

JUNE 9TH, 2021
10 AM - 12 PM • BETHANY BEACH OFFICE

YOUR GREATEST RESOURCES

MINING THE OPPORTUNITIES ALL AROUND YOU!

ORGANIZED BY






JAMES NELLIS
CEO OF THE NELLIS GROUP

- **WINNING NOW** FOR BUYERS
- **FINDING NEW INVENTORY**
- **THE REFERRAL FLOW**
- **CYCLE FOLLOW UP**
- **BECOMING THE SOURCE**

NELLISGROUP.COM







The Nellis Group Agent Zoning Map

WASHINGTON DC
ENTIRE DISTRICT

MARYLAND
ANN ARUNDEL COUNTY
MONTGOMERY COUNTY
PRINCE GEORGES COUNTY

VIRGINIA

FAIRFAX ZONE 1	FAIRFAX ZONE 2	LOUDOUN ZONE 1	LOUDOUN ZONE 2	LOUDOUN ZONE 3	PW ZONE 1	PW ZONE 2
Fairfax City Merrifield Falls Church Falls Church City Arlington Springfield Lorton Alexandria (OTC) Fort Belvoir Newington Franciscan Mount Vernon Burke Fairfax Station Clifton	Great Falls Herndon Reston Sterling (OTC) Tyra Oak Hill Chantilly Centreville Oakton Vienna Tysons McLean	Leesburg Sterling Aldie Gillert's Corner Lanah Arlow Brambleton Conklin Dulles Ashburn Outlands Lansdowne	Middleburg Woodburn Hamilton Lincoln Parcelville Round Hill Bluesmont Arlmont White Pump Blossfield Willville	Waterford Lakeths Taylortown Levettsville Mortonsville Kerryville Hidlerso Pacoman Springs Britain Ethan	Dale City Woodbridge Lake Ridge Hoadley Monterville Independent Hill Cannon Quantico Dumfries Southridge Joplin Kepp	Manassas Manassas Park Bull Run Wesley Cathartin Wellington Gainesville Buckland Greenrich Nokesville Bristow Woodlawn Meadows Aden Chevalle Sudley

ARLINGTON COUNTY **ALEXANDRIA CITY** **FAUQUER COUNTY** **STAFFORD COUNTY** **EXTENDED VA**

NG
NELLIS GROUP

"TO INVEST IN PEOPLE'S LIVES AS THEY INVEST IN REAL ESTATE."

HOTTEST TOPIC?

WINNING NOW

FINDING INVENTORY

REFERRAL FLOW

CYCLE FOLLOW UP

THE SOURCE

WINNING WITH TIMING

- OFFER OFF MARKET
- OFFER DURING COMING SOON
- OFFER PRIOR TO DEADLINE
- OFFER WITH IMPOSED DEADLINE
- OFFER WITH MULTIPLE OFFERS VERBIAGE

WINNING WITH TIMING

OFFER WITH MULTIPLE OFFERS VERBIAGE

Seller is notified that purchaser is submitting more than one offer. This offer is not considered ratified until the purchaser in writing accepts the sellers terms and confirms it is ratified. This acceptance will be done within 24 hours of written correspondence from seller.

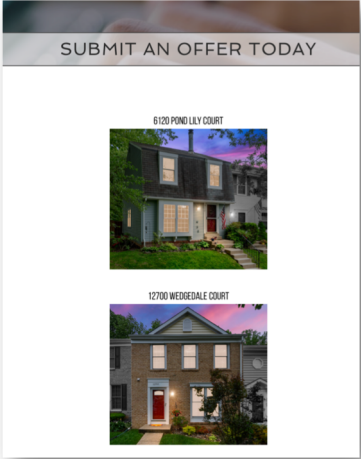
WINNING OFFERS: TANGIBLES

- EMD
- DOWN PAYMENT
- HOME INSPECTION
- RADON
- FINANCING
- APPRAISAL
- ESCALATION CLAUSE
- HOME WARRANTY

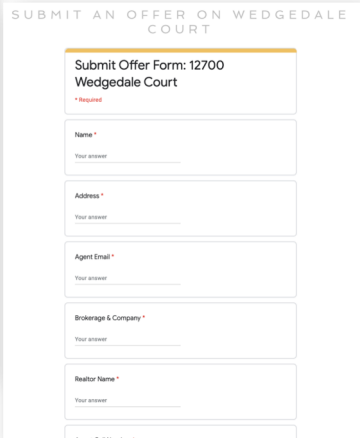
WINNING OFFERS: INTANGIBLES

- REPUTATION
- RESULTS
- LETTER FROM BUYER
- LENDER CALL & LETTER
- MULTIPLE OFFER COMPARISON
- EMAIL/PAGE HIGHLIGHT

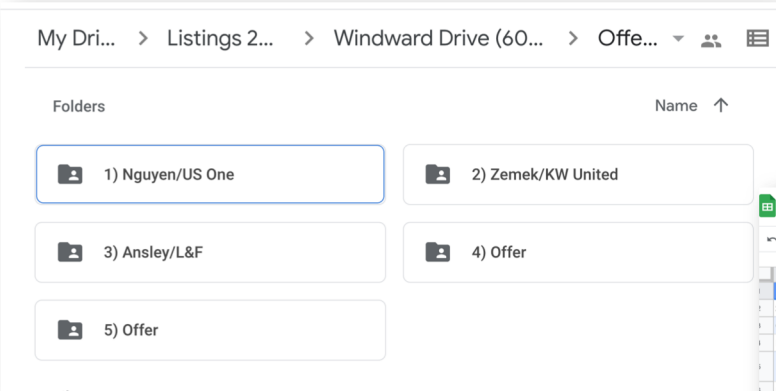
SELECTING OFFERS: PEAK INSIDE

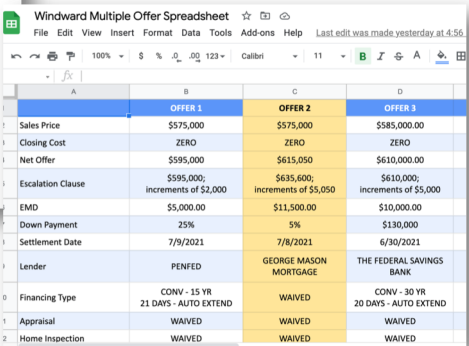


www.NellisGroup.com/Submit-Offer



SELECTING OFFERS: PEAK INSIDE

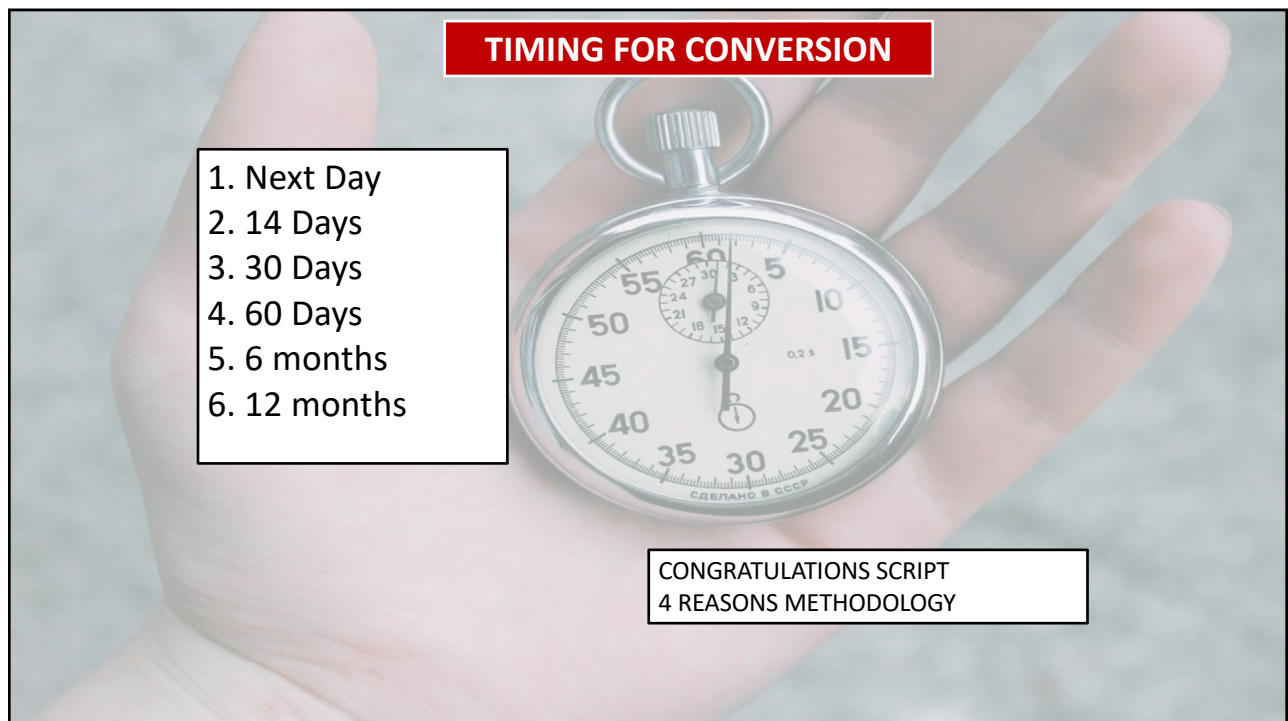




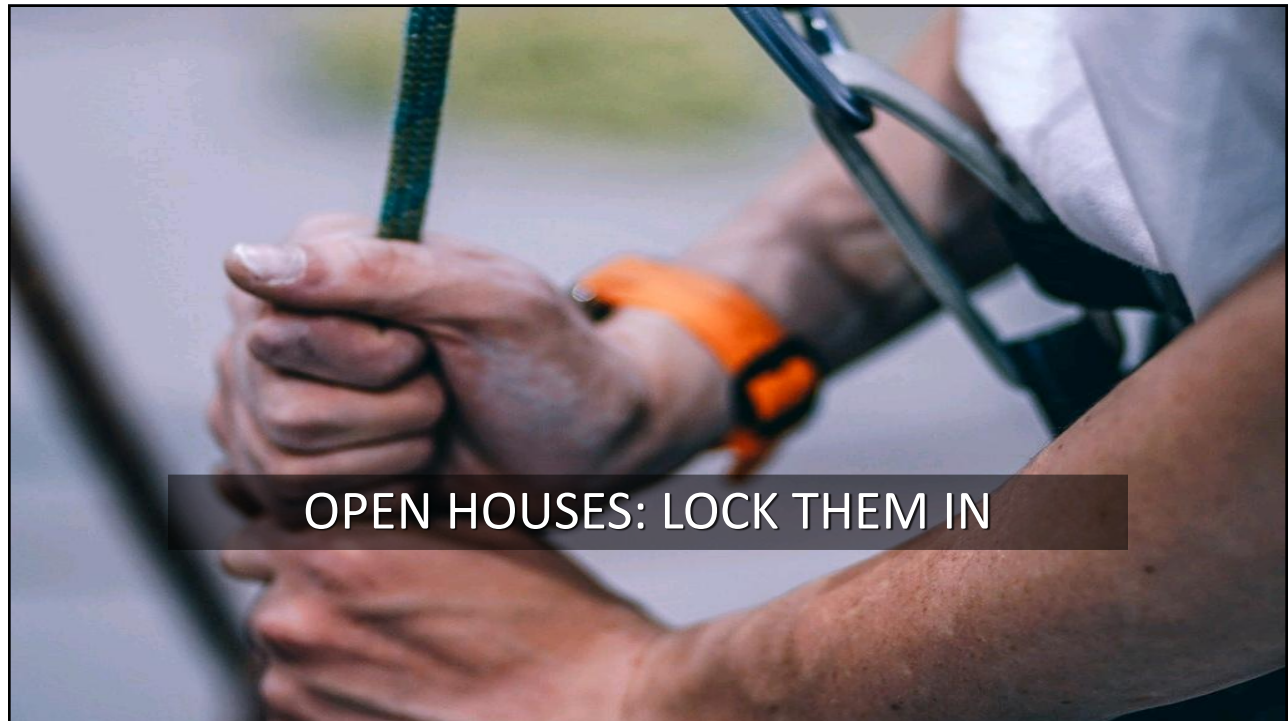
www.NellisGroup.com/Multiple-Offers

	OFFER 1	OFFER 2	OFFER 3
Sales Price	\$575,000	\$575,000	\$585,000.00
Closing Cost	ZERO	ZERO	ZERO
Net Offer	\$595,000	\$615,050	\$610,000.00
Escalation Clause	\$595,000; increments of \$2,000	\$635,600; increments of \$5,050	\$610,000; increments of \$5,000
EMD	\$5,000.00	\$11,500.00	\$10,000.00
Down Payment	25%	5%	\$130,000
Settlement Date	7/9/2021	7/8/2021	6/30/2021
Lender	PENFED	GEORGE MASON MORTGAGE	THE FEDERAL SAVINGS BANK
Financing Type	CONV - 15 YR 21 DAYS - AUTO EXTEND	WAIVED	CONV - 30 YR 20 DAYS - AUTO EXTEND
Appraisal	WAIVED	WAIVED	WAIVED
Home Inspection	WAIVED	WAIVED	WAIVED











SCAN HERE TO REGISTER
FOR THE OPEN HOUSE



OPEN HOUSES

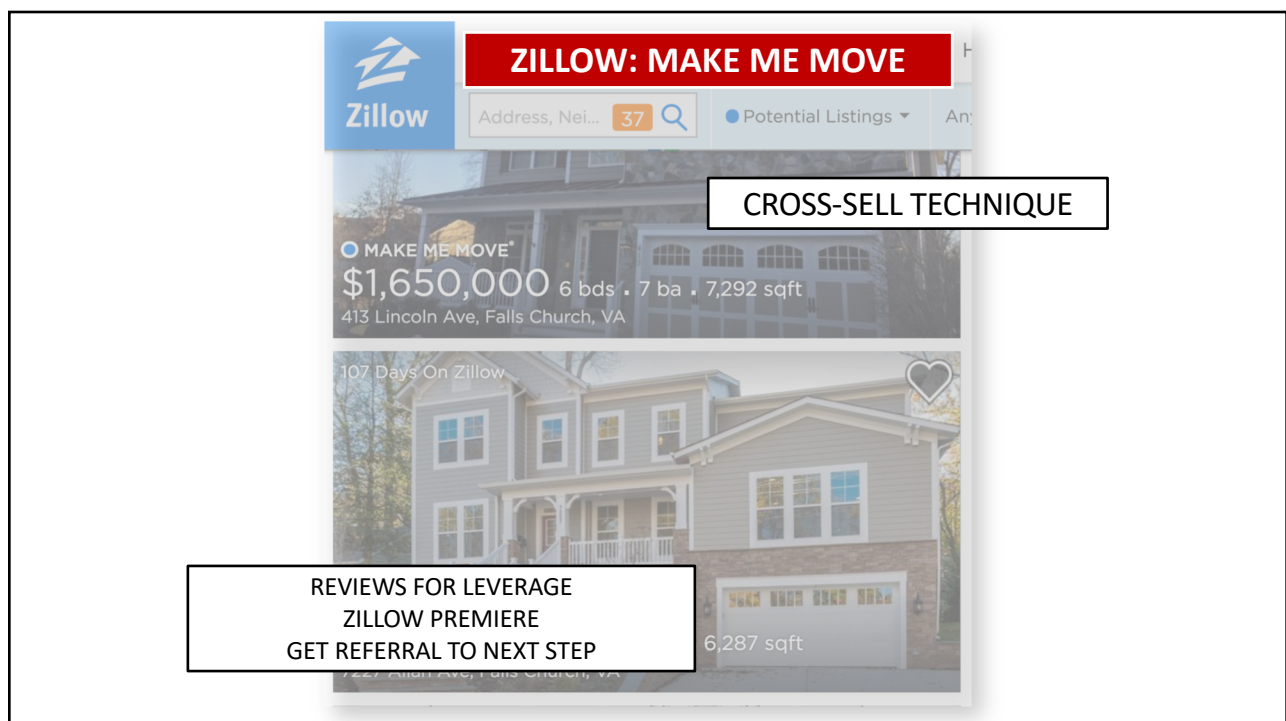
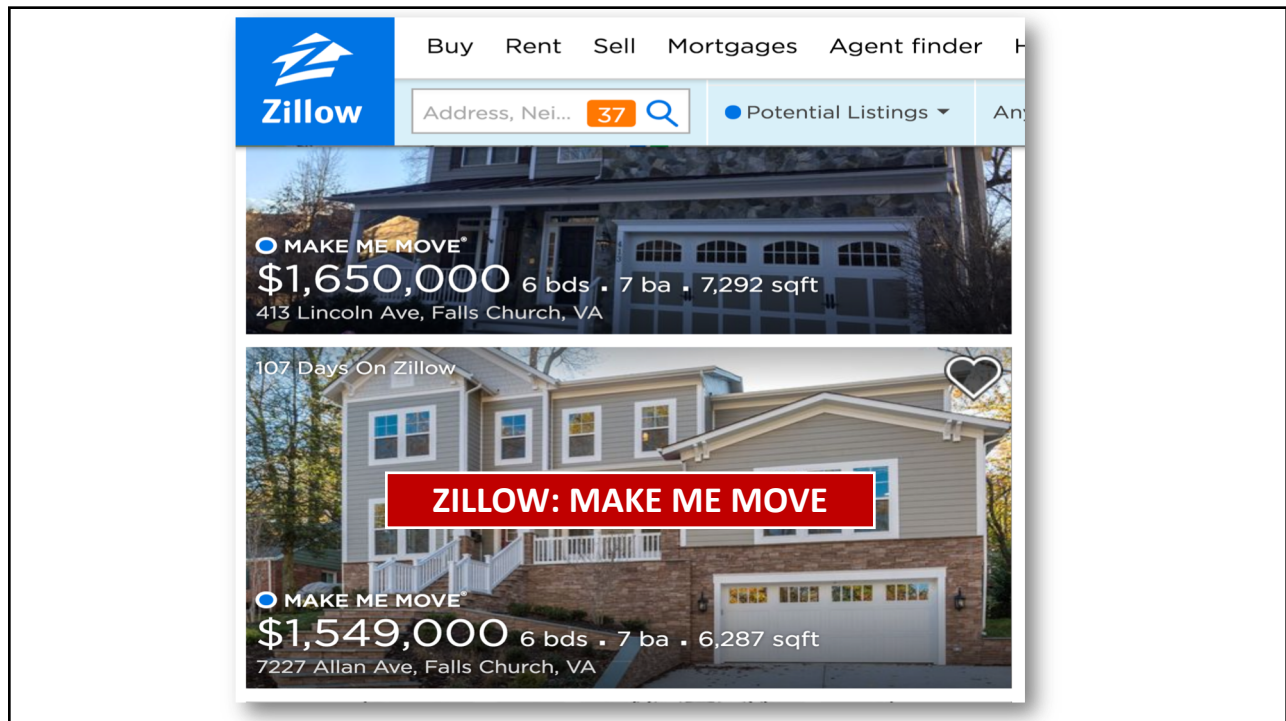
SELLER CONTACTS: NEIGHBOR SURVEY

EXCLUSIVE NEIGHBOR OPEN

CHARITY BAGS

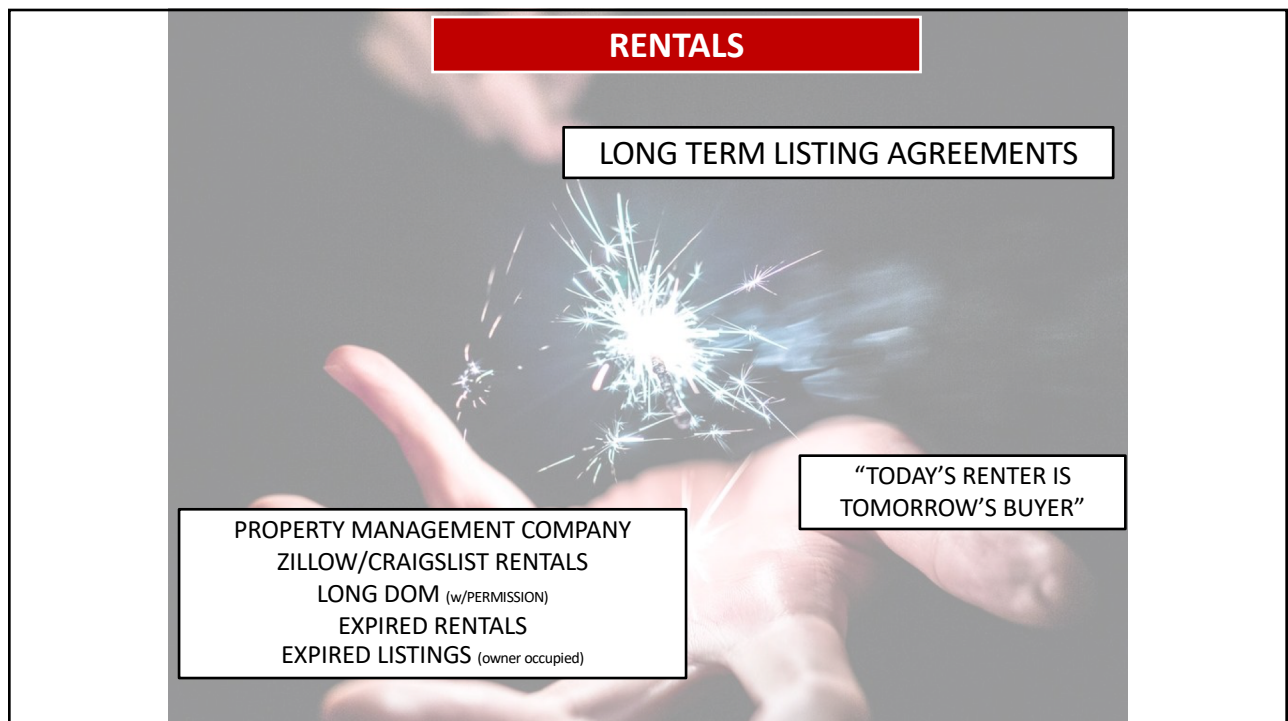
DOOR KNOCKS: 10-10-20

LIMITED TIME: 60-120 MINUTES
FIRST WEEKEND
SIGNIFICANT ADJUSTMENT





RENTALS: THE SLOW BURN



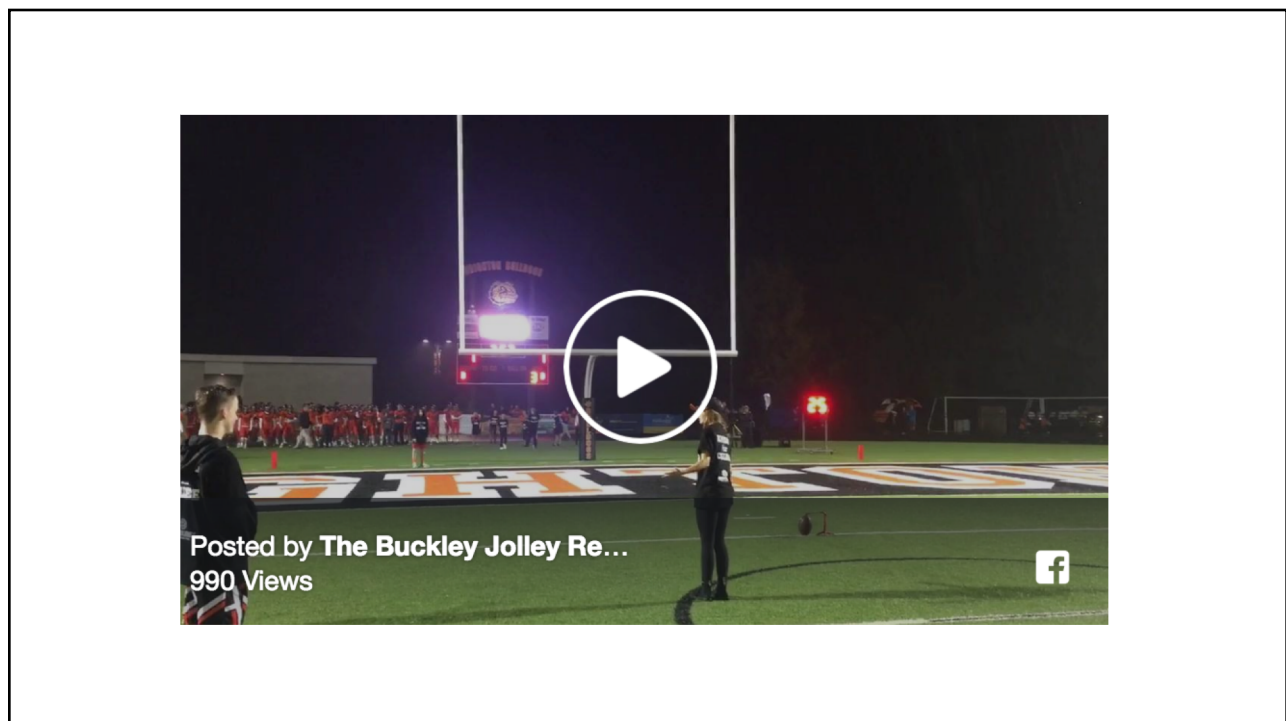
RENTALS

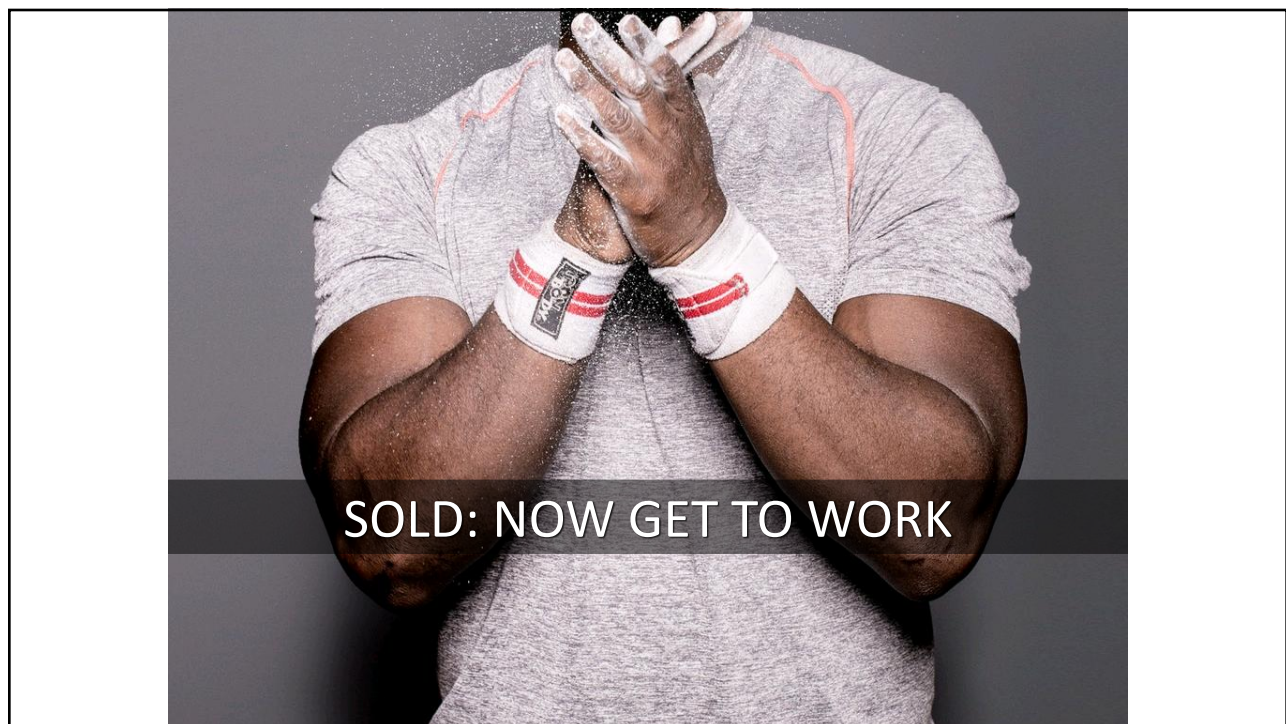
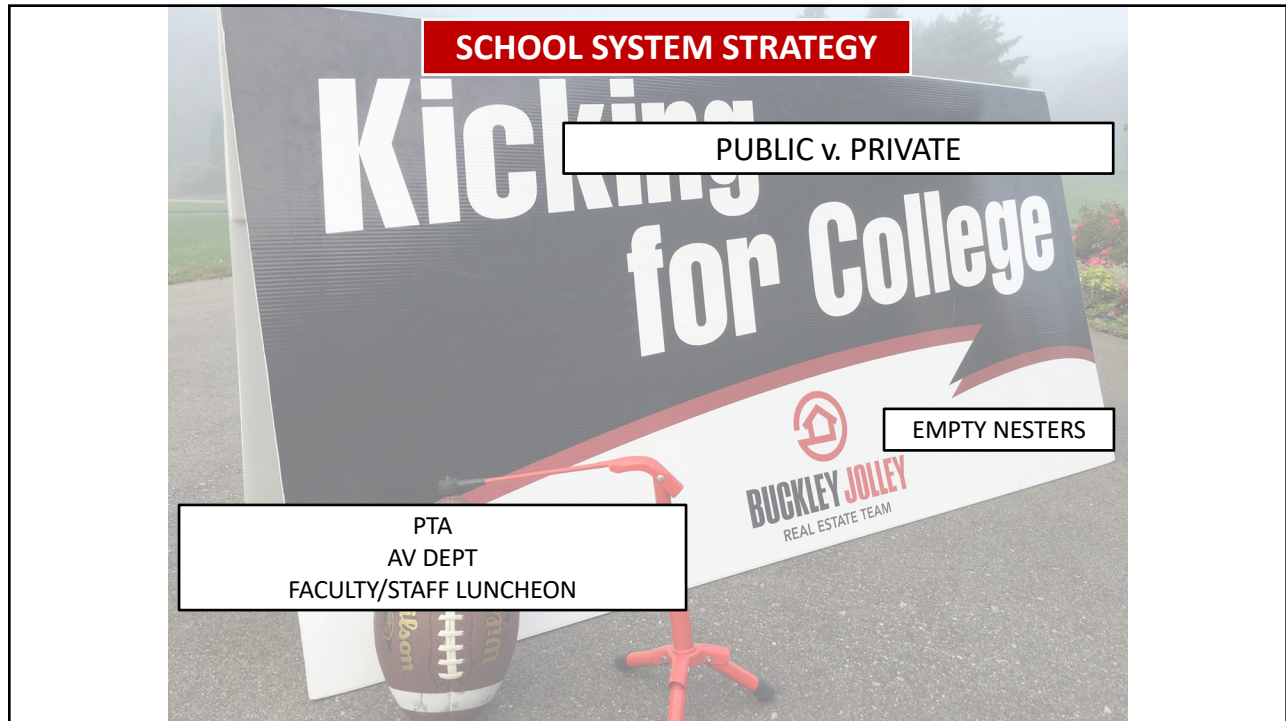
LONG TERM LISTING AGREEMENTS


PROPERTY MANAGEMENT COMPANY
ZILLOW/CRAIGSLIST RENTALS
LONG DOM (w/PERMISSION)
EXPIRED RENTALS
EXPIRED LISTINGS (owner occupied)

"TODAY'S RENTER IS
TOMORROW'S BUYER"









POST SALE STRATEGY

ANNIVERSARY CALLS
ANNIVERSARY CARDS

WEALTH PORTFOLIO MEETINGS
ANNUAL MEETING: CMA
OWNERSHIP REVIEW: 5-7 YEARS
AUTO SNAPSHOT MONTHLY/ANNUAL



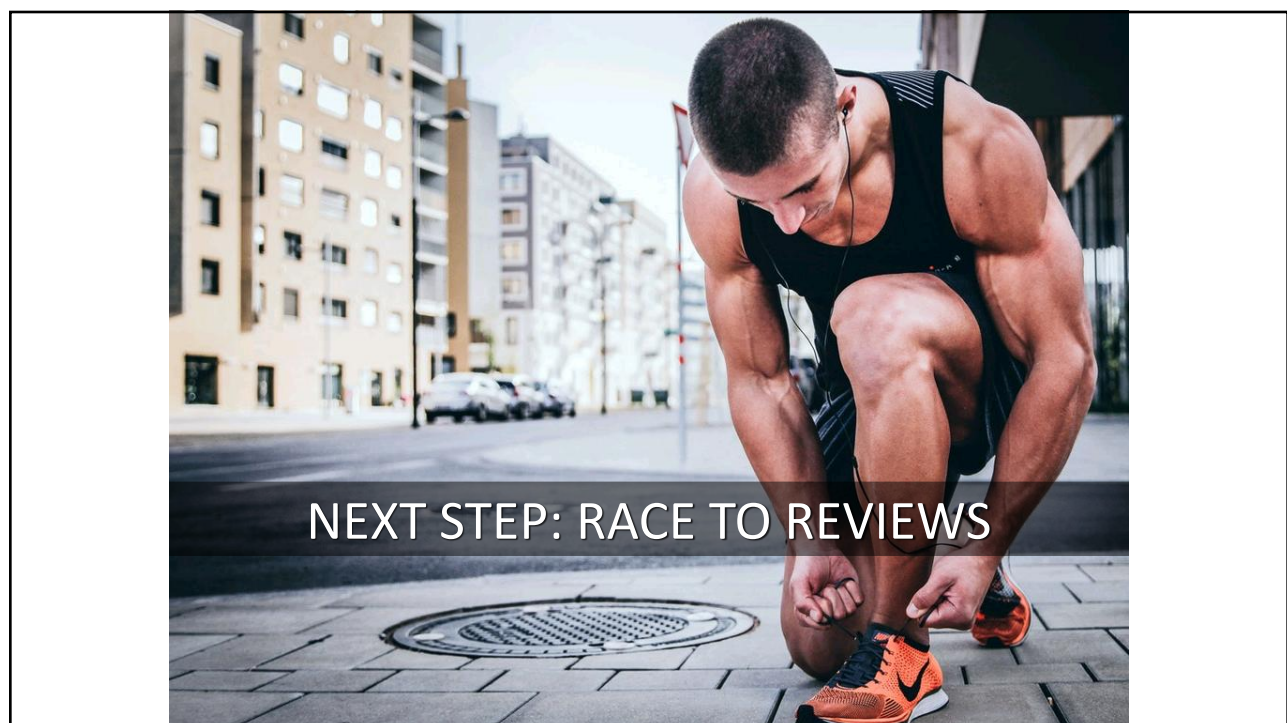
NETWORKING: DRESS FOR SUCCESS



NETWORKING STRATEGY

BUSINESS/VENDOR HAPPY HOUR
(MONTHLY)

MeetUPs (WEEKLY)
B2B: WELCOME PACKAGES
BUSINESS HIGHLIGHTS (BLOGGING/VIDEO)
CHARITY INVOLVEMENT



NEXT STEP: RACE TO REVIEWS



REVIEW STRATEGY: RACE TO 100

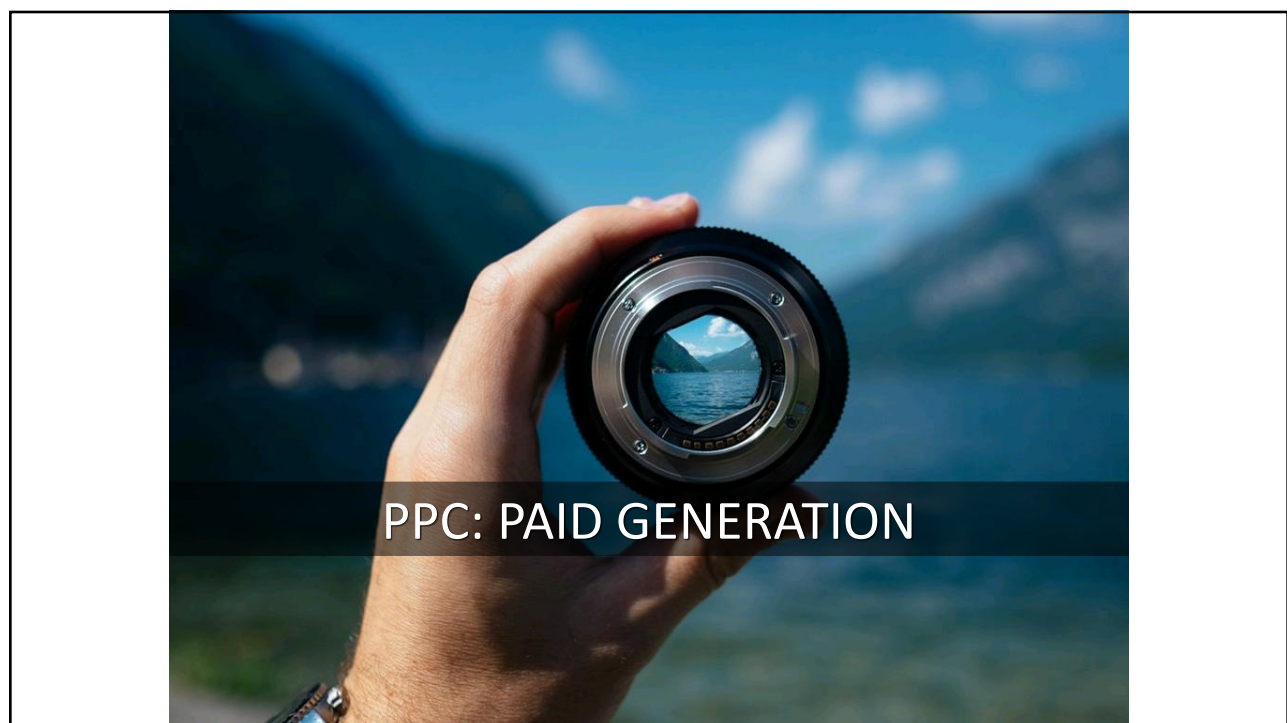
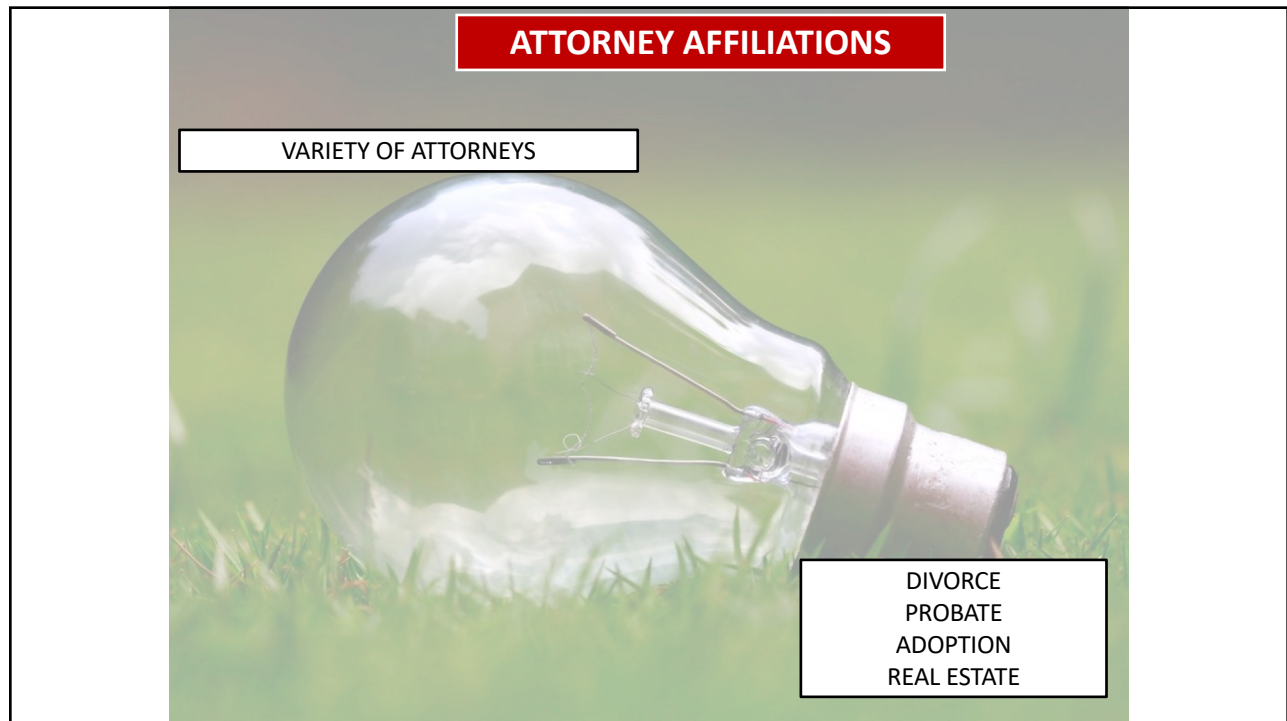
DEVELOP A REVIEW STRATEGY

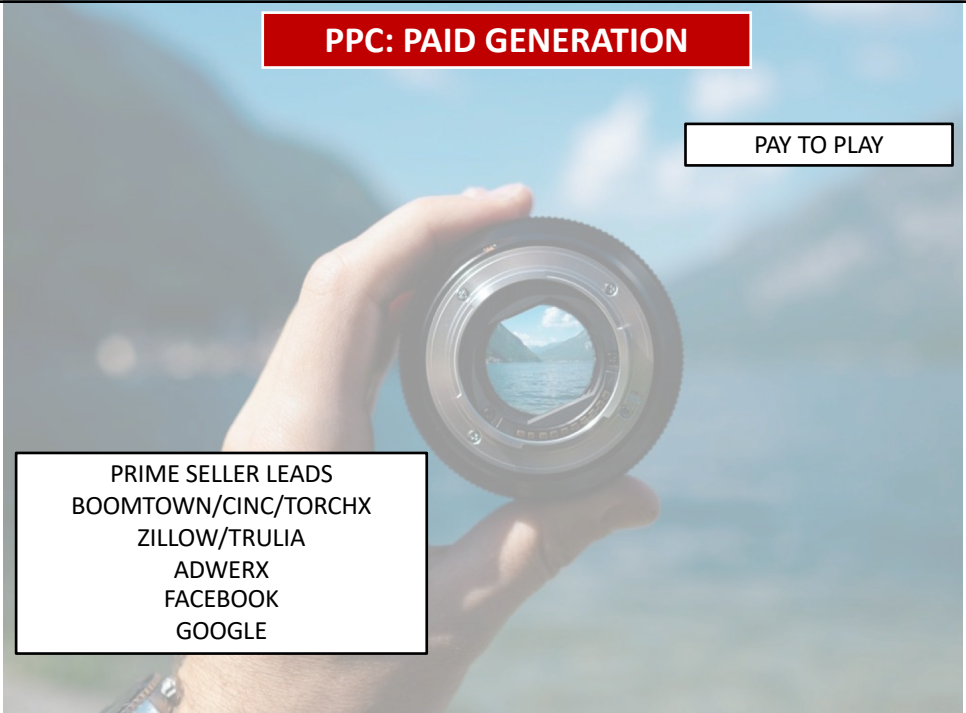
YELP
GOOGLE
FACEBOOK
*ZILLOW

TOUCHPOINTS:
RATIFICATION
INSPECTION
WEEK PRIOR TO SETTLEMENT
SETTLEMENT DAY
WEEK AFTER SETTLEMENT



ADDITIONAL ATTORNEY RESOURCES





PPC: PAID GENERATION

PAY TO PLAY

PRIME SELLER LEADS
BOOMTOWN/CINC/TORCHX
ZILLOW/TRULIA
ADWERX
FACEBOOK
GOOGLE



THE REFERRAL FLOW

BUSINESS CARDS

COMMUNITY MAILERS

NAME TAGS

CLIENT CONNECTION: TRUST, VALUE, PERMISSION

- Thank you for the **TRUST** you have shown in our Company over the years and recognizing the unique **VALUE** that we bring in Real Estate.
- In the future when someone asks about Real Estate we would love for you to connect us. Simply ask for their **PERMISSION** and copy us on a text or email with them!

REFERRAL AGENT CONNECTION



SOCIAL MEDIA

OUT OF AREA EDUCATION

VIDEO TEXT

CYCLE FOLLOW UP

1. BIRTHDAY
2. HOME ANNIVERSARY
3. CONTESTS/REGISTRATION
4. WEALTH PORTFOLIO
5. CHARITY



BECOMING THE SOURCE



ROLE

CARE/CONCERN

EXPERT

COACH

DREAM MANAGER

VIRTUAL SEMINARS

TRUST/WILL

VENDORS FOR BUSINESS

USE THE NEWS

This is the exclusive webinar we hosted for our Clients:



SUCCESSION

YOUR DESIRES



www.NellisGroup.com/ESTATE-SEMINAR

VIRTUAL SEMINARS

INSURANCE

INTERIOR DESIGN

INVESTING IN RE

Learn everything you need to know about the Insurance as it relates to real estate and personal property from a local D.C. Metro area expert, Brandon Wince! Sign up for our FREE Real Estate and Personal Property Insurance Seminar.



Virtually via ZOOM: January 26th,
7pm-8pm

[Sign Up](#)

SOURCE: CONNECTIONS

PAINTER

INTERIOR DESIGNER

HAIR STYLIST

GYM OWNERS

PLACES OF WORSHIP



ESTATE ATTORNEY

FINANCIAL ADVISOR

ACCOUNTANT

MECHANIC

CONTRACTOR



The Nellis Group Agent Zoning Map

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ALEXANDRIA CITY

FREDERICKSBURG

FAUQUIER COUNTY

STAFFORD COUNTY

EXTENDED VA