

TOP PRODUCER COACHING & TRAINING

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TOP PRODUCER® e-mail newsletter for October 2009 from Dwight Kitchens

Please deliver this subscription newsletter to :

Recipient.first_name Recipient.last_name

Recipient.company

Recipient.letter_salutation

Well, hopefully, you are using any spare time you have to insure that you make contact with your clients. I suggest that this is a great time to make those telephone calls you say you want to make but haven't had time to complete. Keeping in contact, during good times and bad, helps to build your business. If you are using Market Snapshot with your clients, this is a good time to ask those former clients if they might like to be placed within your distribution list.

We're back in Florida, spending more time within our community, and doing lots of bicycling. Should you require training assistance, this is an opportune time to get it on my calendar.

As Fall arrives, this is a good time to remind your sphere of influence of tasks which they might want to accomplish around the home prior to the onset of Winter. Again, another good reason to make contact with helpful information.

Dwight

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Check www.DwightKitchens.com for the latest details.

Please forward a copy of this newsletter to friends using TOP PRODUCER 8i.

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1. Notifying Showing Agents of Price Reductions

As you negotiate a price reduction with a client, you need to inform all previously showing agents of this price change. Possibly one of these agent's clients will still become your buyer.

I recommend that you make an e-mail template entitled "Price Reduction Notice". The body might include something like this:

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<<Insert your e-mail banner or use TOP PRODUCER 8i stationery>>

Price Reduction

<<Merge code for: Contact.letter_salutation>>

The property at <<Merge code for: Listing.address>> has been reduced in price. The MLS number is <<Merge code for: Listing.mls_number>>. The recently reduced price is <<Merge code for: Listing.list_price>>. I thought this might still be of interest to your clients. If so, please pass along this change in pricing.

<<INSERT PROPERTY.VIEW_FRONT PICTURE MERGE CODE HERE>>

<<Merge code for: Agent.signature>>

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To send this notice, you will generally be within the Listing, the Activities Tab, the Service Activities and Showings sub-tab, and select the e-mail showing agents option. It appears that the program has a problem linking backwards into the property record from this Listing screen. Therefore, it is not always properly seeing things such as the sq. ft., # bedrooms, # bathrooms within any e-mail you might generate.

To get Listing information to display, I suggest that you construct a REDUCED PRICE flyer. Take your JUST LISTED flyer and copy it to a REDUCED PRICE flyer. The only change you would need to make is the title at the top of the flyer. Then, if and when you get a price reduction, change the list price within your listing, and publish the REDUCED PRICE flyer. Include the address in the title so that you can keep your properties straight. The REDUCED PRICE FLYER will have a new URL, the one which you will use when you edit your Price

Reduction Notice template immediately before sending it to your showing REALTORS.

After selecting your Price Reduction Notice template as your e-mail template, click Edit Template. Consider including a hyperlink to your revised pricing flyer in the body instead of attempting to use merge codes relating to your property record. This would provide a full reminder of the property, and would make it easy for the showing REALTOR to forward the flyer to their prospective clients. So long as you change the listed price in your Listing Record, and publish a REDUCED PRICE flyer, a URL will be available with which to make a hyperlink within your e-mail. When you choose your e-mail template, if you edit it prior to sending it, you can put the URL into the template as a hyperlink. Then, when the REALTORS get the e-mail, it will have the listing merge codes (MLS #, listing address, listing price, property photo) and the hyperlink to your new flyer.

2. Presentation Stationery

Some REALTORS are not comfortable with the graphics used on the presentation stationery. Not everyone has fir trees such as those default graphics displayed on the stationery pages. Yet, these are easy to change, and I encourage you to do so.

Many REALTORS attempt to be consistent in their message by building a 'brand image' which is seen on all their materials. Therefore, their letterhead, business cards, postcards, e-mail stationery, etc. all have a similar theme. This could easily be carried over to presentation stationery.

While the default stationery template has a large graphic covering most of the page, you need not use anything quite that large. But, since there are merge codes which reflect final text on the stationery, you don't want to graphic to overpower the text. Therefore, we generally make any graphics on the cover page approximately 85% transparent (watermarked). You should then be able to easily read any text layered over the graphic.

If your 'brand image' is not appropriate for this type of use, you might consider using either a graphic of a local landmark or something linked to the community.



This started out as a beach photo and was then overlaid with text prior to saving. Now, the combined graphic may be used in various ways.



One option would be to include a transparent (watermarked) version of this graphic on the second stationery page (interior page). The text merge codes would be overlaid upon the graphic and should show well. Alternatively, you could move the transparent graphic to the bottom of the page. Just realize that you might end up with certain pages having content which overprints your transparent graphic, such as the comparable pages with 4 up sales, closeds, expireds, and withdrawns.

Hopefully, this gives you some ideas as to how you might customize the stationery within your own CMAs, Buyer Presentations, and Community Reports.

3. Recording Birthdates

At one time, the site www.Birthdatabase.com was useful in finding birthdates of clients. This site has now gone completely commercial, asking for payment for data. The older database (free) may now be accessed by going to www.Birthdetails.com . So, when entering the birthdates of your clients and their associates, you might want to try this new URL.

Can't remember the birthday of a friend, relative or co-worker?
Search our database and find the names and dates of anyone you're looking for!

FIRST NAME:

Dwight

LAST NAME:

Kitchens

SEARCH

Welcome to BirthDetails.com, We give you access to a database of birthday records you can use to lookup a friend or relatives birthday!,

We also offer free articles to learn more about public records and birth records, and give you the tools you need to retrieve and information you may need to find!

Please [Bookmark us by clicking here!](#) Thank you for choosing BirthDetails

Here is your results summary.

DWIGHT KITCHENS - Detailed Background Report

Comprehensive Report. Criminal Records. Latest Contact Information.

Find DWIGHT KITCHENS

Get Current Phone and Address.

PREMIUM LISTING

DWIGHT KITCHENS - SEARCH RESULTS

First Name	Last Name	Birthday	City	State	Records
DWIGHT	KITCHENS	1959-07-19	Oklahoma City	OK	Find Public Record
DWIGHT	KITCHENS	1955-11-22	Atlanta	GA	Find Public Record
DWIGHT	KITCHENS	1948-03-13	Churchville	MD	Find Public Record
DWIGHT	KITCHENS	1940-07-01	Dry Branch	GA	Find Public Record

Total records: 4

4. FAXing Information

I recommend that you use one of these four contact types of DELIVER BY EMAIL, DELIVER BY FAX, DELIVER BY LETTER, and DELIVER BY TELEPHONE on each of your contact records. This permits you to filter your contact records as to how you deliver your message to your clients. But, you may question how you can FAX from within TOP PRODUCER 8i without having a FAX driver and telephone modem installed on your computer. One alternative is to use [MyFax](#), a service which permits you to send up to two facsimiles per day - absolutely free! Enter the To and From information, and attach your FAX (.pdf, .doc, etc). Enter an additional message, such as an Attention name, or similar instructions. Send your FAX and it is done.

Hopefully, you will have few, if any clients, to whom you assign the contact type of DELIVER BY FAX, as you cannot do this as a mass FAX. But, when you must, this may be one option.

5. Resizing Photos for specific uses

There are a number of programs which permit you to batch resize photographs. One more free program to add to your list is [Image Tuner](#). Image Tuner is an image editor for batch resizing, converting, watermarking and renaming your digital photos and images from and to JPEG, BMP, PNG, TIFF and GIF formats. The program will help you to prepare your digital photos to upload and publish them in the Internet or send via e-mail. If you require one size photos for the MLS and TOP PRODUCER 8i, yet another size for some other purpose, batch resizing might be a solution if your camera is set to take photos which are larger than generally needed.

6. User's Guides

If you have not yet taken an opportunity to look at the User Guides for the various TOP PRODUCER family of products, I suggest that they may be helpful. Download any of the [TOP PRODUCER family of User Guides](#) and learn about new features on products to which you subscribe. They are also useful in learning what products you might be considering will do for you.

7. Laptop energy savings

Rick Broida of PC World mentioned some easy ways to extend battery life on laptops in a March article. In case you missed it, repeating the ideas is worthwhile.

- Disable Wi-Fi / Bluetooth if you are not using them. They both require energy.
- Turn down the brightness of your screen, if you can.
- If watching DVD movies on your laptop, consider 'ripping the movie' directly to your hard disk drive. Your CD-R/DVD drive uses more power than your hard disk drive.
- If you are plugged into an electrical outlet (such as at your desk), and you've recently charged your battery, consider running your laptop without your battery. Your battery can't get a full discharge/charge cycle if it is always plugged in. Consider charging it, then removing it until you need to travel (and possibly top it off before you go). Since batteries are expensive, you don't want to replace it 'before it's time'.

8. TOP PRODUCER 8i to Facebook

If you are a Facebook user, you might want to invite some of your past clients to become Facebook friends. Of course, once you do so, I suggest that you want to consistently check your presence on the Facebook network. But, with that said, the following instructions should get you started.

First, in Top Producer 8i:

1. In the main menu, go to Contacts and click search for contacts
2. Choose the criteria you would like to use to find the contacts
3. Once you have chosen the criteria to search for your contact click on search, if you don't select anything in the search, this will show all your contacts
4. Check the contacts you would like to export
5. Click 'Export Contacts'
6. Choose the option 'Selected contacts'
7. Choose 'Contact record and all addresses and information'. Click export
8. Click Save
9. Choose a file location to save the file to
10. Type a name for the file and click Save

Then, in Facebook:

1. Click on Friends
2. Click on Upload contact file
3. Check Upload

Market Snapshot Revisited

Recently, I was introduced to three new uses for Market Snapshot. Since you now have unlimited use of Market Snapshot, you might want to put these two to use.

The first would be to purchase domain names for such names as "www.LakelandPropertyValues.com" which would get rather high rankings within search engines. Each of these domain names would point to a site on which you have placed your Market Snapshot widget for capturing leads and providing glimpses of local property statistics. This is a good means of getting your site listed from primary search terms.

The second would be to consider putting a photo of the local Market Snapshot page in such sites as Craig's List, with a hyperlink to the actual Market Snapshot widget. You might use a question, such as "Has the market stabilized" as the lead in for the materials.

With many municipalities seeking tax revenue during hard times, one often finds that the mileage rates are increasing, as are some home valuations. Some REALTORS have purchased domain names, such as [Tampa Bay Tax Challenge](#) to again provide a Market Snapshot to local families. This may provide the homeowner with ammunition to context recent tax appraisal updates. It also puts that individual within your sphere of influence.

Each of these are unique means of expanding your reach with Market Snapshot, a tool which does the work for you in the background, with calls to action be the recipient.

9. Upgrading a notebook hard disk drive

Recently, one of my neighbors found that his aging notebook computer was giving him an imminent hard disk drive failure. We wanted to find an easy way to copy the operating system and data off the installed drive to a second drive, then replace the old drive with the newer one. I had an old USB hard drive case. By installing the new drive in the USB hard drive case, I could hook it up as a supplemental drive. Once the operating system recognized the new drive. I used a free program called HDClone from Miray Software to copy everything from the failing drive to the new replacement (<http://www.miray.de/download/sat.hdclone.html>). They offer paid versions of the software with additional features, but the free version worked well for what I needed. About an hour later the new drive had all the software installed. Then, after removing a few screws, I replaced the old drive with the new one, rebooted the laptop, and new life had been given to a formerly failing machines. If you need to extend the life of a current machine, you might want to consider downloading this free software. It can make a bootable floppy, CD, DVD, or USB key so that you can perform similar magic on your own equipment.

Agent.signature

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