

WHY

WHAT EVERY REAL ESTATE AGENT SHOULD KNOW



16 TRUTHS THAT ARE KEEPING
YOU FROM MAKING
MORE COMMISSION

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INTRODUCTION

The goal of this eBook is to reveal some 'truths' that EVERY person selling real estate should be privy to but are not. Whether these 'truths' are being withheld intentionally or indirectly is only speculation. But I can tell you this much, I was at my whit's end in this business until I took a second look at some things about real estate that had always seemed a bit 'off' to me. Once I did, an entire new way of looking at it followed and very quickly behind that my income skyrocketed.

So are you ready to make your income skyrocket? I hope so! Let's get started!

Section #1 – Why?

In truth, this entire little eBook could be simply called WHY. This is because it was the core question I kept asking myself. There were a myriad of bad answers to individual questions but the reasons why basically came down to: I just did what "they" told me to do or what "they" said was best.

Now if you are not familiar with "they" – this group is part of every faction of every industry, market, state, city, you name it. "They" are the infamous group that brought us these gems from the past:

"If you keep doing that, you'll get hair on your palms."

"If you keep crossing your eyes like that, they will stick that way."

"If you swim within 30 minutes after eating, you will get horrible stomach cramps."

"If you wear hats too much, you will go bald."

You have likely been exposed to the work of this organization. "They" remain nameless and faceless but wield quite a lot of influence in our lives. So I'm going to tell you something you probably already know. "They" are full of crap and in most cases are just wrong! What's more, in certain industries "they" try to control what the public knows so that they can gain more money and power.

With that being said, let's look at the answers to these 'whys' and through this simple and quick process, you will find the same truths that I did and then watch your income explode! Use this guided journal to help you, and add your own feelings, thoughts and reasons to it. You can write out your reasons if they are not listed, though I feel most of these are universal. As you read through these, take a moment to reflect on each one. No need for Zen meditation or anything, just make sure you 'tune into' your thoughts and feelings about it.

1. Why did you get in this business?

- Being in control of my own business.
- Having control over my income.
- Having options with how to spend my time.

2. Why are you with your current broker?

- How much does your broker really help you?
- How much of a split does your broker take?
- That's, all I know, I'm afraid of change.
- I need the big brand name.

3. Why are your buyers buying a home with you?

- Because they like you.
- Because they trust you.
- They believe in the fact that you know the market.
- The relationship that they have with you.
- Not the name of the company you work for.

Key Question: Ask three of your previous clients why they chose to buy a home from you, and see how many really say they did because of what brokerage you work for.

4. Why are your sellers selling a home with you?

- You know how to market the property.
- You know how to value the house.
- You know the contacts.
- They are trusting your knowledge about the community.
- When deciding to sell their biggest asset, the relationship and trust in the agent is the ultimate deciding factor for a seller was the top reason.

Key Question: Ask three previous sellers what their determining factor was in hiring you. See how many will say the name brand of your brokerage

5. Why is your broker keeping so much of your commission?

- Is your broker providing you with monthly leads?
 - What services are your broker providing to help you market yourself.
 - Is your broker really earning their stake of the commission you worked for?
 - Why are you giving up your commission?
 - My broker is keeping more of my commission because
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6. Why would you be part of a franchise?

- To feel cool?
- Just because everyone else is doing it doesn't mean its right for you.
- To belong?
- To provide a service?
- Access to their platforms, training and support?

I can tell you first hand that there is better service, training, support and commission available without having to give up so much of your commission.

7. Why are you giving up your rights as an agent?

- You got into this business to be in charge of what you are doing. Are you in control when you are working under a franchise? Are you able to run your business the way you want it?

8. Why are you not able to charge what you want on listings?

- The commission and listing commission is a negotiable percentage. The clients have the right to be able to negotiate. Its hard to compete with an agent who is able to charge four percent commission to do a listing. Many consumers are now aware that they can negotiate and have an option on how much to pay to sell their home. Are you able to satisfy the change in the market?

9. Why are you not able to credit your buyer?

- More and more buyers need help with closing costs and unexpected expenses. Why are you unable to help alleviate the stress by crediting your clients. Not only will this make you look like a super hero, but in actuality it helps to grow future business, showing clients that you care. This is the extra money your broker is taking from you, keeping you from going above and beyond.

10. Why are you spending money on marketing?

- We all know marketing is the key to longevity in this business and the more you spend on marketing, the more success you have. Imagine the money your broker takes from each transaction you close. How much marketing could you do with that?
- Did your broker help pay for any of your marketing to help you get the business that you have gotten so far?

11. Why should you take control of your business?

- It's your future, it's your life. Remember why you got into this business. To have control over your business, income and future.

Summary: It doesn't matter whose advice you take; YOU are the one who LIVES the outcome of those choices no matter WHO told you or didn't tell you what to do. Remember that. At the end of the day, I think most people want to look back with few regrets knowing they gave their all and did the best they could. It's important to be 'the captain of your ship' even if that doesn't necessarily come naturally to you.

12. Why should you make a change?

The Real Estate industry has dramatically changed in the last fifteen years. Because of the internet consumers have more options. More discount brokers are entering the market because of the evolution in the industry towards online listings and marketing. Real Estate Source, Inc. takes advantage of this trend and allows you to maximize your commission and earning potential in today's market. We help you meet the demands of today and tomorrow's consumer in a way that's most beneficial to you.

Summary: The internet has made it easier than ever to market yourself along with the houses you are selling, because to consumers the two things are intrinsically interwoven. Real Estate Source, Inc. has all the tools you need, as well as the training to show you how.

13. Why is a flat fee broker the future of the industry?

- More and more agents are realizing that their commission structure and the money taken each year is not related to increased income or business revenue. More agents are realizing they are the ones in charge of their business, and buyers and sellers are trusting them and their knowledge to make the biggest purchasing decision of their life. Not the name brand of the brokerage.
- The growing demand of consumers who have become financially wise and looking to maximize profits with the rapid growth of discount brokers. This is changing the face of the real estate industry.

Summary: Trends are working in favor of this flat broker fee as it benefits agents and it helps customers feel like you are selling them what they want, not just trying to sell them 'a house' to earn a higher commission.

14. Why are you afraid of making a change?

- I'm afraid people won't trust me.
- I'm afraid to lose my business.
- I'm afraid I may not have the tools I need to succeed.
- I'm afraid I may not have enough support
- Why are you afraid?
- I'm afraid_____.
- I'm afraid_____.

Summary: I can assure you that all of these fears are absolutely false thoughts and myths. Here at Real Estate Source Inc. we work with you every step of the way to make sure you are successful.

15. Why are you not confident enough in yourself?

- As we mentioned before, it is you that the consumers are trusting their most valuable purchasing and selling decision with.
- You have all the knowledge, power and tools to sell and market yourself in today's industry.
- Why are you not confident in yourself?
- What is holding you back from taking control?

Summary: If you are confident enough to go out and meet strangers, tell them about a house and eventually sell them a house – likely the BIGGEST purchase they will ever make – then you have the confidence to make more money doing it, you just need to market yourself (which you are already doing anyway) along with your business.

16. Why are you giving up so much of your hard earned commission on every sale?

Why? _____.

Section #2 – Wrap up and a note from the CEO of Real Estate Source Inc.

The 'point' of this book is to help you CLEARLY see what you are giving up to maintain a working relationship with your broker as well as what (if anything) they bring to the table that justifies what you give up. Also it is to help you see that many of the things you give up were CORE REASONS you got into this business in the first place.

The bottom line here is simple, do you get value from your broker for all of the 'freedoms' you give up to work with them and if not is that okay with you? As long as you can answer those questions clearly and consciously you will do well in this business no matter what path you follow.

I hope this booklet helps you see your business and yourself in a new light.

You are able to make changes in your business plan to help you succeed. I hope you recognize your value and the fact that you have options with your business. Always remember that change is part of life and those who adapt best will do best in this ever changing modern environment. Even if you choose to make no changes and remain on your current path, you deserve more of your hard earned commission. Ask your clients to reassure yourself why they are buying and selling with you. Let's take a look at the highlights of my system and how they benefit YOU!



If you can imagine all the best, most profitable, easiest to use methods and techniques – then roll them all into the same Real Estate Broker then you are on your way to understanding what we have to offer. Take a look for yourself...

Will You Compromise for LESS When You Can Have MORE?

150+ Savvy Real Estate Agents Have Already Joined Us

Many Doubling and Tripling Their Income Since they Did!

#1 Stop Sharing Your Hard Earned Money – You Can Have 100% Commission!

- ✓ It's you that makes the sale. Don't you feel that you deserve to keep more of the money you earned with your own effort?
- ✓ When you join Real Estate Source Inc, you can finally enjoy getting a full 100% commission. Ditch the unfair, pocket-draining 70/30 splits most brokerages offer.

#2 Become A Member Of A Reputable Brand That's Been On The Market Since 2007!

- ✓ Real Estate Source, Inc. is devoted to over 150 Real Estate Agents in Northern California for 9 continuous years.

#3 Enjoy MORE Control Over YOUR Business!

- ✓ Real Estate Source, Inc. is designed to give agents full control with a \$595 Flat Fee Per Transaction.
- ✓ As if that wasn't enough, we also pay your E & O!
- ✓ Our 100% commission plan comes with unparalleled broker support. The broker is available 24/7 to help you when you need him.
- ✓ Stay happy, driven and competitive. Build your business as you want to!

#4 No Hidden Charges – Pure Transparency!

- ✓ An increasing number of agents are choosing a 100% commission structured broker in California each year.
- ✓ However... be CAREFUL who you choose!
- ✓ Not all 100% commission companies are the same.
- ✓ Our 100% commission plan has no hidden charges, just a \$595 Flat Fee Per Transaction.

#5 Join An Elite Growing Group!

- ✓ When you join our 100% commission company you are part of an elite group of California agents. We have agents servicing buyers and sellers in the following cities: Folsom, El Dorado Hills, Rocklin, Elk Grove, Sacramento, Fair Oaks, Orangevale, Roseville, Placerville, Roseville, Fresno, Stockton, Alameda, Berkley, San Francisco, San Joaquin, San Jose, Merced, Modesto Contra Costa County, Walnut Creek, Fairfield, Lincoln, Placerville, Grass Valley, Vacaville, Napa, Concorde, Dixon, Davis, Woodland, Auburn, Oakland, Concorde, Antioch, Manteca, Lodi and more who are on our 100% Commission plan.

- ✓ A *100% Commission* plan means that agents are receiving a commission with only a \$595 Flat Fee Per Transaction deducted.
- ✓ 100% Commission doesn't mean that the agents will receive 100% of the net commission.
- ✓ The term 100% Commission is widely used and is also correlated to a flat fee commission structured real estate company.
- ✓ Therefore, in all marketing materials for Real Estate Source, Inc. the term 100% Commission means only a \$595 Broker fee will be deducted from each net closing.
- ✓ All California licensed real estate agents may join the company for this 100% Commission Plan.
- ✓ Join Northern California's Top Real Estate Broker Today, and get a \$595 Flat Fee commission!

**Here's what agents have to say about us:
"It's You That Makes The Sale"**

"I am a licensed real estate agent who saw the Real Estate Source ad on Craigslist years ago, and was skeptical that it was a scam or too good to be true. After speaking with Tony, I decided to take a chance and I am sooooo happy I did. We have no mandatory meetings, he covers our E & O insurance and initial marketing tools. And as he promises, at the close of every transaction you only pay him \$595.00. On top of that he is knowledgeable, professional, honest and an authentically nice person.

I can't recommend Real Estate Source Inc. enough!!!"

-Susan, CalBRE LIC# 01851877

"I am a licensed real estate broker. Ever since I became an agent I have been with Tony S. Dini as my broker. He taught me the ins-and-outs. of the real estate world. He is a very knowledgeable and thorough professional. Always available 24/7, and always willing to help you irrespective of the small commission he takes out of your deals. He is experienced at each phase of the sales effort. He is innovative in developing prospects for his agents, provides useful insights on pre-listing, renovations / staging, effective showings and proactive facilitation during the sales negotiations / due diligence.

He is humble, competent and graceful."

- Asim, CalBRE# 01912308

So you are ready to get started with us... What do you do first?

First things first, **call us at (916) 307-3444** and ask for Tony. I'll get you set up quick and easy and help you get a fast start. Or you can go online and fill out the form at **www.morecommission.info** so we can switch brokers for you.

We are here and try to make it as simple as possible for you to make the very best income you can in this industry.



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\$595 FLAT FEE

www.MoreCommission.info

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It's You That Makes the Sale



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Folsom, CA 95630

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- Paperless Transaction Management

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