



# Sales Meeting

BROCKPORT OFFICE - 12/1/21

**This Christmas,  
please do not pick  
on older children  
who still believe  
in Santa.**

**There are grown  
adults who still  
think Zillow is  
actually accurate!!**



# Agenda

- 1<sup>st</sup> Priority
- Office Notes
- Market Conditions
- Award Ceremony
- Holiday Gathering
- New Fee Structure for Howard Hanna
- Miscellaneous



# 1<sup>st</sup> Priority

MARY MARONE

# Office Notes

- In Office
- Business planning - 1 on 1
- Technology assistance (AuthentiSign 2.0, Engage, Boost, Hanna Presentations)
- Calendars or Mailers
  - Eileen is available to facilitate procurement and/or label/mail
- Floor time & Phone Leads
- Renovation
- Coverage



# Market Conditions - November - Brockport Office

Year	Listings	Written	Closed
'18	7	1,324,300	1,946,400
'19	10	1,407,480	3,379,650
'20	12	3,695,700	3,132,650
'21	5	1,506,000	3,780,400

## 7 Mile Radius

23 Active (Residential, Condo/Twn)

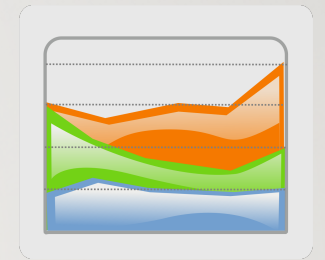
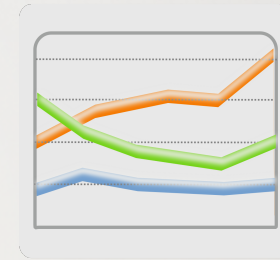
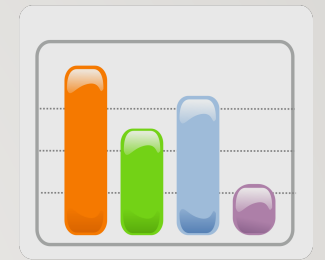
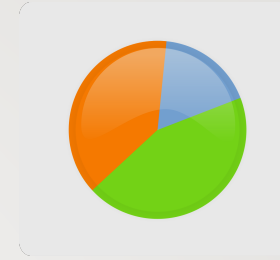
5 Price Drops

46 DOM (Average)

32 DOM (Median)

# Market Conditions

- Still competitive?
- Appraisal Issues?
- Survey & Title Delays
- Freshen Listings (Update remarks, new photos, etc.)
- What do you have coming up?



# Awards Ceremony 2021

- February Prior to HannaCon
- In-Person, Virtual, Hybrid





# Holiday Celebration

**We are doing one!**

Time, Date, Place - TBD



# New Fee Structure

Option	Description	Pro/Con
1	\$1,300 paid upfront for all of 2022. *Must be paid prior to 1/1/22	<ul style="list-style-type: none"><li>• Savings of \$200 annually</li><li>• Large upfront cost</li></ul>
2	\$375 paid each quarter (1/1, 4/1, 7/1, 10/1)	<ul style="list-style-type: none"><li>• Same Cost</li><li>• Allows time for earnings</li></ul>
3	\$250 per transaction for first 6 transactions prior to 8/31 (Balance to be charged at that point)	<ul style="list-style-type: none"><li>• Same Cost</li><li>• Cost born with transactions</li><li>• Large Payment if under 6 transactions before 8/31</li></ul>
4	\$125 paid each month (current plan) (All new hires to use this plan for first year to guarantee 4 free months)	<ul style="list-style-type: none"><li>• Same Cost</li><li>• Regular payment no matter activity.</li></ul>

# Miscellaneous

- Smoke Detectors and Carbon Monoxide Detectors provided by sellers for every listing
- Check updated forms in GRAR (Delayed Showing/Neg.)
- Code of Ethics Training due 12/31/21
- Winterization
- Success Letter
- “Only as good as the agent on the other side”
  - Be the agent you want on the other side

Date

Seller Name  
Seller Address

Dear \_\_\_\_\_:

It is now time for you to consider "winterizing" your property if it is or will be vacant or unoccupied during the winter months. Cold weather may significantly damage a vacant home that has not been properly prepared for the winter. As well, your homeowners' insurance may or may not cover damage that arises when the property is vacant or unoccupied. You are advised to check with your independent insurance agent in this regard.

Owners of vacant property should have it winterized by a qualified plumber. Plumbers should be asked take all other appropriate measures to protect the property.

Please note that heat also must be maintained on vacant property. Because Howard Hanna and its agents cannot and will not assume responsibility for monitoring heat on the property, we strongly recommend that you have neighbors or family members check your property periodically to be certain that the heat is working properly.

Although Howard Hanna and its agents cannot choose who will perform this service on your behalf, we will be happy to provide you with lists of plumbers and coordinate the winterization process with the plumber of your choice.

Please complete the enclosed acknowledgment and return it to me in the envelope provided at your earliest possible convenience. As well, please feel free to call on me if I may be of service.

Sincerely,

Manager's Name  
Title  
Address of Office  
Phone Number

cc: Listing agent(s)



Real Estate Mortgage Title Insurance

### SELLER'S ELECTION

#### Winterization of Vacant Or Unoccupied Property

The undersigned Seller(s) hereby acknowledges Howard Hanna Real Estate Services' advice to have Seller's vacant or unoccupied property "winterized" by a qualified plumber of Seller's choice in order to prevent cold weather damage. Seller further acknowledges that Howard Hanna Real Estate Services and its agents cannot and will not assume any responsibility for monitoring the heat on the property.

Based upon that information and advice, Seller makes the following election:

- Seller agrees to have the property winterized and subsequently de-winterized by a plumber of Seller's choice.
- Seller elects not to winterize the property and will assume all responsibility for damage to the property arising from cold weather damage.

\_\_\_\_\_  
Seller Date

\_\_\_\_\_  
Seller Date

Property Address: \_\_\_\_\_  
\_\_\_\_\_

**Equal Housing Opportunity**



# Success Letter

- Information on Market Conditions and Appreciation
- Number of sales you had and volume
- Did you hit your goal?
- Thank everyone for their business over the years and ask for referrals
- Share your 2022 goal - They will help you get there
- Any Personal or Family updates
- These people like you and want to help you succeed! All you have to do is stay top of mind, thank them and ask for the business!



Thank you for being here today!