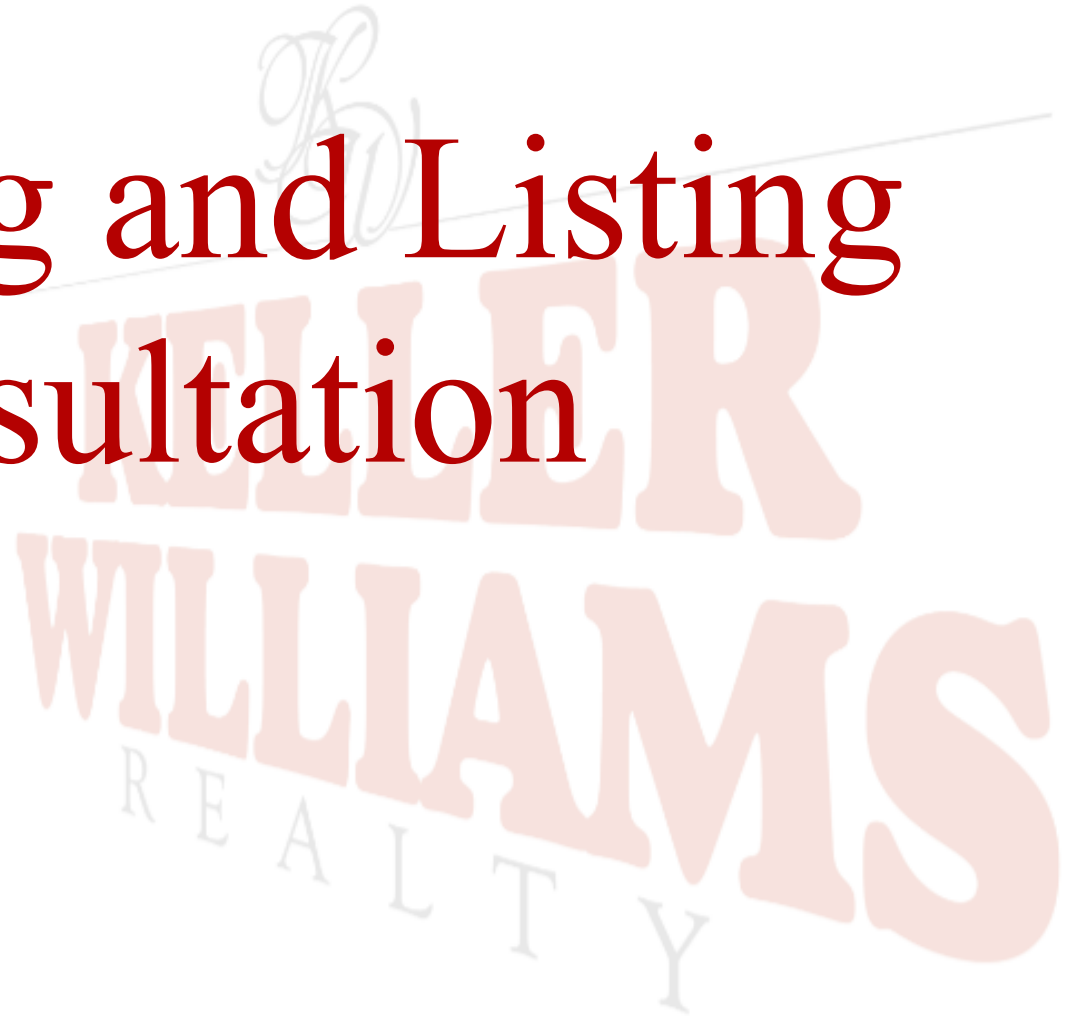




Marketing and Listing Consultation





Understanding The Principles

- KELLER WILLIAMS®
 - Consultant Vs. Agent
 - Key Objectives
 - Sources of Buyers
 - Marketing
 - Controlling Factors
 - Preparing for the Offer
 - Processing the Sale
 - 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.
- 17,500+ real estate consultants.
- 250+ offices in the U.S. and Canada.
- 7th largest real estate company in North America.
- Excellence in real estate consultation training.



Mo Anderson
CEO



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





Our Office

Address: 1361 Jennings Mill Road, Suite 101
Bogart, GA 30622

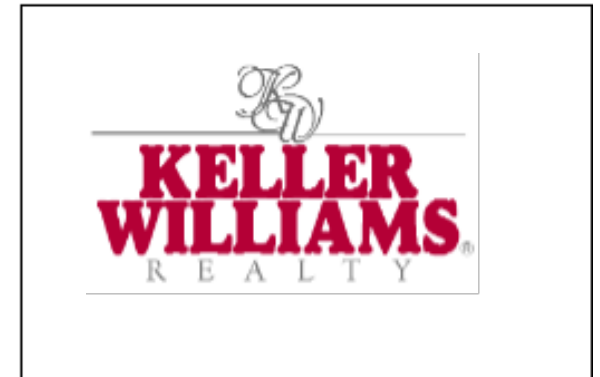
Phone: (706) 316-2900 x243

Fax: (877) 720-2502

URL/Website: www.athensgahomesforsale.com

Year Opened: 2004

Team Leader: Eric Pledger



Greater Athens



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: Hank Bailey

Professional Designations:

Associate Broker

eCertified



Your REALTOR®
Hank Bailey, Associate Broker

Education: BBA from the University of Georgia

Family: Four sons under the age of 12 which keeps us busy!

Hobbies: Golf, Reading, Music, Real Estate, Football, Real Estate Blogging

Client Testimonials: Go to www.hankbaileysellshomes.com, click "About Us," and then "Testimonials" for some of my client testimonials as of late.



Key Objectives

- **PRICING...** your home at the property's fair market value.

- **TIMING...** in the desired time period.

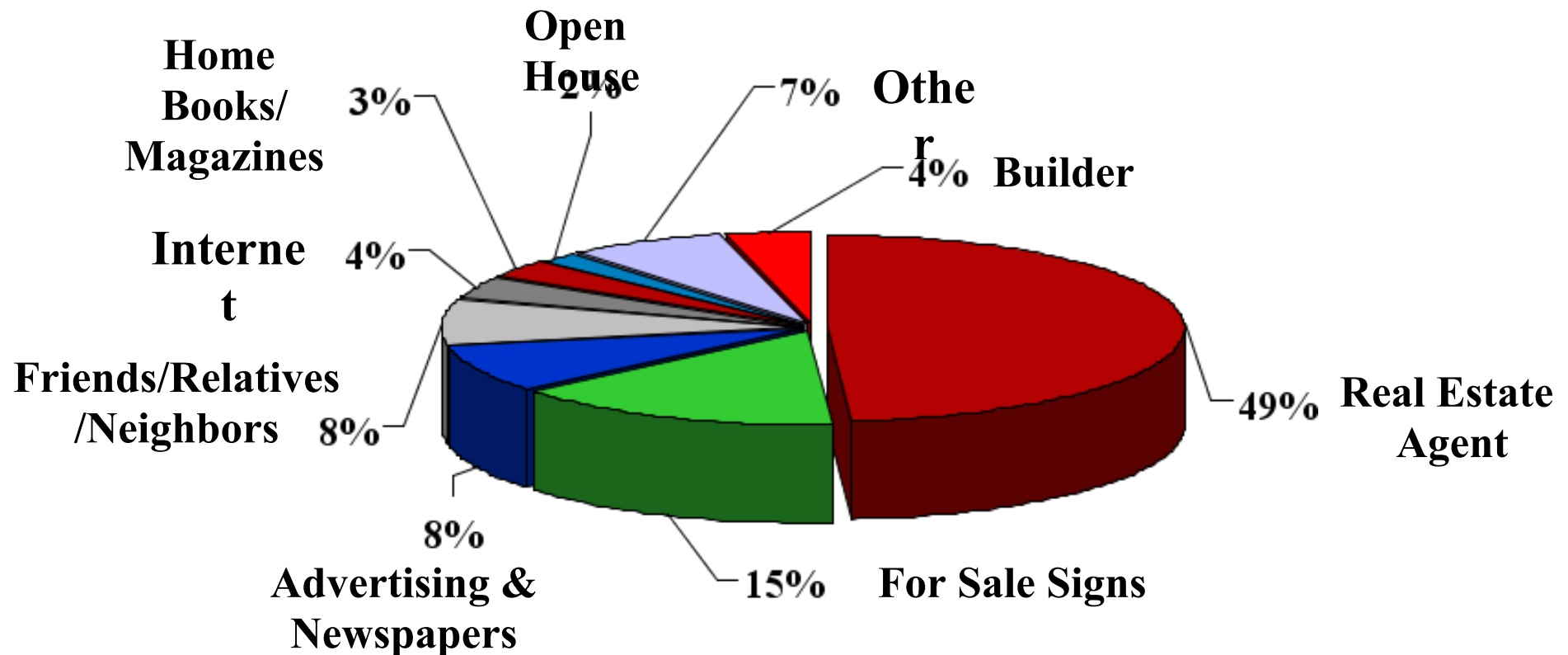
- **CONVENIENCE...** selling your home with the least amount of inconvenience.





Learning About The Home

WHERE BUYERS FIRST LEARNED ABOUT HOME PURCHASED



Compiled from 2000 NAR survey whose data is believed to be accurate.



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 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.



What You Do & Don't Control

Seller Controls:

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

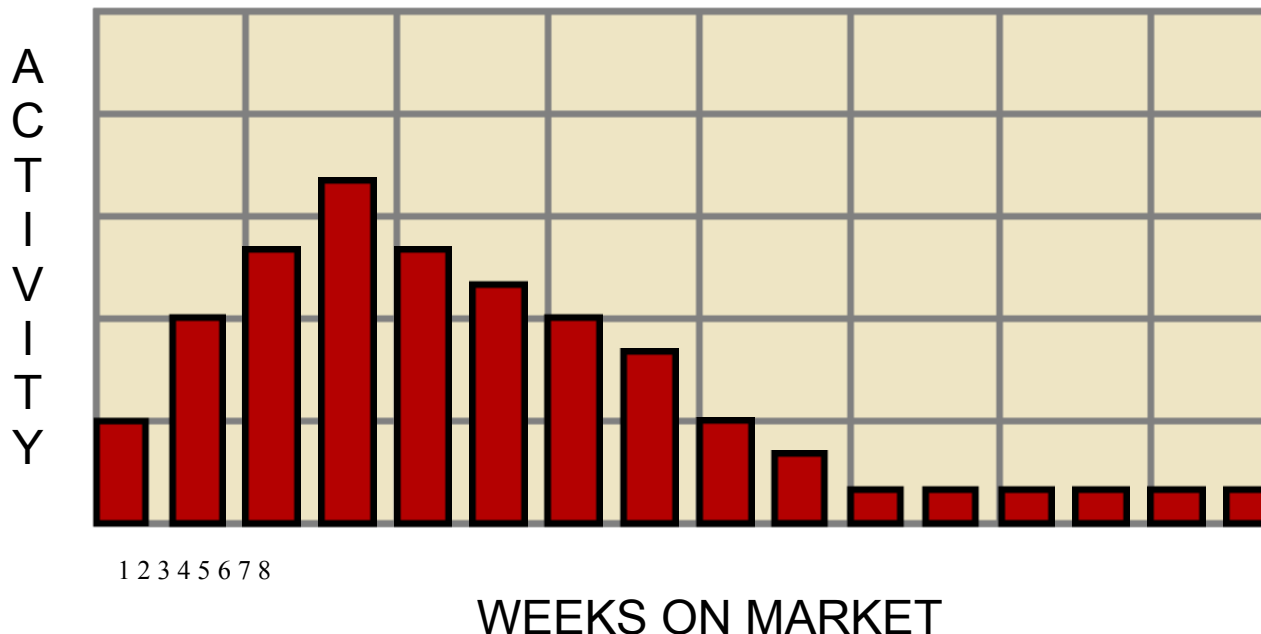
Seller Doesn't Control:

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





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.

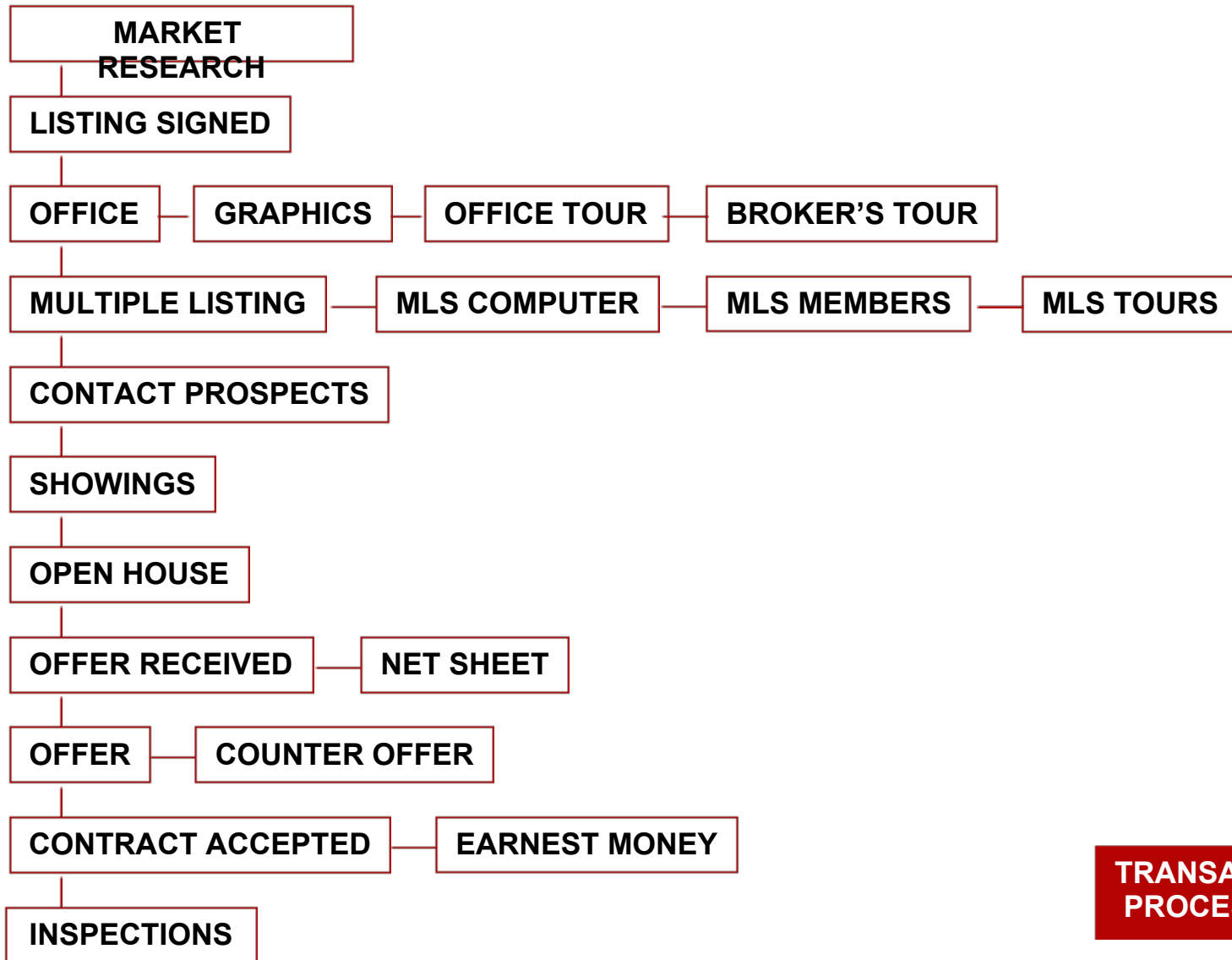
- **ACCEPTANCE.** Signed by all parties, dated, delivered... congratulations, you’re on your way to having your property sold!
- **REJECTION.** Unconditional... unfortunately, your home is still on the market.
- **COUNTER OFFER.** Any change to the contract constitutes a counter offer. You are now in 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**



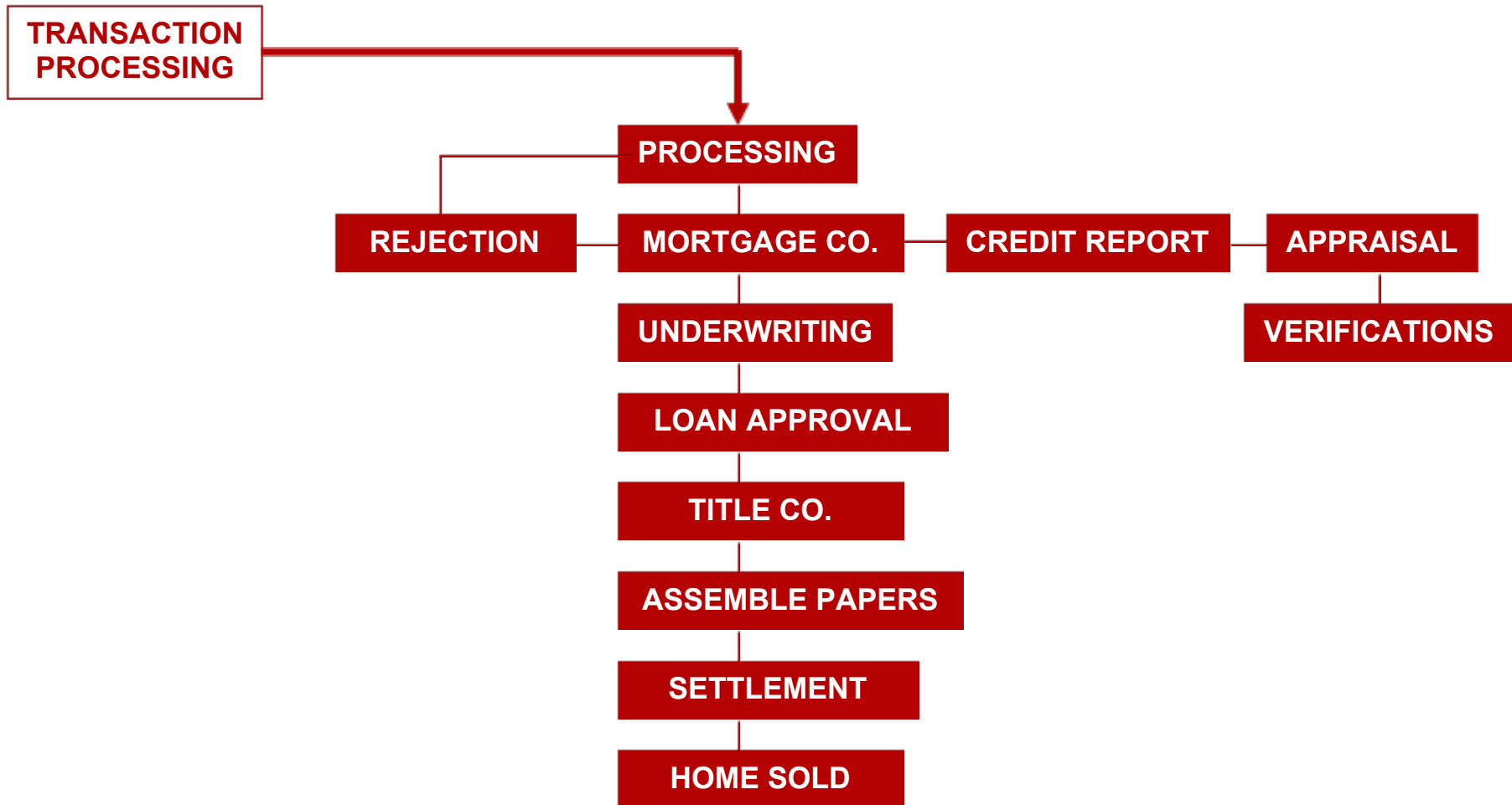
**INSPECTOR
SEES THE HOUSE**



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



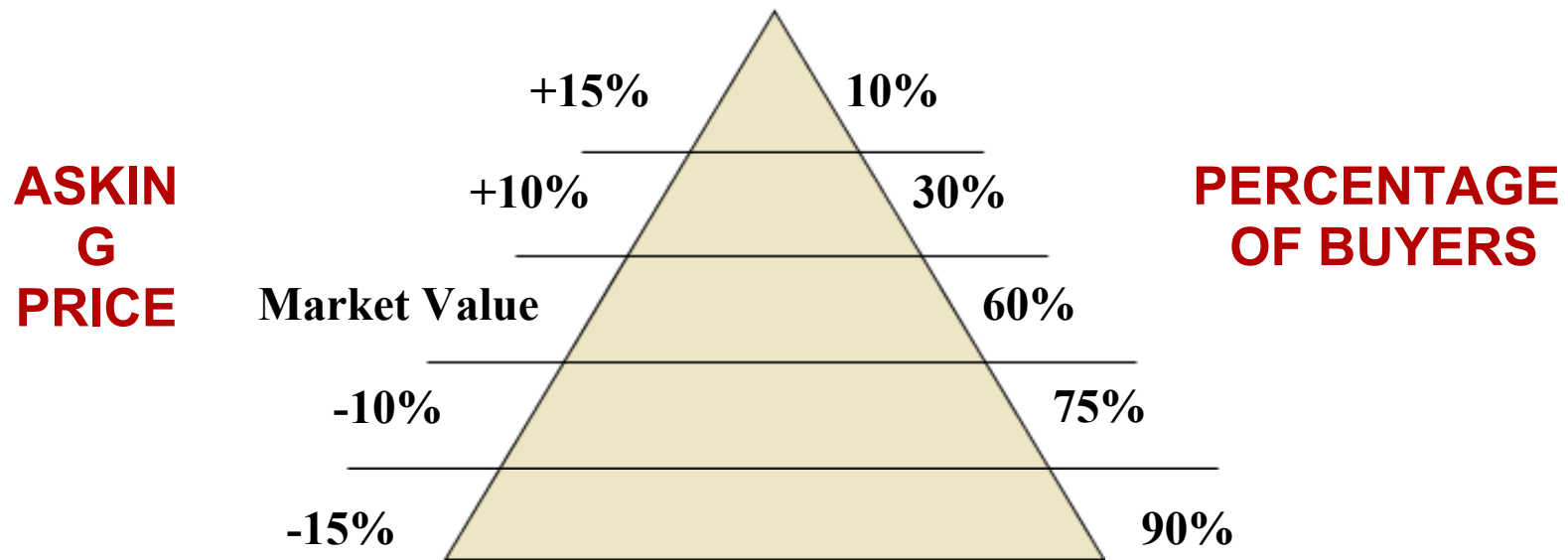
Contract To Close





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.



SOL



Our Service Process

