



# ACE

10 Best tips when working with buyers



# Why should we listen to you?

Joshua Cadillac

ACE, CCIM, SRS, CDPE, MCNE, CRS, CRB, ABR, GRI, RENE, SRES, RSPS, GREEN, MRP,  
CSSA, CCFA, CIAS, e-Pro, SFR, BPO-R, C-RETS, CFA Master, TRC,  
CDEI, CVP, LMB, AHWD, C-Rep, M-rep, CPMS, CIPS, DPP  
CAM, LGC, LHI, Leed AP, RRP, LMA, LMR

Top selling agent since 2008

Managed a real estate investment fund

Founder of several businesses

Creator of “The ACE (Accredited Closing Expert)” Series of Courses  
Author of “Close for Life” & “The Roadmap to the American Dream”

ADD





# CLOSE4LIFE

WITH JOSH CADILLAC

# close4life.com

ACE Intro : "What you didn't know; you didn't know about real estate" (2 & 3 Hrs.)

ACE Core: (16Hrs.)

ACE Negotiator: The no nonsense negotiating course (4Hrs.)

ACE Negotiator 2: Objection Obliteration (4Hrs.)

ACE Negotiator 3: : Advanced Real Estate Negotiation: Body Language & Beyond (4Hrs.)

ACE Contracts: Writing Contracts that Get Signed (4Hrs.)

ACE Lister: (4Hrs.)

ACE Advanced Lister: (4Hrs.)

ACE Inflation: Dealing with an Inflationary market & Why Real Estate is the answer (3Hrs.)

ACE Investor 1: Investment Essentials (4Hrs.)

ACE Investor 2: Advanced Investment Essentials: (4Hrs.)

ACE Investor 3: Crunch Time: Crunching numbers with confidence (4Hrs.)

ACE Investor 4: Advanced Investment Returns and Projections (4Hrs.)

ACE Investor 5: Real World Real Estate Investment: (4Hrs.)

ACE Investor 6: Real Deals & Returns (3Hrs.)

ACE Investor 7: The long & short of short vs. long term rentals (4 Hrs.)

ACE Intro To Commercial Real Estate (4 Hrs.)

ACE Commercial Contracting: Understanding the Paperwork that Drives Commercial Deals (3 Hrs.)

Commercial Investment Analysis 1: Understanding the math that drives investment (4 Hrs.)

Commercial Investment Analysis 1 Part 2: Future value, IRR, and Proforma (3 Hrs.)

Advanced Commercial Investment Analysis 2: Evaluating debt over time in the real estate investment (4 Hrs.)

Commercial Investment Analysis 3: Real Properties & Real Problems

ACE Dealing with the Deal Killers: (4Hrs.)

ACE Buyers Agent Bootcamp: (4Hrs.)

ACE Distressed Sales (4 Hrs.)

ACE Cryptocurrency Meeting customers needs in a blockchain world (3 & 4Hrs.)

ACE Crypto 2: Closing crypto deals from A to Z (3Hrs.)

ACE Valuation: BPO's ,CMA'S, & what to expect when expecting a good appraisal (4Hrs.)

ACE Financing 1: Lending Essentials (4 Hrs.)

ACE Financing 2: Understanding financing to get your customers approved (3 Hrs.)

ACE Creative Financing (4 Hrs.)

ACE Property Manager (4Hrs.)

ACE Managing Distressed Properties (3Hrs.)

ACE Ethics: Real success the right way (3Hrs.)

ACE If Men are from Mars and Women are from Venus where are my buyer and seller from (2 & 3 Hrs.)

ACE Business Building & Time Management (2 Hrs.)



Anticipating  
customers





# Agents have to stop



FOCUSING EXCLUSIVELY  
ON RAPPORT



ANSWERING QUESTIONS  
WITH QUESTIONS



LETTING CUSTOMERS  
DRIVE THE  
CONVERSATION



ADVERTISING TO COVER  
THE INABILITY TO BUILD  
LOYALTY WITH  
CUSTOMERS



TRYING TO DO THE  
FASTEST THING TO CLOSE  
WE CAN



## 1. Agents need to start

- Having good energy and smile





## 2. Agents need to start

HAVING A GREAT BUYER CONSOLATION



A photograph of a red pawn and a group of yellow pawns on a wooden surface. The red pawn is on the left, and the yellow pawns are on the right. The background is a dark, blurred wooden surface.

# 3. Agents need to start

PAYING ATTENTION TO THEM, THEIR BODY  
LANGUAGE, AND THE MARKET



## 4. Agents need to start

- Having their paperwork ready to go





5. Agents need to start

With  
Information  
rather than  
questions







# **CLOSE4LIFE**

WITH JOSH CADILLAC

## **Get On Track... And STAY THERE.**

Track and Improve Your Own **HABITS,**  
**WORK ETHIC, & BUSINESS PRACTICES** with  
a fantastic and useful PDF Guide and Video





6. Agents need to start

Knowing the lending  
process and prequalify







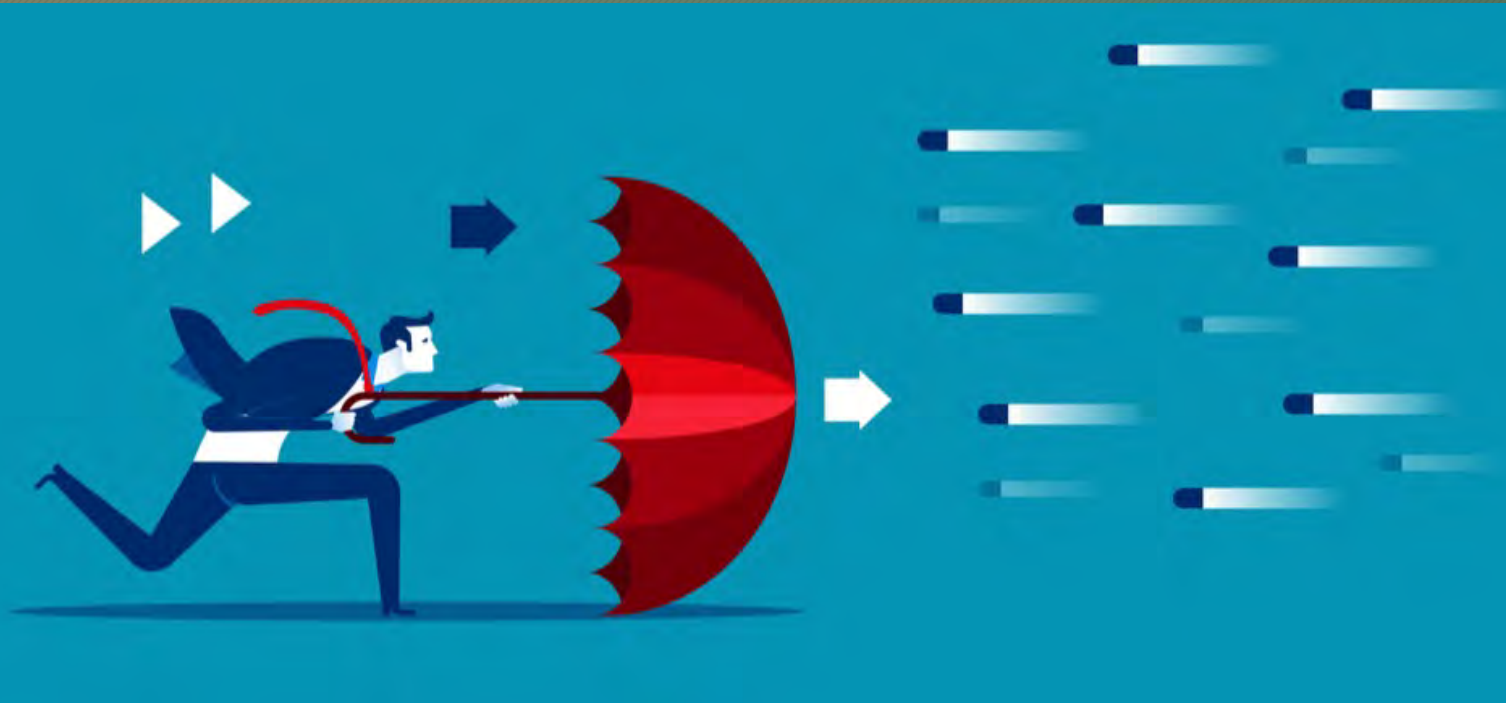
# 7. Agents need to start

Manage expectations



## 8. Agents need to start

- Anticipating the buyers needs







## 9. Agents need to start

Showing them you are looking out for them and not the commission





10. Agents need to start

Anticipating and  
pre-negotiating  
objections to  
signing their  
paperwork





Bonus: Agents  
need to start

Closing  
customers  
rather than  
closing the  
sale





Q & A





Coaching  
Available

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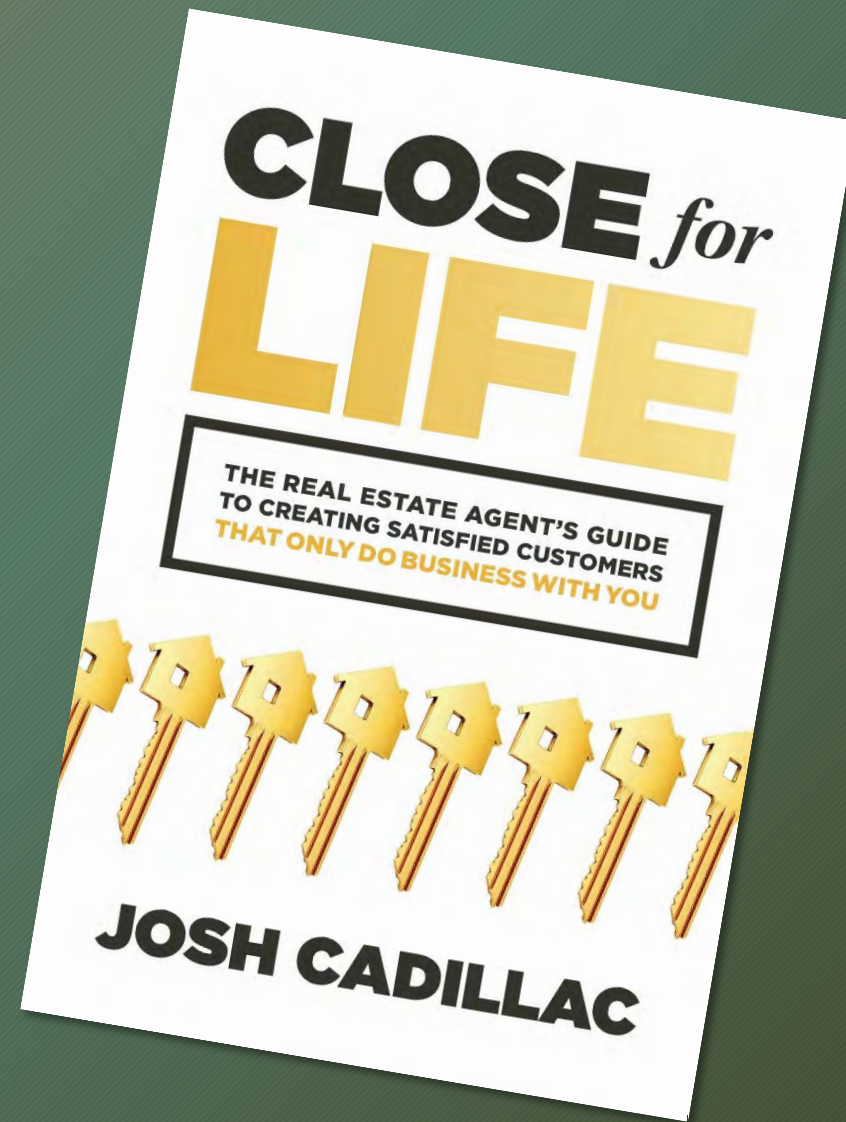
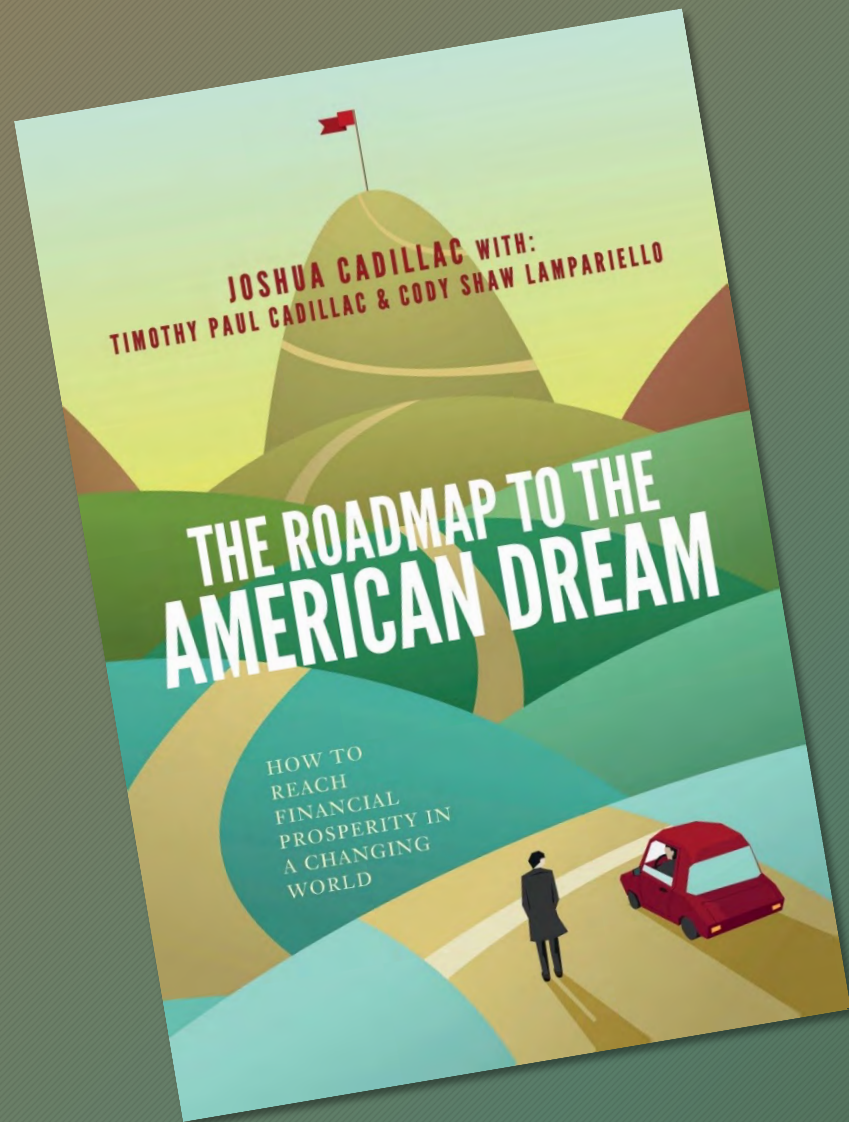
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WITH JOSH CADILLAC

Visit our website to learn about coaching,  
upcoming classes, real estate investment  
opportunities, podcasts, and more.



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