

YOU DID NOT
WAKE UP
TODAY
TO BE
MEDIOCRE



BERKSHIRE HATHAWAY
HomeServices
Florida Properties Group



Welcome

Locating and Targeting Absentee Owners to Win Listings!



Absentee Owners

- **Who are they?**

1. An Owner that owns property in Florida and does not Live in that property.
2. They May Live in the Same City, State or Outside of Florida
3. They May Own as a 2nd Home or have the Property Rented out.



Absentee Owners

How we will obtain Listings by Targeting Absentee Owners

1. Use REMINE to Locate the Absentee Owner and their Contact Information.
2. Use Letters to Mail to the Owners every 2 weeks for 6 weeks. (A Total of 3 Letters)
3. Use Remine & FastPeopleSearch.com to Text and Call the Owners to further develop the Relationship, Resulting in a New Listing For YOU!



Absentee Owners

Get Ready.....Here's What you will need

1. Boxes of Envelopes..(Walmart, Amazon..Etc..)
If Mailing to 100 Properties, you will need 300 envelopes
2. Books of Stamps
3. Letter Head Ready, in Word Doc Form
2. Plenty of Business Cards



Absentee Owners

Our Objective

To Create Listing opportunities that
Lead to Listing Appointments and
New Listings for YOU!



REMINE

- Step 1- Locate, Target and Save your Absentee Owner List using REMINE.
- The Next Slides will Provide you step by Step instructions on How to Create and Save your List.
- You will only need to complete this First step **1 time.**
- After you Save your List you will refer to it for the next 6 weeks.
- *** Instructions For REMINE can be found on
- CAB Corner> Help Site> Search word REMINE ***

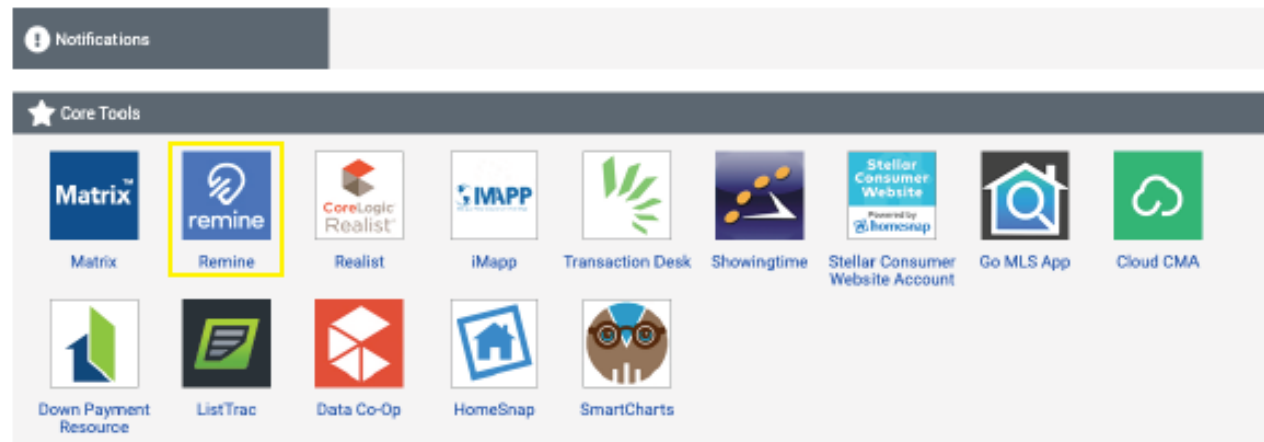


How to Find Them

Step 1: Log into Stellar MLS- Click **REMINE**

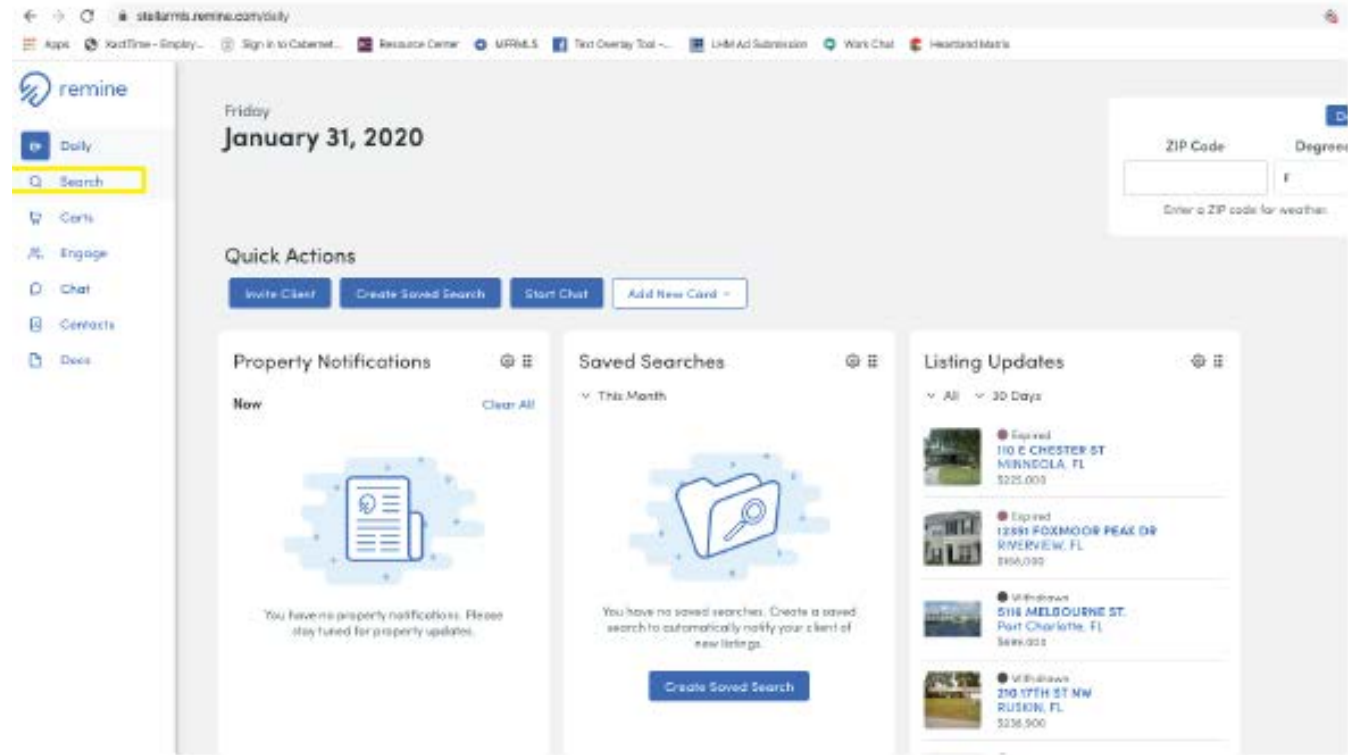
Welcome to Stellar MLS!

From easy to use technology, to accurate data, to massive exposure, we are helping you make the most of your listings!



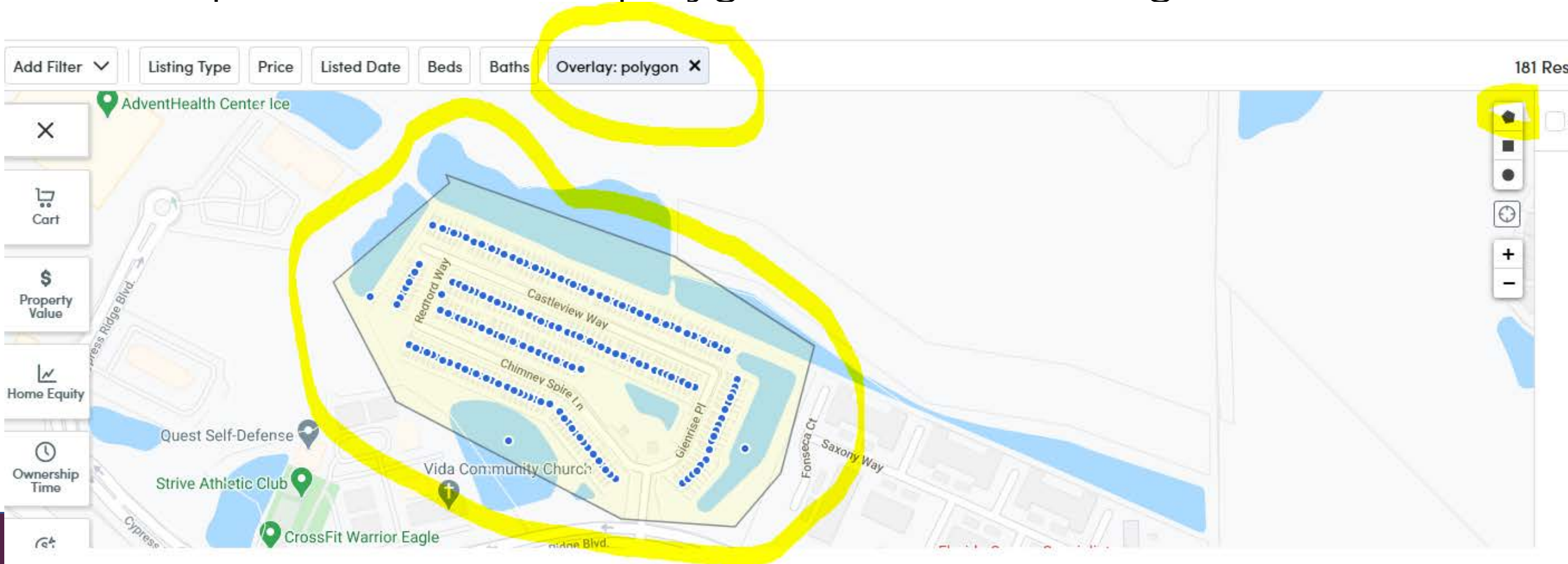
How to Find Them

Step 2: Click **Search** on the Left Hand Side of the Screen



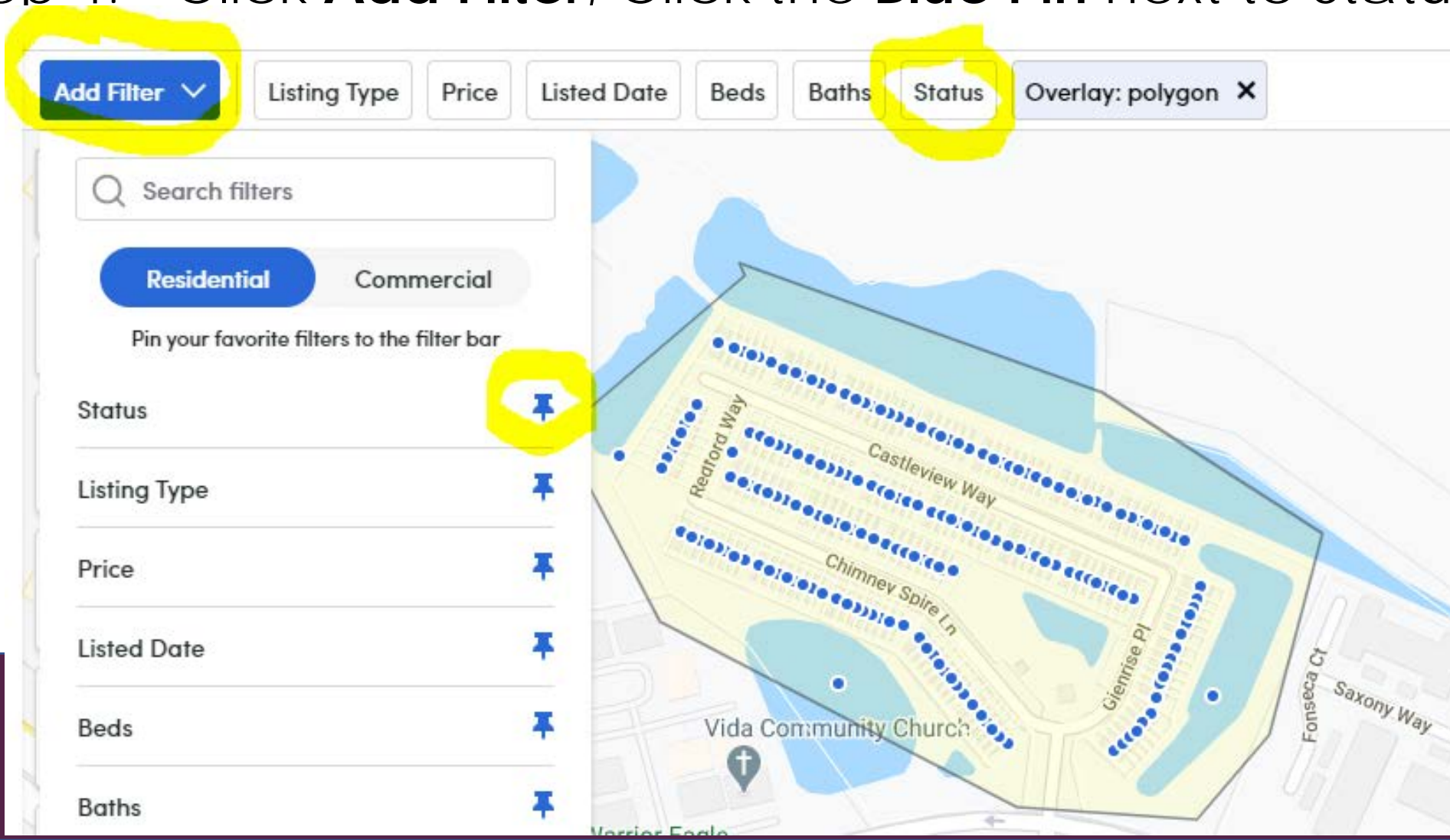
How to Find Them

Step 4: - **ZOOM** Draw polygon around the Neighborhood



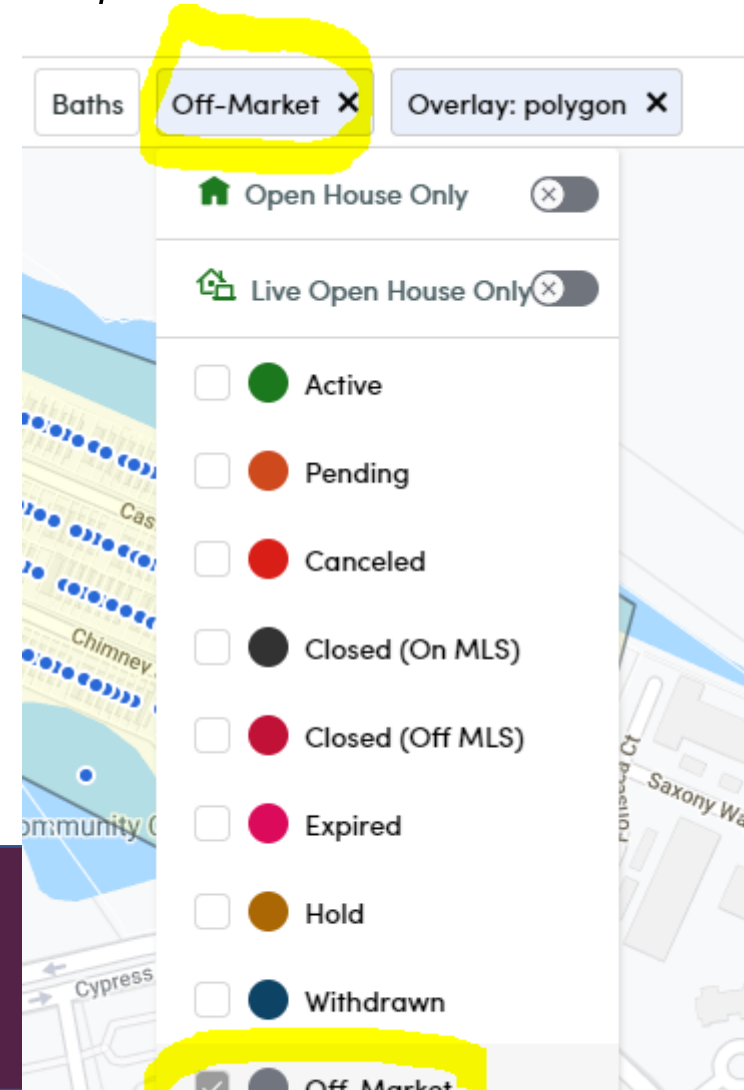
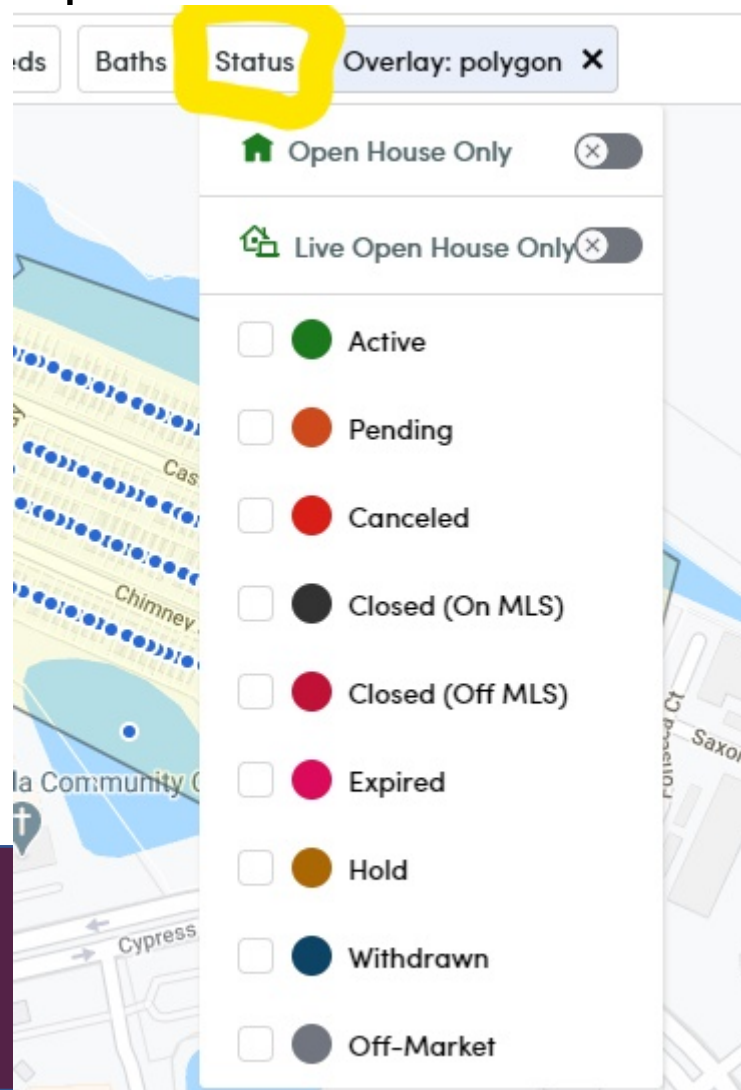
How to Find Them

Step 4: - Click **Add Filter**, Click the **Blue Pin** next to Status



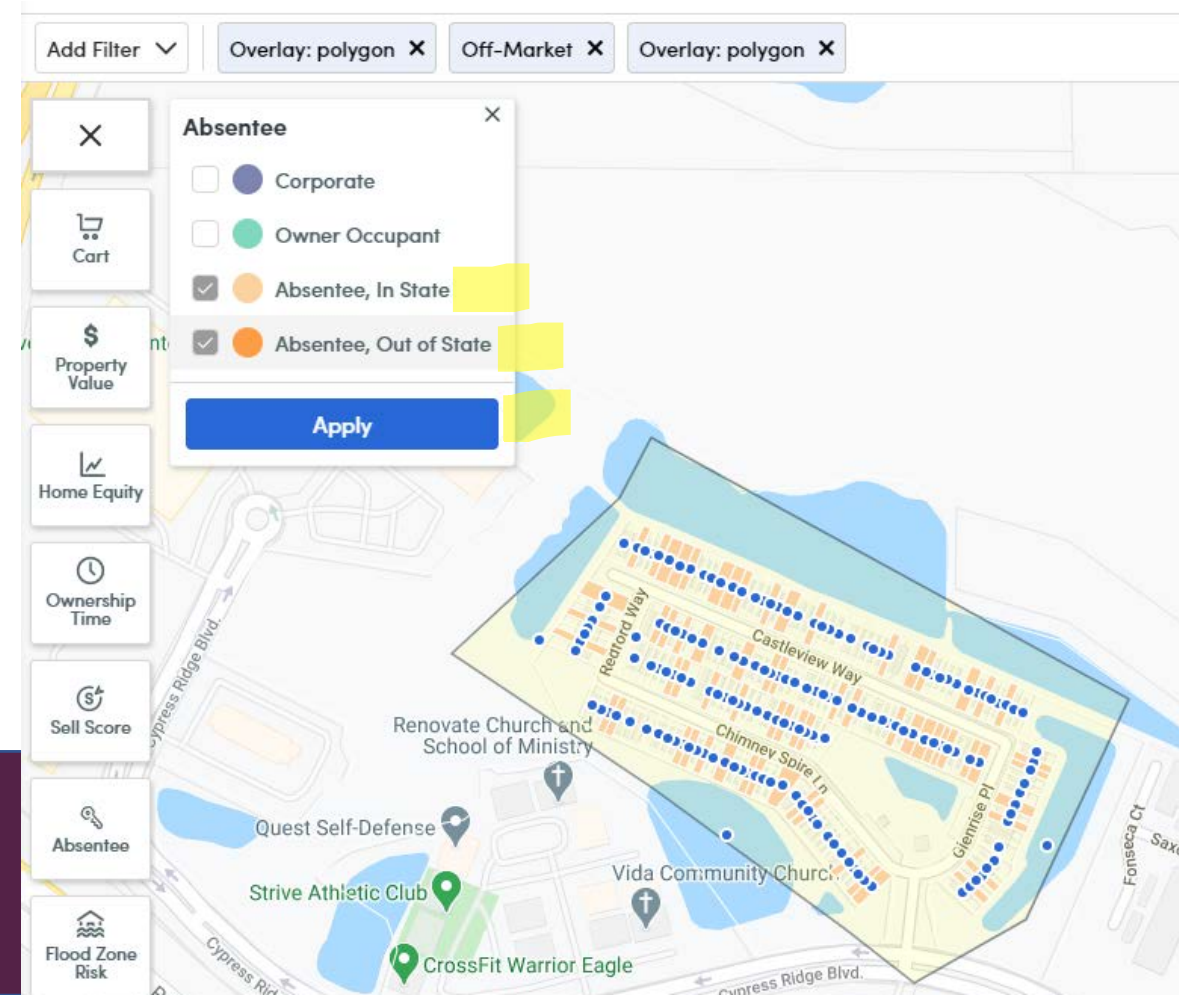
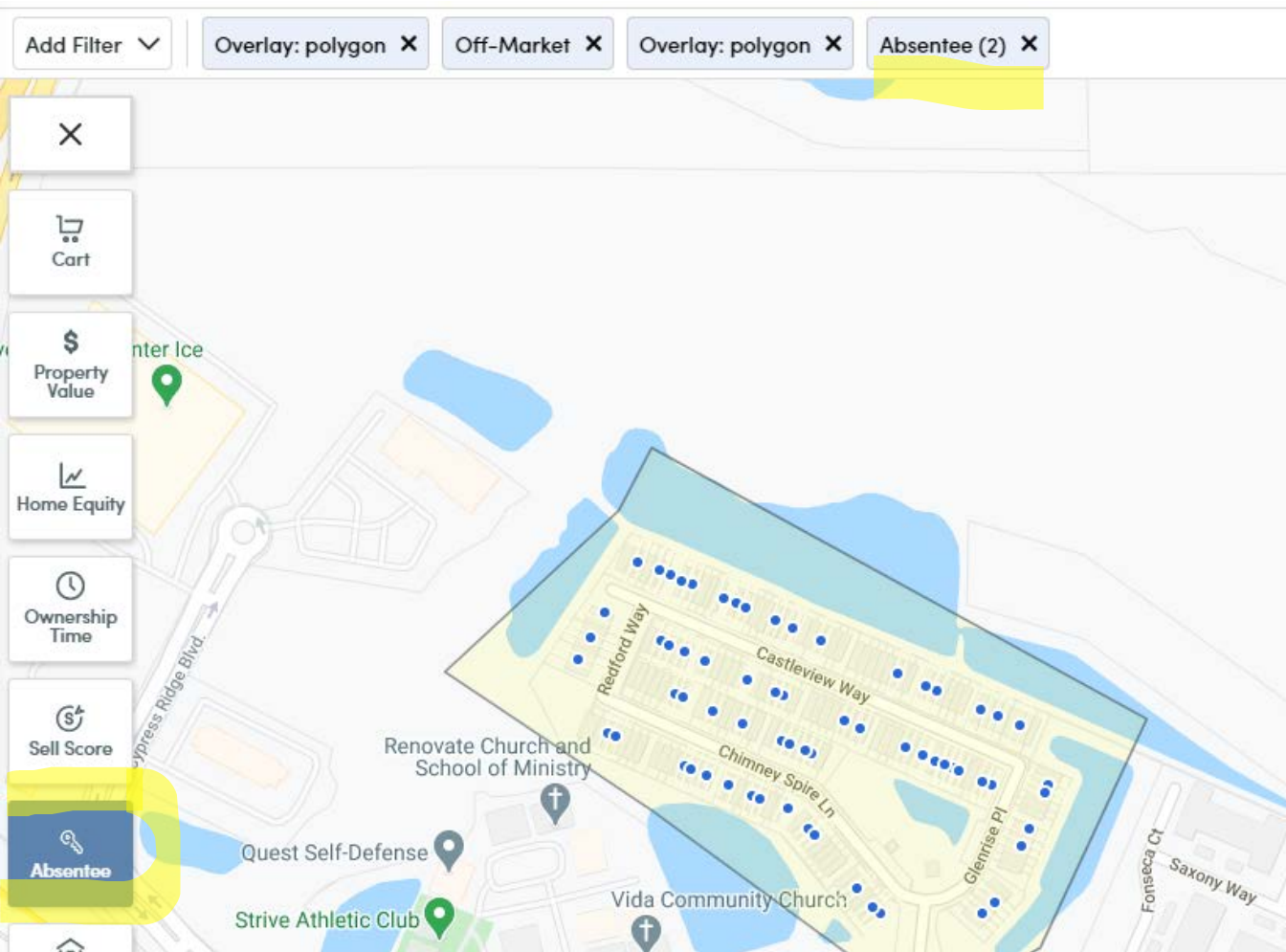
How to Find Them

Step 5: - Click **Status**- Drop Box opens, Click **Off Market**



How to Find Them

Step 5: - Click **Absentee**- Drop Box opens, Click **In State** and **Out of State**



How to Find Them

Step 6: - Right Side of the Screen> Click **Select All**, Then Click **CART** in the Top Right

The screenshot displays a real estate search interface. At the top, there is a search bar with the placeholder text "Addresses, Cities, Zip Codes, Neighborhoods, MLS Region," and a "Nationwide Search" checkbox. To the right of the search bar are links for "Advanced", "Save Search", and "Cart". Below the search bar, there is a row of filter buttons: "Add Filter", "Overlay: polygon", "Off-Market", "Overlay: polygon", and "Absentee (2)". On the right side of the filter row, it says "65 Results", "Clear All Filters", and "Map List".

On the left side of the map, there is a vertical sidebar with icons for "Cart", "Property Value", "Home Equity", "Ownership Time", "Sell Score", and "Absentee".

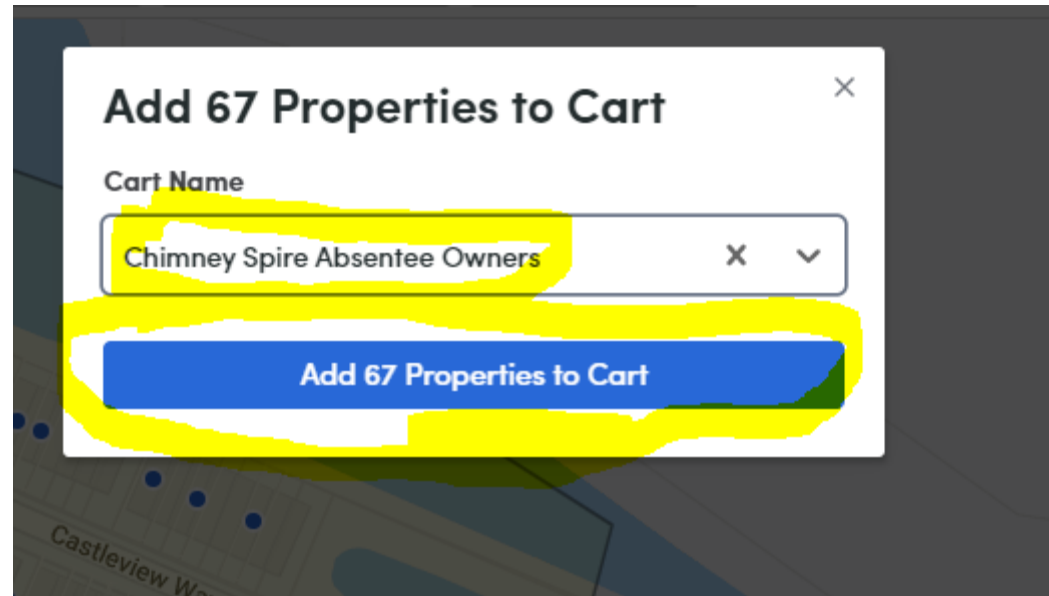
The map shows a residential area with a yellow polygon highlighting a specific neighborhood. The polygon is labeled with street names: "Redford Way", "Castleview Way", "Chimney Spire Ln", and "Glenrise Pl". Other nearby streets include "Fonseca Ct" and "Saxony Way". Landmarks like "Renovate Church and School of Ministry", "Quest Self-Defense", "Strive Athletic Club", and "Vida Community Church" are also visible.

On the right side of the map, there is a vertical toolbar with icons for "Select All", "Map", "List", and "Sort By". The "Select All" button is highlighted with a yellow box.

Below the map, there is a list of properties. The first property is highlighted with a yellow box and has a "65 Selected" label. It is an "Off-Market" property with a price of "\$204,915" and an estimated equity of "\$205k". It has "2.5 Baths" and "1,588 SF". The address is "26536 CASTLEVIEW WAY, WESLE..." and the owners are "WU CHAO HANG". The second property is also an "Off-Market" property with a price of "\$200,400" and an estimated equity of "\$93k". It has "2.5 Baths" and "1,545 SF".

How to Find Them

Step 7: -**Name Your Cart**, then **Click Blue Bar**



How to Find Them

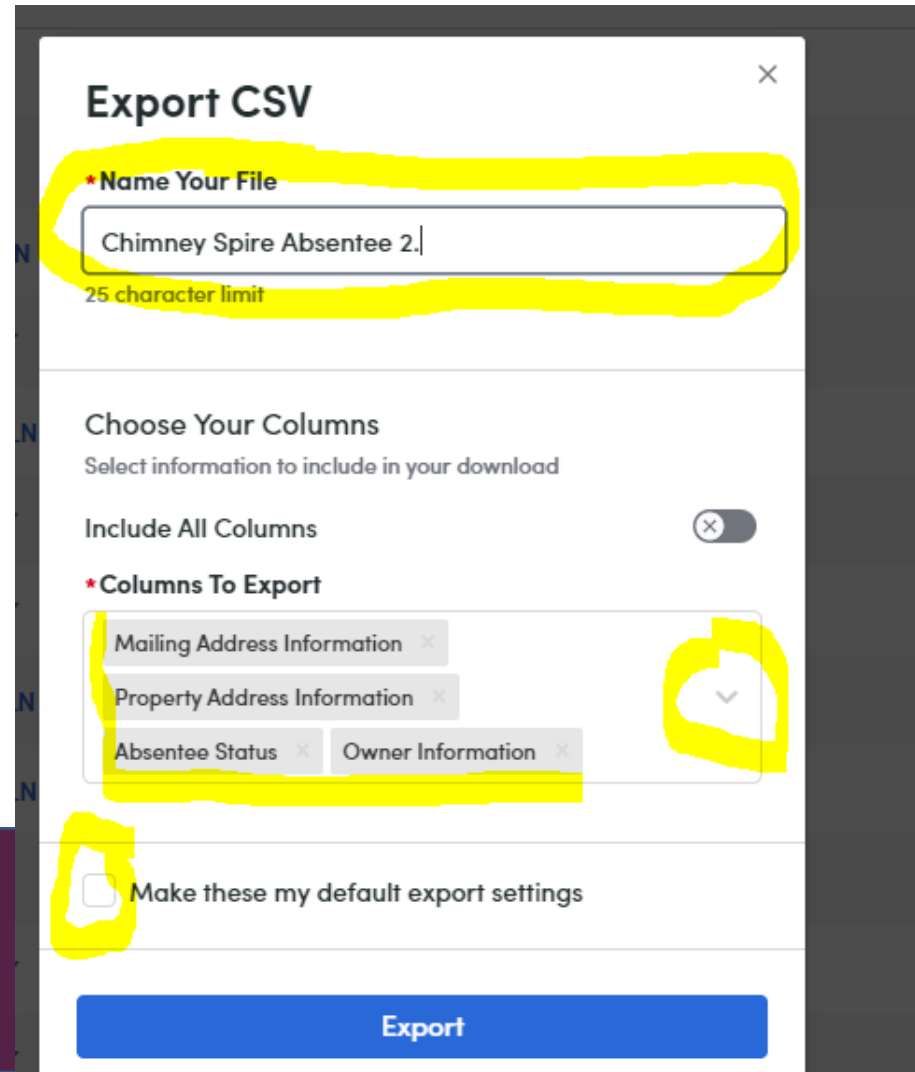
Step 9: - Click **CART**, Then Click on the **Name of the Cart** you Created, Check the **Top Box to Select All** then Click **Export**

The screenshot shows a software interface with a sidebar on the left containing navigation options: Daily, Search, Saved Searches, **Carts** (highlighted), Engage, Chat, and Contacts. Below these is a 'REMIANE APPS' section and a 'Docs' link. The main content area is divided into two panels. The left panel, titled 'All Carts', lists several cart entries: 'Chimney Spire Absentee...' (highlighted), 'Chimney Spire 2', 'Chimney Spire Test', '2nd Test', 'Test Absentee Townhomes', 'Absentee Owners Cross ...', 'Farm area', and 'Huts rn 50k Eq'. The right panel displays a table with 67 properties. At the top of this panel, the text '67 Properties' is followed by an 'Export' button (highlighted), a 'Send Mailers' button, and a 'More' link. The table has columns for 'NOTES', 'ADDRESS', and 'CITY'. The first row of the table has a checked selection checkbox (highlighted) in the 'NOTES' column. Subsequent rows show addresses like '2621 REDFORD WAY' and '26618 CHIMNEY SPIRE LN'.

NOTES	ADDRESS	CITY
<input checked="" type="checkbox"/>		
+	2621 REDFORD WAY	WESLEY CH...
+	26618 CHIMNEY SPIRE LN	WESLEY CH...
+	26528 CASTLEVIEW WAY	WESLEY CH...
+	26609 CHIMNEY SPIRE LN	WESLEY CH...
+	26539 CASTLEVIEW WAY	WESLEY CH...
+	26634 CASTLEVIEW WAY	WESLEY CH...

How to Find Them

Step 10: **Name Your File, Choose Your Columns, Export.**



The screenshot shows a 'Export CSV' dialog box with the following elements:

- Export CSV** (Title bar with a close button)
- *Name Your File** (Section header)
- (Text input field)
- 25 character limit (Text below the input field)
- Choose Your Columns** (Section header)
- Select information to include in your download (Text below the section header)
- Include All Columns (Text with a toggle switch)
- *Columns To Export** (Section header)
- Mailing Address Information (Tag with close button)
- Property Address Information (Tag with close button)
- Absentee Status (Tag with close button)
- Owner Information (Tag with close button)
- Make these my default export settings (Text with a checkbox)
- Export** (Blue button)

Yellow annotations highlight the 'Name Your File' section, the 'Columns To Export' section, the 'Make these my default export settings' checkbox, and a dropdown arrow.

How to Find Them

Step 11: Takes a Couple of Mins for results to Download, A Pop Up will appear at the top of the page. Click **Download**. Now you have your Saved List you will mail to for the **Next 6 Weeks**.

TIP: You will Need to Clean up the Excel Spreadsheet to make it easier to read

CSV Download "Chimney_Spire_Absentee_2." is ready

Download



Week 1-2 Letter 1 On Letterhead with your email Signature

Dear [CONTACT NAME],

I was wondering if you'd be open to a conversation about the property you own in [MARKET / NEIGHBORHOOD NAME / or "at 123 Main St."].

I think you might be interested to learn how changes have impacted your property values.

I have attached a Report for your review showing the Significant Increase in the Average Sales Price and showing the Extreme Decline in Inventory (The Number of Homes for Sale.)

If you've been thinking about the possibility of turning your real estate investment into something more liquid, or feel now might be the right time to cash in on your equity, I would be happy to help.

You may visit my website for an estimate of your Home's Value at:

<https://vdauidson.bhhsfloridaproperties.com> Just click "What is My Home Worth."

Contact me if you would like to discuss your plans in terms of holding or potentially Selling your property?

Call, Text or email me to discuss.



Week 3 Market Stats

- Visit www.FloridaRealtors.org
- Log In (You may need to Request your Log in Credentials)
- Include the Next Market Stats Slides by County with your Letter 1
- These Stats are Powerful and show you know your Market!



Pasco County Market Update





FloridaRealtors®

Months of Inventory: -71.4% ↓
Average Sales Price: 25.1% ↑
List Price vs Sell Price : 100% ↑
Average Days to Contract: -74% ↓

Year Over
Year
Comparison
2020 vs 2021



Hillsborough County Market Update

Months of Inventory: -66.7% 
Average Sales Price: 25.1% 
List Price vs Sell Price : 100% 
Average Days to Contract: -70% 

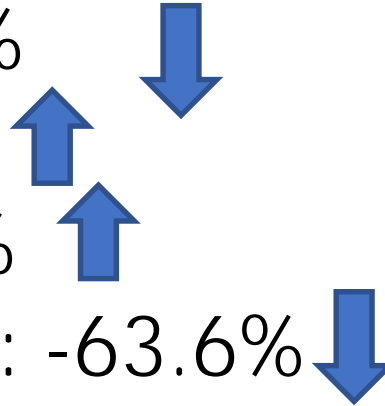
**Year Over
Year
Comparison
2020 vs 2021**



Pinellas County Market Update

FloridaRealtors®

Months of Inventory: -61.9%
Average Sales Price: 30.1%
List Price vs Sell Price : 100%
Average Days to Contract: -63.6%



**Year Over
Year
Comparison
2020 vs 2021**



Highlands County Market Update

FloridaRealtors®

Months of Inventory: -62.9% ↓
Average Sales Price: 23.6% ↑
List Price vs Sell Price : 100% ↑
Average Days to Contract: -67.9% ↓

Year Over
Year
Comparison
2020 vs 2021



Market Update for 33647

FloridaRealtors®

Months of Inventory: -88.3% ↓
Median Sales Price: 32.8% ↑
List Price vs Sell Price : 100% ↑
Average Days to Contract -77.3% ↓

Year Over Year
Comparison
2020 vs 2021



Week 2-4 Letter 2 On Letterhead with your email Signature

Following up on the letter I sent to you a few weeks ago.

I am Hoping to have a conversation with you about your property at ["at 123 Main St."].

I am a Local agent here in {Market Area}.

I know this Market very well and would love to assist you in learning the approximate Equity you have in your home and if Now might be the Best time to Sell.

I think you might be interested to learn how our Local Market changes have **Increased** your property's value.

The Average Sales Price in the Tampa Bay area has increased approximately 26% since 2020.

If you've been thinking about the possibility of turning your real estate investment into something more liquid. I would be happy to help.

You may visit my website for an estimate of your Home's Value at: <https://vdauidson.bhhsfloridaproperties.com>

Just click "What is My Home Worth."

Contact me if you would like a more detailed Analysis of your Property's Value.



Text Campaign

- After Letter 2 is Mailed out, Text Campaign Begins
- Start at <https://www.fastpeoplesearch.com/>
- Go through Your Saved Absentee Owner List and Look up Each Phone Number
- You can look up 20 Owner's Phone Numbers each Day and in 5 days you will have your List of 100 phone Numbers Complete 😊



Text Campaign

- **1st Text After Letter 2 is Mailed: (Text or Phone Introduction)**

Hi, My Name is Veronica Davidson. I am a Realtor with Berkshire Hathaway here in Wesley Chapel.

I hope you are doing well.

I mailed you a couple of letters regarding your property here in Wesley Chapel.

Let me know if you have any questions. I am Happy to Help!



Week 4-6 Letter 3 On Letterhead with your email Signature

Hello,

Regarding your Property at [MARKET / NEIGHBORHOOD NAME / or “at 123 Main St.”].

I Hope you are doing well. In the past few weeks, you have received a few Letters from me.

One of the services I provide my clients, is a Detailed Market Analysis of your Property's Value. Similar to a Portfolio update on any of your investments, this is an Equity snapshot of one of your Largest Investments, your Home.

I understand if you're content with your current ownership position.

However, if you've been thinking about the possibility of turning your real estate investment into something more liquid, or feel now might be the right time to cash in on your equity, I would be happy to help.

If you are interested in a More Detailed Equity Analysis, please Call, Text or email me to have a short conversation about what your plans are for the near future in terms holding or potentially listing your property.

I look forward to hearing from you!



Text Campaign

- **2nd Text After Letter 3 is Mailed: (Detailed Analysis Request)**

Hi, This is Veronica Davidson with Berkshire Hathaway.

Following up on the Letter I mailed regarding your home here in Wesley Chapel.

Would you like me to send you a More Detailed Analysis of What your Home would likely Sell for?



Text Campaign

- **3rd Text After Letter 3 is Mailed: (Asking for the Appointment)**

Hi, This is Veronica Davidson with Berkshire Hathaway here in Wesley Chapel.

I sent you a few letters in the past few weeks.
Homes for Sale in our Market are selling Very Quickly and in Many Cases,
Over List Price with Multiple Offers.
Do you a minute to Speak Tomorrow or Wednesday?



Week 4-6

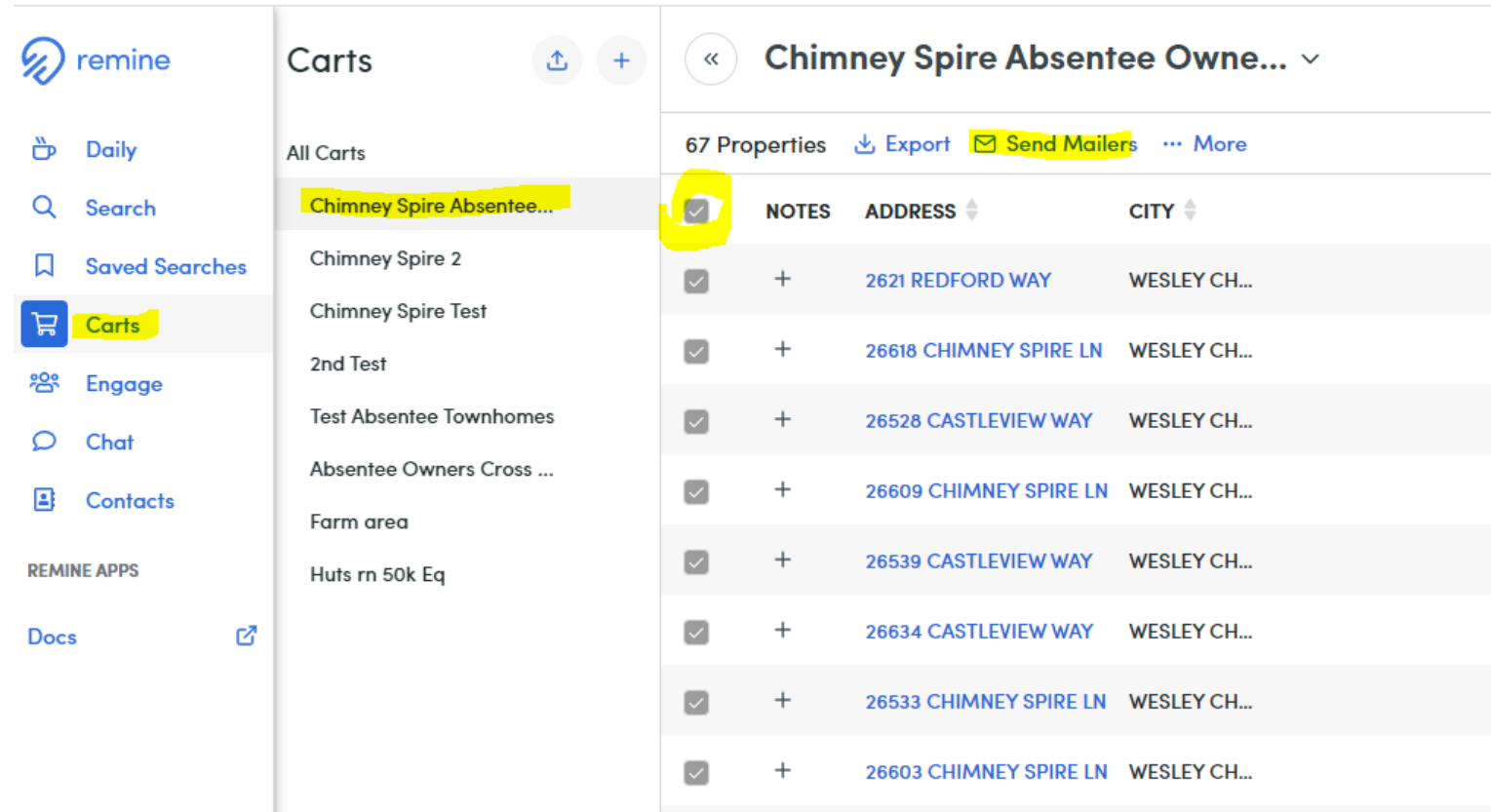
Want to go a Step Further?

- Once your 3 Letters are Complete, send out 2 More Post Cards through REMINE.
- This will be a total of 5 Mailings within 6 Weeks.
- 3 Letters, 2 text Messages and 2 Postcards



Postcards Through REMINE

1. Choose Cart
2. Choose Cart Name
3. Select All
4. Click Send Mailers



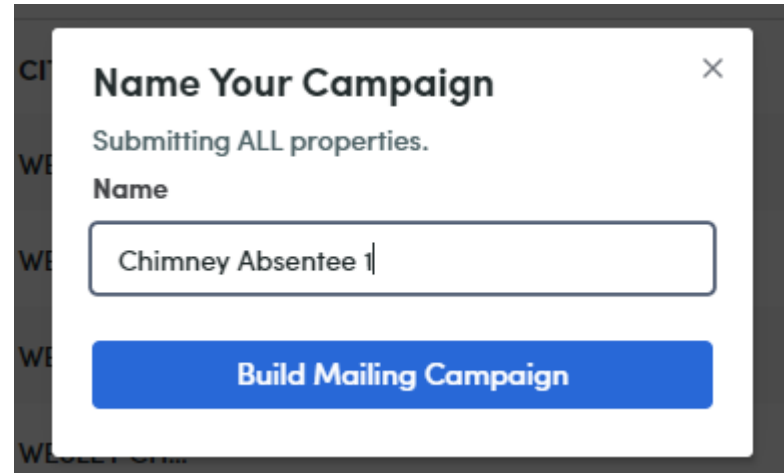
The screenshot shows the REMINE web application interface. On the left is a sidebar with navigation options: Daily, Search, Saved Searches, Carts (highlighted), Engage, Chat, Contacts, and REMINE APPS. The main content area is titled 'Carts' and shows a list of carts. The 'Chimney Spire Absentee...' cart is selected and highlighted in yellow. To the right of this cart, a table of properties is displayed. The table has columns for 'NOTES', 'ADDRESS', and 'CITY'. The first row is highlighted in yellow, and the 'Send Mailers' button is highlighted in yellow. Below the table, there are several rows of properties, each with a checkbox in the 'NOTES' column.

NOTES	ADDRESS	CITY
<input checked="" type="checkbox"/>	2621 REDFORD WAY	WESLEY CH...
<input checked="" type="checkbox"/>	26618 CHIMNEY SPIRE LN	WESLEY CH...
<input checked="" type="checkbox"/>	26528 CASTLEVIEW WAY	WESLEY CH...
<input checked="" type="checkbox"/>	26609 CHIMNEY SPIRE LN	WESLEY CH...
<input checked="" type="checkbox"/>	26539 CASTLEVIEW WAY	WESLEY CH...
<input checked="" type="checkbox"/>	26634 CASTLEVIEW WAY	WESLEY CH...
<input checked="" type="checkbox"/>	26533 CHIMNEY SPIRE LN	WESLEY CH...
<input checked="" type="checkbox"/>	26603 CHIMNEY SPIRE LN	WESLEY CH...

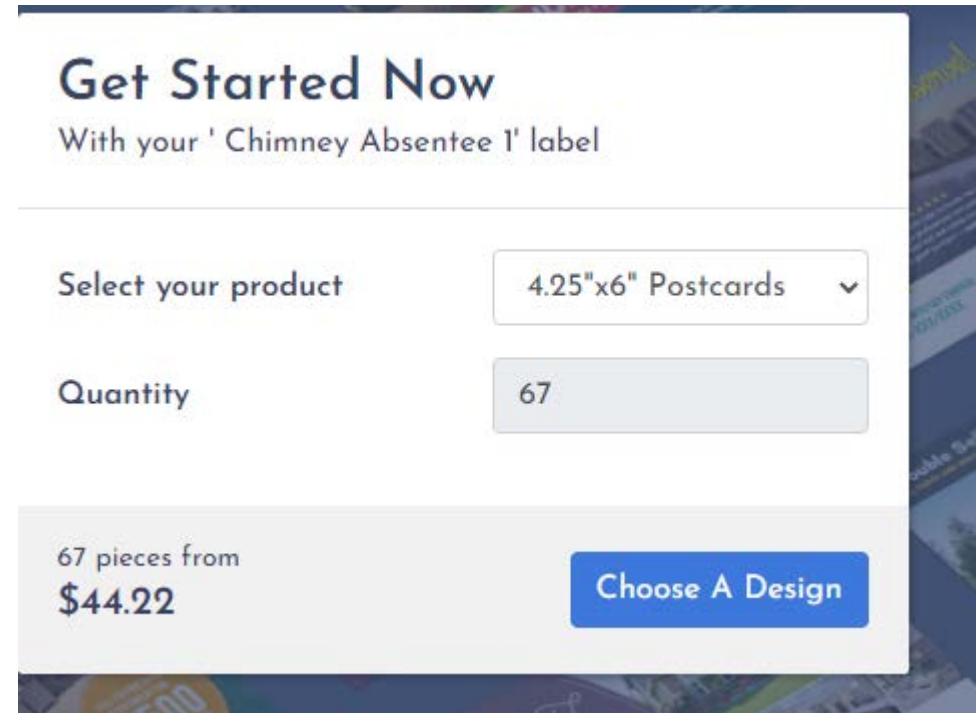


Postcards Through REMINE

1. Name Campaign
2. Get Started
3. Choose Design



A dialog box titled "Name Your Campaign" with a close button (X) in the top right corner. Below the title, it says "Submitting ALL properties." and "Name". There is a text input field containing "Chimney Absentee 1". At the bottom is a blue button labeled "Build Mailing Campaign".



A form titled "Get Started Now" with the subtitle "With your 'Chimney Absentee 1' label". It includes a dropdown menu for "Select your product" set to "4.25\"x6\" Postcards", a text input for "Quantity" set to "67", and a summary section showing "67 pieces from \$44.22". A blue button labeled "Choose A Design" is at the bottom right.



Postcards Through REMINE

1. Choose New Realtor Announcement
2. Scroll Down to Design Promoting Yourself
3. Personalize Template and Order.



Choose your size:

4.25" x 6" 6" x 8.5" 6" x 11"

[Personalize Now](#)


[Zoom In](#)

Postcards Through REMINE


1. Preview Proof & Order!

FOR ALL YOUR REAL ESTATE NEEDS

Veronica
DAVIDSON
Your Real Estate Agent



Call me today!

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- **Proven Track Record**
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Gail Truong
18122 Canal Pointe St
Tampa, FL 33647

If you are already working with a REALTOR,
please disregard this advertisement.





Start Today

Set up Calendar Reminders for Mailing & Texting Dates.

This will help!

Start the Prep work Today.

1. Order Your Supplies today!
 2. Save Your List in REMINE Today!
 3. Set your Start Date in your Calendar to begin writing your Addresses and Start Date of when they will go out.
- Set up Follow Reminders For the Exact Mail out Date and Text Date.



Thank you!

Wishing you all Best of Luck!

Your Efforts **WILL** Produce Results.

Thank you for attending!

