Our Guide to Marketing Your Home

Connecting People to Houses and Homes
Hello,

Thanks for taking a look at our Marketing Plan. Inside you will find some of our strategies that have proven results in getting properties sold.

– Why Use a Realtor
– Understanding Key Market Factors
– Determining the Value of Your Home
– What you get from US!
– Our 10 Step Marketing Plan

As Professional Real Estate Agents, we are dedicated to providing you the best real estate services and resources available to sell your home quickly and for the best price.

Call us today for a personal consultation and let’s develop a Selling Plan to sell your home at the price and terms acceptable to YOU!

Mark & Mary Lynn Jenkins
The Jenkins Real Estate Group
Why use a Realtor?

When selling your home, your REALTOR® can give you up-to-date information on what is happening in the marketplace including price, financing and terms of competing properties. These are key factors in a successful sale of your property at the best price in the least amount of time.

Only real estate licensees who are members of the NATIONAL ASSOCIATION OF REALTORS® are properly called REALTORS®. REALTORS® subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. They are committed to treat all parties to a transaction honestly. REALTOR® business practices are monitored at local board levels. Arbitration and disciplinary systems are in place to address complaints from the public or other board members.

Your REALTOR® can help you objectively evaluate every buyer’s proposal and then help write an appropriate legally binding sale agreement. Between the initial sales agreement and settlement questions may arise. For example, unexpected repairs may be required to obtain financing or a problem with the title is discovered. Your REALTOR® is the best person to help you resolve those issues and move the transaction to settlement.
Key Market Factors

How long does it take to sell a property? Some properties sell in a few days, others may take several months. By recognizing some key factors that influence marketing a home, you can get significant control over market time.

The proper balance of these factors will expedite your sale:

- **Location** is the single greatest factor affecting value. A neighborhood’s desirability is basic to a property’s fair market value.

- **Competition** – Buyers compare your property to others in that neighborhood. They interpret value based on available properties on the market and what has sold in that market.

- **Timing** The real estate market may reflect a “buyers” or “sellers” market. Market conditions cannot be manipulated; an individually tailored marketing plan of action must be developed for each property.

- **Condition** of the property will affect price and speed of sale. Optimizing physical appearance and advance preparation for marketing maximizes value.

- **Terms** - The more terms available, the larger the market, the quicker the sale and the higher the price. Terms structured to meet your objectives are important to successful marketing.

- **Price** of the property, if not based on market value may delay a sale, or even prevent it. Reviewing the Comparative Market Analysis assists you in determining the best possible price.
Determining the Value of Your Home

A Comparative Market analysis (CMA) is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value. Therefore, the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result is to find a price that will attract a willing and able buyer in a reasonable time.

Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers. Naturally, if you want to sell quickly your asking price should be very near the value.

The following are a few things to keep in mind about pricing:

- Realistic pricing will achieve maximum price in a reasonable time.
- Your cost or profit desire is irrelevant; the market determines the price.
- The cost of improvements are almost always more than the added value.
- Houses that remain on the market for a long time do not get shown.
- A house that is priced right from the beginning achieves the highest proceeds.
What You Get

• **COMMUNICATION** – Your needs always come first. We will provide the service we agree to and communicate in the ways that work for you, whether once a week, 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.

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

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

• **PRICING** – Your home will be priced right, adjusted as needed and sold 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 our fingertips.

• **STAGING** – Homes sell because of correct pricing and great presentation. We know what it takes to make the terrific first impression that will get your home sold.

• **SATISFACTION** – We'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and our cancellation guarantee protects your right to end our relationship if you're disappointed.
Why Keller Williams

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

• **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, we’re confident that every Keller Williams’s professional shares the common goal of serving you, our client, in the best way possible.

• **Knowledge** – Keller Williams Realty helps us stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It’s what prepares us 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 our belief that our success is ultimately determined by the legacy we leave with each client we serve.

• **Track Record** – We’re proud to work for the most innovative real estate company in North America and the largest real estate company in the United States. It’s proof that when you offer a superior level of service, the word spreads fast.
# 10 Step Marketing Plan

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Price it Right</strong></td>
<td>• The most important part of selling any home, and one we pride ourselves at being experts.</td>
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<tr>
<td><strong>Staging</strong></td>
<td>• The better your house looks, the more attention it will grab!</td>
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<tr>
<td><strong>Pictures</strong></td>
<td>• We use a professional photographer to make your home’s first impression, impressive!</td>
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<tr>
<td><strong>Online</strong></td>
<td>• We optimize your internet presence to ensure you are where Buyer’s are looking!</td>
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<tr>
<td><strong>Print</strong></td>
<td>• Yard Signs, “Just Listed” Flyer’s, and much more</td>
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<tr>
<td><strong>Networking</strong></td>
<td>• We announce your property to all 3600+ Realtors in the Louisville area.</td>
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<tr>
<td><strong>Follow-Up</strong></td>
<td>• Professional Services used to coordinate showings and most importantly, get Feedback!</td>
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<tr>
<td><strong>Communication</strong></td>
<td>• Weekly communication from us, to discuss anything and everything about your listing.</td>
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<td><strong>In the Door</strong></td>
<td>• Open Houses remain a good way of ensuring the most people see your home.</td>
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<tr>
<td><strong>Working 24/7</strong></td>
<td>• Voicepad (IVR) offering recorded information about your home</td>
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Pricing it Right is the first step in marketing your home to get it sold quickly.

Timing is extremely important in the real estate market. The first 6 weeks are the most crucial. You must get the price right in the beginning or risk having to reduce the price once the listing becomes stale.

NAR statistics show that if you do not receive an offer within the first 10 showings or 30 days then you are priced to high. Price is determined by the market and what comparable properties in your neighborhood have sold for.

<table>
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<tr>
<th>Priced Right</th>
<th>Showings and No Offers = Overpriced 4-6%</th>
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<tbody>
<tr>
<td></td>
<td>Low Showings = Overpriced 6-12%</td>
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<tr>
<td></td>
<td>No Showings = Overpriced 12%</td>
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</tbody>
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A home can be marketed property but if overpriced, the Buyer will never walk in the door.
Internet Marketing

- We Market your Listing *everywhere* the BUYER’s are!
  - 94% Buyers start searching on the internet
  - Enhanced Listings on Realtor, Zillow, Trulia
  - Multi channel marketing on Yahoo, Bing, Google, Craigslist for enhanced SEO

www.glarmls.com
www.KW.com
www.LouisvilleAreaHomeFinder.com
www.LouisvilleHouseandHome.com
In today’s market, your home must stand out among all others. Statistics show that staged homes sell for 17% more and 40% faster.

“We are happy to provide a consultation, if needed, with a Professional stager to insure your property is in its best showing condition.”
Photography

All Listings Professionally Photographed
Just Listed

Your home will be featured in a “Just Listed” mass email campaign.

- All registered realtors in the Louisville area
- The entire Jenkins Realty Buyer Database

This customized message will alert over 3,600 key people that your home is ready for sale!
We leverage CSS a Professional Showing Service that coordinates all appointments to see your property and provide you immediate feedback.

**Appointments**
- Schedules all Showings for You!
- Appointments confirmed by phone or text.

**Feedback**
- Automatically requested from Showing Agent and emailed directly to you.
- Manual follow-up with agents that are too busy to respond.
We believe that effective communication plays a huge role in getting your home SOLD

- Automatic Bi-Month an Internet Traffic Report
- Automatic Showing Notifications On Scheduled Showings
- Automatic Showing Feedback After Showings
- Open House Feedback
- Additional Feedback on Showings and Open House Feedback from Listing Agent on interested Buyers
- Automatic Notifications on New Active, Pending and Sold Properties in your neighborhood on the MLS
- Direct Communications from Listing Agent
- We’ll use this information to consider any strategic changes that may need to be made.

Weekly Updates delivered the way You want!
Open Houses

While only 4% of homes sell because of an open house. They are still important!

• At least one within 1-2 weeks of listing

It’s up to you! We can do as many as you want
Social Media

We use a vast array of social media to market your home!

- Share your Listing on Facebook
- Tweet/Retweet your Listing

Reach an entirely different market than those on Traditional Real Estate sites!
That sign in your yard allows

- Buyers to inquire about your property 24/7 by Calling or Texting

Screening for Serious Buyer’s

- Questions, Transfers and Price Inquiries are connected immediately to us!
Coming Soon

• Create a buzz while you are getting your home ready for sale

• Not on the MLS yet, but open for looks and offers!

• Pre-Marketing on Zillow, Trulia and Realtor.com

• Used with Voicepad® to ensure inquires get an immediate response
Call us today for a Personal Consultation and let’s develop a Selling Plan to sell your home at the price and terms acceptable to YOU!

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Looking for Properties to Buy?
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Check out our Website for additional information.
www.LouisvilleHouseandHome.com