

Interview with Denise Fast

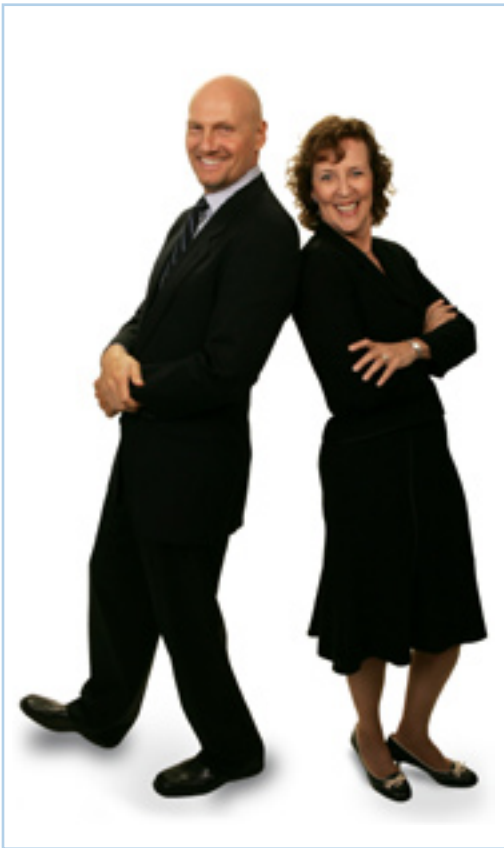
DISCOVER HOW DENISE GREW HER GCI FROM \$600,000 TO \$1.2 MILLION IN JUST 24 MONTHS—DESPITE A REAL ESTATE DOWNTURN IN HER MARKETPLACE

This **exclusive interview** reveals how Denise now wins more listings, retains more clients and has exploded her referral income. Learn how Denise used **The Maximum Value Home Selling System™** to become the #39 out of 120,000 RE/MAX agents worldwide.

Are you serious about earning \$200,000 to \$1,000,000+ per year and achieving financial independence?

Would you like to provide your clients with so much “off the charts” value for your commission that they become your champions for life? Then you will definitely want to hear what Denise Fast has to say.





Harold Ware, CEO & Founder of
MaxAvenue and Realtor®, Denise Fast

Dear Real Estate Professional,

Are you ready for a fresh, new, straightforward business approach that will permanently differentiate you from other agents and provide such compelling value to your clients that your income will increase even if the market slows down? Then, I'm sure you'll find the story of Denise Fast intriguing.

Denise is a very special person as well as an extraordinary real estate agent. She has been a Realtor for 20 years and a top producer since her very first year. From the moment you meet Denise her passion for service and her expertise as a Realtor are obvious.

Almost four years ago, Denise was my buyer's agent for a home in Santa Monica. As we discussed the future of real estate, I shared my observations as a businessman about why more Realtors don't make \$1,000,000+ a year. It can be done—but you've got to run it like a business—a million dollar business.

The result of our meetings? We both had found a new mission. Denise would take her business to new heights and I would apply the timeless business principles I had been practicing for over 25 years to an industry that could greatly benefit from an integrated business approach.

The interview below is a preview of the results Denise has experienced by implementing the core concepts that are now integrated into **The Maximum Value Home Selling System™** and the **MaxAvenue360™** programs. Read on to learn how using these proven, repeatable, comprehensive business systems—designed exclusively for real estate agents—have helped skyrocket Denise's income.

Sincerely,

Harold Ware | CEO & Founder of MaxAvenue™



Exclusive Interview with Top Producer Denise Fast

Harold: **How has the real estate business changed from when you first got started?**

Denise: When I first started in the business there was no Internet, there were no computers, the listings were in a book, in the office, with one photo in them, and the MLS took the photo. You really didn't have to be any kind of a genius to actually do real estate. I learned how to write the contracts. I learned how to negotiate. And I became a top producer my first year in the business, but I still had no business systems or tools. Basically I had a practice, but I didn't have a business.

Harold: **As successful as you already were, what made you decide to aim even higher in your career?**

Denise: I have to say honestly that after 20 years of being in the business I was doing really, really terrific but I was at a plateau. I wasn't growing any more. And I didn't know how to make a switch. I felt like I had surrounded myself with good people and good practices, but I didn't really have a good business system and approach ... not until I utilized **The Maximum Value Home Selling System™**.

"I feel like my success has really, really blossomed because I have a true business system in place that I can rely on to help me through most any situation."

Prior to that, I didn't have an actual business system that I felt could really help me grow my business and take it to the next level. But with **The Maximum Value Home Selling System™** that's all changed.

I feel like my success has really, really blossomed because I have a true business system in place that I can rely on to help me through most any situation. It gives me the confidence to get the big deals, not just the little ones. And it gives me the confidence to help my sellers get top dollar.

Harold: **How have declining commissions and discount brokers affected you in the last few years?**

Denise: Over the last several years, there's been a lot of downward pressure on our commissions. In fact, there was recently an article speaking to that in The Wall Street Journal.

(cont.)

If the sellers are having difficulty selling their homes and the agents are having difficulty putting deals together, they feel the 4% commission is better than no commission. And so the discount brokers are doing it for four. And when I go in there and meet with a client I ask them why would they possibly want to list their most valuable asset with a discount broker who's going to give them no business plan, no marketing and who is not going to achieve maximum value for their property? And time and time and time again I have gotten a deal over someone who's offering them a discount commission. I also say, "How can you possibly think that someone who can't negotiate on their own behalf is going to be able to negotiate for you? If I can't negotiate my commission, how am I going to be able to negotiate to get you top dollar for your house?"

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"Denise Fast sold our condo for almost \$100,000 more than any other 3-bedroom Marina City Club condominium ever!"

- Richard & Andrea Hume

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Harold: **You've almost doubled your GCI in just two years since you started applying the tools and resources available with *The Maximum Value Home Selling System*™. How did you decide to use this system in your real estate business?**

Denise: People have a tendency to do the same thing over and over and over again because they say, "Well it works, so why should I fix it? I'm already making half a million dollars a year; I'm already making a million dollars a year. Why do I need a better system?"

But I think that there's always a better way. If you really want to give great service, it's important to continually keep learning. A few years ago I was at the point where I either wanted to do something totally different other than real estate—or figure out how to take my business to another level.

Harold: **What is the single biggest thing *The Maximum Value Home Selling System*™ has done for you?**

Denise: Aside from doubling my income, it gave me a huge boost in self-confidence. Before, I didn't have the confidence to stand up to those high-end business clients and say, "Look, if you don't do this it's going to sit for six months, you're going to lose money month after month and then you're going to drop your price again and again. You know, you're just going to chase the market down." Now after working with **The Maximum Value Home Selling System**™, what I've found is that I can go in and talk to any client. I don't care if he's the CEO of a multi-million dollar sugar corporation or a movie star. I have the self confidence to walk in, speak to any client and say, "Look, this is what you need to do to maximize the value of your home."

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Let me put it this way, about a year ago several large real estate companies on the west side of LA were downsizing and even closing because the inventory was growing and the sales were shrinking. In one year the sales volume was down 30%. And in that year, after two years of working with **The Maximum Value Home Selling System™**, I had my biggest year ever. And instead of downsizing my office I went out and opened a brand new office twice the size.

People who call to find out how badly I'm being hit were shocked that I'm having my best year ever in a down market, and I really attribute it to the business practices, the systems and the knowledge that I've been able to put in place in the last two years with **The Maximum Value Home Selling System™**.

*"In one year the sales volume was down 30%. And in that year, after two years of working with **The Maximum Value Home Selling System™**, I had my biggest year ever."*

Harold: In addition to **The Maximum Value Home Selling System™** what other **MaxAvenue™** business systems, tools and resources helped you the most?

Denise: With the **MaxAvenue360™** system, there are now certain practices I have learned to help protect me and my clients because the details are not falling through the cracks—because I have systems to track them now.

When I started working with you and **MaxAvenue™**, the other thing I realized is that I don't believe there's truly one agent out there who can handle all the facets of real estate buying and selling without having a team. And to have a good team, a professional business team, can be very, very expensive. It can eat up all of your profits. But the thing that I think is great about **The Maximum Value Home Selling System™** is it's a shared system.

For less than the cost of one small commission a year, I can have the guidance of a multi-million dollar business support team who's out there every day researching the market for the best practices and the best systems.

(cont.)

Harold: **But do you really get everything you need with MaxAvenue360™ and The Maximum Value Home Selling System™?**

Denise: Absolutely. I get probably half a dozen e-mails a day from different coaches, different marketing companies. They say, have your own web site, have your own business coach, get more leads, you know, all these different things, and I don't look at any of them anymore because they're all trying to sell me services I already have.

And I know that because I've bought into some of them over the years. I've spent \$10K, \$20K, \$30K and found they were basically worthless. For the most part they knew less than I did. What I believe is that most of the business coaches can be really good at helping someone have the discipline to do whatever it was that they were teaching them. But they still didn't have a true business system.

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"Our Harbor Crossing home sold for \$300,000 more than any other home on Oxford Avenue."

- Michael & Robin Levitt

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Harold: **Maybe that type of coaching just wasn't right for you ... but maybe it works great for some people and not for others.**

Denise: I know a lot of agents who spend a fortune on coaching. And year after year after year they don't do nearly the business that I do. And some of these agents, they've got their MBA in business. They just don't have the same timeless systems and practices I found in **The Maximum Value Home Selling System™** and **MaxAvenue360™**.

What **MaxAvenue™** brings to the table is a well-rounded business approach with all the pieces to the puzzle in place. It's a holistic approach to real estate so that you can take those business practices and use them every single day along with all the new systems that are constantly being created at **MaxAvenue™**.

Harold: **What other benefits does The Maximum Value Home Selling System™ provide?**

Denise: It immediately differentiates me from other agents. It makes the home seller realize that they should not be listing their most valuable asset with just any agent—with their mother's best friend, with the neighbor next door. They really need to be working with a true professional, which is what you can be and how you'll come across once you're using this system.

I feel a huge responsibility to my sellers, and I always have, to get them top dollar for their home. It's really important to me to get them an extra \$1,000, \$2,000, \$20,000, \$300,000. Sometimes I've actually gotten my client an extra \$300,000 over the identical home six houses down the street by using this system.

(cont.)

And what I found when it comes to the home seller is that when they can feel your confidence and belief that you can get them maximum value for their home, they list with you. They feel it, they know it, they believe it, and that's why they list with you—because you're telling the truth. You're actually going to get them top dollar for their home.

*"In one year the sales volume was down 30%. And in that year, after two years of working with **The Maximum Value Home Selling System™**, I had my biggest year ever."*

Harold: **You mentioned that other systems and coaches can be very expensive. How do you feel about the cost of *The Maximum Value Home Selling System™*?**

Denise: Let me put it this way...I recently had an offer from a business management company that holds licenses in real estate securities, attorneys, business management, etc. And they said they could manage everything for me. They promised I wouldn't even have to figure out my own accounting.

They'd figure out where all my dollars were going to help me run my business. I said, well, how much do you charge? And they said it's 5% of your income. I said, okay, so if I make \$1,500,000 a year, you're going to take 5% of that? That's \$75,000. If I make a million dollars, that's \$50,000. So the answer is that I personally would rather spend \$600-1,500 a month with **MaxAvenue™** than spending \$75,000 with someone else.

With **MaxAvenue™**, I know I'm going to get the best marketing service, the best lead generation, the best advice on what's the latest trend with buyers and sellers, all of that, by signing up with **MaxAvenue™** and **The Maximum Value Home Selling System™**.

Harold: **How has *MaxAvenue360™* helped improve your client retention and increase your referral income?**

Denise: I realized I had not been systematically leveraging the good will in the relationships that I had spent 20 years building. And when I started working with you, Harold, you came up with systems to get all those names into a database so that I could press one button and send an email or a letter out to all of them or a new listing or a Christmas card, or a gift. I found all kinds of things I could do to stay in contact with those past clients and create more referrals and repeat business rather than just hoping that it would happen. There are statistics from the National Association of Realtors® that prove that many of the clients out there that are past clients would have used us again had we stayed in better contact with them.

(cont.)

The problem is most of us simply don't stay in contact with them. And it's a lot less expensive to stay in contact with past clients than to try and create new ones. One of the ways that I realized that point was when I started tracking where the leads were actually coming from in my business. A lot of them were coming from past clients and repeat referral business. And when I realized that and put the **MaxAvenue Lifetime Client Connection System™** system in place to reward those clients, I got even more business. And that can be very inexpensive to do.

Harold: **How does *The Maximum Value Home Selling System™* help agents win more listings?**

Denise: Using this system makes a huge difference. There was one street where the homes were all the same, selling for \$1,100,000, \$1,200,000 because Suzy was selling it to her best friend and she had just gotten her real estate license and she wanted to help her friend out, so she priced it at \$1,100,000. And then the next agent said, well gosh, that home just sold for \$1,100,000 and its six months later. Let's price this one at \$1,165,000 not realizing that that home at \$1,100,000 was already \$200,000 under the market. So now there are two comps that are way under the market by a couple of \$100,000.

People are often listing their most important asset, probably the most expensive thing that they've ever owned in their life, with someone who has no idea how to run a business, and they're just handing over their most important asset to that person.

The one thing that I can assure you is that if the home seller is interviewing two agents and you are using **The Maximum Value Home Selling System™**, you are the one who's going to get that listing and sell that house. You're going to have all the tools you need to show the seller that you've done the proper market research—you haven't just looked at two homes, you've looked at the entire neighborhood and done a true market analysis—and you have a business plan for getting them top dollar.

Harold: **Any last thoughts you want to leave us with, Denise?**

Denise: Hire **MaxAvenue**. That's the simplest, best solution for taking your business to the next level. ■

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"Denise Fast sold our house for \$165,000 more than an almost identical house, five doors away on the same street in the same month."

- David & Karen Buchanan

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:: End of Interview ::

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