

# Where is your next sale coming from?

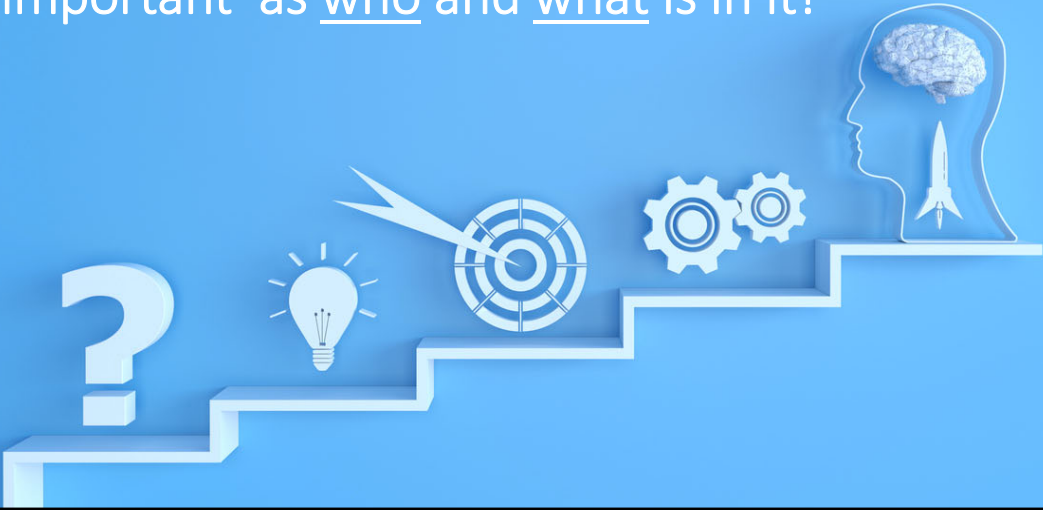


Pat Zaby, CCIM, CRS  
Dallas, Texas




1

# Which database program you're using is not as important as who and what is in it!



2



Don't think of a database as technology but a philosophy of business.

3

Less than 40% of REALTORS® have any kind of database

- contact manager
- address book
- scraps of paper

The 40% earn **251% more** than the 60% without a database.



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4

Shift from “Selling” to “Marketing”

Connecting with others while being productive

“People don’t care what you know,  
until they know how much you care!”



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5

88%  
of buyers/sellers  
say they would use  
their agent again

But...only  
12-29%  
do!

The reason is  
not having a  
list of past  
customers  
and not  
consistently  
staying in  
touch.

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Source: Profile of Buyers & Sellers

6



The typical seller has recommended their agent once & 32% have recommended their agents three or more times since selling their home in the past year.

7

50% of agents will lose  
9 sales this year because they  
don't consistently stay in touch with  
their past customers & friends!

What are 9 sales worth to you?

8



“If you don’t have a database, you are not serious about this career; you are a hobbyist.”

Larry Kendall, *Ninja Selling*

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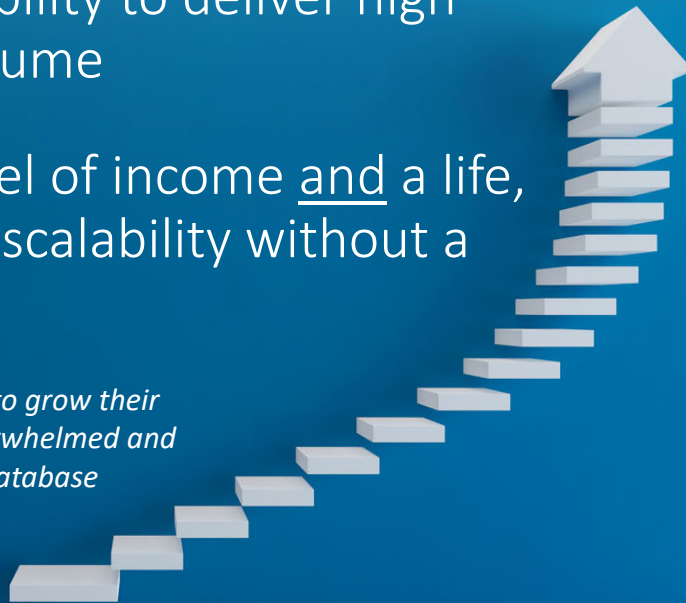
9

Scalability – the ability to deliver high quality at high volume

To have a high level of income and a life, you can’t achieve scalability without a database!


*Low-volume REALTORS®, trying to grow their business, will often become overwhelmed and experience burn out without a database*

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10

Pat's  
RESIPP  
Real Estate  
Sales Income  
Protection Plan

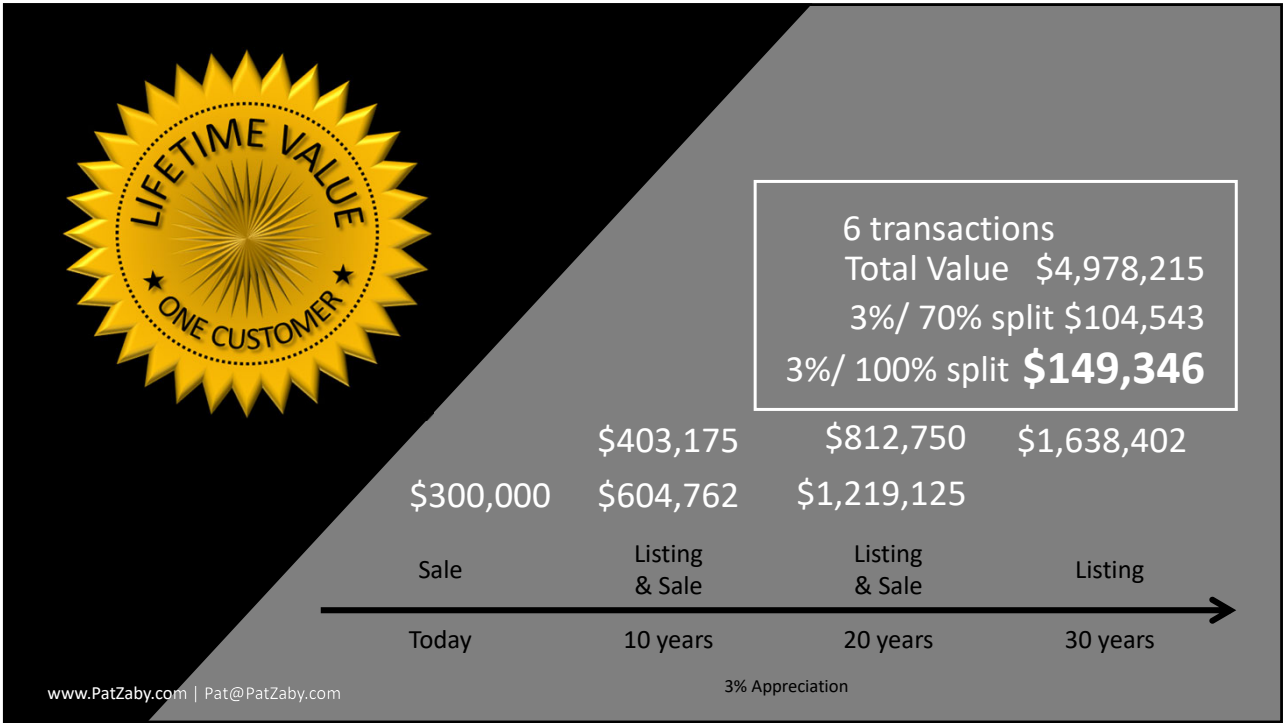


\$100 for every name of someone  
you know, added to your database  
in the next 48 hours.


100 names = \$10,000  
200 names = \$20,000

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11



12




Value of Adding Names	
Added names to your database	200
Move ratio	15%
Sales	30
Transaction sides	60
Share	10%
Transactions	6
Average commission	\$8,000
Value of adding names	\$48,000

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13

TOMA

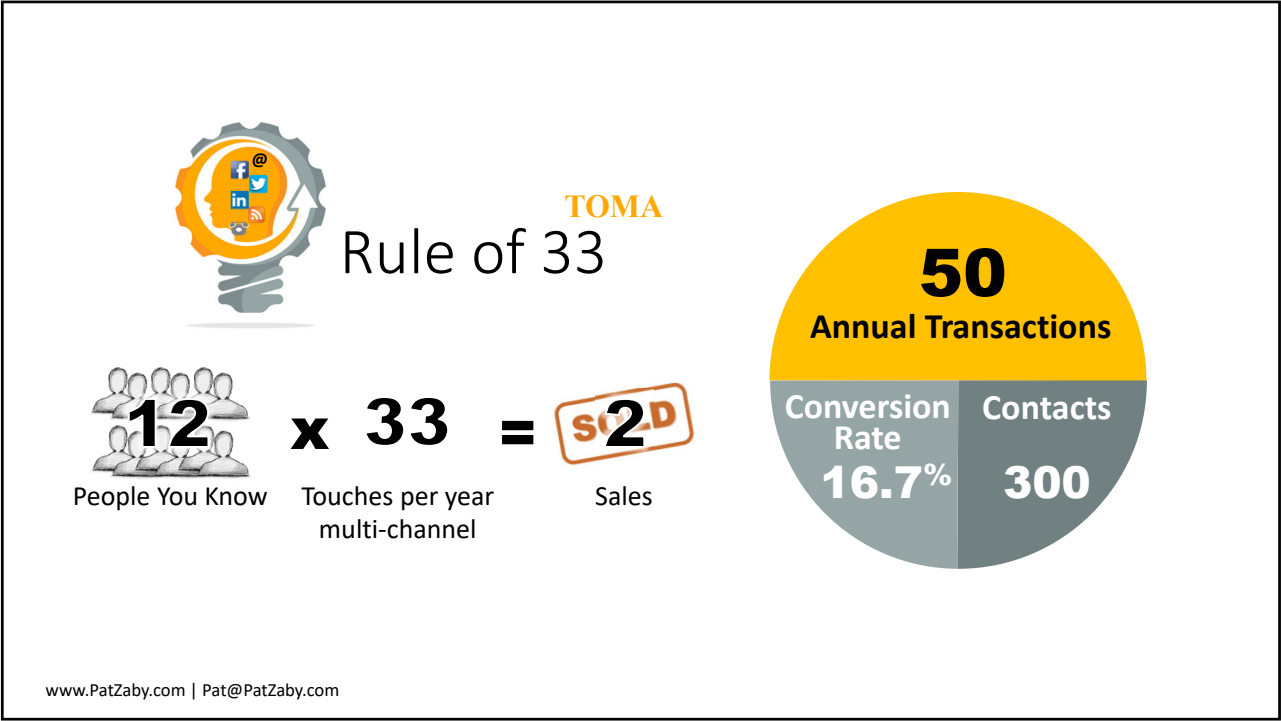
**Your Income = # of contacts**



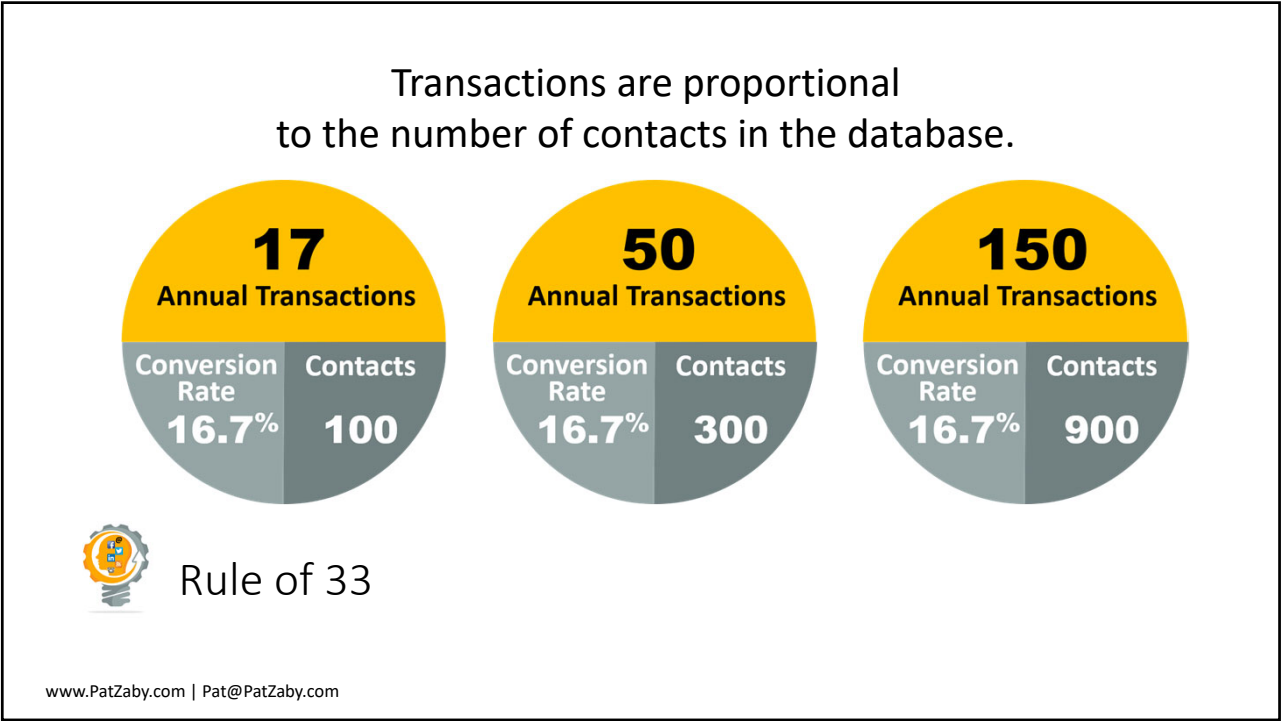
Top of Mind Awareness affects conversion ratio

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14



15



## Remaining *Top of Mind* is critical during this crisis

- Valuable content keeps you relevant
- Build community, bring value and educate your audience
- Non-selling, checking-in and genuinely concerned about how they're doing.

17

## Purposeful Touches

relevant content branding you a real estate professional

*Helping homeowners  
when they buy, sell and all the years in between*

- Newsletters
- Social Media Posts
- Holiday greetings, reminders, special occasions
- Annual Advisory
- Tax assessment challenge
- New listing alert – FYI
- Referrals – allied professionals & out of town REALTORS®
- Service Providers Recommendations.



18



19

Conversion Ratios		
Cold Direct Mail		2,000:1
Cold Internet Lead Generation		1,600:1
Cold Phone Solicitation		500:1
Door Knocking		100:1
Personal Contact with Friends		50:1
Ad Calls		25:1
Sign Calls		20:1
Open Houses		15:1
Walk-ins		10:1
Past Buyers	Highest Return on Investment	9:1
Past Sellers		4:1
Referrals		3:2

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What's the Difference?

Lead Generation


- Strangers
- In the market but not necessarily ready to buy/sell
- Must establish trust
- Lower conversion ratio
- Higher cost to acquire
- Less likely to receive referrals.

Top of Mind Awareness

- People you know
- Probably not in the market currently to buy/sell
- Established trust
- Higher conversion ratio
- Lower cost to acquire
- More likely to receive referrals.


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21



...one way to sell a consumer something in the future is simply to get their permission in advance.

SETH GODIN  
AUTHOR OF PERMISSION MARKETING



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22

## If you changed companies, how would you let people know?

- How long would you wait before you told them?
- Would you only tell them once?
- Would it be important to tell them what you can offer now that you couldn't before?

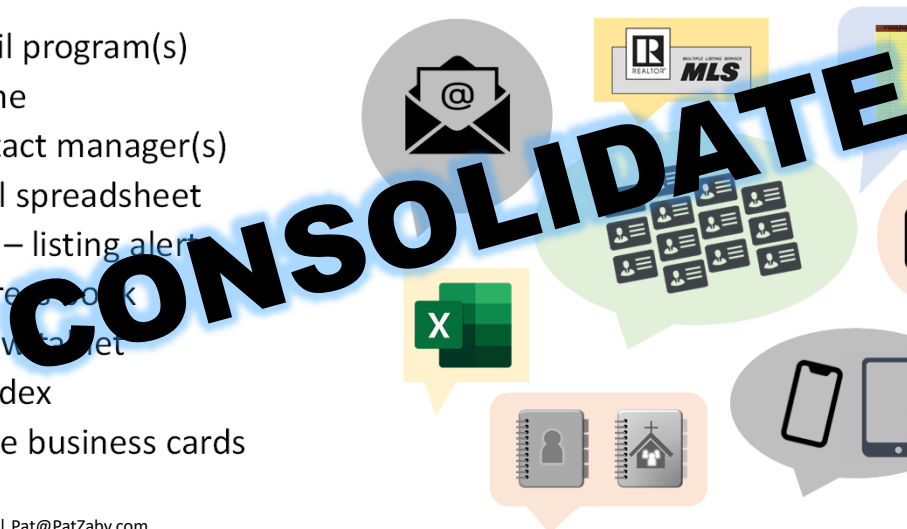


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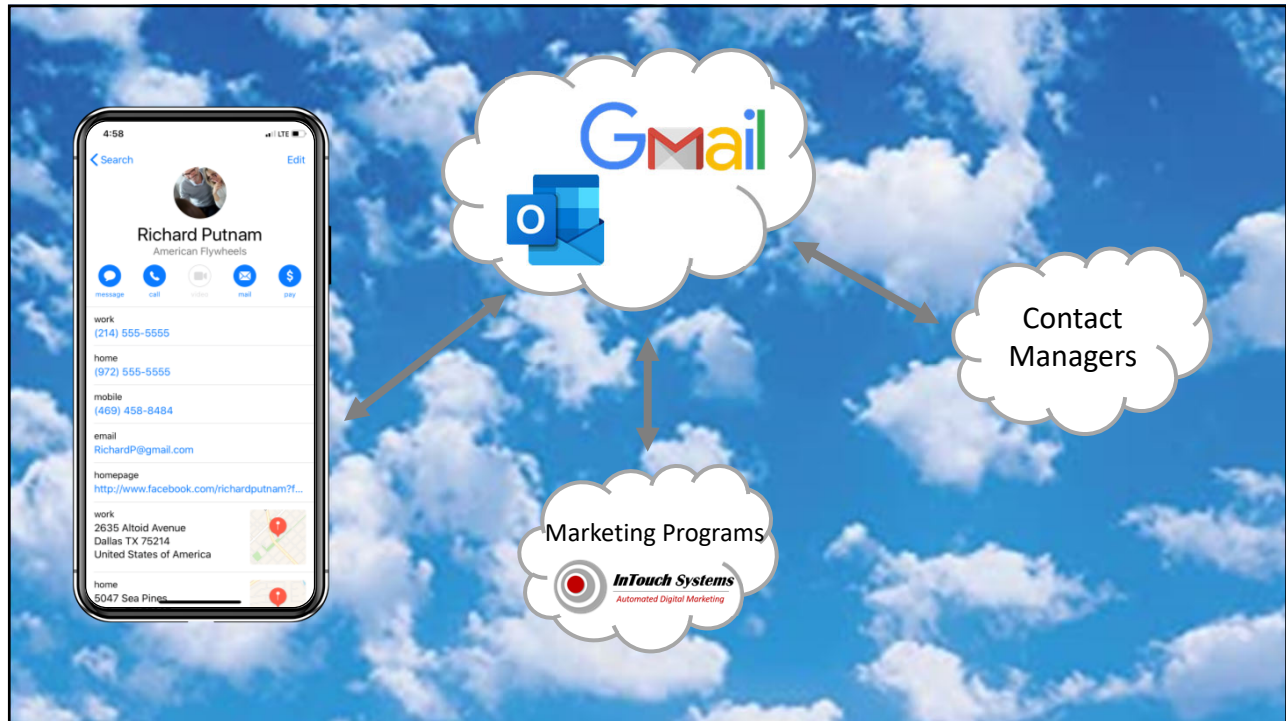
## How do you keep track of the people you know?

- Email program(s)
- Phone
- Contact manager(s)
- Excel spreadsheet
- MLS – listing alert
- Address book
- Yellow Pages
- Rolodex
- Loose business cards



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## Finding & Adding Contacts

1. Compile a list of every buyer and seller you've had transactions with since you've been licensed.
2. Address books from each email program you have
3. Add your holiday greeting list of friends and relatives
4. Export the people registered from your MLS new listings announcements
5. Add people you know from your church or place of worship.

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26

### Building Your Database

- ☐ Your holiday card list
- ☐ Your relatives
- ☐ Your friends
- ☐ Your past customers
- ☐ My listing alert
- ☐ Mailing lists in spreadsheets
- ☐ Business cards
- ☐ Rolodex
- ☐ Email address book(s)
- ☐ Email Inbox/Sent
- ☐ Cell phone address book
- ☐ Your neighbors
- ☐ Your former neighbors
- ☐ Your classmates from school/college

### Checklist is in your handouts

- ☐ Search friends of your FB friends for people you know
- ☐ Spouse's friends
- ☐ Spouse's email address book(s)
- ☐ Email Inbox/Sent
- ☐ Spouse's cell phone address book
- ☐ Spouse's classmates from school/college
- ☐ Spouse's associates from work
- ☐ Spouse's associates from former employment
- ☐ Spouse's social circles
- ☐ Spouse's civic clubs
- ☐ The parents of your children's friends
- ☐ PTA rosters
- ☐ If your children are grown, their friends
- ☐ Your church members
- ☐ Members in your social circles – golf,
- ☐ Members in your civic clubs
- ☐ Friends and associates from former employment
- ☐ Professional's you do business with
- ☐ Merchants you do business with
- ☐ Real estate affiliates you do business with

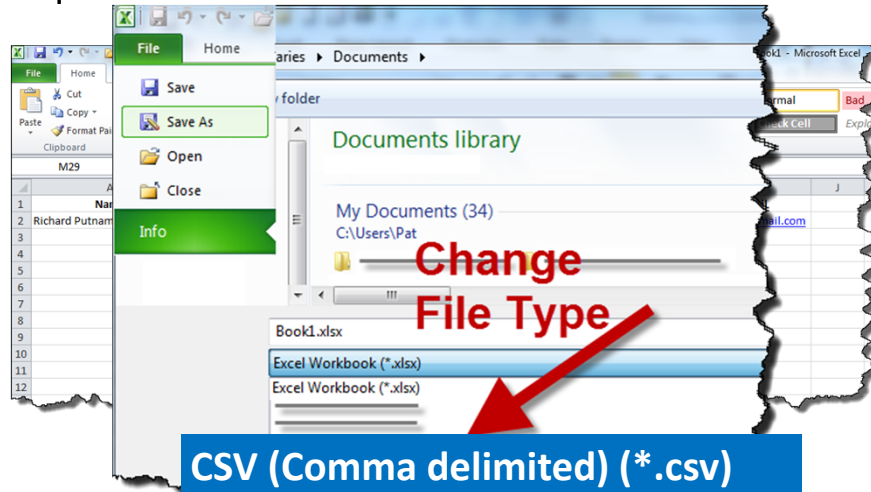
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### Reconcile your Contacts with Social Media

28

## Excel spreadsheet



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## Collecting Contact's Info

### Essential Information

- Contact info – address, phones, emails, socials media


### Additional Information

- Family – names, dates, pets
- Occupation – employer, title, longevity
- Recreation – hobbies, restaurants, wines, sports, vacations
- Dreams – goals, 2<sup>nd</sup> home, rental homes, college
- Real estate – info on what they own.

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30





BEST OF  
NORTHERN VIRGINIA

INFORMATION  
you need to  
KNOW

!

LONG & FOSTER  
REAL ESTATE

CHRISTIE'S  
INTERNATIONAL REAL ESTATE

HOMESELLBUYAI

Pat,

Thanks for putting on the webinar. I found it very useful and stimulating.

You probably expect that we have a database, yes we do, with more than 4,000 entries.

Couple of things you might find useful: I mail, yes real mail, every other month to everyone in the database with a valid address. I ask USPS to provide an update address for returned mail. Every time I send something I get a couple of change of addresses. We mail to people as long as we can keep up with them. Earle once got a card from someone saying that they had moved 7 times since we sold their house in Northern Virginia, divorced and remarried, had 4 children, changed jobs twice and Earle was the only constant in their life.

Another very useful feature of the database is I keep up with what people have bought and sold over the years. Someone calls in I can rapidly look up their sale or purchase data, who they sold to, price, etc. Very useful.

Again, thanks for the webinar and all the best.

Stan

Stanley Whitmore  
Long & Foster | Christie's International Real Estate  
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Licensed in Virginia

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31

Selecting a Database

- Simple to use
- Works seamlessly with your email
- Syncs with your phone
- Online/Offline
- Collaborative learning
- Multiple users.

?

Google

Outlook

Wise Agent

RealtyJuggler

Real Pro SYSTEMS

salesforce

IXACTCONTACT®  
FOR REAL ESTATE PROFESSIONALS

Top Producer®

AgentOffice  
Powered by Emphasys Software

Contactually

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32



# Keep It Simple

- **Less categories**
- **Less fields**
- **Less functions**
- **Focus on what matters.**

*“Perfection is achieved not when there is nothing more to add, but when there is nothing left to take away.”*

Antoine de Saint-Exupery  
French philosopher

33

# Do you need all these features?

ESSENTIAL

OPTIONAL


Address Book

Calendar

Marketing

Campaigns

34



# Outlook

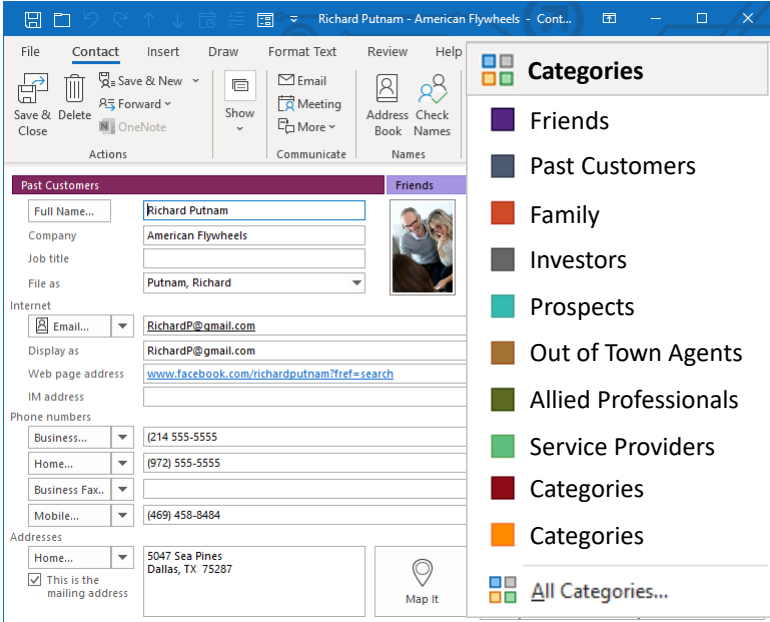
**Essential Information**

- Name(s)
- Address(es)
- Phone(s)
- Email(s)

**Additional Information**

- Picture
- Family names
- B-days & Anniversaries
- Social media
- Company/occupation
- Real estate owned (in notes)

**Notes – date and record conversations**



Richard Putnam - American Flywheels - Cont...

File Contact Insert Draw Format Text Review Help

Save & Delete Save & New Forward OneNote Show Email Meeting Address Check Book Names More Communicate Names

**Past Customers** Friends

Full Name... Richard Putnam

Company American Flywheels

Job title

File as Putnam, Richard

Internet

Email... RichardP@gmail.com

Display as RichardP@gmail.com

Web page address www.facebook.com/richardputnam?ref=search

IM address

Phone numbers

Business... (214) 555-5555

Home... (972) 555-5555

Business Fax...

Mobile... (469) 458-8484

Addresses

Home... 5047 Sea Pines Dallas, TX 75287

☒ This is the mailing address

Map it


**Categories**

- Friends
- Past Customers
- Family
- Investors
- Prospects
- Out of Town Agents
- Allied Professionals
- Service Providers
- Categories
- Categories

All Categories...

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35



# Google

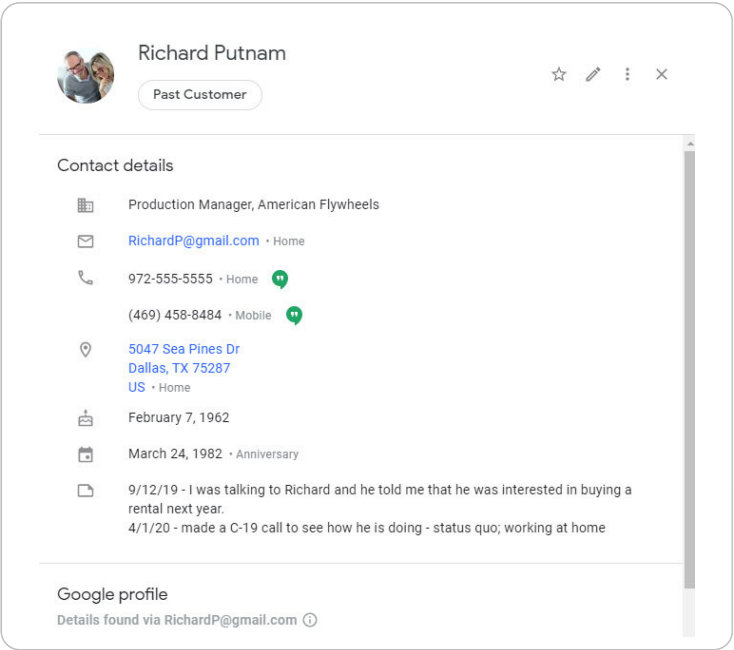
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**Additional Information**

- Picture
- Family names
- B-days & Anniversaries
- Social media
- Company/occupation
- Real estate owned (in notes)

**Notes – date and record conversations**



Richard Putnam

Past Customer

**Contact details**

Production Manager, American Flywheels

RichardP@gmail.com • Home

972-555-5555 • Home

(469) 458-8484 • Mobile

5047 Sea Pines Dr  
Dallas, TX 75287  
US • Home

February 7, 1962

March 24, 1982 • Anniversary

9/12/19 - I was talking to Richard and he told me that he was interested in buying a rental next year.  
4/1/20 - made a C-19 call to see how he is doing - status quo; working at home

Google profile

Details found via RichardP@gmail.com

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36

Customer  
Communication  
is the principal  
reason to have a  
database



37

***They don't care how much you know  
until they know how much you care.***

38

> 80%

of an agent's  
business comes  
from repeat and  
referral customers

Source: NAR Member Profile



41% of consumers say they rarely  
receive relevant content



57% say agents fail to provide  
comprehensive list of service  
offerings

Source: Yes Marketing

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Multi-channel/Multi-touch  
Communications

• Digital marketing

• email

• social media

• Print - postcards


• Hand-written notes

• Phone calls

• Face-to-Face

• Lunches/dinners

• Customer appreciation  
events




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### Every Time You Talk to a Person

- Open their contact record
- Quickly scan the notes
- Verify email address & add others
- Try to complete or update info in the fields
- Make a dated note about what you talk about
- Schedule a follow-up.



41

### When You're Not At Your Computer...





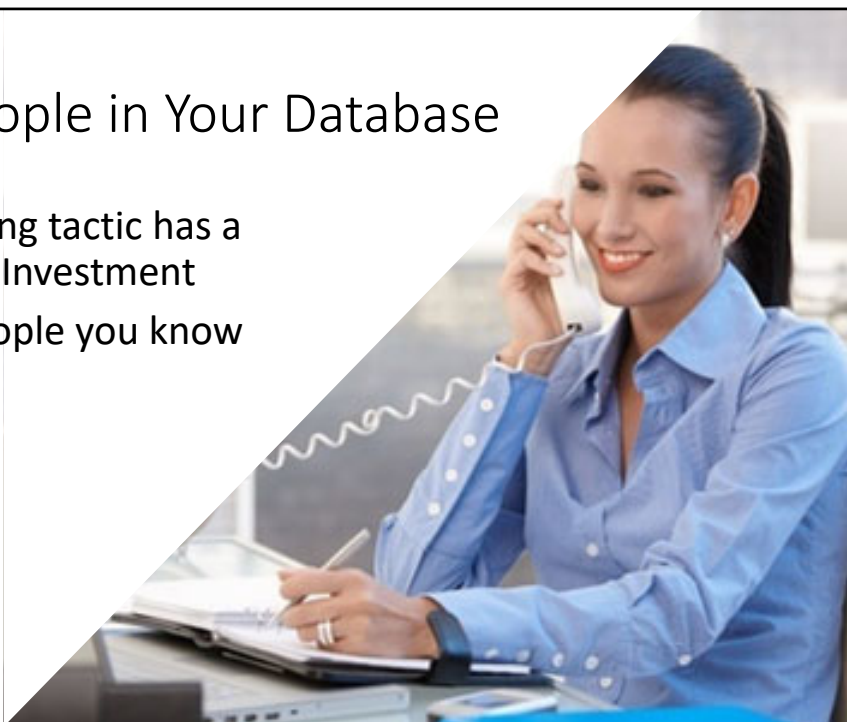
42



## Talk to the People in Your Database

- No other marketing tactic has a higher Return on Investment
- Start with the people you know
  - Top 50
  - Past customers
  - Friends
  - Neighbors

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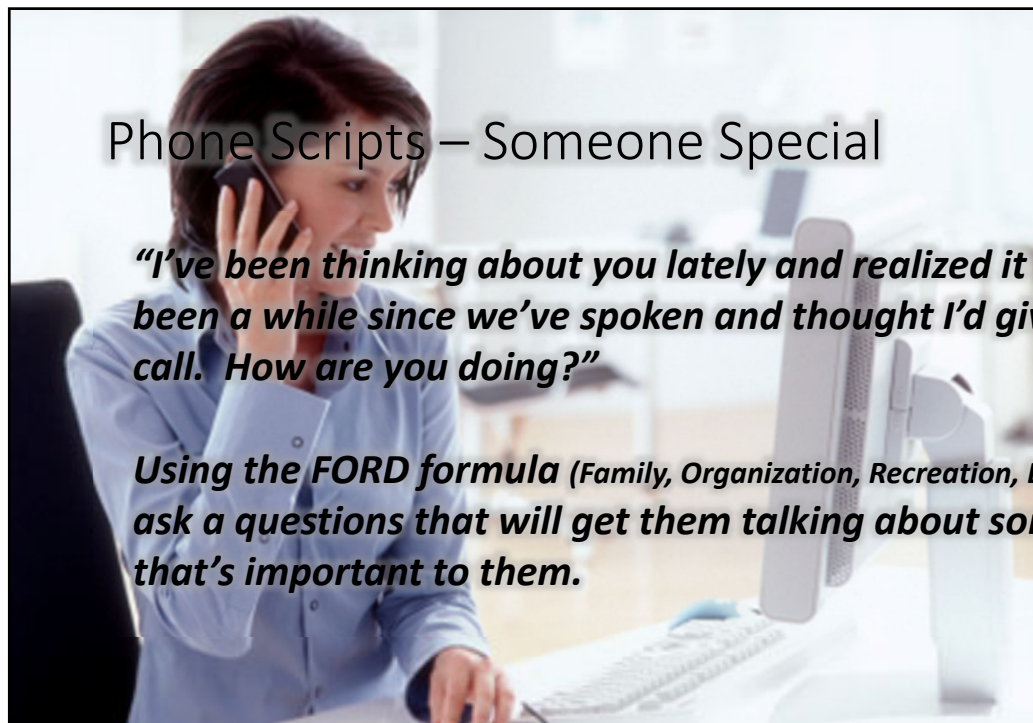


43

## Phone Scripts – Someone Special

***“I’ve been thinking about you lately and realized it has been a while since we’ve spoken and thought I’d give you a call. How are you doing?”***

***Using the FORD formula (Family, Organization, Recreation, Desires), ask a questions that will get them talking about something that’s important to them.***



44



## Phone Scripts – Service Provider #2

***I'm curious...do you have any home projects coming up? (listen & respond favorably) You might know this; we work with an exceptional group of service providers and would be happy to share a recommendation."***

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## Phone Scripts – Household Inventory

***"Recently, I heard about a person who filed an insurance claim who wasn't as prepared as they could have been. The house was covered but an issue came up with the personal belongings. The adjustor wanted receipts or an inventory of the personal belongings which unfortunately, the homeowner didn't have. If you don't have a current inventory, I can send you one that you can document with pictures. Let me confirm that I have your current email address."***

46

DIY

Do It Yourself



- Knows real estate
- May know how to write
- May not know social media
- May not know graphic arts
- Time better spent selling

HID

Hire It Done



- May know social media
- May not know real estate
- May not write in your voice
- Takes time to supervise

DIFY

Do It For You



- Expert qualifications
- No management
- Effective design
- Price efficient

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47



InTouch Systems

Automated Digital Marketing  
for Top of Mind Awareness

Digital Marketing  
Components & Frequency

Automated Email



Newsletters – 26

Holidays –12

Change Clocks – 2

Birthday/Anniversary - 2

Automated Social Media



f 240

in 240

240

240\*

52

\* Not automated but very easy

Automated Landing Page



Avoid Linking Away

Aggregates Content

Additional Resources

48

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972-743-9887 x 101| Sales@InTouchSystems.com

24



**InTouch Systems**  
*Automated Digital Marketing*

## What Makes It Different?

- Transcends buying and selling to owning
- The consistent theme is "Helping people be better homeowners"
- Content is always fresh and up-to-date
- Pat Zaby develops all the content.



BBA in Real Estate – University of North Texas  
CCIM, CRB, CRS  
Past President – REALTORS® National Marketing Institute  
Past President – Residential Real Estate Council  
National Speaker/Instructor – 40+ years





RESIDENTIAL  
REAL ESTATE  
COUNCIL  
RREC Approved Vendor

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*Helping homeowners when they buy, sell and all the years in between.*





**InTouch Systems**  
*Automated Digital Marketing*

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## eMail

Upload your contacts –  
we'll send your newsletter

- At a frequency you choose
- Single topic
- Short sentences
- Short paragraphs
- Easy to read/Easy to understand
- Modify title or content
- Choose from multiple templates
- Match to your company colors.



### Better Homeowners

What to Avoid Before Closing Your New Home



It's understandable; you're excited, you've found the right home, we have helped you negotiate a contract, you made a loan application and the house passed inspections. Closing is not that far away, and you are making plans to move and put personal touches on your new home. It is so easy to get caught up in the dreaming and planning for after the closing!

Even if you have an initial approval on your mortgage, little things can derail the process which isn't over until the papers are signed at settlement and funds distributed to the seller. The lender will usually do verifications on your credit score and your employment status just prior to the closing to determine if there have been any material changes to

51

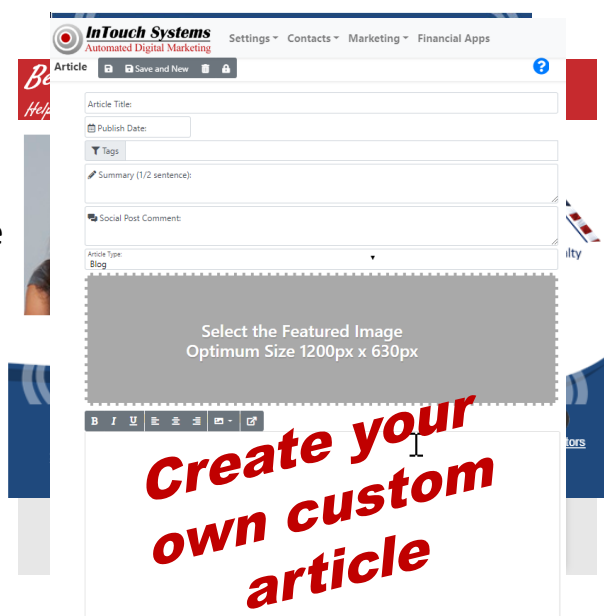


## eMail

### Newsletter Features

- Hyperlinks for more information
- Goes directly to you landing page
- Buttons link directly to your website
- Custom newsletters for any topic you want.

Make other services available



52



## eMail

### Holidays

- You decide whether a specific card goes out or not
- You'll be reminded just before they go out to your contacts



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53



## eMail

### Reminders, Birthdays, Anniversaries

- Change Clock - Spring Forward
- Change Clock - Fall Back
- Happy Anniversary
- Happy Birthday
- Thank you




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54



**eMail**


# Listing promotion

Pre-designed, ready to use templates


Personalize with listing information, picture & description

Push them out to your contacts already in the system.

**Sold**



9928 Sand Castle • Dallas, TX 75287  
\$279,000 - Call for Sales Price




Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.


Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.


[Click here for more information.](#)



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55

**eMail**

# Customer Events

Personalize with your date and locations

- Shredding event
- Easter
- Trick or Treat
- Movie Night
- Picnic Event
- Pie Give-away
- Santa Pictures


**FREE Pictures with Santa**

Sponsored by Susan Anthony/Stars & Stripes Realty


Saturday, December 15, 2019  
9 am - Noon

2748 Trammel Rd.  
Dallas, TX 75287


Call (972) 407-1337 for more details or RSVP at [Susan@SusanAnthony.com](mailto:Susan@SusanAnthony.com)



**Bounce house and games**



Susan Anthony  
Stars & Stripes Realty  
5023 Sea Pines  
Dallas, TX 75287  
(972) 407-1337 [Susan@SusanAnthony.com](mailto:Susan@SusanAnthony.com)



56





## Social Media

### infographics



**Susan Anthony**

#### Who Are the First-Time Home Buyers?



Source: 2019 Profile of Home Buyers & Sellers Exhibit 1-19  
BetterHomeowners.com

Like

Comment

Share

**Susan Anthony**

#### Fixed-rate payments can go up because of:

- Property tax assessment
- Homeowner's insurance
- Escrow account shortage
- Lender error

Usually you can pay the higher payment or challenge the cause to save money and minimize your cost of housing.

Like

Comment

Share

**Susan Anthony**

#### Home Buying Process



www.BetterHomeowners.com

Like

Comment

Share

57



## Social Media

### short stories

**Susan Anthony, Realtor**  
Published by InTouch [?] · November 12 at 4:00 PM ·

With surefire ways to see a return on your investment, relatively low initial costs, and the potential for a lifetime of memories, buying a home now is a strategic and exciting thing to do.



BETTERHOMEOWNERS.COM

#### Millennials Do Understand It

A recent survey reported that 36 percent of millennials prefer investing in...

Like

Comment

Share



#### Millennials Do Understand It - 11/12/2019



A recent survey from [Bankrate](#) reported that 36 percent of millennials prefer investing in real estate over all other options, including the stock market, cash investments, and cryptocurrency. According to [Business Insider](#), the generation is also responsible for the largest share of new mortgage loans. Here's why millennials are betting on real estate, and you should too.

Unlike stocks, which can completely lose value, or cars which depreciate in value over time, real estate stays valuable no matter what. Because it's a tangible asset and completely in your hands, you have the power to improve its value over time through repairs and renovations. That's a huge benefit compared to the stock market, which is entirely out of your control and incredibly volatile.

In buying a home, you will never lose the full value of your investment and you'll enjoy a rare kind of investment flexibility. Buy earlier on in your life, and not only will the value of your home increase over time, but the risk of loss will decrease the longer you hold onto it. That means the window for building equity is wide open.

Like

Comment

Share

Opens in  
Landing Page

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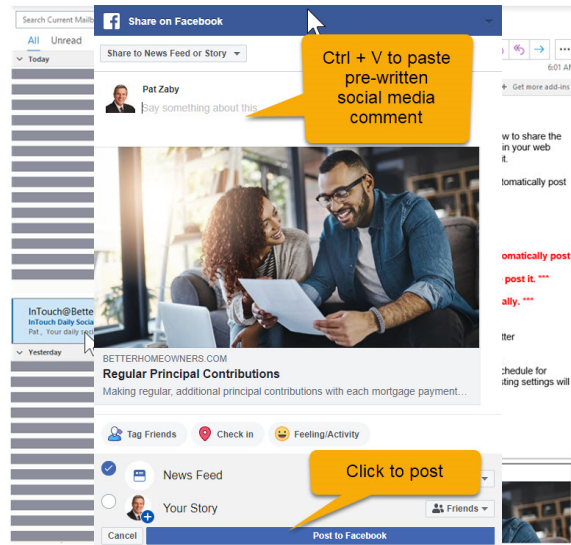
29



## Social Media

### Daily Post Reminder

- In 30 seconds, you'll have it on your Facebook personal page
- Each day, you'll receive an email reminder, click on icons
- A new browser page opens
- Click on the social media icon you wish to post to (Facebook personal).



59

## Posting to Instagram




Instagram requires you post from your phone

In less than a minute, you can have the powerful InTouch content on Instagram and simultaneously send it to your Facebook personal page.





60



## Social Media Blog

- Can be posted automatically
- 52 articles a year

BLOG

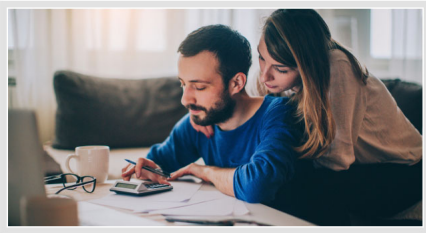


### Tracy Kirkley's Real Estate Information

YOUR SOURCE FOR OLIVE BRANCH AND DESOTO COUNTY

HOMEABOUT TRACY

Personal Finance Review



Even if Benjamin Franklin never actually used the expression "a penny saved is a penny earned", the reality is that it has been a sentiment for frugality for centuries. He did say, "Beware of little expenses; a small leak will sink a great ship." At the end of the day, it is not about how much you make as much as it is about how much you keep.

The first step in a personal finance review is to discover where you are spending your money. It can be very eye-opening to have a detailed accounting of all the money you spend. Coffee breaks, lunches, entertainment, happy hour, groceries and the myriad of subscription services you have contribute to your spending.

This revelation can lead you to obvious areas where savings can be accomplished. The next step is to dig a little deeper to see if there are possible savings on essential services.

- Get comparative quotes on car, home, other insurance.
- Review and compare utility providers.

would have a \$10,500

Acquisition debt is the

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- Personal Finance Review
- an Investment Perspective on a Home
- Understanding the Mortgage Interest Deduction
- Title Insurance
- 7 Reasons to Buy a Home

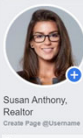
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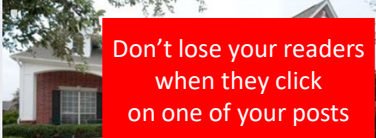
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
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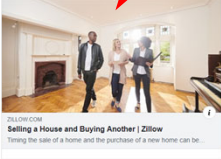


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Susan Anthony, Realtor

Have you ever had this thought?



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# Market Multiplier

## Better Homeowners

Helping homeowners when they buy, sell and all the years in between.

HOME BUYER'S GUIDE SELLER'S GUIDE INFO GUIDES FINANCIAL APPS

- Personalized landing page
- Loaded with consumer content
- Protecting your contacts
- Can be embedded into your website.

### Establish a Daily "Stay at Home" Routine

- Set time to wake up and go to sleep
- Exercise
- Clean up and dress for the day
- Eat healthy
- Pray or other spiritual activity
- Be productive
- Reach out to people you care about
- Relax

Stay at Home Routine

4/9/2020

### Mortgage Closing Scams

The FBI, in their 2018 Internet Crime Report, stated victims lost over \$149 million in real estate transactions.

4/8/2020

### DIGITAL Marketing Plan


*Selling Your Home Safely*

Online Meeting to discuss the process, the marketing plan, timeline and any concerns you have. You'll receive a detailed valuation report based on recent sales, current inventory and sales. All documents can be signed using digital signatures and you receive a copy of everything.

Professional photos will be taken to create virtual tours for online marketing listing platform (Zillow, etc.). Careful showings, when possible, should be limited to serious parties only and a minimum of people. Settlement can be done using online meetings, digital signatures and electronic banking.

### Safe Stuck at home!

ATTITUDE CHANGES THINGS




### Stars & Stripes Realty

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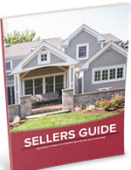


# Market Multiplier

## Information Guides

Better Homeowners  
Helping homeowners when they buy, sell and all the years in between.

HOME BUYER'S GUIDE SELLER'S GUIDE INFO GUIDES FINANCIAL APPS



## FACTS OR MYTHS

"It's impossible to get low down payment loans." - FACT! FHA down payments are 3.5% and VA is 0%. In some areas, there may be some 0% down payment USDA loans available. FNMA and Freddie Mac have 3% down payment programs.

"If I've had a bankruptcy or foreclosure, I can't qualify." - FACT! Credit history following a bankruptcy or foreclosure is very important and there can be extenuating circumstances. It only takes a few moments with a reliable lending professional to find out if your individual situation will allow you to qualify for a new mortgage.

"All lenders are the same." - FACT! Reliable lending professionals will explain the entire process before collecting fees, quote fees up-front, have competitive products, do what is necessary to get the loan approved, and close at the locked rate and terms. Ask for recommendations from recent borrowers.

"Getting pre-approved is expensive." - FACT! Usually, the only expense to getting pre-approved is the cost of the credit report which could be around \$35. The advantage is that you will know that you qualify for a particular mortgage amount.

"I should wait to qualify until I find a home." - FACT! It can take time to qualify for a mortgage implicitly if there are issues that need to be corrected. The best interest rates are only available for the highest credit scores. It is to your advantage to start the qualifying process early in your home search.

"Adjustable Rate Mortgages are more expensive than fixed rate mortgages." - FACT! Adjustable Rate Mortgages can be less expensive than fixed rate mortgages if the buyer's circumstances warrant it. If a buyer is only going to be in a home for a few years before selling, it can be determined if an ARM loan will result in the lowest way to finance the property. There are many variables and you need to be aware of them before deciding which type of loan to finance your home purchase.

Buyers and Sellers need solid information to make good decisions. Call us with your questions or to get a recommendation of a reliable lender who can give you the real facts.

Courtesy of Susan Anthony | Stars & Stripes Realty  
Susan@SusanAnthony.com

64



# Market Multiplier

## Financial Apps

- 18 different apps frequently used in articles
- Consumers can input their own numbers
- Get their answers
- Prints with your contact info
- Can be embed into your website.

### Rent vs. Own

Purchase Price	\$ 300,000
Down Payment @ 3.50%	\$ 10,500
Mortgage @ 5.00% for 30 years	\$ 294,566
Monthly Payment (P & I)	\$1,581.30
Monthly Tax & Insurance Escrow	\$ 437.50
Total Monthly Payment (PITI)	\$2,252.45
Less Monthly Principal Reduction	\$ 362.16
Less Monthly Appreciation	\$ 750.00
Plus Estimated Monthly Maintenance	\$ 200.00
Plus Estimated Monthly Homeowners Association	\$ 25.00
Net Cost of Housing	\$1,340.29
Monthly Rent for Comparison	\$ 2,250
Monthly Cost of Renting vs. Owning	\$ 909.71
Annual Cost of Renting vs. Owning	\$10,916.57

#### Effect of Leverage

Estimated Equity after 7 Years	9.55%	\$109,906
Down Payment	58.14%	\$ 10,500
Appreciation	32.31%	\$ 63,896
Amortization		\$ 35,510

Annual Rent

Cumulative Lost Rent

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The background of the slide features a dense cluster of 3D question marks in various shades of blue and grey, creating a sense of inquiry and uncertainty.

69