



THE SELL SMART SYSTEM

INFORMATION PACKAGE

This package includes information regarding the Brothers Residential Realty Team of professionals, the *72-Point System created to get your home sold fast and for top dollar*, a list of questions you should ask *ANY* Realtor before you sign *ANYTHING*, details of our Performance Guarantees, a list of Real Estate Myths, and much more!

Please review this package before our scheduled appointment.

www.BrothersResidentialRealty.com

Telephone: 480-585-0809



Thank you for taking the time to review this package. We have provided you these materials in advance of our meeting so that you will know a little more about us, Our Team, our services, and how they will benefit you.

At this point, we don't know all of your particular needs and objectives, nor do we know your financial and family situation entirely. We do know that selling a home can be an extremely emotionally trying time, or a very exciting one. Our job is to provide you with enough solid information so you can make an honest, informed decision based upon facts, not hype.

As you look through this package, use the forms at the back to note any questions that you have for us so that we will not forget to address them at our meeting. We are preparing a complete presentation and market analysis for our meeting. We will cover many important items that other agents may not even know, such as:

- ✓ Our proven 72 Point Sell Smart Home Selling System
- ✓ A little-known pricing technique that gets a lot more showings
- ✓ The 2 things that will kill your home sale before it gets started
- ✓ And much more

Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and we look forward to meeting with you.





MISSION STATEMENT

It is the mission of Our Team to consistently provide the highest quality, most innovative and exceptional real estate service available.

Our client's needs always come first. We will strive to always provide value far in excess of our client's expectations. Our constant goal is mutual respect, and long term relationships that are beneficial to all parties.

Our office will be a great place to work and do business. We will be positive, helpful, and enthusiastic at all times – always focusing on solutions, not challenges. We will take care of business first and foremost, but have fun and enjoy ourselves in the process.

We will run a clean, organized, and efficient office, and always adhere to the highest standards of integrity and ethical business practices.

We will never rest on our accomplishments. We will constantly strive to create, develop, and implement new ideas, strategies, and services that will benefit our clients. We will continue to seek continuing education in all aspects of our business to increase the level of service we offer our clients.

Core Values

- Honesty & Integrity at all times and in all situations.
- Continually improve our services to exceed our client's expectations.
- Create and nurture a fun, exciting, creative and productive work environment.
- Tirelessly pursue personal & Team growth while reaching well-formulated goals.
- Work with only the most enjoyable and motivated clients and co-workers.



“The Brothers Residential Realty 72 Point SELL SMART System to Get Your Home Sold Fast and For Top Dollar”



We carry out our promises with a plan uniquely designed for each property.

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout.
2. Provide Home Audit to suggest constructive changes to Seller's home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
3. Provide Seller with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)
4. Obtain and verify accurate methods of contacting the Sellers.
5. Gather information to help assess the Seller's needs.
6. Assess the Seller's timing.
7. Assess Seller's motivation.
8. Assess the Seller's immediate concerns.



9. Ask Seller questions about the property and themselves to learn how to better serve and provide helpful information if needed.
10. Discuss Seller's purchase plans and determine whether Our Team can assist them in their next purchase or if we can research and find a qualified agent to assist the Sellers in their new location.
11. Provide Seller with relocation information if needed.
12. *Determine how quickly the Seller needs to move.*
13. Obtain information that will help Our Team to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements has Seller done to their house in the past five years? What other features of Seller's home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What does Seller think the home is worth? How much does Seller owe on the property?
14. Prepare Seller by instructing them to gather home information: Encourage Seller to have copy of deed available. Encourage Seller to have a current tax bill available. Encourage Seller to have two sets of keys ready. One set of keys will be inserted in the lockbox; the other set will be kept at our office in case there is ever a problem with the first set. Encourage Seller to have a copy of their title policy and survey available if they have them.
15. Measure home/rooms for MLS printout.
16. *Strategically price home to enable it to show up on more MLS Searches.*



17. Using the information gathered in the initial meeting and tour of the subject property, we will then do research to begin to determine the market value of the property.
18. Research competitive properties that are currently on the market.

19. Research competitive properties that have been withdrawn.
20. Research competitive properties that are currently under contract.
21. Research expired properties (properties that did not sell during their time on the market).
22. Research competitive properties that have sold in the past six months.
23. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
24. Research the previous sales activity (if any) on the Seller's home.
25. Enter the Seller's name and address in our office computer system to keep Seller informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of their property.
26. Prepare an equity analysis to show Seller's expenses, closing costs and net proceeds.
27. Explain the use of the (SPDS) Seller Property Disclosure Statement that Seller will complete, which will be presented to the buyer of Seller's home. This will help Seller avoid devastating setbacks and preserve their legal rights.



Full written disclosure of the property's condition can be essential to a successful sales transaction.

28. Take full color digital photographs of the inside and outside of Seller's home for marketing and the Internet.
29. Immediately submit digital photos of the interior and exterior of Seller's home to the MLS at the same time listing is input, allowing buyers and agents to view pictures



when narrowing down homes they will actually tour.

30. Electronically submit Seller's home listing information to the Arizona Multiple Listing Service for exposure to over 35,000 active real estate agents in the Arizona Multiple Listing Service Area.



31. Negotiate with the Buyer or Buyer's Agent to split the cost of compliance with the Seller of any required testing or certifications.
32. *Order a Free Home Warranty, to protect Seller's home during the listing period.*



Offering a home warranty will enhance the marketability of your property.

33. Install hi-tech lockbox to allow pre-qualified buyers and their agents to view Seller's home conveniently but does not compromise their family's security.
34. Write remarks within the MLS system specifying how Seller wants the property to be shown.
35. Arrange Free 30-minute consultation, if Seller requests, with the Designated Broker to go over details of the transaction and financial consequences.
36. Search the MLS System for Realtors most likely working with interested and capable buyers matching Seller's home, then fax or email copies of Seller's home listing information for them to review immediately.



37. Maximize showing potential through professional signage. Brothers Residential Realty has been assisting Sellers and Buyers since 1969 in the Phoenix Metropolitan area.
38. Install Brothers Residential Realty sign in front yard when allowed by Home Owners Association.



39. Target market to determine who the most likely buyer willing to pay the highest price will be.
40. Discuss marketing ideas with “Mastermind” group of top Realtors from across country.



41. Make info box available under “For Sale” sign making feature sheets available to those passing by.
42. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-qualifying for and touring Seller’s home.



43. Help Seller prepare the Homeowner's Information Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.
44. *Present home to our VIP Buyers as well as all qualified buyers in our database.*
45. Ensure your home appears correctly on the leading real estate internet websites.

*Maximum Exposure For Your Property!
Your home will be listed on REALTOR.com,
the world's largest database of homes for sale and #1 on the Web.*



46. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing Seller's home - available to hundreds of millions of people via our website at www.BrothersResidentialRealty.com and linked to many other sites.
47. Create an online property feature sheet on www.BrothersResidentialRealty.com



48. Distribute information to other agents in our office. Brothers Residential Realty agents are among the highest producing agents in the Phoenix Metropolitan area.
49. *Promote Seller's home to top Realtors in local area Real Estate Offices.*



50. More Buyers use Brothers Residential Realty websites for Home Searches than any other Real Estate office in Maricopa County.
51. Log in all home showings to keep record of marketing activity and potential purchasers.
52. *Follow up with all the agents who have shown Seller's home.*
53. Contact residents in Seller's immediate neighborhood promoting the features and lifestyle benefits of Seller's home. Often neighbors know of friends or family members who are thinking of moving into the neighborhood.
54. Prepare a bi-weekly market analysis update of any activity in your neighborhood (i.e.: new homes on the market, homes that have sold etc) to keep Seller informed about key market conditions within their area.



You will hear from me regularly on the progress of our marketing activities.

55. Pre-qualify all buyers whom Our Team will bring to Seller's home before showings to avoid wasting their time with unqualified showings and buyers.
56. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
57. Provide Open Houses with a licensed Realtor.



Open houses can help bring interested Home Buyers through your door.



58. *SELLER SERVICES GUARANTEE* - 100% Satisfaction Cancellation Guarantee.
59. Handle paperwork if price adjustment needed.
60. Receive Offer (if coming from another agent) and review important details of contract to determine best negotiating position.
61. Educate & explain all aspects of the legal sales contract, all counter offers, lead based paint, verify pre-qualification, verify earnest money deposit.
62. *Negotiate highest price and best terms for Seller and their situation.*
63. Highly trained office staff to process & track entire closing process.
64. Coordinate scheduling of appraisal and supply comparable sales if needed.
65. Coordinate scheduling termite inspection.
66. Coordinate scheduling of Home Inspection with other REALTOR and handle contingencies if any.
67. Coordinate and review with Seller any buyer requested inspections and assist cooperating agent with any problems that may arise relative to their home and the sale.



68. Coordinate financing, final inspections, closing and possession activities on Seller's behalf to help ensure a smooth closing.
69. Set up Final Walk through of Seller's home for buyers and their agent.
70. Assist in scheduling the closing date for Seller and all parties.
71. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.).

72. Help Seller relocate locally, or out of area with highly experienced Brothers Residential Realty agents assisting their search across the globe – Seller is sure to have the highest quality agent to help them on both sides of their move to make it worry and stress free.



*While others may talk about customer service,
we ask, listen, and take action.*



BROTHERS RESIDENTIAL REALTY

Seller Services Guarantee

1. ***AGENCY ALTERNATIVES*** Your Primary Salesperson will review the agency alternatives and representations that are available to you and to potential buyers - Sellers Agency, Buyers Agency and Disclosed Dual Agency. The representations of your interests, and his/her role as your agent for the different agency relationships, will be thoroughly presented to you for your consideration.
2. ***HIGHEST PRICE ANALYSIS*** Your Primary Salesperson will provide you with a current Highest Price Analysis, and will assist you in determining the most effective list price for your property.
3. ***FINANCING ALTERNATIVES*** Your Primary Salesperson will show you various financing alternatives for buyers of your property, and discuss the likely impact of each alternative on your sale.
4. ***ESTIMATED PROCEEDS*** Your Primary Salesperson will furnish you with an estimate of the proceeds you can expect from the sale of your property.
5. ***HOME ENHANCEMENT*** Your Primary Salesperson will develop a plan to enhance your property's ability to attract buyers, as described in the Brothers Residential Realty Home Enhancement Guide.
6. ***PROMOTION TO OTHER BROKERS*** We will promote your property to other reputable Realtors in the area.
7. ***"PERSON TO PERSON" ACTIVE SELLING*** Your Primary Salesperson is committed to personally contacting as many past clients, prospective buyers and buyer's Realtors as possible on the phone or in person every single working day...25, 50, even 100 personal contacts per day...to find a buyer for your home.
8. ***GOOGLE AdWords*** Our Proprietary Google AdWords advertising generates thousands of potential buyers for our VIP Buyer System which targets buyers directly to your home.
9. ***BROTHERS RESIDENTIAL REALTY ONLINE*** (www.BrothersResidentialRealty.com) - We advertise your home to millions of potential buyers worldwide and provide all important relocation information for the Phoenix Metropolitan area thru Coldwell Banker Brothers Realty Online. Maintaining a local Internet Web site allows potential buyers to locate your property by using the popular Internet search engines.
10. ***MULTIPLE LISTING SERVICE*** Your Primary Salesperson will prepare a plan for your property to appear in the local Multiple Listing Service. The information will be submitted by the date we have selected, for the property's debut on the market to achieve maximum impact.
11. ***BROTHERS RESIDENTIAL REALTY SIGN*** We will place a Brothers Residential Realty FOR SALE sign on your property, to help generate calls to our office from prospective buyers.



12. **SELLER DISCLOSURE** Your Primary Salesperson will present your written disclosure regarding the condition of your property to the buyer as provided in the contract. You will keep him/her informed of any changes in the property and keep the information current on the disclosure form.

13. **HOME WARRANTY** Your Primary Salesperson will provide you with information regarding the advantages of a warranty on the operating systems of your home, to increase the salability of your property and help reduce your liability to the buyer.

14. **MARKET ACTIVITY REPORT** Your Primary Salesperson will contact you on a regular basis to keep you informed of competitive market conditions and buyer activity.

15. **HOMEFINDING PROCESS** Your Primary Salesperson will review with you the home finding process that buyers most likely follow, including financial qualification, property selection, financing options and closing procedures.

16. **QUALIFYING BUYERS** Your Primary Salesperson will seek financial qualifying information on all the buyers submitting a purchase offer. Our goal will be to prequalify or pre-approve the buyer through a reputable lender.

17. **PURCHASE OFFERS** We will review all purchase offers as they are presented, and we will negotiate on your behalf to reach a purchase agreement with terms that are favorable and protective for you.

18. **CLOSING SALE** We will monitor and inform you of the progress of the transaction, including the satisfaction of all contingencies and conditions during the entire transaction.

19. **AFTER-SALE SERVICE** We will contact you after the closing to follow up on any remaining details or service needs.

20. **RELOCATION ASSISTANCE** Your Primary Salesperson will provide you with details about our relocation and referral services, which are available to you at no cost, regardless of where you are moving.

*Should a Brothers Residential Realty Salesperson not perform 100% of the services as stated above, you are entitled to a conditional cancellation of the Exclusive Listing Agreement. Written cancellation notice should state the reason for cancellation and be addressed, to Justin G. Kruidenier, Designated Broker.
All provisions of the Exclusive Listing Agreement shall apply.*



SUGGESTED QUESTIONS FOR LISTING AGENTS

1. Do you work as a full-time Realtor®?
2. How Many potential buyers and sellers do you talk with in a week? A month?
3. How many buyers are you currently working with?
4. In what ways will you encourage other Realtors® to show and sell my home?
5. What can you tell me about the real estate market in this area?
6. How do you recommend determining the price for my home?
7. How do you attract buyers from outside the local area?
8. Do you have a system to follow-up with other agents and brokers so that we get valuable feedback after every showing?
9. How often, and in what way will I be kept informed?
10. Are you associated with a national referral network that refers their buyers to you and gives you the opportunity to refer me to the top agent in the town or state I may be moving to?
11. Do you have a Team to help with the details, or are you a person show & do it all yourself?
12. Have you been trained in the art of Power Negotiating?
13. Do you have a Specific Marketing Plan designed to sell my property quickly and for top dollar? How does it go beyond placing a sign in my yard, an ad in the paper, and notifying the Multiple Listing Service?
14. Do you have a website so that my home is a featured home 24-hours a day, 7 days a week?
15. What happens if I am not happy with your service? Do you have a 100% satisfaction guarantee policy? Can I cancel my listing if I am not satisfied or am I locked in?



FACT...

On the average... Buyers inspect 12 homes before making an offer.

That means 11 other homes are competing against yours.

What that means to you is...

In today's market, buyers are increasingly savvy. Many sellers are "testing the market" resulting in a high number of listings. This means the competition is stiff!

Working together, we can make sure your home gets the attention it needs to stand out from the pack.

Your job is to make your home bright, shiny, and clean -as close to a "model" home as possible. My job is to 'tell the world' and work to gain maximum market exposure.



There are 5 essential ingredients that comprise the formula for a successful sale of your home.

CONDITION

LOCATION

MARKET

TERMS

PRICE

Your home will sell at highest profit and in the quickest amount of time when all the ingredients are combined perfectly.

If only one ingredient is left out of the formula or is out of proportion to the others...

Your home will take longer to sell and will, quite possibly **COST YOU MONEY!**



LOCATION

The pricing of your home must reflect its location. The better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility, all need to be considered in determining the value of your home's location. We cannot control the location

CONDITION

The pricing of your home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Nature of the roof, plumbing, carpets, and paint all relate to condition. Basic rule: If we can smell it...we can't sell it!

MARKET

Recession, inflation, interest rates, mortgage availability, competition, and the public's perception of the general economy all make up the market. It may be a buyer's market or a seller's market. The pricing of your home must reflect the current nature of the market because we cannot influence the market. We can, however, take advantage of the market.

TERMS

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (And this is where my Team of professional Affiliates really shine-by offering a broad, full-spectrum of mortgage products and options to both you and all potential buyers!)



PRICE is the #1 most important factor in the sale of your home.

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high, and your home will sit unsold for months, developing the reputation of a problem property (everyone will think that there is something wrong with it).

Failure to understand market conditions and properly price your home can cost you thousands of dollars and cause your home not to sell... fouling up all of your plans.

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

We Won't Let This Happen To You!

Utilizing the latest computer technology and my in depth knowledge of the market, we will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

You can't afford any "guesswork" in this critical step!



WHAT AFFECTS THE MARKET VALUE OF YOUR PROPERTY?



In understanding the market value of your property, we must deal with some factors that are 'given' – we have no control over them:

Physical qualities of your property

- Location
- Age
- Size of house and lot
- Floor plan and architectural style

Market Conditions

- Interest rates and availability of financing
- Buyer Demand
- Prices of recently sold properties
- State of economy
- Seasonal Demand

The Competition

- The number of similar properties for sale
- Their prices, financing terms, location and physical condition

Some factors have no effect on the current value of your property:

Original Price

- What you originally paid for your house

Needed Proceeds

- The cash proceeds you want or need from the sale

Opinions

- What people say your property is worth

PRICING GUIDELINES

- What you paid for your property does not effect its value.
- The amount of money you need to get out of the sale of your property does not effect its value.
- What you think it should be worth has no effect on value.
- What another real estate agent says your property is worth does not affect its value.
- An appraisal does not always indicate what your property is worth on the open market.

The value of your property is determined by what a ***ready willing and able buyer*** will pay for it in the open market, which will be based upon the value of other recent closed sales. ***BUYERS DETERMINE VALUE!!***



Buyers dictate the best price obtainable.

DO NOT automatically list with the agent that gives you the highest price.
Consumer Reports, stated...

“Expect the agent to suggest a price range, but don’t let that frame you in. Be aware that some devious agents will, at first, suggest a very handsome price. Then, after they have the listing and the house hasn’t sold, they’ll come back with a pitch to lower the price.”



THINKING ABOUT SELLING?

When you work with Our Team, we want to act in YOUR best interests.
We're eager to have you share your concerns & expectations about the sale of your home.

*Please take a moment to complete the survey below...

What are you most concerned about?

	Not Concerned		Very	Concerned	
	0	1	2	3	4
<i>Advertising?</i>	0	1	2	3	4
<i>Open Houses?</i>	0	1	2	3	4
<i>Show Procedures?</i>	0	1	2	3	4
<i>Multiple Listing Services?</i>	0	1	2	3	4
<i>Pricing?</i>	0	1	2	3	4
<i>Closing Costs?</i>	0	1	2	3	4
<i>Commissions?</i>	0	1	2	3	4
<i>Security?</i>	0	1	2	3	4
<i>Buyer Qualifications?</i>	0	1	2	3	4
<i>Marketability?</i>	0	1	2	3	4
<i>Financing?</i>	0	1	2	3	4
<i>Negotiations?</i>	0	1	2	3	4
<i>Communications?</i>	0	1	2	3	4



BENEFITS OF PROPER PRICING

- **FASTER SALE:** The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurance, and other carrying costs.
- **LESS INCONVENIENCE:** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.
- **INCREASED SALESPERSON RESPONSE:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.
- **EXPOSURE TO MORE PROSPECTS:** Pricing at market value will open your home up to more people who can afford it.
- **BETTER RESPONSE FROM ADVERTISING:** Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.
- **HIGHER OFFERS:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.
- **MORE MONEY TO SELLERS:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

DRAWBACKS OF OVERPRICING

- **REDUCES ACTIVITY:** Agents won't show the property if they feel it is priced too high.
- **LOWER ADVERTISING RESPONSE:** Buyer excitement will be with other properties that offer better value.
- **LOSS OF INTERESTED BUYERS:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.
- **ATTRACTS THE WRONG PROSPECTS:** Serious buyers will feel that they should be getting more for their money.
- **HELPS THE COMPETITION:** The high price makes the others look like a good deal.
- **ELIMINATES OFFERS:** Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.
- **CAUSES APPRAISAL PROBLEMS:** Appraisers must base their value on what comparable properties have sold for.
- **LOWER NET PROCEEDS:** Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

HOME ENHANCEMENT



We will work with you to develop a custom tailored home enhancement plan that can make a difference in how quickly your home sells and the price you can obtain.

How buyers see your property

Within 15 seconds a buyer has developed an opinion of your property. This is why we will help you look at your house through “buyers’ eyes” and make changes and enhancements that establish the right first impression.

By preparing your home for sale, we’ll assist you in realizing the best price obtainable in the shortest period of time.

Proven techniques

Brothers Residential has developed an exclusive Home Enhancement Guide and Video to provide you with proven marketing techniques to help you prepare your house for sale.

These home enhancements require a minimum amount of time and expense to complete, and are designed to make your house stand out from the competition.

Home enhancements can more than pay for themselves in stronger offers from buyers.



HOME ENHANCEMENT CHECKLIST



Exterior

- Keep grass mowed, shrubs trimmed
- Pick up lawn tools, toys and newspaper, sweep front walkway
- Clean up after pets
- Set a comfortable temperature
- Do a quick dusting and give the carpets a once-over with the vacuum; straighten rugs; empty wastebaskets

Interior

- Pick up toys and shoes; make up beds and put clothes away
- Prepare tables with flowers and place settings; set out a game or “coffee table” book
- Open windows and freshen rooms
- Keep pets out of the way; make sure all pets pet areas are clean and free of odor

- Turn off television; play soft background music.
- Tidy up bathrooms; set out show towels
- Open drapes and shades, and turn on lights to make your house look bright and cheerful.

Special tips for showing

- Secure jewelry, cash, prescription medication and other valuables
- It is usually best if you can leave while your house is being shown
- If people who are not accompanied by an agent ask to see your property, please refer them to us; we will pre-screen them
- Please save business cards of all agents who show your property

Brothers Residential CONCIERGE®

We'll sell your house and help you take care of the details that go along with it.

The Brothers Residential Concierge program is a convenient, time-saving service that will help make your house selling experience smoother.

Ongoing Services

We also offer our assistance well after you're in your new home.

Service Providers

Through the Brothers Residential Concierge program we will provide you with names and phone numbers of service providers from our list in your neighborhood.

It's just one more way your local Brothers Residential office is making house selling simpler.



RESPONSE ADVERTISING AND 24-HOUR MARKETING

Unlike most agents that run “image” advertisements that focus on themselves and how great they are, Brothers Residential Realty utilizes Response-Generating Marketing that focuses on potential buyers and what they really want!

These ads are much different than those that most agents run. A very high number of prospects call because of these non-threatening, emotion-arousing ads!

These strategies, combined with the cutting edge technology of our 24-hour Automated Marketing System provide us a steady stream of qualified buyers.

This incredible system allows buyers to receive detailed information about *your home* – even have a feature sheet on *your home* emailed to them... 24 hours a day!

The system also allows us to track exactly how many contacts are received from each ad – it even captures the buyer’s phone number and most names and addresses.



THE VIP BUYER SYSTEM

The Brothers Residential Realty Team has a unique VIP Buyer System to attract buyers and ensure that each buyer will be properly assisted in finding the home that they are searching for. Our Team has a system that focuses specifically on assisting the large inventory of buyers that our innovative marketing strategies produce.

Each buyer is interviewed to determine the features and specifications that they are looking for in a home. That data is then entered into a computer system that will list the homes that match the buyer's criteria.

Buyers are given the features and benefits of those homes that meet their criteria, and will be assisted through each step of the process.

We focus all our efforts on finding a buyer for your home, unlike traditional agents who passively wait for a buyer to come along.

The system allows us to give exceptional service to a large inventory of buyers.

***WE VERY WELL MAY ALREADY HAVE A
BUYER FOR YOUR HOME!***



INTERNET EXPOSURE

175+ COUNTRIES
100+ MILLION PEOPLE

In keeping pace with innovation and advancements in computer technology, we now will place *your home* on our Internet site.

We are constantly looking for ways to give our clients advantages over competitors in the marketplace that go beyond the traditional methods of marketing and promotion.

Full color pictures and a detailed description of your home, where targeted areas of your home will be highlighted. These amazing digital photo montages will be available to well over 100 million people worldwide - anyone with access to the Internet on their computer!



PLUS...our Leading Edge Google AdWords advertising generates thousands of potential buyers for our VIP Buyer System which targets buyers directly to your home!

According to The 2009 *NATIONAL ASSOCIATION of REALTORS* Profile of Home Buyers and Sellers there are 3 things you should know about your potential buyers:

- 1. “94% of home buyers said that the Internet shortened their search for a new home.”**
- 2. “77% of internet home buyers also used a Realtor.”**
- 3. A typical home Buyer searches for 12 weeks and personally viewed 12 homes**



CONTRACT & NEGOTIATION



When an offer is presented on your home, you will have three basic choices in deciding how to respond.

1. Accept the offer.
2. Reject the offer.
3. Make a counter offer.

Together we will thoroughly analyze the offer, and discuss its strengths and weaknesses. After studying the entire contract, we will give you our recommendation, and then you will decide how to respond.

This is where a competent agent who is an experienced Master Power Negotiator can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a messy court battle.

Being intricately familiar with real estate contracts, we know how to protect your best interests. Our vast experience in contracts and negotiation will benefit you!

A WORD OF CAUTION



In order to maintain the strongest negotiating position, we recommend that you do not discuss the following information with any buyers or other real estate agents.

- ∞ Reason for selling
- ∞ Urgency to sell
- ∞ Willingness to consider an offer less than listing price.
- ∞ Financing terms you would be willing to accept
- ∞ Personal property you might be willing to include
- ∞ Timing and benefits from your company
- ∞ Any other confidential information

COMMON REAL ESTATE MYTHS

MYTH:

The Brothers Residential Realty Team sells a lot of real estate. Perhaps they are too busy to pay attention to my listing.

TRUTH:

Just as great restaurants are always busy and superior doctors have a heavy patient load, The Brothers Residential Realty Team's success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, we have assembled a Team of top-notch people to assist with all of the details. The result is outstanding customer service and support. The long list of satisfied clients speaks for itself.

MYTH:

A "discount" broker can do just as well and save me money.

TRUTH:

Successfully marketing a property in our competitive marketplace takes skill and resources. How will a "discount" broker offer such a complete marketing campaign? Does the "discount" broker have a Team to personally tend to your specific needs? Do they have a proven track record of success, or are they just using the lower commission to try to win your business? Do they have the expertise to guide you through the problems that often develop during the closing process? *Will they be stronger negotiating your sale for you (your money) than they are negotiating their commission (their money)?*

Remember that you only actually pay a brokerage fee if and when your property sells. Many sellers have found that their commission with a "discount" broker was really zero, because their property never sold!



MYTH:

I should select the agent that suggests the highest list price.

TRUTH:

This is the oldest scam in real estate sales: Tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically *high price* just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price.

Brothers Residential Realty doesn't play any games. Our Team provides a well researched computerized market analysis to determine the true realistic highest price that your home will bear in today's marketplace. The decisions of which agent to list with and what price to ask are *two completely separate decisions*.

Never select an Agent based on the price they suggest, rather, select your agent based on their SKILLS and MARKETING PLAN, and then decide on price together!

MYTH:

Property condition is not that important to buyers.

TRUTH:

WRONG! A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, and a home in great condition with a reasonable asking price always tops the list. Sellers that invest in necessary repairs and keep their home clean and fresh always reap the rewards!



MYTH:

Empty homes are harder to sell than occupied homes.

TRUTH:

Vacant homes often sell faster for several reasons, but again it all depends on condition. A vacant home that is clean, in good repair, and priced fairly will sometimes sell fast because the rooms will appear larger without furniture and clutter, buyers can easily visualize their furnishings in the home, and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

MYTH:

Pricing a home for sale is a mysterious process.

TRUTH:

Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market. And because every home is unique, your home will sell more near the high or low end of the range depending on its specific attributes like location and condition. Our Team utilizes a computer database along with years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.

QUESTIONS

Selling your home is a complex process, and it's only natural for you to have some questions and concerns. Please don't hesitate to ask any question that you may have. When it comes to selling your home, there is no such thing as a dumb question!

Please note any questions you have, so that we can address them during our meeting:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____

When you purchased this house, you did so for very specific reasons. Reasons that might sell it as well!

IF...

someone was looking at your home, what specific things would you want to point out?
