

Walter Hayes, GRI, ABR, RECS
Broker/Associate
e-Pro - Certified Internet Expert
Keller Williams Realty of SW MO
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Allow me to introduce myself as the KELLER WILLIAMS Realty specialist for your area. My goal as a listing agent is to help you sell your home for the highest price, in the shortest period of time, with the least amount of inconvenience to you.

This packet contains information about marketing your home. Specifically, it includes:

- My mission statement and objectives
- References
- Why use an e-Pro?
- Marketing Program
- Pricing your Property
- Tips for Preparing your Home for Sale
- My Resume

I am available to answer any questions you might have. Please don't hesitate to call at 649-6776 or email me at walter@walterhayes.com.



My Mission Statement

I am committed to sell your home with the least amount of stress on you as possible. My goal is to make the sale of your biggest asset an easy one.

My Objectives

- Listen carefully to make sure YOUR objectives are understood
- Explain the home selling process thoroughly
- Discuss agency representation
- Price your home correctly
- Implement a proven marketing plan
- Make every effort to sell your home promptly
- Generate and follow-up on leads
- Communicate consistently, so you know what to expect
- Network the entire broker population
- Diligently track the closing process on the sale of your home



Why use an e-Pro?

An e-Pro is a REALTOR® who has successfully completed the e-Pro training program for real estate professionals. Endorsed by the National Association of REALTORS®, the e-Pro course teaches the professionals the nuts and bolts of working with real estate on-line: websites, e-mail, on-line tools, and most of all, what today's consumer really wants.

Should you use an e-Pro?

- **Yes**, especially if you're an internet user. In this fast-paced age, technology has become a necessity. An e-Pro is someone who has recognized and responded to the needs of the new consumer. If you choose an e-Pro, it's a safe bet you'll get the kind of service you want and need.
- **Yes**, I will be your guide to market values, locations, buying and selling tips and criteria search. After all, I'm in the top 1% of all REALTORS® in the United States with an e-Pro certification.
- **Yes**, I will have instant access to the latest internet utilities for making your life easier. These tools include:
 - On-line home tours
 - Instant access to comprehensive neighborhood data
 - Extensive property listings
 - Immediate email notification of just listed homes meeting your criteria
 - Referral networks and on-line forums, where e-Pros can quickly find information - even potential buyers - from other e-Pros
 - Newsletters on current real estate conditions in your area



Commission Rates

- \$2,000 minimum commission
- 7% of the Net Sales price on homes with a list price of \$99,999 or under.
- 6% of the Net Sales price on homes with a list price of \$100,000—\$499,999
- 5% of the Net Sales price on homes with a list price of \$500,000 and above.

Commission Questions and Facts:

1 - Is your commission rate negotiable? I don't negotiate on commissions. I invest as much as half of the total commission charged in bringing in a buyer via cooperation with other brokers. I do sometimes give a discount for clients that give me volume business but I don't negotiate my commission.

2 - I don't get paid unless you get paid. I don't charge any up front costs for listing your property. I spend money and time that I don't recoup unless you get paid. I'm betting my time and money that I can sell your home. I deserve to be rewarded for my risk.

3 - The commission you pay does not all go to me. Real Estate is a very expensive business to be in. In 2008 my average commission is 1.98% of the sales price. The rest goes to the selling broker, the brokerage I work for and the franchisor.



Marketing Program

Specific marketing activities to sell your home begin the moment you sign the Listing Agreement. From installing the "For Sale" sign to Internet marketing, I am constantly working to sell your home. My proven marketing plan is designed to expose your home to as many potential purchasers as possible - making them aware of the key selling features and benefits of YOUR home.

In order to receive top dollar, you need top exposure. My proven marketing plan provides you with that top exposure. This includes:

- An invaluable "Seller's Guide" to give you and your home a distinct advantage
- Listing your home on the Ozark Gateway Multiple Listing Service
- Internet exposure across the Web on REALTOR.com, KW.com, remax.com, Yahoo.com, googlerealestate, zillow.com, trulia.com, visualtour.com, oodle.com, frontdoor.com, joplinhomesforsale.com, Walterhayes.com, Thehayesteam.com, Jbormls.net, as well as numerous other websites
- E-cards and flyers to potential buyers
- Installation of a "For Sale" sign (if you desire)
- Installation of a lock box (if you desire)
- Brokers Opens -other agents who work this area can stop by and preview your home
- National relocation exposure
- Office Tours - agents from my office stop by to preview your home
- "Just Listed" cards sent to neighbors and prospective buyers



Pricing Your Property

Determining price is one of the most critical steps in preparing your home for sale. A well priced home often sells quickly once it is put on the market.

When your home is priced right from the outset, you maximize your opportunity of reaching the most qualified buyers and obtaining top dollar.

- Pricing your home correctly:
 - Can save you thousands of dollars on your family's largest investment
 - Reduces risk because overpriced homes may eliminate some buyers if it is out of their price range
 - Ensures that other agents will show the home
 - Is good when it comes time to appraise. Your home must appraise at the selling price for the buyer to get financing

When I see your home and prepare a more complete and thorough market evaluation, I will use my knowledge of recent home sales and your neighborhood to help you price your home correctly.



Tips For Preparing Your Home For Sale

- Tidy up the grounds, porches and garage. Keep the lawn trimmed and edged. Make sure that your yard is clean.
- Your front door adds to that first impression - be sure it is scrubbed or repainted if necessary.
- Wash windows and clean/dust window coverings.
- If any decorating or painting is needed (especially in the kitchen), do it now! Twenty dollars worth of paint will make a much larger difference in the sales price.
- Bathrooms help sell homes. Make this room sparkle.
- Illumination is like a welcome sign. Replace bulbs and turn on the lights before the house is shown
- Wash dishes, make beds, put away clothes and straighten up. Do this daily and your home will always be ready to show.
- Keep pets out of the way during showings - many people are allergic.
- Pack away valuables, store extra furniture, knick-knacks, and medicines.

Pretend you are seeing your home for the first time, through a buyer's eyes. Call me for recommendations on how to stage the property for presentation to prospective buyers. That is part of my expertise.

Resume

Walter Hayes



Professional Credentials:

- Licensed Salesperson-1999
- Licensed Broker-Salesperson-2001
- e-Pro - Certified Internet Expert-2000
- Member of National Association of REALTORS
- Member of Missouri Association of REALTORS
- Member of Ozark Gateway Association of REALTORS
- Graduate 2007 Missouri Association of REALTORS Leadership Academy

Prior Business Experience/Education:

- Broker/Associate Keller Williams Realty of Southwest Missouri 2007 to present
- Broker/Owner RE/MAX New Directions 2001 - 2007
- Salesperson Bob Roy Realty 2000 - 2001
- Charles Burt REALTORS 1999 - 2000

Community Involvement:

- Alderman, Ward 2 for the City of Carl Junction 2003 to present
- Mayor Pro Tem for the City of Carl Junction 2006 to present
- President of the Carl Junction Area Chamber of Commerce 2005 - 2006
- Vice President of the Carl Junction Area Chamber of Commerce 2004
- Charter member of the Carl Junction Lions Club
- Member of the Carl Junction Planning and Zoning Commission 2003 - 2004
- Member of the Carl Junction Economic Development committee 2001 - 2002