



Ask the Experts:

BACK TO BASICS



Willie Miranda
Real Estate Broker/Owner
Miranda Real Estate Group, Inc.

In Partnership With  MyStateMLS



Background



1995: Started Allstate Insurance

1998: Started in Real Estate

2002: Opened Miranda Real Estate Group, Inc.

2006: Started coaching agents across North America

2009: #1 Real Estate Agent/Team in The Capital District (2,500 agents)


2015-present: #1 Independent Brokerage based in The Capital District

2002-Present: Sold over 12,000 homes for over \$2.5 billion in sales volume

2022: GCAR's Realtor of the Year Award Recipient

Willie Miranda

Today's Agenda



**Back
To
Basics**

1. Lead Generation & Database
2. Working with Buyers
3. Working with Sellers
4. Negotiations
5. Coaching, Training & Accountability

Transactional vs. Career Agent

Transactional



Tends to waste time



Poor spending habits



No client loyalty



Lead squirrels with
low conversion rates



Ripe and Rotten:
They don't seek
additional training &
education



Low profit margins/
Agent burnout

Career



Uses time efficiently



Knows their numbers



Receives repeat &
referral business



Systematic database with
higher conversion rates




Green and Growing:
Constantly seeking more
knowledge & training



Higher profit margins/
Successful business

LEAD GENERATION & DATABASE



The background of the image shows a modern building with large glass windows and a blue sky. The text is overlaid on a dark blue rectangular area.

**People do Business with
Who They Know, Like
and Trust**

4 Lead Generation Pillars



COI



**Online
Marketing**



**Offline
Marketing**



Social Media



Pillar #1

COI-Center of Influence

- COI/SOI (Your Database)
- VIP, A , B, C, D Clients
- Need to have 250 people minimum-“Relationships”
- 18 Touch System-12 newsletters, 4 postcards, 2 texts or calls
- Project 100 List-Who Do You Know?

GET A CRM

CUSTOMER RELATIONSHIP MANAGEMENT

Your success or failure in the real estate business, is in direct proportion to the number of people that are in your database; that when they think of real estate, they think of YOU!

- You need 1 place where you can store client's contact information and notes.
- The CRM must have the ability to launch follow up plans.
- Some examples:
 - kvCORE
 - Follow Up Boss
 - Top Producer
 - Wise Agent
 - Market Leader
 - RealtyJuggler

BUILDING YOUR LIST

- Look back at all the clients that you have done business within the past.
- Facebook/Instagram/LinkedIn
- Phone/Email List
- Project 100 List



- From your old job?
- From sports or hobbies?
- From civic activities?
- From your old neighborhoods?
- Who sells you gas or tires?
- From lodge, clubs?
- Who sold you your refrigerator?
- Who is your attorney?
- Who runs the local meat market?
- Who is your veterinarian?
- Who does your taxes?
- Who appraises real estate?
- Who is your dentist?
- Who is your doctor?
- Who heads your local Veteran's organization?
- Who did you buy your car from?
- Where did you get your pet (s)?
- Who is your painter?
- Who owns the local hardware store?
- Who is your hairdresser or barber?
- Who is your jeweler?
- Who is your favorite bartender?
- Who is your photographer/videographer?
- Who heads the local PTA?
- Who is your banker?
- Who is your florist?
- Who is your repair man/woman?
- Who does your dry cleaning?
- Who are your neighbors?
- Who owns the local bowling alley?
- Who is the owner at the restaurants you go to?
- Who is the Chief of Fire or Police?
- Who is your eye doctor?
- Who writes for the local newspaper?
- Who owns the hotel closest to you?
- Who is your travel agent?
- Who fixes your watch?
- Who gives your children music lessons?
- Who owns the local fitness center?
- Who are your children's teachers/principals?
- Who sold you your swimming pool?
- Who is your local printer?
- Who is your mailman/mail woman?
- Who is your Pharmacist?
- Who sold you your windows?
- Who grooms your dog?
- Who manages your local theater?
- Who is your good friend from school and college?
- Who is a good friend from church?
- Who sold you your car?
- Who do you know through your husband or wife?
- Who sells you groceries?
- Who is a nurse?

Videos That Educate!

Weekly Videos to your email list

Week #1 The Real Estate Market Update

Week #2 Seller Tip, Seller Story or Seller Q&A

Week #3 Interview Referral Partner on Subject Matter and Q&A

Week #4 Buyer Tip, Buyer Story or Buyer Q&A



Pillar #2

Online Marketing

- Zillow/Trulia
- Realtor.com
- Market Leader/Your own website
- Bold Leads
- Commissions INC
- UpNest/HomeLite
- Facebook/Other Social media Platforms



Pillar #3

Offline Marketing

Geographic Farming (500 Home Minimum)

- **Postcards, Newsletters, Calendar of Events, Vendor List, etc.**
 - **MEGA Open House**
- **Market Update Flyer (Top 10 Sales, STATS)**
 - **Food Drive-“Trade a Can for a Cone”**



FALL 2022 • CLIFTON PARK, NY

WILLIE MIRANDA'S

REAL ESTATE & INSURANCE INSIDER REPORT

INSIDE THIS ISSUE:

PAGE 1

- WHAT'S UP WITH WILLIE?

PAGE 2

- REAL ESTATE MARKET UPDATES
- CLIFTON PARK MARKET UPDATES
- GLEN SP. WILLIS
- REAL ESTATE TESTIMONIALS

PAGE 3

- WE'RE LOCAL, WE'RE GLOBAL
- MICHIGAN GAMBLING CORP. UPDATES
- IN THE KITCHEN WITH DANIEL
- ALLSTATE UPDATES
- SHOWMAKER TESTIMONIALS





WHAT'S UP WITH WILLIE?

When I first knew that the wonderful life and passion Willie had for his family and his business, I knew that I was in for a great time. Willie has been a part of my life for over 20 years, and he has been a great friend and mentor. He has been a part of my life for over 20 years, and he has been a great friend and mentor. He has been a part of my life for over 20 years, and he has been a great friend and mentor.

In 2002, Willie moved his family from the city to the suburbs. He was looking for a place to raise his family, and he found it in Clifton Park, NY. He was looking for a place to raise his family, and he found it in Clifton Park, NY. He was looking for a place to raise his family, and he found it in Clifton Park, NY.

The family included a lot of children and was looking for a place to raise them. Willie was looking for a place to raise them, and he found it in Clifton Park, NY. He was looking for a place to raise them, and he found it in Clifton Park, NY. He was looking for a place to raise them, and he found it in Clifton Park, NY.

Willie was looking for a place to raise his family, and he found it in Clifton Park, NY. He was looking for a place to raise his family, and he found it in Clifton Park, NY. He was looking for a place to raise his family, and he found it in Clifton Park, NY.



-WILLIE

1. Suppose that you are asked to perform a research project on the average age of the average resident of Florida. First, you decide to ask the Census Bureau about the age of the residents of Florida. This is a **primary** source of information. You then find out that the Census Bureau is not able to give you the information you need. So you decide to go to the Census Bureau and ask them for the information you need. This is a **secondary** source of information. You then find out that the Census Bureau is not able to give you the information you need. So you decide to go to the Census Bureau and ask them for the information you need. This is a **tertiary** source of information. You then find out that the Census Bureau is not able to give you the information you need. So you decide to go to the Census Bureau and ask them for the information you need. This is a **quaternary** source of information.

\$1,350K
2100 LAKESHORE AVE
EAST LANSING, MI 48031

\$1,100K
2 BR + 2 BATH
COLUMBIAN AVE, MI 48031

\$800K
11 ROOM, 2.5 BATHS
ARLINGTON AVENUE, MI 48031

\$650K
10 ROOM, 2.5 BATHS
11000 PARK, MI 48031

\$450K
10 ROOM, 2 BATHS
11000 PARK, MI 48031

Did you know that WBC is part of a Global Subscription Network? Through our exclusive affiliation with Leading Real Estate Companies of the World®, we search a global network of local, Franchise member firms to give you valuable, real-time access to our clients' resources from across the globe. Leading Real Estate Companies of the World® is a selective global community of the highest quality independent residential and commercial real estate firms from 100+ countries. The 500+ member firms in the FR International Collective are today at 180,126,021 to help you buy or sell locally or globally. Visit www.the500.com/collective for more information.

[illegible]

Meranda Insurance Agency is currently looking to hire a **Licensed Insurance Sales Representative** for our busy Clinton Park location. **Life & Property & Casualty Insurance** license is required for applicants. Salary and other benefits available. Please call me directly at 508.276.0073 or email Wendy@merandainsurance.com for details.

★★★★★
"Everyone was polite and knowledgeable. It was working with the staff they found me the best!"
-JESSICA C.

KEY METRICS	18M7 2021	18M7 2022	% chg.
New Listings	22	40	+82.0%
Closed Sales	12	50	+317%
Median Sales Price	\$280,000	\$400,000	+43.0%
Percent of Original List Price Received	99.4%	99.2%	-0.2%
Days on Market (Mid-Stat)	90	70	-22.0%
Inventory of Homes for Sale	71	40	-43.0%
Months Supply of Inventory	3.0	1.3	-56.0%

★★★★★
"The attention to detail is above and beyond. Everyone at Miranda that we dealt with made us feel comfortable and helped us with every step! We recommend Miranda Real Estate Group 100 percent!"

A grid of 10 circular icons representing various business and technology concepts. The icons are arranged in two rows of five. The top row includes icons for a person, a gear, a lightbulb, a magnifying glass, and a bar chart. The bottom row includes icons for a handshake, a document, a network, a smartphone, and a pie chart.

"Excellent - like it always a pleasure to work with as well as the rest of the staff!"
- JILLIAN D.



MIRANDA
REAL ESTATE GROUP

WILLIE MIRANDA
REAL ESTATE BROKER/OWNER
MIRANDA REAL ESTATE GROUP, INC.
1122 ROUTE 9, CLIFTON PARK, NY 12065

URGENT

PLEASE DELIVER TO:

THANK YOU FOR READING MY PERSONAL NEWSLETTER.
I WANTED TO PRODUCE A NEWSLETTER THAT HAS GREAT
CONTENT AND IS FUN AND VALUABLE TO YOU.
WHETHER YOU'RE THINKING OF BUYING OR SELLING,
OR JUST WANT TO SAY "HI," I'D LOVE TO HEAR FROM YOU...



-WILLIE MIRANDA

REAL ESTATE BROKER/OWNER

CELL: (518) 326-1035

WMIRANDA@MRGTEAM.COM



MIRANDA
REAL ESTATE GROUP













Postcards

2022 REALTOR OF THE YEAR!



The GCAR's Realtor of the Year Award recognizes individuals who have served not only the real estate profession in an exemplary manner, but also in their communities.

Willie Miranda was recognized as GCAR's 2022 Realtor of the Year!

Thank you to all of the Clifton Park Residents and my clients for allowing me to serve you! Because of YOU, I was nominated out of 4,000 agents as the 2022 Realtor of the Year!

TO FIND OUT WHAT YOUR CLIFTON PARK HOME IS WORTH, PLEASE VISIT WWW.12065HOMEVALUE.COM.

UPDATED CLIFTON PARK HOME VALUES

Dear Neighbor,

We just updated our new Home Value Tool with the most recent updated home values in Clifton Park.

To find out what your New Home Value estimate is and how the current interest rates and economy has changed it, please visit www.12065HomeValue.com.

To Your Success in 2023,



WILLIE MIRANDA

Real Estate Broker/Owner
Miranda Real Estate Group, Inc.
wmiranda@mrteam.com
518-576-1073

P.S. If you would like a more accurate estimate of what your home is worth, please give me a call at [518-417-4942](tel:518-417-4942).

SCAN ME!



To hear my story on how I got into the real estate business.

Disclaimer: Not intended to solicit listed properties for sale. If your property is currently listed, please disregard this mailing.

Mailing to Your Geographic Farm

- Send out a Cover Letter with an attached Annual Home Value Report
- Explain the report and how the range and number is being generated
- Mail to your Geographic Farm



Hello (Miranda) Family,

How's the market? This is the number one question I receive from sellers on a daily basis. But what they are really asking me is, "How much is my house worth?"

My name is Willie Miranda. I currently live in Sherwood Forest/Emerson Community and have called this great neighborhood my home for the past 19 years. I am the Real Estate Broker/Owner of Miranda Real Estate Group, Inc., an award-winning Independent Brokerage servicing Albany, Schenectady, Saratoga, and its surrounding counties. I wanted to introduce myself, provide a market update for you and include an estimated home evaluation for you to look over.

The real estate market is continuing to prove that it is truly a seller's market. With the supply of inventory down and interest rates still low, many motivated buyers are out and about looking for a house to call home. If you have ever thought about listing your home and receiving top dollar for it, now is the time!

I've attached this easy-to-read report, which will give you a quick snapshot into what your current estimated value is along with an estimated value range. Please note, this number is only a computer-generated estimated value for your home based on public records such as square footage, number of bedrooms, number of bathrooms, etc. If you are looking for an in-depth analysis of your property, are considering selling, refinancing to remove mortgage insurance, HELOC options, etc. please do not hesitate to call/text me at 518-376-1073 or email me at wmiranda@mrteam.com. I would be happy to assist you.

Sincerely,

Willie Miranda
Real Estate Broker/Owner
Miranda Real Estate Group, Inc.
1482 Route 9
Clifton Park, NY 12065
wmiranda@mrteam.com
518-376-1073

***Not intended to solicit listed properties for sale. If your property is currently listed, please disregard this mailing.

I Have A Buyer Letter...

- Works every time!
- Send out a handwritten letter when you have a buyer looking in a specific neighborhood and there are NO current listings
- Make sure your letter meets DOS Advertising Guidelines
- On yellow paper and placed in an envelope



LICENSED REAL ESTATE BROKER
www.ViewMirandaHomes.com

SATELLITE OFFICE:
1801 Alhambra Avenue, Suite 1
Rochester • NY • 12303

PHONE (518) 548-1701
FAX (518) 688-0243

CORPORATE OFFICE:
1482 Route 9
Clifton Park • NY • 12065

PHONE (518) 548-2060
FAX (518) 688-0243

SATELLITE OFFICE:
63 Putnam Street, Suite 202
Saratoga Springs • NY • 12866

PHONE (518) 548-2060
FAX (518) 688-0243



DEAR HOMEOWNER(S),

I HAVE A CLIENT WHO IS EXTREMELY INTERESTED IN PURCHASING A HOME IN YOUR NEIGHBORHOOD. MY CLIENTS ARE PREAPPROVED AND READY TO MAKE AN OFFER. THEY CAN BE EXTREMELY FLEXIBLE WITH A CLOSING DATE AND ARE WILLING TO PAY FULL MARKET VALUE, IF THE INSIDE OF YOUR HOME FITS THEIR NEEDS.

SO, IF YOU ARE CONSIDERING MAKING A MOVE IN THE NEXT 2-3 MONTHS, PLEASE CALL ME AT 518-376-1013.

THANK YOU,
WILLIE MIRANDA

** NOT INTENDED TO SOLICIT LISTED PROPERTIES.
IF YOUR PROPERTY IS LISTED, PLEASE DISREGARD THIS MAILING.

Dear Neighbor,

My name is Francis Picard and I've recently moved into this community.

I currently have a buyer client that is also looking to live in this great neighborhood. My client is a cash buyer and ready to purchase. They can be extremely flexible with a closing date and are willing to pay full market value if the inside of your home fits their needs.

So, if you are considering making a move in the next 2-3 months or anytime in 2022, please call or text me at (305) 607-6931 or email me at FrancisHasTheBuyers@gmail.com.

Sincerely,

Francis Picard
Broker Associate
Preferred Real Estate Brokers
101 South Eola Drive
Orlando, FL 32801



Dear Residents,

We recently sold a house in multiple offers for thousands of dollars above the list price of \$1,375,000. I have a preapproved buyer who is ready to purchase a home in your neighborhood. They can be extremely flexible with a closing date and are willing to pay full market value if the inside of the home fits their needs.

So, if you are considering making a move in the next 2-3 months or anytime in 2022, please call/text me directly at 518-376-1073.

Sincerely,

Willie Miranda
Real Estate Broker/Owner
Miranda Real Estate Group, Inc.
1482 Route 9
Clifton Park, NY 12065
wmiranda@mrgteam.com
518-376-1073



Willie's Recent Transactions



**Not intended to solicit listed properties for sale. If your property is currently listed, please disregard this mailing.

EDDM



MIRANDA
REAL ESTATE GROUP

LOCAL
Postal Customer

PERMIT 570
EDDMSS
U.S.
POSTAGE
PAID
EDDM RETAIL

My name is Willie Miranda and I live in the Sherwood Forest/Emerson Community and have called this great neighborhood my home for the past 19 years. I am the Real Estate Broker/Owner of Miranda Real Estate Group, Inc., an award-winning Independent Brokerage servicing Albany, Schenectady, Saratoga, and its surrounding counties.

I wanted to introduce myself, provide a market update for you and some listing stats for you to look over. I have loved living in this community and have had the privilege of selling over 32 homes in the Sherwood Forest/Emerson Community for the past 20 years (see other side). I consider myself to be a neighborhood expert when it comes to buying or selling in this area.

The real estate market is continuing to prove that it is truly a seller's market. With the supply of inventory down and interest rates hovering around 6.5% (see, Mortgage News Daily), many motivated buyers are out and about looking for a house to call home. If you have ever thought about listing your home and receiving top dollar for it, now is the time!

So, if you are considering making a move in 2-3 months or anytime in 2023, please call/text me at 518-376-1073 or email me at wmiranda@mrgteam.com.



Willie Miranda

REAL ESTATE BROKER/OWNER
MIRANDA REAL ESTATE GROUP, INC.
1482 Route 9 Clifton Park, NY 12065
wmiranda@mrgteam.com
518-376-1073

GCAR'S 2022 REALTOR OF THE YEAR RECIPIENT

The GCAR's Realtor of the Year Award recognizes individuals who have served not only the real estate profession in an exemplary manner, but also in their communities.

Willie Miranda was recognized (out of 4,000 agents) as GCAR's 2022 Realtor of the Year!



TO FIND OUT WHAT YOUR SHERWOOD FOREST HOME IS WORTH, PLEASE VISIT WWW.12065HOMEVALUE.COM



MIRANDA
REAL ESTATE GROUP

NO ONE SELLS MORE SHERWOOD FOREST HOMES THAN WILLIE!

LIST OF HOMES SOLD:

- | | |
|---------------------------------------|---------------------|
| 2 Avon Court | 1 Marlboro Drive |
| 12 Berkshire Drive | 6 Marlboro Drive |
| 21 Berkshire Drive | 9 Marlboro Drive |
| 3 Buckingham Court | 4 Newport Drive |
| 1 Canterbury Road (buy side) | 13 Newport Drive |
| 24 Canterbury Road | 12 Nottingham Way N |
| 54 Canterbury Road | 13 Nottingham Way N |
| 11 Coventry Drive | 15 Nottingham Way N |
| 13 Coventry Drive (buy and sell side) | 21 Nottingham Way N |
| 18 Coventry Drive | 34 Nottingham Way N |
| 19 Coventry Drive | 38 Nottingham Way N |
| 4 Dawson Lane | 14 Sheffield Drive |
| 7 Dawson Lane | 18 Sheffield Drive |
| 15 Dawson Lane (buy side) | 6 Yorkshire Terrace |
| 16 Dawson Lane (sold twice) | |
| 10 Friar Tuck Court | |

Don't list your home without reading this FREE book first!

This FREE book reveals how to sell your Clifton Park Home Fast, For Top Dollar and With The Least Amount Of Hassles!

To receive your FREE Copy by mail, visit:

www.518SellerBook.com

or call:

518-417-4942

24 hours a day/7 days a week!



*This flyer is not intended to solicit listed properties. If your property is currently listed, please disregard this mailing.

**All statistics provided to you by Flexmls.



Pillar #4

Social Media

Facebook

Miranda Real Estate Group, Inc.
Published by Willie Miranda · May 4 at 10:20 AM · 🌐

JUST LISTED!

Situated on a cul-de-sac in the much sought after Catherines Woods Neighborhood, is this exquisite 6,000 sq. ft. custom home. The bright & open floor plan features a gourmet kitchen with granite countertops, gorgeous cabinetry, stainless steel appliances, oversized island, coffee bar, additional seating & a 2nd kitchen, for catering/prep. Take the door to the expansive deck overlooking the backyard oasis: beautiful landscaping, 20' x 30' x 40' Lagoon s... See more



1014 CATHERINES WOODS DRIVE
NISKAYUNA, NY 12309



Gourmet
KITCHEN



4 BEDS • 4 FULL/2 HALF BATHS •
6,000 SQ FT



Stunning
MASTER SUITE



WILLIE
MIRANDA
REAL ESTATE BROKER/OWNER
(518) 376-1073



3,250
People reached

821
Engagements

Boost post

You and 7 others

4 Comments · 17 Shares



Like



Comment



Share



"I really can't say enough about how pleased I am with the level of communication, and the attention to detail. Stephanie is an absolute rock star!"

★★★★★
Anthony M. (Seller)

STEPHANIE
CIAMPOLILLO
REAL ESTATE SALESPERSON



Brenda Mayette, Real Estate Salesperson, Miranda Real Estate Group, Inc.
★ Favorites · 4m · 🌐

👏 It's not always fun & happy circumstances that bring us together. But the goal is always the same: a smooth & pleasant process. 🌟

👏 It was a pleasure to work with you, Chris. Cheers to Cindy's energy for her role in getting the property ready for the market & to Darlene for connecting her buyer with us. And it all started with a referral... Thank you for your faith in me, Michelle & team! 🌟

🎆 SOLD! 🎆

204 MERCER AV, ROTTERDAM, NY



Brenda Mayette
LICENSED REAL ESTATE SALESPERSON
DIRECT: 518-527-0800
WWW.AGENTBRENDA.NET

Instagram



JUST LISTED!
Niskayuna, New York.



"You won't find a better realtor than Courtney. Her expertise in the process of buying our first home made for a stellar experience. The knowledge that Courtney brings to the table is beyond helpful. We couldn't have purchased our home without her!"



Monty J. (Buyer)

**COURTNEY JENSEN-
KRZYKOWSKI**

REAL ESTATE SALESPERSON



¹/₂₃ **Miranda Million Dollar Month**



CHRISTINE M SERAFINI

CRS, CBR, MRP, REAL ESTATE SALESPERSON

\$1,340,800

in sales volume



MIRANDA
REAL ESTATE GROUP

YouTube



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 Brett Young

Show 4 more

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Miranda Real Estate Group, Inc.

94 subscribers

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OUR TOP 5 TIME MANAGEMENT TIPS

4:36

How Realtors Can Manage Their Time Better

Miranda Real Estate Group, Inc. • 25 views • 2 weeks ago

Your time is busy. We help it all the time. Real estate is a time-consuming business, and if you don't have the proper strategies, it can be hard to keep up. That's why we want to share...

Client Testimonials

▶ PLAY ALL



2:44

Erika & Mark's home sold in just 3 days for \$15,100 ov...

Miranda Real Estate Group, Inc. • 45 views • 2 months ago



2:00

From Selling a Home to Becoming an Agent - Miras...

Miranda Real Estate Group, Inc. • 65 views • 2 months ago




3:47

Home Sellers Drew & Dora Myers Testimonial for...

Miranda Real Estate Group, Inc. • 55 views • 2 months ago


Linked In

 **Carol Steven, CRS, GRI** • 1st
Real Estate Associate Broker, CRS, GRI
1w • 🌐

MAKING A DIFFERENCE MONDAY! 💜
David & Nancy's charity of choice is
Saratoga War Horse 🐎

...see more



 **Christine Serafini** • 1st
Realtor and Mentor at Miranda Real Estate Group, Inc.; LRES with Leading Re...
2h • 🌐

SOLD!!
@serafiniselshomes @mirandarealestategroup

...see more



 Search

 **Willie Miranda**
Broker/Owner at Miranda Real Estate Group, Inc.

Where opened your profile 1d
Impressions of your post 408

Access exclusive tools & insights
Network Smarter, Try Premium Free

My items

 Miranda Real Estate Group, Inc.

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Groups

- 🏠 Capital Region Dialect
- 🏠 Real Estate Professionals Refe...
- 🏠 Saratoga Springs Homeowners

 **CAROL STEVEN CRS, GRI**
1077060224
(918) 522-2547
1220547@gmail.com



LOCAL MARKET UPDATE
SARATOGA SPRINGS | 12006
ACTIVE MARKET DATA AS OF JUNE 22

INVENTORY
67 ➕ THIS WEEK

WORKING WITH BUYERS





Buyer PROFILE

AGENT: _____ DATE: _____

ADDRESS: _____

NAME: _____

PHONE: _____ EMAIL: _____

PREFERRED METHOD OF CONTACT: ☐ PHONE ☐ TEXT ☐ EMAIL ☐ ALL

NAME: _____

PHONE: _____ EMAIL: _____

PREFERRED METHOD OF CONTACT: ☐ PHONE ☐ TEXT ☐ EMAIL ☐ ALL

CURRENTLY RENT OR OWN? ☐ RENT ☐ OWN

PURCHASE TIMEFRAME: ☐ ASAP ☐ 3-6 MONTHS ☐ 6-12 MONTHS ☐ 1 YEAR +

PRE-APPROVED WITH A LENDER? ☐ YES ☐ NO ☐ CASH BUYER

Lender Name: _____ Phone: _____ Email: _____

PRE-APPROVAL AMOUNT: \$ _____

PRICE RANGE FOR NEW HOME: \$ _____ - \$ _____

BUYER LEAD SOURCE: _____



Buyer PROFILE

WHAT IS *important* TO YOU?

A home is about more than the number of bedrooms or bathrooms. It's about how you feel when you're in it. To really pinpoint the type of home you are looking for, consider the following questions:

1. What makes you comfortable in your current home? Is there anything in particular you would like to duplicate?

2. Why is it important to you?

3. What is your primary reason for searching for a new home?

4. Do you have children? What are their ages, interests, and activities?

5. Do you entertain a lot? What areas of your home will you primarily use to entertain?

6. How long do you expect to live in your new home?

7. Do you have any pets? Do you need a large backyard or fenced yard?

8. If you could wave a magic wand, what would be the perfect home?

9. When it comes to home buying, what is your biggest concern and why?

10. Describe what excellent customer service means to you:



Buyer SEARCH CRITERIA

DESIRED AREA/COUNTY _____ DESIRED TOWN/CITY _____

DESIRED NEIGHBORHOOD/STREETS _____

DESIRED SCHOOL DISTRICTS _____

PROPERTY AGE ☐ NEW CONSTRUCTION ☐ 1-5 YEARS ☐ 5-10 YEARS ☐ 10+ YEARS

THE Basics

BEDROOMS 1 2 3 4 5+

BATHROOMS 1 2 3 4 5+

GARAGE SPACES 1 2 3 4 5+

HOME SIZE _____ sq ft.

LOT SIZE _____ acres

THE Style

☐ CONDO ☐ TOWNHOUSE ☐ RANCH

☐ RAISED RANCH ☐ BUNGALOW ☐ CAPE COD

☐ COLONIAL ☐ CUSTOM

☐ OTHER _____

THE Interior

☐ OFFICE/STUDY ☐ BONUS ROOM

☐ DINING ROOM ☐ MASTER EN SUITE

☐ FAMILY ROOM ☐ BASEMENT ☐ ATTIC

FLOORING PREFERENCE

☐ CARPET ☐ HARDWOOD ☐ NP

FIREPLACE PREFERENCE

☐ GAS ☐ WOOD ☐ INSERT ☐ NP

THE Exterior

☐ FRONT PORCH ☐ FENCED YARD

☐ DECK ☐ PATIO ☐ SHED

☐ POOL ☐ IN-GROUND ☐ ABOVE

☐ TREED LOT/WOODED ☐ CLEAR LOT

UTILITIES: SEWER & WATER

☐ PUBLIC SEWER ☐ SEPTIC ☐ NP

☐ MUNICIPAL ☐ WELL ☐ NP



Who Pays for What?

BUYER

- Appraisal
- Attorney
- Earnest Money Deposit
- Home Inspections:
 - Structural
 - Pest
 - Radon
 - Septic or Well if applicable
- Seller Concessions:
 - Wrapping closing costs into your mortgage

SELLER

- Attorney
- Pre-Inspection
- Real Estate Commissions
- Real Estate Transfer Tax
 - \$4 / \$1,000
 - (based on purchase price)

TITLE & SURVEY BY COUNTY:

- Albany
- Rensselaer
- Saratoga

TITLE & SURVEY BY COUNTY:

- Fulton
- Montgomery
- Schenectady
- Schoharie
- Warren
- Washington

Willie's

13-STEP

HOME BUYING PLAN



WILLIE MIRANDA

Real Estate Broker/Owner



(516) 376-1073 (cell)

WMiranda@mgteam.com

WillieMiranda.com



1482 Route 9, Clifton Park, NY 12065

Willie Miranda's Buyer Checklist

Buyer(s) Name:		
Contact Information:		
Purchase Address:		
Lead Source:		
ISA:	LA2:	Flat Fee or %:

PENDING/CLOSING PROCESS

WM	Executed offer received
TR	Mail out note to buyer(s)
TR	Email attorney/lender fully executed offer
TR	Email agent fully executed offer
TR	Email client fully executed offer
TR	Complete Cover Sheet
TR	Submit contract for review through Zip Forms
TR	Multitasking all deposit check
TR	Confirm deposit check received
TR	Attorney Approval Granted
TR	Confirm Mortgage Application Complete
TR	Schedule inspection/email attorney
TR	Schedule septic/well inspection if applicable
TR	Verify inspection time with agent
TR	Attend inspection
TR	Inspection Report Received

PENDING/CLOSING PROCESS

TR	Notify agent of inspection passed/fail
TR	Send Inspection Results/Update to Attorney
WM	Repair Estimates Received/Remove software
WM	Request extension for inspection negotiations
TR	Agreement made from failed inspections
TR	Inform agent/attorney of agreement
TR	Order closing gift
TR	Confirm title has been ordered
TR	Call agent to confirm appraisal is scheduled
TR	Confirm appraisal was completed and acceptable
TR	Inform attorney of appraisal
TR	Negative appraisal renegotiate or CSB
TR	Confirm Mortgage Commitment
TR	Request mortgage contingency extension if needed
TR	Inform agent of mortgage commitment

PENDING/CLOSING PROCESS

TR	Check title status with attorney
TR	Check in with buyer
TR	Clear to close issued/Closing scheduled
TR	Email buyer with closing date and important information for closing
TR	Notify Advisor of closing date
TR	Send attorney invoice
TR	Schedule walkthrough/Call to switch over utilities
TR	Attend walkthrough/ask for photo and testimonial
TR	Arrange for lockbox & key delivery for closing
TR	Attend closing/bring closing gift/Write to call buyer after
TR	Update database with new address
TR	Closing check received
TR	Just Sold Facebook Post
TR	Tag on Client Closed Plan
TR	Send listing agent a thank you note
TR	Do you recommend agent to MRC?

Contract Date:	Contract Price:
Attorney Approval Date:	
Home Inspection Date:	
Home Inspector:	
Appraisal Date:	
Mortgage Commitment Date:	
Closing Date:	
Lender:	
Seller's Attorney:	
Buyer's Attorney:	
Listing Agent:	
Sellers:	



The Buyer Presentation



Buying A HOME

WE'RE LOCAL WE'RE GLOBAL®



Client Closed Plan

Day/ Date	Activity	Description
1 		First day in new home
1 		Send personal note
7 		First week check-in
30 		First month check-in
30 		Send personal note
365 		First year anniversary/check-in
365 		Send personal note with small gift
365 		Set up anniversary call for the following year

Name(s):

Phone #:

Address:

Closing Date:

Closing Gifts

Front Photo Frame



Book



Snapfish Books



Personalized Wood Sign



CUTCO Knife



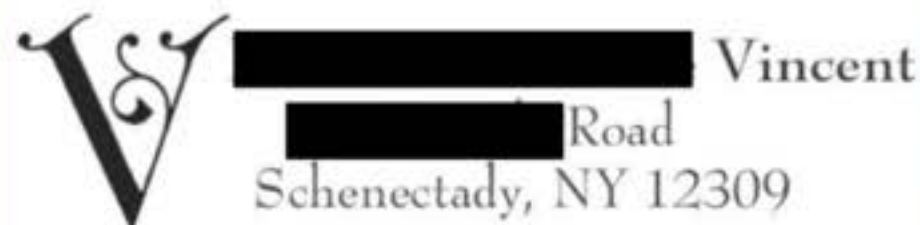
Personalized Cutting Board



Personalized Yeti Mugs



Personalized Stamp



WORKING WITH SELLERS



PRE LIST EMAIL

Thank you for contacting Miranda Real Estate Group, Inc. regarding the marketing and sale of your property. We have created this email to provide you with a glimpse into how we approach our business and the sale of your home. Below you will find links to access our materials, detailing the home seller process, information about our team, testimonials from past clients and much more!

Please click on the links below to learn more!

1. [Home Seller Guide](#)
2. [Meet the Team Booklet](#)
3. [My Biography](#)
4. [Testimonials from Past Clients](#)
5. [My Seller Book](#)
6. [Personal Brochure](#)
7. [Business Card](#)
8. [Online Reviews](#)

We strive to provide the ultimate real estate service to our clients. We work diligently to ensure that you are treated the way you want to be treated.

Our intimate office will give you the family feel and personal attention you expect and deserve. As a company, our agents are personally involved in your entire transaction; from listing to closing. We look out for your interests at all times and treat you like our family. When dealing with one of the largest personal transactions you make, why take the chance of working with someone who isn't going to put you or your needs first?

Please let me know if you have any questions. Looking forward to meeting you with you on **(date and time of listing appointment)**!

To Your Success,



Willie Miranda

Real Estate Broker/Owner
Miranda Real Estate Group, Inc.
Email: wmiranda@mrteam.com
Direct: (518)-376-1073



The Blue Box



The Blue Box



LEARN MORE About Willie

Willie Miranda has more than 22 years of experience in the real estate industry and 29 years in the insurance industry. Willie and his team have sold over 10,000 homes for over two billion dollars in real estate sales.

Willie has worked and/or coached with hundreds of real estate agents across the country; helping them market and promote their real estate services to their clients, by implementing systems and processes into their business. Under his leadership, several real estate agents and brokers have grown their personal relationships with their clients; which resulted in a more profitable repeat and referral business for those that have followed Willie's referral and real estate systems. Willie is the Real Estate Broker and Owner of Miranda Real Estate Group, Inc., an award-winning, independent real estate brokerage headquartered in Clifton Park, New York. Miranda Real Estate Group, Inc., is also part of Leading Real Estate Companies of the World; an invite-only organization comprised of 550 of the world's market-leading, independent brokerages across 70 countries. Willie is also the Agency Owner of Miranda Insurance Agency, Inc., that is associated with the Allstate Insurance Corporation.

Willie has been married to his wife, Shari since 1993. They have two daughters, Christine and Julia. Willie enjoys spending time with his family, traveling, and giving back to his community. To date, Willie and his team have raised over \$336,000 for the Bernard & Millie Duker Children's Hospital at Albany Medical Center.



WILLIE MIRANDA

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WHAT MY CLIENTS Are Saying...

"We had an amazing experience with Willie and his staff. He met with us to help us understand the market and how we should price our home. I was very impressed with the many avenues of marketing he used. We originally built the home 25 years ago and raised 3 children in our home. I actually wasn't prepared for how fast our home sold, within a week of listing, with multiple offers and well above asking. The closing was very quick, painless and extremely smooth. We couldn't have asked for a better experience. I would highly recommend Willie and his staff to anyone looking to sell or buy a home."

-Chris & Betsy Alesio



"After living in our house for the past 26 years, we weren't sure of what to do when putting our home on the market. We decided to interview 4 of the top agents in our area. Willie Miranda was one of them. We were blown away by his listing presentation and all the resources we received as well as the professionalism and knowledge he provided. After listing our home with Miranda Real Estate Group, Inc., we immediately had 3 showings which resulted in 2 offers. Ultimately, we sold our home in 1 day at 99% of our asking price. Willie and his team exceeded our expectations and guided us along this emotional journey. We raised our daughter in this home and created many great memories, which we hope will continue with the wonderful couple who purchased it. Thanks Willie!"

-Paul & Bernadette Luciano



"Working with Miranda Real Estate Group, Inc., was most pleasurable. The staff is highly professional and competent, yet so down to earth. They are easy going but at the same time, all business in getting the job done! Mr. Miranda personally took the time to make sure I truly understood the process, steps and options that one may encounter when selling a home, including the areas that I had not given any thought to, such as getting the house ready to show, storing excess household items as well as moving. Willie guided me through like a skilled ship's Captain navigating me around the common pitfalls associated with selling and buying properties. He directed me and offered recommendations of other professionals, agencies and services that would be beneficial in making the sale of my property a smooth transaction. In other words, he offered his professional expertise and at the same time, assured me the final decision was mine to make. In my opinion, MRG is the one and only real estate organization to assist you with the sale and purchase of residential real estate in The Capital District."

-Elmer Rose



"Willie's exceptional marketing really worked. We were impressed with the quality and quantity of potential buyers who came to see our home. An impressive team of professionals work hard to meet our needs and helped every step of the way. Hire Willie Miranda!"

-Rob & Sandie Tallman



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Willie's HOME SALE TIMELINE

Here is a step by step list of what you can expect during the home selling process.
Use this as a checklist so you'll know how far along in the process we are and how close we are to closing!

1.  Decide that you want to sell your home
 2.  Call Willie Miranda of Miranda Real Estate Group, Inc. to schedule a listing appointment
 3.  Listing appointment with Willie of Miranda Real Estate Group, Inc.
 4.  Complete Listing Paperwork with Willie of Miranda Real Estate Group, Inc.
 5.  Professional photos are scheduled/taken
 6.  Lockbox and sign installation
 7.  Your home is LIVE on the Multiple Listing Service (MLS) and numerous websites
 8.  Showings/ Open Houses begin
 9.  A buyer's agent will put in an offer that you will either accept, counter or decline
 10.  If the offer is accepted, you will sign a contract
 11.  Attorney Approval will take place (3-5 business days)
 12.  Buyer will schedule home inspections
 13.  The Buyer's Lender will order & schedule an appraisal
 14.  Attorney will order a title search and their lender will forward the file for a clear to close once they have a clean title report
 15.  Once the clear to close is issued, your closing is scheduled via both attorney's and the lending attorney's schedule
 16.  The buyer's agent will schedule a final walk through
-  **Closing Day!** 



WILLIE MIRANDA

Real Estate Broker/Owner

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Willie's

MOVING CHECKLIST

ORGANIZE

- Organize and purge household items to remove clutter. Begin with basement, attic, garage, and other storage areas.
- Make arrangements for storage if necessary.
- Gather ALL Personal & Financial Documents.
- Start a file for all of your moving paperwork (estimates, receipts, etc.)

PACKING & STORAGE

- If you are packing yourself, obtain packing materials and start packing items you won't need until after you move into your new home.
- Label and number all boxes. Create an inventory checklist to use on moving day.
- Reserve Moving Company.
- If you're moving yourself, contact admin@mrteam.com to reserve our FREE Moving Truck!

MOVING DAY

- Supervise Unloading.
- Change Locks & Make Spare Copies of the New Keys.

SERVICES TO CANCEL AND/OR TRANSFER

- Water / Sewer
- Electric
- Gas / Propane
- Cable / Internet Sprinkler Company
- Trash / Recycling
- Lawn / Landscaping
- Pest Control
- House Cleaning
- Phone / Cell

CHANGE OF ADDRESS

- The U.S. Postal Office
- Drivers License / Auto & Voter Registration
- IRS
- Banks / Credit Cards / Loans
- Investments
- Place of Employment
- Insurances
- Doctors
- Schools
- Autoships / Subscriptions / Online Accounts



WILLIE MIRANDA

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- 📍 1482 Route 9, Clifton Park, NY 12065



Home

SELLER'S GUIDE

The Listing Presentation



Selling

YOUR HOME

WE'RE LOCAL WE'RE GLOBAL®

Willie Miranda's Seller Checklist

Seller(s) Name:		
Contact Information:		
Listing Address:		
Listing Date:		Listing Price:
Lead Source:		
ISA:	LA2:	Flat Fee or %:

LISTING PROCESS

WM	Take listing
TR	Mail out note to seller(s)
TR	Fill out listing ps
TR	Meet clients for signatures
TR	Set up lockbox/Temp Sign
TR	Schedule photos and for Matterport
TR	Completed listing ps send to Admin
TR	Number photos for input on MLS
JD	Sign ordered by Joanne
TR	Review Partially Loaded Listing
JD	Listing released by Joanne
TR	Email seller the listing
HG	Social Media Marketing Just Listed
TR	Place Riders on Sign/Bring Flyers
TR	Weekly follow up by Wilbur/Tash
WM	21 days Price Reduction

PENDING/CLOSING PROCESS

WM	Fully executed offer received
TR	Email attorney, buyer's agent/Email seller(s) offer & important dates
TR	Complete Cover Sheet & Checklist and submit through Zip Forms
TR	Deposit Check Received
TR	Attorney Approval Granted
TR	Inspection Scheduled
WM	Inspection Report/Summary Received
TR	Send Inspection Results/Update to Attorney
WM	Repair Estimates Received/Review w/ seller (s)
WM	Agreement made from failed inspections
TR	Inform agent/attorney of agreement
TR	Place SOLD rider on listing
TR	Order Snaglist Book or other closing gift
TR	Confirm title has been ordered with seller's attorney
TR	Appraisal ordered
TR	Appraisal is completed & acceptable
TR	Confirm Mortgage Commitment

PENDING/CLOSING PROCESS

TR	Confirm title is clear
TR	Verify if there is an oil tank
TR	Clear to close issued
TR	Email seller with closing date and important information for closing
TR	Send attorney invoice
TR	Order water meter reading
TR	Schedule walkthrough/Call to switch over utilities
TR	Notify Agents of closing/sign to come down
TR	Arrange for lockbox & key delivery for closing
TR	Walkthrough completed
TR	Attend closing/bring closing gift/Wills to call seller after
TR	Take a photo & ask for a testimonial
TR	Update database with new address
TR	Update database with buyer's information
TR	Closing check received
TR	Create & mail Just Sold Postcard
HG	Just Sold Facebook Post
TR	Tag as Client Closed Plan
TR	Send buyer's agent a thank you note
TR	Do you recommend agent to MREG?

Contract Date:	Contract Price:
Attorney Approval Date:	
Home Inspection Date:	
Home Inspector:	
Appraisal Date:	
Mortgage Commitment Date:	
Close Date:	
Lender:	
Seller's Attorney:	
Buyer's Attorney:	
Buyer's Agent:	
Buyers:	

Shackle/Combo Code: _____ Security/Garage Code: _____

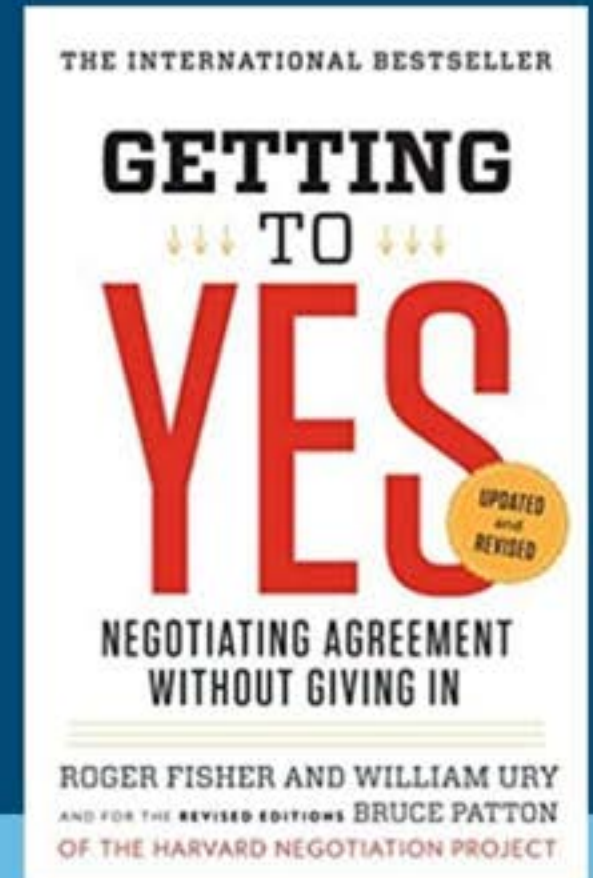
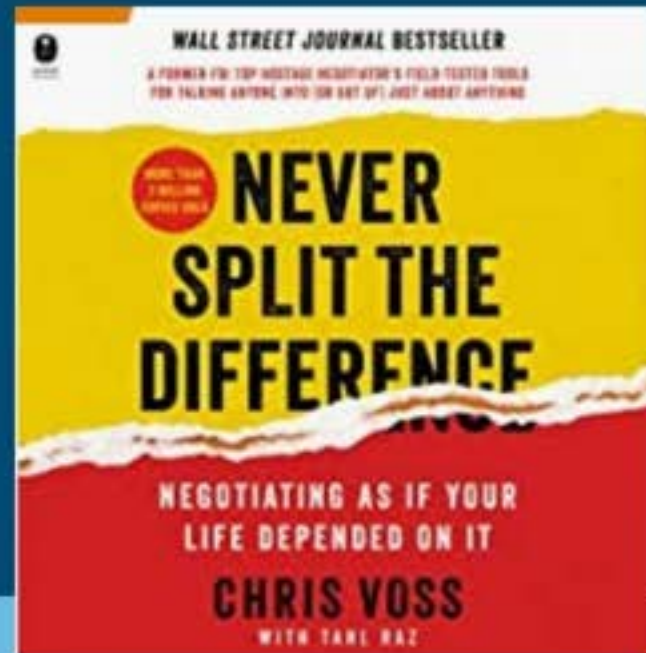
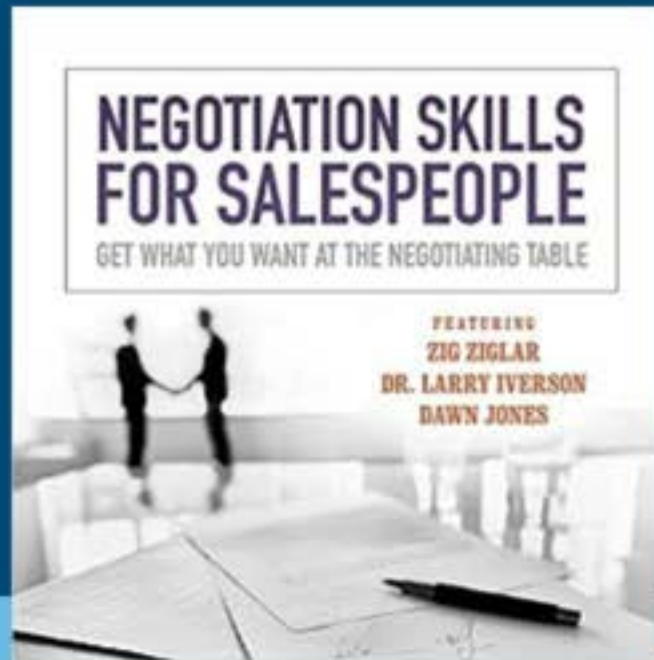


NEGOTIATIONS



How do you get better at negotiating?

- Mike Ferry (scripts & dialogues)
- Tom Ferry (scripts & dialogues)
- Zig Ziglar



Multiple Offer Tips



MULTIPLE OFFER Tips

In this ultra competitive market, buyers need to do all they can to make the strongest offer when the right house becomes available. Buyers may want to consider some of the following tactics to help set their offer apart from others in a bidding war.



PRE-APPROVAL LETTER

Use a reputable lender highly specialized in mortgage banking. Have your pre-approval letter current, within 90 days, and if possible, specific to the property you're looking on. Consider writing into the offer that you'll purchase the property regardless of the approved value.



BE READILY AVAILABLE TO SEE HOMES

Be prepared to see a house whenever the seller allows. Do anything you can to give yourself a head start on the offer process, even if you must leave work early or go in late.



COMPOSE A PERSONAL LETTER

Sellers are often more likely to choose a buyer with whom they feel comfortable. A home is typically someone's prized possession and they want to know you'll care for it the way they do. Send that message with a heartfelt letter showing how much you love their home.

OFFER OVER ASKING PRICE

In this market, sellers often price their homes aggressively to indicate bidding wars. Consider looking for homes slightly under budget to allow for wiggle room in your available funds so you can put your best offer forward. Sometimes you should offer above what similar homes sold for to prevent other offers.



ESCALATION CLAUSE

In certain circumstances, an escalation clause can be a great tool to raise your chances of beating other offers while ensuring that you don't overpay. It allows you to offer the seller a certain amount over their highest offer up to a pre-determined price.



SHORTEN CONTINGENCY TIME FRAMES

Shorten the inspection window, purchase and sale date, and mortgage contingency if possible. Speak with your broker first to determine the earliest mortgage contingency date.



WAIVING INSPECTIONS

Make your client aware that waiving an inspection is an option, however it is never recommended.



INCREASE YOUR DOWN PAYMENT

Sellers may feel a buyer with a higher down payment of 10-20% is more qualified than a buyer with a 3-5% down payment. Consider putting more money down if you're able. Along with this, put a larger deposit down when you submit your offer. You'll end up paying it all the closing anyway.



BE FLEXIBLE ON THE CLOSING DATE

Some sellers have inflexible circumstances and will need to sell to a buyer who is willing to accommodate their time frame. Be as accommodating as possible on all fronts to make yourself stand out.



USE & OCCUPANCY AGREEMENT

Consider allowing a "rent back." Some sellers need to stay in the home for a brief period of time after they close until they can move into their new home. This is known as a Use and Occupancy agreement and can provide some benefits to the buyer as well.

DISCLAIMER- There are risks involved with these tactics. Consult your Realtor or Attorney.

Negotiate Inspections

Example: A roof comes up as a major defect on an Inspection Report.

1. Listen and stay calm.
2. Clarify and isolate the question.
3. Solve the objection.
4. Confirm the solution.
5. Move on!

**COACHING,
TRAINING
&
ACCOUNTABILITY**



Accountability Groups or Accountable Partner

Accountability Expectations

1. Attend all weekly coaching sessions unless an excused emergency has been approved by the group.
2. Interact and share in all meetings.
3. Contribute openly and be transparent in a safe environment.
4. Participate in an accountable environment that consists of "observing or noticing without judgment."
5. Share what has worked for you, what is working for you and what is not working for you with an openness for supportive feedback.
6. Don't judge feedback that you may receive. Simply step back and identify where it may be true in your experience and how it can serve you.
7. If you recognize that you can support a fellow peer group member in an area that you may be excelling at, be abundant and reach out to that person outside of the group.
8. Feel safe to say, "I'm struggling," "I'm not getting it." Help us, help you! If you hide, you will not grow and we are always "found out."
9. All sessions are 1-hour long, once a week for 6 weeks.
10. If you are late for a session, you are an observer and can't participate during that session except for declaration of your commitments going forward.
11. If you are late twice, you will no longer be in the group.
12. No side talk! No cell phones! No texting!
13. Each person will make 3 specific, measurable and actionable commitments that will help them accomplish their 6-week goal. They will declare this publicly to the group and be held accountable until the next session.
6-Week Goal Example: I want to call 120 people in my COI in 6 weeks.
Weekly Example: I want to call 20 people in my COI for the week.
14. Each person will have an accountability partner (different each week) that they agree to check-in with every day between sessions.

By signing, I am committed to the above Accountability Expectations.

Coaching and Training

- **Attending Company Events**
- **Local and Out of Area Events**
- **Listening to Podcasts**
- **Attending Webinars**
- **Our Master Class**
- **Getting a Coach**

Master Class Dates!

February 1st - December 20th

Wednesdays from 1-2pm EST

REGISTER AT:

www.BlueprintClassroom.com

24-Week Master Class



2023 Course Syllabus Ultimate Real Estate Success Blueprint

Module #1: Lead Generation & Conversion

- February 1: Lead Generation and Building the Right Lead Pillars for Success
- February 15: Build, Sort, and Qualify your Database/Time Management
- March 1: Scripts, Dialogues, and Using an Inside Sales Agent (ISA) or Call Person
- March 15: Live with the Leaders Podcast (Guest Speaker TBD)

Module #2: Using Social Media to Leverage Your Business

- March 29: Introduction to Canva and how to use it for Marketing
- April 12: Setting Up & Utilizing a Facebook/Instagram Business Page
- April 26: Why Video and How to Develop Video Content/YouTube & Bomb Bomb
- May 10: Live with the Leaders Podcast (Guest Speaker TBD)

Module #3: Seller Lead Generation

- May 24: Pre-listing and Post-Listing/Money Bag
- June 7: Why Listings and the 14-Step Listing Process
- June 21: The Listing Presentation and The Close
- July 5: Live with the Leaders Podcast (Guest Speaker TBD)

Module #4: Buyer Lead Generation

- July 19: Buyer Expectations, Checklists and The Buyer Process
- August 2: The Buyer Presentation
- August 16: Buyer Negotiations and Writing Winning Offers
- August 30: Live with the Leaders Podcast (Guest Speaker TBD)

Module #5: Contract to Close

- September 13: Seller and Buyer Transaction Process/Seller and Buyer Checklists
- September 27: Seller Negotiations that gets Top Dollar
- October 11: Client Reviews, Closed Plan & Closing Gifts
- October 25: Live with the Leaders Podcast (Guest Speaker TBD)

Module #6: Attracting Repeat and Referral Business

- November 8: The 18 Touch Clients for Life System
- November 22: Community Spotlights, Charity Events, Lunch & Learns
- December 6: The Annual Home Value Call & Course Wrap Up
- December 20: Live with the Leaders Podcast (Guest Speaker TBD)

www.BlueprintClassroom.com

Join Our Facebook Group



The image shows a Facebook group cover for 'Real Estate Blueprint Master Class'. The cover features three circular portraits of the hosts: Brian Miranda (Vice President and Chief Operating Officer), Willie Miranda (Real Estate Broker/Owner), and Tricia Rulison (Executive Assistant to Willie Miranda). The title 'ULTIMATE REAL ESTATE SUCCESS BLUEPRINT Master Class' is prominently displayed in white and blue text. Below the title, it states 'Every WEDNESDAY from 1 - 2pm EST' and provides contact information: '(518) 376 - 1073', 'wmiranda@mrgteam.com', and 'WillieMiranda.com'. An 'Edit' button is visible in the bottom right corner of the cover. Below the cover, the group name 'Real Estate Blueprint Master Class' is shown, followed by a row of member profile pictures and an '+ Invite' button.

**ULTIMATE
REAL ESTATE
SUCCESS BLUEPRINT
Master Class**

Every WEDNESDAY from 1 - 2pm EST

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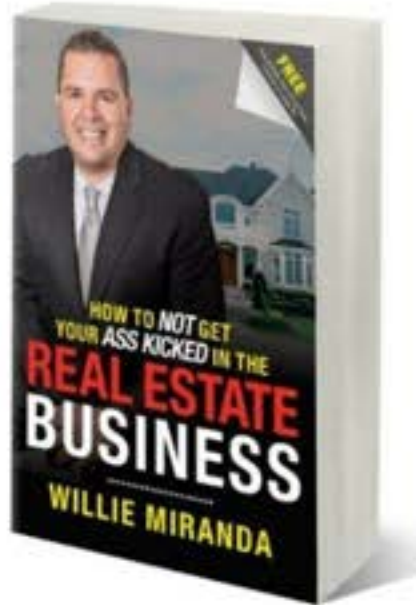
Real Estate Blueprint Master Class

+ Invite

Real Estate Blueprint Master Class

FREE GIFT!

Free Real Estate Tools From Willie Miranda



Willie's Real Estate Flipbook - Chapters 1 to 10

Tools/Materials

Please right click on document link and download to save to your computer.

[7 Key Strategies to Build Your Database & Get More Referrals](#)

[Listing Plan and Checklist](#)

[14 Steps of A Listing Presentation](#)

[\\$500 Willie Bucks Cash Saving Conditions and Template](#)

[Miranda Just Listed Postcard](#)

[Miranda Just Sold Postcard](#)

[Sample Newsletter Template](#)

[Personal Brochure Template](#)

[Buyer Profile Interview Template](#)

[Seller Profile Interview Template](#)

[3/4/12 Lead Follow-Up Plan](#)

[Client Closed Plan](#)

[Time Management for High Producing Real Estate Agents](#)

All of these documents require Adobe Reader.

If you do not have Adobe Reader, you may download it free here:



www.FreeWillieStuff.com