

The Perfect Real Estate Assistant

Session 12

Assistant Session

Closing System – Part 2

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Session 12 - Assistant: Closing System Part 2

Objectives for Today's Session

1. Bullet-proof your Transaction
2. Weekly Updates
3. Final Walk-thru System
4. Customer Service Letters
5. Satisfaction Survey
6. Clients for Life

Guidelines for this course:

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs:
2. Only paid participants may listen and contribute.
3. To ask a question or make a comment, you may type your questions into the "Chat" Box.
4. If you would like to speak on the call, please wait until the end of the session and raise your hand. The coaches will call on you when they are ready for comments.
5. Complete all assignments prior to call.
6. Be PREPARED!

Notice

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THE RULE OF 10

10 DAYS OF CALLS....10 AT THE BEGINNING/10 AT THE ENDING

Beginning of Closing:

Day 1: Congratulations on getting an accepted offer “here’s what’s going to happen next”

Day 2: Confirm the home inspection

Day 3: Confirm Earnest Money deposit

Day 4: Update on receiving disclosure package

Day 5: Heads up on paperwork being mailed from Closing Co. - Closing Instructions

Day 6: Confirm appraisal was ordered and interest rate was locked in

Day 7: Set expectations for the home inspection

Day 8: Update and reminder on closing timeframes

Day 9: Reminder about closing date being a moving target

Day 10: Check on any apprehensions about the process and remind them of Buyers’ remorse

Ten Days from Closing:

10 Days from Closing: Remind buyers about changing over utilities

9 Days from Closing: Confirm they obtained homeowners insurance and remind them of Home Warranty Policy

8 Days from Closing: Remind them to file change of address with the post office

7 Days from Closing: Review time of possession in the contract

6 Days from Closing: Update on Closing date and remind them closing company will give instructions on closing funds

5 Days from Closing: Ask them to give us a review on Yelp, Google, etc.

4 Days from Closing: Check to make sure everything is set with their movers.

3 Days from Closing: Give update on loan docs and signing procedures.

2 Days from Closing: Confirm they have update/instructions on closing funds.

1 Day from Closing: Schedule time to deliver keys

6 TOP ISSUES OF BULLETPROOFING TRANSACTIONS

Inspections and Repairs

- ▶ Pre-inspection Conversation (Script)
- ▶ Pre-negotiate limits conversations
- ▶ Set expectation for repair requests with a Client Conversation (Script)

Appraisal is Lower than Expected/Setting Expectations

- ▶ Seller reduces price
- ▶ Buyer brings more money
- ▶ Buyer and seller negotiate
- ▶ Buyer or seller cancels

Loan Approval and Funding

- ▶ Have the correct lender
- ▶ Buyer approval from reputable lender
- ▶ FICO score furnished to seller's lender
- ▶ Sellers' lender to confidentially review buyers' application

Other Contingencies

- ▶ Know your timetables and deadlines
- ▶ Accept back-up offers
- ▶ Create strong contingency deadlines

Co-op Agent

- ▶ Lack of communication
- ▶ Poor attention to detail
- ▶ Inability to control client

Closing Date

- ▶ Unrealistic occupancy expectations
- ▶ Lender communication
- ▶ Vendor communication on repairs, etc.

What Can Go Wrong? ~ Letter 1



Date

Name
Address
City, State, Zip

Dear (NAME),

It is the wise client that prepares for problems before they happen. I also believe in this concept for my business. For this reason, I would like to share my problem checklist that keeps me busy every day. Since no transaction is closed until it is closed, the following items are our potential roadblocks.

_____ (# of years) of experience and over ____ (#) successful closings have armed me with the tools to overcome each and every problem encountered here; however, it would be unfair for me to say that every problem can be solved. I have placed a delay of closing estimate next to each problem and the ones with asterisks (*) are potential deal killers.

Here we go:

LENDER

- | | |
|---|--------------|
| 1. Lender does not properly pre-qualify borrower. | 2 weeks or * |
| 2. Lender decides last minute they don't like borrower. | 2 weeks or * |
| 3. Lender decides last minute they don't like the property. | 2 weeks or * |
| 4. Lender wants property repaired or cleaned prior to close. | 1 – 3 weeks |
| 5. Lender raises rates, points, or costs. | 2 weeks or * |
| 6. Borrower does not qualify due to addition of late information. | 2 weeks or* |
| 7. Lender requires a last-minute re-appraisal | 2 weeks or * |
| 8. The borrower does not like the fine print in the loan documents that we receive 3 days before close. | 3 days or * |
| 9. Lender does not simultaneously ask for information from the Buyer; asks for parts in an untimely manner. | 1 – 4 weeks |

COOPERATIVE AGENT

- | | |
|---|--------------|
| 1. Does not pre-qualify their client for motivation to buy/sell. | 2 weeks or * |
| 2. Upsets client over minor points. | 1 – 3 weeks |
| 3. Does not communicate with their client. | 1 – 4 weeks |
| 4. Isn't organized in closing paperwork, needs signatures, more information, etc. | 2 weeks or * |
| 5. Poor skills with client – unable to satisfy their needs. | 2 weeks or * |

BUYER

- | | |
|--|----------------|
| 1. Not truthful on loan application. | 1 week or * |
| 2. Mis-communicated their motivation to buy | 2 weeks or * |
| 3. Submits incorrect information to agent & lender | 2 weeks or * |
| 4. Source of down payment changes. | 1 week or * |
| 5. Change their mind. | 1 week or * |
| 6. Finds another property better suited for them. | 2 weeks or * |
| 7. They are “nibblers” (always negotiating). | 2 weeks or * |
| 8. The buyers bring an attorney into the picture. | 3 weeks or * |
| 9. Paperwork is not executed in a timely manner. | 2 weeks or * |
| 10.They do not deliver proper funds to the closing agent. | 2 weeks or * |
| 11.Job change, illness, divorce, or other financial setback. | 1 week or * |
| 12.Short on closing money. | 1-4 weeks or * |
| 13.Does not obtain insurance in a timely manner. | 1 week or * |
| 14.Family members change their interest in the property. | 1-3 weeks or * |

CLOSING COMPANY

- | | |
|--|----------------|
| 1. Fails to notify agents of unsigned or un-returned documents. | 1 week or * |
| 2. Fails to obtain information from beneficiaries, lien holders, title companies, title lien holders, insurance companies or lenders in a timely manner. | 1 week or * |
| 3. Incorrectly delivers paperwork. | 1 – 3 weeks |
| 4. Incorrect at interpreting or assuming aspects of the transaction and then passing these items on to related parties such as lenders, attorneys, buyers and sellers. | 1 week or * |
| 5. Busy, doesn't follow the deal properly to closing. | 1 – 3 weeks |
| 6. Doesn't coordinate well with all parties for signature, needs and deal requirements. | 1 – 4 weeks or |

SELLER

- | | |
|---|-------------|
| 1. Loses motivation – e.g., job transfer did not go through, | 1 week or * |
| 2. Illness, divorce, change of mind. | 1 week or * |
| 3. Has hidden defects that are subsequently discovered. | 1 week or * |
| 4. Home inspection reveals average amount of defects in which they are unwilling to repair. | 1 week or * |
| 5. Gets attorney involved. | 1 week or * |
| 6. Removes property from premises that buyer believed was included. | 1 – 3 weeks |
| 7. Is unable to clear up problems or liens. | 1 – 3 weeks |
| 8. Last minute solvable liens are discovered. | 1 – 3 weeks |
| 9. Seller did not own 100% of property are previously disclosed. | 1 week or * |
| 10.Seller thought partners signatures were “no problem” but were! | 1 week or * |
| 11.Seller delays moving date. | |

ACTS OF GOD

- | | |
|--|-------------|
| 1. Earthquake, tornado, fire, slides, etc. | 1 week or * |
|--|-------------|

THE APPRAISAL

- | | |
|---|-------------|
| 1. The appraiser is not local or misunderstands the market. | 1 – 3 weeks |
| 2. No comparable sales available. | 1 week or * |
| 3. Appraiser appointment delays. | 1 week or * |
| 4. Incorrect appraisal – really out of line. | 1 week or * |

INSPECTION

- | | |
|-----------------------|-------------|
| 1. Too picky. | 1 day or * |
| 2. Scares buyers. | 1 week or * |
| 3. Infuriates seller. | 1 week or * |
| 4. Makes mistakes. | 1 – 3 weeks |
| 5. Delays report. | 1 week or * |

TITLE COMPANY

- | | |
|---|-------------|
| 1. Does not find liens or problems until last minute. | 1 week or * |
| 2. Does not bend rules on small problems. | 1 – 3 weeks |
| 3. Poor service. | 1 – 3 weeks |
| 4. Loses paperwork. | 1 – 2 weeks |

I appreciate the time you have spent to understand the challenging time between contract acceptance and close. I wanted you to understand these potential problems for the following reasons:

1. A transaction cannot close until the closing company has cleared up any and all of the previously mentioned problems.
2. To let you know that I have great experience in heading off these potential pitfalls and thus can hopefully make you feel more secure in that you chose the correct team.
3. To make these pitfalls clear to all the parties we are working with so that problems can be discovered early
4. To make you aware of these pitfalls so that you can warn me of any potential problems.

Once again, ***Congratulations*** on your sale of _____ (subject property). Please be assured that I will pay close attention.

Sincerely,

(AGENT'S NAME)

It's Almost Time to Move Letter



Date:

Name (SELLER)

Address

City, State, Zip

Dear (SELLER),

IT'S ALMOST TIME TO MOVE!

Most of the negotiations and tensions are over. Congratulations! It's time to start packing and getting ready to move. It's also time to think about "feathering the nest" a bit for your buyer. Buyer's expectations vary, but everybody wants to move into a clean home. Just so you know, you don't have to scrub walls, shampoo carpets, or touch up paint (unless agreed to during escrow). What is expected is for the property to be "clean" and this means:

- 1) All floors to be vacuumed/linoleum and tile mopped.
- 2) Bathrooms to be clean.
- 3) Kitchen to be clean, including all appliances (inside and out).
- 4) Shelves to be dusted and/or wiped.
- 5) All debris removed from inside and outside of property.
- 6) Landscaping to be maintained as it was when the contract was written.
- 7) Garage free of debris and swept clean.
- 8) All carpet to be professionally cleaned if pets were present. Keep the receipt.

Remember, the transaction is not over because there is a Closing. If the buyer is unhappy with the condition of the home, they can ask us to compensate them for damages.

You will be expected to be completely out of the house on the day the property closes (unless otherwise stated in the contract). Please don't wait until the last minute to start packing and cleaning. In spite of everyone's best intentions, sometimes properties don't close exactly as scheduled. Please try to be as flexible as possible should we experience any delays. The sooner you start cleaning and packing, the easier your move will be. Thank you!

Sincerely,

(AGENT'S NAME)

List of Seller's Obligations Prior to Closing

ITEMS TO REMAIN ON THE PROPERTY

All appliances (included in the Offer to Purchase), light fixtures permanently attached to the ceiling or wall, all plumbing fixtures, towel racks mounted to the wall, closet poles and organizers attached to the wall or ceiling, garage door opener and remotes, etc.

ITEMS TO REMOVE FROM THE PROPERTY

Hazardous and/or toxic materials of any kind (antifreeze, paint, paint thinners, insecticides, fertilizers, butane lighters, oil, kerosene, gasoline, etc.).

REMOVAL OF GARBAGE, DUMPSTERS, BULKY ITEMS

(i.e., bikes, tires, toys, tools, patio furniture, swing set/playground equipment, gardening tools, etc.)

Do not pile these items on the lawn next to the curb for garbage pickup – be courteous and take unwanted items to the city dump or recycle them.

LEAVE ALL ITEMS SPECIFIED IN THE OFFER TO PURCHASE!

Sellers are responsible to have the following tasks completed by the time of closing:

- All floors are to be clean
- Carpet must be professionally cleaned
- Windows washed
- Countertops wiped off
- All bathroom fixtures cleaned
- Refrigerator(s) emptied and cleaned out
- All appliances to be left in good working condition and clean
- Closets emptied
- Clean any soiled walls and mirrors (remove all fingerprint marks)
- Lawn to be mowed (within a couple days of closing)
- Clean up pet waste and dispose of properly (do not leave on premises for new owners to deal with)
- Garage swept and cleared of everything

Seller: _____

Date: _____

WALK-THRU INFORMATION AND CLIENT CONVERSATIONS

CLOSING TIME/DATE AND UTILITIES INFORMATION - BUYER

We are getting close to our closing date!

We typically do the walk-thru about an hour prior to the closing, please plan to meet at the home an hour before the closing time. *If you are not available to do a walk-thru your Realtor is not able to do this on your behalf. Please ask a friend, family member or a home inspector to conduct the final walk-thru on your behalf.*

Attached is a list of contact information for the utility companies. If you have not contacted the utility companies to have the utilities turned on, please do so as soon as possible. The seller is responsible for keeping the utilities on for the final walk-thru and up to the day of closing. You will want to have them transferred into your name as of the day of closing to avoid uninterrupted service. We have asked the seller to leave the water on for two extra business days to avoid interrupted services.

CLOSING TIME/DATE AND UTILITY INFORMATION - SELLER

We are getting close to our closing date!

Please cancel your existing homeowners' insurance policy immediately following closing.

Below is a link to a list of contact information for the utility companies. As the seller, you are responsible for utilities up to and on the day of closing, therefore if you have not called to turn them off, please do so at your earliest convenience. Also, as a reminder, the utilities must be turned on for the buyer's final walk-thru, so it is best to keep them on until the day after closing.

CLOSING WALK-THRU/BUYER

Hi (ENTER AGENT'S NAME)

The buyers would like to do the walk-thru at [ENTER DAY AND TIME]. Is the property still on lockbox?

Also, how would you like to handle the keys?

Please remind the sellers to transfer the utilities the day after closing as they are responsible to have them on for the walk-thru and day of closing.

CLOSING WALK-THRU/SELLER

Hi (ENTER SELLER'S NAME)

The buyers would like to do the walk-thru at [ENTER DAY AND TIME]. Does that time work for you?

Please remember to transfer the utilities for the day after closing as they must be on for the walk-thru and day of closing.

Home, Neighborhood & Utility Information

Prepared by the homeowners of:

What have you enjoyed most about your home? _____

What have you enjoyed most about your community? _____

Are there children in the neighborhood?

If so, what age
group? _____

Elementary: _____

Junior High: _____

High School: _____

What is the nearest hospital? _____

Other local attractions to highlight?

What and where are your favorite parks and recreation areas? Is there a dog park nearby?

What and where are the closest shopping areas?

Retail: _____

Gas

Station: _____

Grocery

Store: _____

Utilities & Services – What is the average monthly bill for the following utilities or services and what companies do you use?

Trash \$ _____

Water \$ _____

Gas & Electric \$ _____

Cable TV \$ _____

Internet \$ _____

Phone \$ _____

Other Utilities \$ _____

Does your neighborhood have a homeowner's association?

Do you pay association fees? _____ Amount of fee \$ _____ per _____

What services are provided for with this association fee? Pet restrictions?

Association Name and Contact Information: _____

Contact

Person: _____

Neighborhood Facebook Page: _____

What are some recent improvements you have made to your home? (ie: landscaping in `19, new carpet in `20, new appliances in `18, etc.)

ASKING FOR CUSTOMER REVIEWS ON SOCIAL MEDIA WEBSITES

Good morning!

Thank you for working with our team and for recognizing our teamwork. It is our privilege to work with you. As you may know our business is built by referrals from great clients like yourself and reviews are an important part of our business. May I ask you to take a few moments to give us a review on _____? I would like to send you an email with a link to the website that you can just click and review.

Thank you very much.



Good morning!

Thank you for working with our team and for recognizing our teamwork. It is our privilege to work with you. As you may know, our business is built on referrals from great clients like yourself and reviews are an important part of our business. May I ask you to take a few moments to give us a review on _____?

I would like to send you an email with a link to the website that you can just click and review.

Thank you very much.

Additional option:

For your time, _____ (agent) would like to send you a Starbucks card for a couple of cups of coffee. Thank you and I am sending you the link now.

Tip: It does not matter where in the listing or pending process you are in...ask for referral...timing is everything.



REFERRALS

CONVERSATION: “Thank you for working with our team. We so appreciate your business. May I ask you a favor? Our business is based on great people like you...who do you know that is thinking of buying or selling? Thank you for thinking about that today.”

CONVERSATION: “By the way, we need another great client like you -- who do you know that needs to buy or sell a house in the next 30 days?”

Intro Call Conversation: Now that you are buying a home, you are going to start seeing people all over the place talking about real estate! If you run into someone who you think could benefit from a conversation with our team, please give them my information – we’d love to help them too! Or, send me their information and I’ll ensure we have the opportunity to connect!

At Close Conversation:

You have been so great to work with – I wish all my clients were as awesome/fun/diligent/detailed/easy to work with/etc. as you! Buyers like you make my job easy/fun and great people tend to hang around with other great people! Do you have any friends or family that need to buy or sell real estate?

People Helping People



Giving Back to Our Community

CONVERSATION:

"Our goal is to help _____ families each month sell their house or find their dream home. At the successful closing of your property, our Real Estate Group will donate \$100 to one of these fine charitable organizations of your choice. We truly appreciate your input to let us know where we may contribute \$_____ this year."

- Wounded Warrior Project San Diego
- American Cancer Society
- American Heart Fund
- Father Joe's Village
- Solutions for Change
- Honor Flight San Diego
- Other _____

Satisfaction Survey Letter

(Buyer or Seller)

DATE

Name (BUYER/SELLER)
Address
City, State, Zip

Dear (BUYER/SELLER):

Thank you for the opportunity to represent you in the purchase/sale of your home in _____ . It was my pleasure to work on your behalf and assist in this transaction.

I trust the experience of buying/selling your home was a pleasant one. I also hope you were pleased with the handling of the negotiations and closing services. I seek to provide my clients with detailed service, uncompromising integrity, and attention to customer satisfaction. To that end, would you please take a few moments to fill out the attached “Client Satisfaction Survey” to ensure I continue to serve with excellence?

Please keep in touch and I promise to keep in touch with you. If there is anything I can help you with in the future, don’t hesitate to call. I am available to answer any questions that may arise.

My business grows from referrals of previously satisfied customers and clients who appreciate and recognize my caring and organized approach to every transaction. A referral is giving someone you care about to someone you trust. I am truly complimented when you refer those you care about to me.

Sincerely,

(AGENT’S NAME)

Satisfaction Survey

Congratulations on the successful close of your escrow. We are pleased to have been of service to you and hope to serve you in the future.

In the meantime, we would appreciate your help in this reality check of our performance. Your opinion is very important to us, and we appreciate you taking the time to complete this survey. On a scale of 1 to 10, with 1 being poorest and 10 being excellent, how would you rate your experience of our service in these areas?

- | | |
|----------------------|----------------------|
| 1. Knowledge | 1 2 3 4 5 6 7 8 9 10 |
| 2. Listening Skills | 1 2 3 4 5 6 7 8 9 10 |
| 3. Problem Solving | 1 2 3 4 5 6 7 8 9 10 |
| 4. Staff Efficiency | 1 2 3 4 5 6 7 8 9 10 |
| 5. Enthusiasm | 1 2 3 4 5 6 7 8 9 10 |
| 6. Communication | 1 2 3 4 5 6 7 8 9 10 |
| 7. General Conduct | 1 2 3 4 5 6 7 8 9 10 |
| 8. Easy to work with | 1 2 3 4 5 6 7 8 9 10 |
| 9. Availability | 1 2 3 4 5 6 7 8 9 10 |

What did you like about working with us?

What areas could stand improvement?

Would you refer us to friends and family?

May we use you as a reference?

Would you be interested in writing a letter of recommendation for us? Is there anyone you know who is interested in buying or selling Real Estate? (Please include name and phone number.)

Best Personal Regards,

Agent's Name

(Surveys and evaluations can also be done through Survey Monkey or similar services)

Commission Recap Document

Property Address: _____

Client Name: _____ Sale Type: _____

Sale Date: _____ Closing Date: _____

Sales Price: \$ _____

Commission: _____% \$ _____

Extra Commission (+) \$ _____

Total Commission \$ _____

Referral Fee (-) \$ _____

Keller Williams Fee (-) \$ _____

Team Subtotal \$ _____

Sales Partner commission (-) \$ _____

Sales Partner commission (-) \$ _____

Lead Agent commission (-) \$ _____

Managing Partner commission (-) \$ _____

Company Total

\$ _____

File Closed Thank You Letter to Buyer

Date:

Name
Address
City, State, Zip

Dear _____,

I want to make a special point of thanking you for your trust and confidence in me. I am confident that you will be pleased with your new home.

Now that the transaction has closed, I hope that you will not hesitate to call me if you have any further questions. Again, I appreciate the opportunity to offer you the finest service.

My goal now is to continue to serve you so that you will have no reservation about referring others to me who have similar needs to yours. If you know of anyone who is thinking of purchasing or selling real estate, please remember my name. Referrals are important to me and I will do a great job for them!

Sincerely,

(AGENT'S NAME)

Colleague Thank You Letter



Date

Jeremy Lock
Realty National Inc.
4655 Cass St., Ste. 215
San Diego, CA 92109

Dear Jeremy,

We enjoyed working with you on the successful closing we just completed. Transactions are always smoother when professionals are involved.

This transaction was great, so we will look forward to working with you in the future—whether you sell one of our listings or we sell one of yours.

Congratulations!

Best Personal Regards,

Monica Reynolds
000-000-0000

If this is someone you think would be a great fit for KW or your team, you can add:

RECRUITING AGENT TO KW

“It has been great to work with a professional like you. KW is on the move! We are over 175K agents strong, most volume, units and agent count of any real estate company in the world!

KW is spending 1 Billion on Technology. I was wondering... would you take a 5-minute phone call from our Team Leader _____ and hear what we have going on. It is really exciting!”

RECRUITING FOR THE TEAM

“It has been great to work with a professional like you. Our team is growing! We have a goal to sell _____ homes this year. We have lots of marketing and lead generations systems to help our agents.

Would you please consider talking to _____ for 5 minutes and see if you would be interested in working on a team?”

Orphan Buyer Letter

Date:

NOTE: Agent to call at close and 30 days later to check in

Robert Blake
1754 Calle Platt
Oceanside, CA 92056

Dear Robert,

Congratulations on your new property! In this market we know you had many choices and we wanted to take the time to thank you for selecting one of our listings. We hope you will be very happy in your new home.

If there is anything we can do to make your move easier or any questions you might have about the area, please don't hesitate to call us at 555-632-8408.

Below is information regarding your Home Warranty.

Best Personal Regards,

Monica Reynolds

000-000-0000

www.monicareynolds.com



Fidelity Home Warranty

Order # H77004

Ph: 1-800-308-1422

Buyer, Orphan Buyer, and Seller Closing Statement Letter

Date:

Kody & Kim Jones
10147 Lone Dove Rd.
San Diego, CA 92127

Dear Kody & Kim,

As the New Year begins, we face the fast-approaching tax season, and as the date draws near, we know you will need the enclosed closing statement. If you are like most people, you have probably filed your copy so efficiently you can't find it! Since we know your accountant will be asking for it, we thought we would save you the time and provide it for you.

As you know, referrals are a large part of our business so if you know anyone that is either thinking of buying or selling Real Estate in 20__ or has any Real Estate questions, we would appreciate the referral.

We hope providing this closing statement helps and if there is anything else we can do, please don't hesitate to call us.

Best Personal Regards,

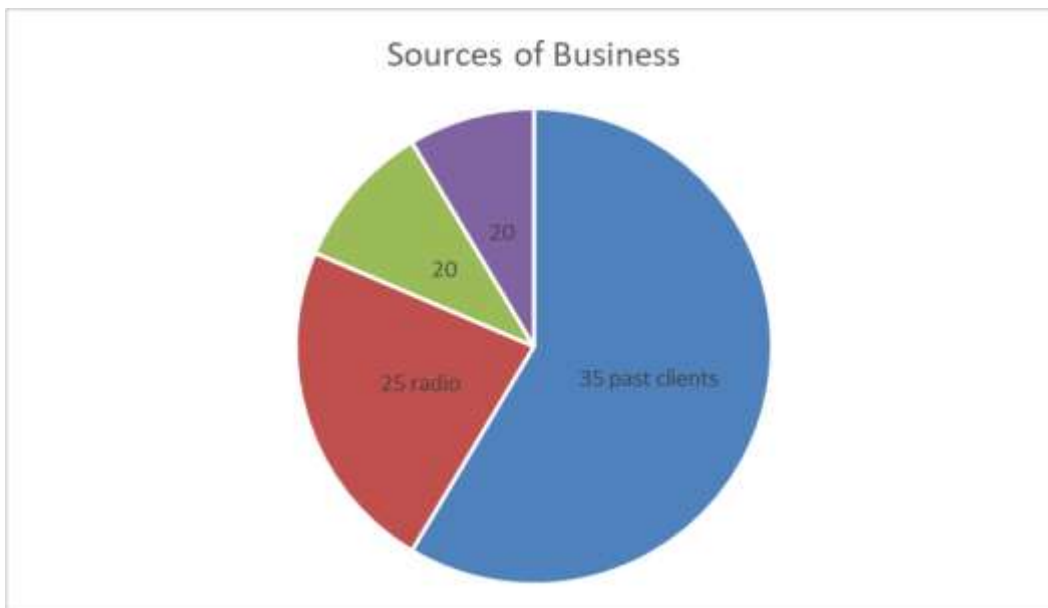
Monica Reynolds
555-632-8408
www.monicareynolds.com

"As always, my goal is to be an asset and resource
for you, thus building clientele for life"

How and Why to Capture Every Source of Business

1. How to analyze your business
2. You can see the % of what your best and worst sources are and what is missing
3. Analyze ROI
4. Play red light, green light
5. Create strategy plans for conversion
6. Create strategy plans for goal setting
7. Create strategy plans for business planning

Sources of Business Pie Chart



Closed Business and Sources for the Year

Why is it Important to Track Every Source?

Are you tracking your numbers?

Where does your business come from?

What does each source cost you?

Understanding where business comes from (referrals, social media, past clients, etc.) and how much it costs, is crucial and tracking those sources is just as important. On a spreadsheet, an agent can quickly learn if marketing to their sphere of influence is effective or if social media is working better for them.

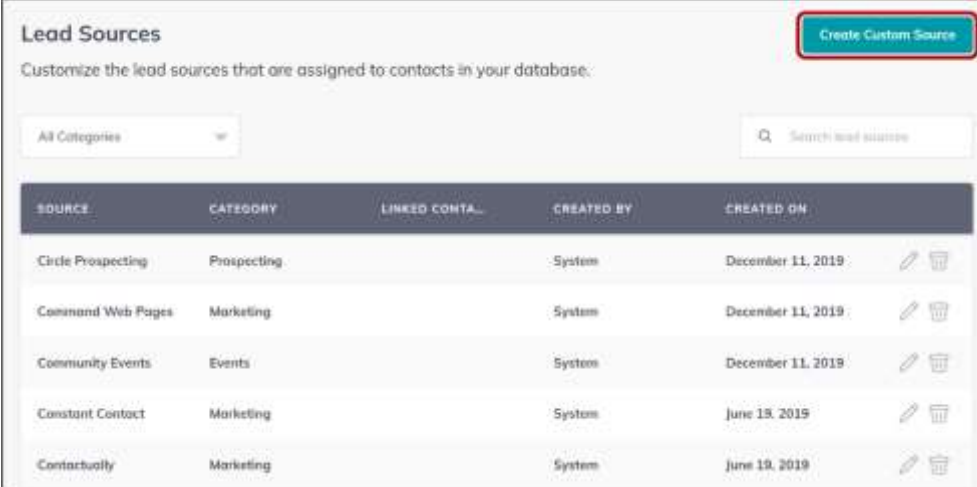
Source	Number
Past Client	
Center of Influence	
Expired	
FSBO	
Referral	
KW Referral	
Sign	
Just Listed / Just Sold	
Mailings	
Open House	
Absentee Owner	
Investor	
Name Recognition	
Arch Telecom/Texting Sign Rider	
Social Media (ie.Facebook, etc.)	
Referrals: Team, Client, Agent, Sphere	
Affiliate Referral: Title, Pest, Lender, etc.	











Create and Manage Lead Sources in Command

In addition to the list of system lead sources that are available, we can now create custom lead sources. These custom lead sources can be applied to leads and contacts, allowing us to track where business is coming from. Once created, you can easily edit and delete these, as needed.

To learn how to create and manage custom lead sources, follow the steps below:

1. Log in to agent.kw.com with your KW login credentials.
2. Click **your name**, at the top right of the page, and choose **Settings** from the drop-down.
3. On the left side of the page, click **Command Settings**, click **Contacts**, then select **Lead Sources** from the drop-down.
4. At the top right of the page, click Create **Custom Lead Source**.
5. Enter the **Source Name**, choose a **Source Category**, from the drop-down, then click **Create Source**.



SOURCE	CATEGORY	LINKED CONTACTS	CREATED BY	CREATED ON	
Circle Prospecting	Prospecting		System	December 11, 2019	 
Command Web Pages	Marketing		System	December 11, 2019	 
Community Events	Events		System	December 11, 2019	 
Constant Contact	Marketing		System	June 19, 2019	 
Contactually	Marketing		System	June 19, 2019	 

Manage Lead Sources

1. On the Lead Sources Settings page, you will see all the tags you have created. Use the **Edit button** to edit the name and category of each custom lead source. Select the **Delete button** if you want to get rid of an unwanted custom lead source.

You will see the number of contacts associated with each lead source, in the Linked Contacts column, you will **not be able to delete a custom lead source if there are any contacts assigned to it.** You can click on the number of assigned contacts, to see those contacts in your database.

After Close Customer for Life Checklist



for Buyer and Seller

Note: This Checklist is for the listing agent to communicate after the sale with their Seller(s) and to adopt the Buyer(s). Double check database information.

- _____ 1. Phone number of Buyer
- _____ 2. Phone numbers of Seller(s)
- _____ 3. New address for Seller(s)
- _____ 4. Email addresses for Buyer(s)
- _____ 5. Email addresses for Seller(s)
- _____ 6. Thank you letter to Affiliates
- _____ 7. Thank you letter to the other Agent
- _____ 8. Thank you letter to Referral
- _____ 9. Agent calls Buyer(s) 1 week after sale and orphan buyer 30 days after sale.
- _____ 10. Agent calls Seller(s) (if represented them) day of closing or day after (if you did not attend the closing).
- _____ 11. Agent sends Buyer(s) a “thank you for purchasing my listing” letter 2 weeks after closing.
- _____ 12. Agent sends Seller(s) a thank you letter and customer survey.
- _____ 13. Agent calls Seller(s) 30 days after closing to “check-in”.
- _____ 14. Agent does “drive-by” and door-knock the Buyer(s) within 30 days.

- _____ 15. After 30 days, the Seller(s) and Buyer(s) are in the “client for life program” and receive 4 mailings, 12 emails, and 4 phone calls per year.
- _____ 16. Thanksgiving card list
- _____ 17. Christmas card list
- _____ 18. Ask for Referral and Reviews

Policy and Procedures Tab Suggestions

- 1.
- 2.
- 3.

What I Learned Today ...

Session12: Homework Assignment - Complete and Give To Your Agent

1. _____
2. _____
3. _____