

INVEST . SELL . PROSPER

# 20 POWER FACTORS

## YOUR AGENT SHOULD HAVE

How to choose your agent  
for the best outcome!



SAT MANJU





# Welcome

You are important to us and we strive to provide you with an  
**Exceptional Experience.**

## We Value




*Integrity*



*Competence*



*Accountability*



# IN THIS BOOK

Selecting the right agent is crucial, and it involves considering several factors beyond just listing and showing properties. I know a real estate mogul who has successfully transacted over 300 properties.

According to him, An agent's skills and attributes listed below can make a big difference in the process and outcome of buying and selling properties.

He generously discussed what qualities he looks for and why they are important.

Welcome  
Home



## Powerful ideas to help you Discover Exceptional Professionals

Do you want to make a **WINNING** deal that moves you a **STEP CLOSER** to your ultimate **GOALS**? Learn how to pick **EXCEPTIONAL PROFESSIONAL** and team up with them.

This book is packed with practical tips, conversations, videos, and resources to help you achieve your Real Estate goals. Whether you want to buy your first home, sell your current one, or refinance your mortgage, this book will show you how to do it successfully and confidently.



Sat Manju Real Estate and Mortgages

# Why is it important to choose the right agent?

Greetings!

Most people begin their real estate journey with the latest market updates, graphs, money, percentages and newest listings. Market data is needed and essential; however, real estate and mortgages have other critical pillars.

*"It is wise to be aware of these other pillars as they are the difference makers in most deals. Data can change weekly; pillars remain valid in any market"*

One such pillar is the agent you choose.

**The power factors of an EXCEPTIONAL PROFESSIONAL outlined in this booklet remain constant and will be the foundation of a successful and profitable real estate experience.**

Let's begin!



# Assets talk is prominent in real estate!

Those who understand real estate know of two critical assets in any real estate deal.

## **Your Resources *AND* Your Agent!**

### **How is an agent a significant asset?**

A good agent can recognize opportunities, capitalize on the hidden facts and pull together otherwise challenging deals. In addition, great agents usually have a vast network of experienced and wise people to draw upon. Ultimately, your agent's network can affect your net worth.

### **How do you choose a great agent?**

When it comes to making good choices, it depends on the individual. However, there are certain qualities exceptional agents possess that can make a big difference in your outcome. Please look at some we proudly offer on the next page and contrast us with other real estate agents you speak with.



# 20 Power Factors of EXCEPTIONAL PROFESSIONALS



**Stability:** Can the agent stay calm and effective under stress? Are they emotionally stable? Things like household disputes and bad finances can shake most people's core. Emotional stability is needed to optimize a sale or purchase.

**Education:** How committed is the agent to his or her education about the field? Are they keeping relevant or relying on old information? Can they educate you on some concepts and ideas throughout the process?

**Acumen:** Does the agent understand and work well with human psychology? Do they have good business and people-related skills? You might be okay with putting up with someone who doesn't have such acumen. People in the marketplace will not, and that may hurt your deal.

**Leadership:** Deals can often get stuck in the process. Can the agent provide effective leadership to all parties to facilitate a plan B if your deal gets stuck?



## 20 Power Factors of EXCEPTIONAL PROFESSIONALS

**Negotiation:** Can the agent provide a clear negotiation game plan for you? What should be negotiated, how much, and why before you write the deal? Can they be soft but firm?

**Salesmanship:** Salesmanship is an essential quality to look for in an agent. Your agent should be able to sell your deal's attributes and showcase them to the other party to make it more enticing. For instance, they should be able to highlight who the other party is dealing with and what makes your offer stand out. If your agent can sell well and proudly, it can give you a significant advantage.

**Communication:** How effectively does the agent communicate? Are they good listeners?

**Proactiveness:** Is the agent a couple of steps ahead of the process, always prepared and ready, or lagging?



**Support Staff:** Who does the agent have for their back-end paperwork? Is that staff well-trained, well-paid, and local? Who is on their team? Are they a one-man show trying to do everything themselves?

**Network:** Who does the agent know? Their network could add value to your deal.

**Mentorship:** Who mentors and coaches the agent? Are they connected to bigger, brighter minds?

**Growth:** Growing agents are always more enthusiastic, hard-working, and beat the norm. Those who have plateaued may not have the drive and hunger.



## 20 Power Factors of EXCEPTIONAL PROFESSIONALS



**Opportunities:** What opportunities can the agent bring to the table for you from the marketplace?

**Connectivity:** How well does the agent stay in touch with you after the sale is made?

**Reviewing:** Real estate and mortgages need constant review and repositioning to maximize equities in properties. Does the agent offer any back-end services for that?

**Outcome:** What outcome is the agent looking for from their career - to pay bills, have a supplemental income, make a full-time living, or build a world-class, thriving, successful business? Agents with different outcomes act differently on your deal.

**Referrability:** What business is the agent generating based on referrals or word of mouth? That is the acid test of their workmanship.

**Friendships:** Has the agent created friendships with people they have served in the past, or do they not even remember half their clients?

**Client appreciation:** What does the agent do for client appreciation other than handing a gift basket?

**Community:** What is the agent doing for the community? Are they supporting the hands that support them, or is it more about take and go?

**Great questions can help you  
discover better insights.**

**Questions to ask  
when speaking with professionals.**



### **CAN you help me?**

Does the expert have the skills, experience, and just the right finesse to handle the task?

### **WILL you help me?**

Remember it's your own agenda that is most important, not your professional's.

### **HOW exactly have you built Profitability in other deals?**

Actions Speak Louder Than Words

Saying I can help is one thing, implementing a well thought thru strategy is another.

### **How do you BUILD TRUST with other parties?**

Business runs at the speed of trust. Your professional's ability to build trust with other professionals will affect your business when buying and selling.

### **What OPPORTUNITIES can you lead me to?**

Each deal has its own set of challenges and opportunities. What opportunities does your professional see in your transaction, and can they help you capitalize on those?

### **What is your WORK ETHIC?**

This deals with the time priorities, determination, work availability and overall effort your professional will dedicate to completing a successful deal for you.

### **Do you have SERVICE PROCESS?**

If they don't have a set service process, they are probably relying on luck. Be careful.

# Agents Affect Profitability

If you're thinking about selling or buying a property, it's essential to prioritize profitability optimization to get the most out of your venture.

Many people may need assistance with this process, and it's worth noting that the agent you choose can significantly affect the profitability.

The most successful sales tend to involve profitability considerations from the beginning, as clients and agents aim to maximize market value by improving what you offer in various ways.

Therefore, Achieving profitability requires more than just negotiations; it also involves careful planning.

The following pages outline a few additional principles to help you add value to your deal and achieve profitability.

You can explore those ideas if you choose!

To make money in real estate, it's important to first develop a mindset centred around profitability

Sat

# Part 2

## SERVICES COMPARISON

**Great agents have significant service processes. Compare ours with others!**



A person in a white shirt is holding a pen and pointing at a document. The document contains several charts and graphs, including a bar chart, a line graph, and a pie chart. The text 'A Powerfull Process' is overlaid on the image in a large, bold, orange font. The background is a blurred office setting with a laptop on a desk.

# A Powerfull Process

**The process gives you an edge in the market.**

# Powerful Process - Profitable Outcomes

This is an outline of our client Process. Please take a look and compare!

## Step 1 - Complementary qualifying call.

Yes, we can handle most real estate transactions, but we are only a fit for some. We want to make a 10-15-minute call to ask and share a few things to ensure we will be the best people for the job. If not, we would gratefully lead you in the right direction towards someone we know and trust.

## Step 2 - Visioneering

We take in-person time to sit down with you and dive deep to understand your thoughts, plans, hopes and fears fully. This is where we want to know what you would like to have happen ideally.

We generally also consider your on-hand and available resources at this sitting.

## Step 3- Road-Mapping

We go away from the visioning session to our board room and develop a comprehensive game plan to help you accomplish everything you want.

We put together a detailed plan that includes all potential costs within and outside the commission, the timelines, the opportunities and the obstacles.

After our plans are run by our team and other professionals whose help might be needed in the process, we bring them all back to you for a thorough discussion and Q&A

## Step 4- Hiring / Disclosures

Given that you liked our plan and would like to hire us, we will sign a hiring contract and make all the required disclosures in writing.

## Step 5 - Mortgage and Assets Optimization

We ensure that all the money and assets are optimized to receive maximum value.

## **Step 6 - Market Positioning and Opportunity Hunt**

We ensure we position you in the best way possible to win in the market and look at all potential opportunities for you in the marketplace.

## **Step 7 - Buying, Selling Negotiation Process**

We use world-class strategies and technology for negotiations and handling of processes with the help of fully qualified admin and managing brokerage.

## **Step 8 - Moving Prep**

We assist in helping you line up all necessary arrangements for moving from your current place to the next.

## **Step 9 - Compliance and legalities**

We ensure that all your paperwork meets strict compliance regulations; it is double-checked for accuracy and delivered to your Lawyer / Notaries.

## **Step 10 - Closing & Possession**

Your paperwork is signed at your lawyer/notaries office, and we ensure an in-person key exchange is carried out.

## **Step 11 - Moving Day - Lunch Party**

We deliver a courtesy lunch on your moving day into your new place.

## **Step 12 - Annual review - Continues Inner Circle Service Deals**

We continue to serve you by doing free-of-charge annual reviews on your real estate assets and mortgages and bringing you the best possible deals from our vendors and professional partners.

# The Evidence Box

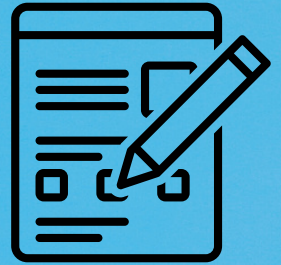
The proof of our work!



Competitions'  
Comments

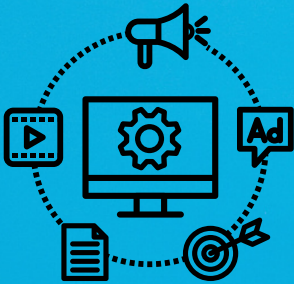


Google Reviews

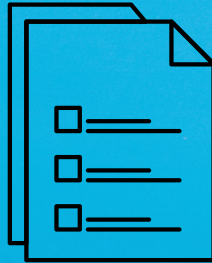


Client Feedback  
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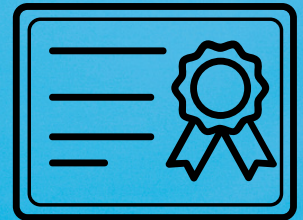
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Marketing

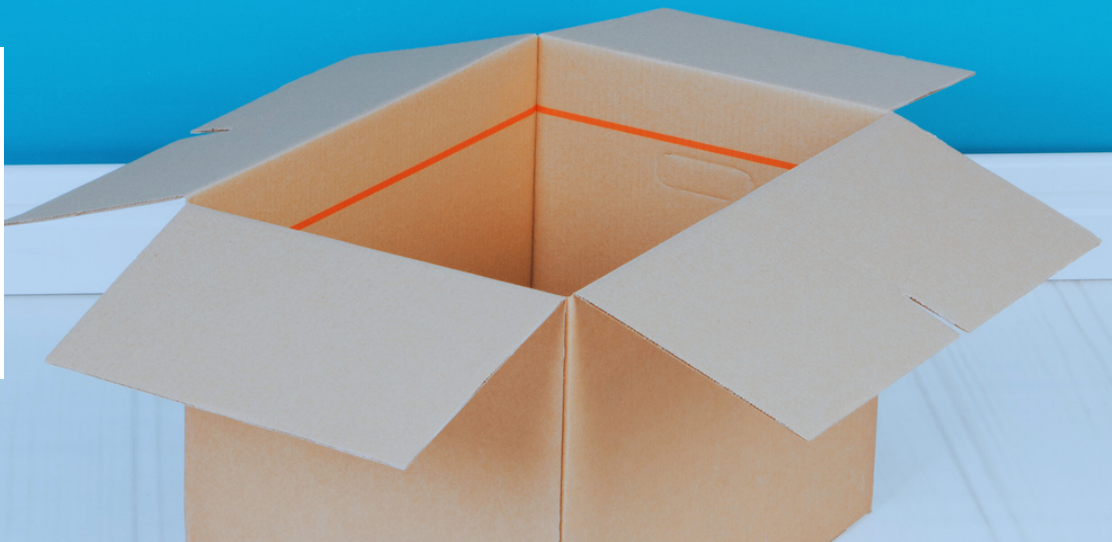


Sold  
Listings



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Recognition

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# Reserve your seat!

We strive to provide excellent service to our clients by giving them our undivided attention and effort. To ensure this, we have a policy of only taking on a limited number of clients at a time. Specifically, we limit ourselves to three active clients in the buying and selling process.

If you have any future plans related to real estate, it would be great to have an early conversation to discuss your goals and plans. If it seems suitable, we would be more than happy to reserve a spot in our schedule in advance.



# About Us!

Just like you, we are a family too. From our family to yours, we wish you the most fantastic experience on your real estate and mortgage journey.

While serving you, we will strive to ensure a high level of trust among us, create an amazing business relationship, and endeavour to build and develop a cherished friendship.

You can learn more about us on this webpage.

[www.satmanju.com](http://www.satmanju.com)

*Sat & Poonam*



# We Care!

**Giving is not just our policy**

*It's our way of life.*

How do we decide to support a cause ?

**If it's important for our clients to share, it is important for us to support!**

**Community**

**Support**

**Causes**

**Giving**

**Care**

# Let us help you make your next move!

Sat & Poonam Manju

604 308 6757

Info@satmanju.com

www.satmanju.com



Google Reviews

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REALTY

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Sat Manju is a licensed realtor and a licensed sub mortgage broker in the province of BC.

Poonam Manju is a licensed sub mortgage broker in the province of BC and an unlicensed assistant for real estate to Sat Manju.

This publication is not intended to solicit any currently listed properties or buyer clients under contract with other realtors.