

The Three Pillars Post

A monthly publication devoted to providing friends and clients with insight and knowledge of the real estate world based on three core pillars of my business; Philanthropy, Business and Growth.

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RESULTS! NO EXCUSES!



If you had sold your house and your wife/husband were to leave for a trip to Europe the week before your house sold, what would you do? Well, that is exactly what happened to me. OR I should say what happened to my wife Sue. For those of you that don't know

we have sold our house and

have embarked on building a custom home. With a week to go on the sale of our house, I left with my oldest son Conor on a trip to Europe with his air cadet squadron. Of course, this meant leaving Sue and our youngest son Rogan alone to coordinate everything that's involved with moving all of our stuff out of the house, and into various storage places. Well, Sue, like our whole team (David, Mark, Alicia, Kate, Colleen, Remo, etc) just know how to get sh*t done.

"Oh my God, you're such a jerk, how could you do that to your loving wife?", you may ask. Well, it's a funny story really.

It was a Saturday at the end of April, and I was out with a client when Sue calls. 'Someone just put a note in our mailbox and wants to buy our house'. This is not a normal occurrence, particularly living in the country as we do. So, after I ask her to read me the note, I call them. "Did you leave a note in our mailbox enquiring about buying our house?" After our initial conversation, it turns out that they often walk their dogs in the country, and have been walking by our house for over a year, and finally just decided to ask if we would be interested. Sue and I had always wanted to build our own house, so this was the opportunity, and we jumped at it. So, after we agreed on the price, we had to agree on the closing date. Since we were going to build, I knew we would need as much time

as we could get, to have a chance of getting built and be able to move in when our house closed. One of the buyers is a teacher, so she wanted to be in before school started, so we agreed on Friday Aug 25th. As it so happened, we had previously agreed to go on the trip to Europe with Conor back in January, and we were scheduled to leave Aug 21st. Of course that completely slipped our minds in the excitement of selling the house, and picking out floor plans and designs etc.

It was about a month later, when we got a reminder email from the cadets that the next fundraiser for the trip was a week away, and they mentioned the Aug 21st departure date. Oh SH*T!!! "Hey Honey....You want to hear something funny? Well it turns out that....." Yeah, she didn't find it funny at all. Of course, by that time we had already paid in full for the trip, so no backing out on that. I would be remiss if I didn't admit that Sue can do anything



RESULTS! NO EXCUSES! CONT'D

she puts her mind to. She really is incredible, and I'm lucky that she is part of my life. Of course, I helped move all the appliances, furniture, tools, electronics, and some of the other big stuff before we left, so that only left all the artwork, clothes, kitchen stuff, books and bookcases etc. No problem, right? Well, turns out that we had a lot more stuff than we thought. Sue worked everyday until 3am that week to ensure we were out of our house on time. Talk about doing what it takes to get it done. That's just who she is. Some people call her stubborn but I like to think of it as determined....unless we are arguing...then she's just stubborn.

While I was in Europe enjoying all the amazing sights of Amsterdam, Brussels, Calais, Paris, etc. She was working her butt off. During the trip the other adults couldn't believe that I was on the trip and most were encouraging me to buy some diamonds, chocolate, fine wine etc to bring home as a peace offering to help stave off my pending execution at the hands of my wife for leaving her to do all that work.

It didn't help that the furnace started leaking the day after I left, so she had to deal with that as well. Yes, she was a little ticked off by the end of the week. Yes, she was tired and irritable. Yes, I did bring back a few things to help smooth things over. However, it was all good because that is who she is. When she needs to get sh*t done, she digs down deep, no excuses, and gets it done.

Some of you have seen that the real estate market has slowed and cooled a little bit, and we are not immune to that. We had one deal that was supposed to close at the end of July, and a week and a half before closing the buyers agent calls and says they can't close. This is the worst fear a Seller has. They have already bought another house and if theirs doesn't close they are in real trouble. The Buyer and their agent have two and a half months to get their house sold but they waited to the last minute, no contingencies and both didn't know how to get anything done.

There are too many agents out there that know all the sales scripts. They look Calvin Klein models in those fancy suits. They have a real smooth answer for any concern you may have. But when the chips are down their scripts, smooth answers and fancy suits just can't get it done. It was left to us to figure out how to keep things together. Our clients were great, and we are so thankful that they kept their cool as much as they did through this, and because of that we were able to keep it together. It did finally close the end of August, and they moved into

their family dream house. "Thanks Neil. You have been extremely helpful through this whole process. I would like to thank you for all your support during this interesting transition."

Mark Garrett, one of our agents, is a prime example of someone who knows how to get sh*t done. He was helping one of our clients buy a home, as they were moving from the GTA out to Hamilton, and we ran into an issue. Our client was unable to get the deposit cheque to the seller's agent's office because of a personal emergency. So, does Mark call the agent and give some excuse as to why we can't deliver the deposit, putting in jeopardy the house our clients just bought? Nope; he drives into Toronto, picks up and delivers the deposit to the seller's office on time. Mark is a guy who gets sh*t done. No excuses. He doesn't wear a fancy suit. He is not a Calvin Klein model. He doesn't practice scripts to talk circles around you when you have a question. When he says he is going to do something, there is virtually nothing that will prevent him, or us, from following through on what we promise.

I am so proud of my wife for how she was able to take on such an epic task as moving an entire house while I was away, and I am equally proud to be working with a guy like Mark Garrett who always goes the extra mile for our clients. Results...No excuses...just gets sh*t done. Can't ask for anything more. Unless you really like those scripted answers...we can't help you with that.

Now some of you know David but for those of you who don't.....well, that's next month..

YOU CAN HAVE
RESULTS
- OR -
EXCUSES
NOT BOTH.



CASE STUDY: SHARON & DAN

This is the story of Sharon and Dan. A great couple we had the privilege to help sell their home.

Sharon and Dan were ready to retire and get on with that part of life that we all aspire too. Freedom of work and the ability to travel and enjoy every day to its fullest.

Now, to be able to move onto retirement and relocate they now had to sell their current home. Also, this summer the market changed and it started to cool and homes are not selling for over ask etc. Of course, our approach is focused on maximizing profit but in this case, we also had to prove that we can do it even with a shifted market.

For those that don't know us we are not a skinny suit wearing, have a scripted slick answer, look like a Calvin Klein model, smooth talking sales guys. That's not us. We are a plain-speaking people who believe our job is to help our clients maximize the profit of their largest investment, not to sell them. So, we spelled out to Sharon and Dan exactly what we were going to do and what our starting point was.

We are tasked with selling your home, in the middle of summer vacation, knowing the market has cooled and we 'missed' the hot crazy bidding wars sellers market by about two months, and the home is a small 1089 sqft, 3 bdrm side-split with no dining area or room to have a dining table. We are competing with other homes that are bigger with more room and listed at the same price range. So, what do we do? How do we maximize the profit for our clients? It's no secret where we always start the process.

Step One: Execute "The Approach."

Sharon and Dan, had our book and knew that our approach starts with scientific staging of the home to make it look as close to a show home as possible. I called Colleen (our awesome stager) to consult on staging and presentation. Sharon and Dan replaced old carpet, replaced and painted the trim work. Decluttered and prepped the home and it looked amazing. Now, this is not easy when you have two big golden labs. Those of you who have dogs know how hard it is to keep a

perfectly clean home with one dog let along two big dogs. Sharon and Dan were committed to maximizing their profit and knew it would take some effort and they didn't shy away from any of it.

Sure, they could have said "NO" to replacing the carpet. They could have said "NO" to replacing and painting trim work. They could have said "NO" to moving furniture out & around. They could have said "NO" to any of it. But they didn't.

That's not who they are. Instead they said, "YES." Sharon and Dan over a 4 to 6 week period, executed the approach. And in that light, they are no different than all of our most committed clients. We find that when presented with a clear path to success, most people are more than happy to do what they can to put themselves in a position to win. Sharon and Dan did just that.

Their diligent execution enabled us to schedule our photographer, Kate, to photograph the home the day she got back from her vacation. Normally getting the photos turned around and the virtual tour and website built takes a week but Kate was so great and understood the desire to move onto the next chapter of their adventure she was able to get it done in just a couple days so we could list it ASAP. Talk about an A+ team member who knows how to get sh*t done.



RESULTS! NO EXCUSES! CONT'D

We listed the home for \$539,000 and we had over 50 viewings in the first few days and an accepted full price offer, no conditions. Now most agents brag about how much over asking they sold homes for. Don't be fooled by that, it's a scam. Undervaluing a home to try to get a bidding war only benefits the agent not the seller. Just because it sold for over list doesn't mean they had the right list price to start with. In this case, we didn't get over asking but we also sold for more than bigger homes in the area in a faster time. If we break it down by square foot for example we were able to get our clients \$495 per sqft (\$539k divided by 1089 sqft). Other larger homes took weeks to sell (which has a cost when you think about how long you have to keep your home looking like a show home and how often you have to leave for showings etc) and for less money. Just around the corner a home 600 sqft larger sold for only \$500k (\$39k or \$192 per sqft less).

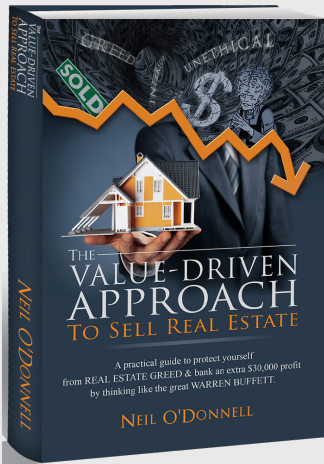
When you look at that other home, that plain to see that the agent doesn't have a document proven approach to maximize their clients profit and it showed. I wonder if those clients would have been as committed as Sharon and Dan if they had known about our Documented Value Driven Approach. \$39k or \$192 per sqft more in profit sure is a great way to start your retirement.

We get a lot of questions and even the occasional snicker about The Value-Driven Approach to Sell Real Estate. What does that even mean, they ask? Is it just a gimmick?

We get it. With all the other agents out there using gimmicks, scams and all those practiced sales scripts it's not surprising that people could think that. However, it really is simple and yet utterly complex. It's about knowing what to watch for and what to listen to, in order to detect and protect your profit margin. Sometimes it's about uncovering a home's hidden value through extensive renovation work. In other instances, like this one, it's more covering all the bases, and doing just the right renovations and updates to ensure that not a single penny of equity and profit falls through the cracks.

Grab your FREE COPY of the The Value Driven Approach to Sell Real Estate so that when the time comes for you to consider a home sale, you will know exactly what to look and listen for – in order to detect and protect your profit margin.

NEIL O'DONNELL - AUTHOR & CREATOR



An entrepreneur and a relentless innovator of the real estate industry, Neil O'Donnell is the creator of the "Value-Driven Approach to Sell Real Estate," author of the infamous report "Frauds, Lies, Cheats & Unethical Scams." He also founded St.Catharines First Responder Only Program®, and is a licensed agent with Keller Williams Complete Realty. Neil has been called "provocative and entertaining," but also "a committed philanthropist" for his mission to raise/donate over \$10,000 to local and First Responder-related charities each year.

Neil also supports many great local and national charities too, such as: Lincoln Humane Society, CIBC Run for the Cure, Heart & Stroke Foundation, MADD: Mothers Against Drunk Driving among others. Neil is a leader in the St.Catharines and Niagara-on-the-Lake business community as well, and co-founded ENG (Entrepreneurs Networking Group™) St.Catharines Chapter—an exclusive group of business owners, sales professionals and entrepreneurs, focused on three core pillars of impact: Philanthropy, Business, and Growth!

