



**SOUTHERNMOST  
REAL ESTATE CONFERENCE**



# **Buyers Agent Bootcamp:**

**How to eliminate deal killing mistakes,  
be seen as areal estate expert, & Close  
buyers for life - 4CE**

**Josh Cadillac**





# ACE ELITE BUYERS AGENT BOOTCAMP

HOW TO ELIMINATE DEAL KILLING MISTAKES, BE SEEN AS A REAL ESTATE EXPERT,  
&  
CLOSE BUYERS FOR LIFE

faster. stronger. better.





**Download your handout now.**





HELLO  
MY NAME  
IS

**Who are you?**

- Name
- Where are you from
- What are you best at
- What is your biggest issue with buyers





# WHY SHOULD WE LISTEN TO YOU?



Joshua Cadillac  
Broker Associate

ACE, CCIM, 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

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

I am best at Eating  
The time it takes to show property





# CLOSE4LIFE

WITH JOSH CADILLAC

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 (6Hrs.)	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.)
ACE The Most Amazing Product Ever (2 Hrs.)	ACE Close for Life (2 Hrs.)	ACE Lead Bonanza: How to Build and Work your Sphere of Influence (2Hrs.)	ACE Better than 12% (2Hrs.)					

# Close4life.com





# **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







TIME TO KAHOOT!!!

- OPEN YOUR PHONES BROWSER
- GO TO [WWW.KAHOOT.IT](http://WWW.KAHOOT.IT)
- GAME PIN I WILL GIVE YOU
- CREATE A SCREEN NAME
- NO DIRTY SCREEN NAMES!!!



# WHAT WE WILL DISCUSS

CHAPTER 1: WHY DO THEY NEED US?

CHAPTER 2: MAKING THE CASE FOR USING US

CHAPTER 3: GETTING MORE CUSTOMERS TO TALK TO

CHAPTER 4: MAKING CONTACT WITH THE CUSTOMER

CHAPTER 5: SETTING EXPECTATIONS

CHAPTER 6: SEEING & SELECTING A HOME

CHAPTER 7: MAKING AND NEGOTIATING THE OFFER

CHAPTER 8: CLOSING THE DEAL AND THE CUSTOMER

CHAPTER 9: KEEPING CUSTOMERS FOR LIFE





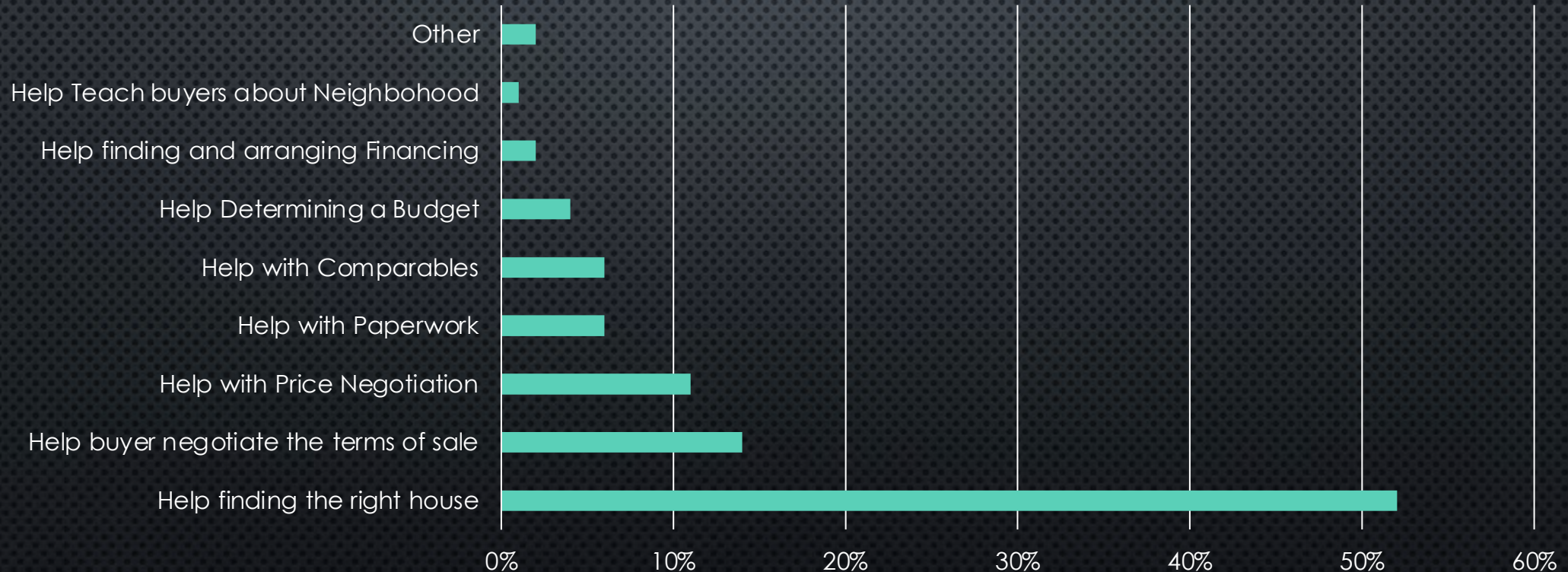
# CHAPTER 1

WHY DO THEY NEED US?



# STATISTICS FOR WHY BUYERS SAY THEY USE AN AGENT

## What buyers want Most from Real Estate Agents







WHAT CAN  
WE  
DETERMINE  
FROM THIS  
DATA?

THEY ARE SCARED!!!





CLASS EXERCISE: ANSWER THIS QUESTION-  
IF THE CUSTOMER IS SCARED, WHAT ARE THEY  
LOOKING FOR FROM US?





ARE THEIR  
FEARS  
JUSTIFIABLE?





CLASS EXERCISE:  
WHAT OTHER THINGS SHOULD THEY BE AFRAID OF  
THAT AREN'T ON THE LIST?





**CHEAP**

IF THERE WAS A CHEAPER WAY PEOPLE  
WILL DO THAT, RIGHT?



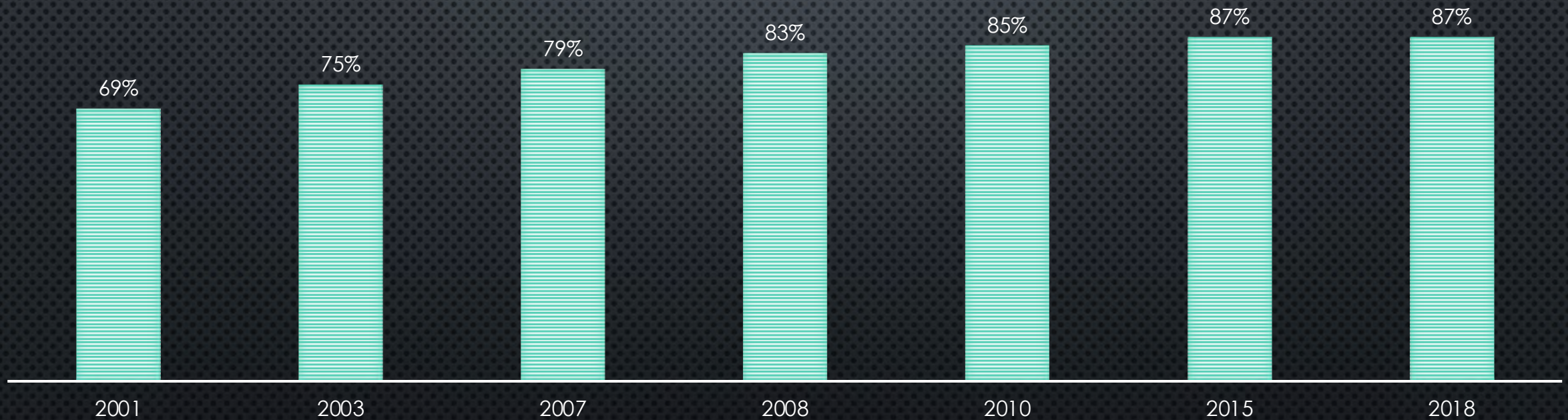
DO YOU THINK THE PERCENTAGE OF PEOPLE  
USING AGENTS HAS GONE UP OR DOWN IN  
RECENT YEARS?





# THE PERCENTAGE OF PEOPLE THAT USE AN AGENT

## % OF BUYERS THAT USED A REAL ESTATE AGENT







THEY NEED US IT  
SEEMS, BUT HOW  
DO WE MAKE THE  
CASE, FOR US, TO  
THEM



# CHAPTER 2

MAKING THE CASE FOR USING US





ATTRACTING  
CUSTOMERS &  
BUILDING LOYALTY IS  
A VERY IMPORTANT  
PART OF OUR  
BUSINESS





WE NEED TO HAVE  
OUR CASE PREPPED  
BEFORE WE EVER MEET  
THEM

IF YOU FAIL TO PLAN YOU SHOULD PLAN TO FAIL





CUSTOMER LOYALTY COMES  
FROM  
“THE BIG 3 THINGS”



- RAPPORT: I LIKE THIS PERSON
- CREDIBILITY: OH SNAP!!! THEY REALLY KNOW THEIR SHIZNIT
- TRUST: THEY ARE REALLY LOOKING OUT FOR ME MORE THAN THEMSELVES





PEOPLE GIVE US OPPORTUNITIES WE  
SQUANDER

CLASS EXERCISE: WHAT ARE THREE COMMON QUESTIONS PEOPLE  
ASK YOU AS AN AGENT?



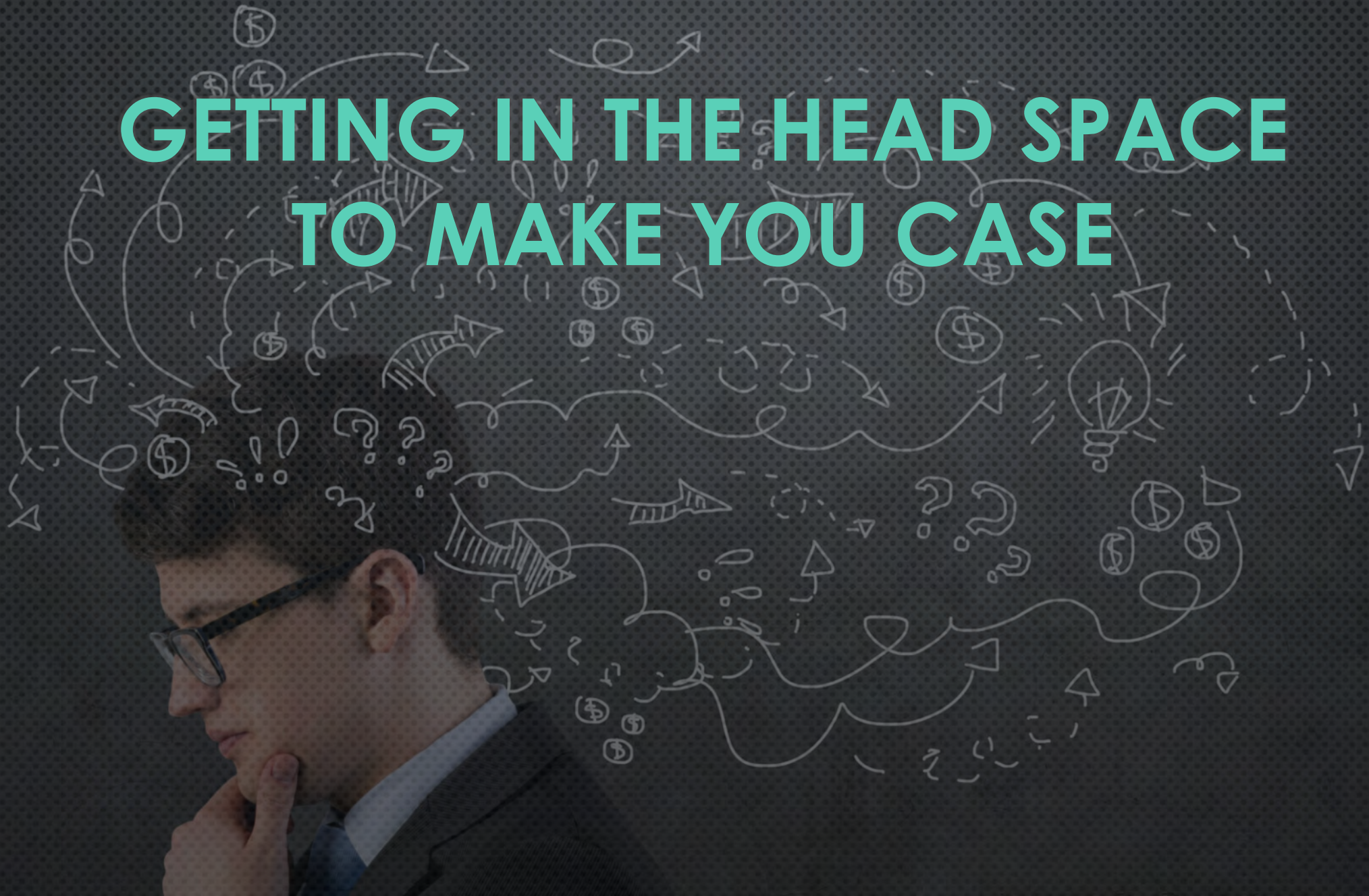
EVERY STATEMENT WE MAKE  
NEEDS TO SPEAK TO ONE OF THE  
BIG 3 THINGS

CLASS EXERCISE PART II: WHAT “PICKUP LINES”  
CAN WE DEVELOP TO ANSWERS THOSE  
QUESTIONS?





# GETTING IN THE HEAD SPACE TO MAKE YOUR CASE







WE DO AN IMPORTANT JOB & HAVE  
NEEDED SKILLS





WE WILL DO A GOOD JOB FOR THEM





WE KNOW THE PROCESS



WE HAVE  
SPECIALIZED  
EDUCATION TO  
STAND OUT IN  
OUR FIELD







OUR JOB  
IS HARD



**EARN IT**

WE WILL  
EARN OUR  
COMMISSION





OFTEN THE BEST  
OPPORTUNITY TO MAKE  
OUR CASE IS IN  
RESPONSE TO AN  
OBJECTION



# MOST CUSTOMER OBJECTIONS FALL INTO A HANDFUL OF CATEGORIES

- I'M WORKING WITH SOMEONE ELSE
- I'M NOT READY
- I WANT TO KNOW WHY I SHOULD DO WHAT YOU ARE ASKING ME TO DO
- I'M TESTING YOU





A group of people are in a gym, performing a plank exercise. They are all on their hands and knees, with one arm raised straight up. The people are wearing athletic wear. The gym has a wooden floor and a metal railing in the background.

## CLASS EXERCISE:

**WRITE DOWN ONE OBJECTION YOU THINK IS  
A GOOD ONE**

**WRITE DOWN HOW YOU WOULD HANDLE IT**



A graphic with a sunset city skyline background. The text "PACKED" is in a bold, white, sans-serif font. To its right is a white silhouette of an airplane in flight. Below "PACKED" and the airplane, the text "& READY TO GO!" is written in a white, handwritten-style font.

**PACKED** ✈️  
& READY TO GO!

HAVE A GREAT  
MARKET  
CONVERSATION  
READY TO GO





KNOW THE  
FINANCING  
OPTIONS  
OUT THERE



## KNOW THE LENDING CRITERIA

- CREDIT SCORES
- LTV
- HOUSING EXPENSE DTI RATIO
- OVERALL DTI
- CASH/DOWN PAYMENT







HAVE PREQUALIFYING QUESTIONS BE  
PART OF YOUR CONVERSATION



## OPTIMIST

"My glass is  
half FULL."

## PESSIMIST

"My glass is  
half EMPTY."

## REALIST

"My glass is neither  
empty nor full.  
It is what it is.  
Just a GLASS  
OF WINE."

## OPPORTUNIST

"While you idiots  
were arguing about  
the content of the  
glass, I drank the  
f---king wine."

BEING AN OPPORTUNIST



# New Customers

## Straight Ahead

### CHAPTER 3

GETTING MORE CUSTOMERS TO TALK TO





WE NEED MORE  
LEADS!!!





WHO LIKES  
COLD  
CALLING?



DOOR KNOCKS?







**Got Cold Leads?**

NO ONE ENJOYS WORKING COLD LEADS



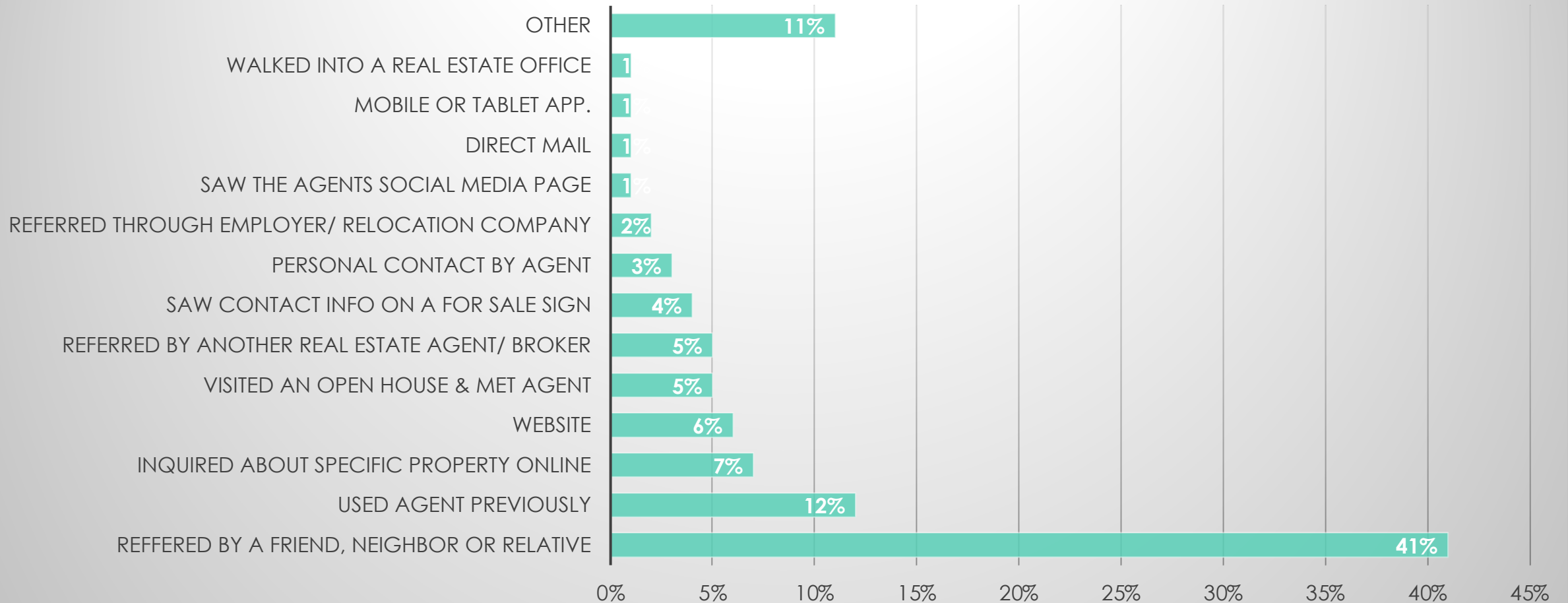
# HOW CAN WE MAKE OUR LEADS WARMER?





# STATISTICS OF WHERE PEOPLE FIND THEIR AGENTS

## How Buyers found their Real Estate Agent



Source 2018 National association of Realtors® Home Buyer and seller Generational Trends



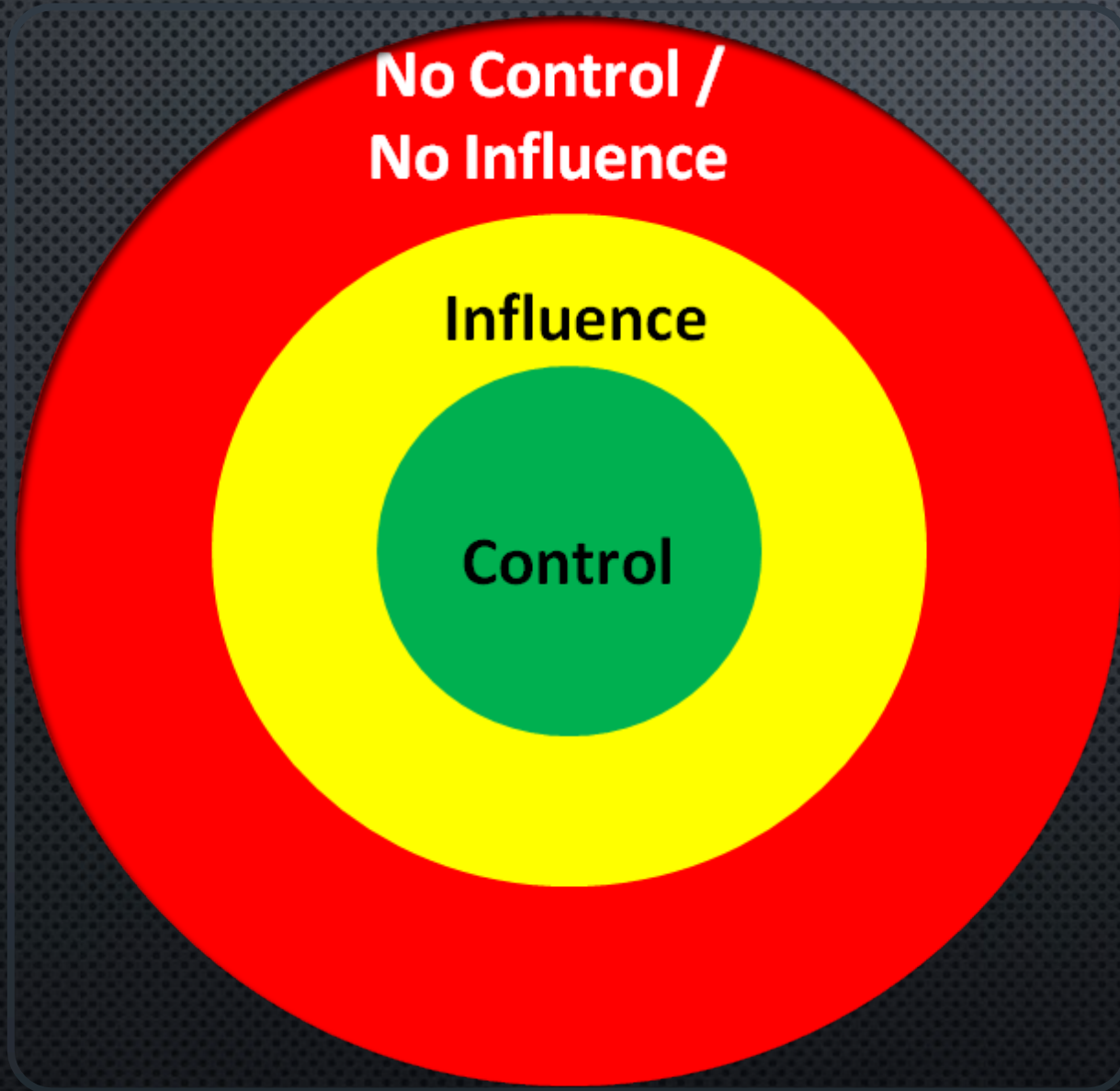


REMEMBER

Follow Up

BETTER  
FOLLOW UP





# WORK OUR SPHERE OF INFLUENCE

WHO IN THIS ROOM KNOWS  
THREE PEOPLE THAT WOULD BE  
HAPPY TO GET A CALL FROM  
YOU?



## CLASS EXERCISE:

### GO GET SOME BUSINESS A.K.A. MAKE IT RAIN

- CALL YOUR THREE PEOPLE AND ASK THEM IF THEY CAN HELP YOU OUT.
- TELL THEM YOU ARE IN A FRIENDLY COMPETITION AND YOU ARE CLOSE TO WINNING.
- ASK THEM IF THEY CAN THINK OF ANYBODY, THEY KNOW, THAT MIGHT WANT TO BUY OR SELL A HOME IN THE NEAR FUTURE
- CALL THEM AND MAKE SOME MONEY
- \*\*OPTIONAL: ASK YOUR FRIEND TO CALL THEM TO INTRODUCE YOU\*\*

**SUCCESS = 3 NEW LEADS**





# CHAPTER 4

MAKING CONTACT WITH THE CUSTOMER





ONE OF OUR KEY GOALS IS TO MEET WITH THE  
CUSTOMER AS SOON AS POSSIBLE

IT REDEFINES THE RELATIONSHIP



# BUYER BROKERAGE AGREEMENT

Signature \_\_\_\_\_





## NO SECOND CHANCE FOR A FIRST IMPRESSION

- CHECK YOUR APPEARANCE BEFORE YOU MEET
- MAKE SURE YOU HAVE YOUR DATA AND RESEARCH READY TO GO
- KNOW WHAT YOU ARE GOING TO TALK ABOUT





## WHERE WILL WE MEET?

- AT OUR OFFICE
- A NEUTRAL SITE
- AT THE PROPERTY

❖❖ THE GOAL OF THE MEETING IS TO HAVE THE CUSTOMER CONSULTATION & GET THE BUYER PREAPPROVED❖❖





MEETING AT THE OFFICE OR A NEUTRAL SITE





## GOALS OF THE CONSULTATION

- EDUCATE THE BUYER ABOUT THE MARKET
- EDUCATE THE BUYER ABOUT THE PROCESS
- EDUCATE THE BUYER ABOUT THE FINANCING OPTIONS
- DETERMINING IF YOU WANT TO WORK TOGETHER
- GET YOUR BUYER BROKERAGE AGREEMENT SIGNED
- GET THEM PREAPPROVED
- PREPARE THEM TO BE THE BEST BUYER THEY CAN POSSIBLY BE





# HAVE A REAL ESTATE PROFESSIONALS CUSTOMER CONSULTATION

DON'T JUST BE AN ORDER TAKER



# EDUCATE THE CUSTOMER WITH A HIGH-QUALITY CONVERSATION

IT CAN BUILD ALL THREE THINGS  
WE NEED

- RAPPORT
- CREDIBILITY
- TRUST







# SECRETS TO A HIGH-QUALITY CONVERSATION

- DISCUSS THE TYPE OF MARKET YOU ARE IN
- DISCUSS THE INVENTORY
- DISCUSS THE TIME ON MARKET
- DISCUSS HOW THE TYPE OF MARKET AFFECTS THE BUYERS LEVERAGE IN NEGOTIATION
- DISCUSS HOW THE TYPE OF MARKET AFFECTS THE PRICES OF THE PROPERTIES YOU WILL SEND
- DISCUSS ANY MARKET TRENDS
- DISCUSS ANY INTERESTING THINGS ABOUT THE MARKET THAT YOU HAVE IN RESERVE





TIME TO ASK QUESTIONS





## THE TRIFECTA OF INTERROGATION

- VETTING QUESTIONS = DO I WANT TO WORK WITH THESE FOLKS
- PRE-QUALIFYING QUESTIONS = CAN THEY BUY, AND IF SO, WHAT CAN THEY SPEND
- WISH LIST QUESTIONS = WHAT DO THEY WANT



# ASK VETTING QUESTIONS

- TIMELINE
- MOTIVATION
- THEIR SITUATION IN GENERAL
- THEIR PREVIOUS EXPERIENCE WITH REAL ESTATE
- EXPECTATIONS

**\*\*BE READY TO HAVE AN OPINION AND DISCUSS THEIR ANSWERS\*\***



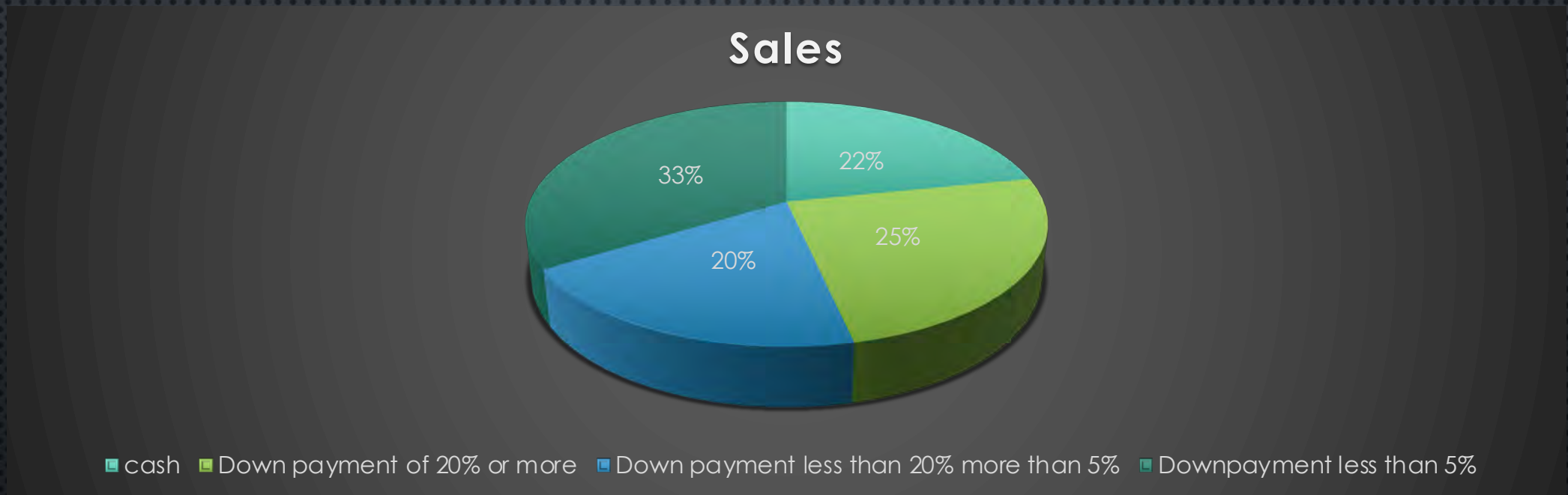


## SIDE NOTE: TRUST BUT VERIFY

- SOME BUYERS MAY BE SLIGHTLY LESS THAN 100% TRUTHFUL
- LISTEN FOR CONTRADICTIONS IN WHAT THEY SAY
- WATCH THEIR BODY LANGUAGE
- GETTING THEM PRE-APPROVED REMOVES A LOT OF THE MYSTERY



# WHAT PERCENTAGE OF BUYERS USED FINANCING?





## ASK PRE-QUALIFYING QUESTIONS

- HOW IS THEIR CREDIT
- HOW MUCH DO THEY MAKE.....  
AND CAN SHOW ON THEIR TAX  
RETURN
- HOW MUCH DO THEY OWE
- HOW MUCH CAN THEY PUT  
DOWN

\*\* BE READY TO DISCUSS  
FINANCING OPTIONS WITH THEM\*\*







## SIDE NOTE: THE DIFFERENCE BETWEEN PREQUALIFIED & PREAPPROVED

- PREQUALIFIED = DARTH VADER TELLING LUKE HE IS HIS FATHER
- PREAPPROVED = LUKE GETTING THE DNA RESULTS BACK AND FINDING OUT JUST HOW INTO BAD BOYS HIS MOM REALLY WAS



## WISH LIST QUESTIONS

- WHERE DO THEY WANT TO BE
- SIZE OF THE HOME
- SCHOOLS
- BEDROOMS/BATHROOMS
- AMENITIES
- TYPE OF PROPERTY
- ETC.





The background is a solid blue color. In the top left, there is a black cash register with a small screen and a receipt. In the top center, two men in dark suits are shaking hands; one is holding a blue folder. In the top right, two men in dark suits are sitting at a dark table, looking at documents. In the bottom left, a woman in a light blue shirt is wearing a headset and working on a laptop. In the bottom center, a man in a light blue shirt and dark tie is holding a red pen and a large clipboard with a percentage sign (%) on it. In the bottom right, there is a blue shopping bag, an orange wallet, and several green banknotes with dollar signs.

# DISCUSS COMMISSION & CO-BROKERAGE





GET YOUR BBA SIGNED






MEETING AT THE PROPERTY PREP



# THE GOAL OF MEETING AT THE PROPERTY

- 
- PLACING AN OFFER
  - BUILDING THE BIG THREE
  - GETTING THEM TO WANT TO WORK WITH YOU
  - RECOGNIZE YOU AS A REAL ESTATE PROFESSIONAL
  - HAVE THE CUSTOMER AGREE TO MEET FOR THE CUSTOMER CONSULTATION & GET PREAPPROVED





MAKE SURE YOU HAVE THE SHOWING  
INSTRUCTIONS DOWN COLD









HAVE MORE TO SAY THAN ANOTHER  
AGENT WOULD ABOUT THE MARKET





SET THE MEETING FOR THE CUSTOMER  
CONSULTATION





# CHAPTER 5

SETTING EXPECTATIONS



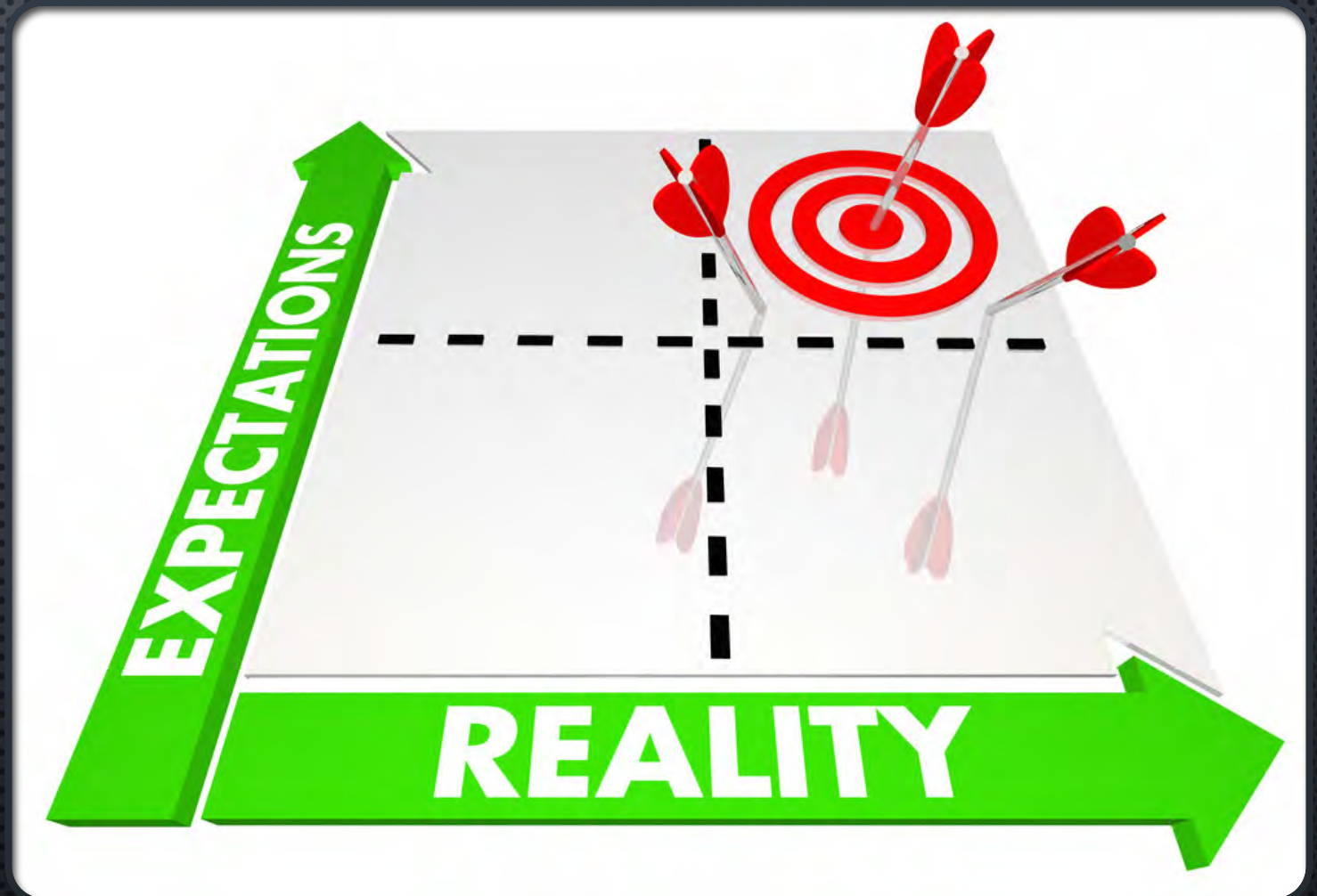


CLASS EXERCISE:  
WHAT ARE SOME  
EXPECTATIONS  
BUYERS HAVE



## CUSTOMER EXPECTATIONS MATTER

- MARKET EXPECTATIONS
- OFFER EXPECTATIONS
- FINANCING EXPECTATIONS
- COMMUNICATION EXPECTATIONS
- WORKING RELATIONSHIP EXPECTATIONS







# MARKET EXPECTATIONS

- WHAT TYPE OF MARKET ARE WE IN
- HOW MUCH NEGOTIATING POWER WILL THEY HAVE
- WHERE ARE THE MARKET OPPORTUNITIES
- TIME FRAMES
- PROCESS

**REAL ESTATE MARKET**



# OFFER EXPECTATIONS



- WHAT SHOULD THEY DO TO STRENGTHEN THEIR OFFER
- HOW LONG DO THEY HAVE TO THINK ABOUT AN OFFER BEFORE SUBMITTING IT
- WHAT KIND OF CONTINGENCIES WILL WEAKEN THEIR OFFER
- WHAT RANGE SHOULD THEY CONSIDER PUTTING OFFER IN AT COMPARED TO ASKING PRICE
- OFFER COUNTER OFFER DYNAMIC
- ACCEPTANCE TIMELINES



# FINANCING EXPECTATIONS

- THE NUMBER OF DOCUMENTS NEEDED
- THE LENGTH OF TIME IT TAKES
- THE APPRAISAL
- THE LOAN APPROVAL TIMELINE
- THE IMPORTANCE OF PREAPPROVAL
- THE AMOUNT OF MONEY NEEDED FOR A DOWN PAYMENT
- THE TYPES OF THINGS THEY CAN'T DO PRIOR TO CLOSING





# COMMUNICATION

- HOW LONG DOES IT TAKE THEM TO RESPOND
- HOW LONG DOES IT TAKE YOU TO RESPOND
- HOW DO YOU EACH PREFER TO BE COMMUNICATED WITH
- HOW MUCH COMMUNICATION DO THEY NEED

COMMUNICATION EXPECTATIONS



# WORKING RELATIONSHIP EXPECTATIONS



- WILL YOU PICK THEM UP TO SHOW THEM PROPERTY
- WILL YOU DROP BY THEIR KIDS' SCHOOL TO PICK THEM UP ON THE WAY BACK HOME
- WILL YOU DROP EVERYTHING AND RUN TO THEIR HOME IF THEY CALL
- DO YOU HAVE DAYS OFF
- DO YOU HAVE TIME WHERE YOU ARE UNREACHABLE
- HOW MANY PROPERTIES WILL YOU SHOW THEM IN A DAY
- HOW MANY PROPERTIES WILL YOU SHOW THEM TOTAL



# CHAPTER 6

## SEEING & SELECTING A HOME





## GET THE PRIORITIES

- ESTABLISH A LIST OF PRIORITIES FROM THE BUYER FOR THEIR NEW HOME
- USE THAT TO FILTER THE HOMES YOU SEARCH FOR
- BE SURE TO LISTEN

TOP PRIORITIES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_





IS WHAT THEY  
SAY THEY NEED  
ALWAYS  
ACTUALLY  
WHAT THEY  
NEED?



# REMEMBER THEY ARE NOT YOU

- JUST CAUSE YOU LIKE OR DON'T LIKE SOMETHING DOESN'T MEAN THEY DO
- DON'T CRITICIZE A PROPERTY JUST BECAUSE YOU DON'T LIKE IT
- LEARN TO READ THEM AND SEE HOW THEY RESPOND TO IT
- BODY LANGUAGE CAN BE KEY





**SIDE NOTE:  
SURVEILLANCE IS EVERYWHERE**





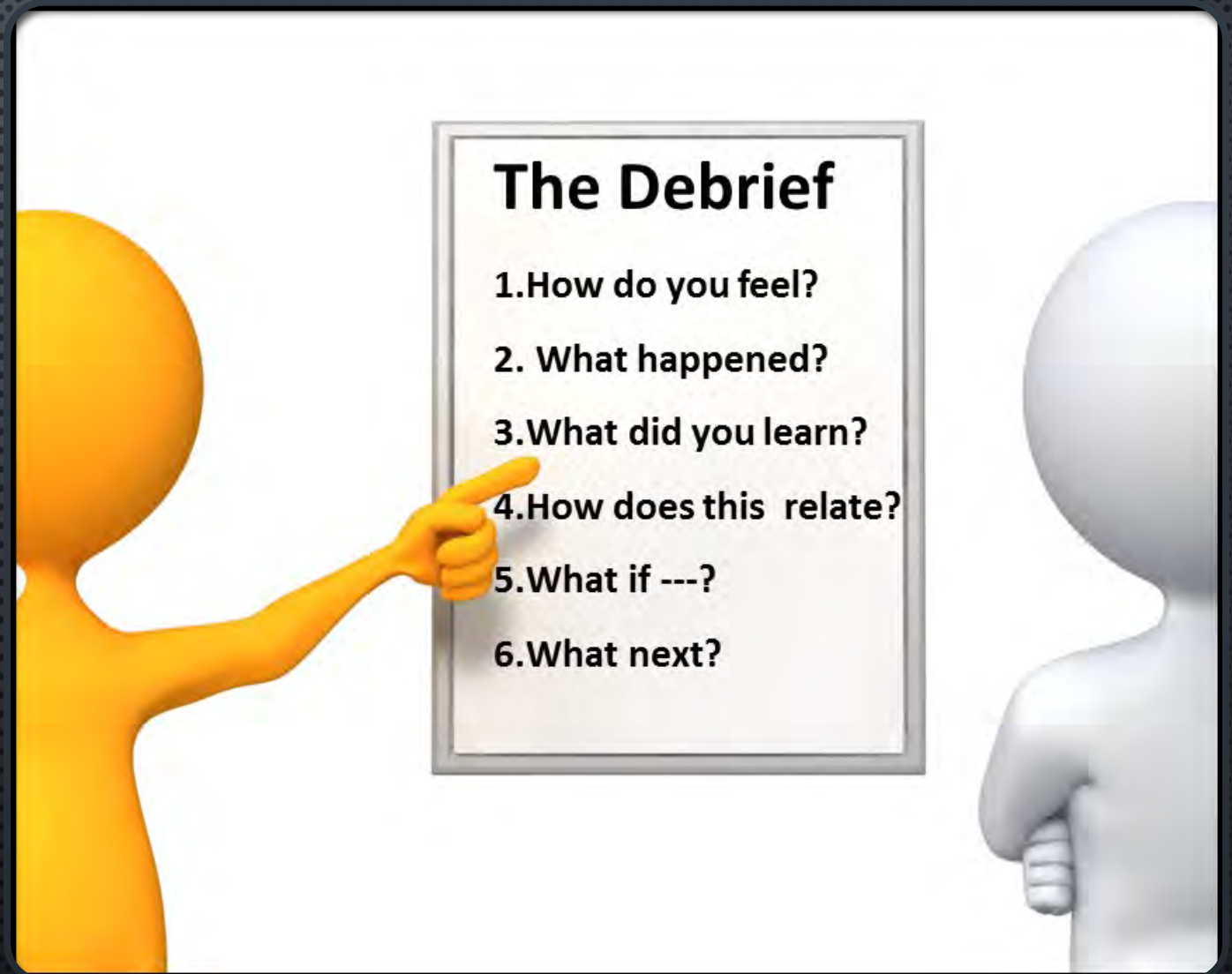
BE PREPARED & KNOW  
WHAT YOU WANT TO SAY  
ABOUT EACH HOME  
BEFORE YOU SHOW IT

- HAVE A PEN & A BACK UP
- UNDERLINE IMPORTANT ITEMS IN THE LISTING
- WRITE NOTES ON THE LISTING SHEET
- BE SURE TO SHOW AND HIGHLIGHT ANY ITEMS MENTIONED IN THE LISTING



## DEBRIEF AFTER EACH PROPERTY

- DID YOU LIKE THIS BETTER THAN THE LAST ONE
- WHAT DID YOU LIKE
- WHAT DIDN'T YOU LIKE
- IS THIS ONE A CONTENDER
- MAKE NOTES DIRECTLY ON THE LISTING SHEETS





## WHEN A SEARCH TAKES A LONG TIME YOU NEED TO MANAGE THE CUSTOMER

- CHECK TO MAKE SURE THEY ARE OK
- ENCOURAGEMENT MAY BE NEEDED
- SEE IF THEY ARE WILLING TO ADJUST THEIR PRIORITIES

**Managing  
the customer  
experience**



# Tips & Tricks

**CLASS EXERCISE: WRITE DOWN ONE OR TWO SHOWING TRICKS YOU LIKE TO USE**





LOOK AT  
THE CLOSED  
COMPS TO  
GIVE THEM  
GUIDANCE





**RPR<sup>®</sup>**

USING RPR TO HELP THEM



# NEGOTIATIONS

The background features a white document with several horizontal lines. In the center, there is a large, stylized illustration of two hands shaking in a firm grip. The hands are orange with darker orange outlines. The hand on the left is wearing a dark purple sleeve, and the hand on the right is wearing a dark blue sleeve. Below the handshake, there is a blue circular stamp with concentric circles and a signature in blue cursive that reads "Sign".

## CHAPTER 7

MAKING AND NEGOTIATING THE OFFER





THEY LOVE THE HOUSE  
AND WANT TO MAKE  
AN OFFER





DIVE INTO THE CLOSED COMPS TO GET A  
SUGGESTED OFFER PRICE



EXPLAIN TO THE  
CUSTOMER  
HOW VALUE IS  
DETERMINED

# HOME APPRAISAL







COME UP  
WITH A PRICE  
WITH THE  
BUYER





LET THE BUYER KNOW THERE WILL PROBABLY BE A  
COUNTER-OFFER



# UNDERSTAND ANY CONTINGENCIES NEEDED BY THE BUYER & EXPLAIN ANY DISCLOSED IN THE MLS NEEDED BY THE SELLER

- CONTINGENT ON FINANCING
- CONTINGENT ON APPRAISAL
- CONTINGENT UPON INSPECTION
- CONTINGENT ON THE SALE OF ANOTHER PROPERTY
- CONTINGENT ON ATTORNEY REVIEW
- CONTINGENT ON THE SELLER CLOSING A NEW PROPERTY
- CONTINGENT UPON SELLER POST OCCUPANCY





# DECIDE ON TERMS

- DEPOSIT MONEY
- SECOND DEPOSIT
- INSPECTION PERIOD
- HOW LONG TO CLOSE
- TITLE PICK AND PAY
- CLOSING COST CONTRIBUTION
- SPECIAL ASSESSMENTS
- SELLER FINANCING
- SPECIAL ASSESSMENT PAYMENTS



Terms & Conditions



## PREPARE THE OFFER

- CLEAR
- SUCCINCT
- ONLY THE NEEDED ADDENDUMS
- NO EXTRA LANGUAGE IN ADDITIONAL TERMS SECTION
- WRITE IT IN A WAY TO GET IT ACCEPTED





SUBMIT THE  
OFFER &  
CALL





**Ask  
Questions**

NEGOTIATION

ASK QUESTIONS





# NEGOTIATION

WATCH WHAT YOU SAY: DO  
NOT COMPROMISE YOUR  
NEGOTIATING POSITION




# NEGOTIATION



- **HAVE DATA TO BACK UP YOUR OFFER**



A close-up photograph of a person's feet wearing bright orange sneakers with white soles and laces. The person is wearing dark blue jeans. They are standing on a light-colored, rectangular stone or concrete pavement. A semi-transparent blue box with a thin blue border is overlaid on the top left of the image, containing the text 'Put yourself in their shoes' in a dark blue, sans-serif font.

**Put yourself  
in their shoes**

# NEGOTIATION

CONSIDER THEIR POSITION



# NEGOTIATION

APPEAL TO HIGHER AUTHORITY





IT'S ~~NOT~~  
ABOUT YOU

---

## NEGOTIATION

REMEMBER YOU REPRESENT YOUR CUSTOMER NOT YOURSELF





# Ethics

## NEGOTIATION

YOU CAN REQUEST CONFIRMATION YOUR OFFER WAS SUBMITTED IN THE CODE OF ETHICS





CLOSED

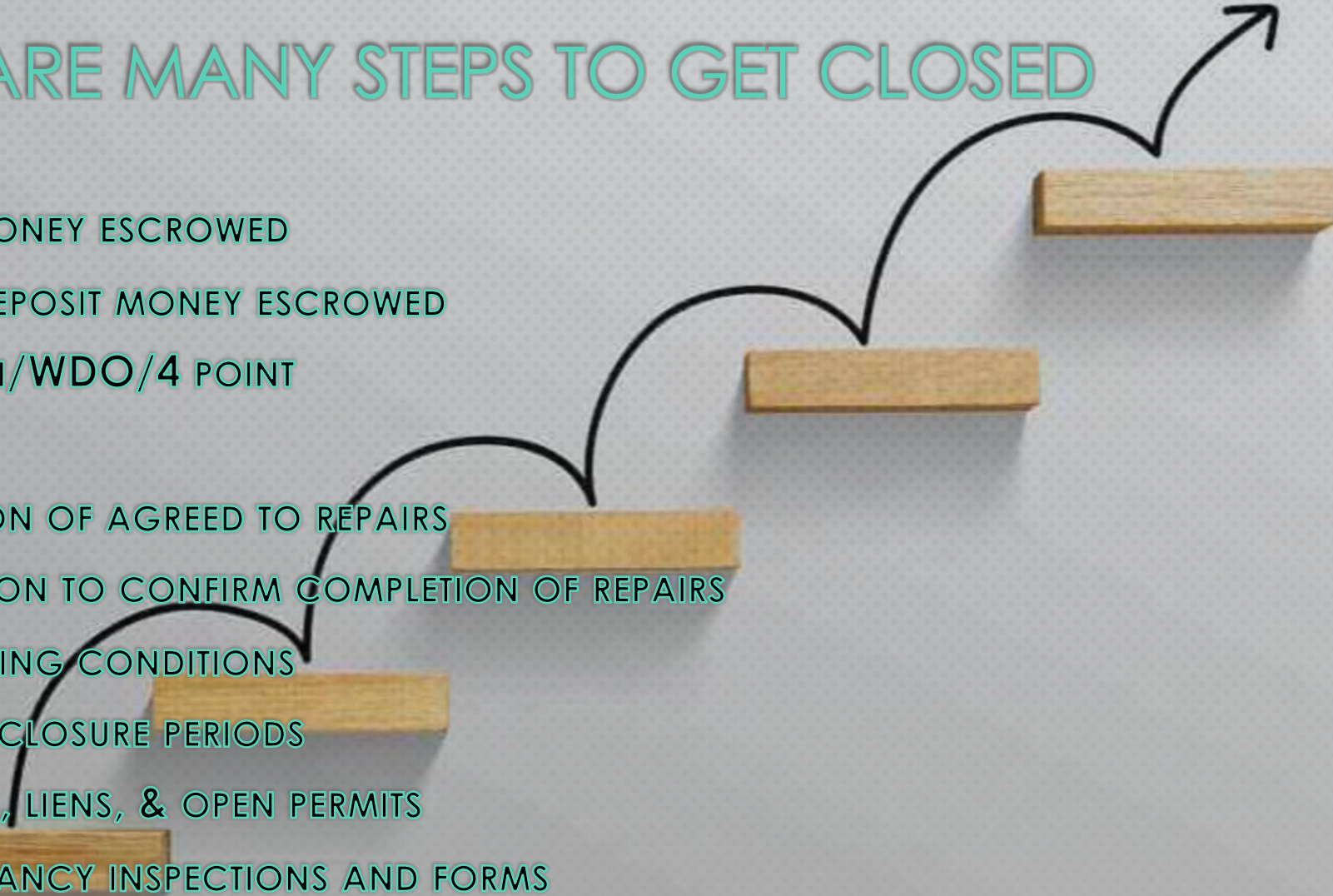
## CHAPTER 8

CLOSING THE DEAL AND THE CUSTOMER



# THERE ARE MANY STEPS TO GET CLOSED

- DEPOSIT MONEY ESCROWED
- SECOND DEPOSIT MONEY ESCROWED
- INSPECTION/WDO/4 POINT
- APPRAISAL
- COMPLETION OF AGREED TO REPAIRS
- REINSPECTION TO CONFIRM COMPLETION OF REPAIRS
- UNDERWRITING CONDITIONS
- LENDER DISCLOSURE PERIODS
- TITLE ISSUES, LIENS, & OPEN PERMITS
- RE-OCCUPANCY INSPECTIONS AND FORMS
- WALKTHROUGH
- CLOSING







HOW WILL YOU MANAGE THESE STEPS TO  
CLOSE A CUSTOMER FOR LIFE?



A close-up photograph of a person's hand holding a white, rectangular sign with rounded corners. The sign features the word "DEPOSIT" in large, bold, orange capital letters. The background is a blurred pattern of brown and white squares, resembling a checkered tablecloth. The lighting is bright, casting a soft shadow of the hand and sign onto the background.

**DEPOSIT**

DEPOSITS & THEIR SECOND DEPOSIT  
COUSIN



# THE TWO EXTRA BITES THE BUYER GETS AT THE APPLE

- INSPECTIONS
- APPRAISAL







AGREEING TO REPAIRS,  
COMPLETION OF THE REPAIRS AGREED TO &  
REINSPECTION TO CONFIRM COMPLETION OF REPAIRS





LENDER STUFF





TITLE ISSUES,  
LIENS, &  
OPEN PERMITS



**DELAYED**

THE GREAT CLOSING DELAYER: THE RE-OCC





FINAL WALKTHROUGH





SIDE NOTE: ESCROWING MONEY CAN BE  
YOUR FRIEND





THE CLOSING



A whiteboard with a white border and a light gray surface. The text "DEBRIEF FOR SUCCESS" is written in red, bold, sans-serif capital letters. "DEBRIEF" is on the top line and "FOR SUCCESS" is on the bottom line. The whiteboard is set against a dark gray background with a fine, repeating dot pattern.

**DEBRIEF**  
**FOR SUCCESS**

THE DEBRIEF





# CHAPTER 9

KEEPING CUSTOMERS FOR LIFE



INTERESTING  
THOUGHT !!

# CUSTOMER RETENTION

Why is it that businesses spend so much time and money to acquire new customers but, once they have them, do nothing to keep them?



# THE SAD STATISTICS

- 92% OF CUSTOMERS SAID THEY WOULD USE THE SAME AGENT AGAIN AFTER 2 YEARS
- OVER 84% CAN'T REMEMBER THE AGENTS NAME
- ONLY 12% ACTUALLY USE THE SAME AGENT







YOU MUST MAKE A BUSINESS DECISION



CUSTOMERS SHOULD BE MORE THAN A MEAL TICKET







HAVE A SYSTEM  
& STICK TO IT





EVERY CUSTOMER YOU RETAIN IS ONE LESS  
YOU NEED TO REPLACE WITH ADVERTISING





**THIS IS HOW A REAL ESTATE BUSINESS IS  
BUILT**





**BUILD LIFELONG RELATIONSHIPS OF TRUST, CARE, & RESPECT  
AND LASTING SUCCESS WILL FIND YOU**



**YOUR  
SUCCESS  
YOUR  
WAY.**

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Q & A







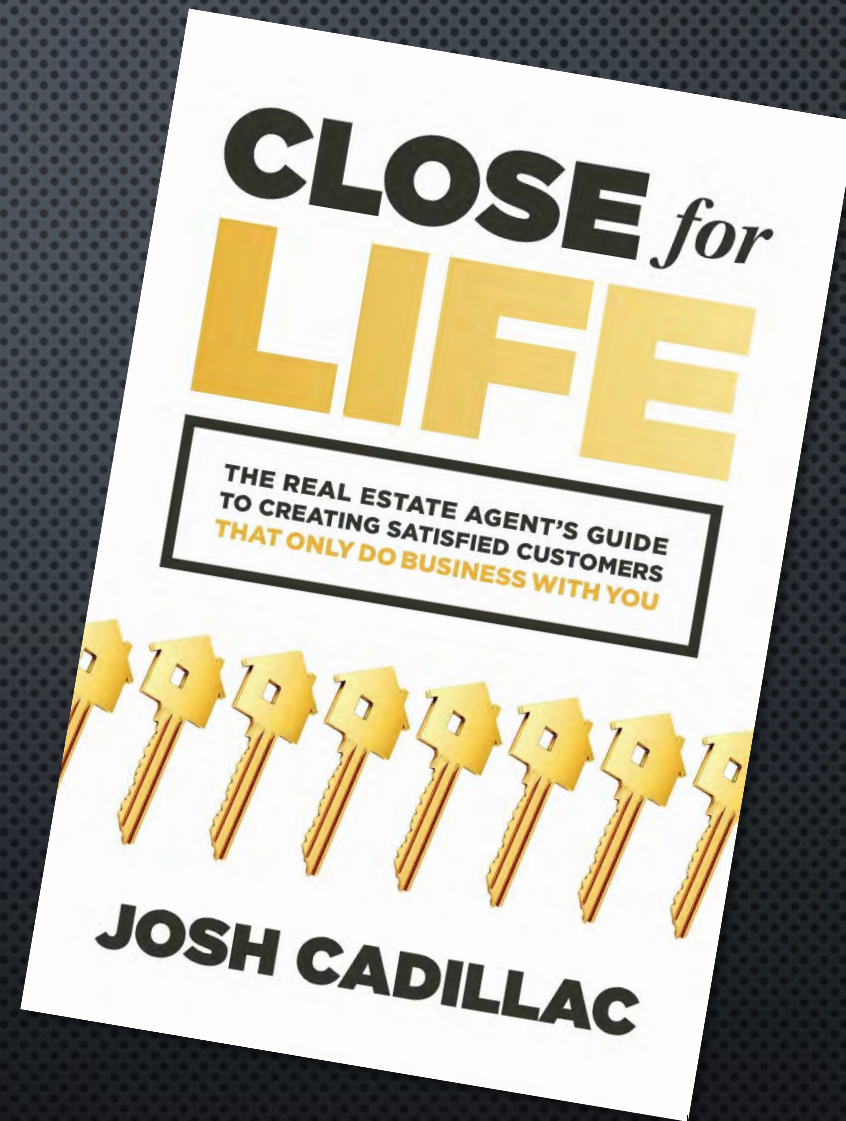
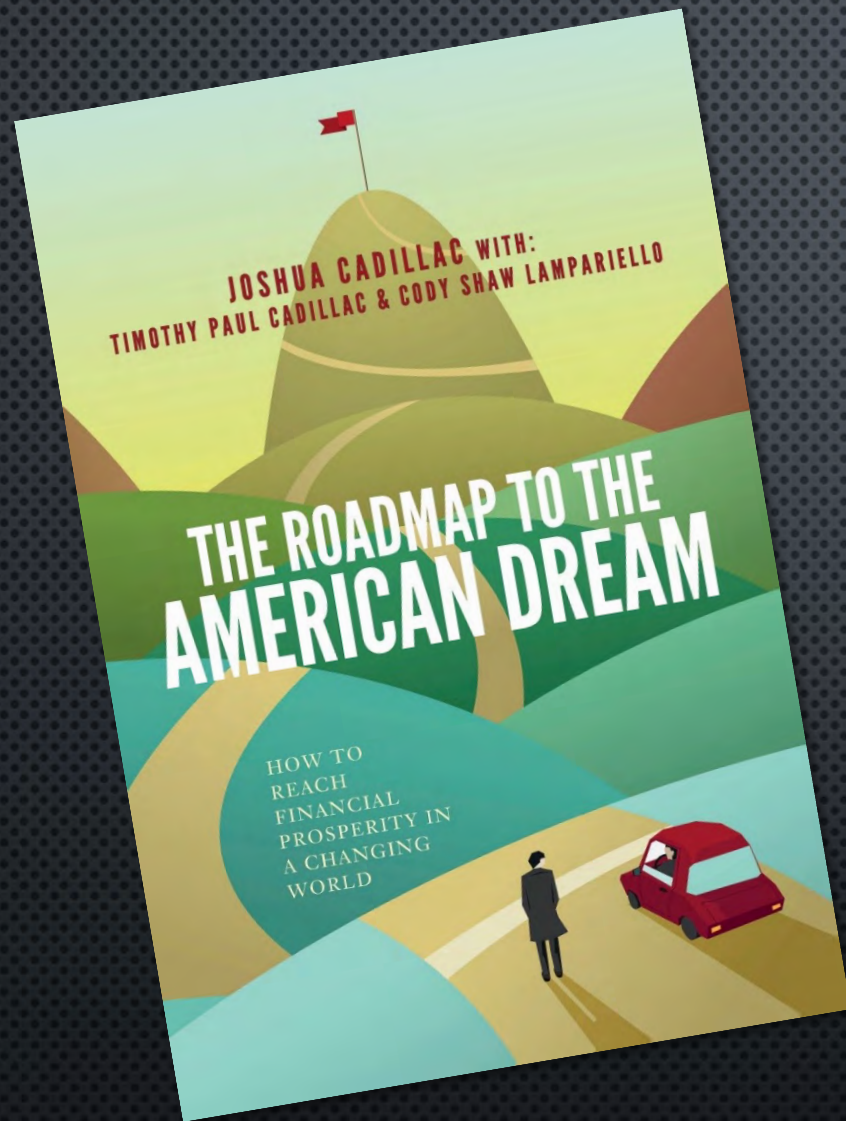
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WITH JOSH CADILLAC

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 (6Hrs.)	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.)	ACE The Most Amazing Product Ever (2 Hrs.)	ACE Close for Life (2 Hrs.)	ACE Lead Bonanza: How to Build and Work your Sphere of Influence (2Hrs.)	ACE Better than 12% (2Hrs.)

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WITH JOSH CADILLAC

Visit our website to learn about coaching,  
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