

T H E
G O L D E N
H A N D O F F
B Y N I C K K R A U T T E R





REAL ESTATE INSIDERS

ARE TALKING ABOUT THE GOLDEN HANDOFF:

PAT HIBAN

BEST SELLING AUTHOR
6 STEPS TO 7 FIGURES

"*The Golden Handoff* identifies and lays out both a path that can help you learn from the success of others and accelerate the growth of your business. Nick Krautter does a brilliant job of explaining how he has successfully executed the Golden Handoff and how you can do the same. "

STEVE YEAGER

VICE PRESIDENT,
SALES OLD REPUBLIC TITLE, OR

"The Golden Handoff is the new playbook for any Brokerage that not only wants to recruit agents and grow their operation, but also wants to make sure that current business stays under their roof when agents retire. "

JESSE GARCIA

CEO OF PIPELINE WIZARD

"Nick Krautter has done a phenomenal job of documenting his success with one specific strategy that will increase every real estate professional's business when implemented correctly. "

RICK

INTERNATIONAL
DELUCA
SPEAKER AND TRAINER

"To have watched Nick's real estate career explode because of the principals he shares in this book has been one of the joys of my 39 year real estate career. If you're looking for a step-by-step system to increase your real estate sales production – look no further. You've found it! "

LISA ARCHER

CEO LIVE LOVE HOMES

"What's next in the real estate industry? After reading *The Golden Handoff* this is definitely something to learn, master and implement."

THE GOLDEN HANDOFF

“I’ve interviewed over 500 of the nations top performers and Nick’s strategy presents a new model for agents. This book should be required reading for real estate professionals everywhere.”

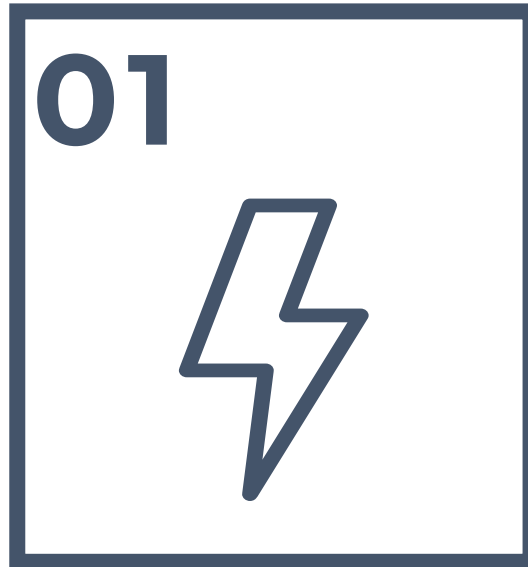
Toby Salgado

SUPER AGENTS LIVE PODCAST

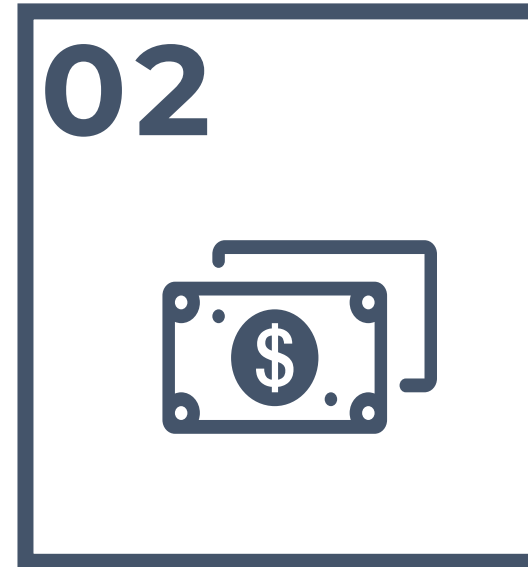
WWW.GOLDENHANDOFF.COM

THE GOLDEN HANDOFF

WE HAVE A PROBLEM



HOW DO I GROW
A BUSINESS?



HOW DO I
RETIRE?

THE GOLDEN HANDOFF

SOLVES BOTH PROBLEMS

EXPONENTIAL
GROWTH



BY REFERRAL

1 X 1

VS.

1 X 300



WHAT IS THE
**VALUE OF A
BROKERAGE?**

The value of the agents combined
business.

WHAT IS THE
**VALUE OF AN
AGENT'S BUSINESS?**

The number of clients X client referrals.



THE GOLDEN HANDOFF

HOW LONG DOES IT TAKE TO GROW YOUR BUSINESS TO 300 CLIENTS?

AN ENTIRE CAREER!

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THE GOLDEN HANDOFF



MY STORY

RENEE, DAVID

750 KW team leaders
Passive vs. Active Marketing

WWW.GOLDENHANDOFF.COM

RENEE, DAVID

Two success stories showing the power of the Golden Handoff Model.



THE GOLDEN HANDOFF

THE DEAL: REFERRAL AGREEMENT

YEAR
01



YEAR
02



YEAR
03



YEAR
04



NEW
REFERRALS

20%

SPLIT

70 / 30

SPLIT

80 / 20

SPLIT

90 / 10

SPLIT

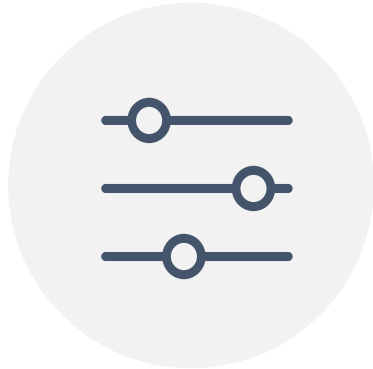
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THE GOLDEN HANDOFF

WHY NOT SELL OUTRIGHT?

WWW.GOLDENHANDOFF.COM

PREDICTING THE VALUE OF A DATABASE



**RELATIONSHIP
STRENGTH**



**AA-
EFFORT**



**MARKET
VARIABILITY**



THE MONEY

THE GOLDEN HANDOFF

MONEY SOURCES

**DIRECT
INCOME**

CLIENTS OF
THE RA

**INDIRECT-
SECONDARY**

SIGN CALLS,
POSTCARDS,
MARKETING
AROUND LISTING

**ADOPTED
REFERRALS**

**FUTURE
REFERRALS**

THE GOLDEN HANDOFF

HOW MANY DEALS CAN I EXPECT?

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THE GOLDEN HANDOFF

DEAL FLOW

200



75%



150



10



15

CLIENTS

REPEAT &
REFERRAL

DEALS

YEARS
[AVE. TIME
BETWEEN MOVES]

DEALS
PER YEAR

THE GOLDEN HANDOFF

FINDING RETIRING AGENTS

WWW.GOLDENHANDOFF.COM

THE GOLDEN HANDOFF

FINDING RETIRING AGENTS



NETWORKING

Brokerage, Realtor Association,
Community ect...



MARKETING

Outreach, Consistent
Communication.



PRODUCTION ANALYSIS

Slowing Down Before they Retire.

THE GOLDEN HANDOFF

FINDING ADOPTING AGENTS

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FINDING ADOPTING AGENTS

1

EXPERIENCE

Can They List and Sell?

2

RESOURCES

Time, Money, Team.

3

ETHICS

Honest Dealings

4

ENERGY

Do You Like Them?

WHO NOT TO HIRE

1 YOUR FRIEND

2 YOUR ASSISTANT

3 THE CHARASMATIC
NEW AGENT

4 THE AGENT THAT
NEEDS MORE BUSINESS

5 NOBODY

THE GOLDEN HANDOFF

HOW IT WORKS

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HOW IT WORKS

➤ ADOPTING AGENT CONTACT

You connect with a successful agent to adopt your clients. This person is your Adopting Agent.

➤ ANNOUNCEMENT

You announce you are retiring and the Adopting Agent will be taking care of your clients going forward.

➤ COMMUNICATION

The Adopting Agent calls, emails and pro-actively communicates with your clients.

➤ COLLECTION

You collect referral fees on any closed deals from your clients for the next three years!

THE GOLDEN HANDOFF

THE DATABASE

CATEGORY: A, B, C, Investor, Client, Friend, Relative, Past Client

NAME: Johnny Homes

PHONE: 503-555-1234

EMAIL: Johnnyhomes@aol.com

ADDRESS: 123 Main St. Portland, OR 97214

NOTES: Bought house in 2012, might buy again in 2016, asked about an investment property.

THE GOLDEN HANDOFF

THE CONTRACT
THE LETTER
THE SCRIPT

IT'S EASIER THAN YOU THINK

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SAMPLE CONTRACT

8/1/2011

Retiring Agent transfers her client database to Nick Krautter, PC under the following terms:

For any purchases or sales by clients in the Retiring Agent database Nick Krautter, PC agrees to pay a referral fee as follows:

Year One: 30% of commissions for properties closed between August 1, 2011 and July 31, 2012

Year Two: 20% of commissions for properties closed between August 1, 2012 and July 31, 2013

Year Three: 10% of commissions for properties closed between August 1, 2013 and July 31, 2014, after which time no referral fees will be due.

SAMPLE CONTRACT CONT.

For new referrals from the Retiring Agent that are not part of the Retiring Agent database Nick Krautter, PC agrees to pay a 20% referral fee for the first transaction by each client.

Retiring Agent agrees to the following duties:

1. Maintain a real estate license with the appropriate status to continue to receive referral income.
2. Communicate any inquiries by the database and endorse Nick Krautter, PC to her database.

Nick Krautter, PC agrees to the following duties:

1. Maintain a high level of marketing and follow up with the database.
2. Communicate new business and pending and closed sales.
3. Pay for all marketing and maintain a business that can support the real estate needs of the database.

ANNOUNCEMENT LETTER

I am proud to announce that I am partnering with one of the top real estate teams in Portland. As part of this move, I will be transitioning into the role of a consultant. This exciting change will ensure that you continue to receive fantastic service from a top principal broker.

The team is led by Nick Krautter, whom I've known since 2006. Nick was the #3 Eastside broker for buyers in 2015, #6 for buyers and sellers, and one of the top agents city wide. Nick is the real estate expert for News Radio 101 FM – KXL and also a go-to person for Keller Williams Realty Portland Central office's 250 agents when they need advice and guidance. Nick's team sold an impressive 103 properties in 2015.

You can always call me with questions but rest assured that you are in very capable hands with Nick and his team. You will also start receiving Nick's Client Information Plan which will provide accurate, local information about our real estate market.

In the meantime, when you or someone you know is thinking of buying or selling real estate, give us a call.

THE SCRIPT

Hi this is Nick Krautter with Keller Williams Realty, I promised your realtor John I'd call and check in and see if you had any real estate questions or needs I can help with.

-Yes.

[Then take notes and set appointment]

-No.

Perfect, most people are very happy with their homes. Did you know that the market is up 10% over last year?

-Wow, I didn't know that.

I'll be staying in touch and you'll get my newsletter and monthly market emails. Thanks for taking my call, I look forward to helping you so let me know if you need anything at all, even just a referral for a plumber, etc. Before I let you go I want to ask who do you know that might be buying or selling that I can be of service to?

THE GOLDEN HANDOFF

ORDER NOW + EMAIL NICK TO GET FREE RESOURCES!



Buy The Golden Handoff @:

www.GoldenHandoff.com

Available at
amazon



503-901-8100

Nick Krautter
CEO/Principal Broker
City and State Real Estate



NICK@SELLPDX.COM

Sell PDX Team
35 NE Weidler St.
Portland, OR 97232



GOLDENHANDOFF.COM

Free Team Whitepaper: Sellpdx.com/Team
Free Market Report: Sellpdx.com/Report