

# LUXRE

LUXURY HOMES & FINE ESTATES *Group*



**kw**  
KELLERWILLIAMS®  
Each office is independently owned and operated



---


The LUXRE Group takes pride in protecting the brand responsible for providing a true luxury experience when buying or selling properties. We make sure we provide a consistent high quality product through consistency in proven systems adhering to the high standards shared by our team nationally. We aim to provide a 10+ experience 100% of the time to 100% of our clients.


---

## PROFESSIONAL PRESENTATION

The way your property is showcased can mean the difference in thousands of dollars, and additional days to months on the market. We want to make sure your home is not only show ready when it hits the market but it needs to be showcased and promoted as the marquee listing it is.


**PROFESSIONAL PHOTOGRAPHY** - Every home listed by The LUXRE Group regardless of the list price, will be photographed by a professional company that specializes in home photography. It takes a certain eye and method to capture and highlight the most dynamic features of your home to make it stand out in the market.

 **LUXURY PHOTOGRAPHY** - Homes that meet our luxury guidelines will be photographed by those specializing in the luxury field and know the angles, lighting and specific time of day to capture the unique custom features that help the home captivate it's specific audience.

 **DRONE PHOTOGRAPHY** - In special occasions, capturing aerial footage of the home, lot, or surrounding neighborhood and landscape can play a large part in promoting the true value of the home.

 **3 DIMENSIONAL PHOTOGRAPHY** - Rarely used but effective, on very particular floor plans, we may elect to do 3 dimensional floor plan photos to help highlight the uniqueness of the home.

**LUXRE SIGNAGE** - The LUXRE Group sells homes in markets across the country and at times the markets may not support the unique styles we like to use. We make sure we are consistent with our brand and that all homes have the same high quality sign posts and signs even if it requires shipping materials to the market.

 **YARD SIGN** - Your home should be eye catching, and our signage should add to it not take away from it. This is why we go the extra mile using high quality vinyl posts and aluminum non corrosive signs that maintain their integrity during the entire transaction process.



**OPEN HOUSE SIGNS** - When we conduct our open houses we use branded a-frame signs to be consistent with all of our marketing and not promote the home as bank owned or discounted listing.



**ADDITIONAL SIGNAGE** - Sometimes additional signage may be required and will be provided at no additional charge to help promote and direct traffic to the property.

**STAGING** - Every home we list needs to be the best in show. That is how homes sell for top dollar and sell fast. Major staging would be provided at an additional cost and through a professional staging company. Light staging can be provided by our listing agents used to highlight, direct attention, enhance, and some time divert attention from or to certain features in the house.



**HOME PREP** - Our listing team will tour the home and provide instruction on how to get your home show ready. The absolute primary objective is to sell your home high and fast so it is time to get packing, clear clutter, and let the new prospective buyer have the opportunity to imagine themselves in their new home.



**LIGHT STAGING** - Light staging is free of charge and may consist of place settings, cookbooks or plants in the kitchen, to towels and shower curtains in the bathroom. These are some of the most influential rooms when buyers are making decisions to buy so we want to make sure they do not disappoint.


**TRANSACTION MANAGEMENT** - We do not stop at the actual physical act of selling your home, we continue with professional transaction management where the only role of this person is to make sure everything is compliant and not one signature or initial is missed. We want to make sure the paperwork does not keep you from moving into your dream home but also so that nothing pops up after you move in.


## MARKETING

Now that we have your home show ready, and ready to hit the market, it is time for our marketing team to jump into action. So much marketing begins way before your home ever becomes active and ready to be viewed by the general public. We do not miss any opportunity to find the absolute perfect buyer for your home during the first weekend on the market.

**WEBSITE SYNDICATION** - Your home will be on Zillow, Trulia, and 300+ other websites before hitting the market to help create a buzz and potentially create a frenzy the day it actually goes live. This is done through the exclusive KWLS system only available to Keller Williams. This provides an opportunity for our team to find the buyer and keep even more of your equity in your own pocket.


**SOCIAL MEDIA** - Social Media is a major source of marketing in the real estate industry today. We take pride in being cutting edge with a social media team who stays out in front with the latest tools and techniques used by the best in the business. When we get ready to list your home we target the buyers most likely to buy your home in your neighborhood.


 **COMING SOON** - A specific Coming Soon ad will be created and promoted to a specifically targeted audience. This will generate interest helping us validate the list price, capture potential buyers, and create anticipation for the home to hit the market.


 **OPEN HOUSE AD** - This ad will immediately follow the coming soon ad in the second week of the 2 week pre list time period. This is to continue creating anticipation and invite massive traffic to our Diamond Plus open house event.


These ads will add buyers to our database of over tens of thousands of buyers in our nationwide network. We have an unfair advantage over a large majority of the industry who are not able to sell and market in multiple states.


**PRINT MARKETING** - With so much emphasis on internet and social media marketing in the real estate industry today, we can lose focus of the importance to continue to leverage the effectiveness of print marketing. There is an absolute strategy for all marketing mediums and they should be used when and where most effective.

 **CUSTOM BUSINESS CARDS** - Custom business cards will be created and displayed at the property with photos of the home and links to more information on the property. These cards will be used and distributed mainly at open houses and while door knocking for interested and potential buyers.


 **THANK YOU CARDS** - Custom cards will be branded with photos of the home to thank those who attend the open house.


 **DOOR HANGERS** - Custom door hangers will be branded with photos of the home and used while knocking doors within the neighborhood searching for potential buyers.


 **HIGH QUALITY FLYERS** - High quality flyers will be created for distribution to potential buyers during the open houses.


 **SIGN RIDER** - A custom sign rider will be created with photos of the home so that potential buyers will always be able to receive information about the home and is much more effective than a print flyer as people are less likely to get out of the car today.


**DIAMOND PLUS OPEN HOUSE** - While many homes do not sell during or as a result of an open house, The LUXRE Group uses the Diamond Plus open house to accumulate potential buyers and to increase our national buyer network. With a large database of qualified buyers, one of our other open houses, and maybe even in a different state may have potentially generated the very buyer for your house. Diamond Plus Open Houses are very important to the overall success of The LUXRE Group in providing the best possible experience for our sellers.


 **SOCIAL MEDIA TARGETING** - We will create paid ads to target certain buyers to invite them to our open house.


 **DOOR KNOCK** - During the week of the scheduled open house, agents will knock on doors in the neighborhood to try and uncover potential leads.

 **CALL CENTER** - The LUXRE Group Call Center will be calling all around the home inviting potential buyers to the open house in hopes of picking up leads and maximizing traffic to the open house.

 **SIGNAGE** - We will place as many signs as needed to effectively direct as much traffic as possible to the open house event. We will use a minimum of 15 signs and will use 50 if needed.

 **OPEN HOUSE KIT** - Agents will be prepared with flyers, waters, feedback cards, registration sheets, and an amazing smile for all of our new potential LUXRE clients.

 **BROKER OPEN** - Sometimes when appropriate we will conduct a broker open. This event is for other brokers who may have buyers that are looking for your specific property. This is used on unique properties, custom high end, or with unique features that target a certain buyer. This can also be used as a strategy to confirm accuracy of pricing.

 **BROKER TOURS** - Broker tours are a great way to leverage your property to other agents and brokers in the case that they may have clients looking for your specific home. This is a great chance to receive feedback on pricing, conditions, location, etc. These tours are not always offered in all areas and at all times, but when we can get your property on a tour, we would love the opportunity to market it in every way possible.

# LISTING ACTION PLAN



- Sign Listing Contract
- If I Was a Buyer
- Utilities and HOA Info Sheet
- Conduct Room By Room Review
- Submit Contract to Transaction Coordinator
- Submit to Listing Manager
  - Order Photos Date:\_\_\_\_\_ Time:\_\_\_\_\_
- Submit to Marketing Team
  - Coming Soon Ad Date:\_\_\_\_\_
  - Open House Ad Date:\_\_\_\_\_
- Promote Listing at Weekly Sales Meeting Date:\_\_\_\_\_
- Input Listing on KWLS
- Reverse Market to Database over 21,000 Qualified Buyers
- Listing Kit Arrives
- Door Knock For Open House
- Call Center to Circle Prospect
- Listing Price \$\_\_\_\_\_
- Listing Live Date:\_\_\_\_\_
- Diamond Plus Open House Date:\_\_\_\_\_ Time:\_\_\_\_\_
- Present Offers on Monday
- Call and Follow Up With Agents and Clients
- Weekly Check In Date:\_\_\_\_\_ Time:\_\_\_\_\_
- Phone
- Text

# SELLER'S UTILITY INFORMATION



Property Address: \_\_\_\_\_ Zip: \_\_\_\_\_

County: \_\_\_\_\_ Year: \_\_\_\_\_

UTILITY	NAME	PHONE
ELECTRICITY		
GAS		
WATER/SEWER		
SANITATION		
PHONE		
CABLE		

# IF YOU WERE THE BUYER



.....

What attracted you to your house when you purchased it? What have you done since then to make it more attractive or more comfortable (upgrades/improvements)? If you were buying this home again, what would you find exciting about it?

.....

Exterior: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Interior: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Upgrades: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Neighborhood: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Your Favorite Feature: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# HOME PREPARATION



---

When you prepare to place your home on the market for sale it becomes a product. Just like any product on the shelves at your local store it has features & benefits, pluses & minuses, and there are other products to compare yours to. To gain an edge in your marketplace you must be priced right and look better than the competition. Sometimes it is difficult to think of your home as a mere product, but it helps to think that way so that you can get top dollar for your property and sell in a reasonable amount of time.

When you sell your home, you are going to have to move. When you move, you are going to have to pack. Most of the principles of staging just mean that you are going to pack up some of your things early. It is a little bit of work, but you are going to have to do it anyway-so let's do it now so that you can get top dollar for your property.

---

## IN 15 SECONDS...

### YOUR HOME WILL MAKE A FIRST IMPRESSION

People make snap decisions in new situations. This is especially true during a showing of a home they are considering. In preparing your home for the market, we need to put this trait of human nature to work for us. Your home needs to make an impression such that the snap judgments of potential buyers are favorable. During the showing, the buyer will make judgments about your home as they view it through the “lens” formed in that first 15 seconds.

Remember, people judge what they cannot see by what they can see. There is so much of what a home has to offer that you cannot see. So we need to make sure that what can be seen is presented perfectly. That’s the purpose behind this booklet.

### 4 FACTORS CONTROL THE SALE OF ANY PROPERTY

1. **PRICE**
2. **TERMS:** This refers to market conditions: Interest rates, employment levels and confidence. We do not control any of these but they impact us as we market your home.
3. **MARKETING:** Our team will be working very hard on the marketing of your property.
4. **CONDITION:** This can be as important as price. If condition is not model home perfect, price will have to be adjusted. If you have ever been in a model or show home, you know how great they look. When homes have that kind of appeal, they sell quickly and usually for the highest price possible. Another interesting characteristic of good looking homes is that, usually, the transaction is free of problems.

## PRICE AND CONDITION

### IT IS IMPORTANT TO HAVE PRICE AND CONDITION PERFECTED WHEN YOUR PROPERTY FIRST GOES ON THE MARKET.

Implement the suggestions in this booklet as soon as possible because just like you cannot duplicate the first kiss, you cannot duplicate the debut of your property on the market.

After the initial surge of interest, the only people to look at it will be those buyers new to the marketplace. The initial impression we make with your property is critical.

### USE THE CHECKLIST

The blanks in the checklist are for marking items complete.

### FIX WHAT NEEDS FIXING

If you have a “honey-do” list or know of items that need to be addressed at your home, do them up front. Do not let the buyer wonder if you have cared for your home. Fix anything that needs to be addressed upfront and avoid headaches later.

### WE WILL HELP YOU

Our decades of experience in the marketing and sale of homes will allow us to guide you in making low cost, high value enhancements to the positioning of your property.

## LET'S GET STARTED...

## PRESENCE AND STATURE

### THE IMPRESSION YOUR HOME MAKES WHEN YOU DRIVE UP THE ROAD OR DRIVEWAY TO YOUR HOME.

Any agent will tell you that one of the worst things that happens to them in the course of showing property to qualified buyers is to drive up to a home and have them say: "I don't want to look at this house"-before you even put the car in park. This impression is nearly impossible to overcome..

#### GENERAL EXTERIOR

Start by standing in front of your home with this checklist and pen. Jot down anything that leaps out at you. Then, walk around the outside of your home with this checklist in hand.

#### FRONT YARD

- 1) Shrubs and landscaping should enhance, not hide, the home. Shrubs should be lowered to, at most, the height of the home.
- 2) As a rule of thumb, all tree limbs should be far enough from the ground so you can walk under them.
- 3) Flowers add color and beauty to the home. Flowerbeds should be clean, and look good in all seasons. Make sure all beds have a sharp edge and are free of leaves and debris.
- 4) Keep the lawn mown and neatly edged. A perfectly mown lawn does wonders for presence. You may have to mow twice per week during the growing season.
- 5) Aerate and seed any bare or thin spots in your lawn. Consider using sod if necessary.
- 6) Arrange for a lawn fertilization company to set up an accelerated program to keep your lawn a deep green color and weed free.
- 7) Mulch will do wonders to boost the presence and stature of your home at any time of the year. Always make sure all beds are freshly mulched. During the winter, at the very least, front yard and approach beds should be mulched.
- 8) Check your flower beds, lawn areas and driveway for weeds. It is better to pull them than to use chemicals. Chemicals take a long time to work and the dead and dying weeds look awful as they go from yellow to brown. Only use herbicides to maintain these areas once the main weeding has been complete.

# HOME PREPARATION



## GENERAL EXTERIOR (CONTINUED)

- 9) In the fall, be sure to rake leaves from your lawn and planting beds. This may need to be done every couple of days.
- 10) Inspect your property and remove all trash cans, discarded wood scraps, and trash. Re-stack wood piles if necessary and remove all storage containers, children's toys and other unnecessary objects.
- 11) Make sure windows are spotless. This includes frames around the windows, the sills and shutters.
- 12) Consider painting or cleaning any ornamental fences, light posts and railings.
- 13) Vacuum out and clean the glass on all of the exterior light fixtures.
- 14) If you have a covered entryway, add a bench or attractive set of chairs to help people imagine themselves relaxing there. If these items already exist, make sure they are clean, inviting and some place a person could actually sit.

## GENERAL EXTERIOR - OTHER YARD AREAS

- 1) Mow, open up and clear any pathways to water or other amenities on your property. This includes trimming low hanging branches. It is important to remove these items as they should not line the path.
- 2) Clean up, rake and check any shoreline or beach areas.
- 3) Keep driveway swept. If not paved, rake and add more gravel if needed.
- 4) Clean gutters & wash or paint the trim if needed.
- 5) Consider an exterior low pressure washing.

## GENERAL EXTERIOR - FRONT DOOR

- 1) Consider a fresh coat of paint or varnish on the front door. At the very least, clean the door and hardware.
- 2) Make sure your doorbell not only functions but is not cracked or broken.
- 3) Keep your porch swept.
- 4) Have an attractive welcome mat for people to wipe off their feet. A second mat inside is important during bad weather.

# HOME PREPARATION



- 5) Make sure the mailbox is clean.
- 6) Verify house numbers are large and visible. We want to make sure buyers and agents are able to find your home.

## INSIDE APPEAL

You see your home through your heart. To get the highest price, you have to appeal to potential buyers who will see your home through cold, calculating eyes. If buyers have the choice between two comparable properties that are similar in price, they will choose the one in best condition.

The following checklist will help you give the inside of your home the greatest presence.

- 1) Get the home aired out. Someone who lives in a place is the last person to notice any peculiar odor that may be obvious to visitors. However, if you do notice any bad odor, search for and destroy its source.
- 2) Wash all the windows inside and out. Clean the window sills and the bottoms of the window jams. Wash the blinds and vacuum the drapes.
- 3) If your carpets look dirty or have not been cleaned in over a year, clean them. Buyers only know what they see, not the way it is going to be. Unless your home is a “fixer”, badly worn or very out of date carpets should be replaced before coming on the market. Offering a buyer credit to pick up their own new carpet or discount off the price is far less effective and usually ends up costing more money and slowing down the selling process. Pick a light colored plush or Berber carpet. Realtor beige is a safe color.
- 4) Clean or polish all floors.
- 5) Clean all the closets, cabinets, and drawers. Get rid of things you have not used in the past 5 years and pack everything that you have not used the past year (this will also give you a head start on moving).
- 6) Make sure the closets look like they have enough room to hold additional items. Make sure doors do not stick and nothing will fall out when opened. Get everything off the floor unless very neatly arranged) and do not have the shelves piled to the ceiling. If necessary, box up off-season clothes (this is another head start on moving). All coats should be facing the same direction.
- 7) There should not be too much furniture in the rooms. You will be far better off selecting the pieces that look best and putting the others in the garage or in a storage.

# HOME PREPARATION



- 8) Make the fireplace a focal point, the star of the room. Arrange seating to face the fireplace. Remove the television, if large and in a formal living room.
- 9) Make sure fireplace mantels are not overloaded with items on display. A couple of well-placed items like a vase or small flower arrangement are all that is needed.
- 10) Clear the ashes out of any fireplace if it is not being used.
- 11) Clear out family photos and all other items that say "You do not live here" to a potential buyer.
- 12) Put maximum safe wattage of light bulbs in all fixtures.
- 13) Clean all wall switches and replace broken plates.
- 14) Make sure that ant pull-down staircase is strong enough to be used safely.
- 15) Consider whether the posters currently in your children's rooms are not likely to offend any buyers. If so, store them for now.
- 16) Remove all ashtrays. If there is a smoker in the residence, all smoking must be outside (not in garage) while property is on the market.
- 17) Invest in some new and luxurious bedding (comforter, sheets, and accent pillow). You can take them when you move, and they will improve the look of the bedrooms while your current house is on the market.
- 18) If your house is the least bit dated, consider changing items that will increase your home's desirability such as dated wallpaper, light fixtures, etc..

## INSIDE APPEAL - KITCHEN

The kitchen may be the most important room in the home. Clean this room like your sale depends on it- BECAUSE IT DOES!

- 1) Clean the oven and keep it clean; even if this means eating out (or getting deliveries) more often.
- 2) After cleaning the range, put new drip pans under the burners or foil over the old ones.
- 3) Clean around the seal of the dishwasher door.
- 4) Look at the kitchen as if you were a health home inspector. Paying particular attention to: garbage area, cracks and corners.

# HOME PREPARATION



- 5) Make certain you get rid of all junk, broken or cracked dishes. Also remove disorganized items that have accumulated in the kitchen drawers and cabinets.
- 6) Keep everything put away that can be put away, especially on counters.
- 7) Check the cabinet doors and door handles for fingerprints.

## INSIDE APPEAL - LAUNDRY ROOM

- 1) Put soaps and supplies in cabinets or containers.
- 2) Keep the counters and sink clean and empty.
- 3) This is one room to take special care with lighting. Many laundry rooms are way too dark. Upgrade wattage in light fixtures if safe to do so.

Make sure that any pull-down staircases, such as to an attic are working. Be sure that there is a working light in the attic, if equipped.

## INSIDE APPEAL - BATHROOMS

- 1) Repair all leaky faucets.
- 2) Caulk bathtubs, showers, and sinks.
- 3) Coordinate towels in one or two colors. Fold clean towels in thirds and hang onto racks each day. Purchase new towels if necessary.
- 4) Clear all items out of shower stalls and tubs except for necessities.
- 5) Clean or replace shower curtains.
- 6) If necessary, remove the shower door for cleaning. Use solution of one part muriatic acid to 10 parts water (use goggles when mixing), then scrub with plastic scouring pad and rinse clean.
- 7) Fresh flower arrangements do wonders for a bathroom, both in appearance and aroma. No plug-in air fresheners or scented candles.
- 8) If you have pets, be sure to clean around their food areas and empty litter boxes frequently.



# HOME PREPARATION



## INSIDE APPEAL - GARAGE

- 1) Clean and sweep garage. Consider painting walls flat white and floor light gray.
- 2) Store any dangerous tools and arrange others neatly. Use containers and tool boxes as necessary.
- 3) Vacuum pipes around heating system which are visible.
- 4) Check garage windows and screens. Windows should be clean and screens free of rips and tears. Windows should be checked for cracks and holes. Replace as needed.

Remove all “junk” from the attic, basement, closets, garage, and tool shed. Large storage areas appeal to buyers. Rent a storage unit and clear out as much as possible to make your home feel open and roomy.

## PREPARING FOR YOUR PHOTOGRAPHY APPOINTMENT

To produce the best possible listing brochure and internet tour, we recommend completing the following before we arrive to photograph your home. The interior and exterior of your home will be photographed from multiple angles. Every room will be photographed, including bathrooms, laundry room and garage.

## EXTERIOR

- 1. Front and rear yards should be clear of lawn equipment, toys and debris.
- 2. Schedule a mowing for the day before if possible.
- 3. Garage doors should be closed.
- 4. Cars should be in the garage or parked on the street away from the front of the house, if possible.
- 5. Clear lawn and gardens of leaves and fallen branches.
- 6. Close lid on grill and open any deck or patio umbrellas, no matter the time of year. Built-in grills need to be spotless.
- 7. Tidy piled up hoses, lawn decorations, etc.
- 8. If you have a pet, please pick up any messes in the yard and remove the pet from the home for your photography appointment.

# HOME PREPARATION



## INTERIOR

- 9. Turn on all lights to make the home as bright as possible.
- 10. Open all window cover-ups and shades completely.
- 11. Clear all necessary articles from counter tops, coffee tables, dressers and bathrooms.
- 12. Remove items that would impact the buyers' ability to focus on the home such as family photos, collectibles, piles of magazines/books, coats, boots, etc..
- 13. Beds should be made and all necessary articles should be removed from floors and doorways.
- 14. If you have any photos, reading materials, videos or other items that would not be appropriate for all age groups to see, please put them away.
- 15. Put pet food dishes and litter boxes out of view of the camera.

## SHOWTIME

Your property looks great and you have a scheduled showing appointment. Here's how to get ready quickly.

- 1) Open all drapes and window shades.
- 2) Open all doors between rooms to give an inviting feeling.
- 3) Turn on all lights including lamps.
- 4) Turn off the TV.
- 5) Look around for clutter, including newspapers and magazines.
- 6) See that the kitchen counters are free of unnecessary items and that dirty dishes are put away.
- 7) Remember to take out the trash. If you have pets, get them out of the way and take care of their food and/or litter area.
- 8) Make sure beds are made and clothes are picked up.
- 9) Verify that the bathroom is straightened up: toilet lid is down, counter tops cleared off, towels hung neatly, etc.

# HOME PREPARATION



- 10) If it is fireplace season or you have a gas log, light the fire as buyers arrive.
- 11) NO air fresheners or scented candles. They can aggravate allergies and create an image of covering up or masking issues.
- 12) Keep your home well lit. Buyers will drive by at odd hours and you want your home To stand out. Keep ample lights on-both inside and out-until at least 9:00p.m. every day.

Whenever you leave the house in the morning or during the day, please leave it as if you are sure it is going to be shown.

Yes, it is difficult sometimes and it might even mean you have to get up little earlier in order to take care of these important items, but you never know when the right people are going to look at your home. This way, you will always be ready for them.

Please try to accommodate all showings. Buyers tend to look at multiple properties during each outing and may find another before you are able to reschedule.

If your electric bill does not go up while your house is on the market-you are doing something wrong! While on the market, your house will have the lights left on in case of a showing and a comfortable temperature should be maintained.

Keep pets out of the way during showings-preferably out of the house. Many people are uncomfortable around animals and may even be allergic to them. During a showing, leave the 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 buyers be at ease, and let the agents do their jobs. Agents should leave the home exactly as it was when they arrived. They do not know if you have another showing. So, if you would like certain lights turned off or blinds closed, please leave a note at your home. If you need the name of a painter, house cleaner, handyman, roofer, electrician, etc...just give us a call. We would be glad to refer you to vendors we have worked with and from whom we have received excellent service.

# INFORMATION SOURCES BUYERS USE



	2004	2013	2014	2015	2016
Online website	74%	89%	88%	89%	95%
Real estate agent	90	89	87	87	92
Mobile or tablet search device	N/A	N/A	N/A	N/A	72
Open house	51	45	44	48	50
Yard sign	74	51	48	51	49
Online video site	N/A	27	28	29	36
Print newspaper ad	53	23	21	20	16
Home builder	37	17	18	20	14
Home book or magazine	40	15	14	13	12
Billboard	21	5	4	6	4
Television	26	4	4	3	3
Relocation company	16	3	4	3	3

# WHAT SELLERS MOST WANT FROM THEIR AGENT



	2010	2011	2012	2013	2014	2015	2016
Help sellers market home to potential buyers	20%	24%	21%	25%	23%	21%	23%
Help sell the home within specific time frame	19	19	22	20	20	21	20
Help price the home competitively	23	20	18	19	19	16	19
Help find a buyer for the home	21	19	19	15	14	16	14
Help sellers find ways to fix up the home to sell it for more	7	9	10	11	13	14	14
Help with negotiations and dealing with buyers	5	5	5	4	5	5	4
Help paperwork/inspections/preparing for settlement	4	3	3	4	3	3	4
Help sellers see homes available for purchase	1	2	1	1	2	2	1

# METHOD USED TO SELL HOME



**2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016**

Sold home using an agent or broker

83% 82% 85% 84% 85% 84% 85% 88% 87% 88% 88% 88% 89% 89%

For sale by owner (FSBO)

14 14 13 12 12 13 11 9 10 9 9 9 8 8

Sold home to home-buying company

1 1 1 1 1 1 1 1 1 1 1 1 1 1

Other

3 3 2 3 2 2 3 3 2 2 2 2 2 2

# WHERE BUYERS FOUND THE HOME THEY PURCHASED



**2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016**

Internet Real estate agent	11%	15%	24%	24%	29%	32%	36%	37%	40%	42%	43%	43%	44%	51%
----------------------------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Yard sign/ Open house sign	41	38	36	36	34	34	36	38	35	33	33	33	33	34
-------------------------------	----	----	----	----	----	----	----	----	----	----	----	----	----	----

Friend, relative or neighbor	16	16	15	15	14	15	12	11	11	9	9	9	9	8
------------------------------	----	----	----	----	----	----	----	----	----	---	---	---	---	---

Home builder or their agent	7	7	7	8	8	7	6	6	6	5	6	6	6	4
-----------------------------	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Directly from sellers/Knew the sellers	7	7	7	8	8	7	5	4	5	4	5	5	6	2
--	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Print newspaper advert	7	5	5	5	3	3	2	2	2	1	1	1	1	1
------------------------	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Home book or magazine	1	2	1	1	1	1	*	*	*	*	1	*	*	*
-----------------------	---	---	---	---	---	---	---	---	---	---	---	---	---	---

Other	6	4	*	*	*	*	*	*	*	*	*	*	*	*
-------	---	---	---	---	---	---	---	---	---	---	---	---	---	---

\*Less than 1%

---

I HOPE THAT YOU HAVE FOUND THIS BOOK  
AS AN INFORMATIVE TOOL TO ASSIST YOU IN  
GETTING THE MOST MONEY FOR YOUR HOME IN  
THE SHORTEST AMOUNT OF TIME.



**OUR TEAM IS HONORED AND EXCITED TO BE  
YOUR REAL ESTATE PARTNER ON THIS JOURNEY.**

---