

Pre-Appointment Expectations

Dear Seller,

In these coming pages you will find some information that will be of great value. I ask that you review these documents and highlight any questions you may have, that way when we get together I will be able to answer these questions and help you come to an understanding on what's going on in the market.

This evening you will learn five things that make me different than any other agent in the state and with these proprietary tools enables me to sell your home in quicker timeframes than the average agent.

I ask that during the appointment you ask any and all question or concerns you may have.

When we meet I will take a quick tour of the home to see it's condition. Please don't worry about having it perfectly clean.

Just a little bit about me. I've been selling real estate for over five years and specialize in the first-time homebuyer market. I have a team of professionals that help me get your home sold fast and a tried and tested system that helps me get results.

If what I show and guarantee makes sense and I am the best option to netting you the most money in the least amount of time I will ask that you allow me to help you get your home sold.

If be some chance the appointment time doesn't work please contact me at least two hours in advance.

I look forward to meeting and working with you.

Sincerely,

A handwritten signature in blue ink that reads "Richard C Summers". The signature is written in a cursive style.

Richard Summers
(801) 809-7983

Has the Market Stabilized?

On October 5th 2009 there was 11,420 homes for sale in Salt Lake and Utah Counties.

In the last 30 days, 1160 homes sold, whereas 1917 homes expired.

If no more homes came on the market and 1160 homes sold each month it would take 9.84 months to sell all the homes for sale. Homes priced under \$250,000 fare a bit better with an 8.21 month supply of homes, but I believe the \$8000 first time home buyer tax credit has helped keep the supply of homes less than it would be without.

Using the diagram below you will see that the market still is not balanced. Meaning it is still a buyers market and prices still have some adjustment.

The reason home prices are still dropping is because they appreciated way to much in the early years of this decade. From 1980-1999 the average appreciation was 4.5% per year. From 2000-2006 it was at 12.7%. A healthy appreciation is around 4.5%.

Red Hot Sellers Market	Sellers Market	Healthy Market	Buyers Market	Strong Buyers Market
1-2 Month Supply of Homes	3-4 Month Supply of Homes	5-6 Month Supply of Homes	7-8 Month Supply of Homes	9-10 Month Supply of Homes
Double Digit Appreciation	Single Digit Appreciation	Balanced Real Estate Market	Single Digit Depreciation	Double Digit Depreciation

This box represents the ideal amount of homes for sale.

8.21 month supply of homes for sale priced under \$250,000

9.84 month supply of all homes.

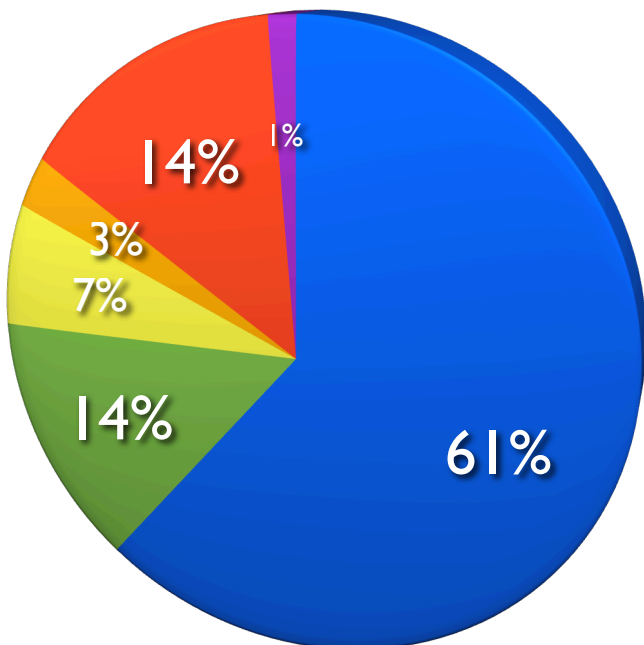
What's for Sale?

The average time to sell a single family home is ##### days. Whereas the average time to sell a townhome or condo is ##### days. I have always guaranteed to sell your home much quicker than the competition. During the appointment I will show you what enables me to give you that guarantee.

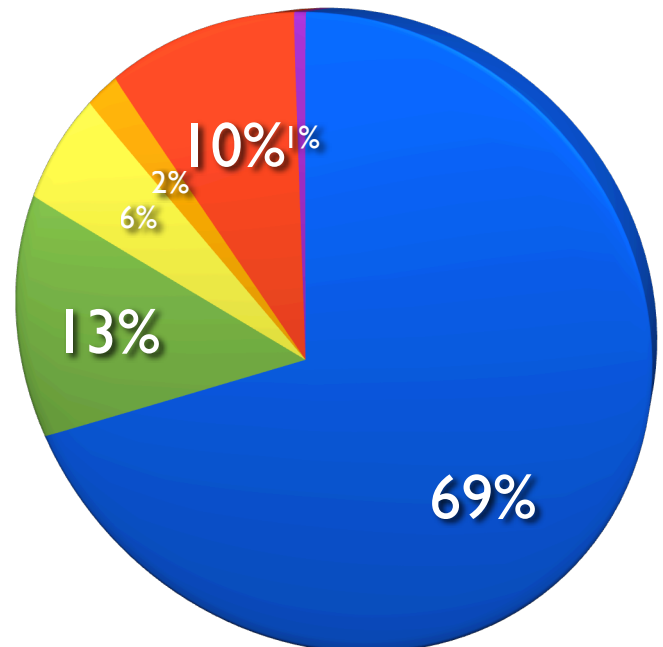
"After having our townhome on the market for almost two years, Rich Summers guaranteed that he could sell our home in less than 60 days. Less than 14 days after listing with his services, our home was under contract. With his 60-day guarantee, Rich positioned our home perfectly. Even during these tumultuous times, selling your home can be easy."

- Jeremy & Cheri Timothy (Closed June 23, 2009)

**For Sale
September 26, 2009**



Sold in 2009



- SFH - Existing
- SFH - New Construction
- SFH - Short Sales

- Condo - Existing
- Condo - New Construction
- Condo - Short Sales

Understanding the Real Estate Cycle

From 2000 - 2007 real estate had a buzz. There was excitement and euphoria.

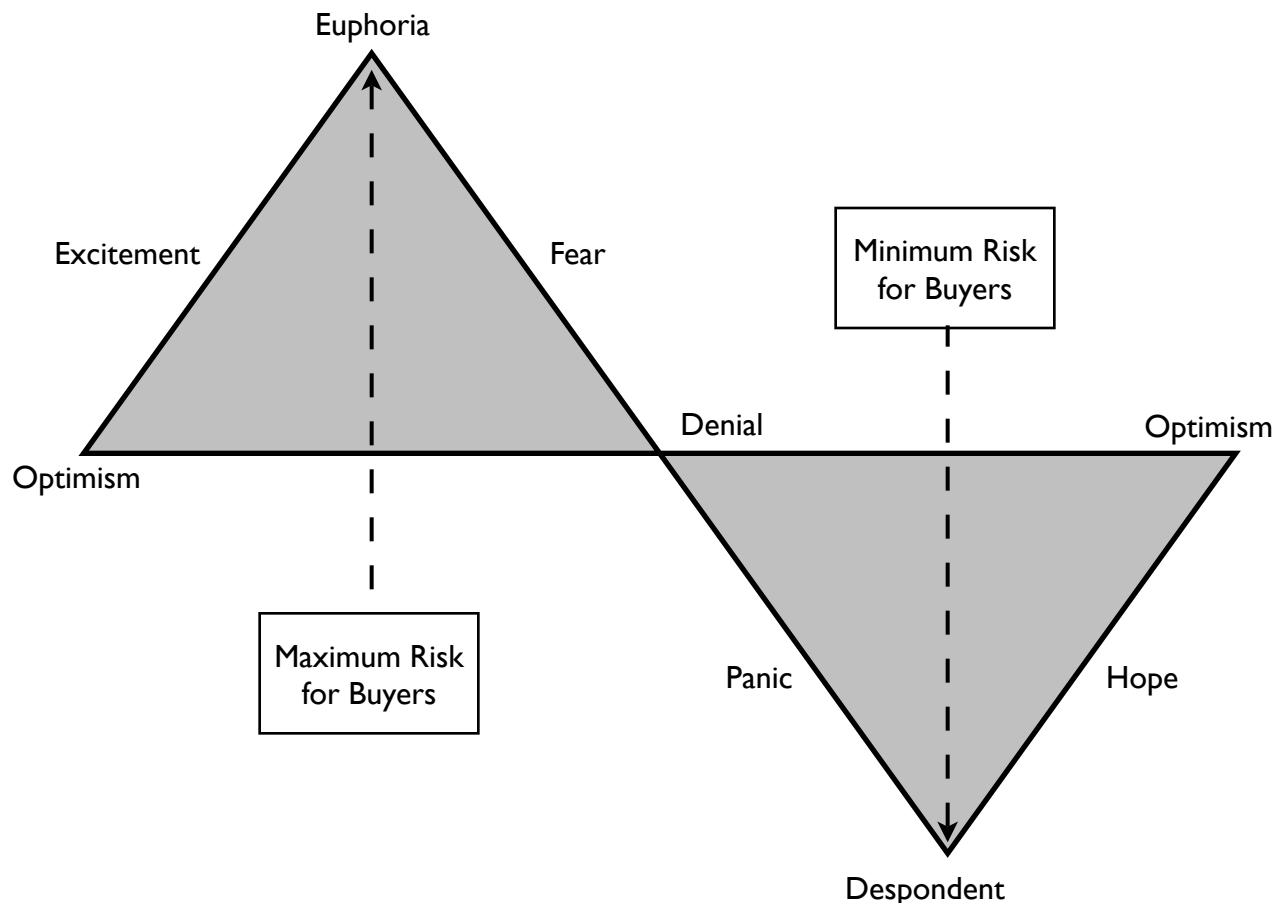
In 2008 there was widespread fear, denial, panic, and despondency from people who were trying to sell homes.

Now in 2009 there are still those stuck in the denial and despondent stages, however, many home sellers are seeing market excitement and have hope that they will be able to sell their home.

This market is absolutely wonderful first time homebuyers and for sellers who are able to sell and purchase their dream home.

Average Appreciation per year from 1980-1999. 4.3%

Average Appreciation per year from 2000-2006. 12.7%



Loss of Equity = Equity in Move-up

	First Home	Move-up Home	Dream Home
2007 Value	\$210,000	\$305,000	\$400,000
Percent Depreciated	15%	18%	22%
Lost Equity	31,500	54,900	88,000
Current Value	178,500	250,100	312,000
Move-In Equity		23,400	56,500

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From the diagram you can see that if you sold your first time and then purchased a move-up home you would essentially have \$23,400 in instant equity. If you decided to go for your dream home you'd have essentially \$56,500 more equity than if you bought that same home in 2007 even if you sold your townhome for \$31,500 more.

Basically if you will be purchasing a home it is an excellent time to sell!

Pricing - It's Not Rocket Science



Checklist for Hiring an Agent

	Agent #1	Agent #2	Rich Summers
Provides a sign.	Yes	Yes	Yes
Advertises on the MLS.	Yes	Yes	Yes
Uses a RISCO key box.	Yes	Yes	Yes
Is a full-time agent.	?	?	Yes
Is a townhome sales specialist. How do they determine this?	?	?	Yes
Shows you a plan to attract qualified buyers.	?	?	Yes
Provides a detailed marketing plan.	?	?	Yes
Has an ongoing pricing strategy.	?	?	Yes
Provides a staging consultation.	?	?	Yes
Has a written guarantee.	?	?	Yes
Has systems in place and is willing to show them to you.	?	?	Yes
Uses a home warranty to prevent unexpected costs for you.	?	?	Yes
Uses a professional showing coordination service.	?	?	Yes
Provides feedback for the showings.	?	?	Yes
Has a team of professionals working with them. How many people?	?	?	Yes
Provides you with a checklist of steps the agent will use to sell the home.	?	?	Yes
Use a Call Capture system.	?	?	Yes

Questions about your townhome

What year did you purchase this home? How much did your home cost?

Do you feel the community better or worse than when you purchased? Why?

What are your 3 favorite features of this home?

- 1.
- 2.
- 3.

What are your least favorite features of the home

- 1.
- 2.
- 3.

Have you made any improvements since you purchased the home?

Are there any repairs that you were thinking about doing before you determined to sell your home?

What is the most important option for you:

A - Selling the home for top dollar regardless how long it takes

B - Selling the home for top dollar in the next 60-90 days.

C - Selling the home in the next 30-60 days for about 90% of Fair Market Value

How much do you expect to sell your home for in this market?

How did you determine that price?

1. Has the Market Stabilized
2. Market Stats
3. Why We Are in a Recession
4. Directions for Tonight
5. My Team
6. Hiring Checklist
7. Sellers Questionnaire
8. Buyers Questionnaire
9. ERS Agreement
- 10.
- 11.CMA
- 12.Net Sheet

UtahTownhomes.com



Average annual appreciation rate

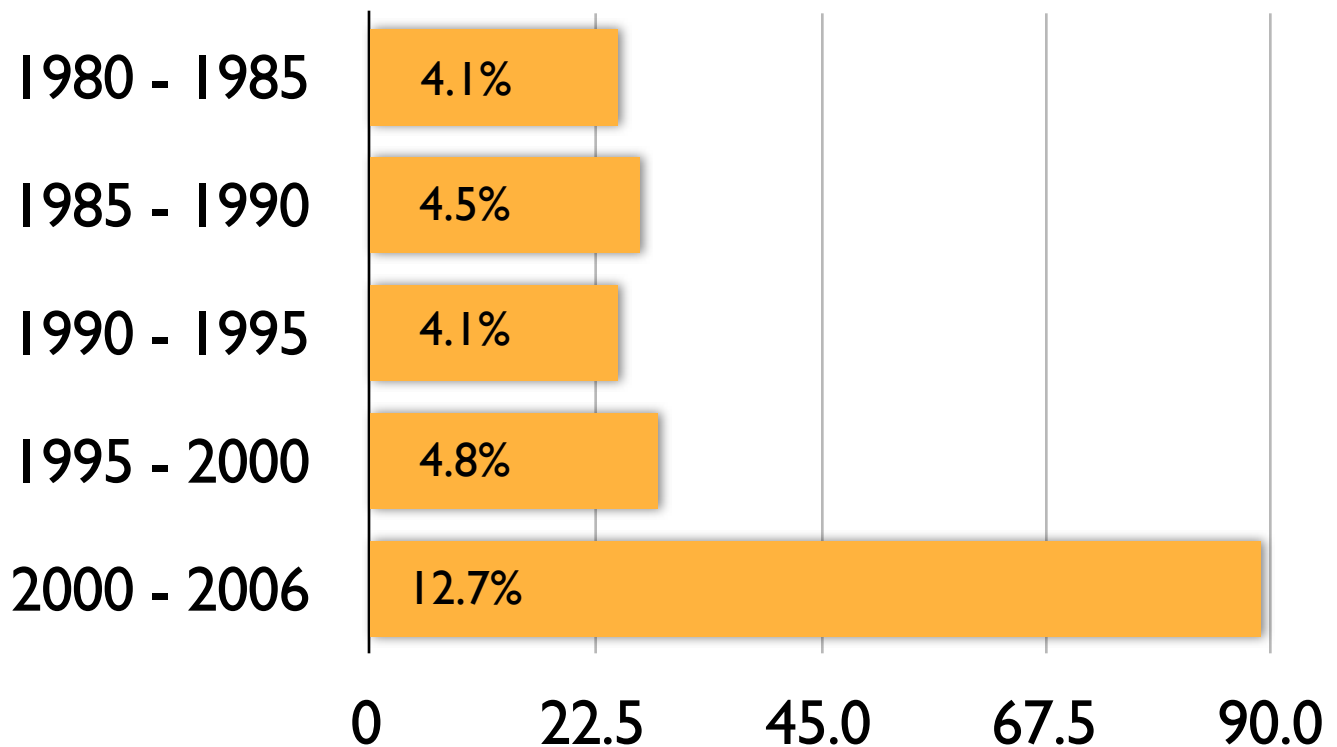
So how did we get in this housing mess?

A stable housing inflation rate has averaged 4.5% per year. However the first seven years this decade averaged 12.7%

The height of Utah's home values was around **March of 2007**. Since those all time high's home prices have dropped around 20-30% for a home or condo priced under \$400,000.

From the last page you were able to see that there is a **8.53** month supply of homes which also confirms that housing prices should drop about another 7-9% of value before we start to see the housing market return to a balanced housing market.

Through the stimulus's we are starting to see homes sell, but don't be deceived, home prices are still dropping.



National Average is 4.5% per year