

CRS ONE DAY COURSE



Succeeding in the Luxury Market



Council of Residential Specialists
The Proven Path To Success



Succeeding in the Luxury Market

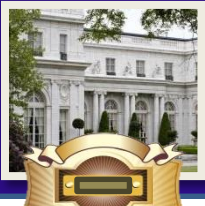
Welcome

❖ Workbook

❖ Lots to Cover



Council of Residential Specialists
The Proven Path To Success



Succeeding in the Luxury Market

Your Instructor



Jack Cotton, CRS





Succeeding in the Luxury Market

1

Overview: 7 Steps for Breaking Into the Luxury Market

2

Becoming a Luxury Real Estate Expert

3

Procuring a Luxury Market Listing

4

Your Luxury Listing Presentation

5

Pricing the Luxury Estate

6

Marketing the Luxury Estate

Course Lessons

Lesson 01

• In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

• Praesent nunc felis adipiscing augue, Pellentesque aliqua

• Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lesson 02

• Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

• Praesent nunc felis adipiscing augue, Pellentesque aliqua

• Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lesson 03

• In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

• Praesent nunc felis adipiscing augue, Pellentesque aliqua

• Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lesson 04

• In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

• Praesent nunc felis adipiscing augue, Pellentesque aliqua

• Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lesson 05

• In a lacus mauris, ullamcorper convallis. nec, dictu

• Praesent adipiscing Pellentesq

• Nam nisl ullamcorper sit amet di

01

02

03

04

05





Succeeding in the Luxury Market

7

Negotiation Skills for Luxury Market Agent

8

Course Wrap Up: Putting It All Together

Course Lessons

01 Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

02 Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

03 Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

04 Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

05 Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

Time:
480 Minutes





Succeeding in the Luxury Market

After completing this course you should be able to:

- ❖ Create a 7-step plan to break into the luxury real estate market in their own business
- ❖ Identify 5 critical areas of expertise necessary to serve the luxury client as their real estate market expert
- ❖ Implement 6 steps for acquiring a luxury listing
- ❖ Create 3-5 luxury real estate unique selling propositions [USPs]
- ❖ Develop “wrap” stories for each USP
- ❖ Use a 7-step process to accurately price luxury real estate
 - ❖ Create a one-year marketing plan for your luxury estate business
 - ❖ Apply effective negotiating techniques to level the playing field in high-value negotiations.



Course Objectives





Succeeding in the Luxury Market

Your Objectives Today...

❖ jlkjlkj





Succeeding in the Luxury Market

- Background
- Sphere of Influence
- Trolling for HNWT's



Time:
30 Minutes

Lesson 1: Background

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

01

02

03

04

05



LUXURY DEFINED

- Price
- Top 10%
- Rarity
- Exclusivity
- Perfection
- History



WHY IT'S WORTH IT



GETTING STARTED



OysterHarborsEstate.com \$19+m



OstervilleEstate.com

\$13+m



OstervilleEstate.com \$13+m



LUXURY OFFICE



MY FIRST REAL ESTATE CAR



SEED MONEY

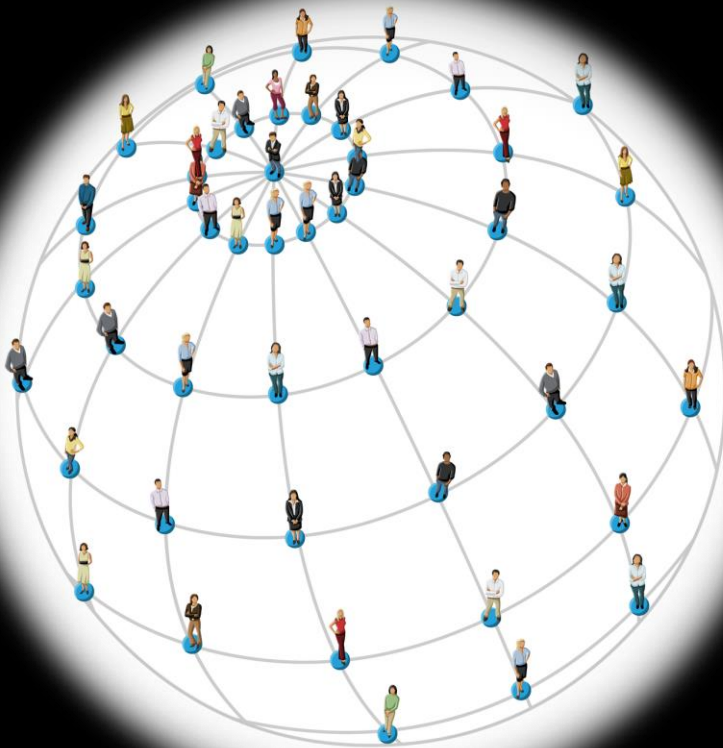


HOW BUYERS FOUND THEIR REAL ESTATE AGENT

Referred by a friend	26%
Agent was a friend or neighbor	19%



SOI MARKETING



What is a sphere of influence?

- Anyone you know who might give you business or refer you to someone else who can give you business

THE 10% RULE

- 10% of them will give you business every year if you ask for it
- In some markets, could be the 5% rule
- “*Talk*” to 49.5 people for one transaction

SOI

Treat your past clients and centers of influence with respect because they are an asset that will allow your business to grow.

SOI FREQUENCY

- Call four times a year
- Note or postcard four times a year...“just wanted to remind you.”
- Don't hesitate to call the ones you haven't talked to in awhile



SOI NUMBERS



If you know 250 people
And each of them knows 250 people
You get to directly and indirectly influence
62,500 people!

SOI RULES

- You have to specifically ask for referrals...
 - Yes, be specific when you ask
- Determine who on your list provides the highest number of referrals
 - Contact them monthly



SOI RULES

Always bring value to these people on each call...plan your calls effectively.

- Examples:
 - Market data
 - Reports
 - New listings/solds



SOI MISTAKES



- Only asking for business
- Never asking for business
- Not following up with leads
- Problems with your head, it's a bad market, why try

YOUR SOI

- Friends, relatives
- Neighbors, club members
- Attorneys, Doctors/Dentist
- Golf partners, personnel managers
- Milkman, Mailman
- Builders, Executors
- Clubs, seminars
- Former buyers and sellers
- Local business people
- Prior career contacts
- *Selling Luxury Homes—page 172*



Sphere Certificate

Name: Dewey Listem
Address: 423 Buried Treasure Lane
Address:
City: Amityville
State: NZ Zip: 90210
Email: Dewey.Listem@HOW

Average sales price from My Sphere referrals	\$2,000,000
Average commission rate per side	3%
My split	50%
Average commission after splits	\$27,000
Number of times this person will buy or sell with me over the next 10 years	2
Number of referrals this person will give me each year	2
Total value of this person over 10 years	\$594,000
Average value of this person per year	\$59,400

THANK YOU NOTES



- Handwritten
- Nice paper
- Fat pen

THANK YOU NOTES



Thank you notes should be sent to your referral four times

1. Immediately
2. Upon your contact with the referral, even if negative
3. Thanks again after meeting
4. Thanks again after closing

THANK YOU NOTES



Write each person at least four per year.

- 5 contacts per day:
 - 30 per week
 - 120 per month
 - 1,500 per year

HAND WRITTEN NOTES



- Upon getting press, upon getting married, promoted, newsletters
- Thank you notes—
 - For EVERYONE
 - For EVERYTHING
- Fellow attendees at seminars

SOI DIALOGS

Aggressive

Hi, this is _____. This is a business call...do you have a minute for me?

Do you know someone who would like to buy or sell real estate in the next 30 days?

Thinking of people in your (church group, family neighborhood etc.,) who would be the next person to sell, buy etc?

Would you mind if I gave them a call?

By the way, have you thought of selling your home? Terrific!

SOI DIALOGS

Less aggressive—ask for advice

Hi, this is _____. This is a business call...do you have a minute for me?

Could I ask for some advice?

Our company just listed a fabulous property at _____. I am real excited about this and would like to find a buyer.

If you were me, how would you go about marketing this property to find a buyer?

If they suggest a person, “Would you mind if I gave them a call?”

Suggest they see the property with you to give you ideas.

TROLLING FOR HNWI's

Where do they swim?

TROLLING FOR HNWI's *(continued)*

- 
1. Arts & Theater
 2. Charity events
 - Yours
 - Others
 3. Charity boards
 4. Political events
 5. Affiliation marketing



Succeeding in the Luxury Market

- 5 Steps to Expertise
- Your USP's
- Marketing Your Expertise
- Location Matrix
- 7 Writing Tips



Time:
60 Minutes

Lesson 2: Becoming an Expert

01 Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc
- Praesent nunc felis adipiscing augue, Pellentesque aliqua
- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

02 Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est
- Praesent nunc felis adipiscing augue, Pellentesque aliqua
- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

03 Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc
- Praesent nunc felis adipiscing augue, Pellentesque aliqua

04 Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc
- Praesent nunc felis adipiscing augue, Pellentesque aliqua
- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

05 Lorem ipsum

- In a lacus ullamcorper convallis, nec, dictu
- Praesent adipiscing Pellentesq
- Nam nisl ullamcorper sit amet di

01

02

03

04

05



ACQUIRE EXPERTISE...

...Through this course

- Market & value
- Pricing
- Market preparation
- Marketing
- Negotiating
- Designations



FIVE STEPS TO BEING AN EXPERT



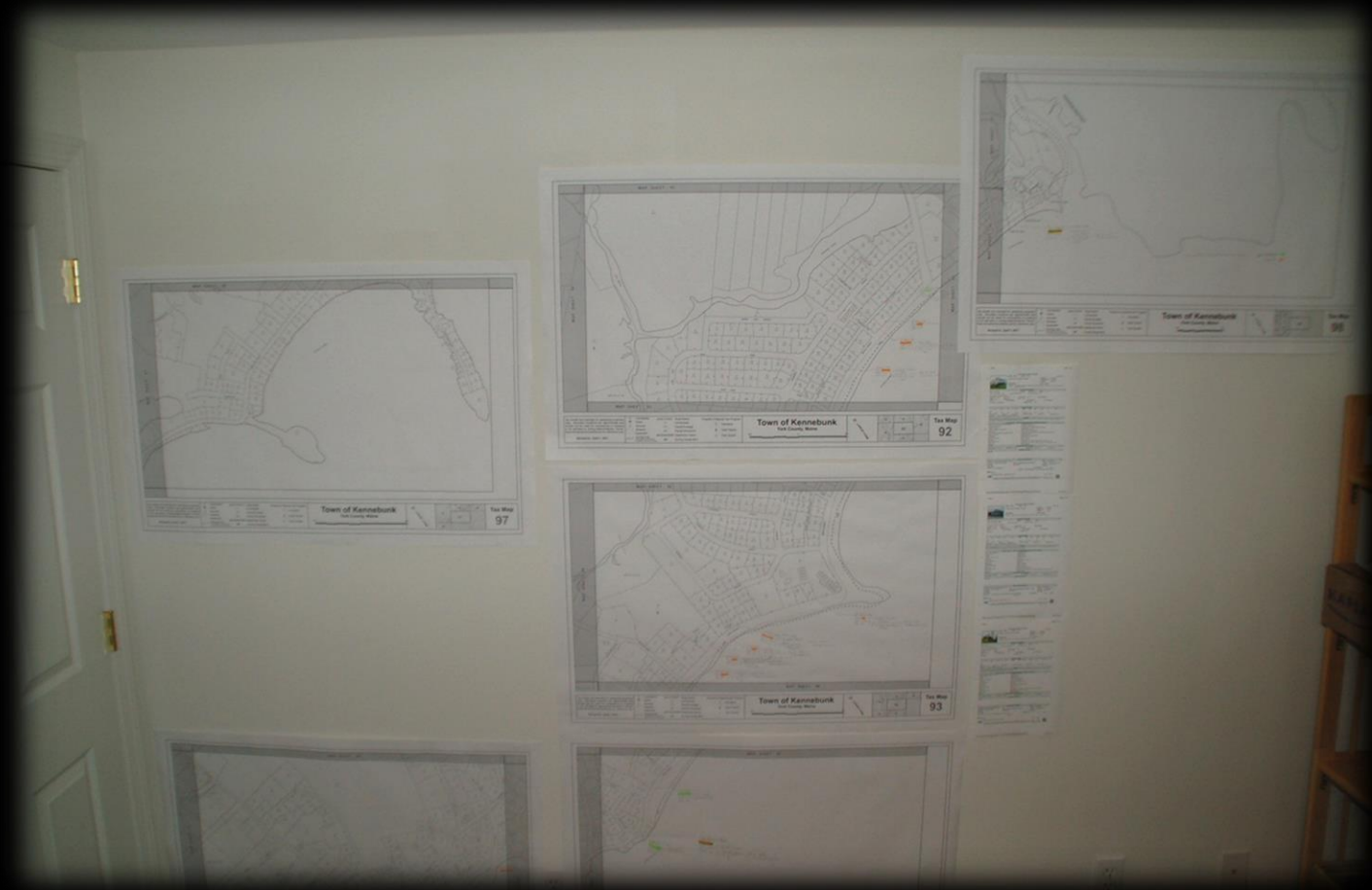
1. EXPERT ON MARKET & VALUE



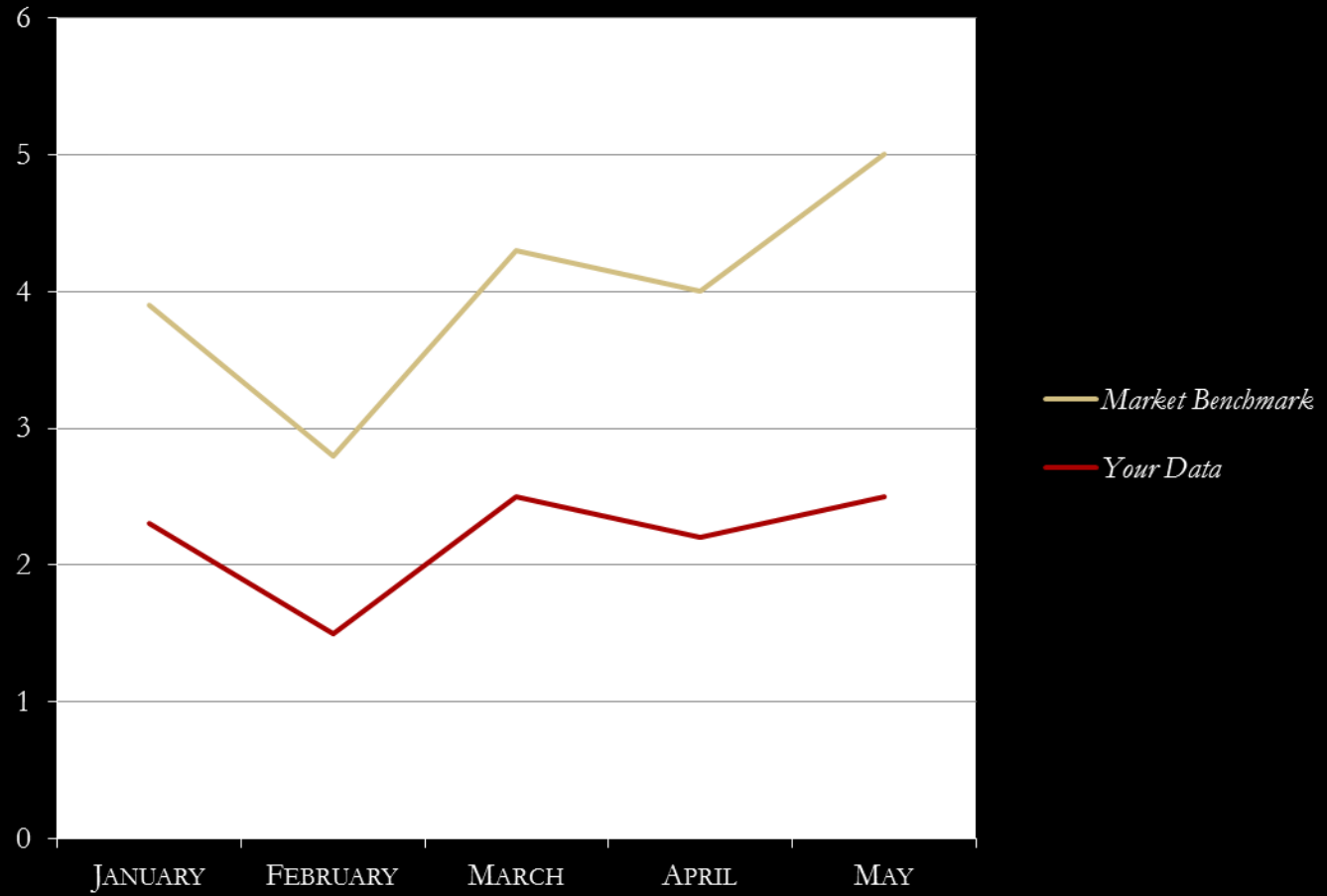
- Map your market
 - Complete 2 year sales history
 - Assessment ratios
 - Absorption rates
 - MLS Stats
 - SWOT other agents
 - Price per “SOMETHING”
- Prevalent Builders & Architects
- Repro costs



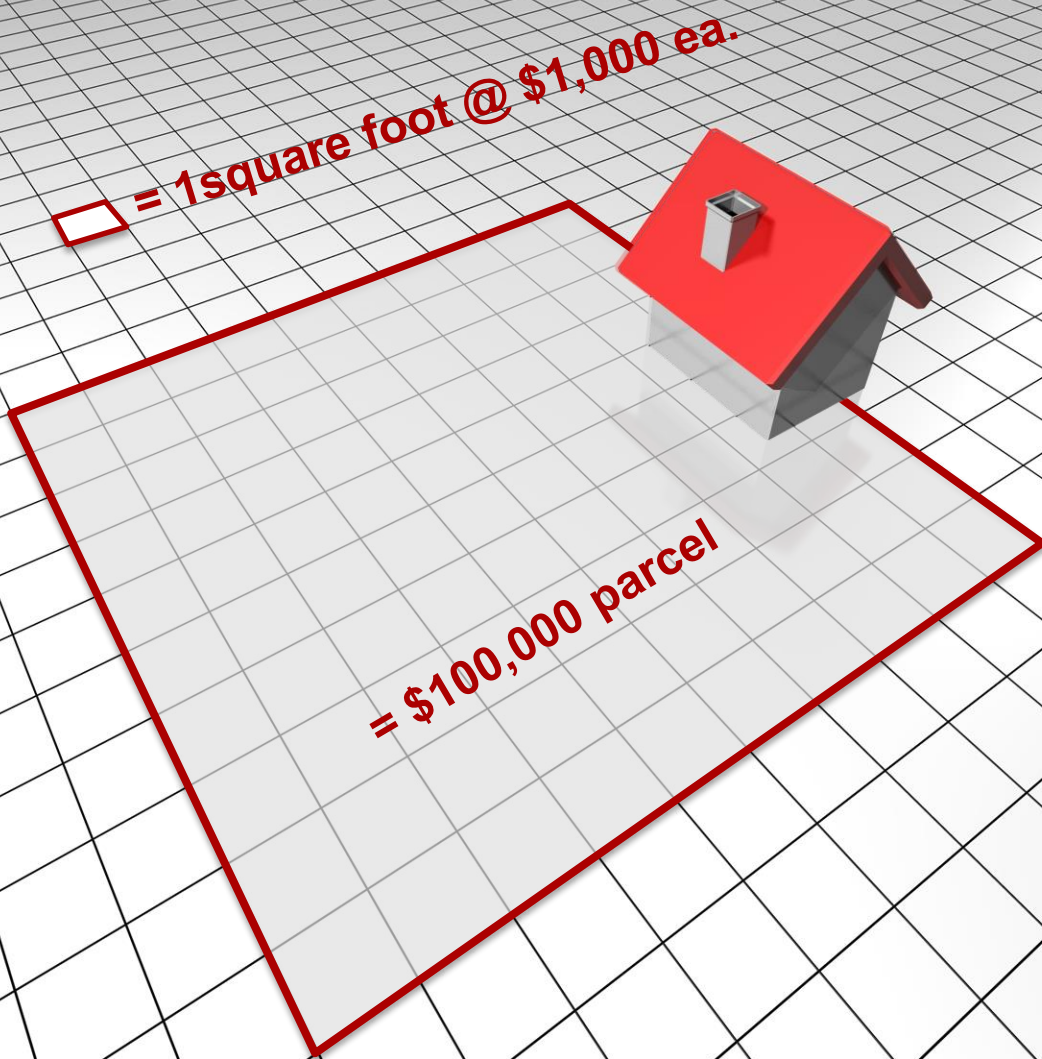
MARKET MAPPING – KENNEBUNKPORT, ME



BENCHMARKS



BENCHMARKS



Price Per Square Foot:
\$100,000 parcel

- Works best with Dwellings of Similar Quality and Size

BENCHMARKS

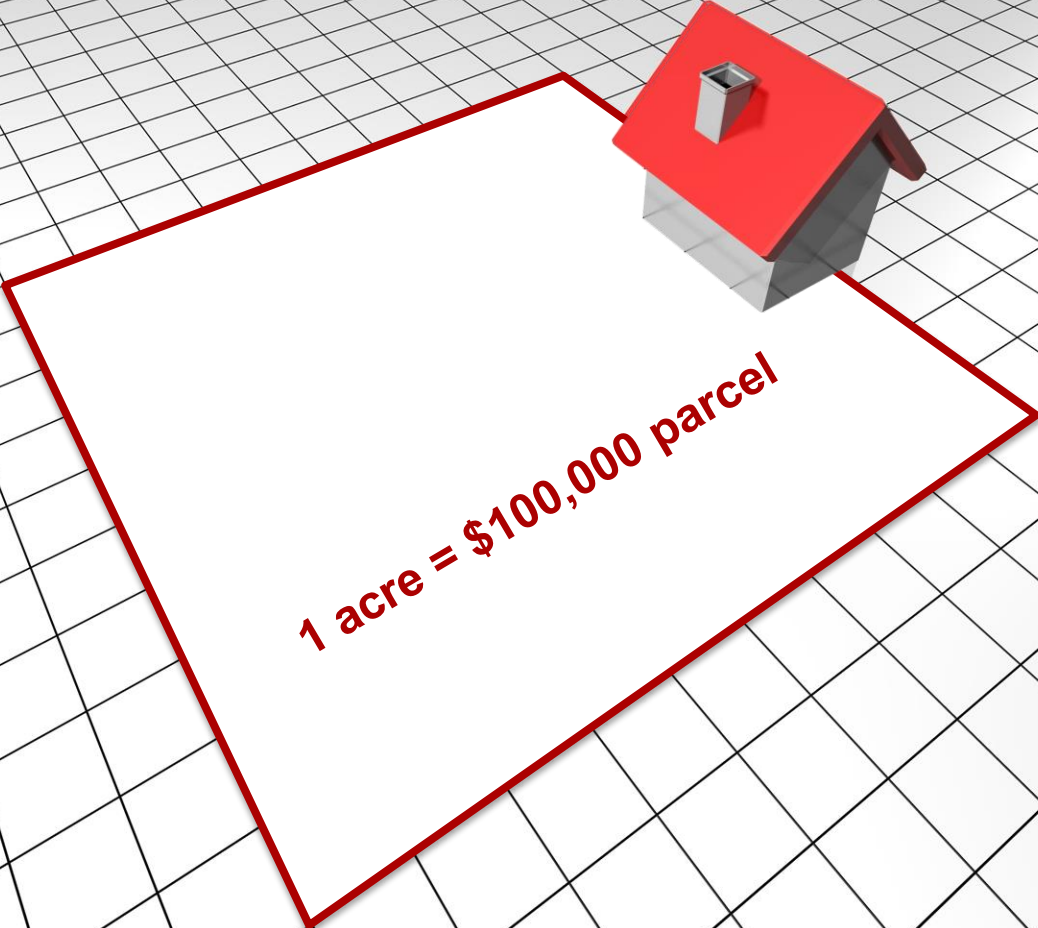
 = 1 front foot @ \$1,000 ea.


 = \$100,000 parcel

Price Per Front Foot:
\$100,000 parcel

- Works best with Dwellings of Similar Quality and Size

BENCHMARKS



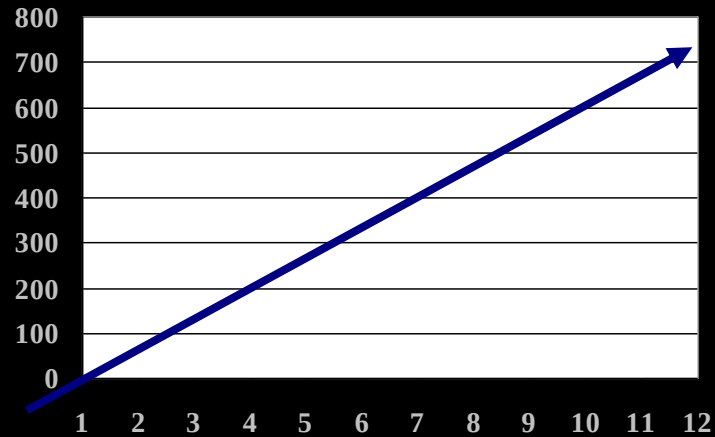
1 acre = \$100,000 parcel

- Price Per Acre:
\$100,000 parcel

ABSORPTION RATES

OF
HOMES

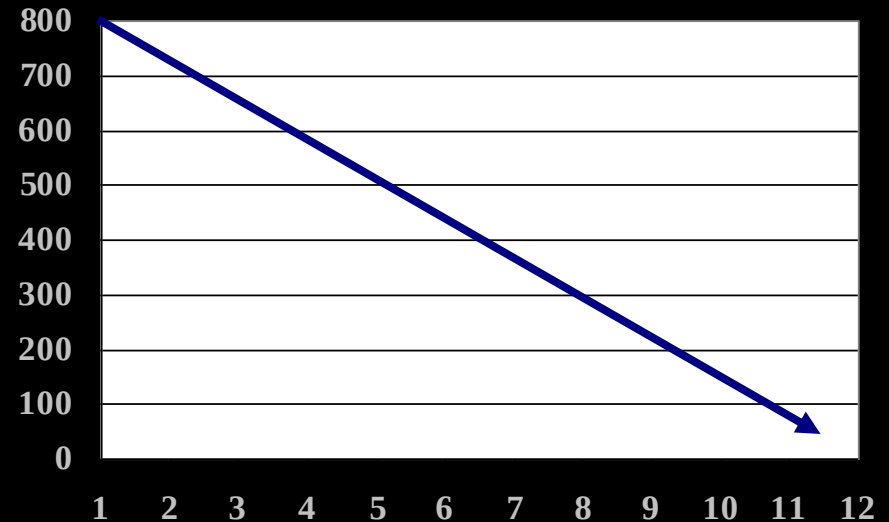
INVENTORY



YEARS ON MARKET

OF
HOMES

SOLD



YEARS ON MARKET

ABSORPTION RATE

$$\frac{\text{INVENTORY } 20}{\text{SOLD } 5} = \text{AR } 4$$

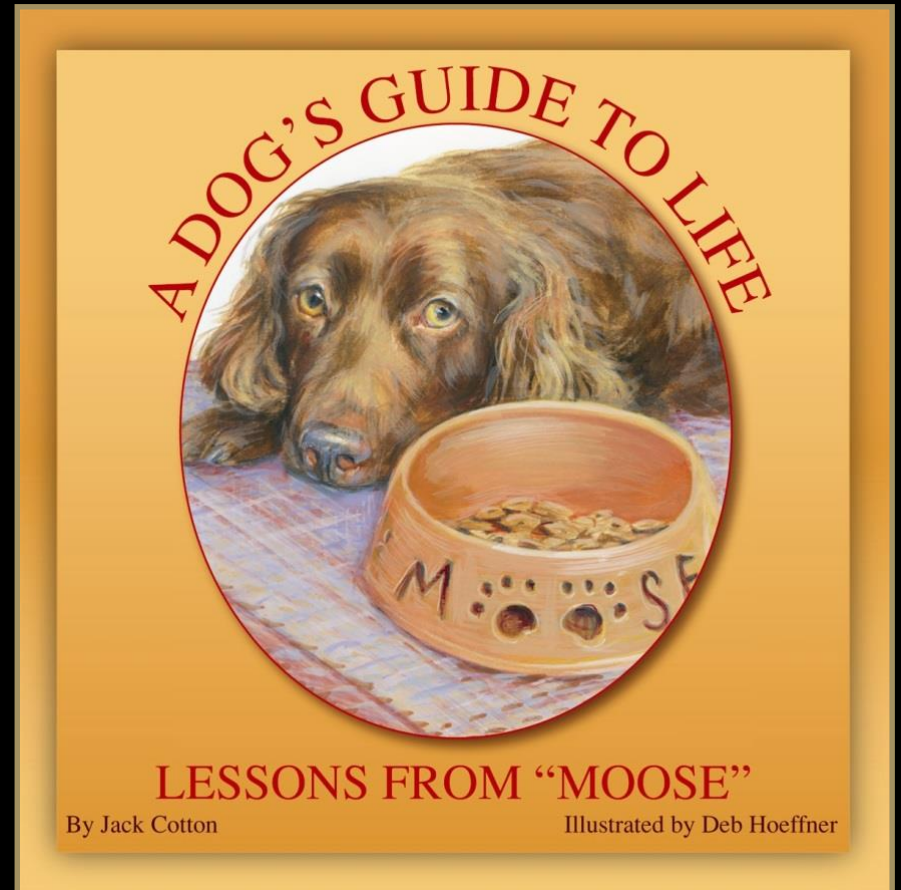
INHABITANTS OF NOTE



- Who are they?
- Where are they from?
- In the news
- Google alerts
- Groups, clubs, orgs & charities

2. WRITE SOMETHING

- Articles
- Letters to Editor
- Newsletters
- White Papers
- Website blog
 - Yours
 - Others
- Book



SEVEN WRITING TIPS



1. Writing matters
2. People care about your message
3. Presentation matters
4. Headline first
 - Cosmo covers
 - 7-10-12-21
5. Introductory paragraph
6. Discuss each point
7. Summarize

HEADLINES



32 Value Enhancing
Secrets That Work
On Every Luxury
Home

HEADLINES



Finally!
Answers to All
Your Questions
About Buying
Luxury Property
in Clearwater

HEADLINES



8 Things Luxury Home Buyers Notice Instantly

3. SAY SOMETHING

- Local groups
- Organizations
- Private clubs
- Business & professional groups



4. GET ENDORSED

- Third party
- Trust people like themselves
- Provide a form
- Emphasize qualifications not production
- Designations
- PR source



5. READ

- What they read
 - Business books
 - Daily financials
 - Magazines
- 1-3 hours per day

FIVE PEOPLE & TWO EVENTS

1. CPA's
 2. Attorney's
 3. Trust Officers
 4. Financial Planners
 5. Private Bankers
- Tax event mailings
 1. Assessment time
 2. March



CRS ONE DAY COURSE



Succeeding in the Luxury Market

YOUR UNIQUE SELLING
PROPOSITIONS (USP's)



Council of Residential Specialists

The Proven Path To Success

SWETING YOUR USP/T



SWET THE LEADER(S)



Strengths

Weaknesses

Everything they do

Turn things around

“S”

- Strong brand
- Track record
- Market share
- Experience
- “Lives” the part
- Big budget



“W”

- Showing
- Poor market preparation
- Co-fee's
- Aloof & arrogant
- Non cooperative
- Entitled



“E”



- Delegate showings
- E-marketing
- Detached from team
- Not cooperative
- Floor plans
- Hires a Stager

“T”

- Privileged vs. entitled
- Direct mail
- Showing
- Personal attention
- Strong co-fee
- Pamper co-op agents
- Rendered floor plans
- Market preparation expert



CASE STUDY – NAPLES, FL

- Pamper other agents.
- Website for each listing.
- Floor plan renderings.
- Market preparation report.
- Present for all showings.



Succeeding in the Luxury Market



Activity Instructions



1. Identify 3-5 USPs that align with you.
2. Create a story for 2 of your USPs.

Total time:
10 Minutes



STORIES

W
Y
S
What's
Your
Story?

- Connect
- Differentiate
- Convey USP's
- Convey brand
- Entice, enthrall & engage
- Packaged, delivered & relevant

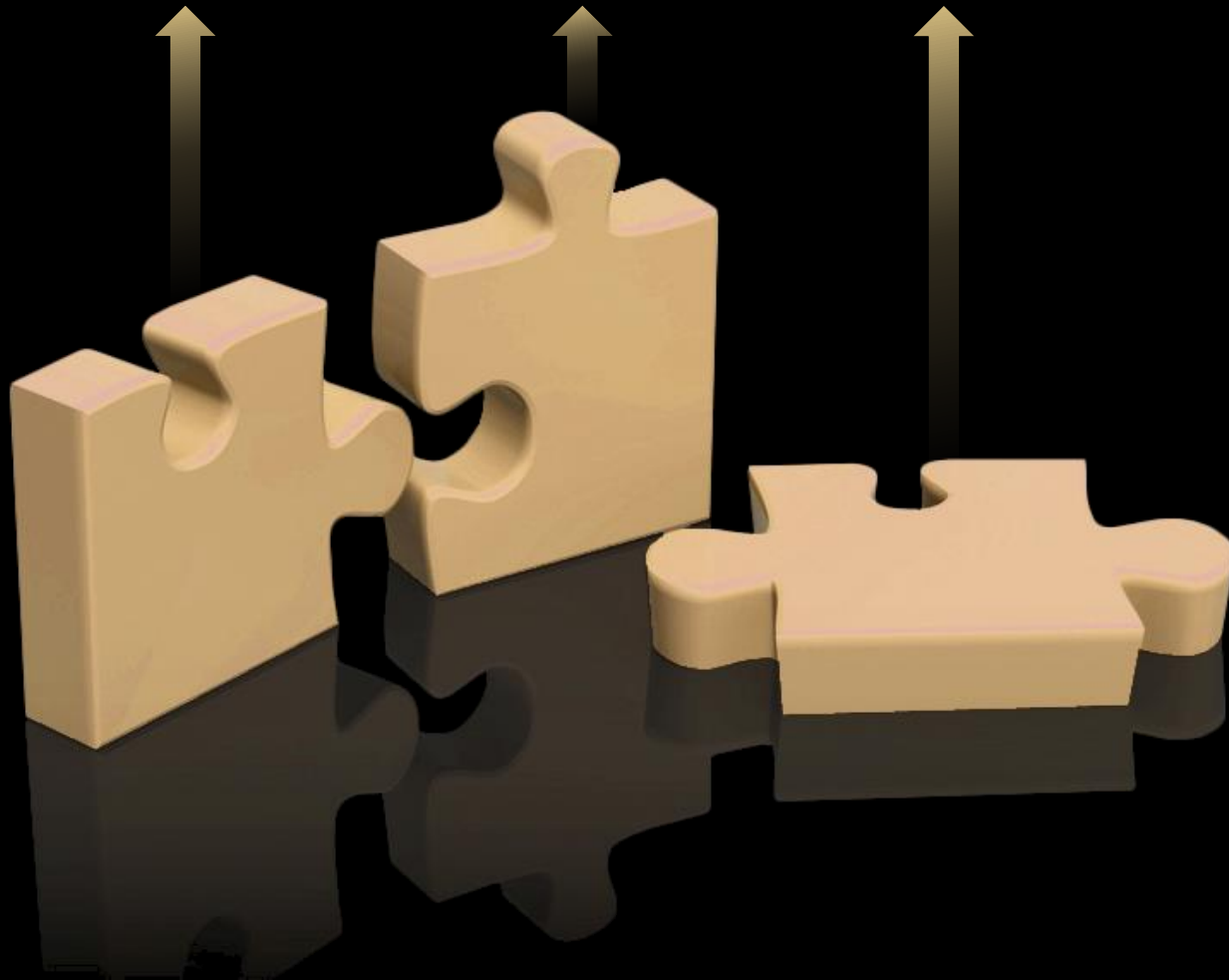
STORY LINE REVIEW

- Disorganized
- Unplanned
- On the fly
- Loose



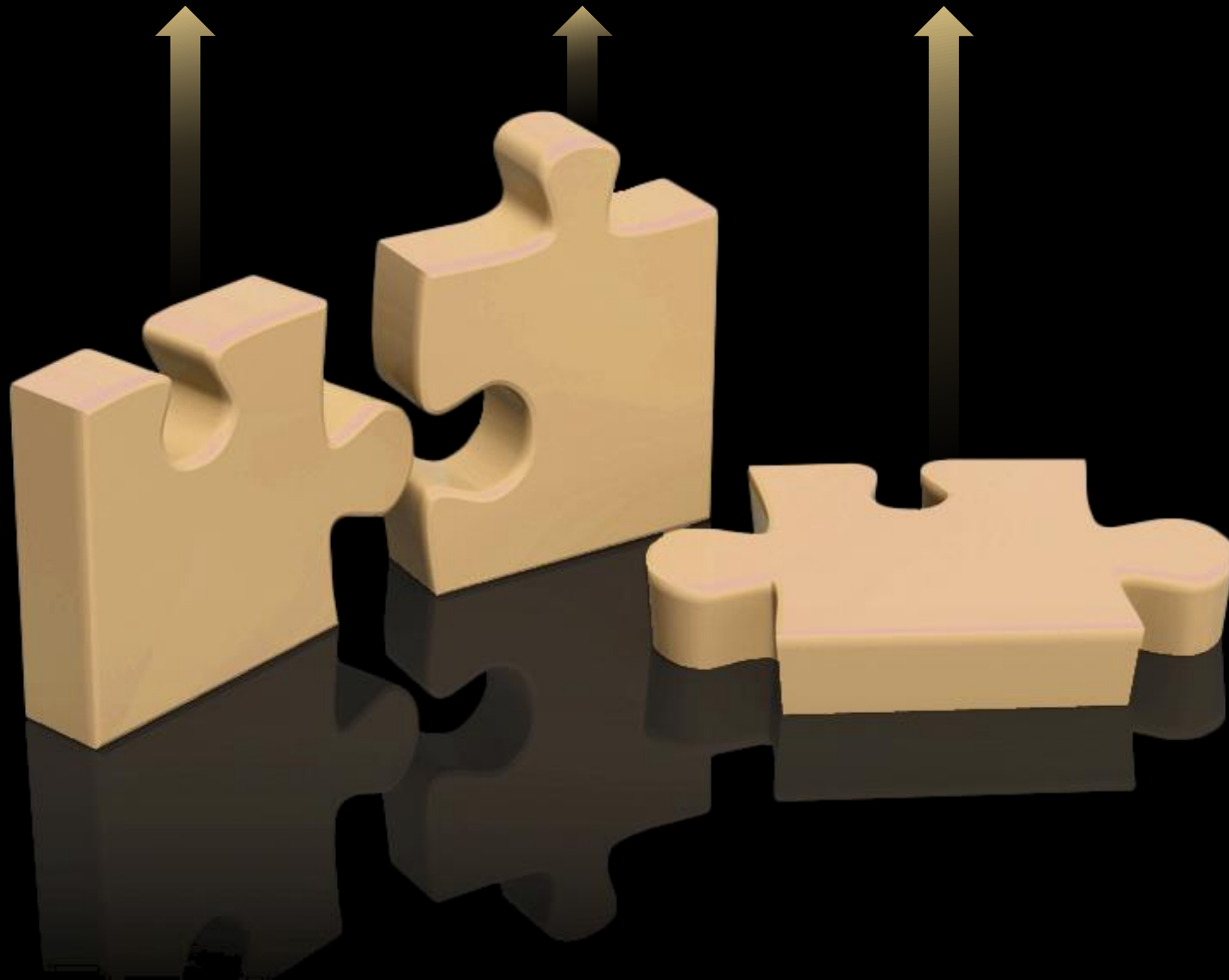
THREE PARTS...

- Villain
- Hero
- Ending



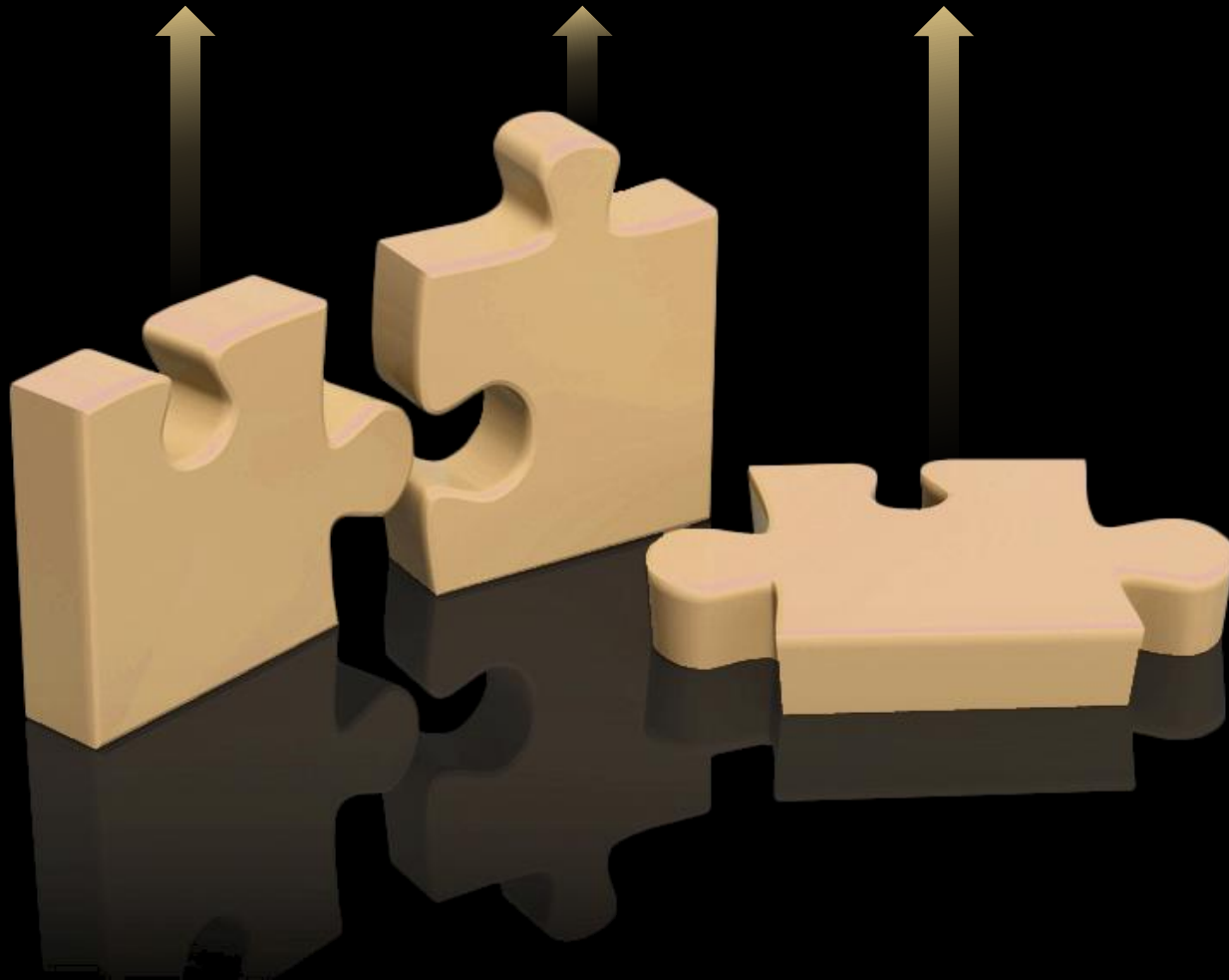
THREE PARTS...

- Problem
- Solution
- Benefit



THREE PARTS...

- Problem
- Story
- Benefit



STORIES



- Hearts & minds
- Get the contract
- Convey value
 - Ours
 - Property
- Show biz?
- Process

MARKETING PLAN



MARKETING PLAN

Jack Cotton | Marcus Nese | 508.957.5500 | Jack@JackCotton.com

Our ability to provide personal service is enhanced by limiting the number of sellers we serve at any one time. Our business plan does not include taking every potential listing offered to us. Mercedes sells more cars than Bentley, and it is clear as to which is the better automobile. In a similar fashion, we provide highly effective tailored marketing services to discerning sellers which is possible only by limiting the number of properties we represent.



MARKETING PLAN

STANDARD REAL ESTATE MARKETING:

1. Complete all necessary forms required to begin working on the marketing of your property including its listing in the Cape Cod and Islands Multiple Listing Service. A buyer could come from a Chatham or Falmouth agent.
2. Install a post sign in the most visible location on your property.

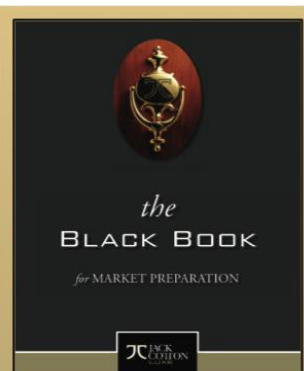
WHAT WE DO WITH SOTHEBY'S:

1. We will take full advantage of and offer you the benefits of our membership in the Sotheby's International Realty network made up of Sotheby's International Realty brokerages and top independent real estate affiliates in the nation who provide access to a qualified client base stretching from London to Los Angeles.
2. Organize a tour for local Sotheby's International Realty team members who will preview your home during our weekly office tour of new listings. This visit puts our agents in the best position to describe your home to their potential buyers.
3. Prepare our custom designed color Listing Brochure which highlights your home for presentation to potential buyers and agents. Printed in full color, this feature sheet offers multiple photos, detailed descriptions and room to take notes. We will also create a PDF version to allow e-mail delivery and web downloads of your Listing Brochure.
4. Maximum internet exposure. We will create and display a color photo tour of your home on our internet website within days of listing your property. We strive for World Wide Web exposure at maximum speed. Our interactive Home Page features a continually updated listing of our properties. Sites include:
 - a. SothebysHomes.com
 - b. SothebysRealty.com
 - c. REALTOR.com
 - d. International Herald Tribune IHT.com
 - e. NewYorkTimes.com
 - f. WallStreetJournal.com
 - g. Additional major real estate websites (Zillow, Trulia, AOL, etc.)
 - h. LuxuryRealEstate.com
 - i. _____com
5. Your property brochure will be sent to Sotheby's Auction houses in both New York City and London for display. Your property brochure for will be displayed at the Sotheby's New York auction house realty desk, which is located directly in front of the Private Client Group, an amazing resource and exposure to highly qualified buyers from around the world. Lastly, brochures will be displayed in the lobby of Sotheby's International Realty Corporate offices in New York City.
6. Provide broad based exposure in the Weekend editions of the Cape Cod Times with its circulation of approximately 41,000 and a readership of approximately 135,000.



Jack Cotton | Marcus Nese | 508.957.5500 | Jack@JackCotton.com

MARKETING PLAN



6. Target marketing, on a rotating basis, in the Wall Street Journal.
7. Feature your property in the next available issue of "Cape Cod Style". Our own in-house color magazine mailed to our extensive list of qualified buyers and distributed with other local periodicals. Circulation is 28,500 and includes individual subscribers, Sotheby's offices in key "driver" markets for Cape Cod, targeted insertion in The Wall Street Journal to subscribers in select Massachusetts markets and direct mail to key high end households. Callers on high end listings featured in past issues can be introduced to your property.
8. Mail to residents in similarly valued areas around your home a "New to Market" mailing, letting them know of the availability of your property. They will talk to friends, relatives and associates as a normal part of life and we want the correct information conveyed. We have found that this is often an important source of potential buyers.

HOW WE TAKE MARKETING TO THE NEXT LEVEL:

1. Reach out to agents and brokers who have track records in luxury real estate. While this marketing plan is designed to create maximum exposure for your property, we never know where the buyer for your property actually begins his or her search. It could well be with another agent in another location. Comprehensive marketing MUST include reaching and "spoiling" these agents. Our plan includes:
 - a. Conduct a tour for agents from local and regional firms known for dealing with high-end buyers.
 - b. Bend over backwards in scheduling and executing appointments with cooperating agents even if just for a preview.
 - c. Treat fellow agents with trust, honesty, integrity and enthusiasm to ensure that your property is top on the list of properties to show their qualified buyers.
2. Execute our 27 Page Property Positioning checklist, *Black Book for Market Preparation*, to make sure no details are omitted as we position your estate for maximum value in the current market.
3. Confirm and organize the data gathered during the pre-listing process.
 - a. Measurements of all rooms.
 - b. Assessor's dwelling perimeter sketch showing living area.
 - c. Geographic Information System (GIS) plan of your property.
 - d. Deeds, plans, septic plans and restrictions, if any.
 - e. Documents relating to Conservation Commission filings and permits.



4. Photograph the main dwelling, inside and out with state of the art digital cameras. Up to nine photos will be taken at each position for a total of 600 shots taken with slightly different light and speed settings. The best elements of these photos will be combined into one "perfect" photo from each position. A platform hoist may be used to shoot the all-important "cover" photo. We have just seconds to capture a potential buyer on-line with the cover photo and find that buyers react to a water-framed front elevation photo.
5. Copy matters: Once we engage prospects with a compelling cover shot, we need to keep them. Carefully written, benefit rich copy is a critical next step to converting "lurkers" to "lookers". A professional copy writer will "polish" all web and brochure copy to captivate and intrigue potential buyers. Attention is paid to grammar, composition and punctuation. Impressions matter with the text that surrounds your offering.
6. Copies of all marketing materials will be sent to you for approval.
7. Create a customized Web Site for your property. www._____.com will feature photographs, copies of deeds, plans, area maps and amenities of your property.

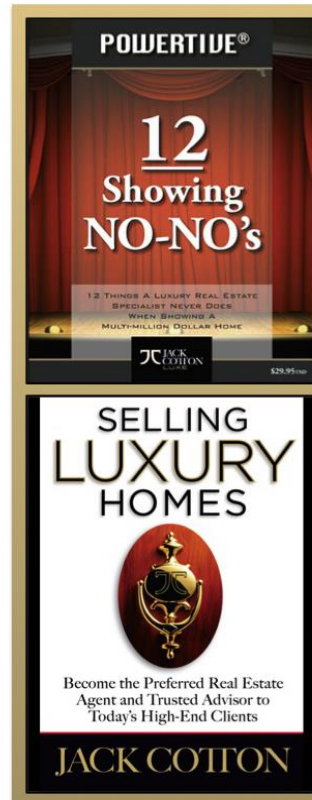
- Everything and anything that will be helpful to the sale of your home will be contained on this dedicated website.
8. Qualify all potential buyers. We carefully screen buyers to make sure that the homes they view are right for them. You will not have buyers coming through your home that are not qualified to purchase your property.
 9. We are determined to make sure every showing of your property counts. In fact, we wrote the book on how not to show property based on the mistakes we have observed other agents make during showings. That is why we never delegate this important task.
 10. Monitor and report on area listings and sales. This allows us to maintain a competitive advantage with other homes in your area in pricing and terms. If we do need to change strategy, we'll first find out about it through this monitoring.
 11. Update you on any changes in the market that may affect your property and bring to your attention any changes or improvements you can make to increase the appeal of your property.
 12. Structure the offer to minimize the contingencies and risk of a fall-out.

MARKETING PLAN

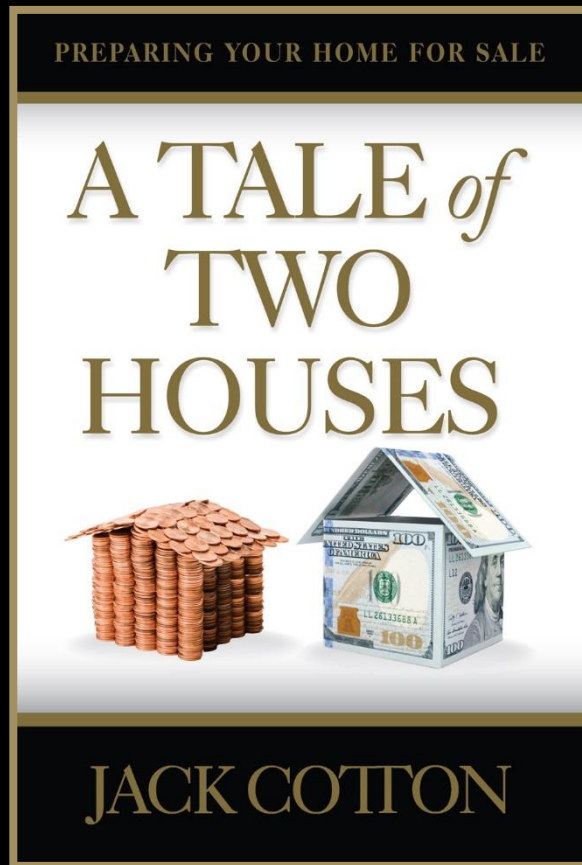


MARKETING PLAN

10. Coordinate the necessary inspections and permits. We will schedule home inspections and help set up appointments for and obtain required smoke detector, carbon monoxide and septic certificates.
11. Our track record works for you:
 - a. Many sales means satisfied buyers will refer friends, relatives and associates to us; Worldwide luxury listings with Sotheby's equals above normal buyer traffic to our websites and offices. One will be right for your property.
 - b. I will notify our private list of potential buyers about the availability of your property. Having been involved in nearly all of the record-breaking estate sales in Osterville, inducing the largest sale recorded, this list includes potential buyers who "missed out" and could be prime prospects for _____.



MARKET PREPARATION



Falling In Love...

With your property is no accident. Our 52 Page checklist is based on decades of noting what buyers react to during showings. We want buyers to fully appreciate your property with out the distractions of little things that can create a negative impression.

PHOTOGRAPHY



We have one second...

To make an impression that will captivate your buyer. We spend significant time setting up and shooting our “cover shot” for your property. It can take up to 600 photos to get to the final 24.

NIKON WITH WIFI ON 25' TRIPOD



BEFORE & AFTER PHOTOS

(before)



(after)



BEFORE & AFTER PHOTOS

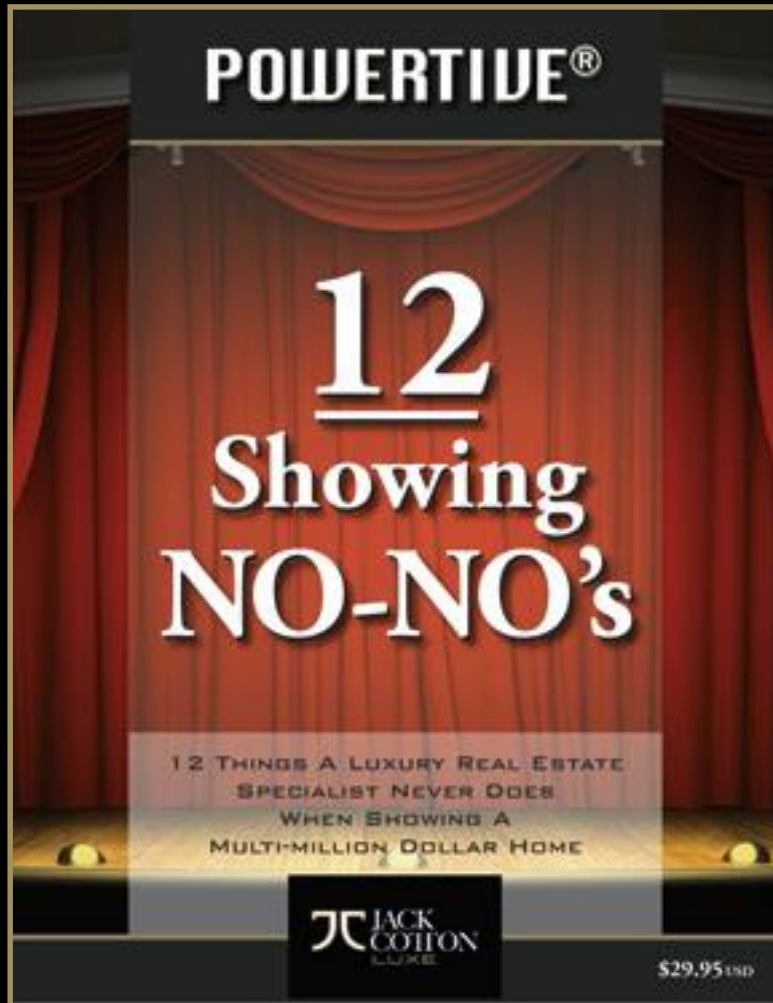
(before)



(after)



SHOWINGS



12 Showing No No's

We are determined to make every showing of your property count. We wrote a book on how NOT to show a property based on mistakes we have observed over decades.

CAREFULLY PLANNED.

PERSONALLY EXECUTED.

www.JackCotton.com

DEMONSTRATING THE PROPERTY

- Land
- From the air
- By water



WRITING



*Even Hemmingway had
an Editor...*

Our professional copy writer will “polish” the descriptive web and brochure copy we prepare to captivate, engage and intrigue potential buyers.

CRS ONE DAY COURSE



Succeeding in the Luxury Market

MARKETING YOUR EXPERTISE



Council of Residential Specialists

The Proven Path To Success

IDENTIFY & MARKET TO KEY...

- Gate keepers
- Service providers
- Groups & organizations
- Individuals

GATE KEEPERS



- Attorneys
- CPA's
- Trust Officers
- Investment Advisors

MARKETING TO GATE KEEPERS

Your expertise in...

- Abatements
- Trust CMA's
- Writing
- Speaking

SERVICE PROVIDERS

- Yacht yard staff
- Golf pro
- Tennis pro
- Horse people
- Luxury auto dealer
- Private aviation
- Bat man

GROUPS & ORGANIZATIONS

- Rich from mapping your market
- What causes do they support
 - Arts
 - Theater
 - Historical
 - Conservation
 - Boards
- What events will they be attending soon?

GROUPS & ORGANIZATIONS

- Confirm that the group has HNWI's
 - Is it recognizable?
- How does the group meet?
 - Remotely, electronically or locally
 - How often?
 - At least quarterly
 - Monthly might be a bit much

GROUPS & ORGANIZATIONS

Can you afford it?

- Time
 - Meetings
 - Between meeting work
- Money
 - Dues
 - Expected contributions

GROUPS & ORGANIZATIONS

Look for your target people

- Approach, smile and shake
- Repeat their name
 - Try affirmations before hand:
“I always remember names”
- Tell your name
 - Your commercial if appropriate

GROUPS & ORGANIZATIONS

- Biz card
 - Only if biz related
 - Never if social



INDIVIDUALS



- Mentor—older Agents
- Board Of Directors
- Sponsor events
 - Show house or others
- Headhunters
- Get a dog
- SOI

CHARITY EVENTS

- Give value
- Reinforce perception of your expertise
- Add contacts





REAL ESTATE CRUISE

Leisurely Cruise Around Oyster Harbors and the Three Bays

Enjoy a relaxing cruise around
Oyster Harbors, Osterville & Cotuit on
Cape Cod.

Includes light refreshments, color booklet
with map and summaries of
recent sales and *priceless* commentary on the
waterfront real estate market.

Approximately 90 minutes. Good through
2009 season.

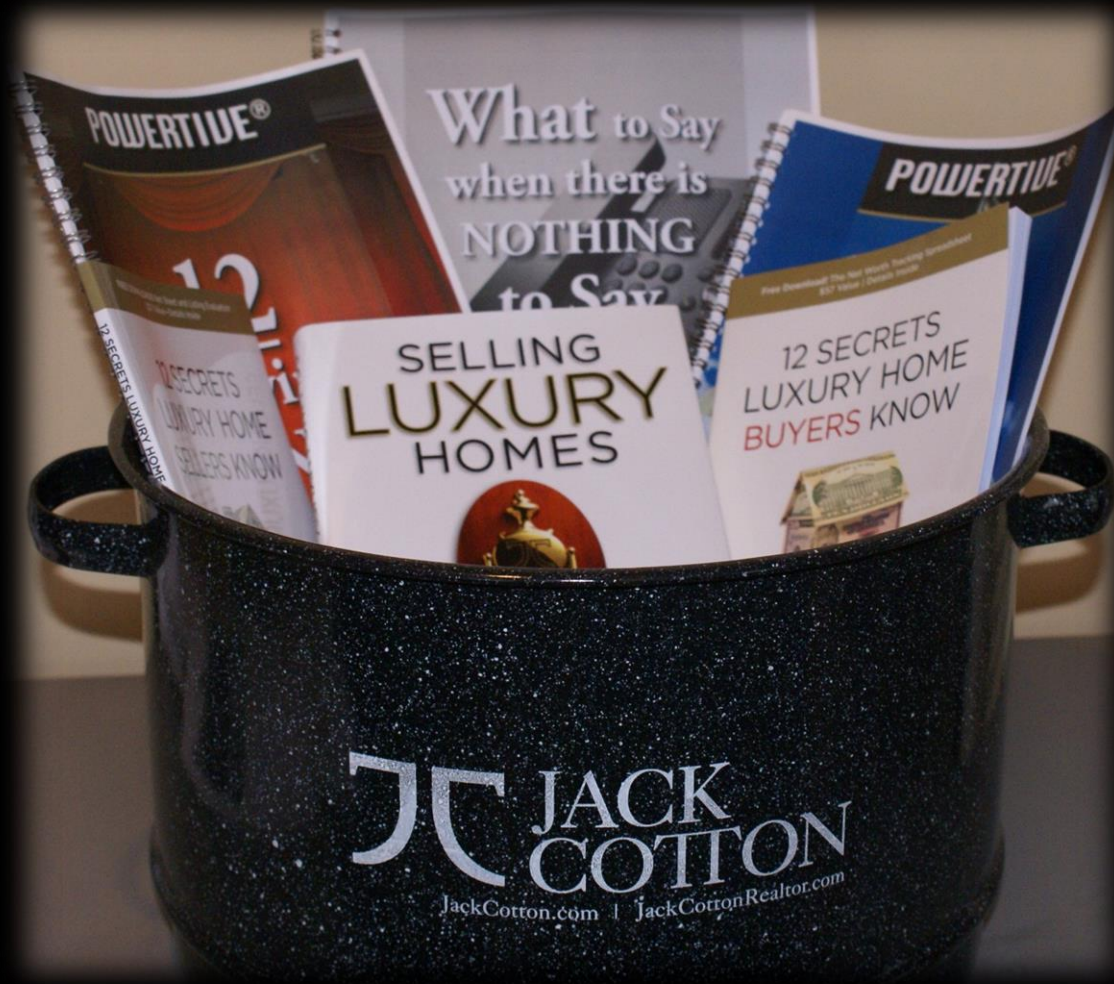
Six passenger maximum; weekdays
preferred. \$550 Value

BE CREATIVE

- Woody's
- Fire truck
- Bikes



BE CREATIVE





Succeeding in the Luxury Market

- Personal Marketing Basics
- Public Relations
- Networking
- Your Personal Brand
- Websites
- Video



You Need Unique Sales Propositions

Lesson 3: Personal Marketing

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

01

02

03

04

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

PERSONAL MARKETING BASICS



Council of Residential Specialists
The Proven Path To Success

BUSINESS CARDS

- Clear
- Concise
- Scan Friendly
- Readable
- Less is more
- Picture?
- Innovative



BIO

BRAND | EXPERTISE

JACK COTTON



Address Line 1
Address Line 2
City, State, Zip

c xxx.xxx.xxx
d xxx.xxx.xxx

email
website

Insert your Agent BIO here:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris consectetur molestie ipsum vel bibendum. Aliquam nibh ligula, scelerisque facilisis condimentum quis, interdum quis metus. Suspendisse porta neque in ultrices tincidunt. Vestibulum varius mauris diam, nec pharetra mauris venenatis eu. Quisque hendrerit velit non dui rhoncus suscipit. Praesent consequat justo ut quam suscipit, a interdum orci facilisis. Nunc nec enim eget velit dapibus eleifend eget vitae nisi. Curabitur nec lorem ligula. Nulla quis mi ut lorem consequat interdum. Nullam sit amet nulla iaculis mi suscipit volutpat. Morbi venenatis scelerisque nibh, sed bibendum nibh dapibus sed. Morbi volutpat ac dui sed euismod. Nullam ut placerat dui, eu placerat orci. In elementum pretium nibh vitae vehicula. Mauris lorem metus, ultrices vitae commodo eu, venenatis tristique libero.

Suspendisse hendrerit lectus malesuada leo auctor aliquam. Pellentesque et orci hendrerit purus accumsan accumsan. Vestibulum in tellus enim. Mauris vehicula iaculis erat in blandit. Vestibulum aliquam arcu rhoncus tincidunt blandit. Morbi interdum tortor in tortor pretium, at eleifend nisi condimentum. Duis volutpat malesuada turpis, ut consectetur nisi laoreet ac. Curabitur blandit mollis elit, vel dignissim eros sagittis non. Donec pharetra lectus sodales felis egestas congue. Morbi ut feugiat neque. Donec arcu risus, malesuada et semper vel, dignissim rhoncus sem. Integer eleifend leo in pulvinar elementum. Donec pulvinar at nunc sit amet pulvinar. Sed urna erat, euismod eu odio mollis, mattis ultrices ante. Cras ut egestas urna. Duis eu tellus sit amet purus dignissim sagittis a a ipsum.

NEWSLETTERS

- Bring value
- Expertise
- Hard copy
- E-mail

I can be your real estate insider in this area!



Exceeding Your Real Estate Needs By Leaps and Bounds!

 **Jackye Mumphrey**
3350 Atlanta Rd
Smyrna, GA 30080

Keller Williams Realty Cityside
Ph. 404-786-0495
Fx. 678-391-3715
jackye@mumphyrealitygroup.com



NEWSLETTERS

- Buyers and sellers will seek those they perceive as being:
 - The most professional
 - The qualified expert
- Possible inclusions:
 - Real Estate articles
 - Current interest rates and trends
 - Home fix-up ideas

NEWSLETTER EXAMPLES

WaterViews

A Publication of Cotton Real Estate

ISSUE II

851 Main Street Box 68 Osterville, MA 02655 (508) 428-9115 FAX (508) 420-3161

ViewPoint

Hurricanes and Real Estate Values

With a roar like a freight train, a knashing and knarling of teeth snapping limbs and branches, and a careless tossing of boats and telephone poles like toys, Hurricane Bob, in less than a day, left an indelible mark on our landscape. Many beautiful trees, centuries old, were literally pulled from the ground. Parts of our shoreline have changed once again with some beaches actually growing larger and others a bit smaller.

The often repeated questions that can be heard over the din of chainsaws and chippers, ARE "What is the Hurricane's effect on the real estate market?" "What has happened to the value of my property since Hurricane Bob?"

Although both questions are important, most people are wondering about the effect of the hurricane on the market as a whole.

I believe the effect of Hurricane Bob on the market as a whole is positive. Over the last 17 years selling real estate in our villages, the questions of some buyers are: "What will happen if a hurricane hits? What will happen to this street? What will happen to this village? What will happen to this house?" While our response has been the obvious, "This property has withstood several previous hurricanes," still the nagging fear of our long overdue hurricane has always been in the mind of the buyer.

But now we've had our hurricane, the damage was tremendous to trees, our electrical infrastructure and many of our boats.



Jack Cotton, CRS, CRR

However, it is remarkable that in our area, anyway, the property damage has been very minimal, given what the potential was.

THE HOUSES, THE BEACHES, THE VIEWS, THE VILLAGE, ARE ALL STILL HERE.

The Hurricane's impact on individual residences is, of course, a case by case situation. There is no way to place a value on a century old tree that has been lost or the effect that a few more feet of erosion will have in the potential buyer's mind. If you didn't see the property before the storm, how would you miss a tree? In some cases views and the feeling of space have increased.

Let's talk about the symptoms of a hurricane's effect on market value. Those symptoms would include a marked increase in the number of people putting their property on the market; a drastic increase of sellers with property currently on the market calling to lower their prices and lastly, a complete absence of qualified buyers calling and/or stopping by to look for real estate. We have seen no evidence of this occurring. The phone still rings constantly and people are making strong offers that are being accepted at a rate equal to or greater than before the storm. Furthermore, there has been no noticed increase in the number of houses coming on the market.

We're still here, our lifestyle is still here, the beaches, views and warm waters and protected bays are still here.

What's the effect of Hurricane Bob on the market value? ZERO.

Call us today for further information or appointments to inspect any of the fine properties our agents are offering, a sampling of which is contained inside of WaterViews.

Take advantage of our upcoming "Super Open House" on Columbus Day Weekend.

FOR SALE

PreViews

First Avenue, Osterville
Charming renovated antique home in Osterville village; with rental possibilities. Ask for Sue Gill.



Waterford Hills, Cotuit

Our current model is perhaps the most dramatic yet. There is no equal south of Route 28, on an acre of land with the level of quality. Discover the Waterford difference. Ask for Susan Ferriman.



Wianno, Osterville

Location, location, location! New contemporary Cape, one lot removed from the Wianno fairway. Ask for Sue Gill.



Centerville River

High on a bluff overlooking the Centerville River and Nantuxet Sound, your own sandy beach and deep water access with this handsome five bedroom home. Ask for Mary Ellen Laughlin.



Osterville Estate

Three plus acres waterfront home and separate guest quarters. Dock, subdivision. The possibilities are endless. Ask for Susan Ferriman.



Holiday Weekend Open House

COTTON REAL ESTATE is proud to announce a Super Open House being held during the upcoming Columbus Day weekend, October 12 to October 15, 1991. Beautiful homes, some pictured on the next two pages of WaterViews will be held open during the two days of the long holiday weekend. You are one of 5,000 readers of WaterViews learning about this unique open house who received this issue by mail or in person.

The homes will be open Saturday and Sunday 11 a.m. to 4 p.m. by a member of our knowledgeable sales staff. This is a wonderful way for you, a friend, relative or associate to inspect and purchase the best of what is available in our area during one weekend.

Please call our office at any time for information or directions to specific properties. In the meantime, we look forward to seeing you on Columbus Day Weekend.

1-800-698-9115

SOLD

ReViews

SOLD

This contemporary Cape residence is one of the finest on Cotuit waters. Vaulted ceilings, breathtaking foyer and deep water dock.



SOLD

The white sand shores of Nantuxet Sound frame this lovingly restored single style residence. Great expanses of lawn and wild vines meet the edge of the water. Gourmet kitchen and dramatic master suite.



SOLD

In exclusive area of another one of the fine homes of Waterford Hills, beautifully appointed kitchen and master suite. One of these Waterford homes sold in 1991.



SOLD

Hidden away on Centerville's Bay Lane, this adorable ranch hides among the cat tails affording its owner views of Scudder Bay and all of its wonderful wildlife.



BLOGGING

I BLOG
therefore
I am.

- Yours
- Others
- Video
- Pod casts

BLOG



HOME QUICK SEARCH CAPE COD TOWNS ABOUT RESOURCES CONTACT BLOG FREE GIFT

Home » **Blog**

BLOG



Credit Scores 101

Credit scores are used in a lot of transaction. As a gauge for an individual's creditworthiness, a credit score is what, landlords, mobile service providers, and even potential employers use to determine if there that said individual is a fin...

[Read more](#)



Meet Your Mortgage

One of the most important things a possible homeowner should know is the kind of mortgage available. Knowing how one mortgage type differs from the other is making the right and sensible decision for home financing. Mortgages after all, requi...

[Read more](#)



Home Improvement Rates of Return 101

Renovating for returns A house is a valuable asset. In terms of investments, real estate is among the safest investments to make. In a survey conducted by Bankrate.com, this belief is reflected in more than 1 in every 4 American. It is only...

[Read more](#)

Quick Property

Location

Enter City or Zip

Min. Price

\$ No min

Beds

Any

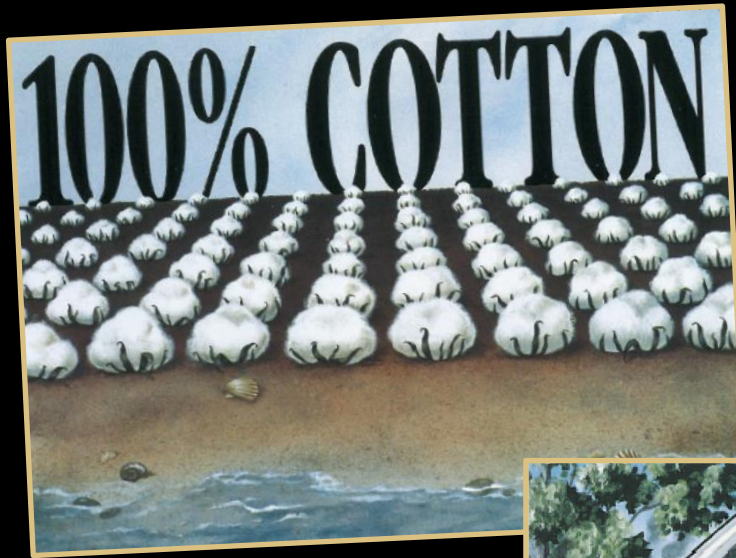
Sea

WHAT'S MY H

FIND MY DF

HELP ME I

DIRECT MAIL – POSTCARDS



DIRECT MAIL – POSTCARDS



*Best Wishes for a Joyous Holiday
and a
Happy, Healthy New Year!*

Please join us for refreshments
of the season during
Osterville's
25th Annual Open House
and Village Stroll

Friday, December 9, 1994
7:00 p.m. - 10:00 p.m.
851 Main Street, Osterville, MA

We look forward to seeing you!

Cotton
REALESTATE®

Osterville

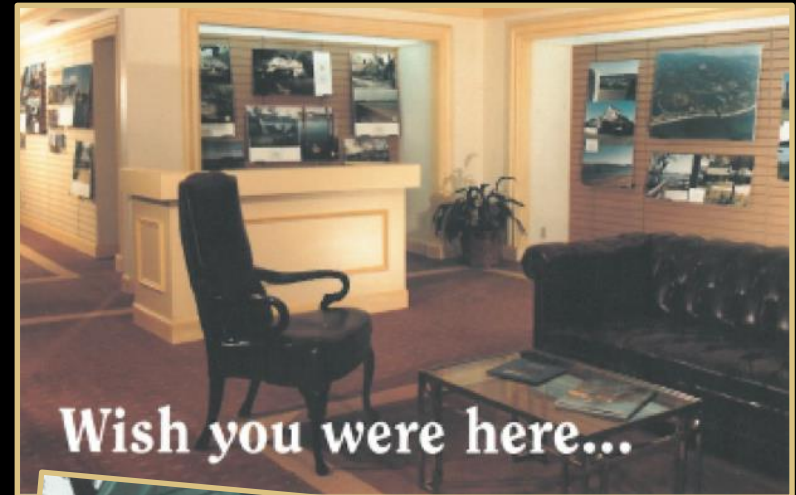
Cotuit

(508) 428-9115

(508) 428-9593

Artwork by Jayne Shelley-Pierre

MA 01902



Wish you were here...



It's simple. If your home
is not listed with us...

DIRECT MAIL – POSTCARDS

...our gallery shows
homes and results.



John Cotton, CRS, CRB

Cotton
REAL ESTATE

851 Main Street • Osterville, MA 02655 • (508) 428-9115 FAX: (508) 420-3161

...it's not
on the market.



John Cotton, CRS, CRB

Cotton
REAL ESTATE

851 Main Street • Osterville, MA 02655 • (508) 428-9115 FAX: (508) 420-3161

DIRECT MAIL ONE YEAR PLAN

ITEM	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<i>News</i>		des				des					des	
<i>Pcrd1</i>	des						des					
<i>Brochure</i>			des					des				
<i>Magazine</i>				des					des			
<i>Note</i>					des					des		

CRS ONE DAY COURSE



Succeeding in the Luxury Market

PUBLIC RELATIONS (PR)



Council of Residential Specialists
The Proven Path To Success

THE HOME FRONT

Midcentury Made Modern

A Palo Alto couple takes on an architectural symbol of Silicon Valley



BY NANCY KEATES

GLOBALLY KNOWN as ground zero of the tech boom, Palo Alto is architecturally known for something else: a preponderance of modest wood homes with concrete-slab foundations and midcentury-modern lines. Dubbed "Eichlers," these unadorned homes built mostly in the 1950s and 1960s fit their developer Joseph Eichler's creed to make good design affordable for middle-class home buyers.

It has been some time since Palo

alto street across from an elementary school in 1999. They didn't want to go the route of those they dub the "purists," people who stay uncompromisingly true to the original, modest architecture down to its paint colors. Nor did they want to join the ranks of the "ruiners," those who throw on everything from Greek columns to Mediterranean motifs to second stories.

"We asked, 'What would Eichler do if he were around today?'" said Mr. Hallberg, formerly in marketing for Apple and Cisco, now vice president of global branding at tech company LinkedIn. The couple's hired Jo-



from the street that this house is very different.

Mr. Bellomo and his design partner, Trenchard Noelle, renovated this

house on L-shape. The bed's backboard has built-in shelves separates the bedroom from bathroom.

are as prevalent as Internet startups, Alan and Bernadette Hallberg had many examples to help them determine what they didn't want to do to their own Eichler, bought on a

ished in 2011 after about a year for around \$500,000. The house still has the same general shape and elements as the other Eichlers on the block. But it's also immediately apparent

and stainless-steel counters. Brown-stained concrete floors in the new wing lead first to a small sitting area and office and then to the master bedroom, which just off giving the

Hallberg. Eichlers have long had a cultural impact in Silicon Valley. According to Walter Isaacson's biography, Steve Jobs lived in an Eichler in Mountain

Bonté, who has seen all kinds of Eichler redos, said she approves of this one. "I watched every minute. I've now decided my kitchen is too old-fashioned," she said.

► See more photos of Eichler homes and the other homes featured on this page at WSJ.com/RealEstate.



Opportunity and Elegance in a 'Gated' Estate

► **Own Your Own 160-Acre Equestrian Estate at Wolf Creek Ranch.**

Hidden deep within the quiet expanse of Wolf Creek Ranch sits an estate of pure rustic elegance. The 12,870 square foot, 6-bedroom home is reminiscent of simpler times, without sacrificing modern amenities and comforts. Yet this estate is more than a stunning house. The 2,000 sq. ft. guest home adds two more bedrooms and lets you be a more-than-generous host while the equestrianist in you will be dated by the 8,500 sq. ft. climate-controlled stables and indoor riding arena. Wolf Creek Ranch is home to 84 acres of 160 acres each, allowing you to join a community of accomplished individuals while retaining an unmatched level of privacy.

► **Prudential | Utah Real Estate** | Will Lange | Exclusive Listing Agent | (435) 640-0001 | wlange@pru.utah.com

Some listings are opportunities. This is not an offer to sell or a solicitation of an offer to buy, nor is it an offer to purchase. Make your own decision. The information and other details herein are subject to change without notice. Please contact the listing agent for more information. © 2011 Prudential Real Estate Company. All rights reserved.

See this Estate-of-the-Art Equestrian Residence at gatedestate.com

Price reduced to \$9.75 million from \$13.75 million



Mellon Estate In Cape Cod Asks \$28.7 Million

Rachel "Barry" Mellon has listed her 26-acre waterfront compound on a private Cape Cod island for \$28.7 million.

The 101-year-old Ms. Mellon, long one of the wealthiest women in America, and her late husband, philanthropist and banking heir Paul Mellon, bought the property in the 1940s. They built a cedar-shingled, Cape Cod-style house of about 7,000 square feet on the main, seven-acre parcel, plus a beach house, detached artist's studio, greenhouses and a tennis court. Ms. Mellon, a noted horticulturist who designed the White House Rose Garden for her friend Jacqueline Kennedy, also created orchards and gardens on the estate. The property has almost 1,000 feet of shoreline and is available in its entirety or in parcels.

Ms. Mellon, whose main residence is in Virginia, is selling because she doesn't use the property frequently anymore, says listing agent Jack Cotton of Sotheby's International Realty. Mr. Cotton says the hope is to find a conservation-minded buyer for the entire estate.

apartment at Fifth Avenue and 92nd Street was part of an apartment designed for Ms. Post in 1926; the space was later divided. The 4,300-square-foot penthouse is nearly surrounded by a terrace of about the same size and has city and Central Park Reservoir views. A gallery off a private landing opens to a living room, library, dining room and kitchen. The apartment has a staff room and bath.

A guest apartment within the penthouse, with a living room, bedroom, bath and kitchen, is accessible via the landing and could be combined with the rest of the apartment. The seller is the estate of the late Morque Uzzell, who bought the apartment in 1959 and renovated it two years later. Armin Allen of Brown, Harris, Stevens, a Christie's International Real Estate affiliate, has the listing.



Megan Ellison Sells

CONTENT BASED PR



8 Things Luxury
Home Buyers *Should*
Notice Instantly

PUBLIC RELATIONS – SAMPLE HOOKS

“How the new _____ impact/s your _____ ...
And ____ things you need to do about it now.”

“How the new FEMA regulations impact your luxury real estate and 7 things you need to do about it now.”

PUBLIC RELATIONS – SAMPLE HOOKS

“ ____ things every ____ should know about ____ ”

“7 things every luxury home seller should know about photography”

PUBLIC RELATIONS – SAMPLE HOOKS

“What you can learn from _____ about _____”

“What you can learn from luxury home sellers about maximizing the sales price of your home.”

CRS ONE DAY COURSE



Succeeding in the Luxury Market

NETWORKING



Council of Residential Specialists
The Proven Path To Success

NETWORKING

- Networking is critical to business success
 - 94% business people think networking is critical to success in business
 - You get in the door because of your IQ, you get hired because of your EQ (emotional Q)

NETWORKING

V.C.P. process

- Visibility — people know you
- Credibility — they know you are good at it
- Profitability — willing to refer you

NETWORKING

- You need to give to get...
- But...When you refer, you give a little bit of your reputation away
 - Good referral gives to you
 - Bad referral takes away

RECIPROCITY & NETWORKING

- Its not what you know or who you know,
- Its how well you know the people in your contact list
- The test is whether they will give willingly if you ask for help.



CRS ONE DAY COURSE



Succeeding in the Luxury Market

YOUR PERSONAL BRAND



Council of Residential Specialists
The Proven Path To Success

YOUR PERSONAL BRAND

You need to be authentic

- Authenticity — be real and truthful
 - Peel off mask and get to the real you
 - Tell your greatest story
“I’ve had a challenging day but am doing ok”
- BS detectors are strong in Luxury Real Estate

YOUR PERSONAL BRAND



- The way you dress is a powerful part of your brand — look like a million if you are going to talk about Luxury Real Estate.
 - 68% of all communication is visual
 - You need to look the part

CRS ONE DAY COURSE



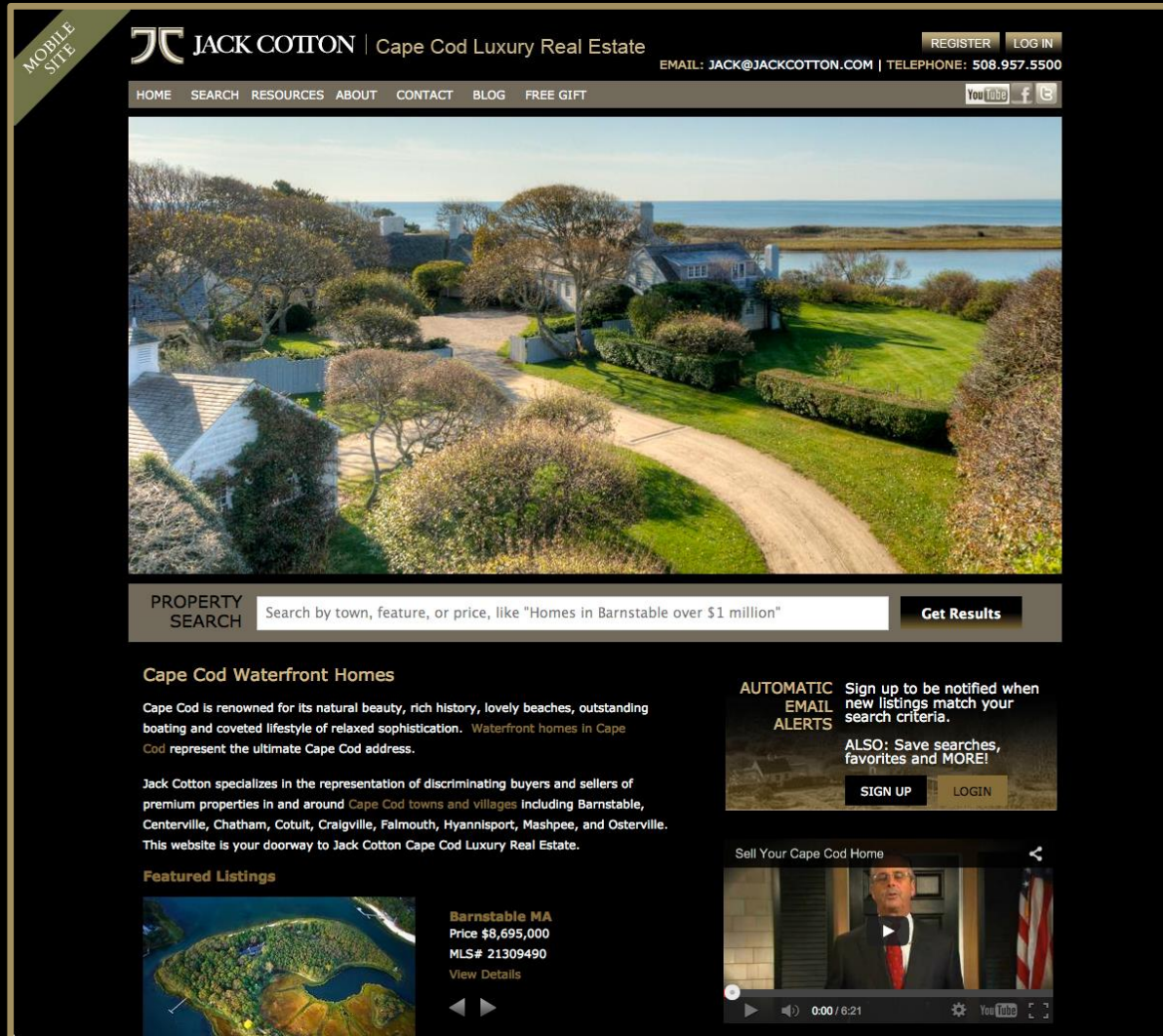
Succeeding in the Luxury Market

WEBSITES



Council of Residential Specialists
The Proven Path To Success

WEBSITES



- Domain name
- Congruent image
- Inform
- Introduce
 - About
 - Bio
 - Photo
 - Contact

WEBSITES

- Like a resume.
- Equal to or better than the quality of product or service you sell.
- Establishes an image
- Increased communication
- People feel as if they know you before they meet you.
- Build self-pride and confidence and personal power.



WEBSITES – MOBILE

- Critical
- Automatic
- Features



CRS ONE DAY COURSE



Succeeding in the Luxury Market

VIDEO



Council of Residential Specialists
The Proven Path To Success

VIDEO

- Yours
- Others
- Same elements as with writing
- Establish expertise

VIDEO



- Quality
- Length
- Title & transcripts for SEO
- 86% of buyers search with Video
- 70% of buyers like to “look inside” listings
- 73% of sellers more likely to use agent who will create a video of their property



Succeeding in the Luxury Market

Lesson 4: Finding Luxury Listings

- Expired's
- Prospecting Ideas
- The Four Factors
- Direct mail

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

01

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

02

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

03

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

04

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

PROSPECTING FOR LISTINGS



Council of Residential Specialists
The Proven Path To Success

FALSE STARTS

- Over price
- Over promise
- Over leverage and spend on marketing
- Under charge
- This approach...

EXPIRED's



More common than you think

- Avocation
- Part-time
- Unqualified agents
- Over pricing

BASIC PROSPECTING IDEAS

- People justify buy emotion and justify with facts.
- Active vs. passive
- Closed vs. open ended questions
- Let go — Detach from the outcome
- The selling in this business is in _____.
- *NEXT!*



PROSPECTING IS AND IS NOT

- Calling past clients
- Calling people in your sphere of influence
- Calling expired listings
- Calling FSBO's
- Cold calling for listings and sales
- Knocking on doors
- Hosting open houses
- Calling absentee owners
- Cold calling from lists of names
- Mailing magnets, calendars, and other trinkets
- Setting up a website
- Joining service organizations
- Wearing your name badge
- Placing magnetic signs on your car
- Sponsoring a community sports team
- Doing floor time
- Answering e-mails
- Pinning your business card on bulletin boards

SIX PROSPECTING IDEAS



*1. Don't forget
to ASK*

SIX PROSPECTING IDEAS

2. *Train and reward
your fans*



SIX PROSPECTING IDEAS

3. Respond quickly

SIX PROSPECTING IDEAS

4. *Two hours per day*



SIX PROSPECTING IDEAS



5. Qualify

BEST QUALIFYING QUESTION

For Buyers:

- If you found the perfect home today, what would you do?

BEST QUALIFYING QUESTION

For Sellers:

- What will you do when your home sells?

SIX PROSPECTING IDEAS



6. *It's not personal*

Remember the Numbers Game

EXPIRED SURVEY

INVESTIGATION

THE FIRST QUESTION(S)

To always ask...

- Are You currently listed, or
- Have you relisted.



EXPIRED SURVEY

1. Have you re-listed?
2. Is your home still for sale?
3. Why did it expire?
 - Price
 - Condition
 - Nonperformance of agent
 - Non-communication, (most likely)
4. Did you see the MLS listing sheet?
5. May I see your home today?
6. Why do you feel it did not sell?



EXPIRED SURVEY

7. How did you pick the office you used?
8. What did you like about your agent?
9. What do you feel they should have done?
10. Which firm do you plan to re-list with?
11. What do you expect from them?
12. Do they have a _____ point marketing plan?
13. When can I show you my marketing plan?



EXPIRED's

Best Dialogue

“There are four factors that cause a home to sell or not sell. If you give me 15 minutes in your property, I can tell you which of the factors prevented your sale.”

THE FOUR FACTORS

1. Terms
2. Condition
3. Marketing
4. Price

DIRECT MAIL

- Letters
- Brochures
- Post cards
- News letters & magazines

DIRECT MAIL — LETTER — 12 Elements



*I built my career
on direct mail.*

1. THE HOOK



Remember our Cosmo Covers?

“Warning: Don’t even think of selling your luxury home until you read my white paper.”

7 Things Luxury Home Buyers Notice Instantly

2. SET THE HOOK

Ramp up the angst in the hook.

“Any of these eight things luxury home buyers notice by themselves may not be a big deal. If you miss two or more, however, you may miss the chance of a sale.”



3. THE SOLUTION

That would be you!

“With ____ years in the real estate business, I know what makes the eyes of a luxury buyer light up when they enter a property.”

4. YOUR EXPERTISE



- Testimonials
- Designations
- Experience
- Your writing
- Your speeches

5. BENEFIT STATEMENT

“I believe that following the advice in my report will lead to a 3% to 5% higher sales price for your property.”

6. PROVE IT

- People just like them
- Must have a name
- Use a release form
- Photos & videos are great



6. PROVE IT *(continued)*

Testimonials are best. if you are new, get testimonials from people connected to your prior career. Apply testimonial to real estate.

“I found Jack to be a tenacious negotiator in our _____ business and can’t help but think that this skill will help him maximize the sales price of any property he represents.”

Dewey Listem

7. AN OFFER THEY CAN'T REFUSE



Make it irresistible.
Remember...they
CRAVE information.

- CMA
- Results
 - Survey
 - Responses to the question you are asking in #1

8. GUARANTEE



Luxury Real Estate Author & Coach
Post Office Box 68
Osterville MA 02655
Email: jack@jackcotton.com

Mr./Mrs. Owner

Do you like "inside information" on the _____ area of _____?

I am a Realtor with _____ Realty here in _____. I have been working to find a client a beachfront home in your neighborhood with at least five bedrooms and six baths.

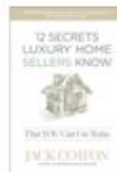
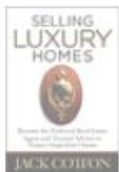
So far, the current offerings do not meet their needs or expectations.

The next step in my process is to ask if you or anyone you know in your neighborhood is considering selling either now or the not-to-distant future. I will be more than happy to meet in person and discuss a possible arrangement for such as a sale. If it would be helpful, I can provide you an up to date price evaluation of your property.

If you have no interest in selling but would like to get an idea of any "off the radar" offerings, I will be happy to keep you in the loop regarding my findings. To the extent that no confidences are compromised, I can share this inside information with you.

I enclose my personal information for your review. Thank you in advance for your consideration. Contact me at _____ at your first convenience for any question you may have.
Sincerely,

Jack Cotton
Luxury Agent Academy

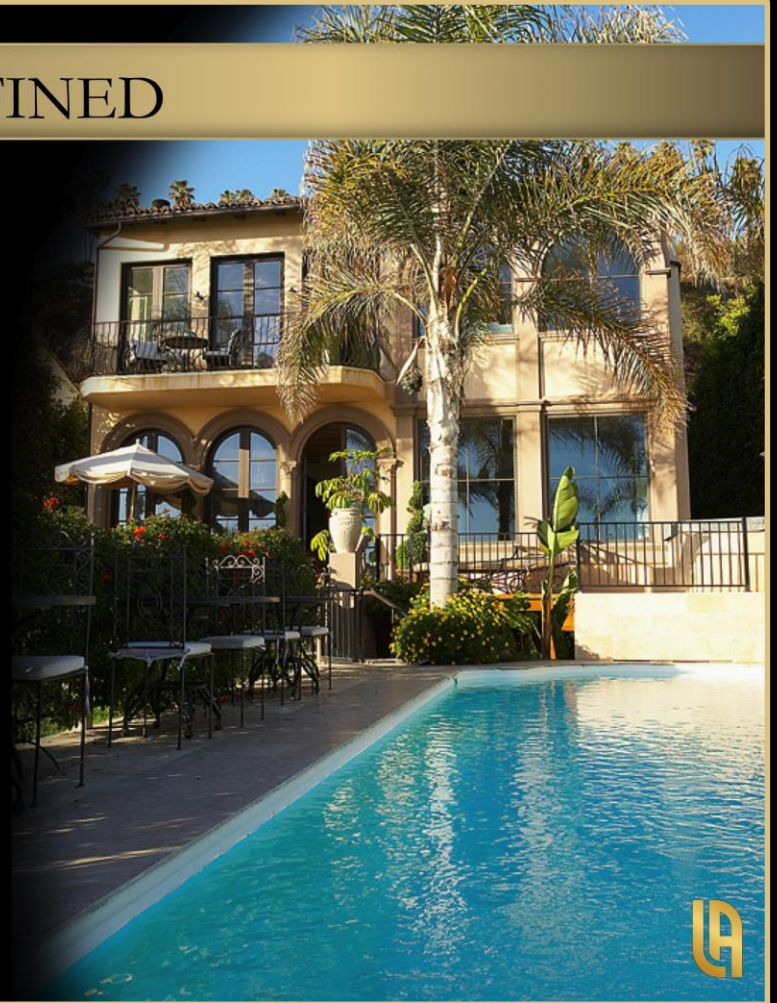


- No obligation
CMA
- Make reference
to confidentiality
in reporting
results from #6

9. SCARCITY

LUXURY DEFINED

- Price
- Rarity
- Exclusivity
- Perfection
- History



9. SCARCITY (*continued*)

- What I offer is of such high quality that...
 - I can only offer 1 per _____
 - Offer for _____ of time
 - Can only do _____ at this price or with this gift
- Limited edition real estate
- Etched in granite:
 - Under promise, over deliver

10. CALL FOR ACTION...NOW

- No “Hope” or “Please” or “Let me’s”
- Rather:
 - Call now
 - Schedule now
 - 2 pm or 4 pm today?
- Authorize me to start work today
 - Photos scheduled
 - _____ already started
- *“Call today to lock in your time in my Market Analysis schedule.”*



11. RISK OF LOSS

*“What can having this
information/market analysis mean
to you?.”*

12. “P.S.”

Aside from the hook, most read part of your letter.

P.S. “Take advantage of the opportunity for a detailed Market Analysis of your property today. Because of the time required, I can only do two this week.”

12 ELEMENT SUMMARY

1. Hook
2. Set the hook
3. Offer a solution
4. Your expertise
5. Benefit statement
6. Prove it
7. Make an offer
8. Guarantee
9. Introduce scarcity
10. Call to action
11. Risk of loss
12. Post script

DIRECT MAIL ONE YEAR PLAN

ITEM	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC
<i>News</i>		des				des					des	
<i>Pcrd1</i>	des						des					
<i>Brochure</i>			des					des				
<i>Magazine</i>				des					des			
<i>Note</i>					des					des		

SOURCES OF LISTINGS

Open Houses

- Invite the neighbors
 - In writing!
- Open house prospects



FIRST LISTING

Find: The Maverick

- The one who wants to show they are different by going to someone who is:

- ✓ New
- ✓ Fresh
- ✓ Creative
- ✓ Audacious





Succeeding in the Luxury Market

- Seller research
- The Pre-Listing Package
- Market Preparation Checklist

Lesson 5: Pre-Listing Strategies

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

01

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

02

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

03

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

04

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

SELLER RESEARCH



Council of Residential Specialists
The Proven Path To Success

SELLER RESEARCH

- Obtain Deed & Plot Plan



Deed

For a valuable consideration, receipt of which is hereby acknowledged
by Grant(s) to: _____, property in the city of _____, Province/State/County of _____

SELLER RESEARCH

The screenshot shows a Google search interface with the query "Warren Buffett". The search results are categorized into several sections:

- Web:** About 105,000,000 results (0.31 seconds). Showing results for **Warren Buffett**. Search instead for **Warren Buffet**.
- Warren Buffett - Wikipedia, the free encyclopedia**: en.wikipedia.org/wiki/Warren_Buffett. Warren Edward Buffett is an American business magnate, investor, and philanthropist. He is widely considered the most successful investor of the 20th century. [Berkshire Hathaway](#) - [Susan Buffett](#) - [Susan Alice Buffett](#) - [Howard Graham Buffett](#).
- News for Warren Buffett**:
 - What Buyout Would You Accept from Warren Buffett If You Reached the Final Four With a Perfect Bracket?** - SI.com - 4 hours ago. You're sitting in a board room at Warren Buffett's Berkshire Hathaway headquarters in Omaha, Nebraska, tapping your leg anxiously.
 - Warren Buffett offers \$1 billion for perfect NCAA bracket** - San Jose Mercury News - 1 day ago.
 - More news for Warren Buffett**.
- Warren Buffett - Forbes**: www.forbes.com/profile/warren-buffett/. Legendary investor Warren Buffett advises to be fearful when others are greedy, and be greedy when others are fearful. One way we can try to measure the level ...
- Why you won't win a billion dollars with Warren Buffett's brac...**: www.washingtonpost.com/.../why-you-wont-... The Washington Post. by Cindy Boren - in 1,256 Google+ circles. 4 days ago - When it comes to the way he roots for Creighton, Warren Buffett's judgment might be questionable. (Nati Harnik / AP). Want to take a sweet ...
- Warren Buffett (WarrenBuffett) on Twitter**: https://twitter.com/WarrenBuffett. The latest from Warren Buffett (@WarrenBuffett). Chairman and CEO of Berkshire Hathaway. Omaha, NE.
- Warren Buffett Biography - Facts, Birthday, Life Story - Biogr...**: www.biography.com/.../war... The Biography Channel.

On the right side of the search results, there is a featured snippet for **Warren Buffett**, Investor. Warren Edward Buffett is an American business magnate, investor, and philanthropist. He is widely considered the most successful investor of the 20th century. [Wikipedia](#).

Below the featured snippet, there are several **Ads** (sponsored links):

- Buffett Roger Lowenstein**: www.amazon.com/. Buy **buffett roger lowenstein** at Amazon! Free Shipping on Qualified Orders.
- Jimmy Buffet Mansfield**: xfinity.centermansfield.com/. Official Tickets Source Online. Jimmy Buffet Concert Mansfield, MA.
- Warren Buffett Stocks Buy**: warrenbuffettstocks.buyerpricer.com/. Looking for **Warren Buffett** Stocks To Buy? Compare 25+ Resources Now.
- Warren Buffett Funds**: www.ask.com/Warren+Buffett+Funds. Over 100 Million Visitors. Discover and Explore on Ask.com!
- Warren Buffet Headlines**: search.yahoo.com/Warren+Buffet. See what's trending on Yahoo & stay current with **Warren Buffet**.
- Warren Buffett Stock Portfolio**: about.com/Warren+Buffett+Stock+Portfolio. **Warren Buffett** Stock Portfolio Search Now! Over 60 Million Visitors.
- Contact Warren Buffet**.

- Google the Seller

SELLER RESEARCH



- Photograph exterior
if possible

SELLER RESEARCH

 Warren Buffett

 Home Find Friends

 Like  Edit 



About Warren Buffett

Business Person

Warren Edward Buffett is an American business magnate, investor, and philanthropist. He is widely considered the most successful investor of the 20th century. Buffett is the chairman, CEO and largest shareholder of Berkshire Hathaway and consistently ranked among the world's wealthiest people. He was ranked as the worl...

Continue Reading

From Wikipedia, the free encyclopedia - [Edit on Wikipedia](#)

👍 578,898 people like this topic

About Warren Buffett

Professions Parents Children Studied at Born in Nationality



Entrepreneur



Businessperson



Investor



List of Philanthropists



Financier

This Page is automatically generated based on what Facebook users are interested in, and not affiliated with or endorsed by anyone associated with the topic. [See More](#)

Warren Buffett in Books

Books about this



The Warren Buffett Way



The Snowball: Warren Buffett and the Business of Life

Related Pages

 Omaha World-Herald  

 Chat (4)

- Search Seller on Facebook

SELLER RESEARCH



America's Home Source.[™]
with Realtors[®] serving Massachusetts & greater Boston

[US Map > Massachusetts](#)

[Home Search](#) [Buying](#) [Selling](#) [Mortgage Center](#) [Services & Resources](#) [My Account](#) [About Us](#) [Help](#)



Greater Boston Home Search:

City or County
Homes For Sale

Google[®] Mapping
Homes For Sale **NEW!**

Address or MLS#

Rental Properties



Did You Know?

- ✓ We can handle your requests & inquiries in as little as 2 hours
- ✓ Our real estate agents serve the entire Greater Boston area
- ✓ We offer virtually all home listings for the Greater Boston area

Intro Video

Learn more about TheMLSOnline.com and how we help today's home buyers and sellers.



WATCH NOW

Mobile Phone Search

View MLS-listed homes and access your home search account & favorites on the go. On your web-enabled mobile phone, visit:

m.TheMLSOnline.com

Try Mobile Site



Mass. Home Search by City

Choose from the criteria below to start your search:

City (metro)*:

All Cities

Abington

Acton

Acushnet

Adams

*Hold Ctrl and click for multiple

Property Type:

All Types

Price Range:

 to

Bedrooms:

 to

Bathrooms:

 to

Year Built:

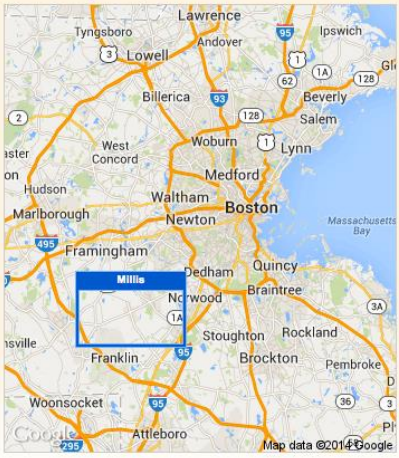
 to

[Add More Criteria](#)

Go To Results

Mass. Home Search by Google[®] Map

Click on the map to start your Mass. Real Estate search:



Fast Finder - Mass. Home Search

Search by MLS number, address, new listings, or zip code:

Search by:

MLS Number

Search

- Search Seller address in MLS for current or previous listing

 JACK COTTON SPEAKS

CRS ONE DAY COURSE



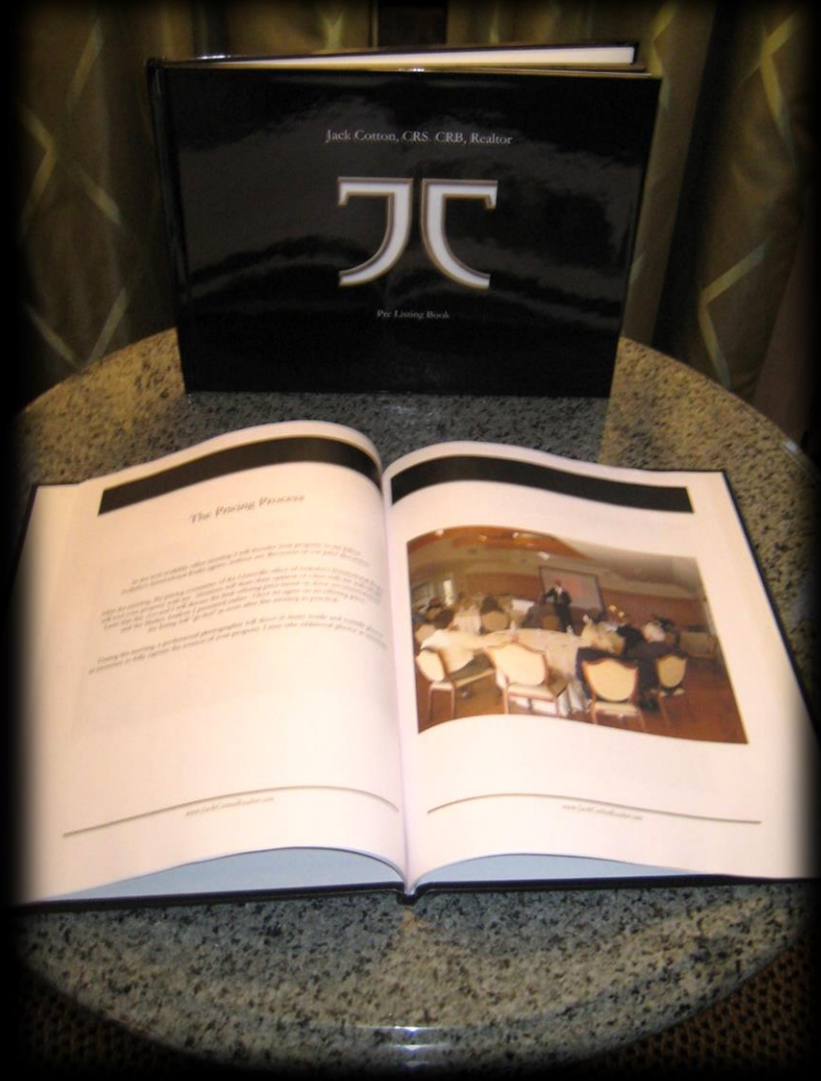
Succeeding in the Luxury Market

PRE-LISTING PACKAGE



Council of Residential Specialists
The Proven Path To Success

PRE-LISTING PACKAGE



*Make first appointment
like second*

- Delivery
- Contents

PRE-LISTING PACKAGE DELIVERY

Courier

- Mail
- FedEx
- UPS
- Fellow Agent
- Email PDF

THE PRE-LISTING PACKAGE

Contents

- Cover Letter
- Link to Cover Video
 - Your Company, or
 - Yours
- Company background
- Your background
- Your process
 - Before, during and after appointments
 - Set expectations
 - Differentiate yourself from competitors

THE PRE-LISTING COVER LETTER

Dear <Name>:

Thank you for calling me regarding the potential sale of your property. There are seven areas of expertise and proficiency required of an agent to maximize the sale of your property:

- Value and Pricing
- Preparing property for the market
- Marketing
- Cooperation with other agents
- Buyer acquisition
- Negotiation
- Systems, support and execution

THE PRE-LISTING COVER LETTER *(continued)*

This pre-listing presentation is the first step in outlining my expertise and experience in these critical areas which when viewed as a whole, sets the bar for a Luxury Real Estate Specialist. My goal, through experience, study and practice is to achieve the next level: Trusted Advisor to you in all matters of real estate.

In addition, it will set out the process I follow to prepare for our first and subsequent appointments and what you can expect during each.

I look forward to our meeting.

Sincerely,

<Your Name>, Sales Associate

Sotheby's International Realty Inc.

851 Main Street

Osterville MA 02655

AGENT BIO

BRAND | EXPERTISE

JACK COTTON



Address Line 1
Address Line 2
City, State, Zip

c xxx.xxx.xxxx
d xxx.xxx.xxxx

email
website

Insert your Agent BIO here:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris consectetur molestie ipsum vel bibendum. Aliquam nibh ligula, scelerisque facilisis condimentum quis, interdum quis metus. Suspendisse porta neque in ultrices tincidunt. Vestibulum varius mauris diam, nec pharetra mauris venenatis eu. Quisque hendrerit velit non dui rhoncus suscipit. Praesent consequat justo ut quam suscipit, a interdum orci facilisis. Nunc nec enim eget velit dapibus eleifend eget vitae nisi. Curabitur nec lorem ligula. Nulla quis mi ut lorem consequat interdum. Nullam sit amet nulla iaculis mi suscipit volutpat. Morbi venenatis scelerisque nibh, sed bibendum nibh dapibus sed. Morbi volutpat ac dui sed euismod. Nullam ut placerat dui, eu placerat orci. In elementum pretium nibh vitae vehicula. Mauris lorem metus, ultrices vitae commodo eu, venenatis tristique libero.

Suspendisse hendrerit lectus malesuada leo auctor aliquam. Pellentesque et orci hendrerit purus accumsan accumsan. Vestibulum in tellus enim. Mauris vehicula iaculis erat in blandit. Vestibulum aliquam arcu rhoncus tincidunt blandit. Morbi interdum tortor in tortor pretium, at eleifend nisi condimentum. Duis volutpat malesuada turpis, ut consectetur nisi laoreet ac. Curabitur blandit mollis elit, vel dignissim eros sagittis non. Donec pharetra lectus sodales felis egestas congue. Morbi ut feugiat neque. Donec arcu risus, malesuada et semper vel, dignissim rhoncus sem. Integer eleifend leo in pulvinar elementum. Donec pulvinar at nunc sit amet pulvinar. Sed urna erat, euismod eu odio mollis, mattis ultrices ante. Cras ut egestas urna. Duis eu tellus sit amet purus dignissim sagittis a a ipsum.

- They may see this more than once.

PRE-LISTING PROCESS

Initial Preparation:

- Before meeting any potential seller client, I do basic research including but not limited to:
 - Access and print GIS plans and Assessment Data from the Town as available
 - Conduct an on-line search of The Registry of

Deeds and print:

- ◆ Deed and/or Certificate of Title
- ◆ Recorded plan(s)
- ◆ Deed Restrictions
- ◆ Easements
- ◆ Rights of First Refusal
- ◆ Mortgage Information
- ◆ FEMA map

PRE-LISTING PROCESS

First Appointment:

- Address questions
- A consultation that leads to full understanding of goals and expectations
- Discussion of the laws of agency
- Seller shows me property
- I take a second walk through

property, carefully measure all rooms and dictate a detailed description

- Initial notations on Market Preparation Checklist
- Shoot at least one exterior photo to include in the Marketing and Opinion of Value Report

PRE-LISTING PROCESS

Prior to Second Appointment:

- Competitive Market Analysis will be completed and the field of comparable sales and competing offerings will be narrowed to include those most similar to your property based on my inspection during first appointment
- Some properties will require detailed percentage adjustments to account for differences between subject property and the recent sales using specially designed spreadsheet

PRE-LISTING PROCESS

Second Appointment:

- Second appointment takes place at the property but can be via telephone if necessary
- Present the marketing plan and price opinion. (Presenting Competitive Market Analysis is fourth of seven steps in deciding initial offering price)
- Sign paperwork authorizing me to begin working for you.
- Provide checklist to prepare home for photography

CRS ONE DAY COURSE



Succeeding in the Luxury Market

MARKET PREPARATION CHECKLIST



Council of Residential Specialists
The Proven Path To Success

MARKET PREPARATION CHECKLIST

PREPARING YOUR HOME FOR SALE

A TALE *of* TWO HOUSES



JACK COTTON

- Preparation vs. Staging
- Create your checklist
 - Presence
 - Inside
 - Basement
 - Exterior
 - Grounds

CREATE A MARKET PREP CHECKLIST

Three to five items in each area of property...



MARKET PREPARATION



KITCHEN



BEDROOMS



LIVING ROOM



CLOSETS



BATHROOMS



MECHANICAL



GARAGE



OUTDOORS



WHEN THE PROPERTY IS SHOWN

- Turn all lights on
- Open window treatments
- Classical music on stereo or tune to Classic Radio Station
- Keep pets out of way
- Avoid conversations with the agent or prospects
- Try to be gone or out of the way

CREATE A MARKET PREP CHECKLIST

PREPARING YOUR HOME FOR SALE

A TALE *of* TWO HOUSES



JACK COTTON

**JACK
COTTON**
SPEAKS



Succeeding in the Luxury Market



Activity Instructions



1. Pick a Room
2. Brainstorm 5 to 10 items relating to that room for your checklist
3. Make a list
4. Turn in list, we will collate, scan and distribute.

Total time:
10 Minutes





Succeeding in the Luxury Market

- Listing Presentation Basics
- Your Value Proposition
- The 7 Areas of Uniqueness
- Connecting with Sellers

Lesson 6: Luxury Listing Presentation

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus ullamcorp convallis. nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

01

02

03

04

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

LISTING PRESENTATION BASICS



Council of Residential Specialists

The Proven Path To Success

LISTING PRESENTATION

- Will add structure and organization to a listing appointment.



LISTING PRESENTATION

Things to avoid:

- Being late
- Being unprepared and/or disorganized
- Sloppiness
- Not listening
- Not speaking effectively
- Rushed, high pressure, intimidating sales tactics
- Over promising and under delivering.

CRS ONE DAY COURSE



Succeeding in the Luxury Market

YOUR VALUE PROPOSITION



Council of Residential Specialists
The Proven Path To Success

1. VALUE & PRICING



THE RIGHT PRICE IS NOT...

- Arbitrary
- To “buy” the listing
- To stroke the seller
- An out for a weak agent

THE RIGHT PRICE IS...



- The result of careful analysis
- Interpretation of market data
- Anticipating the next possible precedent

2. MARKET PREPARATION

**WORK
AREA
AHEAD**

MAXIMIZING SALES PRICE

PREPARING YOUR HOME FOR SALE

A TALE *of* TWO HOUSES



JACK COTTON

- Based on my experience...
- I notice what makes the eyes of a buyer light up
- How to make your home look loved

3. MARKETING



MARKETING & EXPOSURE

Marketing and exposure

“We have a carefully crafted plan to help you receive the highest price this market can support”



4. COOPERATION



AGENT COOPERATION

- Our marketing is geared to get EVERY buyer to pass through our doors.
- Amazingly, some don't



AGENT COOPERATION

- The ratio of co-broke sales in your market
- Pamper
- Spoil
- Treat like gold
 - Appointments easy to make
 - Calls returned
 - Easy to do business with
 - Treat them with respect, honesty and integrity

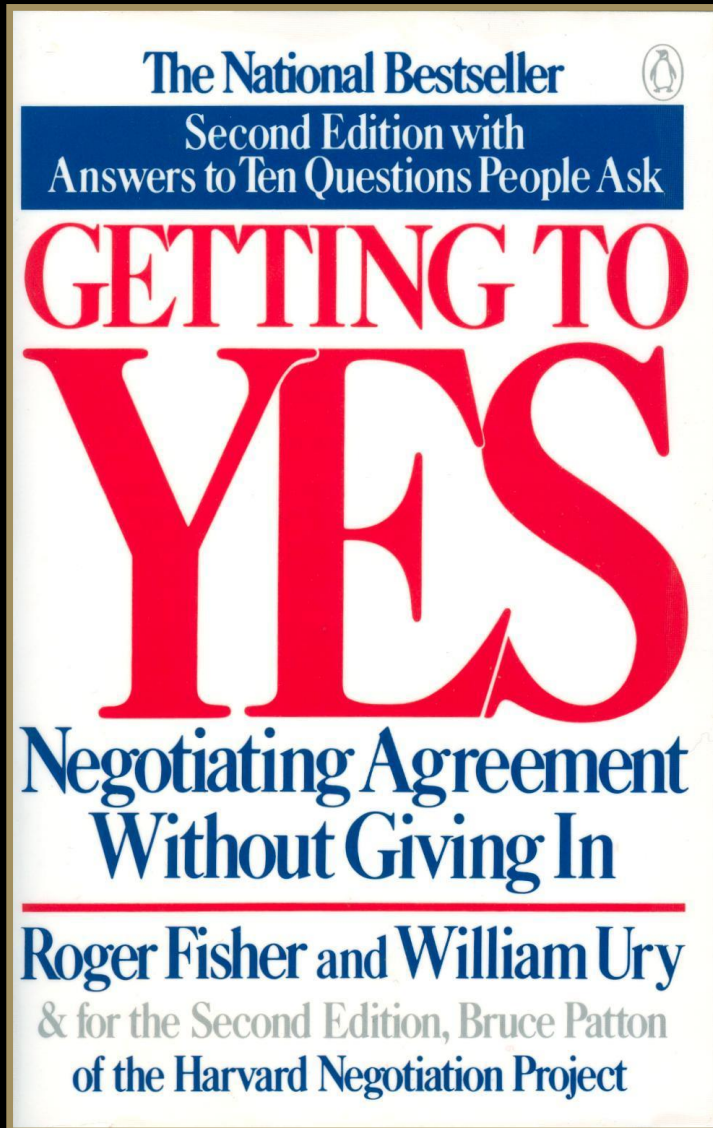
5. BUYER ACQUISITION



6. NEGOTIATION

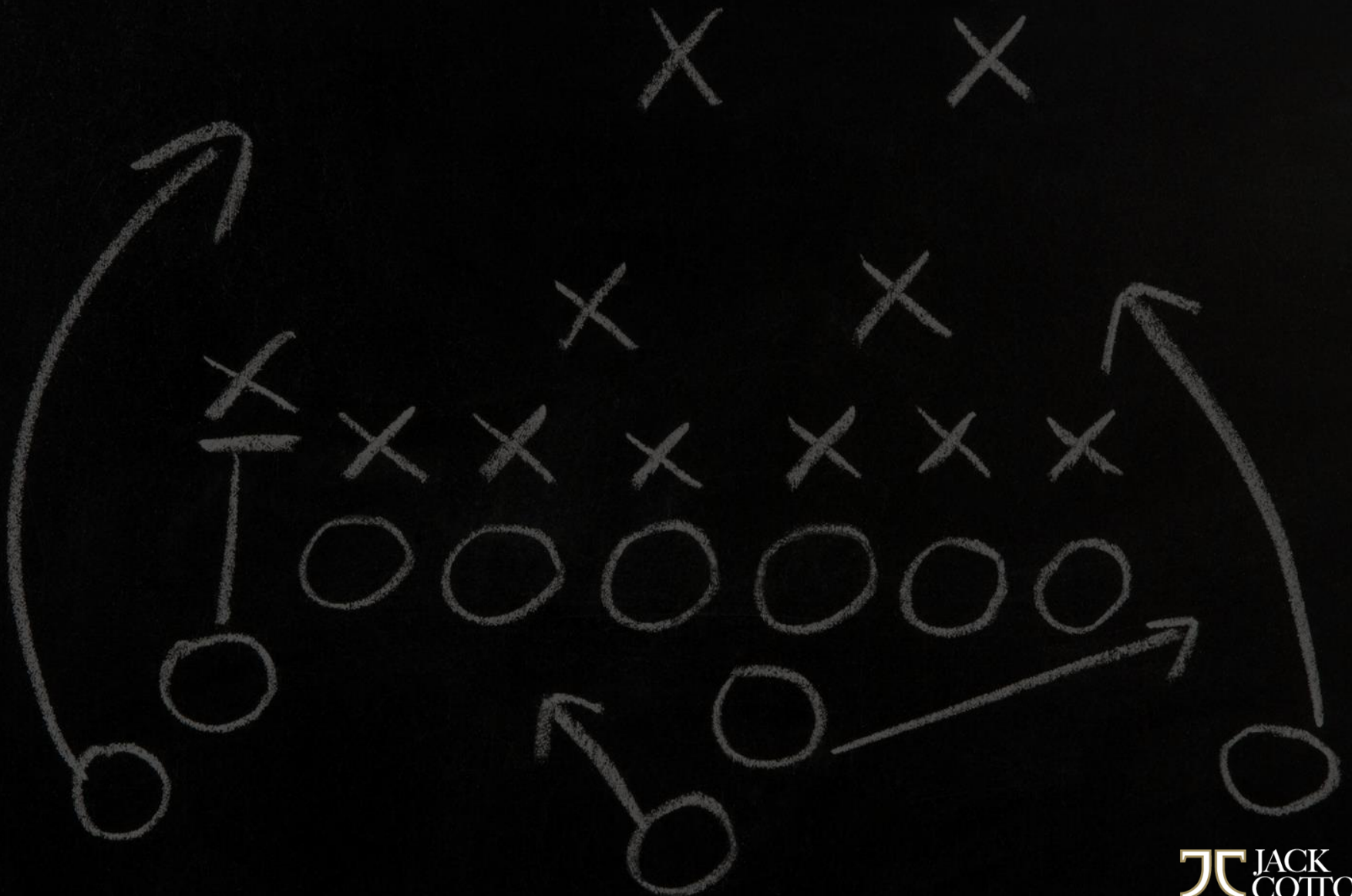


NEGOTIATION



- Trained in negotiation
- Company develops these skills
- Committed to the best buyer with the best price
- Work in your best interest

7. SYSTEMS, SUPPORT & EXECUTION



EXECUTION

- Marketing support team
- I oversee all aspects
- Checklists for everything



TESTIMONIALS

- From prior career if needed
- Be proactive in obtaining
- Use a form



CRS ONE DAY COURSE



Succeeding in the Luxury Market

CONNECTING WITH SELLERS



Council of Residential Specialists
The Proven Path To Success

CONNECT WITH HNWI's

- Tempted by
 - Facts
 - Numbers
 - Data dumps
 - Cool slides
- Unless wrapped in a story...



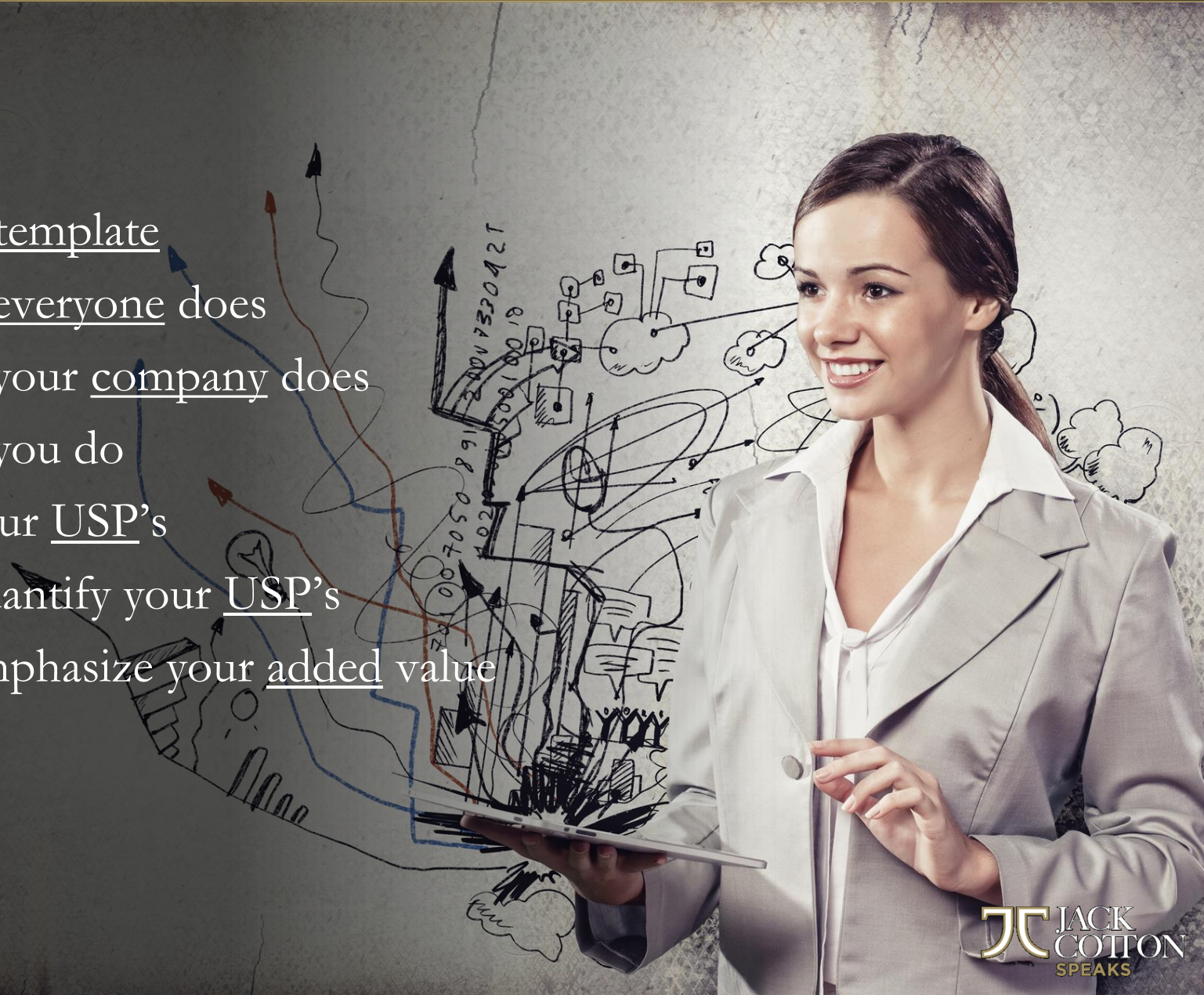
BUYER PROFILE STORY

- Mid 50's
- West of Boston
- Kids older—college age
- Worked hard
- House will...
- Magnet



PRESENT MARKETING PLAN

- Use a template
- What everyone does
- What your company does
- What you do
 - Your USP's
 - Quantify your USP's
 - Emphasize your added value



DELIVERY

- Hard bound hard copy
- PowerPoint
- Key Note
- In person
- GoToMeeting
- Video



MARKET PREPARATION

PREPARING YOUR HOME FOR SALE

A TALE *of* TWO HOUSES



JACK COTTON

Falling In Love...

With your property is no accident. Our 52 Page checklist is based on decades of noting what buyers react to during showings. We want buyers to fully appreciate your property without the distractions of little things that can create a negative impression.

PHOTOGRAPHY



We have one second...

To make an impression that will captivate your buyer. We spend significant time setting up and shooting our “cover shot” for your property. It can take up to 600 photos to get to the final 24.

WRITING



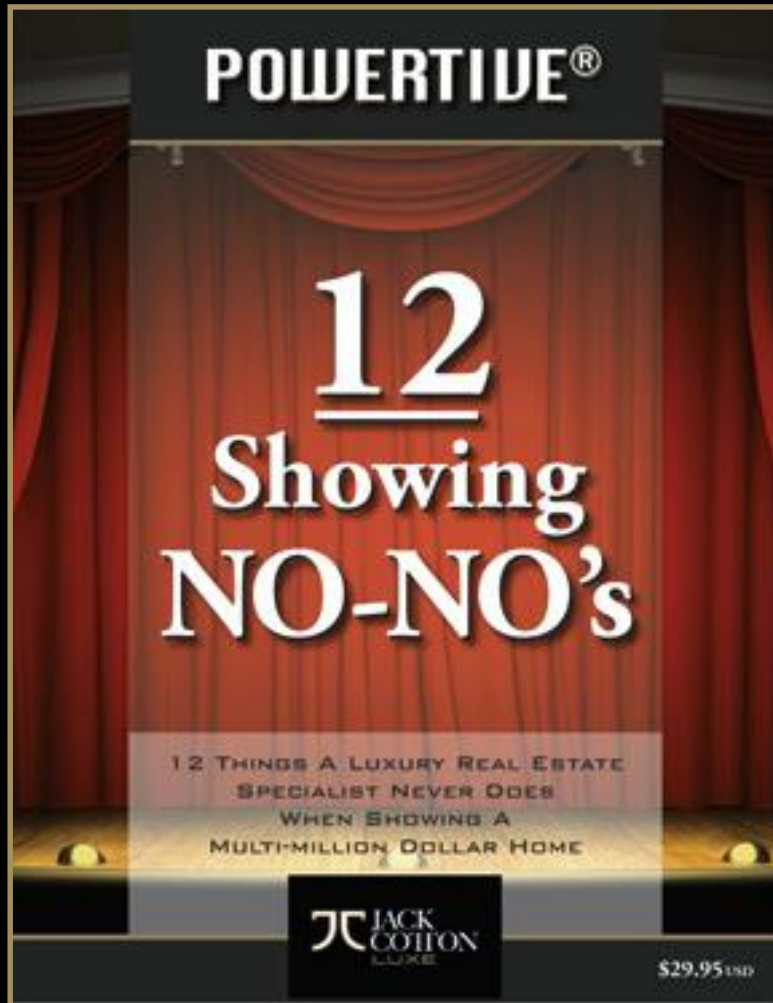
Even Hemmingway had an Editor...

Our professional copy writer will “polish” the descriptive web and brochure copy we prepare to captivate, engage and intrigue potential buyers.

HARD COVER BROCHURES



SHOWINGS



12 Showing No No's

We are determined to make every showing of your property count. We wrote a book on how NOT to show a property based on mistakes we have observed over decades.

CAREFULLY PLANNED.

PERSONALLY EXECUTED.

www.JackCotton.com

DEMONSTRATING THE PROPERTY

- Land
- From the air
- By water



QUANTIFY YOUR USP's

- Market preparation checklist 2% to 4%
- Obsessive photography 1% to 2%
- Obsessive copywriting 1% to 2%
- Accompany ALL showings 2% to 4%
- Negotiating skill 2% to 4%

QUANTIFY YOUR USP's

- This adds up to 8% to 16%

*Manage expectations...Cut
in half!*

4% to 8%

CRS ONE DAY COURSE



Succeeding in the Luxury Market

THE LISTING TWO-STEP



Council of Residential Specialists
The Proven Path To Success



Succeeding in the Luxury Market

- The Initial Listing Appointment
- The Second Appointment
- The Listing Agreement

Lesson 7: The Listing Appointment

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

01

02

03

04

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

THE INITIAL LISTING APPOINTMENT



Council of Residential Specialists

The Proven Path To Success

LISTING APPOINTMENT 1 - DIAGNOSIS

- Used to professional approach
- Expectation set-up
- Build rapport
- Qualifying questions
- Houses are large & detailed
- Let them show, then...
- Use a recorder and checklist
- Execute checklist
- NEVER, NEVER, NEVER



INSPECT HOME WITH SELLER

Great Ice Breaker

- Let them show their home
- Quick walk through
- If they are talking, you are writing
- Note things to investigate further
- Listen for their hot buttons
- NOTE their hot buttons

DIAGNOSE

Builds Rapport

- Find out seller's goals - reason for selling
- Ask them about your initial research (current liens if necessary)
- Is there anything I should know about your property?
- Has it ever received any media coverage or press?
- What have they liked best about living here?
- What have they liked least about living here?

DIAGNOSE



- Have they sold property before?
- What did they like best about that agent?
- What did they like least about that agent?
- What are they looking for in an agent?

DON'T FORGET THIS STUFF!!!

DIAGNOSE—MORE QUESTIONS

- What will you do when your home sells?
- Are you staying in the area or moving away?
- What is driving your decision?
- Tell me about the upgrades and improvements you have made
- Did you know you would be selling now when you made them?
- Had you known you would be selling now, would you still have made the improvements?

DIAGNOSE—MORE QUESTIONS

- What repairs or work need to be done?
- I will be looking at comparable sales as part of my Market Analysis. In what price range do you suggest I search?
- At what price do you think your property will sell?
- Have you had a recent appraisal or other CMA's?

INSPECT HOME AGAIN

On Your Own

- Measure
- Dictate
- Inspection issues
- More hot buttons
- Different and better



CRS ONE DAY COURSE



Succeeding in the Luxury Market

THE SECOND APPOINTMENT



Council of Residential Specialists
The Proven Path To Success

LISTING APPOINTMENT 2 - PRESCRIPTION

The Listing Presentation

- Written & PowerPoint
- Personalize
- Executive summary
- Group appointments & far away
- Come back to motivation
- What was that question?
- Use answers to questions from appointment #1 to direct your presentation



REVERENCE



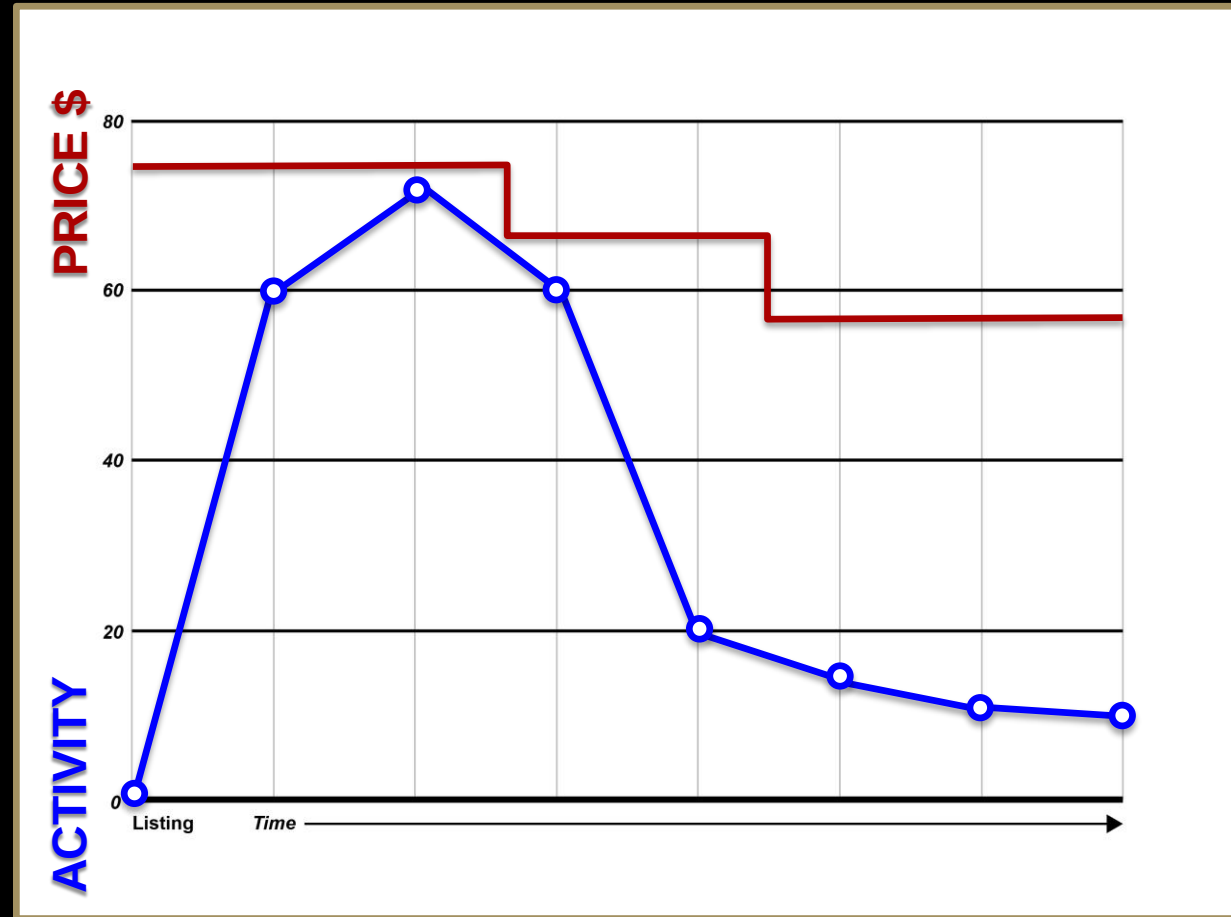
REVERENCE

- Needs to look professional
- The importance of what you are doing
- Reflect the quality of your services
- Sets the tone for The Listing Presentation
- Hardcover binding
- Personalized

THE LISTING PRESENTATION

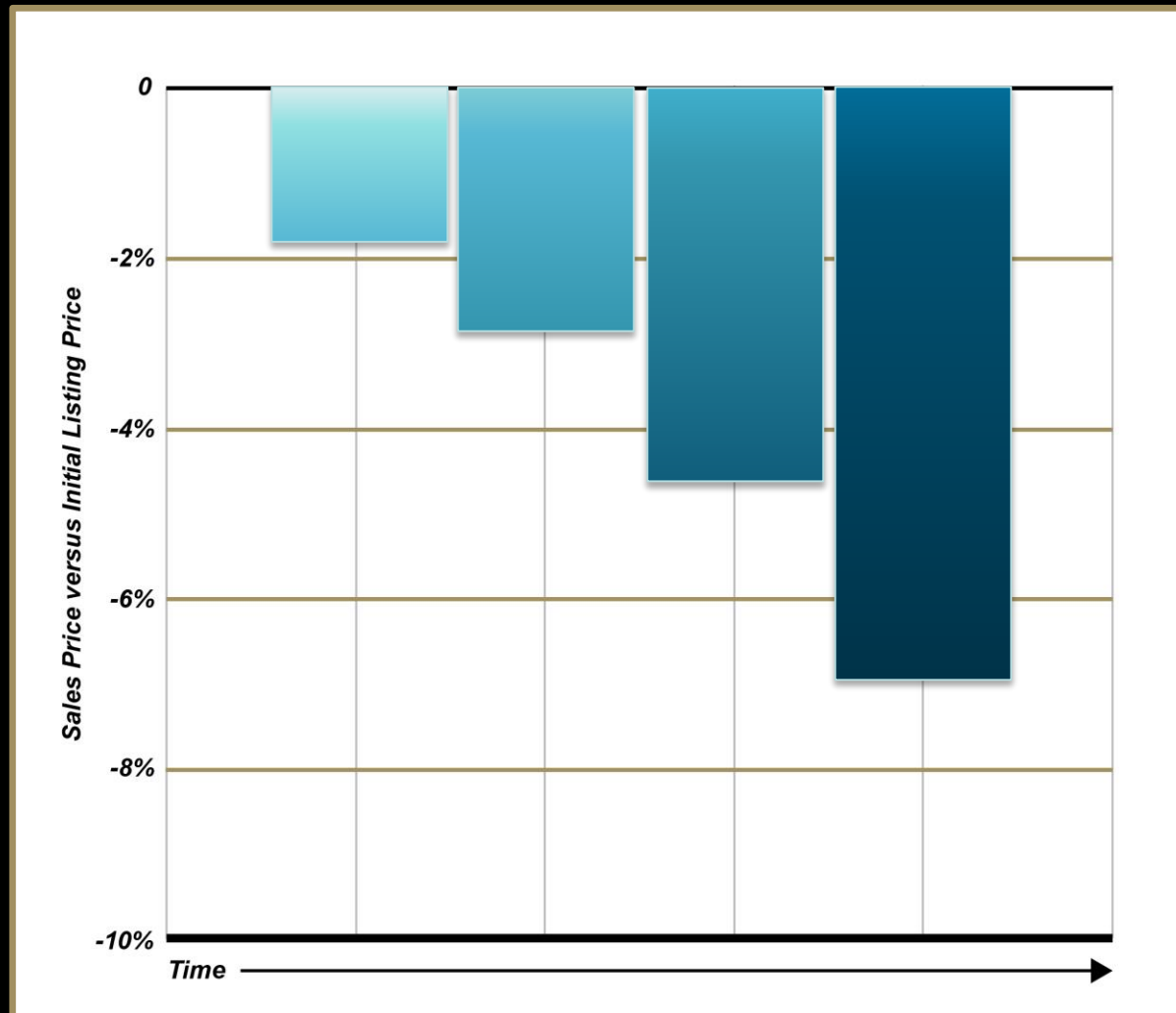
Educate on Pricing Principles

- Activity greatest at outset of listing
- Why have best price when activity wanes?
- Can you reverse the order of blue and green lines appearing



THE LISTING PRESENTATION

The longer your home is on the Market, the *LOWER* the final sales price as a percentage of original list price.



THE LISTING PRESENTATION

Educate on Pricing Theory

- Your benchmarks.
Explain...
 - Your price per, or
 - Assessment ratio
 - Absorption rates
 - List/Sales price ratios
 - Average time on market



CRS ONE DAY COURSE



Succeeding in the Luxury Market

THE LISTING AGREEMENT



Council of Residential Specialists
The Proven Path To Success

THE CONTRACT

ESTATE PUR

14. SURVIVAL OF CONTRACT: All terms, conditions and warranties not performed at the time of delivery of the deed shall survive such delivery.

15. COMMISSION FEES: Purchaser and Seller agree that said contract was negotiated at arms length without assistance of any real estate agents or brokers and that no such fees shall be paid by either party in connection with this contract or sale.

16. ADDITIONAL PROVISIONS: Any additional Provisions set forth on the reverse side, initialed by all parties, are hereby made a part of this contract and this contract states the entire agreement between the parties and merges in this agreement all statements, representations, and covenants heretofore made, and any agreement incorporated herein are void and of no force and effect.

17. SUCCESSORS AND ASSIGNS: This contract shall be binding on the successors and assigns of Seller or Purchaser.

18. REVOCATION OF OFFER BY PURCHASER: This offer shall be binding on the Purchaser and if not accepted by all parties within _____, 20____, this offer shall be void.

19. DISCLOSURES:

disclosures about the property that may be required by law or by the attorney if uncertainty exists as to whether the property is subject to a lien or other encumbrance.

[purchaser's signature above/printed name below]

[purchaser's signature above/printed name below]

SELLER:

[seller's signature above/printed name below]

[seller's signature above/printed name below]

THE LISTING CONTRACT

- DON'T call it a contract
- Authorize me to begin work on sale of your home
- 6 to 12 months or more
 - Limited market
 - Seasonal market
 - Expensive up front
- Present Market Preparation (Staging) Report
- Give written feedback, they are used to this
- Guarantee your work



MAGIC BULLET

- Take seller to front door and show them the house as if they were the buyer.
- Only two or three rooms necessary
- Encourage them to have all agents they are interviewing do this





Succeeding in the Luxury Market



Activity Instructions



1. Tell a Story to Your Group with a another of your USP's

Total time:
10 Minutes





Succeeding in the Luxury Market

- The NAR Code of Ethics & Pricing
- 7 Steps to the Right Price
- Adjusting Comparable Sales
- Luxury CMA Elements

Lesson 8: Pricing the Luxury Home

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc
- Praesent nunc felis adipiscing augue, Pellentesque aliqua
- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

01

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est
- Praesent nunc felis adipiscing augue, Pellentesque aliqua
- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

02

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc
- Praesent nunc felis adipiscing augue, Pellentesque aliqua

03

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc
- Praesent nunc felis adipiscing augue, Pellentesque aliqua
- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

04

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum
- Praesent adipiscing Pellentesque
- Nam nisl ullamcorper sit amet di

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

PRICING CHALLENGES



Council of Residential Specialists
The Proven Path To Success

ONE MORE CHALLENGE

VIOLATING STANDARD OF PRACTICE 1-3

- Is part of the business plan of some of your competitors.
- Control the listings at all cost.
- A certain percentage (20%) will sell

CHALLENGES

- The Big Score
- Motivation key and not always typical
- Number of Heirs
- Expectation of more for custom features
- Rare & unique properties

CRS ONE DAY COURSE



Succeeding in the Luxury Market

PROCESS



Council of Residential Specialists
The Proven Path To Success

THE FIVE STAGES OF SELLER EMOTION



CONTINUE THE PROCESS

- Every move you make...
- From the first call with CMA request to final delivery...
- Better and different

7 STEPS TO THE RIGHT PRICE

1. Gather Sales Data

2. Adjust the Sales

COMPARING THE INCOMPARABLE



FINDING COMPARABLES



- Challenges
 - Different market then
 - Worse/better location than ours
 - Smaller/bigger than ours
 - Different amenities
 - ◆ Dock
 - ◆ Ski in
 - ◆ Water view/front

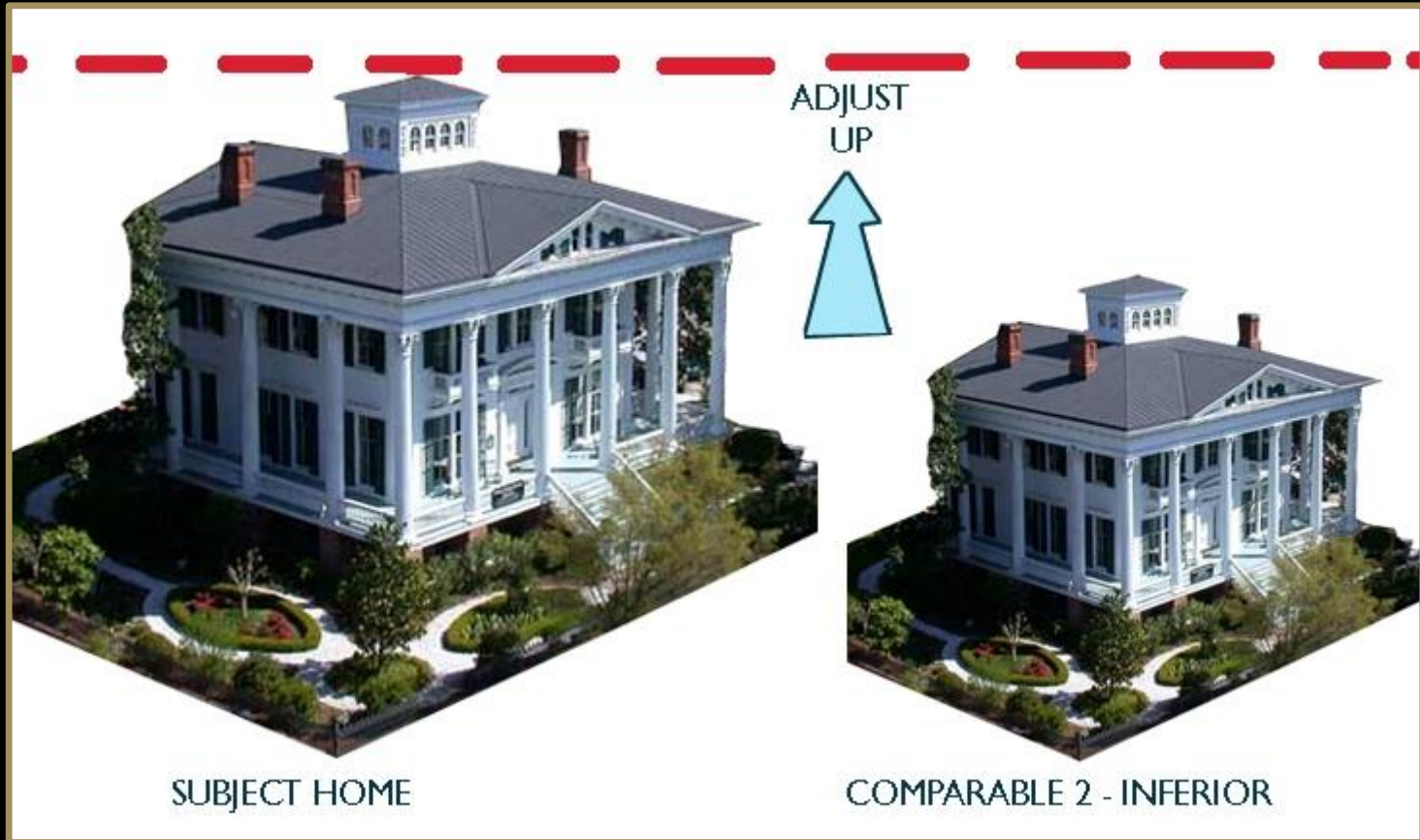
ADJUSTMENTS

\$ vs. %

COMPARING THE INCOMPARABLE



COMPARING THE INCOMPARABLE



PRICE THIS HOME



CLOSEST COMPARISON (.3 MILE)



MARKET COMPARISON



COMPARABLE #1



ITEM	SUBJECT	COMP	ADJUSTMENT
Date	Now	1 Year Back	-5%
Land Area	2 Acres	1 Acre	20%
Condition	New	Needs Work	10%
View	Ocean	Marsh	20%
Total			45%

\$1,000,000	45%	\$1,450,000
-------------	-----	-------------

Sales Comparison Grid

210 Ocean Drive
Bramwich



	SUBJECT	COMPARISON 1		COMPARISON 2		COMPARISON 3	
ADDRESS	210 Ocean Drive Bramwich	83 Little Way Little Island		265 Seaville Shore Road Seaville		123 Caledonia Point New Caledonia	
PRICE		\$7,450,000		\$6,000,000		\$6,800,000	
CURRENT ASSESSMENT*		\$6,769,900	110.0%	\$5,977,800	100.4%	\$7,429,500	91.5%
SALES DATE		Oct-2008	-20.0%	Dec-2008	-20.0%	Sep-2009	-10.0%
LOT SIZE / PRIVACY	1.5 acres	2 acres	0.0%	2.26	0.0%	4.62	-5.0%
HOUSE SIZE (SQ FT)	4,932	5,578	13.1%	4,685	-5.0%	3,733	-24.3%
COST PER SQ FT**		\$400	(\$258,400)	\$400	\$98,800	\$300	\$359,700
AGE	2008	2008	0.0%	2000	20.0%	1996	15.0%
FLOOR PLAN	Colonial	Cape	10.0%	colonial	0.0%	colonial	0.0%
CONDITION	Excellent	Similar	0.0%	Infeior	10.0%	inferior	15.0%
LOCATION	Bramwich	Little Island	15.0%	Seaville	20.0%	New Caledonia	-10.0%
VIEW	Bramwich Bay	Similar	0.0%	Similar	0.0%	similar	0.0%
WATERFRONT	Branwich Bay	Large Stones	10.0%	Inferior	10.0%	smilar	0.0%
DOCK	Seasonal	Timber	-5.0%	Heavy Timber	-5.0%	none	8.0%
BEACH	Bay Beach	None	0.0%	Cove	10.0%	xxBay	0.0%
GARAGE	2 attached	3 Car	-1.0%	na	2.0%	2 car	0.0%
BOATHOUSE	none	na	0.0%	na	0.0%	na	0.0%
APARTMENT	none	na	0.0%	na	0.0%	na	0.0%
POOL	Gunite	Gunite	0.0%	Gunite	0.0%	na	0.0%
OTHER	Guest House	na	0.0%	Cottage	-15.0%	na	0.0%
OTHER	Tennis Court	na	0.0%	yes	-2.0%	yes	-2.0%
OTHER			0.0%		0.0%		0.0%
TOTAL ADJUSTMENT		\$412,100		\$1,898,800		\$1,107,700	
ADJUSTED PRICE as of		\$7,862,100		\$7,898,800		\$7,907,700	

* Average Price to Current Tax Assessment: 100.6%

Current Subject Property Tax Assessment \$ 7,925,000

Indication of Value Using Average Assessment Ratio \$7,976,363

** Market cost per square foot for comparable construction quality

Total Number of Competing Offerings 24

Number of Similar Sales in Past 12 Months 6

There is currently a 4.0 year supply of competing offerings.

ADJUSTMENT SUMMARY

- Your opinion
- Based on something
- Supportable
- Consistent
- Minimize as market permits

SIMPLER QUANTITATIVE APPROACH



Assessment Ratio Calculation

Sale Number	Address	Town	Sold Date	Sales Price	Time of Sale Assessment	Ratio
1	8 Woodland Avenue	Osterville	UA	\$ 500,000	\$ 513,600	97%
2	53 Blamid Road	Osterville	UA	\$ 350,000	\$ 365,400	96%
3	63 Warren Street	Osterville	Apr-11	\$ 400,000	\$ 685,100	58%
4	105 Scudder Road	Osterville	Dec-11	\$ 665,000	\$ 693,000	96%
5	122 mayberry			\$ 650,000	\$ 670,000	97%
Average Ratio						87%

Subject Assessment \$ 479,700

Indicated Sales Price \$ 416,719

Number of Competing Offerings
 Number of Similar Sales in past 12 months

Absorption Rate Years

SIMPLER QUANTITATIVE APPROACH



Per Square Foot Price Metric

Upper Value Lane

Sale						
Number	Address	Town	Sold Date	Sales Price	Square Footage	Per Ft.2
1	8 Woodland Avenue	Osterville	UA	\$ 500,000	5,000	\$ 100.00
2	53 Blamid Road	Osterville	UA	\$ 350,000	4,973	\$ 70.38
3	63 Warren Street	Osterville	Apr-11	\$ 400,000	5,750	\$ 69.57
4	105 Scudder Road	Osterville	Dec-11	\$ 665,000	5,300	\$ 125.47
5	122 mayberry	Osterville		\$ 650,000	4,890	\$ 132.92
					Average	\$ 91.35
					Subject Sq. Footage	5,100
					Indicated Sales Price	\$ 465,907
Number of Competing Offerings			1	Absorption Rate 0.5 Years		
Number of Similar Sales in past 12 months			2			

STEPS 3-7 FOR THE RIGHT PRICE



3. Compare to Benchmark

4. Present Range in Secret

5. Pricing Committee

6. Select Price

7. Test Market Acceptance

CRS ONE DAY COURSE



Succeeding in the Luxury Market

CMA ELEMENTS



Council of Residential Specialists
The Proven Path To Success

CMA ELEMENTS

- As of a date certain
- Use a range
- Leave an out
- CMA cover letter
- Toolkit CMA or similar



PREPARE YOUR SELLER

- Review the process...Up front & *IN WRITING*
- What happens if...
 - No calls
 - No showings
 - High/low web traffic



PRICING MINDSET

If your home is
Not Sold in 180
Days...

I'll Buy It!!





Succeeding in the Luxury Market

- Objection Handling Foundation
- Standing and Preeminence
- Overcoming the Big “O”

Lesson 9: Even the Rich Object

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

01

02

03

04

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

OBJECTION HANDLING



Council of Residential Specialists
The Proven Path To Success

OBJECTION HANDLING BASICS



- Common customer objections
 - Fee
 - Length of contract
 - Not enough ads
 - Exclude buyers

OBJECTION BASICS

- Objections never change...don't be afraid of them...learn them then learn the responses to them



OBJECTION BASICS

- Learn to recognize that at times the prospect is simply bringing up an objection out of habit or to create conversation...
- Understand that you can sometimes smile and continue without answering

CRS ONE DAY COURSE



Succeeding in the Luxury Market

STANDING & PREEMINENCE



Council of Residential Specialists
The Proven Path To Success

STANDING DEFINED

MAIN ENTRY: standing

PART OF SPEECH: *noun*

DEFINITION: position, rank

SYNONYMS: cachet, capacity, character, condition, consequence, credit, dignity, eminence, estimation, footing, place, prestige, reputation, repute, scene, situation, slot, state, station, stature, status, term

Source Thesaurus.com

GOAL OF STANDING

- As close to a CELEB in your market as possible
- Head off objections
 - Answered in advance
 - ◆ Your writing (*i.e.* reports)
 - ◆ Pre-listing presentation
 - ◆ Web presence & copy
- You actually want them to be a little afraid to object

STANDING AT THE O.R.



CREATE STANDING

- If new to market
- If competitive market
- Become an expert on market & value
- Have and follow a process



WITH STANDING



- You are known in your market
- They have prepared for you...
 - Read your Pre-Listing Book
 - Warm vs. cold

ATTAINING STANDING

- Track record over years
- Created via process
- The more you know about your client...
 - The more power you have
 - The more standing you attain



STANDING



- Getting to know you...
 - Google them
 - Discrete inquiry's
 - KNOW their motivation
 - ◆ Ask directly
 - ◆ Indirectly
 - “What will you do when property sells?”

PREEMINENCE

You CANNOT be seen as a commodity

- Remember...
 - Definition of luxury
 - What HNWI's want

CRS ONE DAY COURSE



Succeeding in the Luxury Market

OVERCOMING THE BIG “O”



Council of Residential Specialists

The Proven Path To Success

THE BIG “O”

- Keeps agents on the sidelines
- Stresses agents before and during
- Can take one of several forms

THE BIG “O”

- You never listed in this

- You never sold in this
 - Area
 - Price range
 - Size or scale of property

IT HAS TO BE YOU



- Measuring
- Listing
- Presenting
- Showing
- Copy writing
- Preparing for market
- Be the reason for limited edition

THE BIG “O”

- Limited edition real estate—the only one I’ll take until yours is under contract
- Going to “make my mark” on your listing
- Every move I make every breath I take...
- Last thought each evening, first thought each morning
- I want you thrilled to give me other luxury referrals to build my business on your listing



Succeeding in the Luxury Market

- Basics
- On Line
- Photography
- Brochures
- E & Direct Mail
- Budgeting for marketing
- Video

Lesson 10: Marketing Luxury Home

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

01

02

03

04

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

MARKETING BASICS



Council of Residential Specialists
The Proven Path To Success

BUDGETING FOR MARKETING

- Sales price \$1,000,000.
- GCI \$30,000.
- 10% for marketing \$3,000.
- List 2 to sell 1:
 - \$3,000 has to market two properties

WHERE DO LUXURY BUYERS COME FROM?



ADVERTISING

- Local
- National
- International



PRINT ADVERTISING

- Have a goal
- The company you keep
- Local
- National
- Add reports

PRINT AD



The West facing vistas over Cotuit Bay afford an ever-changing palate of colors and hues. The renowned architect of this home had the ability to capture and blend the historical and timeless style of Cape Cod. This stunning Oyster Harbors waterfront estate is a prime example of his gift. The classic sea-side Colonial-style residence offers seven-bedrooms and 4,132 square feet of living space. Details include raised paneling, natural wood chair rails and moldings and signature curved ceilings. All in a floor plan that assures water views from nearly every room. A one-acre lot with over 200± feet of frontage on Cotuit Bay includes an extensive sandy beach and tree-framed views of Cotuit Bay. Located in Osterville's highly desired gated island community.



JACK COTTON, CRS

SOTHEBY'S INTERNATIONAL REALTY
851 Main Street, Osterville, MA 02655

(508) 776-0009

Jack@JackCotton.com

www.JackCottonRealtor.com

www.390NorthBayRoad.com

\$3,595,000

Sotheby's
INTERNATIONAL REALTY

**JACK
COTTON
SPEAKS**

GOLF AND SEASIDE
ESCAPES

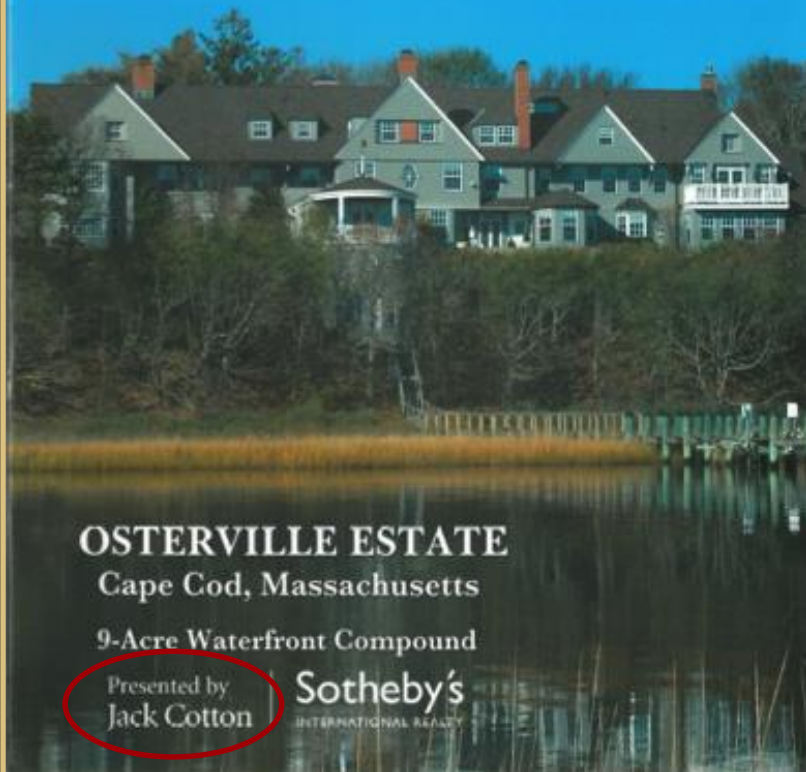
HILTON HEAD ISLAND
RESORT LIVING

DISCOVER CAPE COD,
MASSACHUSETTS

duPont REGISTRY

A BUYERS GALLERY of FINE HOMES®

www.duPontREGISTRY.com



OSTERVILLE ESTATE

Cape Cod, Massachusetts

9-Acre Waterfront Compound

Presented by
Jack Cotton

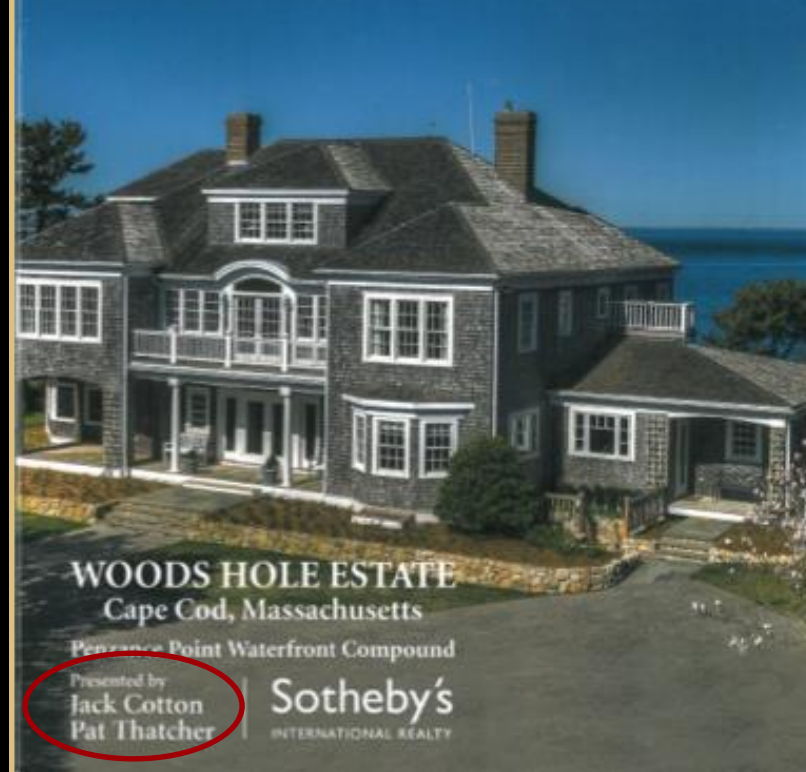
Sotheby's
INTERNATIONAL REALTY

17th Anniversary Special Issue

duPont REGISTRY

A BUYERS GALLERY of FINE HOMES®

www.duPontREGISTRY.com



WOODS HOLE ESTATE

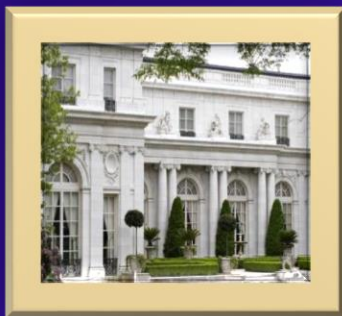
Cape Cod, Massachusetts

Penance Point Waterfront Compound

Presented by
Jack Cotton
Pat Thatcher

Sotheby's
INTERNATIONAL REALTY

CRS ONE DAY COURSE



Succeeding in the Luxury Market

ON-LINE



Council of Residential Specialists
The Proven Path To Success

INTERNET

- High end is online
- Everything we said about them proves it
 - Geo flex
 - Value information
 - Love technology
 - Impulsive—need to know NOW
- Social networking
- Property websites
- SEO
- Mobile

WORD OF MOUSE



- Keep it simple—search is search*
- Give them what they want*
 - Listings
 - Market Data—sold; median prices
 - Area information
- Be realistic regarding tools offered*—Know your strengths
- Property address websites

**Real trends 2008 Web Study*

WWW.OYSTERHARBORSESTATE.COM

Sotheby's
INTERNATIONAL REALTY

26 ACRE WATERFRONT COMPOUND

Oyster Harbors, Osterville ♦ Cape Cod, Massachusetts

Offered by Jack Cotton

[Home](#)

[Location](#)

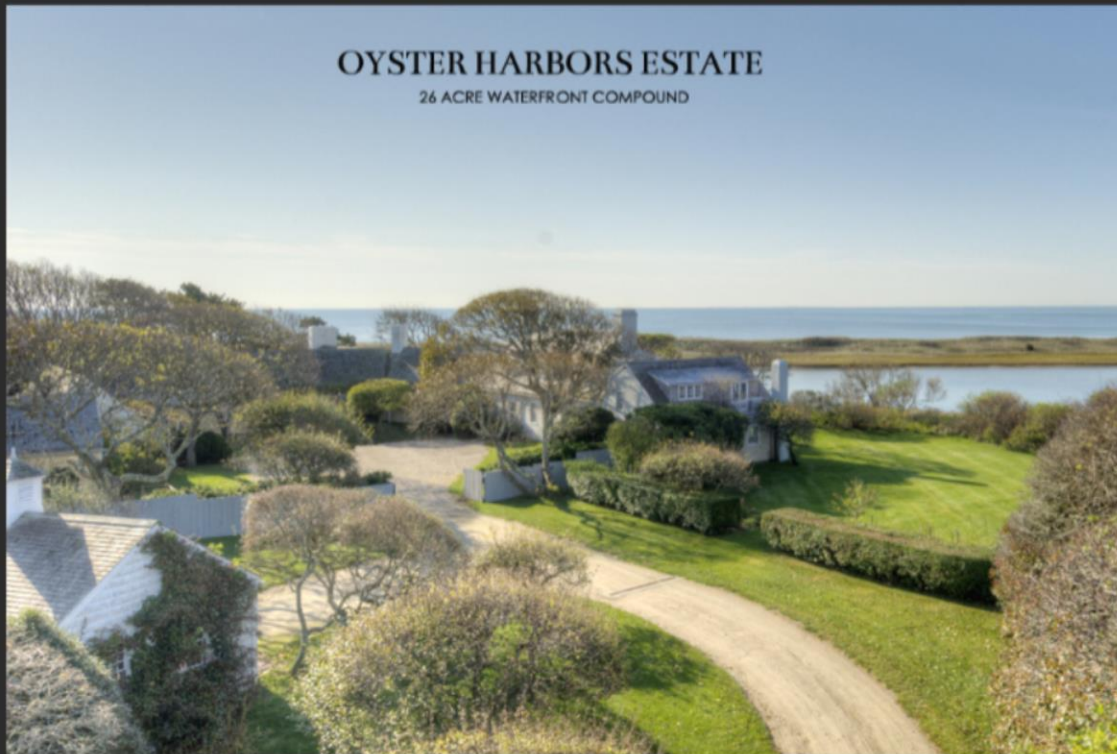
[Property Details](#)

[Gallery](#)

[Contact Us](#)

OYSTER HARBORS ESTATE

26 ACRE WATERFRONT COMPOUND



This website is not the official website of Sotheby's International Realty, Inc. Sotheby's International Realty, Inc. does not make any representation or warranty regarding any information, including without limitation its accuracy or completeness, contained on this website.

© 2012 OysterHarborsEstate.com All Rights Reserved.

Site Development by Visible

**JACK
COTTON
SPEAKS**

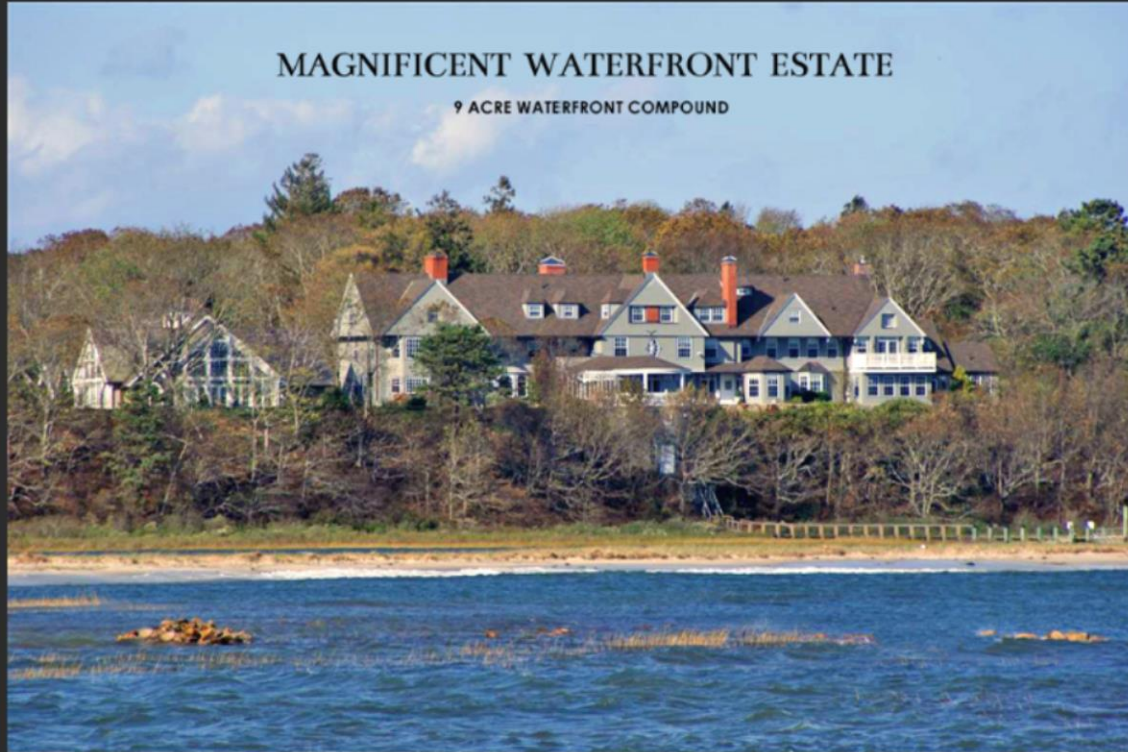
Sotheby's
INTERNATIONAL REALTY

9 ACRE WATERFRONT COMPOUND
52 Ships Eagle Lane Osterville ♦ Cape Cod, MA
Offered by Jack Cotton

[Home](#) [Property Details](#) [Gallery](#) [Video](#) [Contact Us](#)

MAGNIFICENT WATERFRONT ESTATE

9 ACRE WATERFRONT COMPOUND



This website is not the official website of Sotheby's International Realty, Inc.
Sotheby's International Realty, Inc. does not make any representation or warranty regarding
any information, including without limitation its accuracy or completeness, contained on this website.

MOBILE SITE

 **JACK COTTON** | Cape Cod Luxury Real Estate

REGISTER | LOG IN

EMAIL: JACK@JACKCOTTON.COM | TELEPHONE: 508.957.5500

HOME | SEARCH | RESOURCES | ABOUT | CONTACT | BLOG | FREE GIFT

YouTube | Facebook | Twitter



PROPERTY SEARCH

Search by town, feature, or price, like "Homes in Barnstable over \$1 million"

Get Results

Cape Cod Waterfront Homes

Cape Cod is renowned for its natural beauty, rich history, lovely beaches, outstanding boating and coveted lifestyle of relaxed sophistication. [Waterfront homes in Cape Cod](#) represent the ultimate Cape Cod address.

Jack Cotton specializes in the representation of discriminating buyers and sellers of premium properties in and around [Cape Cod towns and villages](#) including Barnstable, Centerville, Chatham, Cotuit, Craigville, Falmouth, Hyannisport, Mashpee, and Osterville. This website is your doorway to Jack Cotton Cape Cod Luxury Real Estate.

Featured Listings



Barnstable MA
Price \$8,695,000
MLS# 21309490
[View Details](#)

AUTOMATIC EMAIL ALERTS

Sign up to be notified when new listings match your search criteria.

ALSO: Save searches, favorites and MORE!

SIGN UP | LOGIN

Sell Your Cape Cod Home



0:00 / 6:21

CRS ONE DAY COURSE



Succeeding in the Luxury Market

PHOTOGRAPHY



Council of Residential Specialists
The Proven Path To Success

PHOTOS

- Professional
- High resolution
- Right lens
- Lighting
- HDR

PHOTOS MATTER



- \$1,000,000
- Listed March
- Withdrawn December
- 9 months on market

WHAT EVER IT TAKES



WHAT EVER IT TAKES



25 FOOT TRIPOD



CRS ONE DAY COURSE



Succeeding in the Luxury Market

BROCHURES



Council of Residential Specialists
The Proven Path To Success

BROCHURES

- 4 color
- Professional photos
- Professional writing
- Don't over inform
- Keep same format
- Hard cover



HARD COVER BROCHURES



BROCHURE COPY

215 FEET SANDY BEACH! House in same family for approximately 60 yrs. True Cape Cod treasure, 5 major bedrooms, 2 smaller/children's bedrooms. 4 1/2 baths. Living room, Dining room, kitchen, sunroom, fireplace library/den, paneled recreation room with wet bar and fireplace. Perfect site to be renovated or rebuilt.

CRS ONE DAY COURSE



Succeeding in the Luxury Market

MAIL: EMAIL & DIRECT MAIL



Council of Residential Specialists
The Proven Path To Success

EMAIL



- No spam
- Use your hooks for subject line
- Content
 - Give teaser and ask for response for balance
- Just listed/sold
- 47% of email opened on phone
- People look at phone 150 times per day
- 80% delete email if does not look good on phone

CRS ONE DAY COURSE



Succeeding in the Luxury Market

PUBLIC RELATIONS



Council of Residential Specialists
The Proven Path To Success

PUBLIC RELATIONS

- What the media wants
 - More hooks
 - News
 - Easy-to-use
- Scoop



PUBLIC RELATIONS

D6 | Friday, January 6, 2012

THE WALL STREET JOURNAL.

THE HOME FRONT

Midcentury Made Modern

A Palo Alto couple takes on an architectural symbol of Silicon Valley

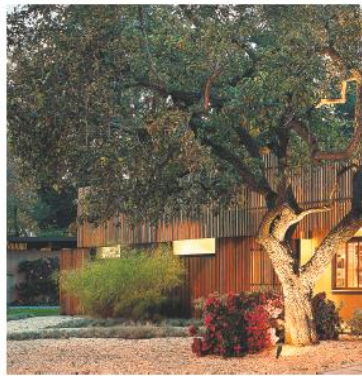


BY NANCY KEATES

Palo Alto, Calif.
GLOBALLY KNOWN as ground zero of the tech boom, Palo Alto is architecturally known for something else: a preponderance of modest wood homes with concrete-slab foundations and midcentury-modern lines. Dubbed "Eichlers," these unadorned homes built mostly in the 1950s and 1960s fit their developer Joseph Eichler's creed to make good design affordable for middle-class home buyers.

quiet street across from an elementary school in 1999. They didn't want to go the route of those they dub the "purists," people who stay uncompromisingly true to the original, modest architecture down to its paint colors. Nor did they want to join the ranks of the "ruiners," those who throw on everything from Greek columns to Mediterranean motifs to second stories.

"We asked, 'What would Eichler do if he were around today?'" said Mr. Hallberg, formerly in marketing for Apple and Cisco, now vice president of global branding at tech company Luma. The couple lived in



from the street that this house is very different.

Mr. Bellomo and his design partner, Thomas Nodda, guaranteed the

house an L-shape. The bed's backboard has built-in shelves separates the bedroom from bathroom.

are as prevalent as Internet start-ups, Alan and Bernadette Hallberg had many examples to help them determine what they didn't want to do to their own Eichler, bought on a

ished in 2011 after about a year for around \$500,000. The house still has the same general shape and elements as the other Eichlers on the block. But it's also immediately apparent

and stainless-steel counters. Brown-stained concrete floors in the front wing lead first to a small sitting area and office and then to the master bedroom, which juts off, giving the

Hallberg. Eichlers have long had a cultural impact in Silicon Valley. According to Walter Isaacson's biography, Steve Jobs lived in an Eichler in Mountain

Blount, who has seen all kinds of Eichler redos, said she approves of this one. "I watched every minute. I've now decided my kitchen is too old-fashioned," she said.

► See more photos of Eichler homes and the other homes featured on this page at WSJ.com/RealEstate.



Located in Wolf Creek Ranch



Opportunity and Elegance in a 'Gated' Estate

Own Your Own 160-Acre Equestrian Estate at Wolf Creek Ranch. Hidden deep within the quiet expanses of Wolf Creek Ranch sits an estate of pure rustic elegance. The 12,870 square foot, 6-bedroom home is reminiscent of simpler times, without sacrificing modern amenities and comforts. Yet this estate is more than a stunning house. The 2,000 sq. ft. guest home adds two more bedrooms and lets you be a more-than-generous host while the equine enthusiast in you will be dated by the 8,500 sq. ft. climate-controlled stables and indoor riding arena. Wolf Creek Ranch is home to 84 estates of 160 acres each, allowing you to join a community of accomplished individuals while retaining an unmatched level of privacy.

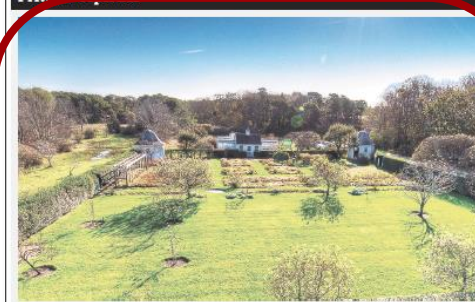
Prudential | Utah Real Estate | Will Lange | Exclusive Listing Agent | (435) 640-0001 | wlange@pru-utah.com

See this Estate-of-the-Art Equestrian Residence at gatedestate.com

Price reduced to \$9.75 million from \$13.75 million



Private Residence



15-67 Carly Anderson, Val Rode, Brown Harris Stevens

Mellon Estate in Cape Cod Asks \$28.7 Million

Rachel "Bunny" Mellon has listed her 26-acre waterfront compound on a private Cape Cod island for \$28.7 million.

The 101-year-old Ms. Mellon, long one of the wealthiest women in America, and her late husband, philanthropist and banking heir Paul Mellon, bought the property in the 1940s. They built a cedar-shingled, Cape Cod-style house of about 7,000 square feet on the main, seven-acre parcel, plus a beach house, detached artist's studio, greenhouses and a tennis court. Ms. Mellon, a noted horticulturist who designed the White House Rose Garden for her friend Jacqueline Kennedy, also created orchards and gardens on the estate. The property has almost 1,000 feet of shoreline and is available in its entirety or in parcels.

Ms. Mellon, whose main residence is in Virginia, is selling because she doesn't use the property frequently anymore, says listing agent Jack Cotton of Sotheby's International Realty. Mr. Cotton says the hope is to find a conservation-minded buyer for the entire estate.

apartment at Fifth Avenue and 62nd Street was part of an apartment designed for Mrs. Post in 1926; the space was later divided. The 4,300-square-foot penthouse is nearly surrounded by a terrace of about the same size and has city and Central Park views. A gallery off a private landing opens to a living room, library, dining room and kitchen. The apartment has a staff room and bath.

A guest apartment within the penthouse, with a living room, bedroom, bath and kitchen, is accessible via the landing and could be combined with the rest of the apartment. The seller is the estate of the late Marjorie Ussell, who bought the apartment in 1959 and renovated it two years later. Armin Allen of Brown Harris Stevens, a Christie's International Real Estate affiliate, has the listing.



Morgan Ellison Sells

PUBLIC RELATIONS

M2 | Friday, January 11, 2013

THE WALL STREET JOURNAL. 7

PRIVATE PROPERTIES

Email: privateproperties@wsj.com

WSJ.com/Mansion



French Businessman François Pinault Buys \$16.5 Million Bel Air Estate

French luxury-goods magnate François Pinault paid \$16.5 million for a 6,400-square-foot home in Bel Air, an exclusive section of Los Angeles, according to two people close to the deal. The seller was Ronnie Sassoon, widow of hair-industry tycoon Vidal Sassoon.

Known as the Singleton House, the home was built by noted architect Richard Neutra in 1959, having been commissioned by industrialist Henry Singleton. It is located up a 300-foot-long gated driveway on a 3-acre knoll that overlooks the city below, from downtown Los Angeles to the Pacific Ocean.

According to the listing, the house has four bedrooms and five bathrooms and opens onto courtyards. The property



has a pool, spa and gardens. The stones in the garden were arranged by sculptor Isamu Noguchi. There are walls of glass

throughout the home and the master suite has a sitting room, a Japanese soaking tub and a steam room.

The Sassoons bought the home in 2004 for \$6 million, according to public records. Mr. Sassoon died last year. The home was listed late last year for \$17.99 million. Mr. Pinault owns many retail brands including Gucci as well as Christie's auction house. A billionaire, Mr. Pinault is also known for owning one of the biggest contemporary-art collections in the world.

Kurt Rappaport of Westside Estate Agency represented the seller, Ms. Sassoon did not return a request for comment.

—Lauren Schuler Blum

William Koch Buys Rachel 'Bunny' Mellon's Cape Cod Compound for \$19.5 Million

Billionaire William Koch has bought the Cape Cod estate of philanthropist Rachel "Bunny" Mellon for \$19.5 million. The approximately 26-acre waterfront compound on a private island called Oyster Harbors had been listed for \$28.7 million. Mrs. Mellon, now 102, and her husband, the late banking heir Paul Mellon, bought the property in the 1940s. The estate includes almost 1,000 feet of shoreline, an approximately 7,000-square-foot main house, a beach house, a detached studio, a tennis court and greenhouses.

Mr. Koch says that while he plans to update some features of the main house, he likes the Cape Cod style and will be preserving it. "I want to make it a family compound," says Mr. Koch, who has six children. He adds that he first bought in the area in 1984 and in December 2012 bought a neighboring 12-acre estate, bringing his total holdings on the private island to about 40



RACHEL MELLON with husband Paul Mellon, in 1971.

acres. Mr. Koch describes both the Mellon and 12-acre purchases as something that happens "once in a lifetime": "Those properties have been tied up for 80 years."

Mr. Koch bought the property through Home Port Investments LLC. Jack Cotton of Sotheby's International Realty brokered the transaction.

—Sarah Tilton



© Associated Press



Billionaire Howard Marks Sells Malibu Home for a Record \$75 Million

Billionaire investment manager Howard Marks has sold his 9.5-acre es-

tate of about 15,000 square feet, with eight bedrooms and 14 bathrooms. There are

the swimming pool. The Markses also worked closely with Mr. Smith in design-

© Associated Press

SOLD & TOLD

- More PR
- Mailers
 - Cards
 - Letters
 - Newsletter copy



CRS ONE DAY COURSE



Succeeding in the Luxury Market

VIDEO



Council of Residential Specialists
The Proven Path To Success

VIDEO

Video needs to be in marketing plan

- Interviews
- Builders, designers, decorators, etc.
- 73% of SELLERS Say they will list with an agent who will make a video of their property
- 86% of BUYERS use Videos
- 70% of BUYERS use Videos to “see inside”
- Create Neighborhood or Community Videos
- Use Video to convey your expertise

VIDEO

- Quality
- Length
- Title & transcripts for SEO
- Posting
- Three Examples



VIDEO—TELL A STORY



VIDEO—TELL A STORY



VIDEO—TELL A STORY





Succeeding in the Luxury Market

Lesson 11: Luxury Open Houses

- The Internet & Open Houses
- Public (Semi) Open Houses
- Broker Open Houses

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

01

02

03

04

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

THE INTERNET & OPEN HOUSES



Council of Residential Specialists

The Proven Path To Success

OPEN HOUSES

- The bridge from *lurking* to *looking*

PROSPECT MINDSET

Internet fosters lurking

- Putting off relationship with agent
- Open house bridges the gap
- Desire for info has to outweigh pain of relationship
- Takes a lot to get up the walk



GETTING NAMES



Have Something Of Value

- One copy
 - Company magazine
 - Book
 - Report
 - Other
 - ◆ Have to subscribe—ethical bribe

OPEN HOUSES



293 Green Dunes Drive
West Hyannisport

Sotheby's | **Sotheby's**
INTERNATIONAL REALTY

VIEW DISTINCTIVE PROPERTIES IN EVERY PRICE RANGE AT CAPECODSIR.COM

Kathy Deerman
508.957.5569

Susan Gill
508.957.5578

Joan Witter
508.957.5566



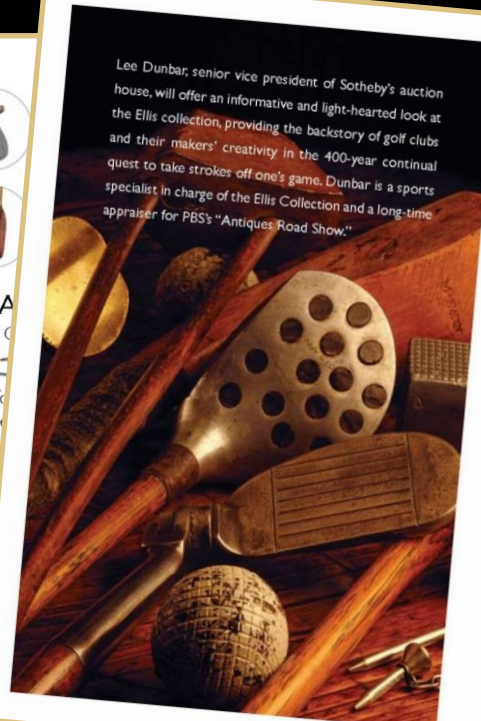
ABOVE PA

The Jeffrey B. Ellis Antique Golf C

A Memorable Event for
Special Clients & Fri



Lee Dunbar, senior vice president of Sotheby's auction house, will offer an informative and light-hearted look at the Ellis collection, providing the backstory of golf clubs and their makers' creativity in the 400-year continual quest to take strokes off one's game. Dunbar is a sports specialist in charge of the Ellis Collection and a long-time appraiser for PBS's "Antiques Road Show."



Please join us to preview this special selection of antique golf clubs at **POINT OF VIEW**, an outstanding estate located on Nantucket Sound.



Date: Thursday, August 9th 2007

Time: 5:00 pm – 7:00 pm

Place: 293 Green Dunes Drive
West Hyannisport

R.S.V.P. by July 15th: 508.778.7866

Reservation required. Space is limited.



Presented by:
Kathy Deerman, Susan Gill, Joan Witter
with thanks & appreciation.

CRS ONE DAY COURSE



Succeeding in the Luxury Market

BROKER OPEN HOUSES



Council of Residential Specialists
The Proven Path To Success

OPEN HOUSES

For fellow Realtors:

- Give written notice
- Call to remind
- Gift box & drawing for agent cards
- Feed Them?

OPEN HOUSES

RIVERSIDE BOULEVARD LUXURY OPEN HOUSE TOUR WEDNESDAY, APRIL 9TH, 2014 12:00PM TO 2:00PM



The Aldyn, 60 Riverside Boulevard #1711 (W 62nd - W 63rd)

Price: \$13,900,000 | Rooms: 12 | Beds: 6 | Baths: 7.5
Interior SF: 5,960 | Exterior SF: 1,475 | Monthly cc: \$5,663 ret: \$1,456

Palatial 6-bedroom duplex on the Hudson boasts spectacular sunsets from the 1475+/-SF terrace. Dramatic double-height living/dining, eat-in kitchen. White glove condo and service; fitness spa, golf simulator, rock climbing wall, pool, basketball courts, bowling alley, playroom and on-site garage. A luxury lifestyle of grand proportions.

Mara Flash Blum - Sotheby's International Realty | 917.607.7456
Marafash.blum@sothebyshomes.com
<http://www.sothebyshomes.com/nyc/sales/0136620>



The Aldyn, 60 Riverside Boulevard #2703 (W 62nd - W 63rd)

Price: \$4,450,000 | Rooms: 5 | Beds: 3 | Baths: 3.5
Interior SF: 1,774 | Exterior SF: 100 | Monthly CC: \$1,625 RET: \$418

Hudson River views from all rooms in this exquisitely crafted Southwest corner three bedroom / three and a half bath home by visionary designers, Roman and Williams. This spacious home features a private outdoor loggia with expansive Hudson River, downtown and George Washington Bridge views. Private storage unit included.

Ian Wolf - Douglas Elliman | 212.460.0645 | iwolf@elliman.com
Robert Dvorin - Douglas Elliman | 212.460.0621 | rdvorin@elliman.com
<http://www.elliman.com/new-york-city/the-aldyn-60-riverside-boulevard-unit-2703-manchattan-fmzpzkh>



The Aldyn, 60 Riverside Boulevard #1111 (W 62nd - W 63rd)

Price: \$5,790,000 | Rooms: 7 | Beds: 4 | Baths: 4
Interior SF: 2,755 | Monthly cc: \$2,436 ret: \$963

Designer four bedroom showcase. Floor to ceiling windows with Hudson River views. Raised panel entry foyer, Brazilian Jatoba cherry wood floors, gourmet kitchen with custom built in cabinets, high-end appliances, Bosch washer/dryer, split bedrooms with custom built in bookcases, master bedroom with home office.

Nicholas Russo - Douglas Elliman | 212.350.8500 | nrusso@elliman.com
<http://www.elliman.com/new-york-city/the-aldyn-60-riverside-boulevard-unit-1111-manchattan-msjgvt>



The Rushmore, 80 Riverside Boulevard #1DE (W63rd - W64th)

Price: \$5,495,000 | 13 Rooms | 5 Beds | 4.5 Baths
SF: 3,697 ft | Monthly CC: \$3,192 RET: \$1,169

Upon entering this majestic combination unit at the luxurious Rushmore building on Riverside Boulevard, you will be immediately impressed by the enormous 36 by 34 foot grand room with stunning lofted ceilings two stories high intelligently laid out in an elegant L shape creating a designated open



Succeeding in the Luxury Market

- Pre-Showing Activities
- 12 Showing No No's
- Demonstrating the Luxury Home

Lesson 12: Showing Luxury Homes

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

01

02

03

04

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

PRE-SHOWING ACTIVITIES



Council of Residential Specialists

The Proven Path To Success

PREPARATION—PREVIEW LISTINGS

- Own Listings
- Company
Listings
- MLS Listings
- FSBO's

*To preview or not to
preview—not really the
question*

SELLING STRATEGY



*Eliminate properties that don't
fit your buyer's profile*

- Save time and frustration

SELLER AT HOME?

If so, you goofed!



CRS ONE DAY COURSE



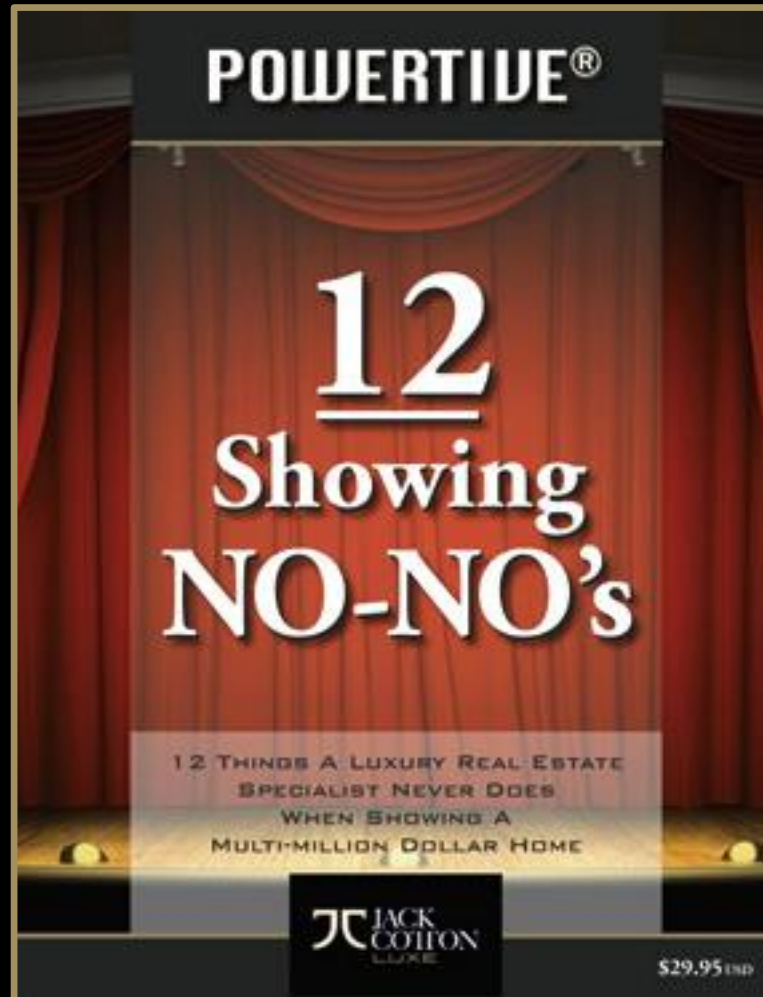
Succeeding in the Luxury Market

12 SHOWING NO NO's



Council of Residential Specialists
The Proven Path To Success

SHOWINGS



CRS ONE DAY COURSE



Succeeding in the Luxury Market

DIFFERENT APPROACHES TO
SHOWING



Council of Residential Specialists

The Proven Path To Success

DEMONSTRATING THE PROPERTY

- Land



DEMONSTRATING THE PROPERTY

- By water



DEMONSTRATING THE PROPERTY

- From the air





Succeeding in the Luxury Market

Lesson 13: Luxury Offers

• Luxury Offer Basics

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

01

02

03

04

05



COMPLETING THE OFFER

Get a sizable earnest money deposit by telling them:

- What is needed
- Not asking them how much they would like to put down
- On the other hand...
 - Lower deposits lowers *YOUR* risk in situations where both sides demand its return



Succeeding in the Luxury Market

- Negotiation Basics
- Preparing to Negotiate
- Common Negotiation Tactics
- Jack's Three Rules of Negotiation

Lesson 14: Luxury Negotiations

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- Lorem ipsum dolo ultrices. tincidunt Suspendisse pote Praesent vitae est

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus mauris, ullamcorper. Phas convallis. Integer nec, dictum sed arc

- Praesent nunc felis adipiscing augue, Pellentesque aliqua

- Nam nisl erat, acc ullamcorper eu felis sit amet diam. Nam

Lorem ipsum

- In a lacus ullamcorp convallis, nec, dictu

- Praesent adipiscing Pellentesq

- Nam nisl ullamcorp sit amet di

01

02

03

04

05



CRS ONE DAY COURSE



Succeeding in the Luxury Market

NEGOTIATION BASICS



Council of Residential Specialists
The Proven Path To Success

ARE YOU A NEGOTIATOR?

We are inborn negotiators:

“If you let me stay out until midnight then I’ll tidy my bedroom”

We negotiate all the time

- To get a pay rise
- To get promoted at work
- To buy a car, a house
- For business
- *KIDS!*



CRS ONE DAY COURSE



Succeeding in the Luxury Market

PREPARING TO NEGOTIATE



Council of Residential Specialists
The Proven Path To Success

USEFUL QUESTIONS

Find out as much as you can about the other side

- Remember pre listing research
- Ask what their interests/objections are
- What are you most concerned about...
- What problems do you foresee?
- Is there anything else we need to do to...

Listen attentively

DIRTY TRICKS



- Recognise the tactic explicitly
- Question the tactic, not their personal integrity
- Insist on using objective criteria
- As a last resort—turn to your BATNA and leave the negotiations



NEGOTIATION TACTIC #1



NEGOTIATION TACTIC #2



LANCE MORROW

“Never forget the power of silence, that massively disconcerting pause which goes on and on and may at last induce an opponent to babble and backtrack nervously.”

NEGOTIATION TACTIC #3



NEGOTIATION TACTIC #4



Limited Authority *aka.*
Blame the Spouse

LIMITED AUTHORITY

Position

- Our fee pre-printed in the listing agreement



NEGOTIATION TACTIC #5



NEGOTIATION TACTIC #6



NEGOTIATION TACTIC #7



Low-
Balling

NEGOTIATION TACTIC #8



NEGOTIATION TACTIC #9



NEGOTIATION TACTIC #10

to send (a boat, esp. one that
the water: The new aircraft car-
ed by the queen. 2 to send (a
ment) into the sky or space,
ur nuclear missiles can be
ice. 3 to begin (an activity,
unched a fierce attack on his
anning to launch a company
y held a special party to
ring it to public attention
to throw very hard (eg)
of and brought him to the
other
a highly suggestive, revealing
the subject of the book

[illegible]

PLAYING BY THE SAME RULES



- Concentrate on merits rather than positions
- Don't resist force
 - Seek out and discuss principles underlying the other side's positions

CRS ONE DAY COURSE



Succeeding in the Luxury Market

JACK'S THREE RULES OF
NEGOTIATION



Council of Residential Specialists
The Proven Path To Success

JACK'S THREE RULES

...of Negotiation

1. Create Standing

SOURCES OF STANDING

- Authority
- Knowledge
- Scarcity
- Contacts or connections
- Right place at the right time
- Need
- Urgency
- Personality
- Your funnel or pipeline

JACK'S THREE RULES

Tell them right up front you are expensive

- Tell story about another commission reduction attempt
- Eradicates sticker shock
- Less likely to have commission as an issue

*“Negotiating is not listening
to what they say, but finding
out what they want.”*

JACK'S THREE RULES

...of Negotiation

2. *NEVER* assume

NOT ASSUMING



JACK'S THREE RULES

...of Negotiation

3. Detach from the outcome

JACK'S THREE RULES

Be willing to walk away. What do you need to be at that level?

- Rich
- Reserves
- Full pipeline
- Business plan
- Systems and dialogs

UNKNOWN

“In a negotiation, he who cares less wins.”

– *Unknown*



Succeeding in the Luxury Market

Course Summary Notes



- ❖ The seven steps for breaking into the luxury market include; (1) identifying and mapping your market, (2) becoming an expert, (3) storming the gates, (4) creating your process(es), (5) developing your USPs, (6) overcoming the big “O”, and (7) getting your first luxury listing, getting it sold, and telling the world.
- ❖ It is critical to map your market.
- ❖ Attain the five levels of expertise.
- ❖ To find your first luxury market listing you need to; learn your market, gain luxury market expertise, offer that expertise to gatekeepers, and develop effective USPs.
- ❖ Your listing presentation is to be developed using the principles of great presentations and needs to include your unique value proposition.
- ❖ Marketing in the luxury market requires professionally developed content and requires at minimum, a 12 month marketing plan.





Succeeding in the Luxury Market

Course Summary Notes



- ❖ Have a process for pricing. You can use the seven steps for proper pricing from this course; gathering sales data, adjusting comparables, comparing to benchmarks, presenting in secret, use a pricing committee, selecting and testing your price. Alternatively, you can develop your own.
- ❖ Negotiation necessitates review, research, practice , and back up plan for getting to yes.
- ❖ For improved negotiation results you should; build preeminence, never assume, and learn to detach from the outcome.
- ❖ Create a plan to successfully enter and succeed in the luxury real estate market.





Succeeding in the Luxury Market



Activity





Succeeding in the Luxury Market



Activity Instructions



1. For this activity you are to create weekly activities that you will implement upon your return to the work place.
2. These activities are to be scripted as Week 1, Week 2, Week 3, and Week 4 activities.
3. All activities must align with appropriate measures for getting your first luxury listing.

Total time:
12 Minutes





Succeeding in the Luxury Market



Discussion





Succeeding in the Luxury Market



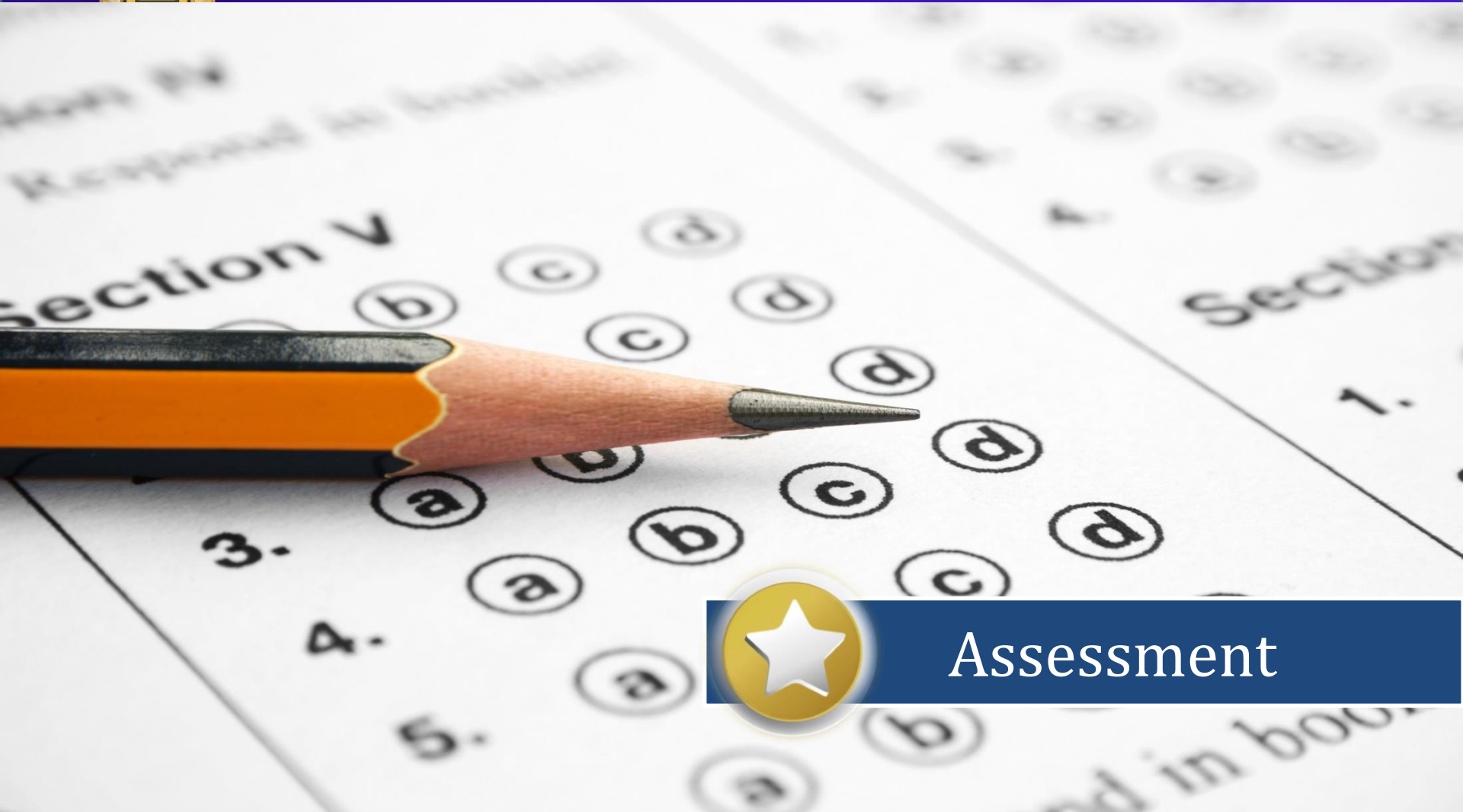
Questions?



Council of Residential Specialists
The Proven Path To Success



Succeeding in the Luxury Market



Assessment





Succeeding in the Luxury Market

JackCotton.com

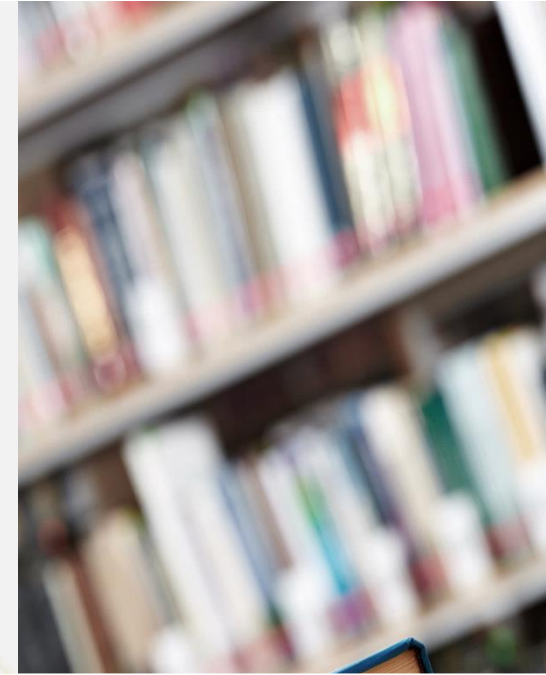
- Order Jack's books & DVD's
- Sign up for FREE weekly video Luxury Real Estate training newsletter
- Extensive FREE video library

LuxuryBusinessPlan.com

- Download a FREE Business Plan Template

LuxuryRealEstateUnplugged.com

- Monthly LIVE Group Coaching with Jack Cotton
- Private Facebook Group



Resources





Succeeding in the Luxury Market

Market Preparation Checklist

- www.ATaleOfTwoHouses.com
- Email Jack for FREE 14 page Guide: “How to Create A Market Preparation Checklist”

JackCottonRealtor.com

- Jack’s agent website

Jack@JackCotton.com

- Questions for Jack?



Resources

