



THE PLAN TO
SELL
YOUR HOME



**BERKSHIRE
HATHAWAY**
HomeServices

IDENTIFYING YOUR goals



Your Needs Come First



The process of marketing and selling your house must match your objectives, priorities and needs.

In order to best serve you, I want to learn more about your plans and housing priorities. The following topics outlined below can help me understand your goals and help us build a strong working relationship:

- ◆ How we will work together in the marketing and sale of your property.
- ◆ The objectives you want to achieve from the sale of your house and the support you expect to receive from me.
- ◆ How the home selling process should be tailored to fit the characteristics of your property.

Understanding Your Expectations



The following topics will help me understand what is most important to you in the sale of your property.

- Communication
- Motivation
- Time frame
- Relocation assistance
- Home selling decisions
- Price
- Marketing plan
- Previous home selling experience
- Positive experiences
- Concerns
- Expectations



Appreciating Your Property



Each property has special features that may interest buyers. Please tell me about your house.

- ◆ What do you feel are the *most appealing features* of this property?
- ◆ What features does this property have that *differentiate* it from other similar properties?
- ◆ What *changes or enhancements* would you suggest to make your property as salable as possible?
- ◆ What do you regard as the most attractive features of the *surrounding neighborhood*?
- ◆ Do you have any *special terms or conditions* regarding the sale of your property I should be aware of (e.g., items of personal property to be excluded, etc.)?
- ◆ Are you aware of any *problems or concerns* regarding the property or the neighborhood that will need to be disclosed to prospective buyers?

Home Selling Process



Selling a house typically includes many of the following elements. I will be your resource and guide every step of the way.

Initial Consultation

- Determine Needs and Priorities
- Select “Agency” Choice
- Discuss Marketing Plan
- Establish Pricing Strategy

Design and Implement Marketing Plan

- Complete Home Enhancements
- Implement Marketing Plan
- Show Property to Brokers/Buyers
- Communicate Constantly
- Monitor Marketing Results
- Modify Marketing and Pricing as Necessary

Home Selling Process (continued)



Review Offer and
Reach Agreement
with Buyer



- Buyer's real estate professional presents offer
- Discuss and clarify proposed terms and conditions
- Negotiation; possible counter offers
- Reach final agreement

Complete
Settlement
Process



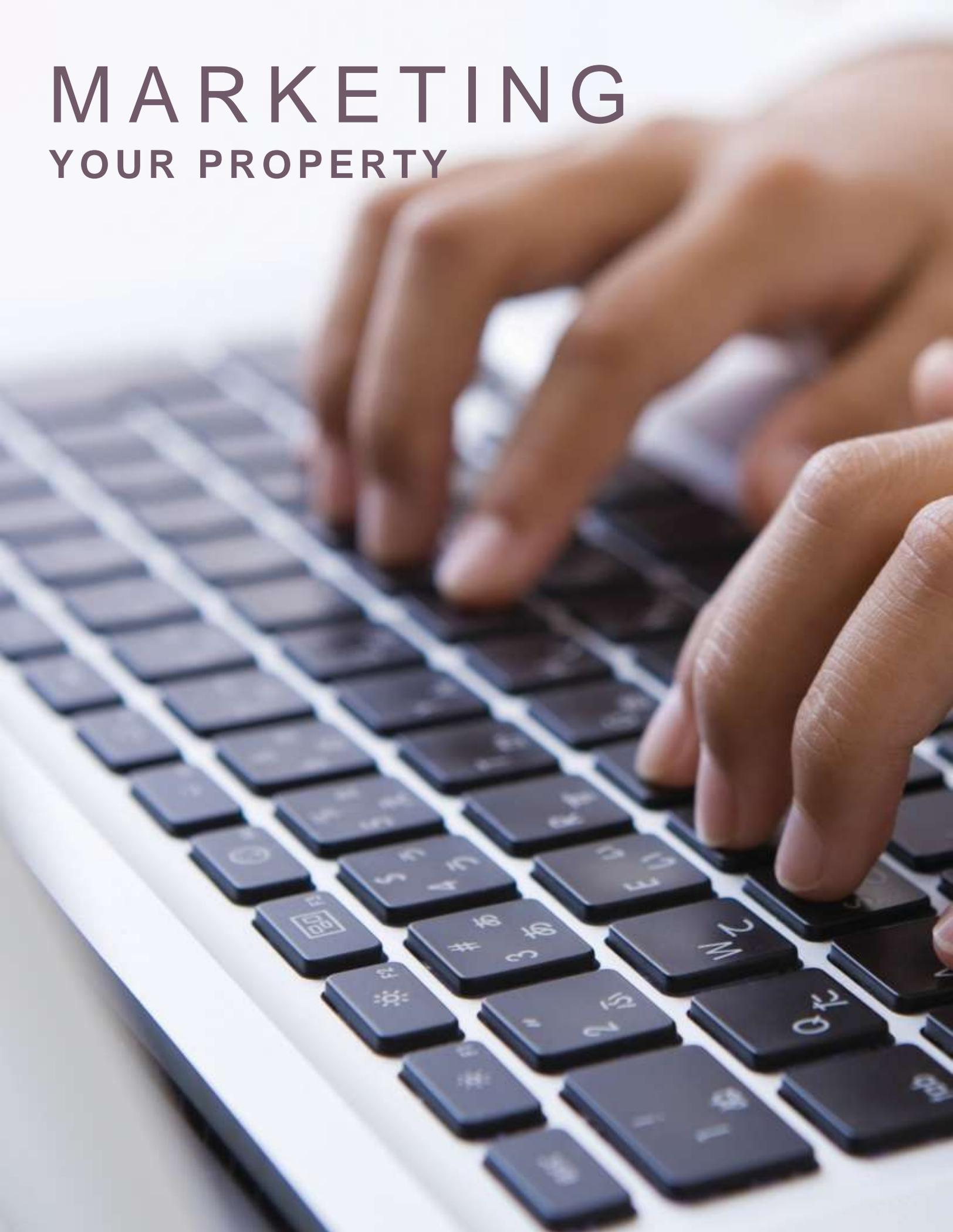
- Deposit of buyer's earnest money
- Sign Documents
- Title search, preliminary title report to buyer
- Inspections
- Removal of remaining contingencies
- Buyer's final walk-through of property
- Loan funding/balance of funds from buyer
- Recording of title
- Relocation of seller, possession of property by buyer

Post Sale Service

- Help you find your next home, as needed
- Assist you with relocation, as needed
- Provide resources for other after-sale homeowner needs

MARKETING

YOUR PROPERTY



The Goals of Effective Marketing



To successfully promote your property to the market, a comprehensive plan of targeted activities is essential. Our marketing program has three aims:

- ◆ **1. Promote directly to prospective buyers**
 - Print advertising
 - The Internet
 - Yard sign
 - Open houses
 - Other marketing materials
- ◆ **2. Enlist the efforts of other real estate professionals**
 - The Berkshire Hathaway HomeServices Network
 - Referral and relocation resources
 - Multiple Listing Service (MLS)
 - Direct promotion to other real estate professionals
- ◆ **3. Maintain communication with you**
 - Review the results of our marketing activities
 - Create a Portal for you in Seller's Advantage for continuous updates
 - Consult with you to fine-tune our marketing strategy, as needed

National Advertising



We place print and online advertising to generate top-of-mind Brand awareness among millions of potential homebuyers and sellers.

National marketing and advertising programs drive consumers to www.berkshirehathawayhs.com.

Our public relations and communications programs also build on our Brand awareness and underscore our Network's position as the authority for real estate and related services.



Website Information



Potential buyers will have instant access to information about your property through our industry-leading website network.

- ◆ www.bhhsCNYrealty.com is our website for buyers and sellers to access all the latest real estate information.
- ◆ My website is www.etollrealtor.com



A Marketing Plan for Your Property



Marketing Tactic

Implementation

Install lock box with key

Week 1(ongoing)

Install yard sign

Week 1(ongoing)

Post property information to Social Media

Week 1(ongoing)

Submit property information to Multiple Listing Service

Day 1(ongoing)

Day 1

Promote to BHHS sales professionals at office meeting

Week 1 (weekly)

Preview for BHHS sales professionals

ASAP (week 1 or 2)

Promote to other sales professionals at Board of REALTORS®

ASAP (week 1 or 2)

Real estate professionals preview

ASAP (week 1 or 2)

Advertise in newspaper

ASAP (week 1 or 2)

Open House to the Public

ASAP (week 1 or 2+)

Distribute “Just Listed” eCards and postcards

ASAP (week 1 or 2+)

Advertising and Promotion



Our innovative and aggressive advertising and marketing activities will help attract qualified buyers to your property.

- ◆ Syracuse Post-Standard Sunday Real Estate Section
- ◆ Direct mail campaigns to area streets in neighborhood
- ◆ All open houses and changes to listing will be posted on my Facebook business page Chatarina Trine Etoll Realtor and/or Skaneateles Home and Life and my personal Facebook page. Plus, promoted on LinkedIn, Twitter and Instagram.
- ◆ Paid demographic Facebook Ads which can reach thousands of people
- ◆ Your listing will be distributed to all of the major real estate search sites.

Important Ways to Promote Your Property



By providing peace of mind to prospective buyers, these steps can enhance the salability of your property:

- ◆ A written property disclosure statement will give buyers a clear understanding of your property.
- ◆ A home warranty can give prospective buyers peace of mind by providing repair-or-replace coverage of major home operating systems and appliances.
- ◆ Professional inspections, such as structural, roof and radon, will reveal the current condition of the property.



ESTABLISHING PRICING STRATEGY

pricing



Understanding Market Value



Market-sensitive pricing can be the key to maximum market exposure and, ultimately, a satisfactory sale.

The existing pool of prospective buyers determines a property's value, based on:

- ◆ Location, design, amenities and condition.
- ◆ Availability of comparable (competing) properties.
- ◆ Economic conditions that affect real property transactions.

Factors that have little or no influence on the market value of a house include:

- ◆ The price the seller originally paid for the property.
- ◆ The seller's expected net proceeds.
- ◆ The amount spent on improvements.

The impact of accurate pricing:

- ◆ Properties priced *within market range* generate more showings and offers, and sell in a shorter period of time.
- ◆ Properties priced *too high* have a difficult time selling.



Determining a Market Sensitive Price



An impartial evaluation of market activity is the most effective way to estimate a property's potential selling price. A Comparative Market Analysis considers similar properties that:

Have sold in the recent past

- ◆ This shows us what buyers in this market have actually paid for properties similar to yours.

Are currently on the market

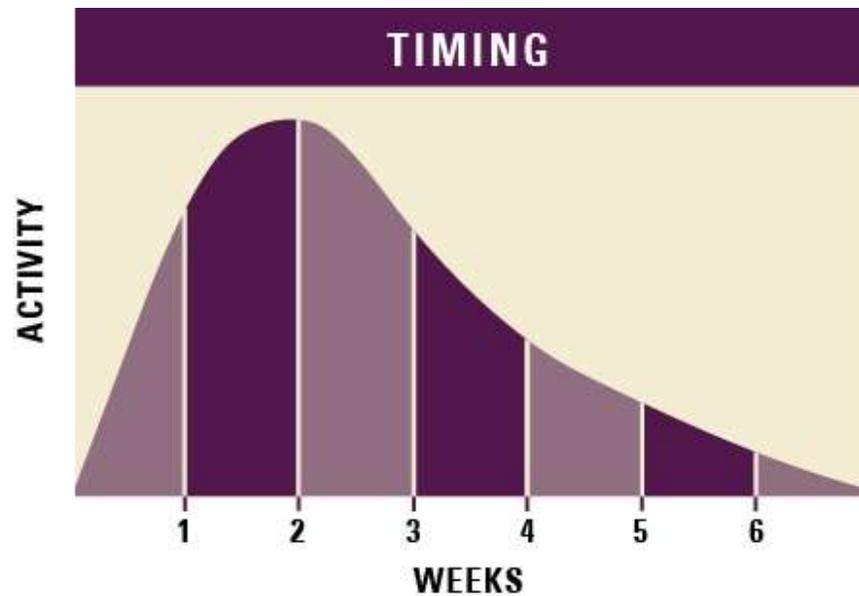
- ◆ These are properties that will be competing with yours for the attention of available buyers.

Failed to sell

- ◆ Understanding why these properties did not sell can help avoid disappointment in the marketing of your property.



Dangers of Overpricing – Timing and Activity



- ◆ An asking price that is beyond market range can adversely affect the marketing of a property.
- ◆ Marketing time is prolonged and initial marketing momentum is lost.

Dangers of Overpricing – Fewer Buyers



- ◆ Fewer buyers will be attracted and fewer offers received.
- ◆ The property attracts “lookers” and helps competing houses look better by comparison.
- ◆ If a property does sell above true market value, it may not appraise, and the buyers may not be able to secure a loan.
- ◆ The property may eventually sell **below** market value.

PREPARING YOUR
PROPERTY
FOR SALE



You are the Key Player on the Homeselling Team



No one has a more important role in the homeselling process than you. Here are some ways your participation can contribute to a successful sale:

- ◆ Maintain the property in ready-to-show condition.
- ◆ Ensure that the house is easily accessible to real estate professionals (lock box and key).
- ◆ Try to be flexible in the scheduling of showings.
- ◆ When you are not at home, let me know how you can be reached in case an offer is received.
- ◆ If approached directly by a buyer who is not represented by a real estate professional, please contact me. Do not allow them into the property unescorted.
- ◆ Remove or lock up valuables, jewelry, cash and prescription medications.

How Will Buyers See Your Property?



It is important for a property to make the best possible impression on prospective buyers. The following can interfere with a buyer's appreciation of a property:

Exterior

- ◆ Clutter
- ◆ Lawn needs mowing and edging
- ◆ Untrimmed hedges and shrubs
- ◆ Dead and dying plants
- ◆ Grease or oil spots on the driveway
- ◆ Peeling paint
- ◆ Anything that looks old or worn



Interior

- ◆ Worn carpets and drapes
- ◆ Soiled windows, kitchen, baths
- ◆ Clutter
- ◆ Pet and smoking odors
- ◆ Peeling paint, smudges or marks on walls

WHO WE ARE



**BERKSHIRE
HATHAWAY**
HomeServices

REAL ESTATE

What You Can Expect From Me



- I will work with you at every stage of the homeselling process, from the development and implementation of a Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- ◆ I will set up a portal for you in Seller's Advantage to ensure a system of regular communication so that you can be kept informed at all times.
- ◆ I will give you reliable information and solid advice every step of the way, so that you can make informed decisions.
- ◆ It is my hope that you will be so pleased with my service that you will turn to me for advice on your future real estate needs.

Real Estate Simplified... Results Maximized



Insert your own



**I will guide you
step by step
through the
homeselling
process...**

I started my career as a licensed real estate professional in 1997 with Harry Norman Realtors in Atlanta, GA while running my own successful manufacturers' representative business in both Texas and Georgia. I bring an entrepreneurial spirit and self motivated drive to my work as a Realtor.

- In 2010, my husband and I decided to move to Syracuse to raise our daughter around my husband's large family. We wanted our daughter to grow up with her grandparents, uncles, aunts, and cousins in beautiful upstate New York. When we moved our family to Syracuse, I decided to put my real estate and sales and marketing experience to work here the CNY market

Over the course of my life, I have moved over twenty times and I've lived in several cities and in all types of homes ranging from a craftsman bungalow to a 1970's contemporary to a classic center hall Colonial in Westvale. I have also bought, renovated, and decorated several homes including buying a lot, finding a builder, and designing from the ground up.

- I bring my personal understanding, my compassion and my professional experience to ensure a smooth transition for all of my clients, whether they are buying or selling their homes.

Berkshire Hathaway HomeServices



Why Berkshire Hathaway HomeServices can do more to meet your homeselling needs:

- ◆ Reputation
- ◆ Commitment to Customer Service
- ◆ Advanced Technology
- ◆ Network Strength
- ◆ High Standards



Homeselling Services Commitment



I commit that I will:

- ◆ Communicate with **you** in a timely and efficient manner.
- ◆ Identify **your** needs.
- ◆ Develop and implement an effective Marketing Plan for **your** property.
- ◆ Help **you** determine an effective pricing strategy.
- ◆ Recommend steps to prepare **your** property for market.
- ◆ Represent **you** in negotiations with prospective buyers.
- ◆ Work to protect **your** interests through the completion of the transaction.



Thank You



Thank you for taking the time to review this presentation. I look forward to working with you.





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