

# EVIDENCE OF SUCCESS (EOS)

## CREATING AN EVIDENCE OF SUCCESS POSTCARD 5X8

### PURPOSE

- To validate your client's perception that you're a consultant who's skilled at helping people solve problems.
- To keep your promise that you'll stay in touch.
- Describe actual target market.

### BENEFITS

- Builds your credibility.
- Reminds clients that you can help them, or anyone they might refer to you, in a variety of ways.

## EVIDENCE OF SUCCESS GUIDELINES

1. Keep it very brief, 250 words or less.
2. Start them the same each time:
  - a. "Dear Friends, here's a quick note about how I can help you or someone you know:"
3. Tell a short story about a client you recently helped and explain the challenge:
  - a. "Mary & Bill wanted to buy their first home, but like most first time buyers, they didn't know where to start."
4. Go into more detail about the problem:
  - a. "To make matters even more stressful, they did not have any extra money saved up for a down payment."
5. Offer a solution - enter the hero (that's you!)
  - a. "Thanks to my connections with great lenders, we were able to get them a loan with no down payment. On top of that, I was able to negotiate a deal where the seller paid for all their closing costs! So, they needed only \$800 to buy their home!"
6. Ask for a referral.
  - a. Don't hold yourself back from owning a home! Call me today! Please keep me in mind if you know anyone who wants to buy a home like Mary & Bill. I can also help experienced homeowners move up or even downsize. Call me today!"
7. Give each EOS a cool, bold title:
  - a. \$800 for our home - NO WAY!
8. Send this to everyone in your database - everyone!
9. Add success stats to the front (No "Me" then "We")

# EVIDENCE OF SUCCESS (EOS) MONTHLY

- **MEMORY JOGGER**
- **REMINDE THEM WHY WE ARE GREAT**
- **NO ME "STATS" THEN "WEEK"**

## You never know, unless you try

We were recently referred a young couple who owned a small house in western Frederick County. She told me that her 20-year-old husband lost his construction job last year, but the company rehired him the very next day... as a contractor, not an employee like before. So with the extra money he was now making, they began to remodel the house and create a nursery for their newly born baby girl.

It wasn't long before the economy caught up to them and his construction company needed him less and less, until one day they told him they did not need him any longer. They never completed the remodeling of the house, which was now half livable and half not. She told me they were seven months behind on their house payments, the mortgage company said there was nothing they could do but foreclose, the local banks even made them close their checking and savings accounts because they couldn't maintain minimum balances. Her husband could only find part-time work which was 1 1/2 hours away... oh yeah, they owe IRS \$2300 per month and if it's not paid each month her husband will go to jail.

Long story short we began negotiations with their bank, opened short sale communication, pushed the market value within an aggressive marketing campaign combined with a special construction rehab loan for the new buyer and were able to get this young couple out from under their mortgage with NO short sale or foreclosure - - so their credit should only suffer from some late mortgage payments.

Sincerely,  
*Jim Bass and Team*

P.S. If someone you know is struggling with a mortgage, please have them contact us ... there are options!

Real Estate Teams, LLC  
c/o Jim Bass  
50 Citizens Way Suite 400  
Frederick, MD 21701

### Experience Isn't Expensive, It's Priceless!

In today's challenging Real Estate market, you can't afford to leave EXTRA money on the table!

**FACT: #1** Since 2007, the Jim Bass Group has SOLD TWICE AS MANY Homes in Spring Ridge, as Compared to Any Other Agent or Team!

**FACT: #1** Since 2008, No Other Real Estate Agent, Team or Office has SOLD a Home in Winding Ridge for More Money than the Jim Bass Group of Real Estate Teams!

**FACT: #1** Since 2008, No Other Real Estate Agent, Team or Office has SOLD more homes in River Oaks than the Jim Bass Group of Real Estate Teams!

**FACT: #1** Since 2004, Real Estate Teams, Frederick Office has SOLD MORE Homes than any Other Real Estate Office in Frederick, Carroll & Washington Co!

**FACT:** 93% Repeat & Referral. The Jim Bass Group is Proud of the Fact that 93% of Our Business is Repeat & Referral!! When You Treat People Right, Word Gets Around!

**FACT:** Typically, the Jim Bass Group Signs are the Only Real Estate Directional Signs You Will See on the



**Jim Bass Group**  
Associate Broker/Co-Owner

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GreatTimeToBuy.com

Real Estate Teams

Logos: NAR, ABR, CRS, IRES, REALTOR, Equal Housing Opportunity

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YEAR TO DATE, WE HAVE NEGOTIATED OVER  
**\$473,000 OFF FOR OUR  
CLIENTS THIS YEAR.**

IF YOU ARE IN THE MARKET TO BUY OR SELL, I GUARANTEE  
WE CAN GET YOU THE BEST DEAL POSSIBLE.

—  
**CALL ME TODAY.**

**CONWAY REALTY GROUP**

210.379.2297 • [patrick@conwayrealtygroup.com](mailto:patrick@conwayrealtygroup.com) • [www.conwayrealtygroup.com](http://www.conwayrealtygroup.com)

**KW CITY VIEW**  
KELLER WILLIAMS REALTY

CLIENT: Patrick Conway  
FILE: conwaypatrick 05-23 f 6x9  
LOC: Graphics:Client Files:San Antonio:Conway, Patrick:pconway standard (6x9).indd

IPC DATE: 05.09.23  
DIM: 6" x 9"  
CASE #: 2557

PROOF: 1  
SIDE: Front  
TR

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# RESULTS THAT MOVE YOU

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18402 US Hwy 281, Ste 275  
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I will sell your home for  
**TOP DOLLAR**  
and beat the average days on  
market, or I will sell it for free!

Call me today for a complimentary market report.



**PATRICK  
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# DID YOU KNOW????

WE HAVE THE ABILITY TO NEGOTIATE A 2-1 BUYDOWN. This means the buyer will pay 2 basis points less than the current market rate for the first 12 payments and 1 basis point less than the current market rate for the next 12 payments. This is a great way to keep your payment lower and afford more house.

WE ARE GREAT NEGOTIATORS - IF YOU ARE LOOKING TO BUY OR SELL, CALL US - WE CAN GET YOU THE BEST DEAL POSSIBLE.

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# IT'S BECAUSE OF YOUR REFERRALS...

—  
PEOPLE ASK ME ALL THE TIME  
“HOW'S THE REAL ESTATE BUSINESS?”  
MY RESPONSE IS SIMPLE, IT'S GREAT!

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Things are different after the Unicorn Years. That is what I refer to as the real estate covid years. While covid was awful for so many things, it was an unexpected blessing for most things real estate related. The market was thriving so much during those years that we had a huge influx of new and inexperienced Realtors. Was this a good thing? ABSOLUTELY NOT! Are these Realtors here to stay? The National Association of Realtors (NAR) says no.

In 2020 and 2021 we had roughly 156,000 new Realtors nationwide. This was nearly 60% more than the 2 previous years. According to NAR, more than 60,000 of those Realtors have left the business in the last 6 months and another 60,000 are expected to be gone by this time next year. I am NOT going anywhere.

How have I navigated this new market? It is because of your referrals. In a year that has been full of uncertainty and trickiness, I have overcome the national statistics and succeeded because of your support and commitment to my business.

Today 90% of the real estate business is being done and controlled by the top 3% of all Realtors. That means that only 10% of the business is being done by the other 97%. This is unfortunate...for them.

As someone who is in that top 3% (actually the top 1%) of all Realtors in Texas, I will always be here for you and your friends and family.

As we finish the year I want to CRUSH last years sales. Can you help me? If you know someone, including yourself, that wants to buy or sell, please reach out to me so I can connect with them. I would love to help.

Thanks for your love and constant support.

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**CLIENT:** Patrick Conway  
**FILE:** conwaypatrick eos 11-23 b 6x9  
**LOC:** Graphics:Client Files:San Antonio:Conway, Patrick:pconway standard (6x9).indd

**IPC DATE:** 11.07.23  
**DIM:** 6" x 9"  
**CASE #:** 4527

**PROOF:** 1  
**SIDE:** Back  
**TR**

