

Paul E Stansen

Realtor-Broker ▪ Real Estate Expertise ▪ Attorney

March 20, 2019

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

DATE / ADD MONTH & DAY **2019 –**

YOUR NAME

YOUR ADDRESS

YOUR CITY ZIP

YOUR DRE LICENSE #

YOUR EMAIL ADDRESS

YOUR CELL PHONE #

YOUR WEBSITE / FACEBOOK

NAME OF BROKER

BROKER'S DRE LICENSE #

This information is needed to shape print and electronic media and to draft referral fee agreements.
Letters Flyer Postcards are about \$0.80-\$1.20 EACH depending on quantity and materials used.

YOUR UNIQUE SELLING POSITION – YOUR FOCUS AREAS

COUNTY (CHECKMARK ONE)	<u> </u> Santa	<u> </u> Ventura	<u> </u> Los Angeles
	<u> </u> Barbara		
WHERE? ZIP CODES ▪ TRACTS	#s		
CUSTOMIZE – DISCUSS Who do you want to reach? Convey what message? We will refine criteria.			
CATEGORIES	NOD	Capital	Not Listed
<u> </u> CHECKMARK	<u> </u> -NEG Equity	<u> </u> Gains	<u> </u>
<u> </u> APPLICABLE	<u> </u> NOD	<u> </u> High	<u> </u> SFR / Condo
<u> </u> ONES	<u> </u> +POS Equity	<u> </u> Equity	
	<u> </u> Maturing	<u> </u> FMV ≥	<u> </u> Owner Occ
	<u> </u> HELOC	<u> </u> Owned ±	
	<u> </u> Boomer 50+	<u> </u> # of Years	<u> </u> Rentals

The idea here is to identify target areas 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!

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 & representations
- ALL types 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
- Power team play ▪ Our 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

Realtor® **BROKER** ▪ California DRE **00923138**

ATTORNEY ▪ California **165037** ▪ Colorado **13821**

<http://stansen.com>

<http://realestateexpertconnect.com>

SAMPLE SEARCH CRITERIA

LOCATION:

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

Contact Info ▪ Phone # Email
Primary Residence Yes/No?
Owner Occupied
Rental ▪ Tenant 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

SELLERS, REALTORS, BUYERS

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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
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- 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!

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

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](#)

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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](#)



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 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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