



News and Events

that you don't want to miss!

July 2019

Broker's Corner



As Real Estate Professionals we must keep up the changes and trends in our industry through continuing education, and reading articles and publications on industry related topics. Many of you see our industry changes, but don't recognize as quickly our buyers needs and wants shifting. It is important for each of us to be very aware of the unique attributes each buying group demands as we work with them as clients and future clients. Below are changes the millennial buyer is bringing to our industry as they enter in numbers as future buyers.



The millennial buyer has emerged as a dominant force in the housing market according to the National Association of Realtors (NAR). Millennial buyers want a

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It is important to remember to submit all documents for review to insure to stay compliant with GREC and license law.

Drake Realty Inc | Apple Business Account

Hello, my name is Scott and I am the Account Manager for Drake Realty.

When you visit an Apple Retail Store and begin working with a Specialist on your purchase, please inform them that you work for **Drake Realty** and **provide proof of employment** along with the QR. This will ensure that the purchase gets added to the account, and when eligible, loyalty pricing is applied. If there is an issue looking up the account, you can also provide the following info..

Drake Realty Inc with the zip code 30305 , or by the sale account number 18000001560581

Please note: Pricing will consist of the following off each product when eligible. Loyalty Pricing may not be available for some products.

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2% off select iPhone, iPad and Apple Watch

5% off iPad Touch

10% off AppleCare+ and most Accessories.

unique and personalized home that represents their taste and personality. Millennials are conservative in their spending and want to see value for their money. Millennials have 11 essential features that they want to see in a home they are purchasing.

An updated kitchen and bath is very important to a millennial buyer due to the fact that their budget is limited, and most of their savings will go toward the down payment on the home and furnishings. The most expensive items to remodel in a home are the kitchen and bathroom, and the millennial homeowners cannot afford to put money in these areas. The millennials enjoy an open floor plan as they want family and friends not to be sectioned off into separate rooms when they are entertaining. A laundry room is a very desired feature in a home a millennial buyer is considering as according to NAR 55% of millennials indicated they would not purchase a home without a laundry room. The home office is a critical element as technology continues to make us mobile and the work at home option is becoming available at more companies. The home office space is essential as it keeps your client focused where they can concentrate easily as they take a video conference, plan a presentation, or do their daily office routine from their home office.

Outdoor living space is a desired feature with exterior lighting as the desire is to make the outdoor space a relaxing area for entertaining. Millennial buyers want a "SMART" home filled with technology where they can connect with their home through a mobile device to unlock doors, control their thermostat, and receive information on their smart phone when a door is opened. The millennials are the green generation and energy efficiency is a top priority. However, while millennials want environmentally friendly homes surveys show they are not willing to pay the price increases that are

Restrictions apply since some product are exempt from loyalty pricing

If you prefer to order a product custom, or need the product shipped to your location, please partner with Glenn Drake so he can confirm your partnership, and I will assist you with the order personally.

Please note this pricing only applies to retail purchase and orders, not Genius Bar Services.

Thank you,
Scott Shepherd
Business Expert
Apple, Avalon
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QR CODE

associated with green technology.

The most important factor to a millennial buyer is home design. Staged homes help as the buyer can feel the home, and determine if the style fits them and provides them with a sense of how they will live in the home. A good location is very important to the millennial buyer as they want to have an urban sophisticated feel, and do not want to deal with traffic. They want to be able to walk to shops, restaurants, and work if possible or be close to public transportation. A home with low maintenance is very important. Hardwood floors are desired vs. carpet, and granite countertops. Millennials shift towards a society that is more "disposable" whereas homeowners they prefer to replace rather than repair.

It is important to keep in mind that all millennials start their searches on line. Listing agents need to use a professional photographer who can show the home with the best light. As technology changes daily keep in mind that buyers and sellers also change especially as a group such as the millennials enter heavily into the buying market.

If traditional lending does not work, call contact John Contreras with Jcap Private Lending for non- traditional products at (714) 336-0743 or john@jcap.net

License Law Reminder of the Month

Rule 520-1-.04 Obtaining a Salesperson and Broker License continued from previous newsletters

Application process continued.

(9) Applicants with Disciplinary Actions. Whenever a candidate for licensure or an applicant reveals that such candidate or applicant for licensure, has been the subject of a disciplinary action before any licensing agency, and whenever



Remember to maintain your Georgia Real Estate License by taking the required CE Classes. Also don't forget to renew your license prior to it expiring. For more information on your GA Real Estate License you should log into GREC Online Services. Please see the link below.



[GREC Home Page](#)

[GREC Online Services](#)

Remember to log into FMLS and GAMLS to keep your log in active.

FMLS Tech Support
404.255.4215
GAMLS Support
770.493.9000



[FMLS Member Login](#)

any licensee has been the subject of a disciplinary action before any licensing agency that the licensee is required to report to the Commission, such candidate for licensure, applicant, or licensee must supply the Commission with a certified copy of:

(a) any allegations that preceded the final order; and

(b) the final order of that licensing agency.

(10) Incomplete Applications. The Commission, in its discretion, may deem an application for licensure as incomplete unless the requirements of paragraphs (1) and (2) are met and may elect not to process such an application unless and until those requirements are met.

(11) Preliminary Decisions for Candidates for Licensure Having Convictions or Disciplinary Actions. The Official Code of Georgia Annotated Section 43-40-15 provides in part that the Commission may deny a license to an applicant who has a prior criminal conviction(s) or a disciplinary action(s) imposed by any occupational licensing body. An applicant for licensure is a person who has met all experience, education, and examination requirements for the license sought. Because of the time and expense involved in becoming an applicant for licensure, the Commission affords an individual who has not yet become an applicant the opportunity to request that the Commission make a preliminary decision on the conviction(s) or the prior disciplinary action(s) before the individual takes the required education and examination for license. The purpose of a preliminary decision is merely to provide advisory guidance.



[GAMLS Agent Login](#)

As of May 1, 2019, the FMLS compulsory listing area will expand to include Rockdale and Newton Counties.

Did you know FMLS enables nearly 12 million views of listings monthly across 100's of real estate websites? This expansion will increase your listing exposure with the inclusion of Rockdale and Newton in our compulsory listing area comprised of the following counties: Bartow, Barrow, Chattooga, Cherokee, Cobb, Dawson, DeKalb, Douglas, Floyd, Forsyth, Fulton, Gordon, Gwinnett, Hall, Haralson, Jackson, Lumpkin, Newton, Paulding, Pickens, Polk, Rockdale, and Walton.

Please remember FMLS Rule 3 states that all improved and unimproved real estate (with the exception of commercial or industrial property) listed for sale under an exclusive right to sell contract with a Principal or Associate Member must be listed with FMLS if it is located in a compulsory listing area.

Preliminary decisions are not binding. However, the Commission may elect to allow a favorable preliminary decision to become its final decision without further investigation or hearing when the individual becomes an applicant for licensure.

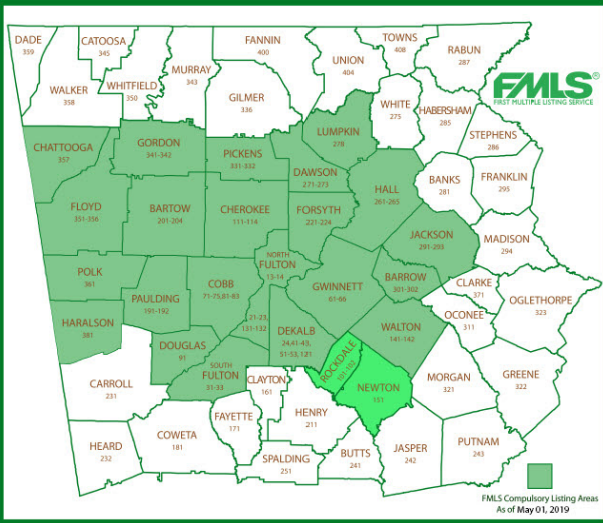
(a) Required Information. An individual seeking a preliminary decision must submit to the Commission a certified copy of any indictment and conviction or a disciplinary action imposed by another licensing regulatory authority. An individual seeking a preliminary decision may also provide the Commission with any additional information that the individual believes may assist the Commission in rendering a preliminary decision.

(b) Adverse Preliminary Decisions. A preliminary decision by the Commission that is unfavorable to the individual shall not prevent the individual from becoming an applicant for licensure by successfully completing all education, experience, and examination requirements for the license. Whenever the Commission denies a license based on a prior conviction or prior disciplinary action, it must provide the applicant the opportunity for notice and a hearing.

The topics above were discussed extensively at the recent **License Law CE Class**. Please insure you comply with License Law at all times to insure your business is being conducted within the rules and regulations of the Ga. Real Estate Commission.

dotloop News

Dotloop improves our ability to



service our clients with ease. You have the opportunity to use your Smart Phone, Laptop, Tablet or Desktop. Make sure you are familiar with each platforms and the procedures to insure you contracts are being submitted in a timely manner.

When entering your contract in dotloop, remember to submit it for review so you stay in compliance with GREC, License Law and Drake Realty Policies and Procedures. This also helps you get paid in a prompt and timely manner.

Please review the instructions on submitting your contract for review below.



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Dotloop Hotline?

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simply e mail the Drake
Dotloop Team at the following
address:
drakedotloop@gmail.com**

**Call TJ on Drake Dotloop Help
Desk Monday – Friday from 10
AM to 3 PM at the following
number:
770-873-1566**

**Agents can schedule one on
one training with our Drake
Dotloop Team by e**



Submit For Review

Submitting your loops for review by your broker or admin can be accomplished in just a few easy steps. If you are part of a team and have your team connected to your office profile, you can choose ...

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mailing drakedotloop@gmail.com. A mutually agreed upon time for training will be identified.



Bank Shot

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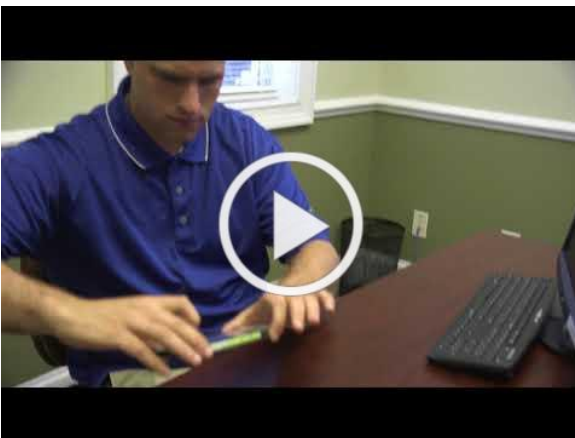
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If you are paid at table, please deposit the Drake check via Bank Shot and email the fully executed Settlement Statement to drakecommdeposit@gmail.com.

Questions or concerns call
Mary Gasparini
drakerealoffice@gmail.com
770-365-4865

If are not using Bank Shot App, down load the app today! It streamlines your Real Estate activities and allows you more time with your clients.



Bank Shot Tips

Bank Shot Instructions

Bank Shot usage keeps increasing as our agents continue to discover the increase in their productivity when they utilize the Bank Shot App.

One thing to keep in mind is that after you send your commission check via Bank Shot we need you to scan a copy of the final fully executed settlement statement. Please e mail this to drakecommdeposit@gmail.com. The Buckhead Office processes the commission checks that are sent via Bank Shot, and a check cannot be processed without the final settlement statement. Offices can never pay an agent if we have a preliminary settlement statement as this is not the final closing document.

Also, please review your property file in either the Drake Database or Dotloop to insure you have turned in every document that is need to complete our file so we can quickly cut your commission check once you submit it via Bank Shot.

Share Your Closing

Please tag & share your Closing Photos on Drake Realty's Facebook Page.

[Drake Realty Facebook Page](#)

Congratulations Drake Agents Melissa Husak & James Asbury.



McMichael & Gray, PC
ATTORNEYS AT LAW



RANDALL C. MCMICHAEL



EDWARD M. GRAY, IV

Visit Our Partner

McMichael & Gray, PC is Drake Realty's Preferred attorney. Please contact McMichael and Gray, PC for all your closing needs.

Main Number: 678-373-0521

McMichael & Gray, PC is a preferred HUD attorney.

Please use the form linked below

[New Buyer Select Form](#)

[Drake Agent's Concierge Link](#)

[Visit our website](#)

When you close with McMichael & Gray you have the option to be paid at table. Turn the Pay at Close form in 5 day prior to closing to insure you are paid at table. If you have not received at Pay at Close form, please contact on of the Drake Offices and receive the form via email.

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Think your buyers can't qualify? Think again!

- Rental income allowed - no equity and no landlord experience required
- One year income average allowed
- Jumbo loans - 10% down
- Qualify using cash assets only - no



Deanna Matney

Direct: 800 450-2010 x 3040

Cell: 770-823-7991

Fax: 706 412-5068

Email Deanna.Matney@nafinc.com

- other income documentation required
- W2 borrowers - employee expenses not deducted
- Up to 10 financed properties allowed
- Reverse mortgages available
- No overlays - Direct seller service to Fannie Mae, Freddie Mac & Ginnie Mae
- Conventional & FHA loans - 14 business day close guarantee*



Visit our website

The Time Line

Top 10 Don'ts During the Home Loan Process

Drake Realty Partners

The Georgia Golf Trail

Presented by Bobby Jones



Visit Georgia Golf and Travel's Website

Introducing Georgia Golf Real Estate

Doug Hollandsworth of Georgia Golf and Travel created georgiagolfrealestate.com to showcase Drake Realty Agent's top property listings. This website is viewed across the country and is a great opportunity for you to show off your top listings as potential clients decide if Georgia is their best relocation opportunity.



Georgia Golf Real Estate | Real Estate in Georgia

[Read more](http://georgiagolfrealestate.com)
georgiagolfrealestate.com



Drake Offices Closed: July 4th & 5th

Upcoming Events

Showcase Trade Show 2019
Save the Date – Thursday,
August 22nd Cobb Galleria
Center

If you are in need of CE Credit Hours, please email Mary at drakerealoffice@gmail.com

FMLS CE TRAINING CLASSES

**Earn 2 Free Months for Each Referral
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No Hidden Fees Technology Driven Broker Access

Drake Realty always provides the following to all of their agents:

- E&O Coverage
- FMLS
- Bank Shot Smartphone App
- Dotloop
- Free CE Classes
- Unlimited Agent Support
- Metro Atlanta & Lake Oconee Office Locations
- Pay at Table Option
- Premium Business Partnerships
- Ability to Change Plans without Penalty
- Board Membership Optional



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As a licensed Georgia Real Estate Agent it is your responsibility to keep up to date on changes implemented by the Georgia Real Estate Commission (GREC) and Drake Realty.

Please Remember to Sign In to the Drake Database every 14 days to stay compliant.