



Listing and Marketing Consultation

Jennifer Fitze

Keller Williams American Premier Realty

Realtor, ASP, SFR, ABR

Direct: 443-504-7830

Office: 443-512-0090

Email: jensellsmd@gmail.com

Website: www.JenSellsMD.com



Understanding The Principles

- KELLER WILLIAMS®
 - Consultant Vs. Agent
 - Key Objectives
 - Sources of Buyers
 - Marketing
 - Controlling Factors
and
Pricing Factors



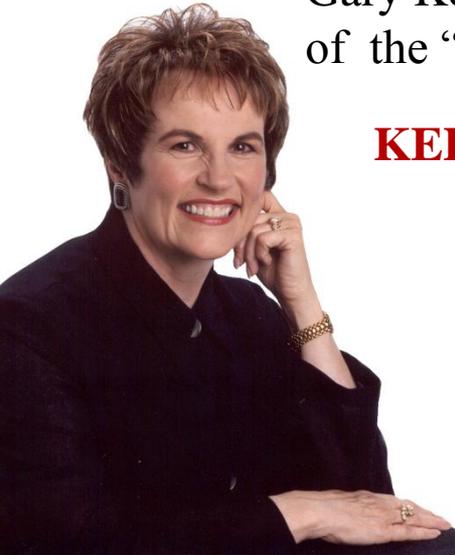


About KELLER WILLIAMS® Realty

- 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.

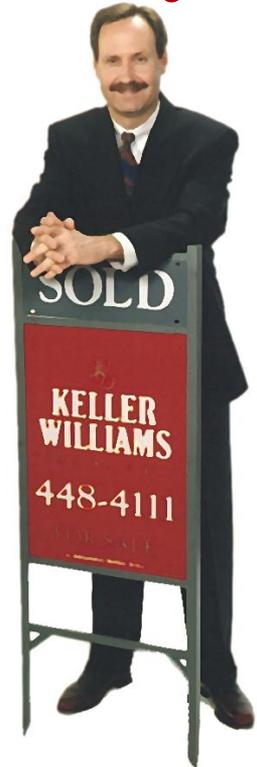
KELLER WILLIAMS® FACTS:

- “Most Innovative Real Estate Company” — Inman News.
- 72,594 + real estate consultants.
- 608 + offices in the U.S. and Canada.
- 3rd largest real estate company in North America.
- Excellence in real estate consultation training.



Mo Anderson

Vice Chairman of the Board



Gary Keller

Chairman Of The Board



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



My Biography

Name: Jennifer Fitze

Professional Designations:

(ABR) Accredited Buyer Representative

(SFR) Short Sale and Foreclosure Resource Certification

(ASP) Accredited Stating Professional

Harford County Board of Realtors

Maryland Association of Realtors

National Association of Realtors



Your REALTOR®
Jennifer Fitze

Family: Resident of Baltimore County for 26 years and Harford County for 7 years. Married for 7 years and I have one son, Griffin, and a dog, Chloe

Hobbies: Spending time with my family and friends, traveling, dancing, listening to music, exercise.



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.

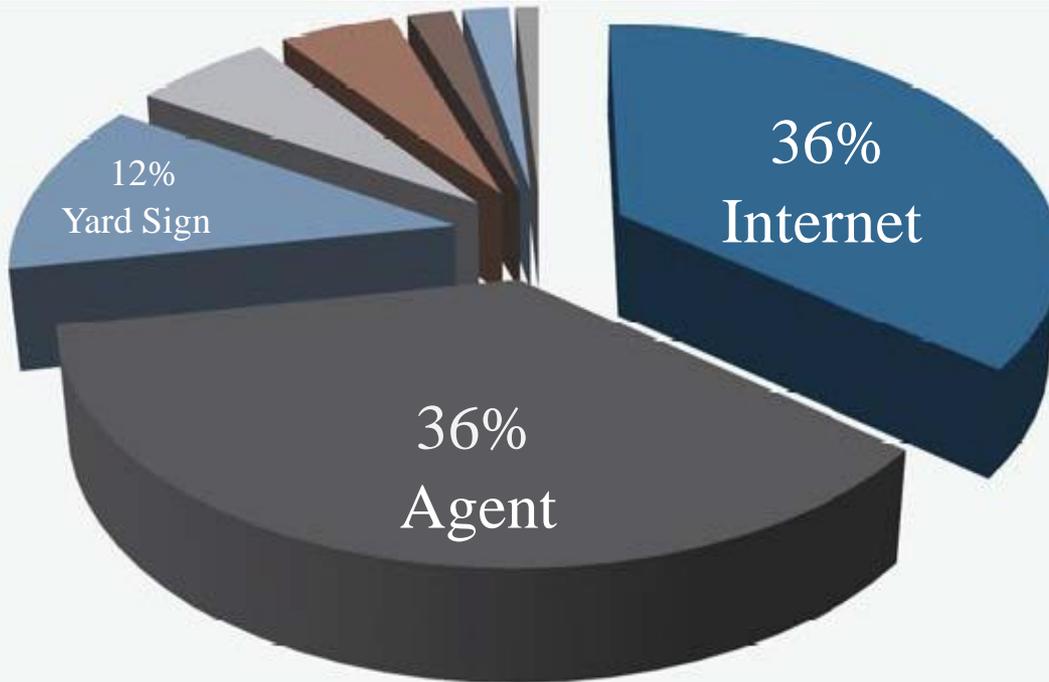




Learning About The Home

WHERE BUYERS FIRST LEARNED ABOUT HOME PURCHASED

- 6%-Friend
- 5%-Builder
- 2%-Newspaper
- 2%-Seller
- 1%-Other



Source: The 2009 National Association of REALTORS profile of home buyers and sellers.



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
- **Agent Marketing Action Plan**
- **Multiple Internet Web Sites**
 - MLS
 - Realtor.com
 - Local/International Internet Sites





Marketing Plan

Internet

- *Multiple List Service
- *Realtor.com
- *Your Homes Personal Web Address
- *Homesdatabase.com
- *Craigslist
- *Facebook
- *Trulia, Hotpads, Google, Yahoo, Zillow, Homefinder, JenSellsMD.com





Marketing Plan

Print Media

- *Just Listed Postcards sent out to your neighborhood/community
- *Color Flyers posted on your yard sign
- *Detailed Brochures placed in the home





A Unique Website ...

Dedicated Entirely to Selling Your Home.



Did you know...

Last year 80% of homebuyers used the Internet to search for homes?

As a real estate professional I know the importance of keeping up with new technology and market trends. Therefore as part of my marketing plan I offer my clients a complete website **dedicated entirely to selling their home.**



*Source: 2006 National Association of Realtors® Profile of Home Buyers and Sellers. ©1997-2007 Properties Online, LLC. Patent No. US 6,760,707. All rights reserved. All sales are final. Domain Rider and Listing Domains are trademarks of Properties Online, LLC. No reproduction, distribution, or transmission of the copyrighted materials at this site is permitted without the written permission of Properties Online, LLC, unless otherwise specified.



Staging WORKS!

When you list your home with me, an **Accredited Staging Professional™ (ASP) Real Estate Agent** you expect me to market and sell your house.

When I market and sell your house, you'll be **moving...and when you move you'll need to pack...so just pack up *early!***

BECAUSE...

Staged homes will usually sell for more money and in a quicker amount of time.

Working with an Accredited Staging Professional™ Real Estate Agent will give you the Staged Home Advantage!





Benefits of Home Staging

ASP Home Staging
Sales Success Rate*

94.6 %

**94.6% of
ASP Staged Homes
sell on average in
35 days or less**

Average Days on Market Before Sold*



* The Statistics are based upon Today's Market



Staging Works!

- The way you live in your home and the way we sell your house are two different things!
- The seven C's of staging: Clean, Clutter Free, Color, Compromise, Creativity, Communication & Commitment
- Staging is creating a feeling in the room that makes buyers want to come in
- Staging is not about decorating your home, it's about selling your house.
- You can't sell it if you can't see it.
- Clutter eats equity!
- The investment in staging is always less than a price reduction!





Marketing Your Home

Our Respective Duties

Agent

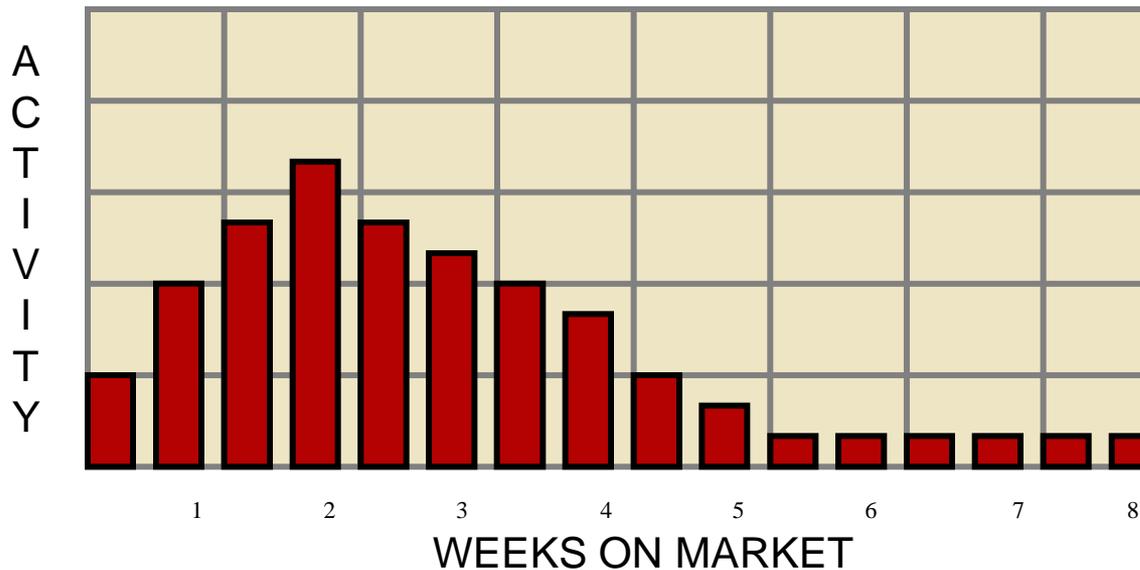
- Input your listing to MLS.
- Install nationally recognized sign.
- Provide information flyers.
- Pricing Guidance.
- Prepare Advertising.
- Hold Open House.
- Give Feedback on showings.
- Review contracts and represent you in negotiations.
- Guidance in staging your property.

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.



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.



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.



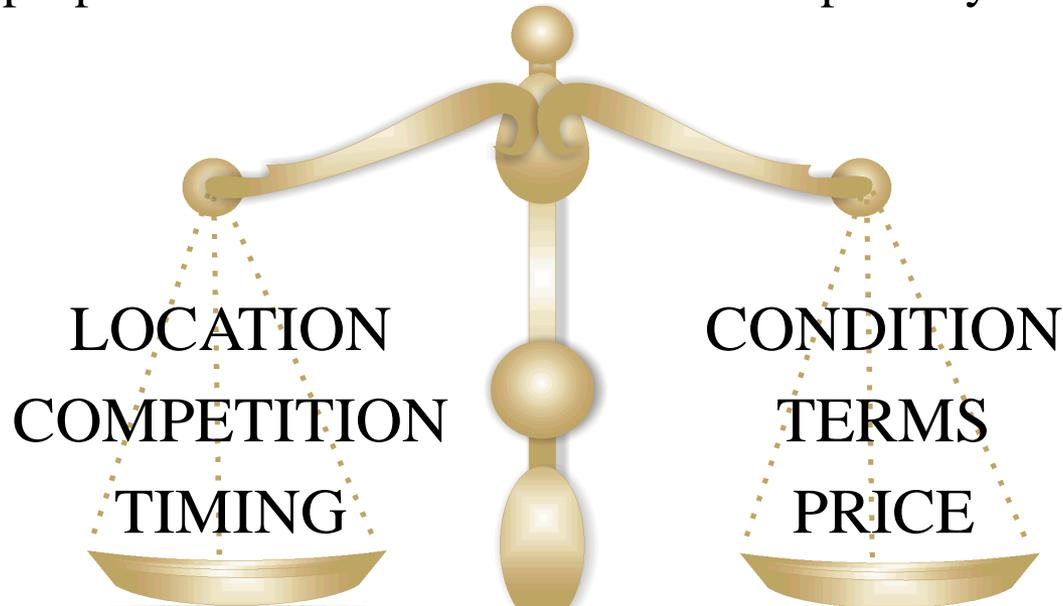
Competitive Market Analysis

- **Recent Sales** 
- **Current Listings = Competition** 
- **Expired Listings = What has not sold** 



Focusing On Results

The proper balance of these factors will expedite your sale.



SOLD



Local Marketing Tools

My marketing publications for your home



www.kw.com was developed in 1995, making KELLER WILLIAMS® one of the first real estate franchises to establish a presence on the World Wide Web.

KW
**KELLER
WILLIAMS**
REALTY

