



## News and Events

that you don't want to miss!

### November 2019

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### Broker's Corner

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When working with a first time home buyer you need to be available to guide them through the process, and to keep in mind at all times that this is totally new uncharted area for your client. What seems obvious to you is not obvious to your client.

You need to guide your client every step of the way from the loan pre-approval process to the day of closing. There are many ways that the buying process can become an issue for the buyer, and you need to insure you are keeping the buyer on track during the transaction. On the initial meeting you have with your first time buyer you should sit down and discuss the process of buying from start to finish. Explain why it is important to have a pre-approval



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..

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

Thank you,  
Scott Shepherd  
Business Expert  
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[avalonbusiness@apple.com](mailto:avalonbusiness@apple.com)  
[www.apple.com/avalon](http://www.apple.com/avalon)

QR CODE

letter, and why it is important to only look for homes in the price range the lender established based on your clients financial monthly commitments.

Insure as part of your initial meeting that you have a Binding Contract, Closing Disclosure, and a final fully executed Settlement Statement available for your client to review. Make a copy of one of your recent closing and use a heavy marker to cross out any sensitive information including the property address so you protect your previous clients identity. These documents can be used as a training tool so your client can understand what information is being gathered to get to the bottom line number. You can go through the buyer side of the Settlement Statement and show how it corresponds to the initial Closing Disclosure from the lender, the Purchase and Sale agreement, and how debits and credits are shown on the Settlement Statement based on these documents. This takes out the “mystery” out of the process, and helps the buyer gain an understanding of the big picture of buying a home. Allow plenty of time in this meeting so the buyer has time to review all documents and ask questions after your initial overview. You the agent need plenty to have time to clarify items you feel are not clear to first time buyer. The agent needs to take the time to explain all aspects of what Earnest Money means in a transaction. The agent needs to explain to the buyer that they must provide the Earnest Money from their source of funds to insure there is not an issue towards the end of the transaction. The agent needs to discuss the importance of the home inspection in the buying process, and explain that buyer needs funds available to pay the inspector at the time the inspection is conducted.

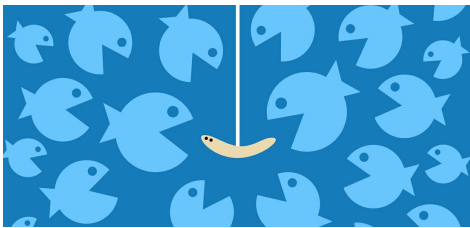
Advise the buyer of the stages



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### Buyer Competition to Grow Fiercer in Fall

Economists say low mortgage rates prompted greater homebuyer demand in the spring, leaving available inventory depleted.

[Read more](#)  
magazine.realtor



### Grubb Properties Pays Nearly \$50M For Memorial Drive...

involved in the process. It is second nature to the agent but not to a first time home buyer. The buyer is pre-approved for a certain price range, a home search is established, the buyer selects homes that they would like to see after reviewing listings, the agent schedules showing and the showings are conducted. The buyer decides on a home they would like to make an offer on. The agent sends the buyer the Seller's Disclosure if available, and the Community Association Disclosure if the home is located in a community with a Home Owners Association. The agent sends the buyer neighborhood comps to help determine the offer price. The agent and buyer determine what items they would like included in the contract special stipulations, the agent and buyer determine how many days to ask for inspection due diligence, and the agent contacts the loan officer to determine how many days of financial and appraisal due diligence are needed to insure the buyers Earnest Money is protected.

At this meeting you can explain to your client how you will set up a saved search, and advise of the importance of immediately scheduling time when a new active listing comes on the market that meets their criteria. You will ask the client what are must haves for their first home, and clarify what items they do not want included in their future home. Show the client how you search the MLS, and explain to them the critical items they should look at on a listing. It is important to advise them not to narrow their search to concise as they can possibly miss a home that is a potential match. Remind them they can simply hit the delete button when a home they are not interested in is sent to their inbox.

Tell the first time home buyer that they will have many people telling them what they should do as a new



The George and The Leonard apartments along Memorial Drive Grubb Properties is making a nearly \$50M bet on multifamily along Memorial Drive in Atlanta. The Charlotte-based firm purchased The George and The Leonard, two apartment communities...

[Read more](#)

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



### Ghosted? 3 Reasons Why You're Not Closing Millennial...

Have you ever been ghosted by a millennial buyer? That is, you met a prospective buyer at an open house who seemed excited and serious about the property. You set a followup meeting over coffee to discuss next steps, and then suddenly they disappear.

[Read more](#)

[realtytimes.com](http://realtytimes.com)

home buyer, and will offer all sorts of advice. Remind them to utilize the professionals in the transaction who can answer questions and address their concern. Tell the buyer not to hesitate to contact your loan officer, your agent, the home inspector, or the closing attorney's office with questions that they need addressed.

Buying a home is very stressful. The new home buyer is often confused and is embarrassed to ask a question or seek clarification. Hopefully, by the steps you have taken initially with the first time home buyer they will have enough of a comfort level to realize that you expect them to have questions, and will take whatever time is need to answer their questions.

Be prepared to spend additional time with the first time home buyer. The first time home buyer potentially knows other new home buyers, and they buyer will refer you in the future if they feel you made their first time home buying experience easy to navigate.



Remember to maintain your

## License Law Reminder of the Month

### Rule 520-1-.05 Maintaining a License- Continued from previous newsletter-Active or Inactive License

(f) This requirement shall not apply to an inactive licensee who can furnish to the Commission evidence that he or she has met the continuing education requirement for each renewal period that his or

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.



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

her license has been on inactive status.

(g) Every active licensee seeking to perform real estate brokerage activity must do so as a broker or on behalf of a real estate broker. Inactive licensees may not perform real estate brokerage activity on any real estate except real estate owned solely by the inactive licensee. Real estate brokerage activity includes sales, leasing, community association management services, property management services, and any of the activities identified under the definition of "Broker" in O.C.G.A. Section 43-40-1.

(h) The license law contains an exception (not available to licensees) that allows an unlicensed person who is a full-time employee of an unlicensed person to perform real estate brokerage activity on property owned by that unlicensed person's employer.

(i) A licensee may not place the licensee's license on inactive status and perform real estate brokerage activity for an unlicensed person. Whenever a real estate licensee wishes to be employed by an unlicensed person in order to perform real estate brokerage activity on real estate owned by that unlicensed person, such licensee must first surrender such licensee's license to the Commission and may not reinstate that license without first qualifying as an original applicant.

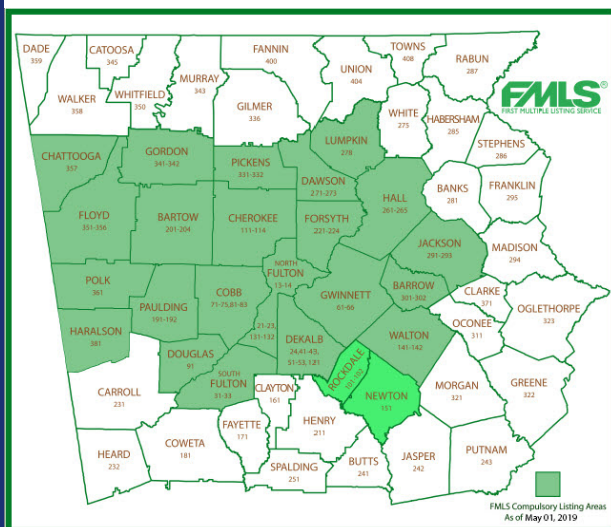
(j) A licensee on inactive status may be an employee of an unlicensed person to perform work other than real estate brokerage activity for the unlicensed person. The topics above were discussed extensively at the recent License Law CE Class. Please



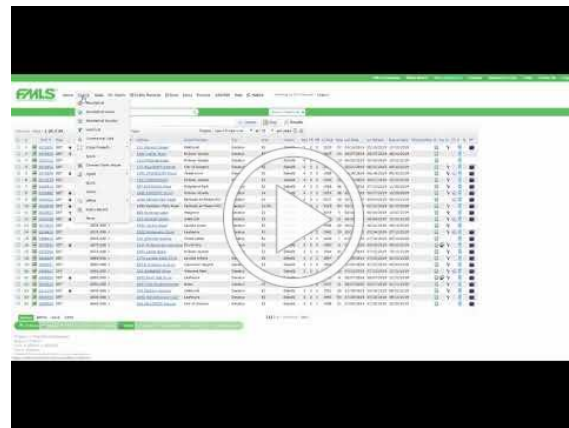
nearly 12 million views of listings monthly across 100's of real estate websites? This expansion will increase your listing exposure with the inclusion of Rockdale and Newton in our compulsory listing area comprised of the following counties: Bartow, Barrow, Chattooga, Cherokee, Cobb, Dawson, DeKalb, 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.

New construction no matter the phase, will be collected in compulsory areas.



**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**



**FMLS Training Video  
How to create a Speed Bar Shortcut**



### How to Fix These 4 Common Design Mistakes

What's making rooms look smaller or less inviting? These solutions can help tweak the problematic elements inside a home.

[Read more](http://magazine.realtor)  
magazine.realtor





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www.fmls.com

## Good Old-Fashioned Client Care - Your Best Business...

If I had a dollar for every time one of my clients asked me my opinion about the latest and greatest business building product or gimmick, I would be a multi-millionaire. Agents are always looking for ways to improve their business model and to...

[Read more](#)  
realtytimes.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**

## Bank Shot Tips

### Bank Shot Instructions

Are you using Bank Shot? If you answered no, what is stopping you?

- Is it complicated? Not at all
- Is it user friendly? Absolutely

Bank Shot is revolutionizing how money is securely handled in Real Estate. How, you ask?

- Bank Shot saves you and your client time.
- It provides a compliant, clear and concise documentation as to when Earnest Money was deposited.
- You can give your client the guest log in to deposit Earnest Money.
- You are able to deposit your commission check and either have it mailed to you or you pick up at the Drake Office of your choosing.

**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  
[drakerealoffice@gmail.com](mailto: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.

Download the app today. You be happy that you did.





## 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.



### Visit Our Partner

***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





Deanna Matney

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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

- 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\*



### 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](http://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](http://georgiagolfrealestate.com)



Drake Office Closed - November 11th  
November 27th-29th

## Upcoming Events

Nov 7th - Gainesville Free CE Class  
New Home Construction

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

**FMLS CE TRAINING CLASSES**

**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



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.