

SELLERS, REALTORS, BUYERS

REAL ESTATE *Expert Connect*

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Realtors

Sellers

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Legal Services

888-529-6632

News & Trends

Leverage a Competitive Team Advantage

UNIQUE SELLING POSITION - USP

A USP comes from having an edge over competition that pulls prospects toward you over others. Today, prospects demand better & more comprehensive representation.

How would you shape your business knowing you could **1/** target & vet prospects, **2/** provide specific messaging on topics that most interest them, AND **3/** provide legal and tax advice?

- Create YOUR USP « [SIGN-ME-UP](#) ».

ATTORNEY PARTICIPATION

What would it be like to have an independent, experienced, active, licensed Realtor®-Broker / Attorney working with you on select transactions – a professional who shares your goals?

- « [Is Real Estate a 'Team' Sport? You Decide](#) »

LEAD GENERATION

And, more than just an Attorney-Realtor® participating in the deal, how about access to customized leads generated from reliable sources – dynamic (*fresh every time generated*), vetted, and with detailed legal background information that makes negotiating more precise?

GROWTH | Volume & Market Penetration

With this USP / Competitive Advantage, your business will grow and revenues will increase while ensuring that clients are best-represented!

Printables



[SIGN ME UP - Summary Opportunity Bullet Points & Search Criteria for Leads](#)

Communicate with the Right Prospects...
... for the **right** reasons

... a **collaboration** proposal for
Realtors, CPAs, Financial Advisors & Others.

Wasting Monthly Advertising Budget?
Outdated / Dead-End Leads from Static Data Sources?

Our **SOLUTION** is Targeted, Customizable, **Dynamic**.
Build a Pipeline of Business with Focused Messaging.

MAKE MORE MONEY

More Than Just Leads
Legal, Tax, Practical Advice & Co-Brokerage Services
Uniquely qualified to collaborate with 25+ years real estate expertise and attorney licensure.
\$350,000,000 in Sales Representations Since 2009

PROBLEM OPPORTUNITY

888-529-6632

Lead Generation
Increase Business Volume
Expand Market Footprint
Competitive Advantage
& Power Partnering

Realtor-Broker Attorney
Serving Santa Barbara, Ventura, Los Angeles Counties
Contact me to discuss applications.

PAUL@STANSEN.COM
www.realestateexpertconnect.com
www.stansen.com

For more detailed information, please visit: <http://realestateexpertconnect.com/lead-generation/>



Make More Money Through Positive Messaging & Delivery of Superior Comprehensive



Let's Work Together to Achieve Your Goals!

Attorney-Realtor Collaboration – What it Means to You

With 30+ years legal, real estate, tax & marketing expertise, I help:

- Target right prospects for right reasons
- Create specific messaging
- Communicate through various media
- Background check participants
- Negotiate from position of power with Attorney-Broker partner
- Turn your business into a volume based one
- Increase market penetration
- Increase revenues
- Most of all, Sellers and Buyers benefit from legal and tax advice DURING the transaction!

[Call / Email](#) for more information and to schedule a meeting!

- Which messaging media works best (i.e., Social Media, websites, customized letters & postcards, door hangers, etc.) depends largely on the selected criteria and targeted prospects.



Paul E. Stansen

A Professional Law Corporation
Admitted in California & Colorado

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SIGN ME UP – ATTORNEY REALTOR COLLABORATION

PLEASE PROVIDE BASELINE INFORMATION – SEND HI-RES PHOTO OF SELF

DATE **2017 –**

YOUR NAME _____

YOUR ADDRESS _____

YOUR CITY ZIP _____

YOUR BRE LICENSE # _____

YOUR EMAIL ADDRESS _____

YOUR CELL PHONE # _____

YOUR WEBSITE / FACEBOOK _____

NAME OF BROKER _____

BROKER'S BRE LICENSE # _____

This information is needed to shape print and electronic media and to draft referral fee agreements.
Letters and Postcards are about \$90¢-\$1.05 EACH

YOUR UNIQUE SELLING POSITION – YOUR FOCUS AREAS

| COUNTY (CHECKMARK ONE) | Santa Barbara | Ventura | Los Angeles |
|--|--------------------------|-------------------------|-------------------|
| WHERE? NEIGHBORHOOD? | ZIP CODE | | TRACT # |
| CUSTOMIZE – DISCUSS Who do you want to reach? Tell me more about your goal. We will refine criteria. | | | |
| CATEGORIES CHECKMARK APPLICABLE ONES | NOD NEG Equity | Capital Gains | Divorce |
| | NOD POS Equity | High Equity | Bankruptcy |
| | Maturing HELOC | FMV ≥ \$1 MIL | Probate |
| | Investors | Owned 15+ Yrs | Death |

The idea here is to identify the target areas you want to pursue. From this information, we develop a unique selling position & focused messaging to the prospects you most want to cultivate. The more exacting we are, the more likely we are to reach out to the right prospects for the right reasons! Thanks!

COMPETITIVE TEAM ADVANTAGE

Leverage a competitive team advantage by accessing my **Attorney-Realtor License & Dynamic Lead Generation** that increases market share, client confidence & revenues!

This is a **volume business**.

- Collaboration is with local area Realtors
- I am active in SBC - VC - LAC
- I contribute my 30+ years expertise & resources
- Licensed as a Broker-Realtor® + Attorney (CA/CO)
- \$350 MIL in sales representation, most since 2008
- ALL kinds of sales: **TRADITIONAL & DISTRESSED**

Why this works.

UNIQUE SELLING POSITION

- COLLABORATION = COMPETITIVE ADVANTAGE
- Together, we provide comprehensive representation
- COMPLIMENTARY initial LEGAL / TAX review
- I define legal & other factual pivot points, conduct background checks, set go-forward strategies
- Once engaged there typically NO attorney fees
- My compensation comes from co-Brokering
- Nearly no other individuals in SoCal can approach business this way = your competitive advantage
- Clients want legal / tax advice during transaction
- Clients want best possible deal w/best protection

How is this approach different/unique?

- Broker / Attorney collaboration with REALTORS
- Gives Realtors competitive advantage
- Delivery of superior representation services
- Dynamic Lead Generation with background depth
- Messaging with a point / purpose
- Attorney licensure for elevated representation
- I am professionally prompt, diligent & precise
- **FACT-BASED, BUSINESS & SOLUTION DRIVEN**
- This is supplemental business to Realtor's existing book of business

CALL **888-529-6632**

EMAIL @ PAUL@STANSEN.COM

Let's discuss strategies to **1/** co-market, **2/** penetrate your chosen farm area with greater depth and/or **3/** work yourself into new neighborhoods dominated by other Realtors.

Paul E STANSEN

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<http://stansen.com>
<http://realestateexpertconnect.com>

SEARCH CRITERIA

LOCATION:

State: AZ CA NV OR WA
County
City
Zip
Street Name
APN
Subdivision
Tax Rate Area

PROPERTY DETAILS

Type SFR, Condo, Land, Commercial & more

Characteristics

Beds
Baths
SF
LOT Size SF / Acre
Units
Year Built
Age (Years)
Stories
Pool
HVAC

Ownership

Owner Name
Phone number
Primary Residence Yes/No?
Owner Occupied

Property Value

Est Value
Est Value PSF
Assessed Value \$\$
Rental Value

Current Equity

\$\$ or %
Total Loan Balance

Transfer Date

Purchase Amount RANGE \$\$
Down Payment

LISTED for SALE??

Yes / No??
Listing Type if Yes
List Price \$\$
Days on Market

Foreclosure

→ Yes / No??

NOD NTS REO
Foreclosing Position 1/2/3

LOANS

Number of Open Loans
First Lender NAME
First Loan Amount \$\$ / %% RANGE
First Loan Date
Second Lender NAME
Second Loan Amount \$\$ / %% RANGE
Second Loan Date