



THE ULTIMATE MARKETING PROGRAM

In today's Real Estate market, with literally **THOUSANDS** of properties available for sale, it takes more than just a yard sign or an open house to get a property **SOLD**.

Each of my listed properties receives ultimate exposure through an extensive, multi-media advertising campaign. In addition, my sellers benefit from programs my team has developed that are specifically geared to attract and capture buyers.

Our complete marketing program was originally designed as an aggressive approach to meet the needs of today's sellers and even exceed their expectations. Our goal is to get your property sold for the maximum dollar the current market will bare, in the least amount of time, with the least amount of inconvenience. The following pages share the strategies that I will use to ensure the successful sale of your home.



1) Feature Your Property in the Multiple Listing Service – Treasure Valley’s computerized MLS System accesses over 5000 Realtors.

**24 Hour access to information and photos of your property for Treasure Valley’s Buyers.
Ada County Association of Realtors – over 5,000 members**

2) Personally Share the Attributes of Your Property with the Entire Professional Sales Team at Keller Williams Realty; which is a Profit Sharing Company! When your property sells everyone benefits!

KW has over 300 Realtors with buyers looking for properties right now.

Weekly promotion and buyer networking at Office Marketing Sessions.

Direct agent-to-agent communication often results in the sale of a property.

We are a profit sharing Company, meaning 300 other agents benefit from the sale of your home also

- We all try hard to sell other Keller Williams Listings!



3) Offer Honest, Professional Advice regarding the Marketability of Your Property.

Your property is not a tool for us to generate buyers!

We will not set unrealistic expectations just to “get the listing” Our goal is to sell your property in the least amount of time and for the best price, with the least amount of inconvenience to you.

We are in the business of meeting our client’s expectations and are careful to make only commitments we can keep.

We will work with you to provide to you accurate data that will allow you to make educated decisions and have realistic expectations.

4) Use a Competitive Pricing Strategy to Price Your Property Right the First Time.

We will provide current data to help decide on a competitive price for your home.

By pricing your home at its fair market value in the beginning, you capitalize on agent & buyer interest.

5) Advertise Your Property in Local Publications.

The properties we advertise generate many buyer calls.

Harmon Homes/Homes.com has the greatest print and online exposure in the Treasure Valley of any other publications! We invest our money here!



6) List Your Property on Over 20 Different Websites

Thousands of Potential Buyers Use the Internet to find homes. Today's buyers are using the Internet as a primary tool to find their properties. We provide a detailed listing of our properties for sale as well as any information about the Boise area that a client might need. We will always stay on the cutting edge when it comes to marketing your property.

Google.com	KW.com	realtor.com	MLS
NYTimes.com	Boston.com	KWboise.com	IHT.com
Yahoo.com	MSNBC.com	360House.com	Bargain.com
Obeo.com	Oodel.com	RealEstateJournal.com	HomePages.com
Edgeio.com	LiveDeal.com	Trulia.com	Oodle.com



7) Communication – Personal Call Every Week With a Complete Update

Constant updates as to the current market conditions and how they affect your property.

Updates and feedback as to what agents and buyers say about your property.

Updates as to ongoing marketing efforts to expose your home.

Updates on 800 calls received & the number of people who have toured your property online.

8) Negotiate the Best Price for You

Deals are made or lost within the first few hours of negotiation.

It is critical that you realize marketing your property is only half the battle. With thousands of properties to choose from, most buyers have second, third, and even fourth choices. Keeping your buyer interested while getting you top dollar is an art, and this skill is not common to all agents. I am a professional negotiator with many years experience, I will always remain the calmest person in the transaction and create an environment for negotiating without hostility, continually seeking to create win-win transactions.

9) Help You Stage Your Property

Properly staged homes will provide a seller with a competitive edge critical in challenging markets

Well staged home demand a higher price and will reduce the average days on market.



10) Coordinate all Closing Activities

Coordinating everything with the title officer to make sure all the paperwork and title work is in order, including the title commitment, surveys and closing statements.

Work with the mortgage officer to make sure the buyer has qualified for the loan and ensure the processing of the loan is on track to close according to schedule.

Because of our team approach, we are always on top of and available for any action necessary to ensure your contract continues all the way to the closing table.

11) Employ a Call Center to Capture all Buyer Calls

Toll free numbers are attached to yard signs and print advertisements to capture buyer calls so we can immediately contact prospective buyers and set up showings.

12) Prepare a Custom Listing Binder

We customize an informational binder on all properties to leave in the home at all times. This binder serves as an excellent reference guide to both buyers as well as their agents and will often address questions they may have about the property before they ever leave.