



# Actions vs Action to Successful Sales

WILLIE MIRANDA  
BROKER/OWNER/CEO  
MIRANDA REAL ESTATE GROUP, INC.  
ULTIMATE REFERRAL AGENT, LLC

---

---

---

---

---

---

---

---

## My Background

- Prudential-Life Insurance
- 1995-Started Allstate Insurance
- 1998-Coldwell Banker-started "Part Time" Real Estate career
- 2000-Joined RE/MAX Premier
- 2002-Starts Miranda Real Estate Group, Inc.
- 2009/2010-#1 Real Estate Agent in the Capital District (2,500 agents)
- 2015-#1 Independent Brokerage with 603 homes sold and over \$127 million in sales volume
- 2016-Sold 790 homes; \$159 million in sales volume

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

# MIRANDA GROUP




---

---

---

---

---

---

---

---

## Albany Business Review's 2016 Rankings

**RESIDENTIAL REAL ESTATE FIRMS**  
RANKED BY CAPITAL REGION SALES VOLUME IN 2016

Ranking	Business Name / Franchise	Address	Total Sales Volume in 2016	Number of Agents	Average Sales per Agent	Number of Listings	Franchise Organization
1	RealtyUSA	1347 Plaza Capital Park, NY 12005 518-282-7200	\$1.06 million	8,000	\$131,000	483	RealtyUSA, Inc. (a subsidiary of Keller Williams Realty)
2	Coldwell Banker Prime Properties	610 Capital Ave. Capital Park, NY 12005 518-453-2000	\$950,000	3,000	\$316,667	310	CBP, Inc. (a subsidiary of Coldwell Banker)
3	Keller Williams Capital District	513 New Market St. Capital Park, NY 12005 518-751-2000	\$483,27 million	37,876	\$12,763	233,124	Keller Williams Realty
4	Berkshire Hathaway HomeServices Blake RealEstate	8 Apple Albany, NY 12215 518-265-2111	\$368.78 million	4,376	\$84,270	282	Berkshire Hathaway HomeServices
5	Miranda Real Estate Group Inc.	1462 Route 9 Capital Park, NY 12005 518-282-2000	\$128,580 million	84,385	\$152,316	60	Miranda Real Estate Group Inc.
6	Roohan Realty	512 Broadway Albany, NY 12206 518-265-2111	\$122.63 million	10,200	\$12,022	380	Roohan Realty
7	Select Sotheby's International Realty	210 S. Albany Albany, NY 12206 518-265-2111	\$104.96 million	40,500	\$2,592	247	Select Sotheby's International Realty
8	Gucciaro Real Estate Group	441 New Market St. Capital Park, NY 12005 518-331-3785	\$101.98 million	26,790	\$3,803	411	Gucciaro Real Estate Group
9	HUNT Real Estate ERA	1790 Route 9 Capital Park, NY 12005 518-412-8400	\$103.87 million	46,000	\$2,258	554	HUNT Real Estate ERA

---

---

---

---

---

---

---

---

## Our Goal at Miranda Real Estate Group, Inc. is...

- To have more fun!
- To make more money!
- To give more back!




---

---

---

---

---

---

---

---

**People Do Business  
With Who They  
KNOW, LIKE and TRUST**

---

---

---

---

---

---

---

**Today's Real Estate Challenge**

- Too many agents to choose from
- Information on the Internet (Zillow, Trulia and Realtor.com)
- Lack of Client loyalty
- Too many Transactional agents



---

---

---

---

---

---

---

**Today's Real Estate Challenge**

- Too many agents to choose from
- Information on the Internet  
(Zillow, Trulia & Realtor.com)
- Lack of Client loyalty
- Too many Transactional agents



---

---

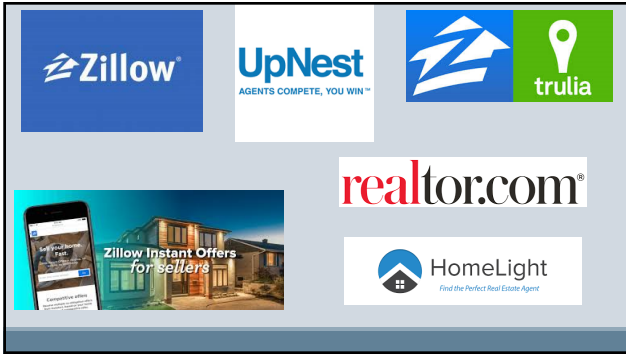
---

---

---

---

---




---

---

---

---

---

---

---

---

### ZILLOW FACTS

- 17 Million “Leads” to its “Premier Agents” produced 270,000 transactions with a 1.5% conversion rate!
- 179 million users
- 75% online real estate audience market share

---

---

---

---

---

---

---

---

	Transactional Agent	Career Agent
<p><b>BIG PROBLEM</b></p> <p>Too many “Transactional” Agents</p>	Tend To Waste Time	Uses Time Efficiently
	Poor Spending Habits	Know Their Numbers
	No Client Loyalty	Receive Repeat & Referral Business
	Lead Squirrels With Low Conversion Rates	Systematic Database With Higher Conversion Rates
	Ripe & Rotten – They don’t seek additional training & education.	Green & Growing – Constantly Seeking More Knowledge & Training.
	Low Profit Margins/Agent Burnout	Higher Profit Margins/Successful Business

---

---

---

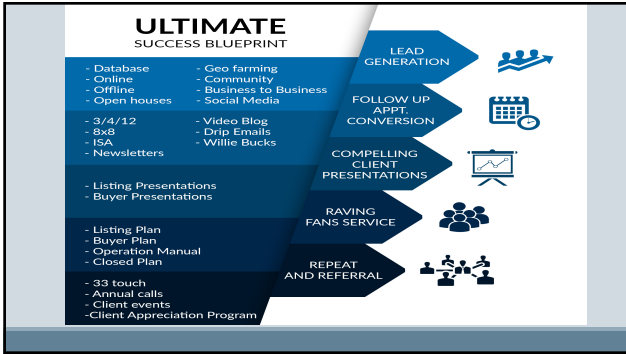
---

---

---

---

---




---

---

---

---

---

---

---

---

“YOUR SUCCESS OR FAILURE  
 IN THE **REAL ESTATE BUSINESS**  
 IS IN DIRECT PROPORTION  
 TO THE NUMBER OF PEOPLE THAT ARE IN YOUR  
 DATABASE,  
 THAT WHEN THEY THINK OF **REAL ESTATE**,  
 THEY THINK OF YOU”

---

---

---

---

---

---

---

---

**Chapter 1**  
**Lead Generation: The Pillars of Success**  
 Every business requires 3 major components:  
**Sales and Marketing, Operations and Finance**

SALES & MARKETING      OPERATIONS      FINANCE

---

---

---

---

---

---

---

---

# Lead Generation

---

---

---

---

---

---

---

---

Average Agents (1-2 pillars)	Better Agents (3-4 pillars)	BEST Agents (8-10 pillars)
COI	COI	COI
Open Houses	Open Houses	Open Houses
	Various online advertisements	Online
		Offline
		FSBO's/Expired
		Videos
		Client Events
		Business Vendor/Mixers

---

---

---

---

---

---

---

---

COI	Offline	Online	FSBO/Expired	Open Houses	Videos	Client Event	Business Vendors/Mixers
Project 100	Classified & Editorial Ads	Facebook personal & business pages	Magazine	Traditional Open Houses	Buyer & Seller Update	Pie Event Thanksgiving	Golf Tournament
Newsletter	Geographic Farm Area	Your own website	Seller Book	MEGA Open Houses	Facebook Videos	July 4 <sup>th</sup> Mother's Day Father's Day	Chamber Events
Postcards	Personal Brochure	CINC Market Leader	Yellow Letter	Broker's Open	BLOG	Charity • Ice cream • Golf Tournament • Comedy Event	Mastermind
Dear Neighbor Letter	Just Listed & Just Sold Postcards	Zillow, Trulia, Realtor.com		Best Bidder "Round Robin"			Leads Clubs • BNI • Rotary
Willie Bucks	3D Mailing	Up Nest Dave Ramsey		Agent Caravan			

---

---

---

---


---

---

---

---

**PILLAR # 1**

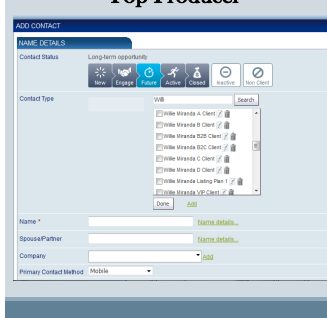


**Your Database**

- "Project 100": Start by naming the current and past clients that you've served, not just in real estate.
- Look at the people you do business with on a day-to-day basis (dry cleaner, jeweler, local restaurant, etc.)
- Add your friends and family members.
- Add your acquaintances: people who you cross paths with, people you went to high school with and people you know from PTA meetings or from your kid's sports teams.

100 Peach Street, Suite 400, 30308  
Phone: (770) 584-3800 Fax: (770) 584-3243  
www.willie@williamiranda.com  
willie@williamiranda.com

**Top Producer**



**ADD CONTACT**

Contact Status: Long-term opportunity

Contact Type: IAB

Name \*

Spouse/Partner

Company

Primary Contact Method: Mobile

---

---

---

---

---

---

---

---

---

---

**Business Website**

www.WillieMiranda.com



100 Peach Street, Suite 400, 30308  
Phone: (770) 584-3800 Fax: (770) 584-3243  
www.willie@williamiranda.com  
willie@williamiranda.com

**PILLAR # 2**




**Your Database**

**Online Marketing**

- Print out a list of all who have contacted you via website/email
- Set up Google per new chick and/or Craigslist to attract buyers to your website. Free list of homes/experts, etc.
- Email or contact all of them to see if they are still in the market to buy home, send personal note and add to database.
- Create a user friendly website such as, www.WillieMiranda.com and upload relevant and non-relevant videos
- Create a personal and business Facebook page.
- Use the 30/4/12 plan to follow-up with online leads.

100 Peach Street, Suite 400, 30308  
Phone: (770) 584-3800 Fax: (770) 584-3243  
www.willie@williamiranda.com  
willie@williamiranda.com

---

---

---

---

---

---




---

---

---

---

**PILLAR # 3**

**Your Database**


**Online Marketing**

**Offline Marketing**

- Try to get on a floor time schedule at least one time per week
- Should contact 2 - 3 open houses a month at a minimum, Sunday 1 - 3 pm
- Add all prospects to your database as a "C" client and work on making them an "A" client with personal notes and calls.
- Create classified ads, Editorial ads and postcards but always have a Call to Action Give them a reason to call you!
- Create a newsletter and consistently send them out.
- Develop a personal brochure that is your "resume" for buyers and sellers. This will set you apart from your competitors.

100 Peach Street, Suite 400, 30308  
Phone: (770) 584-3800 Fax: (770) 584-3243  
www.willie@williamiranda.com  
willie@williamiranda.com

**Personal Brochure**



MIRANDA  
Real Estate Group, Inc.

YOUR HOME SOLD  
AT A PRICE  
ACCEPTABLE TO YOU  
GUARANTEED.  
OR I WILL BUY IT!

Willie Miranda  
Broker/Owner  
(770) 584-3800  
www.williamiranda.com

100 Peach Street, Suite 400, 30308  
Phone: (770) 584-3800 Fax: (770) 584-3243  
www.willie@williamiranda.com  
willie@williamiranda.com

---

---

---

---

---

---

---

---

---

---

Newsletter




---

---

---

---

---

---

---

---

### Business Directory

**PILLAR # 4**

**Geographic Farming**

1. Use the "12 Drive" which is mailing something out each and every month to your list (people who live 1-2 miles from your home).
2. Send "Just Listed" and "Just Sold" postcards to your neighborhood
3. Create a business-to-business directory which you can recommend to your clients.

---

---

---

---

---

---

---

---

### Newsletters

**Geographic Farming**

### "Just Sold" Postcards

**JUST SOLD IN 14 DAYS!!!**

Find out what YOUR Luther Forest HOME is Worth Online!  
 Visit: [www.FLUSHAW.com](http://www.FLUSHAW.com)  
 or call us at (518) 229-3435

**Don't Sell Your Home Without Reading This Book First!**  
 "Success in Real Estate is the Outcome of a Home!"  
 Learn How to Maximize Your Success When Selling!  
 To receive your FREE copy and your complimentary of delivery  
 Call: (518) 229-3435

---

---

---

---

---

---

---

---



## Postcards




---

---

---

---

---

---

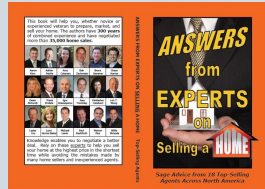
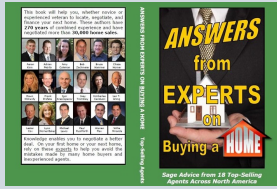
---

---

## Marketing

### Buyer Book

### Seller Book




---

---

---

---

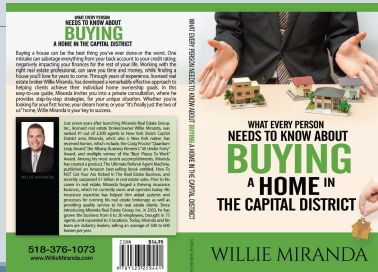
---

---

---

---

## Books For Buyers




---

---

---

---

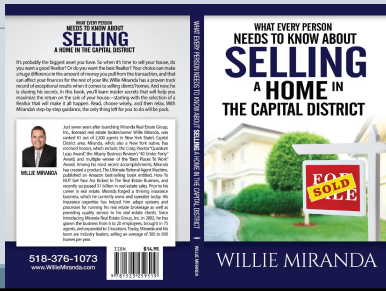
---

---

---

---

## Books For Sellers



---

---

---

---

---

---

---

---

---

---

## Willie Buckel

---

---

---

---

---

---

---

---

---

---

## George Bucks

---

---

---

---

---

---

---

---

---

---

# Cline Cash



THANK YOU

Willie,  
Thanks so much for  
all of your great  
advice!  
You rock!

Here's my 1st draft  
of Cline Cash in case  
you want to buy  
a vacation home  
in Arizona haha!  
Thanks again!  
Quandy Jane

---

---

---

---

---

---

---

---

# MEGA Open House Event



**SHERWOOD FOREST NEIGHBORHOOD MEGA-OPEN HOUSE**

THREE DAYS, SEVEN DAYS A WEEK - 100% FREE, 100% HONESTY - 100%!

Don't Miss It! - Open House! Don't miss out on this rare opportunity to see the most beautiful homes in the neighborhood!

**USE THE PREVIEW VIDEO AT: [www.miranda.com/preview](http://www.miranda.com/preview)**

<b>Home by the Sea - \$1,200,000</b>	<b>4 Bedroom - \$1,200,000</b>	<b>5 Bedroom - \$1,200,000</b>
<b>3 Bedroom - \$1,200,000</b>	<b>4 Bedroom - \$1,200,000</b>	<b>5 Bedroom - \$1,200,000</b>
<b>4 Bedroom - \$1,200,000</b>	<b>5 Bedroom - \$1,200,000</b>	<b>6 Bedroom - \$1,200,000</b>
<b>7 Bedroom - \$1,200,000</b>	<b>8 Bedroom - \$1,200,000</b>	<b>9 Bedroom - \$1,200,000</b>
<b>10 Bedroom - \$1,200,000</b>	<b>11 Bedroom - \$1,200,000</b>	<b>12 Bedroom - \$1,200,000</b>

Approved by Building.com - 100% Free - 100% Honesty - 100%!

Please - 100% Free - 100% Honesty - 100%!

**MIRANDA**  
Phone: 518-348-2800  
www.miranda.com

---

---

---

---

---

---

---

---

# The Power of Social Networking

---

---

---

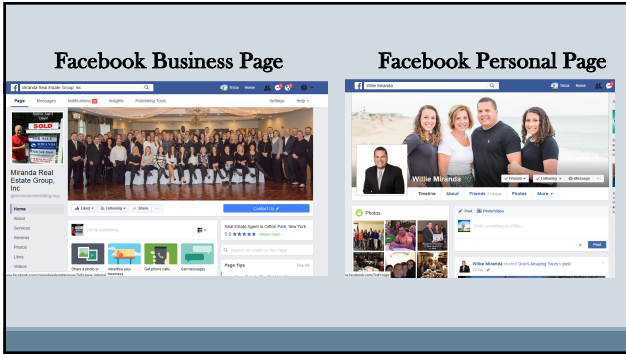
---

---

---

---

---




---

---

---

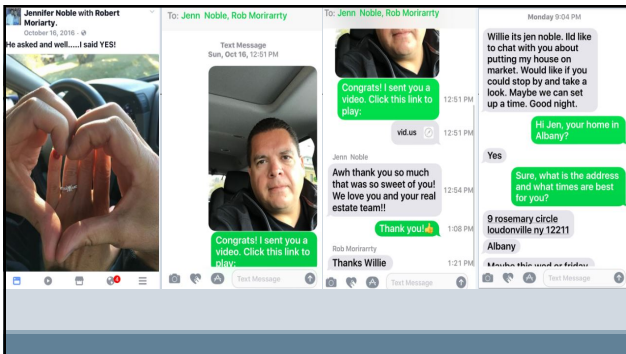
---

---

---

---

---




---

---

---

---

---

---

---

---

**[www.BombBomb.com](http://www.BombBomb.com)**  
**VIDEO TEXT AND EMAILS**

---

<http://vid.us/m8ibrg> Dave Ramsey  
<http://vid.us/pzuafw> Jen and Rob  
<http://vid.us/zclntx> DCG Development

---

---

---

---

---

---

---

---

## Facebook Targeted Boosted Posts

**Boost Post**

OVERVIEW EDIT PROMOTION

You are targeting **men and women, ages 35 - 65+** who live in **2 locations**

Show full summary

This promotion will run for **14 days**.

Your total budget for this promotion is **\$100.00**

12,312 **5,280** **\$100.00**  
 (Page Impressions) (Engagements) (Max Spend)

Actions People Countries

Photo Clicks 4,038

Link Clicks 308

Page Likes 11

Comments 18

Shares 16

Miranda Real Estate Group, Inc. added 7 new photos. Sponsored. [Like Page](#)

**JUST LISTED ALBANY HOME:** Welcome home to 20 Valleyview Dr! This custom home will WOW you with all its features including kitchen w/ granite, cherry cabinets & high end stainless steel appliances, hardwood malicases, and master suite with 2 person spa. **DESKTOP NEWS FEED**

Many updates including new concrete driveway, new windows, doors, new dual zone furnace, central air, new leather refrigerator, and refene wood floors. Enjoy the beauty! la... See More

---

---

---

---

---

---

---

---

---

---

## Follow Up

---

---

---

---

---

---

---

---

---

---

### LEAD CONVERSION: CYCLE OF A LEAD




---

---

---

---

---

---

---

---

---

---

## SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT  
 25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP  
 12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP  
 ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS  
 2% OF SALES ARE MADE ON THE FIRST CONTACT  
 3% OF SALES ARE MADE ON THE SECOND CONTACT  
 5% OF SALES ARE MADE ON THE THIRD CONTACT  
 10% OF SALES ARE MADE ON THE FORTH CONTACT  
 80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

---

---

---

---

---

---

---

---

---

---

### Action Plan for Willie Miranda 3/4/12 System

Activity	Description	Day	From	Reminder	Drop off	Assigned to
To-do	Call or Email Lead	1	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	2	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	3	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	10	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	17	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	24	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	31	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	68	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	96	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	96	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	128	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	156	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	186	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	208	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	240	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	264	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	288	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	328	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	356	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	386	From plan start...	0		Willie Miranda

3 calls  
 12 HRS  
 4 calls  
 1 weekly  
 1 call  
 Every  
 Month

---

---

---

---

---

---

---

---

---

---

## Pre-Listing Packet

### Pre-Listing Packet

- Miranda Folder
- Dear Neighbor Letter (testimonial about Willie)
- Miranda Real Estate Group, Inc. Testimonials
- Cloud CMA on their property
- Seller Book
- Willie's brochure
- Capital Region Real Estate Today (DVD)
- 5 Top Strategies to Selling Your Capital District Home CD
- Miranda notepad
- Willie's business card




---

---

---

---

---

---

---

---

---

---

## THE MONEY BAG



---

---

---

---

---

---

---

---

## Send Personal Notes

### Thank You After Listing Presentation-

Thank you... For giving me the opportunity to discuss the benefits of allowing me and my company to serve your real estate needs. We believe that quality, blended with excellent service, is the foundation for a successful business relationship.

### Thank You For The Listing-

Now we'll go to work serving you in order to get you happily moved. You can rest assured that my company and I will do everything possible to obtain a successful sale for you.

### Thank You To Buyer After Showing-

It was my pleasure meeting you and having the opportunity to show you homes. You can rest assured that I will do my best to help you find the perfect home and get you happily settled.

### Thank You After Purchase-

Nothing excites me more than helping someone find a new home. I am very happy for you and feel confident we will have no challenges getting you happily settled. Please call me if any questions arise.

---

---

---

---

---

---

---

---

## Personal Notes Continued...

### Buyer Thank You After Close Of Escrow-

It's been my pleasure helping you get settled in your new home. We are sure you will enjoy many happy years in our community, and hope you will call me if I can be of service to you or any of your friends.

### For Sale By Owner Thank You-

Thank you for showing me your lovely home. I sincerely wish you the best of luck in selling it. If you should find the need to employ a professional real estate firm, I would appreciate the opportunity to show you all the excellent benefits we have to offer.

### Happy Anniversary-

It's with great pleasure that we wish you a happy anniversary. It was just one year ago, you allowed us to help in finding your new home. We are proud to have you as one of our satisfied clients and hope you will enjoy many happy years in your home.

### Referral Thank You-

Thank you for referring the Smiths to me. You can rest assured that I will do my best to help them and justify your confidence in me.

### New On the Market Card-

Guess what your neighbor just did? They've selected us to sell their home. If you have a friend or relative looking for a nice home in this area, please give me a call.

---

---

---

---

---

---

---

---





## Buyer Pending Plan

### Closing Plan for WMJ-Buyer Pending Plan

Activity	Description	Day	From	Reminder	Drop off	Assigned to
To-do	Check for Contact in Agent Office	0	After acceptan...	0		Kristina Elliot
To-do	Check CINC for Client's Info	0	After acceptan...	0		Tina Ryder
To-do	Get copy of contract & DP from agent	0	After acceptan...	0		Kristina Elliot
To-do	Set up pending file	0	After acceptan...	0		Kristina Elliot
To-do	Check Appointment Log for Client's Info	0	After acceptan...	0		Kristina Elliot
To-do	Change Status to Pending in TP	0	After acceptan...	0		Kristina Elliot
To-do	Enter Client's contact information	0	After acceptan...	0		Kristina Elliot
To-do	Add ISA's Pending to Appointment Log...	0	After acceptan...	0		Tina Ryder
To-do	Search for contact in Market Leader	0	After acceptan...	0		Kristina Elliot
To-do	Add to contact tracking sheet	0	After acceptan...	0		Kristina Elliot
To-do	Opt client out of Intuition Soft	0	After acceptan...	0		Tina Ryder
To-do	Add To White Board	0	After acceptan...	0		Kristina Elliot
To-do	Notify Allstate of Lead Possibility & cc J...	0	After acceptan...	0		Kristina Elliot
To-do	Verify Plan To-Dos Are Complete	3	After acceptan...	0		Tina Ryder

## Initial email to seller once listing hits the MLS

Good Evening Eileen,

My name is Tina Ryder and I am the Marketing Coordinator here at Miranda Real Estate Group, Inc. I wanted to thank you for your business, and let you know that in addition to your listing agents Willie Miranda and Kelly Hamilton, I too will be available to you should you need any administrative assistance in regards to your listing at 1077 Ardley Rd. I also wanted to let you know that I will be in touch with you weekly via email to update you on any showings and/or feedback that we may receive from your listing's activity report from the [www.ShowingTime.com](http://www.ShowingTime.com) site, to give you the weekly Agent and Client hit counts from your listing's MLS views, and to update you on how many times your virtual tour has been viewed via the tracking report from the [www.RealEstateShows.com](http://www.RealEstateShows.com) site. Below is a link to your listing as it currently appears on the MLS, please click on it to review it and let me know if any changes are needed.

Upon review of your listing's activity report from the [www.ShowingTime.com](http://www.ShowingTime.com) site, it doesn't appear that you've had any showing requests as of yet. The MLS hit reports show that a total of 3 Agents and 2 Clients have reviewed your listing since it was released to the MLS earlier this afternoon. The tracking report from the [www.RealEstateShows.com](http://www.RealEstateShows.com) site states that your virtual tour has been viewed a total of 3 times so far.

Thank you again for your business and please let me know if there is anything I can assist you with at this time. Enjoy the rest of the week.

Tina M. Ryder  
Marketing Coordinator  
Miranda Real Estate Group, Inc.  
Phone: (318) 348-2060 x 106  
Fax: (318) 688-0243

## Every Friday, this email is sent out to all of Willie's Listings.

Good Morning Eileen,

I'd like to update you on a few marketing initiatives. We did receive the proof back this morning for a postcard to go out in your neighborhood promoting the recent release of your listing to the market. I have approved that for print and to be mailed out next week. I have also added your listing to our next full page ad in the Harmon Homes magazine which will hit stands at the end of next week.

Upon review of your listing's activity report from the [www.ShowingTime.com](http://www.ShowingTime.com) I do see that your listing's first showing is scheduled for tomorrow between 10-10:30. The Agent and Client hit reports from the MLS state that a total of 70 Agents (up 65 from last week's email update) and 13 Clients (up 11 from last week's email update) have reviewed your listing since its release date. The tracking report from the [www.RealEstateShows.com](http://www.RealEstateShows.com) site states that your tour has been viewed a total of 21 times (up 18 views from last week's email update) so far. Thank you and good luck at this weekend's showing.

Tina M. Ryder  
Marketing Coordinator  
Miranda Real Estate Group, Inc.  
Phone: (318) 348-2060 x 106  
Fax: (318) 688-0243

# Agency

- Agency Disclosure Form
- Understanding our Fiduciary Duties

---

---

---

---

---

---

---

---

---

---

## What is Agency?

A relationship of trust established when one party (seller, buyer, landlord, tenant) gives another (a real estate licensee) the right to represent them in dealings with third parties.

---

---

---

---

---

---

---

---

---

---

New York State  
Department of State  
Division of Licensing Services  
P.O. Box 12000  
Albany, NY 12212-1000  
Customer Service (518) 474-4433  
www.dos.state.ny.us

**New York State Disclosure Form for Buyer and Seller**

**THIS IS NOT A CONTRACT**

New York State law requires real estate brokers and salespersons to disclose certain information to their clients in order to protect their interests. This disclosure is not intended to create a contract. The disclosure will help you to make informed decisions about your relationship with the real estate broker or salesperson.

Throughout the disclosure you may encounter terms that are not defined here. The law requires agents to explain the meaning of the terms and to provide you with a copy of the disclosure form if you are unable to understand the terms or if you have any questions about the disclosure form.

**Disclosure Regarding Real Estate Agency Relationships**

**Seller's Agent**  
A broker or salesperson who is engaged to act as an agent for the seller. The broker or salesperson has a duty to act in the best interests of the seller. The broker or salesperson must disclose to the seller all material facts that are known or should be known by the broker or salesperson at the time of the disclosure. The broker or salesperson must also disclose to the seller all offers received during the term of the listing agreement.

**Buyer's Agent**  
A broker or salesperson who is engaged to act as an agent for the buyer. The broker or salesperson has a duty to act in the best interests of the buyer. The broker or salesperson must disclose to the buyer all material facts that are known or should be known by the broker or salesperson at the time of the disclosure. The broker or salesperson must also disclose to the buyer all offers received during the term of the listing agreement.

**Dual Agent**  
A broker or salesperson who is engaged to act as an agent for both the buyer and the seller. The broker or salesperson must disclose to both the buyer and the seller all material facts that are known or should be known by the broker or salesperson at the time of the disclosure. The broker or salesperson must also disclose to both the buyer and the seller all offers received during the term of the listing agreement.

**Fiduciary Relationship** defines the relationship between the agent and a principal

This relationship is one of trust and confidence where one party owes the other a high standard of good faith than they would owe to third parties or customers.

---

---

---

---

---

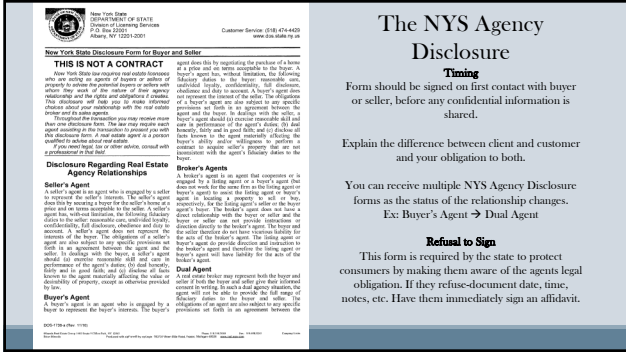
---

---

---

---

---



## The NYS Agency Disclosure

**Timing**  
Form should be signed on first contact with buyer or seller, before any confidential information is shared.

Explain the difference between client and customer and your obligation to both.

You can receive multiple NYS Agency Disclosure forms as the status of the relationship changes.  
Ex: Buyer's Agent → Dual Agent

**Refusal to Sign**  
This form is required by the state to protect consumers by making them aware of the agents' legal obligation. If they refuse-document date, time, notes, etc. Have them immediately sign an affidavit.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---


---

---

Once they've entered into an agency relationship, an agent owes their client the following fiduciary duties:

Think of **OLD CAR**

- Obedience
- Loyalty
- Disclosure
- Confidentiality
- Accountability
- Reasonable Care



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**OLD CAR**

**Obedience**-The agent to act in "good faith" on the client's behalf. Agent must "obey" the directions of the client based on the contract, unless the client's directions are unlawful or unethical.  
Following the legal instructions of your client.

**Loyalty**- Putting your client's interest above everyone else's (including your own)

**Disclosure**- agent must disclose any material defect  
\*\*Material Defect: something that could affect/hinder someone's decision in regards to that transaction.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

# OLD CAR

Confidentiality-confidential information that is disclosed during the course of the agency relationship, must never be shared or used against the client. **This is forever unless required to divulge it by a court of law or given express, written permission by the client.**

**A**ccountability-Any \$ that is received during the agency relationship is on behalf of the client. Must be deposited into escrow account by broker.

### Reasonable Care-

Use reasonable care while conducting your client's business. NEVER go beyond the scope of your license. Always refer an expert (3).  
Ex: Legal issues, inspection issues, etc.

---

---

---

---

---

---

---

---

---

---

New York State  
DEPARTMENT OF STATE  
Division of Licensing Services  
120 Wall Street  
Albany, NY 12240-0001  
Customer Service: (518) 474-6433  
www.dos.state.ny.us

### New York State Disclosure Form for Buyer and Seller

**THIS IS NOT A CONTRACT**

Read these rules for representing the purchaser of a home or a piece of real estate. These rules apply to the Seller's Agent, the Buyer's Agent, and the Broker. The Seller's Agent, the Buyer's Agent, and the Broker are not responsible for the accuracy of the information provided in this form. The Seller's Agent, the Buyer's Agent, and the Broker are not responsible for the accuracy of the information provided in this form. The Seller's Agent, the Buyer's Agent, and the Broker are not responsible for the accuracy of the information provided in this form.

**Disclosure Regarding Real Estate Agency Relationships**

**Seller's Agent**  
A Seller's Agent is an agent who is engaged by a seller to represent the seller's interests. The Seller's Agent does this by writing a contract for the seller's home or other real estate. The Seller's Agent does not have a fiduciary duty to the Buyer's Agent or the Broker. The Seller's Agent does not have a fiduciary duty to the Buyer's Agent or the Broker. The Seller's Agent does not have a fiduciary duty to the Buyer's Agent or the Broker.

**Buyer's Agent**  
A Buyer's Agent is an agent who is engaged by a buyer to represent the buyer's interests. The Buyer's Agent does this by writing a contract for the buyer's home or other real estate. The Buyer's Agent does not have a fiduciary duty to the Seller's Agent or the Broker. The Buyer's Agent does not have a fiduciary duty to the Seller's Agent or the Broker.

**Seller's Agent-**  
Represents **ONLY** the seller and owes all fiduciary duties to them.

This agency relationship is usually created with a listing agreement or on the first contact.

Broker will earn a fee for finding a ready, willing and able buyer for the seller's property.

---

---

---

---

---

---

---

---

---

---

New York State  
DEPARTMENT OF STATE  
Division of Licensing Services  
120 Wall Street  
Albany, NY 12240-0001  
Customer Service: (518) 474-6433  
www.dos.state.ny.us

### New York State Disclosure Form for Buyer and Seller

**THIS IS NOT A CONTRACT**

Read these rules for representing the purchaser of a home or a piece of real estate. These rules apply to the Seller's Agent, the Buyer's Agent, and the Broker. The Seller's Agent, the Buyer's Agent, and the Broker are not responsible for the accuracy of the information provided in this form. The Seller's Agent, the Buyer's Agent, and the Broker are not responsible for the accuracy of the information provided in this form. The Seller's Agent, the Buyer's Agent, and the Broker are not responsible for the accuracy of the information provided in this form.

**Disclosure Regarding Real Estate Agency Relationships**

**Buyer's Agent**  
A Buyer's Agent is an agent who is engaged by a buyer to represent the buyer's interests. The Buyer's Agent does this by writing a contract for the buyer's home or other real estate. The Buyer's Agent does not have a fiduciary duty to the Seller's Agent or the Broker. The Buyer's Agent does not have a fiduciary duty to the Seller's Agent or the Broker.

**Seller's Agent**  
A Seller's Agent is an agent who is engaged by a seller to represent the seller's interests. The Seller's Agent does this by writing a contract for the seller's home or other real estate. The Seller's Agent does not have a fiduciary duty to the Buyer's Agent or the Broker. The Seller's Agent does not have a fiduciary duty to the Buyer's Agent or the Broker.

**Buyer's Agent-**  
Represents **ONLY** the buyer and owes all fiduciary duties to them.

This agency relationship is usually created on the first contact with a buyer, a buyer agency agreement or buyer broker contract.

Broker will earn a commission when the buyer purchases real estate.

---

---

---

---

---

---

---

---

---

---

New York State  
DEPARTMENT OF STATE  
Division of Consumer Services  
Albany, NY 12241-0001  
Customer Service (818) 474-4433  
www.dos.state.ny.us

## New York State Disclosure Form for Buyer and Seller

**THIS IS NOT A CONTRACT**

This form does not constitute an agreement or contract between the Buyer and Seller, and it does not create any legal obligations or duties. It is merely a disclosure of information for the Buyer's and Seller's information.

**Buyer's Agent**

A buyer's agent is an agent who is engaged by a buyer to represent the buyer's interests. The buyer's agent has a fiduciary duty to the buyer and must act in the buyer's best interests. The buyer's agent must disclose all material facts to the buyer and must advise the buyer of any potential conflicts of interest.

**Seller's Agent**

A seller's agent is an agent who is engaged by a seller to represent the seller's interests. The seller's agent has a fiduciary duty to the seller and must act in the seller's best interests. The seller's agent must disclose all material facts to the seller and must advise the seller of any potential conflicts of interest.

**Broker's Agents**

A broker's agent is an agent who is engaged by a broker to represent the broker's interests. The broker's agent has a fiduciary duty to the broker and must act in the broker's best interests. The broker's agent must disclose all material facts to the broker and must advise the broker of any potential conflicts of interest.

**Disclosure Regarding Real Estate Agency Relationships**

**Seller's Agent**

A seller's agent is an agent who is engaged by a seller to represent the seller's interests. The seller's agent has a fiduciary duty to the seller and must act in the seller's best interests. The seller's agent must disclose all material facts to the seller and must advise the seller of any potential conflicts of interest.

**Buyer's Agent**

A buyer's agent is an agent who is engaged by a buyer to represent the buyer's interests. The buyer's agent has a fiduciary duty to the buyer and must act in the buyer's best interests. The buyer's agent must disclose all material facts to the buyer and must advise the buyer of any potential conflicts of interest.

DSF 178a (Rev. 1/15)

# Agency

- Designated Agents
- Dual Agency

New York State  
DEPARTMENT OF STATE  
Division of Consumer Services  
Albany, NY 12241-0001  
Customer Service (818) 474-4433  
www.dos.state.ny.us

## New York State Disclosure Form for Buyer and Seller

**THIS IS NOT A CONTRACT**

This form does not constitute an agreement or contract between the Buyer and Seller, and it does not create any legal obligations or duties. It is merely a disclosure of information for the Buyer's and Seller's information.

**Buyer's Agent**

A buyer's agent is an agent who is engaged by a buyer to represent the buyer's interests. The buyer's agent has a fiduciary duty to the buyer and must act in the buyer's best interests. The buyer's agent must disclose all material facts to the buyer and must advise the buyer of any potential conflicts of interest.

**Seller's Agent**

A seller's agent is an agent who is engaged by a seller to represent the seller's interests. The seller's agent has a fiduciary duty to the seller and must act in the seller's best interests. The seller's agent must disclose all material facts to the seller and must advise the seller of any potential conflicts of interest.

**Broker's Agents**

A broker's agent is an agent who is engaged by a broker to represent the broker's interests. The broker's agent has a fiduciary duty to the broker and must act in the broker's best interests. The broker's agent must disclose all material facts to the broker and must advise the broker of any potential conflicts of interest.

**Disclosure Regarding Real Estate Agency Relationships**

**Seller's Agent**

A seller's agent is an agent who is engaged by a seller to represent the seller's interests. The seller's agent has a fiduciary duty to the seller and must act in the seller's best interests. The seller's agent must disclose all material facts to the seller and must advise the seller of any potential conflicts of interest.

**Buyer's Agent**

A buyer's agent is an agent who is engaged by a buyer to represent the buyer's interests. The buyer's agent has a fiduciary duty to the buyer and must act in the buyer's best interests. The buyer's agent must disclose all material facts to the buyer and must advise the buyer of any potential conflicts of interest.

DSF 178a (Rev. 1/15)

## Dual Agent-

When an agent represents both the buyer and seller, if both consent in writing.

Agent cannot provide clients with all fiduciary duties, such as, undivided loyalty.

Agent is neutral and cannot favor sides but can mediate and negotiate in the transaction.

## Dual Agency

DO's	DON'TS
Can provide some fiduciary duties- obedience, disclosure, reasonable care, accountability and confidentiality	Can not provide undivided loyalty
Represent both buyer and seller	
Must be in writing	

---

---

---

---

---

---

---

---

---

---

---

## Dual Agent with Designated Sales Agent-

This is also known as an in-house transaction. This is a way to deal with complicated transactions that arise in the same brokerage.

This must be in writing.

The broker acts as the dual agent while the affiliated licensees assume the role of the seller's agent or buyer's agent.

Designated sales agents cannot provide clients with all fiduciary duties, such as, undivided loyalty.

agent and the buyer and seller. An agent acting as a dual agent must disclose the nature of the dual agency to both the buyer and seller in writing. The designated sales agent for the buyer and the designated sales agent for the seller must be designated in writing by the buyer and seller respectively. The designated sales agent for the buyer and the designated sales agent for the seller must be designated in writing by the buyer and seller respectively. The designated sales agent for the buyer and the designated sales agent for the seller must be designated in writing by the buyer and seller respectively.

**Dual Agent with Designated Sales Agents**  
 If the broker and seller provide their individual services to the buyer and seller, the broker must disclose the nature of the dual agency to both the buyer and seller in writing. The designated sales agent for the buyer and the designated sales agent for the seller must be designated in writing by the buyer and seller respectively. The designated sales agent for the buyer and the designated sales agent for the seller must be designated in writing by the buyer and seller respectively.

Buyer: \_\_\_\_\_ Seller: \_\_\_\_\_

Date: \_\_\_\_\_ Date: \_\_\_\_\_

---

---

---

---

---

---

---

---

---

---

---

## Dual Agent with Designated Sales Agent-

**Example:**  
 I have a buyer that I'm showing properties too. I have a signed buyer agency agreement with my buyer. Upon looking at one of my properties, he/she mentions they want to see one of my listings. Prior to the showing, I disclose to my buyer that I already have an agreement with the seller. I owe the seller fiduciary duties just like I owe you fiduciary duties. If you decide to purchase this home, I can represent both you and the seller. However, if the buyer does not feel comfortable, I then go to my broker who will act as a dual agent. He/she will then appoint another agent from the company to represent the buyer.

---

---

---

---

---

---

---

---

---

---

---

### Dual Agent with Designated Sales Agents

DO's	DON'TS
Can provide some fiduciary duties- obedience, disclosure, reasonable care, accountability and confidentiality	Can not provide undivided loyalty
Supervising broker becomes dual agent	Can not disclose any confidential information between agents, that could hinder the sale or purchase of property
Broker designates another agent to represent either seller or buyer	
Must be in writing	

---

---

---

---

---

---

---

---

### Subagency

If you're showing a non-client (customer or consumer) a property. You are then considered a subagent of the seller and owe the same fiduciary duties as their listing agent.

**Example:**

I pick up a lead on the internet and they want to see a property that is not my listing. I agree to show them the property but I have not yet secured a buyer agency agreement with them. When I show them the property, I am acting in a sub-agency capacity and owe the seller the same fiduciary duties as their listing agent.

---

---

---

---

---

---

---

---

### Fiduciary Duties To Customers/Third Parties

**Honesty-**

You must be honest without disclosing information that is confidential between you and the seller. You must disclose material defects.  
Example: A crack in the basement wall must be disclosed to buyers.

**Fair Dealing-**

Seller makes certain disclosures about the home.  
Example: Federal Law mandates Lead Paint Disclosure  
\*\* No discrimination based on protected classes

---

---

---

---

---

---

---

---

## Protected Classes

### 7 Protected Classes (Federal):

1. Race
2. Color
3. Religion
4. National Origin
5. Family Status
6. Disability
7. Sex

### 4 Additional in New York State:

1. Age
2. Sexual Orientation
3. Military Status
4. Marital Status

### 3 Additional in New York City

1. Citizenship Status
2. Partnership Status
3. Lawful Source of Income

---

---

---

---

---

---

---

---

## Path to Becoming a Leading Lister

---

---

---

---

---

---

---

---

**Cost** is Only an Issue  
in the  
Absence of **Value**

---

---

---

---

---

---

---

---



## "COST IS ONLY AN ISSUE IN THE ABSENCE OF VALUE"

### Why Listings Are Important?

- Seller listings create exposure bringing in more buyer leads and seller listing leads.
- Listings are used as a marketing vehicle.
- Each listing should produce 1 qualified Buyer.
- Gives us the ability to leverage our time more effectively.

### How do we obtain Listings?

- Personal Referrals (Center of Influence, networking, own database)
- Our current listings will attract sellers (open houses, sold signs, etc.)
- "Farming" a neighborhood or targeted area (newsletter, post listed and sold, stats)
- Reverse Prospecting (Classified, postcards, Websites, Cable)
- For Sale By Owners (FSBO's)
- Expired Listings (MLS)
- Cold Calling and Door Knocking around other Listings (Testimonial Flyers)
- Buyers will have listings to sell

### What do we do prior to a Listing Appointment?

- Prepare Cost Market Analysis-CMA
- Search MLS for price sales, RPR, Zillow
- Send Personal notes and Personal brochure before
- Send testimonials and pre-listing information

### What do we do on a Listing Appointment?

- Follow the 14-Step Listing Process

---

---

---

---

---

---

---

---

---

---

## The 14-Step Listing Process

1. Be On 'Time! Try to get to the house at least 5 minutes early.
2. Knock on the door or ring the doorbell. Walk in the home, introduce yourself with a handshake and ASK where you can set your laptop up.
3. Turn on your laptop, make small talk and open your listing presentation.
4. Ask seller for a quick tour of their home.
5. Make a mental note of positive and negative selling points.
6. Complement the condition of the home. Let them know they have a great home and will have no problem selling it.

---

---

---

---

---

---

---

---

---

---

7. Sit down, ask them what their moving plans are. Establish a time frame for their move.

8. Segment into the listing presentation by saying the following: "There are three very important elements in selling a home and they are Cleanliness, Marketing and Price. Your home needs to be clean, de-cluttered and in showing condition at all times. You need extensive Marketing to attract many potential qualified buyers to your home. Your home will also need to be priced right in order to receive offers from these potential buyers. Let me show you what we do at Miranda Real Estate to aggressively market your home." Follow listing presentation step by step. Ask if they have any questions. Answer questions and move on to the CMA summary and pricing.

---

---

---

---

---

---

---

---

---

---

9. Pull out CMA summary and show them a range of homes you selected and circle Active, Pending, and Sold headings. Explain to the seller the criteria you used to create the CMA Summary.

10. Explain the following: Active Listings - Are homes that your home will be in competition with. These prices are sometimes very over priced and we refer to them as fantasy land. A home listed for more than 30 days without a price reduction usually is a good indicator of this. Pended Listings - These homes which have recently sold and are still under contract. Closed Sales - This is reality - These homes have officially closed and this is the best way to determine market value on your home.

---

---

---

---

---

---

---

---

---

---

---

---

CMA Summary Report										
SINGLE FAMILY Summary Statistics										
	High	Low	Average	Median						
	LP#379,000	\$299,000	\$337,951	\$326,000						
	SP#336,000	\$1	\$282,143	\$326,000						
<b>SINGLE FAMILY - Active</b>										
Status	Address	Cont Date	CLO Date	MLS #	Abv SQFT	DOM	LP	S/Abv SQFT	SP	S/Abv SQFT
Active	10 SUGAR PLUM RIDGE			20131148	2294	141	\$34,900	\$101.84		
Active	15 BROOK TOWN DR			20140342	2148	30	\$33,000	\$148.05		
New	6 BALTUSOL DR			20140305	2130	1	\$33,900	\$150.19		
Active	22 EAGLE TRACE			20137545	2238	107	\$33,000	\$144.86		
Active	2 WORTHINGT LA			20140306	4008	16	\$32,000	\$172.09		
New	1 BIRCH HILL CT			20140730	2884	8	\$34,000	\$128.81		
Active	15 WOODHART DR			20130864	2880	107	\$36,200	\$127.15		
Active	814 PLANK RD			20131092	2793	135	\$379,000	\$137.67		
	<b>Total</b>				<b>Avg</b>	<b>Avg</b>	<b>Avg</b>	<b>Avg</b>	<b>Avg</b>	<b>Avg</b>
	<b>6</b>				<b>\$3</b>	<b>\$324,487</b>	<b>\$126.17</b>			
<b>SINGLE FAMILY - Sold</b>										
Status	Address	Cont Date	CLO Date	MLS #	Abv SQFT	DOM	LP	S/Abv SQFT	SP	S/Abv SQFT
Closed (Final Sale)	14 FERRIS BEACH DR	7/18/2013	8/10/2013	20130187	2066	14	\$39,000	\$112.01	\$303,000	\$1316.54
Closed (Final Sale)	17 CENTERBURY RD	11/28/2013	12/20/2013	20131059	2056	9	\$34,900	\$120.51	\$118,000	\$1117.35
Closed (Final Sale)	19 WILLARD DR	11/20/2012	1/6/2013	20120102	2626	198	\$39,999	\$152.30	\$125,000	\$189.79
Closed (Final Sale)	23 STONEGATE RD	8/7/2012	10/23/2012	20120421	2168	17	\$34,777	\$159.82	\$99,000	\$1147.38
Closed (Final Sale)	6 COMDEN CT	7/18/2013	9/10/2013	20131145	3126	112	\$379,000	\$117.52	\$335,000	\$1110.08
Closed (Final Sale)	14 CHATSWOOD DR	10/15/2013	1/27/2014	20130709	2505	91	\$300,000	\$116.36	\$260,000	\$1144.60
	<b>Total</b>				<b>Avg</b>	<b>Avg</b>	<b>Avg</b>	<b>Avg</b>	<b>Avg</b>	<b>Avg</b>
	<b>6</b>				<b>73</b>	<b>\$343,012</b>	<b>\$123.85</b>	<b>\$335,000</b>	<b>\$120.95</b>	
<b>SINGLE FAMILY - Pending</b>										
Status	Address	Cont Date	CLO Date	MLS #	Abv SQFT	DOM	LP	S/Abv SQFT	SP	S/Abv SQFT
Pend (Under Ctry)	11 FREEM TUCK CT	8/20/2013	8/26/2015	20132300	2468	71	\$323,000	\$133.67		
	<b>Total</b>				<b>Avg</b>	<b>Avg</b>	<b>Avg</b>	<b>Avg</b>	<b>Avg</b>	<b>Avg</b>
	<b>1</b>				<b>71</b>	<b>\$323,000</b>	<b>\$133.67</b>	<b>\$1</b>		

---

---

---

---

---

---

---

---

---

---

---

---

11. Select 4-5 homes which have closed and that best match your seller's current home. Review the features and benefits of these closed homes, such as square footage, list to sale price, days on market (DOM), number of beds, baths, etc...

12. Ask the questions: now after looking over these recent home sales, we can see a range of homes similar to yours between \$xxx,xxx and \$xxx,xxx. Where do you feel your home should be priced based on these current home sales? (Never give them a suggested price first).

---

---

---

---

---

---

---

---

---

---

---

---

13. Based on the conversation with the seller, determine what they feel they should receive for their home and what they would like to list it for.

14. After receiving the agreed price on the home, close for the listing.  
"Well, Mr./Mrs. Seller, we went over our very aggressive marketing program and I feel very confident we can sell your home for Top Dollar and with the least amount of hassle. Are you ready to get your home listed with me today/tonight?"

---

---

---

---

---

---

---

---

## **Pricing Listings Right & Getting the Seller To Understand Price**

---

---

---

---

---

---

---

---

### **Pre-Listing Packet**

\*\*Send the seller a pre-listing packet prior to your listing appointment.

Include:

1. RPR on their home-this will allow them to see the range that their home falls in.
2. Miranda Marketing-include information about how your company is going to actively market their home and what sets you apart from the competition.
3. Dear Neighbor Letter-a letter from a past client about working with our company.
4. Miranda Testimonials-More testimonials from raving fans!
5. Personal brochure-allows them to get to know you better.
6. Seller book with book mark.
7. Business card.

---

---

---

---

---

---

---

---

## Pre-Listing Packet




---

---

---

---

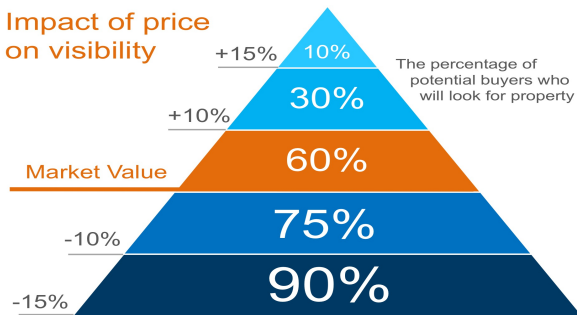
---

---

---

---

### Impact of price on visibility




---

---

---

---

---

---

---

---

**THIRD EDITION**  
Get the best price for your house. Any house. Any time. Anywhere. Get rid of the professionals, find a buyer now, and put more money in your pocket.

**How to Sell Your Home in 5 Days**  
BILL EFFROS

NON-FYI RELEASE  
This book contains information that is not intended for release to the public. It is the property of the author and is not to be distributed, copied, or otherwise used without the express written permission of the author. © 2003 Bill Effros. All rights reserved. ISBN: 0-970-111-11-1

"I'd have to say that our sale went perfectly... Our friends know us as conservative and traditional, and they were amazed that we sold our home in this unconventional way, but being a little unconventional certainly paid off!"  
—A.S., 47-72, Lexington, South Carolina

---

---

---

---

---

---

---

---

# Building Your Business By Referral

---

---

---

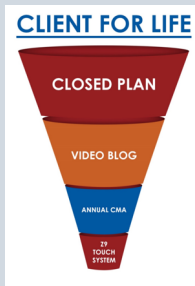
---

---

---

---

---



---

---

---

---

---

---

---

---

## CLIENT SURVEYS

Website: mgcustomersurvey.com  
Source: mgcustomersurvey  
Date: 01/31/2017 12:51 PM  
PageName: gold\_affilform8.asp  
PageTitle: Survey

=====  
Contact information: =====  
First Name: Scott and Tracy Demarest  
Email: [tracydemarest@yahoo.com](mailto:tracydemarest@yahoo.com)  
Day Phone: WILLIEMIRANDA

=====  
Additional Information: =====  
How\_To\_Improve = Quite Honestly, I cannot think of 1 thing!  
Contact\_from\_Inside\_Sales\_Agents = YES  
Received\_a\_fair\_price = YES  
How\_Did\_You\_Hear\_About\_Miranda\_RE\_Group = Newsletter  
What\_Did\_We\_Excel\_At = Every process from start to finish, not to mention our home went pending in under a week!  
Level\_of\_expertise\_and\_professionalism = 5 Questions Answered in A Timely Manner = 5  
Did\_Our\_Listing\_Presentation\_cause\_you\_to\_choose\_us = YES  
Use\_name\_in\_promotional\_literature = YES What = The entire presentation was very impressive

---

---

---

---

---

---

---

---

Client Closed Plan		
Date	Activity	Description
Day 1	Call	Call - 1 <sup>st</sup> Day in New Home
Day 1	To Do	Send Personal Note
Day 7	To Do	Call - 1 Week Check In Call
Day 30	Call	Call - 30 Days Check In Call
Day 30	To Do	Send Personal Note
Day 365	Call	Call - Day 365 Check In – 1 Year Anniversary
Day 365	To Do	Send Personal Note with Small Gift or Gift Certificate, ie...Lowe's Gift Card
Day 365	To Do	Set up Anniversary for following year.

---

---

---

---

---

---

---

---

### 39 Touch System

*"Why does a hamburger from McDonald's taste the same in Albany, New York and Los Angeles, California?"*

Having systems put in place in each aspect of your business:

- Allows for repeat and referral business
- Time management
- Consistent and quality service!

---

---

---

---

---

---

---

---

- ### CLIENTS-39 TOUCH SYSTEM
- 10 Newsletters
  - 24 Videos
  - 1 Annual Call
  - 4 Client Events
    - Comedy Event
    - Easter Event
    - Golf Tournament
    - Pie Event

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

## Video Blog

What to Expect From the Capital District Real Estate Market in 2017

**Inventory Won't Stay This Low for Long**

There is a lot to smile about in the Capital District real estate market. Here are just a few of the trends we are seeing right now.

---

---

---

---

---

---

---

---

## Annual Home Value Report Script

**ANNUAL HOME VALUE REPORT SCRIPT**

Hi... May I speak to <CLIENT> please? Hi <CLIENT> this is Willie from Miranda Real Estate Group. How are you doing today?

<MAY>...I just wanted to give you a quick call because I know it's been <JUST OVER/ALMOST> <#> years since you bought your home with me and from time to time I like to provide my clients with a free Annual Home Value Update. This update will give you a ball park idea of what your home is currently worth in today's market based on what other homes are selling for in your area.

So, I'm calling you today to see if you would be interested in receiving this free home value report?

Yes...99% of the time

Okay great, what is the best email address for me to send this report to? <if no email, send by regular mail>

So <CLIENT>, as I mentioned, this report is only a ballpark figure based on what other homes have sold for in your area. Please review the report and let me know if you have any questions.

One last thing <CLIENT>, do you know of anyone else who would also be interested in receiving this report for their home?

I'll get this information right out to you.

Now...if you know of anyone looking to buy or sell a home, please give me a call with their name and number and I will take good care of them. (Willie Bucks optional)

---

---

---

---

---

---

---

---

## RPR or CMA for Clients

COMPARATIVE MARKET ANALYSIS



29 Farmview Ln, Waterford, New York 12188, United States

PREPARED FOR  
Rob & Sandie Tallman

MLS REALTY SERVICES

AREA PROPERTY REPORT

20 Valleyview Dr, Albany, NY 12208



Willie Miranda



761-895-0244  
willie@williemiranda.com  
1000 W. 14th St. Albany, NY 12208  
Office: 761-895-0244

---

---

---

---

---

---

---

---

## Client Events




---

---

---

---

---

---

---

---

### GEOGRAPHIC FARMING- 21 TOUCH SYSTEM

- 10 Newsletters
- 10 Postcards
- 1 Community Event

---

---

---

---

---


---

---

---



## The Glenville Real Estate Market Update



**As a Glenville resident that also lives in the other half of the city, you know that the market is hot. It's not just the price of homes that's hot, it's the demand for homes that's hot. The market is so hot that it's hard to find a home in the area that you want. The market is so hot that it's hard to find a home in the area that you want. The market is so hot that it's hard to find a home in the area that you want.**

**Our Team at a Glance\***  
 Licensed in Ohio  
 January 21, 2013  
 Population: 29,965  
 Population Density: 108 persons per square mile  
 Median age: 44.2  
 Land area: 0.2 acres  
 www.mirandarealestate.com

**Glenville Real Estate Statistics 2016**  
 As provided by the Greater Capital Area Association

	2015	2016
New Listings	389	251
Closed Sales	418	352
Months Supply	10.5	10.2
Percent of Original List Price Realized	98.7%	97.8%
Days on Market (All Sales)	65	57

**SOLD: It's always fun to see what has sold in our area. The following homes are the "Top 20" by price that have changed ownership since 12/01/2016:**

Address	Days	Asst	Bed	Bath	Sq Ft	Price	Per Sq Ft
11300 Spring Rd	1	1	1	1	1,192	\$1,800,000	\$1,510
1430 Springwood Dr	4	2	2	2	2,700	\$1,400,000	\$519
1130 Springwood Dr	4	2	2	2	2,700	\$1,400,000	\$519
1130 Springwood Dr	4	2	2	2	2,700	\$1,400,000	\$519
1130 Springwood Dr	4	2	2	2	2,700	\$1,400,000	\$519
1130 Springwood Dr	4	2	2	2	2,700	\$1,400,000	\$519
1130 Springwood Dr	4	2	2	2	2,700	\$1,400,000	\$519
1130 Springwood Dr	4	2	2	2	2,700	\$1,400,000	\$519
1130 Springwood Dr	4	2	2	2	2,700	\$1,400,000	\$519
1130 Springwood Dr	4	2	2	2	2,700	\$1,400,000	\$519

**Real Estate Question?**  
 Do you want to know how much your home is worth? Or do you want to know how much you can afford to pay for a home? Call us today for a free consultation. We'll help you understand the market and make the best decision for you. Call us today for a free consultation. We'll help you understand the market and make the best decision for you. Call us today for a free consultation. We'll help you understand the market and make the best decision for you.


**Thinking of Selling?**  
 Check out our website for more information on how to sell your home. We'll help you understand the market and make the best decision for you. Call us today for a free consultation. We'll help you understand the market and make the best decision for you. Call us today for a free consultation. We'll help you understand the market and make the best decision for you.

**Ask us how you can save \$500 Agent Rewards**  
 Reach us at 318.527.0800 or visit us at [www.mirandarealestate.com](http://www.mirandarealestate.com)

**Real Estate Statistics**  
 Licensed Real Estate Salesperson  
 1405 Jones & Chiles Park N.Y. 10003-18-2000  
 (212) 410-1111  
 www.mirandarealestate.com

## Brenda's Good News Career!

"Agent Brenda is always on the go. It's not always all work though (since we know that all work is no fun) you make for a full day! This winter, SCG's 15th birthday has been the highlight of our new work focus for us on the road. Thank you Kelly, our PT agent. Luckily, Kelly covers the weekend too which has been a huge relief to come to work on a Monday! The holiday season is always a busy time for us. And we're quickly caught up to the season! Call our office anytime. We're always ready to help you with your real estate needs."



Miranda Real Estate Group kicked off 2016 on its first annual breakfast. I'm proud to report our breakfast of over \$2,000 in sales! Brenda's 15th birthday was celebrated with a special gift from our team. This year we'll be celebrating 12 years and would like to say "HAPPY BIRTHDAY TO YOU" to you as well as the great event for a wonderful cause. Our team is excited to work with the representatives of our 2016 awards. I'm happy to report that your Glenville Real Estate Renaissance was again named to the Top 1!

**What is it like to have Agent Brenda on your side?**  
 "I would recommend Brenda to anyone. Brenda exhibits all the qualities you would ever want & need with your real estate agent." - Carol Kiser, Client

"We wouldn't have had the past year & more without you, your help. We were overwhelmed with the process & you went above & beyond to help us." - Barb Estey, Client

"Thank you for all your hard work and dedication, not just in terms of the info and rate you pulled together. It is much appreciated." - Anne Church, Client

"Loved the excellent communication regarding me of what was happening!" - Shari Kiser, Client

**Real Estate Statistics**  
 Licensed Real Estate Salesperson  
 1405 Jones & Chiles Park N.Y. 10003-18-2000  
 (212) 410-1111  
 www.mirandarealestate.com

## Community Event

**HELP OUT YOUR LOCAL FOOD BANKS! "TRADE A CAN FOR A CONE" AUGUST 19TH: 4-8 PM.**

**Mr. Ding-A-Ling will be visiting the Sherwood Forest neighborhood on August 19th, from 4-8 pm,** courtesy of Willie Miranda, Licensed Real Estate Broker/Owner of Miranda Real Estate Group, Inc.

During this time, anyone who provides a non-perishable food item to be donated to a local food bank, will receive a "free ice cream item. What a great way to cool off and give back to your community!"




### CLIENT EVENTS WITH A CHARITY-Ice Cream Truck



---

---

---

---

---

---

---

---

### CLIENT EVENTS WITH A CHARITY-Pie Event

**MIRANDA**  
Real Estate Group, Inc.

**A Thanksgiving Thank You Dinner With!**  
*\* appropriate for continued support the "Handicapping a Dyslexia!"*

**Event:** 25th Annual Pie Dinner  
**When:** Tuesday, November 23rd 4pm - 7pm  
**Where:** Metropolitan Clubhouse, One Wallkill St., Wallkill, NY  
200 Wallkill Street, Wallkill, NY 12590  
200 Wallkill Street, Wallkill, NY 12590

Assess your pie-eating skills. Look able to  
prepare to help the Handicapping a Dyslexia  
and support the cause. All the knowledge you gain  
will be for a great cause.

To reserve your Apple or Pumpkin Pie...  
Please call:  
Kara Miranda @ 845.486.1111  
Call us at 845.486.1111  
Email: [Kara.Miranda@Miranda.com](mailto:Kara.Miranda@Miranda.com)  
It's time to start pie-eating!

Handing in selling is great! It's hard to know when to  
stop. But we can help you know when to stop.  
We can help you know when to stop.  
Call us at 845.486.1111  
www.Miranda.com  
Call us at 845.486.1111



---

---

---

---

---

---

---

---

### FREE PICTURE WITH THE EASTER BUNNY!



---

---

---

---

---

---

---

---

# Time Management



---

---

---

---

---

---

---

---

## Chapter 4 Of My Book Time Management: The Key to Success

Here are **SIX** steps to help you organize your schedule so that you can focus on the right things:

1. Touch it Once (Evernote)
2. Make Lists (yellow lined paper)
3. Plan how much time you will allocate to each task
4. Plan the Day
5. Prioritize
6. Ask yourself, "Will it hurt me to throw this away?"



---

---

---

---

---

---

---

---

## 5 Time Management Must Do's

1. Plan your week.
2. Plan your day.
3. Control incoming calls.
4. Schedule 2 hours of proactive (lead generation) activities a day.
5. Take at least one day off per week.

---

---

---

---

---

---

---

---

# 1. Plan Your "PERFECT" Week

Build structure into your life.

- Use one calendar.
- Schedule time off.
- Schedule family time.
- Schedule time for health activities.
- Schedule in celebrations.

---

---

---

---

---

---

---

---

SCHEDULE FOR: AGENT	WEEK OF: "PERFECT WEEK"						
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:30am		Sign					
7:00am							
7:30am							
8:00am		Check Email/Outlook	Check Email/Outlook	Check Email/Outlook	Check Email/Outlook	Check Email/Outlook	Check Email/Outlook
8:30am							
9:00am		Pre-Admin Time	Pre-Admin Time	Pre-Admin Time	Pre-Admin Time	Pre-Admin Time	Pre-Admin Time
9:30am							
9:50am		Meeting					
10:00am		Meeting					
10:30am							
11:00am	Get Out						
11:30am	OK	Check Email/Outlook	Check Email/Outlook	Check Email/Outlook	Check Email/Outlook	Check Email/Outlook	Check Email/Outlook
12:00pm		Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
12:30pm							
1:00pm	Work	Pre-Admin Time					
1:30pm	NOVA MEET						
2:00pm	1-3						
2:30pm	Meeting						
3:00pm	15 min Meeting						
3:30pm							
4:00pm							
4:30pm		Check Email/Outlook	Check Email/Outlook	Check Email/Outlook	Check Email/Outlook	Check Email/Outlook	Check Email/Outlook
5:00pm	Sign Off						
5:30pm	Monday &						
6:00pm	New Week						
6:30pm	Plan/Next Day	Plan/Next Day	Plan/Next Day	Plan/Next Day	Plan/Next Day	Plan/Next Day	Plan/Next Day

---

---

---

---

---

---

---

---

# 2. Plan Your Day

Take 15 minutes to plan each day.

- 1st - Follow up calls, Power Hours
- 2nd - Appointments, Client Meetings
- 3rd - To Do Items, Returning Calls
- 4th - Everything else

---

---

---

---

---

---

---

---

**Please Do Not Disturb**  
~Power Hour in Session Until 2:00pm~

Please send an email to [admin@mrgteam.com](mailto:admin@mrgteam.com) or if you need immediate assistance, please reach out to another member of the administrative staff.

We appreciate your patience with us during this time.

---

---

---

---

---

---

---

---

### 3. Control Incoming Calls/Emails

- Explain in your voicemail/away message when you will return their call or email.
- Don't answer every call.
- Schedule time to return calls and emails.
- Be consistent.

---

---

---

---

---

---

---

---

### Sample Voice Mail Script

“Hi, you’ve reached Willie Miranda with Miranda Real Estate Group, Inc. **Please Note:** I will be in meetings throughout the day and will be returning phone calls today between 11-12pm and again between 4-5pm. For immediate assistance, please call my office at 518-348-2060, that’s 518-348-2060 or leave your name and number after the tone and I will return your call as soon as possible. Thank you and have a great day!”

---

---

---

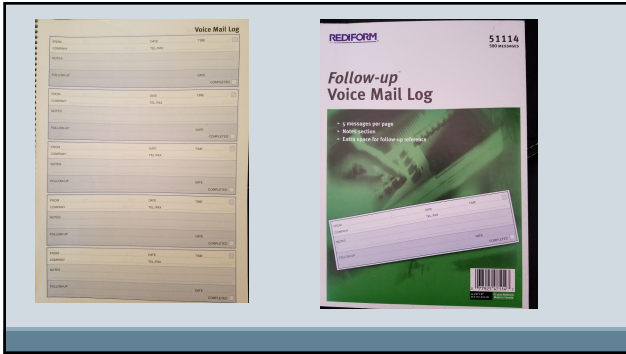
---

---

---

---

---




---

---

---

---

---

---

---

---

**4. Two Hours Of Proactive (Lead Generation) Activities a Day**

- Calls (New leads, Seller calls, Buyer clients)
- Personal handwritten notes
- Adding and deleting names from database
- 80/20 Rule
 

*“A day without lead generation is a day you didn’t work.”*

---

---

---

---

---

---

---

---

**High Dollar Activities**

1. Prospecting and Making Phone Calls
2. Going on Listing Appointments
3. Working with Buyers
4. Negotiating and Getting Deals Closed

---

---

---

---

---

---

---

---

### **5. One Day Off Per Week**

- Take at least one day off per week to recharge and re-energize.
- Take two ½ days off if a full day is not feasible.

---

---

---

---

---

---

---

### **Prioritize, Implement, Evaluate**

- Prioritize your tasks each day (A,B,C,D).
- Do the “A’s” first.
- Be flexible about moving B’s and C’s.
- Give yourself grace that not everything will get done in a day.

---

---

---

---

---

---

---

### **Prioritize, Implement, Evaluate**

At the end of each day:

- Evaluate how well you managed your time.
- Determine what you would have done differently.
- Acknowledge your achievements!
- Plan out your next day. Make a new to do list.

---

---

---

---

---

---

---

# Goal Setting-Track & Measure

---

---

---

---

---

---

---

---

---

---

**The 12 Week Year**  
Productivity and Success Planning

Big Goal/Why: \_\_\_\_\_  
12 Week Goal: \_\_\_\_\_

12 Week Year No. \_\_\_\_\_ No. \_\_\_\_\_

Goal #1	Start	End	Completion/Notes

Goal #2

Start	End	Completion/Notes

Goal #3

Start	End	Completion/Notes

---

---

---

---

---

---

---

---

---

---

“You can’t improve what you don’t measure!”

MY DAILY TO DO'S	DATE:
Top Priority For Today	Other Items To Do's & Calls
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
<b>Time Block and Appointments</b>	
7:30 am	7:30 am
8:00 am	8:30 am
8:30 am	9:00 am
9:00 am	9:30 am
9:30 am	10:00 am
10:00 am	10:30 am
10:30 am	11:00 am
11:00 am	11:30 am
11:30 am	12:00 pm
12:00 pm	12:30 pm
12:30 pm	1:00 pm
1:00 pm	1:30 pm
1:30 pm	2:00 pm

---

---

---

---

---

---

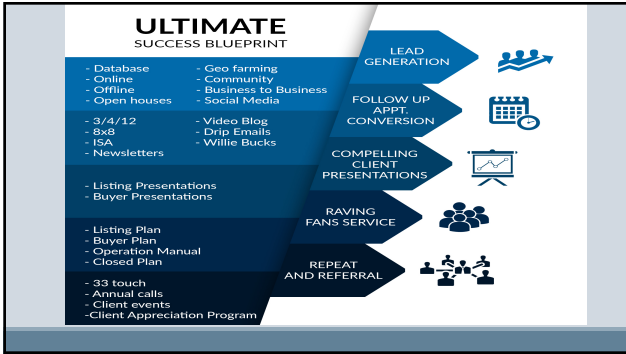
---

---

---

---






---

---

---

---

---

---

---

---

**Takeaways?**

**QUESTIONS?**

---

---

---

---

---

---

---

---