

Outstanding Agents. Outstanding Results.SM

The Peter Micheli Team Facts...

- A consistent “top 10” RE/MAX Team
- Certified Residential Specialist - leader
- Platinum Club Member - leader
- Hall of Fame Member - leader
- 2002 RE/MAX'er of the year for New England - leader
- 25+ year member of RIAR - leader
- Personal team administration services
- State-of-the-art systems



Outstanding Agents. Outstanding Results.™

The Peter Micheli Team

Administration

Our administrator, service coordinator and the team leader, will be monitoring your entire listing process from listing to the closing, for a smooth transaction

The Peter Micheli Team has trained specialists ready to assist our customers and clients in the property buying and selling process

Team Members

Automated Systems

The Peter Micheli Team has automated systems, We are ready to give you great communication and service you in a friendly and professional manner



Outstanding Agents. Outstanding Results.™

Our Mutual Objective Is Selling Your Property...

- **At the highest possible price**
- **In the shortest amount of time**
- **With the most favorable terms**

**We will be working as a team to sell your property
With great communication for a smooth
successful sale**



Outstanding Agents. Outstanding Results.SM

My Objectives

- Listen carefully so I understand your objectives
- Explain the property selling and marketing process, my responsibility, your responsibility
- Thoroughly review your property
- Help you price your property
- Show you how to prepare your property for showing
- Review what happens from time of contract to closing
- Ask for your commitment to begin marketing your property



Where Do Buyers Come From?

- | | |
|-------------------------------|------|
| ■ REALTOR® local buyer | 50% |
| ■ For sale sign | 21% |
| ■ Responded to ad | 17% |
| ■ Other source | 12 % |
| ■ REALTOR® out-of-state buyer | 61% |
| ■ For sale sign | 15% |
| ■ Responded to ad | 11% |
| ■ Other source | 13% |



Outstanding Agents. Outstanding Results.SM

PRICING YOUR PROPERTY

The Role of a Real Estate Agent in Pricing

- The market determines value
- I will give you an estimate of value for your property, which is based on similar properties recently sold in your area
- Together we determine the listing price



Outstanding Agents. Outstanding Results.SM

PRICING

The Advantages Of Proper Pricing

- Higher net sales
- Attract better offers
- Better response from advertising and sign calls
- Faster sale
- Increased agent response
- Avoid your property from becoming “stale”



Outstanding Agents. Outstanding Results.SM

Preparing Your Property To Sell

I promise to...

- Conduct a thorough evaluation of your property and provide valuable input
- Help you to stage your property for the showing process
- Provide a list of reliable contractors to assist with improving areas of your property, if necessary



Tips For Showing Your Property



- ✓ Clean every room
- ✓ Turn on all lights
- ✓ Open all drapes, shades and blinds
- ✓ Turn on air conditioner or light fireplace
- ✓ Turn TV and radio off
- ✓ Take the pets for a walk
- ✓ Maintain a low profile
- ✓ Organize basement, attic and garage
- ✓ Clean and repair entrance
- ✓ Clean closets



Outstanding Agents. Outstanding Results.SM

When The Offer Is Made

- Present all offers
- Explain your options
- Evaluate buyers qualifications
- Provide constant communication on contract status
- Deliver contract
- Finalize all conditions



Outstanding Agents. Outstanding Results.™

Your Teamwork Is Necessary For A Successful Sale

- Keep your property in showcase condition and provide easy access
- Make yourself available from the time a contract is signed to the closing day
- Keep your property accessible for the appraisal and inspections
- Openly share all information about your property and its condition
- For your security, refer all potential buyers to your REALTOR®



Outstanding Agents. Outstanding Results.SM

The Peter Micheli Team Marketing Plan

Take a look at some of our services...



Outstanding Agents. Outstanding Results.SM

Standard Marketing Plan

- Initial meeting
- Discuss market evaluation
- Review your property
- Prepare listing
- Prepare/distribute all paperwork
- Follow up on showings
- Present all offers
- Complete sales agreement
- Follow up on inspections
- Confirm bank appraisal ordered
- Final documents for closing
- Closing checklist
- Schedule and attend the closing



Outstanding Agents. Outstanding Results.SM

Standard Marketing Plan

Marketing to Potential Buyers

- Yard signs
- Internet services and marketing
- Write and place print ads
- Show property to prospects
- 24 hour service line on all calls
- Personal PMT Administration Services
- Open houses
- Prepare property flyer

Marketing to other REALTORS[®]

- Enter property into MLS
- Agent open house
- Internet services and marketing



Outstanding Agents. Outstanding Results.SM

Customized Marketing Plan Of The Peter Micheli Team

- All services of the standard marketing plan
- Automated systems launched by trained professionals
- Personal team administration services
- All calls are professionally handled by team associates
- Marketing to top area associates
- Multiple property photo's interior and exterior
- MLS, RI living, IDX, Craigslist, AOL, Yahoo
- Posting on REALTOR.com / RE/MAX.com / THEPMT.com
- 24 Hour Service Line
- Virtual tour, internet marketing, projo.com exposure
- Color Brochure of your property
- Featured listing on thepmt.com
- Associate status updates with feedback
- Direct mail campaign to your neighborhood
- E-mail marketing of your property
- Web based and print advertisement campaign
- Convenient menu-of-services
- Only pay for the service that fits your needs

www.thepmt.com 401-383-9100



Outstanding Agents. Outstanding Results.™

Thank-You !

The Peter Micheli Team

www.thepmt.com

401-383-9100

