

WHAT YOU CAN EXPECT

Your needs come first
 Appreciating your property
 To sell your property for the most amount of money in the least amount of time

PRICING YOUR HOME TO SELL

- LOCATION
- CONDITION OF PROPERTY
- SUPPLY & DEMAND
- ECONOMIC TRENDS
- STRATEGIC NEGOTIATIONS



LET'S GET STARTED...

- COMPETITIVE MARKET ANALYSIS
- DETERMINE LIST PRICE
- LISTING AGREEMENT & DISCLOSURE
- INITIATE THE MARKET PLAN
- INSTALL ELECTRONIC LOCKBOX
- INSTALL YARD SIGN

MARKETING STRATEGY

- Conditioning your Property To Sell •
- Pricing Strategy •
- Identifying Active Buyers •
- High Quality Photos •
- Video & Virtual Tour •
- Local and national network of over 100,000 agents •
- Advanced International & Internet Exposure •
- RealtyONEGroup enhanced marketing and signage •

CONDITIONING THE PROPERTY TO SELL

- VALUATION
- PREPARING YOUR HOUSE FOR SHOWING
- POTENTIAL ENHANCEMENTS
- STAGING OPTIONS



Homes.com

WE FEATURE YOUR PROPERTY ON:
HOMES.COM

15 MILLION UNIQUE VISITORS PER MONTH

PROMINENT PLACEMENT IN SEARCH RESULTS AND LISTING DETAIL PAGES



HOW BUYERS FIND HOMES

85% of home buyers come from 3 sources

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
INTERNET	8%	11%	15%	24%	24%	29%	32%	36%	37%	40%	42%	43%	43%	44%
REAL ESTATE AGENT	48	41	38	36	36	34	34	36	38	35	34	33	33	33
YARD SIGN/OPEN HOUSE SIGN	15	16	16	15	15	14	15	12	11	11	10	9	9	9

MAXIMIZE ONLINE EXPOSURE

