

**COMPANY
LOGO**



HOME

SELLING PROCESS

INSERT PHOTO

NAME

Website

Company

M:

O:

Email

**COMPANY
LOGO**

Business Address


SEE THE FIELD
CONSULTING
— Find **Your** Path —

"The difference between ordinary and extraordinary is that little extra."

~ Barbara Jordan

As your REALTOR®, it is my job to understand your needs and respond to them promptly, professionally and with integrity. It is my pledge to provide you with sound real estate advice, helping you to understand the wisdom of the decisions you make.

By being your REALTOR®, our relationship is built on trust. Value and service will be provided before, during and after the transaction, so that your changing needs are always addressed and satisfied. It is not only my business philosophy, but also a commitment to provide you with exemplary personalized service beyond your expectations.

My practice is to listen, hear and truly understand your needs; a quality of business conduct that often seems to have been forgotten in today's fast paced, highly automated society.



NAME
PHONE NUMBER
EMAIL



WEBSITE

COMPANY NAME

(NAME), REALTOR®

INSERT PHOTO

As a REALTOR, (NAME) has developed a reputation of service and excellence. Going the extra mile is not only about being different; it is just his way of business. His success is the result of extensive training and his 15 + years of real estate experience. Sellers chose (NAME)

for his unique and unparalleled level of marketing that includes internet and social media marketing. (NAME) maintains a reputation of service by personally keeping in close contact with his sellers by keeping them informed of market conditions, weekly marketing and advertising reports and much more. His unwavering commitment to excellence in all that he does has resulted in clients for life.

INSERT
PHOTO

NAME
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WEBSITE



COMPANY NAME

7 UNIQUE REASONS WHY (NAME) SHOULD REPRESENT YOU

1

One Lead Agent that Focuses on Your Goals

2

24/7 Marketing of Your Home

3

48 Hour Feedback Guarantee

4

Printed Bi-Weekly Market Report

5

Weekly Phone Updates About the
Status of Your Home

6

Buyer Profile System

7

Automatic Cancellation

WAYS TO COMMUNICATE WITH (NAME)



EMAIL



PHONE NUMBER



FACEBOOK



WEBSITE

INSERT
PHOTO

NAME
PHONE NUMBER
EMAIL

WEBSITE



COMPANY NAME

COMPANY
LOGO

NAME

VIP Form

Name: _____

Name: _____

Birthday: _____

Birthday: _____

Anniversary: _____

Home Address: _____

Contact Information:

Home: _____

Office: _____

Mobile: _____

Mobile: _____

Email: _____

Email: _____

Children:

Name: _____ Age: _____ Birthday: _____

Name: _____ Age: _____ Birthday: _____

Name: _____ Age: _____ Birthday: _____

Name: _____ Age: _____ Birthday: _____

Name: _____ Age: _____ Birthday: _____

Pets: _____

Hobbies: _____

Business(es) You Would Like to Promote:

Name: _____ Type of Business: _____

Address: _____ Phone: _____

BY-WEEKLY LISTING REPORT

Prepared By Agent Name



FOR PERIOD OF: **September 1-15**
PROPERTY ADDRESS: **1234 Main Street**

We have compared your property to the sales activity in other similar properties to help you better understand the current housing market.

The following features were used:

Number of Bedrooms.....**3+**
Number of Baths**2+**
Square Footage.....**2000-2500**
Sales Price Range.....**\$190,000 to \$225,000**
High School Districts.....**Glendale, Kickapoo**

Total number of Properties listed..... **7**
Average Listed Price.....**\$204,000**
Total number of Properties sold..... **3**
Average Sales Price.....**\$198,500**
Total number of properties withdrawn or expired **2**



NAME
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HOW LONG WILL IT TAKE TO SELL?

SOLD WITHIN...

One Month **40%**

Two Months **29%**

Three Months **15%**

Four Months **8%**

Five Months **8%**

If your house isn't sold in 30 days an adjustment may be necessary

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HOW IMPORTANT IS PRICING?



"ARE THEY KIDDING?!" LEVEL

No showings! No offers!

The REALTORS and the potential purchasers are not even interested because they can buy so much more for the dollar elsewhere!



"IT'S OK...BUT" LEVEL

Either: 10-12 showings and no offers, or just a few showings, slowed down traffic since the first few weeks when the listing hit the computers, or on the market 4-6 weeks and no offers!



"EXCITEMENT" LEVEL

Showings, 2nd showings and offers in the first 4-6 weeks!

Congratulations. We are at the "Excitement Level" not at the giveaway level for the current market!

When we are at this level, we should be able to hold within just a few percent from where the home is currently listed. The potential purchasers obviously feel that your home is one of the nicest on the market, at this time.

Remember that the current market conditions—and being the biggest and the best for the least dollar—create value!

Value does not equal what Aunt Harriet and Uncle George feel you should get, what your past builder or neighbors feel you should get, what you should have invested in your home, what you paid for it...unfortunately, none of these factors create value!

We are on your team...but we do not have the power to change the market!

**INSERT
PHOTO**

NAME
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EMAIL

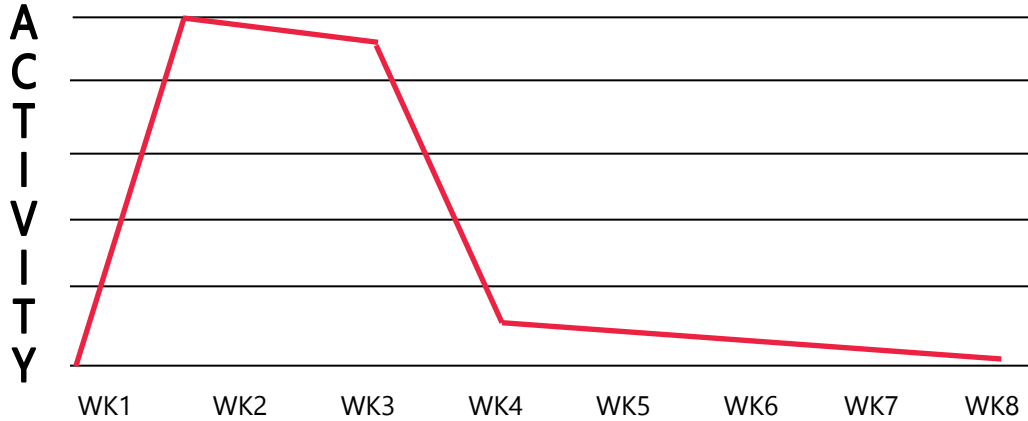
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SELLING PRICE VS. TIMING



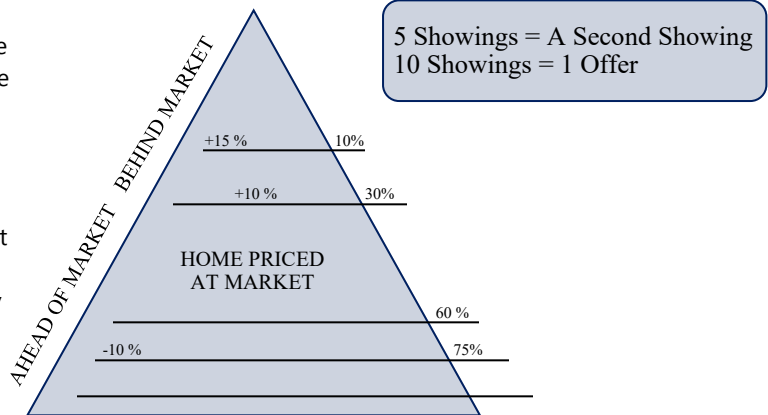
Timing is extremely important in the real estate market. The above graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed, therefore, it will have the highest chance of a sale when it is new on the market.

THE IMPORTANCE OF INTELLIGENT PRICING

How to Maximize Buyer Experience:

Your greatest exposure to buyers comes in the first 21 days on the market. Pricing your home correctly up front will ensure the greatest percentage of interest and maximize your chance of getting an offer quickly!

As this illustration shows, pricing your home at a greater amount than necessary (just to see what happens), reduces your exposure to only 10-30%.



Example:

- Priced behind the market: \$245,000 (20% Buyer Exposure)
- Priced at market: \$225,000 (60% Buyer Exposure)
- Priced ahead of the market: \$200,000 (83% Buyer Exposure)
- Top 10% Rule

Your property must be one of the 10 best priced homes to make the cut and receive offers

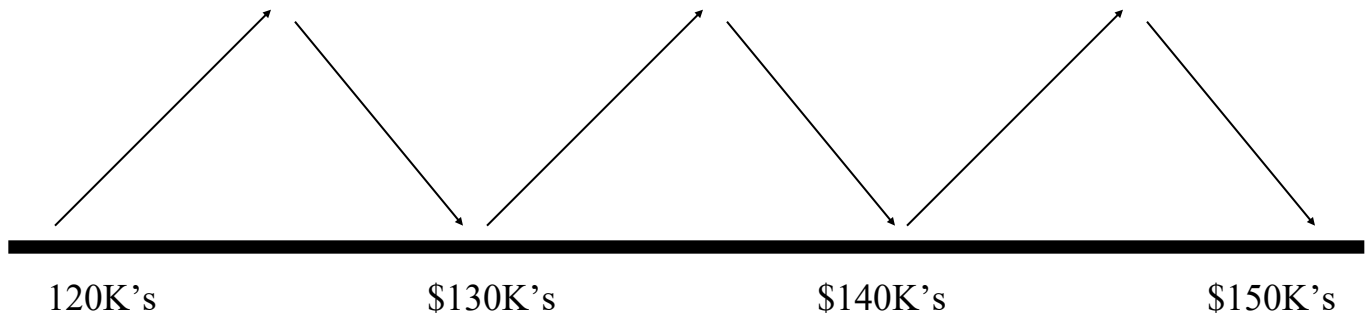
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BUYERS BUY IN BRACKETS



- \$130K's Buyers will never see the homes priced over \$139,900.
- \$130K's Buyers often will not make an offer on a \$125,000 valued home, even for \$125,000.

**WE CAN ALWAYS COME DOWN IN PRICE - TRUE
THEY CAN ALWAYS MAKE AN OFFER - TRUE
BUT NOT LIKELY**

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THREE LEVELS TO HOME SALES

1

AGENT EXCITEMENT

- Location
- Price

2

BUYERS IN GREAT NUMBERS

- 8-10 showings in the first week

3

CONSISTENTLY IN TOP 2 OR 3

- What one buyer likes they ALL like!
- What one buyer dislikes, they all dislike
- They're all looking at the same homes!

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TESTIMONIALS FROM PAST CLIENTS

"AGENT went above and beyond in helping us find and negotiate our new home. I highly recommend his services. From the initial search to the very end, he was phenomenal."

- Name, Location

"AGENT helped me buy our current home, as well as sell our old one. He's very professional, courteous, and always willing to answer questions or meet up to tour a potential home. I'll definitely use AGENT again in the future, if and when we decide to move."

-Name, Location

"AGENT was great to work with! AGENT was right by our side every step of the way! I recommend anyone looking for amazing service and professionalism to use AGENT for helping them purchase the home of their dreams!"

- Name, Location

"AGENT did an outstanding job selling our home. Our home was on the market for only 5 days! During that time, he was there whenever we needed him to answer our questions and help us "

- Name, Location

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SALES HISTORY

ADDRESS	ORG. LIST PRICE	LIST PRICE	SALES PRICE	DAYS ON MARKET	SALES PRICE PERCENTAGE
1100 W Tyson Ct Ozark MO 65721	\$194,900	\$194,900	\$190,000	4	97.6%
2500 S Michigan Ave Springfield, MO 65721	\$184,900	\$184,900	\$184,000	5	100%
1100 W Tyson Ct Ozark MO 65721	\$194,900	\$194,900	\$190,000	4	97.6%
2500 S Michigan Ave Springfield, MO 65721	\$184,900	\$184,900	\$184,000	5	100%
1100 W Tyson Ct Ozark MO 65721	\$194,900	\$194,900	\$190,000	4	97.6%
2500 S Michigan Ave Springfield, MO 65721	\$184,900	\$184,900	\$184,000	5	100%
1100 W Tyson Ct Ozark MO 65721	\$194,900	\$194,900	\$190,000	4	97.6%
2500 S Michigan Ave Springfield, MO 65721	\$184,900	\$184,900	\$184,000	5	100%

SALES PERCENTAGES

PAST SALES	ORG. LIST	SALES PRICE	DAYS ON	LIST TO SALE
------------	-----------	-------------	---------	--------------

8

\$189,900

\$187,450

4.5

98.8%



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PREPARING YOUR HOME FOR SALE

A few great tips on creating an atmosphere that will charm buyers and make them want to buy your home. Remember that you'll never get another chance to make a first impression. And first impressions count! Follow these simple tips and create the competitive edge that may help you sell your home more quickly.



DRIVE-UP APPEAL

- Trim trees and shrubs, clean out flower beds and invest in a few flats of seasonal flowers, paint the front door, make sure doorbell is working properly, wash the mailbox, keep the porch swept and get an attractive mat for people to wipe their feet.



ABSOLUTE BASICS

- Start by airing out the home. Most people are turned off by even the smallest odor. Odors must be eliminated, especially those caused by dogs and cats, soiled diapers and/or cigarettes.
- Wash all the windows in the home, inside and out.
- If it has been over a year since the carpets have been cleaned, now is the time to have them cleaned. Bare floors should also be waxed or polished.
- Put bright light bulbs in every socket made for a bulb. Buyers like bright and cheery.
- Clean out closets, cabinets and drawers. Closets should look like they have the shelves piled to the ceiling.
- Make sure rooms are not over crowded with furniture. Select pieces that look best, and store the rest.
- Keep the kitchen sparkling clean. Make sure all appliances are clean and all times. Straighten cupboards that appear cluttered and keep floors gleaming.
- Bath tubs, showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should be no leaks in faucets or traps.

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PREPARING YOUR HOME FOR SALE



A FEW MORE SUGGESTIONS

- If you have limited counter space in kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, sidewalks and front porch.
- Clean the ashes out of the fireplace.
- Make sure that the pull-down staircase is working correctly. Be sure there is a light in the attic.
- The pool needs to be sparkling and free of leaves.



FOR THOSE WILLING TO GO THE EXTRA MILE

- There are some things you can do that will really add flair to your home. If your house is the least bit dated, changing out wallpaper in the entry, kitchen or bathrooms and replacing outdated light fixtures adds desirability.
- Fresh paint on interior and/or exterior where needed.
- New appliances in the kitchen can be an exciting feature that can actually make the difference in a buyer choosing your home over another.



SHOWING YOUR HOME

- When you leave the house in the morning or during the day, leave it as if you know that it is going to be shown.
- Keep good scents in the house, such as potpourri or simmering pots or candles.
- Make sure all the lights are on and window treatments are open.
- Turn off the television.
- Keep pets out of the way, preferably out of the house. Many people are uncomfortable around some animals and may even be allergic to them.
- Leave your premises. Take a short break while your home is being shown. Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyer be at ease, and let the real estate agents do their job.

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PLEASE FILL OUT THE FOLLOWING QUESTIONNAIRE PRIOR TO OUR NEXT MEETING

AGENT NAME

COMPANY

PHONE NUMBER

EMAIL

INSERT
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NAME
PHONE NUMBER
EMAIL



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SELLING PRIORITIES

So we may discover the most important issues that you face in the sale of your home, please take a few moments to answer the following questions prior to our next meeting.

1. What is the most important thing that has to happen to make the sale of your home a great experience for you?

2. What could we add to make the sale an even better experience?

3. If we could add just one other thing that would "knock it out of the park", what would that be?

4. What do you expect from me when you hire me to market your home?

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SELLING PRIORITIES

5. What can I expect from you?

6. How do I "Win with you? i.e. - what must I do to remain on your "Good Side"?"

7. How do I "Lose" with you? i.e. - what must I make sure I never do?

8. If I see something I feel is keeping the home from selling, how should I approach you?

9. On a scale of 1 - 10 with 10 being incredibly honest and 1 being dishonest, how honest would you like me to be?

**INSERT
PHOTO**

NAME
PHONE NUMBER
EMAIL



WEBSITE

COMPANY NAME

PLEASE FILL OUT
THE ATTACHED
DISCLOSURES
PRIOR TO OUR NEXT
APPOINTMENT

INSERT
PHOTO

NAME
PHONE NUMBER
EMAIL

WEBSITE



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COMPANY NAME