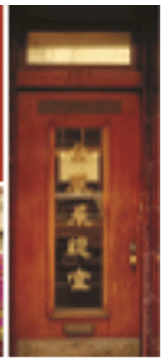


A GUIDE  
TO SELLING  
YOUR HOME



Results

Service Speed



# Real Estate Services Proposal

Prepared Especially for:

For marketing the property located at:

Prepared by:  
**Secord Jaks Real Estate Group**  
**Therese Jaks**  
**Keller Williams Macomb St. Clair**  
31525 23 Mile Road  
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You're ready to sell your property. And, while you're looking forward to seeing the word "SOLD" posted from the curb, you know there's a lot to consider along the way. One of your first decisions is to select a real estate agent who'll join you in the process.

You deserve much more than a sign in the yard, fliers in a box and an occasional open house. You deserve an agent who will be at your side, from listing to closing, ensuring that your property sells smoothly and you get the most money possible from the sale.

My local real estate market expertise means I'm able to interpret all data that dictates the optimum pricing strategy, so your property will be priced to sell. I dig deep to learn the unique selling points of your property and neighborhood. So my marketing plans and staging strategies will effectively target and attract your potential buyers. It's a formula for success.

And, of course, I'll take the time to listen, understand your challenges and goals and answer any questions you may have along the way.

In the meantime, I hope that you'll take the time to review the attached information before our appointment so that we can get your property listed right away and get you on the move!

I appreciate the opportunity to earn your business and look forward to meeting with you!

Very truly yours,

Secord Jaksa Real Estate Group  
Therese Jaksa, REALTORS®



## *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!



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# RESUME

## *Secord Jaksa Real Estate Group*



### **Experience:**

Over 20 years of experience in selling homes & working with buyers to find the perfect home to suit their needs. We are experts in working with sellers to complete short sales & avoid foreclosure. We listen & attend to our buyers' needs.

### **Affiliations:**

Member, National Association of REALTORS®

Member, Michigan Association of REALTORS®

Member, MCAR (Metropolitan Consolidated Association of REALTORS)

### **Education:**

Graduate REALTORS® Institute (GRI)

Accredited Buyer Representative Course (ABR)

Certified Short Sale Specialist, Floyd Wickman Training Program

State of Michigan Real Estate Broker / Salesperson License



## What I Deliver

### Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you. Whether once a week or once a day, by phone, email, or text message, that's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table, and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

### Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

### Marketing

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer calling systems allow me to reach active buyers who want to know about your listing.

### Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

### Staging

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

### Satisfaction

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.



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## *The Home Selling Process: Getting Ready to List*

It can feel like details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way.

### **Communication makes all the difference.**

You'll always know what's going on behind the scenes while your property is listed. I will solicit feedback from each consumer and agent who views your property, passing their comments on to you.

We will work together to formulate a price adjustment strategy that sees us through your listing period. You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.

### **Preparing for success. Prepare your home for the sale.**

More and more sellers today are seeing the value of investing in a pre-inspection on the property they are preparing to list. Whether or not you are confident in the condition of the home, an inspection can either give us professional, third-party validation, or reveal issues you should attend to before listing your property - issues that could surface later from a buyer inspection, making them part of the final price negotiation.

We will evaluate the current state of your property and arrange home staging. Any repairs or improvements needed to maximize your home's value and appeal will be identified and scheduled.

When everything's in place, we'll put a lockbox on your property.



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## *The Home Selling Process: Determining Value of a Property*

Let's begin with this direct statement:

I am not the one who decides how much your home is worth. The market does.

It tells us exactly where to price your property to sell and how to approach the marketing of your property. Here are the factors that will affect the value in today's market:

### **Price**

Pricing your home properly from the start is the deciding factor on how long it will take to sell it.

### **Location**

Location is the single most important factor in determining the value of your property.

### **Condition**

The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. I'll be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.

### **Competition**

Prospective buyers are going to compare your property - both the condition and the price - to the other listings in and around your neighborhood. Those buyers will determine value, based on properties that are listed or have recently sold in the area.

### **Timing**

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.



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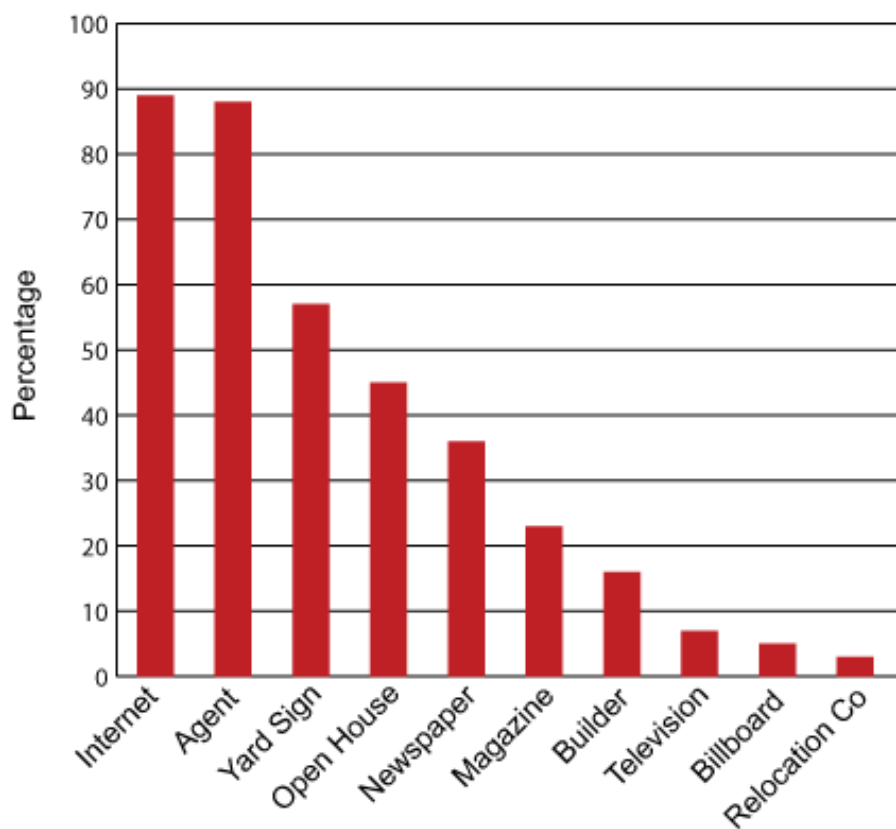


## How Buyers Find the Home They Purchase

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

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

Information Sources Used in Home Search



From National Association for Realtors, Profile of Home Buyers and Sellers, 2010



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## The Home Selling Process: Staging Your Home

Three things to remember:

1. You don't get a second chance to make a first impression.
2. A review of over 2,800 properties in 8 cities found that staged homes, on average, sold in **half the time** than non-staged homes did.
3. Most buyers make decisions about the property they see within the **first 15 seconds** of entering the home.

### What Can Staging Do?

Location	Cannot be changed
Size	Difficult to change
<b>Amenities</b>	<b>Can be changed</b>
<b>Condition</b>	<b>Can be changed</b>

Adding cost-effective amenities and improving the general cleanliness and condition of the home is what we call "staging".

When a seller stages their home, one of two things happens:

1. The home becomes more valuable than other comparable properties in that price range.
2. The home gets moved up in price and becomes the lowest priced in the next higher price bracket or category.\*

\*Based on the national best-seller *SHIFT: How Top Real Estate Agents Tackle Tough Times* by Gary Keller



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## *The Home Selling Process: Closing and Beyond*

### **Coordinating Your Sale to a Successful Closing**

All potential buyers will be pre-qualified, so valuable time isn't wasted.  
Each offer will be presented and discussed with you.  
I will negotiate the details of your transaction with the other agent.  
Closing will be prepared, coordinated and finalized for you.

### **Beyond the Sale**

Do you need an agent to assist you in your relocation?  
Need a recommendation for a moving company?  
Would a moving checklist help?  
I'm happy to refer you to great providers of other real estate-related services.  
I'm here to make the sale of your home as smooth and stress-free as possible.



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## Questions to Ask Your Agent

Are you a full-time or part-time agent?

What is the average number of days your listings are on the market before selling?

Will you service our listing personally or will we be working with your assistants?

How many sellers and buyers are you currently representing?

What is your Internet marketing program?

What is your policy on responding to phone calls/emails/text messages?

How much of your business is generated by referrals?

What references can you provide?

Do you offer an "easy exit" listing so that I can end our agreement if I am not satisfied?



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## *Homework: Questions For You*

Your answers to these questions will guide me in how to best serve you. We'll discuss them at our listing meeting:

What is the most important thing you are looking for in your listing agent?

What prior real estate transaction experiences have you had?

How would you like to be communicated with? (please circle)

Email    Phone    Fax    Text    Other (explain)

How frequently would you like an update on marketing and showings? (please circle)

Weekly    Twice a month    After each showing    Other (explain)

Please list what you are most concerned about in the marketing and selling process (buyer qualifications, commission, showing procedures, open house, possession, pricing, negotiations, other issues).



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## Why Keller Williams Realty

### Technology

Leading-edge tech tools and training give me the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through KW's exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and available on KW's Web network of more than 76,000 sites.

Best of all, because of Keller Williams Realty's "My Listing, My Leads" philosophy, every single Internet inquiry on your property will come directly to me so that I can follow up quickly on potential buyers for your property.

### Teamwork

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests. I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

### Knowledge

Keller Williams Realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training and curriculum and research resources. It's what prepares me to provide you with unparalleled service.

### Reliability

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforced my belief that my success is ultimately determined by the legacy I leave with each client I serve.

### Track Record

I'm proud to work for the fastest-growing real estate company in North America and the second-largest real estate company in the United States. It's proof that when you offer a superior level of service, the word spreads fast.



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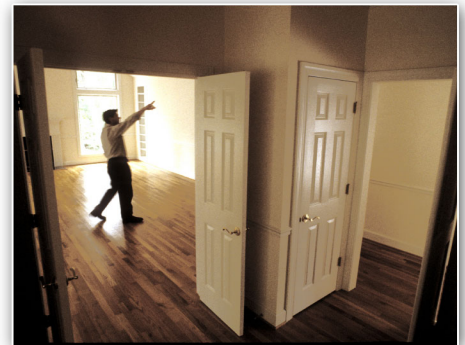


## *In Conclusion*

When you choose **Secord Jaksa Real Estate Group** you will receive:

- Excellent service and support.
- A market analysis of your home.
- A winning marketing plan.
- Every effort to sell your home promptly.
- The resources of Keller Williams Macomb St. Clair.

***List Your Home Now  
with Secord Jaksa Real Estate Group!***



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