

# THE AGENT ADVANTAGE

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## A NOTE FROM THE BROKERS

Dear Drake Agents:

We are about to bring in the New Year and with it our contracts have been revised again by GAR. **Have you taken advantage of our free CE class, which goes through the new contracts?** Please put this on the top of your list to make it to a class, as our contracts are complicated and these changes are significant. Don't sell yourself or your client short. Take advantage of the classes. See the class schedule on the back of this newsletter. All classes are offered free of charge from Residential Title Agency. Call them today to get your spot reserved.

We have been scanning all contracts into our new Internet-based database for the past few months. We have invested our time and resources into this system so agents will always have their contracts at the click of a button. We will be sending out a notice once our **PAPERLESS SYSTEM** is ready to go. Agents will see all contracts they have turned into the office and will be able to print them or save them to their desktop. Remember, we can only scan what we have; so turn all contracts (listings, purchase and sale, buyers brokerage, etc.) into the office as quickly as possible and they will be available on line at your fingertips anytime you need them. This will be a huge help as we will be able to obtain contracts at any time. We anticipate this being rolled out mid-January.

As we are going through a changing real estate market, it is prudent to have all clients you represent sign a **Buyers Brokerage Agreement**. This establishes a client relationship and also protects you in the event the buyer goes out on their own and another agent tries to step in and claim them as their client. Without this they can only be your customer. If you have a **Buyers Brokerage Agreement** fully filled out, signed and dated, it is pretty clear whose client they are and in most cases you will be entitled to a commission if your buyer purchases during the duration of your agreement. We have discussed this with our attorney and have been told that this agreement will override most other issues as long as it is filled out completely, signed and dated. Of course, the time frame on the agreement must be within the time frame of the transaction. Please give adequate time on this agreement for you to work with the buyer and find a suitable home. Don't let someone else collect the commission that should be yours!

There are a few basic items we want to remind everyone about. Drake Realty, Inc. does not allow their agents to do **dual agency**. This is not prudent as a company and as an agent it is not a good idea as you open yourself to a lot more liability than you would by representing only one side in a contract. Regardless of how long you have been doing real estate, dual agency is not easy. It is very hard to do and almost impossible to stay neutral. Please do not participate in this and always put that we do not do dual agency on all contracts.

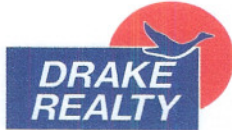
**Earnest money** continues to be an issue for several agents. Please do not mail a check without the contract. Do not have your client mail a check without the contract. We receive checks in the mail daily with only earnest money written on them and we have no way of researching who they belong to and this causes lots of issues. It will also delay any payment of commission to agents, as we are unable to match the earnest money to the contract. It is the agent's responsibility to turn in earnest money timely to their broker, not your client's.

If you have not worked with **Countrywide Home Loans** at this point, we want to put forth a challenge for 2008. Give **Countrywide Home Loans** one chance to handle your buyer's loan. You will not be disappointed. They continue to be the largest player in the mortgage market and are helping all of us by working with their borrowers who are getting behind on payments or are already behind on payments. They are keeping more people in their homes than any other lender around. Please call them today and see what programs they have available, talk to them about the current market, and take the time to get to know them. They will do everything possible for your client and the level of customer service your client receives will be nothing short of outstanding.

We hope you and your family have a wonderful Holiday Season.

Bernie and Glenn Drake





## RESIDENTIAL TITLE AGENCY

### Residential Title Agency

**Kelly Mills**  
And  
**Donna Racher**



We would like to take this opportunity to introduce ourselves to the Drake Agents and hope to meet as many agents as possible at our next CE Class. The class will deal with the new contracts for 2008. Howell Haunson from Morris/Hardwick/Schneider will conduct the class "In-Depth 2008 Contracts". Please let us know if you will be able to attend:

Dunwoody – January 9th 9:00 to 12:15

If you are unable to attend, we would like to take this opportunity to explain how we can help you as a Drake Realty Agent. Once your contract is executed, fax us a copy at the below fax number along with the ABA. We will call you to schedule your closing at any of the 51 offices in Atlanta. We will get the title ordered immediately and will keep not only you but the other agent, buyer and seller updated on a weekly basis as to the status of your closing.

We look forward to working with you in the near future. Please feel free to call with any questions. Thank you so much.

**Donna Racher and Kelly Mills**

770-354-7625—Phone

678-370-7625—Fax

[dracher@residentialagency.net](mailto:dracher@residentialagency.net)

[kmills@residentialagency.net](mailto:kmills@residentialagency.net)

### BILINGUAL SPANISH ATTORNEY AND CLOSING TEAM NOW IN GWINNETT

We have a Spanish speaking attorney, pre-closer and closer to assist us with our Spanish speaking clients. Morris|Hardwick|Schneider has a dynamite team now in place so that you and your client will be completely satisfied and given extremely personal service. They will know you and know how you like your files to be treated. This works the same as all other Residential closings. Fax us the signed contract and ABA disclosure and we will send this to the Duluth MHS office to get title ordered. We will keep you updated on your file, but you will also be getting very particular care from the team at the law firm. We also offer a bilingual attorney in Fayetteville and Buford. If you want more information or written Spanish material, please call us at 770-354-7625 or e-mail us at [dracher@residentialagency.net](mailto:dracher@residentialagency.net) or [kmills@residentialagency.net](mailto:kmills@residentialagency.net). We are very excited about this new opportunity and look forward to better serving you and your clients!

#### For Sale

Agents may buy signs at any office. Three types of signs are available:

Sign with stand and space for agent's rider — \$39

Directional sign with stand — \$10

Condo sign with space for agent's rider (no stand, for window)— \$20

Agent riders may be purchased at Custom Signs on Pharr Road in Buckhead

(404-264-9334).

#### HAVE YOU MET ED SMITH, OUR THIRD BROKER?

If you have not taken the time to meet Ed, please stop by or call and get to know Ed. He is located in our Marietta office, Monday, Tuesday, Wednesday and Friday from 10AM—2PM. We brought Ed onto our Broker team to assure us we are responding to agent's questions as quickly as possible. He has a wealth of experience and will give you as much time as you need. He can be reached by phone at 770-873-1566, by email at [drakebroker@bellsouth.net](mailto:drakebroker@bellsouth.net), or you can fax your contract to him at 678-264-1518. He is here to help you.

#### Holding Period before Release of EM funds

Returned checks for earnest money deposits are up significantly. As a reminder in-state earnest money checks take 10 banking days to clear our account prior to paying the Agent that portion of the commission. Out-of-State earnest money checks take 25 banking days to clear our account.

Visit Countrywide's page on the "Partners" tab of the Drake Realty website!  
[www.drakerealty.net/countrywide.htm](http://www.drakerealty.net/countrywide.htm)



**Countrywide®**



**HOME LOANS**

Alpharetta Branch



**Brian Daiker**  
 (770) 619-2611 - Direct  
 (404) 667-3288 - Mobile  
 (866) 410-2181- Fax  
 brian\_daiker@countrywide.com  
[www.briandaiker.biz](http://www.briandaiker.biz)



**Derek White**  
 (770) 619-2623 - Direct  
 (404) 778-2921 - Mobile  
 (866) 712-6140 - Fax  
 derek\_white@countrywide.com



**Jon Maguire**  
 (770) 331-7500 - Mobile/Dir.  
 (866) 712-6138 - Fax  
 jon\_maguire@countrywide.com  
[www.jonmaguire.com](http://www.jonmaguire.com)



**Jeff Meador**  
 (770) 633- 8827 - Mobile/Dir.  
 (866) 794-6966 - Fax  
 jeffrey\_meador@countrywide.com



**Mike Moran**  
 (678) 773-2036 - Mobile/Dir.  
 (866) 905-4572 - Fax  
 michael\_moran@countrywide.com

**We can't tell you how much you are appreciated.**

**So, we'll show you instead.**

How? By helping you close more home sales and providing best-of-class customer service and follow-through to each of your homebuyers.

After all, the professionalism and expertise of real estate professional partners like you have played an important part in our success over the past almost 40 years. In return, we'd be happy to help you plan—and even help you host—your next Open House.

We have many proven resources available to help you attract more listings and qualify homebuyers.

Here's what else I can offer:

- We will attend Open Houses of your choosing
- While there, we'll gladly help manage a visitor's log and gather important contact information for you
- We will help determine visitors' intentions while freeing your time to work with prospects
- We can share costs with you to produce customized flyers that include property photos, your and my contact information and informative financing options

After an Open House, we will personally follow up with visitors to offer pre-approvals to qualified applicants at no cost or obligation, of course

Open up your next Open House to more opportunities than ever. Call or fax your response to us at the numbers at the side. We look forward to showing you Countrywide's appreciation the best way we know how—by helping you become more successful than ever. - **Brian, Derek, Jon, Jeff, Mike**



**Reverse Mortgage Seminar/no CE credit—10:00 AM**

Countrywide Home Office  
 11680 Great Oaks Way, Suite 150  
 Alpharetta, GA 30022  
 RSVP to Jon\_Maguire@countrywide.com

**Wednesday, January 16, 2008**

Come learn about Reverse Mortgages and take the time to get to know our team at Countrywide Home Loans.

**Don't Forget!**

**\$250 LENDER CREDIT**

\* Your customers will automatically receive a \$250 Lender Credit and YOU as a Drake Agent will receive a \$500 Lender Credit toward closing costs for utilizing Brian, Derek, Jon, Jeff, or Mike with Countrywide Home Loans for their loan transaction.

**Help with Landlord Evictions**



**LANDLORD EVICTION SOLUTIONS**

Helping Landlords Resolve Tenant Conflicts  
 Protecting You From  
 Deadbeat, Difficult and Unreasonable Tenants

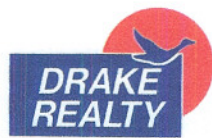
FOR LESS STRESS

CALL L.E.S.

770-997-4488

7 days a week 08:00am - 09:00pm

Lawrence Schwartz Proprietor  
 5275 Collingwood Terrace Atlanta Ga. 30349  
 Email: landlorddevictionsolutions@gmail.com  
 Web: landlorddevictionsolutions.com



## 3-HOUR CONTINUING EDUCATION CLASSES OFFERED THROUGH RESIDENTIAL TITLE AGENCY, LLC

**Wednesday, January 9th in Dunwoody (Highly Recommended)**

**In-Depth 2008 Contract (9:00 –12:15 in the Lobby Conference Room)**

4170 Ashford Dunwoody (Ashford Green Building)

Atlanta GA 30319

**TBA (February) - Lawrenceville and Alpharetta**

In-Depth 2008 Contract

Taught by: Howell Hauson from Morris/Hardwick/Schneider

*Please RSVP to Donna Racher or Kelly Mills at Residential Title at  
dracher @ residentialagency.net or  
kmills@residentialagency.net  
or call 770-354-7625.*

*Donna and Kelly will send out reminders prior to each class. Also, they will provide light snacks and beverages at each class.*

*Thank you so much!*

### OFFERED THROUGH COUNTRYWIDE

**Wednesday, January 16, 2008**

**Reverse Mortgage Seminar/no CE credit—10:00 AM**

Countrywide Home Office



### **Holiday Hours for Drake Realty Offices**

Our offices will close Monday December 24th through Tuesday January 1 for the Holidays. Our offices will reopen Wednesday January 2nd. For early planning we will also be closed Monday January 21st for the Martin Luther King Holiday which is a Banking Holiday. We wish each of you and your families a joyous Holiday Season.



### **Dates on Contracts**

We continually receive contracts without all of the dates filled in. There are several dates that appear on our contracts and all are important. On the first page, first line, please use the **date you are writing the offer**. This is not the date you submit the offer necessarily, but it is the date you write it with your client. On the signature page of the contract, there are three different dates. The first is **the time limit**. This is the amount of time the other party has to consider this offer. Next is **the acceptance date**. This is the date the offer is accepted by the other party. This might be your client accepting the counteroffer or the other party accepting your client's counteroffer. The last date which is often overlooked, is **the binding contract date**. This is the date that the other party has received the accepted offer. This can be filled in by the agent or either the buyer or seller. If your client's offer is accepted, once you receive the signed counteroffer or agreement, then you must fill in the binding contract date. If the other party fails to do this, anyone can use form F124, Binding Agreement Date Notification to establish the binding contract date. The binding contract date is extremely important to the contract. All time lines are based on the binding contract date. If you fail to fill this out, you will have trouble meeting the terms of the contract. Please do not overlook this when your contracts are accepted.