



An Introduction to Selling your Home



With
Central Texas Home And Land
Rodney Monk





Understanding The Principles

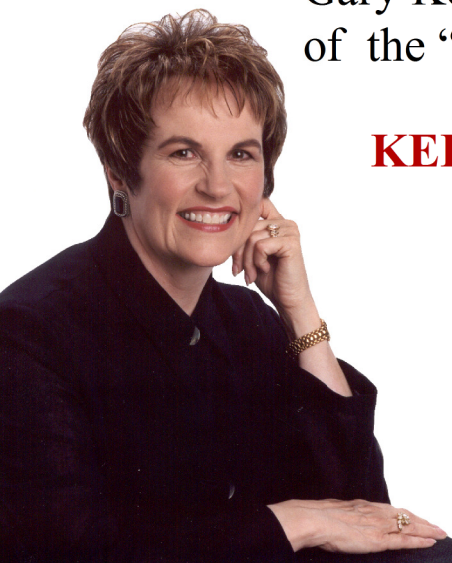
- KELLER WILLIAMS®
 - Consultant Vs. Agent
 - Key Objectives
 - Sources of Buyers
 - Marketing
 - Controlling Factors
 - Preparing for the Offer
 - Processing the Sale
 - Pricing Factors





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.



Mo Anderson
CEO

KELLER WILLIAMS® FACTS:

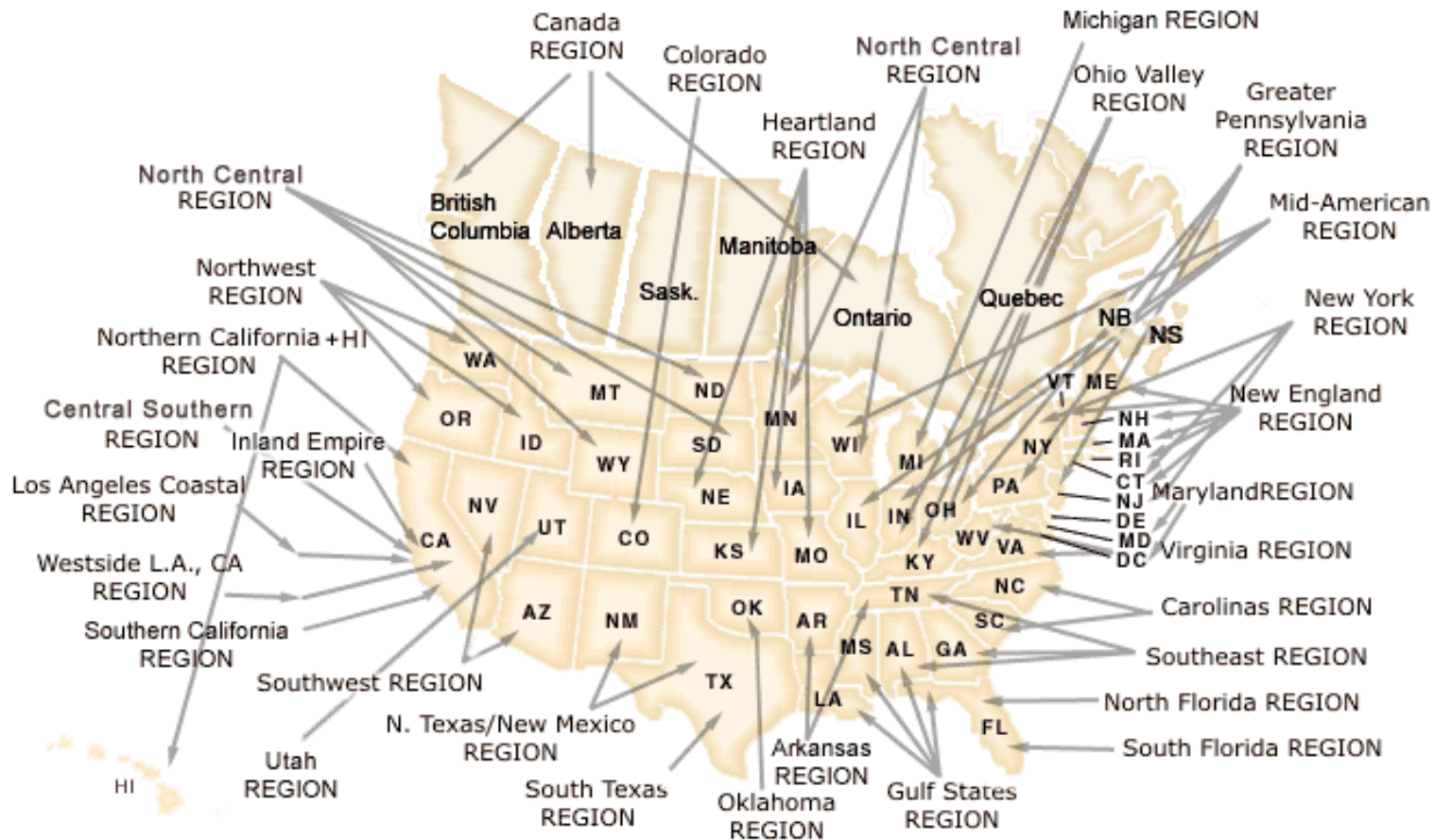
- “Most Innovative Real Estate Company” — Inman News.
- 57,146 + real estate consultants.
- 549 + offices in the U.S. and Canada.
- 5th largest real estate company in North America.
- Excellence in real estate consultation training.



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



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Rodney Monk

Rodney is a member of the Keller Williams Realty Team. **Instead of hiring just one Realtor, you are in fact hiring a team of Realtors at the same price.**

Rodney is always accessible to attend to the listing and buying needs of our clients. **Your needs are not affected by the personal schedule of an individual agent.**



Key Objectives

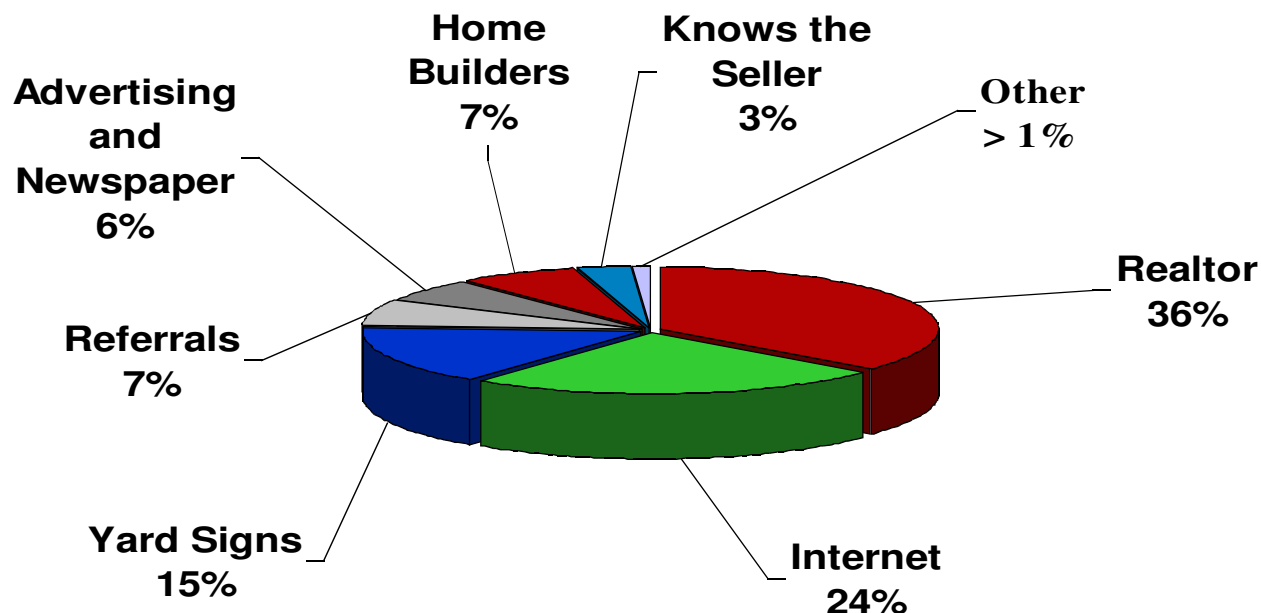
- **PRICING...** your home at the property's fair market value.
- **TIMING...** in the desired time period.
- **CONVENIENCE...** selling your home with the least amount of inconvenience.



Learning About The Home

WHERE BUYERS FIRST LEARNED ABOUT HOME PURCHASED

Compiled from NAR 2005 Profile of Home Buyers and Sellers report.





Marketing Plan

- **Targeted Advertising**
 - To the public
 - To the REALTOR® community
- **KELLER WILLIAMS® Professional Real Estate Consultants**
 - Office Tours
 - MLS Area Tours
 - REALTOR® Open Houses
- **Yard Signs**
 - Highly recognized
 - Calls come from our signs
- **Multiple Internet Web Sites**
 - MLS
 - Realtor.com
 - Local/International Internet Sites





Marketing Your Home

Our Respective Duties

Agent

- Input your listing to MLS.
- Install nationally recognized sign.
- Provide information fliers.
- Pricing Guidance.
- Prepare Advertising.
- Hold Broker Open House.
- Give Feedback on showings.
- Review contracts and represent you in negotiations.
- Guidance in staging your property.

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**





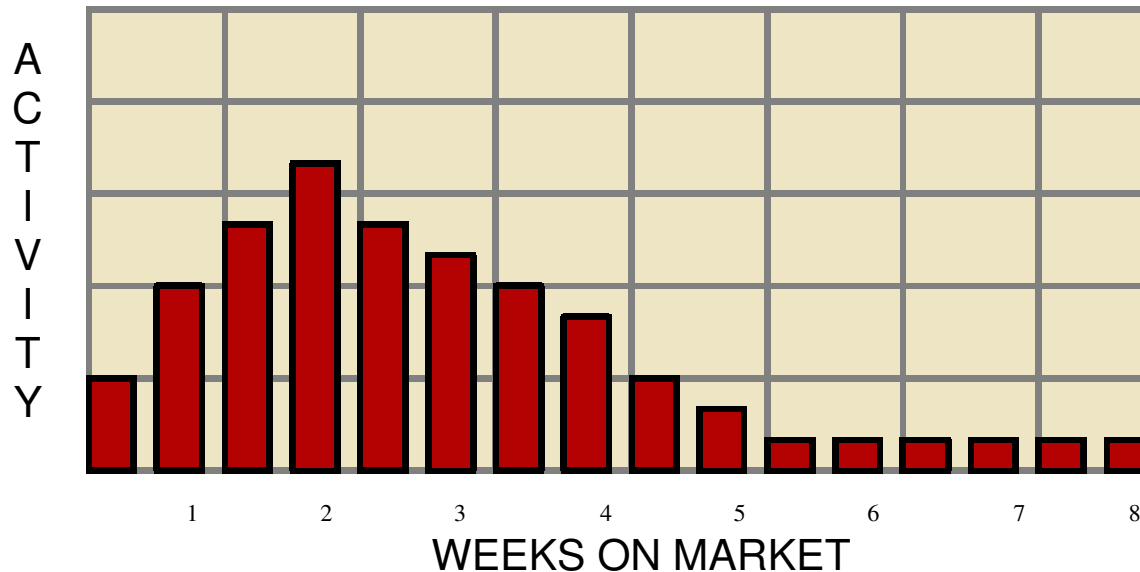
Home Warranty Plans

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.

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Home Selling Process

**BEGIN
PROCESS** →

MARKET RESEARCH

LISTING SIGNED

OFFICE

GRAPHICS

OFFICE TOUR

BROKER'S TOUR

MULTIPLE LISTING

MLS COMPUTER

MLS MEMBERS

MLS TOURS

CONTACT PROSPECTS

SHOWINGS

OPEN HOUSE

OFFER RECEIVED

NET SHEET

OFFER

COUNTER OFFER

CONTRACT ACCEPTED

EARNEST MONEY

INSPECTIONS

**TRANSACTION
PROCESSING** →



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

**SELLER
SEES THEIR HOUSE**



**BUYER
SEES YOUR HOUSE**



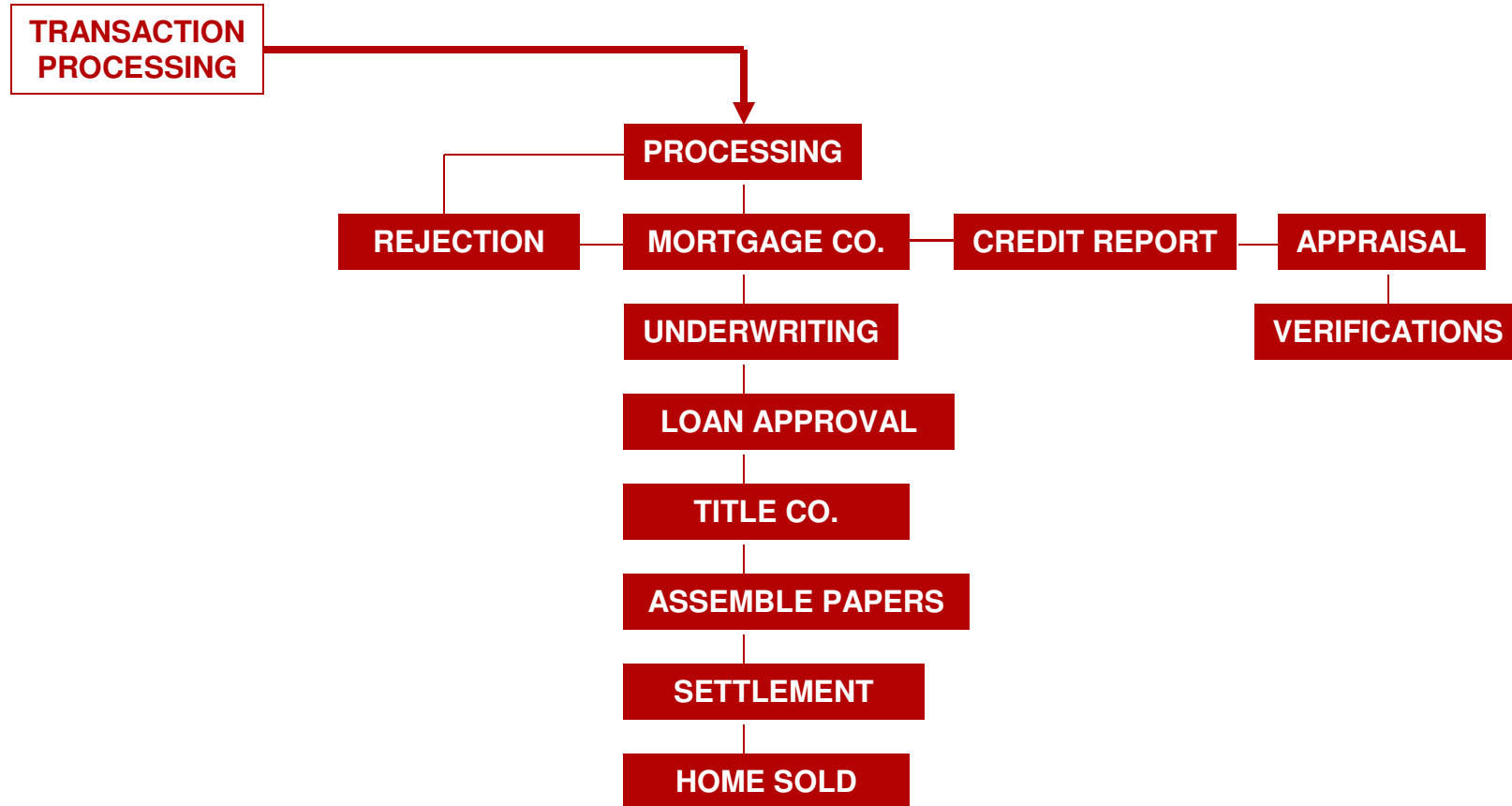
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**INSPECTOR
SEES THE HOUSE**





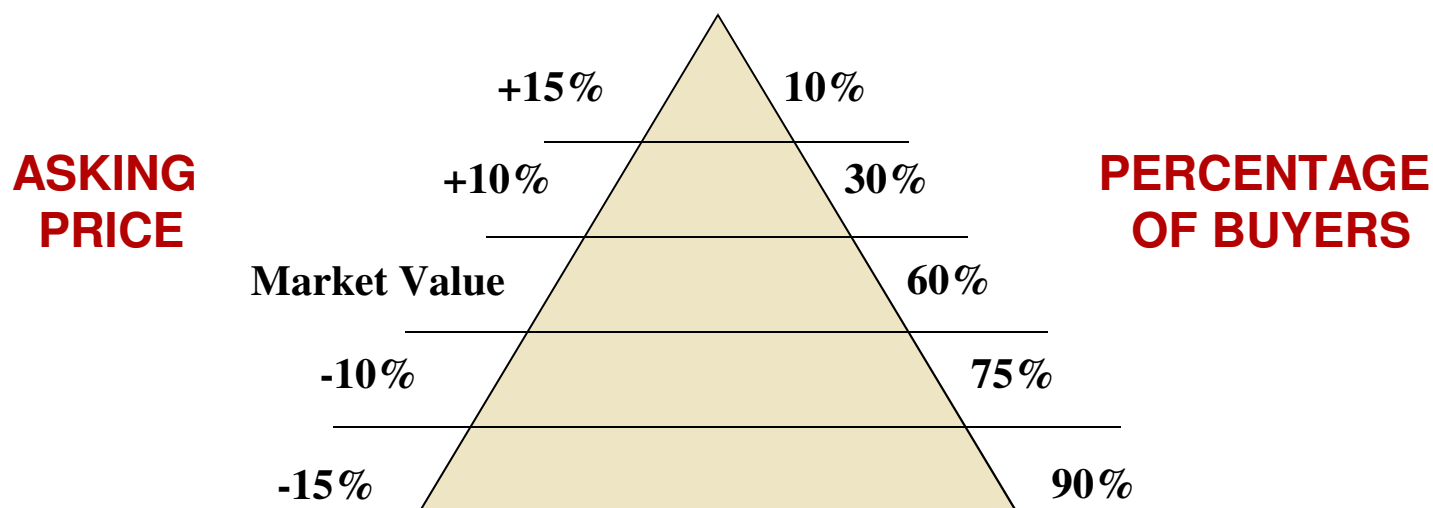
C2C - Contract To Close





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.



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.



Competitive Market Analysis



Recent Sales



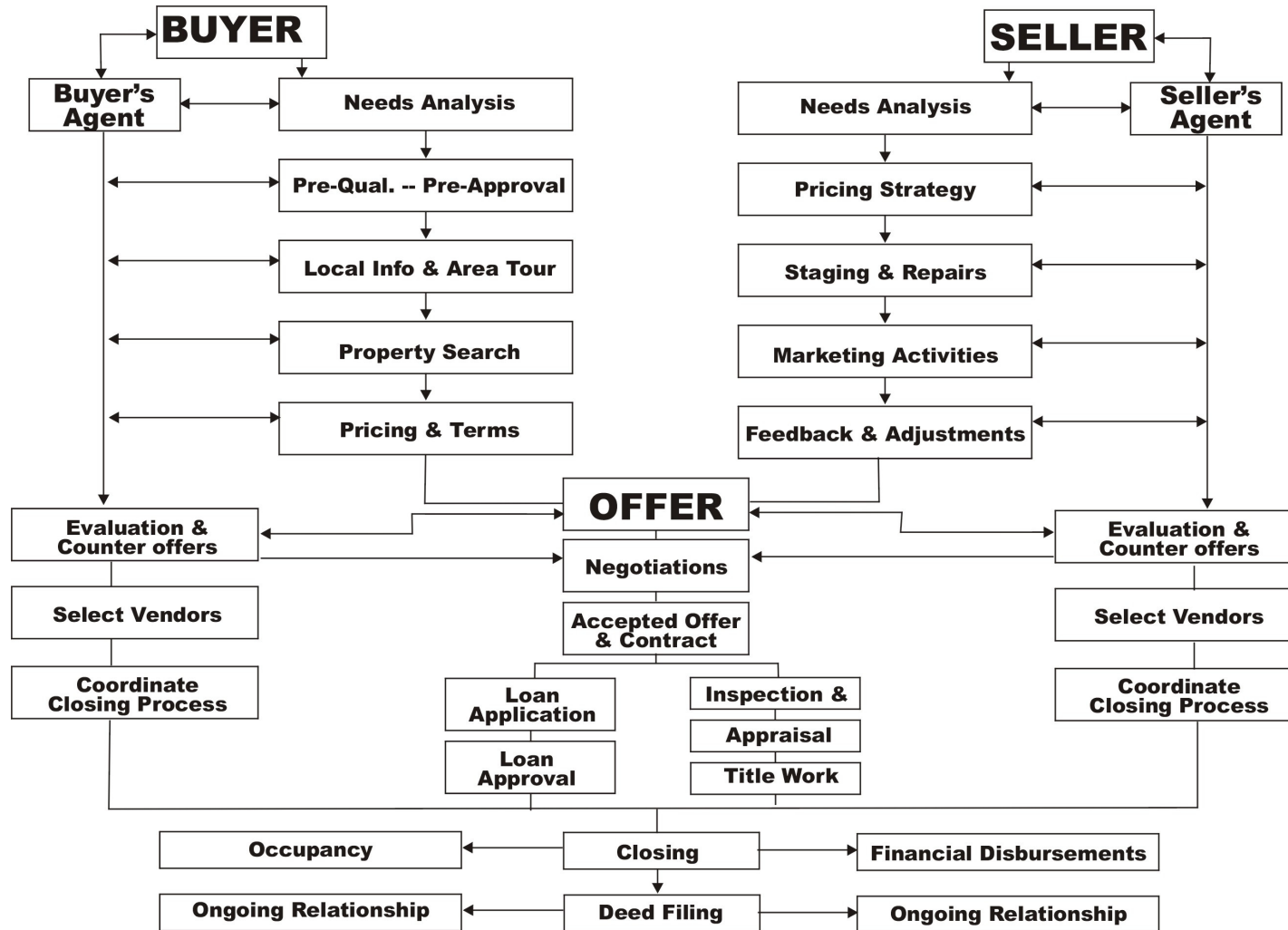
Current Listings = Competition



Expired Listings = What has not sold



Our Service Process





Focusing On Results

The proper balance of these factors will expedite your sale.

