU
GRI Instructor
Coach/Mentor













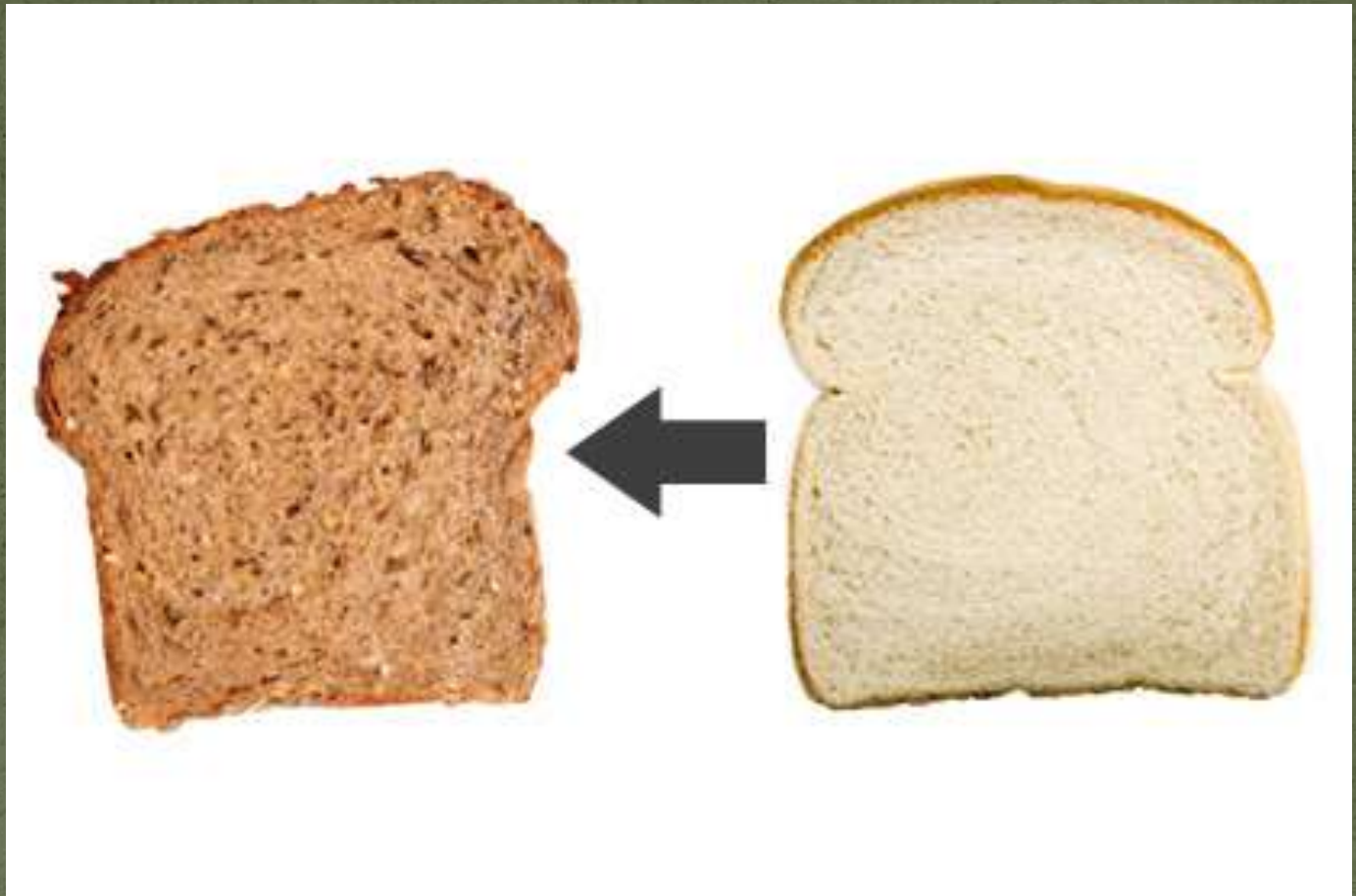
















CHICKEN FRIED





The Good Place

Did somebody say encore?

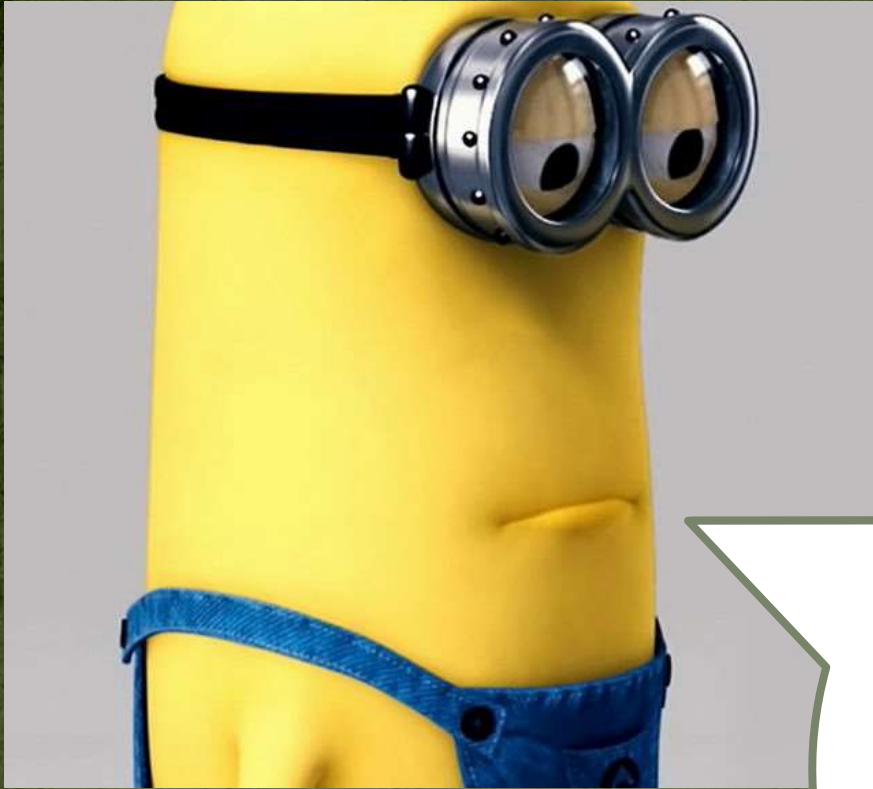


Much of what I know about life...



I learned at the movie theater!



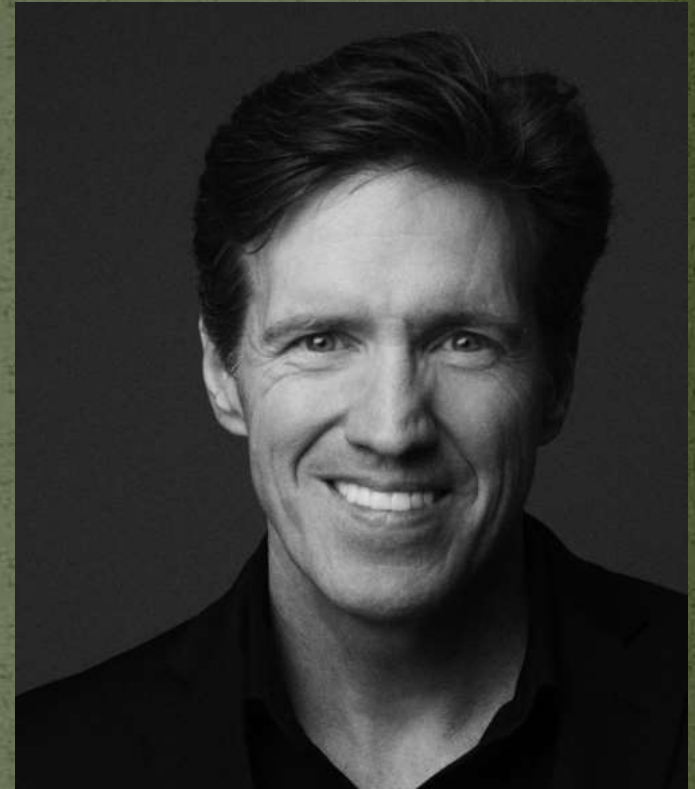


Motto?

**We Make
Your
Dreams
Our
Business!**

What's The Dealio?

- **Why Introduce Myself This Way?**
 - **Stole it: James Kane**
 - **NOCO RE Summit – national speakers**
 - **REALTORS working together to serve our clients in a collectively professional manner**
 - **Creates Instant Affinity (or repulsion)**
 - **First Step in creating an *emotion* of LOYALTY**



www.jameskane.com

What's The Dealio?

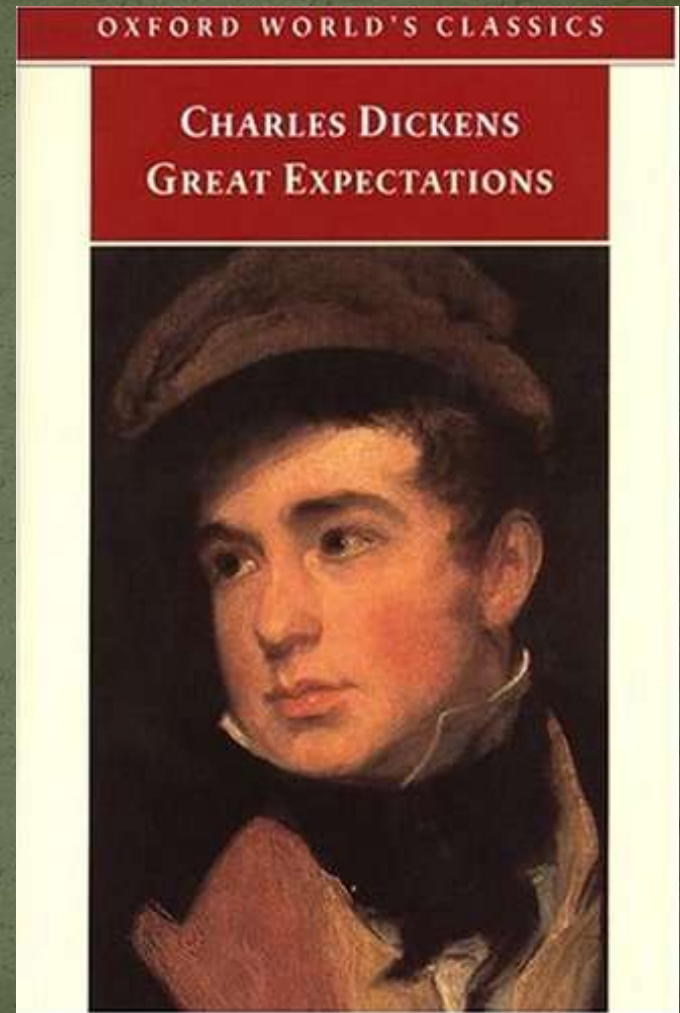
- **The Modules**

- **Map to Success**
- **Sphere of Influence**
- **Buyer Orientation**
- **How to Show Property**
- **The Buy/Sell Contract**
- **Listing Presentation**
- **Creating a CMA**
- **The Listing Agreement**
- **Marketing a Listing**
- **Prospecting for Business**
- **REALTOR Tribe**



Great Expectations

- **Let's Agree...**
 - **Start on time**
 - **Check your tech**
 - **Kindergarten Rules**
 - **Fast paced – so listen quickly w/o distraction**
 - **Take notes – very few handouts**
 - **You *will* hear stuff you've heard before**
 - **Participate fully, plan for taking action**
 - **This is a SURVEY course**
 - **Are you comfortable?**



EMERGING PROFESSIONAL

Appetizer...

**Should make you hungry
for more**

- **Dig Deep**
- **Find a Coach**
- **Create Accountability Group**
- **90% of what you need to know to succeed**
- **Stop getting ready to “get ready”**
- **Find out what questions to ask!**



READING LIST

Sell With Soul & Prospect With Soul – Jennifer Allen Hagedorn

Ninja Selling – Larry Kendall

The ONE Thing – Gary Keller

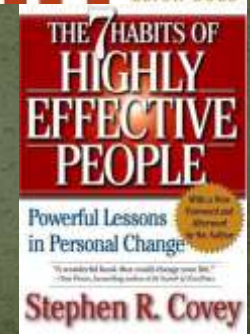
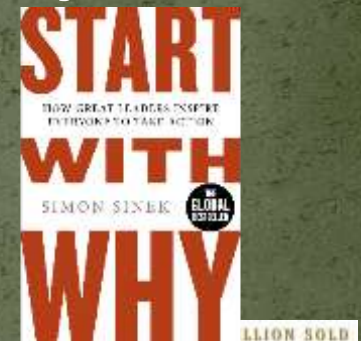
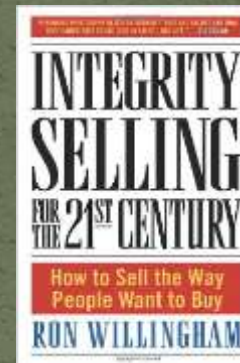
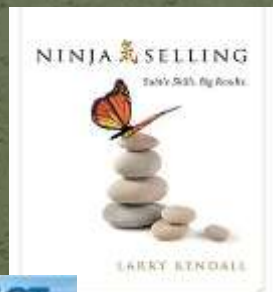
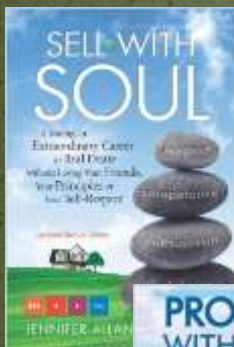
The Millionaire Real Estate Agent – Gary Keller

Integrity Selling in the 21st Century – Ron Willingham

The E Myth Revisited – Michael Gerber

Start With Why – Simon Sinek

The 7 Habits of Highly Effective People – Stephen Covey



EMERGING PROFESSIONAL

Buddy System...

- Look at the people around you – this is your tribe!
- Only 20% make it beyond the first couple of years
- What can you do to beat the odds?
- Fill out the cards in front of you – name only
- Draw names
- Each week – a new buddy



EMERGING PROFESSIONAL

Introduce your buddy...

- **Share the info you gathered**
- **This will be the person you do small group work with this week.**



Hi, I'm Buddy!
What's your
favorite color?

MODULE 1: MAP TO SUCCESS

FTC ANTITRUST DISCLAIMER:

Any discussion of commission in this course is used for hypothetical scenarios for teaching purposes only. It is widely understood and acknowledged that real estate commissions are completely negotiable and there is no such thing as a 'standard real estate commission'. The examples used in this course neither promote nor condone the idea of 'customary regional practice' or a 'standard commission' or collusion by multiple brokers to create the same.

MODULE 1: MAP TO SUCCESS

The Money Formula!



- **Pay yourself first**
- **Pay the IRS next***
- **Know your profit margin**
- **Know your success rate**

Blank Sheet Business Plan:

I want to take home \$

Avg. Sales Price = \$

Avg. Comm % =

Avg. GCI = \$

Avg. Franchise Fee:

Avg. Split: ?% =

Net income/transaction = \$

Take Home Pay = \$

Divided by Net/transaction:

of transactions needed:



**KEEP
CALM
AND
DO YOUR
HOMEWORK**

Blank Sheet Business Plan:

I want to take home \$100,000

Avg. Sales Price = \$350,000

Avg. Comm % = .03

Avg. GCI = \$10,500

Avg. Franchise Fee (5%): \$525

Avg. Split: 70% = \$3,150

Net per transaction = \$6,825

Take Home Pay = \$100,000

**Divided by Net Income (\$6,825)
= transactions needed: 14.65**

NOW, IT'S YOUR TURN!



**KEEP
CALM
AND
DO YOUR
HOMEWORK**

MODULE 1: MAP TO SUCCESS

Do You Know Where You're Going To?

- How much do you need?
- What are your fixed and variable expenses?
- What is your “BIG WHY”?
- What is the goal for your income?
- Do you have the proper helpers in place?



MODULE 1: MAP TO SUCCESS

Who can tell me the dollar figure of their minimum annual cost to be in business?

(round to the nearest grand)



Here's a simple annual breakdown:

REALTOR Dues:	\$600
MLS Dues:	\$612 (\$1200*)
License (1yr):	\$55 (\$165/3 years)
E & O Insurance:	\$289 (state minimum)

Total: \$1,556

\$350,000 sale @ .03% = \$10,500

That's a profit of \$9,944 right?

But wait, there's more...

1% Concession (33%):	\$3,500
Split (70/30):	\$2,100
Franchise Fee (5%):	\$ 350
3 mos. Open House:	\$ 360
Showed 25 homes:	\$ 470 (ex. car pmt)
3 mos. Mktg. Costs:	\$ 500

GCI:	\$10,500
Total:	\$7,280
Annual Expenses:	<u>\$1,556</u> (previous slide)
Profit:	\$1,664

Fixed Expenses vs. Variable Expenses

Fixed:

Desk/Office Fee

Web site

Personal Mktg.

Phone/Text/Email

Car Payment

Newspaper Ads

MLS Dues

REALTOR Dues

E&O Insurance

Car Insurance

Health Insurance

Licensing

Variable:

Just Listed Cards

Just Sold Cards

Listing Mktg.

Closing Gifts

Vehicle Fuel

Print Ads

Deal Savers

Commission Splits

Staging

Photography

Brochures

Home Warranty

Sample Worksheet

Scenario: 1st Year Agent

12 closings (6 SS – 6 LS)

Avg. Sale Price \$350,000

Avg. Rate per side 3%

70/30 Split to \$20k Cap

5% Franchise Fee

Sample Worksheet

Scenario: 1st Year Agent

Sales Volume: \$4,200,000

Gross Commission: \$126,000

Franchise Fees: \$6,300

Company Cap: \$20,000

Net to Agent: \$99,700

Subtract total fixed expenses and variable expenses from Net to Agent being sure to include the 'soft costs' of time, materials for work done that didn't result in a closing. This is your *net-net*.

Sample Worksheet

Scenario: Net to Agent: \$99,700

Fixed:

Desk/Office Fee	\$2,400
Web site w/IDX	\$ 750
Health Insurance	\$6,000
Personal Mktg.	\$ 500
Phone/Text/Data	\$1,000
Car Payment	\$5,400
General Advertising	\$2,400
MLS Dues	\$ 612
REALTOR Dues	\$ 600
E&O Insurance*	\$ 600
Car Insurance	\$1,080
Licensing	<u>\$ 144</u>
Total:	\$21,486

Sample Worksheet

Scenario: Net to Agent: \$99,700

Variable (based on 10 listings, 10 buyers):

Just Listed Cards (\$60/listing)	\$ 600
Just Sold Cards (\$60/closing)	\$ 720
Listing Mktg. (\$50/listing)	\$ 500
Closing Gifts (\$100/closing)	\$1,200
Vehicle Fuel (13k @2.25/gallon)	\$1,083
Print Ads (\$100/listing)	\$1,000
Deal Savers (1/3 of closings)	\$3,000
Staging (@ \$150/ea)	\$1,500
Photography (@ \$90/listing)	\$ 900
Brochures (@ \$45/listing)	\$ 450
Open Houses/Showings (380 hrs)	<u>\$5,700</u>
Total:	\$16,653

Sample Worksheet

Scenario: Net to Agent:	\$99,700
Total Fixed Expenses:	(\$21,486)
Total Variable Expenses:	<u>(\$16,653)</u>
Net Profit Before Taxes:	\$61,561*
Profit Per Closing:	\$5,130

Take your total fixed expenses for the year divided by number of transactions

Total up variable expenses based on number of *clients* not *closings*.

***30% of \$61,561 is \$18,468 = \$31,123 or \$3,591 profit/closing**

Strategies to Improve Profit:

- 1. More closings**
- 2. Higher price points**
- 3. Better fee negotiator**
- 4. Focused, Measurable, Meaningful & Consistent Marketing**
- 5. Use low cost and no-cost REALTOR & Company resources to your benefit**
- 6. Talk to your CPA about creating an LLC or S-Corp.**



MODULE 1: MAP TO SUCCESS

The List/Sell Formula!



- Listings tend to have higher margins than Buyers
- You can only work a small # of buyers at any one time

MODULE 1: MAP TO SUCCESS

The List/Sell Formula!



Listings:

- How many contacts to get appt?
- How many appts to get listing?
- How many listings to close 1?
- How many contacts per week do you need to make?

Buyers:

- How many contacts to get buyer?
- How many showings to write contract?
- How many contracts to close 1?

MODULE 1: MAP TO SUCCESS

The List/Sell Formula!



Seasonality:

- From May to August?
- From Sept. to Dec.?
- From Jan. to April?

Extra Curricular Activity:

- School Year obligations?
- Summer Break obligations?
- Spousal/Familial Needs?
- Vacations?

List/Sell Formula:

Number of Transactions

How many are listings?

How many are buyers?

Now plug in the estimates for getting a listing...

Now plug in the estimates for getting a buyer...

Consider Seasonality!

Expenses? LLC?

Now you know what you need to accomplish each week!!

