

SELLERS, REALTORS, BUYERS

**REAL ESTATE** *Expert Connect*

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888-529-6632

News &amp; 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Outdated / Dead-End Leads from Static Data Sources?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 2008

**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](http://www.realestateexpertconnect.com)  
[www.stansen.com](http://www.stansen.com)

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



[Make More Money Through Positive Messaging & Delivery](#)



*Let's Work Together to Achieve Your Goals!*

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## 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 social, print, & other 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.

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## 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](mailto: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

Realtor® **BROKER** | California BRE **00923138**  
**ATTORNEY** | California **165037** / Colorado **13821**  
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<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

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## Realtors

Communicate with the right prospects for the right reasons.



### Our Goal is to Help You Realize Yours.

I collaborate with Realtors to increase volume & financial productivity while best representing clients. How?

- I generate **VERY** specific & unique leads, and
- I provide legal / real estate / tax advice.

What will it be like to have a Realtor®-Broker/Attorney participating in every transaction?

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

### Why This Collaboration Works

- Shared Common Interests & Goals
- Networked & Networking
- We Possess Superior Marketing Skills
- Expert Negotiators
- 

- Sellers with Capital Gains concerns
- Sellers looking to right-size
- Homeowners with no mortgage
- Absentee owners
- Financially distressed homeowners
- Investors
- Fix & Flippers
- And MORE ..
- « [50+ Search Criteria](#) » »

Collaborating with an Attorney/Broker separates you from other Realtors.

Our team approach gives you access to my 30+ years expertise, coupled with unique lead generation skills that's aimed at conveying the right message to the right prospects.

- [Lead Generation](#) Database is Uniquely Precise
- We Provide Comprehensive Representation
- Increased Market Footprint

Result = **a competitive TEAM advantage** that clients benefit from too!

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## What Makes it Work?

- An **Competitive Team Advantage with an Attorney on every transaction**
- A **Unique Selling Position**
- **Frequent Communication** – by email, by phone, & in person
- **Specificity** – Criteria for lead generation is customized & specific
- **Action** – Diligent, purposeful, meaningful connection to prospect & follow up
- Quality / Specific [Lead Generation](#) Data
- Pipeline of Sustainable / [Profitable](#) Business
- Referrals from Qualified Clients
- New Ways to Distinguish Yourself
- Value-Added Services
- Clients Mitigate Liability Exposure through Legal / Tax Advice



*A Collaboration That Benefits All Participants*

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### Articles:

- [5 Signs You're Letting Fear Run Your Business](#)
- [Why the Traditional Brokerage Model is Obsolete](#)
- [When Someone Wants to 'Pick Your Brain'](#)

[Edit](#)