

My Next Level®



Some Of The Most Important Ideas To Implement After Darryl Davis's Seminar

- Not having listings is like *a shoe store with no shoes*
- Focus not on getting listings but *building listing inventory* (use a chart)
- As a marketing agent, your market is your fellow Realtor® not buyers
- Have a *system of communication* with your sellers
- Master *presenting price* to the homeowner
- The #1 Secret to Sales Success: *use stories, metaphors and analogies*
- The more stories, metaphors and analogies, the better “dancer” you will be
- Use *3rd party validation* when motivating buyers and/or sellers (i.e. USA Today Article, Case-Shiller Report)
- Be R.E.A.L.™ (*Rapport, Engage, Advice, List them*) on a listing appointment
- Be educated enough about Short Sales to give the homeowner good direction
- Work the *Shiny Penny™* List
- Darryl's ditti about buyers: *Less stress, income higher, work the house, not the buyer*
- You can push past anything that is stopping you now if you can answer this question and be committed to the answer: *What is my Next Level®?*
- Bad Seed, Bad Seed™

Some Stories, Metaphors & Analogies

- The Dollar Bill Technique
- Ethan Allen vs Ebay Technique
- The Directors Technique
- Sears Hammer Technique
- Star Trek (*what a house is worth has nothing to do with the cost to make it*)
- The Soccer Ball Technique (*stop chasing the market*)



“Anything is possible in the future, you just haven't figured out how to do it YET.” -- Darryl Davis

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