



Here are a few  
samples from the  
1<sup>st</sup> listing  
presentation.

**Your Name's Goal  
and Our Mutual Objective  
is  
Selling Your Home...**

...as quickly as possible  
...for as much money as possible  
...with the most favorable terms and  
...with as little stress and inconvenience  
to you as possible.

**We will be working as a team to sell  
your home.**

**Communication and cooperation  
ensure a successful sale.**



## **My Objectives**

- Listen carefully so I understand your objectives
- Explain the home selling and marketing process – my responsibility, your responsibility
- Thoroughly review your home
- Help you price your home
- Advise you how to prepare your home for showings
- Review what happens from time you get a contract on your home through closing



# **Factors that are important in selling homes**

- Pricing of the Home
- Ease of Showing
- Condition of the Home
- Location of the Home
- Market Competition

Here are a few pages from the 2<sup>nd</sup> listing presentation.



# Your decision....

- ...to hire a REALTOR® should be based upon the plan, not the price!
- **1. The Marketing Plan for Your Home**
  - A Marketing Plan will vary from company to company
  - A Marketing Plan will vary from Agent to Agent dependant upon their experience
- **2. The Pricing Plan for Your Home**
  - The Price range of your home will not vary between companies since it is determined based upon current market factors that are:
    - 1) Available to all companies
    - 2) Not in the control of any one particular company

**REALTORS ® control marketing plans,**

**but never marketing**



# My experience can help you

Many times homes that appear to be good homes sit on the market for months, sometimes over a year.

You've seen the ads.

You've driven by and see the signs in the yards.

And the Agents have seen them in the MLS for so long, everyone figures something is wrong with these houses since they've been on the market for so long – and just pass them by.

Finally a buyers looks at one of these houses and gets smart...

They realize these sellers may be feeling quite desperate...

The buyer writes an offer well below market value...

**And gets a real bargain.**

**But don't worry,**

**my system puts the odds in your**



**I work to  
find the  
buyer for  
your  
home!**

**It takes more than a sign in the yard  
and an ad in the paper to sell house!**

Did you know that homes that have been put into top showing condition, have been pre-inspected (with all repairs done) and that are priced right at market value sell faster than other homes?

If you take the necessary steps to get your home in great condition and priced right, it too will sell fast.

**This means the winner will  
be YOU and not a “bargain  
hunting” buyer!**

**And when you win..I win**