

Trust Building Conversations to have with Cautious Buyers and Sellers *PLUS: Tools and Systems that make it easy!*



Member Monday
March 13, 2023

Coach Mike Stott
Professional Certified Coach, ICF
Your Coaching Matters
Active Realtor
Top 25 Real Estate Coach Inman





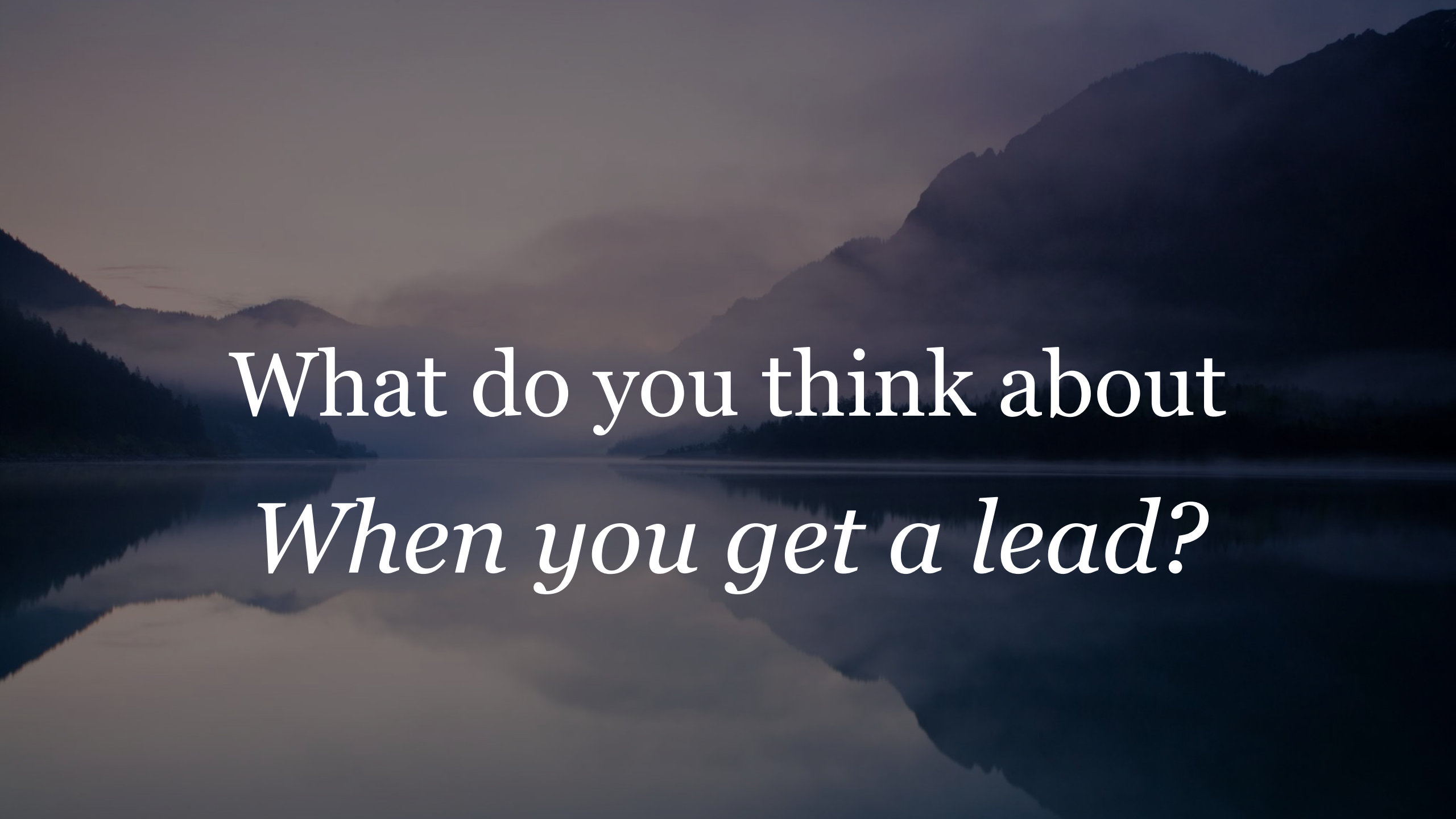
A Lead is a Chance. What is a chance worth?

Is it a Fat Chance?

No chance?

What if each Lead... Each Referral... was a gift that's full of Opportunity!

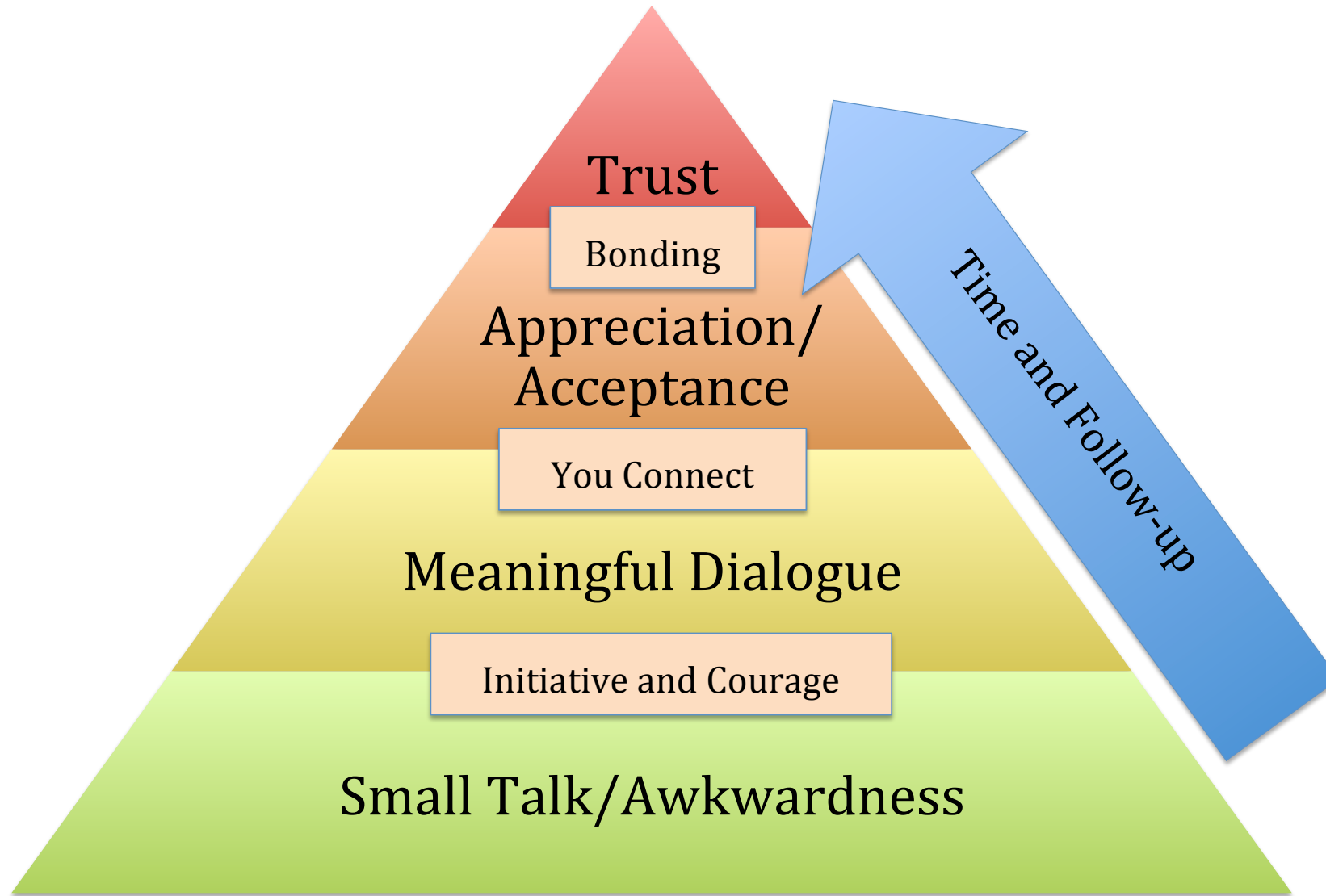
Coach Mike: I'm sure I'm not the best but I'm closing about one out of every 25 chances.

A serene landscape featuring a calm lake reflecting the surrounding mountains and a soft, hazy sky at dusk or dawn. The mountains are silhouetted against the light sky, and the water is still, creating a perfect reflection of the scene above.

What do you think about
When you get a lead?



*Is it a Lead or a Chance to
prove your Value?*



.....
.....
.....
.....



What are our Coaching Clients doing to be successful in converting leads?

They have THIS in Common!

They have learned a way of **seeing** a potential buyer or seller

... so that they created trust and a sense of all is well.

When you engage in seeing people in a certain way... People feel empowered and inspired when they interact with you.

This creates TRUST.





We call this “Certain Way” of Seeing People

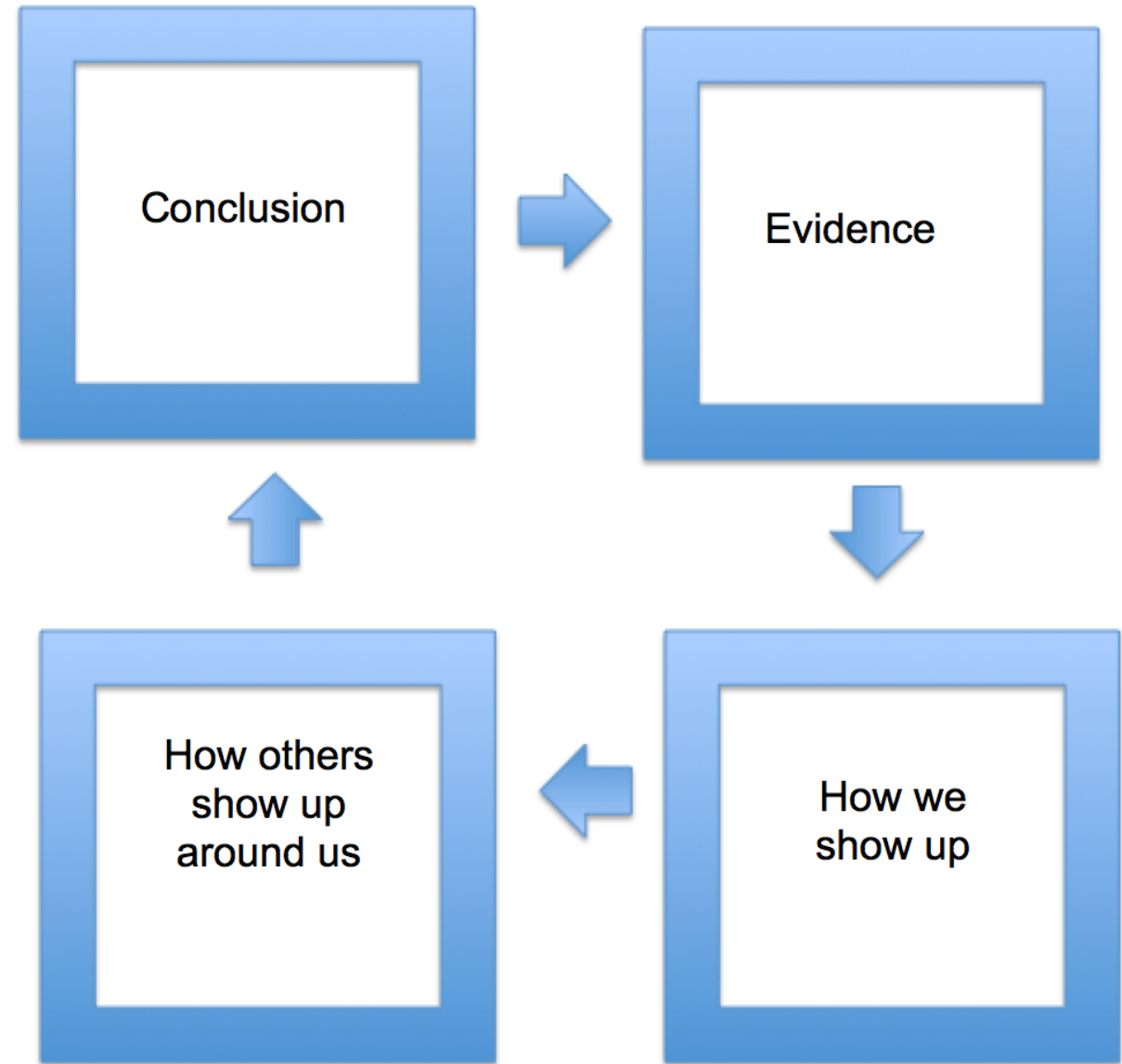
Seeing them through The Green Lens

When Agents See Potential Buy and Sellers through the Green L They Act in a Certain Way

- 1) They Respond By Phone Quickly
- 2) They Email & Text Quickly
- 3) They Ask Better Questions**
- 4) They provide more personalized Information than competitors
- 5) They FOLLOW UP PERSONALLY rather than DRIPPING on people, keeping contact specific to them



Can you see
how the
Four Box
Tool
Relates to
this?



Conclusions are like Lenses

A colored lens filters out everything **except** that color. We only see that. Our conclusions filter out everything except what supports it.



*When we are under stress or facing a challenge, **our brains naturally filter for danger** before anything else.*

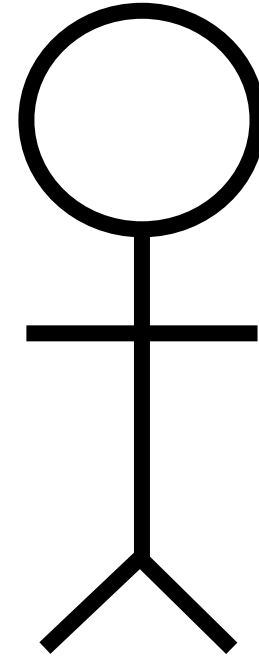
*We may SEE danger even when there is NO danger evidence around.
They are not good or bad, but it is important to recognize them.*

We learned this from our Training at the Academy for coaching Excellence.

The Red Lens Filter



1. There's something wrong with this person.
2. They do not have their own answers.
3. I do, and it's my job to show / fix them.
4. Their commitment and motivation are questionable.
5. They are a drain on me.

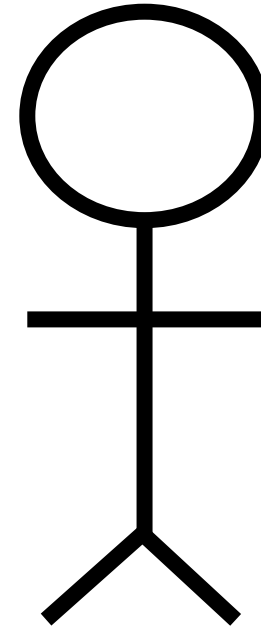


With this Filter/Conclusion, how would YOU feel seen?

The Green Lens Filter



1. This person is a hero, whole and complete.
2. This person has goals and dreams and a desire to make a difference.
3. This person has their own answers.
4. This person is contributing to me right now.
5. This person deserves to be treated with dignity and respect.



With this Filter/Conclusion, how would YOU feel seen?

In this context, the person experiences being seen for **who they really are. A hero on a journey.**
A Space out of which they can more easily see what to do next.

One of the *most* powerful ways to create this result is through *acknowledgement*.

The Mike Stott System

Call ASAP. Talk with or leave a message that I will email and text.

Send them a follow-through email with what they asked for plus information to make them feel in good hands (experience, team, etc.)

Text also.

Stay in touch every other day until I know clearly what they want and schedule the next step.



My Initial emails:

I am paid to understand how the sellers think. Their strategies, their concerns, their wants and their needs. All of those factor into their decision process and I would like to show you how to turn all of this into maximum advantage for you in getting you the right home at a great price and with the best financing.

My name is Mike Stott, I'm a Realtor with Northwest Atlanta Properties, with my son in law, Jon Burke and we received your information via the internet form you filled out and would love the chance to chat with you about the things that are important to YOU in Buying your home.

It is vitally important to choose the right agent. Different agents get different results – often measured in thousands of dollars in net to you.

We are a family of long-time realtors at Northwest Atlanta Properties and we can show you how our unique marketing plan will get you more money for your home. We do a lot of business in the neighborhood you indicated was preferable.

We pride ourselves in providing the best possible information, un-thought of options, and incredible service. We do not do high-pressure sales; we do assist you in making the best decision possible about buying your home.

Our website is www.superhappyclients.com or www.northwestatlantaproperties.com and we can be reached at 770-726-1256.

We look forward to working with you.

What would a good time to chat?



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JonBurkeHomes@gmail.com Info@NWATLP.com



I am paid to understand how the buyer for this home thinks. Their fears, why they procrastinate, their concerns, their wants and their needs. All of those factor into their decision process and I would like to show you how to turn all of this into maximum advantage for you.

My name is Mike Stott, I'm a Realtor with Northwest Atlanta Properties, with my son in law, Jon Burke and we received your information via the internet form you filled out and would love the chance to chat with you about the things that are important to YOU in selling your home.

It is vitally important to choose the right agent. Different agents get different results – often measured in thousands of dollars in net to you.

We are a family of long-time realtors at Northwest Atlanta Properties and we can show you how our unique marketing plan will get you more money for your home. We do a lot of business in your neighborhood. I'm sure you know your neighborhood in Canton is popular and the market is good for properties in your price range. Getting a home sold requires experience and proven systems.

We pride ourselves in providing the best possible information, un-thought of options, and incredible service. We do not do high-pressure sales; we do assist you in making the best decision possible about the sale of this property.

Our website is www.superhappyclients.com or www.northwestatlantaproperties.com and we can be reached at 770-726-1256.

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Attachments:

Active Marketing Plan For YOUR Property!

In Order To Get Your Home **SOLD** In The Right Time; For The **BEST PRICE**; And With The **LEAST STRESS**, Our Family Team Will:

- ✓ Research Tax Records and verify legal ownership, deed type, size of home, lot size, HOA status and dues, etc.
- ✓ Keep your needs top-of-mind regarding timing, motivation, what you're doing after Your Home sells and Your other important concerns.
- ✓ Fully explain our Unique Pricing Tool. It's much more than a current market analysis.
- ✓ Help you to price Your Home competitively to expose it to as many qualified potential Buyers as possible.
- ✓ Assist You in staging Your Home so Buyers get excited and say WOW!
- ✓ Ask you to write down the 10 things you like best about living in Your Home and then develop a flyer/fact sheet/and for Agents and Buyers to pickup.
- ✓ Help You develop Bragging Rights about Your Home and implement marketing that focuses on them.
- ✓ Hire a professional photographer and videographer so that all physical and virtual marketing "POPS." We utilize Matterport 3D Virtual tours for maximum safety and impact.
- ✓ Prepare ALL paperwork including the listing agreement, Lead Based Paint Disclosure, Homeowners Association Disclosure, and other applicable required forms.
- ✓ Submit Your Home to our local Multiple Listing Service: FMLS.
- ✓ Submit Your Home to Realtor.com and over 300 real estate websites, including Zillow.com and Truila.com.
- ✓ Submit Your Home to many social media sites.

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"You can invest in the best markets in the country but if you don't have a great management team looking after your investments you can still lose money. That is why I stick with Northwest Atlanta Properties. I tell people it is like buying a mutual fund. You buy a property and the fund manager does the rest. If he does a good job you buy more. That is why I am buying more." -- Janie Neely

"Couldn't of been easier, best realtor service I have ever had" -- Amos Cordell



"What a Fantastic Job you guys did! I knew I wanted to hire the team the moment I met them. They are spot on. They did all of the leg work, and at times seemed to move mountains for us. We truly could not be happier!" -- Kim Johnston

"You guys are the best! I was so scared to pull the trigger on this and you have gone above and beyond to make things go smoothly. You guys are the best!! Many mahalos" -- Mali



"Mike and Jon are the best! They made everything so easy!" -- Andy Sexton



"This is our second transaction with Mike, Jon, & Donna. I Recommend them to everyone I know!" -- Vic & Tammie Pecora

"I just bought a home in the Woodlands! If you need a great realtor, Jon Burke with Northwest Atlanta Properties was Awesome! He was very knowledgeable and there for me every step of the way!" -- Patty Cunningham



"Jon was incredible. He went above and beyond to show us multiple houses until me and my husband found our dream one" -- Jessica C

"We went from knowing that we could never buy a house to owning our new home!" -- Don & Kris



"Wow, we ended up being one of those people who sold their house in a day. Mike and Donna delivered exactly what we asked them to do and we are so happy we trusted intuition and our friends." -- Chris G.

"Can't say enough about the great service! As a long distance seller, I was amazed at the communication and professionalism!" -- James B.



"Josh was excellent. He made the drive across the state multiple times, and found what we needed in the price we could pay, in this market that is not an easy thing" -- Stephen Taylor

"Mike, we had the best realtors in GA thanks to you and Donna we found our dream home! We highly recommend Northwest Atlanta Properties!" -- Lori & Ellen



"We were blessed to have Mike and Jon sell our house. They were extremely professional and stayed in great contact with us. We interviewed 7 agents and they were simply the most prepared and had the most logical marketing plan. Their pricing spreadsheet really made a big difference. We highly recommend them." -- Daren & Sandra Woods

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Recent Sales

1470 A J Land Road	• Canton	\$ 405,000
"Mike, thank you for all your help with the house sale. Not the easiest of dealings for you I'm sure, but I really do appreciate all your assistance with such a sticky situation." -- Debbie Moores		
1580 Lancaster Dr	• Marietta	\$ 285,000
206 Pecan Drive	• Canton	\$ 240,000
2493 Insdale	• Acworth	\$ 405,000
11385 West Road	• Roswell	\$ 550,000
121 Andria Way	• Cartersville	\$ 360,900
159 Siena Way	• Cartersville	\$ 384,000
3410 Catalina Drive	• Cumming	\$ 360,000
6060 Longwood Chase	• Canton	\$ 357,500
3539 Sawmill Terrace	• Marietta	\$ 482,500
16020 Henderson Heights	• Milton	\$ 795,000
1280 W Peachtree Street	• Atlanta	\$ 238,800
308 Cochin Drive	• Woodstock	\$ 615,000
700 Acampora	• Woodstock	\$ 435,000
78 Place Fontaine	• Lithonia	\$ 125,000
"I made what I thought was an impossible request and they found it, thank you again" - Jeff T		
343 Lakeshore Dr	• Stockbridge	\$ 225,000
755 Falling Rocks Ct	• Roswell	\$ 730,000
1025 Melody Lane	• Roswell	\$ 455,000
153 Hog Farm Circle	• Canton	\$ 760,000
2810 Spring Drive	• Cumming	\$ 455,000
115 Biscayne Drive	• Atlanta	\$ 215,000
145 Verona Drive	• Cartersville	\$ 353,900
2396 Cambridge Street	• Snellville	\$ 344,000
1310 Kensington Lane	• Woodstock	\$ 407,500
229 San Marino Way	• Cartersville	\$ 330,900

Is Your Home Next?

Our clients love our **99.2%** List Price to Sale Price ratio!
Significantly better than the board average!
Average time on Market is **8 Days** with Northwest Atlanta Properties!



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The Art and Power of Acknowledgement



When someone comes to you for support, as sellers and buyers, friends and family often do, they are likely stressed or preoccupied with a perceived “problem” or something they feel is “wrong.”

In this state, it is hard to think creatively.

Action plans created from this mindset will not be as efficient and effective as those created using the green lens.



By acknowledging the person, you are supporting them to shift the **focus of their attention** away from “what’s wrong,” and *onto who they really are.*

This automatically puts them at ease, allowing space. They can relax and access their own voice of wisdom, generating their own creative solutions.

Authentic Acknowledgement - Tips



Be authentic: It's not as important what you say, as it is that you are being genuine. Simply feel how this person inspires you, and what you say will naturally express your inspiration.

Be discerning: Acknowledgement is like watering a garden. You don't want to flood the garden, and you don't want to wait until the garden dries up. Use pauses... and keep a steady gentle stream.

Acknowledging Phrases Using the Green Lens



What you say is a direct reflection of what you see. When you are seeing a person through the **Green Lens**, what you say will naturally follow the five Green Lens principles.

Let's look at and Practice some Examples

Example #1



This person is a hero, whole and complete.

- I appreciate you bringing this up/mentioning this.
- It takes some courage to be looking at this.
- Would it be ok to discover that what you're going through is normal?
- This points to something important going on right now. I'm here to support you.
- I know you've got what it takes to do this. Let's see what needs to be clarified!

Write down 1 or 2 of these that you like.

Example #2



This person has goals and dreams and a desire to make a difference.

- The fact that you're bringing this up/mentioning this points to how important this is to you.
- In what you're saying, it's so clear there's a real difference you want to make (in your life/in your family's life).
- I can hear how dedicated you are to being successful with this.
- You have some important goals. It's a privilege for me to support you in achieving them.

Write down 1 or 2 of these that you like.

Example #3



This person has their own answers.

- I know if we take some time to look at this... you'll see what to do next.
- I appreciate how committed you are to finding a creative solution in this.
- Your ability to know what's most important to you about this is something I really appreciate.
- It's clear you are approaching this in an intelligent and thoughtful way.

Write down 1 or 2 of these that you like.

Example #4



This person is contributing to me right now.

- I'm honored to be someone you turn to for support in this.
- This conversation says a lot about your courage and perseverance.
- I really admire how truthful and candid you're being about this!
- I really appreciate the way you're looking at this – it shows clearly how important this is.

Write down 1 or 2 of these that you like.

Example #5



This person deserves to be treated with dignity and respect.

- You've got good intentions around this and you're doing important work.
- I appreciate that you're willing to look at this, even when it's uncomfortable.
- The way you face obstacles and continue to go forward, nevertheless is something I really appreciate.
- I want you to know what a delight it is, just to be working with you on this now.

Write down 1 or 2 of these that you like.

OTHER RELATIONSHIP BUILDING LANGUAGE

I am paid to understand how the buyer for this home their fears procrastination concerns wants and needs. All that factors into their decision process and how to turn all of this into maximum advantage for you.

How would you feel if.... This time next year you were living in your dream home and could refinance at a lower rate at no cost?

You ... like me ... want to get the best possible price, right?

If then. If we buy now, then when rates go down you can refinance at little cost...doesn't that make sense?

The good news is there are still sellers wanting to sell and they need someone who knows how to work this market

The good news is you know what to do!

The good news is you can date the rate and marry the house.

Just imagine being in your dream house for Easter.

Not worrying about rents going up \$400 a month for the next three years.

Imagine paying your own mortgage instead of someone else's.

Your future, when you own several properties.

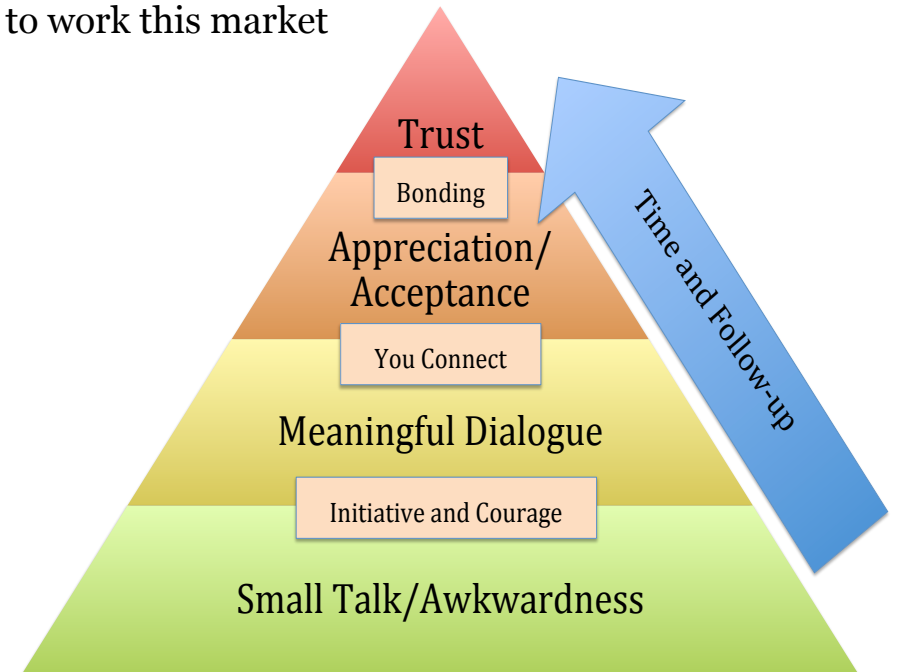
That's interesting tell Me More about that...

What I hear you saying ...

Just imagine ...

Wouldn't that work for you?

Tell me the 3 most important things about



8 Good Reasons to List with Me

Reason 1

First... I can help you prepare your home for sale. Through my experience, I know the reasons people do not buy ... as well as the reasons they do.

Reason 2

Second, I can help you determine the best price to ask. Surprising as it may seem, sometimes the price is set lower than fair market value. Usually, however, the price is set too high and the home does not sell. It takes a lot of work on my part, but I can help you select a price that is neither too high nor too low.

Reason 3

Third, I can help you select the right commission. Commission is not the expense most people think it is. It is a marketing tool. The right commission will put more money in your pocket.

Reason 4

Fourth, I can help you with staging. The right staging will cause potential buyers to say “Wow!” Buyers pay more for “Wow!”

8 Good Reasons to List with Me - Continued

Reason 5

Fifth, I can expose your home to a great number of potential buyers - through my own website; my company web site; through our local Multiple Listing Service; through Realtor.com/Zillow and others, which gives us national exposure; through various forms of advertising, including "For Sale" signs; and I do some very specialized work UNIQUE to your specific property... to develop additional potential buyers.

Reason 6

Sixth, I will provide you with constant feedback so that you know what potential buyers are saying after seeing your home ... or why other agents are not showing your home.

Reason 7

Sixth, I can help you negotiate better. (To a By-Owner) When a buyer makes an offer directly to the owner, the owner often cannot negotiate. As a third party, I am in a much better position to help you maintain the asking price without losing a serious buyer. Most often, the difference right here is more than the commission involved.

Reason 8

Eighth, I can cut through the red tape. Once an offer is accepted by you, there is a lot of complicated paperwork and details to take us from 'Sold' to 'Closed.' Since I live with this every day, I know how to facilitate the after-the-sale process. I can help prevent surprises, problems or delays with my experience.

Two white paper houses with red roofs are placed on a wooden surface. The house on the left is slightly behind the one on the right.

FOLLOW THROUGH AND KEEP GIVING THEM GOOD UNEXPECTED INFO – Example:

IF they plan to sell their home with an assumable loan in the next few years.... *Consider advising to stop making **extra payments** toward principle on assumable loans!*

*Keep those balances higher... **so the gap is smaller.***

Save that extra money in another account or pay off other higher interest loans.

Want more great ideas? Let's work together...



Sample Monthly Warm-fuzzy Email For Follow-Through with your Portfolio of Happy Closed Clients (aka Past clients), Your VIPs (1500+ Life) and your friends, family, neighbors and friends.

Donna and I just celebrated our 30th Wedding Anniversary in Canmore And Vancouver Island in Canada. As we took a boat cruise on Lake Minnewanka we saw a grove of trees and were told the whole grove covering acres and what looked like 1000 trees was actually just one tree. We stood several times among gorgeous trees, listening to their leaves rustle in the wind, and imagined quietly that they were communicating in some way. Perhaps in whispers, or hushed voices? It turns out that trees do, in fact, talk. Just not in the way you might think.

The story of this discovery begins in the natural beauty of British Columbia's forests, where Suzanne Simard grew up.

When she was a child, she witnessed her pet dog fall into the mucky pit of a worn outhouse and, as her grandfather dug deep into the forest floor to save the animal, little Suzanne noticed the complex layers of roots that ran like highways beneath their feet.

Later in life as a university student, she studied this intricate network and came to discover that forests are not composed of individual trees, but rather they are a complex system that behaves much like a single organism.

Trees, she realized, communicate with each other through webs of fungal networks centered around what she calls "mother trees."

She became a biologist and developed theories about how trees communicate with other trees. She used radioactive carbon to measure the flow and sharing of carbon between individual trees and species and discovered that birch and Douglas fir share carbon. Birch trees receive extra carbon from Douglas firs when the birch trees lose their leaves, and birch trees supply carbon to Douglas fir trees that are in the shade.

She found that there was more carbon sent to baby firs that came from that specific mother tree, rather than random baby firs not related to that specific fir tree. It was also found the mother trees change their root structure to make room for baby trees.

In a single forest, a mother tree may be connected to hundreds of other trees.

"The great thing about forests," says Simard, "is that as complex systems, they have an enormous capacity to self-heal."

The idea was controversial. She was ridiculed.

But her vindication came in the form of compelling evidence delivered in a [TED talk](#), a [short documentary](#), and now her ideas are spurring action to better protect the world's forests and to combat global warming.

We know that we as neighbors here in Northwest Georgia are connected also. The roots in our communities run deep and we help each other. Donna and I have made great friends volunteering at the Cherokee Association of Realtors, Unity Church, The Holly Springs Optimist Club, Troop 3000, and at other local events. If you ever need help with a real estate-related question, feel free to ask us. We'll give you professional information and counsel so you can make great decisions about buying, selling, or renting.

WEEKLY NEWS UPDATE EMAIL

Here is recent economic real estate news for your review:

1/17/23 Atlanta a [Zillow Hot Market](#)

12/21/22 Atlanta Supposed to be [pretty good in 2023](#)

12/13/22 [Market Snapshot](#) - # of sales down 40% Inventory up!

11/22/22 Where [some experts think](#) Atlanta Market is headed

11/8/22 What makes Our Areas a [great place to live](#)?

11/1/22 Home sales of new construction [dropping](#).

10/18/22 [Housing market in Recession?](#) Prices still rising though.

10/11/22 Home [Buyers and Renters Both in tough spots](#) right now

10/3/22 [Prices cooling](#) - appreciation rates down to single digit

9/20/22 Atlanta is still a [great investment city \(5th\)](#)

9/6/22. [Property Taxes are Higher](#) and some are steaming about it

Is it in your best interest to sell now? It may be. It may NOT be. Let's talk about it, when is a good time?





OTHER IDEAS

- Monthly Newsletter
- Personalized Neighborhood Stats
- Drop-Bys with Professional Pricing Analysis
- What Else?