

Benchmark

REALTY, LLC

Mastermind

April 6, 2015

- *Mandatory for all newly affiliated agents.*
- Every 1st Wednesday,
9:00am, Cool Springs Office
- Every 2nd Tuesday,
11:30am, Murfreesboro Office
- Every 3rd Tuesday,
11:30am, Midtown Office

Agent Orientation

Fourth Monday of Each Month, 9:30 am



Coffee With The Broker

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

Broker Forms Review

Phillip Cantrell

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.benchmarkrealtyn.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
Password: &2-K2Svu5U

Please contact Benchmark Realty if you have any questions.

Your IDX Account

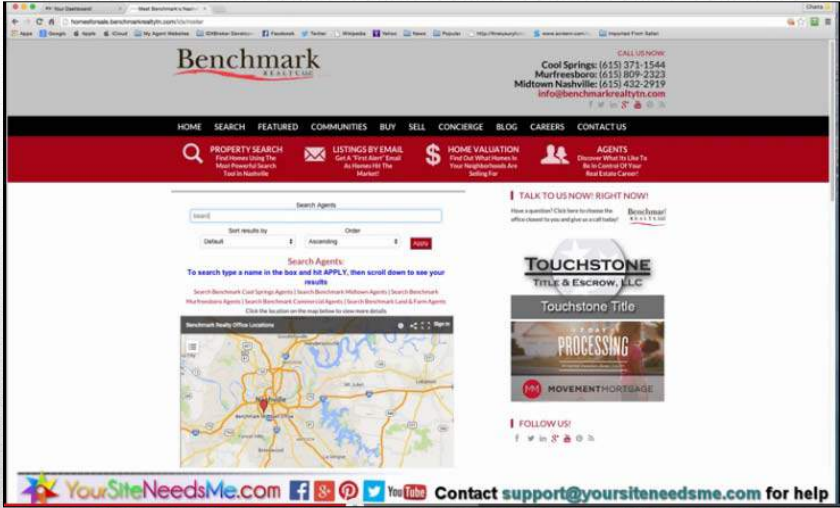
**Your IDX
Broker Platinum
Support**

**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 Real Estate website. At the top, the Benchmark logo is on the left, and contact information for Cool Springs, Murfreesboro, and Midtown Nashville is on the right. A navigation bar includes links for HOME, SEARCH, FEATURED, COMMUNITIES, BUY, SELL, CONCERGE, BLOG, CAREERS, and CONTACT US. Below this, there are four main service buttons: PROPERTY SEARCH, LISTINGS BY EMAIL, HOME VALUATION, and AGENTS. The AGENTS section is active, displaying a search bar, a 'Search Agents' button, and a map of Nashville. To the right of the search area are advertisements for Touchstone Title & Escrow, LLC and a 'PROCESSING' service. At the bottom of the screenshot, there is a footer with 'YourSiteNeedsMe.com' and social media icons, along with the contact email 'support@yoursiteneedsme.com'.


Your IDX Account



The advertisement features the text 'CALIFORNIA CLOSETS®' in a large, white, serif font against a dark background. Below the main text, in a smaller, white, sans-serif font, is the tagline 'Exceptional designs for every room'. The entire advertisement is centered within a white rectangular frame.

CALIFORNIA CLOSETS®

Exceptional designs for every room



Our Mortgage Partner

Touchstone Title & Escrow LLC



A hand-drawn illustration on a whiteboard. At the top, a banner reads "PERFECT WORLD" inside a cloud. To the left, another cloud contains a house. Below, a hand is drawing a globe with red lines. A small figure stands on top of the globe. The drawing is shown within a video player interface with a play button, a progress bar at 0:14/21, and a full screen icon.

Last Year

- **Gross Sales:** \$ 79,200,584
- **Gross Commissions:** \$ 1,775,890
- **Transaction Count:** 349

March 2014

- **Gross Sales:** \$ 80,747,421
- **Gross Commissions:** \$ 2,786,060
- **Transaction Count:** 341

March 2015

	<u>Gross Sales</u>	<u>GCI</u>	<u>Trans</u>
YTD 2014:	\$ 185,251,492	\$ 4,542,738	809
YTD 2015:	\$ 189,693,046	\$ 5,795,732	803
% Increase:	↑ 2.4%	↑ 27.6%	↓ .01%

March YTD Comparisons

• March 2014:	\$ 226,936
• March 2015:	\$ 236,796

Average Sales Price

- March 2014: 2.3%
- March **2015**: 3.4%

Average Commission Rate

985

*...+ 11% Change from
February month end.*

Today's Listing Count



REALTOR® Tune-Up – Part 2

Benchmark
REALTY, LLC

SETTING
EXPECTATIONS
WITH BUYERS

First Contact

- Utilize a Buyer Questionnaire Form
 - Contact Info
 - What Brings You to the Area?
 - Tell Me About Your Dream Home
 - Price Range
 - Timeframe
 - Etc.



Arrange the Initial Meeting

- Set up a meeting **AT THE OFFICE.**
 - Ask them to bring a list of homes they have seen on the Internet that have caught their eye.
 - Have they **spoken with a lender?** Are they **pre-approved?** Encourage them to do so as soon as possible.

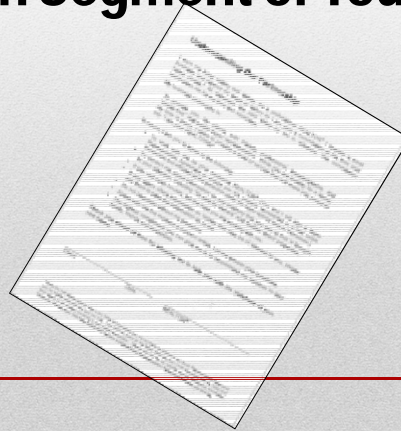
Initial Meeting

- **LISTEN!**
 - Listen for the **key messages** being communicated.
 - Listen for **how the buyers communicate**. Are they:
 - *Emotional*
 - *Factual*
 - *First-time buyers*
 - *Fearful*
 - *All knowing*
-

Initial Meeting

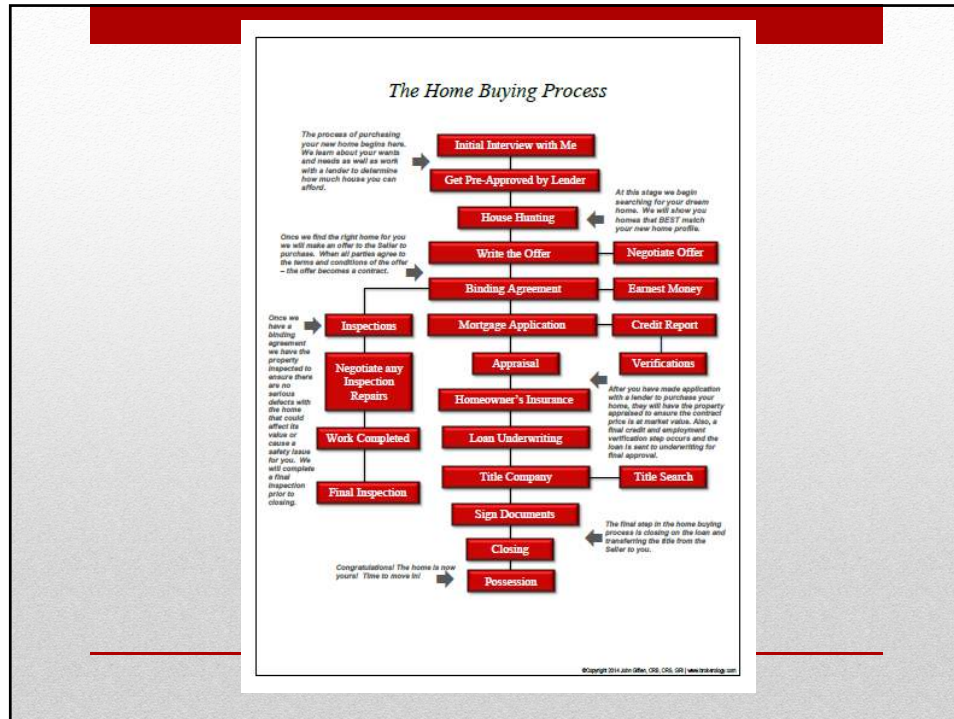
- **Find out if they have been looking on Zillow or watching HGTV**
 - *Review the pitfalls*
 - **Determine Motivation**
 - Timeframe?
 - Price
 - Features
 - Location
 - “Must Haves and Wants”
-

Make Sure They Understand How You Manage the Buyer Representation Segment of Your Business!



Initial Meeting

- **Educate the Client on the **Buying Process** and What is Happening in the current Real Estate Market!**



Communicating with the Client

Establish the Best Way to Communicate

- Telephone?
- Email?
- Text?

To Both Husband and Wife?

Communicating with the Client

Your ability to manage expectations is based on how well you **COMMUNICATE!**

Communicating with the Client

- If you have **BAD NEWS ...** do it early, don't wait!
 - How do you handle clients who call or text you at 9:30 at night?
 - Set them up on RealTracs Auto-Notification
 - Use the leverage of the large number of agents in the Benchmark family!
-

Communicating with the Client

Prepare them for the fact that this can be a **FRUSTRATING PROCESS!**

- There is only so much we can control.
 - You will work through the process with them!
 - Address what can be frustrations due to the market
 - If they know you are listening and not ignoring their feelings they are much less likely to treat you as a scapegoat when there is a challenge.
-

Don't Be Afraid to FIRE Your Client!

Do your best to manage expectations from the beginning, but don't in a partnership with someone who is not respectful or is psychologically abusive.

Remember, it is a **PARTNERSHIP!**
