ignite

Skills to Spark a Great Career

Transaction

SESSION 19

Get to the Close

KW UNIVERSITY

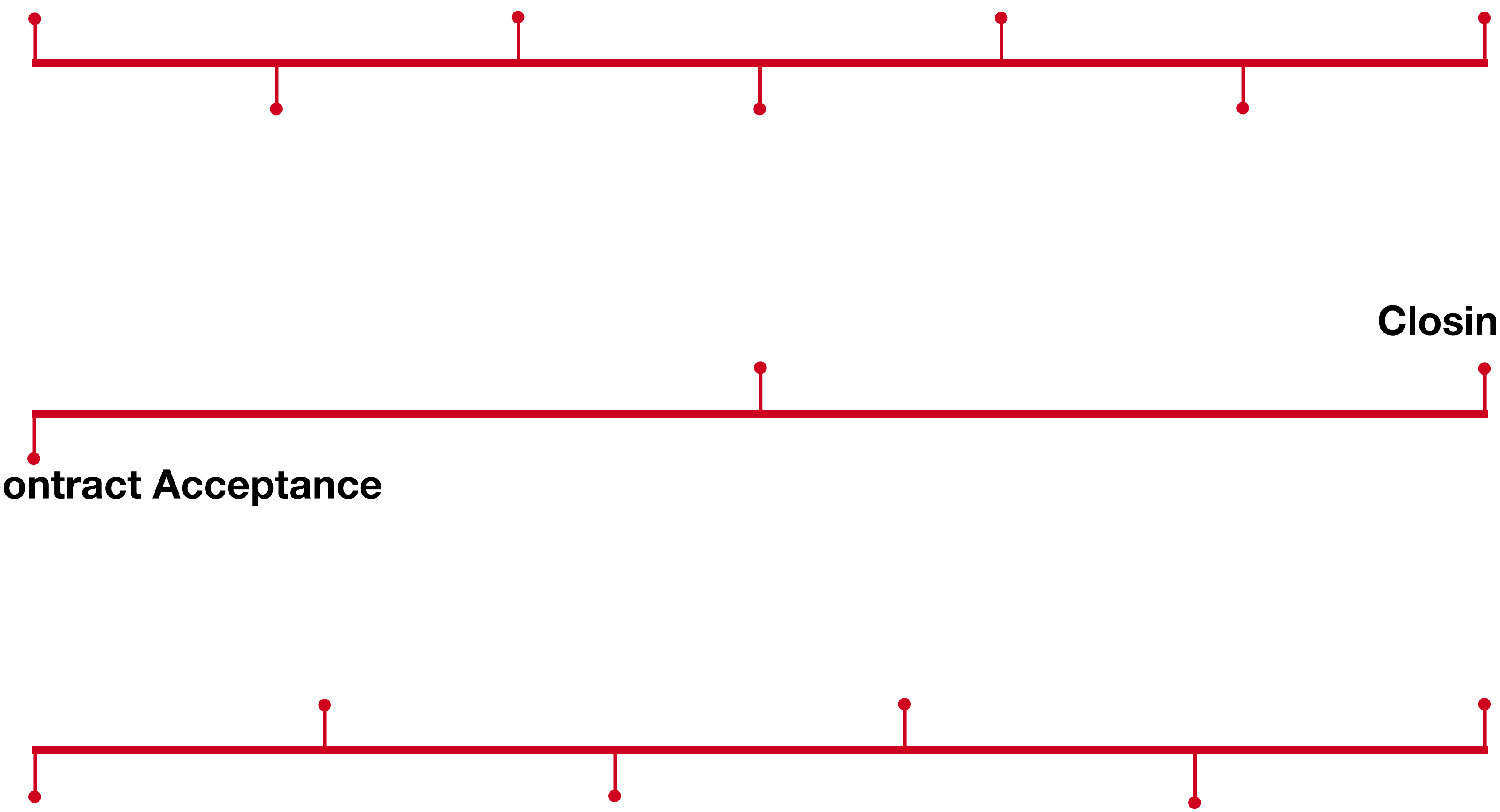
Today's Agenda

Real Estate Expert › Lead Generation › Lead Follow-up › Transaction

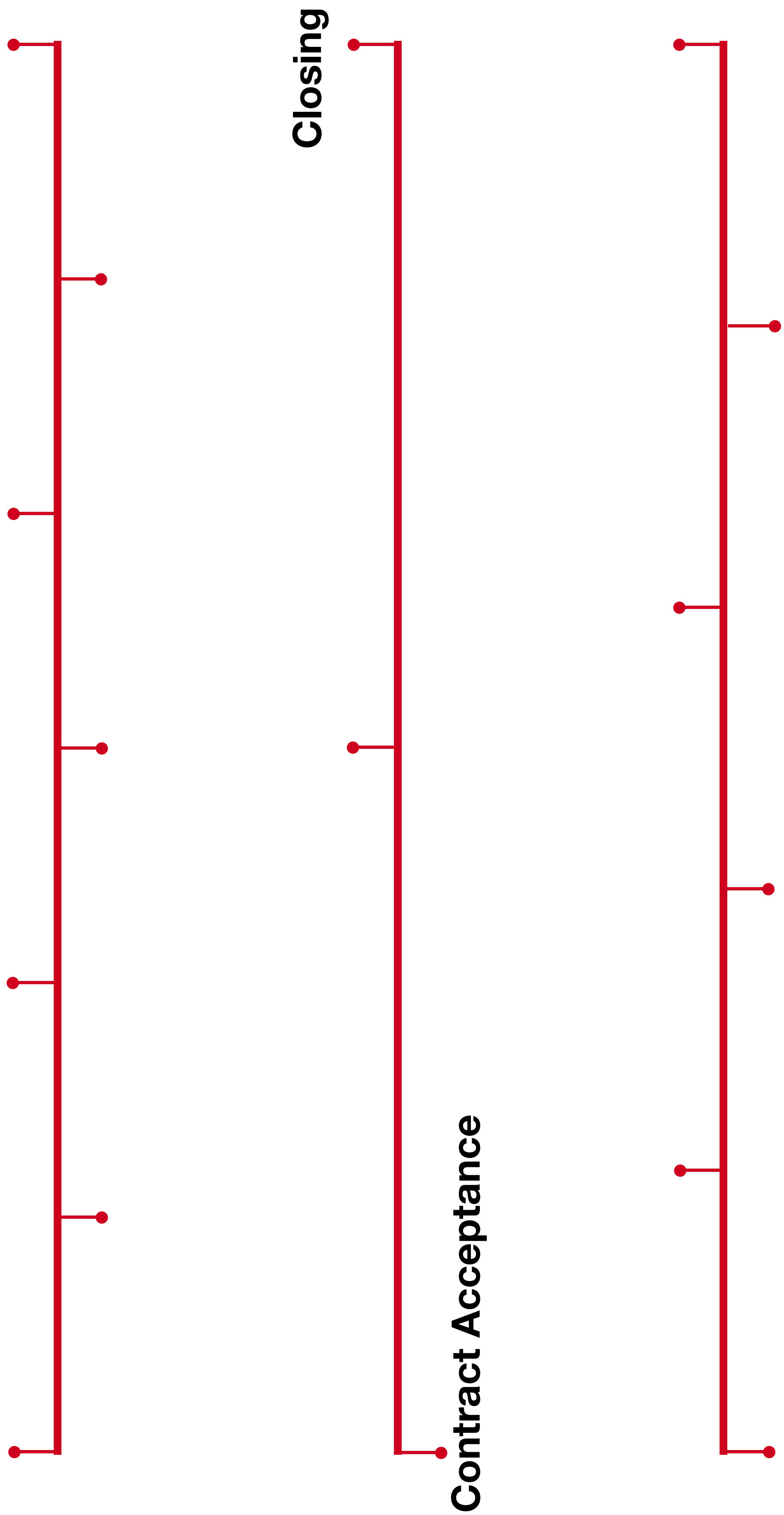
Notes:

> Real estate transactions aren't particularly trouble free … it's a strenuous and trying time that requires all the attention and effort you can command.
>
> **Gary Keller**
> *The Millionaire Real Estate Agent*

Timelines



Timelines



Who is Involved in a Transaction?

ACTIVITY

Who is working directly with me to help my **buyer** with the transaction?

Who is working directly with me to help my **seller** with the transaction?

Interaction, Communication, Documentation

Common interaction points:

- [ ] Communication of deadlines
- [ ] Communication of contract to other parties such as title and lending
- [ ] Lender and buyer communication
- [ ] Communication of a list or lists of recommended title companies, inspectors, and insurance agents, etc.
- [ ] Scheduling and communication with inspectors and listing agent
- [ ] Sending amendments or inspection reports to other side, title, and lending

Additional questions to ask yourself about buyers:

- [ ] When am I reminding the buyers to not make big purchases?
- [ ] When am I communicating when to set up utilities and how to do it?
- [ ] Am I communicating notice of any holidays that may delay the process?
- [ ] How do I negotiate the inspection report and when am I communicating this information?
- [ ] When do I touch base with the lender, title company, or listing agent?

Documentation points:

- [ ] Is this an act of communication or a document?
- [ ] To whom and from whom is the document going?
- [ ] What is the best pathway for communicating/sending the document to the responsible party (email, phone, text, DocuSign)?
- [ ] What is the plan for follow up after a document has been sent to the responsible party?
- [ ] Are there templates for this that I can use or create to save effort and streamline communication across transactions?

Questions to Consider for Sellers

- What is the first thing my seller needs?
- What do the sellers need to know and do?
- What do I need to know and do?
- What does the rest of the team (co-op agent, inspectors, lenders) need to know, take action on, and when?
- What am I doing at each point to bulletproof the transaction and set myself and my sellers up for a successful close?

Notes:

Aha's

Risk Avoidance

1. Communicate clearly and often with everyone involved in that step of the transaction.
2. Set expectations upfront.
3. Maintain your professionalism throughout.

Be the Fiduciary. Always act in your client's best interest. Live the **WI4C2TES**.

Where is the deal at risk of falling apart?

What are the best practices to keep the deal alive?

Aha's

Repeat and Referral Business

Ask for Referrals

- At every conversation
- Throughout the transaction
- At the close

My business relies on referrals. If you know anyone that is looking to buy or sell, I'd be so grateful if you could let me know.

I would appreciate the opportunity to help your friends and family members buy or sell their homes.

I intend to build a relationship of trust between us so that when you think of real estate, you think of me.

If you wouldn't mind, please tag me on social media any time one of your friends posts about needing a real estate agent.

I am going to offer you an amazing service for you to refer me to your friends and family. If you don't, I'm going to feel I did something wrong and would need to talk to you about it to do better.

Aha's

Post-Close Follow-Up

Ideas for Buyer Follow-up

Think items of value.

Ideas for Seller Follow-up

Think items of value.

Notes:

Co-Agent Follow-Up

Benefits of continuing and strengthening relationships with co-agents

Ideas for Co-Agent Follow-up

Think items of value.

Aha's

Turn Aha's into Achievement

How has your THINKING changed?

What do you FEEL differently about? What was meaningful for you today?

How will your behaviors be different going forward? What ACTIONS will you take?

What TOOLS, models, or systems will you use? How will they make you accountable?

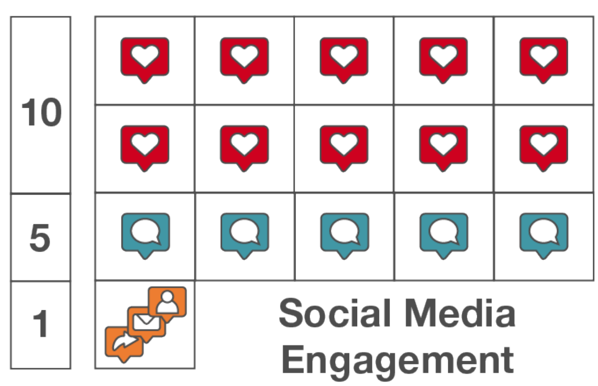
Daily Success System

Success Activities

These are suggested activities for the second half of your session.

DAILY SUCCESS SYSTEM

- [ ] ____ of 10 CONVERSATIONS
- [ ] ____ of 10 CONTACTS ADDED
- [ ] ____ of 10 HANDWRITTEN NOTES
- [ ] 10-5-1 SOCIAL MEDIA ENGAGEMENT
- [ ] ENRICHMENTS
- [ ] APPOINTMENTS
- [ ] AGREEMENTS
- [ ] CLOSINGS



WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

Name	#	Email	Notes

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.