



# installation agenda

## DAY 1

### Lesson #1: Games of Life

### Lesson #2: Your Brain and Belief System

1. How your mind works – your programmable software
2. Power of focus
3. Financial goals, affirmations and goal contract
4. Write your life list (reasons for living)

### Lesson #3: Ninja Mindset and Mission

1. What is Ninja Selling?
2. Stop selling! Start attracting!
3. The five ninja laws, five rules of ninja selling, five economic laws
4. What buyers and sellers want
5. Creating value exercise

## DAY 2

### Morning Ritual

### Lesson #4: Flow!

1. The power of flow
2. The Ninja Nine
3. Rehearse – Five-step calling process

### Lesson #5: Ninja Business Plan and Routine

1. Your database
2. Your business plan
3. Create one year flow plan

### Lesson #6: Customer Centric

1. Reading personalities
2. The four-step Ninja Selling process
3. Reading body language
4. NLP – Powerful Presentations
5. How customers decide

# installation agenda

## DAY 3

### Morning Ritual

#### Lesson #7: The Seller Process

1. The single most important factor in getting a home sold
2. Rehearse preconsultation interview and “Sweet 16” listing questions
3. Absorption Rate analysis
4. Value positioning strategy—“Buyer’s Eyes” pricing
5. Listing consultation rehearsals
6. Pricing Case Study

## DAY 4

### Morning Ritual

#### Lesson #8: The Buyer process

1. 10-Step buyer process
2. Rehearse 10-step buyer process
3. Rehearse floor calls
4. Rehearse open house questions
5. Rehearse two minute qualifier

#### Lesson #9: Negotiation Skills

1. Five negotiating points
2. 15 negotiating skills

#### Lesson #10: The Ninja Path

Commencement ceremony!





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# WHAT IS NINJA SELLING?

Ninja Selling is a sales system developed by Larry Kendall and The Group, Inc., Real Estate in Colorado and is now taught in the United States, Canada, and Spain. The system is based on a philosophy of building relationships, listening to the customer, and then helping them achieve their goals. It is less about selling and more about how to create value for people.

It is called Ninja Selling because one of The Group sales partners (Jim Dunlap) who helped develop the system was nicknamed “The Ninja” by the staff in his office. Jimmy D. had great sales volumes, great customer satisfaction and referrals and yet seemed to have a life outside of his career. He had by far the highest income per hour of any salesperson in the company. Larry Kendall began documenting the sales systems used by the original Ninja and other top sales people at The Group. Ninja Selling is the result.

The mission of Ninja Selling is to help people increase their income per hour through higher customer satisfaction and referrals as well as enhanced sales systems and communication skills.

Ninja Selling is a sales system that gives predictable results. Sales associates know that “when they work the system, the system works for them”, and they can be “On-Purpose” REALTORS® versus “On-Accident” REALTORS®.

## THERE ARE FOUR UNIQUE PRINCIPLES OF NINJA SELLING:

1. **Stop Selling! Start creating value.**
2. **Business Strategy: Focus primarily on people who know you.**
3. **Customer Centric: It’s all about them, not about you.**
4. **Personal Mastery: When you get better, your business gets better.**

Ninja Selling is based on a belief in abundance and the power of focused energy and synergy with others. The symbol used for Ninja Selling is the Japanese symbol for “Ki” or the universal energy (spirit) that connects all things. Ninja Selling is based in the philosophy of the non-violent martial art, Aikido – the way of harmonizing energies.



# INTRODUCTION AND GAMES OF LIFE

1. What is the goal of Ninja Selling? \_\_\_\_\_

\_\_\_\_\_

2. Real Estate: Is it a "Profession" or an "Industry"?

Profession: \_\_\_\_\_

Industry: \_\_\_\_\_

3. How do you increase your income per hour?  
increase your average sales price

increase your fee

become a better listener

be more effective with your time

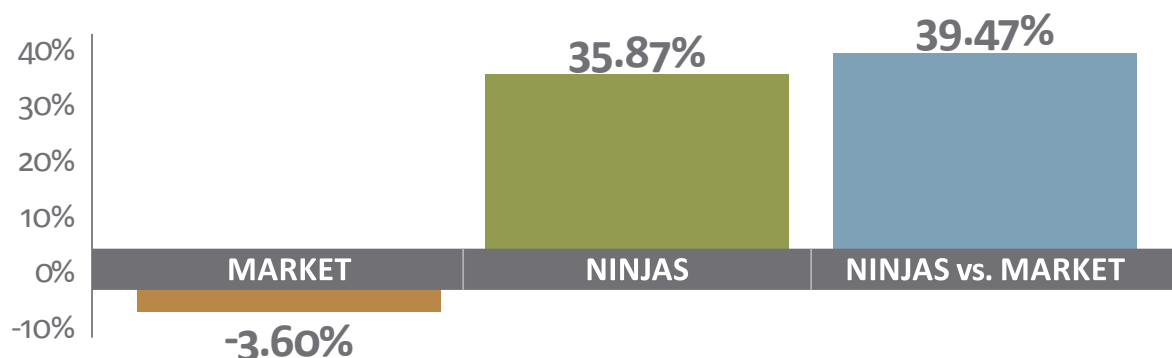
4. What is Pareto's Principle? (Read 80/20 Thinking) pg 7-9

What are the "Vital Few"?

There are other things the work. Here is the book are a vital few

5. What is the Ninja Installation goal?

Help you increase your Gross Commission Income (GCI) by 20% or more above the market.



Results - Composite results for Ninja's in U.S. and Canada completing the four-day Ninja Installation in 2011-2012.

Market - Average change in dollar volume for those markets in U.S. and Canada where Ninja Installation graduates are working.

Ninjas - Change in Gross Commission Income (GCI).

NINJA 氣 INSTALLATION

FOCUS. SKILLS. ACTION. RESULTS.

# INTRODUCTION AND GAMES OF LIFE

6. **Ninja Selling is a User-Friendly Selling System**  
for buyer and seller because we suggest you stop selling

7. **What is a system?**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

8. **If you have a system that gives you predictable results,**  
you can be an \_\_\_\_\_ REALTOR® versus an \_\_\_\_\_ REALTOR®.

9. **TSW** \_\_\_\_\_

10. **What are the three keys to your success?**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

11. **Games of Life**

“F-Test”

- TEAM
- Perceptual Maps



*It does not take sharp eyes to see the sun and the moon, nor does it take sharp ears to hear the thunderclap.*

*wisdom is not obvious.*

*You must see the subtle and notice the hidden to be victorious.*

[ SUN TZU ]





# INTRODUCTION AND GAMES OF LIFE

“Win as Much as You Can” – xy game

- Success Key: Sizing up the game

Two basic games:

1. \_\_\_\_\_

2. \_\_\_\_\_

- Two Fundamental Beliefs

1. \_\_\_\_\_

2. \_\_\_\_\_

- The Ninja Mission: \_\_\_\_\_

- The Law of Value:



Your *true worth* is determined by how much more you give in value than you receive in payment.

[FROM THE GO-GIVER BY BOB BURG AND JOHN DAVID MANN]



- Ninja Strategy:

Focus primarily on working with people who \_\_\_\_\_ .

Why is it hard from some REALTORS® to work with friends and family?

\_\_\_\_\_

The “Drama Hook”



“

*be on-purpose.*

”





# 80/20 THINKING

## 1. 80/20 Principle – A minority of causes or effort leads to a majority of the results.

80 % of what you achieve in your work comes from 20% of the time spent. Four-fifths of your effort is wasted.

## 2. History of the 80/20 Principle

1897 – Vilfredo Pareto, Italian economist, discovers that 20% of the world’s population enjoys 80% of the world’s wealth. He later confirms the 80/20 principle is at work in most areas of life – 20% of land produces 80% of the food, 20% of plants produce 80% of the oxygen, etc.

- o 80/20 Concept later called:
  - Pareto’s Law
  - Pareto’s Principle
  - 80/20 Rule
  - Principle of Least Effort

1949 – George K. Zipf, Harvard Professor, discovers that resources naturally arrange themselves to minimize work so that 20% to 30% of any resource accounts for 70% to 80% of the activity. Calls it “Principle of Least Effort”.

1951 – Joseph Moses Juran writes his classic industrial production book, Quality Control Handbook, pointing out that 80% of quality losses stem from only 20% of the causes. Juran goes to Japan with W. Edwards Deming and uses the principles to build Japan into a world economic power.

1963 – IBM discovers that 80% of a computer’s time is spent executing only the 20% most popular operating codes. IBM makes this 20% more easily accessible so IBM’s computers operate faster and more efficiently than their competitors. Result: IBM becomes world leader in computers.

1981 – Jack Welch becomes CEO of General Electric and notices that 80% of their profits are coming from just 30 of the over 300 companies GE owns. He closes or sells-off over 250 companies and focuses all resources on just the most profitable companies. His vision: GE will only own companies that are profitable and #1 or #2 in their markets – or can get there within five years. Result: GE reinvents itself and becomes one of the most successful companies in history. Jack Welch becomes a legend.

# 80/20 THINKING

## 3. Examples of the 80/20 Principle

20% of motorists cause 80% of accidents

20% of beer drinkers drink 80% of all beer

20% of people who marry are involved in 80% of all divorces

20% of clothes in a person's closet are worn 80% of the time

20% of carpets get 80% of the wear

We spend 80% of our time in 20% of our house

80% of the commissions are earned by 20% of the REALTORS®

80% of our income comes from 20% of our activities

80% of a seller's decision to list with us is based on 20% of what we say/do

The relationship isn't always exactly 80/20. For example, only 10 stocks (2%) of the Standard and Poors 500 Stock Index accounted for 100% of the gain in 1999.

## 4. The Key: Being able to distinguish the "Vital Few" from the "Trivial Many"

Ninja Philosophy: *"What are the vital few that will give me the greatest results for the time/energy invested? What are the 20% that will yield the 80%?"*

## 5. Focus on

Finding and doing the "Vital Few"

Simplicity

Leverage – do more of what works; avoid what doesn't work for you

Eliminate waste – start a "stop doing list."





# 80/20 THINKING

## 6. Waste

Defects – e.g. listings that don't sell

Over production/duplication

Inventories

Unnecessary processing

Unnecessary movement of people – e.g. showing buyers more homes than necessary

Unnecessary movement of goods

Waiting/unnecessary meetings/meetings that focus on “the trivial many”

Design of goods and services which do not meet user needs

## 7. Practicing 80/20 Thinking

Look at your business – what gives you the biggest bang for your time/\$?

- o Source of business
- o Types of customers – buyers, sellers, investors
- o Types of activities – listing, selling, prospecting
- o Skills/systems that work (or don't work)
- o What are my highest income/hour activities?

# 80/20 THINKING

Find your niche – something you enjoy and are good at

- o What activities do you enjoy in this business?
- o What activities are you good at?
- o What are you not good at? Are you willing to learn?
- o If you don't enjoy doing the "vital few" are you willing to:
  - Do it anyway?
  - Delegate it?
  - Hire someone to do it?
  - Change careers?

Each day look at your "Goals and To Do Lists" with 80/20 Thinking and focus on the "Vital Few".

## **Remember:**

Life has no rehearsals, only performances.

Time is life.

Time (life) is our most valuable asset.

80/20 thinking can save you time.

80/20 thinking can save your life!



## F-TEST

THE NECESSITY OF TRAINING FARM HANDS FOR FIRST-CLASS FARMS IN THE FATHERLY HANDLING OF FARM LIVESTOCK IS FOREMOST IN THE MINDS OF FARM OWNERS. SINCE THE FOREFATHERS OF THE FARM OWNERS TRAINED THE FARM HANDS FOR FIRST-CLASS FARMS IN THE FATHERLY HANDLING OF FARM LIVESTOCK, THE FARM OWNERS FEEL THEY SHOULD CARRY ON WITH THE FAMILY TRADITION OF TRAINING FARM HANDS OF FIRST CLASS FARMS IN THE FATHERLY HANDLING OF FARM LIVESTOCK BECAUSE THEY BELIEVE IT IS THE BASIS OF GOOD FUNDAMENTAL FARM MANAGEMENT.

*F-Test courtesy of Lou Tice, The Pacific Institute.*

# WIN AS MUCH AS YOU CAN

For ten successive rounds you and your partner will choose either an X or a Y. Each round's payoff depends on the pattern of choices made in your cluster.

| PAYOFF SCHEDULE |                  |
|-----------------|------------------|
| 4 X's:          | Lose \$1.00 each |
| 3 X's:          | Win \$1.00 each  |
| 1 Y:            | Lose \$3.00      |
| 2 X's:          | Win \$2.00 each  |
| 2 Y's:          | Lose \$2.00 each |
| 1 X:            | Win \$3.00       |
| 3 Y's:          | Lose \$1.00 each |
| 4 Y's:          | Win \$1.00 each  |

Note: Scoring is for your partnership

| SCORECARD                |       |                      |                              |        |         |
|--------------------------|-------|----------------------|------------------------------|--------|---------|
|                          | Round | Your Choice (circle) | Cluster's Pattern of Choices | Payoff | Balance |
|                          | 1     | X    Y               | ___ X    ___ Y               |        |         |
|                          | 2     | X    Y               | ___ X    ___ Y               |        |         |
|                          | 3     | X    Y               | ___ X    ___ Y               |        |         |
|                          | 4     | X    Y               | ___ X    ___ Y               |        |         |
| Bonus Round: Payoff x 3  | 5     | X    Y               | ___ X    ___ Y               |        |         |
|                          | 6     | X    Y               | ___ X    ___ Y               |        |         |
|                          | 7     | X    Y               | ___ X    ___ Y               |        |         |
| Bonus Round: Payoff x 5  | 8     | X    Y               | ___ X    ___ Y               |        |         |
|                          | 9     | X    Y               | ___ X    ___ Y               |        |         |
| Bonus Round: Payoff x 10 | 10    | X    Y               | ___ X    ___ Y               |        |         |



## KEY LEARNING POINTS LESSON #1: GAMES OF LIFE

Please put a check beside all learning points you understand thoroughly.

- The goal of Ninja Selling is to help me increase my income per hour.
- Five ways to increase my income per hour: increase my average sales price, increase my fee, be a better listing REALTOR®, create overflow so I work with “A” clients and generate referral fees, be more efficient (80/20 Rule).
- Pareto’s Principle – 80/20 Rule – Focus on the “Vital Few”.
- A system is: A documented process that you can hand to someone and it will give you predictable results regardless of personality or market.
- “On-Purpose REALTOR®” versus “On-Accident REALTOR®”.
- TSW! – The System Works!
- Three keys to success: mindset, skillset, actions.
- Key skill: Sizing up the game. Is it a zero sum game or is it a synergy (value added) game?
- Two fundamental belief systems: scarcity and abundance.
- The Ninja Mission: to create value.
- The Law of Value: My true worth is determined by how much more I give in value than I receive in payment.
- Focus primarily on people who know me and build a relationship business.
- Some REALTORS® find it hard to work with friends and family because of their fundamental belief in scarcity.
- The “Drama Hook”: When it is working, be careful about screwing it up!



“ the more you give,  
the more you have. ”

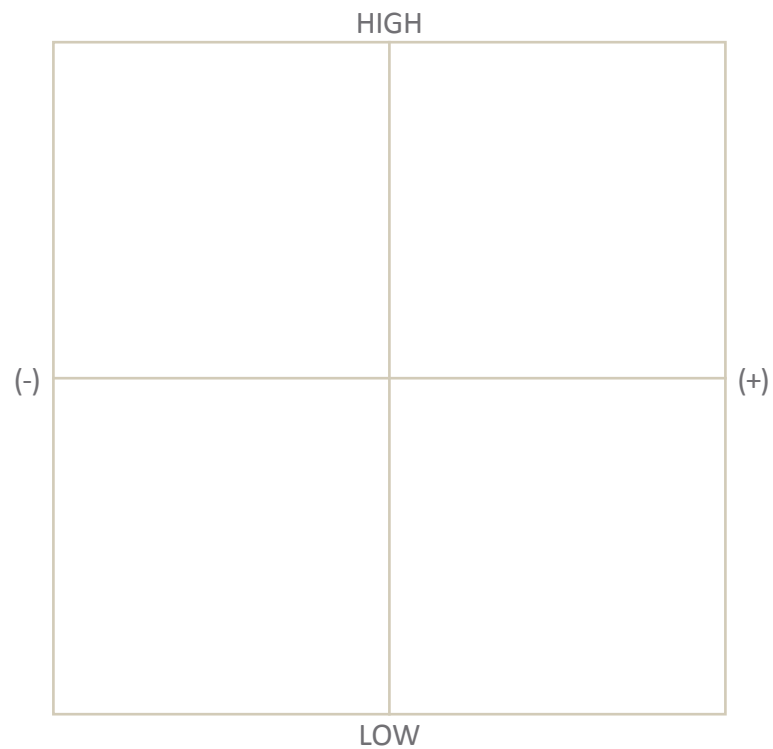


# YOUR BRAIN AND BELIEF SYSTEM

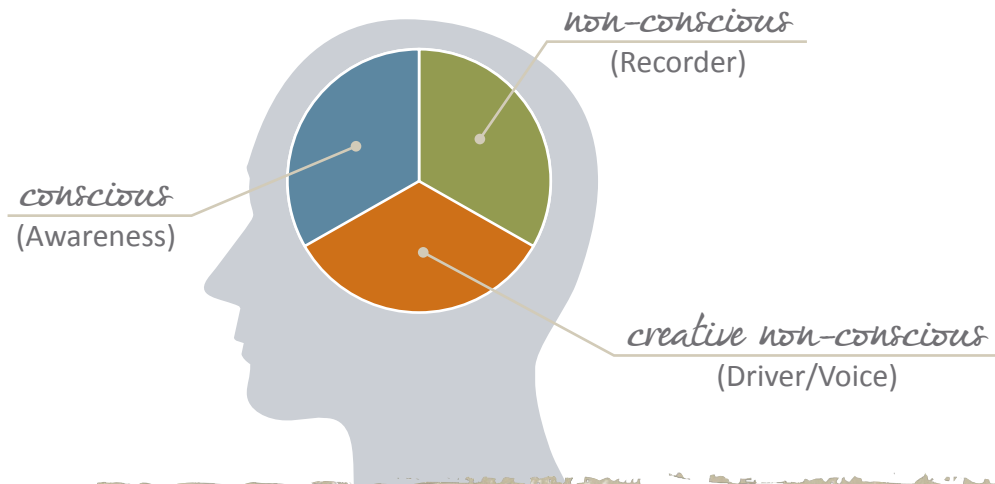
1. **Your Mindset:** At any given point in time we choose to either be a

\_\_\_\_\_ or a \_\_\_\_\_.

2. **Controlling Your Emotional Energy** – the 4 energy quadrants.



3. **Learning to Run Your Three Brains**



# YOUR BRAIN AND BELIEF SYSTEM

## 4. Your Conscious and Non-Conscious Brain

|   | Conscious         | Non-Conscious       |
|---|-------------------|---------------------|
| o Brain Mass                            | 17%               | 83%                 |
| o Speed of impulse                      | 120 – 140 mph     | over 100,000 mph    |
| o Processing capacity - Bits per second | 2,000             | 400 billion         |
| o Control of perception and behavior    | 2 – 4%            | 96 – 98%            |
| o Function                              | Volitional (will) | Servile (automatic) |
| o Time                                  | past and future   | present             |
| o Memory horizon                        | up to 20 seconds  | forever             |

Sources: *The Answer* by John Assaraf and Murray Smith; *Brain Rules* by Dr. John Medina

“ Your non-conscious brain is a recording system of your entire life – *all experiences and all thoughts*, which become your “program”. ”  
[ LOU TICE ]

### o Three Roles of your non-conscious brain

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



# YOUR BRAIN AND BELIEF SYSTEM

## 5. Gordon's Dilemma



## 6. Your "Auto-Pilot"

Your Self \_\_\_\_\_

Your Self \_\_\_\_\_

Your Self \_\_\_\_\_

## 7. Your "Results Formula"

Your \_\_\_\_\_

Your \_\_\_\_\_

Your \_\_\_\_\_

Your \_\_\_\_\_

## 8. Two Keys: Your responsibility and your \_\_\_\_\_ .



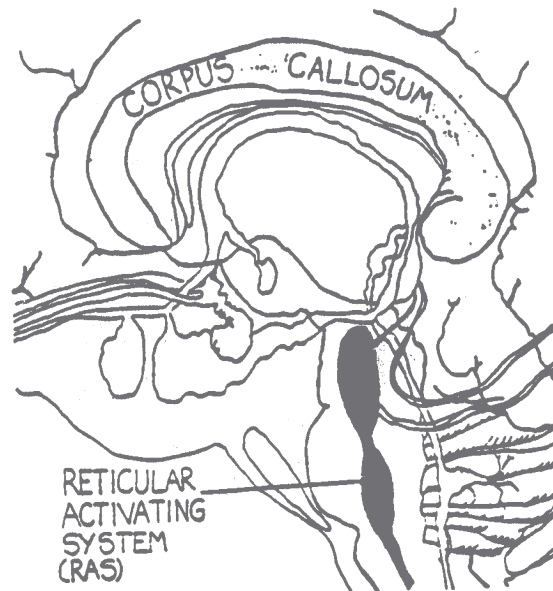
Setting *goals* is a function of the conscious mind.  
Reaching goals is a function of the non-conscious mind.

[ JAKE SHOPTAUGH, CSU SENIOR REAL ESTATE STUDENT ]



# YOUR BRAIN AND BELIEF SYSTEM

- 9. The Challenge: Your Vision versus Your Comfort Zone (Homeostasis)
- 10. The quality of your life is a function of understanding and mastering three forces:
  - 1. Your non-conscious brain
  - 2. Your Reticular Activating System (your on-board “search engine”)



*Drawing by Dr. Roger Sperry, Nobel Prize winning brain researcher.*

- o Your On-Board Search Engine (focusing/filtering device)

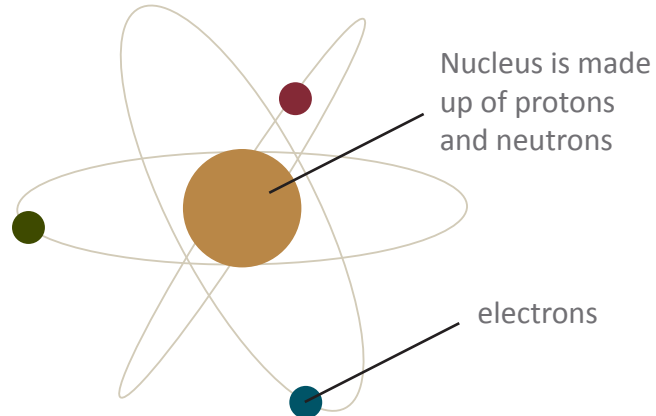
- o What you focus on \_\_\_\_\_ !
- o The Good News: \_\_\_\_\_ !
- o The Bad News: \_\_\_\_\_ !

“ Worry is a prayer for \_\_\_\_\_ . ”  
[ JOHN ASSARAF, THE ANSWER ]

# YOUR BRAIN AND BELIEF SYSTEM

## 3. The quantum field

- o *The Field* by Lynn McTaggart



Einstein's Question: " \_\_\_\_\_ ?"

## 11. Energy Waves – Two Guitars

Energy Transfer – Senders and Receivers of Energy – “The Vibe”

Ki – the energy that connects us all



Ki (Energy)

## 12. Stroke of Insight – Dr. Jill Bolte Taylor – [www.TED.com](http://www.TED.com)

“ As much as 80% of your success is determined by your reference group.

[ DR. DAVID MCCLELLAND,  
HARVARD UNIVERSITY ] ”

NINJA 気 INSTALLATION

FOCUS. SKILLS. ACTION. RESULTS.

# YOUR BRAIN AND BELIEF SYSTEM

## 13. Programming and re-programming your software (non-conscious brain)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

“Act as if...”

## 14. Vision

Helen Keller was asked, “Can you think of anything worse than being blind?”

“Yes,” she said, “Being able to see but \_\_\_\_\_.”

John Goddard’s “Life List”

Your “Life List”

- To Have: \_\_\_\_\_
- To Do: \_\_\_\_\_
- To Be: \_\_\_\_\_
- To Give: \_\_\_\_\_

“

The  
*non-conscious*  
can't take a joke.  
[ ANTHONY ROBBINS,  
LOU TICE AND  
JOSEPH MURPHEY, Ph.D., D.D. ]

”

# GODDARD'S LIST

At the age of 15, John Goddard listed 127 goals he wished to experience or achieve in his lifetime. Thirty years later, at age 45, an article in Look Magazine chronicled his life and accomplishments. Notice at that point in time, over 100 of the goals are checked off. Ultimately, Dr. Goddard had a list of over 600 goals and has achieved over 520 of them. Dr. Goddard passed away on May 17, 2013 at the age of 88.

## Program Yourself for Success

Dr. John Goddard believed writing down your goals is a key to programming your brain and your life. He recommended everyone create a "Life List". He said, "When you establish specific, compelling goals, you engage a mysterious force that magnetically attracts the people and experiences necessary to accomplish your objectives. Unfortunately, the opposite is also true. If you neglect making conscious choices about what you want your life to become, you will experience an ambiguous existence, enduring whatever happens to you or becoming a part of some else's plan for your life."



*We become what we think about.*

[ JAMES ALLEN IN HIS FAMOUS BOOK AS A MAN THINKETH.  
JOHN GODDARD WAS LIVING PROOF. ]



### EXPLORE

- Nile River
- Amazon River
- Congo River
- Colorado River
- Yangtze River, China
- Niger River
- Orinoco River, Venezuela
- Rio Coco, Nicaragua

### STUDY PRIMITIVE

- The Congo
- New Guinea
- Brazil
- Borneo
- The Sudan
- Australia
- Kenya
- The Philippines
- Tanzania
- Ethiopia
- Nigeria
- Alaska

### PHOTOGRAPH

- Iguacu Falls, Brazil
- Victoria Falls, Rhodesia  
(chased by a warhog in the process)
- Sutherland Falls, New Zealand
- Yosemite Falls
- Niagara Falls
- Retrace travels of Marco Polo and Alexander the Great

### EXPLORE UNDERWATER

- Coral reefs of Florida
- Great Barrier Reef, Australia  
(photographed a 300-pound clam)
- Red Sea
- Fiji Islands
- The Bahamas
- Explore Okefenokee Swamp and the Everglades

### VISIT

- North and South Poles
- Great Wall of China
- Panama and Suez Canals
- Easter Island
- The Galapagos Islands
- Vatican City
- The Taj Mahal
- The Eiffel Tower
- The Blue Grotto
- The Tower of London
- The Leaning Tower of Pisa
- The Sacred Well of Chichen-Itza, Mexico
- Climb Ayers Rock in Australia
- Follow River Jordan from Sea of Galilee to Dead Sea

### SWIM IN

- Lake Victoria
- Lake Superior
- Lake Tanganyika
- Lake Titicaca, S. America
- Lake Nicaragua

# GODDARD'S LIST

## CLIMB

- Mt. Everest
- Mt. Aconcagua, Argentina
- Mt. McKinley
- Mt. Huascarán, Peru
- Mt. Kilimanjaro
- Mt. Ararat, Turkey
- Mt. Kenya
- Mt. Cook, New Zealand
- Mt. Popocatepetl, Mexico
- The Matterhorn
- Mt. Rainier
- Mt. Fuji
- Mt. Vesuvius
- Mt. Bromo, Java
- Grand Tetons
- Mt. Baldy, California
- Carry out careers in medicine and exploration (studied premed, treats illnesses among primitive tribes)
- Visit every country in the world (30 to go)
- Study Navaho and Hopi Indians
- Learn to fly a plane
- Ride horse in Rose Parade

## ACCOMPLISH

- Become an Eagle Scout
- Dive in a submarine
- Land on and take off from an aircraft carrier
- Fly in a blimp, balloon and glider
- Ride an elephant, camel, ostrich and bronco
- Skin dive to 40 feet and hold breath two and a half minutes underwater
- Catch a ten-pound lobster and a ten-inch abalone
- Play flute and violin
- Type 50 words a minute
- Make a parachute jump
- Learn water and snow skiing
- Go on a church mission
- Follow the John Muir trail
- Study native medicines and bring back useful ones

- Bag camera trophies of elephant, lion, rhino, cheetah, cape buffalo and whale
- Learn to fence
- Learn jujitsu
- Teach a college course
- Watch a cremation ceremony in Bali
- Explore depths of the sea
- Appear in a Tarzan movie
- Own a horse, chimpanzee, cheetah, ocelot, and coyote (yet to own a chimp or cheetah)
- Become a ham radio operator
- Build own telescope
- Write a book (about his Nile trip)
- Publish an article in National Geographic Magazine
- High jump five feet
- Broad jump 15 feet
- Run mile in five minutes
- Weigh 175 pounds stripped (he still does)
- Perform 200 sit-ups and 20 pull-ups
- Learn French, Spanish and Arabic
- Study dragon lizards on Komodo Island (boat broke down within 20 miles of island)
- Visit birthplace of Grandfather Sorenson in Denmark
- Visit birthplace of Grandfather Goddard in England
- Ship aboard a freighter as a seaman
- Read the entire Encyclopedia Britannica (has read extensive parts in each volume)
- Read the Bible from cover to cover

- Read the works of Shakespeare, Plato, Aristotle, Dickens, Thoreau, Rousseau, Conrad, Hemingway, Twain, Burroughs, Talmage, Tolstoi, Longfellow, Keats, Poe, Bacon, Whittier, and Emerson (not every work of each)
- Become familiar with the compositions of Bach, Beethoven, Debussy, Ibert, Mendelssohn, Lalo, Liszt, Rimski-Korsakov, Respighi, Rachmaninoff, Paganini, Stravinsky, Toch, Tchaikovsky, Verdi
- Become proficient in the use of a plane, motorcycle, tractor, surfboard, rifle, pistol, canoe, microscope, football, basketball, bow and arrow, lariat and boomerang
- Compose music
- Play Clair de Lune on the piano
- Watch fire-walking ceremony (in Bali and Surinam)
- Milk a poisonous snake (bitten by diamondback during photo session)
- Light a match with .22 rifle
- Visit a movie studio
- Climb Cheops' pyramid
- Become a member of the Explorer's Club and the Adventure's Club
- Learn to play polo
- Travel through the Grand Canyon on foot and by boat
- Circumnavigate the globe (four times)
- Visit the moon ("Someday, if God wills")
- Marry and have children (has six children)
- Live to see the 21st century

# MY LIFE LIST

## Reasons for Living

To Have:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

To Be:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

To Do:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

To Give:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

# ANNUAL FINANCIAL GOALS

Decide what you want, not what you think you can have!

Mine to keep \$ \_\_\_\_\_  
(Deposit in my "feel good" account)

Recreation \$ \_\_\_\_\_

Personal growth \$ \_\_\_\_\_

Family growth \$ \_\_\_\_\_

Business growth \$ \_\_\_\_\_

Debt reduction \$ \_\_\_\_\_

Creature comforts  
(Annual living expenses) \$ \_\_\_\_\_

Creature comforts  
(Large purchases) \$ \_\_\_\_\_

Business costs \$ \_\_\_\_\_

Retirement funds \$ \_\_\_\_\_

To give \$ \_\_\_\_\_

Investments \$ \_\_\_\_\_

---

**SUBTOTAL** \$ \_\_\_\_\_

Taxes \$ \_\_\_\_\_

Receiving goal \$ \_\_\_\_\_



# YOUR BRAIN AND BELIEF SYSTEM

## 15. Proper Goal Setting (programming)

O \_\_\_\_\_

O \_\_\_\_\_

O \_\_\_\_\_

O \_\_\_\_\_

O \_\_\_\_\_

O \_\_\_\_\_

O \_\_\_\_\_

O \_\_\_\_\_

O \_\_\_\_\_

Financial Goals: Decide what you want. Goal contract (anchor).

Affirmations – the “little voice”

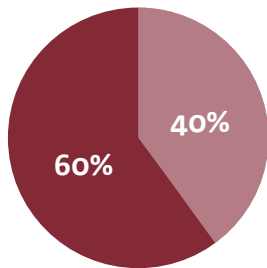
\_\_\_\_\_

\_\_\_\_\_

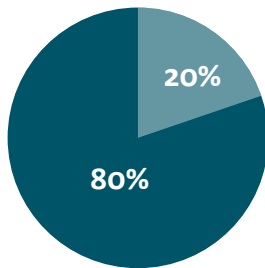
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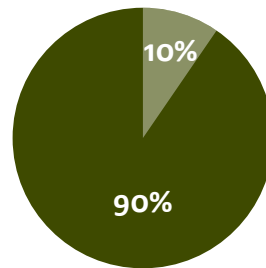
The Power of Focus: NFER = Net Forward Energy Ratio



$$\text{NFER} = 60/40 = 1.5$$



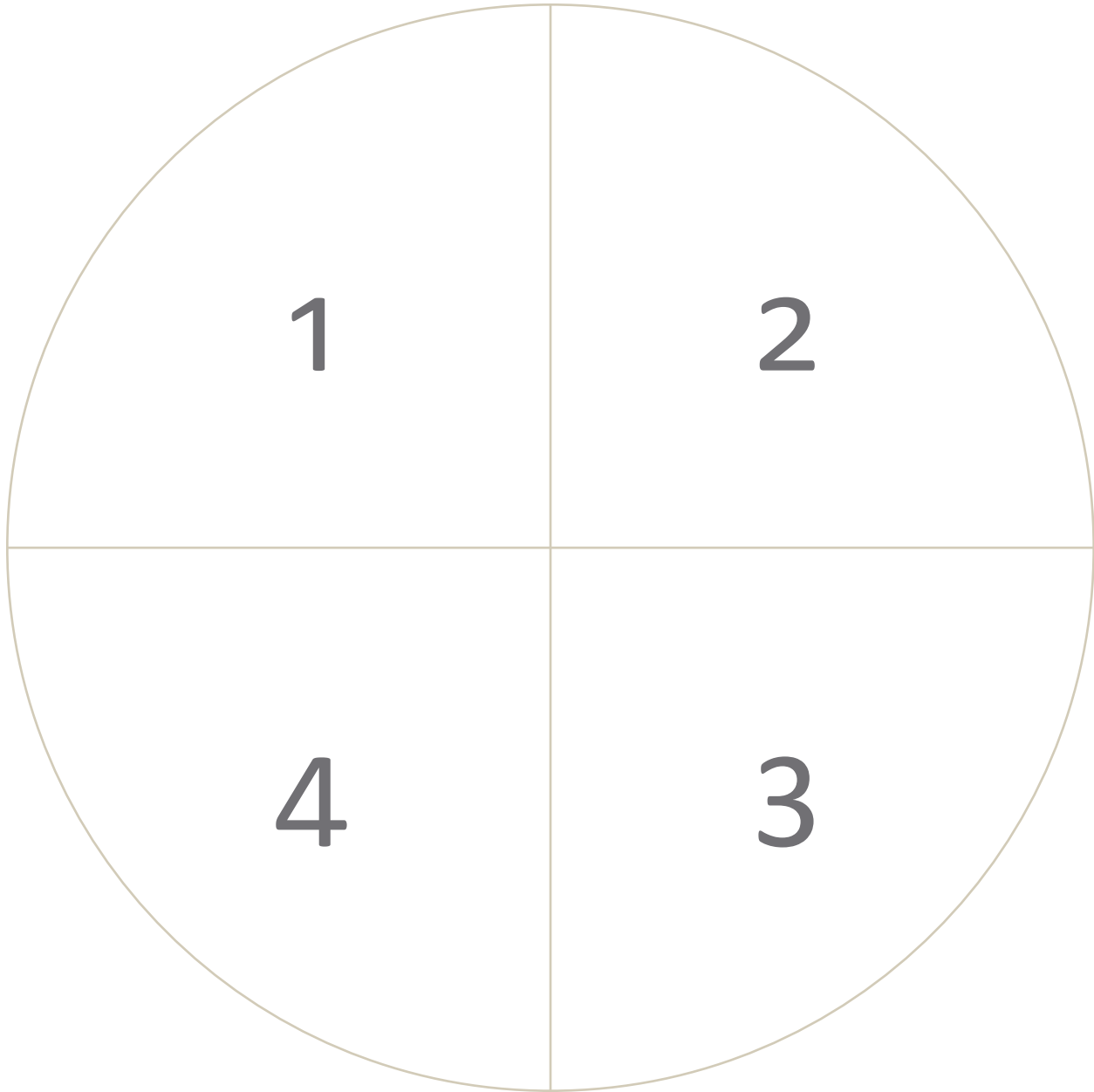
$$\text{NFER} = 80/20 = 4.0$$



$$\text{NFER} = 90/10 = 9.0$$



$$\text{NFER} = 100/0 = \underline{\hspace{2cm}}$$



## KEY LEARNING POINTS - LESSON #2: YOUR BRAIN AND YOUR BELIEF SYSTEM

Please put a check beside all learning points you understand thoroughly.

- At any given point in time I choose to either be a victim or a player.
- My energy quadrants – high positive is the performance quadrant. Victims get stuck on the negative side.
- I have three brains: conscious (my awareness), non-conscious (my program), creative non-conscious (runs my program – forces me to behave according to my program).
- Programming my non-conscious occurs in the present time.
- My results formula: thoughts, beliefs, action, and results.
- Responsibility and Response-Ability.
- The quality of my life is a function of my ability to: program my non-conscious, program my Reticular Activating System (RAS), understand the quantum field, and take action.
- Understand my RAS: What I focus on expands!
- Understand energy transfer: Humans send and receive energy at a frequency – the “vibe”. The “vibe” is a function of what I am thinking and feeling.
- What I see, hear, feel, think, and the people I hang out with program my mind.
- Eight keys to proper programming. The three most important are: my goal, stated in the positive, and present tense.
- Financial goals and affirmations: What I focus on expands. 30 days or more is key.
- What happens when the voices get aligned? Miracles!
- Pendulum: What I focus on expands and “I move it first with my mind.”





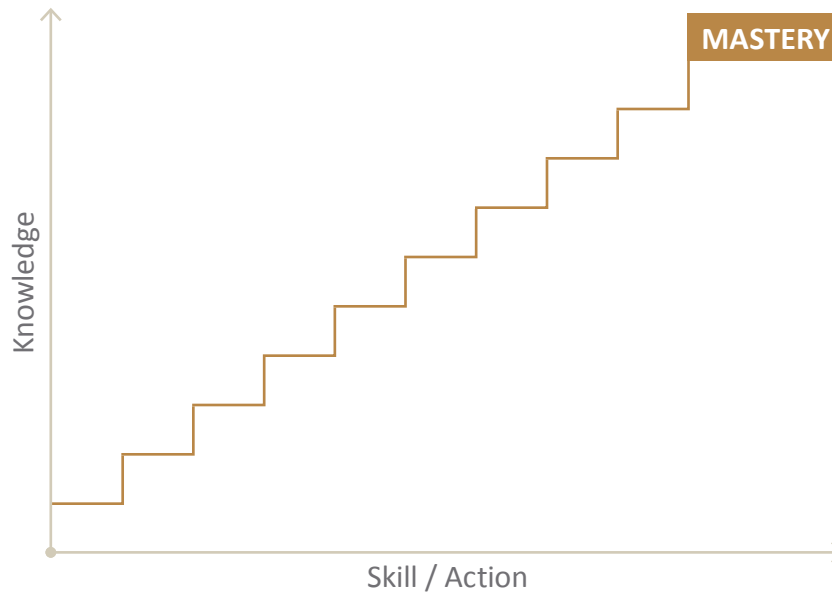
“ what you focus on expands. ”



# THE NINJA MINDSET AND MISSION

## 1. The Ninja Path

- The key to converting knowledge into skill is \_\_\_\_\_.
- We are not here just to teach Ninja. We are here to INSTALL IT!



Master Ladder courtesy of Dr. Gerald Bell, Bell Leadership Institute, University of North Carolina.

## 2. Three Success Keys

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 3. Three Core Beliefs

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# THE NINJA MINDSET AND MISSION

## 4. Four reasons why Ninja Selling so unique

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## 5. Ninja Principle #1: Stop Selling! Start Attracting!

The “Pursuer-Distancer Dance”

- Stop selling. Start \_\_\_\_\_ .
- How do we attract? \_\_\_\_\_ .
- Your mission: \_\_\_\_\_ .

People will pay money for two things:

\_\_\_\_\_ and \_\_\_\_\_

F.O.R.D. Questions:

- F. \_\_\_\_\_
- O. \_\_\_\_\_
- R. \_\_\_\_\_
- D. \_\_\_\_\_

“ *your next question is embedded in their last answer.* ”  
[ PETER PARNEGG ]

Listen for change: \_\_\_\_\_ and \_\_\_\_\_



# THE NINJA MINDSET AND MISSION

We use F.O.R.D. for:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Position yourself as a: \_\_\_\_\_ .

Distinction: The difference between “Pursue” and “Proactive” is \_\_\_\_\_ .

Five Ninja Laws of Success (from the *Go-Giver* by Bob Burg and John David Mann)

- **The Law of Value:** Your true worth is determined by how much more you give in value than you receive in payment.
- **The Law of Compensation:** Your income is determined by how many people you serve and how well you serve them.
- **The Law of Influence:** Your influence is determined by how abundantly you place other people’s interests first.
- **The Law of Authenticity:** The most valuable gift you have to offer is yourself.
- **The Law of Receptivity:** The key to effective giving is to stay open to receiving.

Five Rules of Ninja Selling

- Show up.
- Pay attention – listen to your customer.
- Tell the truth and keep your commitments.
- Create value for your customers.
- Don’t get attached to the outcome.

# THE NINJA MINDSET AND MISSION

## Five Economic Laws

- Supply and demand generally seek balance over time.
- Profit is the cost today of being in business tomorrow.
- Profit breeds competition.
- Perceived excessive profits breed ruinous competition.
- Profits ultimately flow to those who create the most value.

## 6. Adding Value/Building Your Brand:

### Survey of Buying Decisions:

- \_\_\_\_\_ % Buy based on lowest price
- \_\_\_\_\_ % Buy based on highest price
- \_\_\_\_\_ % Buy based on value (perceived relationship of price and quality)

### REALTOR® 4.0 Listing

- Price opinion
- Yard sign
- Lock box
- MLS – upload to internet
- Brochure
- Advertising
- Showing appointments
- Settlement services

### REALTOR® 7.0 Listing (see page 123)





# THE NINJA MINDSET AND MISSION

Four Pillars of a Brand:

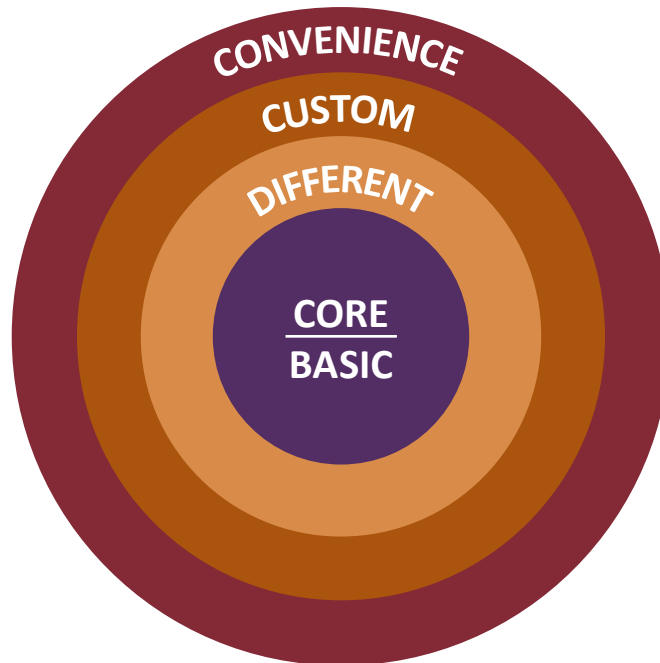
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

**Ninja Strategy:** Be differentiated by being more relevant. Provide the customer what they want and you will be known for “Fabled Service”!

- Top six services sellers want (*source: RealTrends and Harris Interactive*):
  1. Access to current active and sold data.
  2. A pre-listing packet with information about the market, sales process and the REALTOR®’s qualifications so they can do due diligence.
  3. A pricing and marketing system that will give predictable results.
  4. A proactive, competent REALTOR® the seller can trust to look out for their needs and help them navigate the process.
  5. A smooth transaction that closes on time with no or few surprises.
  6. Consistent communication from their REALTOR®.
  
- Top six services buyers want (*source: RealTrends and Harris Interactive*):
  1. Access to current active and sold data.
  2. A buyer packet with information about the buyer process, including contracts, and the REALTOR®’s qualifications so the buyer can do due diligence.
  3. A process to find the right house at the right price without missing anything.
  4. A proactive, competent REALTOR® they can trust to look out for their needs and help them navigate the process.
  5. A smooth transaction that closes on time with no or few surprises.
  6. Consistent communication from their REALTOR®.

# THE NINJA MINDSET AND MISSION

Building Your Brand (the onion):



Building a Brand by Creating Value (exercise):

- Basic Services (services provided by most REALTORS®).
- Differentiated Services (services provided by you that are different (or in addition to) basic services).
- Customized Services (services that you provide that are unique to that particular seller/buyer).
- Convenience Services (services you provide that make the process easier for buyers/sellers compared to working with other REALTORS®).



## KEY LEARNING POINTS - LESSON #3: THE NINJA MINDSET AND MISSION

Please put a check beside all learning points you understand thoroughly.

- The Mastery Ladder (Ninja Path): Convert knowledge into skill through practice.
- Three Success Keys: mindset, skillset, and actions.
- Three Core Beliefs: real estate as a career, my company, and myself.
- Four Principles of Ninja Selling: stop selling and start attracting, focus on people who know me, be customer centric, and commit to mastery.
- The Pursuer-Distancer Dance.
- Stop selling. Start attracting.
- I attract people by creating value.
- I create value by solving problems (pain) and making people feel good (pleasure).
- People are willing to pay money for two things: solve problems and feel good.
- Ask F.O.R.D. questions and listen for change (pain or pleasure).
- Five Rules of Ninja Selling: show up, pay attention and listen, tell the truth and keep my commitments, create value, and don't get attached to the outcome.
- If I'm creating value, I'm perceived as being proactive. If I'm not creating value, I'm perceived as pursuing.
- Most people make their buying decisions based on value (the relationship between price and quality). If I increase the quality of my service, I will seldom be asked about my fee.
- Four Pillars of Building a Brand: recognition, reputation, relevance, and differentiation.





“ live simple.  
think big.  
make a difference. ”



# FLOW!

## 1. Ninja Morning Ritual

Gratitudes

Read Mastery

Affirmations

Two personal notes

## 2. Three Magic Phrases

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## 3. Ninja Principle #2: Business Strategy – Focus first on the people who know you!

Conversion Ratios (Source: National Association of REALTORS®)

- o Cold direct mail..... 2,000:1
- o Cold internet lead generation..... 1,600:1
- o Cold phone solicitation (illegal) .....500:1
- o Door knocking..... 100:1
- o Personal contact with friends ..... 50:1
- o Ad calls..... 25:1
- o Sign calls ..... 20:1
- o Open houses..... 15:1
- o Walk-ins .....10:1
- o Past buyers ..... 9:1
- o Past sellers ..... 4:1
- o Referrals.....3:2



# FLOW!

People prefer to work with people they:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

The Challenge: The average person knows \_\_\_\_\_ REALTORS®!

Hebert Research Study: Buying and selling process takes 9.3 to 21 months. During this time buyers and sellers select a REALTOR® in one to three days.

Their choice is quick and arbitrary based primarily on \_\_\_\_\_ !

**FLOW is the key to becoming the “REALTOR® of Choice”.**

What is FLOW? \_\_\_\_\_

FLOW! You are either \_\_\_\_\_ or you are \_\_\_\_\_ .

The best FLOW:

- Valuable (solves a problem/feels good)
- Customized
- Personalized
- A combination of \_\_\_\_\_ and \_\_\_\_\_ .

Note: Ninja flow ideas: pages 64-65

Two parts of this business:

1. \_\_\_\_\_ the business.
2. \_\_\_\_\_ the business.

# NINJA “FLOW” BINGO

Walk around the classroom, introduce yourself and ask people if they have done something on this sheet, have them initial the square of the item or items that fit them. Your goal is to fill in each box. When you have five in a row, shout out **BINGO!** Can you fill in the entire card?

|  |                                     |  |   |                                     |
|--|-------------------------------------|--|---|-------------------------------------|
| Saved a life                                 | Completed a marathon                | Delivered a child                                  | Climbed a 14,000' mountain              | Seen a volcano while it is erupting |
| Climbed the Eiffel Tower                     | Scuba dived                         | Jumped out of an airplane                          | Hang gliding                            | Has taught a college class          |
| Written a book                               | Has been to the Great Wall of China | Donated or raised more than \$25,000 for a charity | Visited all 50 states                   | Been to Australia                   |
| Played in a rock band                        | Played professional sports          | Completed a triathlon                              | Been to more than 30 countries          | Piloted a helicopter or airplane    |
| Over 40 real estate transactions in one year | Has been on television              | Born in a foreign country                          | Professional singer or recording artist | An artist or sculptor               |

# FLOW!

The Ninja Routine:

- \_\_\_\_\_
- Morning: Work \_\_\_\_\_ your business.
- Afternoon: Work \_\_\_\_\_ your business.

The key to working ON your business: Your \_\_\_\_\_ .

Your database is the central nervous system of your business.

## 4. “The Ninja Nine”- Habits for Success in “Getting/Giving the Business”



*We become what we do repeatedly.  
Excellence, therefore, is not an act.*

*It is a habit.*

[ ARISTOTLE ]



**Success Habit #1:** Daily Gratitudes

**Success Habit #2:** Show Up! Don't open your email for one hour.

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**Success Habit # 3:** Write \_\_\_\_\_ personal notes a day.

- Three Magic phrases:
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_

# FLOW!

**Success Habit #4:** Focus on your \_\_\_\_\_ daily.

- o “Who can I write a contract with this week?”

**Success Habit #5:** Focus on your \_\_\_\_\_ daily.

- o These people probably want to buy or sell.

**Success Habit #6:** Focus on your \_\_\_\_\_ weekly.

- o Your best source of business is \_\_\_\_\_ .
- o Customer Service Calls: Five-Step Calling Process
  1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
  4. \_\_\_\_\_
  5. \_\_\_\_\_

**Success Habit #7:** Schedule two \_\_\_\_\_ weekly.

**Success Habit #8:** Schedule 50 \_\_\_\_\_ weekly.

- o Success Key: More \_\_\_\_\_ to \_\_\_\_\_ .

“ your next transaction is embedded in this transaction. ”  
[ LARRY KENDALL ]

# FLOW!

**Success Habit #9:** Review your \_\_\_\_\_  
for property matches (weekly) and with your newsletter (monthly).

Just One Thing \_\_\_\_\_

- o Focus on ACTIVITY and production will take care of itself.

What holds us back? \_\_\_\_\_ .

What is fear? Fear is \_\_\_\_\_ .

If you are afraid, you are thinking about \_\_\_\_\_ .

What is your mission? \_\_\_\_\_ .

Focus on \_\_\_\_\_ and your fears go away.

Law of Reciprocity:

\_\_\_\_\_  
\_\_\_\_\_

The On-Purpose Agent

- o Schedules flow activities
- o "Interviews" 50/week live
- o Mails/emails something of value three times/month
- o Takes 45 – 90 days to see results

Find the pattern that works for you!

You don't have to do everything. You have to do \_\_\_\_\_ !





## THESE PEOPLE PROBABLY WANT TO BUY/SELL REAL ESTATE THIS YEAR

Take out your list of people you know. Go through the names one at a time. Bring the person into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that particular question, write the number of that question next to their name. After going through your entire list, you should have a clear picture of the potential real estate needs of your customers for next year – and the start of a business plan for yourself. Next, start contacting your customers using the F.O.R.D. system of questions. When they respond to your F.O.R.D. questions, look for changes going on in their lives that may affect their real estate.

### How many of the people you know:

1. Have had an increase in family size this year?
2. Have children age 10 and under? (Give your kids a chance brochure)
3. Have teenage children?
4. Have children who have left home recently?
5. Are living “below their means”?
6. Have lived in their same house seven years or more?
7. Have had their company expand in the past year?
8. Have had their company downsize in the past year?
9. Have received a substantial inheritance?
10. Own a building lot?
11. Are getting married?
12. Are getting divorced?
13. Are getting divorced and married?
14. Have a dream for “Wake-up Money”?
15. Have a dream to live “anywhere”?
16. Have a commute of over \_\_\_\_\_ hours per day.

# CUSTOMER SERVICE CALLS

## 1. **Reasons to Call** - Have a reason to call that adds value to the customer.

Sellers – update

U/C Buyers – update

Active Buyers – update

Recent closed customers – do you need anything?

Referral Sources – thank-you and update on progress

Anniversaries – “Guess what we were doing seven years ago this week.”

Birthdays

8x8 system

Tickets and “give-aways”

Annual market update

“Have’s and Wants”

Thank-you, Congratulations, Thinking of You and...

## 2. **F.O.R.D. System - Rapport Building/Prospecting/Negotiating**

Family

Occupation

Recreation

Dreams (goals)

## 3. **Five Step Calling Process**

Salutation

Look for common ground – F.O.R.D.

Purpose of my call – one of 12 reasons to call listed above

End on common ground – F.O.R.D.

Three to five minutes max



# MY F.O.R.D. CALLS THIS WEEK

“ The most valuable gift you have to offer is *yourself*. ”  
[ FROM THE BOOK THE GO-GIVER ]

What can I do or say today to make their life better?

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

| Family | Occupation | Recreation | Dreams |
|--------|------------|------------|--------|
|--------|------------|------------|--------|

Monday

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

F.O.R.D. Call Forms (pages 46-50) courtesy of Joanne DéLeon, The Group, Inc.



## MY F.O.R.D. CALLS THIS WEEK

Tuesday

11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_

Wednesday

21. \_\_\_\_\_
22. \_\_\_\_\_
23. \_\_\_\_\_
24. \_\_\_\_\_
25. \_\_\_\_\_
26. \_\_\_\_\_
27. \_\_\_\_\_
28. \_\_\_\_\_
29. \_\_\_\_\_
30. \_\_\_\_\_



# MY F.O.R.D. CALLS THIS WEEK

Thursday

- 31. \_\_\_\_\_
- 32. \_\_\_\_\_
- 33. \_\_\_\_\_
- 34. \_\_\_\_\_
- 35. \_\_\_\_\_
- 36. \_\_\_\_\_
- 37. \_\_\_\_\_
- 38. \_\_\_\_\_
- 39. \_\_\_\_\_
- 40. \_\_\_\_\_

Friday

- 41. \_\_\_\_\_
- 42. \_\_\_\_\_
- 43. \_\_\_\_\_
- 44. \_\_\_\_\_
- 45. \_\_\_\_\_
- 46. \_\_\_\_\_
- 47. \_\_\_\_\_
- 48. \_\_\_\_\_
- 49. \_\_\_\_\_
- 50. \_\_\_\_\_



## MY 10 PERSONAL NOTES THIS WEEK

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

Monday

1. \_\_\_\_\_

2. \_\_\_\_\_

Tuesday

3. \_\_\_\_\_

4. \_\_\_\_\_

Wednesday

5. \_\_\_\_\_

6. \_\_\_\_\_

Thursday

7. \_\_\_\_\_

8. \_\_\_\_\_

Friday

9. \_\_\_\_\_

10. \_\_\_\_\_

# TWO REAL ESTATE REVIEWS

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_

# APPOINTMENTS THIS WEEK

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

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

# NINJA SCORE CARD

Name: \_\_\_\_\_

Week of: \_\_\_\_\_

| DAILY PRACTICES   | POINTS      | YOUR SCORE |
|---|-------------|------------|
| <b>Write out your affirmations</b><br>M T W Th F Sa Su<br>2 points per day  | 10          |            |
| <b>Write two personal notes per day</b><br>M T W Th F Sa Su<br>2 points per day                                       | 10          |            |
| <b>Attend Sales Meeting</b><br>Take away:   | 5           |            |
| <b>Attend Group University</b><br>Take away:  | 5           |            |
| <b>Attend Tour Meeting and Tour</b><br>Best value:  | 5           |            |
| <b>Review Hot List and Warm List</b>  | 5           |            |
| <b>Call all Buyers and Sellers that are Under Contract</b>  | 5           |            |
| <b>Make contact with 50 customers</b><br>Contact can be in any form, but a conversation must take place               | 15          |            |
| <b>Add names to database</b><br>1 point per address   |             |            |
| <b>Attend Scripts (3x/month)</b><br>Topic:  | 5           |            |
| <b>Open House (4x/month)</b><br>5 points each   |             |            |
| <b>Floor Time (3x/month)</b><br>5 points per shift  |             |            |
| <b>Two unsolicited CMAs</b><br>1 = 5 points, 2 = 10 points, 3+ = bonus points   | 10          |            |
| <b>Weekly Activities</b><br>Activities to produce flow, educate, enhance business<br>1. _____<br>2. _____<br>3. _____ | 5<br>5<br>5 |            |
| <b>Total Score</b>  | <b>100</b>  |            |

# NINJA SCORE CARD

| CONTACTS | DATE | FOLLOW UP |
|----------|------|-----------|
| 1.       |      |           |
| 2.       |      |           |
| 3.       |      |           |
| 4.       |      |           |
| 5.       |      |           |
| 6.       |      |           |
| 7.       |      |           |
| 8.       |      |           |
| 9.       |      |           |
| 10.      |      |           |
| 11.      |      |           |
| 12.      |      |           |
| 13.      |      |           |
| 14.      |      |           |
| 15.      |      |           |
| 16.      |      |           |
| 17.      |      |           |
| 18.      |      |           |
| 19.      |      |           |
| 20.      |      |           |
| 21.      |      |           |
| 22.      |      |           |
| 23.      |      |           |
| 24.      |      |           |
| 25.      |      |           |





# NINJA SCORE CARD

| CONTACTS | DATE | FOLLOW UP |
|----------|------|-----------|
| 26.      |      |           |
| 27.      |      |           |
| 28.      |      |           |
| 29.      |      |           |
| 30.      |      |           |
| 31.      |      |           |
| 32.      |      |           |
| 33.      |      |           |
| 34.      |      |           |
| 35.      |      |           |
| 36.      |      |           |
| 37.      |      |           |
| 38.      |      |           |
| 39.      |      |           |
| 40.      |      |           |
| 41.      |      |           |
| 42.      |      |           |
| 43.      |      |           |
| 44.      |      |           |
| 45.      |      |           |
| 46.      |      |           |
| 47.      |      |           |
| 48.      |      |           |
| 49.      |      |           |
| 50.      |      |           |

# NINJA SCORE CARD

| NOTES | DATE | REASON |
|-------|------|--------|
| 1.    |      |        |
| 2.    |      |        |
| 3.    |      |        |
| 4.    |      |        |
| 5.    |      |        |
| 6.    |      |        |
| 7.    |      |        |
| 8.    |      |        |
| 9.    |      |        |
| 10.   |      |        |

| CMA's | DATE | FOLLOW-UP |
|-------|------|-----------|
| 1.    |      |           |
| 2.    |      |           |
| 3.    |      |           |
| 4.    |      |           |

| FLOOR TIME | CALLS/WI | FOLLOW-UP |
|------------|----------|-----------|
| 1.         |          |           |
| 2.         |          |           |
| 3.         |          |           |

# NINJA SCORE CARD

| OPEN HOUSE | VISITORS | FOLLOW-UP |
|------------|----------|-----------|
| 1.         |          |           |
| 2.         |          |           |
| 3.         |          |           |
| 4.         |          |           |

| DATABASE | DATE | SOURCE |
|----------|------|--------|
| 1.       |      |        |
| 2.       |      |        |
| 3.       |      |        |
| 4.       |      |        |
| 5.       |      |        |
| 6.       |      |        |
| 7.       |      |        |
| 8.       |      |        |
| 9.       |      |        |
| 10.      |      |        |
| 11.      |      |        |
| 12.      |      |        |
| 13.      |      |        |
| 14.      |      |        |
| 15.      |      |        |

*Ninja Score Card (pages 51-55) courtesy of Eric Thompson and Ceri Anderson, The Group, Inc.*

# MONDAY MORNING AGENDA

Name \_\_\_\_\_

Week of \_\_\_\_\_

## FOCUS ON ACCOMPLISHMENTS AND GOALS

- Read Mastery
- Review Business Plan
- Review Yearly Goals
- Review Monthly Goals
- Review Weekly Goals
- Review Notes from last Monday Morning Meeting with self

## WEEK IN REVIEW AND PLAN FOR COMING WEEK

**1. Last week did I run my business like a business?**

How? \_\_\_\_\_  
\_\_\_\_\_

How Not? \_\_\_\_\_  
\_\_\_\_\_

**2. How can I improve this week?**

\_\_\_\_\_  
\_\_\_\_\_

**3. My AHAs for this week...**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## MONDAY MORNING AGENDA

### 4. Who did I have a "Real Estate Review" with last week?

Name \_\_\_\_\_ Mailed  In Person

Highlights \_\_\_\_\_  
\_\_\_\_\_

Name \_\_\_\_\_ Mailed  In Person

Highlights \_\_\_\_\_  
\_\_\_\_\_

### 5. Who is scheduled for a "Real Estate Review" this week?

Listing appointments do not count.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Price Range \_\_\_\_\_

Style/SqFt \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Price Range \_\_\_\_\_

Style/SqFt \_\_\_\_\_

### 6. How were my lunches last week?

Could have been coffee, breakfast, lunch or dinner. 1-2 couples max.

Name \_\_\_\_\_

Highlights \_\_\_\_\_

Name \_\_\_\_\_

Highlights \_\_\_\_\_



# MONDAY MORNING AGENDA

**7. Who is scheduled for breakfast/lunch/coffee this week?**

Birthdays, wedding anniversaries, and anniversaries of home purchases are all great reasons for lunch.

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Company \_\_\_\_\_ Reason \_\_\_\_\_  
Address \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_  
Company \_\_\_\_\_ Reason \_\_\_\_\_  
Address \_\_\_\_\_

**8. Did I make my 50 F.O.R.D. contacts last week?** Yes  No

How many did I make? \_\_\_\_\_

**9. How many new contacts did I add to my database last week?** \_\_\_\_\_

Did I start them on an 8x8? \_\_\_\_\_ Yes  No

**10. Did I write at least 10 personal notes last week?** Yes  No

Who am I planning to write notes to this week?

Name \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Reason \_\_\_\_\_  
Name \_\_\_\_\_ Reason \_\_\_\_\_



## MONDAY MORNING AGENDA

### 11. Who is a new potential seller from last week?

Name \_\_\_\_\_ Phone \_\_\_\_\_

Price Range \_\_\_\_\_ Address \_\_\_\_\_

Source \_\_\_\_\_ Style/SqFt \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Price Range \_\_\_\_\_ Address \_\_\_\_\_

Source \_\_\_\_\_ Style/SqFt \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Price Range \_\_\_\_\_ Address \_\_\_\_\_

Source \_\_\_\_\_ Style/SqFt \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Price Range \_\_\_\_\_ Address \_\_\_\_\_

Source \_\_\_\_\_ Style/SqFt \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Price Range \_\_\_\_\_ Address \_\_\_\_\_

Source \_\_\_\_\_ Style/SqFt \_\_\_\_\_

*Monday Morning Agenda (pages 58-62) courtesy of Nate Buie and Garrett Frey.*

# MONDAY MORNING AGENDA

## 12. Who is a new potential buyer from last week?

Name \_\_\_\_\_ Phone \_\_\_\_\_

Price Range \_\_\_\_\_ Address \_\_\_\_\_

Source \_\_\_\_\_ Style/SqFt \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Price Range \_\_\_\_\_ Address \_\_\_\_\_

Source \_\_\_\_\_ Style/SqFt \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Price Range \_\_\_\_\_ Address \_\_\_\_\_

Source \_\_\_\_\_ Style/SqFt \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Price Range \_\_\_\_\_ Address \_\_\_\_\_

Source \_\_\_\_\_ Style/SqFt \_\_\_\_\_

Name \_\_\_\_\_ Phone \_\_\_\_\_

Price Range \_\_\_\_\_ Address \_\_\_\_\_

Source \_\_\_\_\_ Style/SqFt \_\_\_\_\_

# MONDAY MORNING AGENDA

13. How many offers did I write last week? \_\_\_\_\_

14. How many contracts did I get mutual acceptance on last week? \_\_\_\_\_

15. How many deals closed last week? \_\_\_\_\_

16. How many new listings did I take last week? \_\_\_\_\_

17. Did I call every seller under contract last week? Yes  No   
In escrow or pending.

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_

7. \_\_\_\_\_ 8. \_\_\_\_\_

9. \_\_\_\_\_ 10. \_\_\_\_\_

18. Did I call every buyer under contract last week? Yes  No   
In escrow or pending.

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

5. \_\_\_\_\_ 6. \_\_\_\_\_

7. \_\_\_\_\_ 8. \_\_\_\_\_

9. \_\_\_\_\_ 10. \_\_\_\_\_







## NINJA WEEKLY ROUTINE

1. Schedule one hour weekly planning meeting with yourself. Review your goals.
2. Schedule time to exercise each day
3. Get to the office by 8:00 a.m. each day
4. Schedule two “Real Estate Reviews” (unsolicited CMA’s) for this week
5. Schedule two hours for “Customer Service Calls” – call all sellers, U/C buyers, active buyers, and closed customers (once a month for one year). Recommend this time be scheduled in the morning. Use five-step calling process
6. Schedule two hours for other calls – birthdays, anniversaries, 8x8, etc. See 12 reasons to call that add value. Use five-step calling process.
7. Send 10 notes – thank-you, congratulations, thinking of you
8. Schedule two lunches or breakfasts this week with a prospective referral source
9. Schedule two one-hour sessions for paperwork cleanup with your assistant/escrow officer
10. Schedule one hour to review your customer lists and compare with “16 reasons why people want to buy real estate.” Make five calls. Works best after touring properties.
11. Visit with 50 people this week (live) – ask F.O.R.D. questions and LISTEN for change.
12. Build your mailing list of people who know you to a minimum of 200. Send them something of value at least once a month (recommend Insider).
13. If you are disciplined to have this routine on a weekly basis, you should earn a minimum of \$1,000 in gross commission income for each person on your mailing list (i.e., 200 names equal \$200,000 per year). This system assumes: an average sales price of \$200,000 or more; all people on your list know, like, and trust you; you accomplish every item weekly.

### Remember:

- It’s not just the people you know it’s the people they know. Leverage your magic 50 with referrals.
- Review your 16 reasons “These People Probably Want To Buy or Sell Real Estate” each week in your weekly planning meeting and list the people who meet the criteria. Make sure you are in “FLOW” with them.
- Listen! They should have the “time of possession”

# The Perfect Week

**Beverly-Hanks**  
& ASSOCIATES, REALTORS®

*“Stop actually thinking about winning and losing and instead focus on those daily activities that cause success.”* Nick Saban, head football coach  
University of Alabama

# Ninja Perfect Week - Waynesville

|                         | Monday   | Tuesday   | Wednesday  | Thursday  | Friday  | Saturday | Sunday |
|-------------------------|--|---|--|---|---|----------|--------|
| 7:00am                  | Exercise   | Exercise  | Exercise   | Exercise  | Exercise  |          |        |
| 8:00am                  | Get ready to start the day<br>Write Affirmations   | Get ready to start the day<br>Write Affirmations  | Get ready to start the day<br>Write Affirmations | Get ready to start the day<br>Write Affirmations                                    | Get ready to start the day<br>Write Affirmations  |          |        |
| 9:00am<br>to<br>10:30am | Match BH Morning News with hot list & warm list. Contact prospects with matches.                                   | Match BH Morning News with hot list & warm list. Contact prospects with matches.  | Sales Meeting & Tour                             | Match BH Morning News with hot list & warm list. Contact prospects with matches.    | Match BH Morning News with hot list & warm list. Contact prospects with matches.                  |          |        |
|                         | Write 3 personal Notes   | Write 3 personal Notes  |  | Write 2 personal Notes  | Write 2 personal notes  |          |        |
|                         | Gather data for 2 Real Estate Reviews. Call and set appointments to present each. Call all clients under contract. | Plan Open House for next week. Gather neighborhood data, order postcards, flyers, etc. Call seller to insure home is parade ready |  | Send Client Connect item for this week<br>Call and schedule 2 lunches for next week | Contact each seller. Provide showing feedback, Hit Tracker info, update on neighborhood listings. |          |        |
| 10:30am                 | Make 13 FORD calls /visits<br>Listen for change<br>Look for ways to add value                                      | Make 13 FORD calls /visits<br>Listen for change<br>Look for ways to add value   |  | Make 12 FORD calls /visits<br>Listen for change<br>Look for ways to add value       | Make 12 FORD calls /visits<br>Listen for change<br>Look for ways to add value                     |          |        |
| 11:00am                 |  |   |  |   |   |          |        |
| 12:00pm                 |  | Lunch with Ambassador*  |  | Lunch with Ambassador*  |   |          |        |
| 1:00pm                  | Skills Group*  |   |  |   |   |          | Sunday |
| 2:00pm                  |  | Real Estate Review*   |  |   |   |          | Open   |
| 3:00pm                  |  |   |  |   | Afternoon Off   |          | House  |
| 4:00pm                  |  |   |  |   | Afternoon Off   |          |        |
| 5:00pm                  | Real Estate Review*  |   |  |   | Afternoon Off   |          |        |
| 6:00pm                  |  |   |  |   |   |          |        |
| 7:00pm                  |  |   |  |   |   |          |        |
| 8:00pm                  |  |   |  |   |   |          |        |
| 29 Hours Left           |  |   |  |   |   |          |        |

| Key   |  |
|---|--|
| Personal Time   |  |
| Time left to Show property/Listing appts and take care of transactions - 29 hours |  |
| Ninja Business building Activities  |  |
| * Times TBD each week   |  |
| Personal Care   |  |



# NINJA FLOW IDEAS

Flow that adds value

## 1. Art

Position yourself as their caring trusted advisor.

- Personal notes
- Personal notes with news articles
- Tickets and give-a-ways (relevant)
- Calendars – including sports and entertainment
- Note pads
- Ice cream coupons for kids
- Coupons and gift certificates – car wash, flowers, restaurants, etc.
- Positive (feel good) quotes – postcards
- Books and videos (internet) – Relevant!
- Invitations – events
- Happy Birthday and Happy Anniversary
- Call for annual lunch or breakfast and real estate review
- Face to face events

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- Other ideas

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# NINJA FLOW IDEAS

## 2. Science

Position yourself as their trusted advisor who is “The Source”.

- Neighborhood locator maps
- Quarterly neighborhood statistics – one each quarter
- Summary of listed and sold last 12 months for the neighborhood (1Q)
- Odds of selling in their neighborhood last 12 months (2Q)
- Buying pattern for their neighborhood (3Q)
- Average days on the market for their neighborhood (4Q)
- Just listed/just sold (relevant)
- Articles and statistics from sales meetings
- Newsletter
- Investment brochure and information
- Distressed Property Information (who do you know that might need this?)
- Investment analysis software – sharing
- Annual real estate review
- Periodic financing/re-financing information – mortgage amortization calculator
- Periodic property opportunities (relevant)
- Classes and events – Investment classes, first-time homebuyer classes, etc.

- 
- 
- Other ideas
- 
- 
-



# 15 POST CLOSING CALLS

1. Two-day follow-up (any surprises or unmet expectations in the house?).
2. Two-week (are they starting to get unpacked/getting pictures up on the walls?).
3. One-month (have they met their neighbors yet?).
4. Three-month (how is the home working out?).
5. Six-month (annual call).
6. Anniversary of closing (annual call).
7. Reminder of her birthday (three days prior to her birthday).
8. Wish her happy birthday.
9. Reminder of his birthday (three days prior to his birthday).
10. Wish him happy birthday.
11. Remind him of wedding anniversary (three days prior).
12. Wish her happy wedding anniversary.
13. Call each child on their birthday.
14. Call for tickets to sporting events, plays, upcoming activities.
15. Set up a home visit (three to five months post close).

*15 post Closing Calls courtesy of Wynn Washle, The Group, Inc.*



## FUN FACTS

Names: \_\_\_\_\_

\_\_\_\_\_

Birthdates: \_\_\_\_\_

\_\_\_\_\_

Children: \_\_\_\_\_

\_\_\_\_\_

Children's birthdates: \_\_\_\_\_

\_\_\_\_\_

Wedding anniversary: \_\_\_\_\_

\_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_

Favorite local restaurant: \_\_\_\_\_

\_\_\_\_\_

Favorite sports team: \_\_\_\_\_

\_\_\_\_\_

*Fun Facts courtesy of Wynn Washle, The Group, Inc.*

NINJA 気 INSTALLATION

FOCUS. SKILLS. ACTION. RESULTS.

## KEY LEARNING POINTS - LESSON #4: FLOW!

Please put a check beside all learning points you understand thoroughly.

- Morning Ritual: gratitudes, read something positive, affirmations, and two personal notes.
- Ninja is the most efficient business strategy based on conversion ratios.
- People prefer to work with people they know, like, trust, and are in the flow with.
- People pick their REALTOR® primarily based on flow.
- There are two parts to my business: doing the business and generating the business.
- My database is the central nervous system of my business.
- Ninja 9:
  1. Gratitudes
  2. Show up! People who show up earn more.
  3. Write two personal notes (or more) per day.
  4. Focus on my Hot List daily.
  5. Focus on my Warm List daily.
  6. Make customer service calls using the five-step calling process
  7. Have two real estate reviews per week
  8. Have 50 live “interviews” per week
  9. Send my mailings with “intention” – bring them into my mind
- The One Thing that most powers my business is 50 live interviews/week.
- What holds me back? Fear.
  1. Fear is the absence of love.
  2. When I’m afraid, I’m thinking about myself
  3. When I focus on my helping my customers/friends, my fears go away.
- I don’t need to do everything. I just need to do SOMETHING!



# BUSINESS PLAN

## 1. Learn

Review and practice one new thing in this manual each week  
Listen to the Ninja CD's of this class  
Year-end Review – Learn from past successes and mistakes  
Mentors – “flock” with players and learn from them  
Form a weekly “skills group” or “practice group” to get better  
Read – *Earners Are Learners* – start with the Ninja Reading List

## 2. Goals

Personal/Spiritual Goals – “Life List”  
Family/Friends Goals  
Business/Professional Goals  
Financial Goals: Income, Net Worth, Goal Contract

## 3. Activities

Start each day with your morning ritual – gratitudes, affirmations, notes, etc.  
Start each week with your Monday Morning Agenda  
Focus on your “Hot List” daily – Who can I write a contract with this week?  
Focus on your “Warm List” daily – These People Probably Want to Buy/Sell  
Just One Thing – Have 50 or more “Live Interviews” per week  
Create your FLOW Calendar – send three mailings/emailings of value per month  
Build your Database – The “Central Nervous System” of your business  
Implement the 21 Point Business Plan

## 4. Schedule

Auto-Flow – your three mailings/emailings per month – use your FLOW Calendar  
At least four hours/week to work “On” your business – doing the “Ninja Nine”

## 5. Action

“Manage your productive activities and the results will take care of themselves.”  
Ninja routine and “Ninja Nine”  
P.I.E. System – will help you analyze and manage your time.

# BUSINESS PLAN

## 6. The Simple Ninja Success Formula

Take your annual financial goal of \$ \_\_\_\_\_ and divide by 1,000  
\_\_\_\_\_ this result is the number of people you need in your  
database to make your financial goal using the Ninja Selling System

Simple Success Formula

- o Build your database to the right size
- o Become the REALTOR® of Choice via FLOW/Value
- o Develop the skills and systems to handle the business

## 7. Your Database is your “Central Nervous System”

Ideas on prioritizing a large database:

Ideas on building a small database to be larger:

*(Note: if you add just two names a week of people who know, like, and trust you, you are adding 100 people in a year which = \$100,000/year of income.)*

Databases depreciate at about \_\_\_\_\_ % per year





# 150 WAYS TO BUILD A DATABASE

From Master Ninja Instructor Walt Frey

1. What are the names of the members of your family?
2. What are the names of your spouse's family?
3. What are the names of your "extended" family?
4. What is the name of your best friend?
5. What is the name of your spouse's best friend?
6. What are the names of your very close friends?
7. What are the names of your spouse's very close friends?
8. What are the names of your children's friends' parents?
9. What are your children's teachers' names?
10. What are your children's coaches' names?
11. What are the names of the parents of your children's teams and clubs?
12. What are your children's principals' names?
13. What are your children's dentists' names?
14. What are your children's doctors' names?
15. What are your children's optometrists' names?
16. Who cuts your children's hair?
17. Who sells you your children's clothes?
18. Who is your children's school bus driver?
19. Who is your children's Sunday school teacher?
20. Who cuts your hair?
21. Who does your dry cleaning?
22. Who does your pedicures, manicures, facials?
23. Who do you purchase gasoline from?
24. Who services your car(s)?
25. Who do you buy your tires from?
26. Who sold you your current car(s)?
27. Who have you purchased a car from in the past?
28. Who cleans your car(s)?
29. Who is your mailman?
30. Who do you know at your church?
31. Who do you see at the convenience store you most often go to?
32. Who is the checker you usually to to at the grocery store?
33. Who is your pharmacist?
34. Who is your doctor(s)?
35. Who is your spouse's doctor?
36. Who is your Pastor, Minister, Priest, Rabbi?
37. Who owes you money?

# 150 WAYS TO BUILD A DATABASE

38. What is the name of your favorite teller at the bank?
39. Who do you borrow money from at the bank?
40. Who is your stock broker?
41. Who do you play sports with?
42. Who do you attend your children's sporting events with?
43. Who do you go to concerts with?
44. Who do you go to movies, plays, theaters, galleries or museums with?
45. Who do you go travelling with?
46. Who is your attorney?
47. Who would you call if you had an air conditioning or heating problem?
48. Who is your pest control person?
49. Who would you call to fix your roof?
50. Who would you call if you had an electrical problem?
51. Who picks up your trash?
52. Who is your Federal Express person?
53. Who mows your lawn/shovels your snow?
54. Who is your financial planner?
55. Who prepares your taxes?
56. Who does your accounting?
57. Who is your veterinarian?
58. Who grooms your pets?
59. Who takes care of your pets when you're out of town?
60. Who did you get your pets from?
61. Who have you given your pet's babies to?
62. Who owns your favorite restaurant?
63. Who waits on you most frequently at your favorite restaurant?
64. What is the name of your favorite bartender?
65. Who do you routinely see at you favorite bar or nightclub?
66. Who do you know on a first name basis at your country club?
67. Who do you play golf with?
68. Who do you ski with?
69. Who do you talk to at your health club?
70. Who did your landscaping?
71. Who built your house?
72. Who is your landlord?
73. What is the name of the agent who insures your home?
74. What is the name of the agent who sold you your life insurance?
75. What is the name of the agent who handles your car insurance?



## 150 WAYS TO BUILD A DATABASE

76. Who did you get your tattoo from?
77. Who do you buy your clothes from?
78. Who is your tailor/seamstress/dressmaker?
79. Who do you buy make-up and/or cosmetics from?
80. Who did you buy your computer from?
81. Who fixes your computer?
82. Who fixes your other small appliances?
83. Who is your travel agent?
84. Who is your printer?
85. Who did you receive Holiday Cards from last year?
86. How did you send Holiday Cards to last year?
87. Who changes your oil?
88. Who do you buy arts and crafts from?
89. Who do you buy furniture from?
90. Who repairs or upholsters your furniture?
91. Who do you buy office supplies from?
92. Who do you see at your office building?
93. Who are the tenants in your rental properties?
94. Who do you buy your liquor from?
95. Who do you buy your meat from?
96. Who do you buy your seafood from?
97. Who do you buy your hardware from?
98. Who do you know in law enforcement?
99. Who do you know in politics?
100. Who have you done business with in the past?
101. Who do you know at service organizations? (Optimist, Lion's, Rotary, etc.)
102. Who do you know from fraternal organizations?
103. Who do you know from social organizations you're a member of?
104. Who do you know from non-profit organizations you're a member of?
105. Who do you know from committees you are on?
106. Who do you know from trade or industry groups that you belong to?
107. Who are the REALTORS® you know from other markets?
108. Who do you buy carpets, drapes, appliances from?
109. Who are your old high school classmates who are still around?
110. Who are your old coaches?
111. Who are your old teachers that are still around?
112. Who are your old principals that are still around?
113. Who are old fraternity/sorority, brothers/sisters who are still around?

# 150 WAYS TO BUILD A DATABASE

114. Who are your old college buddies that are still around?
115. Who are your old military friends that are still around?
116. Who is your florist?
117. Who did you invite to your wedding?
118. Who are your neighbors?
119. Who did you buy your motorcycle from?
120. Who did you buy your motor home/camper from?
121. Who is your jeweler?
122. Who repairs your jewelry?
123. Who is your photographer?
124. Who do you buy your electronics from?
125. Who do you know in your homeowner's association?
126. What are the names of your previous neighbors?
127. Who do you know from the daycare center?
128. What are the names of your spouse's past neighbors?
129. What are the names of your parent's best friends?
130. What are the names of your spouse's co-workers?
131. Who do you buy your advertising from?
132. Who are the suppliers and vendors who come into your workplace?
133. Who is currently trying to sell you something?
134. Who made your will/living trust?
135. Who baptized your children?
136. Who married you?
137. Who do you buy shoes from?
138. Who maintains your safety and security systems?
139. Who are your bowling buddies?
140. Who do you play cards with?
141. Who handles your communication equipment?
142. Who would lend you \$100 with a phone call?
143. Who did you buy your boat from?
144. Who is your furnace repairman?
145. Who is your mover?
146. Who do you know at the tanning salon?
147. Who do you buy your pizza from?
148. Who are your Facebook friends?
149. Who are the students in the classes you take?
150. Who else do you know that we haven't listed?

# ANALYSIS OF MY BUSINESS FOR THE YEAR 20\_\_

Let's take a look at what we've accomplished in the past 12 months so we can learn from the experience and decide what our objectives are for the next twelve months.

1. Gross income for the past twelve months was: \$ \_\_\_\_\_ .
2. My quarterly income was:

|                 | This Year | Last Year |
|-----------------|-----------|-----------|
| First quarter:  | _____     | _____     |
| Second quarter: | _____     | _____     |
| Third quarter:  | _____     | _____     |
| Fourth quarter: | _____     | _____     |
3. I worked an average of \_\_\_\_\_ hours per week.
4. I earned an average of \_\_\_\_\_ dollars per hour.
5. Total expenses this year were \_\_\_\_\_ . Gross income/expense ratio \_\_\_\_\_ %
6. My average closed sales price was \_\_\_\_\_ .
7. My average closed listing price was \_\_\_\_\_ .
8. I took \_\_\_\_\_ listings. I went on \_\_\_\_\_ listing appointments. \_\_\_\_\_ % listed.
9. I had \_\_\_\_\_ listings expire and \_\_\_\_\_ listings go off the market. \_\_\_\_\_ % of my listings sold.
10. I presently have \_\_\_\_\_ active listings.
11. I averaged \_\_\_\_\_ listings per month.
12. I averaged \_\_\_\_\_ calls per week of prospecting.



# BUSINESS PLAN

## 13. My listings came from:

- Customer
- Referral from Customer
- Lender Referral
- Friend
- Staff
- REALTOR® Referral
- Business Contact
- Internet
- Sign/Floor Call
- Other

## 14. My sales came from:

- Customer
- Referral from Customer
- Sign Call
- REALTOR® Referral
- Lender Referral
- Friend
- Business Contact
- Internet
- Sign/Floor Call
- Other

# BUSINESS PLAN

15. My total number of under contracts was \_\_\_\_\_ .
16. Total number of transactions closed (listings sold or sales) was \_\_\_\_\_ .
17. I had \_\_\_\_\_ under contracts cancelled.
18. My average commission per listing closed was \_\_\_\_\_ .
19. My average commission per buyer closed was \_\_\_\_\_ .
20. My average commission per closing was \_\_\_\_\_ .
21. How many new construction homes did I close \_\_\_\_\_ ?
22. What were my total business expenses \_\_\_\_\_ ?
23. How much referral money did I receive \_\_\_\_\_ ?
24. Number of days on market for MLS listings \_\_\_\_\_ .
25. Number of days on market for my listings \_\_\_\_\_ .
26. My sales price/list price ratio \_\_\_\_\_ %. MLS sales price/list price ratio \_\_\_\_\_ %
27. My highest priced listing closed \_\_\_\_\_ .  
My lowest priced listing closed \_\_\_\_\_ .
28. My highest priced buyer closed \_\_\_\_\_ .  
My lowest priced buyer closed \_\_\_\_\_ .

# BUSINESS PLAN

## 29. Commission split

| Listings Closed | Buyers Closed |
|-----------------|---------------|
| 1.5% _____      | 2.5% _____    |
| 2.0% _____      | 3.0% _____    |
| 2.5% _____      | 3.5% _____    |
| 3.0% _____      | 4.0% _____    |
| 3.5% _____      |               |
| 4.0% _____      |               |
| 5.0% _____      |               |

I earned \$ \_\_\_\_\_ more because of \_\_\_\_\_ % split with other brokers.

30. How many three-day weekends? \_\_\_\_\_

31. How many weekends worked? \_\_\_\_\_

32. Total dollar volume of closed transactions: \$ \_\_\_\_\_

33. How many days off? \_\_\_\_\_ Trips (three days or longer) \_\_\_\_\_

34. How many days worked? \_\_\_\_\_

35. What was my most expensive expenditure this year? \_\_\_\_\_

Was it worth it? \_\_\_\_\_

36. What was my biggest mistake? \_\_\_\_\_

\_\_\_\_\_

37. What was my biggest win? \_\_\_\_\_

\_\_\_\_\_

*Business Plan Analysis (pages 75-78) courtesy of Tami Spaulding, The Group, Inc.*

# FINANCIAL GOALS

Decide what you want, not what you think you can have!

Mine to keep \$ \_\_\_\_\_  
(Deposit in my "feel good" account)

Recreation \$ \_\_\_\_\_

Personal growth \$ \_\_\_\_\_

Family growth \$ \_\_\_\_\_

Business growth \$ \_\_\_\_\_

Debt reduction \$ \_\_\_\_\_

Creature comforts  
(Annual living expenses) \$ \_\_\_\_\_

Creature comforts  
(Large purchases) \$ \_\_\_\_\_

Business costs \$ \_\_\_\_\_

Retirement funds \$ \_\_\_\_\_

To give \$ \_\_\_\_\_

Investments \$ \_\_\_\_\_

---

**SUBTOTAL** \$ \_\_\_\_\_

Taxes \$ \_\_\_\_\_

Receiving goal \$ \_\_\_\_\_

# NET WORTH GOAL WORKSHEET

Current Net Worth \_\_\_\_\_ as of \_\_\_\_\_ (date)

| WHAT I OWN (A)                    | WHAT I OWE (B)               |
|-----------------------------------|------------------------------|
| \$ _____ Cash and savings         | \$ _____ Current bills       |
| \$ _____ Automobiles (value)      | \$ _____ Automobiles (loans) |
| \$ _____ Retirement plan          | \$ _____ Credit card balance |
| \$ _____ Insurance (cash value)   | \$ _____ Taxes owed          |
| \$ _____ Home (value)             | \$ _____ Home (loan)         |
| \$ _____ Second home (value)      | \$ _____ Second home (loan)  |
| \$ _____ Stock                    | \$ _____ Line of credit      |
| \$ _____ Stocks/mutual funds      | \$ _____ Loans               |
| \$ _____ Properties (total value) | \$ _____ Property (loans)    |
| \$ _____ Other investments        | \$ _____ Other debts         |
| \$ _____ TOTAL                    | \$ _____ TOTAL               |
| \$ _____ NET WORTH (A-B)          |                              |

Goal Net Worth \_\_\_\_\_ as of \_\_\_\_\_ (date)

| WHAT I OWN (A)                    | WHAT I OWE (B)               |
|-----------------------------------|------------------------------|
| \$ _____ Cash and savings         | \$ _____ Current bills       |
| \$ _____ Automobiles (value)      | \$ _____ Automobiles (loans) |
| \$ _____ Retirement plan          | \$ _____ Credit card balance |
| \$ _____ Insurance (cash value)   | \$ _____ Taxes owed          |
| \$ _____ Home (value)             | \$ _____ Home (loan)         |
| \$ _____ Second home (value)      | \$ _____ Second home (loan)  |
| \$ _____ Stock                    | \$ _____ Line of credit      |
| \$ _____ Stocks/mutual funds      | \$ _____ Loans               |
| \$ _____ Properties (total value) | \$ _____ Property (loans)    |
| \$ _____ Other investments        | \$ _____ Other debts         |
| \$ _____ TOTAL                    | \$ _____ TOTAL               |
| \$ _____ NET WORTH (A-B)          |                              |





## 21 POINT BUSINESS PLAN

1. Do I have a database of names, addresses, phone #'s and F.O.R.D. information readily available? Is it up to date?
2. Am I interviewing (live) 50 people per week?
3. Do I have a scheduled time each week/day when I communicate with my customers/ friends (“Hour of Power”)? Do I do this consistently? Do I meet with my customers once a year for a “review” of their real estate?
4. What are my systems for generating a continuous flow of buyers and sellers? Am I at the “cause” of what’s happening or the “effect” of what’s happening?
5. Do I have a “Hot List” and “Warm List”?
6. Do I have a Buyer Interview Sheet, Buyer Packet and Pre-Listing Interview readily available?
7. Have I mastered my “Ninja Selling” scripts for buyers, sellers, and investors?
8. Do I know how to use the MLS/County Records to do an accurate CMA? Do I use the Visual Pricing Tools (odds of selling, buying patterns, and price lines)?
9. Do I use a Listing Packet and a printed CMA consultation? Have I trained my assistant as to how I want these put together (order of pages, etc.) so they can be generated quickly and without “brain damage”?
10. **Does my Listing Consultation:**
  - Clearly show the seller their odds of selling their home?
  - Show them how to “position their home to sell” using “Value Positioning”?
  - Have a Marketing Plan that differentiates me from my competition?
  - Demonstrate how I add value to the seller? What is my “Wow!”?
  - Show at least five things that I and my company do for the seller that my competitors don’t? Do I dress up for the interview?

## 21 POINT BUSINESS PLAN

11. Do I know my “Sweet 16” listing questions? Am I prepared to answer the most common “objections to listing” and “pricing objections?”
12. Do I have pricing and staging videos (David Knox videos) readily available?
13. Do I have a marketing plan/checklist for my listings?
14. Do I have questions and visual aids to help shift a seller from a “price shopping” mindset to a “results shopping” mindset?
15. Have I mastered the 10-Step Buyer Process?
16. Do I have “routines” that keep me in balance and “rituals” that help me perform at my best?
17. Do I have several Relocation Packages, Buyer Packages, and Listing Packages at my desk so they are easily accessible when I need them?
18. Do I have my most common letters “standardized” so I don’t need to create an original every time I want to communicate with someone?
19. Do I know my product, my market and my competition?
20. Is my financial house in order so I am not distracted? Do I have a set of books so I know if my business is profitable? Are my taxes paid? Do I have a “feel good” account? Do I have wealth creation on “automatic pilot”? Do I have a Goal Contract?
21. Do I have Goals and an Activity Plan? Do I know where my business comes from specifically? Do I have a “Life List”? A mentor?









# FLOW CALENDAR

| MONTH    | ACTIVITY | NUMBER | BUDGET | DATE | COMMENTS | COMPLETE |
|----------|----------|--------|--------|------|----------|----------|
| January  |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
| February |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
| March    |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
| April    |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
| May      |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
| June     |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
|          |          |        |        |      |          |          |
|          |          |        |        |      |          |          |

# FLOW CALENDAR

| MONTH     | ACTIVITY | NUMBER | BUDGET | DATE | COMMENTS | COMPLETE |
|-----------|----------|--------|--------|------|----------|----------|
| July      |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
| August    |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
| September |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
| October   |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
| November  |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
| December  |          |        |        |      |          |          |
|           |          |        |        |      |          |          |
|           |          |        |        |      |          |          |

# P.I.E. TIME

**P** = Three ingredients: You, a customer, a contract.

**I** = Time you invest creating P time.

Flow activities – calls, face to face meetings, mailings, and hand written notes.

**E** = Everything else.

1. Gather your data at the end of EACH day...enter it in this format

| DAYS WORKED        | DATE      | TOTAL       | I          | P          |
|--------------------|-----------|-------------|------------|------------|
| 1                  | August 1  | 8           | 2          | 0          |
| 2                  | August 2  | 7           | 0          | 0          |
| 3                  | August 3  | 6           | 1          | 1          |
| 4                  | August 4  | 8           | 2          | 2          |
| *                  | *         | *           | *          | *          |
| 26                 | August 31 | 9           | 2          | 2          |
| <b>Total Hours</b> |           | <b>181</b>  | <b>51</b>  | <b>20</b>  |
| <b>Percentages</b> |           | <b>100%</b> | <b>28%</b> | <b>11%</b> |

Average hours worked per day =  $181/26=6.96$  hours per day (P.I.E. total)

2. Divide the total number of hours per month (181) by the number of days worked (26) to get the average hours worked per day in subject month (August).
3. Calculate “E” time by adding the total “I” hours (51), and the total “P” hours (20) to get 71. Now subtract 71 (I + P) from total hours (181) to get your “E” time; Total minus (I + P) = E or in the above example is would look like this;  $181 - 71 = 110$  (E). Now that you know your “E” time is 110, “I” time is 51 and “P” time is 20, you can work with your data.
4. Calculate the hours per day that you will never get paid for (E) like this: Take total “E” hours (110) and divide by total hours worked (181);  $110/181=61\%$ . Next take 61% of the average work day (6.96) and you get 4.25 hours,  $(.61 \times 6.96 \text{ hrs.}=4.25 \text{ hours})$ .

## P.I.E. TIME

- Finally calculate the ratio of “I” time you need to generate one hour of “P” time.  
*Remember this: You can create “I” time, but not “P” time, so our goal is to determine how much “I” time activities we need to earn the income we want.*

Stay with it, we are almost there!

- We will now calculate the “Yield Ratio” as follows: Divide total “I” hours (51) by the total “P” hours (20):  $51/20=2.5$  which means you need 2.5 hours of “I” time to generate one hour of “P” time. Got it? If so, you are in the process of becoming a Ninja!

To earn \$200,000 using the previous analysis...

*Assumptions: Work five days a week and take four weeks vacation.*

|   |                          |
|---|--------------------------|
| New listings and sales in the past 30-days                  | 3                        |
| Average price   | \$300,000                |
| Total dollar volume   | \$900,000                |
| Total agent income (3% gross, 70% split to agent)           | \$18,900                 |
| Hours of “P” time for last 30-days                          | 20                       |
| “P” time value per hour ( $\$18,900/20$ )                   | \$945/hour               |
| 12-month financial goal                                     | \$200,000                |
| Annual “P” hours needed to reach goal ( $\$200,000/\$945$ ) | 212 hours of “P”         |
| Yield ratio (from above)                                    | 2.5 to 1                 |
| “I” hours necessary per year at $212 \times 2.5$            | 530 hours per year       |
| “I” hours needed per week ( $530/48$ weeks)                 | 11 hours per week        |
| “I” hours needed per work day (11 hours/5 days)             | 2.2 hours of “I” per day |

***Now you know how much “I” time you need per day.  
Remember: You can control “I” time. You can’t control “P” time.***





# NINJA NINE

Nine Habits for Success in “Giving the Business”



*We become what we do repeatedly.  
Excellence, therefore, is not an act.*

*It is a habit.*

[ ARISTOTLE ]



- 1. Daily Gratitudes**
- 2. Show up!**

Stop opening my email first. Resist the addiction! Instead, do one hour of productive work first. Work “On” my business in the morning. Work “In” my business in the afternoon.
- 3. Write two personal notes.**
- 4. Focus on my Hot List daily.**

“Who can I write a contract with this week?”
- 5. Focus on my Warm List daily.**
- 6. Focus on my Customer Service Calls weekly.**
- 7. Schedule two Real Estate Reviews this week.**
- 8. Schedule 50 live contacts this week.**
- 9. Review my database for property matches (weekly) and with my newsletter (monthly).**

What holds me back from doing this? Fear?  
What is fear? Fear is the absence of love.  
Get into a state of love. How can I make someone’s day?  
The fear goes away.

## KEY LEARNING POINTS - LESSON #5: BUSINESS PLAN

Please put a check beside all learning points you understand thoroughly.

- I know my business using the “Analysis of My Business” tool
- Every name in my database is worth \$1,000/year in gross commission income when I work the Ninja System.
- My simple Success Formula is to:
  1. Build my database to the right size
  2. Become the REALTOR® of Choice via FLOW and value
  3. Develop the skills and systems to handle the business
- My database depreciates 15% per year so I need to keep adding people who know me, like me, and trust me.
- My database is the central nervous system of my business.

# CUSTOMER CENTRIC

## 1. Ninja Principle #3: Customer Centric (It's not about you. It's about them.)

Golden Rule

\_\_\_\_\_ Rule

Treat others the way \_\_\_\_\_ .

Personality Profiles:

○ \_\_\_\_\_ People

Time Focus \_\_\_\_\_

Priority \_\_\_\_\_

Decision Time \_\_\_\_\_

Risk Taker/Avoider \_\_\_\_\_

Decision Strategy - From/Toward \_\_\_\_\_

Behavior patterns \_\_\_\_\_

Professions \_\_\_\_\_

Dress/car \_\_\_\_\_

○ \_\_\_\_\_ People

Time Focus \_\_\_\_\_

Priority \_\_\_\_\_

Decision Time \_\_\_\_\_

Risk Taker/Avoider \_\_\_\_\_

Decision Strategy - From/Toward \_\_\_\_\_

Behavior patterns \_\_\_\_\_

Professions \_\_\_\_\_

Dress/car \_\_\_\_\_

# CUSTOMER CENTRIC

o \_\_\_\_\_ People

Time Focus \_\_\_\_\_

Priority \_\_\_\_\_

Decision Time \_\_\_\_\_

Risk Taker/Avoider \_\_\_\_\_

Decision Strategy - From/Toward \_\_\_\_\_

Behavior patterns \_\_\_\_\_

Professions \_\_\_\_\_

Dress/car \_\_\_\_\_

o \_\_\_\_\_ People

Time Focus \_\_\_\_\_

Priority \_\_\_\_\_

Decision Time \_\_\_\_\_

Risk Taker/Avoider \_\_\_\_\_

Decision Strategy - From/Toward \_\_\_\_\_

Behavior patterns \_\_\_\_\_

Professions \_\_\_\_\_

Dress/car \_\_\_\_\_

# CUSTOMER CENTRIC

## 2. The Power of Testimonials

Testimonials are three times more powerful if they have a picture of the person making the testimonial.

How many testimonials do you need? \_\_\_\_\_

## 3. A History of Selling

The traditional three-step process:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## 4. The Ninja Selling System

The Ninja Selling four-step process:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

The Connection three-step greeting:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

The first two minutes:

- 0 \_\_\_\_\_
- 0 \_\_\_\_\_

# CUSTOMER CENTRIC

You control the \_\_\_\_\_ . Your customer controls the \_\_\_\_\_ .

For you to control the process, you must have \_\_\_\_\_ .

External dialogues \_\_\_\_\_ . Internal Dialogues \_\_\_\_\_ .

Pretend states \_\_\_\_\_ .

Suggestology \_\_\_\_\_ .

Process goals:

---

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## Information Step

o Information goals:

---

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o Socratic Method: "It's not what you say. It's what you \_\_\_\_\_ !"

o The Ninja Way:

\_\_\_\_\_ not \_\_\_\_\_

\_\_\_\_\_ not \_\_\_\_\_

\_\_\_\_\_ not \_\_\_\_\_

\_\_\_\_\_ not \_\_\_\_\_

\_\_\_\_\_ not \_\_\_\_\_

\_\_\_\_\_ not \_\_\_\_\_



# CUSTOMER CENTRIC

- o Question Sequence (*Question Based Selling* by Thomas Freese)

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- o Diagnostic Questions:

Who?    Where?

What?    Why?

When?    How?

## Presentation Step

- o Quality of Communication (Dr. Albert Mehrabian, UCLA Psychology)

\_\_\_\_\_ %- Words

\_\_\_\_\_ %- Pitch, Tone, Tempo

\_\_\_\_\_ %- Body Language

- o Electronic negotiation: The \_\_\_\_\_ .

- o Three learning and Communication Modalities

\_\_\_\_\_ (60%)

\_\_\_\_\_ (25%)

\_\_\_\_\_ (15%)

- o Powerful Presentations (three rules)

\_\_\_\_\_ is better than telling.

\_\_\_\_\_ is better than telling.

It matters who \_\_\_\_\_ !

# CUSTOMER CENTRIC

## 5. *How We Decide* by Jonah Lehrer

### YOUR BALANCED BRAIN

Emotional



Rational

What happens when the emotional brain takes control?

What happens when the rational brain takes control?

“ Rule of Confusion:  
*confused buyers  
don't buy,  
they think about it.* ”  
[ LARRY KENDALL ]

# CUSTOMER CENTRIC

The best decisions are balanced brain decisions

## BALANCED BRAIN DECISIONS

Emotional

Rational



Helping Buyers Make Good Decisions – The Ninja 10-Step Buyer Process

Helping Sellers Make Good Decisions – The Ninja 16-Step Seller Process

“ You guys have really  
*figured out the science*  
behind Ninja Selling!  
[ MARIA VITALE, REMAX ALLIANCE  
ARVADA, COLORADO ] ”

NINJA 氣 INSTALLATION

FOCUS. SKILLS. ACTION. RESULTS.

99

# FOUR WAYS TO MEASURE CUSTOMER SERVICE

## 1. Did transaction close on time – according to original contract dates?

Research shows this is the single most important thing to buyers and sellers.

## 2. Did you receive a referral from them by the end of the transaction?

- Give “fabled Service” - service that is so great they will tell stories about you to their friends and family. You will need to provide a 9 or 10 level of service (on a 10-point scale) to earn a referral.

If you are doing surveys, the “Ultimate Question” is: “On a scale of 1 to 10 with 10 being the most likely, how likely are you to recommend \_\_\_\_\_ (REALTOR®) to your family and friends?”

The research shows a 9 or 10 means they will refer you; and 7 or 8 means they will be neutral about referring you; and a 6 or less means they will actually recommend people not use you. (Source: *The Ultimate Question* by Fred Reichheld).

- Be consistent. Consistency is the key to referrals. They must feel you can deliver this high level of service consistently or they won’t refer you. For them to refer you to their friends, requires them to take a risk. People will only refer you if they feel you will make them “look good” by delivering the same level of service consistently.
- Ask for referrals. Let them know that your goal is to provide such a high level of service to them that they will be comfortable referring you to their family and friends.

## 3. Did you call them first during the transaction (being proactive)?

If they call you first to find out what’s going on, you are failing!

## 4. Did they send you a testimonial card, letter, or email?

# INFORMATION PREFERENCE CHECKLIST

Put a check next to each item that is basically true for you.  
Don't think about the item too long – your first impression is usually the most accurate.

- On an evening when I don't have anything else to do, I like to watch TV or videos.
- I use visual images to remember names.
- I like to read books and magazines.
- I prefer to get written instructions rather than oral ones.
- I write lists to myself of things I have to do.
- I follow recipes closely when I am cooking.
- I can easily put together models and toys if I have written instructions.
- When it comes to playing games, I prefer word games like Scrabble.
- I am very concerned about the way I look.
- I like to go to art exhibits and museum displays.
- I keep a diary or a written record of what I have been doing.
- I often admire the photographs and artwork used in advertisements.
- I review for a test by writing down a summary of all pertinent points.
- I can find my way around a new city easily if I have a map.
- I like to keep my house very neat looking.
- I see two or more films each month.
- I think less highly of a person if he or she does not dress nicely.
- I like to watch people.
- I always get scratches and dents repaired quickly on my car.

# INFORMATION PREFERENCE CHECKLIST

- I think fresh flowers really brighten up a home or office.
- I like to exercise.
- When I am blindfolded, I can distinguish items by touch.
- When there is music on, I can't help but tap my feet.
- I am an outdoors person.
- I am well coordinated.
- I have a tendency to gain weight
- I buy some clothes because I like the way the material feels.
- I like to pet animals.
- I often gently touch people when I am talking with them.
- When I was learning to type or keyboard, I learned the touch system easily.
- I was held and touched a lot when I was a child.
- I enjoy playing sports more than watching them.
- I like taking a hot bath or shower at the end of a day.
- I really enjoy getting massages.
- I am a good dancer.
- I belong to a gym or health spa.
- I like to get up and stretch frequently.
- I can tell a lot about a person by the way he or she shakes hands.
- If I've had a bad day, my body gets very tense.
- I enjoy crafts, handworks, and/or building things.

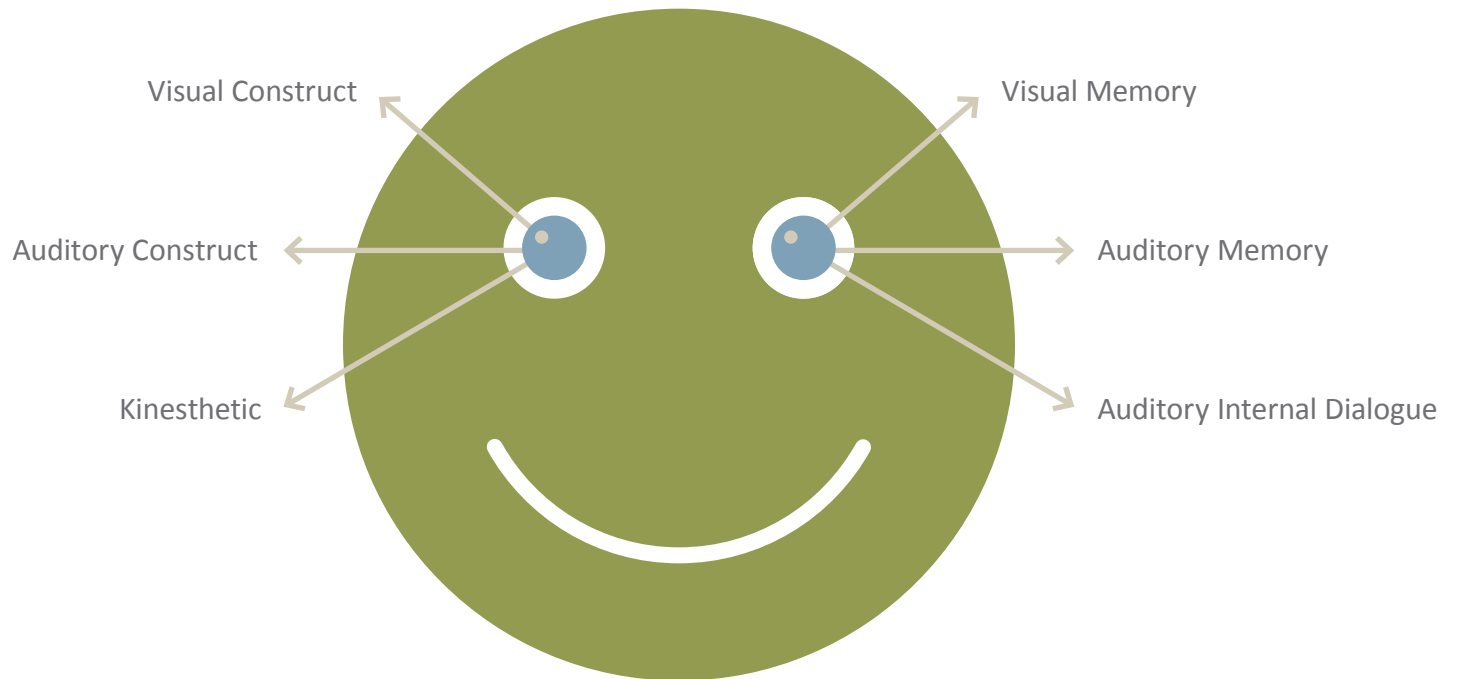


# INFORMATION PREFERENCE CHECKLIST

- On an evening when I don't have anything else to do, I like to listen to music.
- To remember someone's name, I will repeat it to myself over and over again.
- I enjoy long conversations.
- I prefer having something explained to me orally rather than in a memo.
- I like talk shows and interview shows on radio and television.
- I use rhyming words to help me remember things.
- I am a good listener.
- I prefer to keep up with the news by listening to the radio rather than by reading.
- I talk to myself a lot.
- I prefer to listen to a recording of some material rather than to read it.
- I feel bad when my car sounds funny (has knocks, pings, etc.)
- I can tell a lot about a person by the sound of his or her voice.
- I buy a lot of recorded books and music.
- I review for a test by reading my notes aloud or by talking with other people.
- I would rather give a talk than write a paper on the same topic.
- I enjoy going to concerts and musical events.
- People sometimes accuse me of talking too much.
- When I am in a strange city, I like to stop and ask people for directions.
- I talk to my dog or cat.
- I talk aloud to myself when I'm solving a math problem.

# BRAIN OPERATIONS MANUAL

## Neuro Linguistic Programming (NLP)



*Note: These are the eye movements required to access information stored on the "hard drive" of the brain. Eye movements are not required if the information is stored in RAM (readily accessible memory).*

*This face is for someone looking at you. So, to access Visual Memory, their eyes will go upward and to their left.*

“

*It does not take sharp eyes to see the sun and the moon, nor does it take sharp ears to hear the thunderclap.*

*wisdom is not obvious.*

*You must see the subtle and notice the hidden to be victorious.*

[ SUN TZU ]

”

# MATCHING PREDICATES

As a listener, you can determine what portion of experience a person is attending to and representing consciously by the words they use. People tend to speak in predicate sets (predicates are verbs, adverbs and adjectives) and such words usually specify the processes of seeing, hearing, feeling, tasting and smelling.

1. For instance, when a person is talking about a particular experience in visual terms, the following words may be used:

|               |                       |                           |               |
|---------------|-----------------------|---------------------------|---------------|
| perspective   | new way of looking at | see, look, observe, image |               |
| appear, watch | get the picture       | paint a picture           | frame         |
| visualize     | clear, vivid          | flash, focus              | brilliant     |
| light, dark   | vague                 | hazy, foggy               | shine, bright |
| sparkling     | glazed                | colorful                  | hues          |
| scene         | horizon               | photographic              |               |

2. An experience may be related in auditory terms:

|                   |                |                    |                         |
|-------------------|----------------|--------------------|-------------------------|
| sounds like       | harmonize      | hear, speak        | listen                  |
| tell, talk, say   | question       | tune-in, tune out  | scream, shrill, screech |
| volume, frequency | shout, amplify | give an ear to     | rhythm, melody          |
| raucous noise     | musical        | cacophony of sound | dialogue                |
| symphony          | tone           |                    |                         |

3. A person may talk about something using kinesthetic words (feeling predicates):

|                              |               |                   |                     |
|------------------------------|---------------|-------------------|---------------------|
| made contact with            | in touch with | out of touch with | have a handle on    |
| smooth, rough                | shook me up   | stumbling block   | toughened, softened |
| tripped me up                | connect with  | geared up for     | keep abreast of     |
| tight, tense                 | bond          | stuck, cemented   | warm                |
| flowing                      | solid         | excited           | hurt                |
| loaded, unloaded, dumped     |               | sensitive         | a feeling person    |
| get a grasp of the situation |               |                   |                     |

4. Words that specify the processes of tasting and smelling include:

|                              |                        |                        |             |
|------------------------------|------------------------|------------------------|-------------|
| odor, scent                  | get my teeth into      | that left a sour taste | pungent     |
| smell, sniff                 | bitter pill to swallow | salty                  | sweet, sour |
| stale                        | fishy                  | fresh                  |             |
| bit off more than could chew |                        |                        |             |

## KEY LEARNING POINTS - LESSON #6: CUSTOMER CENTRIC

Please put a check beside all learning points you understand thoroughly.

- The difference between the golden rule and the platinum rule.
- The four basic personality types: power, party, peace, perfection and how they make decisions.
- The four-step Ninja Sales Process: connection, information, presentation, and solution.
- I control the process. My customer controls the decisions.
- For me to control the process, I need a process.
- Internal and external dialogues, pretend states, and “Magic Wand”.
- Within the first two minutes connect and take control of the process.
- The three-step connection process: enroll, acknowledge, and who you are.
- Information step goals: discover pain/pleasure
- It’s not what I say. It’s what I ask.
- Question sequence: Ask foundational (prior learning) questions first.
- Diagnostic questions are: who, what, when, where, why, and how.
- The quality of communication – 7% words, 38% tone, 55% body language
- Three learning modalities: visual, auditory, and kinesthetic.
- Three Rules of a Powerful Presentation: showing is better than telling, asking is better than telling, and it matters who says it.



# GRATITUDE RESEARCH

## BY DR. ROBERT EMMONS, UC DAVIS

### 1. Gratitude Journals

In an experimental comparison, those who kept gratitude journals on a weekly basis exercised more regularly, reported fewer physical symptoms, felt better about their lives as a whole, and were more optimistic about the upcoming week compared to those who recorded hassles or neutral life events.

### 2. Goals

A related benefit was observed in the realm of personal goal attainment: Participants who kept gratitude lists were more likely to have made progress toward important personal goals (academic, interpersonal and health-based).

### 3. Mindset

A daily gratitude intervention (self-guided exercises) with young adults resulted in higher reported levels of the positive states of alertness, enthusiasm, determination, attentiveness and energy.

### 4. Giving

Participants in the daily gratitude condition were more likely to report having helped someone with a personal problem or having offered emotional support to another.

### 5. Health

In a sample of adults with neuromuscular disease, a 21-day gratitude intervention resulted in greater amounts of high energy positive moods, a greater sense of feeling connected to others, more optimistic ratings of one's life, and better sleep duration and sleep quality, relative to a control group.

# GRATITUDE RESEARCH

## BY DR. ROBERT EMMONS, UC DAVIS

### 6. Well-Being

Grateful people report higher levels of positive emotions, life satisfaction, vitality, optimism and lower levels of depression and stress. The disposition toward gratitude appears to enhance pleasant feeling states more than it diminishes unpleasant emotions. Grateful people do not deny or ignore the negative aspects of life.

### 7. Social

People with a strong disposition toward gratitude have the capacity to be empathic and to take the perspective of others. They are rated as more generous and more helpful by people in their social networks.

### 8. Spirituality

Those who regularly attend religious services and engage in religious activities, such as prayer or reading religious material, are more likely to be grateful. Grateful people are more likely to acknowledge a belief in the interconnectedness of all life and a commitment to and responsibility to others. Gratitude does not require religious faith, but faith enhances the ability to be grateful.

### 9. Materialism

Grateful individuals place less importance on material goods; they are less likely to judge their own and others success in terms of possessions accumulated; they are less envious of others; and are more likely to share their possessions with others relative to less grateful persons.



# THE SELLER PROCESS

1. Single most important factor in getting a home sold is \_\_\_\_\_ .

2. Seller Decisions:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Top selling Ninjas don't list homes. They list \_\_\_\_\_ .

This will be a \_\_\_\_\_ not a listing presentation.

3. Seller Assessment: E = MC2 (Certified Distressed Property Expert)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

4. Crucial Conversations – three elements

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

5. Crucial Conversations

\_\_\_\_\_ or \_\_\_\_\_

Make it \_\_\_\_\_

Make it \_\_\_\_\_

# THE SELLER PROCESS

## 6. Sources of Confusion:

- O \_\_\_\_\_
- O \_\_\_\_\_
- O \_\_\_\_\_

## 7. Sources of Clarity:

- O \_\_\_\_\_
- O \_\_\_\_\_
- O \_\_\_\_\_
- O \_\_\_\_\_
- O \_\_\_\_\_ (A picture is worth a thousand words.)

## 8. A seller's three greatest fears:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

## 9. Five Stages of Change

- 1. Denial
- 2. Anger
- 3. Sadness
- 4. Acceptance
- 5. Renewal

## 10. Listing Structure

“ Clarify the problem *before* presenting a solution. ”  
[ STEVE JOBS ]

# PRE-LISTING INTERVIEW

(Rapport building; FORD; how did you get my name; etc. – then explain process.)

“If it is alright with you, I would like to ask you a few questions and then set up a time for us to get together. These questions are to help me prepare for our meeting and should take about 10 minutes. Is this an okay time with you?”

1. Name \_\_\_\_\_
2. Property Address \_\_\_\_\_  
Mailing Address \_\_\_\_\_
3. Owners/Decision Makers \_\_\_\_\_  
Phones (H) \_\_\_\_\_ (B) \_\_\_\_\_ (C) \_\_\_\_\_  
Fax \_\_\_\_\_ email \_\_\_\_\_
4. Why are you selling? \_\_\_\_\_
5. When do you need to move? \_\_\_\_\_
6. Could you describe your house for me? \_\_\_\_\_  
Beds \_\_\_\_\_ Baths \_\_\_\_\_ Sq. Ft. \_\_\_\_\_ Style \_\_\_\_\_ Lot Size \_\_\_\_\_ Bsmt? \_\_\_\_\_
7. How long have you owned your home? \_\_\_\_\_
8. What sold you on your home when you bought it? What features did you like?  
\_\_\_\_\_  
\_\_\_\_\_
9. Have you done any updating to the home since you bought it?  
\_\_\_\_\_
10. If you were to stay in your home another 5 years, is there anything you would do to it?  
\_\_\_\_\_  
\_\_\_\_\_

# PRE-LISTING INTERVIEW

11. For a moment pretend to be a buyer and look at your home through "Buyer Eyes".  
On a scale of 1 to 10, how would you rate its condition? (Model home = 10; Poor Condition = 1).
  - o What would it take for your house to be a 10? \_\_\_\_\_
12. What are you going to be asking for the property? \_\_\_\_\_
  - o Have you had a recent appraisal? \_\_\_\_\_
  - o Have you recently refinanced? \_\_\_\_\_
13. Do you own your property free and clear or do you have a loan?
  - o Do you happen to know the approximate balance?
14. What are three things you are looking for in a REALTOR®?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
15. Are you interviewing any other brokers for this job? When are they being interviewed?
  - o Name \_\_\_\_\_ Company \_\_\_\_\_ Time \_\_\_\_\_
  - o Name \_\_\_\_\_ Company \_\_\_\_\_ Time \_\_\_\_\_
  - o Name \_\_\_\_\_ Company \_\_\_\_\_ Time \_\_\_\_\_
16. Have you considered going for sale by owner?
17. Have you sold a property before? \_\_\_\_\_
18. Is there anything else I should know about your home?
  
19. Do you have any questions for me?
  
20. Explain what happens next: One Call \_\_\_\_\_ Two Call \_\_\_\_\_ Prelisting Packet \_\_\_\_\_
21. Set appointment: Day \_\_\_\_\_ Time \_\_\_\_\_ Place \_\_\_\_\_

# THE GROUP PRE-LISTING PACKET

Use The Group, Inc. color, two-fold packet with center pocket (Longs Peak on cover).  
Insert pages organized from top to bottom, i.e, page 1 is on top, page 2 is next, etc.

1. **Small “Leaders in Real Estate” brochure inserted in cut in center flap.**
2. **Partner’s personal brochure or resumé.**
3. **The Group, Inc. Annual Report.**
4. **Market Statistics (current).**  
Quarterly Housing Supply & Demand – Appropriate Market .  
Quarterly Housing Supply & Demand – The Group (if appropriate).  
Weekly showings by price range.  
Other statistics you feel are appropriate (new home sales report, etc.).  
Visual Pricing Tools could be included here or saved for personal meeting.  
Your Value Positioning Analysis would generally NOT be included here.
5. **The Group Difference – tabloid brochure.**
6. **21 Point Marketing Plan.**
7. **Sample color brochure.**
8. **Sample of *The Source* – full-color magazine.**
9. **Sample *Homes & Land* page or other advertising you do .**
10. **REALTOR.com Enhanced activity chart showing weekly visitor traffic .**
11. **Current issue of *The Real Estate Insider* (40,000 households/month).**

# THE GROUP PRE-LISTING PACKET

12. **Maximum Exposure - one page brochure.**
13. **Listing Agreement filled in (address, commission rate, etc.) except for price.**
14. **Seller's Estimated Net Proceeds Sheet with commission rate filled in stapled on top of a copy of "Contract to Buy and Sell Real Estate" .**
15. **Seller's "homework – paperclip together – add sticky note that says, "Please do the best you can to fill this out. I'll help you when we get together."**

Seller's Property Disclosure.

Lead-Based Paint Obligations of Seller.

Lead-Based Paint Disclosure (Sales).

Square Footage Disclosure.

Radon Disclosure Brochure (Fort Collins only).

Canal Importation 100 Year Floodplain Area map (Fort Collins only).

Home Warranty Information (optional).

Utility Information Request Form.

Loan Information and Verification Request Form.

FHA Loan Pay-off Form.

Authorization and Request for Homeowners' Association Documents.

Electronic Recording Key Safe (Lock Box) Authorization Form.

16. **Optional Information: Tips for Making Your Home Show Its Best, Staging and Pricing Videos.**



# THE SELLER PROCESS

## A. Prelisting Interview Questionnaire

## B. Deliver Prelisting Packet

## C. Property walkthrough goals: rapport, review, qualify seller, qualify house

## D. During property walkthrough:

1. How many properties have you sold? (If this is their first, go to question 2.)
  - o When did you sell your last one?
  - o What were your experiences with that sale? How did it go for you?
  - o What did you like the best? What did you like the least?
  - o What would you like to do the same or different on this sale?
  - o If you could wave a magic wand and have this sale go just the way you want it, what would that look like?
2. (Review) Why are you selling your home?
3. (Review) Where are you going?
4. (Review) How soon do you need to be there? (Fill out calendar.)
5. Do you have any other properties that you need to sell? Would you like me to help you with those properties?
6. (After you have asked about inclusions and exclusions) Do you want to price your house with this \_\_\_\_\_ or with \_\_\_\_\_ ? (Qualify the house.)

# THE SELLER PROCESS

7. I prepared a package of information for you and had it delivered yesterday. Have you had a chance to review it? (If not, briefly review the package with them.)
8. Do you have any questions regarding the package?
9. Based on the information in the package, do you feel I am qualified to market your home?
  - o (If “Yes”) “Would you like for me to handle the sale for you?”  
(If “Yes”) “What questions do you have?”
  - o (If “Yes, but.....”) They will mention a concern such as price.  
“So...you feel I’m qualified once we can agree on \_\_\_\_\_.”  
(Write down their concern on a piece of paper in front of them.)  
“Setting \_\_\_\_\_ aside for a moment, is there anything else?”  
(If they have another concern, repeat it and write it down on the list.)  
“So...you feel I’m qualified once we can agree on \_\_\_\_\_ and \_\_\_\_\_ . Is there anything else?”  
  
Keep asking “Is there anything else.” until you have all their concerns out in the open. Repeat each one of their concerns back to them as they mention it and write them all down on a piece of paper they can see.
- o You know, one of three things will happen today:
  1. After I’ve answered your questions, you may decide to hire me.
  2. You may decide I’m not the right fit for you and you may choose not to hire me.
  3. If I feel I can’t help you achieve your objectives, I have a responsibility to tell you that and not take your listing. It would not be right for me to take your listing knowing down deep inside that I can’t help you.

Shall we proceed and see where we are?

## THE SELLER PROCESS

10. My mission is to help you get to \_\_\_\_\_ on time.  
Would you like to see your odds? Show them:
- o “The Pond” (how markets and supply/demand work)
  - o Their market odds by price range
  - o Their market odds and absorption rate for their neighborhood (Note: Neighborhood can be defined as a map area or type of location (waterfront, golf course, acreage, etc.)
11. Are you willing to list your home at fair market value?
- o (If they ask, “What is fair market value?” Fair market value is determined by what buyers are willing to pay given their choices and what sellers are willing to sell for given their choices and the competition.)
  - o Would you like to see how buyers and sellers determine fair market value?
  - o Let’s start by looking at the market through what we call “Buyer Eyes”. Buyers start selecting homes based on three criteria:
    1. Size/style
    2. Location
    3. Price
  - o Later they also consider condition and features/amenities.
  - o Show “Scattergram” – Would you agree your home will sell someplace on this line. Where do you feel we need to be on the line?
  - o Show “Price Lines” – Where do you feel we need to be in line?

# THE SELLER PROCESS

12. Based on current market conditions where do you feel we should price your house to get you to (new place) on time?
13. Do you feel that will get you there on time? If not, what's your Plan B?
  - o If they want to start at a higher price and come down, show charts on "Overpricing in a Depreciating Market" and "Why Your First Offer is Often Your Best Offer".
  - o When do you think your home is most exciting to buyers? When it is fresh on the market or after it has been on the market for several months?
  - o Do you believe we need to have your home positioned at its best at the start?
14. If we get to (date) and your house isn't sold, what will you do? What is your Plan B?
15. If we got a contract on your house for \$ \_\_\_\_\_ today, what would you do?
16. If we find a buyer for your house in the next 72 hours, are you going to be okay with that? What if it's the first person who looks at your house?

## Simple Pricing Questions with Scattergram:

**Ask the seller to find their square footage on the bottom of the Scattergram. Ask them to draw a line from their square footage vertically up and off the page.**

### Pricing questions:

1. "Would you agree that your home will sell somewhere on this line?"
2. "Based on what we have talked about, where do you feel that your home will sell on this line?"
3. "Where do you want to price your home on the line?" (If they price accurately, agree with them.)
4. If you feel that they are overpriced, ask "Do you think that price will get you there on time?"
5. "If your home doesn't sell by the time that you are ready to move, what is your plan B?"
6. "If we find a buyer for your house in the next 72 hours, are you going to be okay with that? What if it is the first person that looks at your house?"

# LISTING PROCESS

1. **Complete Listing Interview – decide one call or two call.**
2. **Explain process to seller “Here’s what happens next. Will that work for you?”**
3. **Check seller packet to make sure it has current and relevant information:**  
Proper city maps, statistics, etc. Up-to-date statistics, Source, etc.  
Customize marketing plan based on interview?  
Staging video? Pricing video?
4. **Arrange for seller packet to be dropped off.**
5. **Order Ownership & Encumbrances Record from Title Company.**
6. **Do Value Positioning Analysis (VPA):**  
Similar properties that have sold.  
Similar properties that are active.  
Similar properties that have expired.  
Check pricing histories and days on the market.  
Determine absorption rate – given the current supply of homes that are similar to this one, and the rate of sales of homes that are similar to this one, how long (on average) will it take to sell this home?  
Check months of inventory chart—what’s happening in this price range.  
Prepare “The Pond” and absorption rate analysis.  
Drive neighborhood:
  - Take digital photo of subject property (put in brochure).
  - Check out similar active and sold properties – notice condition, orientation (open space, busy streets, etc).
  - Preview active properties and rate them using VPA form.
  - Check out any For Sale by Owners (call and get info).
  - Look for positive or negative changes in neighborhood.
  - Become the neighborhood expert

# LISTING PROCESS

## 7. Based on the VPA what is my pricing strategy?

What is the price range for this home (subject to seeing home).

Where would I like to see this home priced? (subject to seeing home).

Where will we need to be “in line” to get this home sold in the time frame requested by the seller? (subject to seeing home).

## 8. Pre-Game

What is the seller’s most important objective?

What does the seller think is their most important objective?

What do I know about the sellers F.O.R.D.?

What is the seller’s personality type?

Is the seller primarily Visual, Auditory, or Kinesthetic?

What are three things the seller is looking for in a REALTOR®?

What are the potential objections they may have to listing with me?

What potential pricing objections may they have?

What are the potential problems with the property?

What are my strategies to handling their potential objections?

Review my “Sweet 16” Listing Questions.

## 9. Listing Consultation – at seller’s home. Start with tour of home – condition?



# MARKETING PLAN

## Our goals are:

To help you get your home sold and get you where you want to go on time.

To help put you in the strongest negotiating position possible.

To make it easier for you and reduce surprises.

- 1. Pre-Inspection.** We will have the major systems in your house inspected to reduce your risk of any surprises when negotiating with a buyer and to make your transaction smoother. I will pay for these inspections as part of my service to you.
- 2. Pre-Title Commitment.** We will order (at our cost) a pre-title commitment to reduce your risk of any title problems at closing.
- 3. Staging.** We will assist you with preparing your home for sale.
- 4. Pricing.** We will assist you with pricing your home based on a competitive market analysis. This will help you to set the best price on your home so that it will sell within your time frame.
- 5. Marketing System.** We will enter your home into our marketing/information system.
- 6. Relocation Program.** Information on your property will be put in the LeadingRE relocation packages that go to major employers. This will increase your exposure to relocating buyers. Last year, one in four buyers was from out of town.
- 7. Yard Sign.** We will place one of \_\_\_\_\_ signs on your property.
- 8. Color Brochure.** We will have your home professionally photographed and a full color brochure prepared.
- 9. Brochure Box.** We will place a brochure box on our sign. We will provide you with extra brochures to refill the box.
- 10. Lock Box.** We will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home.
- 11. Multiple Listing Service (MLS).** We will enter your home's information into the MLS, giving your home exposure to \_\_\_\_\_ REALTORS® in \_\_\_\_\_.
- 12. Internet.** We will enter your home's information on REALTOR.com, the nation's largest real estate web site as well as four other web sites.

# MARKETING PLAN

- 13. Enhanced Internet Technology.** We will enhance your property on REALTOR.com with additional photos and technology so that you will appear earlier on internet searches and receive up to 300% more visitors to your property than non-enhanced listings. We will also email you reports showing the number of internet visitors to your property.

In addition, we will set you up on our Search system so you will be automatically emailed any new listings that come on the market in your area. This is an automatic way for you to stay up to date on the competition.

- 14. Contact REALTORS® with Buyers.** We will mail a color postcard of your home to the REALTORS® who have buyers in your price range.
- 15. Mail to Neighbors.** We will mail a color postcard of your home to 50 neighbors closest to your home.
- 16. Personal contact.** I will personally contact the 20 neighbors closest to your home to get their ideas on prospects for your home. In addition, I personally contact at least 50 people a week throughout the community.
- 17. Counter Display.** We will prepare an informational notebook containing most things a buyer will want to know – survey, school information, utilities, homeowner’s association, pre-inspection information, contract, etc. This information will give buyer’s the confidence to write a contract.
- 18. Buyer/REALTOR® Survey.** As part of the counter display, we will have a survey card for REALTORS® and their buyers to fill out and give us feedback on their showing of your home. They will leave the cards in a bowl on the counter so you can review their comments. I will offer a drawing for a gift as an incentive for them to fill out the survey card.
- 19. Open House.** I will hold your house open (with your permission). Three days before the open house, I will place a sign in front of your home promoting the open house.
- 20. Transaction Management.** Our full-time transaction managers will manage the details of your transaction to ensure that your contract closes on time – and you can move on time. Over 90% of our contracts close on or before the date written in the contract compared to an industry average of less than 50 percent.
- 21. Weekly Contact.** I will contact you weekly to give you an update on the marketing of your home and answer any questions you may have.

# REALTOR® 7.0 LISTING

1. **Show up on time (shows respect and integrity)**
2. **Dress up – it's a job interview!**
3. **Give a pre-listing packet in advance**
4. **Provide market information- statistics – odds of selling**
5. **Provide written comparative market analysis**
6. **Provide written marketing plan**
7. **Position the seller in the strongest negotiating position possible:**
  - Pre-Inspection
  - Improvement location certificate (ILC)
  - CLUE report (Comprehensive Loss Underwriting Exchange) or equivalent
  - Professional measurement and floor plan by appraiser
  - Septic inspection
  - Staging, carpet/paint program
  - Handyman service (make it easier)
8. **Color brochure**
9. **Additional marketing – Source, Just listed cards, etc.**
10. **Have the home “Parade Ready” before exposing to the market**
  - Pre-inspection/Septic inspection and disclosures
  - Improvement location certificate (ILC)
  - Professional measurements and floor plan by appraiser
  - Pictures and complete information in MLS
  - Enhanced REALTOR.com
  - Color brochure and brochure box
  - Counter display
  - Contract writing packet
  - Sign and lockbox
11. **Managing transaction to make sure it is smooth – weekly communication**
12. **Create “Fabled Service” through use of “Wow!’s” at moments of truth**

# ABSORPTION RATE POSITIONING

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

Address: \_\_\_\_\_

Property Description: \_\_\_\_\_

Profile Buyer for this property: \_\_\_\_\_

- 1. Define the “Playing Field” through “Buyer’s Eyes” (MLS search criteria):**  
Neighborhood, zip code, price range, size, floor plan, lakefront, schools, etc.
- 2. Sold properties in the past \_\_\_\_\_ months: \_\_\_\_\_** (Success patterns/refine search?)
- 3. Sales rate (absorption rate) per month of similar properties: \_\_\_\_\_**
- 4. Number of properties currently for sale: \_\_\_\_\_** (+ your house) = \_\_\_\_\_
- 5. At current sales rate, time required to sell all of current properties: \_\_\_\_\_** months
- 6. Odds of Selling within 30 Days through “Buyer’s Eyes”:**  
\_\_\_\_ (Monthly sales rate #3) ÷ \_\_\_\_ (properties for sale #4) = \_\_\_\_ % Odds of Selling this mo.
- 7. Value positioning your property vs. the competition through “Buyer’s Eyes”:**  
Condition: \_\_\_\_\_ Rating: \_\_\_\_\_  
Location: \_\_\_\_\_ Rating: \_\_\_\_\_  
Size (lot and house): \_\_\_\_\_ Rating: \_\_\_\_\_  
Features/Amenities: \_\_\_\_\_ Rating: \_\_\_\_\_  
Price \_\_\_\_\_ Rating: \_\_\_\_\_
- 8. Value positioning through “Buyer’s Eyes”:**  
100% Odds of Selling within 30 Days = Position your house in the Top \_\_\_\_\_  
50% Odds of Selling within 30 Days = Position your house in the Top \_\_\_\_\_  
33% Odds of Selling within 30 Days = Position your house in the Top \_\_\_\_\_

# ABSORPTION RATE POSITIONING SAMPLE

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

Address: \_\_\_\_\_

Property Description: \_\_\_\_\_

Profile Buyer for this property: \_\_\_\_\_

**1. Define the “Playing Field” through “Buyer’s Eyes” (MLS search criteria):**

Neighborhood, zip code, price range, size, floor plan, lakefront, schools, etc.

- *Note: In Step #1, pretend you are sitting with a buyer and about to select homes to look at. You are going to load the buyer’s search criteria into the MLS system. Where would this property show up in a search? What categories or criteria would a buyer use for this type of property? What would be the other properties (that are similar to this) a buyer would want to see? Buyers tend to search based on 3 general criteria: Style, Location, and Price Range.*

**2. Sold properties in the past 12 months: 25 (Success patterns/refine search?)**

- *Once you have loaded in your search criteria (Step #1); ask the computer “How many properties that fit these criteria have sold in the last 12 months?” In this example there are 25 properties that have sold. At this point you can decide if you want to narrow your search by limiting the criteria even more – for example, only 4 bedroom, 2-story homes, in Anderson Farm subdivision.*
- *Next, look for “success patterns”. Is there a pattern for those that are selling? For example: all or most are ranch style (1 level homes); main-floor master suites; on more than 1 acre; top floor condos; etc. The market will speak to us. We need to be listening! You may want to refine your search at this point. You want to “drill down” and really understand why buyers are buying these particular homes – what are the features that are selling them – or is it simply price?*

**3. Sales rate (absorption rate) per month of similar properties: approximately two months**

- *If 25 homes sold in 12 months, they are selling at the rate of approximately 2 per month ( $25 \div 12 =$  approx. 2 per month).*

**4. Number of properties currently for sale: 17 (+ your house) = 18**

- *Here you ask the computer for how many homes that match these criteria are currently for sale. In this example, there are 17 properties that match the criteria. When we add your seller’s house into the mix, a buyer will have 18 choices. These other 17 homes are your competition.*

# ABSORPTION RATE POSITIONING SAMPLE

## 5. At current sales rate, time required to sell all of current properties: 9 months

- *If there are 18 houses for sale that fit these criteria, and they are selling at the rate of 2 per month, it will take 9 months to sell all of the current inventory (18 homes ÷ 2/mo. = 9 months). At this point, you can ask your seller, “Will 9 months work for you?”*

## 6. Odds of Selling within 30 Days through “Buyer’s Eyes”:

2 (Monthly sales rate #3) ÷ 18 (properties for sale #4) = 11.1 % Odds of Selling this mo.

- *Earlier, we had stated the seller’s goals – to get to \_\_\_\_\_ on time. Using the calendar, we had calculated that to meet their timing goals, we need to have a contract on their house in the next 30 days. (If, it takes an additional 60 days for the buyer to obtain financing and close, then a contract in 30 days means a closing in 90 days.)*
- *Here we are showing them that the odds of their house going under contract in the next 30 days are 11.1%. At this point, the seller may start to panic because the odds are not very high – although they will be impressed that you can show them their odds with this level of precision.*
- *At this point in time, it is very important to make two points:*
- *Point #1: “You know, most buyers do not buy homes based strictly on price. They buy based on value – which is the relationship of their perception of quality and price. There are 5 key factors they consider in buying a home and I’ll show you what those are.”*
- *Point #2: “Our goal is to help you with a value positioning strategy that will increase your odds from 11.1% to potentially 100%. Would you like to see how it works?”*

## 7. Value positioning your property vs. the competition through “Buyer’s Eyes”:

Condition: \_\_\_\_\_ Rating: \_\_\_\_\_

Location: \_\_\_\_\_ Rating: \_\_\_\_\_

Size (lot and house): \_\_\_\_\_ Rating: \_\_\_\_\_

Features/Amenities: \_\_\_\_\_ Rating: \_\_\_\_\_

Price \_\_\_\_\_ Rating: \_\_\_\_\_

- *In Step 7, you will use your expertise with the MLS photos, descriptions, and google maps, to select the top six houses (out of the 18) that a buyer will want to see first. Again, project yourself into the role of working with a buyer to pick the best 6 of the 18 houses. Of the six houses, one of them is your seller’s house.*



# ABSORPTION RATE POSITIONING SAMPLE

- *Next you will want to personally visit the other five competing properties. The reason you want to do this is because the buyers will do it and you want to position your seller's house for the market using "Buyer Eyes". You may want to consider taking the seller with you on this tour of the competition.*
- *As you tour the competition, rate your listing on a one to six scale – with one being first place and six being last place. For example, you might rate your listing as a "three" on condition but with some reconditioning and staging you could get it to "two" which means it would be in second place on condition. Generally a seller can improve condition and price but not location. Size (e.g. adding a room) and features/amenities (e.g. granite) can generally only be improved with a large investment of time/money. Sellers usually have to compensate for location, size, and features/amenities with price. Again, most buyers do not buy strictly on price. They buy based on value, which is their perception of the relationship of these 5 factors.*

## 8. Value positioning through "Buyer's Eyes":

100% Odds of Selling within 30 Days = Position your house in the Top 2

50% Odds of Selling within 30 Days = Position your house in the Top 4

33% Odds of Selling within 30 Days = Position your house in the Top 6

- *If the seller wants to be under contract within 30 days, they need to position their house as one of the top 2 that a buyer has to pick from. If they do this, two houses are going to sell this month and they should be one of them. If they are in the top 4 and two are selling this month, they have 50% odds of selling, etc.*
- *Remember, markets are very dynamic and it is recommended you track all showings, buyer/REALTOR® comments, and re-do your value positioning and absorption rate analysis every two weeks.*
- (Adjust for seasonality and market trends.)
- *The above analysis is based on 12 months of data. If you have a seasonal market, or market conditions are changing, you should do this same analysis using the last 3 months as a "snapshot" of current market conditions. You may discover that the market has slowed (perhaps you need to be in the Top 1 to be under contract in 30 days) or the market has sped up (and you need to be in the Top 3 to be under contract in 30 days).*  
(Adjust for seasonality and market trends)





“ the world is a friendly place. ”



# GETTING IT SOLD!

## Marketing Checklist

1. Does the seller have a “gap” – a reason to sell, a place to go, and a time to get here?
2. Does this home create a good first impression? Staging? Carpet and paint program?
3. Has the seller detached emotionally from the house? How can we help them?
4. Has the seller de-personalized the house? How can we help them?
5. Has the seller de-cluttered the house? How can we help them?
6. How many homes of this style and price range are for sale in this area?
7. How many homes of this style and price range sold in the last quarter?
8. How does this home compete with new construction?
9. Has the seller adjusted the price for location, condition, and any obsolescence?
10. Where does this home need to be priced in order to sell in the time frame requested by the seller?
11. Is this property priced “at the front of the line” relative to competition? Will it be one of the top 2 or 3 properties picked by a buyer for this area, price range, and style?
12. How can we set this property apart from the crowd?
13. Do we have a decent photo – season, angle, exposure?
14. Do we have brochures and a counter display in the home? Brochure box?
15. Does the property brochure and counter display have complete information that answers the buyer’s questions? Is there enough information for them to write a contract without tracking down the listing REALTOR®?
16. Does our sign look new and fresh?
17. Do we have the home on tour? Do we have good directions? Is the house properly staged before we tour it?
18. Do we make it easy for buyers and REALTORS® to get information on this property?
19. Is the listing file complete and easily available?
20. Are showing instructions simple, clear, and complete?
21. Is this home easy to show?
22. Is this home on lock box?
23. Are we offering the best financing terms available?
24. Is the Seller available to review contracts? Have they been coached to let me know where they are if they leave town? Are they mentally prepared to accept a contract?
25. Can a buyer get possession quickly/easily?

# GETTING IT SOLD!

## Additional Marketing Checklist for New Home Neighborhoods

1. Who is the buyer for our homes? Where will they come from & why will they buy?
2. Who is our competition (including resale homes)? Do we visit competition monthly?
3. How are we unique in a way buyers perceive as valuable? Do we have a niche?
4. Is our sales staff trained to know our product, the competition, and how to communicate the differences?
5. Do we have a good “window”?
6. If yes, how do we maximize use of the window? Signs, model location, etc.
7. If no, what is our marketing plan to get people to visit us?
8. How do we phase construction to keep the window open as long as possible?
9. Does our entrance create a “sense of arrival?” Landscaping, signage. What does a buyer see when they drive in the neighborhood? When they drive out?
10. Does the buyer experience the three “wows?” –
  - o Entrance into the neighborhood
  - o Driving up to the house/model
  - o Stepping into the entry of house/model.
11. Have we walked through the neighborhood repeatedly using “Buyer Eyes?”
12. How do we get from “project” to “neighborhood” as soon as possible?
13. “Clustered” versus “scattered” construction.
14. Sodded front yards?
15. Site controls: construction traffic, material storage, weed control, porta-johns, periodic street cleaning, radio volume, construction hours, a clean construction site that minimizes wind and visual impact.
16. Have we taken good care of our customers – met their expectations on quality, inclusions, completion time, walk through procedure and call-backs?
17. Do we have happy customers who will speak positively about our neighborhood, help build a positive reputation for it, and refer potential buyers to us?
18. Have we prepared a marketing plan and budget using the “Eight P’s of Marketing”?

### Eight Step Marketing Plan

- |                              |  |
|------------------------------|--|
| 1. Product                   | 5. Positioning (relative to competition) |
| 2. Price                     | 6. Packaging                             |
| 3. Promotion                 | 7. Perception (“Buyer Eyes”)             |
| 4. Place (Speed/Convenience) | 8. Promise                               |

# PRICING QUESTIONS AND DIALOGUES

## 1. Are you willing to list your home at fair market value?

If yes. Would you like me to handle it for you?

If yes, but...So...backtrack...anything else?

As a buyer, how would you select the homes you want to look at? (Listen)

You know, we find most buyers select homes to look at based on three criteria:

- Style/size
- Location
- Price range

Let's pretend to be a buyer and look at the market for your home through the "buyer's eyes". (Show market analysis. List homes for sale in order of price, showing where their home is "in line". Take them on a tour of the competition.)

## 2. Based on the supply and demand for homes in your price range, where do you feel we need to price your house to get you to (new place) on time?

## 3. Do you think that price will get you there on time?

If we get to (date) and your house isn't sold, what will you do? What's your "Plan B"?

Can you handle the cost of maintaining two households?

Will you go to (new place) and leave your family here or will you take your family and leave your house here? (explain insurance)

If we had a contract for \$ \_\_\_\_\_ sitting in front of us right now, what would you do?

## 4. If they ask you, "What do you think the price should be?"

We always look to the market for answers. The market will speak to us. We need to listen. Based on the information we have just gone over, the current market appears to be telling us your home will probably sell somewhere in the range of

\$ \_\_\_\_\_ to \$ \_\_\_\_\_. Will that work for you?

## PRICING QUESTIONS AND DIALOGUES

5. If they say, “We need \$ \_\_\_\_\_ because of \_\_\_\_\_.”

Let me ask you this, when you purchased your new home, did you decide to pay that price based on your knowledge of the market and what your choices were? Would you have paid above market price for that home if the seller had needed more?

6. If they say, “We can always come down.”

Here is a list of homes available for sale that are similar to yours in style, price range and location. You can see at a price of \$ \_\_\_\_\_ where we are in line. If you were a buyer and you wanted to pick three homes to look at, which three homes would you pick? At \$ \_\_\_\_\_, do you think we will make the cut?

Show them “Showing Activity Chart” and the importance of the first 30 days.

7. Drop back positions:

Automatic price reductions in the listing agreement.

Solve it “on the other end” – the house they are buying

List it in the future.

- o “Joe from XYZ Realty says he can get us our price.”

Do you believe him? Has he shown you the same information we have gone over?

If (date) arrives and Joe hasn’t sold your home what will you do?

If it wasn’t for the price, would you prefer to list with Joe or with me?

Then let’s do this, why don’t you list with Joe until (date). Maybe he will get it sold for you. Just in case he doesn’t, let’s list your home starting (date +1). That way we will be ready to go if it doesn’t sell.



# COMMISSION QUESTIONS AND DIALOGUES

## 1. Pre-Game Ritual

Know your seller (their motivations, likes, dislikes, tactics, hot buttons).

Know what you want to accomplish.

Know your strategy (your approach, skills to use, tactics, mentally rehearse).

Know your “drop-back” positions.

Know your “enough” (when you will walk away).

## 2. Do they know the price of your service up-front? (It helps if they do - Prelist Book)

## 3. Shift their focus from “Cost” to “Results”

Use “Calendar Process”, pre-listing packet, and “Sweet 16” listing questions.

Are they motivated to move? Do they have a gap?

Your mission is to get them there on time.

Show them their odds.

Show them their odds with you (demonstrate added value).

Show them what you do to sell their home, i.e. your marketing plan.

## 4. Possible Commission Dialogues (S = Seller ; R= REALTOR®)

S. What is your fee?

R. \_\_\_\_\_%, and let me show you how it works. We pay \_\_\_\_\_% to the broker who sells your house. We use \_\_\_\_\_% to market your house. I'll show you a list of things we do to market your property with the \_\_\_\_\_%.

There are really two fees. Our fee to do all the marketing I've shown you is \_\_\_\_\_%. Now, what we need to decide together is how much of a fee we want to offer to brokers to encourage them to sell your property. Most of them will sell your home for \_\_\_\_\_%. Will that be OK with you?

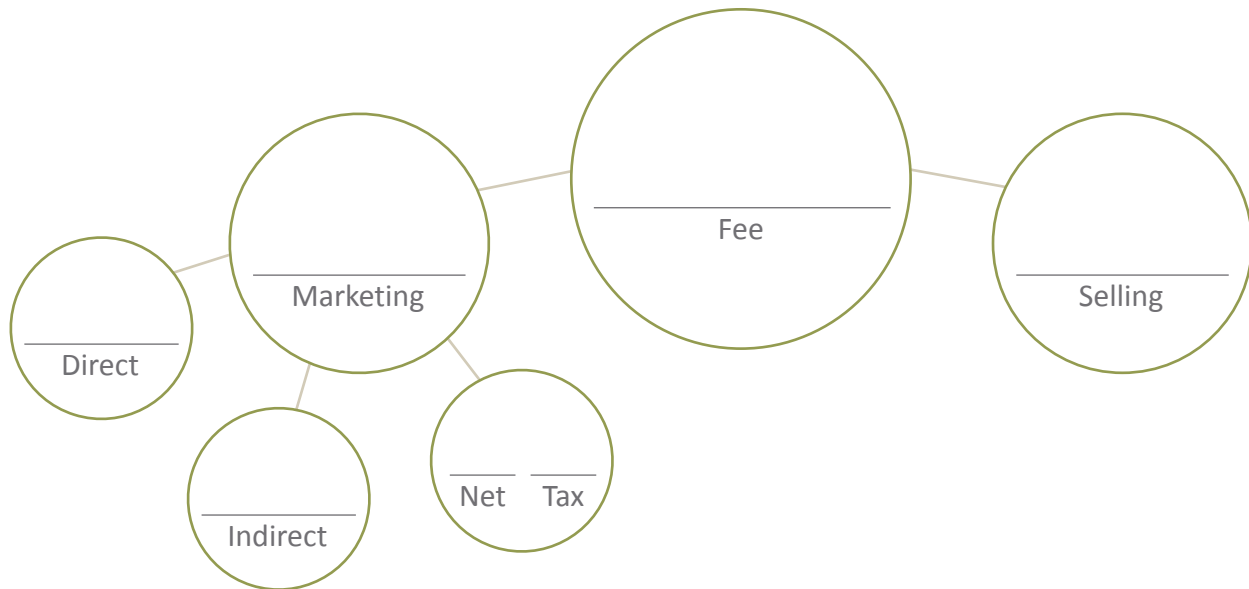
That's really up to you. You have two choices. We can do everything I've shown you for a fee of \_\_\_\_\_% - some of my customers choose to go this route. Or, we can offer some additional marketing and incentives for a fee of \_\_\_\_\_%. Many of my sellers prefer to go this route because it improves their odds of selling. Which program would you prefer?

# COMMISSION QUESTIONS AND DIALOGUES

## TSW! (This Stuff Works!)

Follow the 16-Step Seller Process and you will seldom have commission objections. When you do, here are seven Ninja favorites to handle them.

- o The Original Ninja, Jimmy D.'s humor: "Six versus Five".
  1. Magic Words – "Fair and Honest"
  2. Where the money is invested on your behalf.



3. "Do you believe there is a predetermined price for your home or do you believe there is a price range based on market dynamics?" (Focus on the importance of marketing and negotiation.)
4. Integrity – "Who do you believe will be the best at protecting your price?" How quick was he/she to cut their fee? How quick will they be to cut your price?
5. Baseball Analogy – Getting under contract in this market is just 1st base. Are you looking for a REALTOR® and company that can get you to home plate or just to first base?
6. Commission Guarantee.
7. Persistence – 80/20.

# COMMISSION QUESTIONS AND DIALOGUES

## 5. Commission Objection Role Play

*Note: The following dialogue is a transcript of a Ninja Selling class Larry Kendall taught at the Denver Board of REALTORS®. Larry did a role play with the class where the class played the role of the seller (S) and Larry played the role of the REALTOR®.*

S. Will you do it for less?

R. No, that's what it will take to get you where you want to go on time.

How important is it for you to get into your new home on time?

You've seen the odds? Do you really want us to give it "first rate" effort or a "second rate" effort?

S. I want a first rate effort. I just don't want to pay any more commission than I have to. Will you do it for less?

R. How much less?

S. 1% less.

R. Let's see (figuring) that's about \$2,000 on our \$200,000 asking price.

Assuming we can get you close to that amount, you'll walk away with \$61,000.

Are you saying that's not enough?

S. Well, \$63,000 is better.

R. Are you willing to risk the \$61,000 to try and make an extra \$2,000?

S. What do you mean by risk?

R. You've seen the odds we face, right?

S. Right.

R. You need to be in San Diego in less than 90 days?

S. Yes.

R. You've said you want a first rate effort, right?

S. Yes.

R. Well what would you like to cut out of the marketing?

We could pay the selling brokers less to sell your house than the other houses in the market. Do you think that would be in your best interest?

# COMMISSION QUESTIONS AND DIALOGUES

- S. Probably not.
- R. We could cut back on some of the advertising. Which things would you like to cut out?
- S. I really don't want to cut anything out. I guess what I'm really saying is, will you work for less?
- R. I really can't work for less. Number one, it wouldn't be fair and honest to my other sellers who are paying me to get the job done for them - and they are facing the same odds you are. More importantly, it wouldn't be fair to you. I can see you and your family are really excited about this move. It's the dream of a lifetime, and I want to give it our best shot to get you there - not cut corners.
- S. Well, Joe said he would do it for a total of 5%. If you'll do it for that, I'll list with you.
- R. How do you feel about Joe's odds of getting you there on time? Did he show you his odds?
- S. No, but he did show me how much money I would save by listing with him rather than you.
- R. Do you feel your odds are as good with Joe as they are with our firm?
- S. I don't know. The odds are probably better with you.
- R. Did Joe show you any references you could check out?
- S. No.
- R. Are you willing to take the risk with Joe?
- S. Maybe.
- R. What is Joe cutting out of the marketing?
- S. What do you mean?
- R. Is he going to advertise?
- S. I believe so.
- R. Is he going to do brochures?
- S. I don't know.
- R. Is he going to offer a cooperating commission to other selling brokers?
- S. I believe he is, but I'm not sure.

# COMMISSION QUESTIONS AND DIALOGUES

R. Is he going to put your home in the MLS?

S. I think so.

R. What's your "Plan B?"

S. What do you mean?

R. If we are sitting here two months from now and Joe hasn't sold your house, what are you going to do?

S. Well, I'll probably be calling you to come over and bail me out. But I don't think that will happen. Will you do it for 5%?

R. Who would you rather work with, Joe or me?

S. I would rather work with you but Joe is cheaper.

R. So it's strictly a matter of money?

S. Yes

R. Who do you think will do a better job for you?

S. You will

R. Who do you think will be a tougher negotiator on your behalf to get you the highest price - me or Joe?

S. You probably will be.

R. How quick was Joe to cut his commission?

S. Pretty quick.

R. How quick do you think he will be to cut your price to a buyer?

S. I don't know. It concerns me.

R. Who do you think will net you the most "walking away" money?

S. You probably will.

R. Even with my higher commission?

## COMMISSION QUESTIONS AND DIALOGUES

S. Yeah.

R. You will still net more?

S. Yeah. Probably will.

R. So, can I be your REALTOR®?

S. Yeah, but I just worry I may be paying more than I have to. How do I know you'll get the job done.

R. Number one, I don't get paid until I do get the job done. Number two, I'll guarantee my service to you. When we are done selling your property, if, for any reason you don't feel I've earned my entire fee, you let me know and I'll refund you the difference between what you paid me and you would have paid Joe. I'll write the guarantee right here in the listing agreement. Will that work for you?

S. Yeah, that sounds good. I feel good about working with you.



# SMOOTH MOVES

Creating Customer Satisfaction and Increasing Income per Hour

## 1. Customer Survey – Top Three Characteristics Customers Seek in a REALTOR®

1. Knowledge
2. Trust
3. Strong Negotiator (“Pleasing personality” is important but no longer in top three)

## 2. Number One Customer Satisfaction Criteria: “Was it a smooth transaction?”

Did it close on time?

Did it close the way the contract was initially written

Was there a lot of hassle between contract and closing?

Were there a lot of surprises?

## 3. Three Reasons to do Inspections at Time of Listing:

1. Leads to smoother transaction – fewer surprises, happier customers
2. Puts seller in stronger negotiating position
3. Differentiates and Adds Value
  - o Differentiates you as lister, adds perceived value to seller
  - o Differentiates the listing, adds perceived value to buyers

## 4. Reasons Most REALTORS® Don’t do Inspections at the Time of Listing:

Habit/tradition

Lack of training/fear of change – lacks a system

Haven’t figured out how it adds value – tries to substitute for buyers inspection

Cheap – tries to get seller to pay

Likes the drama of surprises before closing

# SMOOTH MOVES

## 5. Cost/Perceived Value/Differentiation

Roof – about \$50

Furnace – about \$60 - \$70

Home Inspection - \$100 - \$200

Radon – use mitigation allowance in seller’s net sheet

Cost to salesperson - \$210 - \$320; Perceived Value to Seller - \$1,000’s

Salesperson has:

- Higher perceived value (justifies fee)
- Is different
- Has smoother transaction (higher customer satisfaction)

## 6. Cover Letter on Inspections:

The attached inspections were completed on behalf of seller to determine the condition of this property at the time of listing for sale. Buyers are welcome to take copies of these inspections, however, no representations or warranties are being made by seller or (name of real estate listing company). Buyers are advised to use experts of their own choosing in evaluating this property.

## SMOOTH MOVES

### 7. Sample Dialogues:

“We have three goals:

1. To get you where you want to go on time;
2. To make your transaction as smooth as possible
3. To put you in the strongest negotiating position possible.

90% of all buyers are going have your house inspected before they will close. So we don't get surprised after we have signed a contract, do you know the condition of your \_\_\_\_\_ ? Have you had it inspected recently?”

- o If yes: “Are you comfortable pricing your home based on that inspection?”
- o If no: “Okay here's what I would suggest we do next. I'm going to have the major systems in your house inspected by licensed contractors. I will pay for these inspections as part of my service to you. This will accomplish three things:

It will reduce our risk of any surprises when negotiating with a buyer.

It will save you money because we can probably adjust the sales price by the amount of any repairs. Plus, the buyer is probably going to have more confidence in writing a contract on a house that has been inspected.

It puts you in a stronger negotiating position.

Does this sound like a good plan to you?”

- o If yes: proceed
- o If no: “May I ask why not?” (They give reasons.)

So (playback reasons) is there anything else? (Get all reasons on the table.)

“Let me ask you this, are you comfortable pricing your home and selling it, not knowing what a buyer might come back with prior to closing?”

# PRICING CASE STUDY



©IRES  
**Elementary:** Coyote Ridge  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:** 7801 **Approx Acreage:** 0.18  
**Elec:** City Of FTC **Water:** FTC/LV  
**Gas:** Xcel **Taxes/Yr:** \$1,871/2008  
**PIN:** 9615411173 **Zoning:** PUD  
**Waterfront:** No **Water Meter Inst:** Yes  
**Water Rights:** No **Well Permit #:**  
**HOA:** Registry Ridge  
**HOA Fee:** \$52.00/M **Xfer:** Yes **Rsrv:** Yes **Cov:** Yes

| Bedrooms:    | 4           | Baths:     | 4           | Rough Ins: | 0          |              |
|--------------|-------------|------------|-------------|------------|------------|--------------|
| <b>Baths</b> | <b>Bsmt</b> | <b>Lwr</b> | <b>Main</b> | <b>Upr</b> | <b>Add</b> | <b>Total</b> |
| Full         | 0           | 0          | 0           | 1          | 0          | 1            |
| 3/4          | 1           | 0          | 0           | 1          | 0          | 2            |
| 1/2          | 0           | 0          | 1           | 0          | 0          | 1            |

**All Bedrooms Conform:** Yes

| Rooms        | Level | Length | Width | Floor  |
|--------------|-------|--------|-------|--------|
| Master Bd    | Upr   | 27     | 15    | Carpet |
| Bedroom 2    | Upr   | 11     | 11    | Carpet |
| Bedroom 3    | Upr   | 11     | 11    | Carpet |
| Bedroom 4    | Bsmt  | 12     | 12    | Carpet |
| Bedroom 5    | -     | -      | -     | -      |
| Dining room  | Main  | 13     | 13    | Wood   |
| Family room  | Bsmt  | 28     | 12    | Carpet |
| Great room   | Main  | 21     | 17    | Wood   |
| Kitchen      | Main  | 21     | 16    | Wood   |
| Laundry      | Main  | 13     | 6     | Vinyl  |
| Living room  | -     | -      | -     | -      |
| Rec room     | Bsmt  | 14     | 9     | Tile   |
| Study/Office | Upr   | 14     | 10    | Carpet |

**IREs MLS#:** 610373 **PRICE:** \$425,000  
**ADDR:** 1508 Sea Wolf Ct, Fort Collins, 80526  
**RESIDENTIAL-DETACHED** **WITHDRAWN**  
**Locale:** Fort Collins **County:** Larimer  
**Area/SubArea:** 9/19 **Map Book:** X - 0 - X  
**Subdivision:** Registry Ridge  
**Legal:** Lot 173, Registry Ridge PUD, Third Filing, FTC

**Total SqFt All Lvl:** 3829 **Basement SqFt:** 1224  
**Total Finished SqFt:** 3601 **Lower Level SqFt:** 0  
**Finished SqFt w/o Bsmt:** 2604 **Main Level SqFt:** 1244  
**Upper Level SqFt:** 1358 **Addl Upper Lvl:** 0  
**# Garage Spaces:** 3 **Garage Type:** Attached  
**Garage SqFt:** 663  
**YearBuilt:** 2003 **SqFt Source:**  
**New Const:** No **Est. Comp.:**  
**Builder:** **Model:**  
**New Const Notes:**

**MLS Comments:** Spacious 4 bedroom, 3.5 bath home bordering greenbelt. Kitchen completely remodeled with cherry cabinets, cooktop, double oven, huge island and slab granite countertops. 5 1/2 in hickory floors on main level and new carpet everywhere else. The master suite has over 400 sf, a 6ft soaking tub and raised granite sinks. XL Direct Line gas grill, elliptical machine and weight set all included.

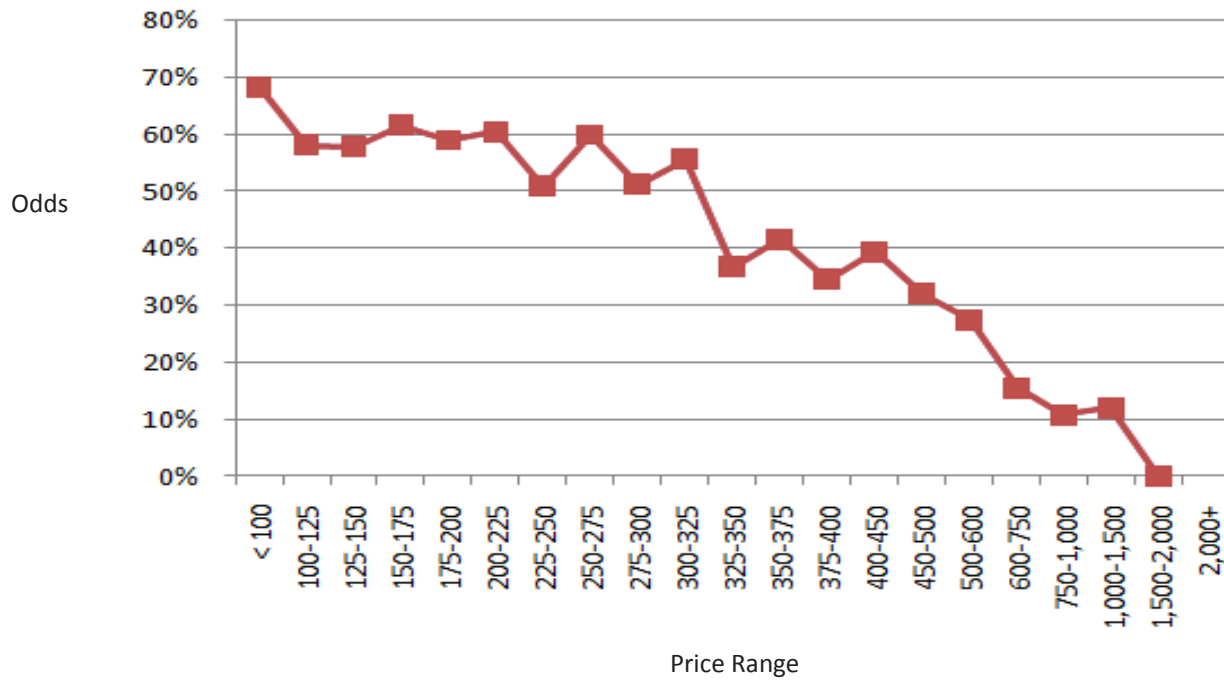
**Driving Directions:** Shields S past Trilby, W on Truxun, S on Ranger, E on Sea Wolf to property

### Property Features

**Land Size** - <.25 Acre, **Style** - 2 Story, **Construction** - Wood/Frame, **Roof** - Composition Roof, **Common Amenities** - Clubhouse, **Association Fee**  
**Includes** - Common Amenities, Trash, Management, **Outdoor Features** - Lawn Sprinkler System, Patio, **Location Description** - Cul-De-Sac, Level Lot, Abuts Public Open Space, House/Lot Faces S, **Fences** - Enclosed Fenced Area, **Views** - Foothills View, Plains View, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, **Basement/Foundation** - Full Basement, 75% +Finished Basement, **Heating** - Forced Air, Wood Stove, Humidifier, Electric Air Filter, **Cooling** - Central Air Conditioning, Ceiling Fan, **Inclusions** - Electric Range/Oven, Double Oven, Dishwasher, Microwave, Laundry Tub, Gas Bar-B-Q, Garage Door Opener, **Design Features** - Eat-In Kitchen, Separate Dining Room, Open Floor Plan, Walk-In Closet, Loft, Washer/Dryer Hookups, Wood Floors, Kitchen Island, **Master Bedroom Bath** - 5 Piece Master Bath, **Fireplace** - 2+ Fireplaces, Gas Fireplace, Living Room Fireplace, **Utilities** - Natural Gas, Cable TV Available, Satellite Avail, High Speed Avail, **Water/Sewer** - City Water, City Sewer, **Ownership** - Private Owner, **Occupied By** - Owner Occupied, **Possession** - 1-3 Days After Closing, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional,

# PRICING CASE STUDY

Odds of Selling By Price Range



Pricing Case Study (pages 142-160) courtesy of Tim DéLeon, Focus 1st and The Group, Inc.

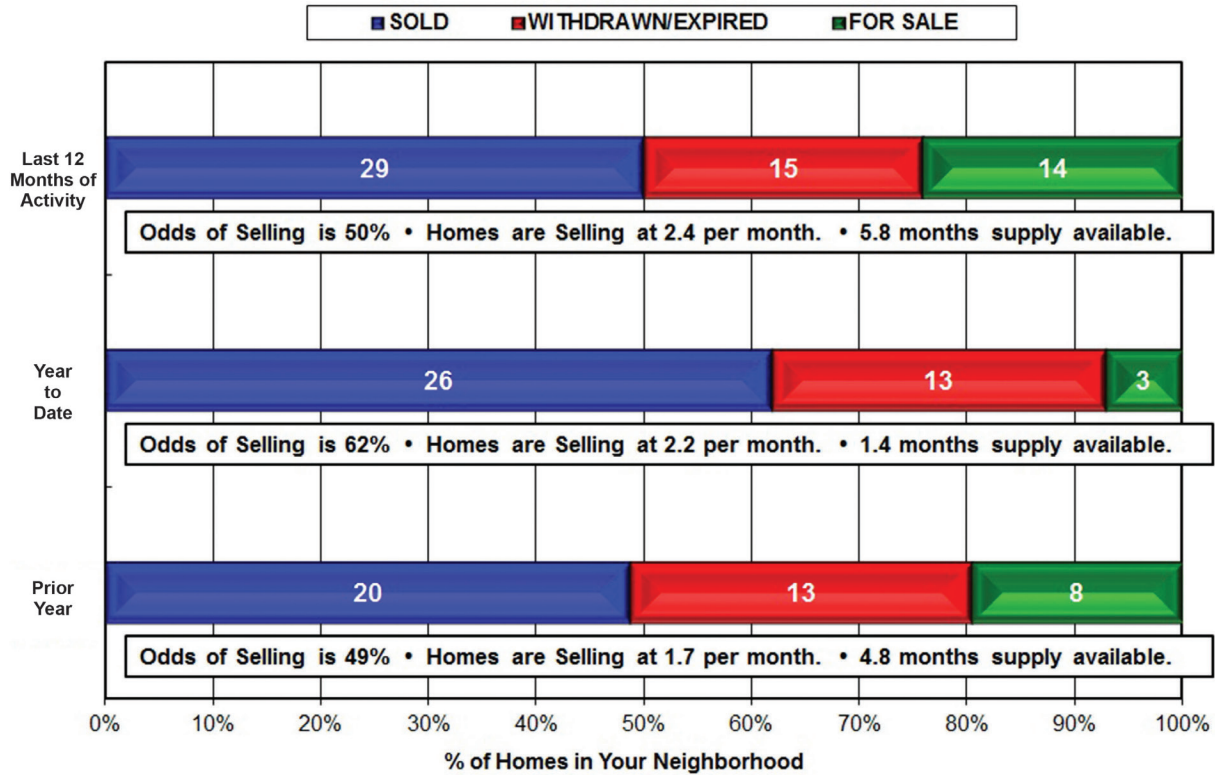
NINJA 氣 INSTALLATION

FOCUS. SKILLS. ACTION. RESULTS.

# PRICING CASE STUDY



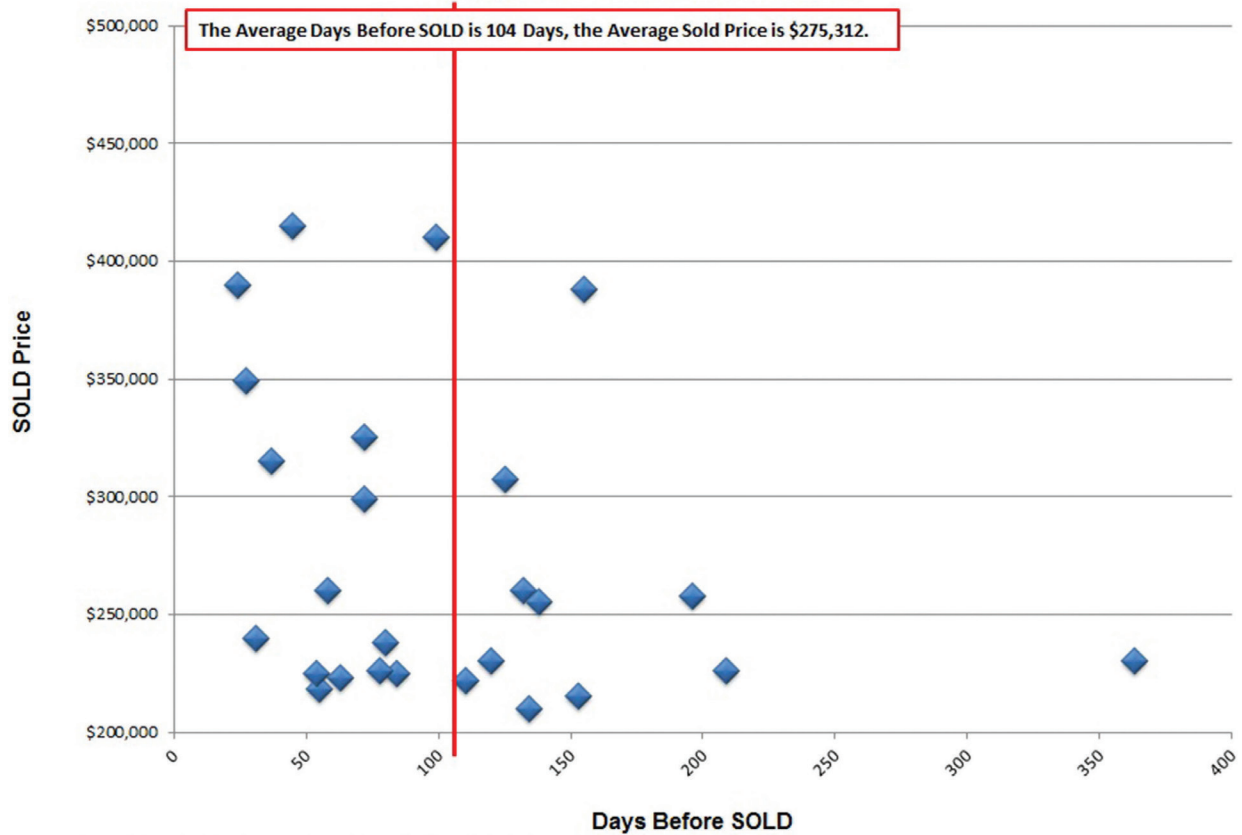
## What are the Odds of Selling Your Home? Registry Ridge (Fort Collins)





# PRICING CASE STUDY

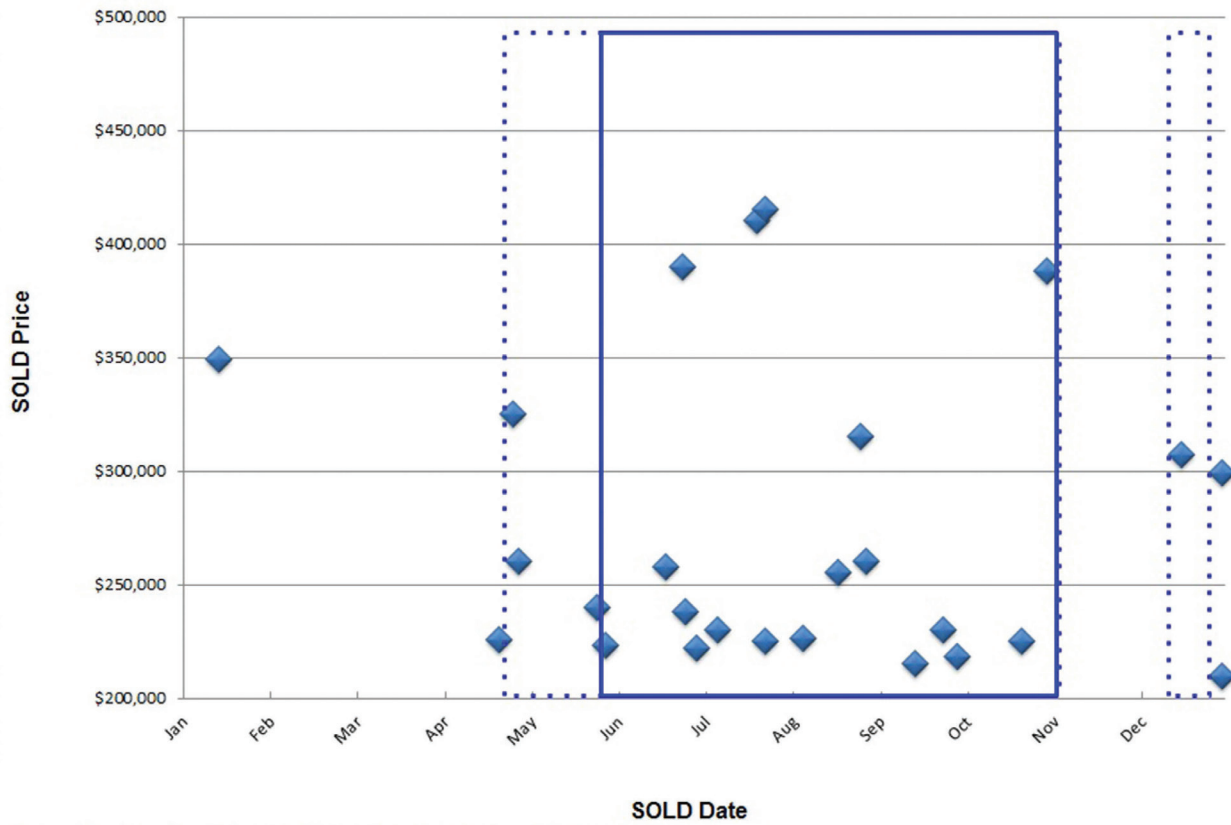
## Registry Ridge (Fort Collins)



Source: MLS, Information deemed reliable but not guaranteed.

# PRICING CASE STUDY

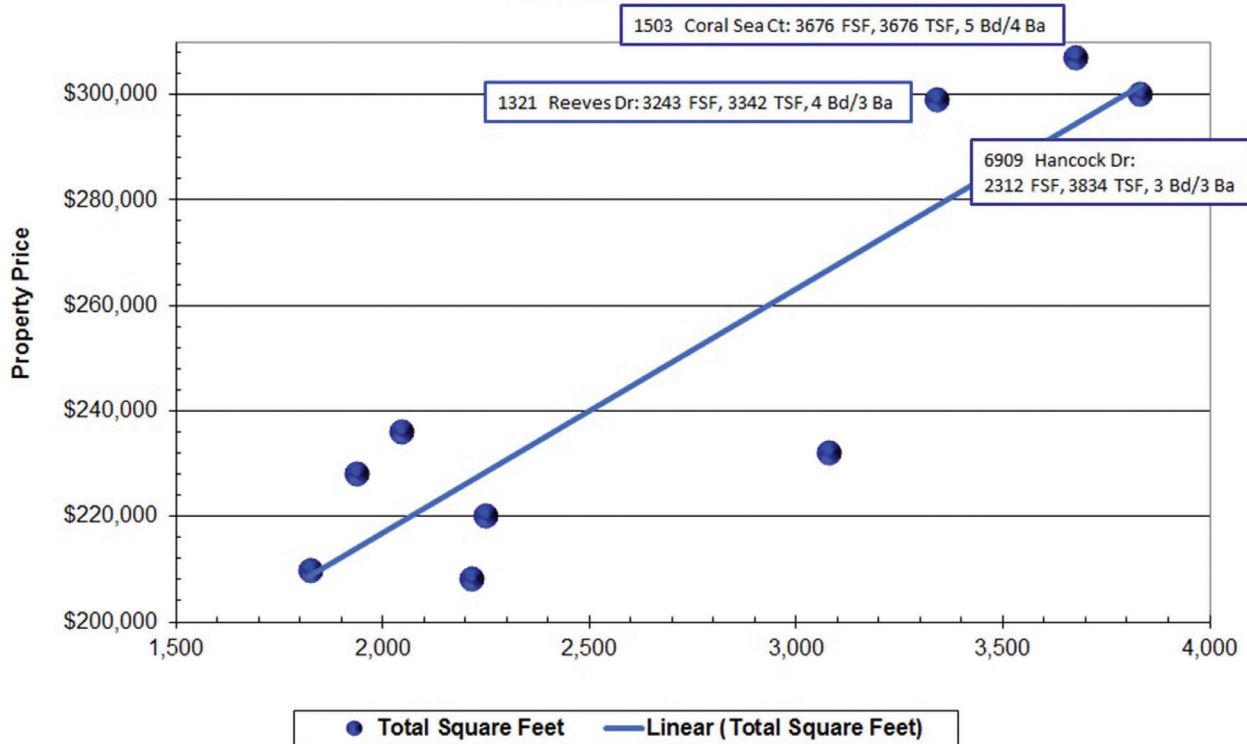
## Registry Ridge (Fort Collins)



Source: MLS, Information deemed reliable but not guaranteed.

# PRICING CASE STUDY

**Properties Sold in Registry Ridge (Fort Collins)**  
Last Six Months



# PRICING CASE STUDY



©IRES  
**Elementary:** Coyote Ridge  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:** 7428      **Approx Acreage:**  
**Elec:** City      **Water:** Ft. Collins/Loveland  
**Gas:** City      **Taxes/Yr:** \$1,834/2009  
**PIN:**      **Zoning:** Res  
**Waterfront:** No      **Water Meter Inst:** Yes  
**Water Rights:** No      **Well Permit #:**  
**HOA:** Registry  
**HOA Fee:** \$55.00/M **Xfer:** Yes **Rsrv:** Yes **Cov:** Yes

| Bedrooms:    | 5           | Baths:     | 4           | Rough Ins: | 0           |              |
|--------------|-------------|------------|-------------|------------|-------------|--------------|
| <b>Baths</b> | <b>Bsmt</b> | <b>Lwr</b> | <b>Main</b> | <b>Upr</b> | <b>Addl</b> | <b>Total</b> |
| Full         | 0           | 0          | 1           | 1          | 0           | 2            |
| 3/4          | 0           | 0          | 1           | 0          | 0           | 1            |
| 1/2          | 1           | 0          | 0           | 0          | 0           | 1            |

All Bedrooms Conform: Yes

| Rooms        | Level | Length | Width | Floor  |
|--------------|-------|--------|-------|--------|
| Master Bd    | Main  | 14     | 13    | Carpet |
| Bedroom 2    | Upr   | 14     | 10    | Carpet |
| Bedroom 3    | Upr   | 11     | 10    | Carpet |
| Bedroom 4    | Upr   | 11     | 10    | Carpet |
| Bedroom 5    | Main  | 15     | 10    | Carpet |
| Dining room  | Main  | 14     | 7     | Carpet |
| Family room  | Bsmt  | 18     | 16    | Wood   |
| Great room   | -     | -      | -     | -      |
| Kitchen      | Main  | 16     | 13    | Wood   |
| Laundry      | Main  | -      | -     | Vinyl  |
| Living room  | Main  | 13     | 15    | Carpet |
| Rec room     | Bsmt  | 18     | 20    | Wood   |
| Study/Office | -     | -      | -     | -      |

**IRE MLS#:** 607697      **PRICE:** \$310,000  
**ADDR:** 1503 Coral Sea Ct, Fort Collins, 80526  
**RESIDENTIAL-DETACHED**      **SOLD**  
**Locale:** Fort Collins      **County:** Larimer  
**Area/SubArea:** 9/19      **Map Book:** O - 0 - X  
**Subdivision:** Registry Ridge PUD 3rd Filing  
**Legal:** Lot 207

**Total SqFt All Lvl:** 3676      **Basement SqFt:** 1508  
**Total Finished SqFt:** 3676      **Lower Level SqFt:** 0  
**Finished SqFt w/o Bsmt:** 2168      **Main Level SqFt:** 1508  
**Upper Level SqFt:** 660      **Addl Upper Lvl:** 0  
**# Garage Spaces:** 2      **Garage Type:** Attached  
**Garage SqFt:** 433  
**Year Built:** 2002      **SqFt Source:**  
**New Const:** No      **Est. Comp.:**  
**Builder:** Lennar      **Model:**  
**New Const Notes:**

**MLS Comments:** WOW Must see this adorable 5 bd home with finished bsmt. Main floor master w/ 5 piece bath & walk-in closet. Main floor guest room w/ private bath. 3 upper level bedrooms w/ full bath and double sinks. Large kitchen w/ 42 inch Cherry Cabinets, double ovens, pantry, main floor laundry, hardwood floors, & finished basement. Family room w/ fireplace, surround sound, speakers, TV all included. Large multi-level deck, backs to open space & private walking paths. Take a plunge in the community pool!

**Sold Price:** \$307,000  
**Terms:** CASH      **DOM:** 80      **DTO:** 80      **DTS:** 126  
**D.Pymt Assist?** N  
**Concession Type:** None  
**SA:** Jeff Granowsky      970-412-8734  
**SO:** RE/MAX Alliance-FTC South 970-226-3990

### Property Features

**Land Size** - < .25 Acre, **Style** - 2 Story, **Construction** - Wood/Frame, Brick/Brick Veneer, **Roof** - Composition Roof, **Common Amenities** - Tennis, Pool, Play Area, Common Recreation/Park Area, **Association Fee Includes** - Common Amenities, Management, **Type** - Contemporary/Modern, **Outdoor Features** - Lawn Sprinkler System, Patio, Deck, **Location Description** - Cul-De-Sac, Evergreen Trees, Deciduous Trees, Level Lot, Abuts Private Open Space, **Fences** - Other Fence, **Views** - Foothills View, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, Street Light, Fire Hydrant Within 500 Feet, **Road Access** - City Street, **Road Surface At Property Line** - Blacktop Road, **Basement/Foundation** - Full Basement, **Heating** - Forced Air, **Cooling** - Central Air Conditioning, Ceiling Fan, **Inclusions** - Electric Range/Oven, Self-Cleaning Oven, Dishwasher, Refrigerator, Clothes Washer, Clothes Dryer, Microwave, Security System Owned, Garage Door Opener, Disposal, Smoke Alarm(S), **Energy Features** - Double Pane Windows, Set Back Thermostat, **Design Features** - Eat-In Kitchen, Separate Dining Room, Open Floor Plan, Workshop, Pantry, Walk-In Closet, Loft, Fire Alarm, Washer/Dryer Hookups, Wood Floors, **Master Bedroom Bath** - Tub+Shower Master, **Fireplace** - Living Room Fireplace, **Disabled Accessibility** - Main Floor Bath, Main Level Bedroom, **Utilities** - Natural Gas, Electric, **Water/Sewer** - District Water, District Sewer, **Ownership** - Private Owner, **Occupied By** - Owner Occupied, **Possession** - Delivery Of Deed, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional, FHA,

**LA:** Carolyn LaMaster      **Phone:** 970-690-1596 **Email:** [c\\_j\\_lamaster@yahoo.com](mailto:c_j_lamaster@yahoo.com) **Fax:** 970-667-2604  
**LO:** Prudential Rky Mtn Realtors Lv **Phone:** 970-667-2510  
**TB:** 3.00 **BA:** 3.00 **For Showings:** LO: (970)667-2510  
**Buyer Excl:** No **Contract:** T **Min EM:** \$3,500.00 **EM Recip:** Prudential Rocky Mountain, REALTORS **LS:** N



# PRICING CASE STUDY



©IRES

**Elementary:** Coyote Ridge  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:** 6559      **Approx Acreage:** 0.15  
**Elec:** City Of FTC      **Water:** Ftc/Lvld  
**Gas:** Xcel      **Taxes/Yr:** \$1,857/2009  
**PIN:** 9615107139      **Zoning:** RES  
**Waterfront:** No      **Water Meter Inst:** Yes  
**Water Rights:** No      **Well Permit #:**  
**HOA:**  
**HOA Fee:** \$57.00/M Xfer: Yes Rsrv: Yes Cov: Yes

| Bedrooms:    | 3           | Baths:     | 3           | Rough Ins: | 0           |              |
|--------------|-------------|------------|-------------|------------|-------------|--------------|
| <b>Baths</b> | <b>Bsmt</b> | <b>Lwr</b> | <b>Main</b> | <b>Upr</b> | <b>Addl</b> | <b>Total</b> |
| Full         | 0           | 0          | 1           | 1          | 0           | 2            |
| 3/4          | 0           | 0          | 0           | 0          | 0           | 0            |
| 1/2          | 0           | 0          | 1           | 0          | 0           | 1            |

All Bedrooms Conform: Yes

| Rooms        | Level | Length | Width | Floor  |
|--------------|-------|--------|-------|--------|
| Master Bd    | Main  | 15     | 13    | Carpet |
| Bedroom 2    | Upr   | 16     | 10    | Carpet |
| Bedroom 3    | Upr   | 13     | 10    | Carpet |
| Bedroom 4    | -     | -      | -     | -      |
| Bedroom 5    | -     | -      | -     | -      |
| Dining room  | Main  | 12     | 10    | Carpet |
| Family room  | Main  | 15     | 15    | Carpet |
| Great room   | -     | -      | -     | -      |
| Kitchen      | Main  | 19     | 11    | Wood   |
| Laundry      | Main  | 7      | 6     | Vinyl  |
| Living room  | Main  | 14     | 12    | Carpet |
| Rec room     | -     | -      | -     | -      |
| Study/Office | Upr   | 14     | 12    | Carpet |

**IRES MLS#:** 621283      **PRICE:** \$300,000  
**ADDR:** 6909 Hancock Dr, Fort Collins, 80526  
**RESIDENTIAL-DETACHED**      **SOLD**  
**Locale:** Fort Collins      **County:** Larimer  
**Area/SubArea:** 9/19      **Map Book:** N - 0 - X  
**Subdivision:** Registry Ridge  
**Legal:** Lot 139 Corrected Plat Of Final Plat Of Registry Ridge 1st

**Total SqFt All LvlS:** 3834      **Basement SqFt:** 1522  
**Total Finished SqFt:** 2312      **Lower Level SqFt:** 0  
**Finished SqFt w/o Bsmt:** 2312      **Main Level SqFt:** 1547  
**Upper Level SqFt:** 765      **Addl Upper Lvl:** 0  
**# Garage Spaces:** 2      **Garage Type:** Attached  
**Garage SqFt:** 438  
**YearBuilt:** 2004      **SqFt Source:** Other  
**New Const:** No      **Est. Comp.:**  
**Builder:** US Home      **Model:** Pearl  
**New Const Notes:**

**CoListing Agent:** Barbara Schneider (970)377-4932  
**CoListing Office:** Group Harmony (970)229-0700

**MLS Comments:** Main Floor Masterpiece backing to greenbelt! This beautiful home has 3BR + large loft (all w/walk-in closets!) Home includes: tiled front porch, hrdwd floors in entry hall, kitchen & nook. Granite tile kitchen countertops, upgraded cabinets, plantation shutters throughout, maintenance-free deck & pergola w/roll-out shade! Design features: Kit. eating bar, vaults great room, floor2 ceiling gas frpl, main floor laundry, 5pc mstr bath. Huge unfin. bsmt. Clubhouse, pool & tennis included in HOA..

**Sold Price:** \$300,000  
**Terms:** CONV FIX      **DOM:** 45      **DTO:** 6      **DTS:** 45  
**D.Pymt.Assist?** N  
**Concession Type:** CC Pd By Sllr  
**Points Paid/Seller:** 0.00 **Points Paid/Buyer:** 0.00  
**Total Concession Amt:** \$500  
**SA:** Kathy Beck      970-213-8475  
**SO:** Group Harmony      970-229-0700

### Property Features

**Land Size** - <.25 Acre, **Style** - 2 Story, **Construction** - Wood/Frame, Stone, **Roof** - Composition Roof, **Common Amenities** - Clubhouse, Tennis, Pool, Play Area, Common Recreation/Park Area, **Association Fee Includes** - Trash, **Outdoor Features** - Lawn Sprinkler System, Deck, **Location Description** - Evergreen Trees, Deciduous Trees, Level Lot, **Fences** - Enclosed Fenced Area, **Views** - Foothills View, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, Street Light, **Basement/Foundation** - Full Basement, Unfinished Basement, **Heating** - Forced Air, **Cooling** - Central Air Conditioning, Ceiling Fan, **Inclusions** - Window Coverings, Electric Range/Oven, Self-Cleaning Oven, Dishwasher, Microwave, Laundry Tub, Garage Door Opener, Disposal, Smoke Alarm(S), **Energy Features** - Double Pane Windows, Set Back Thermostat, Built Green, **Design Features** - Eat-In Kitchen, Cathedral/Vaulted Ceilings, Open Floor Plan, Pantry, Walk-In Closet, Loft, Fire Alarm, Washer/Dryer Hookups, **Master Bedroom Bath** - 5 Piece Master Bath, **Fireplace** - Gas Fireplace, Great Room Fireplace, **Utilities** - Natural Gas, Electric, **Water/Sewer** - District Water, **Ownership** - Private Owner, **Occupied By** - Owner Occupied, **Possession** - Delivery Of Deed, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional, FHA, VA,

**LA:** Andrew Burnside **Phone:** 970-229-0700 **Email:** [aburnside@thegroupinc.com](mailto:aburnside@thegroupinc.com) **Fax:** 970-223-7887  
**LO:** Group Harmony **Phone:** 970-229-0700  
**TB:** 3.00 **BA:** 3.00 **For Showings:** LO: (970)229-0700  
**Buyer Excl:** No **Contract:** T **Min EM:** \$3,000.00 **EM Recip:** The Group, Inc. **LS:** N

# PRICING CASE STUDY

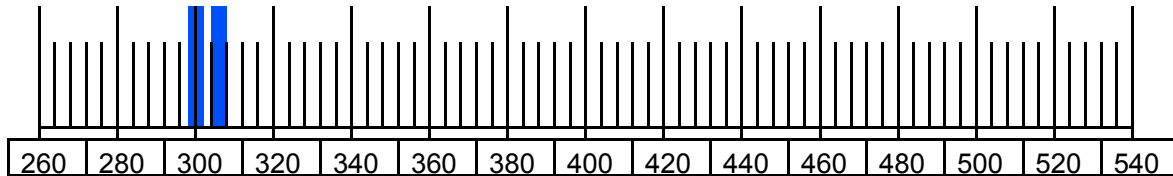
## Competitive Price Lines



Activity in Registry Ridge (Fort Collins) (last six months) w/ TSF (3676-4156)

### Recently Sold

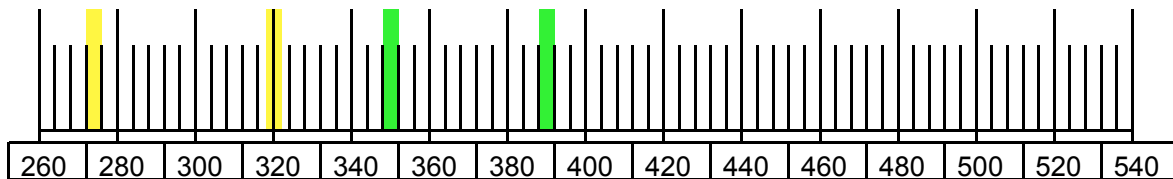
Each mark indicates the actual selling price of a property in the competitive range.



Sold Price ( x \$1,000 )

### Currently For Sale

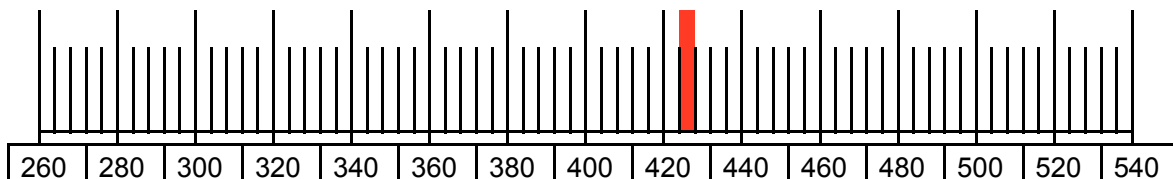
Each mark indicates the list price of a property for sale. (Yellow marks show properties that are Under Contract.)



Current List Price ( x \$1,000 )

### Did Not Sell

Each mark indicates the final list price of a property that was offered for sale but did not sell.



Final List Price ( x \$1,000 )



# PRICING CASE STUDY



© IRES  
**Elementary:** Coyote Ridge  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:**                      **Approx Acreage:**  
**Elec:** City Of FOCO        **Water:** Fort Co/Loveland  
**Gas:** Xcel                      **Taxes/Yr:** \$2,574/2009  
**PIN:**                              **Zoning:** Res  
**Waterfront:** No              **Water Meter Inst:** Yes  
**Water Rights:** No         **Well Permit #:**  
**HOA:**  
**HOA Fee:** \$88.00/M **Xfer:** No **Rsrv:** No **Cov:** Yes

| Bedrooms: | Baths: |     |      | Rough Ins: |      |       |
|-----------|--------|-----|------|------------|------|-------|
| 4         | Bsmt   | Lwr | Main | Upr        | Addl | Total |
| Full      | 0      | 0   | 1    | 2          | 0    | 3     |
| 3/4       | 0      | 0   | 0    | 0          | 0    | 0     |
| 1/2       | 0      | 0   | 0    | 0          | 0    | 0     |

All Bedrooms Conform: Yes

| Rooms        | Level | Length | Width | Floor  |
|--------------|-------|--------|-------|--------|
| Master Bd    | Upr   | 23     | 15    | Carpet |
| Bedroom 2    | Upr   | 12     | 14    | Carpet |
| Bedroom 3    | Upr   | 11     | 14    | Carpet |
| Bedroom 4    | Upr   | 11     | 18    | Carpet |
| Bedroom 5    | -     | -      | -     | -      |
| Dining room  | Main  | 18     | 14    | Carpet |
| Family room  | Main  | 23     | 15    | Carpet |
| Great room   | -     | -      | -     | -      |
| Kitchen      | Main  | 12     | 18    | Wood   |
| Laundry      | -     | -      | -     | -      |
| Living room  | Main  | 18     | 14    | Carpet |
| Rec room     | -     | -      | -     | -      |
| Study/Office | Main  | 13     | 13    | Carpet |

**IREs MLS#:** 618987

**PRICE:** \$275,000

**ADDR:** 1415 Leahy Dr, Fort Collins, 80526

**RESIDENTIAL-DETACHED**

**PENDING**

**Locale:** Fort Collins

**County:** Larimer

**Area/SubArea:** 9/19

**Map Book:** N - 0 - X-0

**Subdivision:** Registry Ridge

**Legal:** Lot 43, Corrected Plat Of The Final Plat Of Registry Ridge PUD, 1st Fil, Ftc

|                                |      |                          |          |
|--------------------------------|------|--------------------------|----------|
| <b>Total SqFt All Lvl:</b>     | 4156 | <b>Basement SqFt:</b>    | 1008     |
| <b>Total Finished SqFt:</b>    | 3048 | <b>Lower Level SqFt:</b> | 828      |
| <b>Finished SqFt w/o Bsmt:</b> | 2096 | <b>Main Level SqFt:</b>  | 1018     |
| <b>Upper Level SqFt:</b>       | 1302 | <b>Addl Upper Lvl:</b>   | 0        |
| <b># Garage Spaces:</b>        | 3    | <b>Garage Type:</b>      | Attached |

**Garage SqFt:**

**YearBuilt:** 2002

**SqFt Source:** Assessor Records

**New Const:** No

**Est. Comp.:**

**Builder:**

**Model:**

**New Const Notes:**

**MLS Comments:** Great south west neighborhood! Close to Loveland and Fort Collins! Enjoy this big corner lot and let the Colorado sunsets captivate your attention out the back windows of this very popular floor plan. Open and light with modern features make this house a must see. This is a short sale at this price! Main floor study, 4 bed rooms, 3 baths including a full bath on the main floor! Come and check this house out! Short sale package ready to go!

**Driving Directions:** South College to Trilby west past Shields to Wainwright Dr South, take the first right on Forestal to Leahy. House on south corner

## Property Features

**Land Size** - <.25 Acre, **Style** - 2 Story, **Construction** - Wood/Frame, **Roof** - Composition Roof, **Common Amenities** - Clubhouse, Tennis, Pool, Play Area, Common Recreation/Park Area, **Association Fee Includes** - Trash, **Type** - Contemporary/Modern, **Outdoor Features** - Lawn Sprinkler System, Patio, **Location Description** - House/Lot Faces N, Within City Limits, **Fences** - Enclosed Fenced Area, Wood Fence, **Views** - Back Range/Snow Capped, Foothills View, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, Street Light, Fire Hydrant Within 500 Feet, **Road Access** - City Street, **Road Surface At Property Line** - Blacktop Road, **Basement/Foundation** - Full Basement, 90%+ Finished Basement, **Heating** - Forced Air, **Cooling** - Central Air Conditioning, **Inclusions** - Window Coverings, Electric Range/Oven, Dishwasher, Refrigerator, Microwave, Garage Door Opener, Disposal, Smoke Alarm(S), **Design Features** - Eat-In Kitchen, Separate Dining Room, **Master Bedroom Bath** - 5 Piece Master Bath, **Fireplace** - Gas Fireplace, **Disabled Accessibility** - Main Floor Bath, **Utilities** - Natural Gas, **Water/Sewer** - City Water, **Ownership** - Private Owner, **Occupied By** - Owner Occupied, **Possession** - Delivery Of Deed, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional, FHA, VA, Owner Financing, Wrap/Blend,

**LA:** Bret Lamperes **Phone:** 970-980-9700 **Email:** [bretlamperes@remax.net](mailto:bretlamperes@remax.net) **Fax:** 970-377-1001

**LO:** RE/MAX Alliance-FTC Dwtm **Phone:** 970-482-1781

**TB:** 3.00 **BA:** 3.00 **For Showings:** LO: (970)482-1781

**Buyer Excl:** No **Contract:** R **Min EM:** \$3,500.00 **EM Recip:** REMAX Alliance **LS:** N

NINJA 氣 INSTALLATION

FOCUS. SKILLS. ACTION. RESULTS.

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# PRICING CASE STUDY



©IRES  
**Elementary:** Lincoln  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:** 7453      **Approx Acreage:** 0.17  
**Elec:** City      **Water:** District  
**Gas:** Xcel      **Taxes/Yr:** \$1,835/2009  
**PIN:**      **Zoning:** Res  
**Waterfront:** No      **Water Meter Inst:** Yes  
**Water Rights:** No      **Well Permit #:**  
**HOA:** Registry Ridge  
**HOA Fee:** \$57.00/M **Xfer:** Yes **Rsrv:** Yes **Cov:** Yes

| Beds         | Baths       | Rough      | Ins         | Total      |             |              |
|--------------|-------------|------------|-------------|------------|-------------|--------------|
| 4            | 4           | 0          | 0           |            |             |              |
| <b>Baths</b> | <b>Bsmt</b> | <b>Lwr</b> | <b>Main</b> | <b>Upr</b> | <b>Addl</b> | <b>Total</b> |
| Full         | 1           | 0          | 1           | 1          | 0           | 3            |
| 3/4          | 0           | 0          | 0           | 0          | 0           | 0            |
| 1/2          | 0           | 0          | 1           | 0          | 0           | 1            |

**All Bedrooms Conform:** Yes

| Rooms        | Level | Length | Width | Floor  |
|--------------|-------|--------|-------|--------|
| Master Bd    | Main  | 15     | 13    | Carpet |
| Bedroom 2    | Upr   | 14     | 13    | Carpet |
| Bedroom 3    | Upr   | 14     | 12    | Carpet |
| Bedroom 4    | Bsmt  | 14     | 12    | Carpet |
| Bedroom 5    | -     | -      | -     | -      |
| Dining room  | Main  | 14     | 11    | Carpet |
| Family room  | Main  | 16     | 14    | Carpet |
| Great room   | -     | -      | -     | -      |
| Kitchen      | Main  | 18     | 13    | Wood   |
| Laundry      | Main  | 8      | 6     | Vinyl  |
| Living room  | Main  | 14     | 13    | Carpet |
| Rec room     | Bsmt  | 18     | 14    | Other  |
| Study/Office | Upr   | 14     | 12    | Carpet |

**IRE MLS#:** 619843      **PRICE:** \$349,000  
**ADDR:** 1214 Truxun Dr, Fort Collins, 80526  
**RESIDENTIAL-DETACHED**      **ACTIVE**  
**Locale:** Fort Collins      **County:** Larimer  
**Area/SubArea:** 9/19      **Map Book:** O - 1 - 1  
**Subdivision:** Registry Ridge  
**Legal:** Lot 69  
**DOM:** 81

**Total SqFt All Lvl:** 3697      **Basement SqFt:** 1470  
**Total Finished SqFt:** 3377      **Lower Level SqFt:** 0  
**Finished SqFt w/o Bsmt:** 2227      **Main Level SqFt:** 1482  
**Upper Level SqFt:** 745      **Addl Upper Lvl:** 0  
**# Garage Spaces:** 3      **Garage Type:** Attached  
**Garage SqFt:** 620  
**YearBuilt:** 2005      **SqFt Source:** Assessor Records  
**New Const:** No      **Est. Comp.:**  
**Builder:** US Home      **Model:** Pearl  
**New Const Notes:**

**MLS Comments:** A very nice 2 story w/a professionally finished basement that includes a workout area w/gym quality rubberized flooring an extra bedroom/office full bath and a nicely put together and comfortable movie/media room with built in speakers and a TV nook just dim the lights and relax. The home has a large main floor master w/5 piece bath, wood floors, A/C, and a great deck for summer entertainment/grilling right off the kitchen. The yard is easy maintenance and the back is fully fenced. 3 CAR GARAGE!

**Driving Directions:** On Shields head south of Trilby, first Rt (West) on Truxun. House is on the North side of the street.

### Property Features

**Land Size** - <.25 Acre, **Style** - 2 Story, **Construction** - Wood/Frame, Brick/Brick Veneer, **Roof** - Composition Roof, **Common Amenities** - Clubhouse, Tennis, Pool, Common Recreation/Park Area, **Association Fee** Includes - Common Amenities, Trash, **Type** - Contemporary/Modern, **Outdoor Features** - Lawn Sprinkler System, Deck, **Fences** - Enclosed Fenced Area, Wood Fence, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, Street Light, Fire Hydrant Within 500 Feet, **Road Access** - City Street, **Road Surface At Property Line** - Blacktop Road, **Basement/Foundation** - Full Basement, 90%+ Finished Basement, **Heating** - Forced Air, **Cooling** - Central Air Conditioning, **Inclusions** - Window Coverings, Electric Range/Oven, Dishwasher, Garage Door Opener, Disposal, Smoke Alarm(S), **Energy Features** - Southern Exposure, Double Pane Windows, **Design Features** - Eat-In Kitchen, Separate Dining Room, Cathedral/Vaulted Ceilings, Open Floor Plan, Walk-In Closet, Loft, Washer/Dryer Hookups, Wood Floors, Media Room, **Master Bedroom Bath** - Luxury Features Master Bath, 5 Piece Master Bath, **Fireplace** - Gas Fireplace, Family/Recreation Room Fireplace, **Disabled Accessibility** - Main Floor Bath, Main Level Bedroom, Main Level Laundry, **Utilities** - Natural Gas, Electric, Cable TV Available, Satellite Avail, High Speed Avail, **Water/Sewer** - District Water, District Sewer, **Ownership** - Private Owner, **Occupied By** - Owner Occupied, **Possession** - Delivery Of Deed, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional, **Exclusions** - washer, dryer, fridge, personal property

**LA:** Walter S Muirhead **Phone:** 970-215-5867 **Email:** [idealvalue@yahoo.com](mailto:idealvalue@yahoo.com) **Fax:** 970-686-1200  
**LO:** Ideal Real Estate **Phone:** 970-215-5867  
**TB:** 3.00 **BA:** 3.00 **For Showings:** LA: (970)215-5867  
**Buyer Excl:** No **Contract:** T **Min EM:** \$3,000.00 **EM Recip:** Security Title **LS:** N

# PRICING CASE STUDY



© IRES  
**Elementary:** Coyote Ridge  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:** Approx Acreage: 0.18  
**Elec:** City **Water:** Ft. Collins/Loveland  
**Gas:** Xcel **Taxes/Yr:** \$2,202/2008  
**PIN:** **Zoning:** RES  
**Waterfront:** No **Water Meter Inst:** Yes  
**Water Rights:** No **Well Permit #:**  
**HOA:**  
**HOA Fee:** \$57.00/M **Xfer:** Yes **Rsrv:** Yes **Cov:** Yes

| Bedrooms:    | 4           | Baths:     | 4           | Rough Ins: | 1           |              |
|--------------|-------------|------------|-------------|------------|-------------|--------------|
| <b>Baths</b> | <b>Bsmt</b> | <b>Lwr</b> | <b>Main</b> | <b>Upr</b> | <b>Addl</b> | <b>Total</b> |
| Full         | 0           | 0          | 0           | 2          | 0           | 2            |
| 3/4          | 0           | 0          | 0           | 1          | 0           | 1            |
| 1/2          | 0           | 0          | 1           | 0          | 0           | 1            |

All Bedrooms Conform: Yes

| Rooms        | Level | Length | Width | Floor  |
|--------------|-------|--------|-------|--------|
| Master Bd    | Upr   | 14     | 19    | Carpet |
| Bedroom 2    | Upr   | 12     | 12    | Carpet |
| Bedroom 3    | Upr   | 11     | 12    | Carpet |
| Bedroom 4    | Upr   | 11     | 12    | Carpet |
| Bedroom 5    | -     | -      | -     | -      |
| Dining room  | Main  | 11     | 12    | Carpet |
| Family room  | -     | -      | -     | -      |
| Great room   | Main  | 13     | 16    | Carpet |
| Kitchen      | Main  | 14     | 15    | Wood   |
| Laundry      | Main  | 8      | 9     | Vinyl  |
| Living room  | Main  | 13     | 14    | Carpet |
| Rec room     | -     | -      | -     | -      |
| Study/Office | Main  | 13     | 13    | Carpet |

**IREs MLS#:** 622504 **PRICE:** \$319,900  
**ADDR:** 1350 Truxun Dr, Fort Collins, 80526  
**RESIDENTIAL-DETACHED** **ACTIVE / BACKUP**  
**Locale:** Fort Collins **County:** Larimer  
**Area/SubArea:** 9/19 **Map Book:** O - 0 - X  
**Subdivision:** Registry Ridge  
**Legal:** Lot 81, Corrected Plat Of The Final Plat Of Registry Ridge Pud, 1st Fil, Ftc  
**DOM:** 57 **DTO:** 26

|                                |      |                                    |          |
|--------------------------------|------|------------------------------------|----------|
| <b>Total SqFt All Lvl:</b>     | 3767 | <b>Basement SqFt:</b>              | 848      |
| <b>Total Finished SqFt:</b>    | 2919 | <b>Lower Level SqFt:</b>           | 0        |
| <b>Finished SqFt w/o Bsmt:</b> | 2919 | <b>Main Level SqFt:</b>            | 1897     |
| <b>Upper Level SqFt:</b>       | 1022 | <b>Addl Upper Lvl:</b>             | 0        |
| <b># Garage Spaces:</b>        | 3    | <b>Garage Type:</b>                | Attached |
| <b>Garage SqFt:</b>            | 660  |                                    |          |
| <b>Year Built:</b> 2002        |      | <b>SqFt Source:</b> Building Plans |          |
| <b>New Const:</b> No           |      | <b>Est. Comp.:</b>                 |          |
| <b>Builder:</b>                |      | <b>Model:</b>                      |          |

**MLS Comments:** Beautiful open floorplan featuring 4 bedrooms, 4 baths and a main floor study with a see thru fireplace. Highly energy efficient home. Gourmet kitchen, luxury master suite, upgrades a plenty, 2 sided fireplace, lots of windows and is well maintained. A beautiful place to call home. The community features open space, pool, basketball courts, tennis court, a club house and play equipment.

**Driving Directions:** Tribly and Sheilds, south to Truxun, west to property.

### Property Features

**Land Size** - <.25 Acre, **Style** - 2 Story, **Construction** - Wood/Frame, Stone, **Roof** - Composition Roof, **Common Amenities** - Clubhouse, Tennis, Pool, Play Area, Common Recreation/Park Area, **Association Fee Includes** - Common Amenities, Trash, Management, **Type** - Contemporary/Modern, **Outdoor Features** - Lawn Sprinkler System, Patio, **Location Description** - Corner Lot, **Fences** - Enclosed Fenced Area, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, Street Light, **Road Access** - City Street, **Road Surface At Property Line** - Blacktop Road, **Basement/Foundation** - Partial Basement, **Heating** - Forced Air, **Cooling** - Central Air Conditioning, **Inclusions** - Electric Range/Oven, Double Oven, Dishwasher, Microwave, **Energy Features** - Double Pane Windows, High Efficiency Furnace, Set Back Thermostat, Built Green, **Design Features** - Eat-In Kitchen, Separate Dining Room, Cathedral/Vaulted Ceilings, Open Floor Plan, Pantry, Washer/Dryer Hookups, Wood Floors, Kitchen Island, **Master Bedroom Bath** - Luxury Features Master Bath, 5 Piece Master Bath, **Fireplace** - Gas Fireplace, **Utilities** - Wood/Coal, **Water/Sewer** - City Water, City Sewer, **Ownership** - Private Owner, **Occupied By** - Owner Occupied, **Possession** - Delivery Of Deed, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional, FHA,

**LA:** Jonathan Base **Phone:** 970-222-0473 **Email:** [JonBase@gmail.com](mailto:JonBase@gmail.com) **Fax:** 970-692-8379  
**LO:** Front Range Realty Network **Phone:** 970-797-2755  
**TB:** 3.00 **BA:** 3.00 **For Showings:** LA: (970)222-0473  
**Buyer Excl:** No **Contract:** T **Min EM:** \$2,500.00 **EM Recip:** Land Title **LS:** N

NINJA 氣 INSTALLATION

FOCUS. SKILLS. ACTION. RESULTS.

153



# PRICING CASE STUDY



© IRES  
**Elementary:** Lincoln  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:**                      **Approx Acreage:**  
**Elec:** City                      **Water:** FTC/Loveland  
**Gas:** Xcel                      **Taxes/Yr:** \$2,042/2008  
**PIN:**                              **Zoning:** Res  
**Waterfront:** No              **Water Meter Inst:** Yes  
**Water Rights:** No         **Well Permit #:**  
**HOA:**  
**HOA Fee:** \$57.00/M **Xfer:** Yes **Rsrv:** Yes

| Beds: | Baths: | Rough Ins: |     |      | Total |
|-------|--------|------------|-----|------|-------|
| 4     | 4      | Main       | Upr | Addl |       |
| Full  | 1      | 0          | 1   | 0    | 3     |
| 3/4   | 0      | 0          | 0   | 0    | 0     |
| 1/2   | 0      | 0          | 1   | 0    | 1     |

All Bedrooms Conform: Yes

| Rooms        | Level | Length | Width | Floor  |
|--------------|-------|--------|-------|--------|
| Master Bd    | Main  | 15     | 13    | Carpet |
| Bedroom 2    | Upr   | 16     | 10    | Carpet |
| Bedroom 3    | Upr   | 13     | 10    | Carpet |
| Bedroom 4    | Bsmt  | 13     | 13    | Carpet |
| Bedroom 5    | -     | -      | -     | -      |
| Dining room  | Main  | 13     | 10    | Wood   |
| Family room  | Main  | 14     | 14    | Wood   |
| Great room   | Bsmt  | 38     | 12    | Tile   |
| Kitchen      | Main  | 17     | 13    | Tile   |
| Laundry      | Main  | 6      | 6     | Tile   |
| Living room  | Main  | 17     | 14    | Wood   |
| Rec room     | Bsmt  | 18     | 12    | Tile   |
| Study/Office | Upr   | 14     | 12    | Carpet |

**IRES MLS#:** 627819                      **PRICE:** \$389,000  
**ADDR:** 1438 Curtiss Ct, Fort Collins, 80525  
**RESIDENTIAL-DETACHED**              **ACTIVE**  
**Locale:** Fort Collins                      **County:** Larimer  
**Area/SubArea:** 9/19                      **Map Book:** X - 0 - X  
**Subdivision:** Registry Ridge  
**Legal:** Lot 140, Registry Ridge Pud, Third Filing, Ftc (2001107559)  
**DOM:** 4

|                                |      |                          |          |
|--------------------------------|------|--------------------------|----------|
| <b>Total SqFt All Lvl:</b>     | 3854 | <b>Basement SqFt:</b>    | 1535     |
| <b>Total Finished SqFt:</b>    | 3854 | <b>Lower Level SqFt:</b> | 0        |
| <b>Finished SqFt w/o Bsmt:</b> | 2319 | <b>Main Level SqFt:</b>  | 1560     |
| <b>Upper Level SqFt:</b>       | 759  | <b>Addl Upper Lvl:</b>   | 0        |
| <b># Garage Spaces:</b>        | 3    | <b>Garage Type:</b>      | Attached |
| <b>Garage SqFt:</b>            |      |                          |          |
| <b>YearBuilt:</b> 2003         |      | <b>SqFt Source:</b>      |          |
| <b>New Const:</b> No           |      | <b>Est. Comp.:</b>       |          |
| <b>Builder:</b>                |      | <b>Model:</b>            |          |
| <b>New Const Notes:</b>        |      |                          |          |

**Driving Directions:** From Harmony and Shields, go South on Shields. Turn RIGHT onto BON HOMME RICHARD DR. Pass through 1 roundabout. Turn RIGHT onto CURTISS CT.

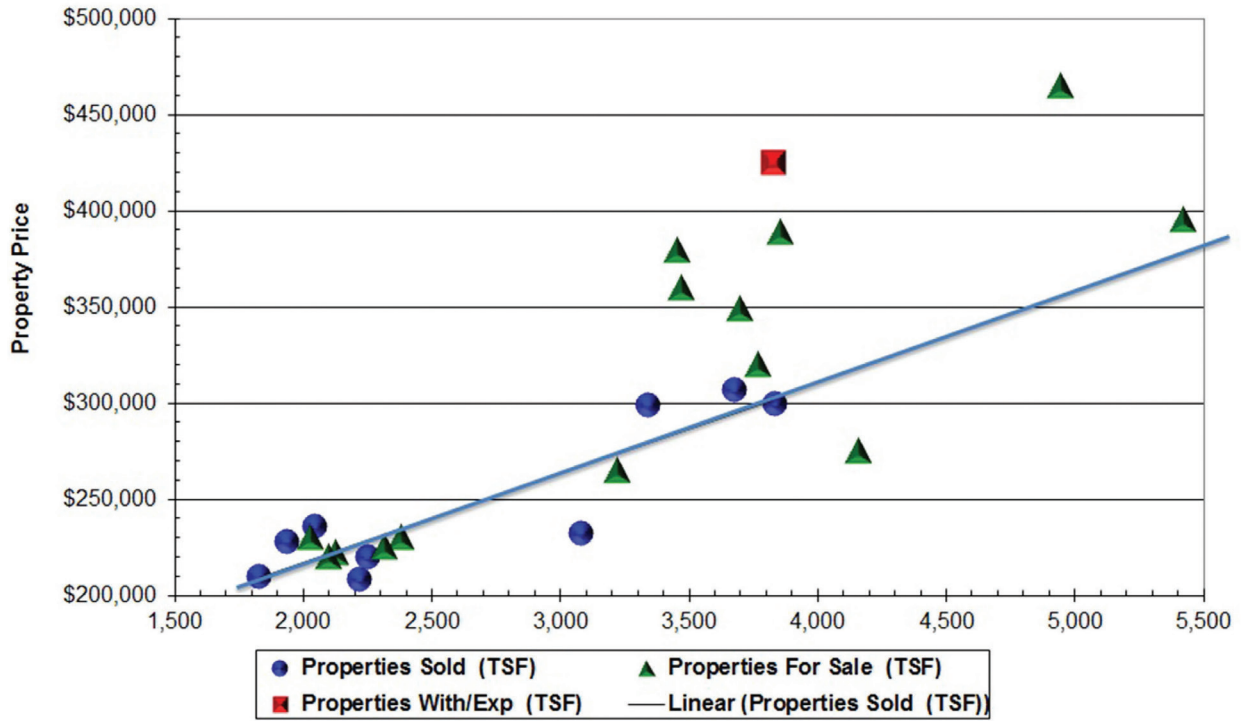
### Property Features

**Land Size** - <.25 Acre, **Style** - 2 Story, **Construction** - Brick/Brick Veneer, Composition Siding, **Roof** - Composition Roof, **Common Amenities** - Pool, Play Area, **Association Fee Includes** - Common Amenities, Management, **Type** - Contemporary/Modern, **Outdoor Features** - Lawn Sprinkler System, Balcony, Patio, Deck, **Location Description** - Cul-De-Sac, Sloping Lot, Abuts Private Open Space, **Views** - Back Range/Snow Capped, Foothills View, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, Street Light, Fire Hydrant Within 500 Feet, **Basement/Foundation** - 90%+ Finished Basement, Walk-Out Basement, Daylight Basement, **Heating** - Forced Air, **Cooling** - Central Air Conditioning, **Inclusions** - Window Coverings, Gas Range/Oven, Dishwasher, Refrigerator, Clothes Washer, Clothes Dryer, Microwave, **Energy Features** - Southern Exposure, Double Pane Windows, **Design Features** - Eat-In Kitchen, Separate Dining Room, Cathedral/Vaulted Ceilings, Open Floor Plan, Walk-In Closet, Fire Alarm, Washer/Dryer Hookups, Wood Floors, **Master Bedroom Bath** - Luxury Features Master Bath, 5 Piece Master Bath, **Fireplace** - 2+ Fireplaces, Gas Fireplace, Gas Logs Included, Family/Recreation Room Fireplace, Basement Fireplace, **Utilities** - Natural Gas, Electric, Cable TV Available, High Speed Avail, **Water/Sewer** - City Water, City Sewer, **Ownership** - Private Owner, **Occupied By** - Owner Occupied, **Possession** - 1-3 Days After Closing, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional,

**LA:** Dottie Kuhn **Phone:** 970-420-2058 **Email:** [dottie@HUSftc.com](mailto:dottie@HUSftc.com) **Fax:** 970-232-3369  
**LO:** Help-U-Sell City and Mountain **Phone:** 970-482-6700  
**TB:** 3.00 **BA:** 3.00 **For Showings:** 1-888-229-2208  
**Buyer Excl:** No **Contract:** TV **Min EM:** \$3,500.00 **EM Recip:** Fidelity Title **LS:** N

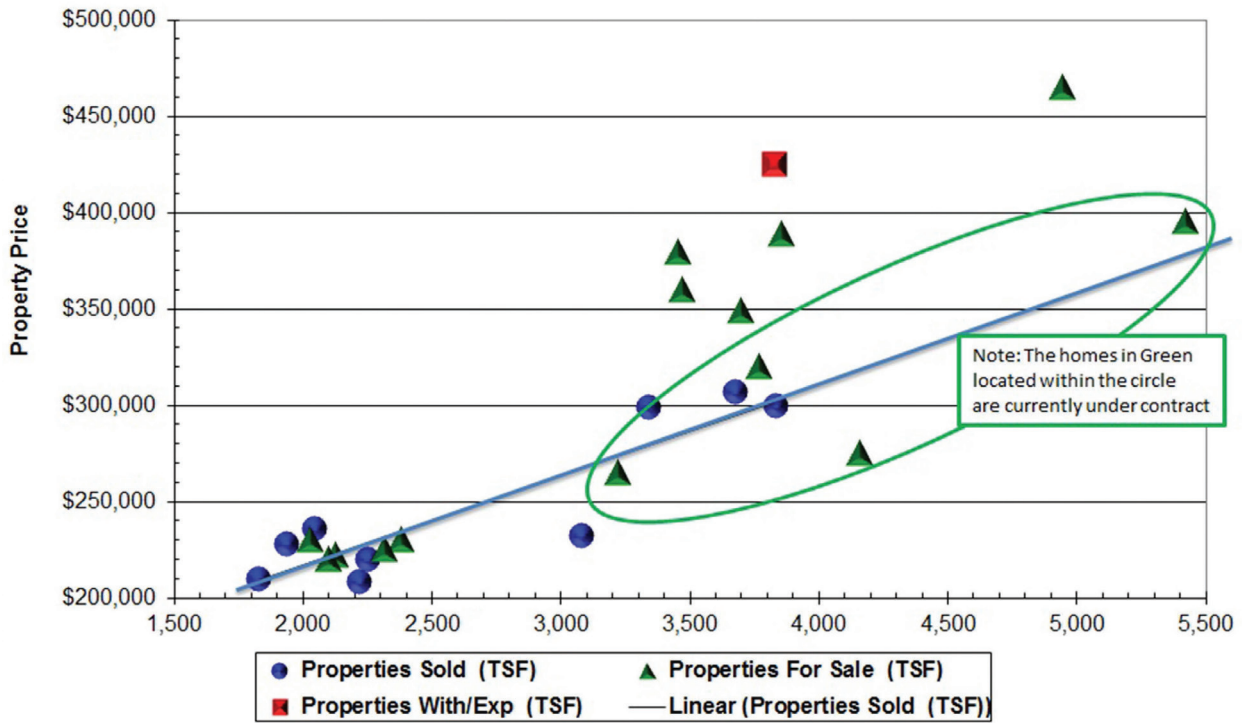
# PRICING CASE STUDY

Activity in Registry Ridge (Fort Collins)  
Last Six Months



# PRICING CASE STUDY

Activity in Registry Ridge (Fort Collins)  
Last Six Months





# PRICING CASE STUDY



© IRES  
**Elementary:** Lincoln  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:** 13752      **Approx Acreage:** 0.32  
**Elec:** City      **Water:** City  
**Gas:** Xcel      **Taxes/Yr:** \$2,896/2008  
**PIN:**      **Zoning:** RES  
**Waterfront:** No      **Water Meter Inst:** Yes  
**Water Rights:** No      **Well Permit #:**  
**HOA:**  
**HOA Fee:** \$58.00/M **Xfer:** Yes **Rsrv:** Yes **Cov:** Yes

| Bedrooms:    | 3           | Baths:     | 4           | Rough Ins: | 1           |              |
|--------------|-------------|------------|-------------|------------|-------------|--------------|
| <b>Baths</b> | <b>Bsmt</b> | <b>Lwr</b> | <b>Main</b> | <b>Upr</b> | <b>Addl</b> | <b>Total</b> |
| Full         | 0           | 0          | 0           | 2          | 0           | 2            |
| 3/4          | 0           | 0          | 0           | 1          | 0           | 1            |
| 1/2          | 0           | 0          | 1           | 0          | 0           | 1            |

All Bedrooms Conform: Yes

| Rooms        | Level | Length | Width | Floor  |
|--------------|-------|--------|-------|--------|
| Master Bd    | Upr   | 19     | 18    | Carpet |
| Bedroom 2    | Upr   | 15     | 12    | Carpet |
| Bedroom 3    | Upr   | 15     | 13    | Carpet |
| Bedroom 4    | -     | -      | -     | -      |
| Bedroom 5    | -     | -      | -     | -      |
| Dining room  | Main  | 16     | 11    | Wood   |
| Family room  | -     | -      | -     | -      |
| Great room   | Main  | 19     | 17    | Carpet |
| Kitchen      | Main  | 22     | 16    | Tile   |
| Laundry      | Main  | 11     | 9     | Tile   |
| Living room  | Main  | 13     | 12    | Carpet |
| Rec room     | -     | -      | -     | -      |
| Study/Office | Main  | 11     | 10    | Carpet |

**IRES MLS#:** 617761      **PRICE:** \$395,000  
**ADDR:** 1232 Forrestal Dr, Fort Collins, 80526  
**RESIDENTIAL-DETACHED**      **ACTIVE / BACKUP**  
**Locale:** Fort Collins      **County:** Larimer  
**Area/SubArea:** 9/19      **Map Book:** X - 0 - X  
**Subdivision:** Registry Ridge  
**Legal:** Lot 9, Corrected Plat Of The Final Plat Of Registry Ridge  
**DOM:** 107      **DTO:** 77

**Total SqFt All Lvl:** 5419      **Basement SqFt:** 1894  
**Total Finished SqFt:** 3525      **Lower Level SqFt:** 0  
**Finished SqFt w/o Bsmt:** 3525      **Main Level SqFt:** 1894  
**Upper Level SqFt:** 1631      **Addl Upper Lvl:** 0  
**# Garage Spaces:** 3      **Garage Type:** Attached  
**Garage SqFt:** 660  
**YearBuilt:** 2002      **SqFt Source:** Assessor Records  
**New Const:** No      **Est. Comp.:**  
**Builder:**      **Model:**  
**New Const Notes:**

**MLS Comments:** This is now a short sale! Classy and chic, this 3 bedroom, 4 bath home will leave you in awe! Enter into steep vaulted ceilings and magnificent views! Main floor study right off of the entry. Spacious master with a tiled 5- piece bath, wood floors. Dramatic split stairways leading upstairs accent the open floor plan. Venture outside and you will see a beautifully landscaped front and back yard. This home has it all! \$30,000 in upgrades to this already gorgeous property. 50/50 split.

**Driving Directions:** shields to trilby, go west, then enter Registry Ridge

### Property Features

**Land Size** - .25-.5 Acre, **Style** - 2 Story, **Construction** - Wood/Frame, **Roof** - Composition Roof, **Common Amenities** - Clubhouse, Tennis, Pool, Play Area, Common Recreation/Park Area, **Association Fee Includes** - Common Amenities, Trash, Management, **Outdoor Features** - Lawn Sprinkler System, Patio, **Location Description** - Corner Lot, Level Lot, Abuts Private Open Space, House/Lot Faces S, **Fences** - Enclosed Fenced Area, Other Fence, **Views** - Foothills View, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, Street Light, Fire Hydrant Within 500 Feet, **Road Access** - City Street, **Basement/Foundation** - Full Basement, Unfinished Basement, **Heating** - Forced Air, **Cooling** - Central Air Conditioning, Ceiling Fan, **Inclusions** - Window Coverings, Gas Range/Oven, Double Oven, Dishwasher, Microwave, Laundry Tub, Garage Door Opener, **Energy Features** - Double Pane Windows, Set Back Thermostat, **Design Features** - Eat-In Kitchen, Separate Dining Room, Cathedral/Vaulted Ceilings, Open Floor Plan, Workshop, Pantry, Walk-In Closet, Loft, Wood Floors, Kitchen Island, **Master Bedroom Bath** - Luxury Features Master Bath, 5 Piece Master Bath, **Fireplace** - Gas Fireplace, Multi-Sided Fireplace, Family/Recreation Room Fireplace, **Utilities** - Natural Gas, Electric, **Water/Sewer** - City Water, City Sewer, **Ownership** - Private Owner, **Occupied By** - Owner Occupied, **Possession** - Delivery Of Deed, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional, Short Pay,

**LA:** Mark Keller **Phone:** 970-219-5570 **Email:** [mark@fortcollinshomes.com](mailto:mark@fortcollinshomes.com) **Fax:** 970-221-5999  
**LO:** RE/MAX Advanced Inc. **Phone:** 970-221-5995  
**TB:** 3.00 **BA:** 3.00 **For Showings:** LO: (970)221-5995  
**Buyer Excl:** No **Contract:** T **Min EM:** \$4,000.00 **EM Recip:** RE/MAX Advanced, Inc. **LS:** N

# PRICING CASE STUDY



© IRES  
**Elementary:** Lincoln  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:** 8298 **Approx Acreage:** 0.19  
**Elec:** City **Water:** FTC/LOV  
**Gas:** Xcel **Taxes/Yr:** \$2,031/2009  
**PIN:** **Zoning:** RES  
**Waterfront:** No **Water Meter Inst:** Yes  
**Water Rights:** No **Well Permit #:**  
**HOA:** Registry Ridge Hoa  
**HOA Fee:** \$55.00/M **Xfer:** Yes **Rsrv:** Yes **Cov:** Yes

| Beds         | Baths       | Rough      | Ins         | Total      |             |              |
|--------------|-------------|------------|-------------|------------|-------------|--------------|
| 5            | 4           | 0          | 0           |            |             |              |
| <b>Baths</b> | <b>Bsmt</b> | <b>Lwr</b> | <b>Main</b> | <b>Upr</b> | <b>Addl</b> | <b>Total</b> |
| Full         | 1           | 0          | 1           | 1          | 0           | 3            |
| 3/4          | 0           | 0          | 1           | 0          | 0           | 1            |
| 1/2          | 0           | 0          | 0           | 0          | 0           | 0            |

**All Bedrooms Conform:** Yes

| Rooms        | Level | Length | Width | Floor  |
|--------------|-------|--------|-------|--------|
| Master Bd    | Main  | 15     | 15    | Carpet |
| Bedroom 2    | Upr   | 12     | 11    | Carpet |
| Bedroom 3    | Upr   | 12     | 11    | Carpet |
| Bedroom 4    | Bsmt  | 20     | 16    | Carpet |
| Bedroom 5    | Main  | 11     | 10    | Carpet |
| Dining room  | Main  | 15     | 10    | Wood   |
| Family room  | Bsmt  | 23     | 20    | Carpet |
| Great room   | -     | -      | -     | -      |
| Kitchen      | Main  | 12     | 15    | Wood   |
| Laundry      | Main  | 6      | 6     | Wood   |
| Living room  | Main  | 15     | 16    | Carpet |
| Rec room     | -     | -      | -     | -      |
| Study/Office | -     | -      | -     | -      |

**IREs MLS#:** 618037 **PRICE:** \$360,000  
**ADDR:** 1502 Sea Wolf Ct, Fort Collins, 80526  
**RESIDENTIAL-DETACHED** **ACTIVE**  
**Locale:** Fort Collins **County:** Larimer  
**Area/SubArea:** 9/19 **Map Book:** N - 81 - JU 39  
**Subdivision:** Registry Ridge  
**Legal:** Lot 172 Registry Ridge  
**DOM:** 102

|                                |      |                          |          |
|--------------------------------|------|--------------------------|----------|
| <b>Total SqFt All Lvl:</b>     | 3470 | <b>Basement SqFt:</b>    | 1236     |
| <b>Total Finished SqFt:</b>    | 3370 | <b>Lower Level SqFt:</b> | 0        |
| <b>Finished SqFt w/o Bsmt:</b> | 2234 | <b>Main Level SqFt:</b>  | 1628     |
| <b>Upper Level SqFt:</b>       | 606  | <b>Addl Upper Lvl:</b>   | 0        |
| <b># Garage Spaces:</b>        | 2    | <b>Garage Type:</b>      | Attached |

**Garage SqFt:**  
**YearBuilt:** 2004 **SqFt Source:**  
**New Const:** No **Est. Comp.:**  
**Builder:** **Model:**  
**New Const Notes:**

**MLS Comments:** This home is very clean, ready to go. Cul-de-sac lot backs to open space & walking trails. Recently finished walk-out basement w/ full bath, huge rec rm & bedroom that could be a 2nd master. Kitchen has granite counter tops, cherry cabinets, hardwood flooring, stainless steel appliances, double ovens, microwave, gas range, breakfast bar. Gas fireplace, surround sound. Neighborhood pool, clubhouse & tennis courts. This home is a must see in excellent condition.

**Driving Directions:** Trilby and Shields go West on Trilby South on Wainright West on Forrestal South on Ranger East on Sea Wolf

### Property Features

**Land Size** - <.25 Acre, **Style** - 2 Story, **Construction** - Wood/Frame, Brick/Brick Veneer, **Roof** - Composition Roof, **Common Amenities** - Clubhouse, Tennis, Pool, Play Area, Common Recreation/Park Area, **Association Fee Includes** - Common Amenities, Trash, **Type** - Contemporary/Modern, **Outdoor Features** - Lawn Sprinkler System, Patio, Deck, **Location Description** - Cul-De-Sac, Abuts Public Open Space, **Fences** - Enclosed Fenced Area, **Views** - Foothills View, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, Street Light, **Basement/Foundation** - Full Basement, 90%+ Finished Basement, Walk-Out Basement, **Heating** - Forced Air, Humidifier, **Cooling** - Central Air Conditioning, Ceiling Fan, **Inclusions** - Window Coverings, Gas Range/Oven, Double Oven, Dishwasher, Clothes Washer, Clothes Dryer, Microwave, Garage Door Opener, Disposal, Smoke Alarm(S), **Energy Features** - Double Pane Windows, **Design Features** - Eat-In Kitchen, Cathedral/Vaulted Ceilings, Open Floor Plan, Pantry, Walk-In Closet, Washer/Dryer Hookups, Wood Floors, **Master Bedroom Bath** - 5 Piece Master Bath, **Fireplace** - Gas Fireplace, **Utilities** - Natural Gas, **Water/Sewer** - City Water, City Sewer, **Ownership** - Private Owner, **Occupied By** - Vacant Not For Rent, **Possession** - Delivery Of Deed, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional, FHA,

**LA:** Christy Tucker **Phone:** 970-481-2731 **Email:** [christy@christytucker.com](mailto:christy@christytucker.com) **Fax:** 866-646-5843  
**LO:** Tom Tucker Realty **Phone:** 970-493-2764  
**TB:** 3.00 **BA:** 3.00 **For Showings:** LA: (970)481-2731  
**Buyer Excl:** No **Contract:** T **Min EM:** \$3,000.00 **EM Recip:** Security Title **LS:** N

# PRICING CASE STUDY



© IRES  
**Elementary:** Coyote Ridge  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:** 5613      **Approx Acreage:** 0.13  
**Elec:** City Of FTC      **Water:** FTC/LV  
**Gas:** Xcel      **Taxes/Yr:** \$1,384/2009  
**PIN:** 9615107202      **Zoning:** Res  
**Waterfront:** No      **Water Meter Inst:** Yes  
**Water Rights:** No      **Well Permit #:**  
**HOA:** Registry Ridge  
**HOA Fee:** \$57.00/M **Xfer:** Yes **Rsrv:** Yes **Cov:** Yes

| Bedrooms:    | 3           | Baths:     | 3           | Rough Ins: | 1           |              |
|--------------|-------------|------------|-------------|------------|-------------|--------------|
| <b>Baths</b> | <b>Bsmt</b> | <b>Lwr</b> | <b>Main</b> | <b>Upr</b> | <b>Addl</b> | <b>Total</b> |
| Full         | 0           | 0          | 0           | 2          | 0           | 2            |
| 3/4          | 0           | 0          | 0           | 0          | 0           | 0            |
| 1/2          | 0           | 0          | 1           | 0          | 0           | 1            |

**All Bedrooms Conform:** Yes

| Rooms        | Level | Length | Width | Floor    |
|--------------|-------|--------|-------|----------|
| Master Bd    | Upr   | 15     | 15    | Carpet   |
| Bedroom 2    | Upr   | 12     | 10    | Carpet   |
| Bedroom 3    | Upr   | 10     | 10    | Carpet   |
| Bedroom 4    | -     | -      | -     | -        |
| Bedroom 5    | -     | -      | -     | -        |
| Dining room  | Main  | 10     | 10    | Laminate |
| Family room  | -     | -      | -     | -        |
| Great room   | -     | -      | -     | -        |
| Kitchen      | Main  | 11     | 10    | Vinyl    |
| Laundry      | -     | -      | -     | -        |
| Living room  | Main  | 18     | 14    | Laminate |
| Rec room     | -     | -      | -     | -        |
| Study/Office | -     | -      | -     | -        |

**IRE MLS#:** 625584      **PRICE:** \$220,000  
**ADDR:** 1221 Truxtun Cir, Fort Collins, 80526  
**RESIDENTIAL-DETACHED**      **ACTIVE**  
**Locale:** Fort Collins      **County:** Larimer  
**Area/SubArea:** 9/19      **Map Book:** X - 0 - X  
**Subdivision:** Registry Ridge  
**Legal:** Lot 202, Corrected Plat Of The Final Plat Of Registry Ridge PUD, First Filing, FTC  
**DOM:** 26

|                                |      |                          |          |
|--------------------------------|------|--------------------------|----------|
| <b>Total SqFt All Lvl:</b>     | 2097 | <b>Basement SqFt:</b>    | 693      |
| <b>Total Finished SqFt:</b>    | 1407 | <b>Lower Level SqFt:</b> | 0        |
| <b>Finished SqFt w/o Bsmt:</b> | 1407 | <b>Main Level SqFt:</b>  | 690      |
| <b>Upper Level SqFt:</b>       | 717  | <b>Addl Upper Lvl:</b>   | 0        |
| <b># Garage Spaces:</b>        | 2    | <b>Garage Type:</b>      | Attached |
| <b>Garage SqFt:</b>            | 399  |                          |          |
| <b>YearBuilt:</b> 2004         |      | <b>SqFt Source:</b>      |          |
| <b>New Const:</b> No           |      | <b>Est. Comp.:</b>       |          |
| <b>Builder:</b>                |      | <b>Model:</b>            |          |
| <b>New Const Notes:</b>        |      |                          |          |

**MLS Comments:** Very nice home with large backyard, front porch area as well as a beautiful patio. Enjoy gardening areas and fruit trees too! The wood laminate flooring in the living room and dining area provide a warm feel. Immediate possession possible!

**Driving Directions:** From Trilby & Shields go S 1 block to Truxtun, W to home

## Property Features

**Land Size** - < .25 Acre, **Style** - 2 Story, **Construction** - Wood/Frame, Brick/Brick Veneer, **Roof** - Composition Roof, **Common Amenities** - Clubhouse, Tennis, Pool, Common Recreation/Park Area, **Association Fee** Includes - Common Amenities, Management, **Type** - Contemporary/Modern, **Outdoor Features** - Lawn Sprinkler System, Patio, **Location Description** - Deciduous Trees, Level Lot, **Fences** - Enclosed Fenced Area, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, Street Light, Fire Hydrant Within 500 Feet, **Basement/Foundation** - Full Basement, Unfinished Basement, **Heating** - Forced Air, **Cooling** - Ceiling Fan, **Inclusions** - Window Coverings, Electric Range/Oven, Dishwasher, Refrigerator, Garage Door Opener, **Energy Features** - Double Pane Windows, **Design Features** - Separate Dining Room, Cathedral/Vaulted Ceilings, Open Floor Plan, Pantry, Walk-In Closet, Washer/Dryer Hookups, **Master Bedroom Bath** - Full Master Bath, **Fireplace** - Gas Fireplace, Living Room Fireplace, **Utilities** - Natural Gas, Electric, Cable TV Available, Satellite Avail, High Speed Avail, **Water/Sewer** - District Water, District Sewer, **Ownership** - Private Owner, **Occupied By** - Vacant Not For Rent, **Possession** - Delivery Of Deed, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional, FHA, VA,

**LA:** Douglas Miller **Phone:** 970-419-2322 **Email:** [dmiller@thegroupinc.com](mailto:dmiller@thegroupinc.com) **Fax:** 970-221-0746  
**LO:** Group Mulberry **Phone:** 970-221-0700  
**TB:** 3.00 **BA:** 3.00 **For Showings:** LO: (970)221-0700  
**Buyer Excl:** No **Contract:** T **Min EM:** \$2,000.00 **EM Recip:** The Group, Inc. **LS:** N

NINJA 氣 INSTALLATION

FOCUS. SKILLS. ACTION. RESULTS.

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# PRICING CASE STUDY



© IRES  
**Elementary:** Coyote Ridge  
**Middle/Jr.:** Erwin, Lucile  
**High School:** Loveland  
**School District:** THOMPSON R2-J

**Lot Size:** 12750      **Approx Acreage:** 0.29  
**Elec:** City Of FC      **Water:** Ftc/Love  
**Gas:** XCEL      **Taxes/Yr:** \$2,803/2008  
**PIN:**      **Zoning:** Residential  
**Waterfront:** No      **Water Meter Inst:** Yes  
**Water Rights:** No      **Well Permit #:**  
**HOA:** Registry Ridge663-9687  
**HOA Fee:** \$70.00/M **Xfer:** Yes **Rsrv:** Yes **Cov:** Yes

| Bedrooms:    | 4           | Baths:     | 4           | Rough Ins: | 1           |              |
|--------------|-------------|------------|-------------|------------|-------------|--------------|
| <b>Baths</b> | <b>Bsmt</b> | <b>Lwr</b> | <b>Main</b> | <b>Upr</b> | <b>Addl</b> | <b>Total</b> |
| Full         | 0           | 0          | 1           | 2          | 0           | 3            |
| 3/4          | 0           | 0          | 0           | 1          | 0           | 1            |
| 1/2          | 0           | 0          | 0           | 0          | 0           | 0            |

All Bedrooms Conform: Yes

| Rooms        | Level | Length | Width | Floor  |
|--------------|-------|--------|-------|--------|
| Master Bd    | Upr   | 19     | 14    | Carpet |
| Bedroom 2    | Upr   | 14     | 12    | Carpet |
| Bedroom 3    | Upr   | 13     | 11    | Carpet |
| Bedroom 4    | Upr   | 13     | 11    | Carpet |
| Bedroom 5    | -     | -      | -     | -      |
| Dining room  | Main  | 14     | 11    | Carpet |
| Family room  | Main  | 18     | 14    | Carpet |
| Great room   | -     | -      | -     | -      |
| Kitchen      | Main  | 21     | 16    | Tile   |
| Laundry      | Main  | 7      | 9     | Vinyl  |
| Living room  | Main  | 15     | 12    | Carpet |
| Rec room     | -     | -      | -     | -      |
| Study/Office | Main  | 12     | 12    | Carpet |

**IRES MLS#:** 627710      **PRICE:** \$465,000  
**ADDR:** 1344 Forrestal Dr, Fort Collins, 80526  
**RESIDENTIAL-DETACHED**      **ACTIVE**  
**Locale:** Fort Collins      **County:** Larimer  
**Area/SubArea:** 9/19      **Map Book:** X - 0 - X  
**Subdivision:** Registry Ridge  
**Legal:** Lot 17, Corrected Plan Of The Final Plat Of Registry Ridge  
**DOM:** 5

**Total SqFt All Lvl:** 4946      **Basement SqFt:** 1620  
**Total Finished SqFt:** 3326      **Lower Level SqFt:** 0  
**Finished SqFt w/o Bsmt:** 3326      **Main Level SqFt:** 1732  
**Upper Level SqFt:** 1594      **Addl Upper Lvl:** 0  
**# Garage Spaces:** 3      **Garage Type:** Attached  
**Garage SqFt:** 783

**YearBuilt:** 2002      **SqFt Source:** Prior Appraisal  
**New Const:** No      **Est. Comp.:**  
**Builder:**      **Model:**  
**New Const Notes:**

**MLS Comments:** Elegant 2 story garden level home on 1/3 acre lot w/fantastic mtn. views & open space on 2 sides. Grand entry w/open floor plan for entertaining & custom features throughout the home. Smart house w/computer-based management system. Designer kitchen w/pantry, 42 in. cabinets, double oven, GE Profile appliances. Master offers a sitting area w/mtn. views and 5 piece tiled bath. Jack & Jill bath & private bath for 4th bed. Extensive landscaping w/pond and moss rock. Not a short sale or foreclosure.

**Driving Directions:** Trilby west of Shields. South on Wainwright, west on Forrestal.

## Property Features

**Land Size** - .25-.5 Acre, **Style** - 2 Story, **Construction** - Wood/Frame, Brick/Brick Veneer, **Roof** - Composition Roof, **Common Amenities** - Pool, Play Area, Common Recreation/Park Area, **Association Fee Includes** - Trash, **Type** - Contemporary/Modern, **Outdoor Features** - Lawn Sprinkler System, Patio, Deck, Oversized Garage, **Location Description** - Evergreen Trees, Deciduous Trees, Sloping Lot, Abuts Public Open Space, House/Lot Faces S, **Fences** - Partially Fenced, Other Fence, **Views** - Foothills View, **Lot Improvements** - Street Paved, Curbs, Gutters, Sidewalks, Street Light, Fire Hydrant Within 500 Feet, **Road Access** - City Street, **Road Surface At Property Line** - Concrete Road, **Basement/Foundation** - Full Basement, Unfinished Basement, Daylight Basement, Built-In Radon, Radon Unknown, **Heating** - Forced Air, Humidifier, 2 Or More H2O Heaters, Electric Air Filter, **Cooling** - Central Air Conditioning, Ceiling Fan, **Inclusions** - Window Coverings, Electric Range/Oven, Self-Cleaning Oven, Double Oven, Dishwasher, Microwave, Security System Owned, Laundry Tub, Garage Door Opener, Water Softener Owned, Water Filter Owned, Disposal, Smoke Alarm (S), **Energy Features** - Southern Exposure, Double Pane Windows, High Efficiency Furnace, Set Back Thermostat, Energy Rated, **Design Features** - Eat-In Kitchen, Separate Dining Room, Cathedral/Vaulted Ceilings, Open Floor Plan, Workshop, Pantry, Bay Or Bow Window, Walk-In Closet, Loft, Washer/Dryer Hookups, Jack & Jill Bathroom, Kitchen Island, **Master Bedroom Bath** - 5 Piece Master Bath, **Fireplace** - Gas Fireplace, Gas Logs Included, Family/Recreation Room Fireplace, **Disabled Accessibility** - Main Floor Bath, Main Level Bedroom, Main Level Laundry, **Utilities** - Electric, Other Utilities, Cable TV Available, Satellite Avail, High Speed Avail, **Water/Sewer** - City Water, City Sewer, **Ownership** - Private Owner, **Occupied By** - Owner Occupied, **Possession** - 1-3 Days After Closing, **Property Disclosures** - Seller's Property Disclosure, **Flood Plain** - Minimal Risk, **Possible Usage** - Single Family, **New Financing/Lending** - Cash, Conventional,

**LA:** Sheree Rumer **Phone:** 970-231-7592 **Email:** [srumer@comcast.net](mailto:srumer@comcast.net) **Fax:** 970-206-1011  
**LO:** Brinkman Partners **Phone:** 970-267-0954  
**TB:** 3.00 **BA:** 3.00 **For Showings:** 888-229-2208  
**Buyer Excl:** No **Contract:** R **Min EM:** \$4,500.00 **EM Recip:** Land Title **LS:** N

## KEY LEARNING POINTS - LESSON #7: THE SELLER PROCESS

Please put a check beside all learning points you understand thoroughly.

- Single most important factor in getting a home sold: Seller's decision making ability.
- Ninjas don't list homes. They list sellers.
- Ninjas have listing consultations, not listing presentations.
- Seller's three greatest fears.
- Listing structure; Clarify the problem before I present a solution.
- Pre-listing interview form.
- Use of the calendar to help sellers create a timeline and schedule.
- Importance of the pre-listing packet.
- Based on the information in the packet, do you feel I'm qualified to market your home?
- So you feel I'm qualified if we can agree on \_\_\_\_\_. Is there anything else?
- You know, one of three things will happen today.
- My mission is to get you to (new place) on time. Would you like to see your odds?
- Based upon current market conditions, where do you feel we should price your home to get you to (new place) on time?
- Scattergrams, Odds of Selling, and Price Lines.
- "Fair and Honest".
- Simple pricing questions with Scattergram. (See page 118)



“

*fear is the  
absence of love.*

”



## OUR DEEPEST FEAR



*Our deepest fear is not that we are inadequate.  
Our deepest fear is that we are powerful beyond measure.*

*It is our LIGHT, not our darkness, that frightens us.*

*We ask ourselves, who am I to be...*

*Brilliant, gorgeous, talented, fabulous?*

*Actually who are you not to be?*

*You are a child of God!*

*Your playing small doesn't serve the world.*

*There's nothing enlightening about shrinking so that  
other people won't feel insecure around you.*

*We were born to manifest the glory of God that is within us.*

*It's not just in some of us; it's in everyone.*

*And as we let our own light shine, we unconsciously give other  
people permission to do the same.*

*As we are liberated from our own fear,  
Our presence automatically liberates others.*

*[ MARIANNE WILLIAMSON, A RETURN TO LOVE ]*



# THE BUYER PROCESS

## Working with buyers:

Four Stages of the Buying Process:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Creating Buyers

- o “You never need to \_\_\_\_\_ but you always need to \_\_\_\_\_.”

“Green Light Selling”

A buyer’s four greatest fears:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Buyer Process Goals:

- o \_\_\_\_\_
- o \_\_\_\_\_
- o \_\_\_\_\_

Rule of Confusion: \_\_\_\_\_

Rule of Clarity: \_\_\_\_\_



# 10-STEP BUYER PROCESS

## 1. Greet

Prepare and coach receptionist: “You must be customer’s name. We’re really glad you are here. Agent’s name is looking forward to meeting with you.”

First two minutes – Three steps - Connect and Control

- o Connect:

Step 1: “How are you today?”

Step 2: “Thank you” or “welcome” or “compliment”

Step 3: Introduce yourself

Ask rapport building (F.O.R.D.) questions

“How much time do we have together today?”

- o Control:

Once you feel you are connected (nod and see if they nod back) take control of the process.

“If it is alright with you, what I’d recommend we do first is sit down and get acquainted. I would like to ask you a few questions that will help me help you find the right home.

Will that work for you?”

## 2. Meet – different location (fresh energy) – offer a gift (drink? pen?)

## 3. Buyer Interview: (Have a file made up with their name on it.)

Open their file.

“I would like to ask you a few questions that will help me help you find the right home. Is that okay with you? Is it okay if I take some notes?” (Power of the Pad)

Follow the proper question sequence:

- o Rapport questions
- o Foundational (prior learning) questions
- o Diagnostic questions – who, what, when, where, why, how?
- o Solution (closing) questions

# 10-STEP BUYER PROCESS

Five key foundational buyer questions:

1. “Where are you living now?”  
“Do you own your current home?”  
“How long have you owned it?”  
“Tell me a little bit about it.”
2. “About how many homes have you owned in your lifetime?”
3. “When you purchased your current home, what was the process you used to find that home?”  
“How did you start looking?”  
“What did you do next?”  
“How long did it take to find the home?”
4. “How did that process work for you?”  
“Is there anything you would like to change on this purchase?”  
“If you could wave a magic wand and have this purchase go just the way you want it, what would that look like?”
5. “Are you familiar with how real estate works here in (place)?”  
If they are from the local area ask, “Are you familiar with the current market conditions?”

## 4. Buyer packet and agency disclosure

“I prepared a packet of information for you that has everything you need to buy real estate in (place).” Briefly review packet, point out contracts, and finish with agency disclosure. (Confirm that they are not working with another REALTOR®.)

## 5. Funnel process

“Our goal is to help you find the right home and, at the same time, make sure you don’t miss anything or pay too much. We have a process called “The Funnel Process” that will help us accomplish those goals. Would you like to see how it works for you? Great.”

“Let’s start with what you have so far. “Do you have a list of homes you have found that you are interested in?”

Review what they have. “Have you gone inside any of these homes?”



## 10-STEP BUYER PROCESS

“If it’s alright with you, let’s start by putting these homes into what we call the ‘funnel’.  
(draw a funnel).

To make sure you don’t miss anything, let’s also put into the funnel any home you might consider. Will that be okay? Discuss:

- MLS
- New Listings
- New Construction
- For Sale by Owner

“Once we have everything in the funnel, we’ll start a simple process of elimination to remove those properties that don’t work for you. We’ll use the comfortable process of elimination versus the often frustrating process of selection. This way we’ll make sure you don’t miss anything.”

“We’ll go from 1,000’s of properties in the funnel to 100’s and then to dozens as we begin to eliminate those that don’t work.” “Some we will look at on-line, some we will drive by, and some we will decide to make an appointment and go in. You will be in control of the decisions.”

“As we go through the process, our goal will be to find our top three favorites that could work for you (and this can be a rolling top three).”

“Once you have identified your favorites, I’ll do a simple market analysis showing you sold properties to help you get a feel for value. Our goal is to make sure you don’t pay too much.”

“Does this look like a process that will work for you?”



# 10-STEP BUYER PROCESS

Funnel Process Summary and Key Phrases:

- Process of elimination versus process of selection
- Make sure you don't miss anything.
- Some we will look at on line, some we will drive by, some we will go in. You will be in control of the decisions.
- Our goal: Identify your "Top Three Favorites" and I'll do a market analysis on them.
- We want to make sure you don't pay too much.
- Draw it! Showing is better than telling.

## 6. Scale of 1 to 10.

"Just for fun, to give me an idea of where you are in the process, on a scale of 1 to 10 (with a 1 being you are just starting the process and a 10 being you would like to find a home today) where would you rate yourself?"

"What would have to happen for you to be a 10?"

Drill down on each item – ask questions and listen

- "What specifically about...?"
- "Why is that important to you?"
- "Tell me more about that."  
Take notes. (Power of the Pad!)

## 7. Pieces of paper exercise. (Give each person a piece of paper.)

"If it is alright with you, I would like each of you to make a list of the things you want in a home. After you have made your list, put stars beside the three things you can't live without."

# 10-STEP BUYER PROCESS

## 8. What and why? Features and benefits.

| (What)<br>Features | (Why)<br>Benefits |
|--------------------|-------------------|
|                    |                   |

Remember: People buy their “whys” (benefits) not their “whats” (features). Explain the concept of “the 85% perfect home.”

## 9. Cash? Loan? House to sell?

“Will you be paying cash for this home or will you be getting a loan?” If getting a loan: “Do you have a loan arranged? Do you have a lender?”

“While I’m doing the computer work for your MLS search, would you like to meet with (name of lender) for a second opinion?”

“There is absolutely no obligation to use (name of lender). However, it will give you a second opinion.”

Do the preliminary MLS search while they meet with the lender.

They return from the lender:

- o “How did it go?” Discuss their loan options
- o “Are you familiar with the 1% = 10% Rule?”
- o “Every 1% change in interest rate affects your buying power 10%.” (1% = 10% Rule)

4.5%, 30-year, \$1,013/month = \$200,000 mortgage

5.5%, 30-year, \$1,013/month = \$178,476 mortgage

6.5%, 30-year, \$1,013/month = \$160,326 mortgage

“What is your interest rate risk right now?”

# 10-STEP BUYER PROCESS

Review MLS results:

- Matches
- Under Contract
- Available

Discuss MLS Search

- View on-line
- Drive by
- Show

Refine MLS search and discuss

- Print "Show" properties
- Have "Actives" available
- Have "Solds" available
- Give them the "Greenlight!"

## 10. If we find it...What will you do? (story)

"The Cream Puff Discussion"

Showing Property – Rules of Thumb

Soft Solutions

Your odds:

- First time = \_\_\_\_\_
- Second time \_\_\_\_\_
- Total of two times = \_\_\_\_\_ %



# COMMON TRAPS

## Key elements of the 10-Step Buyer Process (the subtle and hidden)

1. Order and sequence of questions:
  - Rapport-Connection Questions
  - Foundational Questions (access prior learning)
  - Diagnostic Questions (who, what, when, where, why, how)
  - Solution (closing) Questions

**Most common trap:** REALTORS® skip Foundational Questions – can't wait to get to beds and baths. "Just read the foundational questions!"
2. Prepare a Buyer Packet
  - Shows you are a pro & builds trust
  - Sets up "Equity Sensitive" relationship
  - Let's them see the contract in advance and get used to it
  - Provides a nice segue to talk about agency & confirm they are not working with another REALTOR®

**Most common trap:** Most REALTORS® don't use a Buyer Packet
3. The Funnel Process
  - Shows you have a process and are a pro versus just a "cab driver"
  - Handles their fears of "missing something" and "paying too much"
  - Gets them committed to a process and gets everyone on the same page. Gives them the "Greenlight" to move forward when they see something they like

**Most common trap:** Most REALTORS® don't use Funnel Process
4. Scale of 1 to 10
  - Helps you find out where they are in the process
  - Helps you (and them) get clear on the steps necessary to complete a transaction. (Everybody gets their "marching orders".)
  - Helps them get clear on diagnostic questions: who, what, when, where, why, and how

**Most common trap:** Most REALTORS® never ask these questions

# COMMON TRAPS

5. Two Pieces of Paper
  - Critical when you have two buyers
  - You get input from BOTH buyers
  - Having them mark their three “have to haves” helps them prioritize

**Most common trap:** Most REALTORS® skip this step
6. Whats and Whys
  - People buy their “whys” not their “whats”
  - Load the “whys” into your MLS search

**Most common trap:** Most REALTORS® do their MLS search based on “Whats” (they can’t wait to ask about beds and baths) and show properties based on “Whats” not “Whys”

  - During this step, have the conversation about the 85% home (finding the perfect home is difficult)
7. Cash? Loan? House to sell?
  - Have them checked out by a lender you trust (second opinion for them)
  - If there is a mismatch between what they want and what they want to spend, decide how this will be brought up – You? Lender? MLS?

**Most common traps:** Relying on their word about lender; they have a lender who can’t deliver; having this discussion too early in the process before the foundational questions.
8. MLS Search
  - Make sure you show matches, under contract, and available

**Most common trap:** REALTOR® just shows them what is available and misses the opportunity to show that properties are selling.
9. Showing Property
  - Have discussion about actives and solds you will see in the neighborhood and you have the information available with you on those properties

**Most common trap:** REALTOR® not having this discussion with the buyer and not having active and sold information readily available. When buyer sees a house they like (but are not being shown) they immediately decide to delay any decision to buy until they can go home and check it out on-line.





# COMMON TRAPS

## Handling Buyer Objections:

By following the 10-Step Buyer Process, buyer objections are greatly reduced because:

- Buyers are more clear (less confused)
- Buyers are more confident (less fear)
- Buyers are more focused (fewer criteria and variables)
- Buyers are in a “Balanced Brain” Decision making mode
- They have the “Greenlight” to move forward

When buyers want to “think about it” they are either afraid or confused or both. The 10-Step Buyer Process helps them become clear and confident so they are prepared to commit.

For best results, do the entire 10-Step Buyer Process (When you make a phone call, if you leave out a digit or put them in a different order, do you get the results you want?) The same is true with the 10-Step Buyer Process. Don’t skip steps. Don’t put steps in a different order.

**Most common trap:** REALTOR® skipping steps or putting them in a different order.

Sometimes objections/concerns will still come up. So the Ninja needs to have the skills to handle these objections/concerns.

# SOFT CLOSES WITH BUYERS

A “soft close” – an easy, low risk question that requires a small, low drama decision.

A “hard close” – a tough, high risk question that creates drama and requires a big decision.

## 1. Favorite Showing Questions (after the gate of the mind is open):

Can you see yourself living in this home?

Is this a home you’d like to own?

When would you like to move in?

Shall we see if we can buy this home? (power and party personality)

Shall we make sure we don’t lose this home (peace and perfection personality)

If they express an objection: So... is there anything else?

Is there any portion of the home you’d like to see again before we leave?

If they want to think about it... Offer “Auction Solution” (peace and perfection personality)

If they want to think about it... Offer “Scratch Pad Solution” so they have something to take home.

## 2. Favorite After Showing Questions:

Which home do you like better? (Comparison of two homes)

Is this home in our top three? Would you rate this as an 85% home or better? For new construction: What is your favorite plan? Lot?

If I call you later tonight and tell you one of these houses has sold, which one would you be most disappointed to lose?

If this home sells tonight, will you be okay with that? What is your Plan B?

“Scratch Pad” solution (“practice contract”) or set another appointment.



# SAMPLE BUYER INTERVIEW QUESTIONS

## 1. Opening

My goal is to help you find just the right home and to make your move as smooth as possible. To help me do that, may I ask you some questions? Is it okay if I take some notes?

## 2. Personal Information

Could you tell me a bit about yourselves?

Family?

Work?

What do you do for fun?

If you could live anywhere, where would that be?

## 3. Experience

Do you currently own a home or are you renting?

How long have you lived there?

How many homes have you owned?

How long have you been looking?

How many homes have you seen?

Have you seen any homes you liked?

- Yes: Why didn't you buy the one you liked?
- No: What are you looking for that you haven't found?

Have you recently bought any real estate in Colorado?

- I've prepared a packet of information for you to take with you. It will help you understand the buying process. It will also help you if you can take the time to review these documents before we find your home. Will you be able to do that? (Briefly show what is in packet.)

# SAMPLE BUYER INTERVIEW QUESTIONS

Will you be financing part of the purchase or will you be paying cash? If they are financing:  
Have you met with a lender and been pre-approved for a loan?

- o Yes: Do you have your paperwork with you?
- o No: We'll need to get started on that right away. Would you like me to help you with that?

## 4. Urgency

How soon would you like to be moved?

Why is that an important time frame for you?

How would your plans be affected if you moved earlier or later?

What would happen if you didn't find a home by then?

If we found the right home today, what would you do?

Is there anything you need to resolve before you purchase a home?

Will anyone else be involved in the decision to purchase?

Will anyone be offering financial assistance?

IF THEY ALREADY OWN A HOME:

- o Are you able to buy another home without selling your present home?
- o Would you like to buy first or sell first?
- o What would be a more comfortable extreme: owning two homes or owning none?



# SAMPLE BUYER INTERVIEW QUESTIONS

## 5. Needs and Priorities

Of all the things you're trying to accomplish in this move, what is the most important?

In your current home, what are the things about it that you like the best? Why?

What is your favorite room in a home? Why?

How large of a home did you have in mind? Why?

What style of home did you have in mind? Why?

Help me visualize how you'd like your next home to look.

What are the most important features to you? Why?

What are the three things you can't live without? Why

FAMILY: Considering everyone who will live in the home, what requirements do they have?

- o What hobbies and leisure activities do we need to consider? Pets? Schools?

Do you have any special furniture you would like to accommodate?

How do you feel about doing decorating or repairs on a home?

How do you feel about buying a brand new home/Townhome?

## 6. Financial Qualifications

What price range did you have in mind?

How did you decide on that amount?

How much over that amount would you be willing to go if the home was really appealing to you? (needed for search criteria)



# SAMPLE BUYER INTERVIEW QUESTIONS

## 7. Their Process (if they've bought before)

The last time you bought a house, could you tell me about the process you went through to find that house?

- How did you start looking?
- What did you do first? What were the steps you went through?
- Did anyone help you make the decisions?
- From the time you started, how long did the whole process take until you found the house?
- Did that process work pretty well for you? Is there something that you would do differently if you had it to do over?
- Are you comfortable more or less using that same process to purchase this home?

## 8. Your Process: Explain

Multiple Listing

Procuring Cause – Go over disclosures

Homes vs. Townhomes

For Sale by Owners

Loyalty

Explain how you are going to select and show them homes (funnel process)

My goal is not to sell you something. My goal is to help you buy a home that is right for you

- One of the ways I can tell if you like the home is to ask you if you would like to buy it. Will that be okay with you? – Or if the home sells tonight, will you be ok with that? If the first home we look at is the right home, will you be okay with that?



# FAVORITE BUYER QUESTIONS

## 1. Five Favorite Floor Call Questions

1. “What was it about that home/ad that attracted your attention?”
2. “Do you have any other properties written down that you’d like details on?”
3. “Would it help you if I got you the details on those properties?”
4. “I’ll get the information together on these properties for you. When would you like to get together to go over them?”
5. “Do you have a buyer packet?”

## 2. Five Questions for Potential Investors

1. Do you own your own home?
2. How long have you owned it?
3. Has it been a good investment for you?
4. What would your financial situation be like if you owned 10 of them?
5. What would your life be like if they were all free and clear?

# FAVORITE OPEN HOUSE QUESTIONS TO OBTAIN LISTINGS

## 1. The objectives of this open house are:

- To meet prospective buyers who are also sellers
- To market the home to buyers and meet buyers
- To sell the home and satisfy the seller
- To generate listing appointments. If the open house is from noon to 4:00 p.m., the goal is to have listing appointments after the open house.

## 2. After the guests to the open house have entered the home and you have greeted them, allow them to “get their bearings” and circulate through the home for a bit. When you sense they are comfortable, approach them and ask these questions:

- Are you folks from around here?  
If “No”: Where are you from?  
What brings you to the area?  
How soon do you plan to move?  
  
If “Yes”: Where do you live now?  
How long have you lived there? How do you like it?  
Why do you want to move?  
What homes have you seen that you particularly like?  
If you could live anywhere, where would that be?  
Do you own your own home or are you renting?
- Will you be needing to sell your home to purchase a new home?
- Do you have an idea what your current home will bring in today’s market?  
Would it be valuable to you to have a current market evaluation showing what your home will sell for in today’s market, what your closing costs will be, and how many net dollars you will have from your sale to buy a new home?  
  
I get off my open house at 4:00. Why don’t I swing by your house on my way home and help you with a price opinion? That way you’ll know how many net dollars you are working with to buy a new home. It will only take a few minutes and there is no obligation.



# OPEN HOUSE LISTING APPOINTMENT

1. **Would you give me a quick tour of your home?**
2. **Rapport – F.O.R.D. Questions**
3. **Information gathering questions:**

When did you buy this home?

What sold you on it?

Have you done anything to it since you bought it?

Do you know the approximate square footage?

Do you know your approximate loan amount?
4. **If you were to sell your home is there anything you would want to exclude? – work bench, dining room chandelier, etc.?**
5. **Is there any special item you would like to include in the sale? – hot tub, play ground equipment, etc.**
6. **Would you like to price your home with \_\_\_\_\_ or \_\_\_\_\_ .**
7. **How many properties have you sold?**

When did you sell your last one?

What were your experiences with that sale? How did it go?
8. **What other properties do you have that you might need to sell?**
9. **Based on the information you've given me I'll prepare a current market evaluation showing what your home will probably sell for and your net dollars from the sale. When can we get together to go over it?**
10. **Here's a package of information that I would like to leave with you. It will give you an overview of the current market. Will you be able to take a look at it before we get together again?**

## CONTACTING NEIGHBORS TO A LISTING

Hi. How are you today? Thanks for coming to the door.

My name is \_\_\_\_\_ with \_\_\_\_\_ real estate company.

We have your neighbors, Mr. and Mrs. \_\_\_\_\_ home, listed for sale (motion in the direction of their home and provide them with a brochure).

As part of our service to our sellers, I wanted to drop by and give you some information on their home (could also invite them to an open house). I also wanted you to be able to associate a face with the name on the sign. Do you have any questions about their home or the current real estate market?

- o If they have questions: Answer their questions or set an appointment to do so.
- o If they don't have questions: "Thank you very much for your time. Have a great day."





## NEW HOME SALES TWO MINUTE QUALIFIER

“Welcome. How are you today? Thank you for coming out to see us.

My name is \_\_\_\_\_ .

Is this your first visit to \_\_\_\_\_ ?”

If no, we’ve been here before: “Great! Welcome back. How can I help you today?”

○ If yes:

“Great! Let’s start by getting you located on this map.” (Lead them to map table.)

Start pointing out landmarks on the map:

“ Are you familiar with the area?”

“ Are you from around here?”

○ If no:

“Really?” “What brings you to the area?” (Find out if their move is job related.)

“What is your timetable for moving?”

“Have you had a chance to look at very many new home neighborhoods?”

“What have you seen that you like?”

“What did you like best about...?”

“Have you decided that you want a new home versus an existing home?”

If yes:

“Really?” Where do you live now?

“Do you own your home or are you renting?”

If they own:

“That’s a nice area. How long have you lived there?”

“Why are you thinking of moving?”

“Have you had a chance to look at very many new home neighborhoods?”

“What have you seen that you like?”

“What did you like best about?”

“Have you decided that you want a new home versus an existing home?”

# NEW HOME SALES TWO MINUTE QUALIFIER

“Do you plan to sell your current home in order to buy your new home?”

If they rent:

“How long have you lived there?”

“What is your timetable for moving?”

“When is your lease up?”

“Have you had a chance to look at very many new home neighborhoods?”

“What have you seen that you like? “What did you like best about...”

“Have you decided that you want a new home versus an existing home?”

“How did you hear about \_\_\_\_\_?” Do your presentation.

Spend most time with most qualified – create reason for another appointment.



## KEY LEARNING POINTS - LESSON #8: THE BUYER PROCESS

Please put a check beside all learning points you understand thoroughly.

- The four stages of the Buying Process: curiosity, interest, desire, and commitment.
- How do I create buyers? Get them into the first stage – curiosity.
- Greenlight Selling: Remove a buyer's greatest fears BEFORE they start looking.
- Buyers four greatest fears.
- The 10-Step Buyer Process is designed to help buyers make “balanced brain” decisions.
- Start your questions with “foundational questions” that access prior learning.
- The Funnel Process.
- Rolling Top Three.
- On a scale of 1 to 10. What would have to happen for you to be a 10?
- Two sheets of paper and the three things you can't live without.
- What's and Why's.
- The 85% Perfect House.
- The “Cream Puff Discussion”
- Can you see yourself living here? Is this a home you would like to own?
- The “Scratch Pad Solution” or “Practice Contract”.
- Finish with either a contract or an appointment to see the home again.





*“ your mission is to  
create value. ”*



# NEGOTIATION SKILLS

1. **Negotiation is a key skill: Negotiating the “gap” between buyer and seller expectations in order to find mutually acceptable common ground.**

2. **Real estate is unique: One of a kind, no set price, third party – limited authority.**

3. **Five Negotiating Points in a Real Estate Contract:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

4. **Ninja Negotiating Philosophy**

\_\_\_\_\_ versus “winning”  
\_\_\_\_\_

The right process builds a platform for \_\_\_\_\_ and \_\_\_\_\_ .

5. **Four Negotiation Dynamics**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

6. **Three Negotiation “Games” (Know what game you are in!)**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



# NEGOTIATION SKILLS

## 7. Negotiation Effectiveness

\_\_\_\_\_ % Collaborative

\_\_\_\_\_ % Competitive

Study of American Lawyers and English Labor Negotiators.

(source: *Bargaining for Advantage* by G. Richard Shell)

## 8. Your "Pre-Game"

## 9. Personalities

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## 10. Patterns of Success

## 11. Quality of Communication

\_\_\_\_\_ % Words

\_\_\_\_\_ % Pitch, Tone, Tempo

\_\_\_\_\_ % Body Language

Electronic negotiation: Avoid being the \_\_\_\_\_ .

## 12. Decision Strategies

Toward:

From:

# NEGOTIATION SKILLS

## 13. Fifteen Negotiation Skills:

Skill #1 \_\_\_\_\_

Skill #2: \_\_\_\_\_

Skill #3: \_\_\_\_\_

Skill #4: \_\_\_\_\_

Skill #5: \_\_\_\_\_

Skill #6: \_\_\_\_\_

Skill #7: \_\_\_\_\_

# NEGOTIATION SKILLS

Skill #8: \_\_\_\_\_

Skill #9: \_\_\_\_\_

Skill #10: \_\_\_\_\_

Skill #11: \_\_\_\_\_

Skill #12: \_\_\_\_\_

Skill #13: \_\_\_\_\_

Skill #14: \_\_\_\_\_

Skill #15: \_\_\_\_\_

# WHAT GAME ARE WE IN?

Your first question when you enter a negotiation.

## Soft (Collaborative)

Participants are friendly

The goal is agreement

Expectation: Short & Sweet

Greatest Fear: Losing the deal

Make concessions to cultivate relationship

Equity Sensitive (give and take)

Be soft on the people and the problem

Trust others

Belief in abundance

Change your position easily (be flexible)

Make offers

Disclose your bottom line (your goals)

Accept one-sided losses to reach agreement

Insist on agreement

Try to avoid a contest of will

Yield to pressure

## Hard (Competitive)

Participants are adversaries

The goal is victory

Expectation: Long and Hard

Greatest Fear: Not getting every possible concession from other party

Demand concessions as a condition the of the relationship

Perceives any giving or concession as a sign of weakness

Be hard on the problem and the people

Distrust others

Belief in scarcity

Dig into your position (be rigid)

Make threats

Mislead as to your bottom line (your goals)

Demand one-sided gains as the price of agreement

Insist on your position

Try to win a contest of will

Apply pressure

Source: Getting to Yes, Negotiating Agreement without Giving In by Roger Fisher and William Ury

## KEY LEARNING POINTS - LESSON #9: NEGOTIATION SKILLS

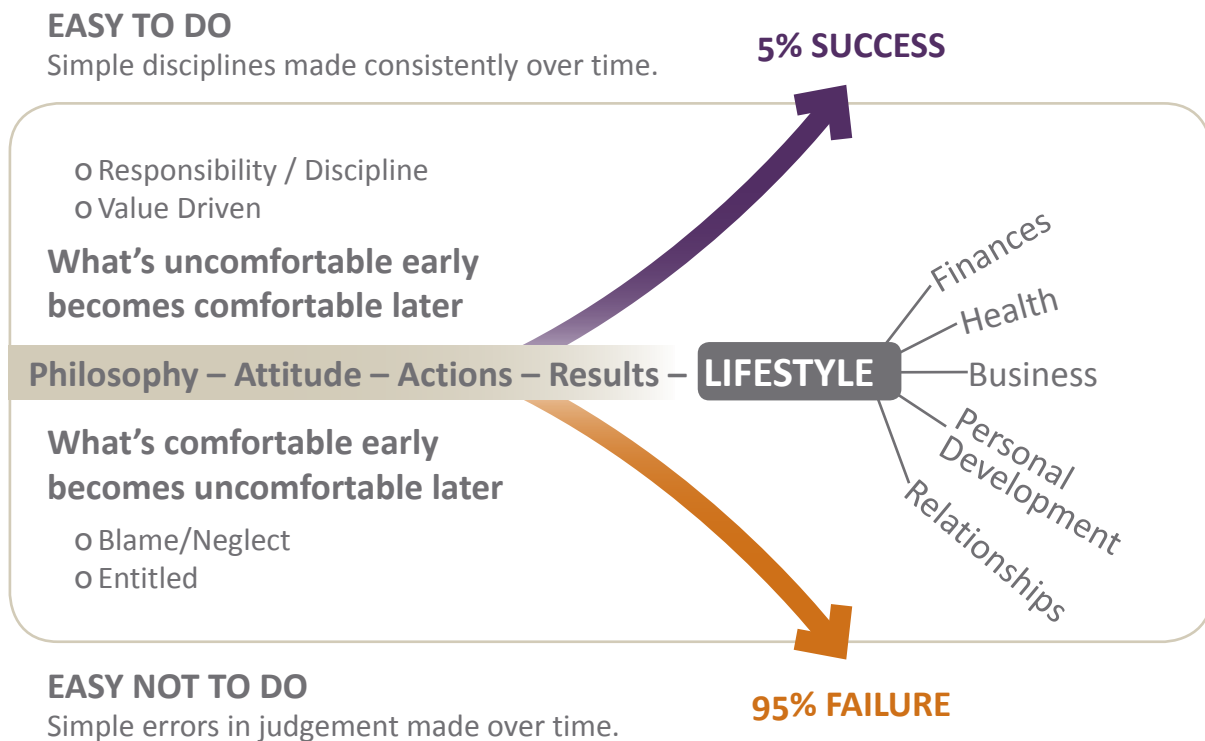
Please put a check beside all learning points you understand thoroughly.

- Five Negotiating Points in a contract.
- Third Party with limited authority.
- Four Negotiation Dynamics: power/need, knowledge, time, and trust.
- Collaborative negotiators and competitive negotiators.
- Be a “Step-down Transformer”.
- Negotiations are more successful if done face-to-face or voice-to-voice.
- “Cheese-wiz”.
- Equity Sensitive.
- Winner’s Curse.
- Red Herring.
- “Flinch”.
- Viable option.
- Reverse offer.
- Multiple counter offers.
- The use of warranties or guarantees.
- Patience: 80% of concessions come in last 20% of the time.



# THE NINJA PATH

## 1. The power of incremental change: *The Slight Edge* by Jeff Olson



Ninja is a user-friendly selling system.  
Everything is easy to do. It is also easy not to do.

Ninja is also a path, not an event. Ninja is a lifestyle, a way of being in the world.

“ Your life becomes a printout resulting from the *small decisions* you make each day that are compounded over time. ”  
[ JEFF OLSON ]

# THE NINJA PATH

“ We can show you the path,  
but *you must walk it.* ”  
[ LARRY KENDALL ]

## 2. The 10 Commitments:

Daily gratitudes and affirmations

Read “Mastery” or Ninja Books daily

Schedule and perform your Ninja 9 each week

Interview (FORD) 50 people per week and look for ways to create value

Turn in your weekly flow sheets

Participate in a weekly “scripts group” (develop your skillset)

Review your Ninja notes weekly

Listen to Ninja CD’s and webinars

Show up – for work, for sales meetings, for scripts groups, etc.

Maintain a positive energy state

## 3. Focus on productive activities and income takes care of itself.

## 4. When you experience fear, throw the switch:

Focus on them. Focus on love (creating value) and the fear goes away.

# NINJA SKILLS GROUP SCHEDULE

Skills come with practice. To help fully develop your skills, we recommend you participate in a weekly skills group. We recommend these groups consist of five to eight people, meet weekly, have an agenda (topic), and engage in deliberate practice. This is not a discussion group. It is a practice group.

Here is an example of a 16 week schedule that is used by many of the Ninja Practice Groups. All of the scripts are in the Ninja Installation manual - and most all of the Ninja classes.

If you are wondering what the “Pit” is, this is a role playing exercise where one person is “it” in the PIT. Participants pick a topic - say pricing, or commission objections - and they fire objections at the person who is it and they see if they can handle it. If they struggle, the group jumps in with ideas to help them. One of the rules: whenever possible, answer the objection with a question not a statement (asking is better than telling). We have found if you can handle the PIT, you can handle any seller or buyer.

Have a set time and place each week. Have a topic. Have one person (rotating) be responsible for each meeting. Send a reminder email the day before. Engage in deliberate practice.

**Week 1:** Pre-Listing Interview. Rehearse the questions for the pre-listing interview. Have the person playing the role of the seller call in on a cell phone.

**Week 2:** Pre-Listing Packet. Bring YOUR pre-listing packet and be prepared to share.

**Week 3:** Listing Interview – Practice the 16-step Seller Process.

**Week 4:** Practice the Listing Interview again.

**Week 5:** Comparative Market Analysis. As a group, identify a property and each one of you will prepare a CMA for it. Compare notes and learn from each other.

**Week 6:** Pricing Objections – The PIT (practice the scripts in the Ninja Manual).

**Week 7:** Commission Objections – The PIT (practice the scripts in the Ninja Manual).

**Week 8:** Negotiation Skills – The PIT.

**Week 9:** Seller follow-up – bring systems you are using for follow up once you have the listing. Rehearse the 5-step calling process.

**Week 10:** FLOW. Bring your flow calendar and your weekly activity logs. Compare what is working.

**Week 11:** Ninja Mindset. Bring your daily ritual and your strategies to stay in the “performance quadrant”.

**Week 12:** Your Business Plan. Bring your business plan and share it with others.

**Week 13:** Buyer Interview – practice the 10-step Buyer Process.

**Week 14:** Field Trip – Practice showing homes to buyers.

**Week 15:** Closing Questions. Practice the Ninja “Soft Closing” Questions.

**Week 16:** Closing Questions. Practice the “Scratch Pad” (Practice Contract) close.

# PURSUING THE PATH OF NINJA EXCELLENCE

## 1. **Become a member of the Ninja Nation**

Build your Ninja profile, generate referrals with Ninjas across the country, get access to Ninja tips and documents and interact on the Ninja Blog. Membership is FREE! Sign up at: [www.NinjaSelling.com/Account/Register](http://www.NinjaSelling.com/Account/Register).

## 2. **Attend Ninja Monthly Webinars**

As a member of the Ninja Nation, you will receive invitations to attend monthly live and recorded webinars with Larry Kendall, Author of Ninja Selling. See a complete list of webinar topics: [www.NinjaSelling.com/Events](http://www.NinjaSelling.com/Events).

## 3. **Attend a Ninja Selling CRS Class**

All three Ninja Selling classes are offered with CRS credit and sometimes with CE credit. To see a list of available classes, go to: [www.CRS.com](http://www.CRS.com).

## 4. **Attend Ninja Installation**

Get the complete Ninja System, in a four-day, 40-hour intensive course. Topics include: How Your Mind Works, FLOW Systems to Generate Business, Seller and Buyer Systems. Learn more: [www.NinjaSelling.com/Events](http://www.NinjaSelling.com/Events).

## 5. **Attend Ninja Selling Retreat**

This is considered our Ninja Graduate program. Have the opportunity to meet our high producing Group Inc. Sales Partners, and learn how they have successfully implemented the Ninja Systems into their own business. Also included in this program is the “Breaking Limits” Board Breaking session (which is an optional training for all participants.) Learn how to get passed your fears by breaking one inch boards with your bare hands. To see a class schedule, go to: [www.NinjaSelling.com/Events](http://www.NinjaSelling.com/Events).

## 6. **Sign up for Personal Ninja Coaching**

The coaching program helps create action plans to implement the Ninja systems into your business and holds you accountable for the goals you set. Visit [www.NinjaCoaching.com](http://www.NinjaCoaching.com) to learn more.

## 7. **Monthly Ninja Coaching at your Company**

Get your entire company involved in Ninja Coaching. Each one of our instructors will come to your company every month to keep you focused on the Ninja Selling Path. To learn more about the Ninja Instructors and the Ninja Coaching program, visit: [www.NinjaSelling.com/Instructors](http://www.NinjaSelling.com/Instructors).

# NINJA NEWS

## NINJA 氣 NEWS

CONNECTING THE NINJA NATION

September

### NINJA EVENTS

**Ninja Webinar**  
"How We Decide"  
September 27th


**Ninja Retreat**  
December 11th-13th  
The Group Inc.  
Fort Collins, Colorado

**Ninja Installation**  
January 8th-11th  
The Group Inc.  
Fort Collins, Colorado

## MINDSET


What is one simple mind shift that will potentially double your income? How about:

**"Your next transaction is imbedded in this transaction."**




*Pay attention, ask good questions, and listen. There are more people who want help. Maybe it's the inspector who wants to buy, the lender who wants to sell, or this customer who also wants to invest? The most productive Ninjas see the hidden and subtle. Look closer. There are more transactions than you are seeing...*

Thanks for putting the humanity back in selling. The Ninja program reminds me of emergency directions on an airplane: put your own oxygen mask on, so that you can better help others. That's what the notes, affirmations, and mastery are to me: oxygen.




**Jennings Doyle**  
Windermere Real Estate  
Seattle, Washington


### 11538



**Christopher Grimm**  
Windermere NW Ballard  
Seattle, WA




**Jessica Taburada**  
CIR Realty  
Calgary, AB



**Adrienne Scharli**  
The Group Inc.  
Fort Collins, CO

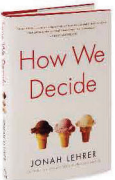
## SKILLSET



We are in a generation of customization. We tweak almost everything to fit our needs and our personalities... Just like a recipe. Even if we include all of the same ingredients but don't prepare it as specified, the end result may not turn out as originally desired. The same concept can be applied with the **Ninja Buyer's Process**... I have noticed that those who alter the process do not achieve the same results. Those who follow the steps, *in order*, with ample time for each step end up showing less property write more contracts.

[Click here to read the article](#)

### RECOMMENDED READING




**"How We Decide"**  
By Jonah Lehrer

Our best decisions are a finely tuned blend of both feeling and reason-and the precise mix depends on the situation.

Click to Order  
**amazon.com**

### Become a Member




Membership is FREE!

- \* Locate other Ninjas
- \* Build your personalized profile page
- \* Participate in the Ninja Blog
- \* Download Ninja handouts other recommended resources

[Click here to sign up](#)

## ACTION

### Stop Doing This!



What is the ONE thing that **Craig Newmark** of Craigslist, motivational speaker, **Tony Robbins** and author, **Brian Tracy**, have all stopped doing?

[Click here to seeÄ their list](#)

### NINJA LINKS

Leaders in Northern Colorado Real Estate, The Group Inc. is birthplace of Ninja Selling  
[www.TheGroupInc.com](http://www.TheGroupInc.com)

Learn more about Scattergrams, Pricing Tools and Investment Analysis Software  
[www.Focus1st.com](http://www.Focus1st.com)

Looking for one-on-one coaching? One of our Certified Ninja instructors can help  
[www.NinjaCoaching.com](http://www.NinjaCoaching.com)

Learn more about Ninja Selling, meet the Ninja instructors, and register for classes and webinars  
[www.NinjaSelling.com](http://www.NinjaSelling.com)



# NINJA NATION PROFILE

## 1. Step 1: Register your FREE Ninja Nation Profile

## 2. Step 2: Upload your Ninja Picture

- o Click on “Change Picture”.
- o Click on “Upload a File”.
- o Once your desired picture is in the window, drag the picture box down, starting from top left hand corner, down to bottom right corner.
- o Center your cropped picture by adjusting the moving box up and down.
- o When your satisfied with your picture click “save”.

## 3. Step 3: Edit your Profile Information

- o Click on “My Info”.
- o Click “edit” under “About Me” then click “save”.
- o Click “edit” under my F.O.R.D. Enter information about your Family, Occupation, Recreation and Dreams. Under Occupation, make sure you enter your Ninja Credentials!! Once your done editing your information, click “save”.

## 4. Explore the Ninja Nation site! Features Include:

- o Locate a Ninja.
- o Ninja Podcasts.
- o Ninja Documents library.
- o Book Reviews and More!

## MASTERS IN THE ART OF LIVING



*People who are masters in the art of living  
make little distinction between*

*their work and their play,  
their labor and their leisure,  
their mind and their body,  
their information and their recreation,  
their love and their religion.*

*They hardly know which is which.  
They simply pursue their vision of excellence  
at whatever they do, leaving others to decide  
whether they are working or playing.*

*To them they are always doing both.*

[ JAMES MICHENER ]





“

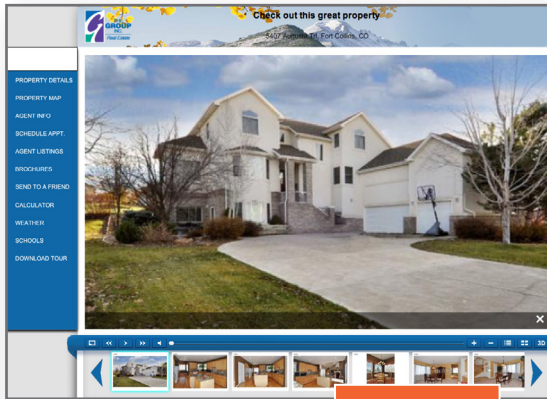
*it matters  
who says it.*

”

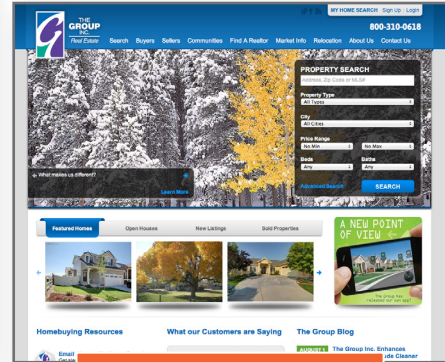


# Maximum Exposure

When You List Your Home with The Group



Virtual Tour

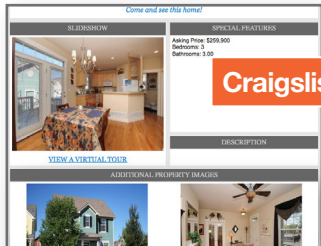


www.thegroupinc.com



Color Brochure

iPhone and Android App



Craigslist

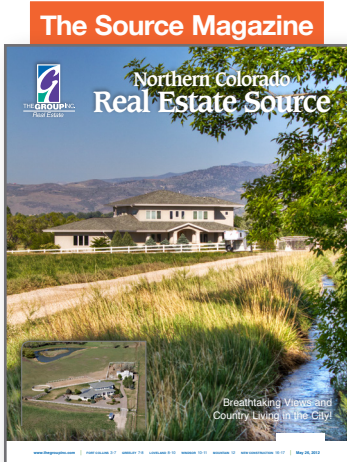


YouTube Videos

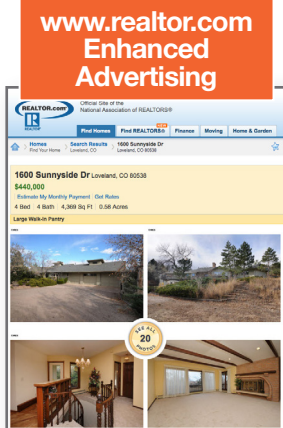
**Your Property**



Mobile Tour



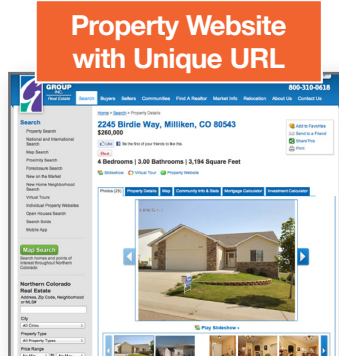
The Source Magazine



www.realtor.com Enhanced Advertising



Social Networking



Property Website with Unique URL



ePostcard

# “The Pond”

Current Housing Market

Market

Date

New

Inlet

Sold

Outlet

**Flow**

(Best Value & Price/Shown & Offers Made)

**Show**

(Shown But No Offers)

**Stagnant Mass**

(Not Being Considered)

Inventory

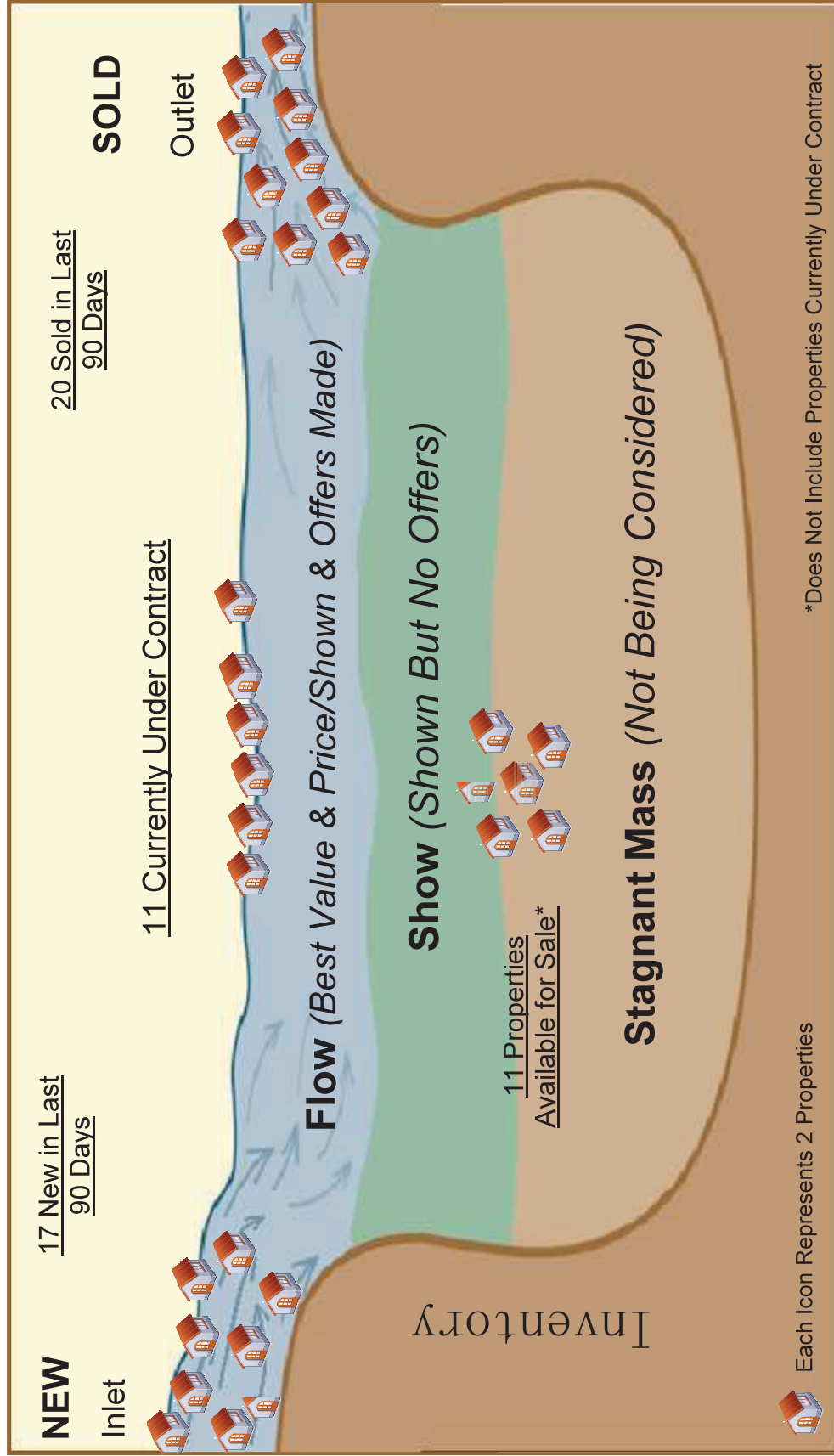




# The Real Estate Pond

## Activity in Stroh Farm (Johnstown)

Activity during the most recent 3 months

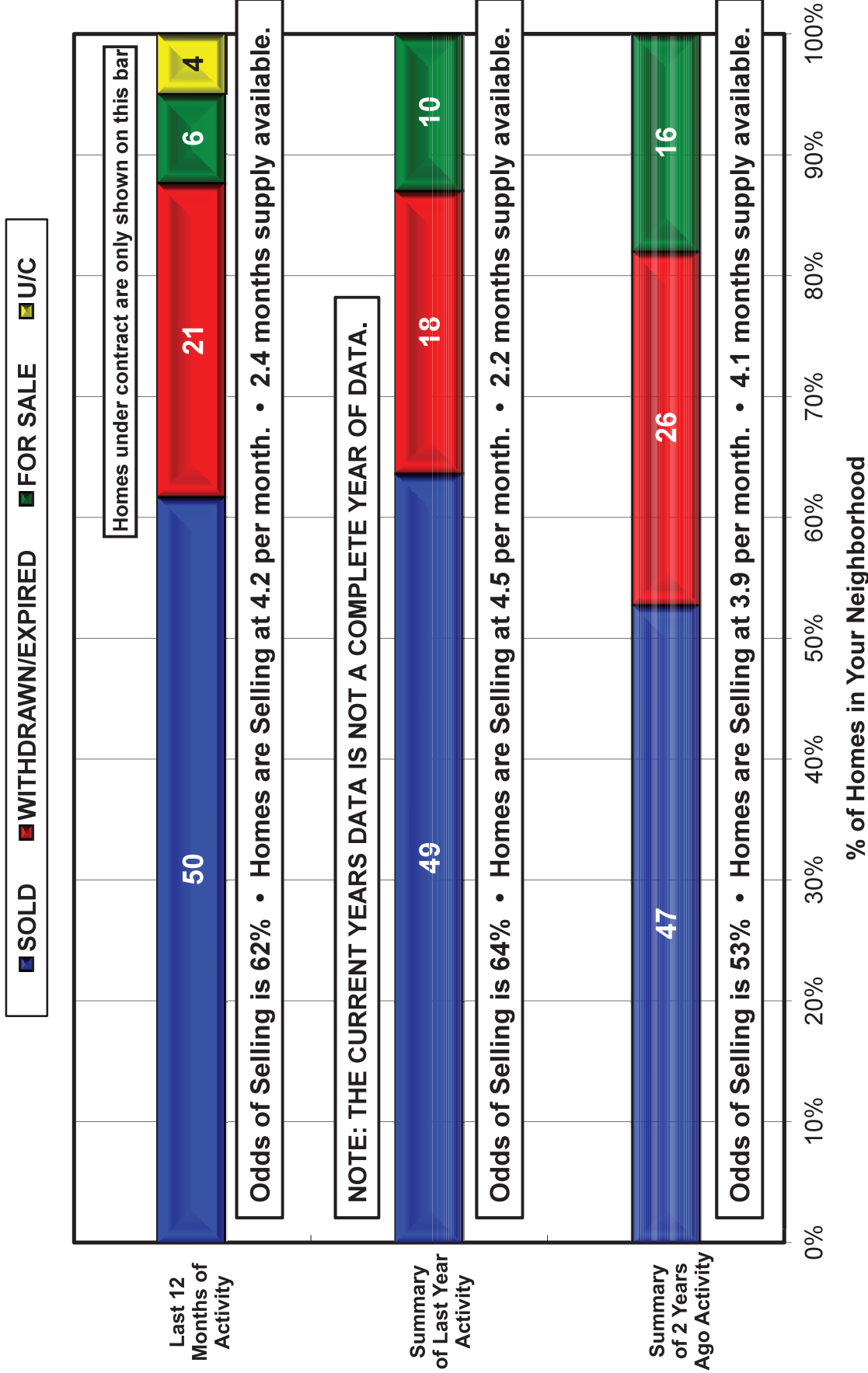


DEEP SMARTS, BIG HEARTS, PROVEN RESULTS!

www.TheGroupInc.com

# What are the Odds of Selling Your Home?

## Fossil Lake Ranch (Fort Collins)



Source: MLS, Information deemed reliable but not guaranteed.

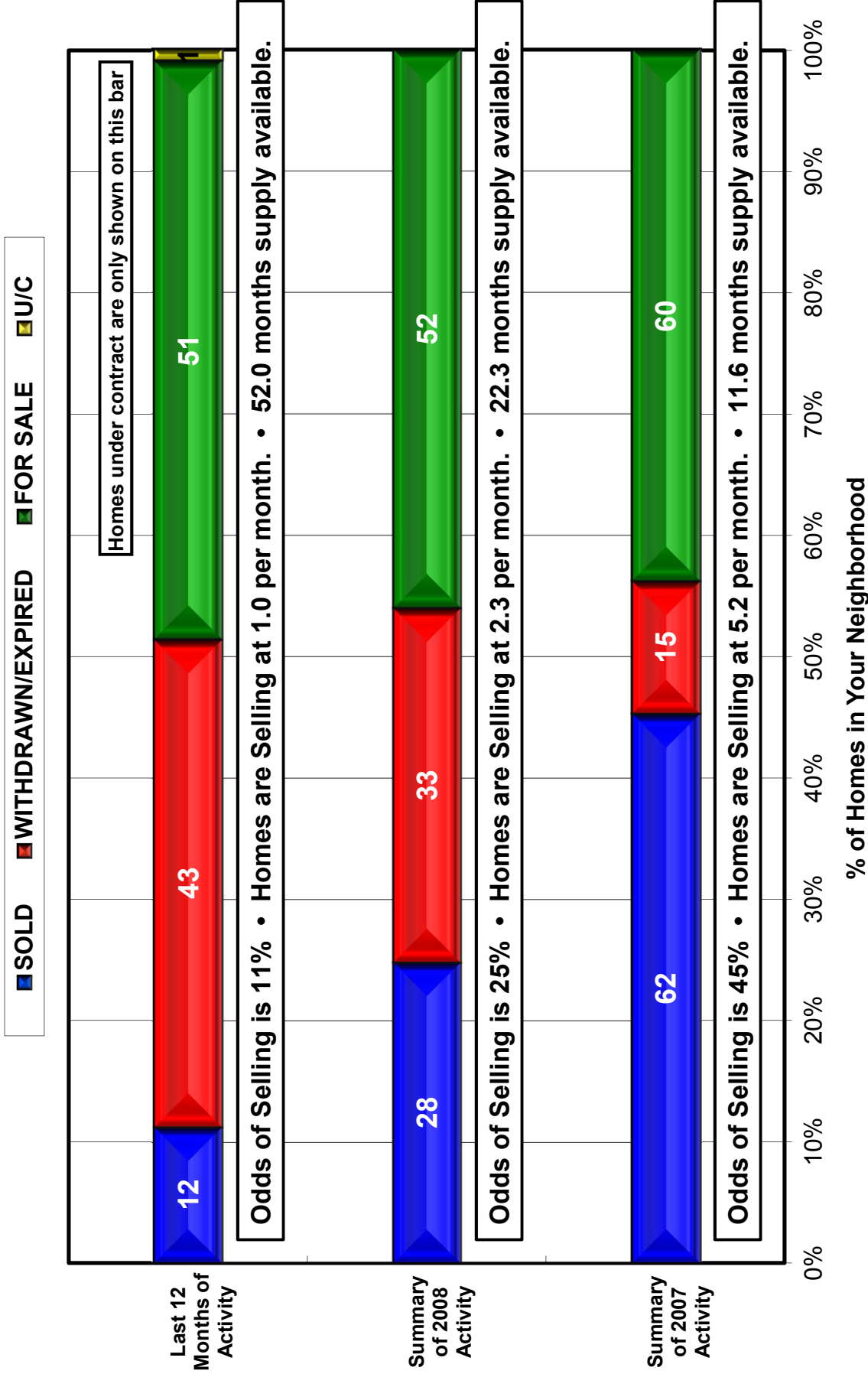
DEEP SMARTS, BIG HEARTS, PROVEN RESULTS!

www.TheGroupInc.com

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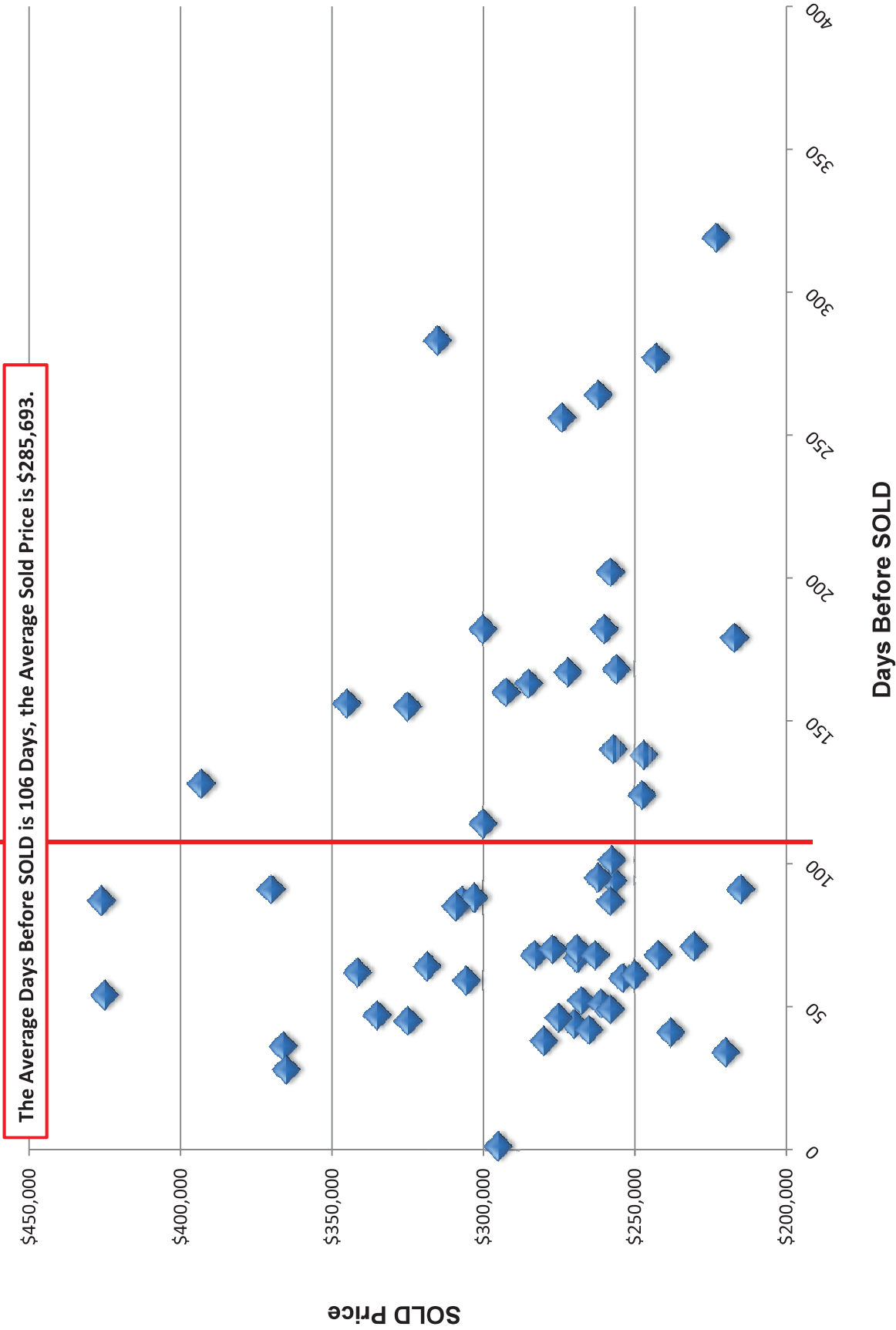
# What are the Odds of Selling Your Home? (Bachelor Gulch)



Source: MLS, Information deemed reliable but not guaranteed.

# Last Year Time to Sell Pattern

## Ridgewood Hills (Fort Collins)



Source: MLS, Information deemed reliable but not guaranteed.

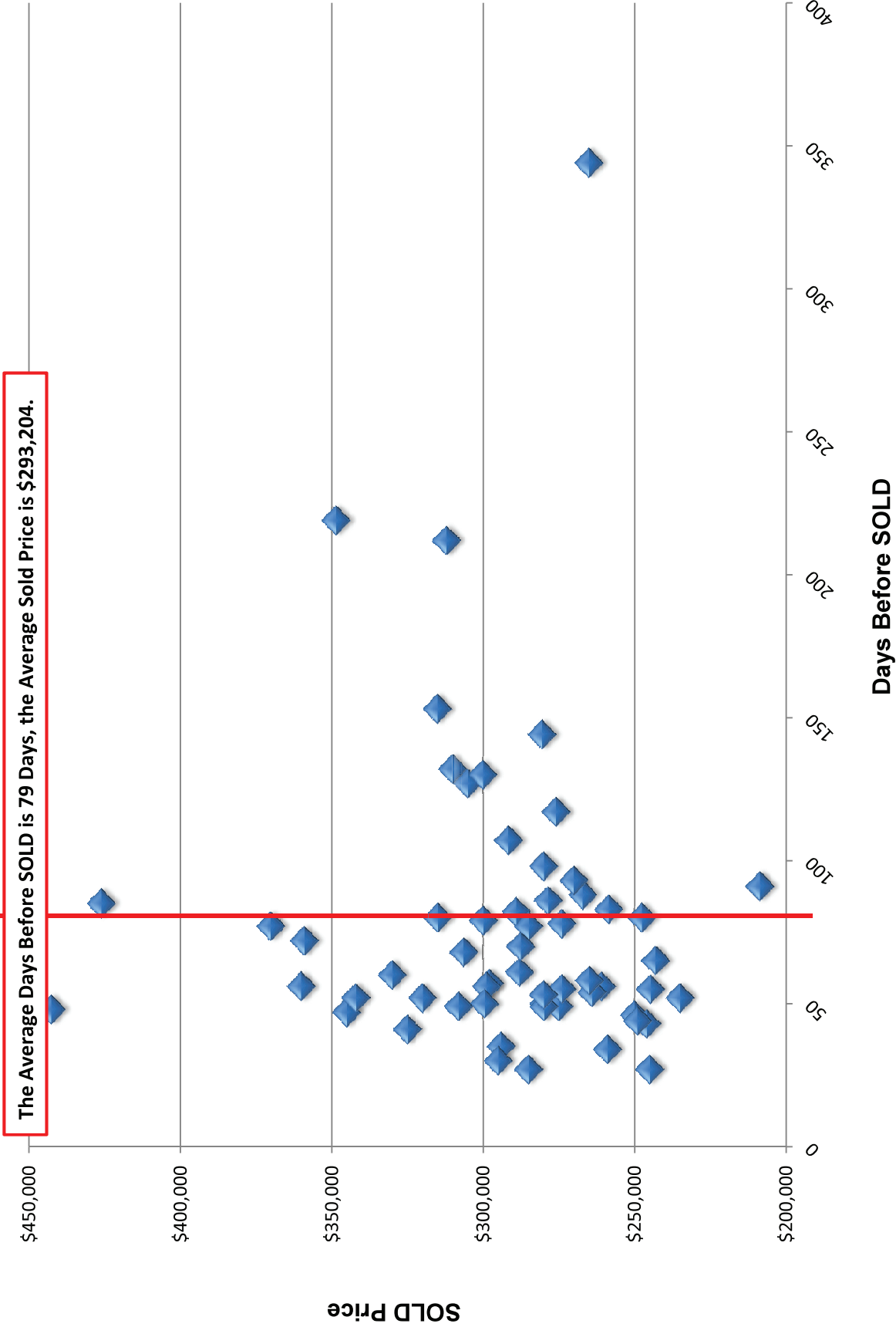
DEEP SMARTS, BIG HEARTS, PROVEN RESULTS!

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# This Year Time to Sell Pattern

## Ridgewood Hills (Fort Collins)



Source: MLS, Information deemed reliable but not guaranteed.

DEEP SMARTS, BIG HEARTS, PROVEN RESULTS!

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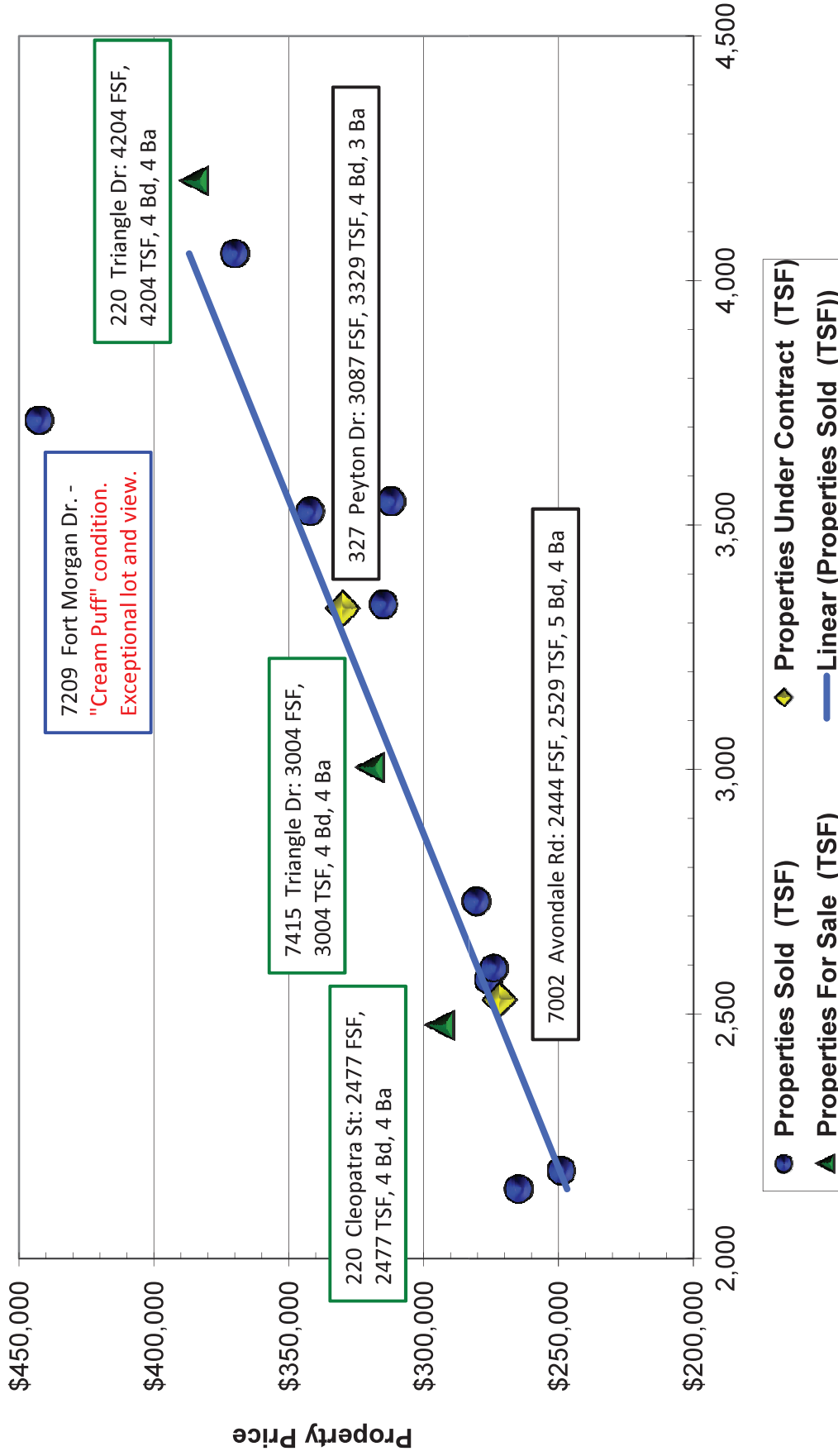
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# Activity in Ridgewood Hills (Fort Collins)

Activity during the most recent 4 months

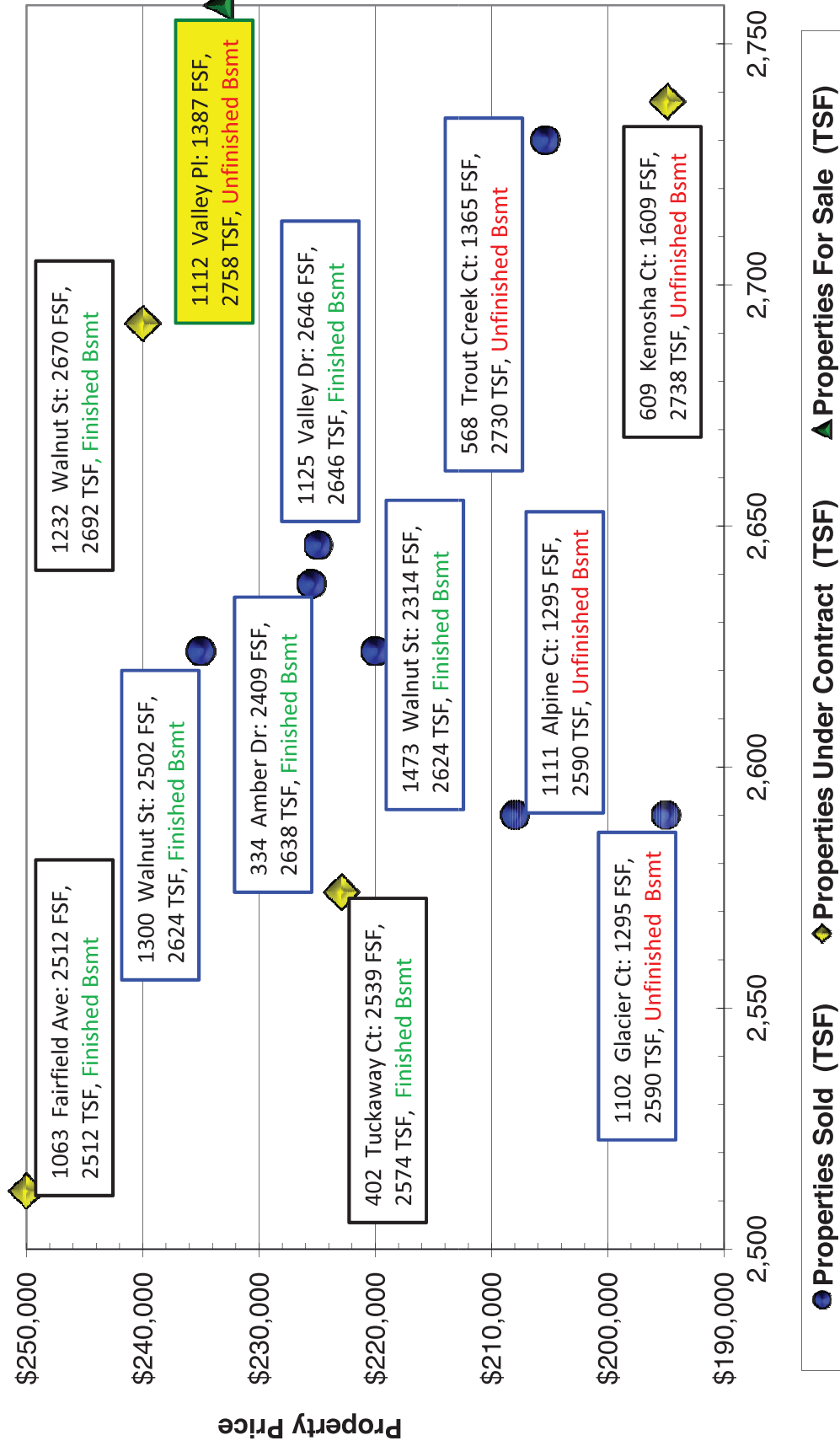


DEEP SMARTS, BIG HEARTS, PROVEN RESULTS!

www.TheGroupInc.com

## Activity in Windsor (Windsor)

Activity during the most recent 5 months



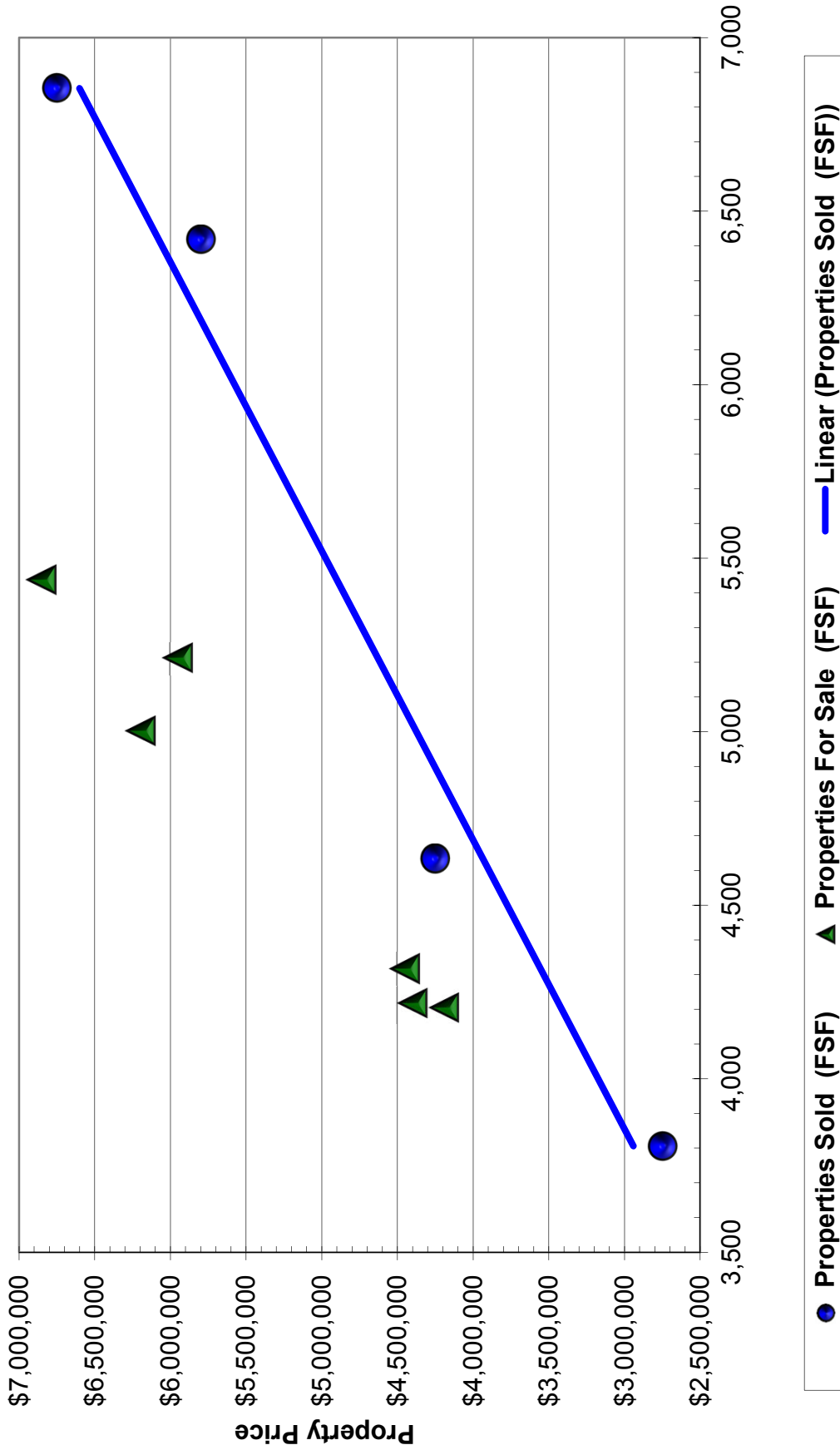
DEEP SMARTS, BIG HEARTS, PROVEN RESULTS!

www.TheGroupInc.com



# Activity in (Bachelor Gulch)

From 2/11/2009 to 7/9/2009



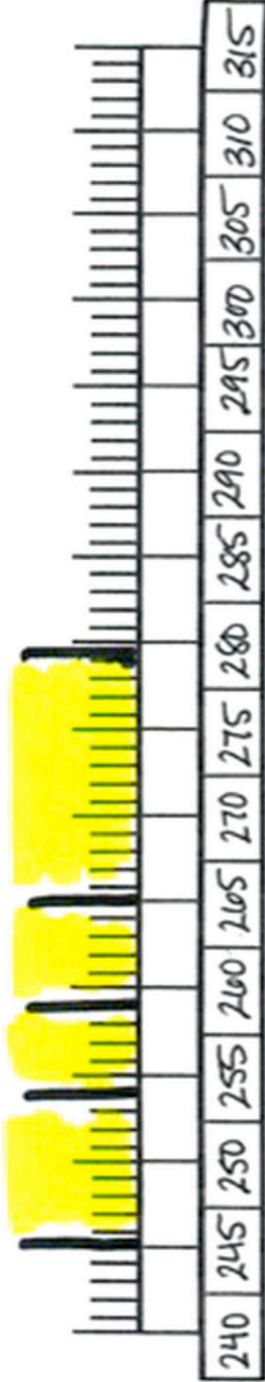
12/6/2013

Scattergram Pricing ©TM 2007

www.Focus1st.com

### Recently Sold - 5

Each mark indicates the actual selling price of a property in the competitive range.



Selling price (in thousands)

### Currently For Sale - 9

Each mark indicates the list price of a competitive property now on the market.



Current list price (in thousands)

### Did Not Sell - 9

Each mark indicates the final list price of a property that was offered for sale but did not sell.



Final list price (in thousands)

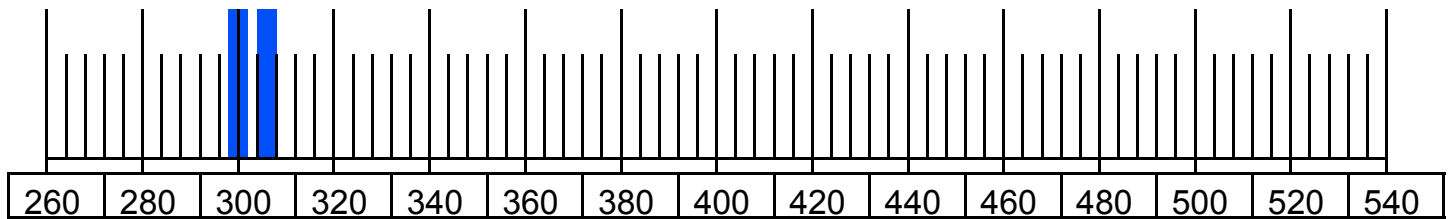
# Competitive Price Lines



Activity in Registry Ridge (Fort Collins) (last six months) w/ TSF (3676-4156)

## Recently Sold

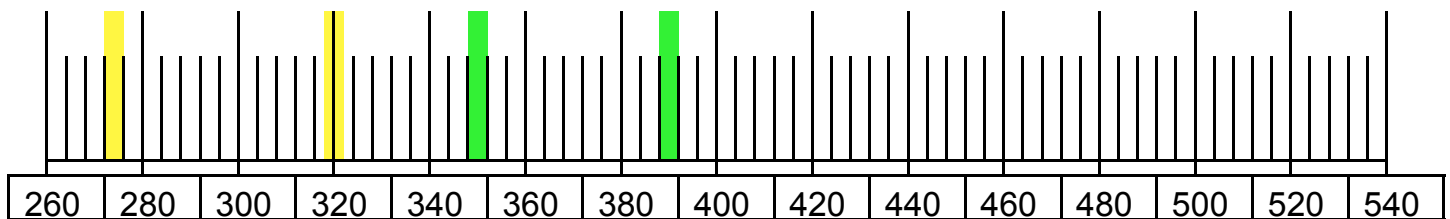
Each mark indicates the actual selling price of a property in the competitive range.



Sold Price ( x \$1,000 )

## Currently For Sale

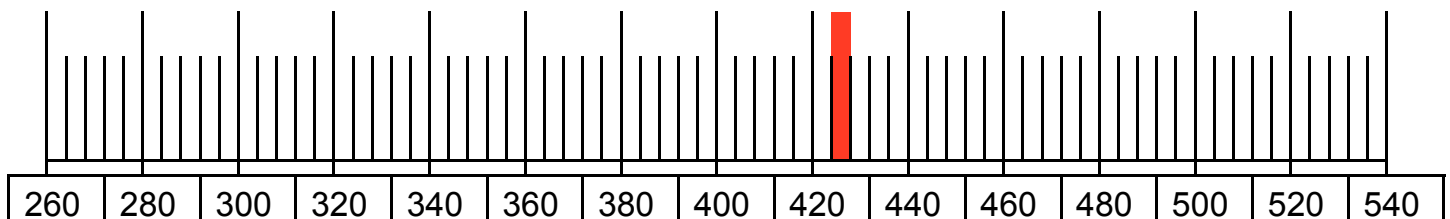
Each mark indicates the list price of a property for sale. (Yellow marks show properties that are Under Contract.)



Current List Price ( x \$1,000 )

## Did Not Sell

Each mark indicates the final list price of a property that was offered for sale but did not sell.



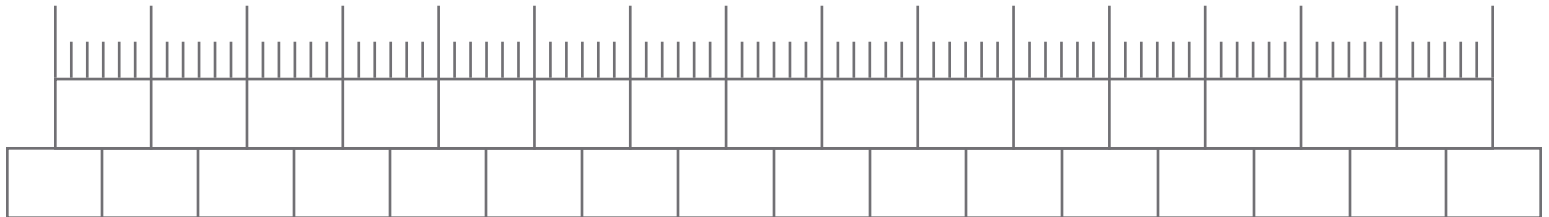
Final List Price ( x \$1,000 )



# COMPETITIVE PRICE LINES

## Recently Sold

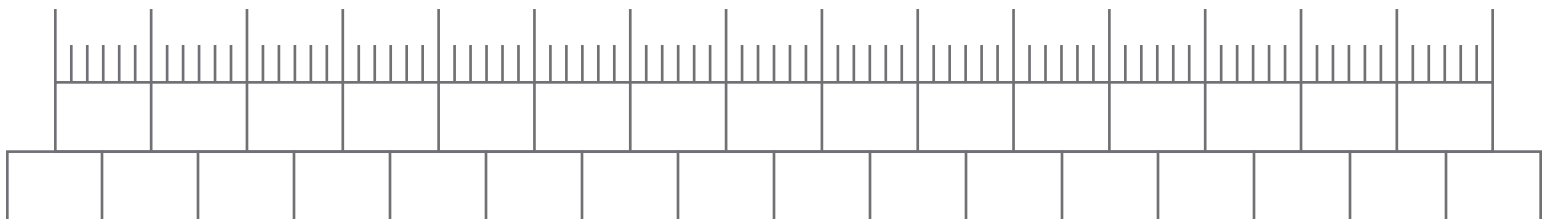
Each mark indicates the actual selling price of a property in the competitive range.



Selling Price (in thousands)

## Currently For Sale

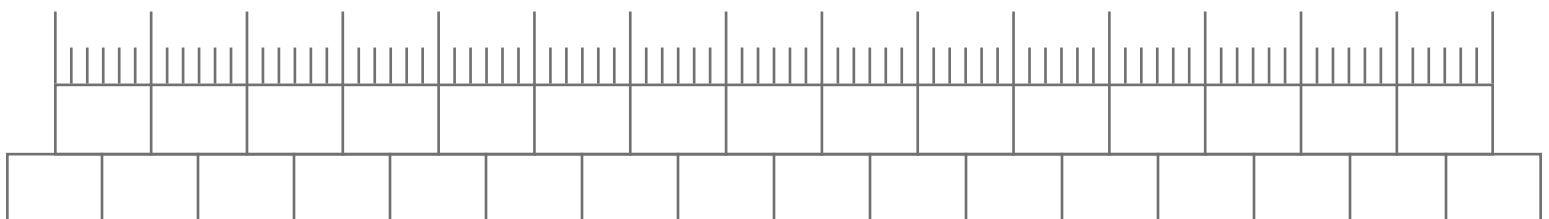
Each mark indicates the list price of a competitive property now on the market.



Current List Price (in thousands)

## Did Not Sell

Each mark indicates the final list price of a property that was offered for sale but did not sell.

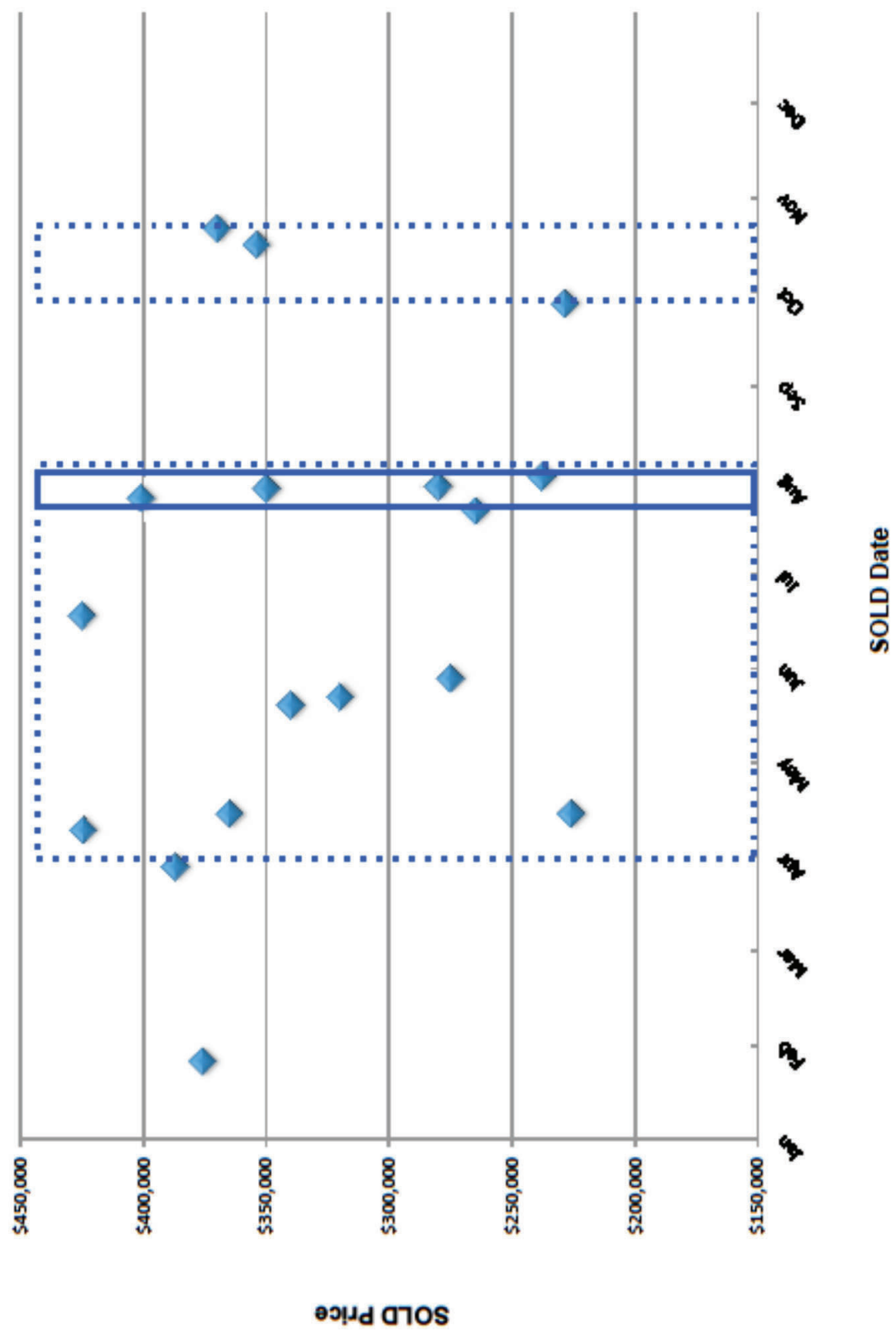


Final List Price (in thousands)





# Buying Pattern Registry Ridge (Fort Collins)



Source: MLS. Information deemed reliable but not guaranteed.

Providing a Classic Experience!

970 377 4859

www.JoanneDeLeon.com

# BUYER'S EYES CHART

Subject Property: \_\_\_\_\_ Customer: \_\_\_\_\_ Date: \_\_\_\_\_

| PROPERTY | CONDITION | LOCATION | SIZE | FEATURES | PRICE | TOTAL | RANK |
|----------|-----------|----------|------|----------|-------|-------|------|
|          |           |          |      |          |       |       |      |
|          |           |          |      |          |       |       |      |
|          |           |          |      |          |       |       |      |
|          |           |          |      |          |       |       |      |
|          |           |          |      |          |       |       |      |
|          |           |          |      |          |       |       |      |
|          |           |          |      |          |       |       |      |
|          |           |          |      |          |       |       |      |

Rank each property on each of the five criteria in order from 1 to 6, 1 being the best. Important to view and rank from the perspective of a buyer.

| CRITERIA |
|----------|
|          |

| SUPPLY AND DEMAND FOR ABOVE CRITERIA |                 |                   |                     |                                 |          |
|--------------------------------------|-----------------|-------------------|---------------------|---------------------------------|----------|
| Time Period:                         |                 |                   |                     |                                 |          |
| Price Range                          | # Sold (demand) | # Active (supply) | Months of Inventory | # Newly Listed This Time Period | Remarks: |
|                                      |                 |                   |                     |                                 |          |

NINJA 気 NATION

FOCUS. SKILLS. ACTION. RESULTS.

# PROVIDING VISUAL POWER

“Focus 1st tools are changing the face of  
real estate throughout the nation.”  
~ Larry Kendall



**TIM DELEON**

Broker Associate/Partner  
The Group, Inc. Real Estate  
Owner, Focus 1st, LLC  
Toll Free: 800.760.8679  
sales@focus1st.com  
www.Focus1st.com







## Is the Visual Pricing System easy to use? How do I use it to create charts?

To use the Visual Pricing System you login to your MLS and export data to a file. Then you run the Visual Pricing System and read in the data. Several of the graphs are automatically created at that time (Odds of Selling, Time to Sell, Buying Patterns, MLS data forms, and the Real Estate Pond). Additional graphs will be created based on specific properties you want to focus on (Scattergram Pricing and Competitive PriceLines).

## I've never exported data from my MLS, how do I do that?

Exporting data from your MLS differs for each MLS and is documented on our website. You can visit [tinyurl.com/f1MLS](http://tinyurl.com/f1MLS) to see how to export data from your MLS.

## How do I find out more about the Visual Pricing System?

There are several online tutorial files, all about 5-10 minutes long which will show you how to use the Visual Pricing System. While these tutorials are great to learn how to use the Visual Pricing System, they also work great as demos.

To see Visual Pricing tutorials go to [tutorial.focus1st.com](http://tutorial.focus1st.com)

## Does the Visual Pricing System work on my MLS?

We support over 150 MLS throughout the US and Canada. To see if your MLS is supported see: [tinyurl.com/f1MLS](http://tinyurl.com/f1MLS). If your MLS is not listed. We can quickly and easily support your MLS. Address your email to [sales@focus1st.com](mailto:sales@focus1st.com) and include your contact information. We will contact you and have you up and working shortly.

## What do I need to have to run the Visual Pricing System?

You will need a PC running Windows XP or later, and Microsoft Excel 2003 or later.

## Does the software work in a MAC environment?

Yes the Visual Pricing system does work on the MAC. To run the Visual Pricing system you will need to have Microsoft Excel 2011 for the MAC.

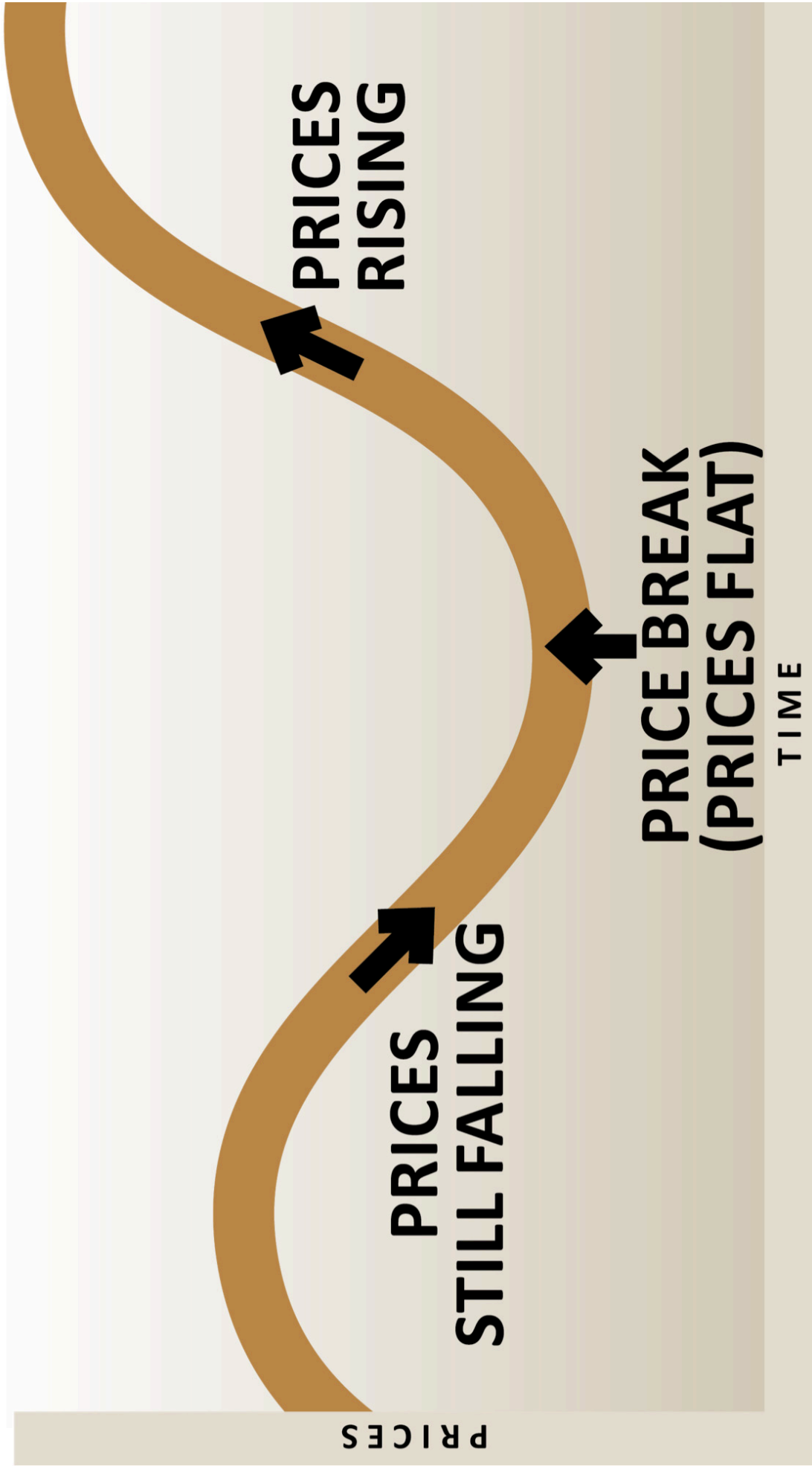
## What is the cost for the Visual Pricing System?

The Visual Pricing System is a subscription based service. It is \$25 per month or you can purchase the year for \$250 (you get two months free with this option).

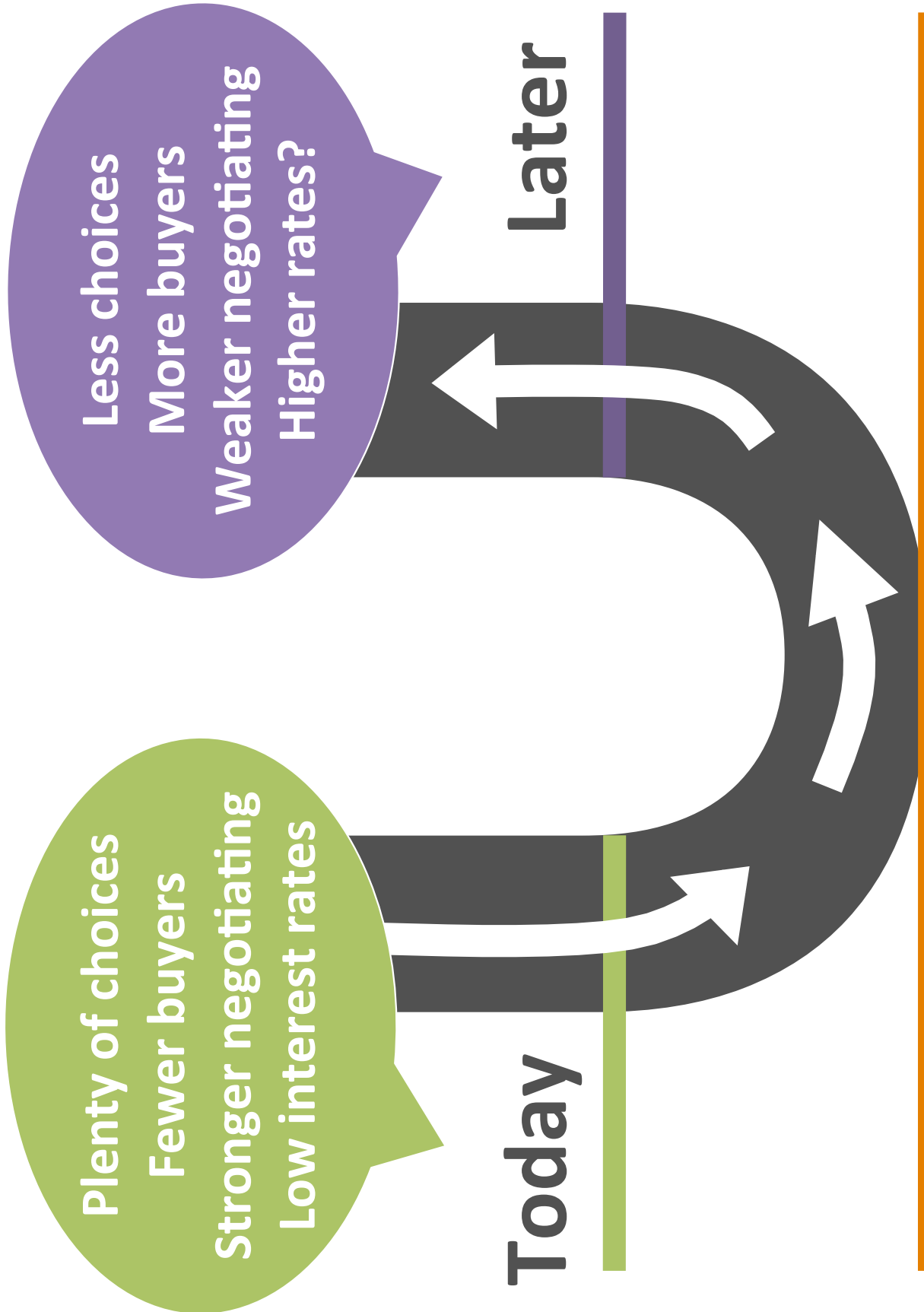
## How to I purchase the Visual Pricing System?

Go to [www.focus1st.com](http://www.focus1st.com) and select the "Visual Pricing for Realtors" option.

*Focus 1st, LLC is owned by Tim and Joanne DeLeon, who are Realtors with The Group, Inc. Real Estate in Fort Collins, CO. Tim is an Electrical Engineering graduate who worked at Hewlett-Packard for 25 years, prior to selling Real Estate. Tim and Joanne recognize that MLS and Public Records information is available to consumers via the internet. Their goal is to help Realtors® "Raise the Bar" and to improve the knowledge, expertise, and professionalism of Realtors throughout the nation.*

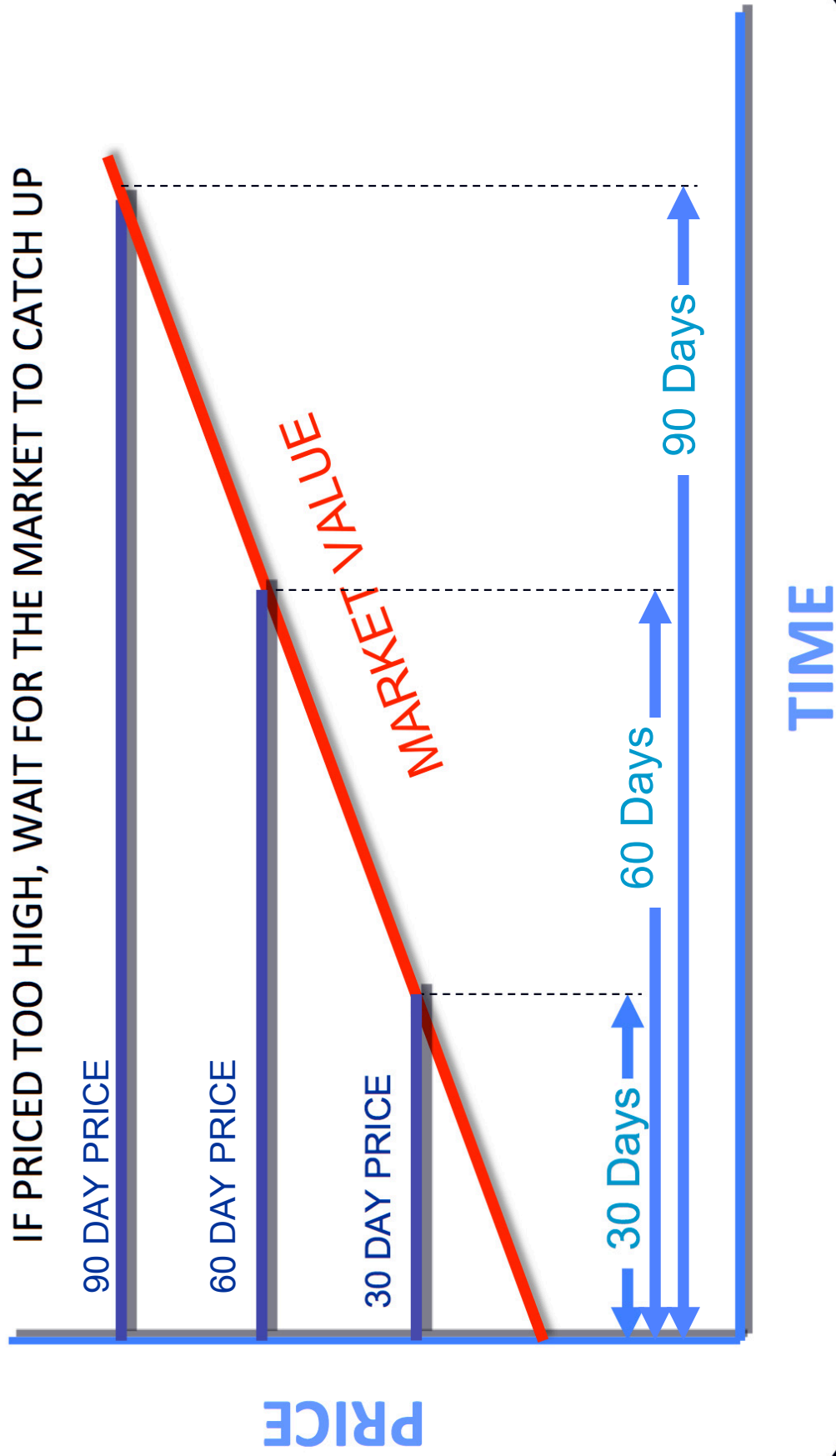


# Wait to Buy?



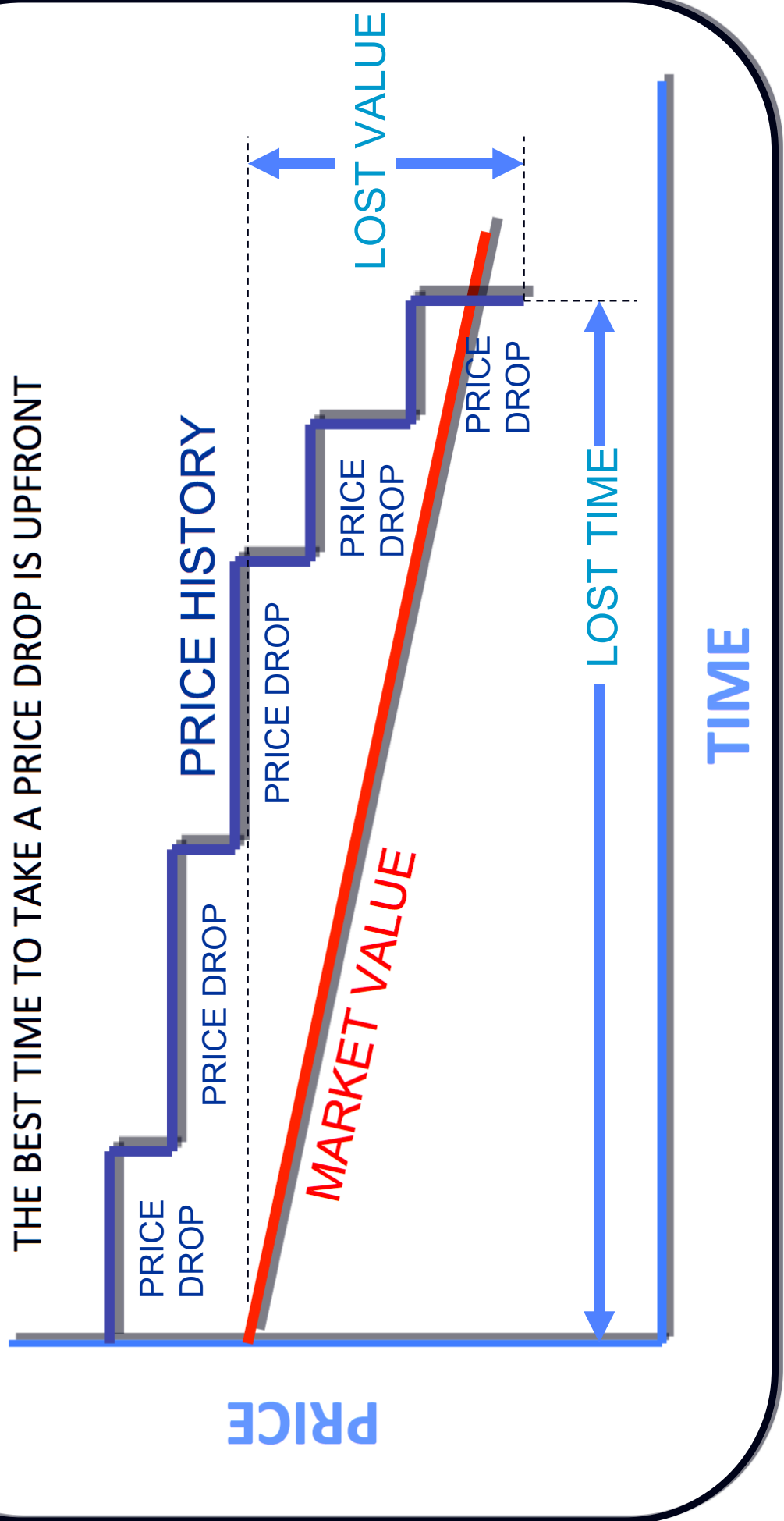
# PRICING IN AN APPRECIATING MARKET

IF PRICED TOO HIGH, WAIT FOR THE MARKET TO CATCH UP



# OVERPRICING IN A DEPRECIATING MARKET

THE BEST TIME TO TAKE A PRICE DROP IS UPFRONT





# WHY YOUR FIRST OFFER IS OFTEN YOUR BEST OFFER

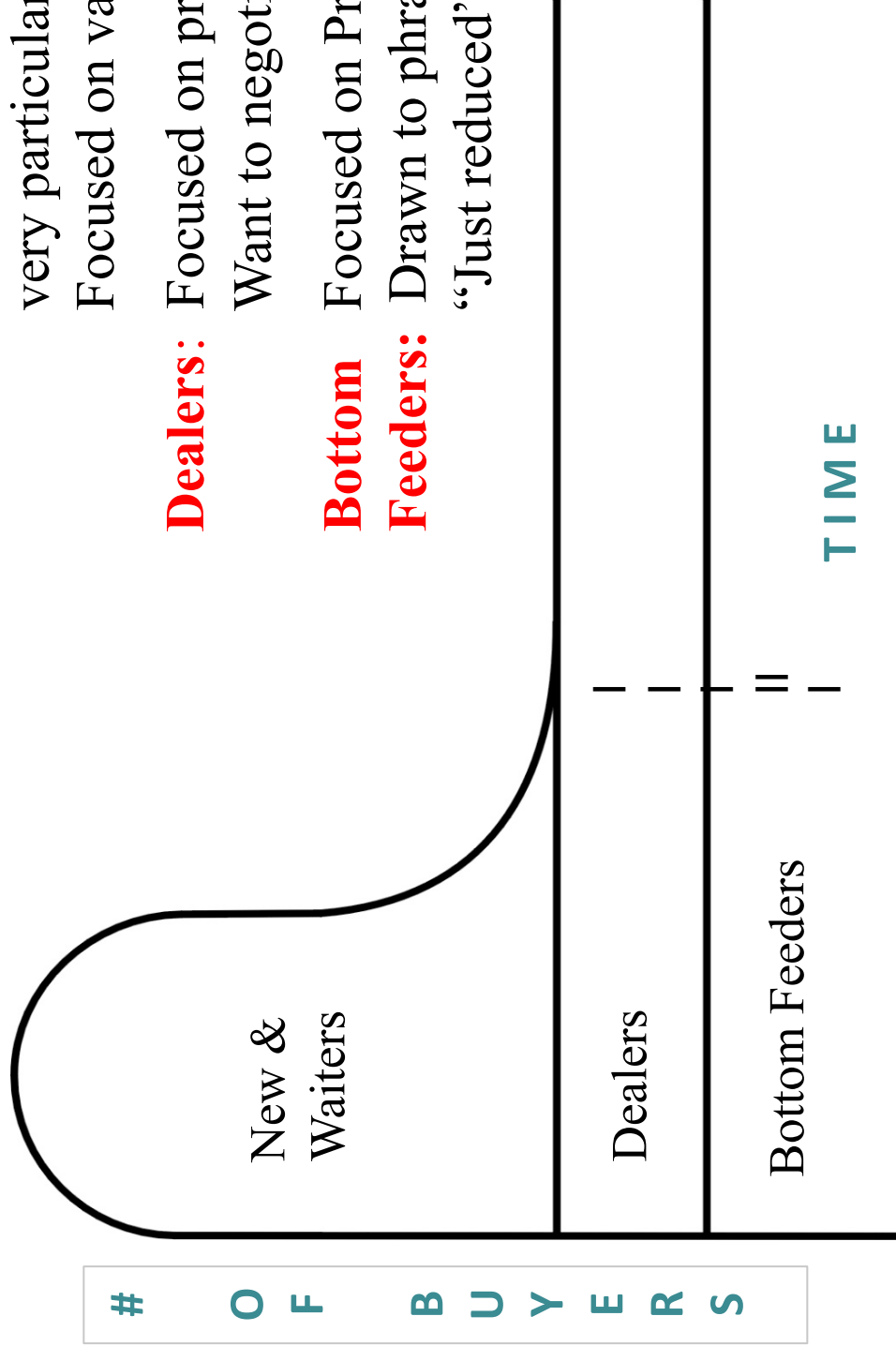
**New:** Fresh & excited  
 Focused on value vs. price

**Waiters:** Seen it all, experienced,  
 very particular  
 Focused on value vs. price

**Dealers:** Focused on price  
 Want to negotiate

**Bottom** Focused on Price

**Feeders:** Drawn to phrases:  
 “Just reduced” “Must sell”



### EASY TO DO

Simple disciplines made consistently over time.

- o Responsibility / Discipline
- o Value Driven

**What's uncomfortable early becomes comfortable later**

### Philosophy – Attitude – Actions – Results –

### LIFESTYLE

**What's comfortable early becomes uncomfortable later**

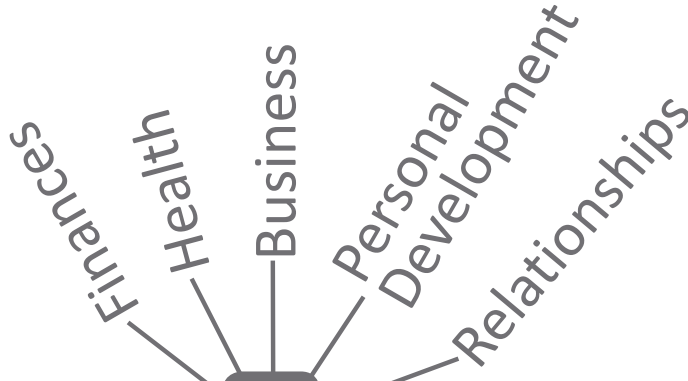
- o Blame/Neglect
- o Entitled

### EASY NOT TO DO

Simple errors in judgement made over time.

**5% SUCCESS**

**95% FAILURE**





# THE NINJA'S READING LIST

Start with these Book Lists (Top 10):

## Finding Purpose and Meaning

1. *The On-Purpose Person, Making Your Life Make Sense* by Kevin W. McCarthy
2. *The Power of Purpose* by Richard J. Leider
3. *The Purpose Driven Life* by Rick Warren
4. *Man's Search for Meaning* by Viktor E. Frankl
5. *Spiritual Economics* by Eric Butterworth
6. *A Whole New Earth* by Eckhart Tolle
7. *The Road Less Traveled* by M. Scott Peck M.D.
8. *The Survivor* by John Goddard
9. *The Last Lecture* by Randy Pausch
10. *Chasing Daylight* by Eugene O'Kelly

## Health and Fitness

1. *Aerobics* by Kenneth H. Cooper, M.D.
2. *The New Aerobics* by Kenneth H. Cooper, M.D.
3. *Fit or Fat?* by Covert Bailey
4. *Breakthrough to Excellence, Quantum Fitness* by Irving Dardik M.D. and Denis Waitley, Ph.D.
5. *Body for Life* by Bill Phillips and Michael D'Orso
6. *Timeless Body, Ageless Mind* by Deepak Chopra, M.D.
7. *Quantum Healing: Exploring the Frontiers of Mind/Body Medicine* by Deepak Chopra, M.D.
8. *Unlimited Life* by Deepak Chopra, M.D.

## Creating Wealth

1. *The Science of Getting Rich* by Wallace D. Wattles
2. *The Way to Wealth* by Benjamin Franklin
3. *The Richest Man in Babylon* by George S. Clason
4. *Rich Dad, Poor Dad* by Robert T. Kiyosaki
5. *Rich Dad's Cashflow Quadrant* by Robert Kiyosaki
6. *How I Turned \$1,000 into Three Million in Real Estate- In My Spare Time* by William Nickerson
7. *The Millionaire Next Door* by Thomas J. Stanley Ph.D. and William D, Danko Ph.D.
8. *The Millionaire Mind* by Thomas J. Stanley Ph.D
9. *Learn to Earn* by Peter Lynch and John Rothchild
10. *Wealth 101, Getting What You Want, Enjoying What You've Got* by John Roger and Peter McWilliams
11. *Real Estate Guidelines and Rules of Thumb* by Ronald E. Gettel
12. *Unlimited Wealth* by Paul Zane Pilzer

# THE NINJA'S READING LIST

## Personal Development – Learning to Run Your Brain

1. *As a Man Thinketh* by James Allen
2. *Psychofeedback* by Paul G. Thomas
3. *Psycho-Cybernetics, A New Way to Get More Living Out of Life* by Maxwell Maltz
4. *The Master Key System* by Charles Haanel
5. *The Secret of Creating Your Future* by Tad James M.S., Ph.D.
6. *Write It Down. Make It Happen.* by Henriette Anne Klauser
7. *The Power of Focus* by Jack Canfield, Mark Victor Hansen and Les Hewitt
8. *Mentally Tough: The Principles of Winning at Sports Applied to Winning in Business* by James Loehr PhD.
9. *Fine Tune Your Brain* by Genie Z. Laborde
10. *The Path of Least Resistance, Learning to Become the Creative Force in Your Own Life* by Robert Fritz
11. *The Power of Now* by Eckhart Tolle
12. *Creative Visualization* by Shakti Gawain
13. *The C-Zone: Peak Performance Under Pressure* by Robert and Marilyn Kriegel
14. *Stress Without Distress* by Hans Selye
15. *Super Learning* by S. Ostrander and L. Schroeder
16. *The Magic of Thinking Big* by David J. Schwartz
17. *Learned Optimism* by Martin E.P. Seligman Ph.D.
18. *The Power of Optimism* by Alan Loy McGinnis
19. *Using Your Brain* by Richard Bandler
20. *Smart Talk For Achieving Your Potential* by Lou Tice
21. *Seeds of Greatness* by Denis Waitley
22. *You'll See It When You Believe it* by Wayne Dyer, Ph.D.
23. *Real Magic* by Wayne Dyer, Ph.D.
24. *Anatomy of An Illness* by Norman Cousins
25. *Head First: The Healing Power of the Human Spirit* by Norman Cousins
26. *The Answer* by John Assaraf and Murray Smith
27. *How We Decide* by Jonah Lehrer



# THE NINJA'S READING LIST

## Personal Development

1. *Mastery* by George Leonard
2. *Seven Habits of Highly Effective People* by Stephen R. Covey Ph.D
3. *Soar with Your Strengths* by Donald O. Clifton & Paula Nelson
4. *Now, Discover Your Strengths* by Marcus Buckingham and Donald O. Clifton Ph.D.
5. *Strengthsfinder* by Tom Rath
6. *The Power of Full Engagement* by Jim Loehr Ph.D. and Tony Schwartz
7. *Tough Times Never Last – Tough People Do* by Robert Schuller Ph.D
8. *If It Ain't Broke, Break It* by Robert J. Kriegel and Louis Patter
9. *First Things First* by Stephen R. Covey, Ph.D
10. *Being in Balance* by Dr. Wayne W. Dyer
11. *Power!* by Michael Korda
12. *Success!* By Michael Korda
13. *Don't Worry, Make Money* by Richard Carlson Ph.D.
14. *Don't Sweat the Small Stuff* by Richard Carlson Ph.D.
15. *Getting Things Done* by David Allen
16. *Peak Performers* by Charles Garfield
17. *Awaken the Giant Within* by Anthony Robbins
18. *Flow: The Psychology of Optimal Experience* by Mihaly Csikszentmihalyi
19. *The Five Love Languages* by Gary Chapman
20. *Law of Success* by Napoleon Hill
21. *Life 101* by John-Roger and Peter McWilliams
22. *Born to Win* by Muriel James Ed.D. and Dorothy Jongeward Ph.D.,
23. *Think and Grow Rich* by Napoleon Hill
24. *Build a Better You- Starting Now!* by Donald M. Dible
25. *Deep Survival* by Laurence Gonzales
26. *The Success Principles* by Jack Canfield
27. *It's Not About the Bike* by Lance Armstrong
28. *A Return to Love* by Marianne Williamson



# THE NINJA'S READING LIST

## Selling and Communication

1. *Secrets of Question Based Selling* by Thomas A. Freese
2. *Trust Based Selling* by Charles H. Green
3. *Everyone Communicates, Few Connect* by John C. Maxwell
4. *The Trusted Advisor* by David H. Maister, Charles H. Green and Robert M. Galford
5. *Hug Your Customers* by Jack Mitchell
6. *Secrets of Successful Selling*  
by Elmer Wheeler, Charles B. Roth, Frank Bettger, Earl Prevette and Bert H. Schlain
7. *The 25 Sales Habits of Highly Successful Salespeople* by Stephan Schiffman
8. *The 25 Most Common Sales Mistakes and How to Avoid Them* by Stephan Schiffman
9. *The 7 Triggers to Yes* by Russell H. Granger
10. *The Closers Edited* by Ben Gay III
11. *The Ultimate Question* by Fred Reichheld
12. *High Probability Selling* by Jacques Werth and Nicholas E. Ruben
13. *Green Light Selling* by Don Aspromonte
14. *High Trust Selling* by Todd Duncan
15. *Never Eat Alone* by Keith Ferrazzi
16. *Integrity Selling for the 21st Century* by Rob Willingham
17. *Selling with Integrity* by Sharon Drew Morgen
18. *Modern Persuasion Strategies, The Hidden Advantage in Selling*  
by Donald J. Moine and John H. Herd
19. *The One Minute Sales Person* by Spencer Johnson M.D. & Larry Wilson
20. *The Go-Giver* by Bob Burg and John David Mann
21. *Go-Givers Sell More* by Bob Burg and John David Mann
22. *The Greatest Salesman in the World* by Og Mandino
23. *Winning Moves: The Body Language of Selling* by Ken Delmar
24. *The New Art and Science of Referral Marketing*  
by Scott Degraffenreid and Donna Blandford
25. *Managing the Equity Factor* by Richard C. Huseman, Ph.D and John D. Hatfield
26. *Men are from Mars, Women are from Venus* by John Gray, Ph.D.
27. *Stop Selling!* by Chris Helder
28. *Socratic Selling* by Kevin Daley with Emmett Wolfe
29. *The Power of Business Rapport* by Dr. Michael Brooks
30. *Rich Buyer, Rich Seller* by Laurie Moore-Moore
31. *Street Smart* by Chris Helder
32. *Mr. Schmooze, The Art & Science of Selling Through Relationships* by Richard Abraham
33. *No Bull Selling!* by Hank Trisler
34. *New Homes Sales and Marketing* by Dave Stone



# THE NINJA'S READING LIST

## Marketing

1. *Differentiate or Die* by Jack Trout
2. *The World's Best Known Marketing Secret* by Ivan R. Misner, Ph.D. and V. Devine
3. *Discovering the Soul of Service* by Leonard L. Berry
4. *Small Giants* by Bo Burlingham
5. *The Power of Cult Branding* by Matthew W. Ragas and BJ Bueno
6. *Purple Cow* by Seth Godin
7. *Positioning, The Battle for Your Mind* by Ries Trout
8. *The Discipline of Market Leaders* by Treacy Wiersema
9. *The Fred Factor* by Mark Sanborn
10. *The Hero and the Outlaw* by Margaret Mark and Carol S. Pearson
11. *Raving Fans, A Revolutionary Approach to Customer Service* by Ken Blanchard and Sheldon Bowles
12. *In Pursuit of WOW* by Tom Peters
13. *Service America* by Karl Albrecht and Don Zemke
14. *Selling the Invisible* by Beckwith

## Negotiating

1. *Getting to Yes, Negotiating Agreement Without Giving In* by Roger Fisher and William Ury
2. *Getting Past No, Negotiating With Difficult People* by William Ury
3. *You Can Get Anything You Want, But You Have to Do More Than Ask* by Roger Dawson
4. *Friendly Persuasion, My Life As a Negotiator* by Bob Woolf
5. *You Can Negotiate Anything* by Herb Cohen
6. *The Negotiating Game* by Chester L. Karrass
7. *Beyond Reason, Using Emotions as You Negotiate* by Roger Fisher and Daniel Shapiro
8. *In Business as In Life- You Don't Get What You Deserve, You Get What You Negotiate* by Chester L. Karrass
9. *Influencing With Integrity, Management Skills for Communication and Negotiation* by Genie Z. Laborde

## Leadership – Leading Change

1. *Leading Change* by John P. Kotter
2. *One Small Step Can Change Your Life* by Robert Maurer Ph.D.
3. *A Force For Change, How Leadership Differs From Management* by John P. Kotter
4. *How People Change* by Allen Wheelis
5. *The Change Masters, Innovation & Entrepreneurship In the American Corporation* by Rosabeth Moss Kanter

# THE NINJA'S READING LIST

## Leadership – Coaching People

1. *Personal Coaching For Results* by Lou Tice
2. *Bringing Out the Best in People* by Alan Loy McGinnis
3. *Crucial Conversations, Tools for Talking When Stakes Are High* by Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler
4. *12 Elements of Great Managing* by Rodd Wagner and James K. Harter Ph.D.
5. *First, Break All the Rules* by Marcus Buckingham and Curt Coffman
6. *People Still Matter* by Steve Murray
7. *The Five Dysfunctions of a Team* by Patrick Lencioni
8. *Motivating People* by Dayle M. Smith
9. *Sacred Hoops* by Phil Jackson and Hugh Delehanty

## Leadership – Management

1. *The One Thing You Need to Know* by Marcus Buckingham
2. *The One Minute Manager* by Ken Blanchard
3. *The 21 Irrefutable Laws of Leadership* by John C. Maxwell
4. *The Fifth Discipline* by Peter M. Senge
5. *Leaders* by Warren Bennis and Burt Nanus
6. *On Becoming a Leader* by Warren Bennis
7. *Leadership is an Art* by Max DePree
8. *Love & Profit* by James A. Autry
9. *Lions Don't Need to Roar* by D.A. Benton
10. *The E Myth Revisited* by Michael E. Gerber
11. *Execution: Getting Things Done* by Larry Bossidy and Ram Charan
12. *The Deming Management Method* by Mary Walton
13. *Good to Great* by Jim Collins
14. *Managing in Turbulent Times* by Peter E. Drucker
15. *Visionary Business* by Marc Allen
16. *Enlightened Leadership* by Ed Oakley and Doug Krug
17. *Life & Work: A Managers Search for Meaning* by James A. Autrey
18. *The Empowered Manager* by Peter Block
19. *Principle Centered Leadership* by Stephen R. Covey Ph.D.



# THE NINJA'S READING LIST

## How the World Works

1. *The 80/20 Principle* by Richard Koch
2. *The Evolution of Cooperation* by Robert Axelrod
3. *No Contest* by Alfie Kohn
4. *A Whole New Mind* by Daniel H. Pink
5. *Critical Path* by R. Buckminster Fuller
6. *The Ultimate Resource* by Julian L. Simon
7. *Microtrends* by Mark J. Penn with E. Kinney Zalesne
8. *Future Perfect* by Stanley M. Davis
9. *The Tipping Point* by Malcolm Gladwell
10. *The Lexus and the Olive Tree* by Thomas L. Friedman

## Philosophy and Religion

1. *Aristotle For Everybody* by Mortimer J. Adler
2. *Good News New Testament*
3. *Autobiography of a Yogi* by Paramahansa Yogananda
4. *A History of God* by Karen Armstrong
5. *The Spirit of Synergy, God's Power and You* by L. Robert Keck
6. *The Seven Spiritual Laws of Success* by Deepak Chopra, M.D.

## Physics, Quantum Physics, Meta-Physics

1. *The Secret* by Rhonda Byrne
2. *The Power of Intention* by Dr. Wayne Dyer
3. *Power vs. Force* by David R. Hawkins, M.D. Ph.D
4. *The Field* by Lynne McTaggart
5. *The Intention Experiment* by Lynne McTaggart
6. *The Hidden Messages in Water* by Masaru Emoto
7. *The Law of Attraction* by Esther and Jerry Hicks
8. *The Crack in the Cosmic Egg* by Joseph Chilton Pearce
9. *Eye to Eye* by Ken Wilber
10. *Stalking the Wild Pendulum, On the Mechanics of Consciousness* by Itzhak Bentov
11. *The Biology of Belief* by Bruce Lipton, Ph.D.
12. *The Probability of the Impossible* by Dr. Thelma Moss