

## ***Important – Please Read This Before We Meet***

Hundreds of home sellers and buyers have already hired us, and we look forward to having you profit from our services too. We've prepared this information guide so you can learn how to interview and select Realtors, find out about our background and business philosophy, and make the home selling process a bit easier. Our clients have successfully sold homes (even homes which had been on the market with other Realtors) because we work much differently than other Realtors.

### **Please spend about 15-20 minutes to review the following enclosed items before we meet:**

- Consumer's Guide To Selecting A Realtor:** Important questions to ask every Realtor you interview and they should answer these to your satisfaction. We'll answer all these questions in detail when we meet.
- 24 Criteria Critical To Selecting The Best Realtor:** Helps you compare Realtors to us and how we market your home. (it's not fair)
- Our 10 Point Plan To Marketing Your To Sell:** This is just a primer for the "28 Point Plan Of Action" that you'll see when we meet.
- Client References:** Call or e-mail at least 3 of our references. Find out what they loved about our service. No one's perfect, so don't be afraid to ask them what they wish we'd done differently. *(These clients have their homes listed for sale, are either in escrow or have just closed escrow.)*

### **Please complete the following 3 forms before our appointment:**

- What's Important To You?** All your questions will be answered!
- Let's Get Buyers Excited About Your Home:** What makes your home a great place to live?
- Expanded Marketing Program:** Your friends and relatives just might know someone who'd love to live in your home! We'll take the extra step to let them know of your home's availability and it's best features.

**Jon & Lisa** [REDACTED]...the next level in real estate service.



"Real Estate's Most Active Agents"

**REMAX Active Realty** [REDACTED]

E-mail: [REDACTED]

Web sites: [REDACTED]

# Consumer's Guide To Selecting A Realtor

## How many home have you personally sold in 2003?

I want to make sure that the agent I select has a strong personal sales track record. Show me you have the skills, knowledge, and experience to get me the results I want. How many transactions have you personally completed in each of the past 3 years? How many so far this year? How does that compare to the industry averages in my area? How many homes have you sold in my neighborhood?

## Do you have dozens of buyer and seller references I can call?

I want extraordinary service. What do your clients say about your business and personal skills? Can you provide me with the names and phone numbers of at least two dozen buyers and sellers, in addition to written testimonial letters?

## How often does your company sell its own listings?

I'm concerned about Realtor conflict of interest that could work against me and possibly lose me money. If I accept a purchase offer from an agent employed by the same Company as the agent I list with (or one of its branch offices), isn't it true that a conflict of interest exists and I'll lose my exclusive seller representation?

## What Realtor networking and Internet marketing do you do?

I want an agent who knows how to find me a buyer, not one who simply puts my home in the Multiple Listing Service and passively waits for something to happen. Can you show me in writing the different marketing strategies that you'll use to sell my home? What personal networking and nationwide marketing systems do you use? What target marketing programs have you established? What is the address of your World Wide Web home page? What information is on your Web Site?

Compare our answers with those of other Realtors. You'll see why so many buyers and sellers have chosen Jon & Lisa ██████████

## Can you guarantee that you'll personally answer all calls on my home?

Please confirm that you'll personally answer all calls about my home. I don't want an inexperienced and/or part-time agent, or a receptionist people who may not have even seen my home answering telephone calls from buyers. How can they sell something they haven't even seen?

## Do you have an assistant?

If so, once I hire you do I talk to your assistant all the time? How difficult is it to get in touch with you if I call your office and want to talk with you directly? Do you become a secret agent?

## Do you have a Virtual Tour of our home on your web site?

Do you have a virtual tour of my home with its own unique url address so buyers can go directly to it without having to go through your website and many steps to see my listing?

## Tell me about your For Sale signs.

Are your For Sale signs anything special, or what most brokerages use? Do you have brochure boxes on your for sale signs? And if so, who fills it? What happens if it runs out of brochures like so many do in the neighborhoods that I see? How long will it take to have the sign installed on my property?

## What type of Brochure will you use?

Do you do your own desk top publishing or hire a print shop? How long will it take to get a finished copy in my home? Will it be in color with pictures?

## How will you protect me?

I want to make sure I'm protected in my sale. Will there be thorough documentation of all transaction details? Do you have your own personal dedicated FAX machine to make sure all communications are kept confidential? How about your own direct telephone so I can call you and not get the run around from the office secretary? Do you have a cellular phone that I can call you on and a voice mail pager in an emergency if I need you? Do you have an E-Mail address so I can communicate with you instantaneously? Once I sign the listing contract will you be gone and a secret agent?

## 24 Criteria Critical to Selecting The Best Agent

<i>Criteria</i>		Jon ██████████	Agent 2	Agent 3
1	We'll give you a "28+ Point Plan of Action" in writing that shows you exactly <u>How We'll Sell Your Home!</u>	✓ <input type="checkbox"/>		
2	Guarantee that we will answer all sign, ad, internet, brochure & flyer calls exclusively by us...NOT a part time agent or receptionist who hasn't seen your home & knows nothing about it!	✓		
3	24 hour marketing of your home through an 800# sign rider on your "For Sale" sign so buyers never have to work too hard to get information on your home	✓		
4	Fast Start "47 duties in 10" days system that keeps you informed about the critical first week your home is listed for sale so nothing is forgotten and you're informed in writing.	✓		
5	EASY EXIT LIST AGREEMENT! This way you're not locked into a lengthy contract and can FIRE the agent at anytime! Will they give you <u>A performance Guarantee!</u>	✓		
6	"For Sale signs that stand out like billboards and can be seen in your neighborhood. With sign riders, our own direct <u>URL web address</u> (██████████) and stands 6 feet high.	✓		
7	We utilize Feedback Fax flyer forms and 2 calls to all agents follow-up system who show your home so you know what the buyers and agents think about your home!	✓		
8	A data base with over 75+ buyers actively looking for property through an automated internet software system on their web site? <u>Are they mostly Listing Agents or do they work with Buyers</u>	✓		
9	Do they have a network of professionals to provide instant e-mail of NEW listings and up-dates?	✓		
10	<u>FREE credit report</u> and pre-loan approval to all buyers from a team member that's a loan agent	✓		
11	Renter to buyer assistance program.	✓		
12	We have Special ZERO DOWN financing programs.	✓		
13	Personally Published Service For Life Newsletter with distribution of over 5,000 copies a month	✓		
14	Professionally published home brochure that keeps buyers intrigued about your home, asking questions and coming back to see it again.	✓		
15	Do they use a Special "4 Ways To Finance This Beautiful Home" brochure for more buyer options?	✓		
16	Do they have professional computerized WINFORMS and check lists for all real estate transactions? Or preprinted duplicates that are hand written and illegible to read? This way no mistakes are made by the buyers or their agents in critical negotiations.	✓		
17	Is their "Open House" an event, not just an agent setting around watching TV for hours? Will they use 15 A-Frame open house signs, special reports, buyers booklets and ask each buyer... "If They Want To Buy The Home?" Do they try to close every guest?	✓		
18	Is there home magazines advertisements with emotional ads that pull the buyers attention?	✓		
19	Do they have Internet presents? Not just a web page but are they on any search engines like Yahoo, Homegaine, Allthelistings.com, and give you visits and hit stats for your house?	✓		
20	When you call do you get their assistant, receptionist or them by direct office phone? How available are they once the listing is taken? Or does their staff handle all client follow up? .	✓		
21	Is there a hand delivery flyer service by person or company that gets your media generated brochures out at no cost to you, in a moments notice on a continuous basis?	✓		
22	Communication...do they have a dedicated fax line, a cellular phone, a voice mail pager for immediate call backs, a direct office number, personal assistant answering calls and do they have the flexibility to work off hours to handle buyer calls on your house?	✓		
23	Will they have professional staging tape and experience to make your home "Shine" so you <u>Get Top Dollar</u> with the least amount of out of pocket investment?	✓		
24	Do you have access to a commercial copy machine or do you have to run out to Kinko's every time you have to make changes to my home brochure?	✓		

## Client References

Your friends and neighbors are our raving fans! They'll be delighted to tell you how they profited from our services.

Name	Profession	Telephone #	E-mail address	Seller	Buyer
Kent & Mei Lee		905-240-1515	[REDACTED]	X	
Murtaza & Samina Purtapuwaza	Solution Specialists/Home maker	416-515-5614	[REDACTED]	X	X
Noreen Tubbs	Retired RN	[REDACTED]	[REDACTED]	X	
John Zhang & Carrie Wang	Business Owners	[REDACTED]	[REDACTED]	X	
Kim Pijma	IT TechNet	(416) 590-5061	[REDACTED]		X
Frank Welhelm	Computer eng/Washington hospital	519-241-1111	[REDACTED]	X	
Ben & Linda Cruz	Sales/Machinist	416-498-1061	[REDACTED]	X	X
Mark Spencer & Juliet Estrella	Business partner/ Lawyer	416-667-1300	[REDACTED]	X	X
Christian Johnson	Escrow officer	519-970-5588	[REDACTED]		X
Alan & Stella Yeung	Relocating	[REDACTED]	[REDACTED]	X	
Ed & Marilyn Caires	Retired	416-667-0100	[REDACTED]	X	X
Deanna Ponce	Accountant	416-360-3000	[REDACTED]	X	X
Susan Calkins	System Administrator	519-241-1111	[REDACTED]	X	X
Matt & America Thauberger	VP Computer Eng Sales	249-221-2221	[REDACTED]		X
Karen Lin	School Teacher	519-241-1111	[REDACTED]		X

Prepared by REMAX Active Realty [REDACTED]

# What's Most Important To You?

**Your questions deserve answers! Let us know what's important to you.**

	<i>Not Important</i>			<i>Very Important</i>		
Buyer's Qualifications	0	1	2	3	4	5
Showing Schedule	0	1	2	3	4	5
Broker's Commission	0	1	2	3	4	5
Advertising	0	1	2	3	4	5
Open Houses	0	1	2	3	4	5
Personal Inconvenience	0	1	2	3	4	5
Staging of Home	0	1	2	3	4	5
Closing/Possession/Relocation Date	0	1	2	3	4	5
Marketing	0	1	2	3	4	5
Pricing of Your Home	0	1	2	3	4	5
Closing Costs	0	1	2	3	4	5
Lock boxes and Security	0	1	2	3	4	5
Salability In Today's Market	0	1	2	3	4	5
Financing	0	1	2	3	4	5
Concerned about finding next home	0	1	2	3	4	5
Client/Agent communication	0	1	2	3	4	5
Property Brochures	0	1	2	3	4	5
Buyers & Agents showing feedback	0	1	2	3	4	5
Agents Experience & Years in Business	0	1	2	3	4	5

**Thank You...these answers help us in selling your home for the best possible price!**

**This is the most important page to have completed in the package.  
It is very helpful to have ready when we meet.**

# Let's Get Buyers Excited About Your Home! Our marketing is designed to show buyers what makes your home unique.

What makes your home a special place to live? What would you tell a potential buyer?

Why did you decide to buy this home yourself...schools, amenities, views, convenience?

Why do you love living here? What are the things your family has enjoyed most? What could you tell buyers about the neighborhood?

Which features of your home would excite buyers? What "hidden features" of your home might a buyer overlook if they saw it quickly? How did they make your life easier?

Why will it be hard for you to leave your home?

**Jon & Lisa [REDACTED]**...the next level in real estate service.  
**REMAX [REDACTED]**  
Web sites: [REDACTED]

# Expanded Marketing Program

Take advantage of our expanded marketing program! Not only will we put our agent networking, Multiple Listing prospecting, and World-Wide Internet marketing to work for you, we'll also promote your home to people who already may know how desirable your home is. We'll send your property brochure and call you:

- Friends
- Family Members
- Temple & Church Members
- Neighbors
- Dentist, Doctor & CPA
- Co-Workers
- Social Contacts
- Anyone Else You Can Think Of!

Name	Address	Phone
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# How To Make The Most Money When You Sell

## Pricing Strategies

Review a list of all the homes which have sold within the past 3 months, along with the homes on the market (your competition), and homes now in escrow. Compare your home to the others, and be honest with yourself! If you're in a weak market, active and pending sales will be more important to you than closings, which reflect sales activity from 3-5 months back. Be careful you don't limit your research to homes sales in a limited price range. The only way to make an intelligent decision is to examine what all comparable homes in your market are selling for, not just a subset of the homes.

There are three main pricing strategies – pricing your home above, at, or below its market value.

### Priced above market value

Sellers like to price their home high, thinking that someone just might pay it. That's unlikely – buyers shopping for a home know exactly what the market is like, and won't be fooled into paying more than it's worth.

### Priced at market value

Always a good strategy - that's what your home is worth!

### Priced below market value

This can be an excellent strategy as long as you give instructions that you won't review any offers until after the home has been on the market for at least a week. Buyers like, and recognize bargains. Pricing a home low can help set up an "auction" mentality where several buyers bid for your home, and frequently bid up the price.

Worried about setting the wrong price? Ask to see the "estimates of value" collected from agents visiting your home during the broker's open house. These estimates come from agents who work with buyers every day, and who know what buyers are willing to pay for homes. When twenty or thirty values are plotted on graph paper (or simply averaged), your home's true value to buyers will become quite clear. If your home isn't within 5% of the average value, it's overpriced, and the asking price should be dropped. Don't let your home become an old, tired listing. It will eventually sell for less than you would have received if you'd priced it properly!

## Make Your Home Sparkle, Stage It!

Try to see your home through a buyer's eyes. Walk across the street and take a careful look at your house. Make a detailed list of the small things which make a big difference in your home's appearance. Remember, If you can't see it, you can't sell it so, trim the yard and shrubs, patch the concrete, reglaze the windows, and touch up the paint.

How you live in a home, and how you prepare it for sale, are two different things. Eliminate clutter – the more "things" you have on counters and shelves, the smaller your home looks. Put kitchenware such as blenders and serving spoons out of sight. Store cosmetics in a basket under the sink. Have a yard sale to generate extra cash and make your move easier.

Clean the house. Fix leaky faucets and scrub away sink stains. Paint dingy rooms. Make the floors and windows sparkle. Replace worn window coverings with inexpensive mini blinds or drapes. Try to eliminate offensive pet or food odors.

## Inspection Reports

Anticipate what buyers need and give it to them – on your terms! Buyers want to know what shape the house is in – even when they purchase homes in their current condition (as-is). Obtain a complete set of reports from General Contractors, Roofers, and Pest Control Inspectors before you accept an offer. You'll know how much work your home needs, and have the time to bid the job for the best price and terms.

Choose the inspector yourself, instead of letting the buyer select the one with the most powerful magnifying glass. Ask for referrals to Home Inspection Companies and Pest / Structural Control Inspectors. We like to work with companies which only do inspections, and not the repair work. They'll tell you about how much the work should cost – you then send the report to several licensed contractors for actual competitive bids.

## Home Information

Make sure you have a home information book for buyers to examine. This book should include a property flyer, copies of all inspection reports, purchase loan programs (with different down payments and interest rates), a plot map, and other relevant facts.

## Existing Loans

Did you buy the home with seller financing? Ask the note holder for a discount if you pay them off early! The best time to negotiate such a discount is before your home is on the market. Once the FOR SALE sign is up, the note holder knows they'll probably be soon paid in full. You incur a late charge when the mortgage is late, so why not receive a discount for paying it early!

Find out if your loan is assumable. Read your loan documents yourself, rather than relying on what the lender tells you. The only thing that matters is what the note and deed of trust say. Is there a prepayment penalty on your loan? Is it a government loan and do you get part of your MIP back that you have paid over the years?

## Contract Clauses

Make sure that you have the right to review and approve the cost of any repair work the buyer requests. Sellers frequently sign "blank checks" by agreeing to pay for all termite and roof repairs without first knowing what the costs will be.



# The 10 Point Marketing Plan That Gets Your Home Sold!

## 1) Market 24 hours a day with a high visibility “For Sale” sign and private phone number

Our RE/MAX sign is unique; unlike other companies, it displays our private business phone number and has sign riders that give details about your home seen a mile away. When buyers call, they reach us directly. Because we know your home, we immediately use the opportunity to sell your home’s great features. We promote and market your home 24 hours a day by using our innovative *Virtual Slide Show Tour* of your home on our web site. You’ll have your own unique URL so buyers go right to your home on the internet. (~~www.michaeljones.com/151~~) We also use a *800# number* that gives buyers 24 access to your home when they want to get information and don’t have to wait to talk to an agent. This system will capture their name, address & phone number so I can contact them. Along with a fax on demand feature so they can get a copy of your property brochure at any time while listening to the message or direct access to our office by pressing 0.

## 2) Excite Buyers About Your Home

We emphasize the benefits of your home and community. Each brochure includes the kind of detailed, specific information buyers want and need. Not just a picture and 6 bullet points about how many bedrooms and bathrooms. We use the back of the brochure for our unique “*4 Ways To Finance This Beautiful Home*” or *more home information to make the buyers want to see it NOW!* Most agents don’t know that there is a back of the brochure.

## 3) Professional Listing Information Binder

We produce an in home binder for the buyers to review. It has all the community profile census demographics: population, education, income, year built, families, employment by industries cities information, school. Community postal, medical, libraries, executive local & state officials, courts, fire dept., police and public health and welfare and school report and ratings. It also has bay area weather stats, city stats in Alameda county, college info., transportation, culture and entertainment and visitor information. We include all inspections and reports that have been taken on your property for buyer review: Pest, Home, Roof, Chimney, Pool/Spa, Appliance and any homeowners association documentation if applicable to your property. This makes the new buyer feel very comfortable knowing ahead of time what condition the home they are buying is in and what the surrounding community has to offer.

**That way you can get the maximum price for your house!**

## 4) Aggressive Marketing For Your Home

Rather than just waiting for the phone to ring, we reach buyers with aggressive prospecting methods that can include the following activities ... Personally knocking on doors in the immediate area ... brokers’ and general public open houses as necessary... Target mailings... Calls, e-mails to top producers, our buyers and...marketing on the Internet. Do You Yahoo any one!

## 5) Determine The Right Price To Make Your Home A “hot property”

This is the most critical step. We’ll review market demand, nearby competition, recent sales, and many other variables that can affect your home’s value. You’ll get a detailed look at what’s going on in your local home sales market and our input on the best pricing strategy to get you the most money in the shortest possible time. You need an expert in the real estate market. You need the kind of experienced professional services we offer. *This is our Maximum Home Value Audit!*

**Jon & Lisa [REDACTED]...your next Realtors.**

## The 10 Point Marketing Plan That Gets Your Home Sold cont.

### 6) Make simple, low cost changes to increase the salability of your home

Rely on us to be direct when advising you on what should be done prior to putting your home on the market. We'll let you know how your home looks from a buyer's point of view, and what cost effective repairs will make your home "show ready by *Staging* it properly! We've invested in videos "*How To Price & Prepare Your Home To Sell*" This way you can see how the professional do it.

### 7) Negotiate Only With Qualified Buyers

We interview buyers to be sure they're ready, willing and able purchasers so you don't wind up wasting time and money.

Buyers need answers to countless technical questions — financing, payment, insurance, title clearance, and how to improve or repair our home to suit their needs. We supply them with our Buyer's Booklet and as your Realtor and Lisa as your lender we have the professional know-how and technical expertise to make it easy for qualified buyers to purchase your home!

### 8) Excite Other Realtors About Showing Your Home

We know which agents have clients interested in your home. We've also developed a network of the best agents in the area with an automatic E-mail auto responder when we list a NEW home. So the top agents get the listing first, HOT off the press so we promote your home to them!

We'll give your home the widest market exposure possible with the most powerful real estate marketing tools available today. Your home will appear on the Regional **Multiple Listing Service** (MLS) the **Northern California** MLS Alliance of 30,000 plus agents so data about your home is provided instantly to all agents and offices. Of course the **Internet** World Wide Web (**Yahoo, Allthelisting.com, Homegaine, Homesalz.com Realtor.com**) *We have a "Showcase Page" on Realtor.com so your listing get more pictures and information than the standard listing and it has a direct link to our web sites so the buyers can see the virtual tours and total brochure information* Most agents don't use this because it is expensive. With your authorization, we'll also install a MLS approved lockbox to increase showings by cooperating agents. "*Easy 2 show East 2 Sell*"

### 9) Protect You By Documenting All Calls And Letters

We're organized and computerized, which means that we anticipate and handle the hundreds of details needing special care to successfully sell your home. Our careful record keeping means a smooth transaction with as much legal protection as possible for you.

### 10) Let You Know Exactly What's Going On With Buyer Showings

We keep you up to date by phone calls and letters. We follow up on all showings by cooperating agents with our feedback fax flyer, And 2 phone calls so you know what agents and buyers are thinking about your home and represent you at the presentation of all offers. Most importantly, we'll negotiate forcefully on your behalf to get you the highest possible price, not try to make you take the first offer that comes to the table, and show you how much money you'll get when you accept an offer with our professional Computerized estimate of sellers closing cost equity. Upon acceptance, we'll coordinate with the cooperating agents, lender, appraiser, inspectors, and title company, and of course, handle any complications that can occur through the escrow process so that you get the most important thing of all **...your settlement check on time!**

**Yes, we actually attend the signing of your escrow papers!**

**Jon & Lisa** XXXXXXXXXX...your next real estate team

## The [REDACTED]' Real Estate Team Bio

- Jon was born and raised in the East Bay (Hayward) and now lives in Fremont for the last 30 years.
- Lisa was born and raised in Fremont.
- Jon is your full time real estate agent (soon to be Broker) and Lisa your full time mortgage lender, buyers agent and escrow support staff of the team.
- Jon licensed October 19th, 1980 (*23 Years Experience*) and Lisa October 16th 1990. (*13 Years Experience*) (Jon's father was a broker for over 30 years.)
- **Members** of National Association of REALTORS, California Association of REALTORS, and Bay East Association of REALTORS
- **JON'S AWARDS:**
  - Master's Award Winner:** 1993,94,95,96,97,98,99,2001 East Bay Board of Realtors
  - Grand Master's Award Winner:** 2002
  - REMAX International 100% Club:** 1997, 1998, 1999, 2000, 2001
  - REMAX International Platinum Award Club 2002**
  - RE/MAX Active Realty Top Listing Agent 2002**
- Publishers of the "The [REDACTED]' Real Estate Teams Service For Life!<sup>®</sup>" newsletters, with a monthly distribution of 5,000+ copies.
- Publishers of the "The Buyer's Booklet" and "Seller's Marketing System" .
- **Cutting edge technology** with 2 interactive websites.
- They use a **team approach** to their real estate practice with personal customer service. When you hire Jon & Lisa you have access to them any time, not an assistant or front desk secretary. They are **very accessible** by either direct telephone, voice mail pager, cellular phone, e-mail, or website.
- **Supporters and members** of the Students in Business, Mentor Program, M.S. Society Walk-Athon, Children's Miracle Net Work
- **Communication, Organization & Blunt Honesty** are their corner stone of business.
- **Client references enclosed inside this package.**



Jon and Lisa, **proud parents** of Tanya and Ryan, who are active teenagers and they take serious time to be with. Family Time and Balance are an important factor of any true professionals life.



**Jon & Lisa [REDACTED]**  
*...the next level in real estate service!*  
**REMAX [REDACTED]**  
**LH Mortgage**

