



## EXIT REALTY PREMIER PROPERTIES



## HOME MARKETING GUIDE

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**LET AN AWARD WINNING, TOP PRODUCING TEAM BEGIN MARKETING YOUR HOME TODAY**

# Exit Realty International

- Over 737 affiliates in North America
- 125 affiliates in Florida
- Over 19,000 associates and growing
- The fastest growing real estate company in N. America
- Agent to agent referrals throughout N. America.
- Dedicated to technology
- Committed to customer service
- One stop shopping with in-house mortgage and title companies



## Exit Realty Premier Properties

### Your Support Team:

**Danielle Boutin** - Customer Service Representative - 561-967-3948

**Laraine Boutin** - Office Administrator - 561-967-3948 Ext.301

**Michele Dalles** - Contract Coordinator - 561-967-3948 Ext.313

**Sal DeFrisco** - Sr. Loan Officer, Chase Home Loans

561-967-3948 Ext.314 or cell 561-767-6827

**Connie O'Donnell**- Premier Title – 561-967-3948

## Your Exit Realty Associate

- Seasoned professionals
- Over 5 million dollars in closed sales in 2005
- Part of an award winning team
- Certified relocation specialist
- Dedicated to customer service
- Technologically oriented
- Comprehensive, custom marketing plan



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# Will You Truly Be Represented?

## SINGLE AGENCY vs. TRANSACTION BROKER

The State of Florida has many laws in affect to protect you, the consumer. One of these laws requires agents to inform you right up front what your rights and their duties are in relation to your relationship with the agent or broker involved in your transaction.

### **Exit Realty Premier Properties has chosen to represent you by taking the role of a Single Agent.**

We feel this is the best way to provide you the highest level of service available in the industry. Accepting this enormous responsibility that most will not accept, allows us to work for and represent you whether you are a buyer or a seller.

### **BE AWARE**

Most agents choose to be transaction brokers. A transaction broker by law must perform certain duties, a transaction broker **DOES NOT REPRESENT YOU**, they represent the transaction.

## WHAT IS THE DIFFERENCE?

### **There are 4 major differences:**

- **Loyalty** - Must be loyal and faithful to you, the principal. Never advance the agent's or another persons interests at the principals expense, A fiduciary.
- **Confidentiality** - The agent cannot reveal to a third party, without the principles permission, personal or information that might lessen the principal's bargaining position.
- **Obedience** - An agent must always act in good faith according to the principals instructions.
- **Full disclosure** - It is a broker agent's duty to keep the principal fully informed at all times of all facts or information that might affect the transaction or the properties value.

**The above 4 items are not required by a Transaction Broker**



# **We Recognize Your Needs**

**In the process of marketing your home, everyone has different needs. We will meet these needs based on your goals and objectives.**

In order for us to reach these goals and objectives we would like some insight to what you would like to accomplish, the timeframe in which we are working as well as some methods you would like to use to meet these goals. We will do our best to establish a strong working relationship with you, and get to the finish line with the highest price to you, in the least amount of time, with the smoothest transaction

**We will guide you through the transaction one step at a time.**

You will not be left in the dark. There are many steps to the home selling process, and you will be kept informed every step of the way. We encourage you to ask questions and be at ease with your agent and any company support staff. We all have the same common goal, and that is a quick, smooth transaction.

Different people have a variety of ideas of how they would like the process to work, such as how showings are handled, open houses, yard signs and a variety of other things. We will tailor your program to suit you, so take the time to let us know and we will do everything possible to make the process as stress free as possible.



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# View Your Home From An Objective Standpoint

What will prospective buyers see when they view your home?



With a prospective buyer you have only one chance to make a good first impression. Many times a small amount of repairs go a very long way.

## Little things that may interfere with the sale of your home:

### Interior

- General disarray
- Avoid clutter, you are moving anyway, pack it
- Dirty walls, doors, bathrooms, and appliances
- Worn carpets
- Peeling and cracked paint and caulking
- Pet, cooking, and smoking odors

### Exterior – Curb appeal is King!

- Untrimmed lawn and hedges
- Dead plants and trees
- Dirty roof, house, or driveway (Pressure wash)
- Clutter, Put it away or throw it away
- Rotted door jams
- Cracked or peeling caulking



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# Always Be Prepared To Show Off Your Home

**Tips that cost nothing and will make you look like a winner every time:**

## **Exterior**

- Keep property free of all debris, yard tools, Clutter, and unnecessary items
- Be sure all pet debris is picked up
- Decorate with flowers & potted plants
- If necessary pressure wash walks, driveway, roof, and even the house itself

## **Interior**

- Make beds, keep sinks clear of dishes, keep showers, tubs, and sinks clean
- Remove all unnecessary items, create space, put it away or throw it out
- Avoid piles of dirty clothes even in laundry area, use laundry baskets
- Use air fresheners and avoid odors caused by pets, food, smoking or lingering trash
- Keep television off and play soothing soft music
- Open blinds and drapes and turn on lights

**Above all, leave the house! Do not interact with the buyer, this is detrimental to the process. Buyers are more at ease and more likely to spend more time if you are not home.**



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# What Exit Realty & The Ultimate Home Team Will Do To Sell Your Property

## The Step by Step Process

Selling a home requires a well thought out plan and a step by step process

### INITIAL CONSULTATION

- Determine your goal
- Discuss Marketing Plan
- Establish price by CMA & visual inspection

### DEVISE & IMPLEMENT MARKETING PLAN

- Shoot Visual Tour & upload to all internet sites
- Submit all ads to newspapers and magazines
- E-mail top producers
- List on MLS with additional photos
- Monitor and report results of marketing campaign

### PRESENT AND REVIEW FOR ACCEPTANCE

- Discuss price, terms, and conditions of offer
- Negotiate to your satisfaction
- Reach final agreement, sign contract

### FOLLOW UP PROCEDURES TO INSURE A SMOOTH TRANSACTION

- Deposit buyers earnest money
- Select title company, begin search and document preparation
- Attend all inspections and appraisals
- Follow up with buyers mortgage company, title company, second deposit

### FINAL DAYS

- Seller to vacate premises
- Attend final walk through
- Closing and funding
- Assist seller with relocation

## **Your goals are our goals:**

- Achieve the highest possible price
- The best terms & conditions
- In the least amount of time
- With the least amount of inconvenience

## **There are 4 keys to success:**

- Understanding where buyers come from
- Why other agents are so important
- The importance of pricing = 90% Success
- The need for a **comprehensive upgraded marketing strategy**

## **How the marketplace works:**

- Price - This is what you offer your home for
- Condition - The “curb appeal” of the property
- Marketing Plan - The power of an expert team to market your property
- Value - How your property compares to others around it



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# How We Upgrade The Marketing Of Your Property

## Home Marketing Upgrade Strategy:

### **Tier 1 : Traditional Marketing:**

- Newspaper Ads
- Yard signs

### **Tier 2 : Exit Realty Premier Properties Upgrades:**

- Real Estate Showcase
- Palm Beach Post, Sun Sentinel
- Exitrealtypalmbeach.com - ranked in top 5 on yahoo
- Visualtour.com
- Realtor.com with pictures and tour online
- Yahoo.com
- Links from Exitflorida.com
- Top positioning on major search engines
- Office caravans
- Open houses
- Exit network
- Multiple Listing Service
- Host brokers open house

### **Tier 3 : The Ultimate Home Team Personal Upgrades:**

- Two National and State Designated Realtors - someone is always available!
- Custom Full Color Brochures - Classy way to present features
- Custom CD with Virtual Tour - Buyers can remember what they saw
- Ultimatehometeam.com - ranked highly on google
- Email fellow top producers - 20% of agents sell 80% of homes
- We keep you informed with copies of all ads, feedback from showings inform you offers, evaluate and adjust our marketing strategy.
- Showcase listing on Realtor.com with more photos and extra description for higher visibility
- Full color ad in *The Digest of Homes* creating more visibility



# Determining the Price

**In order for your home to sell, pricing can be the key to maximizing exposure**

**There are five major things to consider when pricing your property:**

- The vital importance of pricing
- The risks of overpricing
- The “pricing pyramid”
- Your “window of opportunity”
- The importance of comparable properties

**The market generally dictates the price based on the following:**

- Location, square footage, up-grades and condition
- Availability and price of comparable properties
- Economic conditions such as mortgage rates and employment climate

**Irrelevant facts when determining price:**

- Original price seller paid
- Amount seller expects or needs to sell
- The amount spent on capital improvements, recovery rate is usually much lower

**The importance of accurate pricing:**

- Properties priced within in the range of comparable past sales and current homes on the market generate more showings. More showings generates more offers. More offers equate to more dollars to you in a faster period of time
- Over priced homes often don't appraise causing the buyer to be unable to secure financing.
- Mortgage, tax, utility, and HOA costs can quickly add up when a home sits on the market.



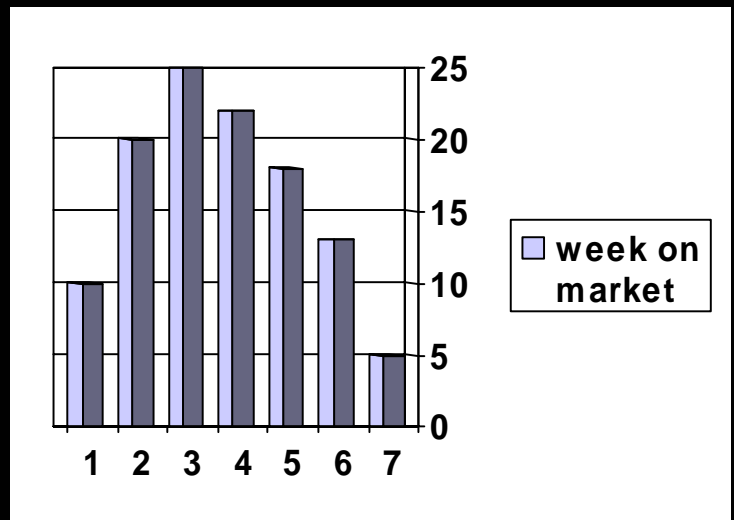
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# The Pitfalls of Over Pricing

**An asking price beyond the range of comparable previously sold homes and the actively for sale will usually be detrimental to the home selling process.**

## **Results produced by an over priced home:**

- House attracts a buyer looking for more house than is there
- Alienates suitable buyers
- Less showings, less offers
- Helps sell competing properties.
- May ultimately cause property to sell below market value



**Chart displays the pattern of showing traffic in first 7 weeks**

**Over pricing your home is a common mistake many home owners make when attempting to sell their home. Fact is: a house that is correctly priced usually is shown more, therefore sells faster and for a higher price than one that starts out over priced. The heaviest showing traffic is in the first 30 days and is a declining trend after that.**



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# **We are Partners in the Home Selling Process**

**We are integral partners in the home selling process. Without your cooperation the process doesn't work.**

**Below are some ways you can make your most important contributions:**

- Be sure the house is accessible and ready to show at a moments notice.
- Provide us with multiple numbers to reach you should an offer be presented.
- If approached by a buyer not represented by a realtor, refer them to us. Do not show them the home. This could be dangerous as well as compromise your position later.
- Remove or lock up all valuables and prescription medications.
- Keep pets out of the way during showings.
- Try not to be present for showings.
- Avoid engaging in conversation with potential buyers or their real estate professionals, this could weaken your position in later negotiations.
- Immediately let us know if there are any changes to the condition of the property that would need to be disclosed to the buyer.
- Feel free to contact us anytime to discuss marketing, price, or condition of the property or any concerns at all that you might have.



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# **We handle Your Transaction From Start To Finish...**

- Assist seller in completing all forms including listing contract, disclosures and fact sheet.
- Assist seller in determining price based on location, home condition, market trends, and previous sales.
- Take digital photo series of property for submission to M.L.S., ultimatehometeam.com, Exitflorida.com, Realtor.com, exitrealtypalmbeach.com, Real Estate Showcase, Sun Sentinel, Palm Beach Post, The Digest of Homes, and for a buyers brochure and virtual tour CD.
- Enhance listing of upgraded Realtor.com “showcase” ad
- Create a Visual Tour for viewing on all above websites with a direct link from Realtor.com the # 1 real estate website nationally.
- Order attractive Exit “For Sale” sign for yard.
- Install Supra electronic lock box, which allows entry to Realtors and records all entries to your home.
- List property on roster for weekly caravan to be viewed by up to 80 local agents.
- Professionally design and print color brochure for prospects and agents viewing the property as well as a CD of the homes Visual Tour .
- Arrange with seller convenient date on which we will host a catered open house for co-operating brokers.
- Submit pictures and ad copy for ads in Real Estate Showcase and The Digest of Homes to run a monthly color ad and the Palm Beach Post and Sun Sentinel Residence Section. These are not one time ads, they will run until your home is sold.



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- Send “Just Listed” jumbo glossy postcards to our client base and surrounding neighborhoods.
- Begin showings to qualified buyers.
- Keep record of showings and make follow up calls to all agents and buyers for feedback.
- Bring all offers to sellers.
- Report to seller bi-weekly, progress of showings and agent feedback.
- Assist seller in negotiation of price, terms, and execution date.
- Write contract, assist seller in monitoring and scheduling all inspections, appraisals, financing and all aspects of the transaction through closing.
- Monitor performance of mortgage provider, Title Company, and all involved in insuring a smooth closing. (Avoid surprises)
- Accompany all inspectors during inspections.
- Accompany appraiser while inspecting the property, allowing us to point out the finer points in the home that can sometimes be overlooked, very often resulting in a higher appraisal.
- Assist seller in economically having needed repairs completed.
- Coordinate and attend closing.

## **It is a fact!**

Proper pricing and aggressive marketing is the key to obtaining the highest price in the quickest amount of time. Allowing us to provide our expert services will insure this as well as a smoother transaction.

### **Our personal guarantee:**

If all services above are not diligently executed, Fire Us!  
We will put a 0% cancellation clause in our contract.  
We will be there for you day or night, 7 days a week



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