

September 22, 2016

An open letter to other agents considering Realty Executives Northern Arizona as a move.

LOCATION - LOCATION - LOCATION!

We have heard this so often, or are quick to espouse this as some sort of mantra when we think of the physical, tangible homes and land we are involved with. BUT...this also is inextricably the case with our choice of companies or brands that we choose to affiliate with.

Earlier this year of 2016, I was contacted or approached by three different real estate brands, who each wanted me to make the move from my current real estate company. Now keep in mind I'm not new to real estate, since I am in my 9th year... and have previously worked for two other well-known real estate companies. The business model I was currently working with was a 100% commission with monthly agent fees, E&O, and transaction fees at closing. I was having limited success, but knew that my goals were not as clearly defined as they needed to be.

So Why Switch?

Well, the most persistent of the companies noted above was Realty Executives Northern Arizona...4 times I was contacted. I almost told them to quit bugging me! But, I'm glad that I didn't... One afternoon, I called Phil Tatum and asked him why they kept contacting me, he said "We Want YOU on the Team". So I went and got the scoop, listened to the various agent models available, including one that was their 100% commission model. The monthly agent fees were a little more than I was currently paying. On the other programs available, the transaction fees are based on the gross commission amount and well defined, and the E&O was transaction based instead of a semi-annual lump amount (I personally like that better).

The BEST part locally for me...is the prominent location of both, my primary office in Sedona, and our office in Cottonwood. PRIME Locations. "If you aren't Visible...YOU aren't VIABLE!" Do you really want to be the Invisible man or woman? Not me!

At the time of this writing...just over 1-1/2 months into the switch, what do I unequivocally know?

LOCATION - This is the Right Company for me to be affiliated with. Don, the owner/designated broker, took time my first week with the company to sit down with me and do the most thorough Goal Planning session I have ever had...you can't buy this snazzy program he uses...but, you REALLY will like it!

Lest this letter turn into a three volume novel...let me state - WOW!

They syndicate ie: LOCATE your profile, listings, and virtual tours to more places and sites to wayyyy more places than my 3 previous companies had. Are Dollars what appeal to you? In the past two weeks, I closed one buyer transaction, 2 days later received multiple offers on one of my listings which opened escrow (close of escrow is mid October), and has a backup buyer (my client), have two additional buyers that wanted to write offers, but didn't want to be backup 3 and 4. Showed 2 buyers another one of my listings, both of these buyers wrote offers with me, 1 offer involving financing, the 2nd offer cash wanting to close in 9 days and allow post occupancy for the seller. That buyer closed escrow September 20, 2016, I was not disappointed to have both sides of a \$799k sale. And as an aside BOTH properties were Full price offers, Both had backup buyers.

LOCATION - How good is the physical office location? It's not good...It's GREAT! One of my fellow Executives (if you are not an executive where you are at now...it's time to change) the first week i was at the office had a walk-in that sat down and made know his needs, looked at a few homes and wrote a cash offer \$900k that closed in two weeks. Think Location isn't that big a deal?

Personally, I love the location and the leads I am able to work from being in the office and helping buyers and sellers as they come in...that is what makes this a rewarding, enjoyable occupation.

LOCATION - third one is no less important to me, where I'M at right now, this point in my life...this is the best location for me, the fellow executives are awesome, the tech tools at my disposal are Awesome, the support staff that is in place - Awesome. The FACT - that Realty Executives Northern Arizona is tops in Arizona and has been for years is AWESOME!

So if you aren't ecstatically happy where you currently have your license hung, if you feel like there is more that you want to achieve and you would really love some tools to help you get there, or if you don't feel like you are getting more for your money...You're in the wrong Location. Move it!

If you want to test the waters, before you talk to the Big Guys, I understand...contact me and stop over to My Office and we will have a cup of coffee, bottle of water, or just visit. The invite is open.

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