



News and Events

that you don't want to miss!

February 2020



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

Broker's Corner

Real Estate as in every industry is competitive and you have to set yourself apart from the competition by showing your potential client the value you bring by representing them in a Real Estate transaction. Everyone is a google expert today and you as a real estate professional have to show how you can benefit your clients when they are making the most expensive purchase of their life the purchase of a home.

Consumers often wonder why is it a benefit to work with a buyer's agent, and you have to insure your client understands the value you bring to the transaction. Your job is to insure you work diligently through the process to deliver the value you sold yourself on when you became involved in the transaction. Having a professional on-hand to look out for your clients best interest is essential as you will help 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
avalonbusiness@apple.com
www.apple.com/avalon

QR CODE



The Redevelopment Of The Mall At West End Close To...

Developers of the planned redevelopment of the Mall at West End are ramping up their fundraising, aiming squarely at opportunity zone investors. Renderings for Elevator City

Partners redevelopment of the Mall at West End, designed by

buyer achieve the best possible results, and your involvement will make it more likely that the buyer can achieve the outcome being sought.

You have to dispel the notion that many uniformed buyers have that going directly to the listing agent gives them an advantage in a home purchase. This is false as the listing agent works for the seller and has an allegiance to the seller during the entire transaction. The listing agents role is to get the seller the most money possible therefore the sellers agent can give a potential buyer zero advise. Below 13 reasons to utilize a buyer's agent are outlined, and these can be talking points when you are meeting with a potential buyer so they can understand what you bring to the transaction.

Hiring a buyer's agent does not cost the buyer any money. The buyer's agent is paid by the seller when the transaction closes. The only situation where the buyer might pay the commission is with a FSBO –For Sale by Owner-and the owner refuses to pay the fee for the agent. This situation can be avoided by having the seller sign off on the right to show unlisted property as commission is discussed and stated in this form. Other options if the seller refuses to pay the commission is to have the buyer agree to pay you commission by reducing the price of the home to cover the commission. This is why a seller rarely saves money when doing a FSBO.

A buyer's agent will understand the market where the buyer is purchasing, and have a good understanding of the area. The real estate market is always changing and the real estate professional understands what is going on in the market area, and can keep the buyer informed. The buyer's agent knows and understands how quickly homes in the area are moving, are prices rising or dropping, and how much inventory is available. The agent can discuss in advance if the buyer should be aware that they could become involved in a multiple offer situation, and discuss in advance a winning strategy.

A buyer's agent will coordinate the

Gensler....

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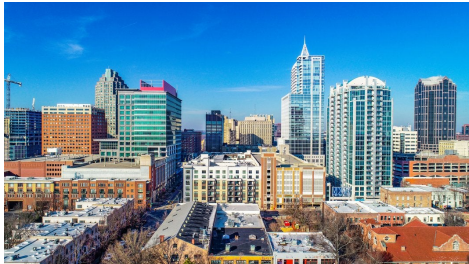


How Much Does Curb Appeal Affect Home Value?

A new study aims to enumerate the premium for properties that have the strongest exterior aesthetics.

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iBuying is Taking Off in These 8 Markets

Redfin recently released a report revealing the top markets where iBuying, a new quick, hassle-free way to sell a home, is rapidly growing. Currently, the largest iBuying companies like Offerpad, Zillow, Redfin, and Opendoor offer their instant...

[Read more](#)

www.fool.com

home showings around the buyers schedule, and advise the buyer when a sense of urgency is needed to view the property due to the property being highly desirable. The buyer's agent will research the area and neighborhood and so that they can perform the necessary due diligence to pass information on to the buyer so when they make an offer they feel it is in their best interest. The agent should insure the buyer is given the sellers disclosure and insure the buyer is aware of how important this document is so they understand the history of the home, and in reviewing the sellers disclosure determine if they need to budget for repairs that possibly need to be done on the home.

The agent should provide comps to the buyer, and work together to determine what price and what amount of closing costs should be offered on the home. The buyer agent should guide the buyer through what items should be included in the special stipulation area of the contract. The agent will give the names of lenders so the buyer can shop loan rates. The agent will also advise if they feel a home will not pass an FHA or VA loan inspection so the buyer does not waste money on unnecessary inspections. The agent can also advise of their experience in working with different lenders to insure the buyers partners with a lender who will get them to the finish line painlessly.

The buyer's agent is the agents negotiator and insures the best offer is put together for the buyer. The agent is the negotiator from the beginning until the end of the process, and works with the buyer through the inspection of the property, the appraisal, and through any other milestones in the transaction to insure the buyer receives timely communication and the best representation. The agent needs to give the buyer ample time to ask questions, review documents, and be advised of next steps to keep the transaction on track. The agent will keep a cool head and keep the emotions in check when a bump in the road occurs so they can provide direction to the buyer. The buyer's agent is experienced and understands what to look for when homes are being viewed. The agent



Gen Z Is Up Against Millennials for Housing

There may be some steep competition between the two generations for a dwindling supply of entry-level homes.

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knows what questions should be asked of the listing agent so the buyer doesn't waste time, effort, or emotions on a home that could have potential issues in getting to the finish line which is closing.

The agent understands the Real Estate Forms, contingencies, due diligence periods, Earnest Money amounts, and all of the other contract items that should be written into an offer. The agent can guide you through the transactions by recommending other professionals on their team who the buyer might want to research to do the inspection, close the property, etc. The bottom line is the buyer's agent is with the buyer every step of the transaction from setting up saved searches until the day of closing. This is what a real estate agent does daily it is their world and sharing their knowledge and expertise by representing a buyer will help the buyer achieve the best possible result in their purchase of a home.



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.

License Law Reminder of the Month

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

e) Any licensee who fails to pay a renewal fee and allows an inactive license to lapse may reinstate that license to inactive status within two years of the date of lapsing by paying the fees cited in Rule 520-1-.04(1).

(f) Any licensee who allows either an active or inactive license to lapse for a period longer than two years and less than five years from the date of lapsing may reinstate that license to active status by paying the fees cited in Rule 520-1-.04(1) and by satisfactorily completing the following educational course:



[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](#)

We want you to be the first to know.... On February 4th we are conducting a "soft-launch" of a brand new Forms, Transaction Management & Electronic Signing **tool for all of our members.**

Many Brokers & Agents have been asking FMLS to deliver an alternative to rDOCS. We listened and are moving forward!

The new software is called Remine Docs. We have vetted and tested them extensively and are very, very pleased with their capabilities. Remine Docs is substantially more Reliable, Modern, Faster, and Intuitive than any system we've ever

1. if the lapsed license is that of a community association manager, the Community Association Managers Pre-license Course;

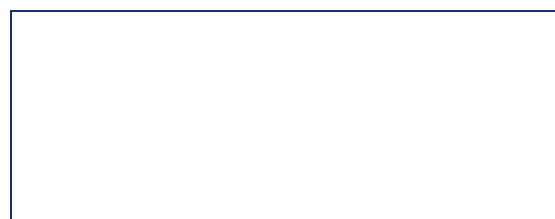
2. if the lapsed license is that of a salesperson, the Salespersons Pre-license Course; or

3. if the lapsed license is that of a broker or associate broker, the Brokers Pre-license Course. Courses taken to reinstate a license as provided in 1., 2. And 3. above must be taken within one year prior to making application for and paying the fees required for reinstatement.

(g) Any licensee who fails to pay a renewal fee and allows a license to lapse and who does not elect to reinstate the license under the provisions of paragraph (4) (c), (d), (e) or (f) of this Rule may reinstate the license by retaking and passing the appropriate qualifying examination for that license including the national portion of the examination.

(h) Any licensee whose license has lapsed a period of time longer than five years from the date of lapsing due to a failure to pay required fees and who desires to re-qualify for a license must do so as an original applicant.

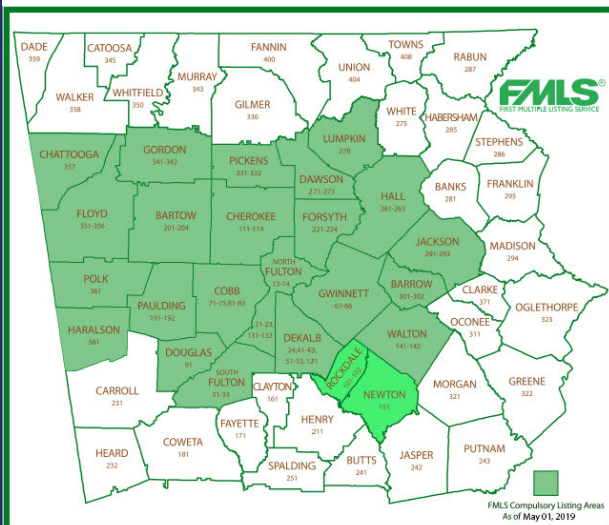
The topics above were discussed extensively at the recent License Law CE Class. Please insure you comply with License Law at all times to insure your business is being conducted within the rules and regulations of the Ga. Real Estate Commission



seen. Remine Docs is a fully integrated part of the Remine Pro MLS system. GAR & REforms are already fully integrated. The Remine team is also building a listing upload feature so you will be able to upload listings directly to Remine, Matrix and beyond. That means your agents will no longer need to flip between different software to list & sell property. We think you will be very pleased. Here's a short 1-minute overview video: <https://remine.wistia.com/medias/w5cdve9uyv>

On Friday, January 31st we will begin messaging all FMLS members announcing that Remine Docs will be available on February 4th. We will also include details about the Remine Docs product, training opportunities, etc. Again, this is a "soft launch" which means rDOCS will still be available at least through the Spring market.

Thank you for the trust you and your company place in FMLS. We look forward to introducing Remine Docs as part of our mission to deliver the very-best software and services to our members as an exclusive FMLS benefit.





FMLS - Contact Us

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www.fmls.com

After a Decade on the Market, the Isley Brothers' Former ...

It was a sad song. A mansion built and designed by the Isley Brothers in the 1960s languished on the market in New Jersey for nearly a decade. How do you sell a seemingly unsellable mansion? Enter agent Igor Beyder of Beyder and Company Realty.

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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 Instructions

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 Updates

Below are the changes that have been made to the Bank Shot App. See details below.

1. There has been a recent update to the Bank Shot app, if you are having an issue utilizing the app you need to do an app update.
2. The way you will navigate the screens is now with the bar at the bottom that says NEXT or they can still use the icons
3. On the address screen the state now is a scroll down and has to be selected rather than typed in. This is to get uniformity on the state
4. The tab on the iPhone that used to state Actors now says Contact Info. We are asking for the agent's name, buyers name, buyer's email and buyer's phone number. These are required fields and must be filled out or the transaction will not go through. Seller's information is not necessary but can be added.
5. We are asking for the buyer's information in order to have this for earnest money issues. It assists us when needing to contact the buyer on Earnest Money issues.



If you have any questions or concerns on these recent changes please contact the office for clarification.



Survey: Consumers Strongly Prefer Listings With 3D Tours

Home buyers say they may be more motivated to visit or purchase a home if the online listing includes more than static pictures.

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magazine.realtor



The 4 Biggest Secrets to a Decluttered Living Room in...

Anyone else's living room feeling like a post-apocalyptic nightmare right about now? If it looks anything like ours, piles of laundry, stacks of unread magazines from last year, and even the Secret Santa gift you received from your co-worker (the ...

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McMichael & Gray, PC
ATTORNEYS AT LAW



RANDALL C. MCMICHAEL

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



EDWARD M. GRAY, IV

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

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

Upcoming Events

"Deal Killers" 3 Hour CE Credit Class

FMLS CE TRAINING CLASSES



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

Drake Offices Closed - February 17th

**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.