

# PRE-SALE PRESENTATION



*Your Home*

*Prepared For  
You  
By  
Steve & Carol York*



**Hello,**

We are Steve & Carol York, Real Estate professional's servicing Acworth, Kennesaw, Marietta, Powder Springs, Smyrna, Vinings, and other North Metro Atlanta area communities. We know that selling a home in any market can be quite an undertaking and that selling in this market presents even greater challenges.

Our job is to educate you about the current market and make the selling process as smooth as possible. We are in a buyer's market. It is a great time to be a buyer. Housing inventories are high and interest rates are at historical lows. Foreclosures and other distressed properties account for over 20% of home sales. Everybody is looking for a bargain.

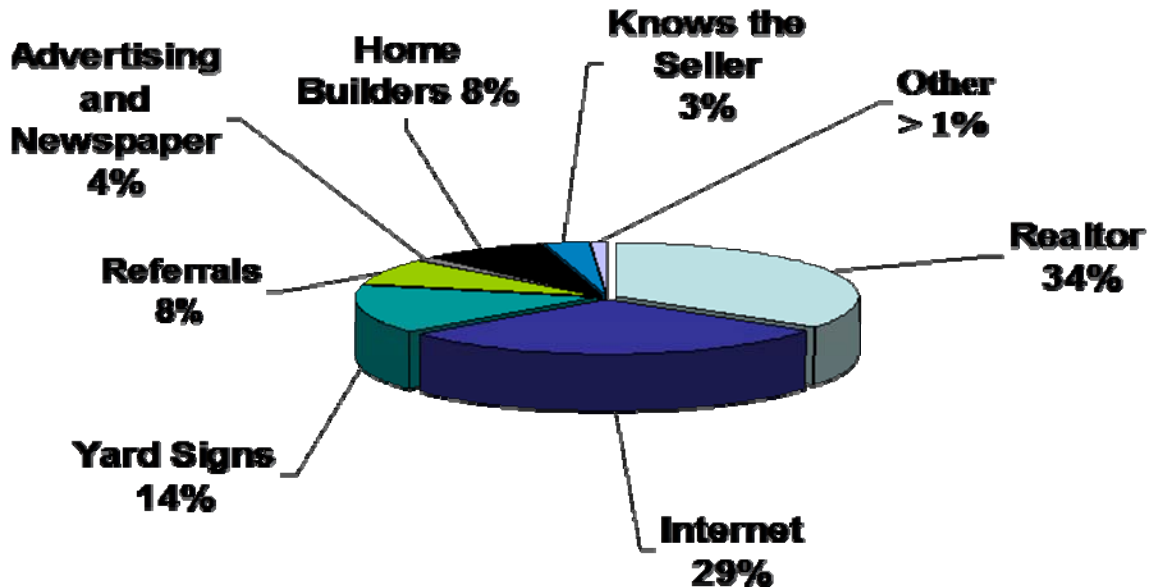
So what does this mean to you? It means that we can sell your house. There are still people buying homes. With the right pricing and marketing your home will be sold.



# How Do Buyers Find Your Home

## Learning About The Home

*WHERE BUYERS FIRST LEARNED ABOUT HOME PURCHASED*



*Compiled from NAR 2007 Profile of Home Buyers and Sellers report.*

**Realtors + Yard Signs + Internet = 77%**



# Internet Marketing



Trulia – Real Estate Search Engine  
**LIVE!**



GoogleBase – World's largest search engine  
**LIVE!**



Yahoo Real Estate – use Yahoo! Real Estate to find real estate  
**LIVE!**



Unique Global Estates – largest aggregator of international property listings in excess of US \$1Million.  
**Under Construction**



Homescape – Provides local comprehensive property listings and rich content to home buyers and sellers nationwide through affiliation with 125 online newspaper partners and 23000 advertisers. **LIVE!**



Point2Homes.com – Provided by Point2HLS as national marketing and advertising platform exclusively for real estate professionals.  
**Under Construction**



Yuvia.com – Helps home buyers find open houses nationwide schedule visits and find homes for sale. **LIVE!**



Zillow – Zillow.com is an online real estate service dedicated to helping you get an edge in real estate by providing you with a Zestimate® home valuation as a starting point for anyone to see – for free – for most homes in the  
**LIVE!**



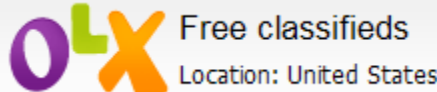
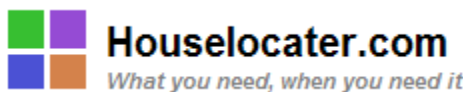
Cyberhomes – Website powered by Fidelity National Financial Inc that provides home valuation and neighborhood information. **LIVE!**



see what's here for you  
AOL Real Estate – Homepage of AOL.com which is Web services company that runs one of the country's largest internet access businesses. **LIVE!**



Frontdoor – Online real estate listing service powered by HGTV, the No.1 source for home-related media content  
**LIVE!**







## Full Service Sales and Marketing Summary

### Web-Based Marketing

- FMLS and GMLS
- Realtor.com
- AJC.com
- YorkAtlantaRealty.com
- TheRealEstateBook.com
- KWLS
- Virtual Tour
- Home Feedback
- And More...

### On-Site Marketing

- Yard Sign
- Lock Box
- Directional Signs
- Outside Flyers
- Home Information Book
- Broker Open House
- Call Capture

### Agent Coordination

- Home Staging Professional
- Termite Letter
- Inspections
- Handymen
- Place Directional Signage
- Appraisal

### Print Advertising

- The Real Estate Book

***More Exposure = Faster Sell***



## **FACTORS THAT DON'T AFFECT THE VALUE OF YOUR PROPERTY**

*The value of your property is determined by*  
**What a BUYER is willing to pay in today's  
market**  
**based on comparing your property to others  
SOLD in your area.**

*Buyers ALWAYS Determine Value!*

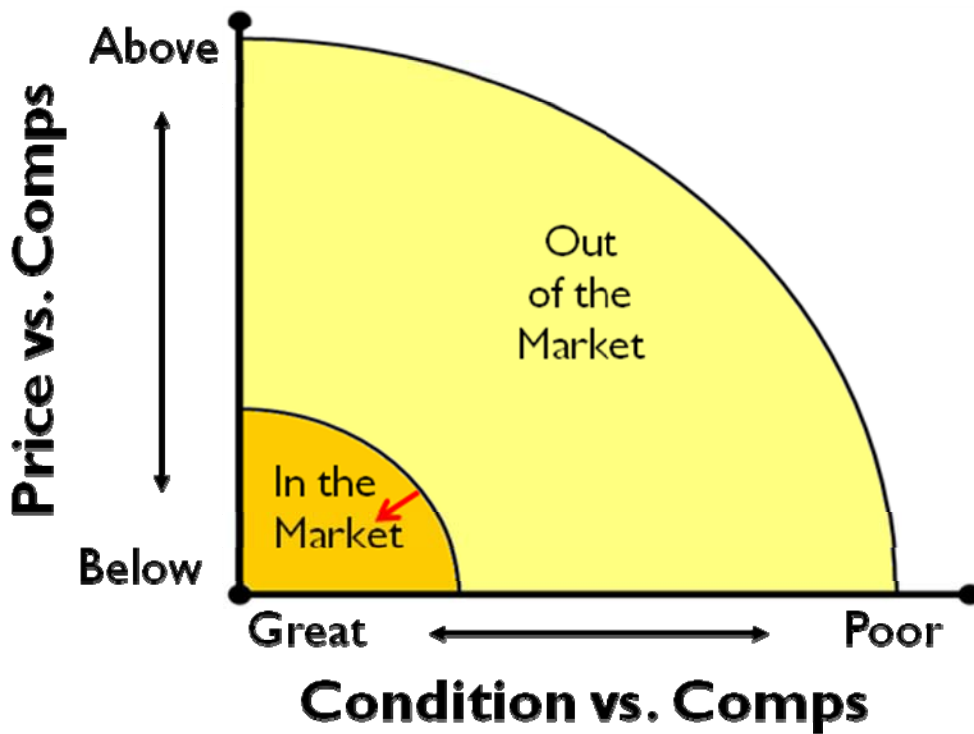
*Steve & Carol York*

*Your Realtors®*



# *Pricing is Critical!*

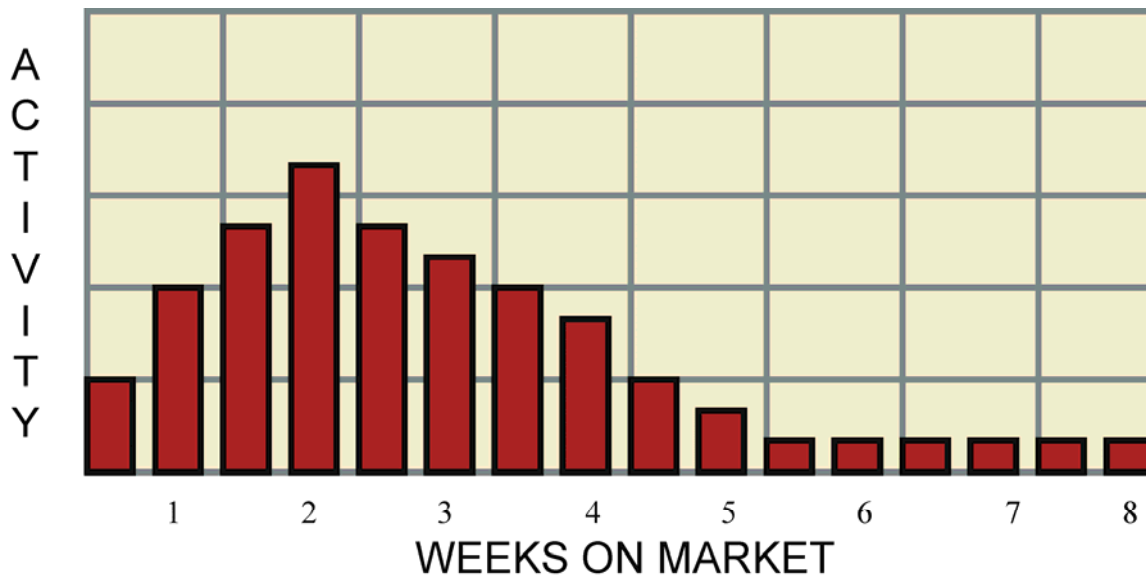
## Buyers' Market



**Your home has to be priced “In the Market”**



# Activity Versus Time



- 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
- The first four weeks are key





# Preparing Your Home For Sale

**W**ith a little effort on your part, your home can be sold more quickly and at a better price. The following tips have proved invaluable to owners and are worth your special attention:

## Preparation For Showing:

1. First impressions are lasting! The front door greets the prospect. Make sure it is fresh, clean, and paint the trim.
2. Keep lawn trimmed and edged, and the yard free of refuse. Reseed the lawn and fertilize if necessary, weed the gardens, and add mulch. Deep green grass makes a lasting impression. In winter, be sure snow and ice is removed from walks and steps.
3. Decorate for a quick sale. Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show him by redecorating? A quicker sale at a higher price will result. An investment in neutral new kitchen wallpaper will pay dividends.
4. Let the sun shine in. Open draperies and curtains and let the prospect see how cheerful your home can be. (Dark rooms do not appeal)
5. Do the windows and window screens work well and look good? Have the windows spotless.
6. Are the appliances operating properly and sparkling?
7. Fix the faucet! Dripping water discolors sinks and suggests faulty plumbing.
8. Repairs can make a big difference. Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.
9. From top to bottom. Display the full value of your attic, basement and other utility space by removing all unnecessary articles. Brighten dark, dull basements by painting walls and adding brighter light bulbs.
10. Safety first. Keep stairways clear. Avoid cluttered appearances and possible injuries.
11. Pack excess linens and clothing to make closets look bigger. Neat, well-ordered closets show the space is ample.
12. Bathrooms help sell homes. Check and repair grout in bathtubs and showers. Make this room sparkle. Don't let the Handy Man add gobs of caulking when grout is what you need.
13. Arrange bedrooms neatly. Remove excess furniture. Use attractive bedspreads and fresh looking window coverings.
14. Have I removed or mentioned to my realtor any attached items that are not included, such as special chandeliers, shelving or garden plants?



15. Am I familiar with similar homes on the market that I may be competing against?
16. Have I asked my realtor for a list of ways I can improve the “marketability” of my home without wasting time and money?
17. Can you see the light? Illumination is like a welcome sign. The potential buyer will feel a glowing evening when you turn on all your lights for an evening inspection.
18. Am I ready to disclose any structural defects such as roof, foundation or wiring problems?
19. Have I started looking for my new home? Do I know what I want in another home?
20. What do I need to do to prepare for my upcoming move?

### **Showing The House:**

1. Whenever possible leave your house for showings, if not, follow the tips below.
2. Three's a crowd. Avoid having too many people present during showings. The potential buyer will feel like an intruder and will hurry through the house.
3. Music is mellow. But not when showing a house. Turn off the blaring radio or television. Let the agent and buyer talk, free of disturbances.
4. Pets underfoot? Keep them out of the way--preferably out of the house.
5. Silence is golden. Be courteous but don't force conversation with the potential buyer. He wants to inspect your house--not to pay a social call.
6. Be it ever so humble. Never apologize for the appearance of your home. After all, it has been lived in. Let the trained agent answer any objections. This is his/her job.
7. Remain in the background. The agent knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed. Allow the buyers to take "psychological possession."
8. Why put the cart before the horse? Trying to dispose of furniture and furnishings to the potential buyer before he has purchased the house often loses a sale.
9. A word to the wise. Please let your Realtor discuss price, terms, possession and other factors with the customer. They are eminently qualified to bring negotiations to a favorable conclusion.
10. We ask that you show your home to prospective customers only by appointment scheduled through your Realtor. Your cooperation will be appreciated and will help us close the sale more quickly.



## Testimonials

“Carol was always accessible when we needed to contact her and she listened and was willing to go the extra mile to make things easier for us. We are willing to recommend her to others and we would use her again.”

Janet and Christopher Horton

"I have known Steve York for several years and had the opportunity to work closely with him on a few very large projects. As a US Navy veteran, and having spent over two decades in management at a Fortune 500 company, Steve is well prepared to take on any challenge. He has extensive experience in sales, marketing and project management and combines these skill sets with the highest level of personal integrity. I would highly recommend his services."

Scott Aubuchon

"I recently had the pleasure of buying a new property with the help of Steve York. All I can say is that the experience was effortless!! Steve is highly organized and detailed. He follows-up and follows through. His advice is well thought out and he allows you time to make your own decision. He wants what's best for you. I would highly recommend Steve to anybody wanting to buy real estate in the North Georgia area."

Randy Stiltner

"I can't thank you enough for the help and support in getting my townhouse. You totally went above and beyond your role as realtors..."

"You made a potentially scary and stressful time seem easy and even enjoyable... I will be singing your praises to anyone I hear is looking for realtors!"

Julie Reavis

References provide upon request



## Our Biography

- Personal Service Areas: North Metro Atlanta
- Professional Designations: **Member of National Association of Realtors**  
**Georgia Association of Realtors**  
**Cobb Association of Realtors**  
**Certified Nehemiah Listing Specialist**  
**Senior Real Estate Specialist (SRES)**  
**Realtors**
- Hobbies: Carol - Spending time with my family, movies, reading and travel  
Steve – Photography, cooking, family, movies, travel
- Contact Information: Steve & Carol York  
2651 Dallas Highway  
Marietta, GA 30064
- Carol: 678-656-8856                      Steve: 678-778-3036  
[yorkcly@gmail.com](mailto:yorkcly@gmail.com)                      [steveyork@kw.com](mailto:steveyork@kw.com)

Website: [www.YorkAtlantaHomes.com](http://www.YorkAtlantaHomes.com)

### About Us:

- We are a team
- We have a passion for the business and compassion for you
- Your home will have our 100% attention
- We promise you professional, consistent and frequent communication to keep you informed about showings and the market
- We will return calls promptly and professionally
- We provide knowledge of the market professional research and proven marketing methods to sell your home
- We can provide you with the names of professional contractors to assist you in preparing your home for sale
- We are full time Realtors - committed to you and selling your home



## **KELLER WILLIAMS® FACTS:**

Founded in Austin, Texas, on October 18, 1983.

KELLER WILLIAMS® Realty laid the foundation for agents to become real estate business people.

Gary Keller was chosen by Realtors across the U.S. as one of five of the “Most Admired” REALTORS® in the nation.

“Most Innovative Real Estate Company” – Inman News Features

Over 77,000+ real estate consultants.

650+ offices in the U.S. and Canada.

3<sup>rd</sup> largest real estate company in the U.S..

Excellence in real estate consultation training

## **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





**KELLER  
WILLIAMS**  
REALTY

## Utility Information

Please fill in the following information:

**PROPERTY ADDRESS:** \_\_\_\_\_  
\_\_\_\_\_

Electric Provider: \_\_\_\_\_

**Phone:** \_\_\_\_\_

**High:** \_\_\_\_\_ **Low:** \_\_\_\_\_ **Average:** \_\_\_\_\_

Gas Provider: \_\_\_\_\_

**Phone:** \_\_\_\_\_

**High:** \_\_\_\_\_ **Low:** \_\_\_\_\_ **Average:** \_\_\_\_\_

Solid Waste Provider: \_\_\_\_\_

**Phone:** \_\_\_\_\_

**High:** \_\_\_\_\_ **Low:** \_\_\_\_\_ **Average:** \_\_\_\_\_

Water Provider: \_\_\_\_\_

**Phone:** \_\_\_\_\_

**High:** \_\_\_\_\_ **Low:** \_\_\_\_\_ **Average:** \_\_\_\_\_

Cable Provider: \_\_\_\_\_

**Phone:** \_\_\_\_\_

**HOA Fees:** \$ \_\_\_\_\_  Annual  Monthly  Mandatory  Voluntary



# MARKETING ACTION PLAN

**Your home will be listed on MLS and FMLS multiple listing services within 24 hours of signing the listing agreement for all Realtors to view.**

**Listed on key “home” websites:**

- **Realtor.com**
- **AJC.com**
- **KW.com**
- **YorkAtlantaRealty.com**
- **The Real Estate Book**
- **All major Real Estate websites**

**Marketing Activities:**

<b>For Sale sign placed in your yard</b>	<b>Call capture service</b>
<b>Multiple color photos of your home</b>	<b>Virtual Tours</b>
<b>Broker Open House as needed</b>	<b>Listing posted in both FMLS &amp; GAMLS</b>
<b>Follow-up with all Realtors showing your home</b>	<b>Quality color brochure highlighting the benefits and features of your home</b>
<b>e-Flyers to local agents</b>	<b>“Just listed” Post Cards to surrounding neighborhoods</b>

**Carol York**  
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**Steve York**  
**678-778-3036**  
[steveyork@kw.com](mailto:steveyork@kw.com)



## Documentation Required

**Please provide a copy of the following documents:**

- **Warranty/Security Deed**
- **Homeowners Association Covenants**
- **Survey/plat (if available)**
- **Floor plans of your home (if available)**
- **Seller's Disclosure completed (Please sign, but do not date)**
- **Other documents**
  - **Termite Bond (transferable, cost**



## How to Contact Us:

### **Steve & Carol**

Office: 678.631.1836

Carol's Cell: 678.678.8856

Steve's Cell: 678.778.3036

[yorkcly@gmail.com](mailto:yorkcly@gmail.com)

[steveyork@kw.com](mailto:steveyork@kw.com)

[www.YorkAtlantaRealty.com](http://www.YorkAtlantaRealty.com)

### **Keller Williams Realty Signature Partners**

*2651 Dallas Highway*

*Marietta, Georgia 30064*

*Office: (678) 631-1700*

[www.kw.com](http://www.kw.com)

*Kim Jeans, Team Leader*

*Brenda Hardage, Managing Broker*



## Notes





## Notes