

# Benchmark

REALTY, LLC

## Mastermind

March 17, 2015

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- **Mandatory for all newly affiliated agents.**

- Every 1<sup>st</sup> Wednesday,  
**9:00am**, Cool Springs Office

- Every 2<sup>nd</sup> Tuesday,  
**11:30am**, Murfreesboro Office

- Every 3<sup>rd</sup> Tuesday,  
**11:30am**, Midtown Office

## Agent Orientation

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**Fourth Monday of Each Month, 9:30 am**



**Coffee With The Broker**

- *Detail coverage of Contracts, Listing Agreement, Buyer's Representation Agreement.*
- *Every 1<sup>st</sup> Wednesday*
- *10:30-11:45*
- *Cool Springs Conference Room*

**Broker Forms Review**



**Giant Company (500+ employees)**

- **Benchmark Realty LLC**

**Awards Luncheon**  
**April 17<sup>th</sup>, 11:30**  
**The Hutton Hotel**  
**\$85 per ticket**

**CONGRATS TEAM BENCHMARK!**

**Phillip Cantrell**

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**From:** IDX System <no-reply@mail.idxbroker.com>  
**Sent:** Monday, March 09, 2015 7:55 AM  
**To:** Phillip Cantrell - CEO  
**Subject:** Your IDX Broker Login Information


Dear Phillip,

Congratulations, Benchmark Realty has given you access to your IDX control panel. This login allows you to manage your featured listings and leads; including any saved properties and searches. Add this URL to your signature or website to ensure that any leads sent to your Office website are automatically assigned to you:  
<http://homesforsale.benchmarkrealtytn.com/idx/search/homes?agentHeaderID=5894>

You will find your new control panel login information below:  
URL: <http://middleware.idxbroker.com/mgmt/login.php>  
Username: [phillip@phillipcantrell.com](mailto:phillip@phillipcantrell.com)  
Password: &2-K2Svu5U

Please contact Benchmark Realty if you have any questions.

**Your IDX Account**

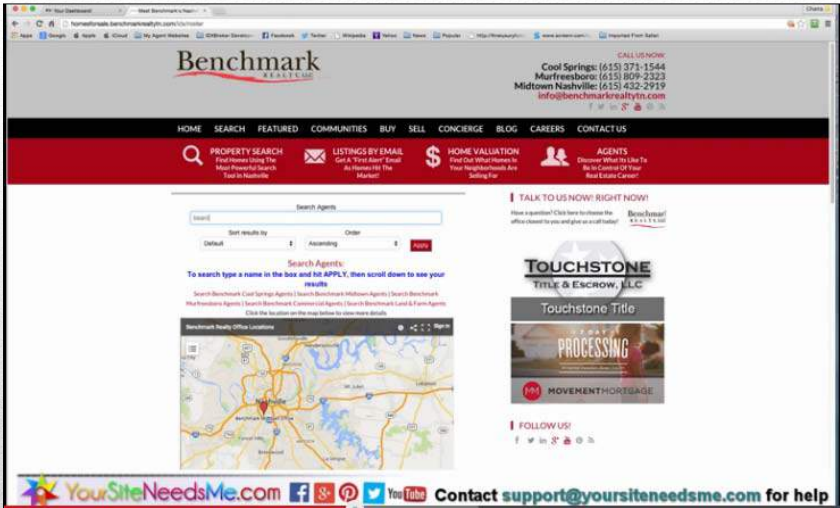


## Your Benchmark Realty IDXBroker Account

Hi Benchmark Agents!

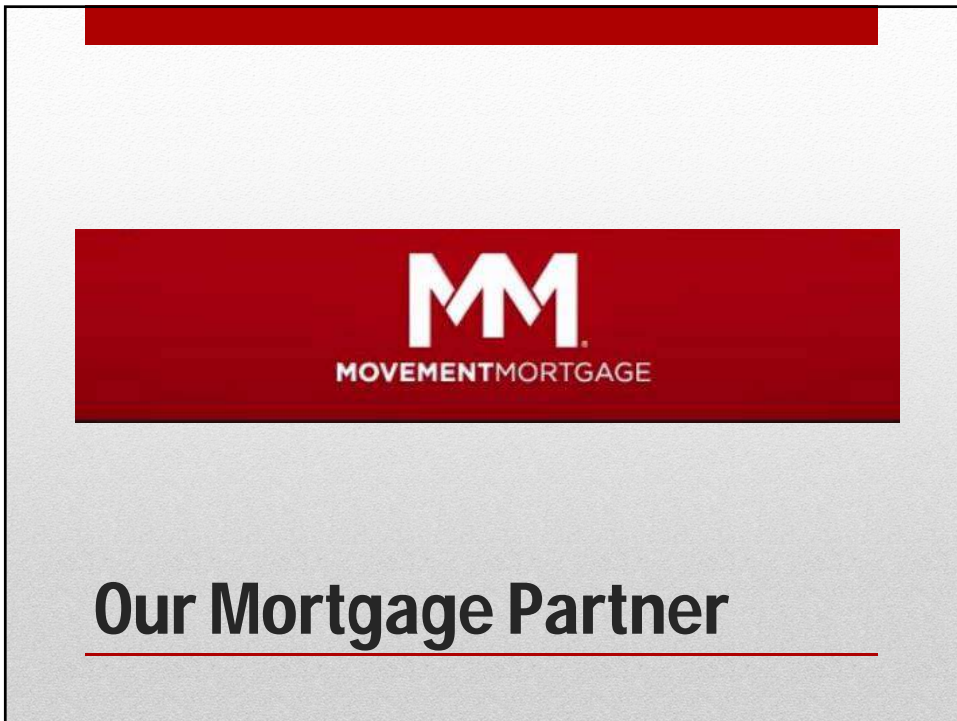
In reference to the IDXBroker username and password information you received on Monday, please watch the following short video regarding support for your IDXBroker Platinum Agent Account:

# Your IDX Account



The screenshot shows the Benchmark Realty website interface. At the top, there's a navigation bar with links for HOME, SEARCH, FEATURED, COMMUNITIES, BUY, SELL, CONCIERGE, BLOG, CAREERS, and CONTACT US. Below this is a red banner with sections for PROPERTY SEARCH, LISTINGS BY EMAIL, HOME VALUATION, and AGENTS. The main content area features a search bar for agents, a map of Benchmark Realty Office Locations, and promotional banners for Touchstone Title & Escrow, LLC and Movement Mortgage. At the bottom, there are social media icons and a footer with the text 'YourSiteNeedsMe.com' and 'Contact support@yoursiteneedsme.com for help'.

# Your IDX Account





## February Last Year

- **Gross Sales:** \$ 58,526,710
- **Gross Commissions:** \$ 1,340,924
- **Transaction Count:** 267

**February 2014**

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**• Gross Sales: \$ 57,851,467**  
**• Gross Commissions: \$ 1,439,272**  
**• Transaction Count: 220**

**February 2015**

	<u>Gross Sales</u>	<u>GCI</u>	<u>Trans</u>
YTD 2014:	\$ 106,050,908	\$ 2,766,848	460
YTD 2015:	\$ 108,945,625	\$ 3,009,372	462
% Increase:	<b>↑ 2.7%</b>	<b>↑ 8.8%</b>	<b>↑ .01%</b>

**February YTD Comparisons**



**886**

*...+ 3.4% Change from  
December month end.*

**Today's Listing Count**

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**REALTOR<sup>®</sup> TUNE-UP  
PART 1**

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## REALTOR® Tune-Up – Part I

**Benchmark**  
REALTY, LLC

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### **When You Show a House**

- **Act appropriately – as if you are being recorded!  
You just might be!**
  - **Do not pass appropriate boundaries looking at personal items in the house.**
  - **Keep your client and their children on track and not to touch the seller's personal items.**
  - **Do not talk about pricing strategy for the purchase – the seller may be recording or listening.**
-

## Showing Feedback

- DON'T SAY:
    - *"This is the filthiest house I've ever shown!"*
    - *"You will never sell this."*
    - *"Priced right. You will sell this quickly."*
  - DO SAY:
    - Why it will not work for your clients.
- Remember – This feedback may be going directly to the seller. This is a reflection on you.*
- 

## When You Send an Offer to a Listing Agent

- CALL THEM TO ENSURE THEY RECEIVED YOUR OFFER! *Do not assume if you email or fax it that they have received it!*
  - *Ideally you have already called them BEFORE writing the offer to:*
    - *be sure the property does not have a contract on it.*
    - *Determine seller's motivation – time or money?*
-

## Fill out the Offer Completely

- Do not leave anything blank on the Purchase and Sale Agreement.
  - Check TAX RECORD for seller's name and property information including the legal description of the property.
  - MAKE SURE TO PUT THE TIME LIMIT OF THE OFFER!
- 

## One-Time Showing Agreements

TAR Form RF161 – “Agreement to Show Property”

- When to use the form?
- How you can leverage this action going forward:
  - *“I’m showing my ability to bring buyers and to work for you, Mr. Seller, even though I don’t have your house listed, there are advantages to listing with me.”*

*Show Your Value Proposition!*

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## What Happens When a Property Does Not Appraise?

- It is NOT the “end of the world”
- Can you salvage the deal?
- Work with the lender.

## Bad MLS Photos



## Bad MLS Photos



## Bad MLS Photos



## Bad MLS Photos



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## Bad MLS Photos



## Bad MLS Photos



**NEXT MASTERMIND**

April 7, 2015