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Century 21 Platinum Realty

Professionals make the difference.

Dear Home Seller,

This packet of materials contains pertinent information regarding the home selling process. For more detailed information or for a free, no-obligation market analysis, please contact me using the information provided. Visit my website to view an online listing presentation and to see how your home can be marketed on the Internet.

Thanks,

Shanice

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Exclusive Proposal:
for

Home Owner

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Personal Facts:



- Certified Residential Specialist
- Member, Prince Georges Association of Realtors
- Member, Maryland Association of Realtors
- Member, National Association of Realtors
- Serving: Washington, DC & Maryland
- Over 8 years real estate experience

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Personal Facts:



- Master of Science in Network Security
- Married, 2 children
- Long time Prince Georges County Resident
- Born and raised in Washington, DC
- Over 10 years in public relations

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Our Mutual Objective is Selling Your Home...

- At the highest possible price
- In the shortest amount of time
- With the most favorable terms

We will be working as a team to sell your home.

Communication and cooperation ensures a successful sale.

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My Objectives:

- Listen carefully so I understand your objectives
- Explain the Home Selling and Marketing Process - my responsibility, your responsibility
- Thoroughly review your home
- Help you price your home
- Advise you how to prepare your home for showing
- Review what happens from time of contract through close of escrow/closing. Ask for your commitment to begin marketing your home

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Team Shanice White is 1st in:

- Experience
- Market Exposure
- Service

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Century 21 Sales Associates:

- Make a **personal** financial investment in every listing
- Control a **customized marketing** plan for each home we sell
- Average more sales per agent than other real estate companies
- The typical Century 21 Sales Associate is the most **experienced** in the industry, averaging over 12 years of service

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Century 21 Sales Associates:

- Century 21 is a **world leader** in residential real estate with full-service offices across the nation.
- Over 70% of Century 21 Sales Associates' business comes from repeat business or referrals from past customers and friends - more than twice the industry average.
- Century 21 Sales Associates proudly number over 20,000 full-time, professional agents, worldwide.

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Where Do Buyers Come From?

†	REALTOR® Contact	40%
†	For Sale Sign	20%
†	Responded to Ad	18%
†	Responded to Open House	8%
†	Referral by Relocation Service	7%
†	Bought Advertised Property	3%
†	Bought for Combination of Reasons	3%
†	Bought Open House They Saw	1%

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Standard Marketing Plan:

Marketing to Potential Buyers

- † Yard Signs
- † Direct Mail Campaign
- † Enter Internet Information
- † Write and Place Print Ads
- † Show Home to Prospects
- † Prepare Flyers and Brochures

Marketing to Other REALTORS®

- † Set up Property into MLS
- † Agent Tours and Open Houses

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Standard Marketing Plan:

The Home Selling Process

- † Initial Meeting
- † Discuss CMA
- † Review Your Home
- † Prepare Listing
- † Set Up Warranties (if applicable)
- † Prepare/Distribute All Paperwork
- † Follow Up on Showings
- † Qualify Buyers

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Standard Marketing Plan

The Home Selling Process

- † Renegotiate All Counter Offers
- † Deposit All Earnest Checks
- † Handle Title Work
- † Follow Up on Inspections
- † Confirm Appraisal Ordered
- † Final Documents to Closing
- † Post-Closing Follow Up
- † Present All Offers

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Customized Marketing Plan for Mr. and Ms. Home Seller

- † Handle Own Sign and Ad Calls
- † Reverse Prospect Match
- † REALTOR[®] -to- REALTOR[®] Marketing to Top Area Associates
- † Multiple Home Photos on REALTOR.com and Virtual Tour
- † Customized Internet Listing
- † Follow Up on Every Showing for Feedback
- † Direct Mail Campaign Targeted to Your Neighborhood
- † Telemarketing in Your Neighborhood for Potential Buyers
- † E-Mail Marketing of Your Home

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Which Marketing System Brings More Buyers To Your Door?



Shanice White remains #1 by delivering more buyers to your door through our superior advertising coverage and exposure.

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Marketing:

Home Warranty Plan

Homes sell faster and for a higher price than homes without a home warranty...according to a study by the National Home Warranty Association. In addition, a home warranty plan “reduces your liability after the sale.”

You can provide the buyer up to one year of coverage on selected items...

- † Central Heating System
- † Electric Central Air System
- † Interior Plumbing
- † Built-in Appliances

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Pricing

The Role of a Real Estate Agent in Pricing

- † The Market determines value.
- † I will show you a range of prices being paid for homes in your area.
- † Together, we determine the listing price.

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Pricing:

Who's In Control?

Listing Price	→	Seller
Location	→	Seller
Condition	→	Seller
Showing Access	→	Seller
Financing	→	Market
Marketing	→	REALTOR®

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5 Factors That Determine Your Selling Price:

- 1. Location & Size*
- 2. Condition & Amenities*
- 3. Price & Terms*
- 4. The Market*
- 5. Exposure Through Advertising Location & Size Account For The Majority Of Value. Amenities Contribute Less*

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Pricing:

Regression



Regression: The value of a larger home is reduced by the influence of smaller surrounding homes.

Progression



Progression: The value of a smaller home is increased by the influence of larger surrounding homes.

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Pricing:

The Advantages of Proper Pricing

- † Higher Net Sales
- † Attract Better Offers
- † Better Response from Advertising and Sign Calls
- † Faster Sale
- † Increased Agent Response
- † Avoid Your Home from Becoming “Shopworn”

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Pricing:

The Disadvantages of Overpricing

If You Overprice ...

- † The right buyers won't see it.
- † The higher priced buyers won't want it.

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The History Of An Overpriced Home:



Most activity occurs within the first few weeks of listing your home. Over pricing can cause a home to linger on the market for a much longer time, driving down the final sale price.

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Preparing Your Home To Sell:

I promise to...

- † Conduct a thorough evaluation of your home and provide valuable input.
- † Help you to stage your home for the showing process.
- † Provide a list of reliable contractors to assist with improving areas of your home if necessary.

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The **BEST** Tips for Showing Your Home:



- ✍ Clean Every Room
- ✍ Turn on All Lights
- ✍ Open All Drapes, Shades and Blinds
- ✍ Turn on Air Conditioner or Light Fireplace
- ✍ Turn TV and Radio Off
- ✍ Take the Pets for a Walk
- ✍ Maintain a Low Profile
- ✍ Clean Closets
- ✍ Clean and Repair Entrance
- ✍ Organize Basement, Attic and Garage

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When the Offer is Made

I will:

- † Present All Offers
- † Explain Your Options
- † Evaluate Buyer's Qualifications
- † Provide Constant Communication on Contract Status
- † Deliver Contract
- † Finalize All Conditions

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Your Teamwork is Necessary for a Successful Sale:

- † Keep your home in showcase condition and provide easy access for potential buyers.
- † Make yourself available from the time a contract is signed to the closing day.
- † Keep your home accessible for the appraisal and inspections.
- † Openly share all information about your home and its condition.
- † For your security and ease of mind, refer all potential buyers to your REALTOR®.

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***We're a Team
Let's Work Together!***

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Thank you!

Log on to www.ShaniceWhite.com for information for sellers and buyers.

--Shanice

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