21+ Real-World, Tested and Proven
Star Producers' Marketing Pieces and Campaigns You Can Duplicate and Implement Today

Brought to you by Real Estate Star Power
www.starpower.com
Congratulations on investing in yourself and your future.

And thank you for downloading this packet of valuable resources!

We’re sharing the materials referenced during the session, 8 Ways to Win Listings from Sellers Who Are Motivated and “MUST MOVE” Today. Plus 5 Strategies to Find Buyers Who “HAVE TO” Buy Right Now.

And, we gathered additional materials that will assist your success in pursuing the 13 different strategies proven by the Star Power Stars to work in today’s market.

Star Power’s mission is to have a profound, positive, and lasting impact on the quality of real estate professionals’ business and personal lives. Whether it’s attending our Star Power Annual Conference, participating in the Star Power Club, enrolling in a specialized Star Power University, or leveling up with the personalized attention of a Star Power Coach, you have the power of the Stars supporting you.

Not sure what service will give you the best leverage? Contact us for a complimentary discovery session and we’ll get you headed in the right direction!

Make it your best year yet,

Amy Stoehr, CEO and Executive Coach

JOIN THE CLUB www.starpower.com/club
MUST Seller #1
Seniors who are moving to their final destination

Downsizing Workshop
The Latest Trends and Strategies
If you're like most people, and you don't know where to start, this free workshop is for you!

What You Can Expect To Learn:
- Decluttering - How and why it's vital.
- Pre-inspection: What it is and how to prepare your home for a successful sale.
- Pricing & Marketing - How to attract the right buyers to your home and help them envision living there.

Tuesday, January 31, 2023 | 10 to 11:30 am
Pinckney Hall, Edisto River Room
Special Attendee Giveaway!
Register to win a 2-hour consultation with our favorite downsizing expert! Must be present to win.

Reserve Your Seat
EMAIL Ashley@CollinsGroupRealty.com or CALL (843) 941-6300.

Presented by
Collins Group Realty

Selling & Downsizing Workshop
"I'm thinking about selling to take advantage of the market, but I don't know where to start, or where I'll go."

If this resonates with you, join us for an interactive workshop where we will discuss the important topic of today's seller's market, downsizing your home and your property values, what's hot, and what's not.

Thursday, March 31st | 4 - 5:30 pm
Palmea Inn & Suites | 12 Park Lane, Hilton Head Island, Retirement & Investment
Register for this complimentary workshop at: CollinsGroupRealty.com/Workshop or Call (843) 580-2211.

Collins Group Realty
Celebrating 20 Years of Results

Downsizing Workshop
The Latest Trends and Strategies
If you're like most people, and you don't know where to start, this free workshop is for you!

- Learn the plan of action for the downsizing process.
- Learn how to get the job done.
- Learn how to negotiate home selling and buying tips for your transition.
- Learn how to make your property sell for the highest value.

Tuesday, October 25, 2022
3:30 to 5:00 pm
Collins Group Realty, 777 Old Towne Rd, Bluffton, SC 29910
Space is limited, register now. CollinsGroupRealty.com/Workshop
Call (843) 941-6300 and ask for Ashley or Kristina.
MUST Seller #1
continued: virtual seminar for seniors and those assisting them

- Facebook posts to attract interest and announce the event
PEEPS... on March 9th at 7:00 I'll be hosting a Zoom Panel of experts in the world of Seniors. Our parents... aunts and uncles... even us are getting older and planning and answers are a great help. I'm so proud to announce that Carmen Worley, an Assisted Living Administrator and a Certified Dementia Practitioner will be on the call as well as Rachel Quinley, an incredible probate/estate attorney to discuss a wide variety of issues AND my own daughter Abbey Kister, a licensed Social Worker who can discuss issues and services designed to keep seniors in their homes the longest and chat about caregiver support. Please, message me if you have anything you'd like to hear discussed. There will be a link here on this FB page on the 9th with which you can access the call. We're all looking forward to this chat. Have a great weekend.
MUST Seller #2

Estate Sales

- Postcards used in the campaign that institutes a mail, call, handwritten note cycle done three times.

We Love to Help... A Latte!

www.altirealestate.com

But Don’t Take Our Word for It...

“Our estate attorney put me in touch with Greg at a time when the responsibilities of being Executor were really starting to wear on me. His ability to recognize which repairing would result in added value to the estate made the difference in the outcome. He is a true professional worthy of the highest trust.”

— Steven, Prospect, KY

Let me buy you coffee and tell you how we’ll help YOU win with your clients.

CALL TODAY TO SCHEDULE COFFEE!
(502) 966-7325

The Greg Taylor Team
Alti Real Estate with RE/MAX Associates
gtaylor@altirealestate.com
9405 Mill Brook Rd. Louisville, KY 40223
Perhaps we are...

I help people in challenging situations move on with their lives.
In fact, I’m passionate about it.
Let me take you to lunch and share with you how I can make life easier for your clients, and YOU.

WE CLOSE PROPERTIES FASTER THAN THE AVERAGE AGENT
WE SOLVE THE PROBLEMS OTHER AGENTS CAN’T
WE CARE FOR THE CLIENTS AFTER THE SALE

CALL TODAY TO SCHEDULE LUNCH!
(502) 966-7325

The Greg Taylor Team
Alt! Real Estate with RE/MAX Associates
gtaylor@altirealestate.com
9405 Mill Brook Rd. Louisville, KY 40223
Sick of My Face Yet?

www.altirealestate.com

I'm Better in Person. Ask the Clients.

“Our estate attorney put me in touch with Greg at a time when the responsibilities of being Executor were really starting to wear on me. His ability to recognize which repairs would result in added value to the sale made the difference in the outcome. He is a true professional worthy of the highest trust.”

– Steven, Prospect, KY

Let’s talk. I know I can help you AND your clients.

CALL ME TODAY TO MEET!
(502) 966-7325

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gtaylor@altirealestate.com
9405 Mill Brook Rd. Louisville, KY 40223
MUST Seller #3
Divorce Sellers

- Develop a relationship with Divorce Attorneys
- Shoot a YouTube video educating sellers going through a divorce on the process

How we can serve you and your clients!

Specialties
Divorce | Probate | Broker Price Option
Inter-Family Transactions
Scrivener & Title Services

Our Reach
Whole Sales | Retail Sales | Cash Offers
Domestic & International Investors
Portfolio Purchase
26,000+ Internal Agent Connections

Repair & Renovation
Estate Sale | Property Clean-out | Electrical
Plumbing | Landscaping | Paint | Kitchen & Bath
Handyman Services | Roofing & Gutters | Masonry
Structural | Trash Removal & Hauling
Deep Clean | De-Clutter

Certified Residential Specialist
MUST Seller #4
Investors who are tired of being landlords

- Absentee owner/non-owner-occupied mailings
MUST Seller #5
Relocation Seller
• Build rapport and have ongoing communication with Relocation Directors
• Provide them materials they can put in the hands of the employee seller
HOW WE SELL HOMES

We aren’t called “Your Hometown Realtors” for nothing. We live, work, and play in Fremont County and have for the majority of our lives. With so many homegrown folks on our team, we understand what buyers are looking for and how the local market behaves. Combined with our commitment to old-fashioned integrity and our use of cutting-edge technologies to market our properties, we WILL get your home sold!

IT’S ALL ABOUT RELATIONSHIPS

We know that you have many choices when it comes to working with a Realtor to list your home for sale. There are many great Realtors in our area that will do a good job for you. But the Wind River Realty difference is this - you aren’t just another client. It is our hope that we can cultivate a relationship with you that benefits you now and in the future. Our team is caring, committed, and genuinely wants to do the best job for YOU! Your real estate goals are our goals as well, and we will work tirelessly to help you achieve them.
THE WIND RIVER REALTY
GUIDE TO SMART SALES

We can get you on the road to selling your home by:

1. Helping you understand the current market conditions. We’ll provide you with a comparative market analysis (CMA) that shows pending sales, recently sold homes at similar price points, and expired listings as well. Consider it your own personal market snapshot!
2. Assessing the value of your home. We can’t do an official appraisal, but the CMA combined with our intimate knowledge of the local market will help us give you a good idea of the market value of your home.
3. Setting the right price. We will accurately price your home to get a quick sale. Accurate pricing is crucial to getting your home sold as quickly as possible.
4. Calculating your bottom line. We’ll help you figure out things like closing costs, fees, and commissions so you know how much money you might walk away with after closing.
5. Preparing your home for sale. Your home only has one chance to make a good first impression. We’ll give you advice on how to market prep your home. We even offer complementary staging advice and we’ll schedule any needed repairs on your behalf!
6. Modern advertising with old-fashioned hard work. Anyone can tweet or post something to Facebook. And while we certainly harness the power of modern technologies like social media, virtual tours, Facebook Live open houses, and narrated YouTube tours, we are also still committed to pounding the pavement, making phone calls, and getting face-to-face meetings with other Realtors who represent potential buyers.
7. Qualifying the buyer. We will help determine if a potential buyer can afford your home, that way your time isn’t wasted. We’ll also arrange inspections, the appraisal, and deal with contingencies so you don’t have to! When the time comes, we’ll negotiate on your behalf to ensure you get the best possible deal for your home.
8. Helping you get settled in. Our commitment to you doesn’t end when you sign on the dotted line and get your keys. We’ll help you get settled by providing moving boxes and tape, a moving trailer, and a guide to streamlining the moving process.
WHY WORKING WITH WIND RIVER REALTY IS A VERY SMART MOVE

Your home is one of your biggest investments. As such, selling it is not a process you want to walk into without the full knowledge of real estate proceedings. That's where we come in...

Our real estate experts are here to guide you through the process of selling your property. And it's not just your specific agent that will assist you along the way - we are a team that works hard for you!

WE HAVE DECADES OF EXPERIENCE

Not only is the Wind River Realty team highly experienced in selling in the Fremont County market, but our team is also well-versed in all stages of selling – from pricing to inspections to negotiations. We understand the stress that selling your home puts on your family and will work hard to make it as easy as possible for you.

WE UNDERSTAND THAT COMMUNICATION IS ESSENTIAL

We don't just write a contract and then not call you for weeks on end! We'll be with you through the entire home-selling process – finding a buyer, negotiating a contract, lining up inspections, arranging financing, negotiating with appraisers, managing the moving process, and closing on the sale. And all the while, we will keep you in the loop, give you updates, hear your concerns, and answer your questions. Effective communication is the cornerstone of an effective Realtor-client relationship!
WHY WORKING WITH WIND RIVER REALTY IS A VERY SMART MOVE

WE NEGOTIATE WITH THE BEST OF THEM

As your seller’s agent, it is our fiduciary responsibility to get you the most money out of your home. We’ve earned an excellent reputation for protecting our clients’ investments and saving them money in a sometimes difficult market. We’ll also help you negotiate home inspection repairs and other important contract terms so you come out of your real estate transaction as far ahead as possible.

WE’LL BE THERE FOR YOU AFTER THE SALE TOO

Our commitment to you doesn’t end once the contract is signed. Instead, we feel there’s still much work left to be done! We will make sure the closing goes smoothly and that you have the resources you need to pack up and move. With our full-time team on your side, we’ll make sure no detail is left undone!

“*To be successful in real estate, you must always and consistently put your clients’ best interests first.*”

- Anthony Hitt

WE TAKE A TEAM APPROACH FOR A REASON

For the same commission you’d pay a single agent, with the Wind River Realty Team, you’ll get a dedicated full-time team of experts all with one goal — to help you sell your home.

If for any reason we do not provide 100% satisfactory service, let us know and we will promise to remedy the situation within 24 hours. If you are still not satisfied, we will release you unconditionally from the listing agreement with no further obligation. We’re sure that you’ll be satisfied!
MUST Seller #6
Friends of past clients and sphere
• Micro client appreciation events: Bring a Friend!
MUST Seller #7
MUST Seller #7: Seller seminar attendees

5 MISTAKES HOMEOWNERS MAKE THAT COST THEM THOUSANDS

3.8.2023
6:30 - 8:00 PM

Register Now
MUST Seller #8
Distressed Sellers behind on their payments

Is Time Running Out On Your Home?

We can help you avoid foreclosure...

As Certified Distressed Property Experts, we have the expertise that can help families avoid foreclosure while saving much of their credit. If you are struggling to make you mortgage payments, have to sell your home because you owe more than it's worth...there are options.

Contact Us Today!

Greg Gorman, PA
Broker-Associate
239-280-2225
Greg@TeamParadise.com

David Burke
239-280-2226
David@TeamParadise.com
MUST Buyer #1
Renters wanting to quit throwing money away

### Renting a Home
- Flexibility to move whenever without penalty after lease ends
- Same monthly payment
- Landlord handles repairs and covers expenses
- Landlord can raise rent or decide to sell property

### Owning a Home
- Provides a sense of stability and community
- Helps build equity
- Responsible for all repairs and maintenance including costs
- Requires a large amount of financial leverage
- Homeowners can stand to make or lose a lot of money if house prices rise or fall
MUST Buyer #2
Transferees

- Like the relocation seller, foster the relationship with Relocation Director and put materials in their hands they can give to the relocating buyers
MUST Buyer #3
Buyers who have outgrown their current home

https://www.youtube.com/watch?v=6dtYa6mzPow
MUST Buyer #4
Potential Investors are worn out by stock market woes

- Seminars with investing How To’s
- Video content on your site, your YouTube channel, and other outlets
MUST Buyer #5
Friends of past clients and sphere

- Closing buyer script: I’m going to miss you; I need someone else like you to work with! Who can you send my way?
- Micro client appreciation events work for buyers also
let's throw a party!

FREQUENTLY ASKED QUESTIONS

IS THIS FOR REAL?
You bet! This is for real and our way of showing our appreciation for your business.

WHAT DOES THE DAILEY GROUP PROVIDE?
We take care of everything — just provide drinks and dessert and we'll take care of everything else!

WHAT DO I NEED TO DO?
Set the date — get excited — spread the word! Tell your friends and family to look for an email invite to your party! Also, we'd be honored if you'd help us put together a "Success Story" about your experiences working with The Dailey Group. (details to follow)

WHAT TIME IS THE PARTY?
We've found 2-4pm on a Saturday tends to work best for most people as it allows people to come early or late, whatever works best for their schedules. It also doesn't conflict with evening plans or put pressure on you to entertain late (though we're sure your closest friends will stay and celebrate long after 4pm!)

Six Steps to Throwing a Successful Housewarming Party

1. Pick a date with enough notice so people can make it (2-3 months out)
2. Send us a picture of you in front of your great new home
3. Email us your VIP guest list complete with names and email addresses
4. Approve the invite so we can hit "send"
5. Follow up with guests as they respond
6. Smile and get ready to have fun!

The Dailey Group of Keller Williams Gateway
8015 Corporate Drive | Suite C | Baltimore, MD 21236
team 800.214.1245 fax 866.853.2700
web www.thedaileygroup.com email team@thedaileygroup.com
Each office is independently owned and operated.
We trust you found value in the content provided.

The Star Power Stars are a treasure trove of proven, successful strategies to keep your business going and growing!

For more business-building tips, scripts, and tactics, visit www.starpower.com today!

JOIN THE CLUB!
BEST PRACTICES. BEST AGENTS. BRAND NEUTRAL. OPEN SHARING. IT’S THE CORNERSTONE OF ALL THINGS STAR POWER, AND THE MONTHLY STAR POWER CLUB INTERVIEW SERIES IS YOUR FOUNDATION.

Each month, you’ll meet new Stars from across North America who are shining examples of success in their respective markets. They’ll open the doors and welcome you in to see and hear the scripts, marketing pieces, strategies, checklists, tools, plans, and more that they use on a daily basis to successfully sell real estate - AND have a positive impact in their community, and elevate their own quality of life.

Your monthly Club subscription includes:
- Monthly video interviews with our new Star Power Stars (also available as audio)
- Monthly Star Power News newsletter filled with scripts, marketing, coaching, and so much more and including hyperlinks to downloadable materials shared by the Stars
- Speakeasy Club - a monthly virtual hangout to discuss anything and everything real estate that’s on your mind!
- Monthly Revisit video interviews with veteran Stars who are still active, relevant, and excelling in their market
- Access to past audio Star interviews originally recorded 2010 and earlier
- Discounts and early notices for new products and services

SCAN QR CODE TO REGISTER TODAY!