

Keller Williams Realty, STL

Written Marketing Plan

from the

Rebecca Delaney Team



Rebecca Delaney, GRI, ePRO Keller Williams Realty, STL 314.277.4035 rddelaney@yahoo.com





Selling Your Home: It's All About You

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

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. That's why providing you with excellent customer service is of utmost importance to me.

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





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. Website exposure, tracking tools, and follow up 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.





The Home Selling Process: Getting Ready to List

It can feel like the 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 a buyer inspection could surface later, 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.





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.

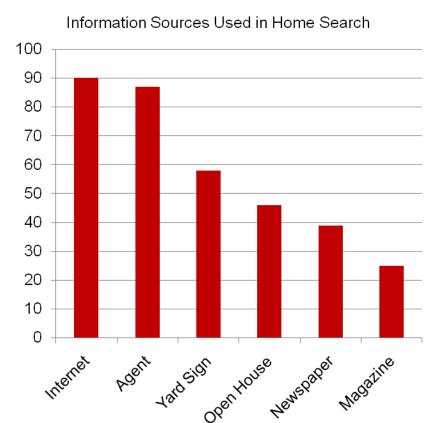




How Buyers Find the Home They Purchase

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.



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





The Home Selling Process: Marketing Your Property

My 14-Step Marketing Plan

Designed to capture the maximum exposure for your home in the shortest period of time, I'll implement my proven 14-Step Marketing Plan.

I will:

- 1. Price your home strategically so you're competitive with the current market and current price trends.
- 2. Stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.
- 3. Place custom "for sale" signage in your yard, as well as directional arrows in the neighborhood to notify neighbors of your home listing (where allowed).
- 4. Personally follow up each caller's inquiry.
- 5. Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about your home.
- 6. Hire a professional photographer to take custom photos of your home for print and internet marketing.
- 7. Hire a professional showing service which provides a simple way for buyer's agents to schedule showing of your home, track those showings, and collect feedback from the prospective buyers and their agents.
- 8. Optimize your home's internet presence by posting information in the Keller Williams Listing System (KWLS) as well as local and global MLS systems, including plenty of photographs and a description of your property.
- 9. Create a home book, comment cards and fliers to place inside your property.
- 10. Target my marketing to active real estate agents who specialize in selling homes in your neighborhood.
- 11. Include your home in our company and MLS tours, allowing other agents to see your home for themselves.
- 12. Advertise your home in my newsletter campaign as well as my direct-mail campaigns, email campaigns and social media.
- 13. Create an open house schedule to promote your property to prospective buyers and market those open houses.
- 14. Provide you with weekly updates detailing my marketing efforts, including comments form the prospective buyers and agents who have visited your home.

















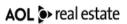
Extended Marketing Reach

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.





Service















































































Marketing Your Home

Our Respective Duties

Agent

- Input your listing to MLS.
- Install nationally recognized sign.
- Provide information fliers.
- Pricing Guidance.
- Prepare Advertising.
- Hold 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 Doesn't Sell Homes

Print advertising

 Only 3% of buyers find the home they purchase through newspaper print advertising

Regular open houses

- 3/4 of buyers are working with real estate agents during their home search and almost all buyers are searching the internet to locate homes they want to see
- Buyers ready & able to make a purchase schedule private showings of homes
- Most open house visitors are neighbors or people considering moving, but who aren't ready to make a purchase yet
- Open houses help agents find new buyer clients, they don't sell the house

Agent open houses

- Agents who are busy working with buyers, don't have time to attend agent open houses
- Agents choose to attend an open house to be supportive for coworkers or for a free lunch...not because they have a potential buyer for the home!





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** that 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
Amenities	Can be changed
Condition	Can be changed

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





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.

I have a Transaction Coordinator who will ensure that your 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.





When searching for an agent, be sure to find out the following information from them:

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

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?





Homework: Questions For You

Phone

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?

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

Fax

How frequently would you like an update on marketing and showings?

Twice a month Weekly After each showing Other (explain)

Text

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.)



Email



About Me

How am I different from other real estate agents?

I will work with the highest level of honesty and integrity to help you achieve your real estate goals and needs.

Experience

I have had my realtor's license for 2 years, however, I have 22 years of sales and marketing experience. (I am also a Registered Nurse.)

Technology

I have earned my ePRO designation, and will use all forms of technology to ensure you meet your real estate goals.

Expertise

I have lived in West County for 19 years, however, I have worked with buyers and sellers all throughout the St Louis area.

Communication

I can communicate with you via phone, email, or text—whatever works best for you. I will also commit to respond to your phone messages, emails, or text messages as soon as I possibly can.

Clients for Life

My goal is to have my entire business based on referrals from past clients and my existing sphere of friends and family. Therefore, I will work my hardest to help you buy a home and/or sell your existing house.

Personal

I have been married for 24 years, and have five children. I am actively involved in New Community Church and my children's school, the Academy of St Louis.

This is my commitment to you





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 Listings, 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 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 reinforces 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. Keller Williams Realty, STL, is the #1 office in the St Louis area for number of transactions closed, and has 300+ agents in the Kirkwood office. There are 4 KW offices in the metro area, with 2 more opening soon.

