



Ignite

skills to *spark* a great career

Power Session 9: Make and Receive Offers

Aim for Offers That Win

Brenda Marshall

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Power Session 9: Make and Receive Offers

You are here!





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

Checkpoint

Report on Your Results

**STOP
and DO**

Your Daily 10/4

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

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

Time: 1 minute

**STOP
and DO**

Your Milestones

Milestones	
	Results
Appointments	
Agreements Signed	
Contracts Written	
Contracts Closed	

Time: 1 minute

The Daily 10/4

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

My business is growing abundantly!

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

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

What went right?

What were the challenges?

How can you power through the challenges next time?



TIP

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

Win for ...

You:

Learn what to say and do to make and receive offers that win for both the buyer and the seller.

Your Customers:

Buyers and sellers will feel as though they've both won and will rave about the level of service you provided to ensure a smooth and hassle-free experience.

Get Your Head in the Game

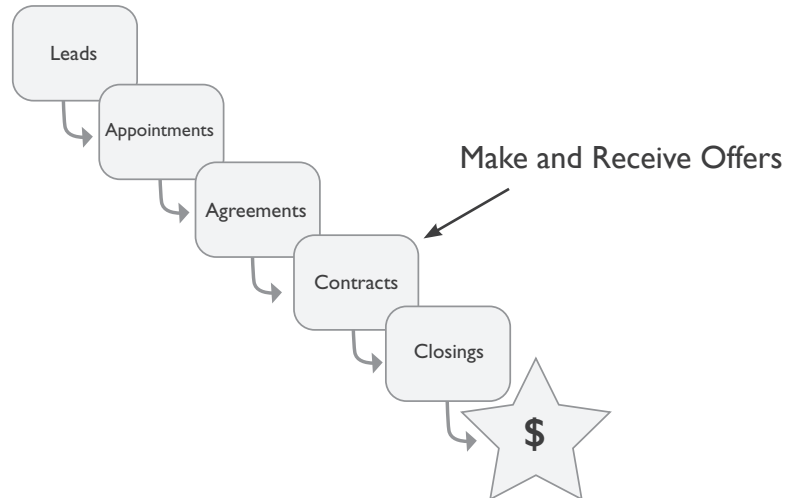
Arriving at the offer stage is an exciting and rewarding time for you and your client.

- If you represent the buyer, your searching has paid off and your client has finally found “the one.”
- If you represent the seller, you’ve diligently marketed and prepared their property for sale and have received an offer from a prospective buyer.

This is one of several critical junctures you’ll encounter during the Countdown to Payday—an offer is part of the process of moving from a buyer or seller’s *agreement* to a *sales contract*. For the first time, the buyer and seller are coming together. This is a major financial decision and can be a highly emotional experience for them both. Your goal is to bring them together and arrive at a sales contract in which both parties win.

As with every phase in the Countdown to Payday, you need to work quickly and carefully during the offer process, and this session will prepare you to do just that.

Countdown to Payday



Chris Heller, mega agent and president of KW Worldwide, San Diego, California, admits that everything he’s learned has been a lesson from “doing it the wrong way.” The one lesson that stands out most for Chris is the importance of setting expectations. “Always under-promise and over-deliver. Whether you are working with buyers or sellers, set the expectations conservatively. That way, you reduce the chance of disappointment.”



Today's Plan of Action

This Power Session gets you on track in four simple steps.

1. Walk through the processes below.
 - Writing and presenting offers when you represent a buyer.
 - Learn how to receive offers when you represent a seller.
2. Practice scripts you can use throughout both processes.
3. Learn how to set the stage for a positive negotiation.
4. Walk away with a plan of action.

Affirmation of the Day

*I am a great real estate agent and people respect me
and want to work with me!*



Leverage eEdge

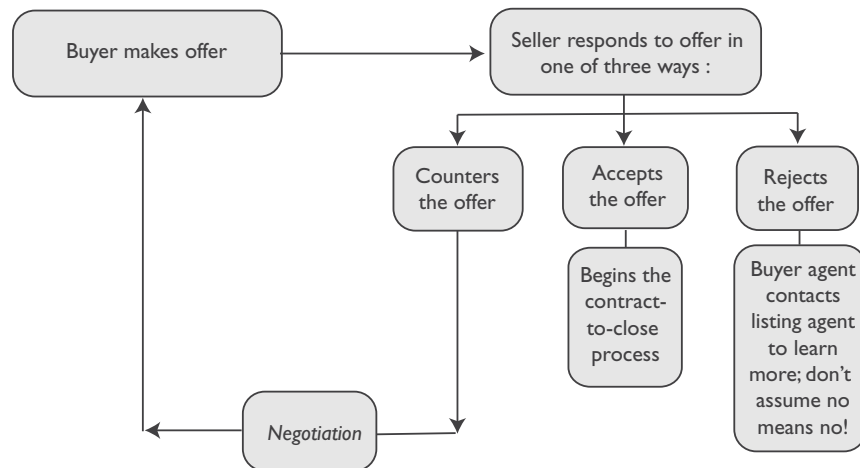
Use eEdge myTransactions (powered by DotLoop) to conduct the entire real estate transaction online. Imagine—no more faxing papers back and forth until they are barely readable, or driving across town for missed signatures. No more initialed changes to smudged contracts, illegible handwriting, or lost documents. With eEdge, all parties to a transaction can collaborate in one online space.

Make It Happen

The Offer Process

A buyer has found the home they want to purchase and the seller is looking forward to concluding the sale of their property. This is when the fun and magic begins, and whether you are representing the buyer or the seller, this is another opportunity for you to shine as a real estate professional.

The overall offer process with both parties is diagrammed below.



When You Represent the Buyer

Once your buyer finds a property they want to purchase, there are three actions you need to take:

1. Prepare to write the offer.
2. Write the offer.
3. Present the offer to the listing agent.

1. Prepare to write the offer

Before you write an offer, be sure you are fully prepared so you can work quickly and efficiently when you actually begin writing it. Use the checklist in this session.

Checklist for Preparing an Offer

- ❑ Obtain the buyer's preapproval letter from their lender. Your client's offer will be more attractive to the seller if a preapproval letter is submitted at the same time.
- ❑ Ensure the property is still available before spending any time preparing an offer. Even if your MLS indicates the listing is active, contact the listing agent to let them know that your client is considering making an offer. If it's off the market, let your buyer know immediately and promptly begin the search for another home.
- ❑ Produce a Comparative Market Analysis (CMA) to educate and inform your buyers. A CMA is an analysis of comparable recent sales and pending contracts in the neighborhood. You'll learn how to create a CMA in *Power Session 15: Price Right and Present Your CMA*.
- ❑ Contact the listing agent to build rapport and gather as much information about the seller and the property as you can. As you learned in *Power Session 6: Prepare to Work with Buyers*, knowledge is power!
 - Find out how much the seller paid for the property and how much they still owe. If the sellers are "underwater," the contract might turn out to be a short sale. This is public information in most areas.
 - Ask questions of the listing agent to discover what's important to the seller. Find out their time frame and motivation for moving. This allows you to customize the buyer's offer to address the seller's most pressing needs.
 - Inquire about the activity on the property, such as the number of showings and the time-on-market.
 - Obtain a Seller's Disclosure Statement, which provides details on any physical problems with the property of which the seller is aware.
 - Find out if there are or have been other offers. If so, what is their status or why did they fall through?

TIP

Put your co-op agent at ease early on and communicate that you are on their side. You want to work *with* them to arrive at a win-win deal for both sides of the transaction.

Free Download

This checklist is available in the toolkit on the Ignite course page at kwu.kw.com/ignite.



A note on making offers on distressed properties

Setting expectations about either real estate owned (REO) or short sale offers is key. Buyers especially need to know it's generally a myth that these properties are deeply discounted. It depends on how predominant they are in your market. If the market has 50 percent or more distressed sales, the distressed sales are probably "making the market" (i.e., current pricing reflects the discount). If the market has only a small percentage of distressed, there may actually be "deals," but deep discounting and lowballing is most likely a waste of time and should be discouraged.

1. Short sale buyers need to know that:

- The property is offered "as is." They can inspect for their own information, but there will be no negotiation over repairs.
- Their offer must be accepted by both the seller and the seller's lender. Getting seller approval for a reasonable offer will probably be easy. Getting the lender's approval may take two to three months.
- Although short sale processing of offers is relatively slow, when an offer is accepted, banks tend to want to close fast. The buyer's lender must be alerted to this and be ready to fund the loan on short notice.

2. REO buyers need to know that:

- The property is offered "as is," as in short sales. Buyers may inspect for information purposes only, but cannot negotiate over repairs.
- The offer goes straight to the bank that owns the property and a response is usually forthcoming quickly. REOs close in about the same time frame as a normal transaction (approximately thirty days).
- REO closings are unpredictable and may be scheduled, canceled, and rescheduled a couple of times by the owning bank. Buyer's lenders should be forewarned.

FURTHER STUDY

For more information on working with short sale and REO buyers, see *SHIFT Tactic 11: Distressed Properties*.

TRUTH

Distressed properties are not necessarily deeply discounted. It depends on how predominant they are in your market.

2. Write the offer

Keep these guidelines in mind and use the checklist on p. 11 as you write the offer.

- Ensure your buyer knows that all checks (e.g., earnest money) are written at the same time the offer is written and are deposited *upon acceptance*. This will vary by area; check with your Team Leader for specific guidelines.
- In eEdge myTransactions, obtain the appropriate offer to purchase form(s) for your area and add it to the buying loop, if it is not already included. Ask your MCA for assistance.
- Bring your laptop or tablet computer with you when you meet with your client to review the offer and respond online. If the seller is out of the area, you can still present the offer using eEdge and talk them through it by phone.
- When your buyer makes an offer, they are essentially selling themselves to the homeowner. A cover letter makes your client's offer stand out and serves the following purposes:
 - Summarizes the offer. Include a brief list with bullet points that capture the key items on the offer checklist. A bulleted list format is “scannable” and is more likely to be read in full. This is especially important if you are submitting a low offer—the summary's purpose will be to justify the low amount.
 - Humanizes the offer. The sale of a home is more than just a transaction on paper—it's a major life event for the seller, buyer, and their families. Humanize the offer by describing reasons why the buyers like the house—include their favorite features—and write a short profile of the buyers. Some buyer agents even include a photo of their clients. These activities help to foster a personal connection between seller and buyer, and increase the chances that your buyer's offer will be the one that is accepted.
 - Highlights why your buyer's offer is the best. Tell the seller why your offer is the one most likely to close (e.g., your buyer is preapproved, has already sold their home, or has a cash offer). Include as many points as you can to give the seller confidence that this contract will close on time.

Leverage eEdge

Create a buying loop and offer document, and invite your client into the loop. Then, when you meet with your client, they can review and e-sign the offer directly on your laptop or tablet computer! If they're out of town, all they need is Internet access to review and e-sign the offer.

TIP

Do not disclose private or confidential information about the buyers in a cover letter without the buyer's specific permission.

Shon Kokoszka, mega agent and buyer specialist on the Kokoszka Team in Denver, Colorado, often asks his buyers to write their own cover letters to the sellers. In these letters, they outline why they're making the offer and what it is they like about the house. This creates an emotional attachment to the property from the buyer.



A good example of how effective a cover letter can be comes from Julie White, agent in Madison, Wisconsin, when she was working with her very first client. A woman was looking for a home for herself and two boys in wheelchairs with special needs. She had been looking on her own for about a year and a half. Julie found a ranch-style house with wide hallways and close to the buyers' church—everything they'd been looking for. Julie knew there would be multiple offers and made certain the buyer was prequalified.

“We saw the house, and it was very dated, but it had everything the buyer needed for the two boys with muscular dystrophy. We wrote a long letter with the offer explaining why they really needed this house. They got the house, even though, we found out later, there were six offers and theirs was about the fourth best. Even though it wasn't the highest offer, the grandfather, who was going to a nursing home, was so excited that these boys were going to have his home because they really needed it.”

Checklist for Writing an Offer

- Price and Terms:** Consult with your buyer to arrive at the most logical offering based on the CMA. In the upcoming exercise, you'll learn what to say when your client wants to make a low offer.
- Seller's Disclosure:** Review this statement with your client to find out if there are any deal breakers.
- Conveyances:** Consider what items in the home will transfer or convey to the buyer. Typically, attached fixtures stay and movable items go with the seller. In some areas, the seller's disclosure will specify which items convey. These items are often up for negotiation.
- Earnest Money:** Buyers make a deposit to the seller to show good faith in the transaction. This earnest money is typically deposited in an escrow account that is jointly held by the buyer and seller. Determine an amount that would be acceptable to both your buyer and the seller. In many markets, 2–3 percent of the purchase price is normal. Check with your Team Leader about how earnest money is handled. Do the same for option money (if applicable).
- Time for Seller Acceptance:** Be sure to specify the time for acceptance.
- Financing Terms:** Make sure the financing terms would be agreeable to your buyer and the seller.
- Buyer Preapproval Letter:** Include this letter from the buyer's lender when you submit the offer.
- Loan Approval:** Allow your buyer ample time to finalize their financing. Check with your Team Leader for the average business days to be expected.
- Closing Date:** Make sure that the closing date will work for your buyer, their lender, and the closing company. Tuesdays, Wednesdays, and Thursdays are the best days to close because they are in the middle of the week; therefore, you have an extra business day before or after if needed to complete the transaction.
- Home Warranty:** Review any home warranty considerations.

Free Download

This checklist is available in the toolkit on the Ignite course page at kwu.kw.com/ignite.





Leverage eEdge

Use the email messaging feature in myTransactions to submit the cover letter along with the offer document.

- ❑ **Repair Limits:** Obtain the inspection report and focus on the items the buyer is most interested in repairing. Bear in mind that law regulates how much money the seller can give to the buyer. Explain the limits to your buyer. In the upcoming exercise, you'll learn what to say when your client wants the seller to make repairs.
- ❑ **Special Clauses or Contingencies:** These are special conditions that must be met in order for the contract to close, such as a satisfactory inspection report or the buyer obtaining funding. Carefully write any special clauses or contingencies your buyer would like to include in the offer.
- ❑ **Cover Letter:** Include a cover letter when you submit the offer.



Common Obstacles to Writing the Offer

With a partner, practice these scripts for overcoming common obstacles to writing offers.

Time: 5 minutes

Role

Play

When the buyer wants the seller to make repairs

Mr./Ms. Buyer, until you have a physical inspection, we will not know how much these items will cost. Consequently, you have three choices:

1. You can offer the seller less money to compensate for these items.
2. You can ask the seller for a credit to repair these items using your own contractor.
3. Or, I usually advise clients to wait for the physical inspection and negotiate all repair items at one time.

How would you like me to negotiate this offer on your behalf?

When the buyer wants to make a low offer

Mr./Ms. Buyer, there are three ways to negotiate a transaction.

1. You can make a low offer and run the risk of the seller rejecting it or countering back at full price to compensate.
2. You can make an offer closer to the asking price and be less flexible if there is a counteroffer.
3. If you really want this home and are concerned that another buyer may purchase it, you can make a full-price offer and give the seller what they want.

It's your choice. How would you like me to negotiate this offer?

KW MAPS Coaches Corner with Dianna Kokoszka

If your buyer wants to make a lowball offer, ask them, "If you were the seller and you'd lived in this house for a long time and raised your family there, how would you feel about this offer?" This helps buyers think about the seller's perspective and come up with a reasonable offer.



Leverage eEdge

It costs nothing for non-Keller Williams agents to use eEdge when they partner with a Keller Williams associate on a transaction.

3. Present the offer to the listing agent

1. Call the listing agent immediately to let them know an offer is coming.
2. Using eEdge, invite the listing agent into the buying loop, and submit the offer for their client's review and electronic signature.
3. Request a reply within the shortest amount of time your market will allow.
4. If the seller counters, consult with your buyer to either accept the counteroffer or to re-counter the offer.

At this point it's important to remind your buyer of current market conditions.

When You Represent the Seller

When a buyer makes an offer on your client's property, there are four actions you need to take.

1. Receive the offer.
2. Gather information about the buyer.
3. Present the offer to your client.
4. Respond to the offer.

1. Receive the offer

First, thank the buyer agent for the offer. If you know or even think there may be other offers coming in, tell the buyer agent at this time—this will create urgency. Then, review the offer for accuracy and completeness, using the checklist on the following page.

2. Gather information about the buyer

Aim to learn as much about the buyer and their motivations as possible. Ask the buyer agent questions such as:

- How long has the buyer been looking?
- Why did they select this particular property?
- Have they seen the property?
- How did they come up with their offer price?
- Have they made offers on any other properties? If so, what happened on those negotiations?
- Have they been preapproved by a lender?
- Do they have anything to sell?
- If they are from out of town, why are they moving to this area?

The more you know about the buyer, the better prepared you and your seller will be to respond. The goal is to respond to the buyer with a high likelihood of knowing how that response will be taken.



Leverage eEdge

When you are notified by the buyer agent that their client wants to make an offer, create an offer loop and invite the buyer agent into it to initiate an online negotiation process.

Checklist for Reviewing an Offer

- Address:** Be sure that the address is for the correct house!
- Price:** Check to see whether the offer falls in the range of the seller's expectations.
- Earnest Money:** Make sure the earnest money amount specified is acceptable to the seller. Check that the earnest money plus the balance of the down payment, plus the loan, equals the purchase price. Also review the option money (if applicable).
- Time for Acceptance:** Aim for the shortest time possible, usually within 24 hours or less. Be sure to get the content initialed by your seller if you go over the time limit.
- Preapproval:** Verify that the buyer is preapproved by a lender.
- Loan Approval:** Be sure to have a specific date for formal and final loan approval.
- Financing Terms:** Make sure the financing terms are agreeable to the seller.
- Closing Date:** Make sure the closing date on the offer will work with your seller's schedule.
- Home Warranty:** Review any home warranty considerations.
- Conveyances:** Go through the appliances and fixtures requested by the buyer with the seller. Be sure all of them convey.
- Repairs:** Review requested repairs with the seller.
- Special Clauses or Contingencies:** Carefully review any terms relating to closing costs, requests, etc.
- HOA and Mold Disclosure:** Make sure the seller has completed these documents. Have the seller sign or initial the documents where appropriate. Be sure to check that the buyer has initialed and signed in the appropriate places as well.
- Possession Date:** If possible, negotiate a possession date of at least 24 to 48 hours after closing to allow your seller sufficient time to vacate and clean the property.

To avoid disappointing your sellers, never promise them there's an offer on the home until you have it in your hand!

Free Download

This checklist is available in the toolkit on the Ignite course page at kwu.kw.com/ignite.



3. Present the offer to your client

- First, call your client to let them know you have an offer to present. Immediately inform them of the offer price and closing date.
- If possible, present the offer to your client in person. Bring your laptop or tablet computer with you when you meet with your client to review the offer and respond online. If the seller is out of the area, you can still present the offer using eEdge and talk them through it by phone.
- Keep the tone of the conversation as positive as possible at all times. Never criticize the buyer, their agent, or their offer.
- Explain the offer. Discuss the time-on-market, number of showings, and review an updated CMA to put the offer in perspective for your client.

Reach a decision

Reach a point of positive agreement with your client on how they will proceed. Explain that they have three choices:

- 1. Accept the offer:**
If the offer is reasonable, they may accept the offer on the spot. Remind the seller that if they accept the offer, the property is sold at that point.
- 2. Counter the offer:**
They may decide to counteroffer. This means, in effect, the seller is offering to “buy back” the property from the buyer for the counteroffer amount. Consult with your client to determine a reasonable counteroffer amount. Write the counteroffer amount on the contract or prepare a counteroffer form and have the seller initial it.
- 3. Reject the offer:**
If the offer is unreasonable, the seller may reject it. The seller may or may not decide to invite the buyer to submit a new offer.

Seller's Net Sheet

An estimate of the seller's closing costs, based on a specific offer on their home. This helps your client focus on the bottom line. You can find free net sheet templates online. Once a year, review your net sheet with a title company and a lender to ensure it is still accurate.

Role

Play

What to Say When Presenting an Offer to Your Clients

Choose a partner and take turns practicing the three scripts below.

Time: 5 minutes

Present the initial offer to your seller.

Good morning/afternoon, it's _____ (name) with Keller Williams Realty. Great news! We have an offer here for your review. I'm going to go through the offer with you—is this a good time? Now, the offer that came in with this is \$_____. They're putting \$_____ as earnest money and ____% as the total down payment. They want to close on _____ (date) and they're asking for ____% in repair limits. What do you think?

Present a low offer to your seller.

Never criticize or show a negative attitude about a low offer. Present all points of agreement first before discussing pricing or other disagreements.

I've got some good news and some bad news. The good news is that we have an offer on the property.

The not-so-good news is that they've offered \$_____. ...

The rest of the response can go in one of two ways, depending on market conditions.

1. I've already spoken with their agent and am confident we can get them to come up. So, you and I just need to talk about the price we're going to respond with and the time frame of the offer.

2. Your property has been on the market now for ____ days, and the average time on market for this area is ____ days. So let's entertain the offer. You never know how much a buyer will come up on the price. In fact, about half the time, low initial offers turn into closed sales. We have nothing to lose by making a counteroffer, and you may sell your house.

“Ask an experienced agent, your Team Leader, or your coach to role-play every scenario before you have to do it. Anyone in any other industry would do the same—they would practice their presentation before delivering it. In real estate, you need to do the same thing.”

Chris Heller
President of
KW Worldwide

Recommend that your client counteroffer.

You never know how much a buyer will come up. Put yourself in the buyer's shoes. You would want to get as much house for as little money as you can. But if you really loved the place, you'd do what it takes to purchase it, wouldn't you?

You have nothing to lose by countering. I suggest we do; it's your choice. Would you like to counter and see if you can sell your house to these buyers, or would you prefer to reject the offer and continue to market the property?

4. Respond to the offer

- Notify the buyer agent of your seller's decision. If you are presenting a counteroffer, prepare the document in eEdge, then present it in person if possible. Request a reply within 24–48 hours or the shortest time usual for the market.
- If the buyer accepts the counteroffer, have the buyer agent obtain his/her client's signature.
- Once both parties have signed the contract, retrieve it, the earnest money check, and the option check (if applicable in your Region) from the buyer agent. The buyer agent may deliver the earnest money check to the closing company or put it into an escrow account. Check with your Team Leader to determine how the earnest money, deposits, and option money (if applicable) are handled in your area.

“Your goal is to get your seller focused on a response—not whether an offer is good or bad, or whether or not the buyer is realistic.”

Chris Heller
President of
KW Worldwide

Role

Play

What to Say When Responding to an Offer

Choose a partner and take turns reading the script below.

Time: 3 minutes

Present a counteroffer to the buyer agent.

Good morning/afternoon, _____ (buyer agent).
This is _____ with Keller Williams Realty. Thank
you for your offer—we appreciate it. It was quite a
bit lower than what the seller had hoped.

Pause and see if you can get them to agree with you.

The sellers have come back with a reasonable
counteroffer that should work. The seller is
countering back for \$_____. The rest of the terms
in your offer are fine except for _____. This is
something that will work for everybody—your
buyer is getting a home within market, the seller is
selling at a reasonable price, and we can all move
forward to get this closed, wouldn't you agree?

Aim High

Set the Stage for Positive Negotiation

Whether you represent the buyer or the seller, the goal is the same—to kick off a negotiation process that is positive, efficient, and ultimately leads to a win-win agreement.

Ideally, if the listing and offer are priced right, the seller will accept the buyer's initial offer and move directly into the contract-to-close process, bypassing any negotiations on price.

It's also possible that the seller immediately rejects a buyer's initial offer; perhaps they received and decided to accept a more attractive offer, or the offer was simply too low. In this case, the buyer agent should press forward to see if "no" really means "no deal."

However, the most common response to an initial offer is for the seller to counteroffer. This is a sign that the seller is interested in the buyer's offer and has extended an invitation to negotiate.

While you cannot control or predict the actions or decisions of the client or agent on either side of the deal, you do have complete control over what you say and do in an effort to influence a positive negotiation process. You'll learn more in *Power Session 11: Negotiate Win-Win Agreements*.



FURTHER STUDY

For a more in-depth look at making and receiving offers, see *Buyer Mastery* and *Seller Mastery*.

Customer Service Focus

Place a strong emphasis on setting the foundation for a win-win negotiation and subsequent closing. The goal is for every customer who does business with you to have a positive experience. Recognizing that customers come first is among Keller Williams Realty's nine core beliefs—the WI4C2TS. This belief system guides the way Keller Williams associates treat each other and their customers.

Keller Williams core beliefs

WI4C2TS
<p>Win-Win: or no deal</p> <p>Integrity: do the right thing</p> <p>Customers: always come first</p> <p>Commitment: in all things</p> <p>Communication: seek first to understand</p> <p>Creativity: ideas before results</p> <p>Teamwork: together everyone achieves more</p> <p>Trust: starts with honesty</p> <p>Success: results through people</p>

eEdge is customer-centric

Keller Williams Realty provides associates with technology that supports this customer-centric philosophy. With eEdge, you can provide your clients—as well as co-op agents—a superior transaction experience. Buyers can rest assured that their offers won't arrive late and they can even make a fully documented offer on the spot. Sellers can review and approve offers anywhere, anytime, and have access to their complete transaction documentation for up to seven years.

Recap What You've Done

You've learned what you need to know to make and receive offers that win!

✓	Completed Lessons and Tasks
✓	You have stepped through the process of writing and presenting offers when representing a buyer.
✓	You have learned how to receive and respond to offers when representing a seller.
✓	You have practiced scripts you can use with clients and co-op agents on both sides of the transaction.



Get to Work

Your Action Plan

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

Done	My Action Plan	By When
	<p>Practice scripts.</p> <p>Practice the scripts you received in this session so you are ready for conversations with clients and co-op agents during the offer process.</p>	
	<p>Find resources.</p> <p>Identify resource(s) in your Market Center to review documents before submitting to client or co-op agent.</p>	
	<p>Complete myTransactions self-study lessons.</p> <p>Complete the myTransactions lessons in the <i>eEdge 101 Training Guide</i> on mykw.kw.com/eEdge.</p>	
	<p>Attend myTransactions training in your Market Center.</p> <p>Check your Market Center’s training calendar for myTransactions classes and time block these in your calendar.</p>	
	<p>Attend myTransactions training online.</p> <p>See the “Learn” section on mykw.kw.com/eEdge for online training classes and time block to attend relevant classes.</p>	
	<p>Prepare for your next Power Session.</p> <p>Your next class is <i>Power Session 10: Accountability – Check in on Time Blocking</i>. To fully participate in the class exercises, bring the following items, as always:</p> <ul style="list-style-type: none"> • Your database • Your phone • Your daily planner • A few note cards, envelopes, stamps, and business cards • Your Daily 10/4 tracking and results 	

Your Job Aids

- The checklists in this document are also available from the Ignite course page on kwu.kw.com:
 - Checklist for Preparing an Offer
 - Checklist for Writing an Offer
 - Checklist for Reviewing an Offer
- **Scripts** to practice and role-play with a partner.
- *eEdge 101 Training Guide* for detailed instructions on working with myTransactions. Available for download at mykw.kw.com/eEdge.
- *eEdge Co-Op Agent Guide* and *DotLoop Client Guide* to help familiarize co-op agents and clients with the online offer and negotiation process using eEdge. Available for download at mykw.kw.com/eEdge > myTransactions Documentation.

Your Daily 10/4 Assignment

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

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

Aha's



My Aha's

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

1.
2.
3.

2. Share one aha with the class.

Time: 5 minutes

Ignite Correction and Suggestion Log

Instructor Name: _____ Date: _____

Market Center: _____ Power Session #: _____

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

Suggestions for this Power Session:

Please send this completed form to KWU

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mail: 1221 South Mopac Expressway, Suite 400 Austin, TX 78746

