



Listing and Marketing Consultation

**Raine Curtis
Realtor®**

Keller Williams American Premier Realty

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Understanding The Principles

- KELLER WILLIAMS®
 - Consultant Vs. Agent
 - Key Objectives
 - Sources of Buyers
 - Marketing
 - Controlling & Pricing Factors
 - Preparing for the Offer
 - Processing the Sale



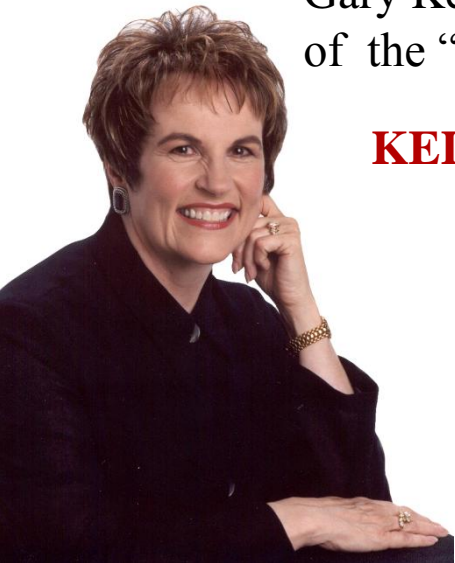


About KELLER WILLIAMS® Realty

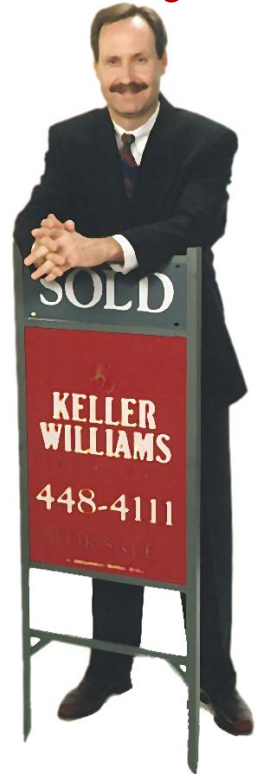
- Founded in Austin, Texas, on October 18, 1983.
- KELLER WILLIAMS® Realty laid the foundation for agents to become real estate business people.
- Mo Anderson owned the #3 franchise in the largest real estate company in the world.
- Gary Keller was chosen by Realtors across the U.S. as one of five of the “Most Admired” REALTORS® in the nation.

KELLER WILLIAMS® FACTS:

- “Most Innovative Real Estate Company” — Inman News.
- 3rd largest independent real estate franchise.
- 86,000+ real estate consultants.
- 7200+ offices in the U.S. and Canada.
- Presence in all 50 States.
- Excellence in real estate consultation training.



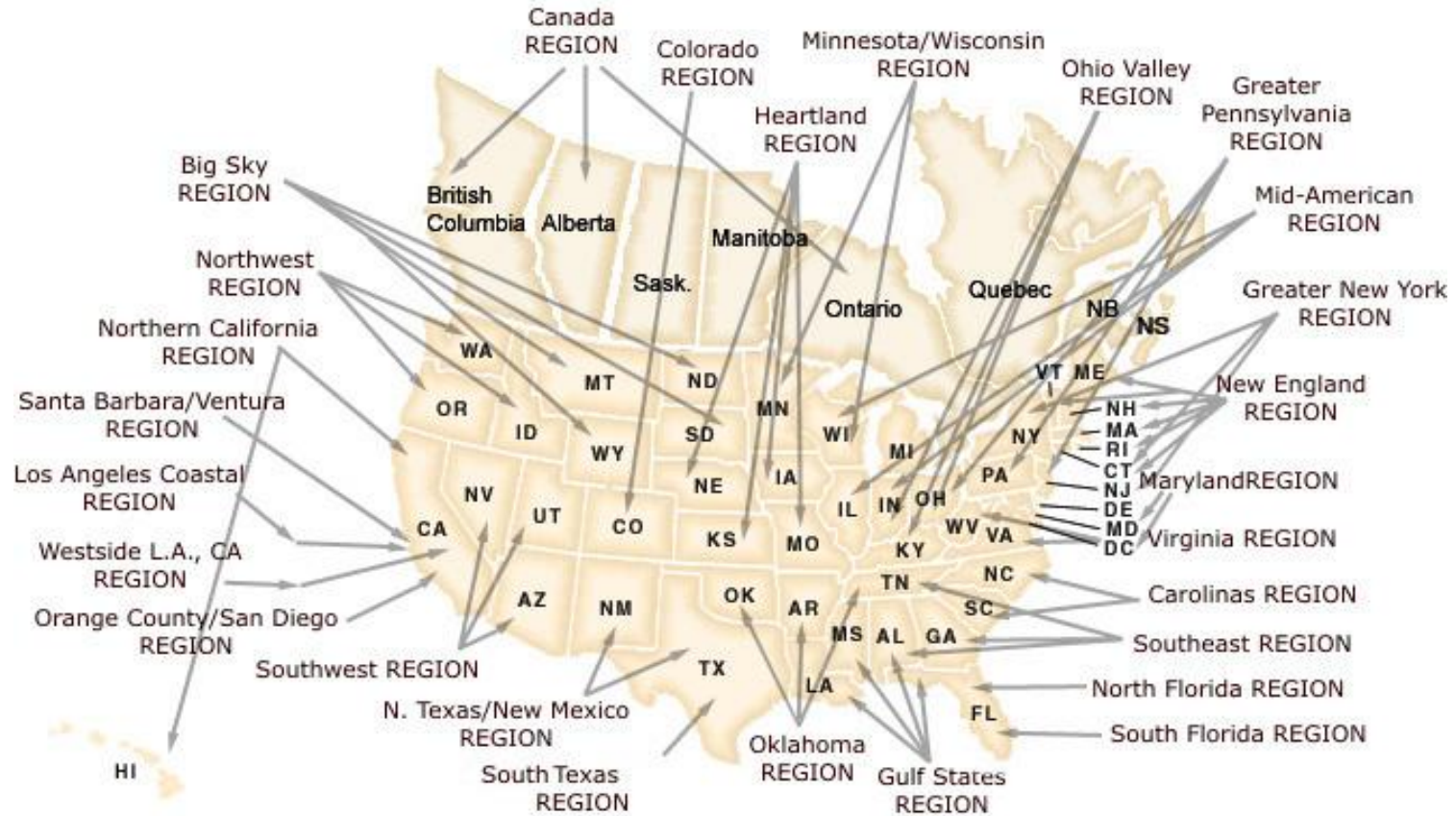
Mo Anderson
Chief Executive Officer



Gary Keller
Chairman Of The Board



KELLER WILLIAMS® Realty





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: **Lorraine Curtis**

Nickname: **Raine**

Member:

Harford County Association of Realtors

Maryland Association of Realtors

National Association of Realtors

About Me: I was born and raised in Southern NJ and moved to Maryland in 2003 after becoming engaged to my now husband, John. We are happy residents of Harford County, and we have the cutest American Bulldog name Jake. I enjoy listening to jazz and spending time with family and friends.



**Raine Curtis
REALTOR®**



Key Objectives

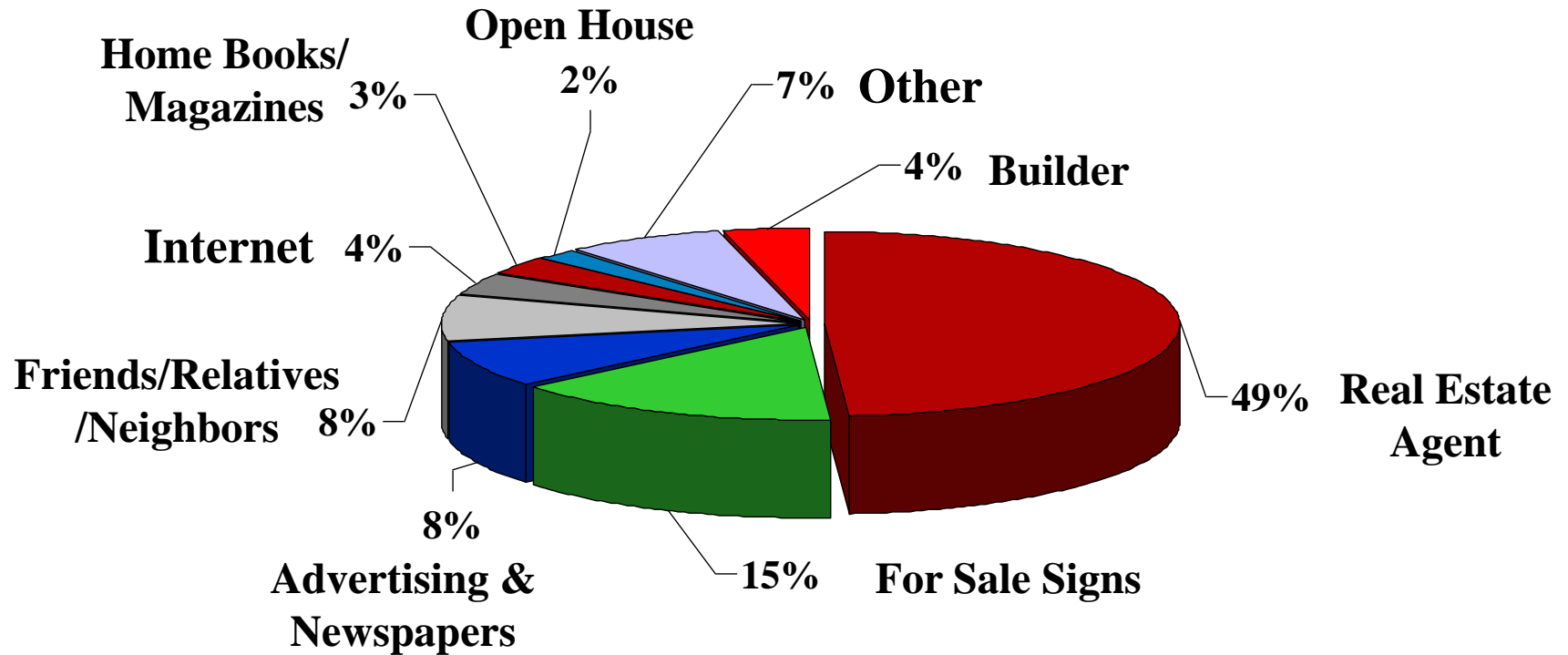
- **PRICING...** your home at the property's fair market value.
- **TIMING...** in the desired time period.
- **CONVENIENCE...** selling your home with the least amount of inconvenience.





Learning About The Home

WHERE BUYERS FIRST LEARNED ABOUT HOME PURCHASED





Marketing Plan

- **Targeted Advertising**
 - To the public –
 - To the REALTOR® community- Email Blast
- **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
 - HomesByAuction.com
 - Realtor.com- Enhanced version
 - Local/International Internet Sites





Marketing Your Home

Our Respective Duties

Agent

- Input your listing to MLS.
- Install nationally recognized sign.
- Provide information fliers.
- Pricing Guidance.
- Prepare Advertising.
- Hold Broker 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.



Your Own Website

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.



What You Do & Don't Control

Seller Controls:

- **Property Condition**
- **Availability for Showing**
- **Price**
- **Home Warranty**

Seller Doesn't Control:

- **Competition**
- **Buyer's or Seller's Market**
- **Interest Rates**
- **When The Perfect Buyer Walks Thru Door**





Home Warranty Plans

Home warranty plans go a long way to alleviate some risks and concerns. For a modest price, the seller can provide to the buyer a one year warranty covering specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans commences at closing. In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage).





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

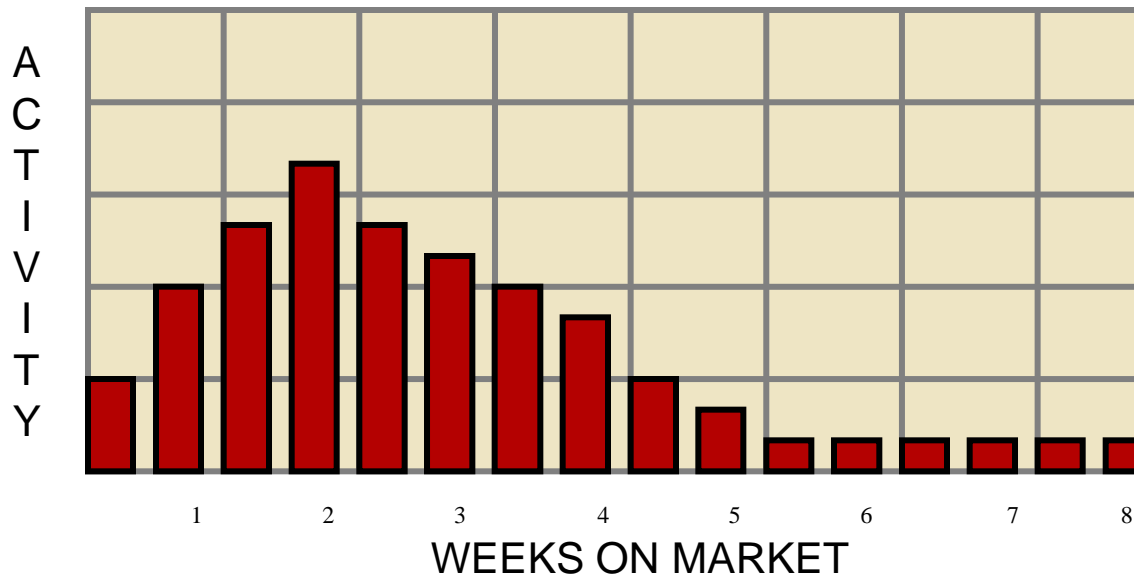
Average Days on Market Before Sold*



* The Statistics are based upon Today's Market



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.



Preparing For The Offer

In slow economic times, offers to purchase routinely come in “low” whereas in healthy economic times, offers are closer to the asking price. Do not be offended by any offer received. Be offended by buyers who tour your property and don’t submit an offer.

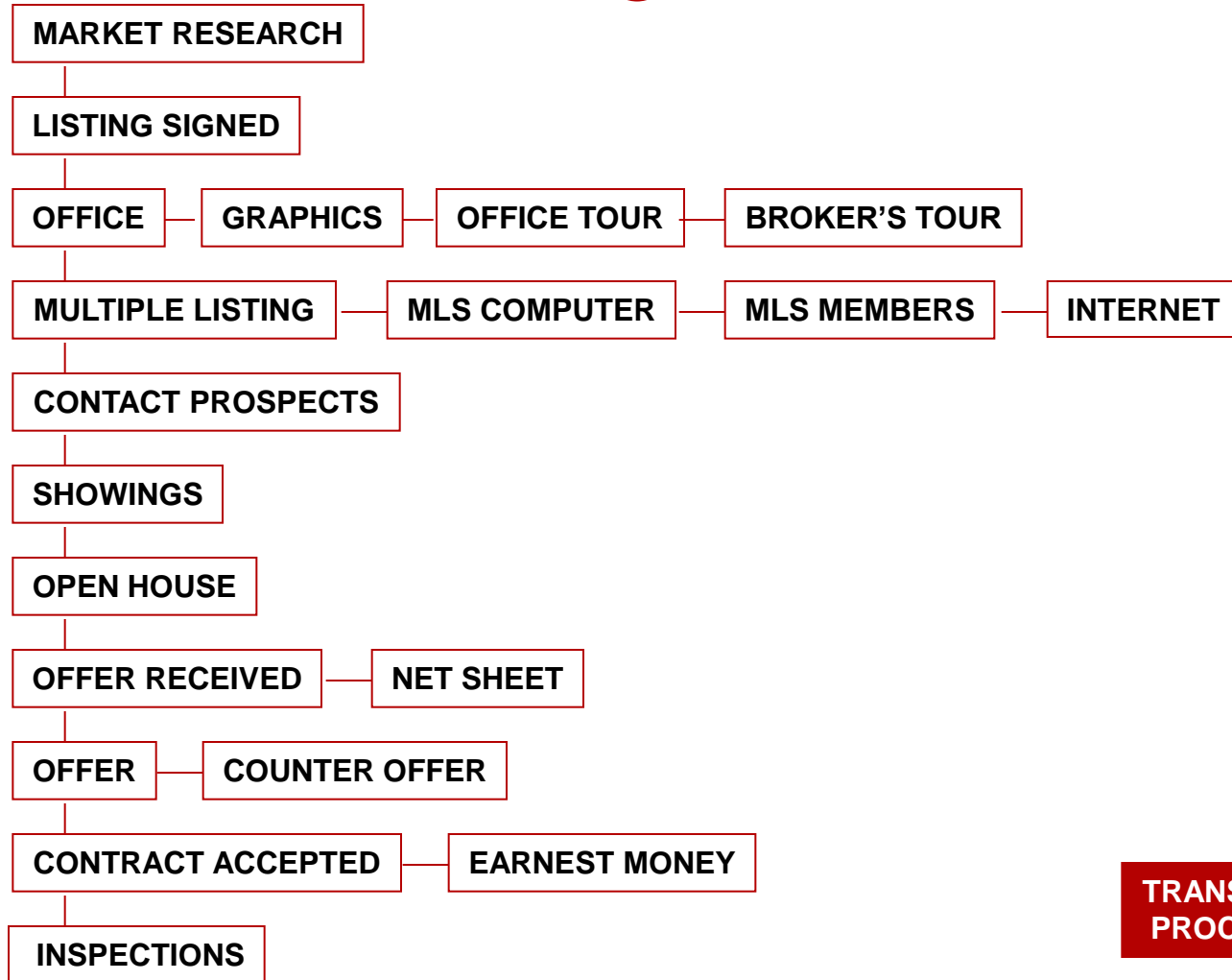
- **ACCEPTANCE.** Signed by all parties, dated, delivered... congratulations, you’re on your way to having your property sold!
- **REJECTION.** Unconditional... unfortunately, your home is still on the market.
- **COUNTER OFFER.** Any change to the contract constitutes a counter offer. You are now in the renegotiation stage.
- **NO ACTION.** Equals rejection. Your home is still on the market.





Home Selling Process

**BEGIN
PROCESS** →



**TRANSACTION
PROCESSING** →



Inspections

Inspections and potential repairs are the number one reason sales don't close. Typically, buyers have a certain number of days in which to inspect the property and accept or reject the property based upon these mechanical and structural inspections.

**SELLER
SEES THEIR HOUSE**



**BUYER
SEES YOUR HOUSE**



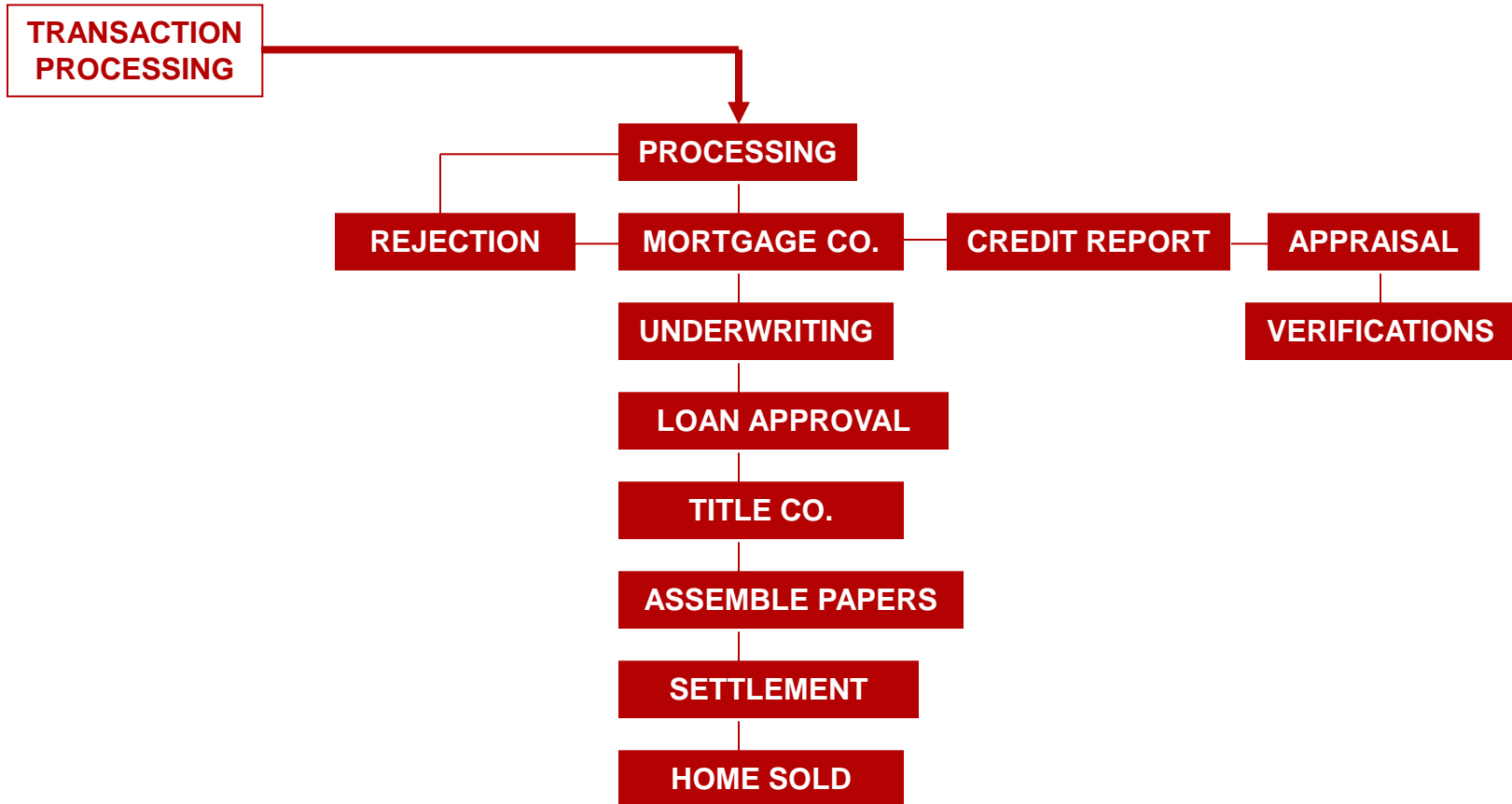
**INSPECTOR
SEES THE HOUSE**



Save Yourself Time, Money and Disappointment — Do Deferred Maintenance Now!



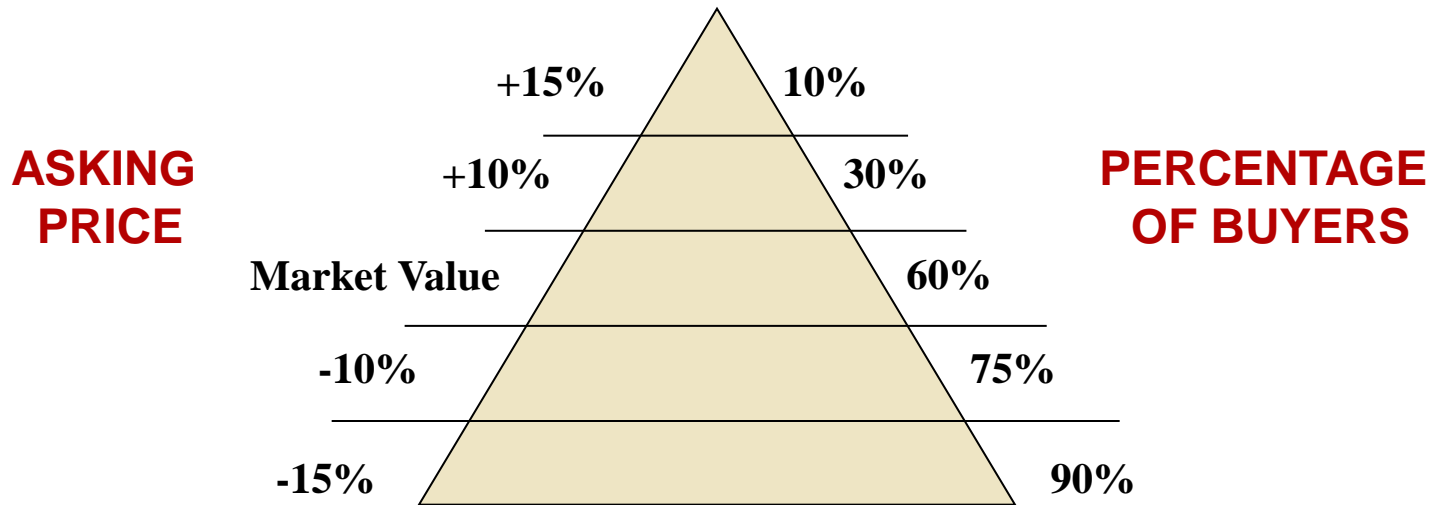
Contract To Close





Pricing Factors

IMPORTANCE OF INTELLIGENT PRICING



As the triangle graph illustrates, more buyers purchase their properties at market value than above market value. If you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your opportunity for a sale.



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.

