

FOR SALE
512-794-6635



YourKeyToResults.com



www.YourKeyToResults.com
Call The Raesz Team 512-794-6635



3 REASONS TO HIRE DAVID AND THE RAESZ TEAM TO SELL YOUR HOME!



LUXURY HOMES INTERNATIONAL

KELLER WILLIAMS® REALTY

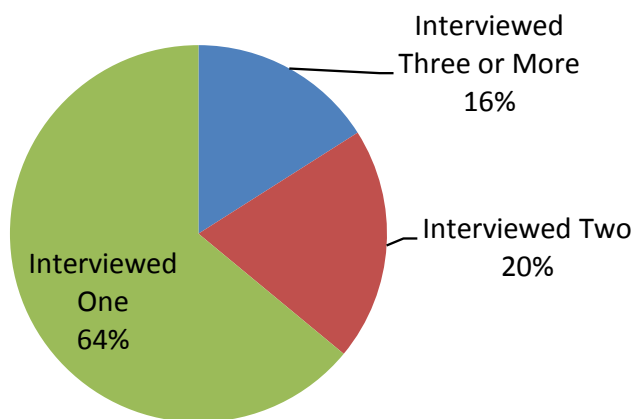
ONE is Market Knowledge - Studying for market trends and price watching to understand market shifts and how this will affect your price to sell in the shortest period of time.

TWO is Negotiation Skills - Netting you the most money through learned training techniques to get the full advantage.

THREE is Perspective - Clear understanding of how the many other trades that directly affect our local market and where the market has been, today's market, and what to watch for in the coming months.

Consulting with our clients to make a Safe & Sound decision when it is the right time to make your next move!

Number of Realtors Interviewed by Sellers



Our Culture WI4C2TS

Win-Win or no deal

Integrity in doing the right thing

Commitment in all things

Communication to seek first to understand

Creativity with ideas before results

Customers always come first

Teamwork in together everyone achieves more

Trust starts with honesty

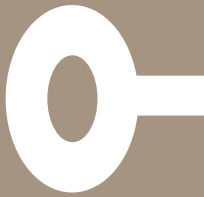
Success with results through people



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HOW THE RAESZ TEAM RANKS IN THE MARKET



66



The Raesz Team

★ Top 1/2 of 1% of all the Realtors® in Greater Austin area.

★ Top 1% of all Realtors® in North America.

AUSTIN BUSINESS JOURNAL SALES AWARDS

#13 in 2003

#8 in 2007

#15 in 2008

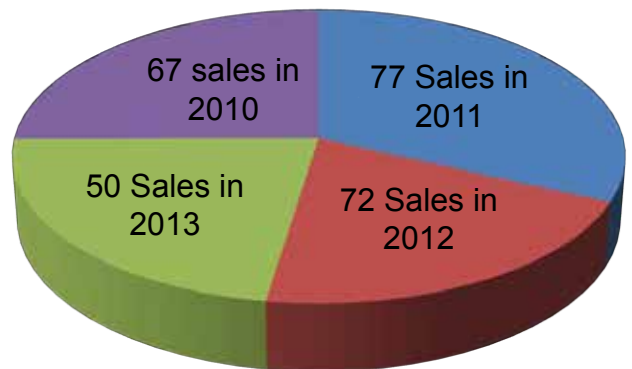
#14 in 2009

The AVERAGE Realtor ONLY SELLS

2.5



Raesz Team Four Year Sales



★ Listed in the Who's Who National Register Since 2001.



WHY WORK WITH A TEAM - NO ONE SUCCEEDS ALONE!



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There are over 192 activities to be performed in the job as a Realtor and what you need to accomplish in getting your home sold. It makes sense to have a team that specializes and is committed to each of these different tasks in providing a high level of service commitment in representing your property. It is all about paying close attention to your details.

I have hand chosen the right individual members to get your home sold and closed. I offer a written guarantee that if you're not happy with our service you can cancel and you owe nothing.

Why hire just one agent when you can have a team working on your behalf?

Your Real Estate Team

Team Leader

Client Care Manager

Buyers Specialists

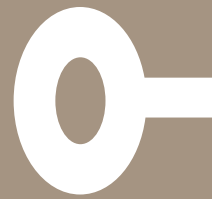
Listings Specialists



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READ WHAT OTHERS ARE SAYING



"I want to sincerely thank you for your excellent service in selling our home. Not only were you extremely efficient, you showed consideration and care. You kept me informed every step of the way and I liked that. So many thanks for a job well done."

-Virginia McPhail

"David listened carefully to what I wanted to accomplish, and really took on making that happen. His dedication to client service is matched by his expertise and understanding of the Austin market. His advise on preparing the home and pricing for the market was always spot on. In addition, David put me in contact with a variety of trades people who carried out work quickly, efficiently, and at very competitive prices. David handled my sale after I had already relocated from Austin, and he worked tirelessly to help coordinate everything that had to be done in order for the deal to be executed."

-Stuart Strum

"We always find it interesting how 'life provides' to us the people, places, and things we need most in our lives. We are so grateful that our paths crossed yours and were able to benefit from each other. We are most grateful for your friendship, integrity, and wealth of knowledge. Your efforts were over and beyond our expectations helping us to accept this transaction with ease. Though we were surprised that our home sold in two days and above asking price, we could not have expected anything less from a man as dedicated to his J.O.B. as you are."

-The Sedlacks

"After 6 months with another Realtor, David's Team took over and sold our home in only 18 days."

"Insightful, intelligent and friendly, the Raesz Team told us what needed to happen and it was all perfect."

-Chris & Amanda Kelley

"David Raesz marketed my home very efficiently. Within hours of posting the house on the market, the first clients made an offer. David helped me get through the closing process by always answering my questions quickly and attending to the smallest details with a can-do attitude."

-A. Ozarowski

"David had the enthusiasm and tenacity to use every avenue possible and requested to send information to the buying public. David encouraged us to put the price at a selling price!"

-Mr. & Mrs. Radowski

"I had my home listed with another Realtor for nine months, but it did not sell. After I listed my home with David, he had my home sold in 23 days!"

-Martha J. Farris

"He listened carefully to what I wanted to accomplish, and really took on making that happen. His dedication to client service is matched by his expertise and understanding of the Austin market. His advice on preparing the home and pricing for the market was always spot on. In addition, David put me in contact with a variety of trades people who carried out work quickly, efficiently and at very competitive prices. David handled my sale after I had already relocated from Austin, and he worked tirelessly to help coordinate everything that had to be done in order for the deal to be executed. On top of all that, David is a really nice guy and fun to work with. David may have equals in the Austin real estate business, but no superiors. I'll always be glad that I had the chance to work with him."

-Stuart Strum

"The Raesz Team did a great job of marketing my home and got it sold. They communicated with me the whole time. I got the price I wanted with none of the hassle"

-Helen Kirk

"We sold our home so quickly! The whole process was so easy. David and The Raesz Team got us our asking price and helped us negotiate with the builder of our new home."

-Marc

"Not only were you extremely efficient, you showed consideration and care. You kept me informed every step of the way and I liked that. So many thanks on a job well done. I also consider you my friend. Please give my regards to Tanya as I feel she is an important member of your team. She was always most helpful and considerate."

-Virginia McPhail



WHY ARE YOU SELLING TODAY?



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What would best describe your reason to move at this time?



Have to

Facing financial, family, health, or employment changes that require an immediate sale in the next 30 to 60 days



Need to

The decision to move has been made FOR a change and willing to do what is required to get moved and sold in 60 to 90 days

Want to

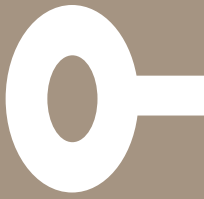
Sell above the market value with unrealistic terms and no specific time to complete re-sale



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WHICH BUYER DO YOU WANT TO ATTRACT?



Buyer A

Highest urgency because you have:

- Sold a home and have to move
- Being transferred with a new job
- Lease is soon to expire
- Must buy in 30 days

Buyer B

Urgent but time is not critical unless:

- Moving Cautiously
- Must sell home first
- New home buyer proceeding cautiously
- Looking for the "almost perfect home"
- Will buy in 90 days

Buyer C

Less urgency:

- Investor looking to pay far below market value
- Shopping for sale by owners (FSBOs) with no representation

Buyer D

No urgency:

- Just always shopping & curbing
- Can't qualify
- Has a big wish list

Which Buyer is going to pay top market value?





DAVID'S APPROACH TO SELLING YOUR PROPERTY



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Three Key Objectives

Pricing Strategies in achieving the highest price that the market will pay and calculating your net at closing! It's about having an in-depth knowledge of practical solutions.

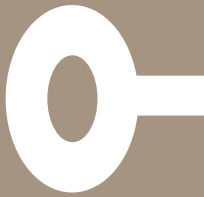
Time On Market is key to the highest net to paying you more - The Tale of Two Markets.

Convenience knowing you have a team of professionals that know their job and the many tasks that are required that must get done to close on schedule.

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10 STEP PLAN TO GET YOU MOVED



1. Access your needs, wants, and future plans
2. Provide market data and research for correct pricing strategies
3. Implement a complete marketing plan and Focus on Results
4. Provide staging strategies that increases showing results
5. Provide weekly updates and market & price corrections
6. Evaluate all offers and negotiate using our 28 years of experience
7. Coordinate the entire closing process
8. Inform about the closing process and review documents
9. Help coordinate the move as needed
10. Provide post closing services and consult on all your future real estate needs



MARKET CONDITIONS - FACTORS THAT AFFECT YOUR SALE



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Economy

Interest Rates

Subprime Lending Market

Lending Or Mortgage Rules Of Engagement

Appraisal Standards

Buyers That Interpret The News

Position Your Home

It is a competition - you against the rest of the market.

Question - Who do you want to win?



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SKILLED NEGOTIATIONS!

This is the Tale of Two Markets

It is about having a clear understanding of market conditions, knowing about The Buyer Agent, and understanding the Buyer's position.

- Position
- Urgency
- Motivation
- and Needs!



TO START Right- you must understand it all comes down to price and condition



THE TALE OF TWO MARKETS



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Your Market is the Tale of Two Markets

The 66% that is **OVERPRICED**
and **NOT SELLING** and receiving
NO OFFERS

Versus

The 34% that is **PRICED RIGHT**
and **STAGED** receiving **OFFERS**
and also getting **MULTIPLE**
OFFERS!

**BEST PRICED
WELL STAGED
ALWAYS
SELLS FOR TOP DOLLAR**

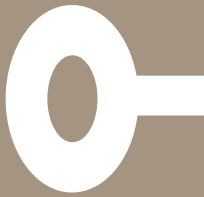
Let me explain...



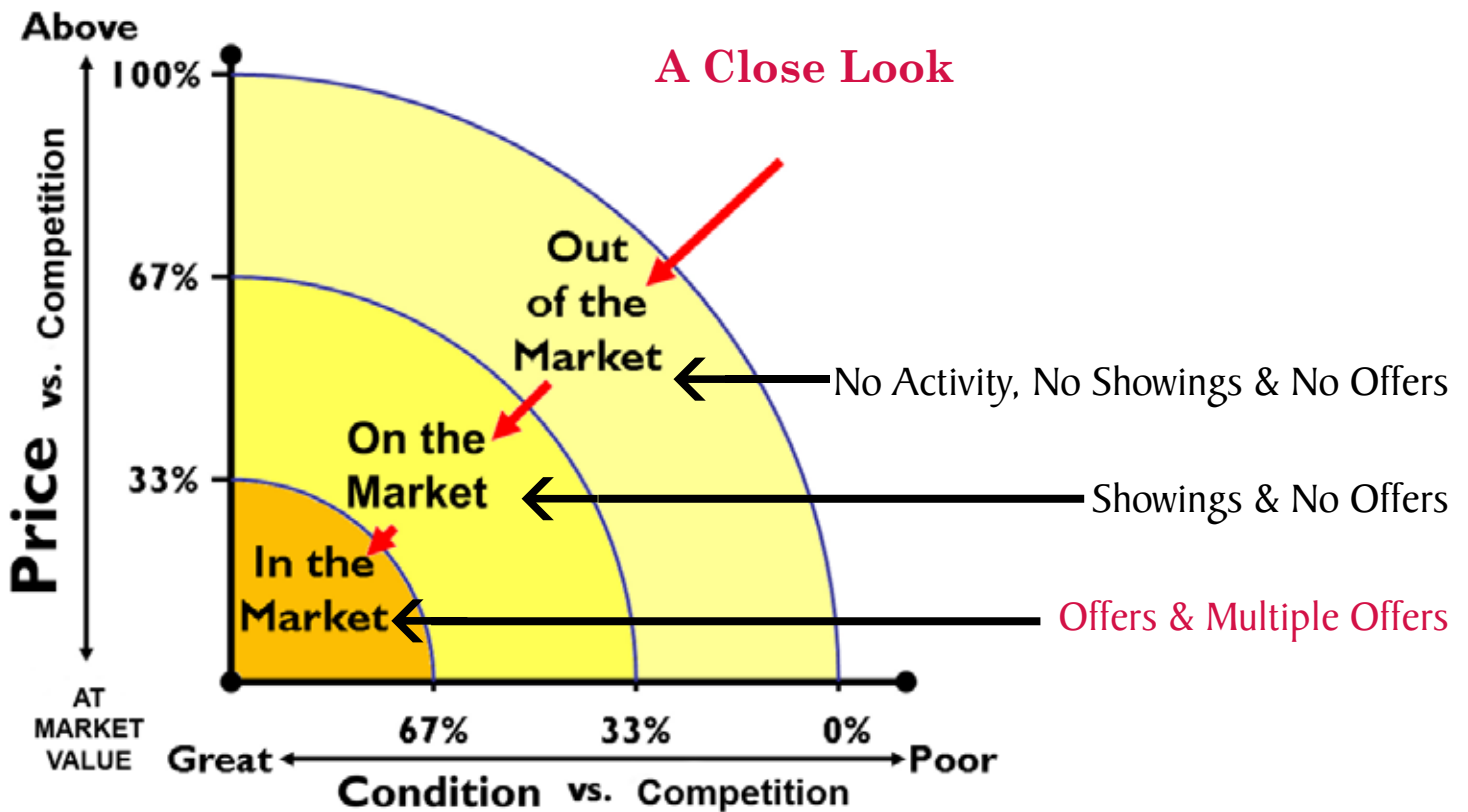
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HOW TO INTERPRET THE MARKET YOU'RE IN



What Market do YOU want to be in?





BUYERS MARKET 2006 THROUGH 2012

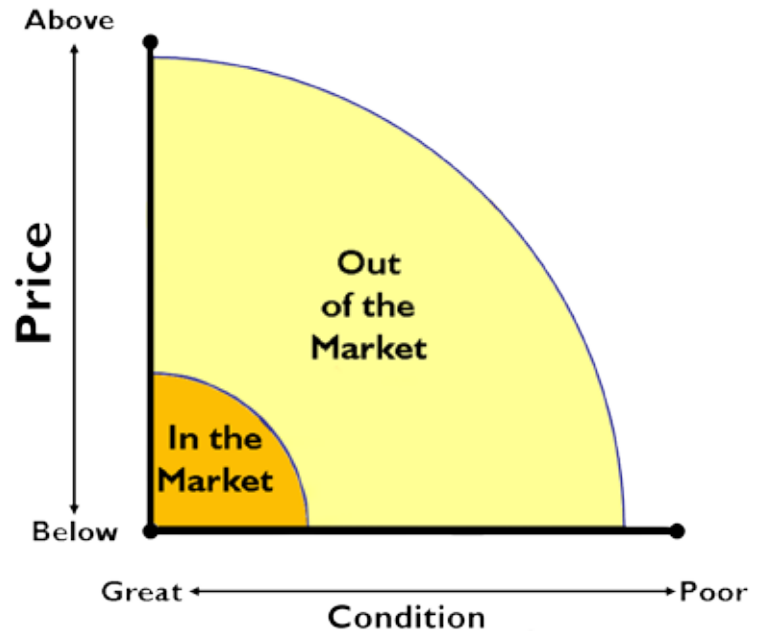


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In a BUYERS MARKET there is MORE COMPETITION and FEWER BUYERS. Sellers have to be MORE CAUTIOUS AND EXTREMELY COMPETITIVE for FEWER BUYERS.

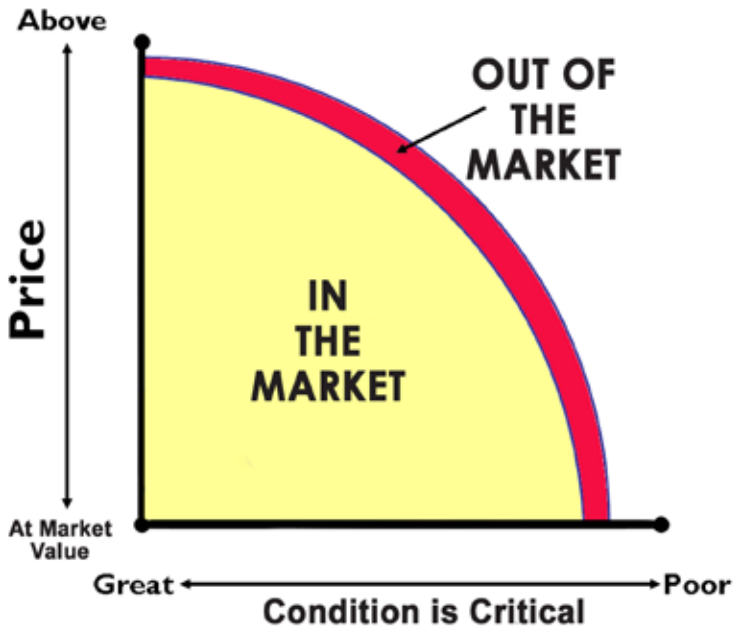
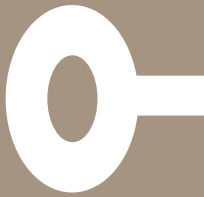
You only get one chance to make a great first impression.



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SELLERS MARKET 2013 THROUGH ...



In a **SELLERS MARKET** there is **LESS COMPETITION** and **HIGH BUYER DEMAND**

Must have the **WoW & PoP** factor **Be the Bride - Not the Bridesmaid!**





TIME ON MARKET



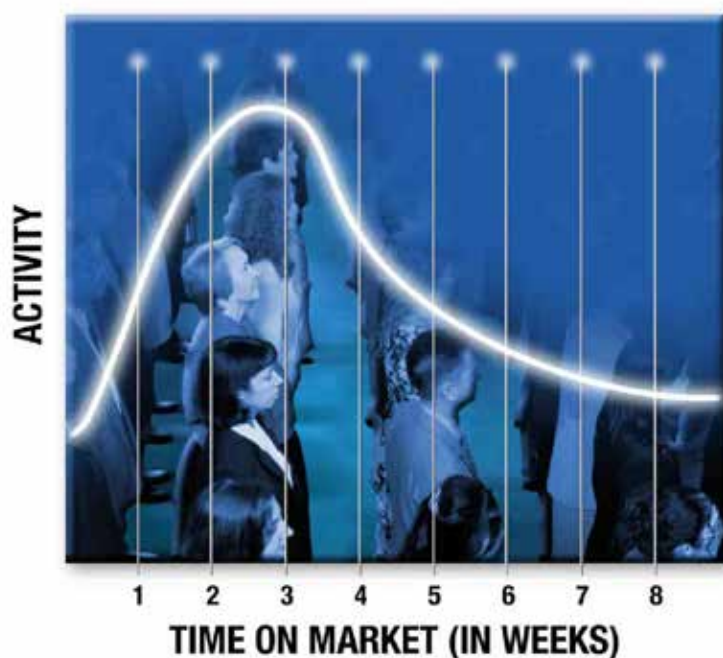
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SHORT TIME = SELLERS TERMS \$\$\$
ATTRACT MORE BUYERS

VS.

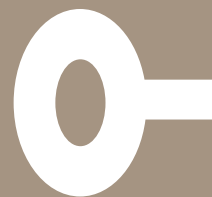
LONG TIME = BUYERS TERMS
FEWER BUYERS AND FEWER OFFERS



Important!
Buyers question every day a home is on the market "What's wrong?"

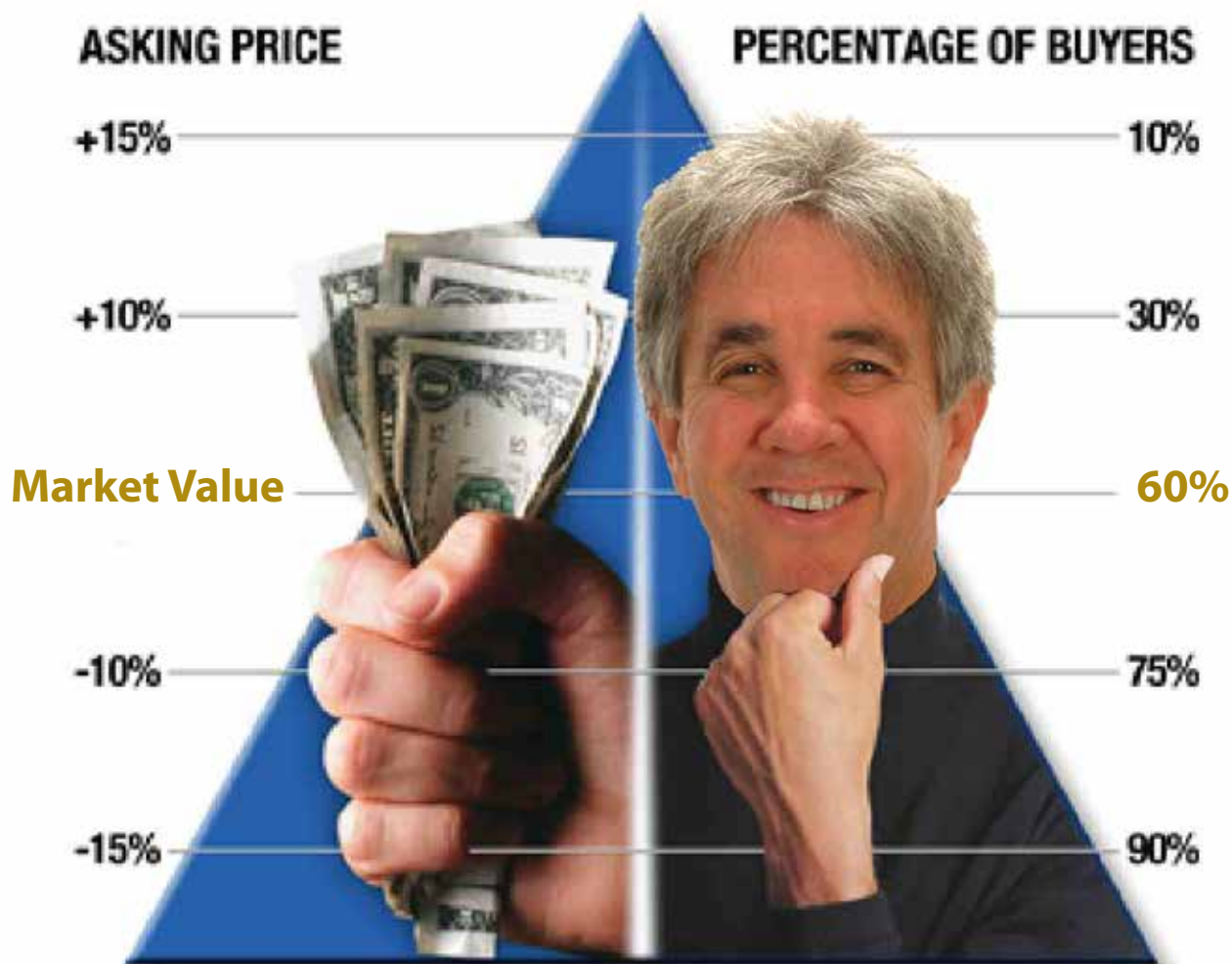


BUYER PRICING STRATEGIES



Importance of Intelligent Pricing

Correct pricing in current market conditions attracts buyers! The triangle illustrates when pricing above market you have fewer buyers looking. When at market value you increase your buyer pool. Aggressive pricing increases your buyers and multiple offer opportunities which can increase your price at the same time.



A competitively priced home will attract a high percentage of prospective buyers.



4 CHOICES A SELLER CAN MAKE



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KEEP IT!



RENT IT!



LOSE IT!



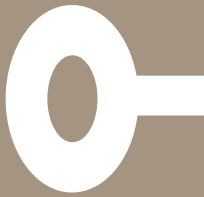
SELL IT!



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FACTORS THAT WILL NOT AFFECT THE VALUE OF YOUR PROPERTY



Price & condition will sell your home faster & for more money in any market!



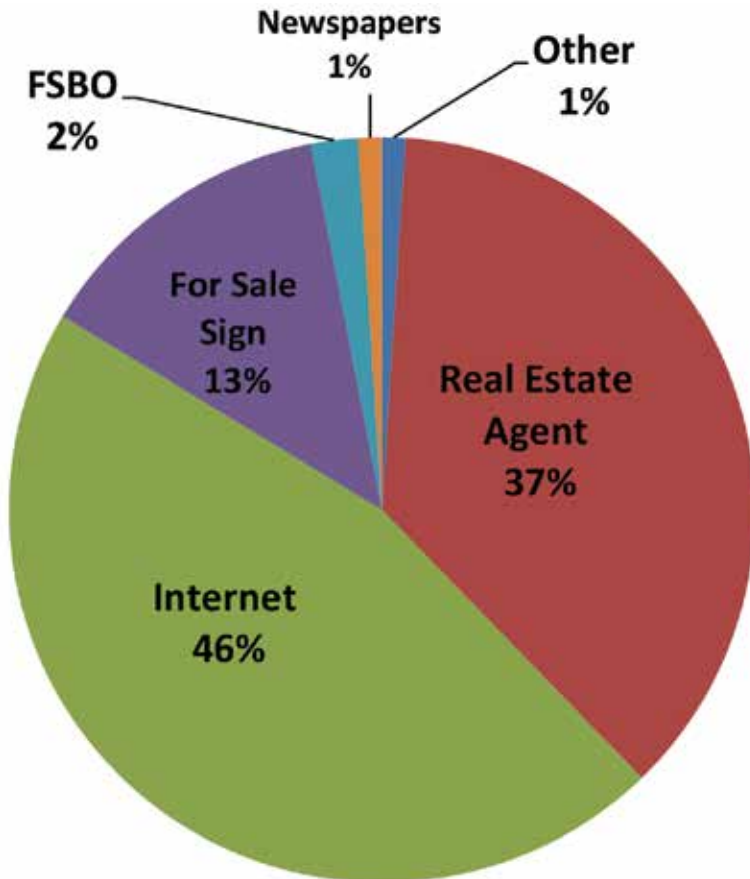
The value of your home is what Buyers are willing to pay, for this kind of property, in your area, at this time.

HOW BUYERS START THEIR HOME SEARCH



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Where would you begin your home search?

89% of all Buyers begin their home search on the internet in the U.S.

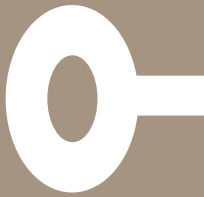
98% of all Buyers begin their home search on the internet in Austin

The right
REALTOR®
knows their
JOB!



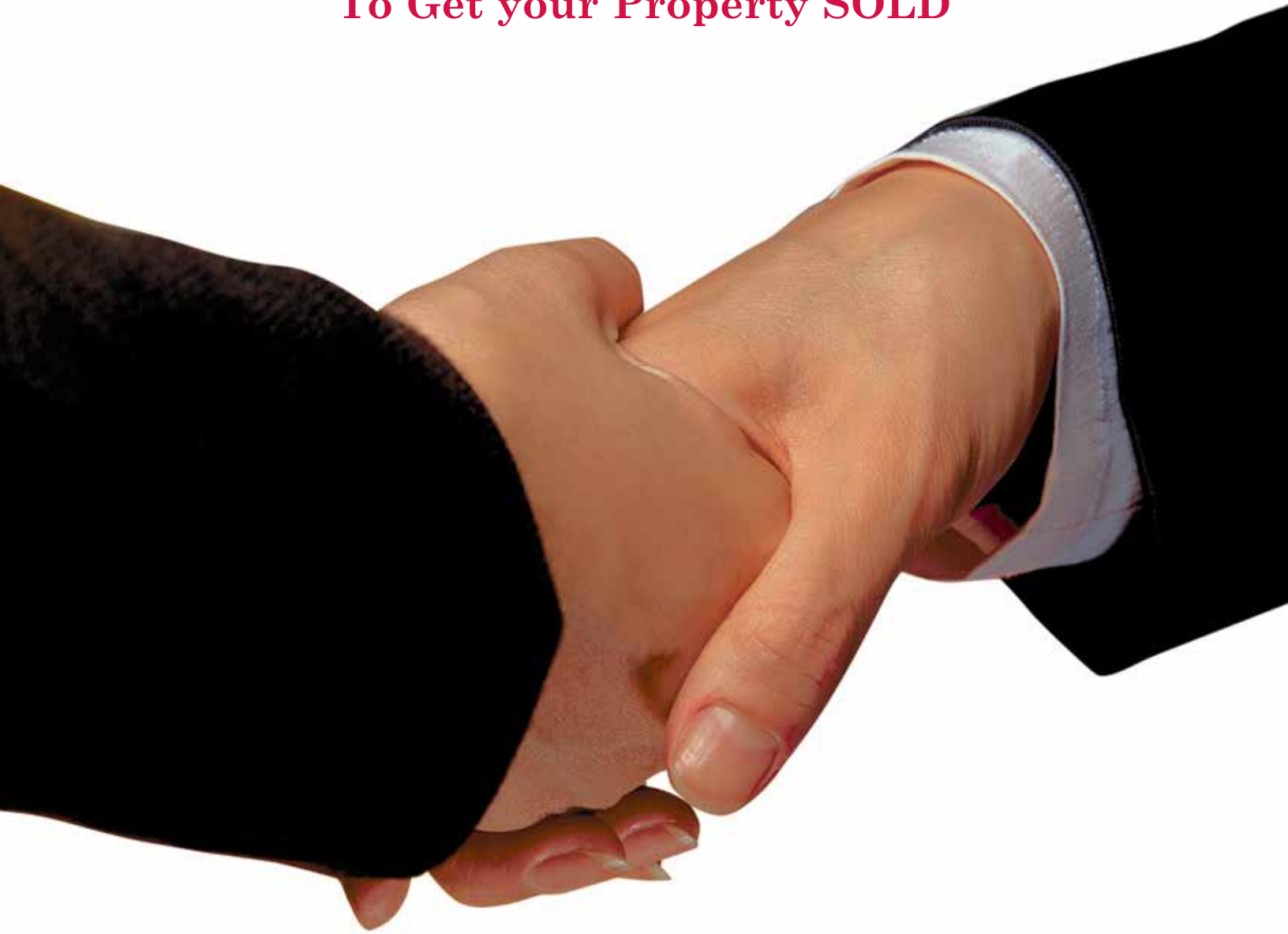


THE ONLY CRUCIAL
DECISION TODAY...



Hire The Right Realtor that
makes you FEEL...

Comfortable & Confident
with a Proven Track Record
To Get your Property SOLD





PREPARING FOR THE SALE OF THE PROPERTY



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Your **Raesz Team** has prepared a Personal Folder to get you ready for the market and receive the highest price possible. Please utilize the time to prepare while reviewing and fill out all of the paperwork in order to assure quality time with David, your selling agent. This will ensure a quality high-level discussion on your specific needs and concerns.

Be sure to write down any questions or concerns so we may fully address your unique needs or concerns. David will be prepared to spend as much time necessary to help you feel 100% Confident and Comfortable.

Our Mission is to ensure your sale will net the most dollars to you, in the time frame necessary, and our team to make this your smooth move in delivering a high level of fiduciary service.

Our Vision is exceeding your experience such that you will feel confident in referring us to your friends, family, and co-workers.

Our Guarantee is that at any time you feel our focus is not getting your property sold, you can cancel our agreement.

Put **The Raesz Team** to work for you!

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Email: raesz@kw.com