



prepared for:

Future Client

compliments of:

Larry Kientz
Team Leader
Brevard Real Estate Online

Keller Williams Realty of Brevard
6905 N Wickham Road, Ste #405
Melbourne, FL 32940

Office 321-435-3242

Mobile 954-651-4306

Fax 321-435-3243

Email: LarryKientz@KW.com

Web: <http://BrevardRealEstateOnline.info>



A GUIDE TO SELLING YOUR HOME

Service Speed

Results

selling your home

- It's all about you
- The home selling process
- Frequently asked questions
- What I do for you
- 14-step marketing plan
- Maximizing your home's value
- Why Keller Williams Realty
- About me

pricing your home

- What's ahead
- Your home
- Comparable homes in your area
- Map of comparable homes in your area
- Current listings in your area
- Recent sales in your area
- Pending sales in your area
- Expired listings in your area home value adjustments
- Adjustment notes
- Average selling price
- Average days on the market
- Attracting buyers
- The power of pricing
- Pricing a home competitively
- Pricing your home
- Preparing your home for sale
- Closing 101
- Moving checklist
- Above and beyond



Larry Kientz • 321-435-3242

LarryKientz@KW.com • <http://BrevardRealEstateOnline.info>



it's all about you

My real estate business has been built around one guiding principle: *It's all about you.*

Your needs

Your dreams

Your concerns

Your questions

Your finances

Your time

Your life

My entire focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why over 50% of my business comes from repeat customers and referrals.

Good service speaks for itself.

I look forward to the opportunity to earn your business too.



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the home selling process

There are a lot of details to be handled when selling a home. It is my job to streamline the home sale process for you, ensuring everything is completed as quickly and efficiently as possible.

This overview was designed to help you understand the various steps along the way.

Preparing for Sale

- Conduct comparative market analysis to establish a fair market value of your home
- Prepare and complete the listing agreement
- Recommend improvements to maximize your home's value
- Place a lock box on your property, if needed

Marketing your Home

- Enter listing information into the MLS
- Place a For Sale sign on your property
- Notify top local agents of this new listing
- Schedule your home for office tour
- Schedule your home for MLS tour
- Distribute Just Listed flyers to your neighborhood
- Post your home information on the Internet
- Schedule and hold open houses
- Notify all potential buyers with details of listing
- Arrange showings for other agents

Communicating with You

- Contact you regularly with feedback
- Prepare and deliver regular progress reports to you
- Discuss all marketing activities with you

Coordinating the Sale

- Pre-qualify potential buyers
- Present and discuss all offers with you
- Negotiate your transaction with the other agent
- Prepare and finalize the closing



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the home selling process continued . . .

Other Ways I Can Help

- Arrange for an agent to assist you in your relocation
- Recommend a moving company
- Provide you with a helpful moving checklist
- Recommend preferred companies for related services

I will work hard to make the sale of your home as smooth and stress-free as possible!



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frequently asked questions

Are there things we should do to our home to help ensure the maximum price?

Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. I can advise you about specific improvements that will increase your home's marketability and value.

How often will you advertise our property?

I don't just list homes; I market them. I will make sure your home is marketed to potential buyers around the clock, 24 hours a day, 7 days a week. I will customize a marketing plan to reach the types of buyers most likely to purchase your home. I know how to maximize the power of the Internet for my clients, while also using traditional methods including newspaper ads, brochures, yard signs and direct mail.

Will you be present at all showings?

At open houses I, or a member of my team, will be there. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

What if another agent tells us they can get us more for the house?

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with me, I will conduct a comparative market analysis prior to recommending an asking price for your home. I will explain how I arrived at the price, but ultimately the decision is up to you. I will offer my professional opinion on how the market will value your home.

Do we have any responsibilities during the marketing of our home?

Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. I will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.

What happens once we get an offer?

I will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, I will guide you through the entire closing process and ensure everything proceeds smoothly.



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what I do for you

All real estate agents will claim they can sell your house...

I promise to sell your house at the maximum price, with minimum hassle.

Selling a home successfully requires experience, time and resources.

Experience

From pinpointing an optimal asking price to writing a purchase agreement and negotiating terms of sale, real estate transactions are a science.

Time

Selling a home involves hours of open houses, phone calls and paperwork that you shouldn't have to worry about. I will take care of it all for you.

Resources

Yard signs, brochures, ads, direct mail and Internet technology. Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.

82% of home sales are the result of agent connections

Source: National Association of REALTORS®

Selling your home can be a daunting task. I work hard so my clients can enjoy having their homes sold worry-free and profitably. I would love the opportunity to earn your business.



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my 14-step marketing plan

My marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer:

I will:

1. **Price your home strategically** to be competitive with the current market and current price trends.
2. **Stage** your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint and pleasing drive-up appeal.
3. Place *For Sale* **signage**, complete with property flyers that are accessible to drive-by prospects.
4. Use an **Interactive Voice Response system** to provide free recorded information about your home 24 hours a day, 7 days a week. Each inquiry will be followed-up with a personal phone call.
5. Distribute *Just Listed* **marketing to neighbors**, encouraging them to tell their family and friends about your home.
6. Optimize your home's **Internet presence** by posting it on local MLS systems and adding multiple photographs and creative descriptions. We will also feed your listing to more than 200 Internet sites on the Web to maximize your homes exposure.
7. Create a 360° **virtual tour** of your home and place it on multiple websites to attract local and out-of-town buyers.
8. Create a **home book, comment cards and flyers** for your property. Showcasing additional information and photos of your home and neighborhood will attract extra attention.
9. **Target my marketing** to active real estate agents that specialize in selling homes in your neighborhood.
10. Include your home in **our company/MLS tour** to allow other agents to see your home first hand.
11. **Advertise your home** in my real estate magazine, neighborhood newsletter and direct mail campaigns.
12. Create an **Open House** schedule to promote your home to prospective buyers.
13. Target my marketing to **active buyers** and investors in my database that are looking for homes in your price range and area.
14. Provide you with weekly **updates** detailing my marketing efforts, including comments from prospective buyers and agents that have visited your home.



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Extended Marketing Reach

Most buyers now use the internet to familiarize themselves with an area and the homes for sale in that area.

We will market your home 24/7 through the most popular search Websites on the Web.



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maximizing your home's value

Are you considering upgrading your home to make it more marketable? One of the benefits I offer my clients is advice on which remodeling projects bring the greatest added value at resale. While my years of experience have taught me which improvements are valued most in this local area, I weigh that against regional and national averages to draw the most accurate, statistically-sound recommendations.

For our region, here's the average return on investment for some common projects:

Bathroom remodel

94.1%

Deck addition

76.1%

Window replacement

79.2%

Attic bedroom

79.9%

Family room addition

77.3%

Roofing replacement

70.4%

Master suite addition

88.7%

Major kitchen remodel

85.1%

Basement remodel

75.6%

Sunroom addition

73.9%

Source: REALTOR magazine, December 2004

Your specific return on investment will depend on the value of your home, value of similar homes in your neighborhood, the availability and pricing of new homes, and the rate at which property values are changing in surrounding neighborhoods.

Ultimately, a remodel can increase your equity when you sell.

My goal is to net you the most money possible.

I will help you decide which specific projects will maximize your home's sale price.



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why Keller Williams Realty

There is a reason more and more agents are making the change to Keller Williams Realty. Here's why it matters to you:

Knowledge

Powerful curriculum through Keller Williams University keeps us ahead of trends, tools and advancements in the real estate industry.

Speed

Leading-edge technology solutions accelerate our efficiency and productivity.

Teamwork

Contrary to other real estate companies, Keller Williams Realty was designed to reward agents for working together – to serve clients better.

Reliability

Keller Williams Realty was founded on the principles of trust and honesty, emphasizing the importance of having the integrity to do the right thing and always putting the customers needs first.

Success

Keller Williams Realty is the fastest growing real estate company in North America.

When you offer a superior level of service, the word spreads fast.

As part of the Keller Williams Realty team, I look forward to providing you with a phenomenal real estate experience!



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about me

How am I different from other real estate agents?

It's simple, I won't be satisfied until you are.

Experience

I have owned and managed residential and rental/income property in Brevard County for over 25 years and like a lot of other Realtors, I know the area very well.

Technology

As the former CEO of a national software company, I and my team will use the latest technology to ensure that your property obtains the greatest possible exposure to the market.

Expertise

I specialize in residential and income property on the barrier islands, as well as waterfront and golf view properties throughout Brevard. I am a certified SFR (Short Sales and Foreclosure Resource) agent with experience in sound financial alternatives including reverse mortgage strategies.

Communication

I listen to what you want from the transaction and that means I find solutions – Results - that are tailored to you.

Clients for Life

When clients discover the level of service they can expect from me they realize they will never need to use another realtor again.

Awards/Recognition

As a licensed Florida Realtor and certified SFR (Short Sale and Foreclosure Resource). I am qualified to help my clients navigate the most complex property transactions in our market..

Personal

My extended family has lived in Brevard County since 1984. I have watched them grow here, attend the schools, enjoy the surfing, fishing, and other activities the area has to offer. t really is all about family.

My Commitment to You

Throughout my career I've also found that providing high-quality service is about putting my clients first, understanding their perspective, being a good listener and responding quickly to your needs. This "client first" philosophy has always been my approach. I am committed to providing you service beyond your expectations.



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***A detailed pricing guide for
{Your Home}***



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what's ahead

I love putting the **sold** sign on my client's properties. That's why I work with clients individually, marketing and selling their homes:

- ***At top price***
- ***Quickly***
- ***Hassle-free***

I have the systems in place to streamline the home selling process for you. In our consultation, we will begin by reviewing the current real estate market in your area. Our purpose is to position your home competitively with other homes on the market.

In addition, we will discuss strategies on staging your home, learn about the selling process, and help you prepare for your upcoming move.

Your customized guide includes:

- ***Your home overview***
- ***Comparable homes***
(homes that are similar to yours)
- ***Current home listings***
(to help you understand the competition)
- ***Recent sales***
(to review true selling prices)
- ***Pending sales***
(homes that are under contract to be sold)
- ***Expired listings***
(homes that may have been improperly priced)
- ***Comparable home value adjustments***
- ***Pricing charts & graphs***
- ***Asking price recommendation***
- ***Preparing your home for sale***
- ***Closing 101***
- ***Moving checklist***
- ***Preferred service professionals***



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**A GUIDE
TO SELLING
YOUR HOME**



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your home overview

{YOUR ADDRESS}



{A PHOTO OF YOUR PROPERTY}



Style

List \$/Sqft

Square Ft

Bedrooms

Baths

Parking

Taxes

List Date

DOM

Age

Lot Size

Levels

Features:

Comments:



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LarryKientz@KW.com • <http://BrevardRealEstateOnline.info>

ADJUSTED COMPARABLES



**GUIDE
TO SELLING
YOUR HOME**



Service Speed



Results



comparable homes and prices in your area

PRICE ADJUSTED COMPARABLES

Prepared For:

								
Your Address			Comp # 1		Comp # 1		Comp # 1	
MLS #	DATA	Adjust. Factors	COMP.	Adjust. Values	COMP.	Adjust. Values	COMP.	Adjust. Values
Status			C		C		C	
List Price			\$98,900		\$129,000		\$128,990	
Sale Price			\$95,000	95000	\$115,000	115000	\$132,000	132000
Sale/List %			96.06%		89.15%		102.33%	
DOM			313		228		16	
Sale Date			12/10/2009		12/23/2009		01/29/2010	
Appreciation		.050	145 Days	1888.99	132 Days	2079.45	95 Days	1717.81
Bedrooms	3	1200	3	0	3	0	3	0
Full Baths	2	7500	2	0	2	0	2	0
Half Baths		3750	0	0	0	0	0	0
Liv. Sqft	1277	20.00	1,277	0	1,277	0	1,394	-2340
\$/Sold SF			74.39		90.05		94.69	
Est. Yr Bilt	2008		2006		2005		0	
Misc. Feat.	Lake		Lake	0	None	2000	Lake	0
Misc. Feat.	Furnish		No	0	Furn	-2000	No	0
Misc. Feat.	Garage		1 Car	0	1 Car	0	2 Car	-2000
Misc. Feat.								
Misc. Feat.								
Average Adjusted Value			Adj. Total	\$96,888	Adj. Total	\$117,078	Adj. Total	\$129,371
				\$114,448				



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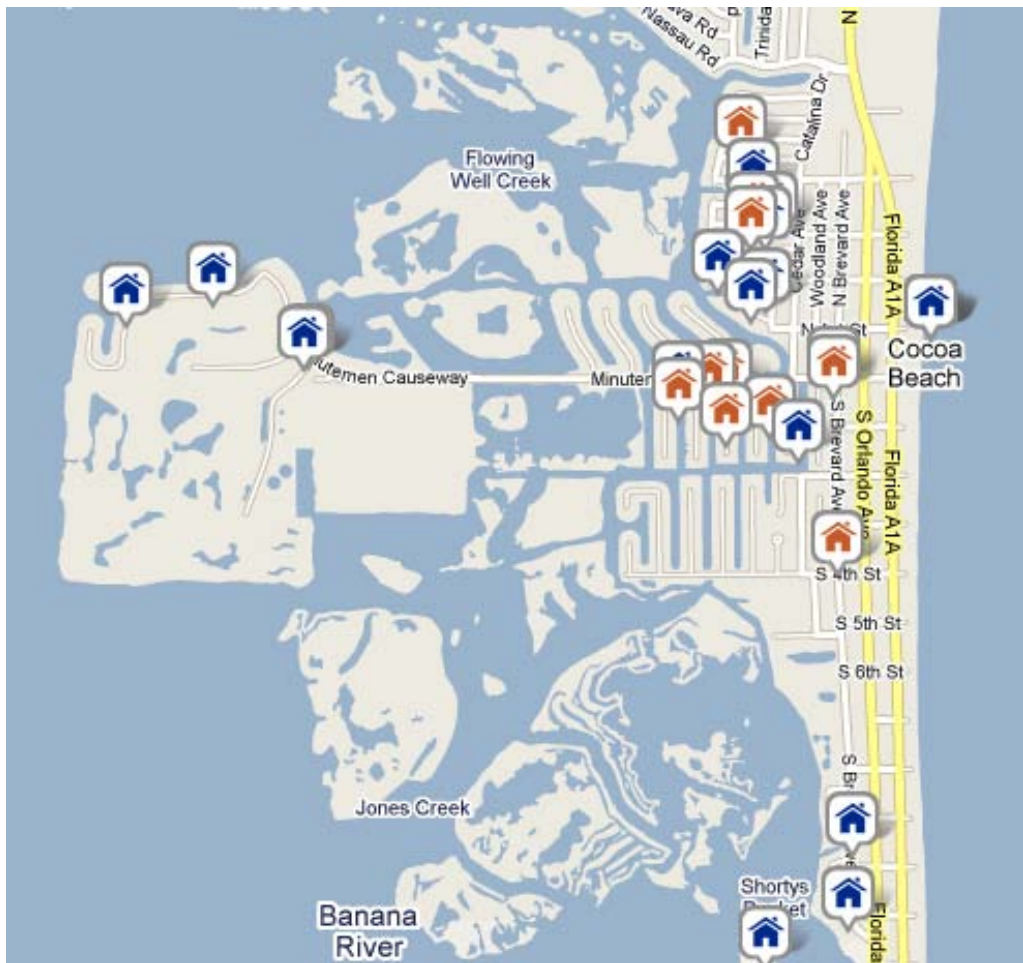
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map of comparable homes in your area



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Results

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current listings in your area will be presented

{ADDRESS}

{PRICE}



{PHOTO OF PROPERTY}



Style

List \$/Sqft

Square Ft

Bedrooms

Baths

Parking

Taxes

List Date

DOM

Age

Lot Size

Levels

Features:

Comments:

{ADDRESS}

{INSERTPRICE}



{PHOTO OF PROPERTY}



Style

List \$/Sqft

Square Ft

Bedrooms

Baths

Parking

Taxes

List Date

DOM

Age

Lot Size

Levels

Features:

Comments:

A GUIDE TO SELLING YOUR HOME



Results



Service

Speed



recent sales in your area that were included on the CMA

{ADDRESS}	Style	Features:
{PRICE}	List Price	
	List \$/Sqft	
{PHOTO OF PROPERTY}	Square Ft	
	Bedrooms	
	Baths	
	Parking	
	Taxes	Comments:
	Sale Date	
	Sale \$/Sqft	
	DOM	
	Age	
	Lot Size	
{ADDRESS}	Style	Features:
{PRICE}	List Price	
	List \$/Sqft	
{PHOTO OF PROPERTY}	Square Ft	
	Bedrooms	
	Baths	
	Parking	
	Taxes	Comments:
	Sale Date	
	Sale \$/Sqft	
	DOM	
	Age	
	Lot Size	

A GUIDE TO SELLING YOUR HOME



Results



Service Speed



pending sales in your area

{ADDRESS}

{PRICE}



{PHOTO OF PROPERTY}



Style

List Price

List \$/Sqft

Square Ft

Bedrooms

Baths

Parking

Taxes

Sale Date

Sale \$/Sqft

DOM

Age

Lot Size

Features:

Comments:

{ADDRESS}

{PRICE}



{PHOTO OF PROPERTY}



Style

List Price

List \$/Sqft

Square Ft

Bedrooms

Baths

Parking

Taxes

Sale Date

Sale \$/Sqft

DOM

Age

Lot Size

Features:

Comments:

A GUIDE TO SELLING YOUR HOME



Results



Service

Speed



expired listings in your area

{ADDRESS}

{PRICE}



{PHOTO OF PROPERTY}



Style

List Price

List \$/Sqft

Square Ft

Bedrooms

Baths

Parking

Taxes

Sale Date

Sale \$/Sqft

DOM

Age

Lot Size

Features:

Comments:

{ADDRESS}

{PRICE}



{PHOTO OF PROPERTY}



Style

List Price

List \$/Sqft

Square Ft

Bedrooms

Baths

Parking

Taxes

Sale Date

Sale \$/Sqft

DOM

Age

Lot Size

Features:

Comments:



average selling price

This shows you the relationship between the list price of a home and the time it stays on the market in your neighborhood.

Average comparable type List price Selling price \$ / Sqft Days on the market

Current neighborhood information:

This area will contain relevant information about the market in your neighborhood and the surrounding areas.



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LarryKientz@KW.com • <http://BrevardRealEstateOnline.info>



average days on the market

The time it takes to sell a home in your neighborhood depends on three key factors.

- The asking price
- The condition
- The location

You control two out of three of these factors.

Current neighborhood information:

This area will contain relevant information about the market in your neighborhood and the surrounding areas.

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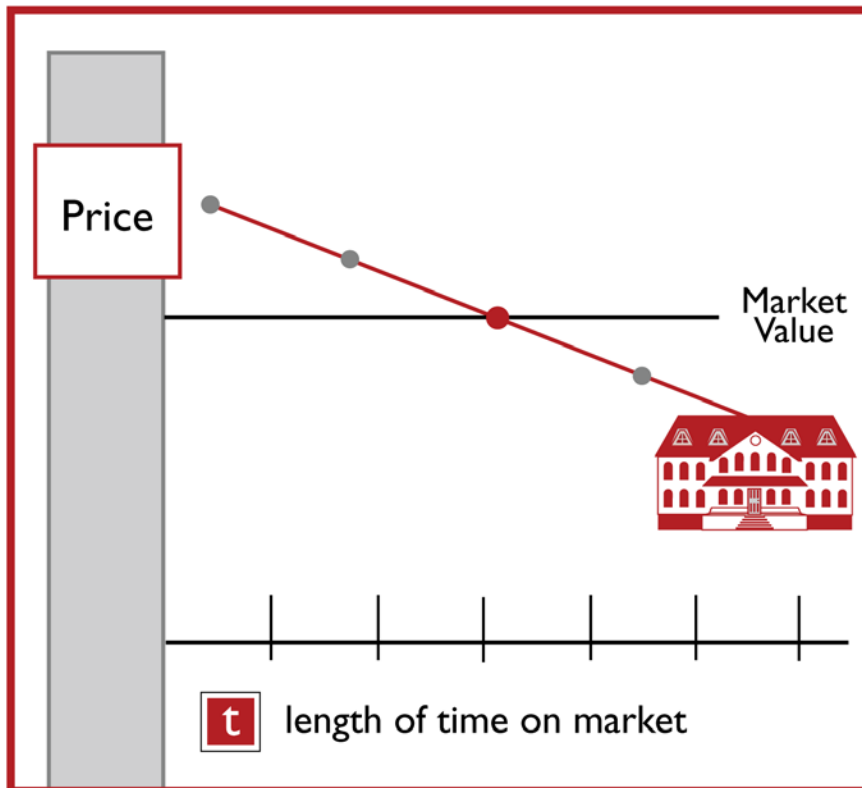
Service Speed

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attracting buyers

If you want to compete, be competitive.

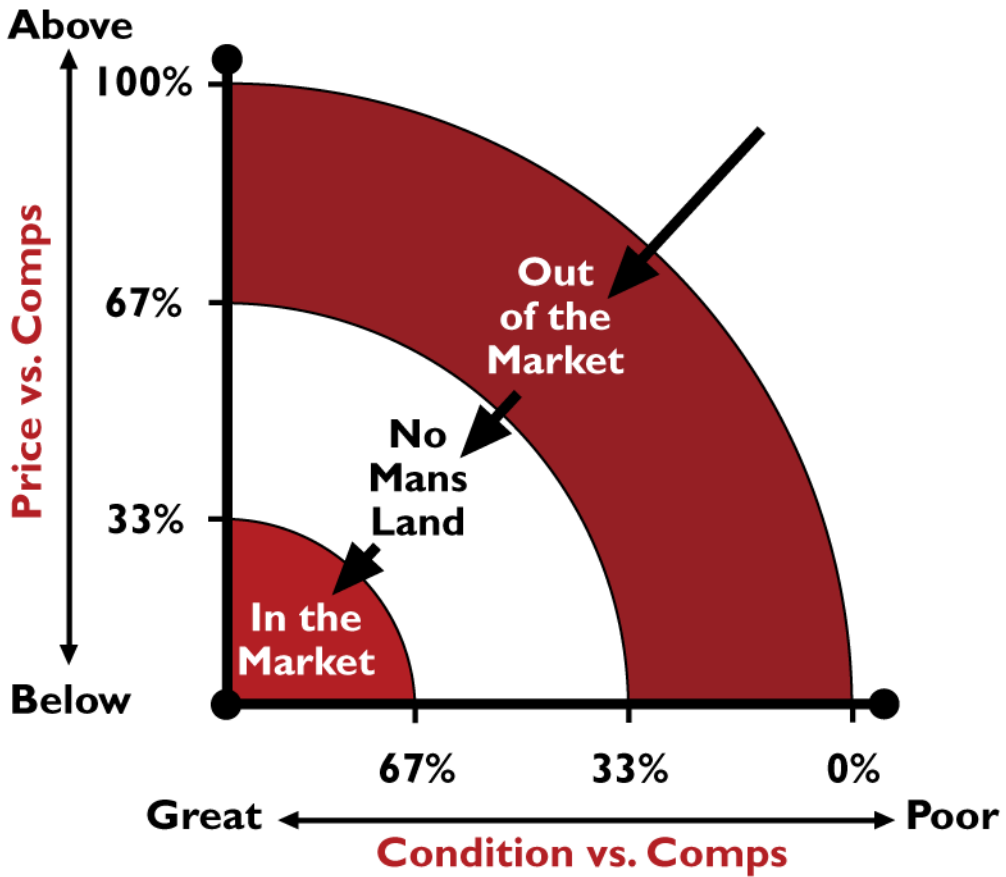
- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.





the power of pricing

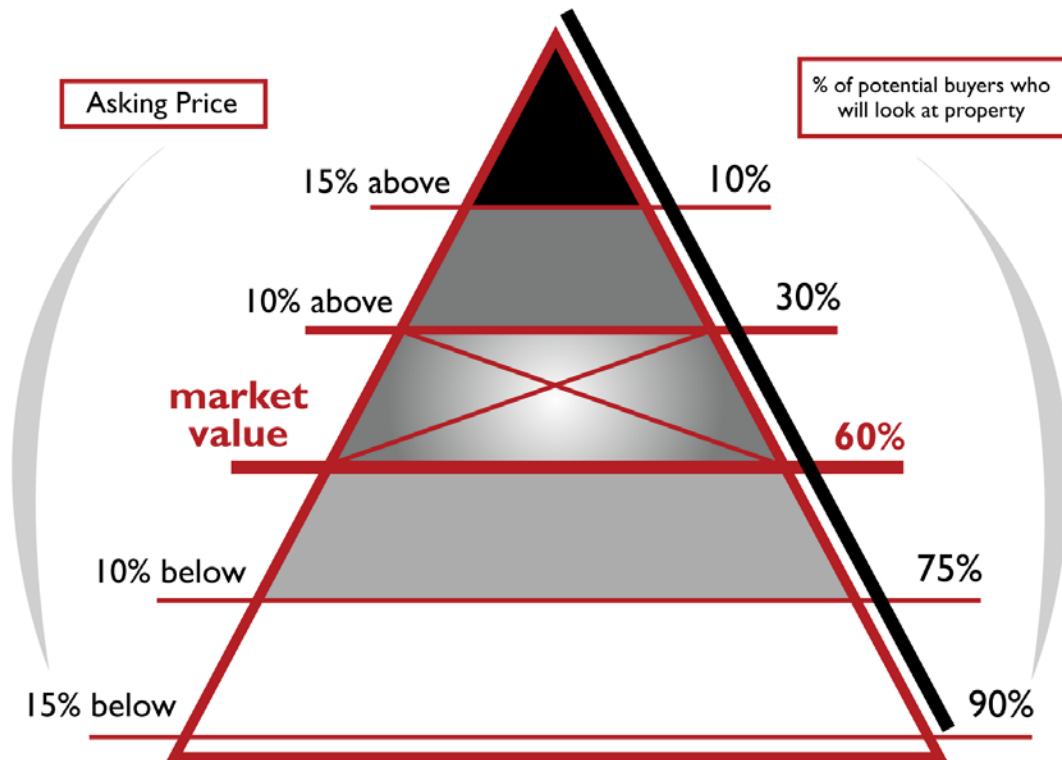
To get your home sold for the most money in the least time, we have to price it "in the market."



the power of pricing

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



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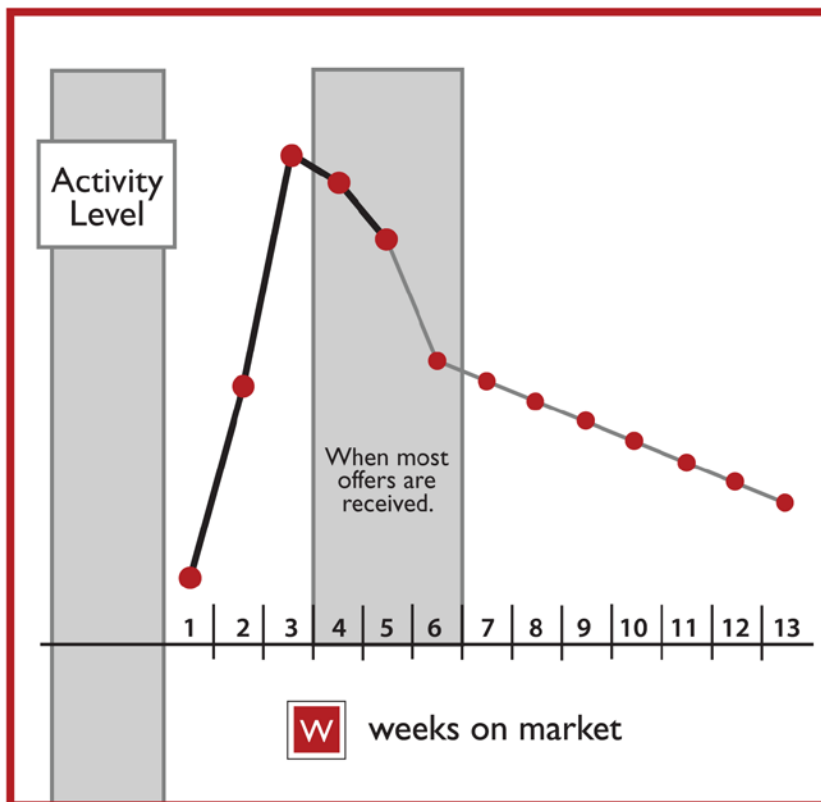
Service Speed

Results

pricing a home competitively

The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.





pricing your home

This is about strategy.

I have based your recommended price on:

- ***A detailed, custom market analysis***
- ***The unique characteristics of your home and its setting***
- ***My expertise in the real estate market***

My primary goal is to ***net you the most money possible.***

I believe this pricing plan, matched with my 14-step marketing plan, will draw agents and buyers to your home and position it as a ***highly appealing, highly competitive property.***

The recommended list price is based on comparable properties that have recently sold, have recently expired and those that are currently for sale in your market area.

Average Sales Price: \$

Average Sales Price \$ / sq ft:

Recommended List Price: \$

A home priced at market value will attract more buyers than a home priced above market value. Also consider that a home priced competitively will attract a greater number of potential buyers and increase your chances for a quick sale.

I look forward to working together with you to get your home sold as soon as possible.



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preparing your home for sale

Did you know well-placed furniture can open up a room and make rooms seem larger than they are?

Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

Did you know the scent of your home can leave a lasting effect on a potential buyer? Baking bread, cookies or pie leaves an inviting fragrance.

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's appeal:

Exterior

- Keep the grass freshly cut
- Remove all yard clutter
- Apply fresh paint to wooden fences
- Paint the front door
- Weed and apply fresh mulch to garden beds
- Clean windows inside and out
- Wash or paint homes exterior
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached

Interior

- Remove excessive wall hangings, furniture and knick knacks (consider a temporary self-storage unit)
- Clean or paint walls and ceilings
- Shampoo carpets
- Clean and organize cabinets and closets
- Repair all plumbing leaks, including faucets and drain traps
- Clean all light fixtures

For showings

- Turn on all the lights
- Open drapes in the daytime
- Keep pets secured outdoors
- Play quiet background music
- Light the fireplace if seasonally appropriate
- Infuse home with a comforting scent like apple spice or vanilla
- Vacate the property while it is being shown



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closing 101

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home.

Here are a few things to bring to the closing:

- House keys
- Garage door opener(s)
- A picture ID

What can you expect?

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

What are your costs?

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

After the closing...make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold



moving checklist

New Telephone Number: _____

New Address: _____

Before you move, you should contact the following companies and service providers:

Utilities:

- _____ Electric
- _____ Telephone
- _____ Water
- _____ Cable
- _____ Gas

Professional Services:

- _____ Broker
- _____ Accountant
- _____ Doctor
- _____ Dentist
- _____ Lawyer

Government:

- _____ Internal Revenue Service
- _____ Post Office
- _____ Schools
- _____ State Licensing
- _____ Library
- _____ Veterans Administration

Clubs:

- _____ Health & Fitness
- _____ Country Club

Insurance Companies:

- _____ Accidental
- _____ Auto
- _____ Health
- _____ Home
- _____ Life
- _____ Renters

Business Accounts:

- _____ Banks
- _____ Cellular Phone
- _____ Department Stores
- _____ Finance Companies/Credit Cards

Subscriptions:

- _____ Magazines
- _____ Newspapers

Miscellaneous:

- _____ Business Associates
- _____ House of Worship
- _____ Drug Store
- _____ Dry Cleaner
- _____ Hair Stylist



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above and beyond

To me, providing exceptional service involves more than just making your real estate dreams come true. It requires taking the next logical step helping you through the details after you officially own your home.

I have worked with the following service professionals and highly recommend them to my clients:

This will Include::
Movers
Housecleaning services
Interior designers
Painters
Maintenance Companies



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