



Actions vs Action to Successful Sales

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

- If you want to receive CE credit
 - Complete the entire form
 - Include the name that is on your RE License
 - Sign in and sign out
 - Include RE License Number
- If you do not know your license number, you can find it through EAccessNY at <https://appext20.dos.ny.gov/mydos/seiSearchType.do>
- Once we receive the forms back we can enter the data into our system, email certificates and report your completion to DOS.

Course Description

This is a 3-hour Continuing Education Course with 1-hour of Agency.

- Provide you with a successful way of working with buyers and sellers
- Show you how to correctly convert leads to sales
- Build and maintain a database with repeat and referral clientele
- Leverage your time in order to work on high dollar activities
- Establish lead generation pillars that will allow to obtain more business
- Understanding Agency and the Fiduciary Duties you owe to your clients and customers



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





Albany Business Review's 2016 Rankings

RESIDENTIAL REAL ESTATE FIRMS RANKED BY CAPITAL REGION SALES VOLUME IN 2016											
Ranking	Company Name / Franchise	Address	2016 Sales	2015 Sales	% Change	2016 Units	2015 Units	2016 Avg Price	2015 Avg Price	2016 Agents	2015 Agents
1	RealtyUSA @	1100 Hudson Cedar Park, NY 12503	\$1.96 million	\$1.66 million	18.1%	2,689	2,431	\$729,430	\$683,000	293	282
2	Coldwell Banker Prime Properties @	100 Pleasant Ave. Poughkeepsie, NY 12560	\$1,026,963	\$1,026,963	0%	1,596	1,596	\$643,900	\$643,900	101	101
3	Keller Williams Capital District @	615 N. Main St. Poughkeepsie, NY 12560	\$453,377	\$453,377	0%	1,024	1,024	\$442,650	\$442,650	235	235
4	Berkshire Hathaway HomeServices Blake Beahm @	4 E. Broadway Poughkeepsie, NY 12560	\$328,707	\$328,707	0%	1,043	1,043	\$314,870	\$314,870	782	782
5	Miranda Real Estate Group Inc. @	1402 North 3rd Catskill, NY 12515	\$218,300	\$218,300	0%	300	300	\$727,667	\$727,667	60	60
6	Roohan Realty @	715 Broadway Saratoga Springs, NY 12158	\$178,623	\$178,623	0%	280	280	\$638,300	\$638,300	71	71
7	Select Sethby's International Realty @	275 Broadway Saratoga Springs, NY 12158	\$154,964	\$154,964	0%	247	247	\$627,400	\$627,400	71	71
8	Gucciaro Real Estate Group @	441 New Karol Rd. Catskill, NY 12515	\$133,398	\$133,398	0%	411	411	\$324,620	\$324,620	18	18
9	HUNT Real Estate ERA	1750 Route 9 Cedar Park, NY 12503	\$103,874	\$103,874	0%	334	334	\$311,000	\$311,000	74	74

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



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ZILLOW FACTS

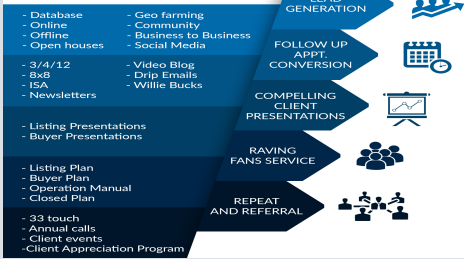
- 17 Million “Leads” to its “Premier Agents” produced 270,000 transactions with a 1.5% conversion rate!
- 179 million users
- 75% online real estate audience market share

BIG PROBLEM

Too many
“Transactional”
Agents

Transactional Agent	Career Agent
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

ULTIMATE SUCCESS BLUEPRINT



“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




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
Newspaper	Geographic Farm Area	Your own website	Seller Back	MEGA Open Houses	Facebook Videos	July 4th 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

- "Produce LIST" 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 cleaners, grocers, local restaurants, 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 kids' sports teams.

1400 Riverside Office Park, #1100
Phone: 910-486-1000
www.910realestate.com
Email: 910realestate@gmail.com

Top Producer

ADD CONTACT

NAME DETAILS

Contact Status: Long term opportunity

Contact Type: VSB

Primary Contact Method: PHONE

Business Website
www.WillieMiranda.com



PILLAR # 2

Your Database

Online Marketing

1. Print out a list of all who have contacted you via website/email
2. Set up Google pay per click and/or Craigslist to attract buyers to your website. Free list of homes response.
3. Email or contact all of them to see if they are still in the market to buy home, send personal note and ask to database.
4. Create a new friendly website such as www.WillieMiranda.com and upload relevant and non-relevant video
5. Create a personal and business Facebook page.
6. Use the 30/60/90 plan to follow-up with online leads.

1400 Rock 3, Office Park, NY 11761 Phone: 202-206-2000 Fax: 202-206-2000
1400 Rock 3, Office Park, NY 11761 Phone: 202-206-2000 Fax: 202-206-2000
www.WillieMiranda.com www.WillieMiranda.com


PILLAR # 3

Offline Marketing

1. Try to get on a three time schedule at least one time per week
2. Should conduct 2 - 3 open houses a month at a minimum, Sunday 1 - 5 pm
3. Add all prospects to your database as a "C" client and work on making them an "A" client with personal notes and calls.
4. Create Classified ads, Editorial ads and postcards but always have a Call to Action since there is no one to call you!
5. Create a newsletter and consistently send them out.
6. Develop a personal brochure that is your "resume" for buyers and sellers. This will set you apart from your competitors.

1400 Rock 3, Office Park, NY 11761 Phone: 202-206-2000 Fax: 202-206-2000
1400 Rock 3, Office Park, NY 11761 Phone: 202-206-2000 Fax: 202-206-2000
www.WillieMiranda.com www.WillieMiranda.com

Personal Brochure



Newsletter



Business Directory

PILLAR # 4

Your Database Online Marketing Offline Marketing

Geographic Farming

1. Use the "12 Direct" which is mailing something out each and every month to your list people who live 1-2 miles from your branch.
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.

1982 Route 8, Clifton Park, NY 12045 1885 Mountain Avenue, Rochester 14626
Phone (518) 336-2800 fax (518) 336-2802 Phone (716) 394-1700 fax (716) 394-1700
Website: www.MIRANDA.com Email: info@MIRANDA.com

Newsletters

"Just Sold" Postcards

JUST SOLD IN 14 DAYS!!!

Find out what YOUR Listing Forecast **WORTH** is Worth Outlook!
Visit: www.FLOSHAW.com
or call us at (518) 228-3435

Don't Sell Your Home Without Reading This Book First!
"Success From Experts On Selling A Home"
Learn How To Maximize Your Current Home Value!
For more information on this book or more information on us please call (518) 228-3435

Geographic Farming

SOLD!

Postcards

Find out what YOUR Listing Forecast **WORTH** is Worth Outlook!
Visit: www.FLOSHAW.com
or call us at (518) 376-1073

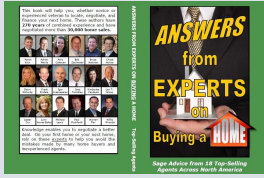
Attention Home Seller!
Your Home Sold at a Price Acceptable to you GUARANTEED or We'll Buy It!
My GUARANTEED SALE program Solves this dilemma!
Here's How it Works:
1. I'll guarantee you'll sell your home within 30 days at a price you're satisfied with.
2. If I can't sell your home within 30 days, I'll buy it from you at the best price I can get for you.
3. If you don't want to sell, I'll buy it from you at the best price I can get for you.
Call (518) 376-1073 or (518) 376-1073

Hot New Listing!
29 Farmview Lane
Haltwiler, NY 12148
Find out what YOUR LISTING FORECAST is Worth Outlook!
Visit: www.MIRANDA.com
Or Call Us At (518) 376-1073

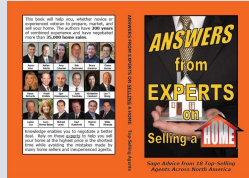
Hot New Listing!
17 Gateville Way
Clifton Park, NY 12065
Find out what YOUR LISTING FORECAST is Worth Outlook!
Visit: www.MIRANDA.com
Or Call Us At (518) 376-1073

Marketing

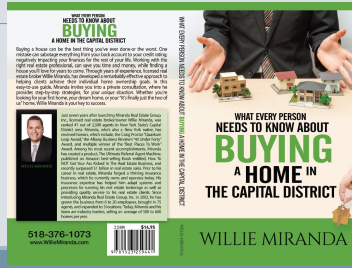
Buyer Book



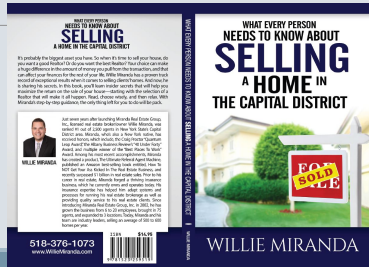
Seller Book



Books For Buyers



Books For Sellers



Willie Buckel



WILLIE BUCKEL REAL ESTATE GROUP, INC. PRESENTS

WILLIE BUCKS

RECEIVE UP TO \$500 OFF CLOSING COSTS

ACT NOW! ONLY 25 COUPONS LEFT!

Call us NOW and SAVE! 518-348-2060
WillieMiranda.com

WILLIE BUCKEL, REALTOR
500 FIVE HUNDRED DOLLARS

Willie Bucks!! Amazing Offer!!

Willie Buckel Cash for Home Buyers and Sellers!

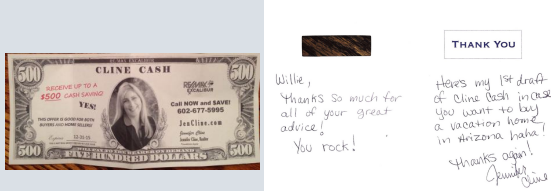
- It's easy to receive your \$500 coupon. All you have to do is:**
 - Register to receive coupons.
 - Call our office at 518-348-2060 and we'll set up your account.
 - Receive your coupon!
- Send \$1,000 of Selling Price:** Receive \$500 off closing costs.

STAFF PICK!

George Bucks



Cline Cash



CLINE CASH

RECEIVE UP TO A \$500 CASH CREDIT

CALL NOW AND SAVE! 402-477-0905

JacCline.com

500 FIVE HUNDRED DOLLARS

THANK YOU

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

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

**MEGA
Open House Event**

SHERWOOD FOREST NEIGHBORHOOD MEGA-OPEN HOUSE

THREE GREAT BUILDS TO CHOOSE FROM! LOWEST, LOWEST PRICES! OPEN HOUSE! MIRANDA REAL ESTATE GROUP! 100% CUSTOMER SATISFACTION! 100% HONESTY! 100% INTEGRITY! 100% DEDICATION! 100% COMMITMENT! 100% PASSION! 100% SUCCESS!

FOR SALE
MIRANDA
100% CUSTOMER SATISFACTION!
(518) 348-2000

Features:

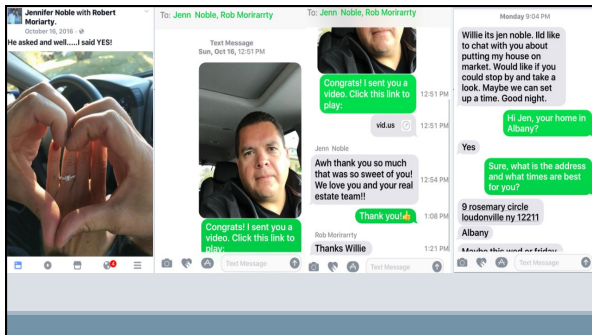
- 3 Bedrooms
- 2 Bathrooms
- Hardwood Floors
- Granite Countertops
- Stainless Steel Appliances
- Walk-In Closets
- Fenced Backyard
- Close to Schools
- Close to Shopping
- Close to Parks
- Close to Public Transportation

Contact:
Miranda Real Estate Group
100% Customer Satisfaction!
(518) 348-2000

The Power of Social Networking

Facebook Business Page

Facebook Personal Page



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**.

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

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

12,312	5,280	\$100.00
Reach	Impressions	Budget Used

Actions | **People** | **Countries**

Photo Clicks	1,409
Link Clicks	591
Page Likes	13
Comments	14
Shares	16

Miranda Real Estate Group, Inc added 7 new photos

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 floors, stone fireplace, and master suite with 2 person soaker tub. See more photos. **DESKTOP NEWS FEED**

Many updates including, new concrete driveway, new windows, new doors, new dual zoned furnace, vicentral air, new Liebherr refrigerator, and redone 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	98	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	98	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	158	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	188	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	218	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	248	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	278	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	308	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	358	From plan start...	0		Willie Miranda
To-do	Call or Email Lead	388	From plan start...	0		Willie Miranda

Handwritten notes in red:
 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.



B to C Blog



Looking for a Capital District home? Click here for a All Home Search
Selling Your Capital District home? Get a free Home Price Evaluation

**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 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 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 site, it doesn't appear that you've had any showing requests as of yet. The MLS hit reports show that a total of 8 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 site states that your virtual tour has been viewed a total of 5 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: (315) 348-2060 x 106
Fax: (315) 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 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 63 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 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.

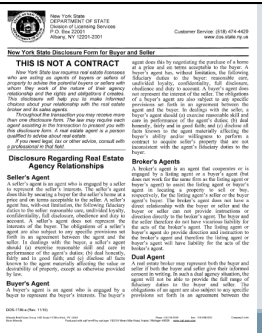
Tina M. Ryder
Marketing Coordinator
Miranda Real Estate Group, Inc.
Phone: (315) 348-2060 x 106
Fax: (315) 688-0243

Agency

- **Agency Disclosure Form**
- **Understanding our Fiduciary Duties**

What is Agency?

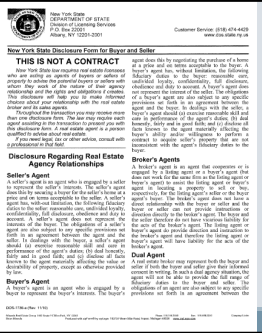
A relationship of trust established when one party (seller, buyer, landlord, tenant) gives another (a real estate licensee) the right to represent them in dealings with third parties.



THIS IS NOT A CONTRACT

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.

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**

- O**bedience
- L**oyalty
- D**isclosure

- C**onfidentiality
- A**ccountability
- R**easonable 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.**

Accountability-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.

Agency

- Designated Agents
- Dual Agency

New York State
Department of REALTY
Division of Licensing Services
120 South Street, Albany, NY 12242-3401
Customer Service: (518) 474-4422
www.dor.dor.ny.gov

New York State Disclosure Form for Buyer and Seller

THIS IS NOT A CONTRACT

This form does not create any agency relationship, and you are not creating an agency or fiduciary relationship of any kind by completing this form. It is merely a disclosure form that you must complete before you can enter into a real estate contract. It does not create any agency relationship, and you are not creating an agency or fiduciary relationship of any kind by completing this form. It is merely a disclosure form that you must complete before you can enter into a real estate contract.

Disclosure Regarding Real Estate Agency Relationships

Seller's Agent

A real estate agent who represents the seller in a real estate transaction is called a "seller's agent." The seller's agent has a fiduciary duty to the seller and is not permitted to represent both the seller and the buyer in the same real estate transaction. The seller's agent must disclose this relationship to the buyer before the buyer enters into a real estate contract with the seller's agent.

Buyer's Agent

A real estate agent who represents the buyer in a real estate transaction is called a "buyer's agent." The buyer's agent has a fiduciary duty to the buyer and is not permitted to represent both the buyer and the seller in the same real estate transaction. The buyer's agent must disclose this relationship to the seller before the seller enters into a real estate contract with the buyer's agent.

Dual Agent

A real estate agent who represents both the buyer and the seller in the same real estate transaction is called a "dual agent." A dual agent is not permitted to represent both the buyer and the seller in the same real estate transaction unless both the buyer and the seller have given their informed consent in writing. The dual agent must disclose this relationship to both the buyer and the seller before they enter into a real estate contract with the dual agent.

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 licenses 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.

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 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 leading to 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, cold signs, etc)
- "Tours" of a neighborhood or targeted neighborhoods: post listed and sold signs
- 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 prior sales, RPR, Zillow
- Send Personal notes and Personal brochures 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
SP429,000	\$399,000	\$437,061	\$438,000
SP416,000	\$1	\$487,143	\$328,000

SINGLE FAMILY - Active

Status	Address	Cont Date	CLO Date	MLS #	Abv SQFT	DOM	LP	\$/Abv SQFT	SP	\$/Abv SQFT
Active	10 WINDY PLUM BRIDGE		20120168	2294	191	1304,000	\$131.36			
Active	15 LINDSAY TOWN DR		20140243	2148	30	\$318,000	\$156.85			
New	6 SUTTONS DR		20140165	2136	1	\$335,000	\$136.12			
Active	22 OSAGE TRACE		20131345	2228	507	\$319,000	\$144.88			
Active	2 NORTHEAST LA		20140298	4308	16	\$325,000	\$175.00			
New	1 BIRCH HILL CT		20140197	2484	0	\$298,000	\$138.91			
Active	15 WESTGATE DR		20132884	2880	207	\$390,200	\$137.15			
Active	948 PLAINS RD		20131093	2793	100	\$279,000	\$137.67			
Total							Avp	Avp	Avp	Avp
K							100	\$324,687	\$128.57	

SINGLE FAMILY - Sold

Status	Address	Cont Date	CLO Date	MLS #	Abv SQFT	DOM	LP	\$/Abv SQFT	SP	\$/Abv SQFT	
Closed (Final Sale)	1 FRENCH BECHY DR	11/20/2013	11/20/2013	20130127	2098	148	\$390,000	\$181.60	\$493,000	\$131.54	
Closed (Final Sale)	17 CANTERBURY RD	11/28/2013	12/20/2013	20130399	2890	0	\$324,000	\$112.11	\$378,000	\$137.85	
Closed (Final Sale)	10 WILLARD DR	11/28/2013	11/29/2013	20130105	2626	198	\$339,000	\$129.00	\$320,000	\$99.78	
Closed (Final Sale)	19 FORTGATE RD	05/21/2013	05/23/2013	2012642	2268	131	\$354,777	\$156.42	\$299,000	\$135.38	
Closed (Final Sale)	4 CEDARVA CT	7/18/2013	9/10/2013	20131145	3223	112	\$379,000	\$117.52	\$350,000	\$111.08	
Closed (Final Sale)	14 PRATTWOOD DR	10/15/2013	10/24/2013	20124058	2289	19	\$495,000	\$166.36	\$269,000	\$146.60	
Total							Avp	Avp	Avp	Avp	
K							779	\$363,912	\$133.85	\$335,000	\$129.38

SINGLE FAMILY - Pending

Status	Address	Cont Date	CLO Date	MLS #	Abv SQFT	DOM	LP	\$/Abv SQFT	SP	\$/Abv SQFT
Pend (Under Cncl)	11 FRANK TRUCK CT	11/30/2013	11/30/2013	2818	11	1	\$325,000	\$135.67		
Total							Avp	Avp	Avp	Avp
K							1	\$325,000	\$135.67	\$1

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

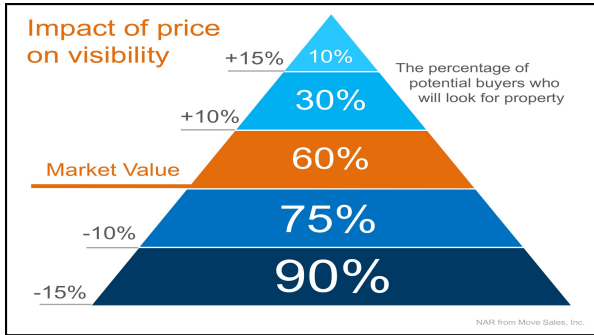
**Send the seller a pre-listing packet prior to your listing appointment.

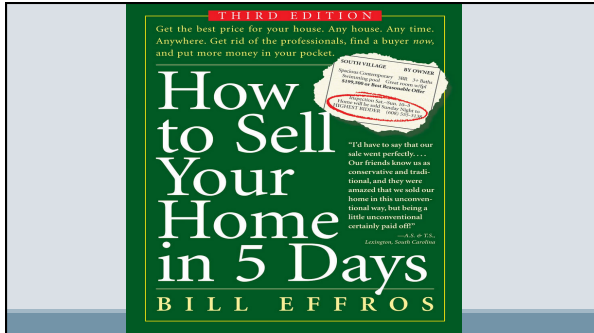
Include:

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.

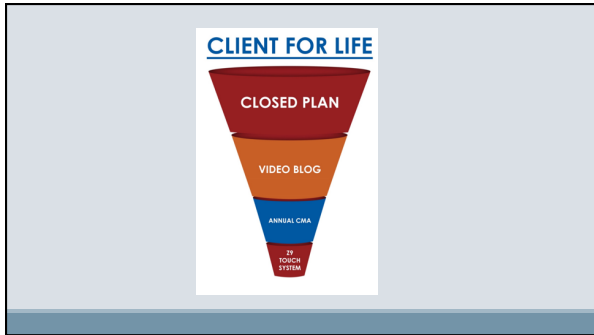
Pre-Listing Packet











CLIENT SURVEYS

Website: mrgcustomersurvey.com
 Source: mrgcustomersurvey
 Date: 01/31/2017 12:51 PM
 PageName: gold_allform8.asp
 PageTitle: Survey

***** Contact information: *****
 First Name: Scott and Tracy Demarest
 Email: tracydemarest@yahoo.com
 Day Phone: WILLEMIANADA

***** Additional Information: *****
 How_To_Improve = Quite Honestly, I cannot think of 1 thing!
 Contact from Inside Sales Agent = YES
 Received a fair price = YES
 How_Did_You_Hear_About_Miranda_BI_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 st 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

Name Phone Email

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



Capital District Real Estate: Inventory won't stay this low for long. Inventory Won't Stay This Low for Long. MIRANDA

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?

<MARRY>...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? <of 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



20 Valleyview Dr, Albany, NY 12208



Represented by
Willie Miranda



401-888-8888
401-515-1111
www.mirandarealestategroup.com
MIRANDA REAL ESTATE GROUP, INC.
1000 N. 10th St., Suite 1000
Albany, NY 12208

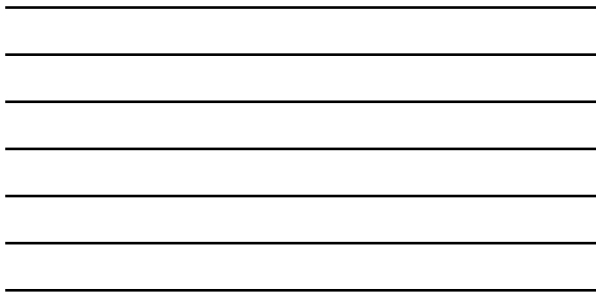
Client Events




GEOGRAPHIC FARMING-

21 TOUCH SYSTEM

- 10 Newsletters
- 10 Postcards
- 1 Community Event





The Glenville Real Estate Market Update

As a Glenville resident, you know how important it is to stay informed about the real estate market in your area. Our monthly newsletters provide you with the latest market trends, pricing information, and expert advice. Whether you're looking to buy or sell, our insights can help you make the best decisions for your investment.

Inside This Overview...
• The latest market trends and pricing information.
• Expert advice on how to buy or sell in the current market.
• A breakdown of the different neighborhoods in the area.
• A look at the different types of properties available.
• A summary of the current market conditions.

Why You Should Read This Report...
• To stay on top of the latest market trends.
• To understand the different neighborhoods in the area.
• To get a better sense of the current market conditions.
• To make the most informed decisions when buying or selling.

How to Get This Report...
• Contact your real estate agent for a free copy.
• Visit our website at www.glenville.com to sign up for our newsletter.
• Call us at 412-964-1234 for more information.

Our Terms at a Glance*

Residential: 2.6%
Commercial: 2.8%
Industrial: 3.0%
Mortgage: 3.5%
Construction: 4.0%

Glenville Real Estate Statistics 2016

As provided by the Greater Capital Association of Realtors

Category	Q1 2016	Q2 2016	Q3 2016	Q4 2016
Sales Volume	\$250,000,000	\$280,000,000	\$310,000,000	\$340,000,000
Average Sale Price	\$250,000	\$280,000	\$310,000	\$340,000
Number of Sales	1,000	1,000	1,000	1,000
Days on Market	30	30	30	30
Inventory	100	100	100	100

MORNING is a new real estate data service that provides you with the latest market trends and pricing information. It's the only real estate data service that provides you with a comprehensive overview of the real estate market in your area.

Real Estate Questions?

Do you have any questions about the real estate market in your area? Our experts are here to help. Contact us at 412-964-1234 for more information.

Thinking of Selling?

Are you considering selling your property? Our experts can help you determine the best time to sell and the best price to achieve. Contact us at 412-964-1234 for more information.

Ask me how you can save 100K on your investment.


Call us today at 412-964-1234 for more information.

Ready to closing?

Contact us today at 412-964-1234 for more information.



CLIENT EVENTS WITH A CHARITY-Pie Event



A Thanking Thank You from Willie!
7 appreciate the continued support this Thanksgiving & Holiday!

Event: 9th Annual Pie Charity
When: Monday, November 14th 4pm - 5pm
Where: Miranda Health Center, 1000 S. 10th St., 10th Floor, Grand Rapids, MI 49503-1000
Event: 9th Annual Pie Charity
When: Monday, November 14th 4pm - 5pm
Where: Miranda Health Center, 1000 S. 10th St., 10th Floor, Grand Rapids, MI 49503-1000

Donations of pie will be made to the charity of your choice. The proceeds from the sale of the pie will go to the charity of your choice. The proceeds from the sale of the pie will go to the charity of your choice.

For more information, please contact:
Miranda Health Center
1000 S. 10th St., 10th Floor
Grand Rapids, MI 49503-1000
Phone: 616.222.1000
www.Miranda.com

Thank you for being a part of our team!
We appreciate your continued support and look forward to working with you again.

www.Miranda.com



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 "PERIOD WEEK"					
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
8:30am	Open	Open	Open	Open	Open	Open
9:00am	Open	Open	Open	Open	Open	Open
9:30am	Open	Open	Open	Open	Open	Open
10:00am	Open	Open	Open	Open	Open	Open
10:30am	Open	Open	Open	Open	Open	Open
11:00am	Open	Open	Open	Open	Open	Open
11:30am	Open	Open	Open	Open	Open	Open
12:00pm	Open	Open	Open	Open	Open	Open
12:30pm	Open	Open	Open	Open	Open	Open
1:00pm	Open	Open	Open	Open	Open	Open
1:30pm	Open	Open	Open	Open	Open	Open
2:00pm	Open	Open	Open	Open	Open	Open
2:30pm	Open	Open	Open	Open	Open	Open
3:00pm	Open	Open	Open	Open	Open	Open
3:30pm	Open	Open	Open	Open	Open	Open
4:00pm	Open	Open	Open	Open	Open	Open
4:30pm	Open	Open	Open	Open	Open	Open
5:00pm	Open	Open	Open	Open	Open	Open
5:30pm	Open	Open	Open	Open	Open	Open
6:00pm	Open	Open	Open	Open	Open	Open

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 or if you need immediate assistance, please reach out to another member of the administrative staff.

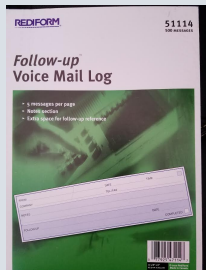
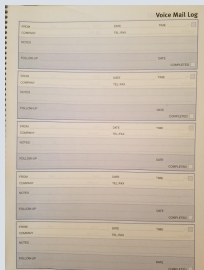
We appreciate your patience with us during this time.

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 Start: _____ to _____

Week #	Task	Start	End	Completed/Notes
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

Week #	Task	Start	End	Completed/Notes
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

Week #	Task	Start	End	Completed/Notes
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

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

MY DAILY TO DO'S	DATE:
Top Priorities For Today	Other Business To Do's & Calls
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.
6.	6.
7.	7.
8.	8.
9.	9.
10.	10.
Personal to do's	11.
12.	12.
13.	13.
14.	14.
15.	15.

Time Block and Appointments	
7:00 am	7:00 am
8:00 am	8:00 am
9:00 am	9:00 am
10:00 am	10:00 am
11:00 am	11:00 am
12:00 pm	12:00 pm
1:00 pm	1:00 pm
2:00 pm	2:00 pm
3:00 pm	3:00 pm
4:00 pm	4:00 pm
5:00 pm	5:00 pm
6:00 pm	6:00 pm
7:00 pm	7:00 pm
8:00 pm	8:00 pm
9:00 pm	9:00 pm
10:00 pm	10:00 pm
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1:00 am	1:00 am
2:00 am	2:00 am
3:00 am	3:00 am
4:00 am	4:00 am
5:00 am	5:00 am
6:00 am	6:00 am
7:00 am	7:00 am
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10:00 am	10:00 am
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12:00 pm	12:00 pm
1:00 pm	1:00 pm
2:00 pm	2:00 pm
3:00 pm	3:00 pm
4:00 pm	4:00 pm
5:00 pm	5:00 pm
6:00 pm	6:00 pm
7:00 pm	7:00 pm
8:00 pm	8:00 pm
9:00 pm	9:00 pm
10:00 pm	10:00 pm
11:00 pm	11:00 pm
12:00 am	12:00 am

ULTIMATE SUCCESS BLUEPRINT

- Database
 - Online
 - Offline
 - Open houses
- 3/4/12
 - Video Blog
 - 3x3
 - ISA
 - Newsletters
- Listing Presentations
 - Buyer Presentations
- Listing Plan
 - Buyer Plan
 - Operation Manual
 - Closed Plan
- 33 touch
 - Annual calls
 - Client events
 - Client Appreciation Program
- Geo farming
- Community
- Business to Business
- Social Media
- Video Blog
- Drip Emails
- Willis-Bucks

Takeaways?

QUESTIONS?
