



Welcome!

Fall Business Planning





Welcome!

Fall Business Planning



A woman with long dark hair, wearing a bright red long-sleeved top and a dark skirt, stands with her hands clasped in front of a modern, multi-story building with large glass windows and balconies. The scene is set outdoors on a paved area.

Welcome

The logo for DITOMMASO REAL ESTATE features a large, stylized blue letter 'D' with a white outline. Inside the 'D' is a horizontal black bar containing the text 'DITOMMASO' in white, bold, sans-serif capital letters. Below 'DITOMMASO' is the text 'REAL ESTATE' in a smaller, white, sans-serif font.

DITOMMASO
REAL ESTATE

Today's Agenda

1. Practical Uses For AI - Frank
2. Listing Attraction - Dawn
3. Presenting Offers That Win - Erica



How's The Market?





In spite of the looming threats...

- **Failing Banks...**
- **Crypto collapse...**
- **Commission compression...**
- **No inventory solution in sight...**
- **Rates will continue to be higher than consumers desire...**
- **Class action lawsuits around compensation/commissions, the NAR/DOJ challenges**

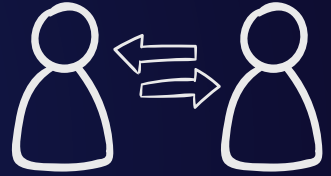
\$97 Billion
In Commissions!



Interesting Sayings/Quotes



The complacency
of others is our
OPPORTUNITY





It's time to put the
pedal to the metal for
GROWTH



Focus on What you can **CONTROL**





If you commit to nothing,
you will be distracted by
EVERYTHING

Work Blue Collar and
Earn White Collar
WAGES





Agents are going from Burnout to **BROKE**



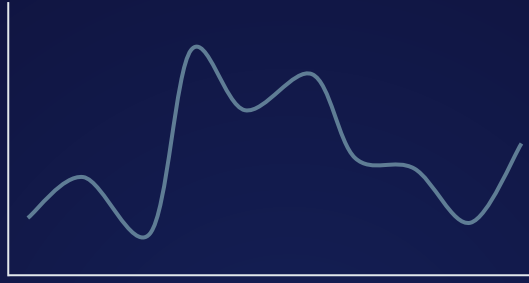


NOTABLE FACTS



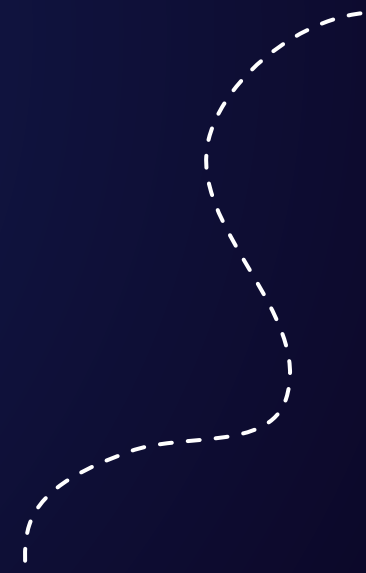



**Our market will be
the same for the
next 3 to 5 years.**





Rates may go to 9%

Go Lean or Large...
How many leads do
you have? Do You
need to grow or
scale down?



Only 12% of consumers use their agents again, while 89% said that they would. How do we get 20-40%? Top agents get 46%. The average agent is only 12%

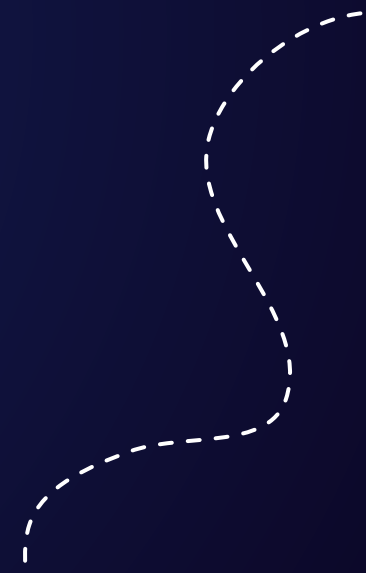





THOUGHT PROVOKING QUESTIONS



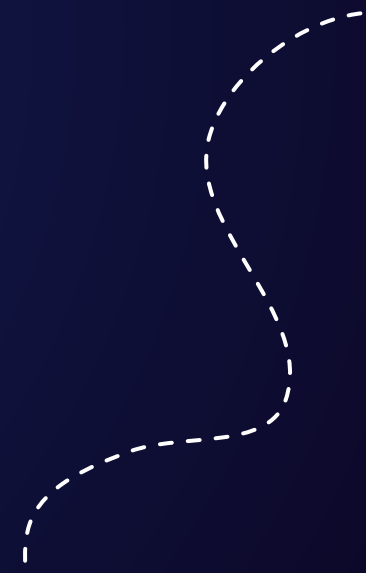

**If you knew you would not fail
over the next decade, what
would you go for?**

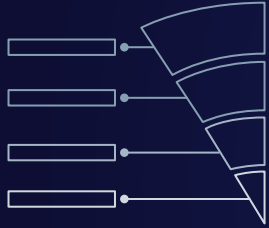


**Where do you focus?
Is it diluted?**



**What is 1 adjustment
that you need to do to
make money?**

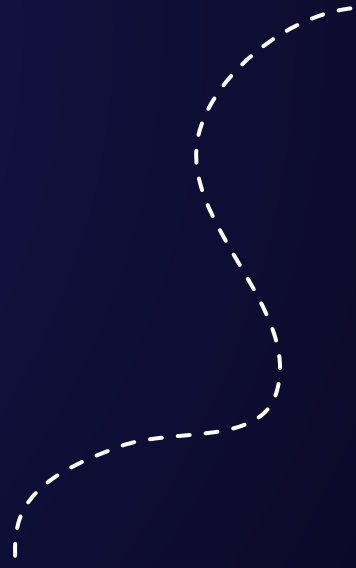




How do I position my brand to win?

**What are you an
absolute expert at?**

**What's your
God-given talent?**





Practical uses for **AI**

The Good News...

AI will not replace us!

There's too much emotion involved
and AI cannot build relationships



The Bad News...

The person who uses AI will
replace those who do not!



1. Video Cloning

A way to stay in touch with leads via personalized communication with them.

- Maverik
- BHuman
- Gan.ai



2. Sound Enhancement

i.e. to repair audio (take background noise out of a video) the recording can sound like you are in a studio.

- Adobe Enhanced
- Descript



3. Text to Image Prompt

Transform words into images.

Apps: Midjourney

- I.E. Great to help make thumbnails for YT videos
- Use it to create B-Roll for videos



PROMPT: REAL ESTATE
PHOTOGRAPHY DRONE
SHOT OF A LUXURY
HOME IN NEW YORK





4. Text-Based Editing & Text to Sound Voice

AI that synchronizes video's transcription with its visuals, allowing text changes to alter the video.

- Descript
- Premier Pro
- Vimeo

MIND-BLOWING FEATURES



My new GitHub group
is [paramatt](#)

that describes [has](#) that you

5. Multi Media Magic Tools

- SnapEdit removes objects from photos
- Veed generates closed captions for videos
- Canva

Photo Before and After



6. Long Form Chops; SHORT CREATIONS from Long videos

Use these apps to get clips from long form videos.

- MUNCH
- DUMME

7. AI Appointment Summaries

Apps: Listen to your own listing appointments

ADD THIS TO LISTING CHECKLIST

Otter Capture for live conversations. Use this on listing appointments and take the summary and upload to Chat GPT and analyze the conversation. What are the main concerns. What is the clients feedback and my observations. Clients expectation of price?

- Parrot
- Fellow
- Zoom

CHATGPT PROMPTS

1	What are the main concerns or priorities identified by the client during the listing appointment, and how can I address them in my follow-up communication?
2	Based on the client's feedback and my observations during the appointment, what are the strengths and weaknesses of the property? How can these be leveraged or mitigated in the marketing strategy?
3	How does the client's expectation of the selling price align with the current market analysis, and what strategies can be employed to bridge any gaps?
4	What were the key emotional reactions or non-verbal cues from the client during the appointment, and how might these insights inform my approach in future interactions with this client or others?
5	What did the client appreciate or dislike about the way the appointment was conducted, and what improvements can be made for future appointments with this client or others?

8. Autonomous Site Design

AI can build you a website. Great for single property listings.
We use cribflyer.
(use a Chat GPT bot to engage the buyer)

Apps:

- Wix
- Durable
- Framer
- *Luma can help create a 3d video for it

[Home](#) [Description](#) [Price & Features](#) [Amenities](#) [Photo Gallery](#) [Video](#) [More Info](#) [Floor Plans](#) [Flyers](#) [Area Info](#) [Documents](#) [Map](#) [Broker](#)

[Request Info](#) [Share](#) [More Listings](#) [Book Showing](#)



Palisades Modern

Pacific Palisades, CA

For Sale: \$6,500,000 • 5 Beds • 4 Full, 2 Half Baths

9. Reno AR

Reimagine Home

- You can help declutter a person's home with a photo on a listing appointment

REImagine your space in seconds



REImagine your space in seconds

Learn more

REImagine your space in seconds

Sign Up

10. Robot Mail

Create handwritten notes have them all different.
Hand deliver them to your farm

Leverage your listings to acquire more.

How are you remembered? Do something the seller won't forget.

1. Ask my database clients to forward the listing that you're about to list. It builds in exclusivity of the listing prior to hitting the market.
2. Or send a postcard to 100 neighbors as a handwritten note.

Create unique versions of a handwritten note for real estate listings

NEIGHBOR NOTIFICATION



Dear {Neighbor},

Exciting news! I'm about to list a property in our neighborhood in the next 24 hours, and I believe it will sell within 7 - 10 days. The home is located right here in {Neighborhood}, and will be listed for \$1,200,000.

If you have friends or family who are in the market but haven't found a home yet, this could be the perfect opportunity. Please feel free to share my contact information with them.

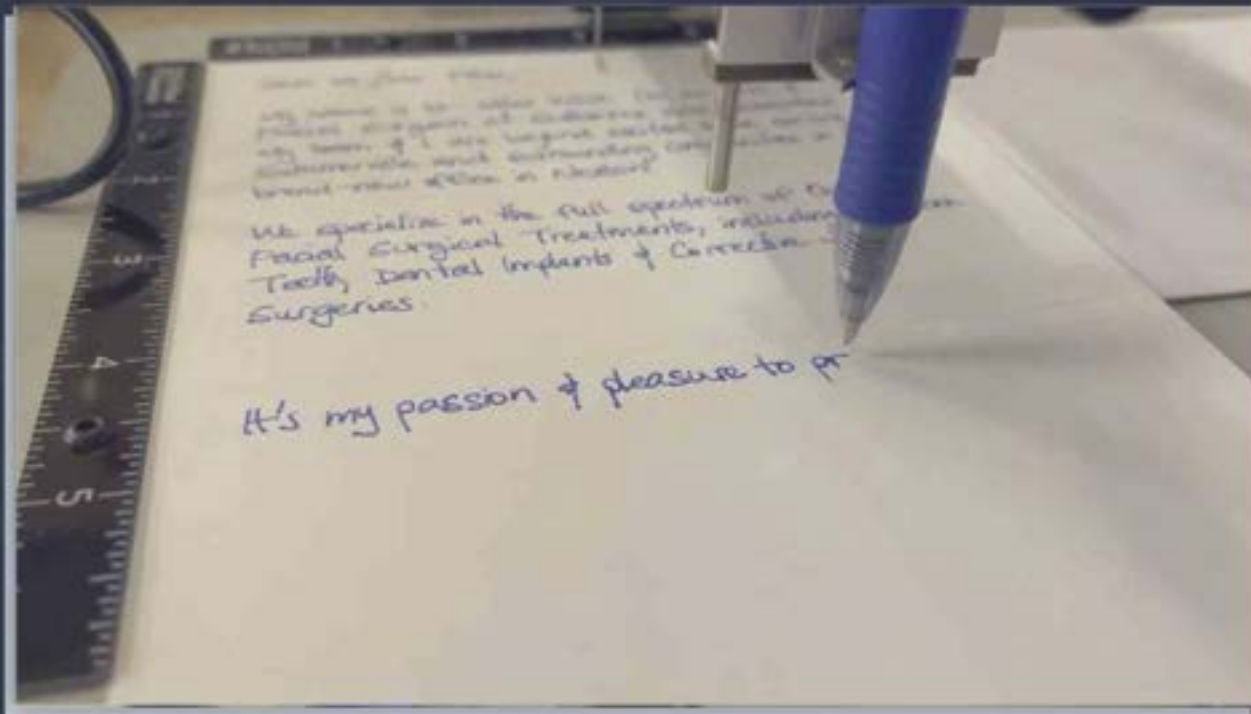
They can call me directly at 555-555-5555, and I can provide all the details before it hits the market.

Warm regards,

- Jane Smith, REALTOR®

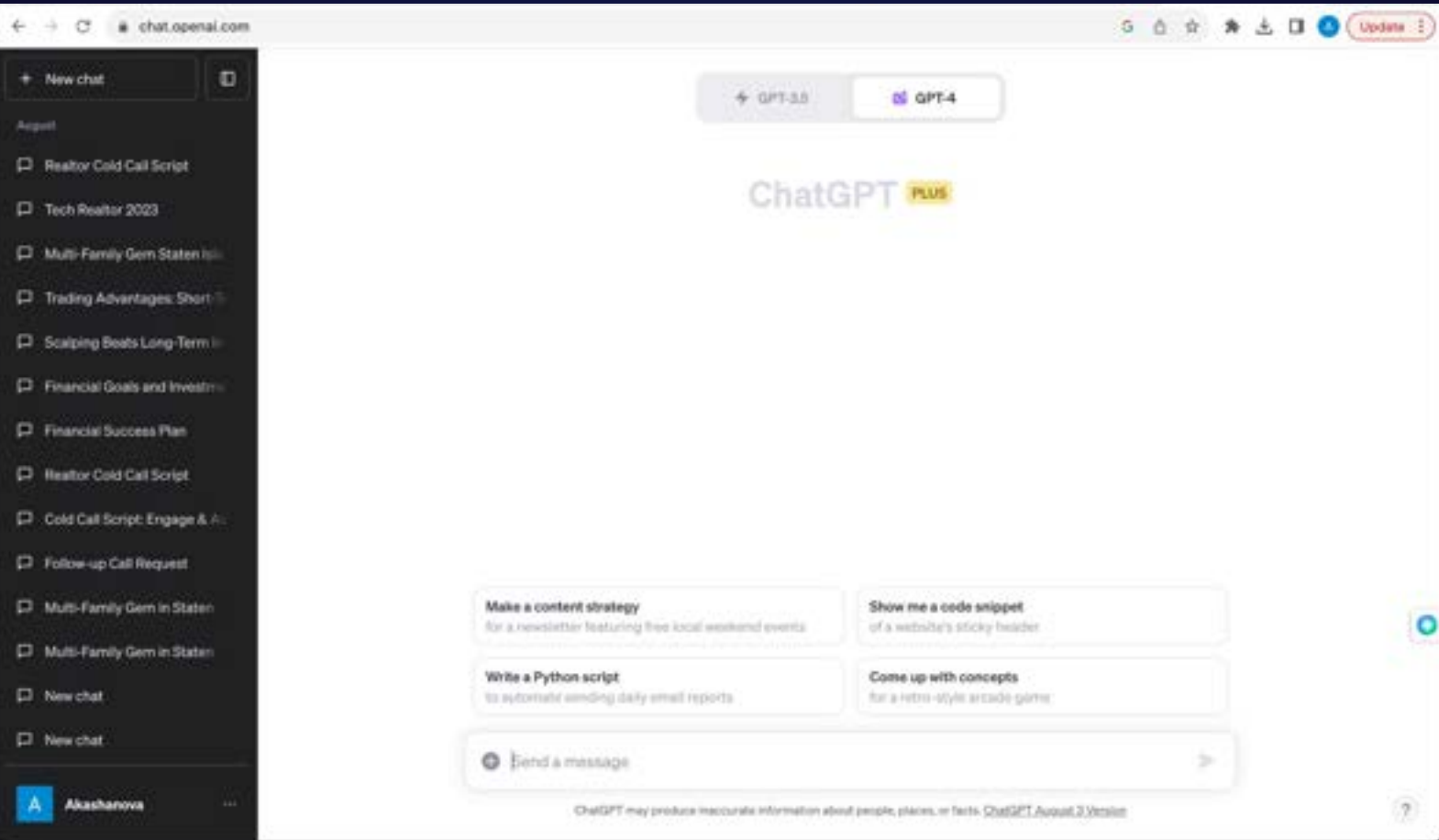
P.S. If I don't pick up, be sure to leave a voicemail. It's a great chance to welcome someone wonderful to our community!

ROBOT MAIL



11. Best AI Tools/Assistants:

1. Chat GPT (Generative Pre-trained Transformer)
2. Bard (Google)
3. Claude 2
4. Perplexity
5. Hyperwrite AI



☰ Bard Experiment

🕒 ⓘ ⚙️ 🗃️ 🗣️

+ New chat

Recent

- ☐ what percent of airbnb is nyc
- ☐ looking for an exotic vechile like ...
- ☐ can you give me a title for this pi...
- ▼ Show more



I'm Bard, your creative and helpful collaborator. I have limitations and won't always get it right, but your feedback will help me improve.

Not sure where to start? You can try:

[What are some power words to use on my resume that show leadership?](#)

[Give me a table to track the depth chart for a community basketball team](#)

Or pick up where you left off:

- ☐ what percent of airbnb is nyc
- ☐ looking for an exotic vechile like a maybach but at a much m...



Human reviewers may process your Bard conversations for quality purposes. Don't enter sensitive info. [Learn more](#)

[Got it](#) [Don't show again](#)



Enter a prompt here



📍 Oakwood, NY, USA
[From your IP address](#) - [Update location](#)

Bard may display inaccurate or offensive information that doesn't represent Google's views. [Bard Privacy Notice](#)

ANTHROPIC



Welcome back

[Start a new chat](#)

Last month

[Comparing Recruiter Contact Lists](#)[Organizing Recruitment Event Contact List](#)[Matching Agent Names from Multiple Lists](#)[Verifying Realtor Names from Recruitment Event List](#)[Organizing Information into an Accessible Database](#)[Your Perfect Interactive Companion: Writing an SEO Article about Erik L...](#)[Top Selling Electronics on Amazon Daily](#)[Updated Agent List 2023](#)



New Thread

🔍 Home

🔍 Discover

📁 My Threads

👤 AI Profile

Where knowledge begins

Ask anything...

🔍 Focus 📄 File

Copilot - 5

Try Pro

Upgrade to Claude-2 or GPT-4, boost your Copilot uses, and upload more files.

🔗 Learn More



akashanovs

📄 Download X 📧

Try Pro Careers FAQ Labs Blog Privacy Terms

HyperWrite

HyperChat

Start Over

Home

My Tools

Discover Tools

Documents

HyperChat

Personal Assistant **New**

Subscription

Help & Support

Akashanov
akashanov@gmail.com



Hi I'm Hyper, your interactive AI writing assistant! I can help you with research, writing, ideation, and more. Start talking with me below:

We are always working to improve the AI. Please let us know if you have any feedback or receive an unexpected output by contacting us at support@hyperwrite.ai

What are you

Write something

Help

Type your message here



12. How To Command AI Prompts

1. Declare who is speaking
2. Define what you need
3. Provide a detailed story
4. Specify the desired output
5. Refine the manner of speech

1. Tell AI to Impersonate Your Desired Specialist

AI is there to help you out. You only need to tell it how you like things done, which includes not-so-obvious starting point—giving AI a personality.

Think of these starting points for your future prompts:

- "Act Like A Realtor"
- "Act Like a Real Estate Professional with X Experience"
- "Impersonate a Home Evaluation Expert"

And so on...

2. Include Your Preferred Tone of Voice

- Persuasive
- Friendly
- Educational/ Informational
- Serious/ Formal
- Informal/ Casual
- Bold
- Any other voice

3. Provide Clear Instructions and Guidelines

When crafting the instructions for your machine learning model, you need to be clear, concise, and actionable.

Without clear instructions, AI will take the liberty of interpreting and adapting your prompt to deliver a response. Therefore, make sure to offer extensive guidelines for the perfect outcome.

4. Be Specific and Detailed in Your Request

Be as detailed as possible in your explanation. If you need something done a particular way, regardless of the type of content you're trying to generate, detail it.

5. Experiment with Prompts and Save Them for Quick Access

Refine your AI-generated outputs and optimize them for increased quality. Once you have a winning prompt, save it for future use.

The key is to explore different prompt variations, adjust parameters, and fine-tune the input to achieve great results. Consider prompts as creative cues that guide the AI model in generating specific content.

Listing Properties or Improving Property Descriptions



Write 3 real estate listing descriptions for a property located in [location].

This is a [type of property] that has [number] bedrooms, [number] bathroom(s), and is [number] sqft.

Highlight this property's unique features: [feature 1], [feature 2], [feature 3].

Make this listing description attention-grabbing and exciting enough for potential buyers to want to learn more and contact me. Include some property or neighborhood details and perks that [target audience] would love about it.

Social Media Posts and Captions





Here's the AI prompt you can use to promote your listing on social media:

Act like a realtor; create a social media post that promotes this stunning new property for sale in [Location].

My ideal buyer profile is [target audience].

This is a [type of property] that has [number] bedrooms, [number] bathroom(s), and is [number] sqft.

Highlight this property's unique features: [feature 1], [feature 2], [feature 3].

Include emojis, relevant hashtags, and my contact information.

Make this post engaging and interesting enough for potential buyers to want to learn more and contact me about a showing.



ChatGPT

POTENTIAL SELLERS

**PROMPT: A PERSON SELLING THEIR
HOME IN STATEN ISLAND,
WHAT ARE SOME QUESTIONS THEY MIGHT HAVE?
GIVE ME 10 EXAMPLES
AND 10 VIDEO IDEAS BASED ON THOSE EXAMPLES**

13. Deepfake Avatar AI Generated Video

This is a great idea to create videos for clients. Turn your letters into videos. We can even use ourselves as an avatar.

APPS:

- Deepbrain
- Synthesia
- Heygen

A woman with long dark hair, wearing a bright red long-sleeved top, stands in front of a modern multi-story building with large glass windows and balconies. The scene is outdoors on a paved area.

Next Up...

The logo for DITOMMASO REAL ESTATE. It features a large, stylized blue letter 'D' with a white outline. Inside the 'D' is a horizontal black bar. The word 'DITOMMASO' is written in white capital letters on this bar, and 'REAL ESTATE' is written in smaller white capital letters below it.

DITOMMASO
REAL ESTATE



Listing Attraction Strategies

- Dawn Eugenio

Four Things To Thrive In Our Market



1. Strategy
2. Tactics
3. Mindset
4. Accountability

Strategy

Be obsessed with getting the next listing!
Listings are market share. They are guaranteed income and they sell quicker than a buyer's purchase.

The #1 source of listings in 2023 is our Sphere.



An Era of
Hyper-Competition

Tactics

#1

Samples of Social Media Posts

1. Increase Facebook Engagement Utilizing ChatGPT

Prompt We Used:

Please give me an SEO optimized Facebook post for the home located at (Address) with the following MLS description (Drop in the MLS Description).



DiTommaso Real Estate



🏡 Homes We Represent 🏡

Introducing a gem in the heart of Staten Island! Located at 10 Neal Dow Ave, Staten Island, NY 10314, this stunning residence promises comfort, style, and modern living.

Priced at an unbeatable \$795,000, this home is a blend of sophistication and value. With its prime location and distinctive features, it's an opportunity you won't want to miss.

👉 Interested? Reach out to us at 718-667-8000 and take a step closer to owning your dream home.

#DiTommasoRealEstate #StatenIslandRealEstate #StatenIsland #newyorkrealestate
#DiTommasoRealEstate #StatenIslandRealEstate #StatenIsland #newyorkrealestate
#NYCRealEstate

HOMES WE REPRESENT



- Automated responses
- Content creation
- Personalized reply
- Interactive polls
- Storytelling
- Live chats
- Comment moderation
- Suggesting hashtags

- Analyzing engagement
- Ask for feedback

Remember that while Chat GPT can be an available tool, authentic and meaningful engagements should still remain as a priority.

Results of This Change

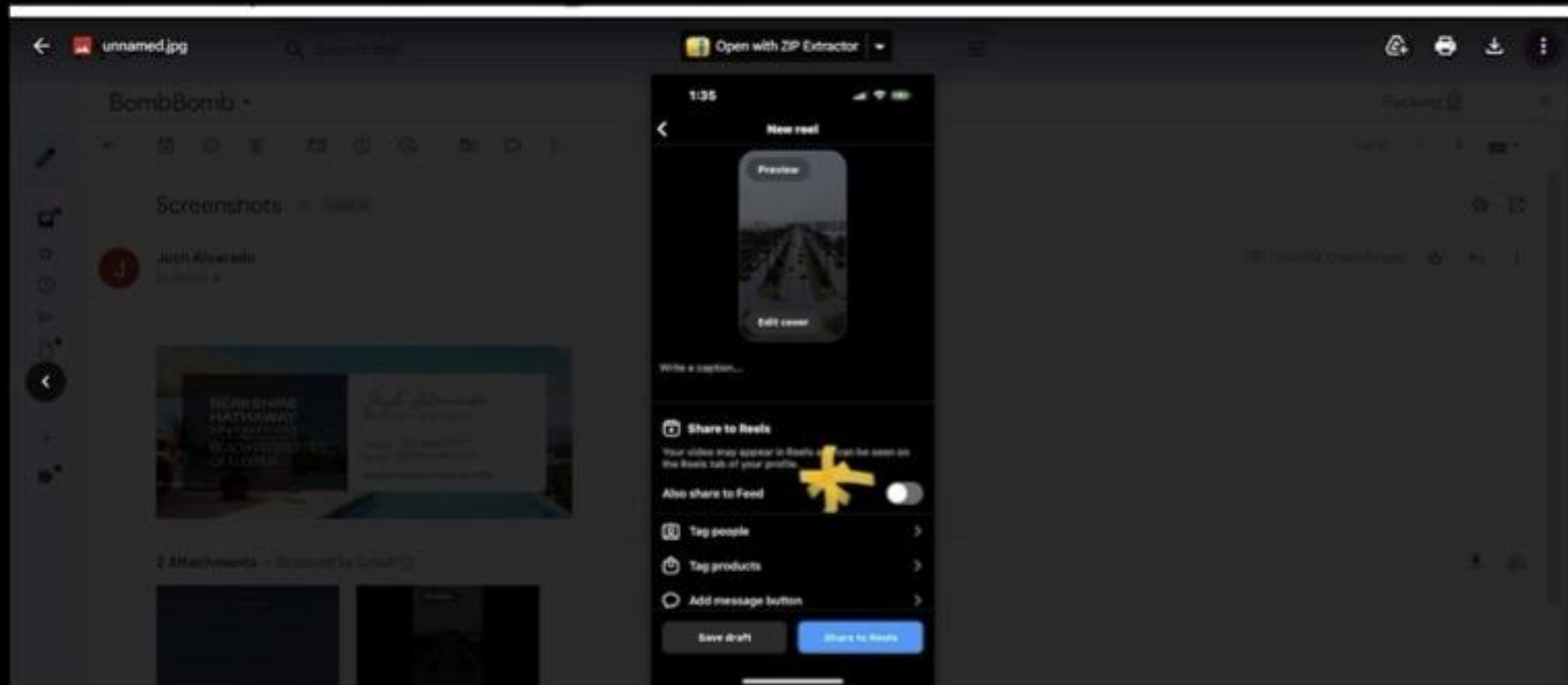
- 1. Over 40,000 Views Compared to Normal Views of Around 1,500***
- 2. Consistent 15%-20% Increase in Views Since Adding this Step***

This is a successful IG campaign where you can manage to significantly increase your follower count and engage by creating visually appealing reels and using SEO optimization and tagging strategies provided by Chat GPT.

Instagram Audience Expansion Tip

- 1. The Goal is to Reach Outside Your Current Audience**
- 2. Do a Local Lifestyle Reel With Stunning Video**
- 3. If You Don't Share the Reel to Your Feed It Utilizes a Broader Search to Find the Ideal Audience for the Video**

Instagram Audience Expansion Tip



Instagram Audience Expansion Tip

The screenshot displays the Instagram interface. On the left is a navigation sidebar with icons and labels for Home, Search, Explore, Reels, Messages, Notifications, Create, and Profile. The main content area shows the profile of 'sherwoodfox_realestate', which is marked as 'Following'. The profile includes a circular profile picture of two women, statistics for 244 posts, 701 followers, and 172 following, and a bio for Rita Sherwood & Christine Fox, Real Estate, with various accolades and contact information. Below the bio are four featured posts with captions: 'Destin', 'Listings', 'Why Us', and '30AC'. At the bottom, a 'Suggested' section shows a row of account recommendations, each with a profile picture, a close button (X), and the account name and first name.

Instagram

Home
Search
Explore
Reels
Messages
Notifications
Create
Profile

sherwoodfox_realestate Following Message

244 posts 701 followers 172 following

Rita Sherwood & Christine Fox
Real Estate
🏡 Everything we touch turns to SOLD 🏡
🏆 Top 16% of Berkshire Hathaway Global
🏠 @beachpropertiesfl
🌐 sherwoodfoxsellsthebeach.com

Followed by hanahawkinsgroup, lauracarin, whitby30a + 3 more

Destin
Listings
Why Us
30AC

Suggested

ninahomlovesbe...
Nina Horn

branchinsurance...
Branch Insurance...

paradiseproperty...
Paradise Property...

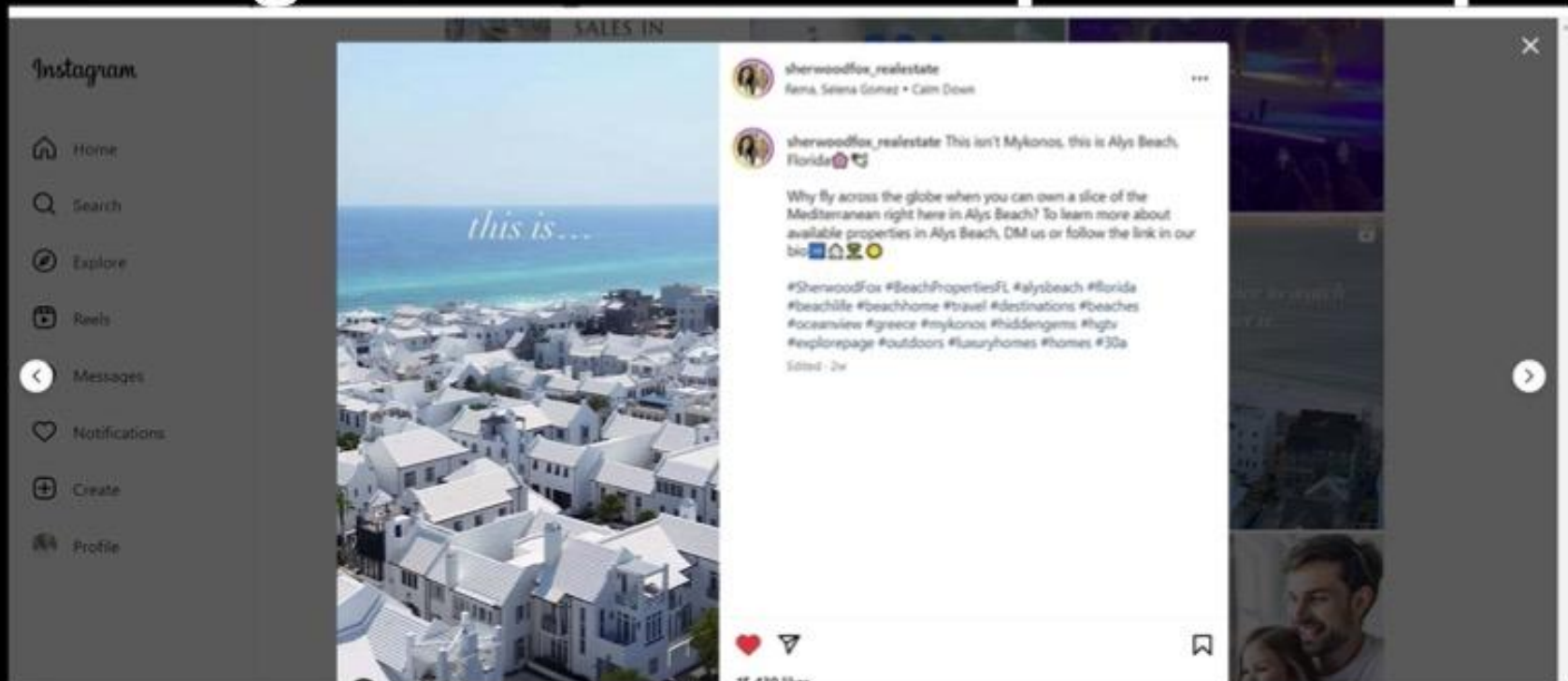
solaceoutlet
Solace Outlet

solanashades
Solana Shades

Emerald C.

See all

Instagram Audience Expansion Tip



Instagram Audience Expansion Tip

Watch

Plays	296,858
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Watch time	678 hr 40 min 25 sec
------------	----------------------

Average watch time	8 sec
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Tactics

#2

Samples of Text Marketing/Email Marketing

Engage past clients from the past 3 to 5 years and show them how much equity they have earned. Find out when their mortgages are coming due and give them the CMA a few months in advance.



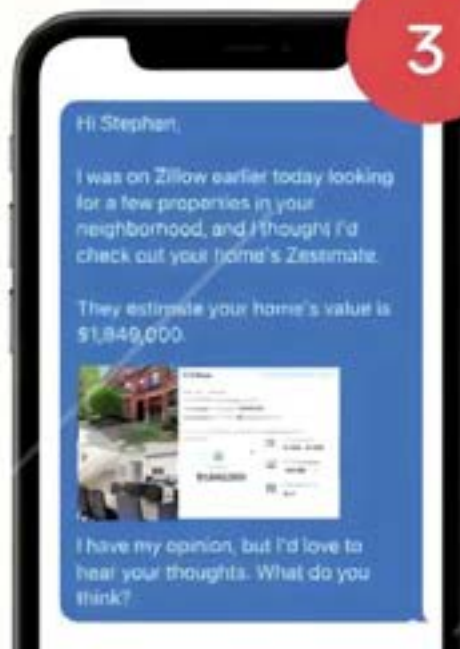
1



2



3





Subject Line: An offer you can't refuse?

If a buyer offered you more than 15%
above your Zestimate, would you sell?

Ask a Question That
Starts the Conversation



Your neighbor recently entrusted my team with selling their home at 14556 W 3rd Ave. Zillow estimated their home value at \$717,500. We sold it for \$820,000! That's a \$102,500 difference.



Anytime a home sells in your neighborhood, it has a big impact on your home's value. However, you can't always trust Zillow to get your home's

Name Your Price Email



Subject Line: Name your price

Hi Jimmy,

Could you finish this sentence for me?

"If I could sell my house for _____, I would list my home this fall. I can't wait to hear your answer 🙏."



Name Your Price Direct Mail



You can also say to your client, “One more thing... Is there anything that I can do to help any of your friends who are maybe going through a hard time.”

Tactics

#3

Coming Soon Postcard



Tactics

#4

Create a custom message to the seller

Yellow Letters

- Personalized direct mail letters
- Appears handwritten
- Printed on yellow notebook paper
- Looks to be written by a friend
- High response rate



MY NAME IS <name> AND I AM INTERESTED IN PURCHASING
YOUR HOUSE AT <address>

I AM A LOCAL HOME BUYER AND REAL ESTATE AGENT
LOOKING TO PURCHASE MORE PROPERTY IN YOUR NEIGHBORHOOD
AND WOULD LIKE THE OPPORTUNITY TO PRESENT YOU AN OFFER.
I AM NOT INTERESTED IN LISTING YOUR PROPERTY FOR SALE,
JUST PURCHASING.

I CAN BUY YOUR HOUSE IN "AS-IS" CONDITION AND PAY CASH. YOU
DON'T HAVE TO WORRY ABOUT REPAIRS, COMMISSIONS OR CLOSING
COST. I CAN PURCHASE FAST AND WILL KEEP IT HASSLE FREE.

PLEASE CONTACT ME ANYTIME AT (234) 245-1526 IF YOU WOULD
LIKE TO DISCUSS SELLING YOUR HOUSE AT A FAIR PRICE.

SINCERELY,

YOUR NAME - (222) 456-7890

VISIT YOURBIAL.COM/PAGE FOR YOUR OFFER

Sending a personalized letter can be important for several reasons.

- Attention grabbing
- Personalization
- Human Touch
- Increased response rate
- Trust and credibility
- Higher conversion rate
- Relationship building
- Stand out from other competitors

Tactics

- Checklist of what to do before listing your home



Tactics

- Questionnaire - What to expect from your Realtor



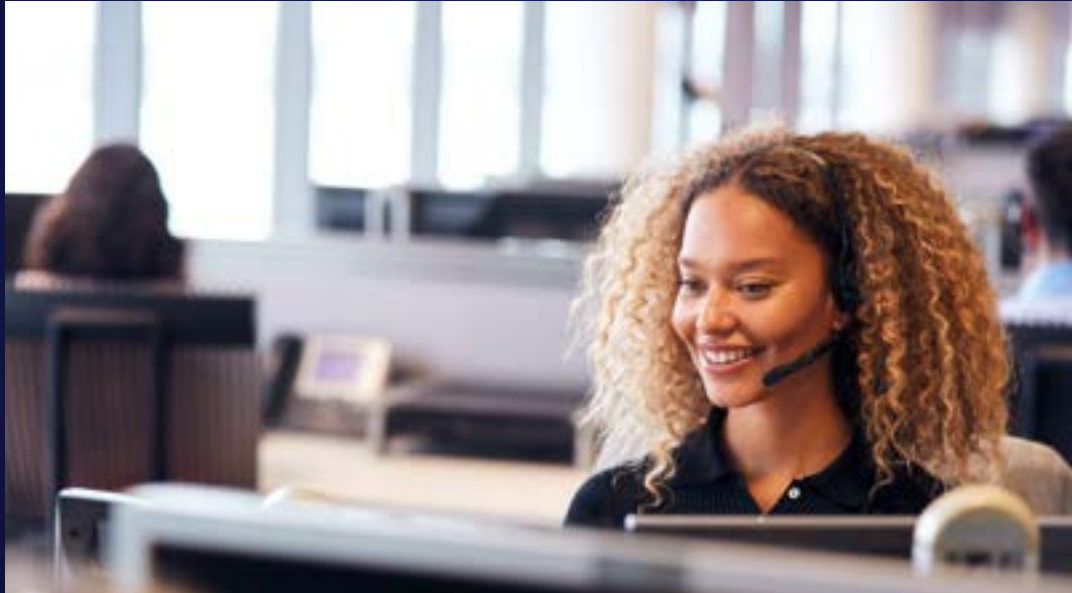
Tactics

- Pre-Listing Presentation



Tactics

- Have someone confirm the appointment before I go



Tactics

- How many touches can we give to the seller prior to the appointment?
 - Confirming the appointment call/text
 - A few days before and the morning of appointment
 - However, the exact number and timing should be tailored to the individual situation and the seller's comfort level

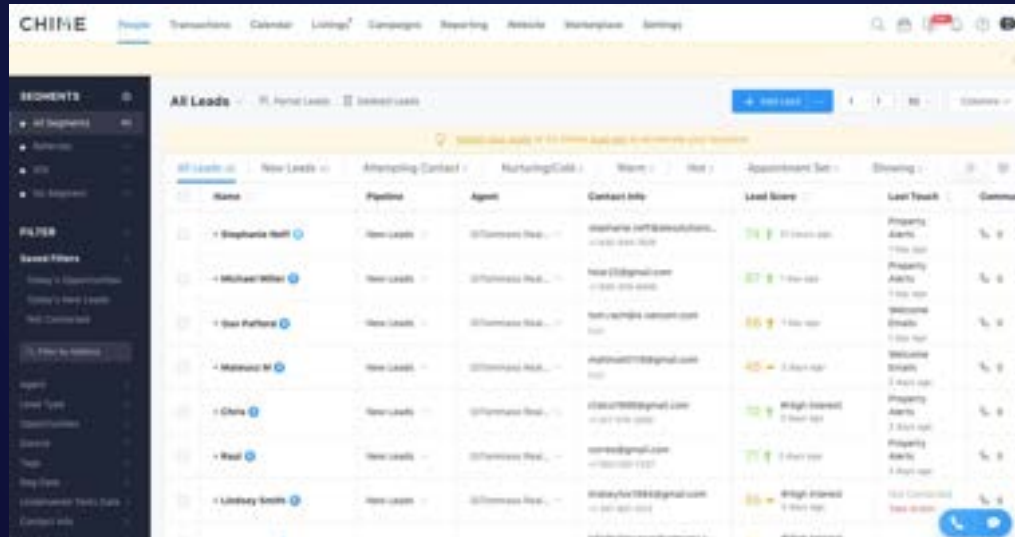
Tactics

- Be in photos of your listings with a video



Tactics

- Use the database from Chime to show sellers how many buyers you have and how you will contact them featuring their property once you've listed it.



The screenshot displays the CHIME CRM interface. The top navigation bar includes links for People, Transactions, Calendar, Listings, Campaigns, Reporting, Website, Workflows, and Settings. A left sidebar contains sections for SEGMENTS (All Segments, Active, No Response) and FILTER (Recent Filters, Agency, Lead Type, Source, Tag, Property Type, Contact Info). The main area is titled 'All Leads' and shows a table of leads with columns: Name, Pipeline, Agent, Contact Info, Lead Score, Last Touch, and Comment. The table lists several leads, including Stephanie Hall, Michael Miller, Gus Patton, Matthew R., Chris, Neal, and Lindsey Smith, each with associated contact details and lead scores.

Name	Pipeline	Agent	Contact Info	Lead Score	Last Touch	Comment
Stephanie Hall	New Leads	Chime Real Estate	stephanie.hall@chime.com	10	10 days ago	Property Alerts
Michael Miller	New Leads	Chime Real Estate	miller123@gmail.com	10	1 day ago	Property Alerts
Gus Patton	New Leads	Chime Real Estate	gus.patton@chime.com	10	1 day ago	Welcome Email
Matthew R.	New Leads	Chime Real Estate	matthewr123@gmail.com	10	1 day ago	Welcome Email
Chris	New Leads	Chime Real Estate	chris123@gmail.com	10	1 day ago	Property Alerts
Neal	New Leads	Chime Real Estate	neal123@gmail.com	10	1 day ago	Property Alerts
Lindsey Smith	New Leads	Chime Real Estate	lindsey.smith123@gmail.com	10	1 day ago	Not Connected

Tactics

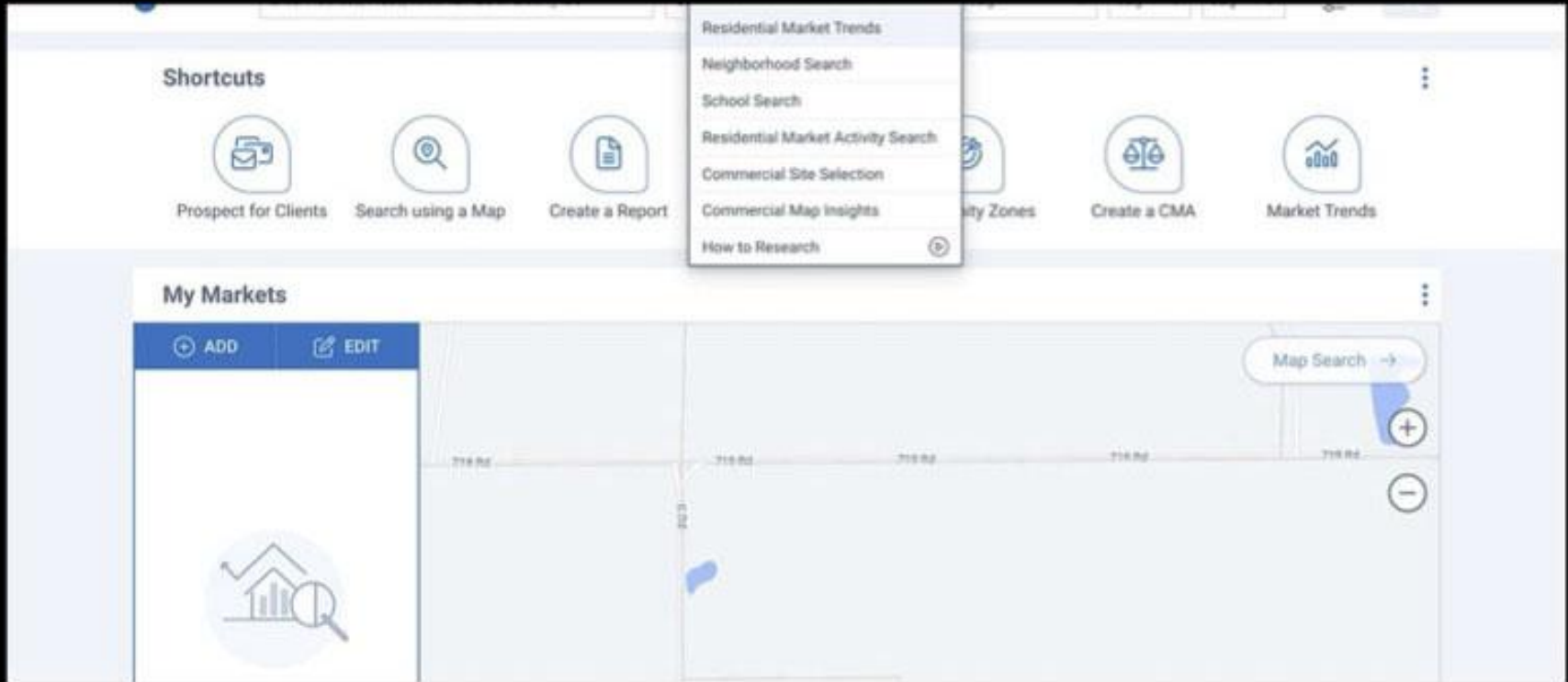
5

Listing Flip Book/Individual Laminated Pages

RPR

**Utilize the Free RPR AI for
Market Reports Social Posts, Blog
Posts, and Video Scripts**

RPR AI Availability Under Research



Home > Residential Market Trends > 32459

Santa Rosa Beach, FL 32459

Print

Market Trends ⓘ

Create Script

Share



Property Type SF + Condo/TH/Apt

June 2023

Market Type



Key Details

Months of Inventory

6.37

± 1.43% Month Over Month

List to Sold Price %

96.6%

± 0.92% Month Over Month

Median Days in RPR

46

± 24.59% Month Over Month

Median Sold Price

\$1,050,000

± 12.28% Month Over Month



Realtors Property Resource®, LLC

Source: Listings

Home > Residential Market Trends

Santa Rosa Beach

Market Trends

June 2023

Market Type

Key Details

Months of Inventory

6.37

↑ 1.43% Month Over Month

Realtors Property Resource®, LLC

Choose Tone

- ☒ Professional
- ☐ Engaging
- ☐ Conversational

☐ Create Video Script

☐ Social Campaigns

☐ Analyze Metrics

Choose Audience

Buyers and Sellers

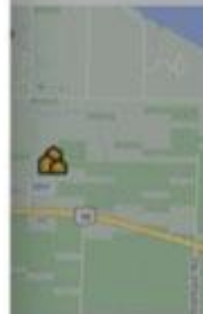
The script generated here is based on RPR's Market Trends data using AI software. The script is intended as a starting point for content that should be validated by the user. The results are not guaranteed and may not accurately reflect the current market or other conditions. The user of this product is solely responsible for verifying all content generated by it.

Print

☐ Create Script

Share

+ Condo/TH/Apt



Source: Listings

Home > Residential Market Trends

Santa Rosa Beach

Market Trends

June 2023

Market Type

Key Details

Months of Inventory

6.37

+ 1.43% Month Over Month

Realtors Property Resource®, LLC

Choose Tone

Professional

Choose Audience

Buyers and Sellers

What would you like to do?



Create Video Script



Social Campaign



Analyze Metrics

Video Script

[Opening scene: Noah Escobar, a professional and confident REALTOR®, is standing in front of a beautiful beach backdrop.]

Noah Escobar: Hello, everyone! I'm Noah Escobar, a REALTOR® with Berkshire Hathaway Homeservices Beach Properties of Florida, and I'm excited to bring you the latest market update for Santa Rosa Beach, Florida. Today, we'll be diving into some key statistics that will help both buyers and sellers navigate the current real estate landscape. So let's get started!

[Transition to a slide with the date and city information]

Noah Escobar: As of June 2023, in Santa Rosa Beach, we currently have a 6.37 months supply of inventory. Now, what does this mean? Well, a months supply of inventory tells us how long it would take for all the available homes on the market to be sold, given the current sales pace. A balanced market typically has around 6 months of

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Source: Listings

Create video scripts- This function might be helpful in creating video content that is used for social media marketing. Also allowing you to talk about what's happening in your local market.

Santa Rosa Beach

Market Trends

June 2023

Market Type

Key Details

Months of Inventory

6.37

↑ 1.42% Month Over Month

Realtors Property Resource®, LLC

Choose Tone

Professional

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Buyers and Sellers

What would you like to do?

☐ Create Video Script

☒ Social Campaign

☐ Analyze Metrics

Social Media Campaign

👋 Noah Escobar, REALTOR® at Berkshire Hathaway Homeservices Beach Properties of Florida, here with your latest market update for Santa Rosa Beach, FL 32459! 📄

📅 As of June 2023, we currently have a 6.37 Months Supply of Inventory. This means there is a healthy balance between the number of homes available for sale and the demand from buyers. 🏡

📈 Over the last 12 months, the Months Supply of Inventory has seen a significant increase of +114.48%. This could indicate a growing inventory, providing buyers with more options to choose from. 📊

💡 Sellers, take note! The List to Sold Price percentage is an impressive 96.6%. This shows that properties in Santa Rosa Beach are selling close to their listing price, giving sellers confidence in the market. 🏠

⌚ The median days on market is 46, indicating that homes in Santa Rosa Beach are selling relatively quickly. This

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Source Listings

Create- social media campaigns

Develop content plan that includes posts, images, video and hashtags.

Santa Rosa Beach

Market Trends ⓘ

June 2023

Market Type

Key Details

Months of Inventory

6.37

↑ 1.43% Month Over Month

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Buyers and Sellers

What would you like to do?

☐ Create Video Script

☐ Social Campaign

☒ Analyze Metrics

Highlight correlation between metrics

Ladies and gentlemen, today we will delve into the fascinating world of real estate metrics to provide you with valuable insights on the current market conditions. Whether you are a buyer or seller, this analysis will shed light on the correlation between various metrics and help you make informed decisions.

Let's start by examining the Months Supply of Inventory, which stands at 6.37. This metric indicates the number of months it would take to sell all the available homes on the market, given the current sales pace. A lower number suggests a seller's market, where demand exceeds supply, leading to potentially higher prices and quicker sales.

Now, let's consider the 12-Month Change in Months of Inventory, which has experienced a significant increase of 114.48%. This change indicates a shift in the market dynamics over the past year. The surge in inventory suggests a growing supply of homes, potentially leading to a more balanced market or even favoring buyers. Sellers may need to adjust their pricing and marketing strategies to remain competitive in this changing landscape.

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The content generated here is based on RPRT's Market Trends data using AI software. The content is intended as a starting point for content that should be validated.

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Source: Listings

Analyzing Metrics- This tool has a feature to analyze metrics, possibly providing insights and data that can help in defining market. (Similar to Market Trends in our mls)

Mindset

Why do sellers choose their listing agent?

- They gave optimism and options
- They pointed out the true potential of a sale
- They gave a lot of details that made sense
- Sellers want a **KNOWLEDGE AGENT**

**“Treat every lead like
they’re going to convert
or none of them will.”**

Accountability

Surround yourselves with
teammates who are positive
and want to do better

The Impact

50%

Increase in the number
of seller appointments
booked



A woman with long dark hair, wearing a bright red long-sleeved top and a dark skirt, stands with her hands clasped in front of a modern, multi-story building with large glass windows and balconies. The scene is set outdoors on a paved area, possibly a rooftop or courtyard.

Next Up...

The logo for DITOMMASO REAL ESTATE features a large, stylized blue letter 'D' with a white outline. A black horizontal bar is positioned across the middle of the 'D'. The word 'DITOMMASO' is written in white, bold, sans-serif capital letters on the top half of the bar, and 'REAL ESTATE' is written in smaller white, sans-serif capital letters on the bottom half.

DITOMMASO
REAL ESTATE

Presenting Offers that Win

- Erica Orlando

Source: NAR

Number of Realtors



August 2020 - August 2021

Realtors Added

122,002



The "Unicorn" Years

12 Months

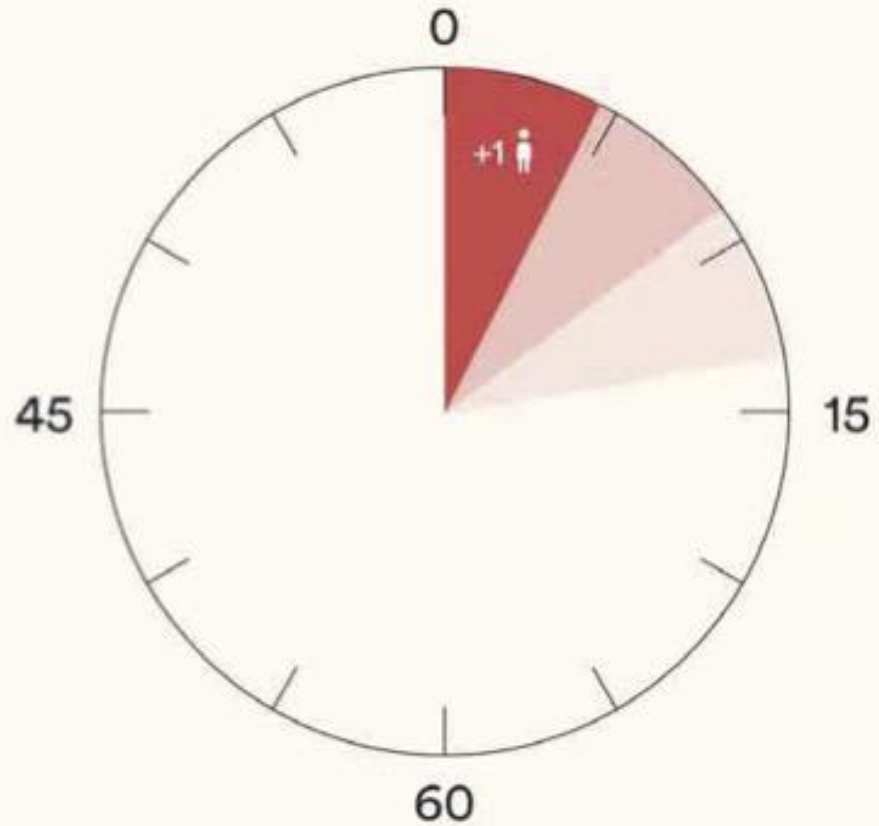
2020

2021

2022



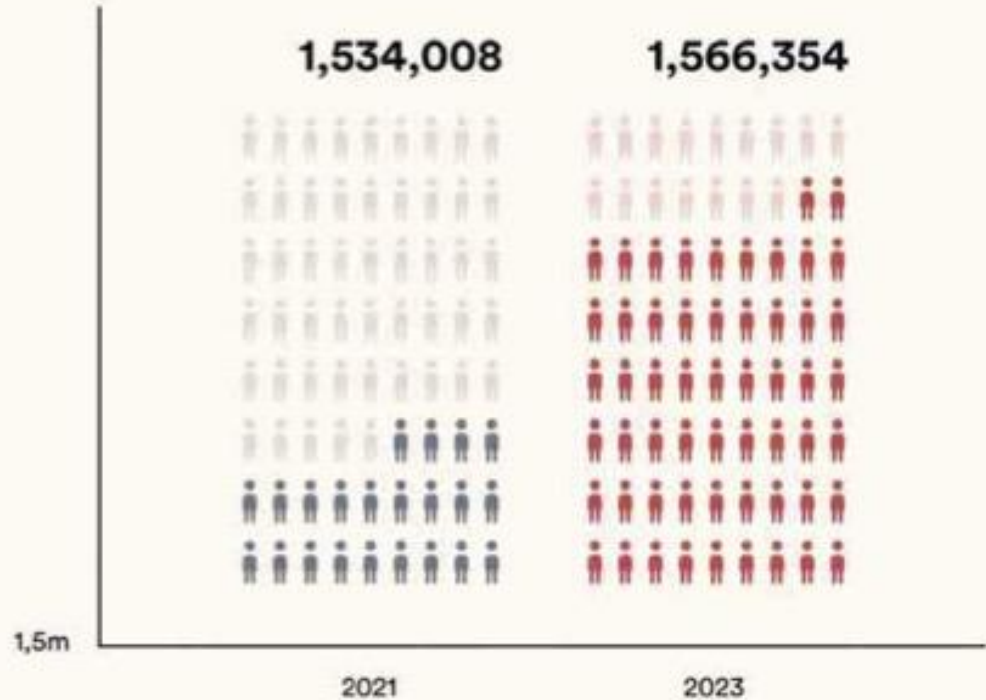
1 New
Realtor
Every **4**
Minutes



Number of
Realtors

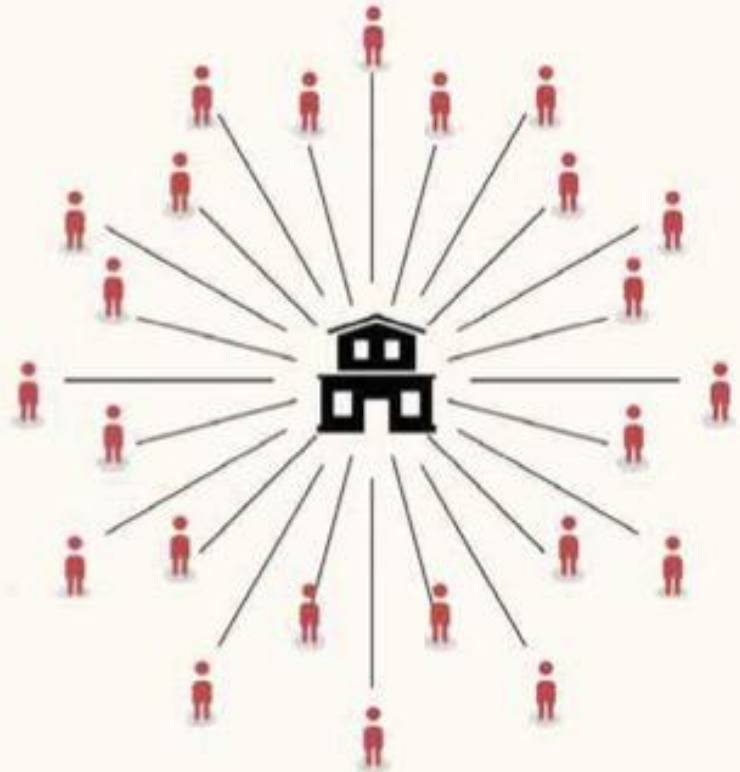
33,000

More Agents



Source: NAR

Real Estate Hunger Games



Tip #1

Strategy Session

Dialogue– “My responsibility is to ensure your protection and craft a winning strategy for you.”

BUYING STRATEGY



Tip #2

Do your research

Know the Market:

1. CMA
2. List to Sold Price (RPR)
3. DOM
4. Other Offers

Agent Full Report/Map

30440 Taverham CT, Monument, CO 80132-8338 County: El Paso

Status: **Sold**
Price: **\$1,090,000**

Bed/Bath: 5, 4
Gar/Parking: 5, Attached
Tot SqFt: 4,907 Lot SqFt: 4,000
Tot Lot Qtr:
Floor Plan: Ranch
Year Built: 2009
Sub Area: Kings Deer Highlands
DOM: 8 (DOM: 8)
Schedule: 01/08/2020
MLS#: 8842913

Map

4 / 36

COMMUNITY

5 ON PALMER DRIVE, RIGHT ON KERRMAN, RIGHT ON TAVERHAM, HOME IS AT END OF CUL-DE-SAC

Elementary School: 28 Cragg School
Middle School: 10000
High School: 10000
Tot Year: 2020
Complex Name: 712-458-2885
HSA 1 Area: \$700 Annual

Community Features: Golf Course, Hiking or Biking Trails

Year Built: 2009
Total SqFt: 4,907
Finished SqFt: 4,879
Above Grade SqFt: 3,330
House Style: 40

Current Status: Existing Home
Floor Plan: Ranch
Unit Desc: 10000
Structure: 10000
Built: 2009

SQUARE FOOT

Sq. Feet Data:
Builder Name:
Builder Model:

Tip #7

Be Flexible with Closing and Possession

IMPORTANT LEGAL CONSEQUENCES AND THE PARTIES SHOULD CONSULT
A REAL ESTATE ATTORNEY BEFORE SIGNING.

POST-CLOSING OCCUPANCY AGREEMENT (Seller Rent-Back Agreement)

used only for short-term residential occupancy for a term not to exceed 30
days longer than 30 days.

Occupancy Agreement (Agreement) is entered into between _____
(Buyer), relating to the occupancy of the following legally described
property, Colorado:



Tip #3

Leverage Agent-to-Agent Relationships

1. Agent appreciation event
2. Personalized thank you cards
3. Lean into professional events
 - Committees -Mixers
 - Fundraisers -Broker Opens



Tip #4

TERMS-

- Escalation Clause
- Appraisal Gaps
- Limited Inspection
- No Contingencies
- Be the First Showing

Escalation Clause

an addendum that can be added to your offer

THE PROCESS

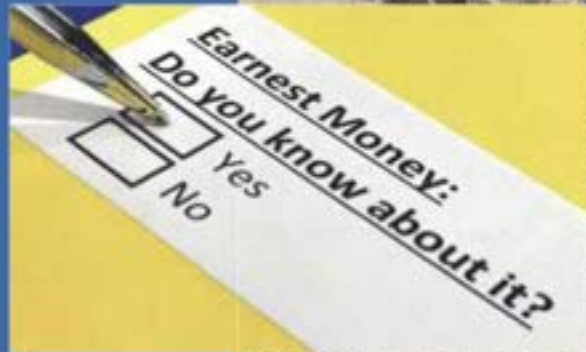
- Put in an offer on a house
- Learn if other offers have been submitted
- If so, submit an escalation clause

Include both the maximum and incremental amount you'll extend your initial offer.



Tip #5

**Offer a Larger
Earnest Money
Deposit/Down
Payment**



Tip #6

Write a clean offer with a cover letter!



Tip #8

Utilize Your Lender

1. Call to listing agent
2. Lender video
3. DU Approval

Tip #9

**Lean into the hard
conversations**

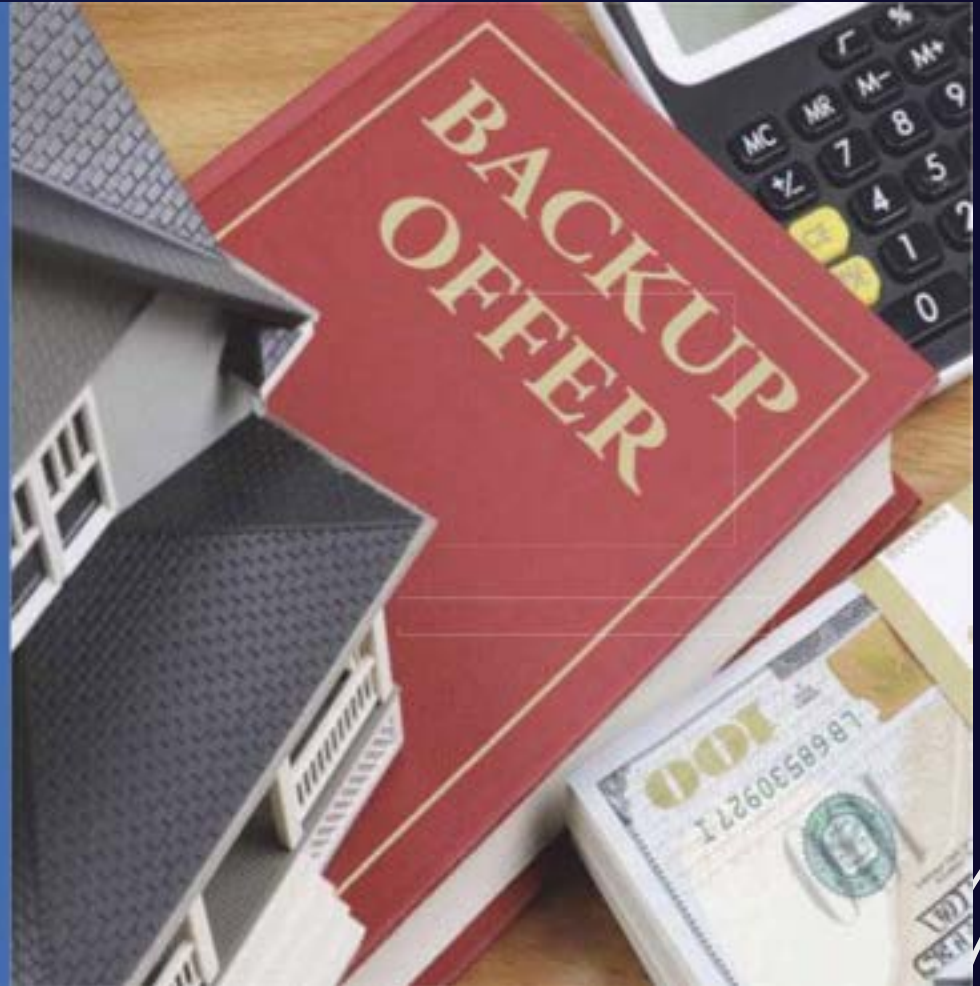



**“A brand is what a
business does,
reputation is what
people remember.”**

Ted Rubin

Tip #10

Always be the
back up



A woman with long dark hair, wearing a bright red long-sleeved top and a dark skirt, stands with her hands clasped in front of a modern, multi-story building with large glass windows and balconies. The scene is set outdoors on a paved area, possibly a courtyard or rooftop.

In Closing

The logo for DITOMMASO REAL ESTATE features a large, stylized blue letter 'D' with a white outline. Inside the 'D' is a horizontal black bar with the text 'DITOMMASO' in white, bold, sans-serif capital letters. Below 'DITOMMASO' is the text 'REAL ESTATE' in a smaller, white, sans-serif font.

DITOMMASO
REAL ESTATE

**October-
100k in 100 days**





THANK YOU!

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