



“21st Century Technology – Old Fashioned Service”

The Kout Team Hi-Tech Hi-Touch Marketing Plan:

The Kout Team Hi-Tech Hi-Touch Marketing Plan has been designed to sell your home *for as much as possible, as quickly as possible, and with as few hassles as possible!*

OVERVIEW: For starters, we put all our listings in **BOTH** Atlanta-area listing services, something not all local Realtors do. This not only ensures that your home is marketed to every agent in Atlanta, it also greatly increases the number of **websites and web postings** that will feature your home. Qualified Buyers are working with agents in this day of Buyer Representation; therefore, being in both listing services is essential to presenting your home to all ready, willing and able purchasers. In addition, we utilize the **Internet** as well as our **Real Estate Hotline** to aggressively market directly to potential buyers. We put our listings into two **print publications** each month, and we follow up diligently with every single inquiry we receive from all the marketing techniques we utilize. In short, we take full advantage of today's technology to market your home as aggressively and comprehensively as possible, to meet the demands of today's marketplace.

CONSULTATION: The process of selling your home begins with a no-obligation interview and listing consultation. This will give us the opportunity to get to know you, and you us. This will also afford us the opportunity to view your home and make suggestions to help you prepare the home for the market, in order to optimize the ultimate selling price you receive. We have great insight and experience with cosmetic and repair issues that will ultimately net you more for your home. During this consultation we will review our marketing plan in detail, and customize the plan appropriately for your particular needs.

INTERNET: Extensive research by the National Association of Realtors shows that the most important information buyers look for on the internet are #1 - Detailed Property Information, #2 - Multiple Photos, #3 - Home Addresses, and #4 - Virtual Tours. Many agents profess to market your home on the internet, but they fail to accomplish the above 4 most important steps. **THE KOUT TEAM** does all them **ALL!**

Our listings are posted on too many different websites to mention them all. The list starts most importantly with www.realtor.com, which is far and away the single most visited website by potential buyers. On realtor.com (which is also the real estate listings provider for **AOL**, **MSN** & homestore.com, plus some of the others listed below) **we pay extra to enhance our listings with multiple digital photos, detailed descriptions, and virtual tours** beyond the computer-generated standard information and generic front of house photo most realtors accept as sufficient. Our enhancements include your address, prosaic descriptions of all the features & benefits your home has to offer, and multiple professional quality digital photographs and **VisualTour®** virtual tours of your home and property. We utilize these enhancements in many of the other websites we post on as well.

Less than 10% of the Atlanta area Realtors® enhance their listings on [Realtor.com](#). Realtor.com receives 75% of all Buyer search time on the internet, and enhanced listings get 299% more traffic! Your home is simply not being marketed properly if it is not properly enhanced on [Realtor.com](#).

Newspaper advertising is covered by our placement of your home on the Atlanta Journal-Constitutions [AJCHomeFinder.Com website](#). We also pay extra to enhance our listings on [TheRealEstateBook.com](#), [realestate.com](#), [Earthlink.net](#), [Homegain.com](#), [LivingChoices.com](#), [bobvila.com](#), [lycos.com](#) & [Citysearch.com](#). Additional websites that will feature your home via our marketing plan include [atlantaml.com](#), [gamishomes.com](#), [craigslist.org](#), [propertypooch.com](#), [justlisted.com](#), [iwon.com](#), The Wall Street Journal Online, [realestatejournal.com](#), Netscape, Juno, NetZero, Excite, CompuServe, [Monstermoving.com](#), [DigitalCity.com](#), and the Internet Broadcasting System, which includes local portals from around the country, including [wsbtv.com](#).

We also enhance your listing in the numerous **Keller Williams Realty** websites. As a result of being in the Keller Williams websites, **your listing will be available on the websites of every major real estate brand in Atlanta**. Your listing will also be available through our own websites - [www.kout.com](#), [www.thekoutteam.com](#), [www.callthekouts.com](#), and [mynorthatlantahome.com](#). We follow up every single inquiry received from the internet on your home with an offer of a private showing of your home.

VIRTUAL TOURS: Our extensive use of the internet is enhanced by our posting of virtual tours, utilizing the specialized photo-stitching software program **VisualTour**. Our high-end digital photography equipment and software, combined with the VisualTour program, enables us to create wonderful marketing tools that also include our beautiful full-color flyers, and high quality photographs of your home and property to further help your home stand out above the competition on the internet.

HOTLINE: In addition, we utilize **The Kout Team Real-Estate Hotline**, a toll-free 1-800 number for potential buyers to call to access detailed information and fax-back flyers and other related information on your home. Via caller-ID technology we follow up with those interested in your house - something other Realtors cannot do if all they offer is a "grab & go" flyer. Both the Hotline and the Internet postings of your home are advertised via a second yard sign, and there will be a **BROCHURE BOX** with flyers in the yard as well.

PRINT MEDIA: As mentioned, other tools in our marketing arsenal include advertising our listings every month in print media such as **The Real Estate Book** and a special Keller Williams monthly edition of **Harman Homes**, both of which are widely distributed free real estate publications available throughout in the marketplace.

OPEN HOUSES: Quite frankly, we are not big fans of open houses; in fact, most of our clients tell us they would prefer we not even do them. Open houses as well as agent caravans are a holdover from the old days of real estate, before the Multiple List Systems were computerized, before the internet became such an important part of marketing homes to potential buyers - in effect creating a perpetual "open house" 24-7, as well as before the days of Buyer Agency, because today almost all qualified Buyers are being represented by their own agents. There are times, circumstances, and parts of town, however, where Open Houses may have some benefit, and when we meet we will discuss whether to include Open Houses in our **customized marketing plan for your home**.

FEEDBACK: Of course, most of the potential buyers for your home will be seeing it with their real estate agents. One of the hardest parts of this process, yet one of the most important, is obtaining feedback from the agents who show your home. Well, with The

Kout Team – Problem Solved! **We utilize a new cutting-edge internet/email based feedback tool** that allows us, and you, to receive considerably more feedback than is otherwise possible. This gives us, and you, the information we need to insure your home is positioned properly in the marketplace.

AUTOMATIC MARKET UPDATES: You will be set up in our **SOAR e-MLS** system, an automatic internet/email update system which will keep you informed on market activity in your neighborhood throughout the sales process. This will, in effect, keep the Comparative Market Analysis (CMA) we will prepare for you prior to putting your home on the market completely up-to-date throughout the selling process.

OUR GUARANTEE: All our listing clients receive **The Kout Team No Hassle Escape Guarantee** - which allows you to withdraw the listing at any time, no questions asked, and we pay the MLS withdrawal fees. No hassle – guaranteed!

EXPERTISE: In addition to aggressive marketing, you want highly experienced Realtors such as **The Kout Team** negotiating for you and representing you when an offer comes in. Listing Specialist **STEVE KOUT** is an Associate Broker, a Graduate - Realtor Institute, and a Certified Luxury Home Marketing Specialist, as well as an Accredited Buyers Representative. As a result of this advanced professional training and the experience gained from selling hundreds and hundreds of homes, we know how to negotiate effectively on your behalf and protect your interests. We have systems in place to make sure that the buyer of your home and their agent are living up to their responsibilities. Additionally, we are there for you throughout the inspection process to help you avoid the pitfalls that can occur and to make sure that a fair and equitable solution is negotiated.

TEAM BENEFITS: Finally, what really sets us apart is our team concept. **Lee, Gene and Steve Kout**, Buyer Specialist **Elizabeth Nicholson**, and Listings Manager **Amy Wilkie** are all available to ensure that everything is being done in a timely manner, and that anyone who is interested in seeing your home will be able to do so quickly and easily. In addition, **Hilary Spencer**, our Transaction Coordinator, will handle all the closing coordination details. Hilary will oversee everyone involved in the transaction – Buyer, Seller, Realtors, lender, closing attorney, appraiser, termite company, etc – to make sure everyone does what they need to in order to arrive successfully at the closing table.

You need the most aggressive and comprehensive marketing program possible to get your home sold as quickly as possible, and for as much money as possible – **The Kout Team** provides just that plan. You want a highly experienced, professional, full-time team of Realtors to represent you throughout every step of the home-selling process – **The Kout Team** provides that experience. And, you deserve to be represented by dedicated and caring Realtors who are focused on personal service and attention – **The Kout Team** is dedicated to serving you properly.

“WITH US, IT’S ALL ABOUT YOU!”

Call The Kouts
FOR ALL YOUR REAL ESTATE NEEDS

404-255-9952

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**KELLER WILLIAMS**
REALTY
FIRST ATLANTA