



lifestyl
STATE OF MIND

QUARTERLY BUSINESS MEETING

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MATTINGLY FORD

TITLE SERVICES LLC

THANK YOU FOR COMING!

WE'RE GLAD YOU'RE HERE!

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A LITTLE HOUSEKEEPING...

1099S AND ANNUAL PRODUCTION

- Make sure production matches in Flex, Brokermint, and your personal records.
- FSBOs, Out of Market Sales, and Off the Market Sales
- It's very important to keep a personal record of your yearly production to compare with other sources come tax time.

OFFICE COMMUNICATION

- Methods: Slytext, Weekly Email Newsletters, FB Support Page
- The Power of an RSVP....

COMMUNITY SPONSORSHIPS



GUIDELINES

- Lifestyl offers two sponsorship per month that are on a first come, first served basis.
- We will match up to \$250 per sponsorship. Money dispersed counts in the month that it was dispersed.
- Each agent is eligible for two sponsorships per calendar year.
- Lifestyl must see the sponsorship package for approval.
- Must be for a community event or organization.
- Creative must have the Lifestyl logo prominent (50% minimum), in approved Lifestyl colors.
- Lifestyl must give final approval of the marketing promotional materials.
- **SUBMISSION REVIEW: The Lifestyl Staff will review submissions at the weekly staff meetings on Wednesdays, where it will be a team decision.**

GEORGETOWN P'S & Q'S



- The office is there to use, please feel free to hold closings, meetings, etc there!
- Make sure lights/electronics are turned off and doors are locked.
- If you drop off a check, please let one of us know via text or email so we know to go get it.
- If you need anything for the office (paper, ink/toner, etc), please text or email us.

ADDRESS: 104 CANEWOOD CENTER DR STE #3,

GEORGETOWN KY, 40324

DOOR CODE: 4014

BLUEGRASS REALTORS ASSOCIATION SUPPORT PAGE

- We've been seeing a lot of inaccurate advice from other agents on that platform.
- Please be very careful in how you respond to issues and questions.
- **If you have a question, please contact Jenny or Carole first!**

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CITATION PROGRAM

- **Article 12 reads: " REALTORS shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional."**

CITATION PROGRAM

- Anonymous Reporting of other Real Estate Agents
- How to report?
 - ➡ Hit 'Report' button on FlexMLS
 - ➡ Can be filed through Bluegrass Realtors Association

1st Offense..... \$500
2nd Offense..... \$1000
3rd Offense..... \$2500

REMINDERS

- Live streams, videos, and photos **MUST** have seller approval.
- Standard of Practice 10-5:
 - ➔ "REALTORS must not use harassing speech, epithets, or slurs based on race, color, religion, sex, disability, familial status, national origin, sexual orientation, or gender identity."

REMINDERS

- You only disclose interest; not required to tell how you have interest.
- Article 4:
 - ➔ "REALTORS who have a present ownership interest in property for sale or lease, or contemplated interest to purchase or lease property, must disclose in writing the existence of such interest to all parties to the transaction prior to a party signing any agreement."

Recurring Training **REAL ESTATE TALK**

with Carole Schoo

Every Tuesday from 10–12PM
Lifestyl Lexington Office

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LIFESTYL CONTRACT UPDATES

- BGR has removed Broker to Broker Compensation - Lifestyl has followed suit.
- Cooperation and Compensation form is no longer necessary

BUYER REPRESENTATION AGREEMENT

- Can be amended, BUT.....
- Should not be shared with listing agent.

WHOLESALE DOCUMENTS

- KREC form and Buyers Representation Agreement is **REQUIRED!**

MENTOR PROGRAM

- If interested in mentoring, please contact Carole.
- Please don't expect to mentor your friends - it's not always a perfect fit



WELCOME TO
THE TEAM!



Michael McAbee



Cristaine McGuire



Tatiana Rosa



Nicole Fox

LIMITLESS PAYMENTS

Please issue Limitless payments as checks to avoid 3% CC processing fee!



Recruitment Bonuses



WAYS TO REFER



- If you have someone you think would be a good fit at Lifestyl, send them our way!
- Add them to a group text or email with Leslie and give a brief introduction.
- Or give Leslie their contact info and let them know that she'll be reaching out!

LESLIE PEARSON

✉ Leslie.p@lifestyl.net

☎ (859) 797-4124





CLOSE YOUR FILE

Real Estate Virtual Services

Just Paperwork: \$149

Full Service: \$249

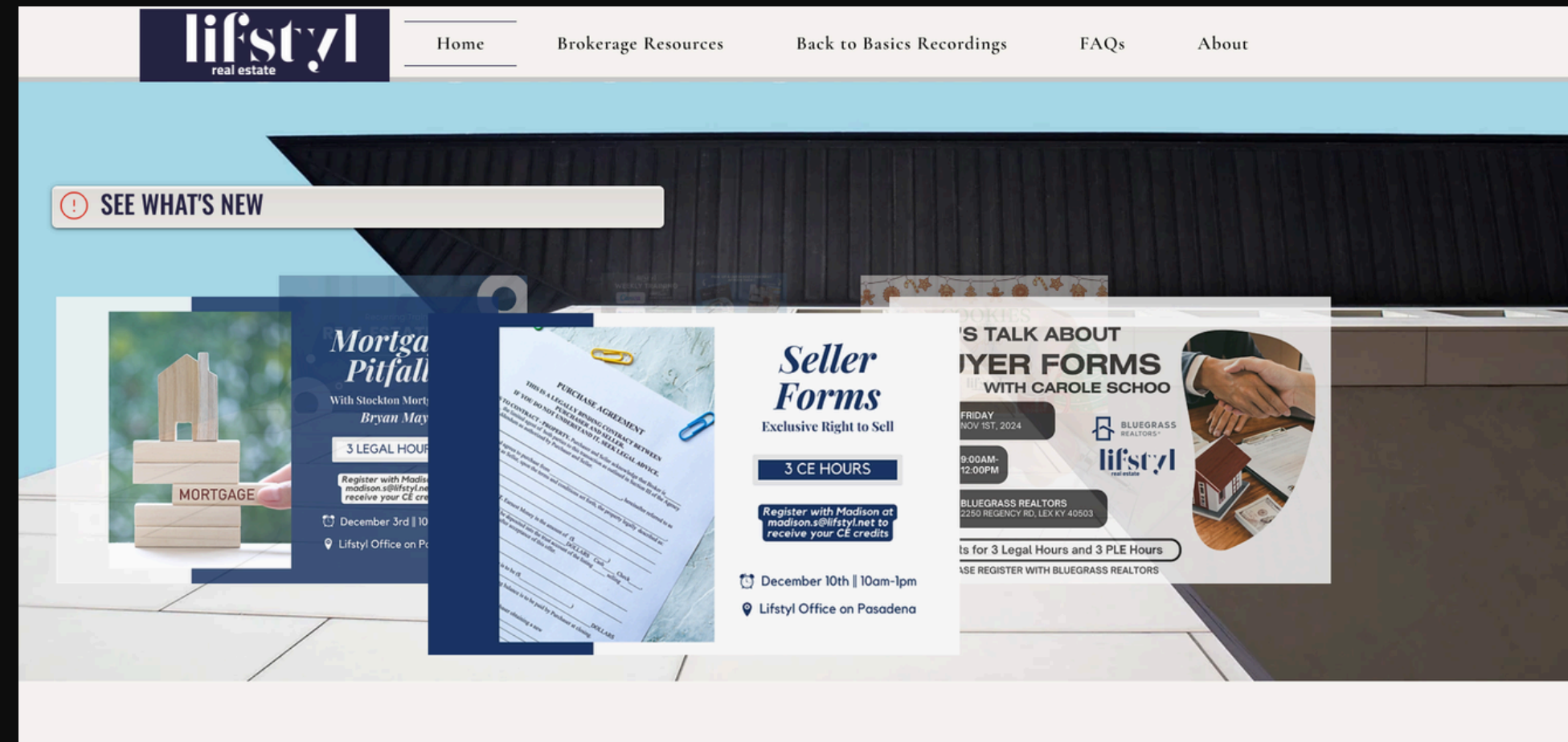
First Listing and First Purchase is FREE for NEW Clients!

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LIFESTYL.ONLINE

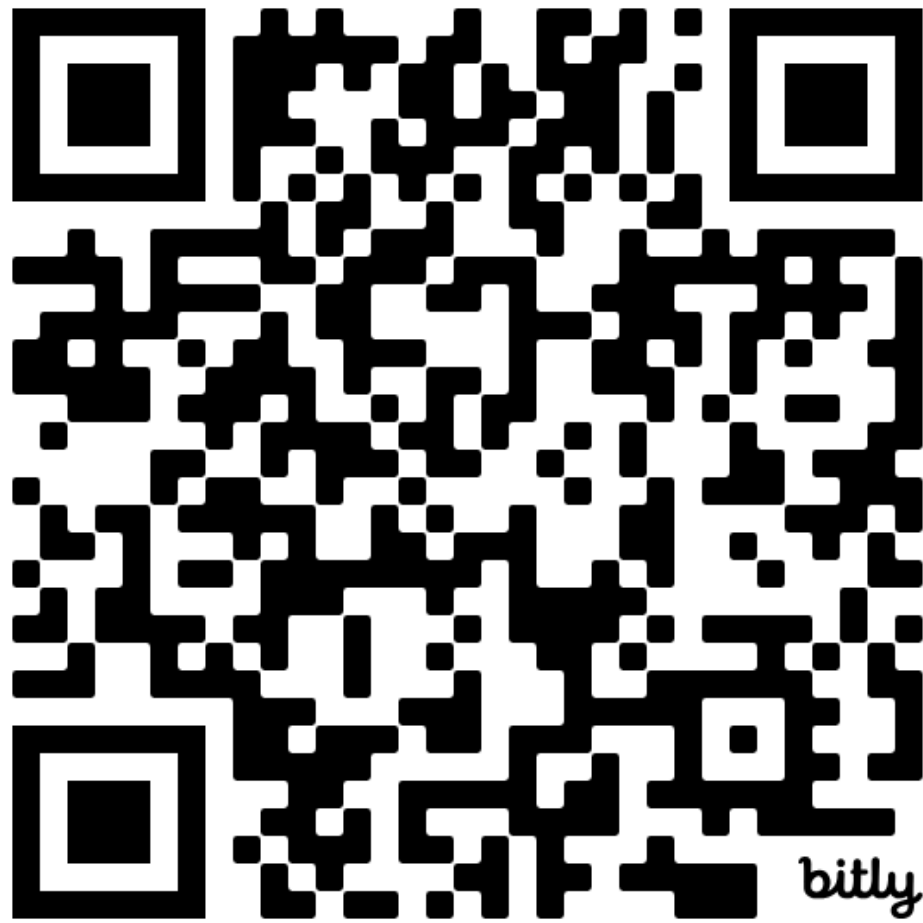
Don't forget it's there as a resource for you! You can find quick links, upcoming classes/trainings/events, and more like links to book conference books!

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(GMT-05:00) ▾		< December 2024 >		Today
Tue 3	Mortgage Pitfalls with Bryan May (CE Opportunity)	10:00am - 1:00pm		
Tue 10	Seller Forms (CE Opportunity)	10:00am - 1:00pm		
Wed 11	Cookies with Santa	3:30pm - 5:30pm		
Tue 17	Back to Basics with Carole Schoo - Virtual	10:00am - 12:00pm		
Tue 24	Back to Basics with Carole Schoo - Virtual	10:00am - 12:00pm		

KVCORE/BOLD TRAIL VIDEOS



Scan for videos!

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All training sessions for
kvCore/Bold Trail are
available in a playlist on our
YouTube channel!

KVCORE SERIES
Q&A SESSION



AVAILABLE ON YOUTUBE!



WITH KUSH RATHOD

LIFESTUDIO



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OPEN HOUSE WEEKLY SHOWCASE

- Posted biweekly on our social media pages
- All information is pulled from FlexMLS, if no Google form filled out.
- If info varies from what is in FlexMLS, you can complete the Google form pinned at the top of the Lifestyl Support page and that info will be used instead.

Scan for
Google Form



OPEN HOUSES

This Weekend!



	209 OLD TODDS RD 9101 LEXINGTON KY 40509 ANDREA COUGHTRY SAT 9/21 12PM-2PM		209 OLD TODDS RD 2103 LEXINGTON KY 40509 ANDREA COUGHTRY SAT 9/21 12PM-2PM
	209 OLD TODDS RD 9102 LEXINGTON KY 40509 ANDREA COUGHTRY SAT 9/21 12PM-2PM		209 OLD TODDS RD 11101 LEXINGTON KY 40509 ANDREA COUGHTRY SAT 9/21 12PM-2PM
	1352 ANGUS TRAIL LEXINGTON KY 40509 ANGELICA HEBERT SUN 9/22 1PM-3PM		536 RYAN DR RICHMOND KY 40475 TANNER GOOD 12PM-2PM
	4405 LOGANS FORT LN LEXINGTON KY 40509 NAWAR YACoub AGHA SUN 9/22 2PM-4PM	SWIPE FOR DETAILS ➤➤➤➤➤	

TESTIMONIALS

- We'd love to showcase your positive feedback on our socials!
- Posted biweekly on Facebook and Instagram
- Information can be uploaded through Google Form that can be found on Lifestyl Support

Scan for
Google Form
→
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**MADISON
SUTTON**
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CLIENT REVIEW

★★★★★

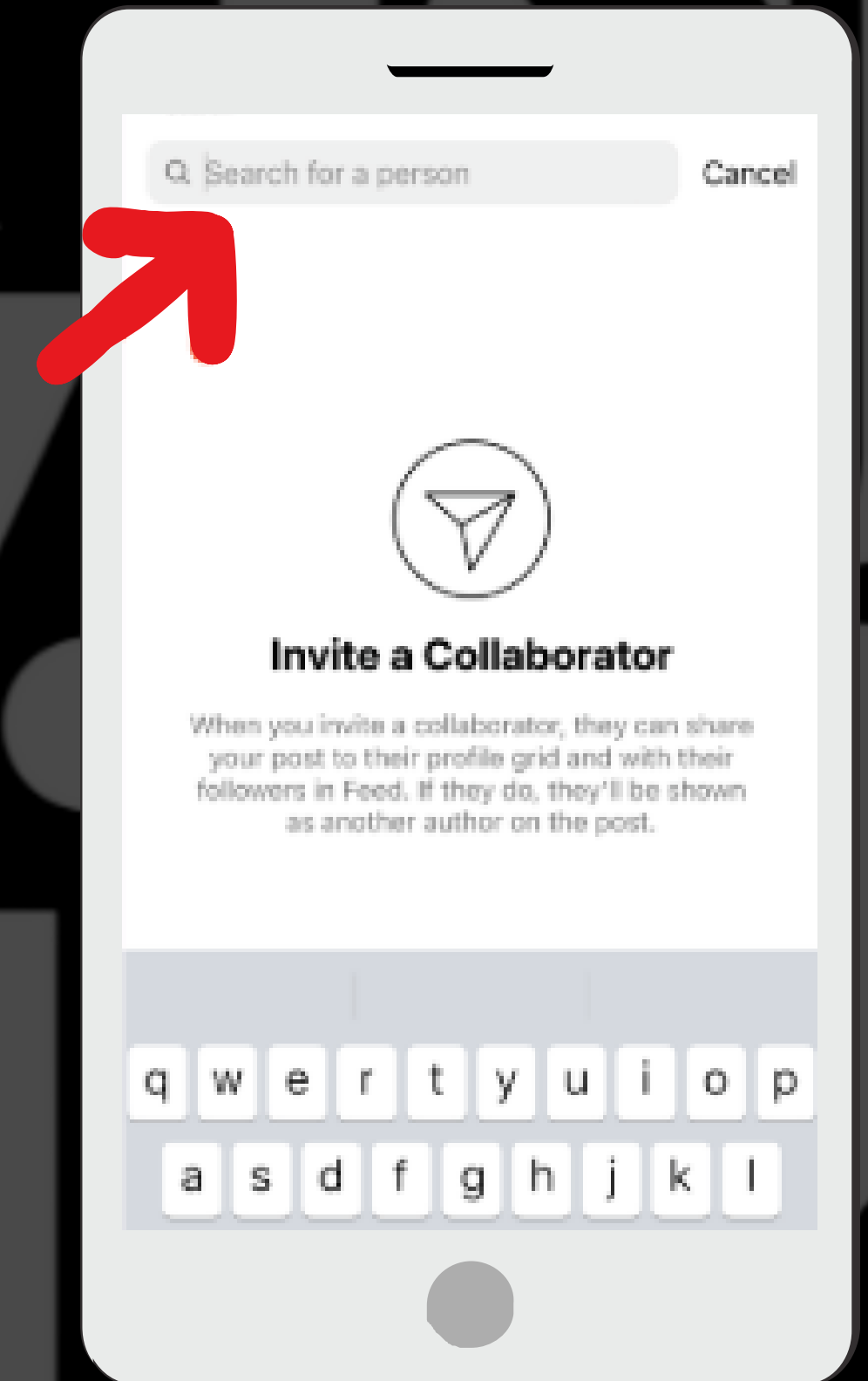
Madison was super helpful while we were buying our first home! She was punctual, knowledgeable, and patient with all our thousands of questions.
10/10 recommend!

Juliana Silva - First Time Home Buyer

The graphic features a circular portrait of Madison Sutton, a woman with long brown hair and glasses, smiling. The background is a city skyline at night. The text is overlaid on the right side of the graphic.

COLLABORATE ON INSTAGRAM

- Our Instagram: @LIFESTYL.RE
- Please send us a DM if we do not follow you back on social media!
- When posting on Instagram, under the 'tag people' option, there's 'invite collaborators'. You can invite Lifestyl to collaborate and your post will also reach our following base's feed.
- Tagging Lifestyl in stories allows us to repost them! Forget to tag us? You can edit and 'add mentions'.



LIFESTYL GIFS

×

Aa

...

Let's vote

Location

mention

Music

Photo

GIF

Add Yours

Frames

Reveal

Add Yours Music

Cutouts

Notify

Avatar

Add Yours Templates

Questions

Get Orders

Link

Poll

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Q lifestyl

×

Cancel

lifestyl

lifestyl

CLOSED!

OPEN HOUSE

SOLD!

BECOME LIMITLESS

CLOSED!

SOLD!

COMMERCIAL PROPERTY

BECOME LIMITLESS

NEW CONSTRUCTION

OPEN HOUSE

NEW CONSTRUCTION

JUST LISTED

JUST LISTED

COMMERCIAL PROPERTY

UNDER CONTRACT

UNDER CONTRACT

STAFF CONTACTS

LESLIE PEARSON

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☎ (859) 797-4124



JENNY JACKSON

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CAROLE SCHOO

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☎ (859) 533-4455



STAFF CONTACTS

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☎ (859) 797-6385



MADISON SUTTON

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☎ (859) 278-7501



KUSH RATHOD

✉ Kush.r@lifestyl.net

☎ (859) 278-7501



Offered by:



Workshop for Real Estate Professionals

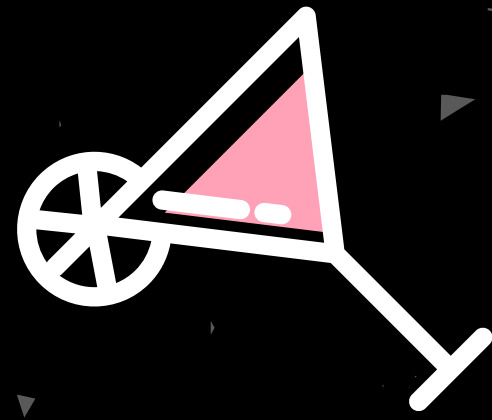
Learn about Kentucky Housing Corporation's down payment assistance, first mortgage purchase programs, and program eligibility.

Earn 3 hours of CE Credit and/or 3 hours of PLE Finance Credit!

**March 19th 9am-12pm
Lifestyl Office on Pasadena**

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Please RSVP to
madison.s@lifestyl.net!

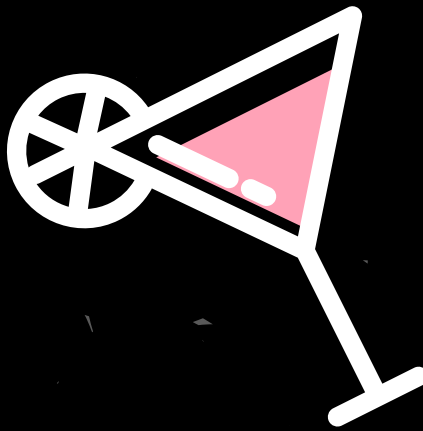
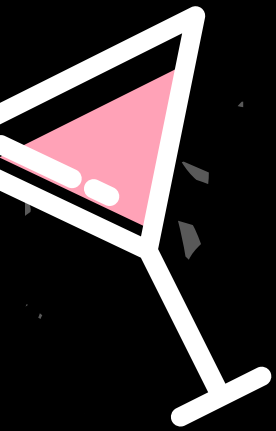


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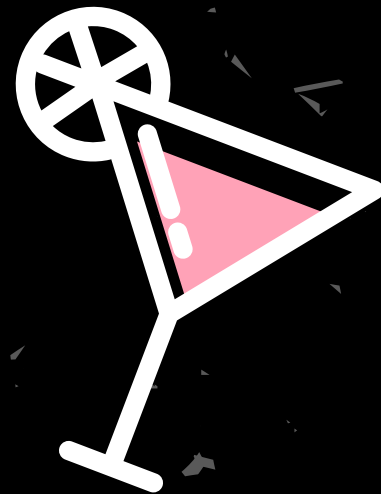


*AGENT NETWORKING EVENT
OPEN TO ALL!*

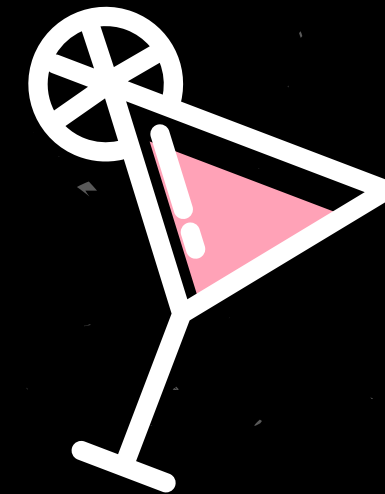
LADIES' NIGHT AT THE LIFESTYL OFFICE



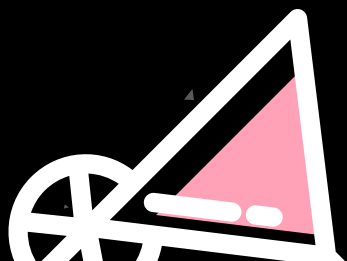
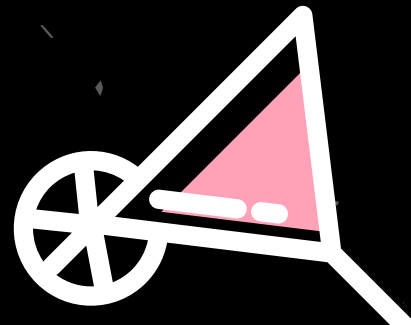
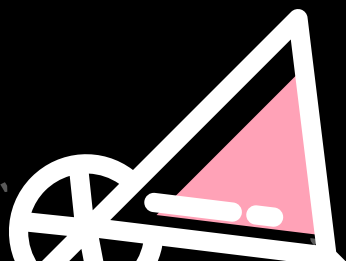
APRIL 16TH FROM 4PM-6PM



Join us for happy hour at the Lifestyl Office
Shopping, Permanent Jewelry, and more!



114 PASADENA DR. #150 LEXINGTON KY





THANK YOU FOR LUNCH!

WE'RE GLAD YOU'RE HERE!

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