



# THE AGENT ADVANTAGE

## A NOTE FROM THE BROKERS

Dear Agents:

We hope all of you had a wonderful summer. We welcome all of our new agents and hope that your transition to Drake Realty has been smooth. We hope you find this newsletter informative and will keep it as a reference tool.

We recently sent out a policy and procedures manual to all agents. We sent these certified mail so that we are sure everyone has received one. If you have not received yours please contact Ginger at the Marietta office and she will get one to you ASAP.

We hope you will use this as a reference tool to assist you when you have a question. What we have

put in the manual is there in order to help both you and the company meet Georgia Real Estate Law. We have been in meetings investigating an agent and many times the reason we are there is not due to the agent's negligence but the agent's lack of knowledge of Georgia Real Estate Law. Once you are a licensed real estate agent you must follow the law and it is your responsibility to know the law. Please be sure to read through the policy and procedures manual. Let us know if you have any questions.

We have had a positive response to the Continuing Education classes that are offered through Residential Title. Look on the back for

our next class, be sure to RSVP as these are filling up quickly. Ashley Gilliam is our Residential Title representative and she is there to assist you in any way possible. Ashley will help you set up your closing, run title and keep all parties informed as to the status. She is a great help when you are trying to keep your closing on track. Give Residential Title a try and you will find out why so many agents are choosing to close with Ashley.

Countrywide continues to assist our agents and their clients. Check out the testimonials on page 3. Please be sure to call them when you need them, you won't be disappointed.

Bernie and Glenn Drake

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### NEW OFFICES OPEN

#### BUCKHEAD

2972 Lookout Place  
Atlanta, GA 30305  
(770) 783-2199 - Office  
(770) 783-2290 - Fax

#### PEACHTREE CITY

602 Dogwood Trail, Suite J  
Tyrone, GA 30290  
(770) 783-0271 - Office  
(770) 573-7558 - Fax

#### DOUGLASVILLE

8657 Hospital Drive, Suite 101A  
Douglasville, GA 30134  
(770) 573-9239 - Office  
(770) 738-2715 - Fax

## What's new at Drake Realty?

**Payment of Commission Earned by Salesperson or Associate Broker to a Corporation or LLC**

When an agent wants to be paid in a Corporation or LLC name rather than their own name, the following documentation must be provided.

- ◆ Certificate of Incorporation

- ◆ Articles of Incorporation (must show at least 20% ownership)
- ◆ W-9 (even if keeping your SS#, we need a record of this choice).
- ◆ Signed Agreement between Agent and Drake requesting that commissions be paid to the Corporation or LLC.

## Paperwork with Listings

- ◆ Every listing must have an exclusive listing agreement signed by the Broker or the agent as well as the seller.
- ◆ It is best to use the GAR Exclusive Listing Agreement as the FMLS and GAMLs forms are not interchangeable and you will need a separate form for each service. Both will accept the Exclusive Listing Agreement which also creates less paperwork to keep up with. Immediately after

entering the listing on the FMLS website, fax the agreement to (404) 255-8602. Failure to do so will result in a \$50 fine. Make sure the listing number is on each page of the agreement. GAMLs does not ask for a copy.

- ◆ To change a listing, make sure you use the appropriate FMLS or GAMLs addendum which is found on their websites. Some changes such as a withdrawal will result in a fee.



## SmartSite Technology

Drake Realty has spent thousands of dollars to upgrade our website through SmartSite Technology so that it is a valuable tool for your clients when searching for a home or listing their home with Drake Realty. Our mission was to get the highest functionality at the lowest price. Not only were we able to achieve a \$99 a year fee but this is a fixed price regardless of the number of listings you have or other multiple tasks

## DRAKE AGENT TOOL KIT

associated with your website. Finding the right technology company was a very difficult process because there are so many predatory companies which have hidden fees and expenses beyond their advertised price.

**Our website channels leads and has already generated dollars for Drake Agents. SmartSite Technology totally integrates with the Drake Realty Website to maximize your functionality and exposure.**



Any listing that a Drake agent has shows up as a featured property. Our website has had (for the month of August 2006), 8649 featured properties viewed, we have had 4778 searches performed through our website, we have had 3041 featured property pages viewed, and the numbers are growing rapidly!

Serve your clients better  
Become more efficient  
Stay ahead of the competition

**Complete Agent package  
\$99 / Year**

**For more information email  
drakerealooffice@bellsouth.net!**

## TARGET MAILING SUPPORT FOR DRAKE AGENTS

### **Attention Drake Agents! Select and Target Your Market Area.**

Increase your sales volume by choosing a subdivision, a street, or a price point within a county to do targeted mailing. You control the parameters of your mailing, and we will provide the labels for the mailing. The cost is **\$15.00 per 120 labels** which is a fraction of what the mailing lists companies charge. Additionally, you can pin point exactly what zip code, subdivision or street, etc. with no minimum

amount. Simply E Mail [drakerealooffice@bellsouth.net](mailto:drakerealooffice@bellsouth.net) your targeted market area parameters, and the labels will be mailed directly to your home. The charge for the labels will be billed to your Customer Register, and will be taken out of your next monthly credit card bill. Drake Realty subscribes to the same database used by many mailing list companies. This is an expensive investment but we believe this will increase sales and exposure of

the company and our agents.

***These labels are available today! Determine your targeted area parameters, send an e mail, and we will produce the labels you need for a successful mailing.***

Drake Realty mails thousands of post cards each month to increase business for the company. If you are interested in the lead program, please email Mary at [drakerealooffice@bellsouth.net](mailto:drakerealooffice@bellsouth.net) and she will forward you the process.

## WHY IT PAYS TO USE OUR PARTNERS!!

### **LAST MINUTE CLOSING NEEDS?**

Residential Title is a great resource to use when you need to close a deal quickly. Due to the fast turnaround time of titles being ordered and then sent to the lender, you could close within a few days. Ashley Gilliam of Residential Title (770-354-7625) is your point of contact.

There have been several Drake Realty agents who have had situations arise at the last minute that normally they may or may not have been able to control. Fortunately, they were already using Residential Title and Ashley was able to push it through to make the deal close. This has been any



thing from a last minute change of time, to quickly getting a HUD before closing, or simply closing a deal from start to finish within a few days. If you need quick assistance, know that Ashley will do her best to get what you need in order to satisfy you and your client.



**Meet Your Dedicated**

**Drake Realty - Countrywide  
Home Loan Consultants**



**Derek White**  
(770) 619-2623 - Direct  
(404) 778-2921 - Mobile  
(770) 619-9607 - Fax  
derek\_white@countrywide.com  
[www.derekwhite.biz](http://www.derekwhite.biz)



**Brian Daiker**  
(770) 619-2611 - Direct  
(404) 667-3288 - Mobile  
(770) 619-9607 - Fax  
brian\_daiker@countrywide.com  
[www.briandaiker.biz](http://www.briandaiker.biz)



**Jon Maguire**  
(770) 331-7500 - Mobile/  
Dir.  
(770) 619-9755 - Fax  
jon\_maguire@countrywide.com  
[www.jonmaguire.com](http://www.jonmaguire.com)

Please Visit Your Home Loan Consultant's Personal Mortgage Website listed above for Valuable Tools, Resources, and Information for your customers including:

**How To Apply for a Loan**

**Loan Calculators**

**1<sup>st</sup> Time Homebuyers Guide**

**Online Rate Request**

**Information About Countrywide**

**Visit Countrywide's page on the "Partners" tab of the Drake Realty website!**

[www.drakerealty.net/countrywide.htm](http://www.drakerealty.net/countrywide.htm)

As you know, Countrywide Home Loans is Drake Realty's Preferred Lender. Brian, Derek, and Jon are 100% committed to serving you and your clients by providing only OUTSTANDING service. See what other Drake Realty Agents and Drake Realty Customers have been saying about Brian, Derek, Jon and the Countrywide Team!

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**RECENT TESTIMONIALS**  
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*"Derek. Thank You so much for all your help with Lori's purchase. I appreciate how you and your team worked with her to resolve the complex financial issues involved, kept her up to date during the loan process & closed the loan on time with such a short turn around time. I plan to recommend you and Countrywide to my future clients!"*

**- Claire Brucks, Drake Realty Agent, Quoted 8/6/2006**

*"Derek was able to qualify my client for her loan, explain the process to her throughout the transaction and answer all of her questions. Derek also kept me informed through each step of the way. My client said - - 'You always hear so many horror stories about buying a house and closings. I kept waiting for something to go wrong, but everything was so smooth!"*

**- Kristina Maybin, Drake Realty Agent, Quoted 8/12/2006**

*"Jon took the time to share with me what Countrywide could offer and discussed all of the potential options available. While the timeline for the transaction was pretty quick, Jon and his team were able to secure the deal and smoothly close on time. There is probably no bigger deal than a transaction involving your own personal residence, so I really appreciate Jon's personal effort and feel good knowing I got the best deal possible"*

**- Michael Ulin, Drake Realty Agent, Quoted 8/8/2006**

*"Jon was super...he and Countrywide provided an overall EXCELLENT experience! I had been working real long hours with my job lately and he was basically able to close my loan with nothing more than a 20 minute phone call to take my initial information and then kept me informed along the way. They made the experience extremely easy and I would definitely recommend Jon and Countrywide to anyone I know"*

**- Jonathan Short, Drake Realty Customer, Quoted 8/9/2006**

*"Brian and Countrywide were so professional and such a pleasure to deal with. My client had gotten 2 other quotes from other lenders. I needed a fast response and a better deal and got just that with Brian. His response time was lightning fast and he beat the other guys by a landslide. My client was truly impressed and extremely happy with the service he was provided. I would recommend Countrywide and Brian to any of my clients! I look forward to working with Brian in the future. I have no doubts they offer the best service and rates around town"*

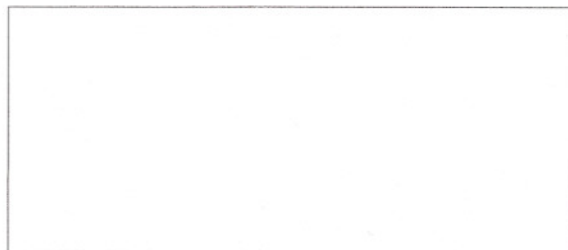
**- Roger Webb, Drake Realty Agent, Quoted 8/14/2006**

*"Working with Brian at Countrywide was a pleasure. He was responsive and made the transaction smooth. Especially when we had some complications at closing with a short closing deadline - - Brian & his team pulled off our 2<sup>nd</sup> mortgage in under 24 hours. We felt that Brian and his interaction with Drake Realty was a real team effort. Our Realtor and Brian were in constant communication and were working together to help us make the deal happen. Many thanks to Countrywide & Drake Realty!"*

**- Cindy Bordas, Drake Realty Customer, Quoted 8/10/2006**



**DRAKE REALTY, INC.**  
3535 ROSWELL ROAD  
SUITE 41  
MARIETTA, GA 30062  
PHONE: 770-565-2044



## Upcoming Fall Events with RESIDENTIAL TITLE

**ALPHARETTA LUNCHEON :** Please stop by anytime for a catered lunch to meet Morris|Hardwick|Schneider's Alpharetta attorneys with Ashley.

**When: Wednesday, September 13      Noon- 2 pm**  
**Where: Drake Realty- Alpharetta office**



### **CONTINUING EDUCATION**

**CLASS:** A 3-Credit Hour class on "Understanding the HUD-1" will be taught by Morris|Hardwick|Schneider attorney Howell Haunson.

**When: Monday, September 25      10:00 am- 1:15 pm**  
**Where: South Cobb Regional Library**

Ashley will be providing breakfast before the class. Please mark your calendars now and you will be sent an e-vite with more details to follow.

**LUNCH 'N LEARN:** Come out for a brief informative session on title insurance taught by Hilary Fentress, head of the Underwriting Counsel of Chicago Title Company, with a catered lunch to follow.

**When: Tuesday, October 17      11:30 am – 1:30 pm**  
**Where: Chicago Title Insurance Company**

4170 Ashford Dunwoody Road, Atlanta, GA 30319

**CONTINUING EDUCATION CLASS:** 3-Credit Hour class on "Renovation Lending."

**When: Monday, November 13      Time & Location TBD**

Feel free to contact Ashley at 770-354-7625 or at [Ashley@residentialagency.net](mailto:Ashley@residentialagency.net) with any questions concerning these events. Thanks!



**Don't Forget!**

**\$250 LENDER CREDIT**

\* Your customers will automatically receive a \$250 Lender Credit toward closing costs for utilizing Derek, Brian, or Jon with Countrywide Home Loans for their loan transaction.

Also, don't forget that as a Drake Agent, you qualify for a \$500 Lender Credit toward closing costs for utilizing Derek, Brian, or Jon on your PERSONAL transactions!