

**Bill Hart**

TalkJet Audio Interviews

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This month's TalkJet interview is with Karyn Mitchell in Las Vegas, NV. These are the things I would ask for you to focus on in order to capitalize on the value of the interview.

**Karyn Mitchell**

**RE/MAX Benchmark**

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2007	\$56M	309 units
2008	\$52M	327 units
2009	\$47M	361 units

While Karyn was previously in the mortgage industry for 10 years, she has been in the real estate business for less than two years. Karyn's average sales price is \$130,000, down approximately 50% from two years ago. The vast majority of Karyn's business is REO, however she is transitioning toward a stronger focus on Short Sales.

**Key Points:**

The team's goal is that buyers receive an agent ready willing and able to assist them immediately.

Database: Karyn's database has over 5,000 people in it (WiseAgent) and Karyn personally uses Outlook. When starting in real estate, she focused 2 hours per evening on building and populating the database. Karyn refers to her database as her goldmine.

**Team:**

Karyn's team consists of one full-time Transaction Coordinator, one full-time Accounting Specialist who deals with billing and reimbursements (significant in REO) and one part-time assistant who handles utilities, home preservation and signs.

**Listen For:**

Primary Focus: Sign call conversion methods, listing presentations, product & market knowledge, transaction coordination, most importantly only doing business with clients that meet our standards.

Goals: Directing our marketing to short sales, community education, training agents to really focus on clients that meet our minimum standards in an effort to maximize our time and level of service to each client.

Q: "What's important to you about your relationships with your loan officer?" Lenders are invaluable! Open communication at the first sign of a storm, under promise and over deliver. Lenders need boundaries and should request their agents to rate each client referral on the agents perceived client motivation level.