

Texas Real Estate Bible Newsletter

Welcome back!

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Karen Scott, host of the Texas Real Estate Bible Podcast

Welcome back for the second issue of the newsletter! Last month I talked a lot in this space about what I'm not, so this month I'll touch on a little bit of what I am.

For a much more in depth explanation of me, you should listen to Episode 6 of the podcast, where we spend about an hour prying in to my past.

I grew up in rural New Jersey, so I guess this makes me the definition of a "Jersey Girl". I'm friendly, loyal to a fault, and occasionally potty mouthed.

People ask me frequently why we occasionally use foul language on the show. "Aren't you worried about offending people?" they ask.

No, I'm not. It's who I am, and if who I am offends you, you should probably work with someone else anyways.

How do referrals work in real estate?

I have a lot of friends scattered all across the country. Thanks to social media, it's easier than ever to stay in touch with friends from your past.

Frequently, I'll see posts from my friends that they've gotten an offer on their home or just put in an offer on a great place.

Of course, I'm happy for them, but it's frustrating for me be-

I am a wife, a mother of two amazing girls, a college graduate, a landlord, and a former retail business owner. As I mentioned last month, I was really worried about how to market myself when I got in to the real estate industry.

Real estate is what is known as a "negative reputation industry". The general public has a negative impression of the occupation. So how do I set myself apart? How do I credibly communicate to you that I'm not like every other sleaze ball you've heard of with a real estate license and a firm handshake?

My answer to this puzzle is to produce content. Real, interesting, useful, AUTHENTIC content! Anyone can grip and grin and tell you they're ethical, honest, et cetera, et cetera. But it's impossible to fake being honest, ethical, and authentic

over the hours upon hours that have gone in to producing the podcast and this newsletter.

I receive a mass mailed newsletter at home from a local real estate agent on a monthly basis. It's full of generic content that doesn't tell you a single thing about the agent that sent it or her approach to business. I'm sure she pays some service somewhere for this newsletter that she then spams to the entire neighborhood but I ask you, does this worthless "touch" teach you anything useful about the agent?

I shit you not, a recent issue had a front page story about hemorrhoids. I want to have a relationship with you, but that's a conversation that's best kept between you and your doctor.

My promise to you: every piece of content I send you will be original and authentically me.

cause 90% of the time, they don't ask for my help. It's innocent enough, they may be transacting in New Jersey, and I'm in Texas. What most people don't know is that I can help you to find a great agent no matter where you live.

This is called a referral transaction. Let's say you want to buy or sell in New York, and you don't have an agent that you

know you want to use. Give me a call, and I'll find one for you.

For my effort, I'll earn a slice of the agent's commission on your transaction, and you will get an agent who has been pre-screened by me to not be a sleaze. Win/win!

If you need a referral, call me at 832-559-0480.



Episode 21: Buyer Commandment 4—Thou Shalt Remember Thou Art NOT On HGTV

As real estate dorks, we enjoy watching HGTV (well, 2 out of 3 of us do). There are some great pieces of information you can get out of watching the many great shows on the channel.

For example, you can get a very good idea of what styles and finishes you like in

homes, and you can get a great idea of what kind of layouts appeal to you.

However, while watching any television show, it's important to remember that pretty much everything you see is scripted, and only about half of it is true. For example, on renovation shows it's

pretty common for the contractor to give a cost estimate on the spot after eyeballing the house for 2 minutes. This will not happen to you in real life. When they do "eyeball" an estimate on these shows it's often tens of thousands less than what it would actually cost in the real world.

Episode 22: Agent Commandment 5—Thou Shalt Not Be A Jerk To Other Agents

It's been a frequently repeated position on the podcast that the barriers to entry into the real estate business are far too low, and that results in a lot of unqualified people getting their licenses.

These agents get frustrated with how hard it is to be consistently successful as an agent. All too often, they take these frustrations out on their fellow agents by mak-

ing transactions harder than they need to be.

In this episode, we tell a number of stories of agents who refused to maintain their professionalism, and in the process ended up costing their clients money.

The upshot of these stories – as an agent, it is your **JOB** to be professional and dispassionate so that you can act in the best interests of your client at all times.

*“It is your **JOB** to be professional and dispassionate so that you can act in the best interests of your client at **ALL** times”*



Episode 23: Seller's Commandment 3—Thou Shalt Understand the Anatomy of Thy Offer

Not all offers are the same. There are many ways a crafty buyer can hide costs in their offer that reduce the overall value of deal for you as a seller. This is one of the many reasons why you need a competent, detail oriented agent looking out for your best interests in your transaction.

In this episode, we delve in to some of the nooks and crannies that make up the



offer and walk you through your options when you're selling your home.

For example, did you know that your buyer's source of financing

can have an impact on the total amount of money you end up with in your pocket? All this and more in this episode!

Episode 24: Stuff the Sleigh

In this episode, we welcome Nicole Normandin to the show to talk about Stuff The Sleigh, the charity we are benefitting at the upcoming live event on December 14.

In the interview, we learn about Nicole and her personal connection to the mission of Stuff The Sleigh,

which benefits pediatric cancer and hematology patients.

Nicole gives us a behind the curtains look at how Stuff The Sleigh delivers its services and what it takes to manage and grow a Non-Profit organization.

Finally, she shares

some gripping stories about the children that have benefitted from Stuff The Sleigh.

Don't miss this episode!



“Your buyer’s source of financing can have an impact on how much money ends up in your pocket”

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Almost everyone has a real estate story. Far too many have horror stories to tell. In fact, we have shared so many of these stories with each other that we decided to start a podcast to share these stories with the public, and highlight the fact that while a juicy horror story is fun to tell and fun to hear, there really are still some great agents out there who work hard every day to do right by their clients.

This podcast is intended for both providers and consumers of real estate services. Our opening tagline is “Hello buyers, sellers, and renters; and hello agents who know there’s a right way and a wrong way to run your real estate business”. Because that’s exactly it, there really IS a right way and a wrong way to do business in real estate, and in our opinion, many agents are doing it wrong!

Episode 25: Buyer Commandment 5—Thou Shalt Not Rent From Craigslist

Put yourself in the place of a couple who find a great rental on Craigslist.com. The house was beautiful, it was in a great neighborhood, and it was being listed below market! They were happy with the pictures they saw in the ad, so they called the number. The landlord said there had been a lot of interest in the property, so if they really wanted it, they’d have to make a decision quickly and send in their application and application fee quickly, so they did.

A few days later, they got a call from the landlord to let them know that of the 7 applications that he’d received, he’d chosen their application. Of course they were very happy

and eager to know what to do next. The landlord said he was about to go out of town on vacation for a week, so if they’d just mail money orders constituting first and last month’s rent and security deposit, he’d meet them at the house on the day the lease began to deliver the keys.

On moving day, they showed up and wondered why there were other moving trucks on the street. It turns out that the person they’d thought was the landlord actually didn’t own the property, and the real owner had no idea what had been going on. The scam artist had made the same promises to 7 different callers, and had made off with roughly \$80,000 in

money orders that had been sent in to cover rents and security deposits. Even worse, the scam artist had all of their personal information from the application and stole their identities, opening credit card accounts in their names!

It’s scams like this that underline how important it is to have a real estate agent working on your behalf, even if you’re renting a home or apartment.

Their services are completely free to you, and they have access to resources that will help to ensure you’re never the victim of a scam artist. Listen to this story and more in this episode!