

Your Professional Portfolio

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What's New in This 3rd Edition

It's a shifting market. In some instances, a very challenging market. So, I've pumped up this new edition with several things to help each agent maximize each of his/her contacts with potential buyers and sellers.

1. *The six attributes of a value-added agent—and how to prove you are one.* This is so important in a shifting market, because studies show that commissions are falling downward. Agents don't know how to prove they are 'value-added'. And, unfortunately, many agents think they are providing 'value-added' service, when the public is judging them as sub-standard. (Managers: This also makes a great training course for agents, too).

New competition means agents must be much better at proving they are 'value-added'. Internet-based real estate companies are touting that 'you don't really need a 'full-service' agent. All they do is paperwork and negotiate.'

Agents must prove today that they do more than just paperwork and negotiate! This Resource is the best method to prove all the hard work you do for buyers and sellers—early enough in their relationship with you that you can create loyalty.

2. *More 'proving you are worth it' documents for you to customize on your document CD, so you can show you are truly 'value-added', including a wonderful buyer interview process, so you're sure you're proving to buyers that you know what you're doing, and that you care enough about their answers to record them. It's amazing, but less than 20% of agents use the professional approach in interviewing sellers and buyers—and that is to use a written interview process, which provides confidence to these sellers and buyers that you know what you're doing!*
3. *For managers: Two complete training series.* In the Resources section, I've added 2 complete training series they can use to help agents build great Portfolios. Managers have a huge opportunity to **retain their agents** by using this tool to help agents gain the confidence they need to sell in a challenging market.

Besides these big additions, I've edited the information here to assure it's really up-to-date with what's happening in real estate today.

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• My Professional Credentials Assure your Peace of Mind	
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- Special Services I Provide to Serve the Needs of my Customers and Clients
- For Buyers: My Commitment to You Assures You'll Find the Home You Want
- For Sellers: My Customized Marketing Plan Assures Results: A "Sold" Sign on Your Property
- Speaking Personally
- My Commitment to Our Community Goes Beyond Real Estate
- My Company Advantage

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Bonus Section

Ready-to-use forms, processes and systems to put in your Portfolio to prove you're worth your commission (also on your document CD to customize)

- After the Sale Survey
- Mallory's Report Card
- Sample: Chapter Names for your 'Book of Greatness' in your Office Entry
- Open House Checklist
- The Day of the Open House
- New Listing Checklist
- My 20-Point Marketing Plan
- Information from Sellers
- Buyers' Home Information Questionnaire
- Choosing Your Real Estate Agent
- My Personal Commitment to YOU
- Press Release Template
- Sample Press Release

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Resources

- Managers: How to Use this Resource to Train your Agents
- Additional resources from Carla Cross Seminars, Inc. and Carla Cross Coaching

The Accompanying CDs

On the Audio CD

- Introduction
- **Step One:** Assess Your Professional Strengths
- **Step Two:** Develop Evidence of Your Claims
- **Step Three:** Develop Your Statement of Purpose (Mission)
- **Step Four:** Decide What Your Buyers and Sellers Want
- **Step Five:** Assemble the Sections of Your Portfolio



On the Document CD

There are 2 sets of documents on your document CD: the pages listed below, and your topic/stationery pages so you can put together your Portfolio easily.

Listed below: These are documents for you to use to show buyers and sellers how hard you work. There are also 2 surveys for you to use to find out your level of satisfaction and to get testimonials for your Portfolio.

These documents are hard copied in the Bonus section. They are also on your document CD, with some in Word so you can customize:

- After the Sale Survey
- Mallory's Report Card
- Sample: Chapter Names for your 'Book of Greatness' in your Office Entry
- Open House Checklist
- The Day of the Open House
- New Listing Checklist
- My 20-Point Marketing Plan
- Information from Sellers
- Property Information
- Financing
- Choosing An Agent
- Buyers' Home Information Questionnaire
- Choosing Your Real Estate Agent

On the Document CD (continued)

- My Personal Commitment to YOU
- Press Release Template
- Sample Press Release



Topic/stationery Pages in Word to Customize

- My Professional Credentials Assure your Peace of Mind
- My letters of recommendation illustrate satisfied Customers and Clients
- Special Services I Provide to Serve the Needs of my Customers and Clients
- For Sellers: My Customized Marketing Plan Assures Results: A “Sold” Sign on Your Property
- For Buyers: My Commitment to You Assures You’ll Find the Home You Want
- Speaking Personally
- My Commitment to Our Community Goes Beyond Real Estate
- My Company Advantage



Section One

Introduction

What this Portfolio will Do For You

You're about to embark on one of the most important explorations you'll ever experience:

The uniqueness of you

Okay. So you're an adult. You know you, right? Well, kind of right. But, this resource will let you look at 'you' in a new light—a method to help you be much more successful in sales.

As John Wooden, the famous, fabulous, very successful UCLA basketball coach said, "*It's what you learn after you know it all that counts.*"

The Benefits of Exploring Your Skills, Talents, and Values

Why would you want to do this? For four reasons:

1. Banish 'call reluctance'—to assure that all that work you want to do to generate leads, keep leads, and 'close' leads pays off. Almost every salesperson has caught it? Call reluctance—that hesitation to make the sales call, because *we're afraid we're not worthy, not the best, not capable.....*
2. Differentiate yourself from the competition—whether you know or like it, we agents are in competition every day with other agents for the client's attention and loyalty
3. Help the client trust the best in you by being able to verbalize it and show it in the very best fashion
4. Provide *value-added* evidence that you're worth your commissions in this ever challenging market

Not only new agents and managers experience this lack of confidence and call reluctance. To some extent, all salespeople experience call reluctance throughout their careers. Most of the time, they don't have a process to eliminate it. Inside this resource is your process. You can count on it.

Conquering Call Reluctance and Gaining Confidence

The Secret to Conquering Call Reluctance

Think of a time in your life when you felt you were really worthy, prepared, excited about an opportunity. It may have been a golf tournament, a piano recital, or taking a test in school. Although you may have felt some trepidation, most of what you felt was *excitement*. You were excited to get in there and compete. Why? Because you were *confident*. Where does confidence come from? Belief in yourself fostered by high self-esteem.

How to Gain Confidence

We all have within us talents, skills, values, and abilities that sometimes are hidden—even from us! This resource will help you uncover those abilities and traits—so you feel valuable to your potential client.

When you feel valuable, you radiate confidence. When you radiate confidence, you banish call reluctance. When you banish call reluctance, you act with self-assurance. When you act with self-assurance, your would-be client ‘catches it’.

How to Gain the Highest Trust from the Would-Be Client

You know the old saying, “We believe what we see, not what we hear.” Yet, so often, salespeople have gotten a bad reputation by merely making claims without backing them with the facts. With this resource, you can avoid getting the reputation as one of those *salespeople* (you know what I mean!).

In this challenging market, it’s never more important to work harder to prove you are competent. After all, the consumer is getting more and more conflicting information today. So,

Show It. It’s believable.

Your Secret 'Power Play': Translating Your 'Early' Talents to Real Estate Sales

What Do the Pictures on the Cover Have to Do with this Program?

Everything.

Psychologists tell us that our values, talents, and thus, behaviors are pretty well established by age five.

You might guess that's my little sister and me on the cover. For whatever reason, we had musical talent and entertained (I hope) relatives, friends, and the public all through our childhood years. I started tickling the ivories when I was four. We never questioned our musical abilities. We just exhibited them!

We both have bachelors' degrees in music. What happened then? I went on to get my masters' degree in music theory, and my sister became-----an attorney (some would say that's an extension of creativity!).

So, what could musical talent and achievement have to do with real estate? Or, better yet, what are the attributes needed to be a performing musician that are attributes that contribute to success in sales?

Patience, perseverance, tenacity, listening skills, team play, confidence in presenting before others--to name a few

Still, what use are these attributes to sellers and buyers? Those are all skills and attributes that benefit buyers and sellers in many ways. You can name them as well as I. However, you must 'translate' these for buyers and sellers. They can't do it themselves. This resource will take you through the steps to make that translation.

You need to be value-added to compete in this challenging market. As I write this new edition, it's a shifting market, increasingly more challenging to agents to differentiate themselves and capture the commissions they feel they deserve. This tool is the most important tool you'll ever put to work to do that. Why? It teaches you how to think about why you are capable, competent, and best for that

particular buyer and seller. With commissions going downward, you have to ramp up your 'proof of value' to get loyalty and the commissions you want.

Sooner is better than later, but anytime is better than none! I wish I'd connected my background skills and talents to real estate benefits early in my career. Now, through this program, you have that ability. After all, your whole life, your family background, your early talents, interests, skills, and values affect how you handle real estate challenges and buyers and sellers. In fact, your life experiences much more greatly affect your business than does your sales or technical training in real estate. **Take advantage of it!**

If you're new, that's very comforting. It will keep your values intact. It will help you get business. It will help you inspire trust. If you're experienced, this program will help you increase your trust level quickly with buyers and sellers. It will increase your confidence, by helping you draw on experiences and talents you may not be using to their fullest potential.

As you start your creative adventure here, remember that you are not doing this to brag about yourself. You are creating your Professional Portfolio to let people know the real YOU, so they can trust you. My best to you as you create this Portfolio that is your life.

Carla Cross