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## 376 Topics Listed By Curriculum April 2016

Some videos appear in more than one curriculum. New: **KFT97, QT25, QT26, RL26-1, RL26-2, RL26-3**

### Personal Development, Business Planning

QT11 Mispronounced Misused

KFT80 Agent Safety

QT16 Safety Tips with Terri Murphy - Awareness

QT17 Safety Tips with Terri Murphy - Safe Locations

QT18 Safety Tips with Terri Murphy - Showings/Open Houses

QT19 Safety Tips with Terri Murphy - Personal Safety Tools

RL23-2 Koehler Bortnik Interview: Personal growth and challenges

KFT78 Top Producer Advice to New Agents

KFT58-1 How Top Producers Kick Off Their Year, Part 1, Opportunity in the Market

KFT58-2 How Top Producers Kick Off Their Year, Part 2, Most Important Skill

KFT94 New Beginnings

QT20 Kick-off a New Year

KFT59-1 How Top Producers Set Goals

KFT59-2 How Top Producers Hold Themselves Accountable

KFT59-3 How Top Producers Had Their Moment of Success

KFT60-1 Creating Your Business Plan

KFT60-2 Tutorial: Agent Business Plan for New Agents

KFT60-3 Tutorial: Agent Business Plan for Rising Stars

KFT60-4 Tutorial: Agent Business Plan for Top Agents

KFT60-5 Tutorial: Agent Income Worksheet for All Agents

#### **QT25 Get to the Top 5%**

KFT55-2 Right From the Start, Part 2 Revenue Goals

KFT95 Get Off Your Aspirations

QT22 What's the Secret?

RL08-5 Managing the Business, Systems, Staff, Goals

KFT14 Mastery of the Game of Selling

KFT34 Discover Your Personal Values

KFT07 Values Based Goal Setting

KFT21-1 How to Enhance Your Five Equities (part 1)

KFT21-2 How to Enhance Your Five Equities (part 2)

KFT39 PDA Perseverance, Discipline, Action

KFT10 New Year Action Plan

KFT29 Results vs. Reasons

KFT46 Three Positive Outcomes of Activity

KFT47 Managing Rejection

KFT54-1 Response Ability

KFT54-2 Response Ability, Extras

QT13: Personal Proactive Differences with Bob Wolf

KFT82 Put on a Smile with Darryl Davis

KFT83 Five Philosophies of Life, Richard Flint

RL16-2 Top 10 Strategies for Getting Unstuck (Part 1), by Verl Workman

RL16-3 Top 10 Strategies for Getting Unstuck (Part 2), by Verl Workman  
RL14-1 Health and Energy Management ,Äi a Wise Investment in Your Business  
RL14-2 Health & Energy Management, The Game Plan  
RL18-3 Surviving Your Serengeti, with Stefan Swanepoel  
KFT72 New Agent Mentorship Lessons  
RL22-1 New Agents, Old School Part 1  
RL22-2 New Agents, Old School Part 2

RL24-1 Real Estate Legends: Learn from others, by Dave Beson  
RL24-2 Real Estate Legends: Become a legend, by Dave Beson  
RL24-3 Real Estate Legends: Double Your Productivity, by Dave Beson  
RL24-4 Real Estate Legends: Favorite Teachings, by Dave Beson  
KFT18 Fall Back Into the Game

## **Building a Team**

RL05-1 Time to Get Help, The First Hire  
RL08-5 Managing the Business, Systems, Staff, Goals  
KFT75-1 Multi-Million Dollar Team: From Agent to Team, Kathy Koehler  
RL05-2 Building a Team, Managing and Leading  
KFT75-2 Multi-Million Dollar Team: Starting a Team, Kathy Koehler & Heather Bortnick  
RL05-3 Systems, Administration  
KFT75-3 Multi-Million Dollar Team: Meet the Team, Kathy Koehler  
RL05-S1 Howard Brinton interview Take Business to Next Level  
RL05-S2 Take Your Business to the Next Level, Howard Brinton  
RL05-S3 First-Hire by with Bob Corcoran  
RL05-S4 Extended DISC®  
RL23-1 Koehler Bortnik Interview: Building the Team

## **Prospecting**

KFT86 Methods vs. Mindset  
QT01 Communication Tool Time  
QT03 Mindset Affirmations, Bob Wolff  
QT04 Changed Mindset Changed Business, Brandon Small  
QT05 Prospecting: Pick Two, Stick To, Landon Miller  
QT09 Video Follow Up Messages  
QT21 Success Through Integrity

KFT60-1 Creating Your Business Plan  
KFT60-2 Tutorial: Agent Business Plan for New Agents  
KFT60-3 Tutorial: Agent Business Plan for Rising Stars  
KFT60-4 Tutorial: Agent Business Plan for Top Agents  
KFT60-5 Tutorial: Agent Income Worksheet for All Agents

### **RL26-1 Brooklyn's Big Deal, New, Young and Hungry**

MS01-1 Introduction to Prospecting  
KFT85 Anything Works, Nothing Doesn't by Dave Beson  
RL01-S1 New Agents: Getting Started with Prospecting  
RL01-1 Be There, Sources, Follow Up, Systematic  
KFT81 Fundamental Focus

MS01-2 Questioning Skills  
KFT02 Questions That Turn Prospects into Clients  
MS01-3 Who is Ready, Willing & Able  
KFT35 You Make the Call  
KFT36 Cold Calls, Bold Calls  
KFT17 Answer the %#^@ Phone!

MS02-1 Convert Sign and Ad Calls

#### REFERRALS, SPHERE OF INFLUENCE

QT15 Sphere of Influence Calls with Ellen Hill

MS02-2 Establish a Referral System

KFT74-2 Multi Million Dollar Dialogs, Koehler/Bortnick, Part 2, Sphere of Influence

KFT63 Become a Valuable Resource (Using a questionnaire)

RL01-2 Contact Management, Referrals

RL07-S2 Living Large on Referrals

RL08-1 Growing the Business, Referrals

RL01-3 Real Touch Promotions

RL01-S3 Trees for Toys - Marty Siegel

**QT26 Let's Get Personal**

**KFT97 Become a Vendor Resource**

#### OPEN HOUSES

MS03-1 Open House: Create Traffic, Preparation

MS03-2 Open House: Rapport, Debrief, Appointment

QT10 Be a Sales PERSON First

KFT48-1 Open Houses Launch New Agent's Career (Part 1)

KFT48-2 Open Houses Launch New Agent's Career (Part 2)

KFT48-3 Inside an Open House with Mike McAnally

KFT92 Open House Follow Up

#### FSBO

MS04-1 FSBO: Things Not to Do, Making Contact

MS04-2 FSBO: Follow up, Qualifying, Listing

KFT68-1 For Sale By Owner, Contact and Qualify: Contacting

KFT68-2 For Sale By Owner, Contact and Qualify: Seller Counseling

KFT69-1 Take the BO out of FSBO, Part 1 Question Their Marketing

KFT69-2 Take the BO out of FSBO, Part 2 Marketing Comparison

KFT74-1 Multi Million Dollar Dialogs, Koehler/Bortnick, Part 1, Expired, FSBO

#### EXPIRED

MS05-1 Expired: Understand and Contact Expireds

MS05-2 Expired: Questions at First Meeting

KFT96 Expired Listing Marketing Analysis

#### LEADS

KFT22 Managing Leads

KFT22s Call Logs and Automated Systems

KFT62-1 Listing Lead Management, Part 1, Agent Interview, CJ Gade

KFT62-2 Listing Lead Management, Part 2, Agent Interview, CJ Gade

KFT30-1 Generational Marketing Part 1

KFT30-2 Generational Marketing Part 2

KFT25 Life After the Tax Credit

KFT66-1 Canvassing for Listings, Part 1, Preparation

KFT66-2 Canvassing for Listings, Part 2, Meeting the Homeowners

QT23 Just Listed/Just Sold postcards

QT24 Neighborhood Knocking

**RL26-2 Brooklyn's Big Deal, Cold Calling Consistently**

## **RL26-3 Brooklyn's Big Deal, Pounding the Pavement**

KFT70-1 New Agent Converts Internet Buyer (to \$2 Million Sale), Landon Miller, Part 1

KFT70-2 New Agent Converts Internet Buyer (to \$2 Million Sale), Landon Miller, Part 2

## **Listings**

RL23-3 Koehler Bortnik Interview: Pre-listing process

RL23-4 Koehler Bortnik Interview: Listing presentation

RL23-5 Koehler Bortnik Interview: Keeping the listing; communication, adjustments, referrals

KFT50-1 How to Get Listings Now, Part 1

KFT50-2 How to Get Listings Now, Part 2

KFT55-1 Right from the Start, Part 1 Listing

KFT08 The Upside-Down Seller

QT07 Five Pre-Listing Tips

MS06-1 Preparation for the Listing

KFT91 Listing: One Call or Two?

KFT71-1 Listing Interview First Call, Brandon Small, Part 1

KFT71-2 Listing Interview First Call, Brandon Small, Part 2

RL25-1 Listing Presentation: Opening and Seller Questions, Koehler/Bortnick

LS01-4 Separate Listing from Pricing, Pricing Listings in a Buyer's Market

RL20-1 Luxury Real Estate, Pre-Listing Process, Jack Cotton

RL04-S1 Powerful Pre-Listing Package Ideas

MS07-1 How to Open a Listing Presentation

RL25-2 Listing Presentation: Seller Questioning, Koehler/Bortnick

RL03-S2 The Art of Active Involvement - Connie Podesta

KFT24 Seven Steps to Building Rapport

MS06-2 Establish Trust & Determine Motivation

KFT84 Listen to the Needs of Your Sellers

RL03-1 Seller Counseling: Needs, Interview Skills, Motivation

RL03-2 Seller Counseling: Motivations, Expectations, Readiness to List

KFT13 Seller Motivation: Sell or Stay

MS07-2 Acceptance & Marketing Plan

RL04-1 Need-Feature-Benefit, REALmarketing

RL04-2 REALmarketing Steps 1-4

RL04-3 REALmarketing Steps 5-8

RL25-3 Listing Presentation: Marketing Management, Koehler/Bortnick

RL25-4 Listing Presentation: Exposure to Agents & Public, Koehler/Bortnick

KFT87 Target Marketing

RL25-5 Listing Presentation: Secure Prospects, Koehler/Bortnick

RL25-6 Listing Presentation: Demonstrate, Secure Agreement, Koehler/Bortnick

RL25-7 Listing Presentation: Close, Commission, Koehler/Bortnick

RL25-8 Listing Presentation: Documents, Preparation, Koehler/Bortnick

KFT26 Creating Unique Selling Propositions

KFT49 Demonstrate Digital Marketing

KFT53 Quantify Difference and Keep Your Commission

KFT74-3 Multi Million Dollar Dialogs, Koehler/Bortnick, Part 3, Pricing, Commission

LS03-1 Value Added Selling/Avoid the Commissionectomy: Compete on Value not Price

LS03-2 Value Added Selling/Avoid the Commissionectomy: Strength

LS03-3 Value Added Selling, Avoid the Commissionectomy: Value

LS03-4 Value Added Selling, Avoid the Commissionectomy: Difference

LS03-5 Value Added Selling, Avoid the Commissionectomy: Dialog and Net

MS07-3 Close for the Listing

KFT76 Close for the Listing

RL08-3 Securing Listings, Pricing & Commission Objections

RL09-S1 Russell Williams Listing Part 1 of 4

RL09-S2 Russell Williams Listing Part 2 of 4

RL09-S3 Russell Williams Listing Part 3 of 4

RL09-S4 Russell Williams Listing Part 4 of 4

RL20-1 Luxury Real Estate, Pre-Listing Process, Jack Cotton

RL20-2 Luxury Real Estate, Points of Difference Through Authorship, Jack Cotton

RL20-3.1 Luxury Real Estate, Actual Listing Presentation, P1, The market, Cotton

RL20-3.2 Luxury Real Estate, Actual Listing Presentation, P2, Pricing process, Cotton

RL20-3.3 Luxury Real Estate, Actual Listing Presentation, P3, Seller questions, Cotton

KFT15 Overview of the Short Sale

RL16-7 REALtalk Demonstrating Sales Methods via Role Play

KFT32 Keeping Sellers Happy in an Unhappy Market

KFT57-1 How to Get the Most Out of Your Digital Camera, Part 1

KFT57-2 How to Get the Most Out of Your Digital Camera, Part 2

## **Servicing the Listing**

KFT31 Pre-Listing Inspections

KFT38 Extreme Property Preparation

KFT51-1 Call your Sellers, Part 1 (Benefits, Expectations, Avoidance)

KFT51-2 Call your Sellers, Part 2 (What sellers want, Frequency, Methods)

KFT56-1 Professional Property Photography, Part 1

KFT56-2 Professional Property Photography, Part 2

KFT79 Market Repositioning

KFT90 From Contract to Closing

KFT97 Becoe a Vendor Resource

## **Luxury Real Estate**

KFT88 KFT88 Understanding the High-End Client with Lori Lane

RL19-1 Luxury Real Estate: Connecting with Your Market

RL19-2 Luxury Real Estate: Breaking into the Luxury Market

RL19-3 Luxury Real Estate: Setting Yourself Apart

RL19-4 Luxury Real Estate, Getting Started by Barry Berg

RL19-5 Luxury Real Estate, How they Got Started by Raines & Cadieux

RL19-6 Luxury Real Estate, Prospecting the High End

RL19-7 Luxury Real Estate, Events & Dialog

RL19-8 Luxury Real Estate, The Luxury Home Tour, Sandy Raines and Ron Cadieux

RL20-1 Luxury Real Estate, Pre-Listing Process, Jack Cotton

RL20-2 Luxury Real Estate, Points of Difference Through Authorship, Jack Cotton

RL20-3.1 Luxury Real Estate, Actual Listing Presentation, P1, The market, Cotton

RL20-3.2 Luxury Real Estate, Actual Listing Presentation, P2, Pricing process, Cotton

RL20-3.3 Luxury Real Estate, Actual Listing Presentation, P3, Seller questions, Cotton

KFT53 Quantify Difference and Keep Your Commission

RL21-1 Pricing Luxury Real Estate, Jack Cotton, Part 1

RL21-1 Pricing Luxury Real Estate, Jack Cotton, Part 2

RL08-2 Generating Leads, Prospecting, Marketing

KFT76 Close for the Listing

KFT56-1 Professional Property Photography, Part 1

KFT56-2 Professional Property Photography, Part 2

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## **Pricing**

RL02-1 CMA, Rules, Importance of Pricing  
RL02-2 Criteria for Value, Objective Standard  
RL02-3 Adjusting Differences, CMA Summary  
MS09-1 Separate Listing from Pricing, Present the CMA  
KFT06 Separate Pricing from Listing  
MS09-2 Respond to Pricing Objections  
KFT03 How to Cure P.D.S. Pricing Denial Syndrome  
RL15-1 The Pricing Showdown, Seller Situation  
RL15-2 The Pricing Showdown, Motivation and Opinion of Value  
RL15-3 The Pricing Showdown, Present CMA and Seller Decision  
LS01-3 The Pricing Intervention, Pricing Listings in a Buyer's Market  
RL07-1 Dynamics of a Changing Market, Seller Motivation  
RL07-2 Pricing: Seller Education  
RL07-3 Absorption Rate, Price Reductions, Upside Down Sellers  
RL07s David Counsels a Seller  
RL08-3 Securing Listings, Pricing & Commission Objections  
LS01-1 Market Challenges, Pricing Listings in a Buyer's Market  
LS01-2 Pricing Denial Syndrome, Pricing Listings in a Buyer's Market  
LS01-4 Separate Listing from Pricing, Pricing Listings in a Buyer's Market  
LS01-5 Seller Motivation, Sell or Stay? Pricing Listings in a Buyer's Market  
LS01-6 Why Sellers Should Sell, Pricing Listings in a Buyer's Market  
LS01-7 Present Market Data, Pricing Listings in a Buyer's Market  
LS01-8 Demonstrate Dramatically, Pricing Listings in a Changing Market  
LS01-9 Price Reduction & Objections, Pricing Listings in a Buyer's Market  
RL09-S3 Russell Williams Listing Part 3 of 4  
RL21-1 Pricing Luxury Real Estate, Jack Cotton, Part 1  
RL21-1 Pricing Luxury Real Estate, Jack Cotton, Part 2  
KFT73 Seller Motivation: Away or Towards

## **Buyers**

MS10-1 Buyers: The First Meeting, Needs & Motivation  
MS10-2 Financial Qualifying & Prepare Buyers to Buy  
RL06-S1 Financial Qualifying Interview  
RL06-S2 Financial Qualifying with Debbie Morris  
RL06-1 Buyer Counseling, Agency, Expectations, Urgency  
RL06-2 Needs & Motivation, Financial  
RL06-3 Agency and Loyalty, Prepare them to Buy, Showing  
KFT01 Get Your Buyers to Buy Now  
KFT23 Prepare Buyers to Buy  
QT14 Save Time With Buyers with Robert Allen  
KFT37-1 Managing the Non Urgent Buyer, Barry Berg, Part 1  
KFT37-2 Managing the Non Urgent Buyer, Barry Berg, Part 2  
MS11-1 Buyers: Showing Sequence and Guidelines  
RL08-4 Working with Buyers, Showing  
KFT42-1 Ten Tips for Better Showing, Part 1  
KFT42-2 Ten Tips for Better Showing, Part 2  
MS11-2 Buyers: Closing, Purchase Agreement  
KFT12 Securing Higher Offers  
RL10-S2 Discovering Buyer Objections, Connie Podesta  
KFT43-1 The Buyer Side of Short Sales, Part 1  
KFT43-2 The Buyer Side of Short Sales, Part 2  
KFT43-3 The Buyer Side of Short Sales, Part 3  
KFT16 The Low Appraisal & the HVCC  
KFT64-1 Work with Builders to Sell New Construction  
KFT65-1 Work With Builders to Sell New Construction: Prepare buyers Negotiation

KFT65-2 Work With Builders to Sell New Construction: Transaction Process  
KFT67-1 Top Producer Negotiates Multiple Offer: Philosophy, Calls to Buyers  
KFT67-2 Top Producer Negotiates Multiple Offer: Interview, Final Outcome

## **Closing, Objections**

MS11-2 Buyers: Closing, Purchase Agreement  
RL09-1 Closing, Assertive vs. Aggressive, Closing Mistakes  
RL09-2 Closing: Needs, Implied Consent  
RL09-3 Trial Closing, How to Close, Types of Closes  
KFT40-1 Ask for the Order, Part 1  
KFT40-2 Ask for the Order, Part 2  
MS08-2 Questioning Objections  
MS08-1 Categories of Resistance  
KFT05 Managing Expectations  
RL10-1 Objections: Anticipate, The PAID Method, Pause  
RL10-2 Objections: Acknowledge, Isolate, Discover  
RL10-3 Objections: Attitudes of Resistance, Answering Objections  
RL10-S2 Discovering Buyer Objections, Connie Podesta  
RL10-S3 REALcoach: Overcoming Objections, James Robinson, Part 1  
RL10-S4 REALcoach: Overcoming Objections, James Robinson, Part 2  
RL16-7 REALtalk Demonstrating Sales Methods via Role Play  
KFT04 No Difference? No Deference  
KFT93 How Long Have You Been in the Business?  
QT12 We Have a Friend in the Business  
MS08-3 Commission Objections

## **Negotiation**

KFT41 Are you a Messenger or a Negotiator?  
KFT05 Managing Expectations  
KFT89-1 Persuasion Through Contrast, Part 1  
KFT89-2 Persuasion Through Contrast, Part 2  
MS12-1 Negotiation Strategies, Presenting the Agreement  
MS12-2 Coop offers, Counter Offers, Customers for life  
KFT11 Negotiating Low Offers  
KFT12 Securing Higher Offers  
KFT67-1 Top Producer Negotiates Multiple Offer: Philosophy, Calls to Buyers  
KFT67-2 Top Producer Negotiates Multiple Offer: Interview, Final Outcome  
KFT77-1 Five Ways to Get Your Multiple Offer Accepted, Part 1  
KFT77-2 Five Ways to Get Your Multiple Offer Accepted, Part 2  
QT08 "No" Power  
LS02-1 Are You a Messenger or a Negotiator?: Characteristics of Messenger vs. Negotiator  
LS02-2 Are You a Messenger or a Negotiator?: Managing Expectations  
LS02-4 Are You a Messenger or a Negotiator? Giving Feedback vs. Advice  
LS02-5 Are You a Messenger or a Negotiator? Writing a Competitive Offer

## **Financing, Legal**

QT06 New CFPB Lending Requirements, United States, August 2015  
MS10-2 Financial Qualifying & Prepare Buyers to Buy  
RL06-S1 Financial Qualifying Interview  
RL06-S2 Financial Qualifying with Debbie Morris  
RL12-S1 Two/One Buydown by Pat Zaby  
RL12-S2 ARM Financing by Pat Zaby  
RL12-S3 Financial Benefits of Owning by Pat Zaby  
RL04-S4 Legal Aspects of Inspections by Frasca  
RL04-S2 RESPA with Oliver Frasca  
RL11-S4 Roggow Article 12  
RL10-S1 Loan Fraud by Oliver Frasca

RL12-S4 Overcome Buyer Objections with Financing Information by Pat Zaby  
RL17-1 Using the FHA 203k Loan, Part 1, by Jocelyn Predovich  
RL17-2 Using the FHA 203k Loan, Part 2, by Jocelyn Predovich  
RL17-3 Ninja Marketing Strategies for FHA 203k, by Jocelyn Predovich  
RL17-4 REALtalk Questions on the FHA 203k Loan  
KFT43-1 The Buyer Side of Short Sales, Part 1  
KFT43-2 The Buyer Side of Short Sales, Part 2  
KFT43-3 The Buyer Side of Short Sales, Part 3  
KFT44-1 Six Steps to Successful Short Sales, Part 1  
KFT44-2 Six Steps to Successful Short Sales, Part 2  
KFT45-1 The Short Sale Seller Interview, Part 1  
KFT45-2 The Short Sale Seller Interview, Part 2

## **Technology**

QT02 Email Signatures  
RL16-4 Get Your Head in the Cloud, by Verl Workman (Part 1)  
RL16-5 Get Your Head in the Cloud, by Verl Workman (Part 2)  
KFT52 iPractice You Practice  
KFT52-S Video Tips for iPractice Sessions  
RL11-1 Social Media & Networking, How to Use  
RL11-2 Social Media, Facebook & Fan Pages  
RL11-3 Social Media, LinkedIn, Twitter, Youtube  
RL11-4 Official Facebook Pages: What's the Difference?  
RL11-5 Official Facebook Pages: Customizing  
RL11-6 Official Facebook Pages: Managing  
RL11-S1 Facebook Fan Pages by Brad Hanks  
RL11-S2 Measuring Your Web Footprint by Brad Hanks  
RL11-4 Official Facebook Pages: What's the Difference? Creating an Official Facebook Page  
RL11-7 Official Facebook Pages: Scheduling Posts  
RL11-8 Official Facebook Pages: Privacy Audience Settings  
RL11-9 Official Facebook Pages: Privacy General Settings  
RL11-10 Privacy Profile Information  
RL16-6 REALtalk Discussing Today's Real Estate Market  
RL11-S3 REALtalk on Social Media, Brad Hanks  
RL11-S4 Roggow Article 12  
KFT28 Facebook Group Page for Expired Listings