

AUGUST 2020 | ISSUE 2

FloridaRebi.com



The Florida REBI® Chapter Newsletter

UPCOMING EVENTS

**2021 LEADERSHIP BALLOTS HAVE BEEN EMAILED ON
8/15/2020 TO ELIGIBLE VOTING MEMBERS
(CRB & SRS Designees & CRB Candidates)**

****VOTING Dates are August 16th through August 18th, 2020****

**FLORIDA REBI CHAPTER LEADERSHIP ZOOM
(Closed Meeting Officers & DVP's)
Thursday August 20th 11am**

**GENERAL MEMBERSHIP (Open Meeting) ZOOM
(Click Above for Access Info)**

**Election Results for 2021 Officers Will Be Announced
Thursday August 20th 11:30am**



Membership

BENEFIT

FREE MEMBER WEBINAR SMART HOMES

TUESDAY • OCTOBER 20TH • 10AM

Jason Jakus



2020 Chapter Leadership

President - Vicky Santana • VickySantana@me.com

Vice President - Sally Suslak • SallySuslak@gmail.com

Treasurer - Rory Dubin • RoryDubin@comcast.net

Secretary - Rob Brooks • mail@RobBrooks.com

Past President - Jason Jakus • JasonJakus@gmail.com

District Vice Presidents

1 - Scott Nyman • Snyman@SummitRealtyJax.com

2 - Rusty Melle • RustyMelle@ITGRealty.com

3 - Robin Raiff • Robin@RobinRaiff.com

4 - Martha Pomares • MarthaPomares@gmail.com

5 - Anita Colletti • AColletti@johnrwood.com

6 - Anand Patel • Anand@DiscoverYourPlace.com

7 - Sherri Meadows • Sherri@TheMeadowsTeam.com

8 - Mariela Bartens • MarielaSellsHomes.com

9 - Maria Dudley • Maria@MariaDudley.com

10 - Christie McSwain • ChristieSellsFlorida@gmail.com

11 - Brian Woods • BLWoods@TeamRealtyDelivers.com

12 - Jason Marquis • JMarquis@RealtySouth.com

13 - Renee Marquiss • ReneeMarquiss@gmail.com

Winning the Multi-Offer War with Your Buyers by Rob Brooks

It seems all of us agents are dealing with multiple offer situations in this market. My company and our buyers are fortunate that we win against our competitors in most multi-offer situations. You can too. It takes speed & bold action.

Make sure your strategy has all the following:

- 1) Days before showing houses, take initiative to coach your buyers that they will need to act quickly and boldly when they see a property they like & give examples of: A) how hot the market is and B) what today's winning bids look like. Make sure the buyers are preapproved and emotionally ready to write a good offer immediately if they see what they like. Make sure they are familiar with the paperwork.
- 2) 10 minutes before the tour, check the MLS one more time to see if any more houses just hit the market that meet their parameters. Your clients may decide to add that one to the list and you may look like the hero if they like that one most.
- 3) On the day of the tour, make sure you have all the decision makers looking at every house so decisions can be made on the spot. Before touring the first one, remind them of the dozens or hundreds they have seen online and how they have narrowed it down to just these few as being the best which you are now going to show. Tell them they should be making an offer that day on the house they like most. They will have done their homework and will be making a well informed decision on which to move forward with.
- 4) If they walk in a house and indicate they love it and are giving signs they could handle this idea, tell them it's ok if they want to make an offer on the spot and cancel the showings on the rest of the houses.
- 5) At the end of showing each house, ask which of the houses they have seen is their favorite. They should always have only one favorite and the others should be crossed out.
- 6) After the last showing, when you ask the last time which is their favorite, follow up with asking them if they want to move forward with that property. If so, pull out the offer paperwork and start filling it out.
- 7) Suggest an aggressive price, with few or no contingencies or addenda.
- 8) Write the offer right then if you can, letting the buyers know it will take about 20 minutes for you to complete the paperwork for them to sign.
- 9) Call the listing agent and let them know you have a signed offer coming. Find something that you both can smile about while talking on the phone. You want them to look forward to doing business with you more than other agents. If it can be done quickly and is easy for the listing agent, drop a copy of the offer in person.
- 10) Email the offer and sincerely include in the email how great the buyers are and why they love the house.
- 11) Make sure you are with a company that has a reputation with outside agents of getting the job done well and right. The listing agent's opinion on which offer to take is influenced by the reputation of the buyer's agent and their company.

2021 CHAPTER EVENTS

***Pending Status of In Person Events**

January

**Florida Realtors® Mid Winter Meetings
Florida REBI Chapter
Installation & Awards Breakfast**

**Leadership Meeting (Closed*)
General Membership Meeting
(Membership Drive)**

****CLASS MONTH / DATE TBD****

**RENE® Course (\$) 2Day 9-5pm
Instructor Zola Szerences
Pending 8 FL CEU**

August

**Florida Realtors® Annual Convention
Florida REBI Convention Booth**

FREE Zumba® Class 2021

**Florida REBI | RRC Joint Breakfast
with Silent Auction (\$)**

**Leadership Meeting (Closed*)
General Membership Meeting**

**Florida Real Estate Business Institute
Chapter Forum (OPEN to ALL)
with Guest Speaker
TBD**



5 Ways to Create Great Virtual Events

Great Webinars and online meetings rarely just happen, and it's a new tool for many people.

Bad lighting, weak wifi, audio holes and weird video can seem unprofessional.

1. Keep it real and make it fun
2. Pick a platform, any platform
3. Engage your audience
4. Avoid ZOOM fatigue
5. A hybrid future

[Click Here for full article](#)

Courtesy of Florida Realtors Written by Rebecca Walters freelance writer