



# Derek Gilbert Listing and Marketing Consultation





# Understanding The Principles

- KELLER WILLIAMS®
  - Consultant Vs. Agent
    - Key Objectives
      - Sources of Buyers
        - Marketing
          - Controlling Factors
            - Preparing for the Offer
              - Processing the Sale
                - Pricing Factors





# About KELLER WILLIAMS® Realty

- Founded in Austin, Texas, on October 18, 1983.
- KELLER WILLIAMS® Realty laid the foundation for agents to become real estate business people.
- Mo Anderson owned the #3 franchise in the largest real estate company in the world.
- Gary Keller was chosen by Realtors across the U.S. as one of five of the “Most Admired” REALTORS® in the nation.

## **KELLER WILLIAMS® FACTS:**

- “Most Innovative Real Estate Company” — Inman News.
- 57,146 + real estate consultants.
- 549 + offices in the U.S. and Canada.
- 5<sup>th</sup> largest real estate company in North America.
- Excellence in real estate consultation training.

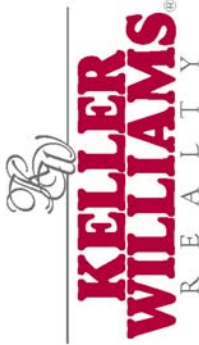


**Mo Anderson**  
*CEO*

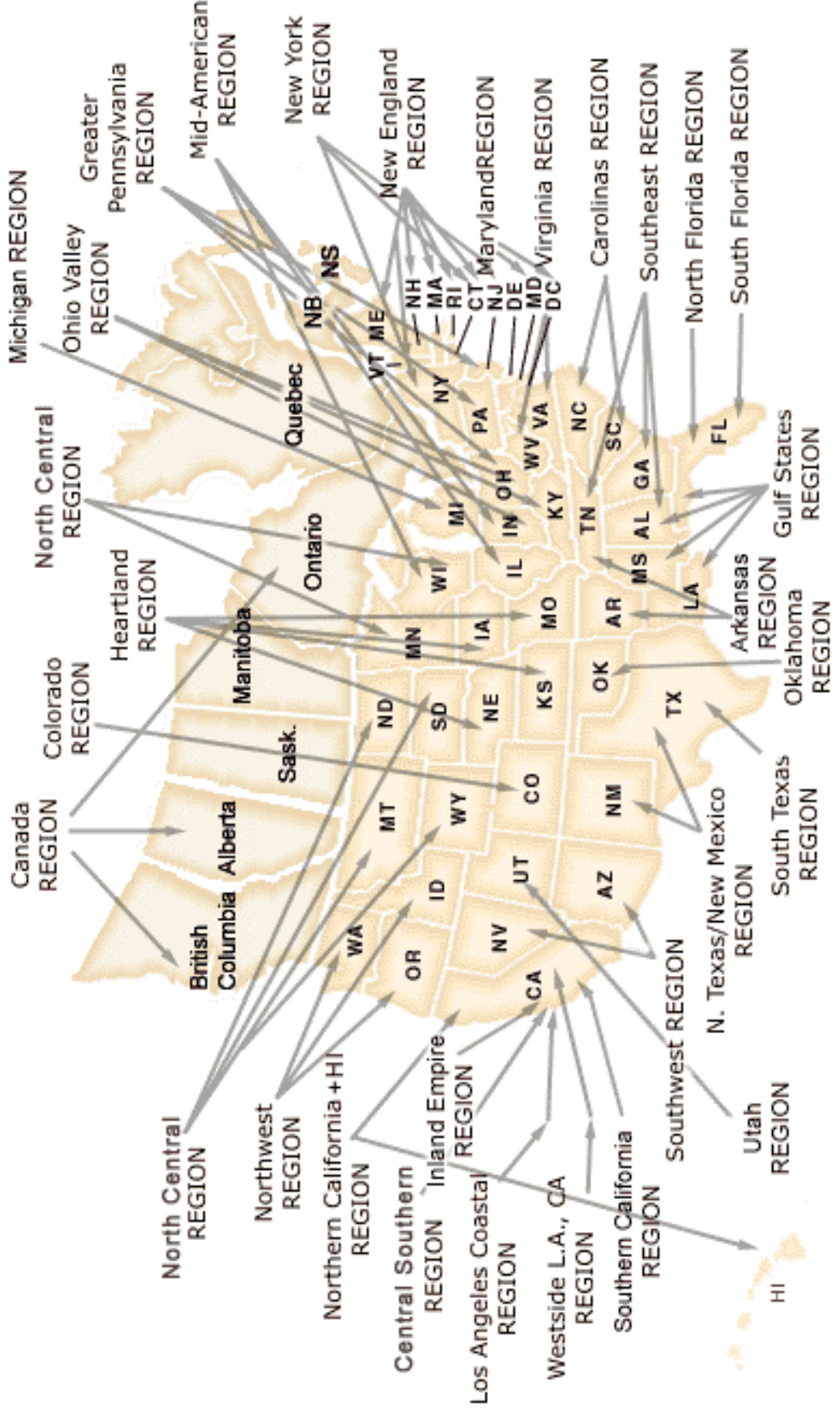


**Gary Keller**  
*Chairman Of The Board*





# KELLER WILLIAMS® Realty





# The KELLER WILLIAMS® Culture

**Win-Win** — or no deal

**Integrity** — do the right thing

**Commitment** — in all things

**Communication** — seek first to understand

**Creativity** — ideas before results

**Customers** — always come first

**Teamwork** — together everyone achieves more

**Trust** — starts with honesty

**Success** — results through people





# Consultant Vs. Agent

## **Fiduciary (Consultant)**

- Advises and Consults
- Educates and Guides
- Involved in Decision Process
- Uses Judgment and Experience
- Irreplaceable
- Highly Compensated



## **Functionary (Agent)**

- Delivers Information
- Tells and Sells
- Stays out of Process
- Follows the Rules and Procedures
- Replaceable
- Minimally Paid





# My Biography

**Name:** Derek Gilbert

**Professional Designations:**

**Certified Residential Investor Representative (CRIR)**

**- Commercial Real Estate Institute**

**Member of Arizona Real Estate Investment Association**

**- AZREIA**

**Member of KW Agent Leadership Council**

**Education:** Bachelors Degree in Computer Science, Carroll College, WI

**Languages:** English

**Family:** Married with 2 daughters.

**Hobbies:** Music, Travel, Snowboarding, Exercise

**Awards:** ALC Leadership Award, Diamond Achievement Award, Million Dollar Club, Rookie of the Year, Grand Slam Award



**Your REALTOR®**

**Derek Gilbert**



# Testimonials

- "Derek manages all the little details of a real estate transaction! In addition, he is very proactive. I never had to call him and he always called me first and kept me informed." Bonique Edwards
- "Derek has an in-depth knowledge of the metropolitan Phoenix market. Plus he analyzes properties from an investor's point of view. These factors were crucial in helping me locate profitable deals." Bernard Ussery
- "Derek Flexed well when our home fell out of escrow. Lindy was awesome. We enjoyed working with Derek's Team." Cheryl and Jose Ayala
- "Derek is the best Realtor we ever had! He is great to work with!" Jeff and Jennifer Johnson
- "I did not have to ask many questions. I was kept abreast across country. "  
"There were times I thought he should have been off or resting and he was working on my behalf."
- "Derek is not just looking to make a commission. He encouraged me to have the patience to find the right property and steered me away from lesser deals. This kind of integrity is hard to find." Bernard Ussery
- "As I'm a four time home buyer/builder, with him I received service I don't believe was defined in Realty school. His youthful appearance is deceiving of his performance. I'm looking forward to him handling my next property." Brenda Jarrett





# Key Goals

- **PRICING...** your home at the property's fair market value.
- **TIMING...** in the desired time period.
- **CONVENIENCE...** selling your home with the least amount of inconvenience.





# 24 Point Action Plan

## My Objectives Are the Following:

1. To assist in getting as many qualified buyers as possible into your home until it is sold.
2. To communicate to you weekly the results of our activities.
3. To assist you in negotiating the highest dollar value ... between you and the buyer.

## The Following Are the Steps I Take to Get a Home Sold ... the "Pro-Active Approach":

1. Expose to over 40,000 real estate professionals with the **maximum (6) photos, Virtual Tour, and a complete and accurate listing** placed in the MLS
2. Price your home competitively ... to **open the market vs. narrowing** the market.
3. Promote your home at the company sales meeting.
4. Develop a list of features of your home for the Brokers to use with their potential buyers.
5. Mail/Email a features sheet to the top 50 agents in the marketplace for their potential buyers.
6. Suggest & advise as to any changes you may want to make in your property to make it more saleable.
7. Constantly update you as to any changes in the marketplace.
8. Prospect 4 hours per day and talk to 30-40 people per day looking for potential buyers.
9. Contact over the next seven days ... my buyer leads, sphere of influence and past clients or their referrals and prospective buyers.



## continued

10. **Exclusive** sign rider with **Toll Free** number that allows me to capture each and every caller – just try it yourself.
11. **Email Marketing** of your home to over 500 local & national Realtors.
12. **Direct mail marketing** of your home to your neighbors.
13. Photo Inclusion & **Internet Marketing** on nationally exposed websites: [www.Realtor.com](http://www.Realtor.com), [www.KellerWilliams.com](http://www.KellerWilliams.com), [www.craigslist.com](http://www.craigslist.com), [www.Derek-Gilbert.com](http://www.Derek-Gilbert.com)
14. Add additional exposure through a professional sign, audio tours, and lock-box
15. Provide effective buyer tracking systems for efficient sales follow up.
16. Whenever possible pre-qualify the prospective buyers.
17. Keep you aware of the various methods of financing that a buyer might want to use.
18. When possible have the cooperating Broker in the area tour your home.
19. Follow-up on the salespeople who have shown your home ... for their feedback and response.
20. Assist you in arranging interim financing ... if necessary.
21. Represent you on all offer presentations ... to assure you in negotiating the best possible price and terms.
22. Handle all the follow-up upon a contract being accepted ... all mortgage, title and other closing procedures.
23. Personal coaching or preparing your home for top dollar sale.
24. Deliver your check at the closing.





# Marketing Your Home

## *Our Respective Duties*

### **Agent**

- Input your listing to MLS.
- Install nationally recognized sign.
- Provide information fliers.
- Pricing Guidance.
- Prepare Advertising.
- Virtual Tours when Requested.
- Give Feedback on showings.
- Review contracts and represent you in negotiations.
- Guidance in staging your property.
- Track Buyer Leads

### **Client**

- Complete all repairs and cleaning.
- “Stage” your home to be appealing.
- Hide valuables (also prescriptions).
- Keep marketing information out for prospective buyers.
- Call me if information is depleted.
- Leave premises for showings.
- Call me with any questions.
- Refer friends and acquaintances who might be interested in your property.
- Refuse to discuss terms with prospective buyers or their agents.



# What You Do & Don't Control

## **Seller Controls:**

- Property Condition
- Availability for Showing
- Price
- Home Warranty

## **Seller Doesn't Control:**

- Competition
- Buyer's or Seller's Market
- Interest Rates
- When The Perfect Buyer Walks Thru Door





# Pricing Misconceptions

It is very important to price your property at competitive market value at the signing of the listing agreement. Historically, your first offer is usually your best offer.



## ***Buyers & Sellers Determine Value***

The value of your property is determined by what a **BUYER** is willing to pay and a **SELLER** is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other property SOLD in your area.





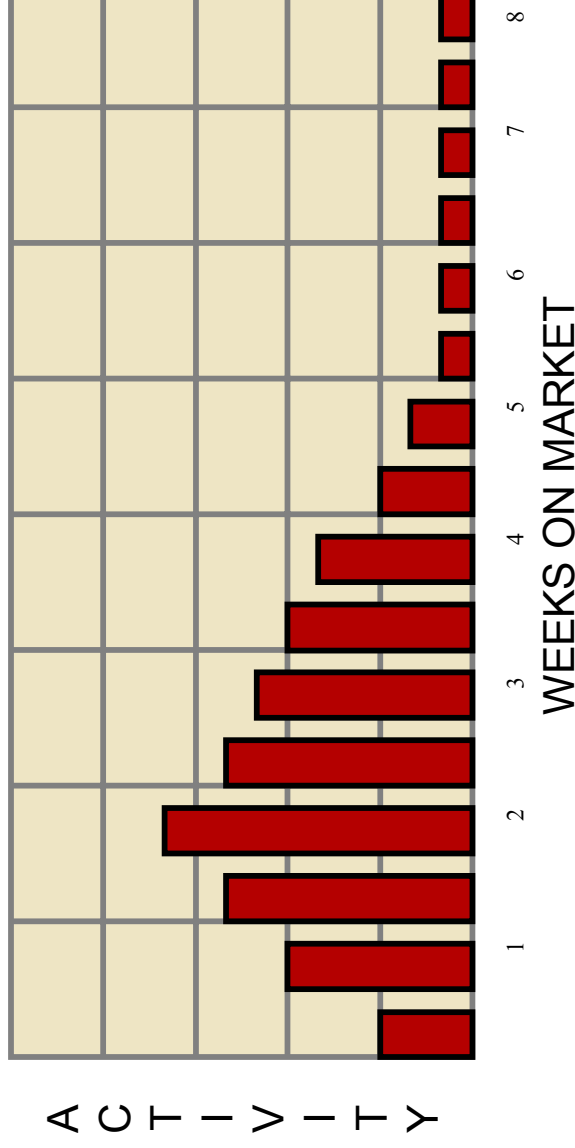
# Home Warranty Plans

***Home warranty plans*** go a long way to alleviate some risks and concerns. For a modest price, the seller can provide to the buyer a one year warranty covering specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans commences at closing. In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage).





# Selling Price Vs. Timing



- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.



# Preparing For The Offer

In slow economic times, offers to purchase routinely come in “low” whereas in healthy economic times, offers are closer to the asking price. Do not be offended by any offer received. Be offended by buyers who tour your property and don’t submit an offer.

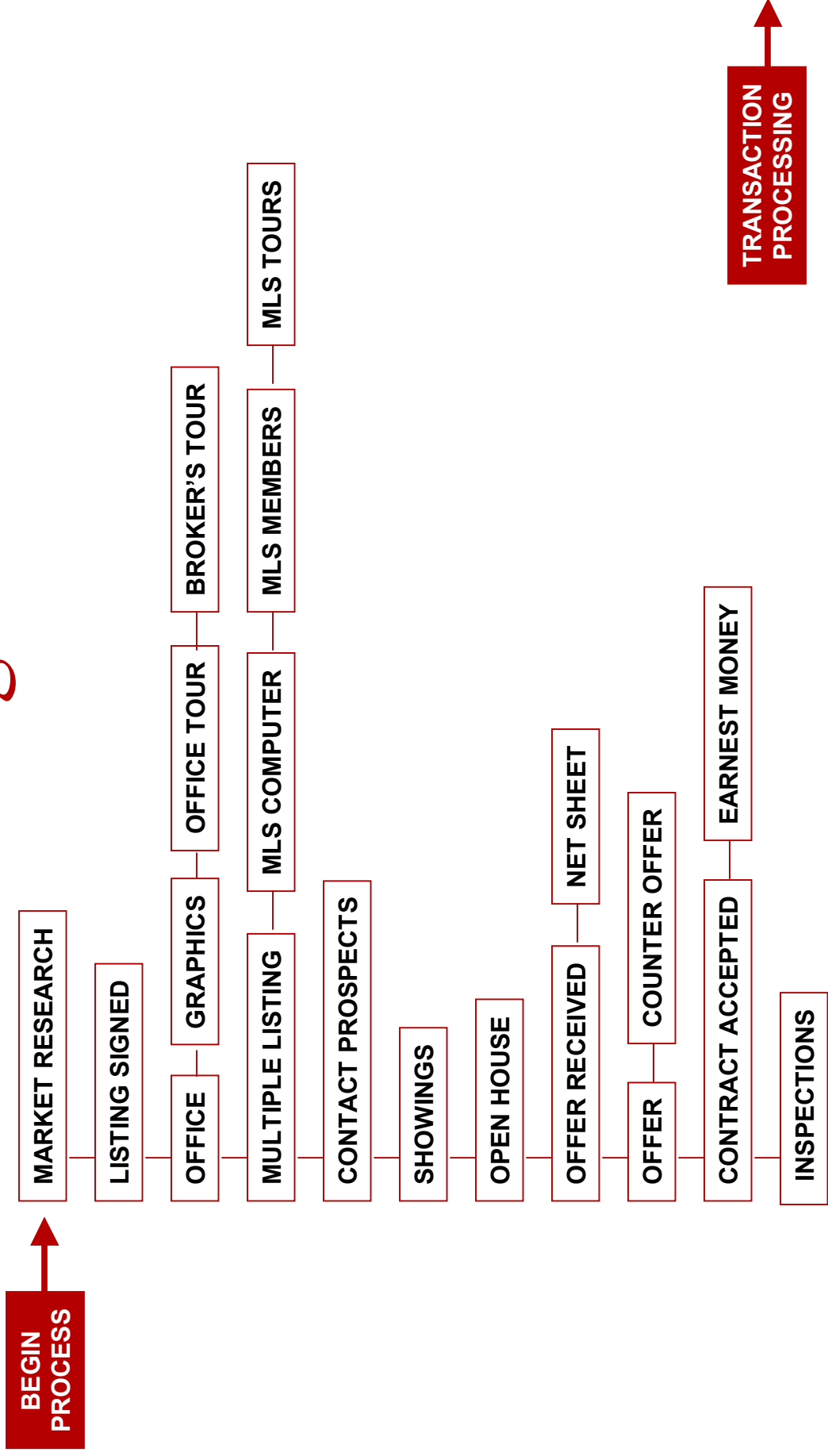
- **ACCEPTANCE.** Signed by all parties, dated, delivered... congratulations, you’re on your way to having your property sold!
- **REJECTION.** Unconditional... unfortunately, your home is still on the market.
- **COUNTER OFFER.** Any change to the contract constitutes a counter offer. You are now in the renegotiation stage.
- **NO ACTION.** Equals rejection. Your home is still on the market.







# Home Selling Process





# Inspections

Inspections and potential repairs are the number one reason sales don't close. Typically, buyers have a certain number of days in which to inspect the property and accept or reject the property based upon these mechanical and structural inspections.

**SELLER  
SEES THEIR HOUSE**



**BUYER  
SEES YOUR HOUSE**



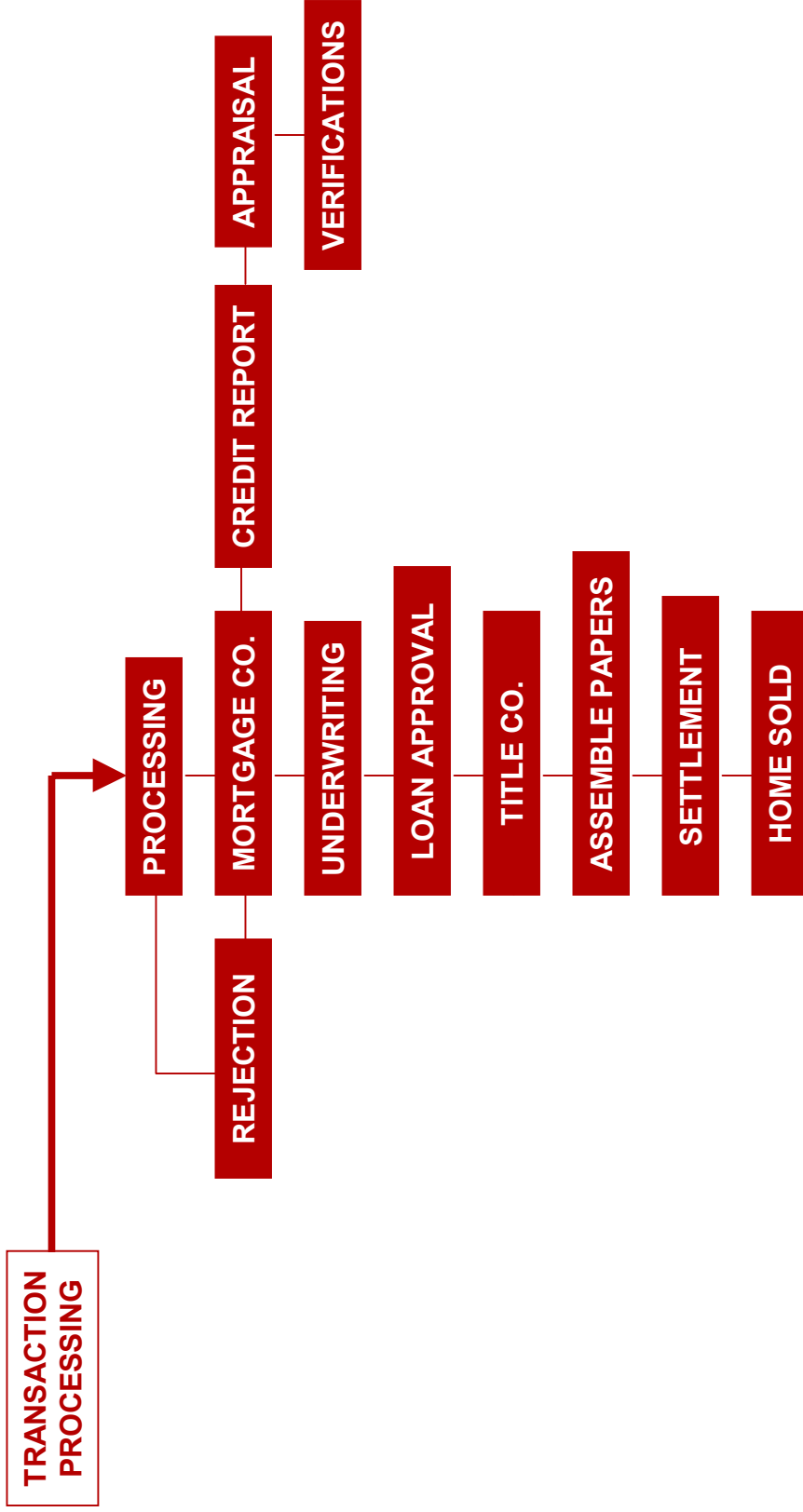
**INSPECTOR  
SEES THE HOUSE**



**Save Yourself Time, Money and Disappointment — Do Deferred Maintenance Now!**



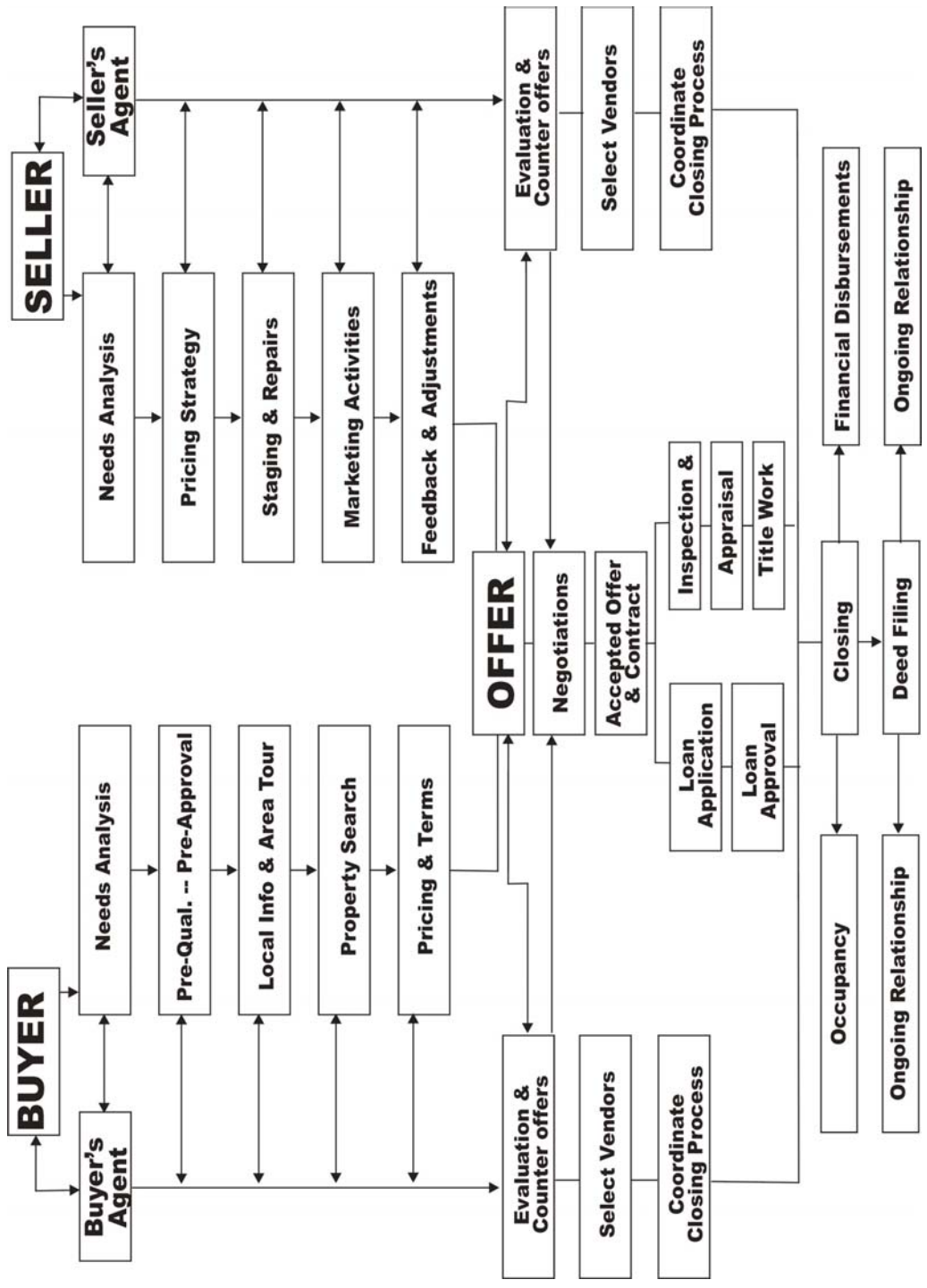
# Contract To Close







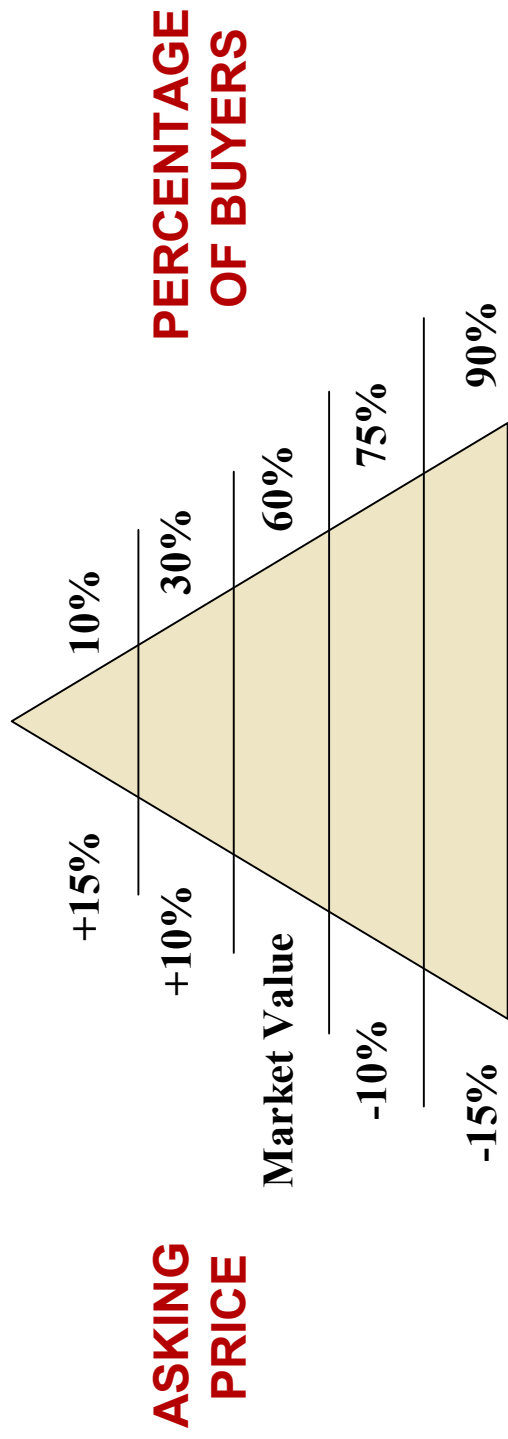
# Our Service Process





# Pricing Factors




## IMPORTANCE OF INTELLIGENT PRICING



As the triangle graph illustrates, more buyers purchase their properties at market value than above market value. If you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your opportunity for a sale.



# Competitive Market Analysis

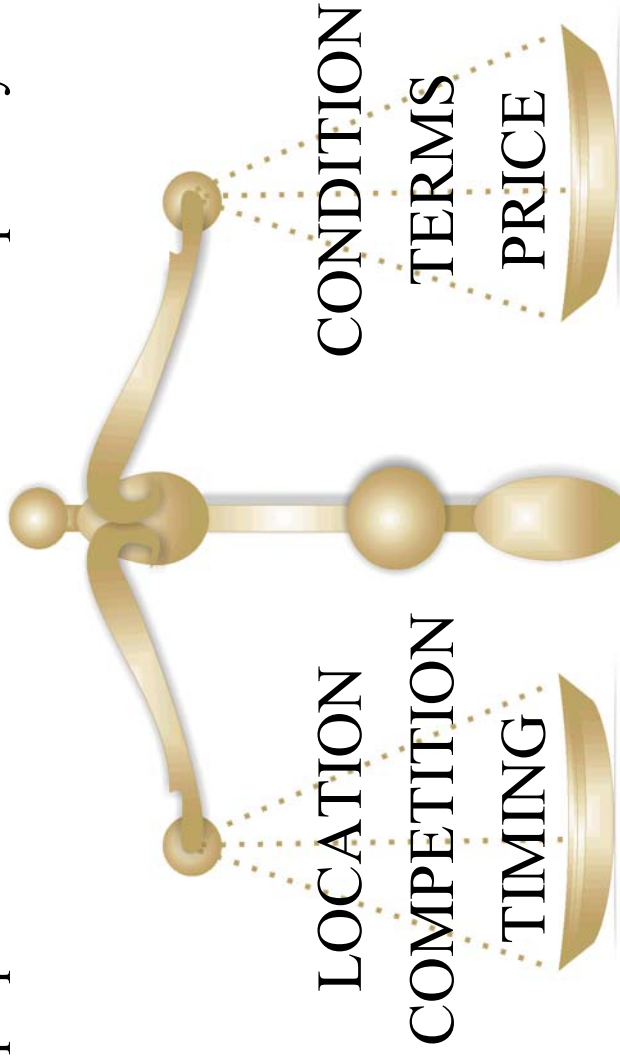
- **Recent Sales** 
- **Current Listings = Competition** 
- **Expired Listings = What has not sold** 





# Focusing On Results

The proper balance of these factors will expedite your sale.



# SOLD