



## SELLING-POWER (Check-List)

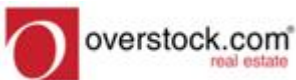
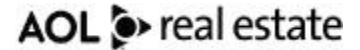
### 29 Most Common Steps We Take To Sell Luxury Homes For Top-Market-Value. How Strong Was Your Selling Power?

TASK	Us?	Them?
• Uncover who <u>exactly</u> is your targeted “ <u>best buyer</u> ” (who will pay the <u>most \$</u> for your home)	Yes	–
• Create a <u>targeted plan</u> around those buyers & highlight your home to target <u>their lifestyle</u>	Yes	–
• Complete “Value-Analysis” for your specific home’s features and criteria (a \$495 service)	Yes	–
• Mass- <b>Targeted</b> Exposure through multiple ad-streams, reaching <b>More Potential Buyers</b>	Yes	–
• Shoot Video. Upload Online & in Marketing Material (unscripted video is buyer-friendly)	Yes	–
• Take Industry-Professional Photos That Attract <b>More Attention</b>	Yes	–
• Avoid Taking Photos That Hurt The Selling Power of a Property (Strategically)	Yes	–
• Purchase & Place High-Caliber (Infra-Red) Lock Box Onsite w/ Controlled Access to Account For <u>Who</u> Sees Your Home, <u>When</u> They Visited, & <u>Why</u> They Came (very helpful positioning)	Yes	–
• <u>Personal</u> Property <u>Website</u> showcasing all marketing material on home & neighborhood	Yes	–
• Market The Home Using Leading-Edge Strategies (not yet fully embraced by 99% of Agents)	Yes	–
• Advertise The Property in <u>targeted</u> print media (Premier Homes Magazine)	Yes	–
• Pre-Qualify Buyers (real <u>buyer</u> , shopper, or real estate critic?) Our tools target <u>real</u> buyers	Yes	–
• Pre- <u>Approve</u> Buyers (are they actually Pre- <b>Approved</b> or Just Pre-Qualified, or Neither?)	Yes	–
• Be Available For Buyers On <u>Their</u> Schedule in order to accommodate the best possible sale	Yes	–
• Call on Potential Buyers and Buyer’s Agents Through Industry Networking Events	Yes	–
• Know What Industry Related Advertising Tactics Are Most Effective	Yes	–
• Know Exactly What The Competition Is not only Listed For, But Selling For, and Why	Yes	–
• Know What Other Bonuses, Repairs, or Seller Contributions Were Given On The Other Homes That Play Into The Actual Market Values	Yes	–
• Overcome Common Objections, Uncommon Objections, and Present Value Based on Industry Specific Knowledge, Tools, and Tactics In Order To Get The Best Price Possible	Yes	–
• Utilize Industry Education In “Home Staging” To Strategically Help A Home Sell For More	Yes	–
• Pin-Point Key Areas of Better Curb Appeal and Minor Adjustments That Attract Buyers	Yes	–
• List The Property In The <b>Multiple Listing Service</b> (With Effective Strategies To Get Attention)	Yes	–
• Design, Create, & Purchase Custom Flyers, Photos, Virtual Tour & Signs Effective In Capturing More Attention (strategic positioning)	Yes	–
• Know The Laws of Disclosure and Ways To Accommodate Buyer’s Reluctance When Presenting Disclosures	Yes	–
• Refer Buyers To <u>Credible</u> Vendors such as Inspectors, Lender, Title Company, Home Warranty Company, Home Improvement Company, Lawn Service, & Other Industry Contacts To Make it <b>As Easy As Possible</b> For Them To Buy and Enjoy Your Property	Yes	–
• Flyer Delivery To <u>Local</u> Real Estate Agents Who Have Potential Buyers (industry messaging)	Yes	–
• Flyer Distribution To <u>Area</u> Real Estate Agents Via Email Database (industry messaging)	Yes	–
• Flyer Distribution To Database of Potential Buyers (Target Marketing)	Yes	–
• Advertise The Property On Multiple Websites Online To Maximize Exposure ( <b>see pg. 2</b> )	Yes	–
• (Some Big Names You Might Recognize Include: Realtor.com, Trulia.com, Google, Yahoo, & AOL Real Estate, Zillow.com, Homescape.com, FrontDoor.com)	Yes	–
<b>Total</b>	<b>29</b>	



## 29+ MOST Common Websites WE ADVERTISE ON

Increasing Your Online Exposure Is Supplemental To Our Overall Marketing & Sales Strategy. Here Are Some Of The More Familiar Websites Your Listing May Be Exposed To Buyers Through:



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This is not meant as solicitation from clients currently under representation with a Broker



# Thank you for reviewing our **Selling-Power Check-List.**

I hope it helps you in determining **if** your recent selling process was short-changed in any way.

**The process of selling real estate can certainly be a tedious and frustrating job** for those (Agents and Sellers) who do not have the appropriate tools and collective strategies in place. I know this because I sell homes for a living and I've seen many horrifying situations of profits being lost and people being driven crazy! Believe it or not, but it can happen from hiring the wrong Agent just as easy as it can happen from trying to sell your own home.

**It has taken me years of experience and a great deal of monetary investments to get the right tools, training, and systems in place** that allow me to sell my client's homes for "Top Market Value", however, most of my client's successful transactions are a direct result of my skills and work ethic that I have been gifted with and developed upon, over the years.

If you do in fact still want to sell your home, I encourage you to please consider my professional "**Signature-Series Listing Services**". Since your recent listing has expired, you'll be called-on by many Agents, and I certainly do not want you to end up hiring a weak Agent; at a weak moment. Trust me; you'll be hit with all sorts of cheap, enticing offers out there!

If you know for sure that you would like to sell your home effectively, and for **Top-Market-Value**, click here [ShawnMonLabel@gmail.com](mailto:ShawnMonLabel@gmail.com) for free consultation to learn more about how the previous efforts to sell your home will be enhanced with more technique, more strategy, and more accountability for **Selling** opposed to just *listing* it.

If you don't really need to sell just yet, but you'd like to keep in touch with me for future possibilities, go ahead and [click here to plug in your info so it is documented in my database and we can keep in touch.](#)

## **Take Action** right now with (One) of these Two Steps:

1. Get Free Consultation about selling your home for Top-Market-Value, the right way, by clicking here [ShawnMonLabel@gmail.com](mailto:ShawnMonLabel@gmail.com) or calling me at 512-330-1075  
**-OR-**
2. Click [Here To Simply Keep In Touch](#) and leave me a comment.



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This is not meant as solicitation from clients currently under representation with a Broker

