



Name & Phone



The Monroe Company, Inc.

PO Box 58241 ~ Fayetteville, NC 28305

910-624-7100 ~ Zan@ZanMonroe.com

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My goal is to inspire and educate 10 million people by January 1, 2020

The Skills Agents Need to Succeed

1. 7 Lessons for Success.
2. A Simple Written Business Plan.
3. A Business that will Produce Consistent Income.
4. Sales Systems suited for Today's Consumer.
5. Seller Systems that get Houses Listed.
6. Pricing and Positioning that Sells Houses Quickly.
7. Buyers Systems that Satisfy Today's Buyer.
8. Wealth Creation.

3 Things I Want to Learn at RECHARGE:



1

7 Lessons for Success

"Your beliefs determine your success"

1. _____

2. _____

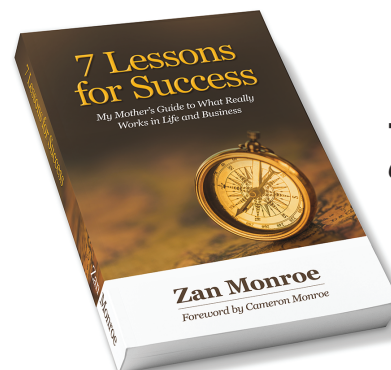
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5. _____

6. _____

7. _____



**7 Lessons
for Success**
available today
\$20

2

World's Simplest Business Plan

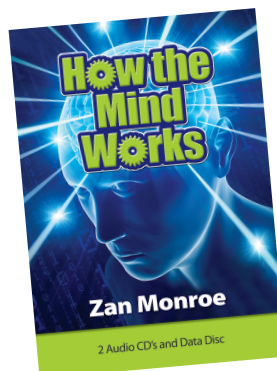
"A written business plan is the difference between a salesperson and an entrepreneur."

1. Where am I? _____

2. Where do I want to go? _____

3. Why? _____

4. How? _____



**How the
Mind Works**
available today
\$99

Are You Running Your Business Like A Business?

YES	NO	MARKETING
		Do you have a database of names, addresses, phone numbers and other information on your clients readily available at your desk?
		Do you have a scheduled time each week/day when you communicate with your clients/friends?
		Do you do this consistently?
		Do you meet with your clients once a year for a review of their real estate?
		Do you have a system for generating a continuous flow of buyers and sellers?
		Are you the Cause of what's happening?
		Do you know where your business comes from specifically ?
		Do you have an up to date Personal Web Site and Business Facebook Page?
		LISTING PRESENTATION Do you have a Prelisting Interview Form near your phone?
		Do you have an up to date Prelisting Book ? Do you use it?
		Do you have several Listing Packages and Buyer Packages at your desk so they are easily accessible when you need them?
		Have you trained someone as to how you want this put together (order of pages, etc.) so it can be generated quickly and without "Brain Damage"?
		Do you have a powerful Listing Presentation that uses facts, dialogs, visual aids, stories, and research?
		And a Listing Presentation that: Demonstrates how you add value ? Differentiates you from the competition?"
		Shows at least 5 things that you or your company do for the seller that your competition doesn't do?
		Shows a marketing plan/checklist for your listings?
		Handles the 5 most common objections to listing?



YES	NO	PRICING AND POSITIONING PRESENTATION
		Do you know how to use the MLS/County Records to do an accurate Pricing and Positioning Presentation?
		Do you use Absorption Rates, Odds of Selling and the FLOW Rates of the market when discussing pricing and positioning their home for sale?
		Do you have dialogs and visual aids to help shift a seller from a price mindset to a results mindset?
		Do you demonstrate how to position the sellers home in the top 30% of the market so it will sell rapidly?
		Do you use a bound Pricing Presentation?
		BUYERS PRESENTATION Do you have a Buyer Interview Sheet and Buyer Packet readily available? Do you use the 10 Step Buyer Process ?
		Do you have your most common letters and emails standardized so you don't have to create an original every time you want to communicate with someone?
		Do you know your product , your market and your competition? Do you know these better than your customers?
		LIVING A BETTER LIFE Do you have routines that keep you in balance and rituals that help you perform at your best?
		Do you use Quicken or Quick Books to do your business accounting so you know that your business is profitable?
		Are your taxes paid ?
		Do you have a feel-good account ? (mad money, boat, shoes!)
		Do you have a plan to create wealth by owning investment Real Estate? Do you invest with a Profit Sharing Plan?
		Do you have a Written Business Plan that includes written goals for the year?
		Do you have a Bucket List : a list of the cool things you want to do, be and have in your life?
		Do you have a plan to build a business based on customer satisfaction and referrals ?
		Do you know your Income Per Hour ? Is your financial house in order so you are not distracted?



3

Building a Business for Life

"I am a Proactive Trusted Real Estate Advisor to 200 people."

How does today's buyer and seller find their agent?

Why you should build a Database

of families _____ x \$1,000 per family = _____ Income

Based on average Sales Price of \$200,000

Managing Your Database

A – Raving Fans

B – Fans

C – Current Clients

D – Delete

Communicating with your Database

You must communicate your value to your database every 30 days to maintain T.O.M.A.

(Top of Mind Awareness)



Client Communication Program

1. Marketing to Demonstrate Your Expertise in Real Estate

Marketing from the Head

Market Research on the value of their house and Neighborhood

2. Marketing to Create a Relationship

Marketing from the Heart

Personal Notes

Community Events

3. Personal Contact - Face to Face or on the Phone

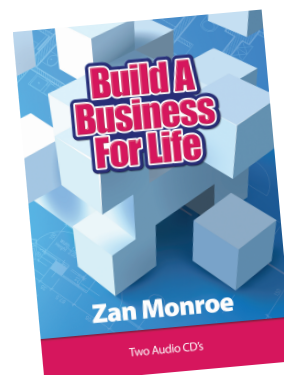
Ask FORD questions and Listen for Change in their lives

- **F**amily and Friends
- **O**ccupation
- **R**ecreation
- **D**reams and Future Plans



10 Magic Marketing Miracles

1. Your Daily Gratitude's.
2. Real Estate is a business. Show Up! Keep regular business hours.
Work ON your business in the morning. Work IN your business in the afternoon.
3. Write 2 thank you notes every day!
4. Focus on your Hot List daily. (Who is ready to buy/sell NOW!)
5. Focus on your Warm List daily. (Who will buy/sell this year)
6. Call your current buyers/sellers each week.
7. Schedule 2 Real Estate Reviews this week.
8. Schedule 50 Live Contacts (face to face or on the phone) this week.
9. Review your database for property matches (weekly) and with your mail outs (newsletter)
- 10: Educate the owner of your business!!!



**Build a
Business
for Life**
available today
\$50

17 Hour Work Week

1. Schedule 1- Hour - Weekly planning meeting with yourself.

- Sunday Night or Monday Morning works best
- Review your work from last week.
- Plan your work this week.

2. Schedule 1- Hour – Daily exercise.

3. Schedule 1- Hour Every Day (5 Hours) - Morning Marketing.

- 9:00am – 10:00 am Daily Monday - Friday.
- Get to the office and **start work day at a set time** each day.
- Call your database or see them face to face
- Send Real Estate Info and Community Info to Your Database.
- Write and send **10 personal notes each week** (2 per day).
- Thank you, congratulations, thinking of you.

4. Schedule 2 - Hours – Conduct 2 **Real Estate Reviews** each week.

- A Real Estate Review is for one specific client at a time. It is a simple look at the activity in their specific neighborhood for Actives, Closed, Average sales price. This is not a solicitation for a listing. This is designed to establish you as their **Trusted Real Estate Advisor**.

5. Schedule 2 – Hours - **Customer Service Calls**

- Morning is best.
- Call all your active sellers, under-contract buyers and active buyers.
- Remember to FORD them on every call. Listen for Change!



17 Hour Work Week

6. Schedule 2 – Hours – FORD Calls

Call your entire database every month or see them face to face.

- a. Ask FORD Questions: Family – Occupation – Recreation – Dreams
- b. Your goal is to talk to 50 People each week on purpose.
- c. Call closed clients once a month for 1 year.
- d. Call on Birthdays, Anniversaries, Holidays, How's your Mama?
- e. LISTEN for Change in their lives or the lives of their friends and family.
Change drives real estate needs.
Births, Deaths, Marriage, Divorce.

7. Schedule 2 Lunches - Breakfasts - Coffee this week with
a prospective referral source.

8. Schedule 2 sessions this week for **paperwork and office cleanup.**

9. Schedule 1 - Hour to **review your customer list** and compare it with
your current listing inventory.



4

Sales Systems

"You can have all the technology in the world, but sooner or later you need the sales skills necessary to sit down at the kitchen table with a buyer or seller."

Three Rules of Selling

1. _____

2. _____

3. _____

World's Greatest Sales Presentation

1. _____

2. _____

3. _____

4. _____



Four Personality Types

1. Power People _____

2. Party People _____

3. Peace People _____

4. Perfection People _____

Three Learning Styles

1. Visual Learners (75%) _____

2. Kinesthetic Learners (15%) _____

3. Auditory Learners (10%) _____

Notes



RECHARGE Review

Prioritize the great things you have learned and you want to add to your business. Add 1 per week for the next 6 weeks.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____



Morning Ritual

- Get in a Quiet Place so you can focus on YOUR priorities.
- Review Business Plan to Focus Your Activities
- List your top 5 Priorities for Today (20 Points for Each Item Completed)
- Send Real Estate Market Data to your Database
- Send 2 Hand Written Notes to your Database
- Calls: Hot List - Warm List - Current Clients – FORD Calls



5

World's Greatest Listing Presentation

"I am in charge of the process. The seller is in charge of the decisions!"

1. Pre-Listing Interview

- Customer Service begins when you inquire into the seller's needs.
- Explain the Process to the Seller
 - Here's what happens next...
 - Will that work for you?

2. Deliver a Pre-Listing Package

- Pre-Listing Package is information designed to promote you and your services to the seller before you arrive for the listing appointment.
- Customize your pre-listing package based on seller interview
- Include anything and everything that will show the seller what it takes to hire you to sell their home.

3. Prepare Pricing Information

- Absorption Rate – Odds of Selling – FLOW Rate of Market
 - How long will it take to sell this house?
 - How many months' supply of this price range is on the market?
- Sold – Actives – Expired - New Homes



4. Meet with Self and Review the Pre-Listing Interview

- What do I know about the seller and their situation?
- What is the Seller's most important objective?
- What are 3 things the seller is looking for in a REALTOR®?
- What are the objections they may have listing with me?
- What are the problems with the property?
- What are my strategies to handling their objections?

5. Arrival

- It is a Job Interview! YOU SHOULD LOOK LIKE IT!!
- The first 5 minutes set the stage!
- Your Agenda:
 - First, we will review your needs.
 - Then, we will review the information I delivered yesterday.
 - Then I will ask you to show me your lovely home.
 - In about an hour, I am going to ask you to hire me.
 - Then, TOGETHER, we will correctly price your home.
 - Will that work for you?

6. Qualify the House: The Property Inspection

- Determine the most marketable features
- Discover problem areas with the seller
- Suggestions for marketability



7. Qualify the Seller

- Do they have a gap between what they have and what they want?
 - Are they willing to do what it takes to close that gap?
- Three things can happen here today...
 - You can decide you don't want to hire me...and that's OK with me
 - I can decide I cannot help you and ask you to work with someone else...and that's OK with me, too.
 - We can decide to form a business partnership – your house and my marketing – and both move toward a payday.

8. Close for the Listing

- I prepared a package of information for you and had it dropped off yesterday.
- Have you had a chance to review it?
 - If not review the package
- Do you have any questions regarding the package?
- Based on the information in the package, do you feel I am qualified to market your home?
- Yes, but..._____
 - So, you are concerned about_____?
 - Playback and list all their concerns.
- If it's all right with you, I would like to set these aside for now...

9. Pricing the house is a separate issue.

- My mission is to help you get to where you want to go on time. Would you like to see the odds of selling your house in a specific time frame?"



Pre-Listing Interview

*"In order to save you time and eventually make you more money
I need a few minutes of your time to answer some important questions."*

1. Name: _____

2. Property Address: _____

3. Mailing Address: _____

4. Owners/Decision Makers: _____

5. Phone # _____ E-Mail _____

How would you prefer I contact you?

6. Why are you selling? _____

7. How soon do you need to move? _____

8. Describe your house for me: _____

9. How long have you owned your home? _____

10. What sold you on your home? _____

11. What features do you like best about your home? _____

12. Have you done any updating to the home since you bought it?

13. If you were to live in the house 10 more years, what renovations would you do?

14. What do you owe on the property? _____

15. What are 3 things you are looking for in a REALTOR®? _____

16. Are you interviewing any other brokers for this job?

Who? _____ When? _____

17. Have you considered selling the property yourself? _____

18. How did you get my name? _____

19. Explain what happens next: One Step - Two Step - Prelisting Packet

20. Set appointment: Day _____ Time _____ Place _____



Pre-Listing Package

Information on You

- Letter of Introduction
- Copy of your last 50 transactions
- 10 Questions every Seller should ask before hiring a REALTOR®
- Copy of your Website/Professional Facebook page
- Personal References, Resume and Third-party testimonials

Information on Your Company

- Market Share, Sales Records, Awards
- Copy of your company web site
- Reasons to List with me/company
- Company Comparison Chart

Information on the Market

- Absorption Rate – Odds of Selling – FLOW Rate of Market
- Articles about Real Estate Market
- Appreciation Rates (FHFA.gov)

Samples of Marketing

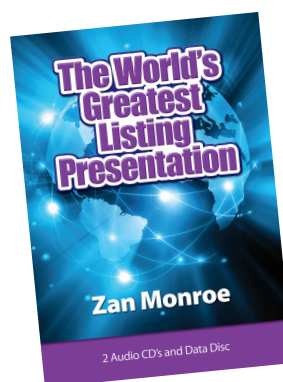
- 21 Point Written Marketing Plan
- Advertisement – Website Displays
- Personal Web Site
- Just listed/Sold Card
- Service Guarantee

Getting the House Ready to Sell

- Information on Pricing
- Staging your house to Sell
- Helpful Hints to Sell your Home
- Information about Selling
- Sample Listing Contract
- Sample Sales Contract
- Net Proceeds Sheet
- Menu of Services and Fees

Homework for seller

- Please have these items ready for our review when we meet to save you time and make the process more efficient.
- Sellers Property Disclosure
- Lead Based Paint Disclosure
- Home Warranty Information
- Loan Information
- Copy of closing documents
- Utility bills for the last year
- Loan Verification Request Form
- Homeowner's Association Information
- Two Keys for Home



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Greatest
Listing
Presentation**
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\$99

6

Pricing & Positioning

Calculating Absorption Rate

If 12 homes sold in the last 12 months, then the market is absorbing 1 house per month on average. If there are 10 homes currently on the market, there is a 10-month supply.

To Calculate Absorption Rate, search the MLS for the following:

1. **Determine search area, house size, features, condition, price range and time of search (12-6-3 Months).**
 - a. Detailed searches give more accurate results.
 - b. Too much detail will eliminate huge segments of the market and give you false results
2. Find the number of **closed** properties during the time period (12-6-3 Months) in the search parameters defined in # 1 above.
3. **Divide** the total number of houses **closed** by the **number of months** (12-6-3) to find the average number of houses closed per month.
4. Determine the number of houses **for sale today** in your search parameters (# 1 above).
5. **Divide** the number of houses **for sale today** by the average **closed per month** to determine the month's supply.

A 6-month supply a balanced market. Less than 6-month supply is a seller's market - there are not enough houses to fill demand - prices are rising. More than a 6-month supply is a buyer's market - there are too many houses on the market for the demand - prices are falling.



Absorption Rate Trend Analysis

To determine the trends in a market, simply calculate the Absorption Rate over different time periods and see the changes in the market. The 12-month analysis gives you the best overall look at the market. The 6 and 3-month periods show you latest market trends and seasonal adjustments.

	12 Months	6 Months	3 Months
Enter # of Closed Transactions	_____	_____	_____
Average Homes Sold Per Month	_____	_____	_____
Currently Active in MLS	_____	_____	_____
Month's Supply of Houses	_____	_____	_____

Market FLOW Rate

The Market FLOW Rate is the number of houses that FLOWED through the market over a given time period. Any house that was offered for sale during the time period, no matter what the outcome of that offering, became part of the market FLOW Rate. Add all these house types together and you find the FLOW Rate of the market.

Houses that are part of the FLOW Rate:

- Currently Active _____
- Currently Pending _____
- Closed over the time period _____
- Withdrawn over the time period _____
- Expired over the time period _____
- Total = _____ FLOW Rate of the Market



Odds of Selling

There are only a certain number of houses that will sell in any given market, in any given price range, over any given period of time. Would you like to see the odds of your house being one of them?

To calculate the Odds of Selling search your MLS to find the following:

1. Determine search area, house size, features, condition, price range and time of search.
 - a. Detailed searches give more accurate results but too much detail will eliminate huge segments of the market and give you false results
 - b. **Six months is the maximum search time to determine Odds of Selling.**
Longer search times create duplications in MLS data and give you a false result.
2. Find the number of closed properties during the time period in the search parameters defined in #1 above.
3. Determine the FLOW Rate of the Market
 - a. FLOW Rate of the Market is the number of houses that flowed through the market for sale in the time period. (see above)
 - a. $\text{Actives} + \text{Pending} + \text{Closed} + \text{Expired} + \text{Withdrawn} = \text{Flow Rate}$
4. Divide the number closed in the time period by the flow rate over the same time period to determine the Odds of Selling

- (1) Number of closed transaction in _____ months _____
- (2) Divided by FLOW Rate of Market in _____ months _____
- (3) Equals the Odds of Selling in _____ months _____ %



Property Ranking Sheet

Determine the House that is the Best Value

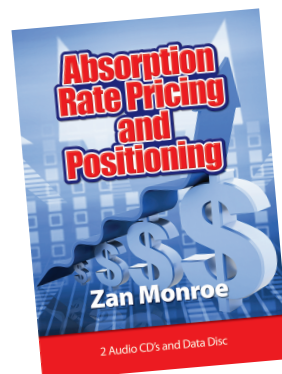
Subject Property: _____

Client: _____ Date: _____

Competing Property	Location	Size	Features	Condition	Price	Total	Rank

Rank each property on each of the five criteria in order from 1 to 10 with 10 being the best. It is important to view and rank each house from the perspective of a buyer.

As long as no other houses change their price and no new houses enter the market!



**Absorption
Rate Pricing
and
Positioning**
3 CD Set
available today
\$99

7

Buyer Systems

*"When you are working with buyers, you must always be a teacher.
Teach them what the market is doing so they can make the right decisions."*

Four Stages of the Buying Process

Today's Buyer's four greatest fears.

Rules of Confusion

Rules of Clarity



Buyer Process

"You must build a buyer presentation that eliminates the Buyers fears and clarifies the process."

1. Greeting

- a. Coach the receptionist to properly greet your buyers
- b. Connect with buyer - FORD
- c. Control the process

2. Meeting

- a. The First 2 Minutes are crucial. First impressions last forever.
- b. Greet in the lobby and move to a conference room
- c. Give them a Gift (Pen, Water, Notepad)

3. Buyer Packet and Agency disclosure

4. Buyer Interview

- a. 5 Buyer Questions
 - i. Do you own your current home? How long have you owned it?
 - ii. How many homes have you owned?
 - iii. When you purchased your current home, what was the process you used to find that home?
 - iv. How did that process work for you? Do you want to make any changes in that process?
 - v. Are you familiar with how real estate works here? Are you familiar with the current market?

5. Two pieces of paper – His and Hers

- a. List 10 things you want
- b. Star 3 things you can't live without



Buyer Process

6. What & Why?

- a. Make a list of what you want, and why you want it.
 - i. What specifically?
 - ii. Why is that important?
 - iii. Tell me more about...
- b. People buy their “whys” not their “whats”

7. On a scale of 1-10, where do you believe you are in the process?

- a. What would have to happen for you to be a 10?

8. Funnel Process

- a. Process of elimination versus selection
- b. Make sure you don't miss anything
- c. You'll be in control of all decisions
- d. Top 3 – I'll do Market Analysis
- e. Make sure you don't pay too much
- f. Does this look like a process that will work for you? (Listen!)

9. Cash? Loan? House to sell?

- a. Meet with the Lender for a second opinion
- b. 1% - 10% Rule of Thumb
 - i. 1% Increase in Interest Rates = 10% Reduction in Mortgage
 - ii. \$200,000 Mortgage = Payment \$1,013 @ 4.5%
 - iii. \$178,476 Mortgage = Payment \$1,013 @ 5.5%
 - iv. \$160,326 Mortgage = Payment \$1,013 @ 6.5%
- c. What's buyer's greatest risk from interest rates today?
- d. Do Your MLS Searches while they are meeting with the lender

10. If we find it today.... What will you do?



The 5 Most Important Factors in Choosing a House:

1. Location
2. Size
3. Features
4. Condition
5. Price

Property Ranking Sheet

Determine the House that is the Best Value

Subject Property: _____

Client: _____ Date: _____

Competing Property	Location	Size	Features	Condition	Price	Total	Rank

Rank each property on each of the five criteria in order from 1 to 10 with 10 being the best.



8

Wealth Creation

*"To be wealthy you have to have a plan to achieve it.
Real Estate is where the United States keeps it wealth."*

Questions You Should Ask

1. Do you own a home?
2. Has it been a good investment?
3. What would your net worth be like if you owned 10 of them?
4. What would your lifestyle be like if you owned those 10 houses FREE AND CLEAR and they were all rented?

4 Returns on Real Estate Investments

1. _____
2. _____
3. _____
4. _____

Key to Financial Independence

1. Buy quality break even or positive cash flow properties with 20-25% down
2. Have the tenants help you pay off the debt
3. Your goal is to create cash flow by owning rental properties free and clear
4. Appreciation is a Bonus!!



Simple Investment Analysis

Simple Investment Analysis

Address 123 Happy Investor Lane

\$100,000 Price

\$25,000 Down payment + \$3,000 Closing Costs = \$28,000 Initial Investment

\$75,000 Loan @ 5.0% for 20 years = \$494.96 Monthly P&I Pmt.

Estimated Cash Flow

\$800.00 Net Monthly Rent (Gross Rent Less Homeowner's Fee)

(\$494.96) Less Monthly Principal & Interest Payment

(\$50.00) Less Monthly Taxes

(\$25.00) Less Insurance

(\$30.00) Less other: Maintenance (\$50) & Mgmt. (\$80)

\$100.04 Monthly Cash Flow x 12 = \$1,200.48 Annual Cash Flow

Three Returns on Investment

1. Cash Flow \$1,200.48 Annual Cash Flow

Divided by \$28,000.00 Initial Investment = 4.3% Cash Flow Return

2. Principal Reduction \$2,240.48 Annual Principal

Divided by \$28,000.00 Initial Investment = 8% Principal Reduction

3. Appreciation @ 2% x \$100,000 house values

= \$2,000 Annual Appreciation

Divided by \$28,000.00 Initial Investment = 7.14% Appreciation

Estimated 1st Year Return on Investment (1 + 2 + 3) = 19.44%



The Money Tree® from 7 Lessons for Success



Profit Sharing Plan Set Up

As a business owner, you qualify for a Profit Sharing Plan.

Note: Make sure you review this plan and your investment decisions with your CPA and legal advisor.

Step 1: Call your qualified attorney to set up a Profit Sharing Plan (PSP)

- Your attorney will explain how this plan works
- The Profit Sharing Plan will cost you about \$1,000 to set up.
- You will be the Trustee of the plan
- You will have complete control & complete responsibility
- You will make all the investment decisions and be responsible for all record keeping

Step 2: Meet with your CPA or qualified accountant

- Show him/her what you're doing – have them help you
- Profit Sharing Plans file tax returns on Form 5500
- If you have an employee or personal assistant, review your legal requirements for contributions to their retirement plan with your CPA

Step 3: Set up a checking account in the name of your plan - all income and expenses will run through this account

- Your plan will have its own tax ID number
- You will make your profit sharing contributions into this account
- You can “roll” other retirement plans into this plan/account

Step 4: You may purchase investments in stocks, bonds, mutual funds, gold or real estate (houses/condos/townhouses)

To invest in real estate, FOLLOW THESE RULES EXACTLY!!!

1. Do not buy, sell or rent with family. Arm's length transactions only
 2. Investment only - No personal use
 3. No commissions can be earned by you on the sale of a house to the PSP.
 - a. You may reduce the sales price by amount of commission
- You can never make a personal guarantee for a loan to the PSP.
- a. You cannot run a business from a PSP.



RECHARGE Review

Great things I have learned:

1. _____
2. _____
3. _____
4. _____
5. _____

Prioritize the systems you want to add to your business. Add 1 per week for the next 6 weeks.

Where do I go from here?

1. Commit to add one thing you learned from RECHARGE to your business each week for the next 6 weeks.
2. Attend Zan Monroe's RECHARGE coaching sessions on Monday's at 1:00pm EST.
3. Attend RECHARGE again next year...because you will be a different person a year from now!!

My Promise to You...

I guarantee that if you run the RECHARGE systems daily, your income will go up by 50% in 6 months, or your money back.



Your Thoughts About RECHARGE!

1. The most powerful thing I learned:

2. What would you tell someone considering attending a RECHARGE! event?

3. What is the first thing you are going to change in your business?

4. If you could have one more day with Zan Monroe what two things would you like to learn?

Name_____

Company_____

Phone #_____

