



# Pre-Listing Package

**The difference between ordinary and extraordinary is that little extra.”  
-Barbara Jordan**

**As your REALTORS®, it is our job to understand your needs and respond to them promptly, professionally and with integrity. It is my team’s 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 our business philosophy, but also a commitment to provide you with exemplary service beyond your expectations. My team’s business practices are to listen, hear and truly understand your needs; a key quality of business practices that often seems to have been forgotten in today’s fast paced, highly automated society**

**Ben Williams Jr  
THE WAR TEAM TL  
EXIT EAST REALTY  
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[www.exitrealty.com](http://www.exitrealty.com)



EXIT Realty Corp. International, a full-service real estate franchisor, opened for business in Toronto, Canada on September 3, 1996 and in record time, expanded across North America. Our unique business model, the EXIT Formula is one of the key reasons for our phenomenal growth.

The EXIT Formula is Real Estate Re-Invented™. For the first time ever, the concept of single-level residuals taken from both the insurance and music industries has been introduced to real estate. Residuals are revolutionizing our industry by fostering a mentorship culture of teaching, training and coaching and creating prosperity and the potential for unlimited financial returns.  
EXIT Realty Corp.

International earned a Distinguished Honoree medal in the category of “Most Innovative Company in North America” by the International Business Awards, the only global, all-encompassing awards program honoring great performances in business.



## Core Value

**Win – Win** – Or no deal.  
**Integrity** – Do the right thing.  
**Commitment** – In all things.



## Core Value

**Communication** – Seek first to understand.  
**Creativity** – Ideals before results.  
**Customers** – Always come first



## Core Value

**Teamwork** – Together everyone achieves more.  
**Trust** – Begins with honesty.  
**Success** – Results through people



## Ben Williams

*I am proud to assist, sellers, and investors with properties in El Paso and surrounding communities. This area has experienced incredible growth in the last five years and has become one of the most desirable areas in Texas. With my Military Relocation Professional® designation, I help simplify what can be a complicated process for a Military Family selling their home.*

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[www.thewarteam.com](http://www.thewarteam.com)

## Experience

4

Years in selling and buying real estate

25

Yearly average transactions

\$

6 Million dollars in sales volume for 2017

81% Close to List Ratio

Top 2 % of El Paso

Over 100 properties sold since February 2015



# Our Team



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## WAR Team Seller Benefits

Listing your property with **THE WAR Team Powered by EXIT EAST REALTY** means receiving the following benefits:

*Experience • Integrity • Skill • Effectiveness • Advanced Techniques and Aids • Intimate Knowledge of the Marketplace • Financial Counsel and Assistance*

*We have...*

- REPUTATION...** We have one of the best business reputations in El Paso
- PROFESSIONALISM...** Our associates are all highly professional and well trained by career-oriented consultants.
- EXPERIENCE...** Our personalized service and record of excellence have established a reputation of trust and fairness, which many of our clients have come to depend upon again and again.
- LOCATIONS...** Our sales offices are situated in West & East El Paso, so you can be assured that your WAR Team representative knows your neighborhood and the people in it. Our offices, have over 50 professionals, and a list of buyers in each area who are ready, willing and able to purchase a home, which may very well be yours. When your home is listed with us, you come first, because we selfishly show our buyers our own offerings first.
- COMPUTERIZED MULTIPLE LISTING SERVICE...** This is to give the seller the widest exposure via computer-terminal technology. In addition to our staff, your property will be exposed to over 2,600 participating members.
- MARKET ANALYSIS...** We will determine the realistic value of your home in two ways:
  - An opinion by our qualified and knowledgeable staff who list, show and sell property in your neighborhood, and
  - A written compilation and analysis of recent homes sold, homes presently on the market and those exposed to the market but not sold during the listing period.
- ADVERTISING...** With our Internet presence, local advertising, mailers, flyers, and more. Our marketing is very competitive and very visible to not only my industry, but the buyers looking for homes in your area.
- CORPORATE RELOCATION...** This area brings together the many buyers across the country that are interested in purchasing in the El Paso area. In addition, we can refer you to a qualified Realtor in any state in the U.S. and Canada.

# Key Market Factors

## *How long does it take to sell a home?*

There is no easy answer – some homes sell in a few days, others may take several months. Recognizing the key factors that influence a sale can give you significant control over market time.

## *The proper balance of these factors will expedite your sale:*

### **LOCATION...**

- Location is the single greatest factor affecting value.
- Neighborhood desirability is fundamental to a property's fair market value.

### **COMPETITION...**

- Buyers compare your property against competing properties.
- Buyers interpret value based on available properties.

### **TIMING...**

- The real estate market may reflect a seller's market or a buyer's market.
- Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

### **CONDITION...**

- Property condition affects price and speed of sale.
- Optimizing physical appearances and advance preparation for marketing maximizes value.

### **TERMS...**

- The more flexible the financing, the broader the market, the quicker the sale and the higher the price.
- Terms structured to meet your objectives are important to successful marketing.

### **PRICE...**

- If the property is not properly priced, a sale may be delayed or even prevented.
- The WAR Team's comprehensive market study will assist you in determining the best possible price.

# Which Improvements Add Value To Your Home?

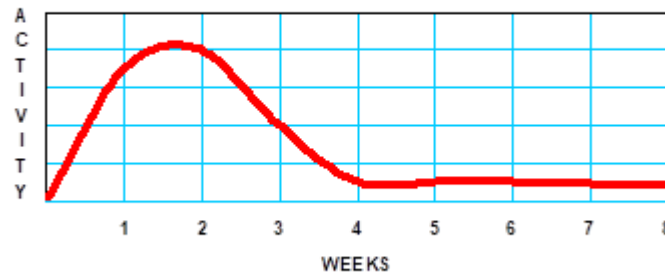
What follows are “best estimates” for the most typically consistent remodeling projects we have seen across the country... Unless otherwise noted, the maximum time between remodeling and re-sale must be five years; otherwise the “value-added” figures are void.

*The proper balance of these factors will expedite your sale:*

PROJECT	COST		VALUE ADDED	COMMENTS
Kitchen	Low: High:	\$15,000 \$20,000-up	80 to 110%	Cost includes new cabinets and countertops and re-wiring; structural changes, relocated plumbing, custom cabinetry, and top-of-the line appliances.
Bathroom	Low: High:	\$7,500 \$10,000	80 to 115%	Cost includes new fixtures and fittings, tile floors and walls; structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. Note: adding a second bath can yield more than 100% resale value.
Room Addition	Low: High:	\$30,000 \$40,000	50 to 110%	Depends on type of room; a family room or new master suite (don't forget to include cost of bath) will add much more value to a home than a private office or fourth bedroom.
Converting an attic, basement or garage to living space	Low: High:	\$10,000 \$15,000-up	25 to 40%	Cost assumes no structural changes and no new plumbing; value added depends on size of house (smaller house, more value) and type of space created (family room or bedroom, more value than a gameroom or exercise area).
Adding a deck	Low: High:	\$5,000 \$10,000-up	40 to 60%	The warmer the climate, the more value added; size of deck, complexity of design, and added amenities (spa, trelliswork) influence cost.
Re-painted exterior	Low: High:	\$1,200 \$1,500-up	40 to 60%	Assumes old exterior was worn and repainting was done immediately prior to putting house on market: a new coat of paint probably adds the “best profit” to selling an older home.
In-ground swimming pool	Low:	\$20,000	20 to 40%	Cost assumes an average-size pool (16' x 32') in a rectangular shape; value added depends on desirability to future owner (banks usually do not include pools in mortgage appraisals).



## 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 has the highest chance to sale when it is new on the market.



As the triangle graph above illustrates, more buyers purchase their properties at market value than above market value. The percentage increases even further when the price drops below market value. Therefore, if you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your changes for a sale.

# Buyers Always Determine Value!

The value of your property is determined by what a **BUYER** is willing to pay in today's market based on comparing your property to others **SOLD** in your area.

## COMMON PRICING ERRORS



# Preparing Your Home For The Market



**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 are what 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 & cheery.
- Clean out closets, cabinets and drawers. Closets should look like they have enough room to hold additional items. Get everything off the floor and don't have the shelves piled to the ceiling.
- Make sure rooms are not overcrowded with furniture. Select pieces that look best, and store the rest.
- Keep the kitchen sparkling clean. Make sure all appliances are clean at all times. Straighten cupboards that appear cluttered and keep floors gleaming.
- Bathtubs, showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should be no leaks in the faucet or traps.

### **A few more suggestions...**

- If you have limited counter space in the 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 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 associates do their job.

## **Now that your home is “ON THE MARKET”...**

### ***Our Duties***

<b>I DO</b>	<b>YOU</b>
<input type="checkbox"/> Install signs and submit to MLS.	<input type="checkbox"/> Complete all repairs and cleaning.
<input type="checkbox"/> Arrange for office tour by associates.	<input type="checkbox"/> “Stage” your home to be appealing.
<input type="checkbox"/> Prepare marketing information and advertising.	<input type="checkbox"/> Keep home ready for showing.
<input type="checkbox"/> Place marketing data in home for prospective buyers.	<input type="checkbox"/> Hide valuables (also prescriptions).
<input type="checkbox"/> Distribute marketing information.	<input type="checkbox"/> Keep marketing information out for buyers.
<input type="checkbox"/> Attempt to give 1-hour notice to show.	<input type="checkbox"/> Call me if information is depleted.
<input type="checkbox"/> Review market continuously.	<input type="checkbox"/> Leave premises for showings.
<input type="checkbox"/> Follow up with other realtors who show home.	<input type="checkbox"/> Call me with any questions.
<input type="checkbox"/> Communicate with you regularly.	<input type="checkbox"/> Market your home to friends and acquaintances.
<input type="checkbox"/> Advice of possible solutions if home has not sold.	<input type="checkbox"/> Keep me advised where to reach you or give permission to show if you are unavailable.
<input type="checkbox"/> Negotiate best contract for your needs.	<input type="checkbox"/> Refuse to discuss terms with buyers or their realtors without me present.



## **Home Warranties Can Aid Buyer and Seller**

Many home purchasers erroneously assume that the Seller is always somehow liable when there is a defect or failure found in the home's cooling, heating, plumbing, electrical and/or appliances after the Buyer moves in. Unless otherwise provided for in the contract however, risk of loss often falls on the Buyer. Even where the contract provides that heating, plumbing, pool & equipment, electrical, etc. be "operative" on or until date of possession, disputes can always arise as to when the breakdown occurred, who is responsible, how the repairs are to be funded, and when they are to be made.

Home warranty plans go a long way to alleviate these risks and concerns. For a modest price (currently basic coverage is \$335 to \$450, slightly more for optional coverage), Seller can provide to Buyer a one year warranty covering, specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans begins at closing (although some can be in effect during the listing period as well). In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage).

# **Presentation of Offers**

**When an offer is generated on your home I will do the following:**

1. Present the offer to you as soon as it received by email and arrange to meet.
2. Have the cooperating Agent share Buyer Qualifications.
3. Go over every item in the contract with you so that you thoroughly understand what the buyers are offering and what they are asking for.
4. Discuss all offers with you in private, after listening to the other realtor.
5. Provide a Seller Net Sheet

**Give you as much input as I possibly can regarding:**

1. Current market and finance activity.
2. Other sales to date.
3. Competition.

# Checklist for Presentation of Offers

**I use this checklist to protect you when offers are presented on your property:**

- Terms clear and complete.
- Loan Type
- Is the anticipated loan realistic?
- Is there an interest rate – not to exceed \_\_\_\_\_ %?
- Is the Buyer to go back through existing lender?
- Number of days to qualify for and obtain the new loan. \_\_\_\_\_
- Is there any loan contingencies to be removed in writing.
- Down payment sufficient to create secure Loan-to-Value Ratio?
- Interest Rate \_\_\_\_\_.
- Term – all due and payable in \_\_\_\_\_ years.
- Date of Closing.
- Date of occupancy – provision made for rental, if possession not upon date of closing.
- Personal property included and/or excluded.
- INSPECTIONS
  - ☐ Who pays for them?
  - ☐ Time limit. \_\_\_\_\_
- What repairs, if any, are to be made; by whom and with what dollar limitation, if any?
- Signatures by all Buyers named in contract.
- Sale of Buyer's Home.
  - ☐ Number of days to sell – does it correspond with the closing date –
  - ☐ Contingency release clause – NLT 48 hour release clause.
- Multiple Counter offers.



**ACTIVE LISTINGS**

**3,311**



**DETACHED  
HOME SALES**

**751**



**AVERAGE HOME PRICE**

**\$172,385.00**



**DAYS ON  
MARKET**

**88**

Greater El Paso Association of Realtors - 6400 Gateway East, El Paso, TX 79905  
Main Phone: 915-779-3521 | Main Fax: 779-0584

Information in this report is a snapshot of monthly listing activity in the Greater El Paso Association of REALTORS® Multiple Listing Service and does not represent all real estate activity occurring in El Paso County.



# WAR Team Recent Sales



- 1467 square ft
- 3 bedroom
- 2 bathroom
- 2 car garage

Time on market: 9 days

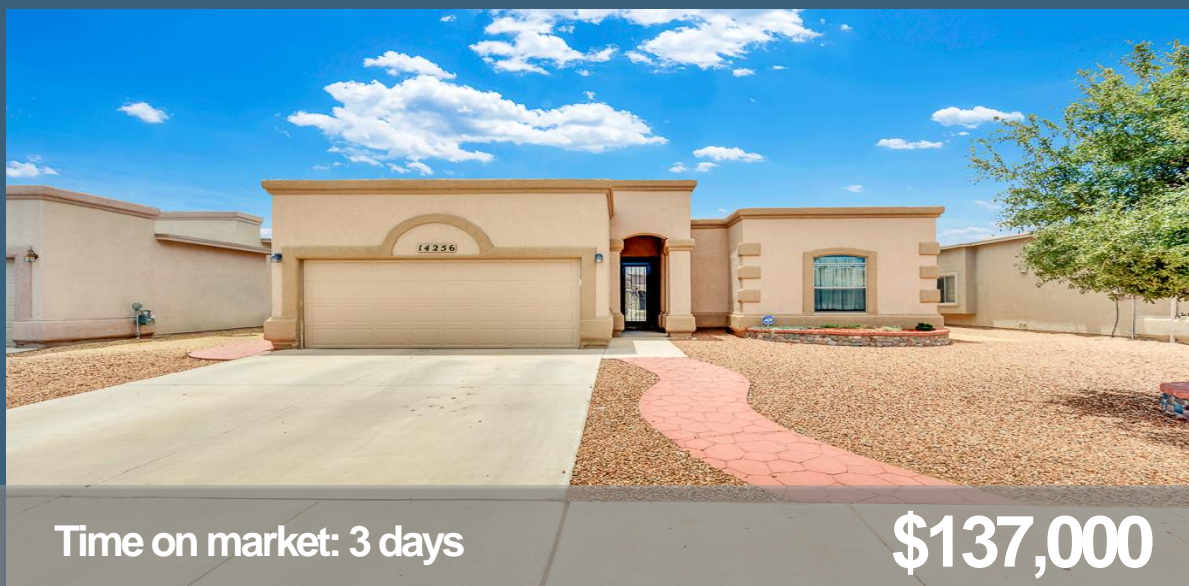
**\$142000**



- 2,100 square ft
- 3 bedroom
- 2.5 bathrooms
- 3 car garage

Time on market: 12 days

**\$191000**



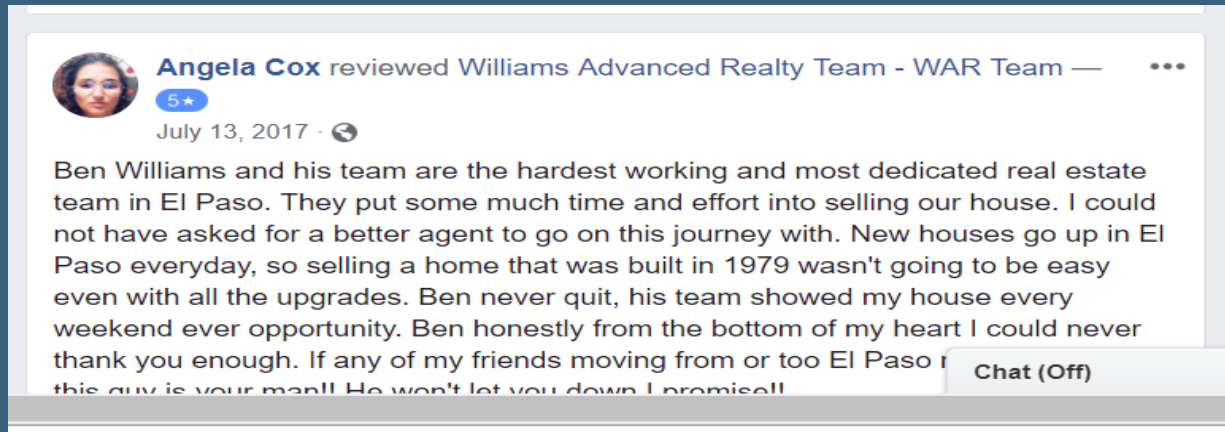
- 1500 square ft
- 2 bedroom
- 2 bathrooms
- 2 car garage

Time on market: 3 days

**\$137,000**



# What Are People Saying About Us





# Do You Your Home's Worth?

I'd like to do a deep cost market analysis of your home and present this in person.

## Ex. Facts & Features

- Single Family Home
- 3 Bedrooms
- 2 Baths
- Built in 2003
- 2,330 sqft
- 2 car garage
- Hardwood floors
- Cable ready
- Front deck
- Finished basement
- Fireplace
- HOA fees: \$300/month

# Let's Recap



Our Market Strategy



Our Recommended Listing Price: ?



Expected Time on Market



Quick Fix/Recommendations



Questions? Just Call Me!