



Ignite

skills to *spark* a great career

Power Session II: Negotiate Win-Win Agreements

Find Common Ground

Brenda Marshall

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Power Session 11: Negotiate Win-Win Agreements

You are here!





Ignite Power Session Training Calendar				
Monday	Tuesday	Wednesday	Thursday	Friday
1. Rev Up	2. Your Database	3. Open Houses	4. Prospecting	5. Accountability – Check in on Your Goals and Big Why
6. Prepare to Work with Buyers	7. The Buyer Consultation	8. Find and Show Homes	9. Make and Receive Offers	10. Accountability – Check in on Time Blocking
Market Center Topics	Market Center Topics	11. Negotiate Win-Win Agreements	12. Find Seller Leads	13. Accountability – Check in on the 4-1-1
14. Your Prelisting Packet and Listing Consultation	15. Price Right and Present Your CMA	16. Market and Service Your Listings	17. Contract-to-Close and Postclose Systems	18. Accountability – Check in on Your Numbers and What's Next

Checkpoint

Report on Your Results

**STOP
and DO**

Your Daily 10/4

Four Habits	Daily Goal	Results/ Ratings	Wins and Opportunities
Build and Manage Your Database	 Add 10 people to your database.		
Prospect	 Connect with 10 people.		
Follow Up	 Write 10 notes.		
Know Your Market	 Preview 10 homes/week.		

Rating: (✓) Met the goals of 10 (★) Exceeded the goals of 10 (–) Didn't quite meet the goals of 10

Time: 1 minute

**STOP
and DO**

Your Milestones

Milestones	
	Results
Appointments	
Agreements Signed	
Contracts Written	
Contracts Closed	

Time: 1 minute

The Daily 10/4

1. “Power Up” and get a head start on today’s 10/4 goal.
 - Watch the KW MAPS Coaching daily Power Up video with Dianna Kokoszka.
 - Shout this affirmation:

My business is growing abundantly!

2. Use the scripts you’ve been practicing from earlier sessions.
 - Ask your Mets for referrals—leads as well as business resources.
 - Invite people to your open house.
 - Interview potential Allied Resources.
3. Smile and dial!
 - Make as many calls and write as many corresponding note cards as you can in 15 minutes.
4. Your results count toward your Daily 10/4! Be sure to include them in myTracker.

Real-Play Results
I made _____ calls.
I made _____ connections.
I got _____ referrals.
I got _____ appointments.

What went right?

What were the challenges?

How can you power through the challenges next time?



TIP

Find KWConnect on mykw.kw.com. Search for “power hour.”

Get Your Head in the Game

Win for ...

You:

Learn how to take control of the negotiation process—a key contributor to a high rate of closed contracts.

Your Customers:

Buyers and sellers will have you as their trusted adviser to guide them—with minimal time and stress—toward an agreement in which neither party feels as though they've lost.

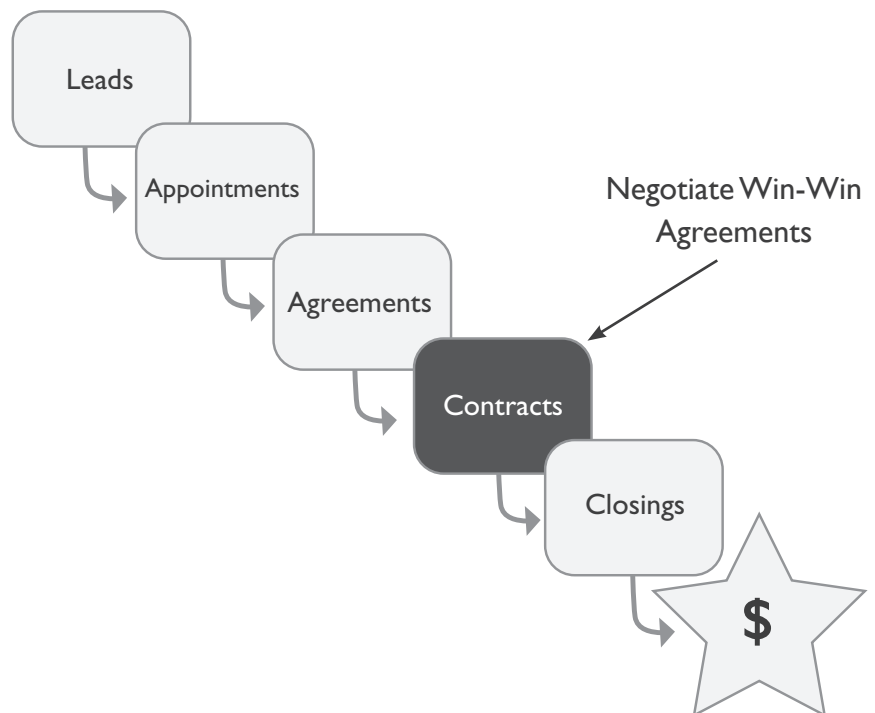
Negotiations are an integral part of most real estate transactions. In fact, they are so important that in a 2010 National Association of Realtors (NAR) survey of buyers and sellers, negotiations ranked second only to “help finding a home” in the list of what buyers want most from their agent.

As with the offer process, negotiation is a pivotal point in the Countdown to Payday—it can literally be the deal-maker or the deal-breaker. Negotiation can actually happen twice during this countdown:

1. During the offer phase, with the goal of getting a contract
2. During the option period (while under contract), with the goal of closing the contract

After investing so much time and energy to move a lead all the way to an **agreement** and then to a **sales contract**, do not let a deal fall through now! The ability to negotiate is a key contributor to having a high rate of contracts that close.

Countdown to Payday



What are the top three reasons that deals fall through during negotiations? Chris Heller, mega agent and president of KW Worldwide, says, “Agents, agents, and agents! They get in the way instead of helping.” What is his advice to agents during the negotiation process? “Don’t put yourself into the equation. This is like gasoline on a fire. Just be the messenger—keep your opinions and emotions out of it. If a buyer wants to make an offer, it’s because they want to buy the property. And obviously, the seller wants to sell the house. To make sure that you simply facilitate that transaction for them, a lot of times, you as the agent just need to get out of the way.”



Today’s Plan of Action

In today’s session you will do the following:

1. Learn the most common points of negotiation.
2. Walk through the Three P’s approach to the negotiation process.
3. Practice planning strategies and crafting communications to customers and co-op agents during negotiations.
4. Discover techniques for minimizing risk.

Affirmation of the Day

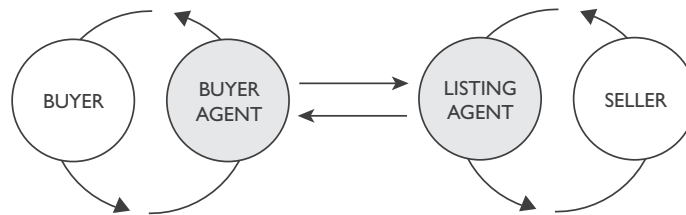
*I tune into the needs of those around me
and find solutions that work!*

Make It Happen

You may not realize it, but you are almost always negotiating. When there is something that you want—that new car for the price you want to pay, for your friend to see your point of view in an argument, or for your child to do the dishes—the truth is that whatever you want is often owned or controlled by someone else. The way to get what you want is through **negotiation**—a dialogue through which two or more parties reach a mutual agreement.

TRUTH

Market conditions influence who has the advantage in most negotiations.



Common Points of Negotiation

During the negotiation process, both buyer and seller are working with their agents to strategize and ensure their respective goals are met, and it's not just about price. In general:

- Buyers want their offer to have a winning edge.
- Sellers want to sell their home at the best price and terms.

The most common points of negotiation are as follows:

- **Price:** While the sales price is the primary factor in negotiations, it is not necessarily the bottom line. In a situation where a seller receives multiple offers at the same price, it is the terms of those offers, in addition to the buyer's financial position, that will determine which one wins.
- **Terms:** The terms (or conditions) of an offer may be financial or time-based in nature, or both. When the buyer and seller can't agree on a sales price, the following five offer terms come into play.
 1. **Closing costs:** Traditionally paid by the buyer, closing costs are in addition to the purchase price. Securing the cash to pay these expenses can be difficult for some, especially for first-time home buyers; therefore the seller may be asked to pay a portion of the closing costs. When you represent a seller, tell your client that it's common for sellers to fund part of the closing costs in a first-time home buyer price range.

Never assume that money is the bottom line!

2. **Closing date:** When the seller has a very specific time frame for moving, the buyer has the upper hand and can leverage this by being more flexible with the closing date and less flexible with the offer price.
3. **Conveyances:** While conveyances are defined by a locality's Board of Realtors, the rule of thumb is that attached fixtures stay with the home and non-realty items (personal property) go with the seller. In negotiations, a buyer may request that certain personal property items stay with the home, such as furniture, window treatments, or a refrigerator.
4. **Earnest money and option fee:** It is in the seller's best interest for the buyer to put as much into escrow as possible, as soon as possible. While a locality's Board of Realtors has a standard practice for when earnest money (and option fee, where applicable) is deposited, the amount is often negotiated.
5. **Repairs:** Most offers are contingent on the outcome of the home inspection and necessary repairs. Depending on the complexity of the repairs, buyers may ask the seller to make the repairs prior to closing (subject to a follow-up inspection), deduct the repair costs from the sales price, or pay a lump sum at closing to cover the costs.

TIP

The majority of contracts will include an addendum for non-realty items.

Tony DiCello, asks his clients questions until he is able to pinpoint which of these three areas of need is most important to them:



1. Price
2. Time
3. Inclusions/Exclusions

Once Tony knows his client's most important needs, he can use that knowledge in the negotiations with the other agent. Tony knows where his clients are more likely willing to make concessions and where they will likely stand firm.

Role

Play

Scripts for Common Negotiation Issues

1. Read the following scripts three for buyers and three for sellers.
2. With a partner, take turns role-playing the scripts.

Time: 20 minutes

Handle your buyer's request for inclusion of seller's personal items

TIP

This can be an exhausting and emotional process for buyers and sellers—be sensitive to their feelings. Never assume that either party is happy about the reason they are having to buy or sell.

I'd be more than happy to write that into the contract for you. I feel when you start involving people's personal property it becomes more emotional. When you're asking for their antiques and their furniture, it's different than asking for their refrigerator or their washer and dryer. I don't like to get involved in personal property. If those are items that you want, let me call the other agent and see if the sellers are even willing to part with the items before we actually put it in the contract. If you've really got your heart set on those things, let me call the other agent and see if they're negotiable. If the other agent says, "They might consider including the items for the right price," then we can throw it in there. How do you feel about that?

Clarify the inspection report for your buyer

I understand you are a little concerned about the inspection report. I recommend that we negotiate for a dollar amount so we can be in control of who addresses these issues. We need to focus on the big items, the unknown issues—heating, air-conditioning, and the roof—discover what amount of money we'll need to accomplish these repairs, and counter that amount back to the seller. If there are big items, it may be that we do need to walk away, but you shouldn't be alarmed just because the list is long. The seller is required by the Real Estate Commission to point out all items. But we'll have to determine whether the items will affect the house long-term for you.

When your buyer wants the seller to make repairs

I understand this is important to you. In my experience, repairing this item typically costs about \$700. While that's not inconsequential, is it worth losing this house? All things being equal, if the seller had a competitive offer for exactly \$700 more and gave you the chance to match that offer in order to keep the house, wouldn't you want to match that offer?

Recommend that your seller counter a low offer

I pulled up the information on what has sold in your price range since I put your house on the market. ____ houses have sold since then. Obviously, your house was not what these people were looking for; we didn't create enough value for your property compared to what they bought. But we have an offer on the table now. It may not be exactly what you hoped for starting out, but let me go over the information with you. There are offers that will come in low. Often, the buyers are making an offer based on the advice of a friend or relative. We're not going to turn them away because they've made this low offer. We know that they really like your house or they wouldn't have made it. We have the opportunity to sell your house if we can negotiate to the price that you need. We're going to make a counteroffer back to them, in writing—one that will reflect the price that you would like. We've already seen the price that they would like to pay. I recommend that we counteroffer and try to get them up to the price that you would like. What's the bottom-line price you would consider? Then let's leave some negotiating room above your number. Most counters go back and forth 2 – 4 times.

Prepare your seller to negotiate high-cost repairs

FURTHER STUDY

Consult the KWU Scripts Catalogs at kwu.kw.com for more scripts to use with buyers and sellers during the negotiation process.

We've received a repair request. The buyers have had a structural engineer take a look at the house, and the engineer is recommending that eight piers be put underneath the home. What I know from my experience is that piers cost approximately \$300 apiece. I can recommend to you some people who can give you bids within the next several days, then we can get back to the buyer within their option period to let them know whether you think this is something you can take care of. And then we can get this home sold. We don't have to listen to the structural engineer, but the fact that we have a structural engineer report means that it has to go with the seller's disclosure. If you decide not to put in any piers, perhaps you'll want to get your own structural engineer out there and get his opinion. Then if we can compromise with the two structural engineers' recommendations, we can call the buyer back and try to negotiate this—maybe you pay half and they pay half. Somehow, try to work this out with the buyer. If this contract does terminate, then you must amend your seller's disclosure because now you have a report in hand stating that you are aware of foundation issues. This will have to go to any potential buyers from here on out.

Counsel your seller when the buyer requests personal items

KW MAPS Coaches Corner with Dianna Kokoszka

Dianna Kokoszka, president of KW MAPS Coaching, Austin, Texas, offers this script to use with a seller who is upset by a low offer:

The buyers love your home, they really want to live here! If you remember when you bought the home, you wanted to save money, right? This buyer is exactly like you. They want to save money too. This buyer is only doing what buyers always do.

You know, the buyer in this offer is asking that you leave that stove that you're kind of attached to, and that light fixture in the dining area. I know those are items you'd like to take with you when you leave. Are you willing to replace that light fixture in the dining room? We could put something else up there that is a comparable light fixture, or give him a credit back for that. Let me go back to them and tell them you really want to keep those pieces of personal property, and see if we might keep this deal together that way.

Three P's Approach

Negotiation is a skill that can be learned and perfected with experience. Today, you'll learn best practices for negotiating and bringing the buyer and seller together with the three P's approach:



1. Prepare

Preparation is the key to building confidence and ensuring a smooth negotiation process.

Think and act strategically

- **Know your goal.** Have a clear goal in mind for the negotiation, which is to reach a win-win agreement. A win-win agreement means that both the buyer and seller are, at a minimum, satisfied with the outcome of the negotiation process. Remind your client of their reason(s) for moving in the first place, and that when the contract closes, they'll be able to move on with their lives. Keep them focused on their motivation.
- **Know your client.** Make sure you fully understand your client's goals. Learn in which areas they are willing to negotiate and where they will stand firm.
- **Think ahead.** Anticipate what the other party wants out of the negotiation. Write down how you think they may counter the offer and how you plan to handle it.
- **Set clear expectations.** Prior to meeting with the other party, set clear and realistic expectations with your client. Aim to always under-promise and over-deliver. Stress to your client the importance of moving quickly to create a sense of urgency.
- **Be informed.** An informed mind is an empowered and confident mind! Ask open-ended questions and use active listening to find out as much as you can about the other party and their agent. This helps you know with whom you are negotiating, on what points you will negotiate, and where you and your client have leverage.

TRUTH

The 2010 NAR Profile of Home Buyers and Sellers revealed that 84 percent of buyers considered negotiation skills to be "very important" when working with a real estate agent.

How well do you listen?

An ancient Chinese proverb reminds us, “To listen well is as powerful a means of influence as to talk well.” While everyone can benefit from this sage advice, these words of wisdom are particularly appropriate for professional salespeople. Would you consider yourself a good listener? Perhaps the more important question is: How would your customers, business associates, friends, and family members rate your listening ability?

Leverage eEdge

All of the standard contract forms you need are available in the Forms Library in myTransactions. If you need a form that you don't find there, talk to your MCA about having it added to the library.

Comply with regulations

- **Obey the laws.** Every state and locality has its own set of laws that regulates zoning, mortgage qualification, and other real estate matters. Stay current on your local regulations and stay out of court!
- **Know the documents inside and out.** Become familiar with your local Board of Realtors' governing forms. Take the time needed to understand the form templates and what belongs in each field.

**STOP
and DO**

Prepare to Negotiate

1. Read the scenario below.
2. Identify the key areas in which you need more information or certainty before you could confidently negotiate on your client's behalf.
3. Write three specific questions you would ask your client in the space provided below.

Time: 10 minutes

Scenario

You are representing a buyer. Your client is a young woman who is renting her present property. Like any first-time buyer, she is looking to you to guide her through the process. The asking price for the home she really loves is \$175,000. The house appears to have evidence of a roof leak, is listed "as is," and is correctly priced. Your client would like to keep her payments as low as possible since she still has a number of student loans to pay off. She wants to write an offer for \$155,000. There has been quite a bit of activity on the listing.

Questions to ask your client:

- 1.
- 2.
- 3.



Leverage eEdge

eEdge gives you specific instructions on how to use the myTransaction portion of eEdge and how to invite co-op agents into a transaction loop.

2. Present

Move into the negotiation process by stating your current offer to the co-op agent and listening to the response.

Guidelines for presenting the offer or counteroffer:

- Call the co-op agent to let them know the offer or counteroffer is coming, then invite them into the buying loop in eEdge where they will be able to view the offer contract.
- Pay attention to nonverbal cues. While it is not always possible or practical to make your presentation in person, a face-to-face meeting allows you to analyze body language and facial expressions. Otherwise, present your offer by phone and listen for verbal cues.
- Keep quiet once you present an offer. Sometimes, letting the other person do most of the talking is the most powerful negotiation technique because of what they will reveal.
- Listen carefully to what is important to the other party. Write down what they say to demonstrate that you are taking them seriously, and then move on.
- Stay calm and relaxed. Either party may have a strong emotional reaction to the price or other terms of the offer. Be a calming influence until they are able to see the situation rationally again. Remember—you are there as a representative for your client. Keep your emotions out of it.
- Focus on the customer's needs. Isolate the objections of both sides and offer solutions that will satisfy the other party while still meeting your client's core needs.



Read the Nonverbal Cues in Negotiation

In the time allotted, write down as many nonverbal cues (body language, tone of voice, or rate of speech) as possible that suggest the negotiation is going in a positive or negative direction.

Time: 2 minutes

	Positive	Negative
Face-to-Face		
On the Phone		



FURTHER STUDY

Negotiations is one of the most popular breakout topics at Family Reunion. Attend it at your next opportunity and learn more about tactics and countertactics from top agents who are power negotiators.

A note on negotiating across cultures

When you represent and/or negotiate with clients from various cultural backgrounds, be aware that they may take markedly different approaches to the negotiation process. Take care to understand and appreciate any differences in their communication patterns, their sense of time and place, and their decision-making methods.

Identify tactics and use countertactics

In negotiating, your clients and/or co-op agents may use certain methods or “tactics” in an attempt to manipulate the negotiation. Because these tactics are generally predictable, you can learn to quickly and accurately identify them when they are being used on you. Additionally, you can respond with the appropriate “countertactic” with a high probability of accurately predicting how your response will be taken.

Following are three of the most common tactics used in negotiations and countertactics to use in response.

Tactic	Positive	Negative
Nibbling	Once your client has agreed upon one major concession, the other party will start “nibbling” for additional smaller concessions.	Stop nibbling from happening to you by nibbling back! Ask for a concession in return before agreeing to any further concessions.
Hot Potato	The other party tries to pass a problem onto you. For example, the co-op agent tries to pass all closing costs to your client because their client “can’t afford them.”	Throw it back! Test the validity; find out if the problem is real. Has the party with the problem exhausted every possible solution?
Good Guy/ Bad Guy	Two people working together (e.g., a husband and wife) will take on opposing roles—one appears friendly and considerate while the other behaves in a difficult or threatening manner. Think of the typical car salesperson (good guy) who says his manager (bad guy) won’t let him reduce the price any further.	Call them on their game! You can even say, “Come on, you’re not going to play good guy/bad guy, are you?” If it continues, then attribute what the bad guy says to the good guy, since they are a tag team anyway. This likely will diffuse the tactic because you now have two “bad guys.”

**STOP
and DO**

Using Tactics and Countertactics

1. Think back to a time when you made, or considered making, a large purchase (e.g., home, property, or car).
2. Can you remember if any of the tactics listed on the previous page were used on you?
3. If so, how did you respond? If you could go back in time, how would you respond differently?
4. Share your answers with the class.

Time: 10 minutes

“Aim for no more than two counters. The more you go back and forth, the less chance of the deal going through. A buyer’s excitement and confidence in their decision is at its peak when they make their initial offer. If negotiations go on too long, a buyer’s focus moves from emotions to logic, and they will start to come up with reasons why they shouldn’t buy.”

Chris Heller
President of
KW Worldwide

3. Position

Positioning is moving both parties closer to each other until you have full agreement.

- **Acknowledge the common ground**—where the buyer and seller are in agreement and are at the same position. Then, identify which positions may be easily adjusted and which are set in stone.
- **Ask “what” and “how” questions** to better understand the other party’s values and why certain things are important to them.

For example, say you represent a seller who wants to close in thirty days. If a buyer wants to close within sixty days, ask your client:

“Mr./Ms. Seller, you are requesting a thirty-day closing. What is important about closing in thirty days?”

If your client becomes defensive, you would explain:

“My goal is to let the buyer know why this point is important to you.”

Understanding what is important to the other party allows you to prioritize and address their issues in order of importance.

- **Be willing to leave and come back to the table.** Positioning is a process. Sometimes several counteroffers will be necessary to negotiate an acceptance.

KW MAPS Coaches Corner with Dianna Kokoszka

Dianna Kokoszka, president of KW MAPS Coaching, Austin, Texas, offers these negotiation tips:

- Remember your goal—a signed contract. This is what you’re driving toward, and it’s what both agents and their clients have in mind.
- Control what you say to anyone involved in the transaction. If you create anxiety in your client, you are reducing their leverage in negotiations.
- Continually refer back to motivation. Remind your client why they want to buy or sell, and help them reevaluate their request if they are becoming unreasonable.
- Don’t tell too much. Keep your client’s motivation close to your chest.
- Don’t be attached to the outcome. You’ll do hundreds or thousands of transactions in your career, and there is no way you can win every one. Don’t let it affect your mindset if a deal doesn’t go through or if your client doesn’t act on your recommendation. Go out and find the win for that client someplace else.

Practice Positioning

1. Choose a partner. One person will play the buyer agent and the other will play the listing agent.
2. Take a few minutes to review the scenario and information under your role.
3. Using what you've learned so far in this session, take 1–2 minutes to prepare for negotiation.
4. With your partner, practice a negotiation. Go back and forth two times, both aiming to arrive at a win-win agreement.

Role

Play

Time: 15 minutes

Scenario

The property has 4 bedrooms, 3.5 baths, and is listed at \$350,000 in a well-established neighborhood. The house requires new carpeting throughout the first floor and new garage door wiring. Three offers have been made, but all were below the asking price.

Buyer Agent Role

Your buyers are making an offer of \$340,000 for the house. They have been preapproved. The buyers would like to close in the shortest time possible since they are moving from out-of-state and need a home for their family. Since they are leaving their appliances in their current home, the buyers would also like all of the appliances to be included.

Listing Agent Role

Your sellers have raised their family in the house you are selling and have many friends and family in the area. Since their children are now grown, they no longer need the amount of space their current home provides and have purchased a home in Florida. They would like to give all appliances to their daughter, who has just gone through a divorce. They will not be moving until they have sold their current house, and although they would like to get to Florida as soon as possible, they are ready to stand their ground regarding the price.



FURTHER STUDY

Search for the keyword “negotiation” on KWConnect for videos that show top agents in action as they demonstrate power negotiation techniques.

Aim High

Bulletproof the Transaction

The excitement of having an offer or listing under contract is a wonderful feeling. Now, how can you influence moving that contract to closing, receive your commission, and help your client reach their goals? By bulletproofing the transaction. There are steps you can take to reduce the likelihood that a deal will fall apart after the contract is signed. After all, when a deal falls apart, nobody wins.

Bulletproofing your transactions begins with fully understanding where things can go wrong. Be aware of the most common deal-busters:

- Unexpected findings in inspection reports
- Appraisals that don't support the price or loan, or don't match the CMA
- Delays and other problems with loan approval and funding
- Contingencies that hold up the sale
- Poor communication, attention to detail, or vendor selection on the co-op agent's part
- Missed deadlines

The best way to proactively avoid problems is by gathering information and addressing common concerns before they arise.

- Have good solutions and scripts.
- Maintain strong and frequent communication with all parties so you become aware of problems as early as possible—when there is time to address them. Stay in close contact with your client even if you have nothing to report.

By being proactive and keeping a close watch on every step toward closing, your chances of getting to close—and commission—are greatly increased. You'll learn more about the closing process in *Power Session 17: Contract-to-Close and Postclose Systems*.

Customer Service Focus

With all the talk about the Countdown to Payday, it's hard to resist focusing solely on the commission. However, for the benefit of your customers and the health of your business in the long run, your focus must be on arriving at agreements that result in a win for all parties involved.

Win-win or no deal

As you know, the first of the Keller Williams core beliefs—the WI4C2TS—is **Win-Win: or no deal**.

Mark Willis, CEO of Keller Williams Realty, explains what this core belief means to him in regards to the agent-customer relationship.



“An agent always has to put the customer first. We have to get the proper perspective. ‘Win-Win or no deal’ means the agent will never do anything that would put their interests ahead of the customer’s. It means to put the customer’s interests ahead of their own. If it’s not that way, it’s a win-lose. The agent is looking at the short-term opportunity vs. the long-term relationship. Anytime you are looking at something that is not win-win and short term, it’s to benefit the agent and not the relationship. The criteria for any decision is for every party in the contract to win.”

The professional's creed

In order to deliver exemplary customer service and influence a win-win outcome for your customers, you need to be both a customer advocate and a professional. Being a professional means:

- Fulfilling your commitments
- Delivering on your promises
- Having validity—knowing your inventory and your market

Until you have several transactions under your belt, you may feel that you are not yet valid. Don't worry. Accept that you are still in learning mode and leverage your resources to get help when you need it. Keep the Professional's Creed in mind:

Professional's Creed

I'm a professional. I know what I know and I know what I don't know. And, I know the difference between the two. When I know, I'll tell you. When I don't know, I'll go find out. My top priority is that you always get the right answer. I'm a professional.

In other words, a professional is someone who knows what they know, knows what they don't know, and knows the difference between the two.

Recap What You've Done

You've learned best practices for negotiating win-win agreements!

✓	Completed Lessons and Tasks
✓	Learned the most common points of negotiation
✓	Walked through the Three P's approach to the negotiation process
✓	Practiced negotiation strategies and tactics
✓	Discovered techniques for minimizing risk and bulletproofing transactions



Get to Work

Your Action Plan

Time block and complete the following activities before the next Power Session:

Done	My Action Plan	By When
	Take every opportunity to attend negotiation training classes when they are offered in your Market Center or Region. Arrange to attend “Win-Win Negotiations” at Family Reunion.	
	Block time on your calendar for studying the most commonly used contract forms.	
	<p>Your next session is <i>Power Session 12: Find Seller Leads</i>. To fully participate in the class exercises, bring the following items:</p> <ul style="list-style-type: none">• Your database• Your phone• Your daily planner• A few notecards, envelopes, and business cards• Your Daily 10/4 tracking and results• Data from your MLS for your metro area, or a specific area you’d like to focus on—reflecting inventory of listings, rate at which they are selling, how long it’s taking to sell, and the way prices are trending• Sample fliers from top listing agents in your Market Center• Other examples of language from top listing agents’ websites or their other marketing material• Access to or a copy of an eEdge Touch campaign for sellers	

Your Job Aids

- *eEdge 101 Training Guide* for detailed instructions on working with myTransactions. Available for download at mykw.kw.com/eEdge.
- *eEdge Co-Op Agent Guide* and *DotLoop Client Guide* to help familiarize co-op agents and clients with the online offer-and-negotiation process using eEdge. Available for download at mykw.kw.com/eEdge > myTransactions documentation.

Your Daily 10/4 Assignment

In your calendar, time block and then complete the following activities before the next Power Session.

Four Habits	Daily Goal	Done
Build and Manage Your Database	Add 10 people to your database.	
Prospect	Connect with 10 people.	
Follow Up	Write 10 notes.	
Know Your Market	Preview 10 homes this week.	

Aha's



My Aha's

1. Write down your three most powerful aha's from this Power Session.

1.
2.
3.

2. Share one aha with the class.

Time: 5 minutes

Ignite Correction and Suggestion Log

Instructor Name: _____ Date: _____

Market Center: _____ Power Session #: _____

Content Type (instructor manual, student manual, job aid)	Page Number	Type of Correction (misspelling, wrong reference to resource, etc.)	Description of Correction or Suggestion

Suggestions for this Power Session:

Please send this completed form to KWU

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