



**Las Vegas AGENT FORMULA**

The Internet Formula For Las Vegas Agent Success

**BEE**   
**REAL ESTATE SAVVY**



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**Welcome!!!**

**Agency & Sellers! Advanced Strategies**

**CE.7279000-RE**

This course is approved by the Nevada Real Estate Commission for  
3 hours of “Classroom Agency” credits.



## First: a word on the NRED classroom rules...

**NAC 645.4438 Approved courses: Award of certificate of completion.** ([NRS 645.190](#), [645.575](#))

1. To receive a certificate of completion for an approved course a student must:
  - (a) Direct his or her attention to the instruction being provided and refrain from engaging in activities unrelated to the instruction; and
  - (b) Refrain from engaging in activities which are distracting to other students or the instructor, or which otherwise disrupt the orderly conduct of a class, including, without limitation, the use of voice pagers, beepers and telephones.
2. An instructor shall deny the award of a certificate of completion to a student who fails to satisfy the conditions set forth in subsection 1.

Why are we here? - Course Objectives:

*Could it be. Get MORE saleable Listings?*

As a result of this course – Licensees will complete an Assessment to identify where they are strong and what areas need work!

Licensees will revisit the “Duties Owed Disclosure” and be able to *strategically* explain (through skill practice) that document and its meaning.

Licensees will examine what “Reasonable Care and Skill” means according to the NRED.

Licensee will be able to better deliver a compelling **Value** to Seller Clients using a **strong, comprehensive, Marketing Consultation**.

Licensees will engage in a Town Hall discussion about which **promotional** strategies are being used effectively in the current market and will be able to demonstrate **their** marketing plan for complete clarity to the consumer.

Question: Who signs the “Duties Owed”?

- a) The Client and the Broker
- b) The Client and the *Licensee*
- c) The Client, the Broker **and** the *Licensee*



**The FOUR** questions...#1 - “Where are we now?”

Give yourself a score – 1 to 10 on the following:

- 1) Presenting and explaining the “Duties Owed” disclosure
- 2) Presenting and explaining the ‘Consent to Act’
- 3) Presenting and explaining the “Brokerage Agreement”/Listing  
(OMG – Could there be some *Negotiating skill* needed here?)
- 4) Presenting and explaining the S.R.P.D.
- 5) Presenting and explaining a “Net Sheet”
- 6) Presenting and explaining the RDG Residential Disclosure Guide
- 7) Presenting and explaining the ‘Marketing Plan’
- 8) Explaining the ‘Offer’ process and multiple offers
  - a. Paragraph 10 = C.I.C.?
- 9) Explaining the ‘*Financing*’ process & appraisal contingency
- 10) Explaining the ‘Title and Escrow’ steps...

**What score would your last Seller give you?**

**\*\*Bonus - #11 – People Skills?**

**Marston DISC? Color Code? N.L.P., Myers/Briggs?  
Enneagram?**



You have a handout – Form 525 – the “Duties Owed Disclsoure”

Step 1) - We’ll start by Pairing Up –

Step 2) - Whichever of you has been licensed the LONGEST – will complete and explain the “Duties Owed” To ALL PARTIES for your partner – exactly like you do it now! **THEN STOP!**

Step 3) - THEN, your partner will give you feedback. How well did they explain “Reasonable Skill & Care”?

Did they tell you the types of Agency that are legal in Nevada?

Step 4) – Your partner will now present the “Duties to clients”, *just like they do it now...*

**\*\*REMEMBER** – “Informed Consent” can only be given when they know/understand their options!

Step 5) – You will give them feedback! – Did they explain what the “Conflict of Interest” was, and, how it affected representation? Does “Assigned Agency” require a “Consent to Act”?

I learned: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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As we remember, the “Duties Owed to CLIENTS – is made up, in general, of duties that BOTH *Protect* and *Promote* the client’s interests. So, 1 through 7, which do you think PROTECT and which PROMOTE?

Duty 1. – Exercise reasonable skill and care to carry out...

Duty 2 – Not disclose...is a Divorce confidential?

M \_\_\_\_\_, U \_\_\_\_\_,

F \_\_\_\_\_ S \_\_\_\_\_, P \_\_\_\_\_, P \_\_\_\_\_

Duty 3 – **Seek** a sale, purchase, option or rental...”WHAT DID YOU DO?” THE 3 COACHING QUESTIONS...

Duty 4 – Present all offers...WHAT IF ITS VERBAL?

Duty 5 – Disclose material? What’s that? Who says?

‘HOME BASED BUSINESS?’

PROPERTY OR TRANSACTION – NOT PEEPUL!

Duty 6 – Advise...beyond the expertise...”IS THIS A QUIET NEIGHBORHOOD?”



## Duty 7 – Account to the client all money and property...(documents are property!)

### #1: Hot Button, The desire for control:

- Control is one of the strongest Hot buttons. People want to make their life better. Loss of control is synonymous with a fear of the unknown.
- People want control over finances, health, safety and health over loved ones, our own acquisitions, our jobs, our self-respect and the respect of others.
- The longer people wait of for something, the less control they have (or perceive they have) over it.
- Control over ones destiny is what drives the at home business phenomenon.
- How many times have you heard this: Would you be willing to cut out a pack of cigarettes or a single dinner out each week to be able to afford this home or car. Reducing a financial picture to the lowest denominator is a great sales technique. People want to feel like they can control their finances. This makes it seem like they can.
- Companies like control as well. They prefer to stay with suppliers they can trust rather than shopping around. They feel like they are in control.

The most common wishes are for friends, happiness, health, marriage, money, success, self-improvement, and to help other people. More men than women wanted sex and power. More women wanted happiness, a better appearance, and greater health.

What you call it – matters. The *word choice* communicates!

If you call it a “Listing Presentation” it implies TWO things; 1) That you are going to put their house on a “List” – which they already expect and they may not place a really high value on the *work necessary* (and the expense) for that to happen, and,

2) That you are going to **Present** to them – which, in their mind means ‘show them stuff’ – and, really, your objective is to “**Consult**” with them. In other words – ask them the right questions to uncover their “expectations and motivation”.

Not “Comps” but \_\_\_\_\_

Not “CMA” but \_\_\_\_\_

All hurt comes from \_\_\_\_\_ expectations.

And, anger comes from hurt. If they’re mad – it’s YOU!!!



The challenge is when you meet your clients (and there's a good chance they will be a couple that are NOT exactly alike), you'll need to assess WHICH communication style will serve BEST, in THIS instance. There is no such thing as;

*“One size fits all.”*

*Connect*, 5 love languages? How many do you know?

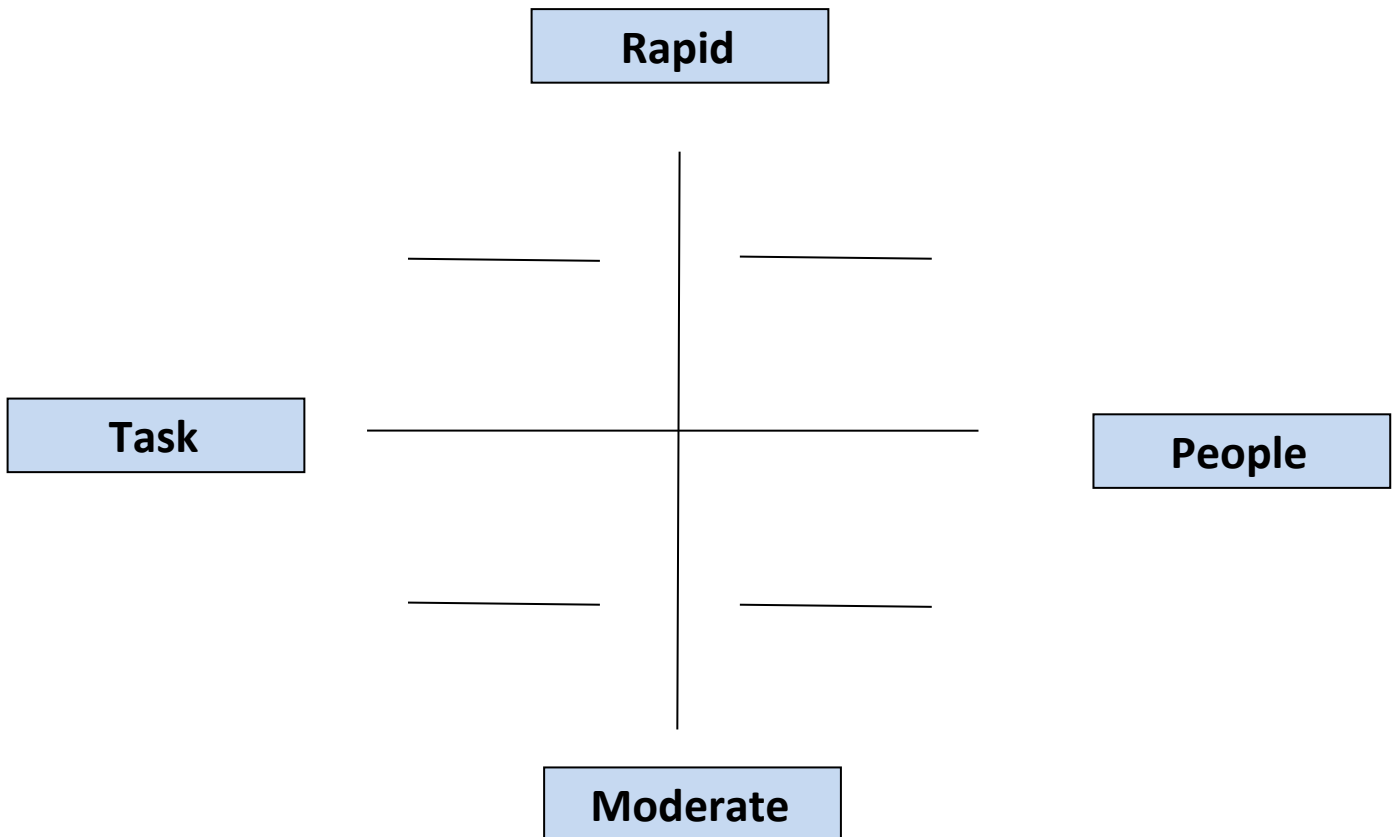
\_\_\_\_\_  
*Qualify*, this FURTHERS rapport! Go Deep, or Go \_\_\_\_\_.

*Present*, what VISUALS do you have?

*Handle questions, agreement.*

Greek physician **Hippocrates** (460-370 BC)

I can solve this puzzle in TWO STEPS!





*Pop Quiz – think of your last client – which quadrant did they fall in?*

*If you have a significant other – where do they fall?*

*Where do YOU fall?*

*How do you control a controller?*

*Is there ‘language’ that transcends, or, works over all boundaries?*

“WOULD YOU LIKE TO KNOW YOUR ODDS?”

PART III – Promoting!

Is your Listing/Marketing Strategy SO STRONG that EVERY Seller signs and EVERY Listing sells?

Let’s unpack – what are you CURRENTLY doing?

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Now, how does that compare to OTHERS marketing plan?

What are OTHERS DOING, that you could START doing?

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Next, let’s talk about YOU – “Why would I hire you?”

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Is that \_\_\_\_\_, \_\_\_\_\_, or, \_\_\_\_\_?

**Before you tell someone you are the answer to their prayers, you ought to find out what they're praying for.**

## Getting it SOLD!

How current is your DATA?

So, what that MEANS is...



Of the ones that sold – how long did it take?

Houses on the left, Condos on the right – If it didn't sell the first 30/60 days?

<b>Single-Family Units</b>				<b>Condo/Townhouse Units</b>		
	Current Value April 2020	Growth From March 2020	Growth From April 2019	Current Value April 2020	Growth From March 2020	Growth From April 2019
<b>Units Sold</b>						
No. of Units Sold	1,971	-28.5%	-31.4%	440	-38.4%	-41.6%
Median Price of Units Sold	\$310,000	-2.8%	+3.3%	\$180,250	-2.8%	+6.0%
Average Price of Units Sold	\$361,440	-2.8%	+5.0%	\$192,171	-3.7%	+4.9%
<b>New Listings</b>						
No. of New Listings	2,516	-30.2%	-41.6%	638	-25.3%	-37.3%
Median Price of New Listings	\$332,000	+0.6%	+2.2%	\$192,750	-1.1%	+7.1%
Average Price of New Listings	\$430,142	+15.6%	+0.9%	\$209,412	-1.4%	+6.0%
<b>Availability (Including Offers)</b>						
No. of Units Available	9,185	-0.1%	-23.5%	2,420	+0.5%	-14.7%
Median Price of Units Available	\$349,978	+0.3%	+6.1%	\$184,700	+2.6%	+6.1%
Average Price of Units Available	\$519,124	+0.7%	+9.1%	\$211,098	+1.7%	+9.9%
<b>Availability (Excluding Offers)</b>						
No. of Units Available	6,043	+6.3%	-18.7%	1,772	+8.8%	-3.0%
Median Price of Units Available	\$365,000	-1.4%	+4.3%	\$182,600	+2.0%	+7.5%
Average Price of Units Available	\$578,768	-2.4%	+7.3%	\$215,568	+1.3%	+11.4%
Effective Months of Availability	3.1	+48.7%	+18.4%	4.0	+76.6%	+66.1%
<b>Time on Market for Units Sold</b>						
	April 2020	March 2020	April 2019	April 2020	March 2020	April 2019
0 - 30 days	69.5%	59.0%	55.6%	58.2%	58.8%	58.2%
31 - 60 days	12.6%	13.4%	18.7%	17.4%	17.2%	21.1%
61 - 90 days	5.4%	9.3%	9.9%	8.5%	8.0%	8.2%
91 - 120 days	4.1%	7.2%	6.0%	7.4%	6.0%	5.3%
121+ days	8.4%	11.2%	9.8%	8.5%	9.9%	7.2%

See notes, methodology and definitions on page 14. LAS VEGAS REALTORS® | Page 3

MONTHLY HOUSING MARKET UPDATE
April 2020



NEVER ask for a Price Reduction –

You want a \_\_\_\_\_ !

Here’s what we KNOW – Sellers always have THREE Questions:

1) How (the raison d’etre of Zillow) \_\_\_\_\_

2) How (Who says?) \_\_\_\_\_ &

3) Do you have (if it sells right away?) \_\_\_\_\_

We, as professionals, KNOW that the Seller only has ONE decision to make!!!! (They already know which agent – you are there!)

\_\_\_\_\_.

Their ‘Convincer Strategy’? How will THEY know it’s time to sign?

What will you do differently as a result of taking this training?

\_\_\_\_\_

\_\_\_\_\_

A few final thoughts...

What does BATNA stand for? \_\_\_\_\_

Could you list FIVE Closing Techniques if someone offered you \$100?

3 quick examples: Alternate of Choice, Ben Franklin, Reduce to the ridiculous

Can you give an example of – ‘The Bogey’ or ‘Defer to a Higher Authority’,  
or, the ‘Nudge’?



Did you know that **For Buyers** the #1 **SKILL** they want from their agent is  
“Negotiating” Skill?

Thanks for coming – please complete the Evaluation!

**References: Books!**

**‘Influence – The Psychology of Persuasion’** Robert Cialdini – Youtube

<https://youtu.be/cFdCzN7RYbw> - there are SIX!

**‘Getting to Yes’** – Roger Fisher & William Ury (the foundation of the WCR  
Negotiating course) – Where BATNA is explained!

**‘Never Split the Difference’** – Chris Voss (Are there ever ‘hostages’ in a R.E.  
transaction?) – The power of isopraxism (what?).

**‘Words That Work’** – Frank Luntz

**‘Hot Button Marketing’** – Barry Feig

**‘How to Argue and Win Every Time’** – Gerry Spence – a FUN read!

**‘The Five Love Languages’** – Gary Chapman

**‘Crucial Conversations’** – Kerry Patterson/Joseph Grenny

**‘A Return to Love’** – Marianne Williamson (Author of ‘A Course in Miracles’)

**‘Zillow Talk’** – Spencer Rascoff C.E.O. & Stan Humphries

**‘The Invisible Touch’** – Harry Beckwith

**Web Sites? & YouTube**

Impact Theory – Tom Bilyeu – Dr. Joe Dispenza

Tim Ferriss (Net Worth \$100M) *‘Tools of Titans’* & - Podcasts

<https://selfdevelopmentaddict.com>