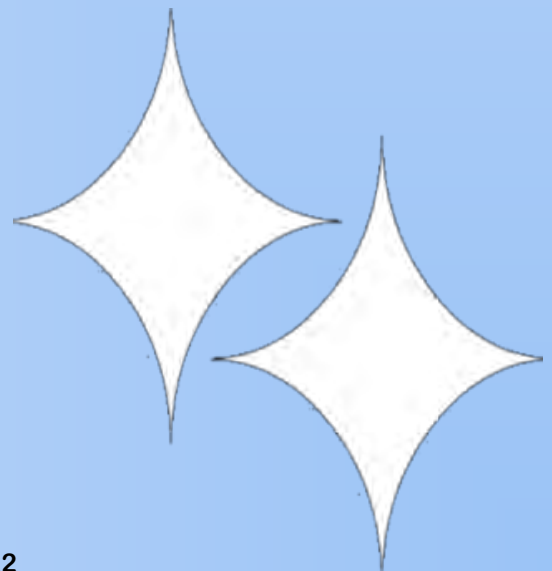


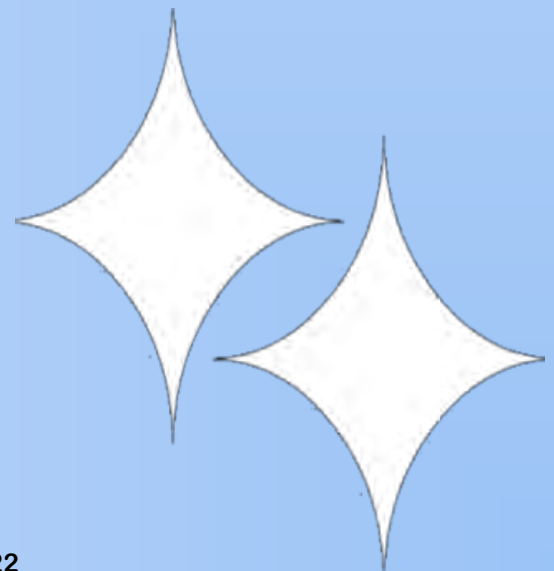
*The*  
**Real Estate  
Marketing System**

**Original Visual Aid pages**



*The*  
**Real Estate  
Marketing System**

**Original Four Step Qualifying**



# To Represent You Best Your Goals are My Goals

Sellers Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone (s): \_\_\_\_\_ Date: \_\_\_\_\_

## Basic Objectives

Why are you selling?

Where are you going?

When do you need to or want to have this home/condo/property sold?

Will you buy a new home/condo?

Do you need the money from this home to buy your next home/condo?

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## Potential Problems

What bad things will happen if this home does not sell by your deadline?

What costs? What Inconveniences? What problems?

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What problems will occur if the home is still not sold 90 days after your deadline?

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## Time Objective

The goal is to have this home sold and closed by (date) \_\_\_\_\_

Since the current average closing/processing time is now approximately \_\_\_\_ days,  
this home must be sold by \_\_\_\_\_ in order to be closed by the deadline.

## Getting Started

Are there any circumstances to prevent listing today?

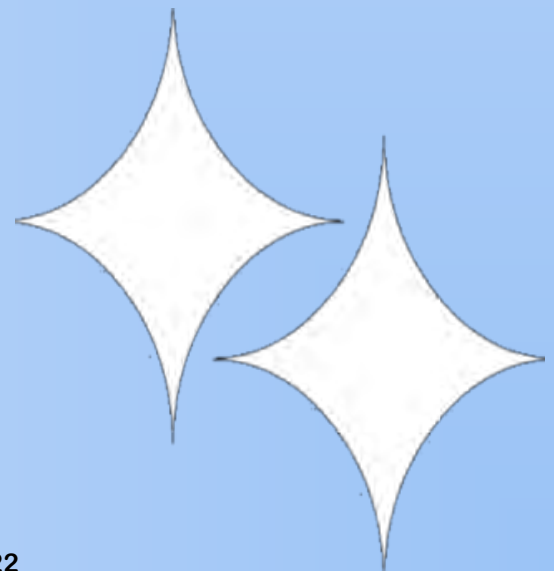
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# *The* **Real Estate Marketing System**

**Original Eight Good Reasons  
Listing Presentation**



# There are eight good reasons . . .

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## Why you will benefit by having me represent you to sell your home. . .

# GOAL . . .

The **MOST** Money

The **QUICKEST** Sale

The **FEWEST** Problems



1. Prepare for sale
2. Help you price right
3. Expose it to 100s of prospective buyers
4. Qualify the buyers
5. Help buyers decide
6. Negotiate the sale for you
7. Help the buyer get a mortgage
8. Expedite the closing



# To Get the Best Service

1. Always select your agent on  
**marketing ability**

then . . .

2. With your agent, discuss  
and select price

**NEVER Choose an agent  
based on price alone.**





**I'll help you**  
**PREPARE**  
**your home**  
**for sale**



# We never get a second chance to make a good first impression!



Crowded, cluttered closets indicate a lack of storage. Make sure that your closets and storage spaces are not over-crowded or disorganized when showing.



Curb appeal makes a difference

# There's more to selling than . . .

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**A sign on  
the lawn,**

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**An ad in  
the paper**

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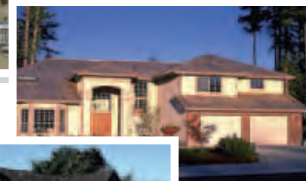
**And waiting!**



# On the average . . .

Buyers inspect  
**12** homes  
before deciding.

That means,  
**11** other  
homes are  
competing  
against yours.



# Whether they look at 5 houses or 20

## People will buy . . .

- ✓ The house they **like the best**
- ✓ The house with **the greatest sales appeal**
- ✓ The house that gives the **best first impression**



In average years only  
**60%** of listed  
homes sell during the  
original listing period.

Which means . . .  
**40%** *do not sell!*

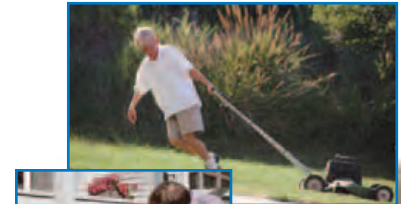


# For a Quicker Sale, Make Sure Your Home is Exciting!

**We don't get a second chance to to make a good first impression. Most buyers look for homes that are well cared for and bright. In general, clean and spiffy.**

## Check List For Faster Sales

- Lawns and Yard - remove clutter, cut grass, edge walks, trim hedges, weed gardens.
- Front of House - paint, fix or wash railings, steps, storms, screens and/or front door.
- Other Exterior - side or back door, gutters, wash windows.
- Garage - straighten up, paint, fix or wash doors and windows.
- Plumbing - repair leaking faucets, leaky toilets.
- Heating/Cooling - clean exterior of unit.
- Lights - replace all burned out bulbs, faulty switches.
- Halls and Stairs - remove any clutter to give wide appearance.
- Hardware - oil hinges, tighten door knobs.
- General condition - dust, wash, paint, fix defects, as required.
- Consider feeling of spaciousness - store unneeded items to "enlarge" room size.



## These Items are Super Critical

- Kitchen - stove, refrigerator, sink should be spotless, all work spaces clear.
- Bathrooms - neat, spotless and fresh. Replace worn, torn shower curtain.
- Closets - untidy or over crowded closets suggest inadequate storage space.

## How to Help Our Sales Agents

- Children, pets and adults can keep buyers from feeling at ease while they look through a home. For showings, please be out of the house if possible.
- Tell us which rooms benefit from sunshine or cooling breezes.
- Tell us what you like about the house, the yard, the location. We'd like husband's and wife's feelings separately.
- Turn on all the lights, or let us turn them on, for the entire showing.
- Open drapes in the daytime, close them at night.
- Strong cooking or smoking odors can ruin a sale. Make sure your home is fresh for showings.
- Small signs highlighting the special features of your home will make sure buyers see all the benefits. We'd appreciate your ideas.







**Remember the Goal . . .**

The **MOST** Money  
The **QUICKEST** Sale  
The **FEWEST**  
Problems



**Some More Things I Do**

# HOME *Highlights!*



## 123 Sellers Home

**In the City's Favorite Neighborhood!**

*This beautifully appointed home is immaculately maintained and priced to sell at an unbelievable \$147,900*

Living Area: 3,200 sq. ft.

Taxes: \$3,450

*Beautiful treed 100 x 250 lot.*

Includes 2 car garage,  
outdoor pool and lots,  
lots more!

**SEE INSIDE FOR FULL LISTING OF AMENITIES**



- **So buyers remember**
- **So salespeople remember**
- **So everyone appreciates all the benefits and features of your home**

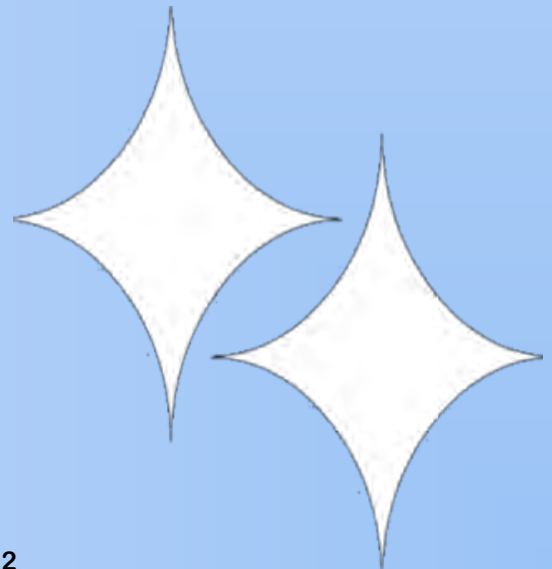


# *The* **Real Estate Marketing System**

## **Original Pricing Presentation**

**“Jerry, your pricing Presentation  
cannot be improved.”**

*Chip Morrison, Atlanta, GA*



**To Get . . .**

The **MOST** Money

The **QUICKEST** Sale

The **FEWEST** Problems

**Price your home right  
in the first place!**



Priced too  
High?

Priced too  
Low?



---

**I can help  
you determine  
the right price**

# Comparative Market Analysis

ADDRESS	BEDROOMS	LOT SIZE	SQ. FT.	D.O.M.	EXTRAS

**1. SIMILAR HOMES RECENTLY SOLD** These tell us what people are willing to pay . . . for this kind of home . . . in this area . . . at this time

ADDRESS	PRICE	BEDROOMS	LOT SIZE	SQ. FT.	D.O.M.	EXTRAS

**2. SIMILAR HOMES FOR SALE NOW** These tell us what we are competing against/ Buyers will compare your home against these homes.

ADDRESS	PRICE	BEDROOMS	LOT SIZE	SQ. FT.	D.O.M.	EXTRAS

**3. EXPIRED LISTINGS OR REDUCTIONS** These illustrate the problems of over-pricing. These also tell us what people are not willing to pay.

ADDRESS	PRICE	BEDROOMS	LOT SIZE	SQ. FT.	D.O.M.	EXTRAS

## Problems of Over-Pricing

1. Hard to get sales people excited
2. Hard to get good buyers to look
3. Hard to get people to make and offer
4. Hard to get financing

## Ideal Listing Price

Average of recent sales     \$ \_\_\_\_\_  
 Plus 3%     \$ \_\_\_\_\_  
 Suggested listing price     \$ \_\_\_\_\_  
 Ask your agent to explain



# Effect of Price on % That Sell

---

Results of one year study of 1000 homes

**Priced above  
average sale**

**Sold under  
90 days**

---

**0 - 3%**

**85%**

**4% - 7%**

**55%**

**8% - +**

**20%**

**What Odds  
Do You Want?**

# Effect of Price on Speed of Sale

---

Results of one year study of 263 homes

<b>Priced above average sale</b>	<b>Days on the market</b>	<b>% gain or loss</b>
<b>0%</b>	<b>25</b>	<b>38%</b>
<b>3%</b>	<b>55</b>	<b>85%</b>
<b>5%</b>	<b>65</b>	<b>100%</b>
<b>7%</b>	<b>75</b>	<b>115%</b>
<b>11%</b>	<b>139</b>	<b>212%</b>
<b>15%</b>	<b>210</b>	<b>323%</b>
<b>21%</b>	<b>274</b>	<b>421%</b>

## How Fast Do You Want to Sell?

# The Problem of Over-Pricing

---

- 1. Hard to get salespeople excited**
- 2. Hard to get buyers to look**
- 3. Hard to get offers made**
- 4. Hard to get financing**



# To Get it Faster . . . Ask for Less!

## Listing Price

## Time to Sell

Average Asking . . . . .9 - 10 Weeks

10% Over . . . . .Time Wasted

Slightly Less . . . . .5 - 6 Weeks

Days on  
the Market

0    30    60    90    120    150    180

**Average**



**10% High**



**Slightly Less**



# 6 Choice Decision

---



# The Penalty of Overpricing

ADDRESS	BEDROOMS	LOT SIZE	SQ. FT.	D.O.M.	EXTRAS
MAPLE VS. ELM					ALMOST IDENTICAL HOMES, LOTS

**1. SIMILAR HOMES RECENTLY SOLD** These tell us what people are willing to pay . . . for this kind of home . . . in this area . . . at this time

ADDRESS	PRICE	BEDROOMS	LOT SIZE	SQ. FT.	D.O.M.	EXTRAS
1020 MAPLE	168,000					SOLD - 7-15
1024 ELM	158,000					SOLD 12-15
AVERAGE OTHER	163,000					JULY - DEC.

**2. SIMILAR HOMES FOR SALE NOW** These tell us what we are competing against. Buyers will compare your home against these homes.

ADDRESS	PRICE	BEDROOMS	LOT SIZE	SQ. FT.	D.O.M.	EXTRAS
1020 MAPLE	168,000					LISTED 7-1
1024 ELM	172,000					REDUCED 10-4
AVERAGE OTHER	171,000					JULY - DEC.

**3. EXPIRED LISTED OR REDUCTIONS** These illustrate the problems of over-pricing. These also tell us what people are not willing to pay.

ADDRESS	PRICE	BEDROOMS	LOT SIZE	SQ. FT.	D.O.M.	EXTRAS
1024 ELM	190,000					LISTED 7-7

# To Get More . . . Ask for Less

## Normal Situation

Average Asking	.....\$150,000
Seller Asks	.....\$150,000
Average Offers	.....\$135,000
Seller Counters At	.....\$145,000
Buyer Counters At	.....\$138,000
Seller Counters At	.....\$142,000
Average Selling Price	.....\$142,000

**Average time to first offer is 9 to 10 weeks. Not much time to negotiate.**

## Slightly Less/ Slightly More Pricing Concept

Average Asking	.....\$150,000
Seller Asks	.....\$147,000

**Extra Activity  
Extra Enthusiasm  
Extra Showings**

Good Chance for Full Price Offer	\$147,000
Or . . .	
First Offer	.....\$135,000
Seller Counters At	.....\$145,000
Buyers Accepts	.....\$145,000
Average Selling	.....\$145,000

**Average time to first offer is 5 to 6 weeks. Faster action. More time to negotiate.**

**Using slightly less/slightly more pricing concept—  
average gain — \$3,000 to \$5,000 . . . and 30 days faster!**

# To Get The Most Money Fastest Ask For Less And Pay A Bonus

---

Average Asking . . . . . \$105,000  
Average Selling . . . . . \$100,000  
If Commission 7% . . . . . \$7,000  
**Net . . . . . \$93,000**

Ask Slightly Less . . . . . \$104,000  
Prepare House Exceptionally Well  
Offer Bonus - 8%

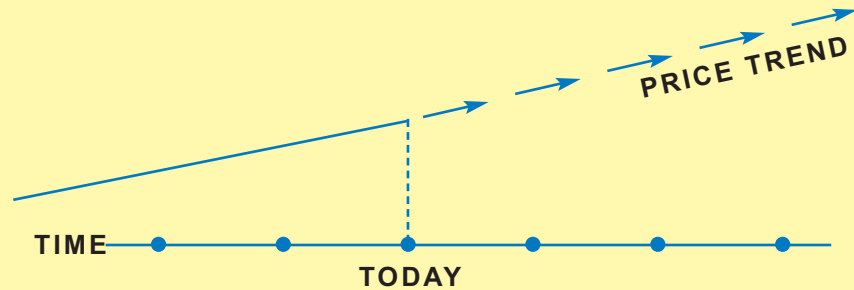
Extra Activity, Extra Showings  
Best Chance For Full Price Offer \$104,000  
Less 8% . . . . . \$8,320  
Net . . . . . \$95,680  
**Your Profit . . . . . \$2,680**

**Note: You can accept as low as \$102,000  
and still have an \$840.00 profit!**

# No Risk! Ask Me Why

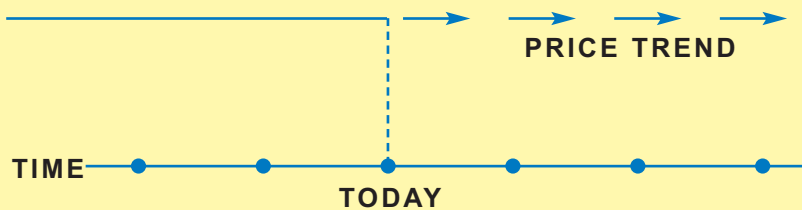


## Pricing in A Rising Market



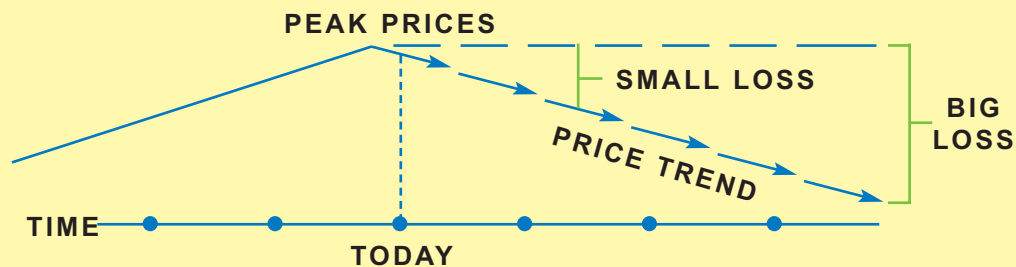
When selling in a **rising market**, position yourself 5% to 10% above recent sales — but, if you need a fast sale, always price slightly less than the average competition. If time is not a consideration, you can price slightly higher because the market will eventually catch up to your asking price.

## Pricing in A Flat Market



When selling in a **stable market**, position yourself 2% to 4% above the average recent sales — but always less than the competition.

## Pricing in A Declining Market



When selling in a declining market, position yourself at or slightly below recent sales, but always slightly less than the average of the lowest priced similar homes currently for sale. When there are only a few buyers you **MUST** get the serious buyers to at least look at your home.

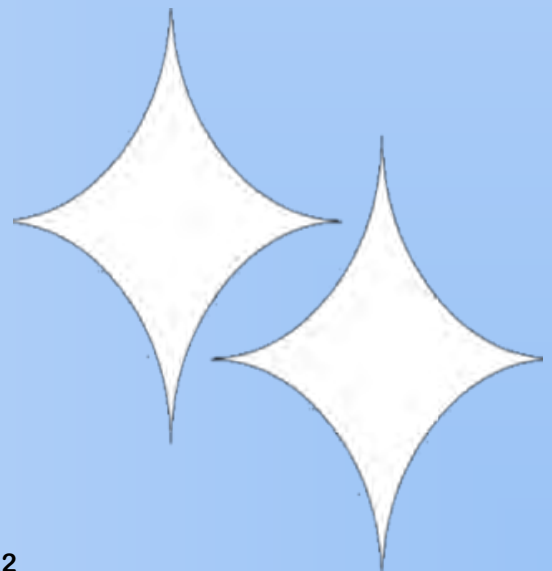
## YOUR FIRST LOSS IS YOUR BEST LOSS

- If you must sell — the quickest sale will give the smallest loss
- If you are moving up — a small loss on your present home can result in a big gain on a new home.



*The*  
**Real Estate  
Marketing System**

**Original FSBO Presentation**





# What Are Your Odds?

**WHO  
Has The  
Advantage?**

**Buyer?  
Seller?**



**How Long?**  
**How Many**  
**Calls?**  
**Any Offers?**





# 4 KINDS

- **Serious in a hurry**
- **Serious no hurry**
- **Bargain Hunters**
- **Casual Lookers**

# Where Buyers Look



**85.9%**

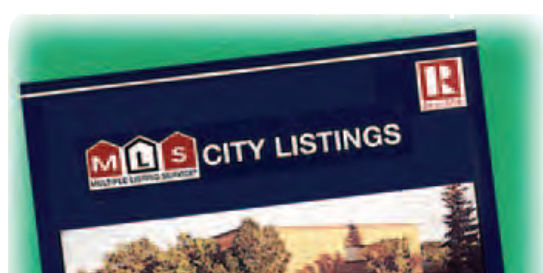
Listings By Real Estate

**100%**  
Listings By  
Real Estate



**100%**

By Real Estate



**100%**

By Real Estate

**BOTTOM LINE . . .**

**COMPARE "MLS" TO "BY OWNERS"**

**OF ALL HOMES LISTED FOR SALE:**

**93% BY REAL ESTATE**

**7% BY OWNER**



# 90%

## Are Not Qualified!

You qualify for \$150,000



I'll give you \$150,000



# \$190,000

# If You Win - You Lose

---

**On the average, owners NET 3% to 5% less when selling their own homes. That's 3% to 5% less than selling through real estate and paying commission!**

## **1. The Owners Accept Less**

- Direct buyers expect and intend to pay less
- Studies show owners accept 5% to 10% less

## **2. The Owners Pay For All Advertising**

- It's easy to spend 1% on advertising

## **3. It Usually Takes Owners Longer to Get a Sale Result:**

- Extra taxes, interest, utilities, insurance
- Or travel and hotel/apartment rent
- Or “cost of waiting”

## **4. The Owners' Usually Pay Higher Attorney Fees . . . Even If The Sales Don't Go Through**

- When sold through real estate -  
an attorney checks our work
- When sold by owner - an attorney does the work and bills accordingly

# Cost of Waiting

---

**People Tend to Upgrade About 40%**

<b>Current</b>	<b>New</b>	<b>Difference</b>
<b>\$100,000</b>	<b>\$140,000</b>	<b>\$40,000</b>
<b>10% Appreciation</b>	<b>10% Appreciation</b>	
<b>\$110,000</b>	<b>\$154,000</b>	<b>\$44,000</b>
<b>5% Appreciation</b>	<b>15% Appreciation</b>	
<b>\$105,000</b>	<b>\$161,000</b>	<b>\$56,000</b>

**The Longer You Wait  
The Worse it Gets**