

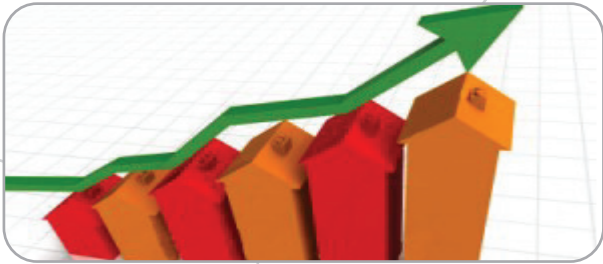


# 28 Point eMarketing Program

Hill Team Associates Guarantee



Maximum exposure marketing program.



## 1. Free No Obligation Market Analysis:

Create a CMA or detailed market analysis of your property with evaluation of your location, lot, neighboring homes and current market conditions, along with recently listed, under contract and sold homes.

## 2. Representation:

Our fee is negotiable and ranges between 5-7%, where we offer above average co-brokers of 2.5-3.25%. The co-broker is the percentage of the fee we share with the other area agents to bring their buyers.

7% maximum exposure plan



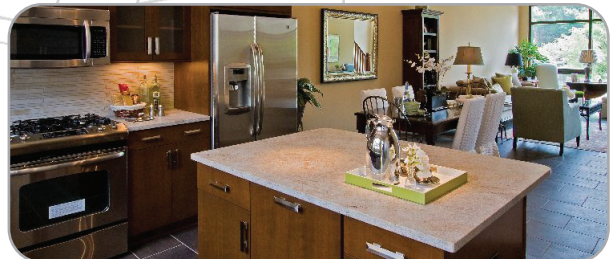
## 3. Independent Appraisal Reimbursement:

We reimburse you out of our commission for any independent appraisal that you choose to have done. (should you not agree with our pricing evaluation)



## 4. Broker's Open House Luncheon:

We hold broker's open house luncheon and offer a \$50 cash prize for the agent that guesses closest to the eventual sale price. (Lunch's from Peppercorns, Ciao Bella, Chinese Food, or comparable) Typically we get 20-35 area brokers in your home.







## 5. Feedback Reports Bi-Weekly:

INMAN news & Realtor.com updates We keep you informed about the real estate market and provide feedback on all calls, showing and inquires. We also provide you with the most up to date information regarding the RE market, current trends and expected forecasts. (Inman News, Realty Times, HUD.gov etc.) (report generated and sent via email)

## 6. Marketing Consulting Specialists:

We work closely and consult with you in marketing your property, such as selecting pictures, helping with description, discussing improvements and conditions. We then create the best marketing and ad campaign with your feedback.



## 7. Home Marketing Booklet:

We provide a booklet which stays at the property, which includes a custom handout, full MLS data sheet, plot plan, the sellers description of property and utility information. We help the buyers to make a more informed decision upfront.

## 8. For Sale Signs:

We place a "For Sale" sign on your property and position it properly. If necessary we position directional arrows at all key locations to main roads. We use RED SIGNS which stand out.

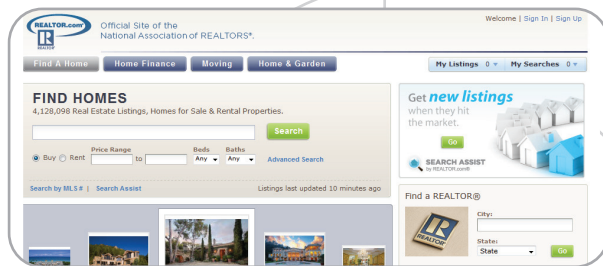


## 9. MLSPIN - Professional list home on MLS:

Professionally positioning your home on MLS which syndicates to over 35 other Real Estate sites including: Trulia.com, Homes.com, Boston.com, Zillow.com, HTAhomes.com, Housesbydave.com, and many others.

## 10. Realtor.com - International Web-Site :

Enhanced positioning on the largest consumer RE web-site in the world. Includes multiple photos, enhanced text descriptions, video tours and monthly owner reports.



## 11. We place your home on over 60 internet search site:

(Statistics show that 9 of 10 people start their home search on the internet: We link to: Trulia.com, GoogleRealestate, Yahoohomes.com, HTAhomes.com, Boston.com, HousesbyDave, HillTeamAssociates, CommercialByDave, Telegram.com) Worldproperties.com (adding additional sites as available)

Expect more results from a Team!



### 12. RLS2000 Website:

We give you an active account on RLS2000.com. You will have access to all homes on the MLS and in your homes immediate area. You can search actives, price change and sold homes. You have access to what is going on.



### 13. HTA Proactive Marketing Sessions:

Once a week as a team, we call all past clients, buyers in our network and agents who might have client matches for our inventory. We have a TP database of over 3500 people. We do not just wait for people to call us.



### 14. Home Web-Page:

www.123-any-address.com (Give your home it's own domain and web-site with photos, videos text, etc).

Max 7



### 15. Professional Open House Programs:

[ ] weekly (7%) [ ] bi-weekly [ ] monthly. (Signs on all blocks to main roads, door knock and posting on all buyer web-sites) \*Based on needs



### 16. Neighborhood Prospecting:

Post card mailing and door knocking programs before open houses, and status changes. (up to a 2 mile radius of property)



### 17. Monthly RE Event - .www.freeREevent.com -

We hold a public Real Estate event every 3rd Tuesday of the month at our Worcester office. Includes networking, refreshments, and a raffle. Educational topics change every month.

### 18. Video Tour Technology:

Zipvo Videos MLSpin, Realtor.com, MLSpropertyFinder, HTAhomes.com & KW.com (statistics show, videos get 15-20% more internet hits)

Max 7





Expect more results from a Team!



### 19. Property Flyers:

Professional flyer's created and posted at locations like UMass, Shaws, St. Vincent Hospital, etc.



### 20. MAPASS professional showing service:

Showings and automatic feedback service. (E-mails on every showing). no more guessing!



### 21. KWLS (Keller Williams Listing Service):

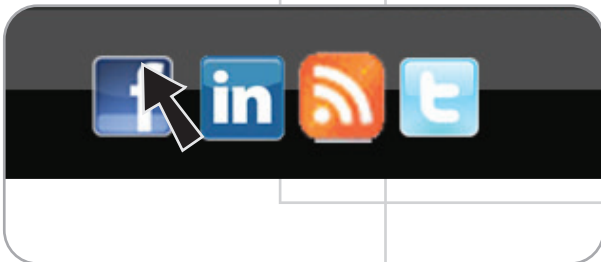
International data sharing with over 80,000 agents Linked to KW.com, and Wolfnet.com ( #1 KW relocation resource)

### 22. Complimentary Home Staging Consultation:

Staged homes sell for 8% more and in 30% less time. When you list with us you get a free walk-thru consultation. When you enter into our Max7 you get a 2 hour consultation with our professional staging consultant.



Max 7



### 23. BLOG & Alternative Sites:

Our properties are posted on Craigs list, Postlets, Facebook, LinkedIn and other Real Estate blog and social sites. (Outstanding results with generation X)

### 24. Home Warranty:

KW offers extended & full warranty services for both new construction and existing home. Through Home Warranty Company of America.

Max 7



### 25. Catalogue of Homes :

Local Real Estate magazines and web-sites.(special request only)

Max 7



## 26. Professional Photographer

Hire a professional photographer to enhance the photographs. We also create a virtual floor plan.(special request only)

Max **7**

## 27. Professional Full Time Real Estate Team

When you hire the Hill Team Associates, you are also hiring a full time administrative staff to support you, the Hill Team, and your home. We answer phones live during business hours, and we have 2 marketing specialists who continuously recirculate your home to our internet and blogs sites. Our primary goals are attracting as many buyers as possible and netting our clients as much money as possible.



## 28. \*Terminate all listing contracts if I do not fulfill this written guarantee. (100% Satisfaction Guarantee)



David Hill, Consultant/Broker  
Hill Team Associates, LLC  
324 Grove Street Worcester, MA  
Turnpike Road Westborough MA  
Phone : 508-365-3576  
Fax : 508-365-3576  
e-mail: dhill3@kw.com

