

CATHERINE
RICHARDSON

Making It
Happen!



WHY DOES CATHERINE SELL SO MANY HOMES...

Thank you for the opportunity to present my qualifications and marketing plan to sell your property.

ENCLOSED PLEASE FIND:

1. Marketing Plan
2. Market Dynamics
 - A. How Buyers Find Homes
 - B. Market Timing
3. Internet Marketing
4. Pricing Misconceptions
5. Functionary vs. Fiduciary
6. Meet My Staff
7. Testimonials
8. FAQs
9. Communication Schedule
10. Homework!
11. KW Belief System

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Selling Your Home: It 's All About You

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

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 more than 50 percent of my business comes from repeat customers and referrals.

Good service speaks for itself. I'm looking forward to the opportunity to earn your referrals too!

MARKETING PLAN - CATHERINE 'S FORMULA FOR SUCCESS!

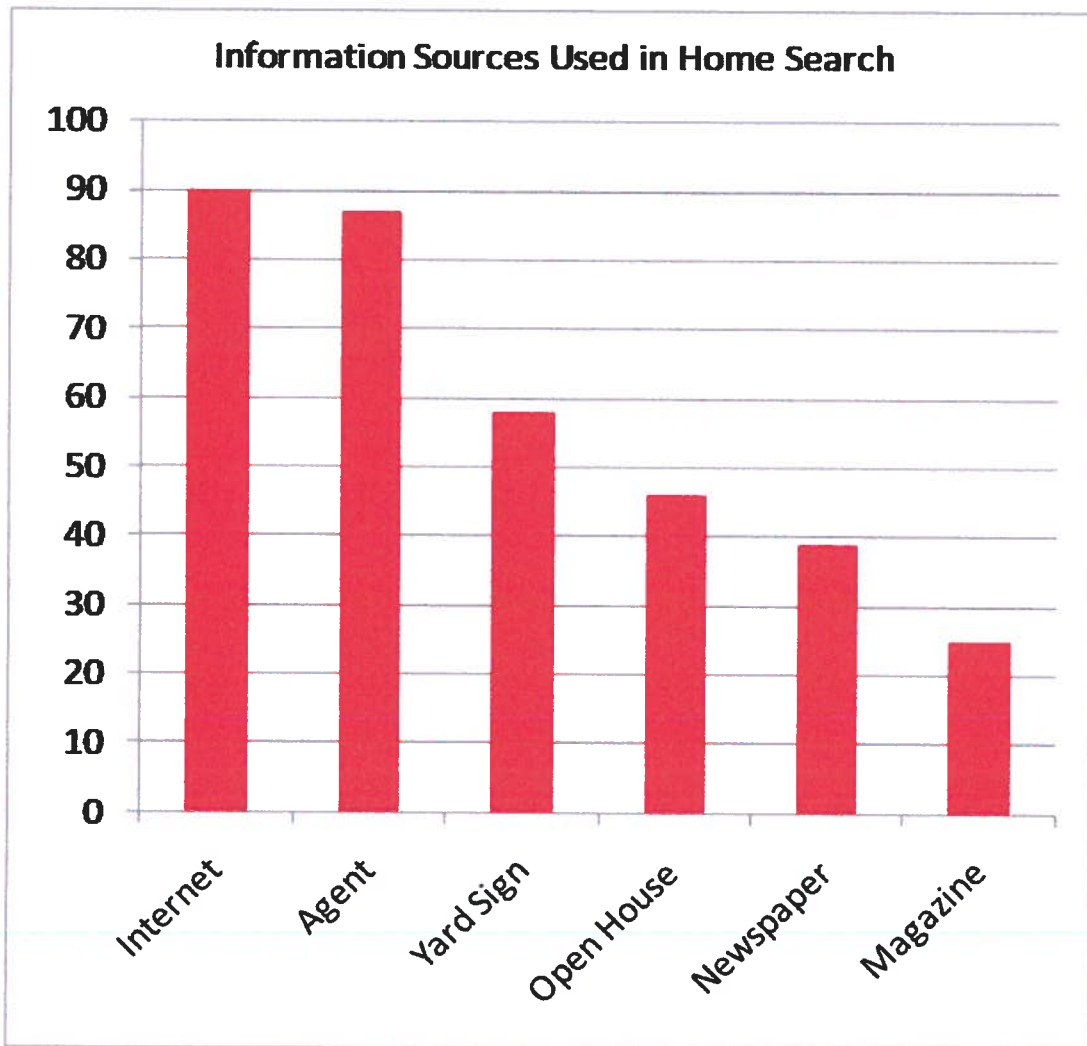
The key to my marketing plan is the daily contacts I make to prospective buyers and to top agents in town who have buyers for your home. Traditional methods of waiting for buyers to come to us (" Passive " Marketing like open houses or advertising) are not nearly as effective as physically contacting potential buyers or their agents and presenting your home to them. " Active " marketing makes the difference and 6 days a week you can count on me to promote your home to buyers!

1. Provide you with the most pertinent market information so that together we can determine together the best price for your home.
2. Assist you in staging your home - this is a beauty contest!
3. Put listing on MLS
4. Put lockbox on property
5. Install "for sale " sign on property.
6. Put home on internet and use IDX technology to submit photos to www.CatherineRichardson.com, Realtor.com, KW.com, and Trulia.com - the top real estate websites - as well as over 350 other real estate websites.
7. Email network groups
8. Call agents who have recently shown homes similar to yours to see if their buyers are still available.
9. Search database for buyers who have recently viewed homes similar to yours and contact them.
10. Prepare custom photo flyer.
11. Prepare property website and attach sign rider to property sign.
12. Video home for virtual open house so that your home can be viewed via computer 24 hours a day!
13. Promote home at Keller Williams office meeting.
14. Agents will call you directly for showing appointments. Please save all agent business cards.
15. I will call you regularly with buyer feedback, updates in market conditions and details of what we are doing to market your home. (see communication schedule)
16. Continue the above points weekly until an offer is written. I will sign you up for a Listingbook account so that you can see what is selling and see new listings as they come on the market.
17. Pre-qualify any prospective buyers by speaking directly with their bank or mortgage broker.
18. Negotiate the highest price in the optimal amount of time.
19. Handle all negotiations, inspections and disclosures in escrow until the closing. Interact with inspectors, appraisers, attorneys and realtors on your behalf.

How Buyers Find the Home They Purchase

Buyers find the home they purchase primarily by looking on the Internet and by working with real estate agents.

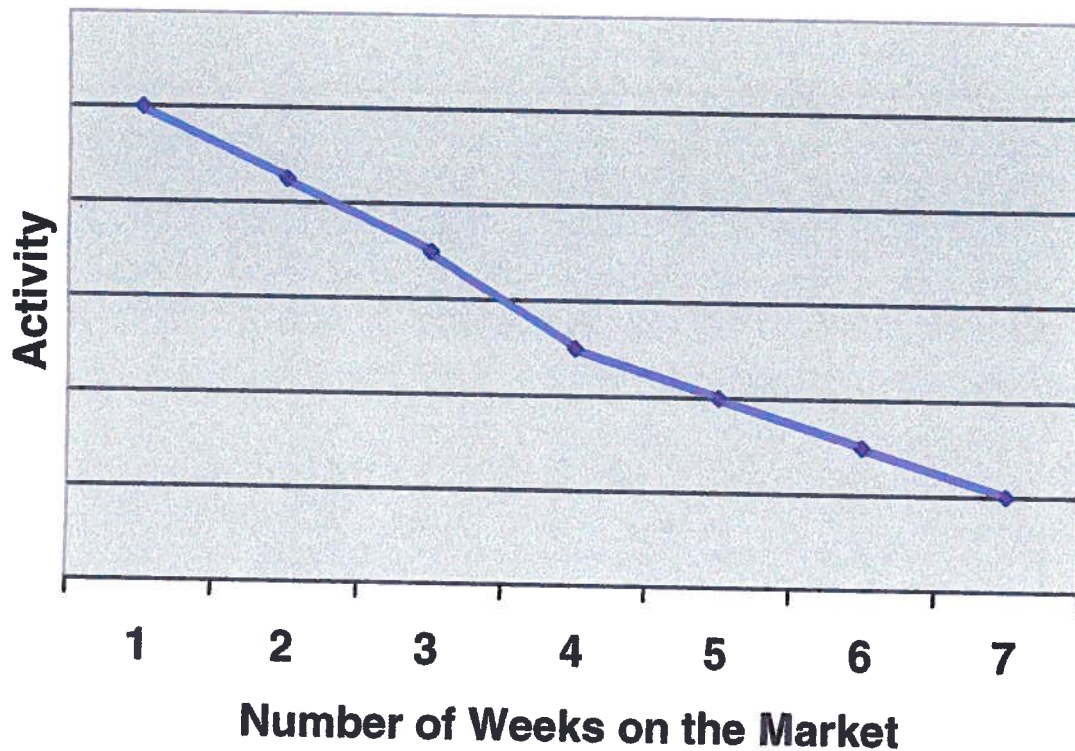
An excellent agent with a terrific Internet marketing program is your best path to a sale.



From National Association of Realtors, Profile of Home Buyers and Sellers, 2009

SELLING PRICE VS. TIMING

Interest vs. Weeks on the Market



- **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**
-

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INTERNET MARKETING

As technology improves, it is of ever-increasing importance that I stay right along with it in terms of new ways to get your home optimal exposure. That is why I not only have a full-scale website with all my listings, along with access to thousands of MLS 's across the nation, but I also use a variety of other websites to generate exposure for your home worldwide. With a little help from **Realtor.com**, **Trulia.com**, **Yahoo Real Estate**, the **CT MLS**, and **IDX** technology I can insure that your home can be viewed 24/7 through more than 350 of the most popular search engine websites.



Pricing Misconceptions

It is very important to price your property at competitive market value when we finalize the listing agreement.



Buyers and 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 properties SOLD in your area. Historically, your first offer is usually your best.

The Difference between Typical Real Estate Agent vs. Catherine Richardson

Typical *Real Estate Agent*

Functionary

1. Low Relationship
2. Assumes Little Responsibility
3. Uses Low Skill
4. Records Information
5. Responds to Needs
6. Processes Data
7. Narrow Picture Viewpoint
8. Delivers Information
9. Other-Directed
10. Minimum Legal Responsibility
11. Employee
12. Does the Task
13. Tells and Sells
14. Stays Out of Decision Making
15. Follow Rules and Procedures
16. Replaceable
17. Poorly Compensated

Catherine Richardson

Fiduciary

1. High Relationship
2. Accepts High Responsibility
3. Masters High Skill
4. Perceives Information
5. Anticipates Needs
6. Interprets Data
7. Big Picture Viewpoint
8. Advises and Consults
9. Self-Directed
10. Maximum Legal Responsibility
11. Partner
12. Owns the Results
13. Educates and Guides
14. Involved in Decision Making
15. Uses Judgment and Intuition
16. Irreplaceable
17. Highly Compensated

What type of real estate agent are you looking for to represent you in the sale of your home

*A Functional Real Estate Agent or
A Fiduciary Consultant?*

Wendy Varnit, Administrative Assistant/Listing Coordinator



Wendy oversees each and every listing to ensure the process goes smoothly. She is ultimately responsible for all our marketing pieces and making sure that if buyers are out there, they see our listings. Part of that is realizing the dominant role that realtor.com, virtual tours and internet promotion play in today 's real estate world, and utilizing those tools effectively. She also assists with showing appointments, listing presentations and closing paperwork.

Kenny Naslund, Internet Specialist



Kenny ensures that our systems are running smoothly and creates effective problem solving strategies. He develops and maintains web applications and solutions and performs database and network programming. He thoroughly understands the way the Internet works and all of its components such as Internet addresses, domains, search engines, sending and receiving email, web design, and protection against hacking.

Karen Mulreed, Mortgage Broker



Karen began her career in the mortgage business in 1997 and has been a consistent top producer. Karen brings her extensive marketing and finance knowledge, including a degree from Fordham University, to the mortgage market. Karen is a passionate mortgage originator. She understands the challenges that real estate are facing and she helps her customers find the loan program that fits their individual needs.

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What My Clients Say

...how can we begin to thank you for all that you've done for us? We have come to appreciate your loyalty and guidance, as well as your encouragement and good humor. Thank you for making such an unsettling time in our lives so enjoyable. We knew we could always count on you for a reassuring word or a much needed laugh, and we count ourselves lucky to have found someone with your instinct, experience and judgement.....

Dan and Christine

Thank you....the great and very professional job you did marketing our home....help "beyond the call of duty." You worked tirelessly...encouraged us...I will recommend you to everyone I know who wants to buy or sell a home. Thanks a million! *Jack N.*

I want to thank you from the bottom of my heart for all your help and patience in getting me my first very own home! We are all really happy here and can't wait for you to come over and see it! You have been so amazing to us and we will call you soon to come and visit!.....*María B.*

.....Catherine was a tremendous help from start to finish. A true professional, experienced confident and did a 1st class job! I will absolutely work with her again and always recommend her!.....*John N.*

Thanks very much for all your help in selling my Glenbrook home. You went beyond the call of duty with the Roto-Rooter and leaking toilets experience. I appreciate your extra efforts. Thanks!.....*John C.*

Brandon and I would like to thank you for all the hard work you put into finding us the perfect house. You were a delight to do business with and a highly efficient realtor.....*Lisa and Brandon B.*

Thank you so much for all of your help in the search for finding our perfect home. We loved working with you, it's been a real pleasure!.....*Jeff and Melinda*

Thank you so much for your kindness and assistance in making our house dreams come true! It has been such a pleasure working with you. I know we were not easy clients so I want you to know we appreciated everything you did for us. Truly, truly. I will encourage everyone I know to call you when they are in the market.....*Laura and Don M.*

It means so much to us to have had the help and guidance that you have provided. Thank you for helping to make this happen! We really love this house, and we hope you will come for dinner. Once we have furniture, plates and a little organization, we will call you! Thank you again!.....*Victoria and Preston S.*

Catherine was extremely helpful and knowledgeable and kept me informed every step of the way. She helped make this transition smooth.....*Kevin H.*

Catherine is creative, intelligent and a true professional who ensures you the attention you need and the total customer service to make your transaction a success whether you are a seller or a buyer...honest, dedicated and willing to go the extra mile...! *John F.*

Common Objections from Sellers and how Catherine Richardson handles them:

- 1. *I only want to give you a 120 day listing.*** I can appreciate that, especially if you have been listed before with a sub-par real estate agent. It generally takes 3-4 months on average in this market to get a home sold. Do you want to list your home for sale at 10-20% below fair market value – to guarantee an immediate sale within 30-60 days?
- 2. *We were thinking about another company.*** I think you realize a company doesn't sell a house... it's the individual agent's activities.
- 3. *We'll save the commission by selling it ourselves.*** I agree, you can save the commission by selling it yourself. Buyers who are looking for "For Sale By Owner" are looking for a bargain, and what's worse is the fact that only 2% of all For Sale By Owners sell themselves – especially in this market. Can you afford to have only a 2% chance of selling your home?
- 4. *Let's list high, we can always come down later.*** By pricing your property at market value, you expose it to a much greater percentage of prospective buyers, thus increasing your chances for a sale while ensuring a final sale price that properly reflects the market value of your home. Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. Improper pricing at the initial listing misses out on the interest period and may result in your property languishing on the market, eventually leading to a below the market value sale price, or even worse, no sale at all.
- 5. *Another agent said they could get me more money.*** That agent will list your property at a high price and assume they can take the listing now, and then start beating you up on the price week after week! They're afraid to tell you the truth upfront. I'm not afraid to tell you the truth. The more accurately we price your home in the beginning, the sooner you'll sell at the best price.
- 6. *Another agent said they would cut their commission.*** That makes me nervous! If other agents don't have the courage to stand up to you regarding their own worth, how strong could they possibly be defending you and the price set on your home? If they give in now, they'll give in later when the negotiations begin. You can't afford to leave money on the table with mediocre agent handling the sale. I also spend more money on marketing and getting your property sold than other agents would. Besides, I will net you more money, as I deliver a higher sales price to list price ratio.

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Client Communication Scheduling Form

Once your property is listed, we will use the following schedule to communicate feedback from showings. Please indicate what form of communication you prefer:

Mondays: Call Email Text _____

Thursdays: Call Email Text _____

In order to keep abreast of market changes, ie: new listings, new price adjustments etc. , it is advisable to have a seller strategy meeting every 21 days at my office. We will set up a schedule once the listing paperwork is signed.

Seller

Seller

Catherine Richardson

Suggested Questions For Listing Agents

1. Are you a full time or part time agent?
2. How long have you been selling real estate?
3. What is your communication policy?
4. Do you have a personal staff/team to help with details and to assist in getting my home marketed and sold?
5. How many *hours* per day do you prospect to find a buyer for my home?
6. Do you have references that I may call?
7. What *new* strategies have you been using to get homes sold fast in today 's market?
8. Does your office participate in a weekly Buyer/Seller match to get in-house listings sold faster?
9. What was the last training event that you attended?
10. How many websites are you (and my home) affiliated with? What type of web presence do you *personally* have?
11. What percentage of your listings sold in the last year?
12. What is your sales price to list price ratio?
13. What is your average number of days on the market for listings that have sold in the last year?

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Keller Williams Belief System:



Win-Win	Or no deal
Integrity	Do the right thing
Customers	Always come first
Commitment	In all things
Communication	Seek first to understand
Creativity	Ideas before results
Teamwork	Together everyone achieves more
Trust	Starts with honesty
Success	Results through people