Dija Know Documents on our Tour Sheets

November 20, 2019

Dija Know that there is specific as well as general criteria to qualify properties for RealSure

General Property Disqualifiers

- Properties not located in a RealSure approved area - check eligibility at www.addresscheck.realsure.com
- Condominiums, new construction, manufactured housing, modular homes and log cabins
- Homes built on a lot of more than 2 acres
- Homes with sink holes anywhere on the property
- Properties located within a 100-year flood zone and the bottom of the 1st floor is 1.5 feet or more below the base flood elevation
- Homes with solar panels that are financed or leased
- Homes without central air conditioning
- Homes primarily heated with oil or propane

Property eligibility is both an art and a science when it comes to RealSure. Not every home in your market will be eligible for this program. RealSure is laser focused on the "liquidity" of the home, looking at things like days on market, list price relative to sale prices within the area, and more. The easiest way to determine whether or not a home is immediately ineligible for a cash offer from RealSure due to the location or price is to plug the address into the RealSure mobile app or the online Address Checker (www.addresscheck.realsure.com).

You will receive an immediate notification saying whether or not the home is eligible to receive a RealSure Cash Offer. Keep in mind the best practice of checking a home's eligibility is BEFORE going into a listing appointment with a potential seller.

For more information, please email info@realsure.com. Please note: This is not a comprehensive list of disqualifiers. RealSure reserves the right to reject a property submittal for reasons other than those listed here.

Criteria is subject to change.

- Homes with any environmental hazards
- Vermiculite insulation/asbestos in the home
- Foundation or structural issues
- Seepage, flooding, or mold
- Improvements completed without permits

November 13, 2019

Dija Know that it is time to edit your November InTouch Newsletter

I talked about this during the October 23 meeting, but did not send out a Dija Know document because we did not have a tour that day. I mentioned in the October 20 Dija Know that I would cover this issue thoroughly in this November 6th issue. Each month, our InTouch system provides a newsletter to be sent out to your database in the InTouch program. The unfortunate reason that we need to maintain two databases at this time; one for InTouch marketing and one for Prospect Square marketing of the Clients for Life program. The November newsletter is mostly about making repairs and is a great newsletter to introduce your clients to RealVitalize.

Here is the step by step process. First of all you need to make sure the RealVitalize flyer points correctly to your website. If you have a customized website and the work was not done when it was added to your system, your system may still point to yourname.cbintouch.com. So, first of check your system to see where you send people who receive your marketing materials and your newsletter. CB Desk, InTouch, MyAccount, and then look for the Marketing Website. Here is what mine shows, **Marketing Website:** jackedwards.cbintouch.com. If this is not correct, edit it or your clients will be directed to a general CB website, not your website.

Once that is corrected, click on Marketing, Manage Designs, Click the Design Library, then put realvitalize in the keywords box and click search. Click on the email version, not the post card version. Click Personalize and check that it has the correct info. If not, edit it and save it. Put your initials at the end of the file name so that you don't overwrite the original document. Click exit and now you will be able to click Publish to Web and Share. Once it gives you the box with the file name, highlight the info in the box and save it. Open a new tab on your browser and add the link to make sure that it works. If you are not sending out the newsletter, you could just click the email button and send the updated flyer to your database. Not a bad idea to do that now, on the 6th, and then finish editing the newsletter that will go out next week.

Click on Marketing, Monthly Newsletter, scroll down the page until you get to the November newsletter and click the edit button.

I highlighted the info about USDA loans and deleted it. I typed in the following text.

"Almost every seller that I talk to would love to make some simple repairs or improvements to their home before listing it so that they can get a better price. Unfortunately, no everyone has the cash to do it.

If you just give up on the idea of being able to do the improvements, and decide to sell "as is" or with a credit to the buyer to replace that carpet or replace the roof, you may be missing out on an incredible opportunity. If people don't fall in love with your home when they first see it, they will pass it up or ask for a huge discount to your list price.

I know that you're saying to yourself, "How can you help?"

We have a great new program at Coldwell Banker that will help you get some of those improvements completed and then you pay for them out of the proceeds of the sale. It is called RealVitalize. We have partnered with Home Advisor to use their huge list of contractors to do the work and Coldwell Banker will front the money. No interest. No Lien. You can sign up for it after we list your home to sell. Yes, we do have to have the listing contract in place first. We would put off the day we put your home on the market

to give you time to have the work done. List with me, get the work done and pay it back at the close of escrow, or in one year, whichever comes first.

You're probably asking yourself how much money you can get to do the upgrades you want to do. It is limited to about 3-4 percent of the list price of your home, up to a maximum of about $50,000. Let's meet to talk about what you need to do to get your home ready for the market. This is not something that you can get from a discount brokerage, but you can get it from me, your trusted advisor at Coldwell Banker. To learn more about it, call me. You can also click here for a flyer that describes our RealVitalize program.

P.S. This is only one of the great programs that we have to offer. I am sure that you have heard about Open Door and similar I-Buyer programs that offer to buy your home without the need to put your house on the market. We need to talk about the pros and cons of these I-Buyer programs to see if this is something that will work for you. FYI, this type of program is for homes that are generally valued at less than $525,000. Yes, Coldwell Banker has an I-Buyer program too, and I think we offer much more to you with our program. For example, with our program, we can give you a sale guarantee that you can use to buy your replacement home as a non-contingent buyer. We should talk before make a decision on this type of program to make sure that it is the best option for you and your family."

After adding this info, I highlighted the click here in the next to the last paragraph and created a link to my RealVitalize flyer that we did earlier.

My link was, "https://www.teamedwardsrealestate.com/media/id/17307865/" but yours will be different.

After adding the link, I saved the file and clicked the exit button. You want to check the next page that comes up to make sure that you are sending your newsletter to your database. Click on Add or Remove contacts to make sure that you have added all of the groups that you want to receive your newsletter. My newsletter is now ready to go out on the 18th of November.

November 6, 2019

Dija Know that you can setup an automated system of Facebook posts?

As you probably already know, I like to automate my systems so that I don't have to think about doing something in the area of marketing every week. I would rather set up a weekly Facebook Marketing program on one day and have it send out something every week over the next month.

Last week we talked about the RealSure Sell and RealSure Mortgage programs, and I assume that you already replaced your Facebook Business Page cover photo with the RealSure cover graphic. Hopefully, you also created some hot links directly to your website where you have the RealSure documents posted.

Now, you probably should be saying something in your weekly posts about how to get more info from you about RealSure Sell and RealSure Mortgage.

To make it easier for you to do this as well, I created a booklet about how to set up your automated Facebook marketing. You will find it online at http://www.LivingInElkGrove.com/jacks-documents.

Go to that page and look for Scheduling Facebook Posts For Realtors. My friends at FB changed the process so I had to re-write the booklet before proceeding. Hope I didn't miss anything. Click on that link and download your copy of the booklet to get started. Before getting started with your posts, it is easier if you take the info from the https://www.mycbdesk.com/help-center/realsure website to create some clean and simple posts which will ultimately point to the documents you saved on your website. You did do that and created hot links to access those documents last week, didn't you? Since you already did that, it is real easy to create a series of posts using the Facebook Scheduling for Realtors to set them up. I like to do a weekly post for a period of several weeks. You could even do the same post at a couple of different times each week. Who knows when your clients will actually be looking at your posts? I choose to send out my posts between 11:30 am and 12:30 pm each Tuesday with a copy of that post between about 6:00 pm and 7:00 pm on Thursday evenings.

To get ready for these posts, you need to make sure that you created the pages on your website from last week's Dija Know post. If you are not a pro website user, then you will need to point people to the following links and just hope that CB does not move them in the future, which will kill your links.

Here are the links to the pdf documents identified below that Coldwell Banker has made available to us. https://backend.mycbdesk.com/cms/article/attachment/754/SellProcessHomeowner.pdf for my RealSure Sell page and https://backend.mycbdesk.com/cms/article/attachment/753/MortgageProcessHomeowner.pdf for my RealSure Mortgage page.

Below you will find a description of how I would create the posts for those two programs, but keep in mind that if you do exactly what is noted below without following the instructions about how to schedule posts, you will end up making immediate posts.

If you use the above links in your Facebook Business Page, it will take the reader to those info pages.

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1. You first enter the link into the box where it says "Write a Post".
2. After you place the link, it will fetch a preview which will be a clickable graphic below your entry.
3. After that is done, highlight the below text in red and save it with a Ctrl-C.
4. Then highlight the link that you typed in and paste the text below over that link with a Ctrl-v.
5. For example, I would use the following language in the post for the RealSure sell post: More certainty. Less worry. Sell your home with RealSure Sell. Created by Realogy, the company behind the world's most recognized residential real estate brand, Coldwell Banker, and Home Partners of America. RealSure Sell brings you a revolutionary new way to sell your home—the assurance of a guaranteed cash offer in hand while a leading real estate professional markets your home to beat that price.

I would create a second post using the following language for the RealSure Mortgage program:

6. You first enter the link into the box where it says "Write a Post".
7. After you place the link, it will fetch a preview which will be a clickable graphic below your entry.
8. After that is done, highlight the below text in red and save it with a Ctrl-C.
9. Then highlight the link that you typed in and paste the text below over that link with a Ctrl-v.
10. For example, I would use the following language in the post for the RealSure sell post: Don't let selling your current home keep you from moving on to your dream home. RealSure Mortgage, in combination with RealSure Sell, lets you make a strong offer on a new home with the same buying power as if your current home is already sold. Created by Realogy, the company behind the world's most recognized residential real estate brand, Coldwell Banker, and Home Partners of America, RealSure Mortgage helps you move forward with confidence.

October 30, 2019

Dija Know that it is time to set up your marketing for RealSure and RealVitalize?

Although RealVitalize is already up and available, as I type this on October 27th, RealSure is still one day away from being available in our market. So even though you think I should talk about RealVitalize first, I will do it in the next issue of Dija Know because our InTouch Newsletter does not go out until November 18.That means that we can set up our marketing pages to show the world that we are RealSure Sell and RealSure Mortgage experts. That means that you need to take the class to get certified. These classes are advertised regularly in Sales Pro. They are available on Tuesdays and Thursdays at noon. So first of all, take the class. CBDesk, SalesPro, Click on Webinars, check the calendar for Tuesday or Thursday for RealSure. Sign up and take the class. After the class take the quiz and get certified.

If you go to CB Desk and click on RealSure all you get is access to the page where your clients are signed up for the program. Nothing you can do there. After you complete the class you will be given access to the tools to start marketing. https://realsurehub.com/content/landing/realsurehub.html. Don't be surprised if you click on our logo on that page and you get an Access Denied response. Ultimately you will want to get to https://www.mycbdesk.com/help-center/realsure. Here you will find the scripts that you will want to use, you will also get access to some graphics and pdf documents that you can use to update your Facebook Business Page as well as Instagram, Linked In, etc…

If you are an InTouch Pro user, you need to post the public info from the link above to the free pages on your website. To do this, go to CB Desk, Click on InTouch, Click on Account, then click on Website. Click on pages and add a new page for RealSure Sell and another for RealSure Mortgage. You can check them out to see what I posted there. It is the information that is found on the pdf documents identified below. https://backend.mycbdesk.com/cms/article/attachment/754/SellProcessHomeowner.pdf for my RealSure Sell page and the info from https://backend.mycbdesk.com/cms/article/attachment/753/MortgageProcessHomeowner.pdf for my RealSure Mortgage page.

If you are not a pro user, you still have options, and you will read about it in next week's Dija Know.

Of course, you need to know how to update your FB Business Page or ask Lizet to help you if you want to create Face Book Posts to get your readers to this info. To do it yourself, get my Step-by-Step guide to updating your Business Page by going to http://www.LivingInElkGrove.com/jacks-documents. Look for Editing Your Business Page and click on the link to download your copy of the booklet. By using my Step-by-Step guide you can update your cover page to advertise the new RealSure program. After changing your cover, you will want to consider setting up some hot links and posts to get your clients to the info pages about the RealSure program. Creating those hot links is also covered in the Editing Your Business Page booklet. Of course, before you do that, you should make sure to create your info pages, the ones noted above on the help-center for realsure, and add them to your website. I'm sure that Lizet can help you with that as well.

Make sure that you understand that it important to check to see if the property qualifies before you show up for the listing appointment. Go to the Play Store or the Apple Store to download the RealSure mobile app to check or use the online Address Checker (www.addresscheck.realsure.com) which are available on October 28th. I will cover this more completely in the November 20th Dija Know.

Next week we will be setting up some automatic Facebook Posts so that you are sending something out each week through November. You will get that info in the next issue of Dija Know.

October 23, 2019

Dija Know that the RealVitalize is already been rolled out in our market?

Although we did not have anything on tour for the 23rd of October, I did announce that the marketing piece for RealVitalize is currently available online in your InTouch Marketing program. I also mentioned that our next InTouch Newsletter, which comes out on November 13th, talks about home repair and USDA loans. It is the perfect place to market your our RealVitalize program. I went into the Manage Designs section under marketing and made sure that my version of the RealVitalize flyer correctly pointed to my website, etc… I also edited the upcoming newsletter to replace the USDA loans item and inserted a RealVitalize article which included a link to a copy of the edited RealVitalize flyer. I will cover this topic more thoroughly in the Dija Know for November 6th. Plenty of time to edit your newsletter before the distribution date.

September 25

Dija Know that most of the past copies of the Dija Know series are available online.

Yes, I admit that I have accidentally overwritten some of them with new material so you won't find a complete library of them for the past year. As with most of the training materials that I provide to the office, I keep the documents online on my Living in Elk Grove website. If you missed one of them and want to go back to review the training tip, help yourself. The document is in the .pdf format. http://www.LivingInElkGrove.com/documents/dija_know.pdf.

By the way, if there is a training topic that you wish that I would cover, just let me know, and I will cover it on a future tour sheet.

September 18

Dija Know that you should identify your 10 favorite pictures after your photographer uploads them?

To simplify the selection of the various templates available to market your home, if you identify your favorite photos and re-number them 1-10, they will quickly populate the appropriate spots on your flyers. Go to CB Desk and open the Listing Concierge, Go to My Listings, Click on Manage Order, Click on Photos, Click on the number in the lower right hand corner then change the number to 1-10 and click apply. Click on the heart for each one.

September 11

Dija Know that there are resources available to help you become an investor?

To become an investor, you should know a little about working with investors to become a better investor for your own portfolio. You should know terms like "hurdle rate," "cap rate," "internal rate of return" and "income vs. capital gains," You need to have a solid understanding of how 1031 exchanges work. Your knowledge of real estate math has to be deeper than just a mortgage calculator. Where is the money coming from? Do you have your own money or do you need a lender? Are you preapproved? It's best to have a business meeting up front w**ith your lender.** Check out the CB Blog https://blog.coldwellbanker.com/identify-best-real-estate-investment/ or https://blog.coldwellbanker.com/real-estate-investing-perfecting-buy-hold-strategy/ or https://blog.coldwellbanker.com/buying-your-first-investment-home-consider-these-things-first/

Attend the CB Wealth Builder program on October 28th and learn more from Craig O'Rourke

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September 4

Dija Know that it only takes a couple of clicks to set up your InTouch Newsletter??

With New Panda going away, get back to your InTouch Monthly Newsletter. Click on CB Desk, Marketing, Marketing Center, Monthly Newsletter. Go down the page to the current newsletter and click Personalize.

After you click on Personalize, it opens the newsletter so that you can make the edits you want. I usually want to make an edit that doubles as a Call-To-Action to get my clients to touch bases with me. Here are the edits for my September newsletter. "I am sure you will love the tips below, but my favorite tip is the name of a trusted floor, carpet and tile cleaner. I always keep an up-to-date list of local professionals. Call

me if you want to just watch the professional do the job and I will provide you with my list of professionals." Click Save, Exit and at the bottom of the page, Save & Continue to select contacts. Select the group(s) you want to send it to and you're finished.

August 28

Dija Know that several addresses with a 95758 Zipcode are in Sacramento which means that there will be Sacramento Transfer Taxes in addition to county/state transfer taxes???

I know, most of us thought that everything in Elk Grove's 95758 Zipcode was in Elk Grove. But it isn't. That's right. Most of what we call North Laguna is within the City of Sacramento, not Elk Grove, even if it has a 95758 Zipcode.

The following streets off of Frankllin Blvd: Adalis Drive, Edgeware Way, Harrow Drive, Westham Way. The East-West portion of Francesca Street. Nikki Court, Nitel Court, Kamal Court, Jeresa Court, and Sana Court.

The northern most end of Laguna Star Drive, Fieldale Drive, Chesterbrook Drive, Whitestone Court, Emporia Court, Kenbridge Street, Sunset Bluffs Street, Laguna Bluffs Court.

Finally, everything north of Sheldon Road between Center Parkway and Highway 99.

Why is that important? On a $400,000 sale price, the county/state transfer tax is $440 but the City of Sacramento transfer tax is an additional $1,100. That means that the total transfer tax is $1,540 that needs to be paid by the seller or the buyer or some sort of split between them.

Let's make sure that we closely examine the contract to see who is going to pay for these charges. If the offer does not include it, the seller's agent needs to talk with the seller to see if they know that they have to pay it or they have to counter the offer and ask the buyer to pay it. Your escrow officer needs to know because they have to pay the tax out of the proceeds.

August 21

Dija Know that you can help Millennials start building wealth for their retirement???

As real estate agents, you surely realize that buying a rental property is a great way to start building your retirement plan. This is especially true and very important to our largest buyer segment of the population. Millennials. Why, because they tend to job jump. If you move from job to job, it is very difficult to create a retirement plan as you move from one 401 or IRA to another. But, you can show them the way to success. What is the best way to start? I would suggest that you want to put them into a duplex. A triplex or fourplex is even better if they have some money. Here is the script that I would consider using. "Are you read to start building your long-term wealth with real estate? I have the perfect opportunity for you. I have duplex for sale or there is a duplex for sale, with one side already rented and one side that's vacant for you to live in. This is a perfect start for you. A place to live where you have absolute control over your monthly housing costs and a rental property to provide you with a stream of income. What more could

you ask for to start building your long term wealth, your future retirement nest egg that you control. A few short years from now, we could find you another. A few short years later, maybe you want to consolidate and buy a fourplex or even a small apartment complex. In a short time, you could have enough rental income coming in to fully fund your retirement dreams. And, by the time you do retire, they could all be paid for and generating even more retirement income for you. If you don't want to manage them, I can put you together with a great management company as well."

August 14

Dija Know that you can market your open house on Facebook???

First of all, remember that we have Kaylin and Lizet to help us if you have questions. If your listing is in the system, via Listing Concierge, it only takes a couple of clicks to add the info to your FB Business Page. Don't just post it once and forget about it. The Wednesday before the open house, post the open house info on your business page. The Friday before the open house, do it again. On the morning of the open house, do it again. Arrive early to the house, get it ready, then do a FB Live, walk through the home from the front door, to the kitchen, to the back yard. Whatever is best to show off the listing and to entice your friends to visit you. Here is a test script to build from. Change the generic info for specific info.

Your Walk Score is about to improve! Welcome to Crystal Walk in the heart of the Laguna neighborhood. Most of the units are two or three bedroom, two bath condo homes, situated just a few hundred yards from several shopping centers, restaurants, and the movie theater. Feel free and wander to your favorite restaurant or local coffee shop, and make sure to stop by the Saturday farmer's market at Sprouts for your fresh fruits and veggies. Catch a movie at the Laguna 16 Century Theaters and finish your day off with a jaunt along the bike and hiking trail or grab dinner to go and relax on your balcony. Do you commute? No worries, this location has you covered with a nearby bus stop for a quick bus ride to the middle of downtown Sacramento. You may just decide to give up your car forever when you live in the heart of it all.

August 7

Dija Know it is easier now to upload your database to InTouch???

Yes, you can ask Lizet to do it, but if she is unavailable, you could do it yourself. Learn how to do it here. https://learn.marketleader.com/display/help/Import+Contacts**.**

Do you wish you had a million dollar pipeline feeding business to you?

Do you know how to get the best from your CRM?

No, Lizet cannot do this one for you.
You have to do it yourself or hire an assistant to do it for you.

Maybe you should spend a little time checking out the webinars from the Million Dollar Pipeline from Market Leader, the creators of our InTouch CRM.

https://learn.marketleader.com/display/coaching/Million+Dollar+Pipeline+Program

P.S. Did you know that you now have more customizable pages with InTouch Pro?

July 24

Dija Know that Realogy, our parent company, has partnered with Amazon?

We have heard that something is coming, called Turn-Key, but we still need some info. Here are a couple of links to get some additional info, just in case you did not read them when they hit your email yesterday.

The story from RIS Media: https://rismedia.com/2019/07/23/new-home-free-smart-tech-amazon-embarks-massive-homebuying-program-realogy/?fbclid=IwAR0jtmw9dA_bclPgJ3EuVTrg5ndUuqujXRLf3b4DaaMakCSeIDyxTMDc6dI
Message from M. Ryan Gorman: http://nrteast-marketing.com/public/fromthedesk/cms/nrt/m-ryan-gorman-cb-nrt/realogy-and-amazon-turnkey-launch
The story from Realogy:
https://www.realogy.com/news/2019/07/23/realogy-launches-turnkey-in-collaboration-with-amazon
Of course, this limited info leaves us with more questions than answers, but we will wait for Jeff to tell us all more.

July 17

Dija Know that SOLD is the strongest word in your vocabulary? You can send a Facebook post from InTouch, after you have closed escrow, to scream SOLD out loud???

Go to your CBDesk and click on the In Touch tile. After it has opened, click on Listings then Market My Listings. What??? Your listing isn't there. That's right, this is a sold listing so click on My Listings on the left side of the page, then click on My Sold Listings. You should see your listing on that page. Click on Facebook. The system will bring up a new window.

Decide which page you want to use for your story. I suggest that you select your business page. You can share it to your personal page later. Click the down arrow where it says "Share to News Feed or Story" and select "Share on a Page You Manage", then select your business page.

Where it says "Say something about this…" Write up some interesting copy, to let everyone know that you were successful in closing this deal.

After you have finished, double check what you wrote to make sure that it is error free. If you happen to have clients in that neighborhood, but they have not yet liked your business page, you can make sure that they see this post by Tagging those Friends.

When you are ready, click the Post to Facebook banner at the bottom of the page.

After it has posted, go to your business page and share this post to your personal page.

July 10

Dija Know that there is a time delay built into the Demand to Close Escrow???

Do you use the Demand to Close Escrow (C.A.R. DCE)? If not, maybe you should to keep thing moving and under control. Just keep in mind that you are aware of the timelines associated with this form.

If you send the buyer's agent a Demand to Close Escrow, on the day that escrow is supposed to close, you have given them an extra 3 days to close escrow. So, if you are going to use it, put it on your calendar to send out 3 days before closing. Below in italics is the info from the form.

Seller hereby demands that Buyer close escrow on the Property:
A. Within 3 (or _____) Days After receipt of this Demand To Close Escrow but no earlier than the agreed upon Close of Escrow date.
OR
B. By _____ (Date), which is at least 3 Days After receipt of this Demand to
Close Escrow but no earlier than the agreed upon Close Of Escrow date.
Note To Buyer: *If you do not close escrow by the end of the time period specified in this Demand to Close Escrow, and Seller has fully performed, Seller may (i) immediately cancel the Agreement; (ii) bring legal action against you for damages (including but not limited to the deposit); or (iii) bring legal action against you to force you to buy the Property (specific performance).*

June 26

Dija Know that there is still time to call on the Tahoe Getaway???

Yes, you have a few more days to call your Clients for Life to ask them if they received your email a couple weeks ago about the Lake Tahoe Getaway. Did they open the email? Here is how to check. CB Desk, Prospect Square, Clients for Life, Click 3 dots below Sent, Click Opened to get the ones to the top who opened. Hopefully you had at least 10% or more opened. You have until Friday to call and resend. Tell them to respond by Saturday so that they don't miss out.

Here is your script. Hi, this is ____ from Coldwell Banker. This is just a quick call to make sure you received my email about the Lake Tahoe Getaway since you only have a couple of days left to enter to win. Oh, you didn't receive it. Let me send it to you again today. By the way, what is the best email to use? Also, if you want a couple of chances to win, give me your partner's email address too and you can both enter to win. Thanks. Enter today and good luck on the drawing. By the way, don't forget that I am here to help you and your friends with your real estate needs.

June 5

Dija Know???

Yes, you do have a CRM, Client Relationship Management system. Do you know how to get the best from it? If no, maybe you should spend a little time checking out the webinars from the Million Dollar Pipeline from Market Leader, the creators of our InTouch CRM.

https://learn.marketleader.com/display/coaching/Million+Dollar+Pipeline+Program

Have you signed up for the 15th Annual Elk Grove Run 4 Hunger to support the Elk Grove Food Bank? Don't worry if you haven't, there is still time to sign up. Go to https://www.egrun4hunger.com/ to sign up. You don't have to be a runner or a walker, just be a supporter of your Food Bank. Do you realize that one of the largest groups of people in need are seniors? Yes, it is someone's grandmother or grandfather who is going without food; or they are skipping their meds so that they can eat or feed their pet, probably the only thing left in the world to love. Remember that you can always donate directly.

http://www.elkgrovefoodbank.org/donations/make-a-donation/

May 29

Are you using the New Panda Newsletter? Dija Know that it is available for review right now?

Yes, I know, many of you are not using it or don't know that it is available. The reason that I am talking about it today is that it may go away at the end of the month, depending on your decisions regarding New Panda. You know that Clients for Life is moving to Prospect Square at the end of the month. Left behind in New Panda is the newsletter and your social media posts. You will have the option to opt in or out, and probably pay for it out of your pocket, but you need to know what it is before you decide. For me, if we only get to keep one, I will keep the Social Media marketing over the Newsletter. But, you should check it out for yourself.

Go to CB Desk, New Panda and it is front and center on the page. Click on Preview to have a look. Click on Send by Email (if you have not already signed up for it because it will automatically go out in a couple of days.) You can also Post it to your social media sites (if you have not already signed up for it because it will automatically go out in a couple of days.) You don't want to duplicate it and spam your clients.

May 22

Have you heard that the City or CSD was picking up Open House Signs that were placed on the grass beside the sidewalks?

Well, it may be true that it is not legal to place your open house signs on public or private property without permission, several agents have mentioned on the SAR Elk Grove Regional Facebook Page that their signs have been taken by the authorities at CSD and dumped behind Wackford Center.

Being the shy guy that you all know, I talked with Joshua Green, the General Manager at CSD, this evening to get things cleared up. Joshua told me that he had heard about the controversy and assured me that he had talked with his people to make sure that they did not pick up open house signs. He said that he has talked with most of their contractors as well, but still had a couple more to contact.

He did say that they do pick up other types of signs, but not open house signs. He did ask that if we had an issue with our signs being picked up that we should contact the maintenance hotline and provide the info as to the time, date and location where your sign was taken from. Hotline: 916-405-5688

April 17

Didja Know that you should be getting the most out of the tools provided to you? If you don't do it, then make sure that your assistant or marketing person is doing it.

First of all, I assume that you realize that New Panda is a third party automated digital marketing program that has been integrated into our NRT Gateway/CB Desk system to allow us to automatically reach out to our database. It is in use under many of our sister real estate brands as well as other real estate and insurance brands to allow all of us to do our job of staying in touch with clients. I also assume that you realize that the program that we call In-Touch is a third party CRM from a company called Market Leader. (Not to be confused with InTouch Systems which is an automated digital marketing program similar to New Panda that is owned by real estate trainer Pat Zaby.)

Now, back to your automated digital marketing options under New Panda.

Under the New Panda tile, you will find several outreach tools that allow you to touch your database on a regular basis. Clients for Life Campaigns (not to be confused with Client4LifeMS.com), Real Estate Client Monthly Newsletter, Social Media Posts, Holidays and Events Emails and Contact-Based Event emails.

1. Clients for Life Monthly Campaign. On or about the 2nd Thursday of the month, the next issue of the Clients for Life email is available for edits. You should always review it to make sure that it addresses any concerns or issues or topics you want for your clients. The following Tuesday,

probably before you get out of bed, the email is sent to your client database. Hopefully you saw it last Thursday and know what is in it just in case one of your clients asks you about it.

2. Client Monthly Newsletter. On or about the 3rd Thursday of the month, you will receive an email letting you know that the Monthly Newsletter is ready to be reviewed before its release on the following Tuesday. This is released via email if you have selected it as well as a social media post for your chosen social media outlets. If you have signed up your database to receive it, you probably should check it out on Thursday so that you will know what you are sending your clients.
3. Auto-Pilot Social Media Posts. Almost every day, if you chose to use it, you have access to great Social Media Posts that you can have the system send to your clients via Facebook, Twitter and Linked-In. Short and simple messages that allow you to stay in touch with your client database. As you can see, they are not all real estate oriented, so it is a nice way to reach out without feeling that you are flooding your clients with your real estate business touches.
   - ☆ General Interest & Engaging Questions
   - ☆ Monthly Real Estate Newsletter Postings
   - ☆ Real Estate Headlines
   - ☆ Referral Requests
   - ☆ US Holidays & Events
   - ☆ Sacramento/Tahoe Regional News & Events
   - ☆ Tahoe/Truckee Specific News & Events
   - ☆ Clients For Life Promotions
4. Annual Auto-Pilot Holidays and Events Emails. You know, most holidays or seasons type emails.
5. Contact-Based Events for our clients with the information in their contact database. It cannot send out a happy birthday or congratulations on another year since you bought your home, if you don't put the info in the file.
   - ☆ Birthdays
   - ☆ Home Purchase Anniversaries

Let me know if you want more info on how to set things up for you. If I am not in the office, I am sure that Liz or Lizet can help you.

April 10

Dija Know that MCC (Mortgage Credit Certificate) is now available for first time home buyers in Sacramento County? Ask your favorite lender if they do the program. If I understand correctly, your lender works with SHRA, rather than CalHFA for Sacramento County homebuyers.

Dija Know that if you spent an hour each morning to work on your database, you could have it up-to-date with birthdates, home purchase anniversary date, phone numbers, email addresses and even current home addresses so that you will be all set to do your prospecting calls. I know that you already have some of this info. Probably everything but their birthday. Now, this is not an excuse to do busy work and not prospect, but a reason to prospect.

I know that most of us don't do enough calls to our database, but if you just spent an hour each day to touch bases with your people, you would have more business than you could handle. It is as simple as calling your past clients and saying that you are sorry for not doing a great job with staying in touch. Once you get over that hurdle, then you can schedule a call or a short video call to them a couple of days before their birthday. Wouldn't they be surprised that you remembered? If you don't have that info, you may be able to find it on Facebook, or you could just ask them. Just say that you were thinking about sending them a birthday card but when you checked your file, you didn't have the info. Then ask for it. Now put it on your schedule and reach out and touch them.

P.S. Dija know that you can find the past Dija Know info at http://www.LivingInElkGrove.com/documents?

April 1

Dija Know that there is a website that allows you to create a Facebook Cover Photo? Go to www.canva.com and sign in for free access to an online program that allows you to create a cover photo for our Facebook business page. Very easy to combine a photo with text, etc… to create a cover photo, even though you are not a graphic designer. They sometimes don't fit on the phone though. You may also want to check out Louise Myres' website at http://www.louisem.com/52407/facebook-cover-photo-mobile-template. I have not tried hers yet.

Dija Know that you can schedule your Facebook posts to post automatically? If you go to your Facebook business page, you would create the post just like you were doing if you were going to post right now, but after it has been created, you then can schedule it to be posted later. You can find a copy of my workbook for realtors on my
LivingIn ElkGrove.com/documents/SchedulingFacebookPostsforRealtors page

Dija Know that you have a newsletter that you can send out monthly to your Facebook business page from your Clients for Life system, without any real work? Although I have mentioned it before, you can automatically add great content to your Facebook business page via New Panda. That includes the newsletter noted above as well as content in the following categories:

- General Interest & Engaging Questions
- Monthly Real Estate Newsletter Posting
- Real Estate Headlines
- Referral Requests
- US. Holidays
- Sacramento Specific News & Events

March 27

Dija Know that you can check your Clients for Life system to see who unsubscribed or who has a bad email address? Log in to CB Desk. Click on Clients for Life. Place your courser over Contacts then slide down and click on Undeliverable Email Addresses.

Dija Know that you can check your Clients for Life system to see who opened your emails and who didn't? Log in to CB Desk. Click on Clients for Life. Click on Tracking and look for the recent Clients for Life Email March 2019 Soccer. It will show you how many names you have in your database, how many emails were delivered (see unsubscribed or bad email address above), and how many were opened. Who the heck are those people who don't open your email? Probably the ones that you have not called or talked to or given them a heads up about something special coming their way via your Clients for Life Program. (P.S. I would always recommend that you call it your Clients for Life Program rather than New Panda. It will mean more to your clients so get into the habit now. Maybe it is time to go through your list in your Clients for Life Program as well as your regular database to being things up-to-date.

Dija Know that you have a newsletter that you can send out monthly from your Clients for Life system, without any real work? Log in to CB Desk. Click on Clients for Life. Hover your courser over Messages then Click on Newsletter. Click on the newsletter that went out yesterday, that is if you signed up to do it. The best part was all you had to do was click on a little check box to automatically have it go out. You may see it, there to the right, just below the Autopilot Settings. Click that box and it will be emailed out to your clients. You can also post it to your active social media networks. If you don't see it, you need to add your social media outlets to Clients for Life. Of course, if you have time to kill, you can edit the stories or even add your own.

March 20th

It is important to have and use a CRM (Client Relationship Management System)

https://www.cbexchange.com/content/cb/en/content/learning/Stay_In_Touch_Using_a_CRM.html?p=subscription&sp=realogy-cb:prospecting

https://learn.marketleader.com/display/coaching/Million+Dollar+Pipeline+Program

Here is a link to their past webinars.
http://learn.marketleader.com/display/coaching/Million+Dollar+Pipeline+Program

http://learn.marketleader.com/display/learning/Working+Your+Contacts+Never+Looked+So+Good

Have a look at these.
http://learn.marketleader.com/display/learning/Power+Hour+Learning+Series

I have been watching some of the above noted webinars. Check them out, but make sure that you put your cursor over the box and look for "the expand to full screen icon" on the lower right corner so that you can see what she is talking about.

If you have not done it yet, make sure to go to the app store and add the Market Leader app to your phone. Then, go in to your InTouch system on your computer and click on Account then My Account then Mobile. Click on Create Pin. Leave that on your screen and make note of the email associated with your In Touch account. Now on your phone, enter the email and the pin in the appropriate boxes.

March 13

What is happening in Elk Grove? If you thought that nothing was happening, then you don't know where to look. Obviously there are hundreds of things happening in our community throughout the year; but what is happening this weekend? Go to Jack's events calendar on Living in Elk Grove.com. I have three calendars there along with every other local calendar that I can find. For example, on Saturday the 16th, the American Legion is hosting their annual fundraising dinner at the SES Hall. They will be serving Corned Beef Dinners or a Chicken Teriyaki Dinner for those who don't like Corned Beef. On Friday the 22nd, the Soroptimist International of Elk Grove will have their Martinis and Merriment Comedy night fundraiser at the SES Hall. The Elk Grove Chamber of Commerce is hosting their monthly After Hours Mixer on Tuesday evening, March 19th. On Saturday and Sunday, March 23rd & 24th, the Elk Grove Historical Society is celebrating Early California Days. On Saturday, March 23rd, Project Ride is having their annual Steak Dinner Fundraiser. On Saturday, March 30th, you have two choices. The Laguna-Sunrise Rotary Club is having their Taste of Elk Grove at the Asian Sports Center and Lodi is hosting their Lodi Wine and Food Festival.

Feb 27

Now, your listings will look even more impressive online! After extensive user testing with Listing Concierge agents to gather feedback, we've redesigned the property websites to provide exactly what agents and buyers are looking for. Highlights include a New Design, Easier Navigation, Stronger Agent Branding and Responsive design. Log in to CB Desk. Click on CB One, then click on Listing Concierge. Add your new listing. You can watch this video and you will be ready to go.
https://www.youtube.com/watch?v=qHep1Wexwa8&feature=youtu.be

Feb 20

Dija Know: That you can use your New Panda system to update your Facebook Posts on a regular basis with great content? Log in to CB Desk. Click on New Panda. Top Right, click on Settings then click social networks. Enter the URL for the social media platforms you wish to use & click save. Click Manage your social networks box. Your platforms should show up in the list as connected. Now, hover over Messages and click on Your Messages. Chose the type of post you wish to use; such as General Interest, Monthly Real Estate Newsletter, Real Estate Headlines, Referral Requests, U.S. Holidays & Events, Sacramento Specific News, Sacramento/Tahoe Regional News, Clients for Life. Click Logout.

Dija Know: That you had a My Zap website before you received the email from Liz yesterday? Yes, you all have access to the My Zap platform, including its personalized website. You can learn all about it on the CBx website that provides training info for you. To get there, log into CB Desk. Click on the CB Exchange tile. When the next page opens, click on the icon in the upper right hand corner that looks like a button then click on the CBU Learning Center icon. Go down the page to Additional Courses and you will find the box for EZZAP and click on it. It will open to a page full of training classes that will lead you through the process.

One of the best tools on there is the ZAP Consumer Mobile App that you can put on your phone. You can also provide the link to your buyers. Remember, you don't want them to just go to the App Store or the Play Store to download it because it won't be linked to you. You want to be able to have your buyers get it from your ZAP website or you want to send them the link from that site. Don't know where your ZAP site is located? You will find it at:
https://coldwellbanker.com/agent/YourFirstName.YourLastName@cbnorcal.com

For example, go to https://coldwellbanker.com/agent/jack.edwards@cbnorcal.com and have a look.

Feb 13

Log in to CB Desk. Click on New Panda. Top Right, click on Settings then click social networks. Enter the URL for the social media platforms you wish to use & click save. Click Manage your social networks box. Your platforms should show up in the list as connected. Now, hover over Messages and click on Your Messages. Chose the type of post you wish to use; such as General Interest, Monthly Real Estate Newsletter, Real Estate Headlines, Referral Requests, U.S. Holidays & Events, Sacramento Specific News, Sacramento/Tahoe Regional News, Clients for Life. Click Logout.

January 30

Have you checked out the CB Desk to learn about Tiger Pistol? Maybe I should ask first if you have switched over from NRT Gateway to CB Desk. If not, you should do it out. They have already made some improvements on the CB Desk. For example, now the tiles are a little smaller and the whole thing is clickable. One of the newest tiles is Tiger Pistol. It is our automated and targeted Social Media Advertising platform. Another great tool provided to us by Coldwell Banker. Remember, you are not going to find these great tools with other brokerages. Go to login to your NRT Gateway or the CB Desk (https://www.mycbdesk.com/) click on Tiger Pistol. If you don't see it on your page of tiles, add it from the bottom of the page or from the "My Apps" box of squares at the top right of your page. Tiger Pistol is the tool you need to market your listings on Facebook and Instagram. If you already have a Facebook Business Page, it is a simple process to connect it to Tiger Pistol. You will learn more about Tiger Pistol at the January30, 2019 Kick-Off Expo at the Elk Grove office.

P.S. Don't forget to use New Panda to automatically add interesting real estate and non-real estate posts to your business page!!! This will keep it fresh, even if you don't have a Tiger Pistol campaign running.

Jan 16

There is still time to register for the Leader's Edge Training which starts on January 28th. It is a full and complete 7 week course that will have you prospecting, making appointments and getting listings. What more do you want from a class? Call 866-607-7999 or sign up online at https://LeadersEdgeTraining.com. Finally, if you want to learn how to use your CB tools, sign up for TMAP for Agents. The online webinars are on the 4th Wednesday of each month from 11:00 to 12:00. The first class in the series is on January 23rd. Go to your NRT Gateway or the CB Desk (https://www.mycbdesk.com/) Click on Webinars, then go to the 23rd and click on the class to sign up. You will notice that there is still a Moxi class and a Prospect Square 101 class available this month and many others next

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December 18th

How Your Listings Will Convert On January 9th

The table below illustrates how the current/old statuses will be *converted to the new and updated statuses (some with an appropriate Special Listing Condition, as shown).* ***Important Note:*** *Check and review your listings on January 9th to ensure they were converted correctly.*

Current/Old Status	New/Updated Status	Special Listing Conditions*
Active	Active	
Active Court Appr.	Active	Subject to Court Confirmation
Active Short Sale	Active	Short Sale
Active Court Cont.	Contingent – Show	Subject to Court Confirmation
Active Rel. Clause	Contingent – Show	Release Clause
Active Short Cont.	Contingent – Show	Short Sale, Subject to Lender Confirmation
Withdrawn/Canc.	Canceled	
Sold	Closed	
Dup. Withdrawn	Duplicate Canceled	
Expired	Expired	
Exp. Pending	Expired Pending	
Temp. Off Mkt.	Hold	
Pending	Pending	
Pending Short Lappvl	Pending	Short Sale, Subject to Lender Confirmation
Pending Bring Backup	Pending Bring Backup	

* **Important Note:** Upon conversion to the new listing statuses, MetroList will automatically add the appropriate special listing condition to your current listing(s) based on the old listing status.

• Updated Listing statuses
• Increase maximum number of photos from 36 to 99
• Directions to Property increase from 200 to 500 characters
• Property Description increases from 500 to 1,000 characters

• Confidential Agent Remarks increase from 300 to 1,300 characters

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December 4th

- Dija Know that you can do social media posts through New Panda
- Dija Know that you can do Twitter, Linkedin and Facebook Page Posts (to different business pages).
- Dija Know that Linkedin only stays connected for 2 months. Set your calendar to reconnect.
- Dija Know that if you change your password or login info, you have to re-authenticate your social media.
- Dija Know that there were several options for Social Media Posts in New Panda???
  - ☆ General Interest & Engaging Questions

- ☆ Monthly Real Estate Newsletter Postings
- ☆ Real Estate Headlines
- ☆ Referral Requests
- ☆ US Holidays & Events
- ☆ Sacramento/Tahoe Regional News & Events
- ☆ Tahoe/Truckee Specific News & Events
- ☆ Clients For Life Promotions

November 27th

Log in to Prospector Metrolist and input your new listing. When you add photos, always use the same order for the first 4-5 photos. I would suggest: exterior, kitchen, living or family room, backyard/pool, then all the rest.
Copy your MLS number to the clipboard (highlight it with your cursor and do a ctrl-c)
Go to the Prospector Metrolist home page, Put your cursor over Admin, click on Custom Report Writer
Click “Copy” to copy an existing template. I like the 5 photo with overlay template.
Give it a name such as Jack’s 5 photo flyer with overlay.
In the box next to the Save Tab, click the down arrow and select Personal then click Save.
To customize it, the right of the Save tab, Paste the MLS Number in the empty box.
I do a “Save As” now and add the address to the end of the name. Start customizing. Click preview.
Anytime you go to Prospector, you can select a MLS number and click search, then click on Reports.
Go to the bottom of the page and select your personal template, without the address, and click on Run Report.
