

DIAMOND

Realty Brokers

BECOMING AN ASSOCIATE



Dear Associates,

Thank you for your interest. I'm confident that our all in one digital ecosystem provides the best ease of use, popular integrations and most importantly scalability for a sustainable business.

Our tools and resources allow Associates to operate their business from anywhere.

Diamond Realty Brokers is more than a United States trademark but a brand that identifies with quality and high value.

Thank you for considering Diamond Realty Brokers. We look forward to sharing our brand with high value Associates.

Angel Knight

FOUNDER

LET'S CONNECT



404-937-6736



diamondrealtybrokers



diamondrealtybrokers



diamondrealtybrokers



DiamondRealtyBrokers.com

Diamond Realty Brokers ® Licensed in multiple states



OVER \$1 BILLION CLOSED

Mission Statement

Our mission is to provide high class service to clients who value a high level of expertise whether luxury, commercial or management.

We're committed to supporting Associates who align with our mission by providing those real estate entrepreneurs with enterprise solutions for a sustainable business in today's digital environment.

The name "Diamond" was chosen for its core strength even under extreme pressure while brilliantly becoming high quality & high value.

Angel Knight

FOUNDER



DIAMOND
Realty Brokers

Diamond Realty Brokers is a United States Trademark





DIAMOND
Realty Brokers

Di·a·mond | \ 'DĪ-(ə-)mənd

(as in brilliance, value, or fine quality)

THE BRAND

Diamond Realty Brokers is a United States Trademark



Presentations



CONTENTS

- INTRODUCTION
ABOUT US
- STATISTICS
COMPETITIVE MARKET ANALYSIS
- 10 STEPS TO SOLD
THE HOME SELLING PROCESS
- MARKETING PLAN
14 STEPS TO HIGH QUALITY PROSPECTS
- STRATEGIC PRICING
OUR PRICING STRATEGY
- OUR COMMITMENT
WHAT YOU CAN EXPECT
- NEXT STEPS
TASKS TO COMPLETE
- CHECKLIST

I know that selling your home is a big decision & trusting someone to help you with that process is not an easy task. While some can list your home, selling it for the highest & best value is a high level skill that I bring with over 20 years of experience. Our mission is to provide that skill with high class service to clients who value a high level of expertise. We'd love to hear all about what you love about your home & effectively communicate that to the marketplace.

Upon listing your home, we will talk in depth about all the details of your home and about how we strategically market your home. We'll also talk about what the market is doing in your area and how that coincides with pricing your home.

In the meantime, please look through this informative packet. I am confident you will feel that our strategic plan for selling your home will provide you the greatest possibility of selling your home for the highest price in the shortest period of time. Thank you for considering Diamond Realty Brokers. We look forward to listing the future sale of your home.

Angel Knight
REALTOR FOUNDER

LET'S CONNECT

📞 404-937-6736 | 🌐 diamondrealtybrokers.com | 📧 sk@angelknight.com | 📱 [diamondrealtybrokers](https://www.instagram.com/diamondrealtybrokers) | 📱 [diamondrealtybrokers](https://www.facebook.com/diamondrealtybrokers) | 📱 [diamondrealtybrokers](https://www.linkedin.com/company/diamondrealtybrokers) | 📱 [AngelKnight.com](https://www.youtube.com/channel/UC...)

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THE HOME SELLING process

INSPECTIONS

After you have accepted an offer, inspectors will come to your home to inspect the property. The buyer will pay for the inspection. You will get a report on the condition of the property. This report will be used by the buyer to decide if they want to buy the home. You may not be able to see the report until the closing. You may want to see the report before the closing. You may want to see the report before the closing. You may want to see the report before the closing.

TITLE & UTILITIES

The title company will make sure the title is clear. They will check the title records to make sure there are no liens or other claims on the property. They will also check the utility records to make sure there are no liens or other claims on the property. They will also check the utility records to make sure there are no liens or other claims on the property.

APPRAISAL

An appraiser will come to your home to appraise the property. The appraiser will look at the property and determine its value. The appraiser will also look at the market and determine the value of the property. The appraiser will also look at the market and determine the value of the property.

FINAL WALKTHROUGH

At the final walkthrough, the buyer will check the property to make sure it is in the condition they agreed to. The seller will also check the property to make sure it is in the condition they agreed to. The seller will also check the property to make sure it is in the condition they agreed to.

CLOSING

Closing is when the money is exchanged for the property. The buyer will pay the seller for the property. The seller will also pay the closing costs. The closing costs are the costs of the title insurance, the recording fees, and the other costs of the closing. The closing costs are the costs of the title insurance, the recording fees, and the other costs of the closing.

QUALITY photos & videos

3D Virtual Tour - 24/7 Open House

Visit DiamondRealtyBrokers.com/3D

Georgia Mansion

Explore 305 photos



Presentations

Seller's Questionnaire

SELLER'S DETAILS

PREFERRED SALE DATE? DESIRED SALE PRICE?

HOW MANY YEARS HAVE YOU LIVED AT YOUR HOME?

WHY DO YOU WANT TO MOVE?

ARE YOU CURRENT ON MORTGAGE PAYMENTS?

SELLER'S CONTACT INFO

ADDRESS

SELLER

PHONE

EMAIL

CO-SELLER

PHONE

EMAIL

HOUSE DETAILS

ANY OUTSTANDING PROPERTY TAX, IRS LIENS, HOA DUES OR AREAS OF CONCERN?

BEDROOMS

BATHROOMS

APPROXIMATE SQFT

CAR GARAGE

FINISHED BASEMENT?

UPGRADES SINCE PURCHASE



The first listing price can affect the entire outcome of your home sale

Pricing a home correctly is the number one factor in getting it sold in a timely fashion for the most money possible. Using a comparative market analysis (CMA) is the best tool for setting your price correctly the first time. Using this CMA, we will research sold properties in your area and determine the best listing price for your home. When a home is priced correctly, the first time it generally sells quickly as there are buyers who see it's value and jump at the chance to see it, hopefully creating a multiple offer situation. A home gets the most traffic when it is first listed so the first listing price is very crucial in capturing all those buyers attention.

The problem with listing too high

PROBLEM 1

Exclusion

Listing the value of your home inadvertently could exclude your property from online search results to those that would be able and willing to pay you the actual value for your home. As time goes by, all 5 visibility decrease for the most new listings to populate the market.

PROBLEM 2

Appear distressed

Due to a lack of interest you may have to later drop the price and now your house appears to be a distressed property.

PROBLEM 3

Appraisal

Even if you are successful in finding someone to pay more for your home, you still need to go through the appraisal process as your buyers get secure financing. If the appraisal comes back with a much lower figure, the buyers will have difficulty obtaining a loan because lenders won't pay over market price. That means you could fail through because your listing price was too high. Other Realtors will refrain from showing your home to buyers with for this reason.

determines the price of your home

•market condition
•comparative sold properties
•current inventory
•property features
•equipment
•location
•condition

Does NOT determine the price of your home

•what you paid for the home
•what online sites thinks it is worth
•what you need to make on the home

NOTE: Appraisers don't always come inside your property to provide their appraisal value to the buyer's lender.



Featured Gold Featured Gold



pre-listing CHECKLIST

INTERIOR

clean

- Dust Shelving & Wall Art
- Dust & Clean All Lighting
- Dust and Wash All Vent Covers & Air Returns
- Deep Clean Bathrooms & Kitchen
- Wash Refrigerator & Freezer Inside & Out
- Wash Oven & Range Hood
- Deep Clean Bathrooms & Kitchen
- Wash Refrigerator & Freezer Inside & Out
- Wash Oven & Range Hood
- Clean Kitchen Cabinets
- Clean Interior Doors
- Wash All Windows Inside & Out
- Wash Walls Wash Doorknobs
- Decutter & Clear kitchen countertops
- Magic Erase Baseboards

declutter

- Organize Pantry, Fridge & Freezer
- Drawers In Kitchen
- Playroom
- Bookcases
- Closets
- Storage Areas Furnace Room
- Linen Closet
- Surfaces, Counters, Dressers, Shelves
- Floor Space

tasks

- Replace Lightbulbs
- Replace Air Filters
- Remove Personal Portraits On Walls
- Hang Mirrors In Dark Corners or Long



Social Media

TEMPLATES

coming soon

123 MAIN ST ATLANTA, GA 30326

Angel Knight
404-555-1234
YOURWEBSITE.COM

let's chat

HERE FOR ALL YOU REAL ESTATE NEEDS

Angel Knight
404-555-1234
YOURWEBSITE.COM

new listing

123 MAIN ST ATLANTA, GA 30326

\$345,678

4 BEDS 3 BATHS 2,345 SQ. FT.

Angel Knight
404-555-1234
YOURWEBSITE.COM

DID YOU know?

50% OF BUYERS FIND THEIR NEW HOME ONLINE. (REALTOR)

YOURWEBSITE.COM

Angel Knight
404-555-1234



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Social Media

TEMPLATES



just hit the market



123 MAIN ST ATLANTA, GA 30326

\$645,678

4 BEDS 3 BATHS 2,745 SQ. FT.



100+ Social Media
Templates for
IG & Facebook



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Social Media

CALENDAR/CONTENT AUTOMATION

Seller TIPS

Make sure you're ready to let go before you put your house on the market. Selling your home may be emotional. But remember that this is a business deal and prepare yourself to hear buyer criticism and comments.

Seller TIPS

30% of home sellers say they wish they'd given themselves more time to get their house ready for the market. Lack of preparation often leads to low offers or more days on the market. The longer your home sits, the more buyers will start to wonder if something's wrong with it or why it hasn't sold. Take time to list your house and it will pay off in the end.

Instagram Post 1080 px × 1080 px



Created by DRB
Friday, Apr 30, 09:29 PM



Friday, Jun 4, 12:15 PM



Select a channel



Pages 1-10



Write a caption...

Instagram Post 1080 px × 1080 px



Created by DRB
Friday, Apr 30, 09:29 PM



Friday, Jun 4, 12:15 PM



Select a channel



Pages 1-10



Write a caption...

Schedule post



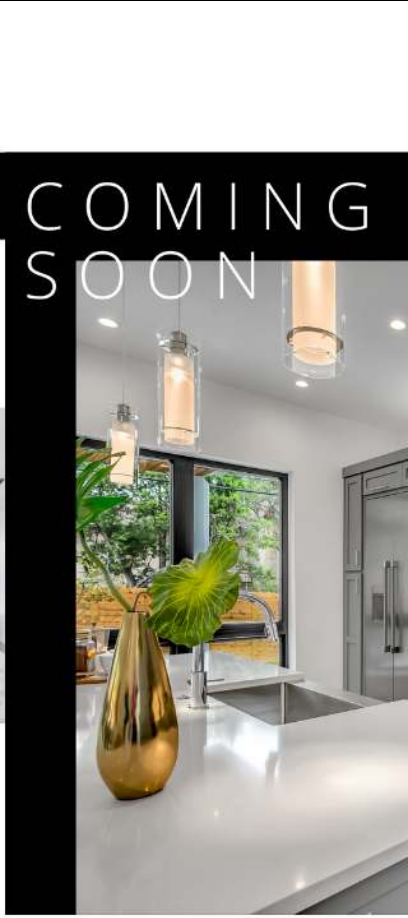
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Marketing



Market Update



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Luxury Presence



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[Sign Up](#)

[Log In](#)

Find my new home



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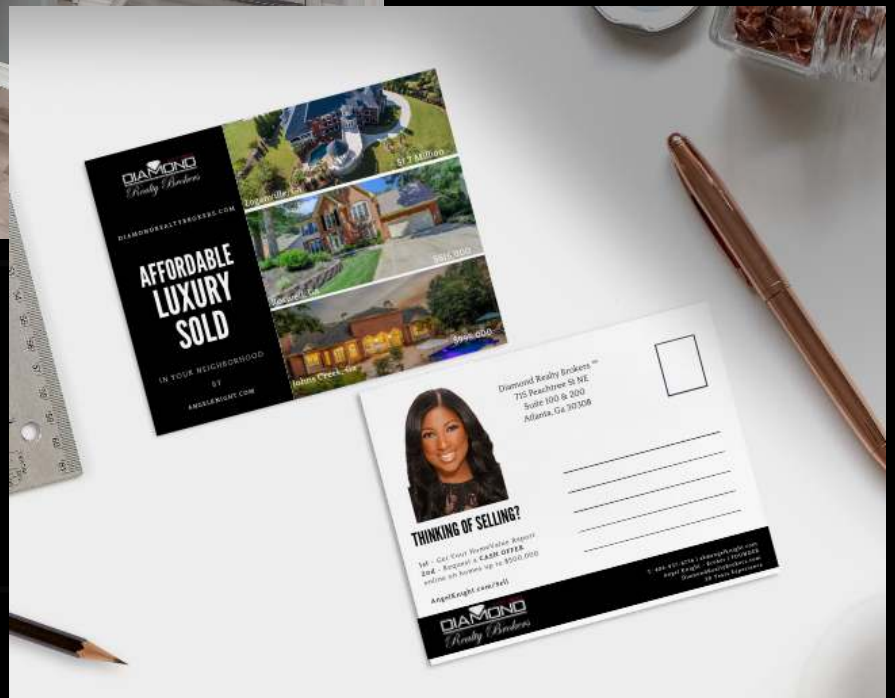
Free Website
with IDX



Post Cards



Just Listed
BY ANGEL KNIGHT




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Hubspot

Paid version of Hubspot

Client Management Suite
over a \$1,000 monthly value



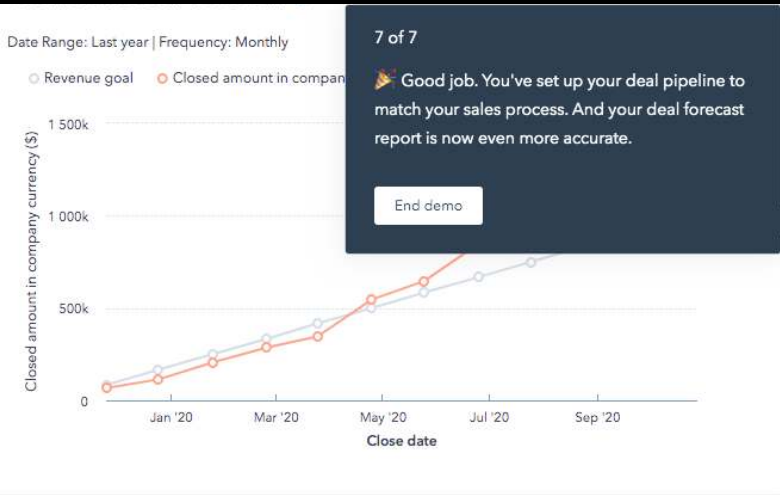
DIAMOND
Realty Brokers



Hubspot

Paid Version

PROSPECTING, CLIENT NURTURING, LEAD SCORING & MORE



DIAMOND
Realty Brokers



Back Office Support

TOOLS & RESOURCES

What Can I Help You With?



MLS/Education



Management



Business Development



Lead Generation



Branding



Marketing



Coaching & Training



Scripts & E-Books



DIAMOND
Realty Brokers

Contract, Broker & Legal support are
conducted from our Back Office



Contract Review

ONLINE

Status

Read


For Review


Read

In Progress


Completed

Submitted

 F201 - Purchase and Sale Agreement

 F404 - Conventional Loan Contingency Exhibit

Signature Change(s)

 F601 - Sale or Lease of Buyer's Property Contingency Exhibit

Signature Change(s)

 WD - 230 Willow Brook Dr..pdf

Signature Change(s)

 CAD - 230 Willow Brook Dr..pdf

Signature Change(s)

 SPDS - 230 Willow Brook Dr..pdf

Signature Change(s)

 Preapproval.docx (2)





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Di·a·mond | \ 'Dī-(ə-)mənd

(as in brilliance, value, or fine quality)

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BECOMING



Becoming an Associate

Getting Started

Mission Statement - to provide real estate entrepreneurs with enterprise solutions for a sustainable business in today's digital environment.

Founded in 2005, Diamond Realty Brokers has managed multi family portfolios throughout the southeast. As our portfolio grew more & more, Associates inquired about joining the Firm to sell homes.

Our target Associates are full time luxury, affordable luxury and commercial Associates determined to grow their own real estate business and align with the Diamond Realty Brokers brand.

Setting Up

I.

Setting Up

Our proprietary Back Office provides options from transaction management to lead resources and continuing education. We are a 100% paperless real estate tech company. Joining the Firm, Contract & Broker support are initiated & completed online.

II.

Back Office

Various tools & resources can be found in our back office. In addition to a library of resources, from Marketing, Branding, Coaching, Lead Generation etc..., the back office outlines policies, procedures and over all work flow.

III.

Hubspot (paid version)

Hubspot is a scalable marketing and sales end to end solution that allows Associates to not only manage transactions but nurture prospects longterm. Easily use pre existing scripts & templates for recurring communication such as new client onboarding, lender or home inspection recommendations & more.

Sponsored Training

Online & In Class

- Transaction Desk
- Contract Classes
- Remine Pro
- Online Tutorials
- NAR local and state in class CE

Commitment

Value

- Marketing Automation
- Sales Automation
- Lead Generation
- Luxury & Commercial
- Broker, Legal & Contract Support



Profit Sharing

Agent Referral Income

[Home](#) [Stats](#) [Payment History](#) [Account](#) [Logout](#)

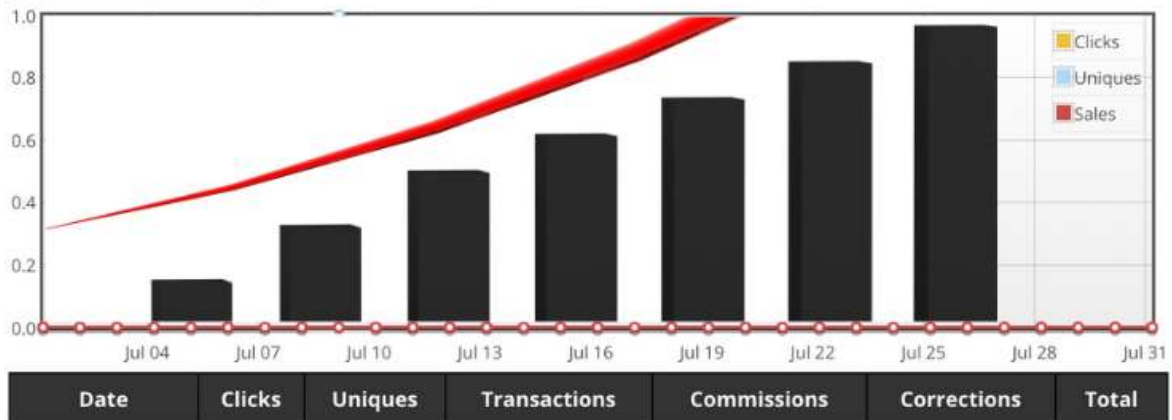
My Affiliate link:



My Stats

Select the period you want to view:

July 01-31, 2020 



AUTOMATED REFERRAL INCOME & PROFIT SHARING



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Realty Brokers



Planner

Real State Planner **LEAD TRACKER** Date: _____

HOME YEARLY MONTHLY WEEKLY DAILY

AFFIRMATIONS

1. _____
2. _____
3. _____

TODAYS TOP 5 TARGETS **TODAY'S GRATITUDE**

| | | |
|--|--------------------------|--|
| | <input type="checkbox"/> | |
| | <input type="checkbox"/> | |
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CALLS TO MAKE **APPOINTMENTS**

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| | <input type="checkbox"/> | |
| | <input type="checkbox"/> | |
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EMAILS TO SEND **SOCIAL MEDIA**

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NOTES **MEETINGS**

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|--|--------------------------|--|
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CONTACT INFO

Address: _____
City: _____ Work: Home:
Email: _____
Phone: _____
Kids: _____
Birth date: _____
Product Interest: _____
Source: _____

Social Media

Followed on Facebook: Followed on Twitter: Connected on LinkedIn:
Followed on Instagram: Followed on Pinterest: Subscribed on YouTube:

Followup Contacts

| | | | | |
|---|--------------------------------|---------------------------------|--------------------------------|--|
| ★ | Call: <input type="checkbox"/> | Email: <input type="checkbox"/> | Text: <input type="checkbox"/> | Social media: <input type="checkbox"/> |
| ★ | Call: <input type="checkbox"/> | Email: <input type="checkbox"/> | Text: <input type="checkbox"/> | Social media: <input type="checkbox"/> |
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Notes

REAL ESTATE
STOCKS
BUSINESS
FINANCE
SOCIAL
LIFESTYLE
NOTES



DIAMOND
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OUR COMMITMENT





what to expect

INTEGRITY & EXCELLENCE
HIGHEST & BEST VALUE
ENTERPRISE SOLUTIONS
20+ YEARS EXPERIENCE

Angel Knight



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DIAMONDREALTYBROKERS.COM

Join

Streamline & Automate
Lead Generation

APPLY ONLINE - DRBAGENT.COM/JOIN



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Welcome



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