

The Seller's Blueprint



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What Makes Your Home Sell?

We know what makes your home **SELL**
for top dollar

What Determines a Sale for the Highest Price?

1 How it is Priced

2 How it Shows

3 How it is Marketed

4 Communication

What Makes your Home Sell?

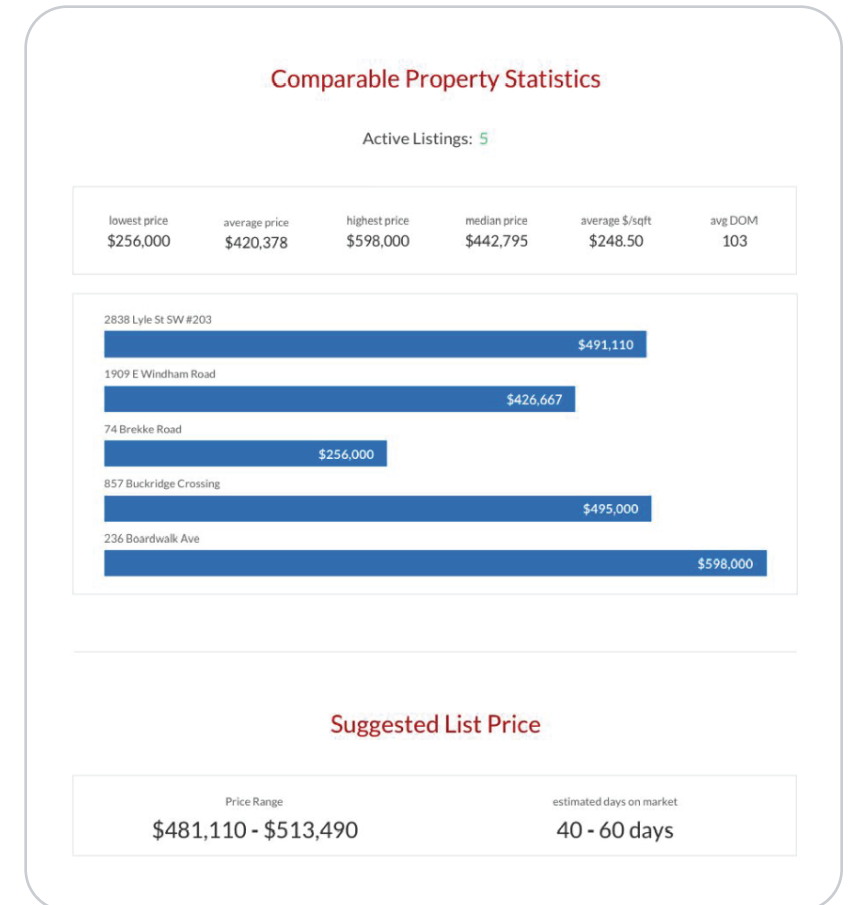
Accurate Pricing - “5-5-5 pricing Strategy”

Our Real Estate Team Uses the Most Accurate Method Available to Price your Property

The right price for your property is not determined by any one agent or seller - it's determined only by current market conditions.

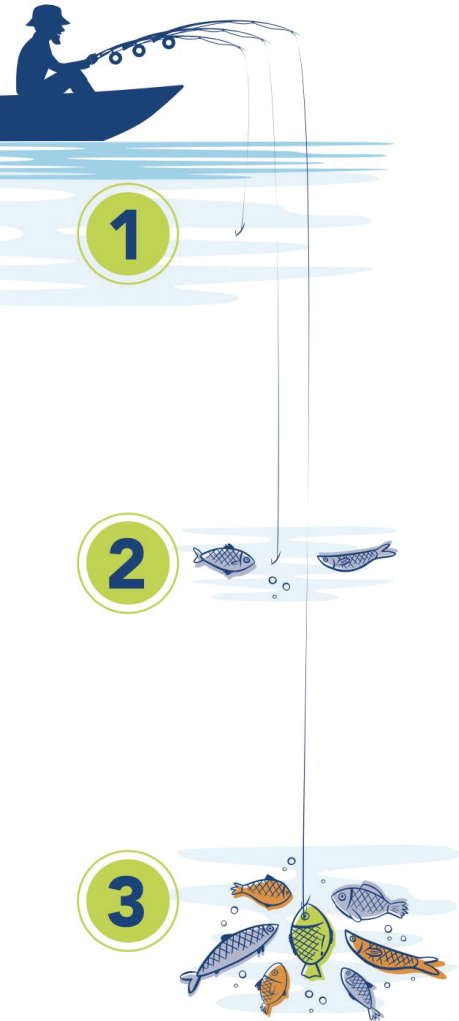
We access accurate, up-to-date MLS data to select up to **5** active, **5** pending, and **5** sold properties that are the most comparable in features and amenities to your property.

Combined with our in-depth knowledge of market statistics, this method assures we price your property correctly, so it sells for the price you deserve.



What Makes your Home Sell?

Accurate Pricing - “5-5-5 pricing Strategy”



Three Outcomes

1. The Property Receives Little Action (Low To No Showings)

This can only mean one thing - the market is rejecting the property based on price. Buyers and other agents recognize value when they see it and if they feel the property does not represent a good value they will not even visit the property.

Solution: Reposition the bait (Large price reduction)

2. The Property Has Showings, But No Offers

In other words, the property is the bride's maid, not the bride. This is better than the first outcome, yet it is still frustrating for the seller. In this case, the price is close enough to market value to attract a showing yet still too high, relative to competing homes, to motivate the buyer to act.

Solution: Reposition the bait (Smaller price adjustment)

3. The Property Sells

If we hit the market just right we may be fortunate enough to have an offer right away. A quick offer does not necessarily mean we are under priced. It means we were fortunate to hit the market at the perfect time. It's like catching a fish on the first cast. It happens, but that does not mean it will happen again and again.

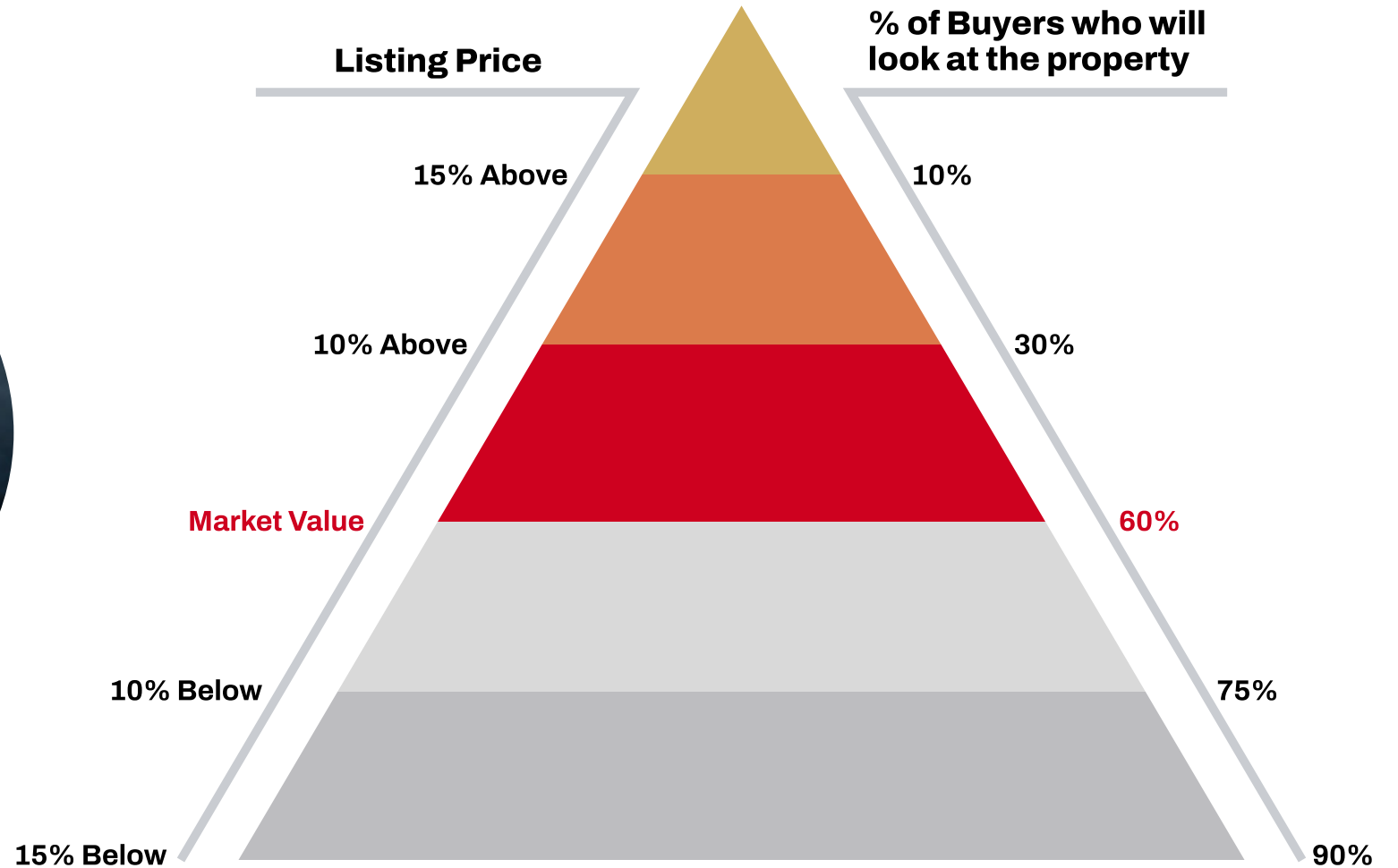
So, do I have permission to sell your home quickly?

See What is Happening Every Week in Your Area

Whenever a new listing comes on or off the market you will know. Together, we will use this information to make marketing, pricing, and showing alterations to help your home sell faster.

What Makes your Home Sell?

Attract More Buyers



What Makes your Home Sell?

How it Shows

We Make Listings **Shine**

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see—and they've already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos, and tours to make a lasting first impression that will motivate buyers to come see your property for themselves. This could include:



Photography



Photo Editing



Staging & Repair



Virtual Tours



What Makes your Home Sell?

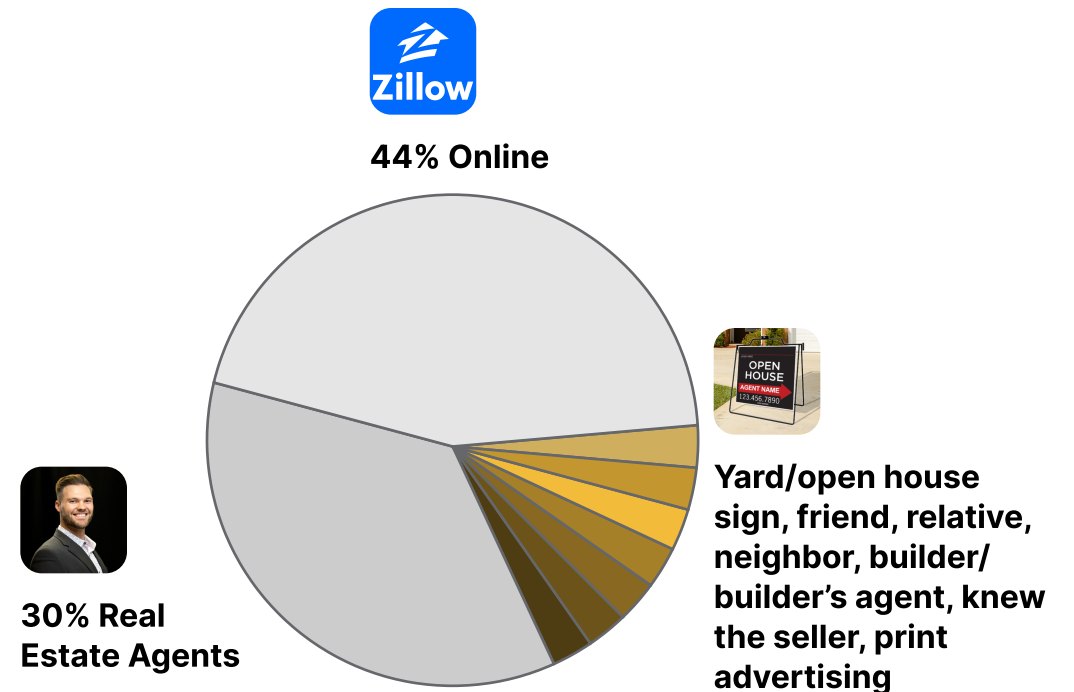
How it Marketed

We'll Sell it **Faster** and For **More Money**

We annually review data from the NAR's profile of buyers and sellers that tells us exactly where buyers first found the actual property they purchased.

With that data, we adapt our marketing strategy and resources to match where the **MOST** buyers are finding properties just like yours, so that we can sell it faster and for more money

WHERE BUYERS FOUND THE HOME THEY PURCHASED



Online Advertising

Overview

44% of Buyers First Found the Home They Purchased Online

We have the resources to advertise more, post more often and perform the extra steps that ensure your listing comes up faster than the competition.

Our System Your Edge



Brokerage Websites

Our technology allows us to showcase your property on all major brokerage websites like Redfin, KW.com, Sothebys.com, Century21.com, Better Homes and Gardens, ReMax.com and more.



Classified Services

Craigslist, Oodle, Backpage, and many more. Most agents overlook this powerful tool or they just do the bare minimum.



Listing Portals

We get your property featured more often on the most popular sites like Zillow, Trulia, Realestate.com, Realtor.com, and hundreds more.



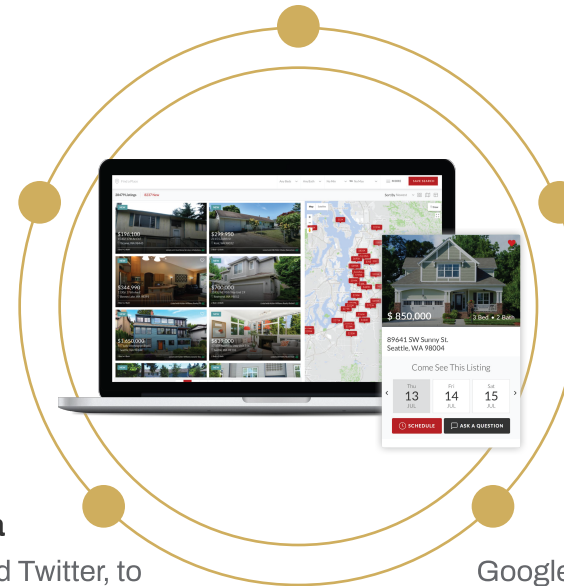
Social Media

Facebook, Instagram, and Twitter, to just name a few of the places we share, promote, and pay to showcase your property.



Search Engines

Google. Bing. Yahoo. Nobody knows search engines better! We are experts in both organic and paid results.



Brokerage Websites

Online Advertising



RE/MAX



COLDWELL BANKER



KW
KELLERWILLIAMS



Sotheby's



Better
Homes
and Gardens.
REAL ESTATE



REDFIN



Century
21

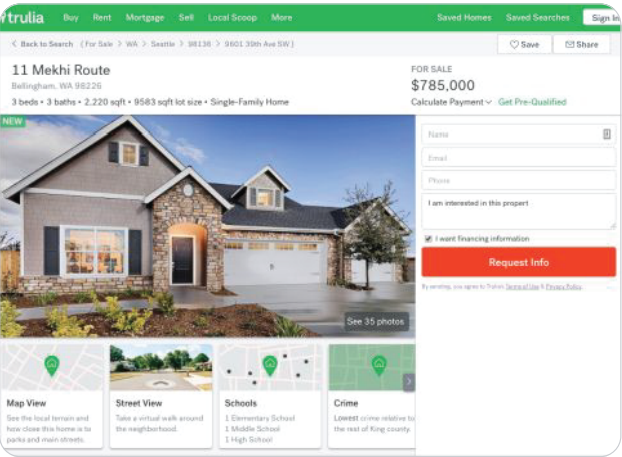


ONE | REALTYONEGROUP

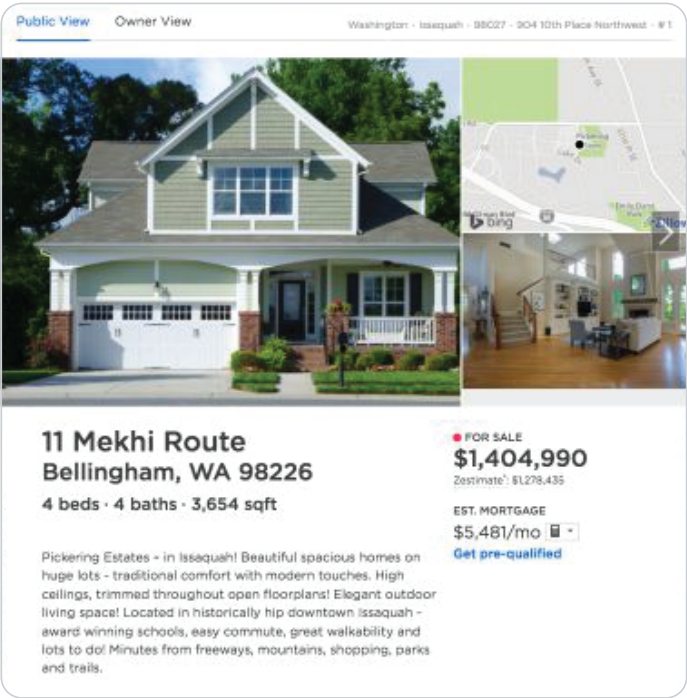
Listing Portals

Online Advertising

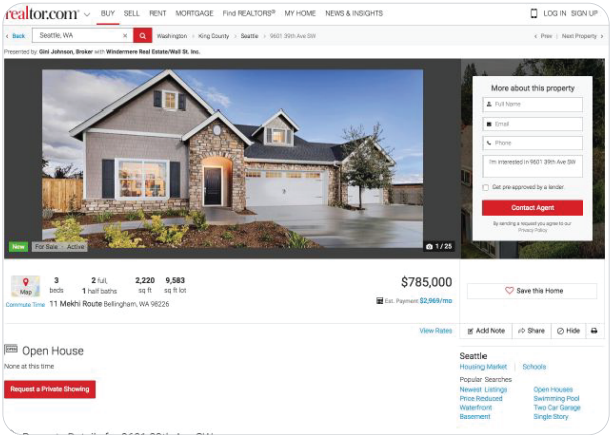
trulia



Zillow®



realtor.com®



Listing Portals

Online Advertising



homes for sale near me

All

Maps

Shopping

News

Images

More

About 91,700,000 results (0.53 seconds)

Homes For Sale Near Me - Save and Share All Listings

(Ad) <http://benkinney.com/search>

View All Local **Houses For Sale**. Search Our Listings to Find a **House**

📍 2211 Rimland Dr Suite 124

14,833 Homes For Sale | Real Estate

<https://www.home4investment.com/>

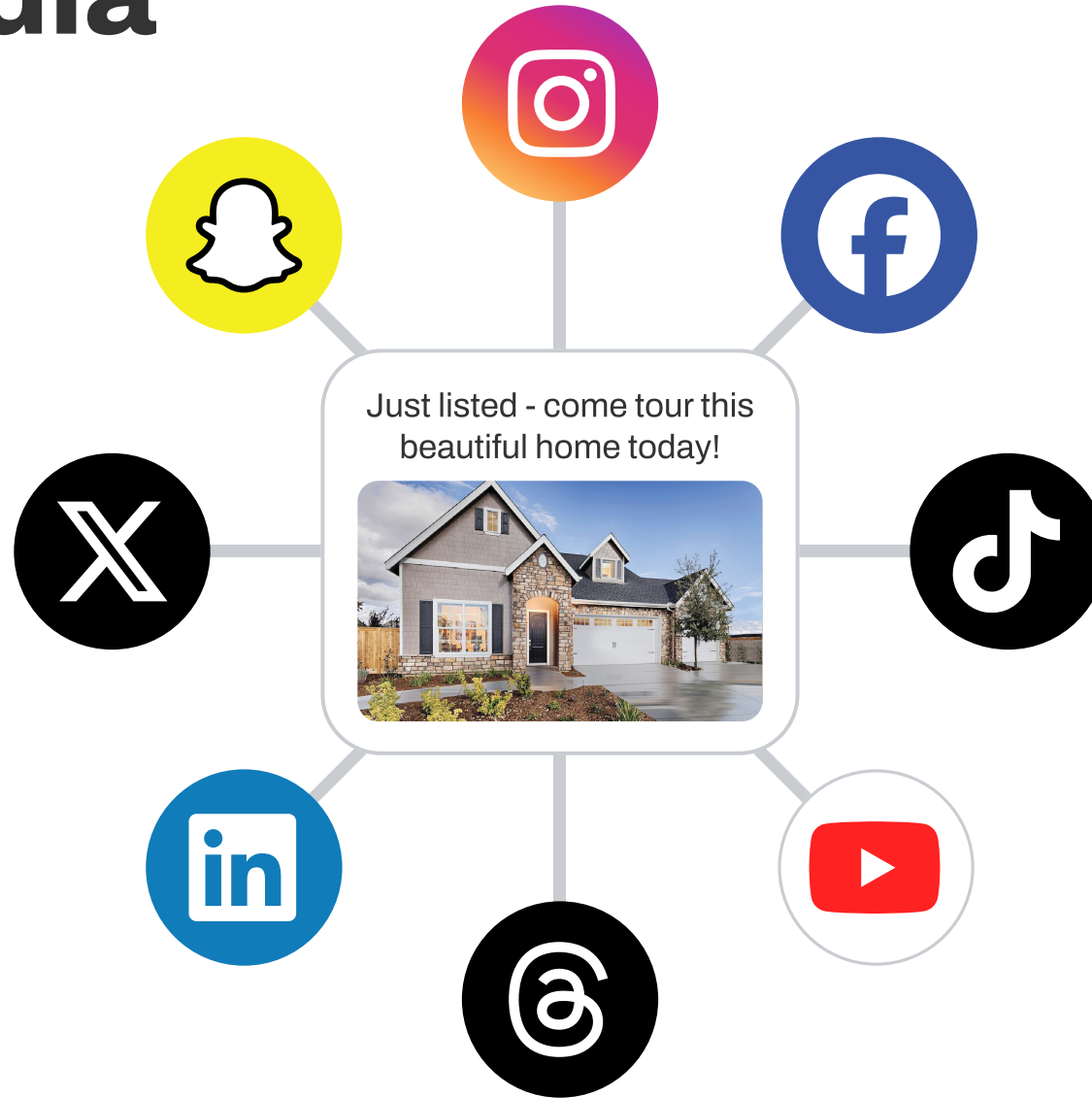
Home4Investment has 14833 **homes for sale** near you. Check out listing photo in the area, and search to find the perfect home.

Sat, Dec 2 · Open House - 1:00 - 4:00 PM

Local Real Estate Property Search - Homes For Sale

Social Media

Online Advertising



Classified Services

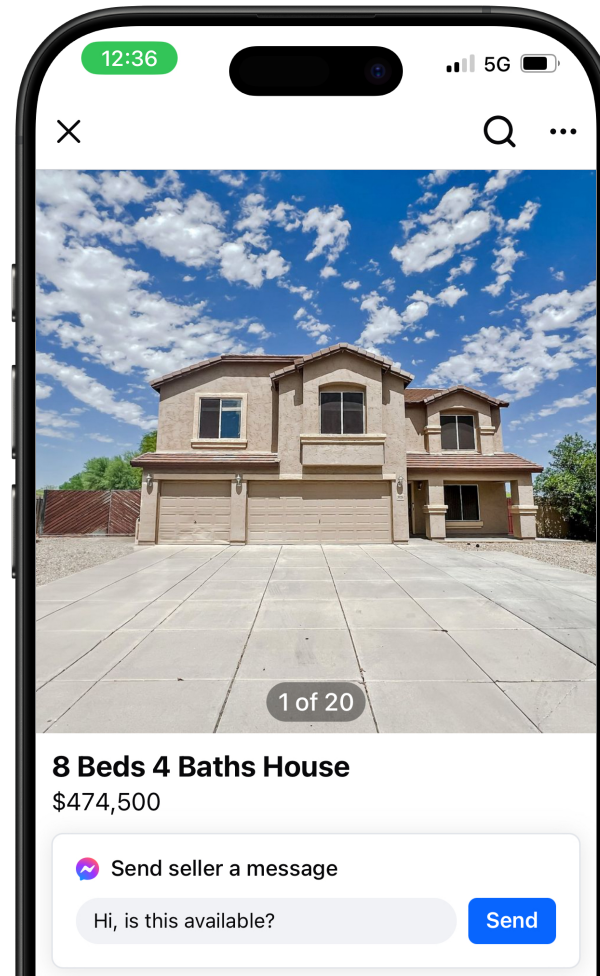
Online Advertising



Facebook Marketplace



Canada's largest classifieds site



craigslist



How It's Marketed

Real Estate Professionals

We Market Your Property to the **Top Agents**

30% of buyers first found their home through a real estate agent sending, showing, or notifying them about it.

Although we promote your property to local agents, we focus our marketing efforts on the 20% of agents locally, statewide, nationally, and internationally that sell 80% of all homes.

5 Ways to Make Sure All Agents Know About Your Home:



Traditional Marketing

Overview

Reaching Buyers at Every Opportunity

Roughly 26% of buyers found the home they actually purchased through one of these four traditional marketing channels:



Yard Signs

Approximately 10% of buyers found the property they actually purchased from onsite advertising like signage



Open Houses

About 5% of buyers found their property through open houses.



Networking

A small percentage of buyers find the property they purchasing through word mouth



Print

Only 1% of buyers found the property they purchase through print advertising.

Signage

Traditional Marketing With a Twist

Open Houses

Traditional Marketing

Traditional Marketing

Networking

We Know the Secrets of Effective Networking

Our agents excel at the essential skills of networking, which means we can find you buyers that other agents might miss out on. We host and attend events often to constantly widen our network.



Traditional Marketing

Print Advertising

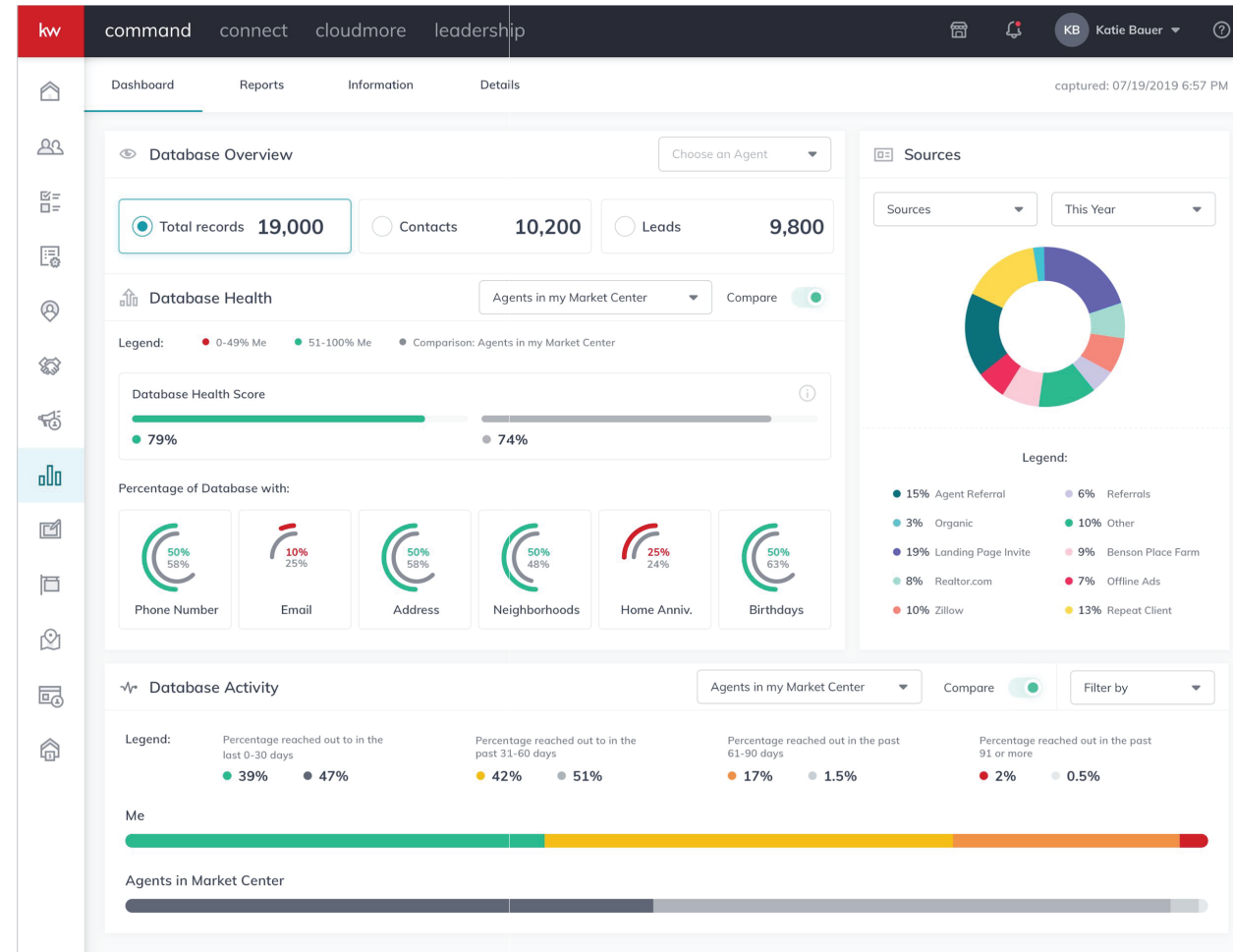


What Makes Your Home Sell

Out Database

Buyer Database

Our database contains thousands of active potential buyers looking for properties right now.

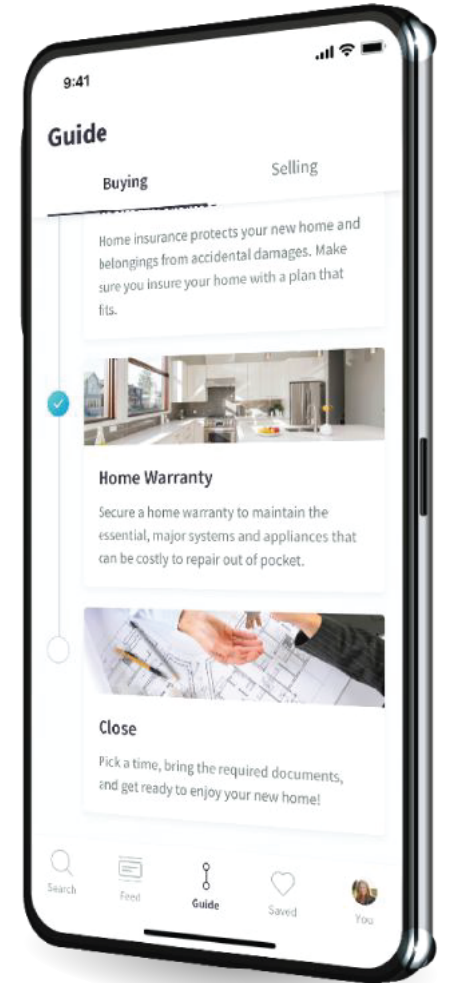
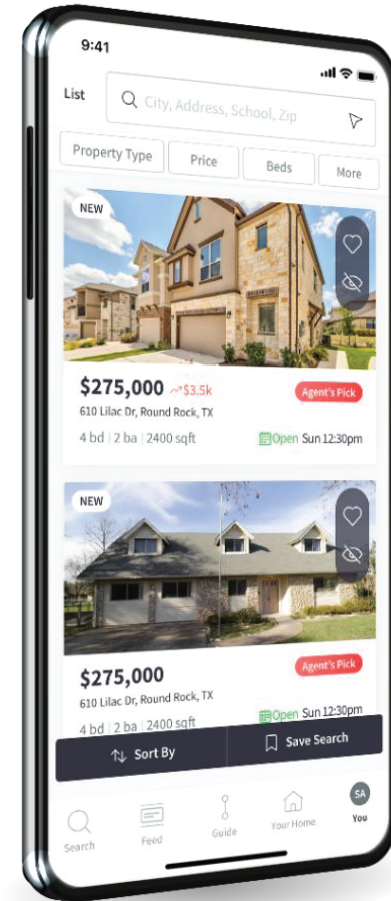


Communication

Transparency

See Everything

Our KW Consumer App is available for download on your phone today, and allows you to search for homes and stay up to date on important steps in the transaction once we're under contract.



Communication

Overview

Crystal Clear Communication

Because transparency throughout the transaction matters deeply to us

We know no one likes to be left in the dark, so we use technology that keeps everyone in the transaction process well-informed with the most important information - from buyers and sellers to other agents.



Buyer
Feedback



Agent
Feedback



Marketing
Feedback



Market
Updates

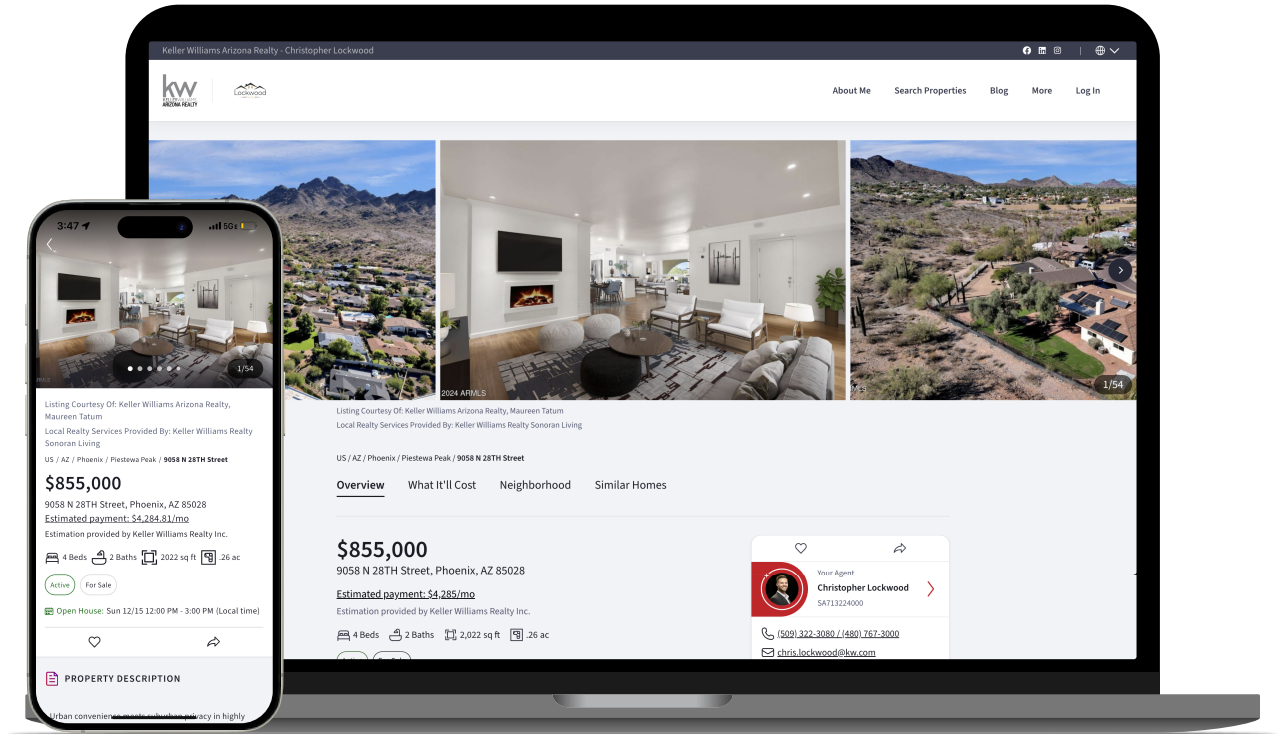
Communication

Buyers

We Make it Easy for Buyers to Find Your House

Our cutting edge tech gets your listing in front of the right buyers.

When a buyer visits our website, we can see exactly what they are looking for, and they'll automatically get emailed new listings that match their searches. We'll know the when they view your listing, favorite your home or request a showing.

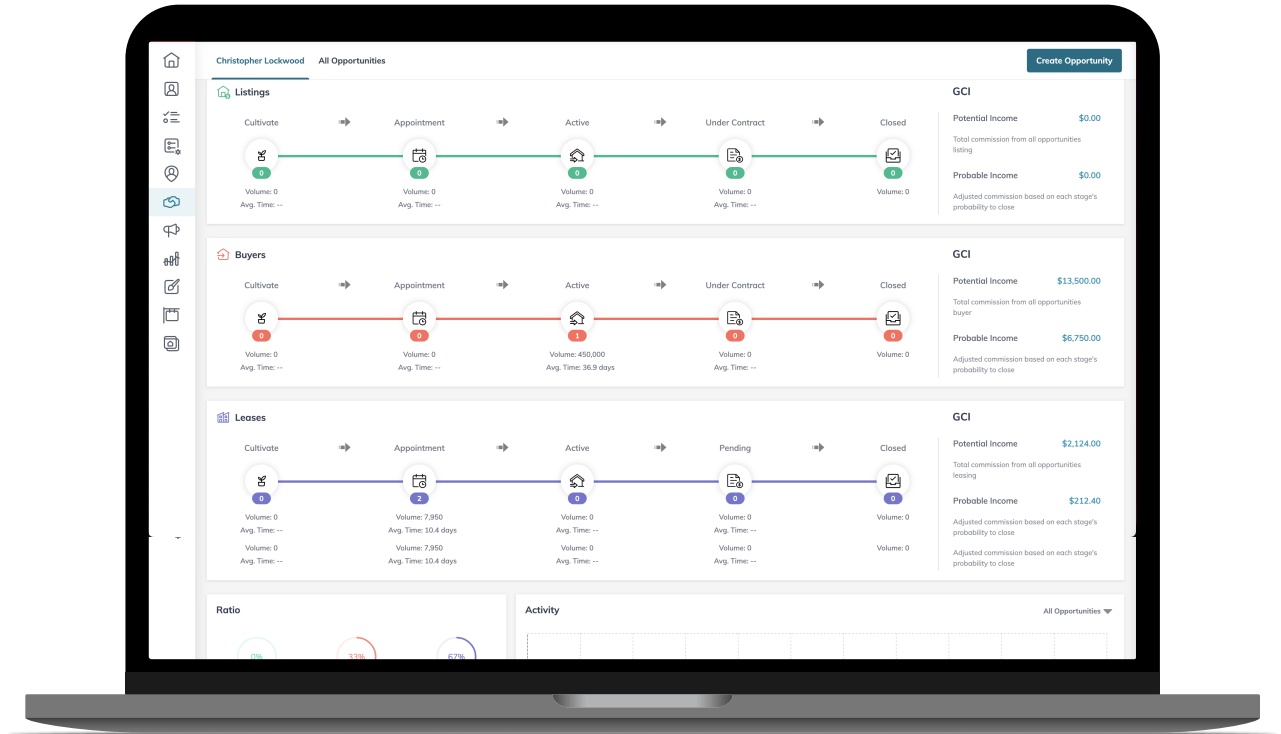


Communication

Showing Feedback

See Who Has Shown Your Property with Feedback from Local Agents

Whenever an agent shows your listing, we aggressively attempt to reach them to provide you the unfiltered feedback you need to compete in this market.

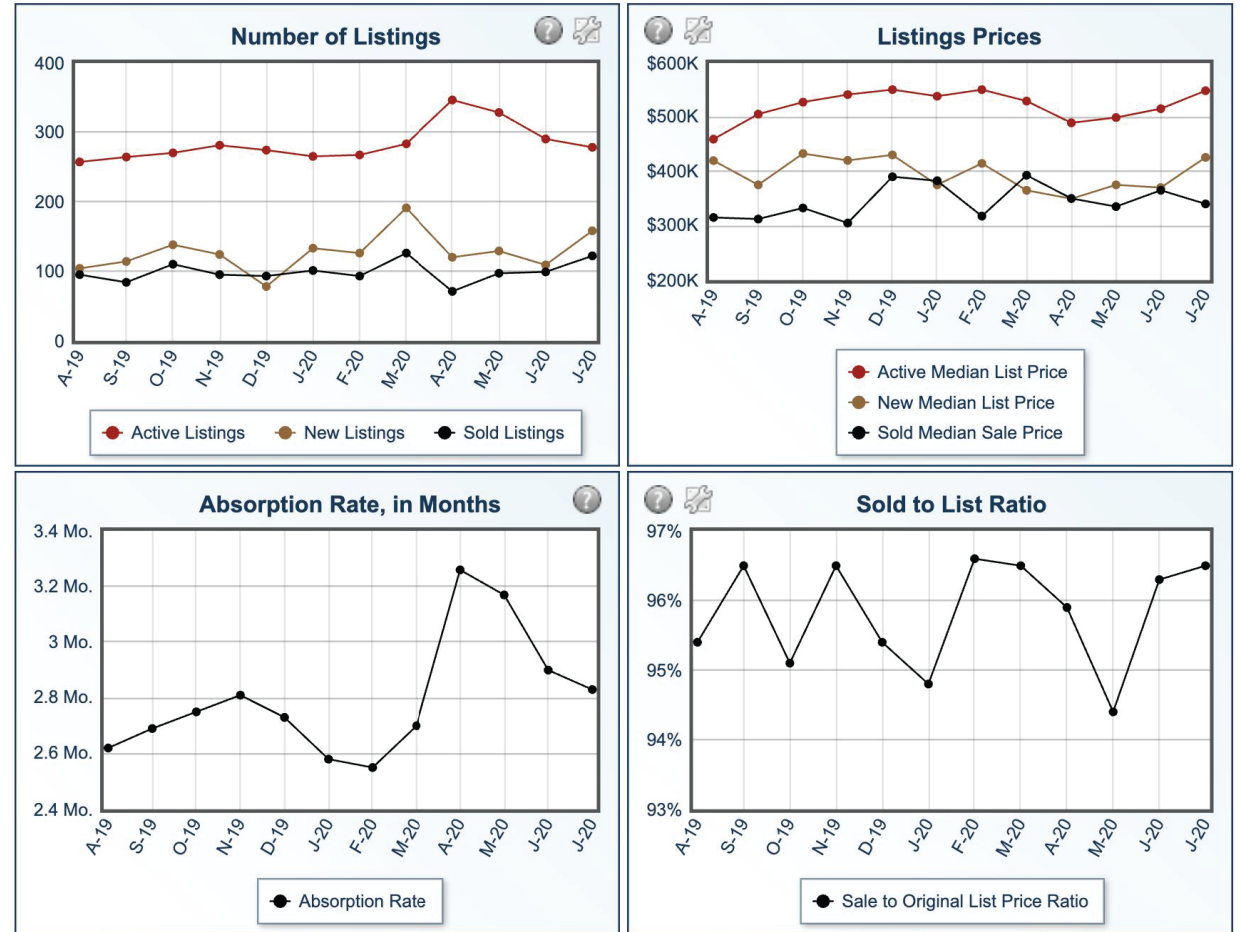


Communication

Market Activity and Updates

See What is Happening Every Week in Your Area

Whenever a new listing comes on or off the market you will know. Together, we will use this information to make marketing, pricing, and showing alterations to help your home sell faster.



Next Steps

Here's What Will Happen Now:

1

**Choose Your Price
& Review CMA**

2

**Complete the
Agreement**

3

Choose Start Date

4

**Marketing Takes
Over**

Thank you...

for the privilege and opportunity to work with you. Always, feel free to call if you have any questions. Looking forward to assisting you with selling your home.

It's what we do and we do it well!

IN THIS TOGETHER

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EACH OFFICE IS INDEPENDENTLY OWNED & OPERATED

