



## News and Events

that you don't want to miss!

### September 2019

### Broker's Corner

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Real Estate professionals have to continually look for ways so you are visible in the market place. While it is important to feel comfortable with how you market you always have to keep in mind that you need to keep your pipeline flowing.

Some agents send out monthly newsletter , but many agents have taken to creating and maintaining a Real Estate Blog. Why create a Blog? Having a blog allows you to present your experience as an agent, show you understand the local market, drive business to your agency, and more.

People like to hire experienced experts. They want to hire someone who is not a novice, and who can intelligently talk about real estate related topics. When a person is buying and selling a home expertise is essential. A Real Estate Blog allows you to show off your expertise as an agent. The topics you chose to post in your



## 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.

6% off Mac

2% off select iPhone, iPad and Apple Watch

5% off iPad Touch

10% off AppleCare+ and most Accessories.

\*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**

blog are posted because they are helpful, targeted, and informative which show your audience you do have a background in the industry and you know what you are talking about. Your blog establishes you as a trusted resource for Real Estate related topics.

Your blog should also establish you as a local market expert. You need to go beyond simply explaining real estate concepts, and be a go to for information in your community. You can create a link on your blog to a local community page. You can post information on this page that is useful and valuable to those who read your blog. Being a community expert is as important as being a real estate expert as choosing the place to purchase your home is what a potential buyer wants to understand since they will more than likely live in that community a long time while they raise a family, grow a business, or complete their pre- retirement years. The number of bedrooms, baths, and home features is as important as the community where the home is located. A potential buyer will chose an agent that understands the area so they are confident the agent knows and understands the area where they are looking to purchase.

The internet is where buyers/sellers begin and having a blog that is of interest increases your on line presence and visibility which will ultimately drive business in your direction. Search engines rank websites by the content they provide. People searching the web are looking for information , and search engines want to satisfy searchers. Your blog needs to provide valuable information as you will then appear higher up on the search rankings which in turns generates more business.

You will become a better agent by blogging as by teaching others it helps your personal understanding as you research topics you are putting on your blog. You discover your strengths and weaknesses through your research which makes you a better agent overall. You continually learn and know your community which is a win-win for both you and your clients.

Getting started with your Real Estate Blog is not difficult. You need to pick topics you think people will find of interest to gain additional industry knowledge. You need to

QR CODE



### How You Might Be Sabotaging Your Lawn Appeal

A lush lawn can help improve a home's aesthetics, if homeowners avoid these two common mistakes.

[Read more](#)  
magazine.realtor

be aware you will not get instant business as it will take some time for your blog to connect with others. Insure you take the time to read information on starting a real estate blog so you are knowledgeable of the process.

Once you get your blog up and running you need to insure your content is exceptional so that others read it and find it of interest. You also need to insure your blog is visible and promote your blog on Facebook, Twitter, Pinterest, Google, LinkedIn etc. Blogging and social media go hand in hand, and your social media efforts will drive your blog. This is the point where blogs either succeed or fail. Insure you have taken a Continuing Education Course on Social Media so you are following all of the advertising rules and are compliant. Check out content marketing sites for real estate and promote on these sites as they do drive traffic.

Remember creating a blog is a tool that will work for some agents, but keep in mind that blogging takes time and you need at least fifty blogs according to experts before you start seeing results.

Agents have to continue to find new avenues to gain revenue streams to keep their pipeline always flowing with business.



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

## License Law Reminder of the Month

### Rule 520-1-.05 Maintaining a License

(1)  
Required Education. O.C.G.A. Section 43-40-8(d) requires that each salesperson must furnish to the Commission within one year of the issuance of an original salesperson's license evidence of satisfactory completion of a post-license course of study of at least 25 instructional hours (other than the Salespersons Prelicense Course or Brokers Prelicense Course) approved by the

should log into GREC Online Services. Please see the link below.



Georgia Real Estate Commission  
Georgia Real Estate Appraisers Board

[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](#)



[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

Commission. Salespersons must have completed such course:

(a)

no earlier than one year before the date of issuance of the original salesperson's license, or

(b)

no later than either:

1.

one year after the date of issuance of an original salesperson's license or

2.

eighteen months after the date of issuance of an original salesperson's license if the salesperson qualifies for the six month extension of time authorized by the O.C.G.A. Section 43-40-8(d).

(c)

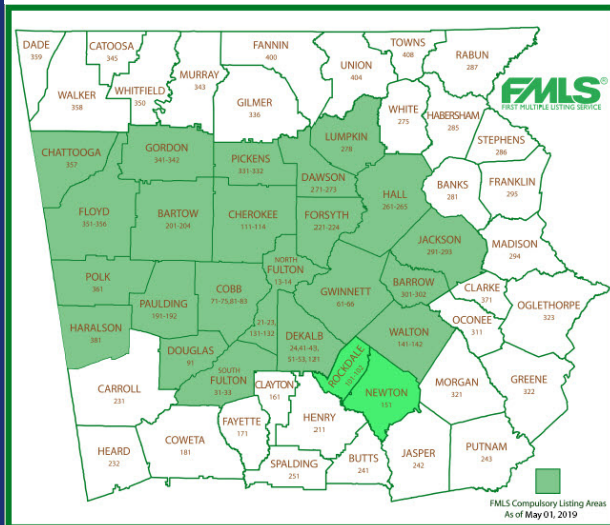
if the salesperson is a non-resident who has successfully completed in his or her state of residence a post-license course substantially similar to Georgia's Salespersons Post-license Course prior to the issuance of a Georgia salesperson's license (or in the first year after being issued such a license), then such course shall be deemed to have met the requirements of O.C.G.A. Section 43-40-8(d).

(d)

In order to renew an active license, a licensee shall furnish to the Commission evidence of satisfactorily completing thirty-six (36) instructional hours of continuing education courses during the renewal period. The effective date of this requirement shall be July 1, 2015. Any licensee who renews an active license on or after this date must have

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.



## FMLS - Contact Us

Contact Us Privacy Policy Terms of Use Copyright (DMCA) Notice Accessibility Notice

[Read more](#)  
[www.fmls.com](http://www.fmls.com)

completed thirty-six (36) hours of continuing education courses to renew.

(e) A licensee shall satisfactorily complete at least three (3) hours of continuing education on the topic of license law during each renewal period. The effective date of this requirement shall be July 1, 2016. Any licensee who renews an active license on or after this date must have completed at least three (3) hours of continuing education on the topic of license law in order to renew.

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



## StreetLights Residential Trying Again With Midtown DRC...

Rendering for the proposed apartment tower next to Saint Mark United Methodist Church in Midtown. A Dallas developer is heading back to one of Midtown Atlanta's influential development bodies for a second go at a proposed apartment tower behind...

[Read more](#)  
[www.bisnow.com](http://www.bisnow.com)



## Bank Shot

**More time for you and your business**

*Send earnest money deposits and other checks to your broker securely with your mobile phone.*

**Convenient \* Compliant \* Simple**

**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](mailto:drakecommdeposit@gmail.com).**

Questions or concerns call  
Mary Gasparini  
[drakerealooffice@gmail.com](mailto:drakerealooffice@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.

**McMichael & Gray, PC**  
ATTORNEYS AT LAW

## Bank Shot Tips

### Bank Shot Instructions

Bank Shot continues to change how Real Estate agents handle Earnest Money. Instead of driving to the office, they are pulling out their Smart Phones and either depositing the Earnest Money themselves or emailing the Bank Shot instructions for guests.

It is safe, secure and insures that Earnest Money is received in a timely manner.

If you haven't downloaded the Bank Shot app, do it today and save yourself time and money.



### 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.



**RANDALL C. MCMICHAEL**



**EDWARD M. GRAY, IV**

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.



Visit Our Partner

***Think your buyers can't qualify? Think again!***



**Deanna Matney**

- 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 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\*

Direct: **800 450-2010 x 3040**  
Cell: **770-823-7991**  
Fax: **706 412-5068**  
Email [Deanna.Matney@nafinc.com](mailto:Deanna.Matney@nafinc.com)

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](#)  
georgiagolfrealestate.com





## Upcoming Events

If you are in need of CE Credit Hours, please email Mary at [drakerealoffice@gmail.com](mailto:drakerealoffice@gmail.com)

FMLS CE TRAINING CLASSES

Drake Offices Closed: September 2nd

Earn 2 Free Months for Each Referral  
That Signs up With Drake  
Have them Call  
Mary 770-365-4865



**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



**“ABILITY**  
is what you're capable of doing.

**MOTIVATION**  
determines what you do.

**ATTITUDE**  
determines how well you do it.”

- Lou Holtz

QuotesIdeas.com



Glenn



Bernie



Mary

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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.

