

# **M & R**

## **Realty, Inc.**

**Real Estate Brokerage & Consulting**  
**"Making Real Estate Simple"**

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# **HOME SELLER GUIDE**

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**A PROVEN, REPEATABLE SYSTEM  
TO GET YOUR HOME SOLD FOR TOP DOLLAR,  
IN LESS TIME & WITHOUT THE HASSLES!**

# Since the sale of a home is one of the most important financial transactions you participate in, you need a partner you can trust.

The Broker who represents you can greatly influence the outcome from the sale of your home. Our Home Seller Guide booklet will equip you to make the right choice in a real estate consultant and educate you about how we can help you get the most out of the sale of your home.

We don't believe in just satisfying customers, we work hard to create life-long clients who become raving fans. What is the difference? A customer simply purchases a good or service from another person or entity. A client on the other hand, is part of a trusted relationship that receives benefits far beyond a simple business transaction.

Many agents strive for customer satisfaction, but for us, satisfaction isn't enough. We constantly improve our systems and processes so that we can go well beyond the standard level of service provided by most agents. We're obsessed with serving our clients in a way that leaves them feeling thrilled by our team, not merely satisfied by it.

## **Our objectives on your behalf are quite simple.**

Our unmatched expertise, client-focused service, and proven marketing allow us to achieve these objectives time and time again with our clients.

***Our mission is clear...to sell your home for the most amount of money,  
in the least amount of time, and... with the fewest hassles.***





# WHAT ARE **YOUR GOALS** WHEN SELLING YOUR HOME?

1. My home will sell!
2. I will get the most money for my home.
3. My home will sell in a reasonable time frame.
4. The home selling process is hassle-free and smooth.
5. I will receive timely and consistent communication from my agent.



**There are many factors involved in selling a home, but it really boils down to four basic things:**

1. Aggressive marketing
2. Sound pricing strategy
3. Knowing the options available to you
4. Partnering with an agent who is fully invested in your best interests and has the evidence to prove it



# OUR SYSTEMS AND TOOLS TO **SELL YOUR HOME** FOR TOP DOLLAR.

We cannot change your location, but what we can do is...

- Advise about how your home can show in the best condition possible.
- Expertly help you price your home correctly.
- Finally, we will provide you with the most proven marketing strategies in the business.



# WHY DON'T HOMEOWNERS GO BACK TO THE SAME REAL ESTATE AGENT?

**According to a recent National Association of Realtors Profile of Home Buyers and Sellers, 72% of all homeowners don't go back to the same Realtor! Why?**

1. Lack of communication
2. Too many promises, nothing delivered
3. Little or no marketing of my home
4. Priced my home unrealistically
5. Hard to get in contact with
6. No advice on how to stage my home
7. Less experienced than what they appeared
8. Most buyers they brought weren't qualified
9. Lack of professionalism
10. Failed to keep me up to date on the market
11. Didn't show my home
12. Too busy for me
13. Didn't listen to what I wanted
14. Poor negotiating skills
15. Sold my home for too low a price
16. Left out important details
17. Lack of representation
18. Too pushy
19. My home never sold
20. Didn't do anything I couldn't have done



# OUR **TEAM** APPROACH WORKS FOR YOU.

Listing agreement signed

Listing coordinator manages file

Aggressive marketing  
system implemented

Buyer contacts office

Full-time agent takes call

Buyer questions answered  
and showing appointment set

Your expert real estate advisor  
helps you negotiate a contract

Negotiation specialist handles  
repair and appraisal concerns

Closing coordinator  
manages file and works with  
lender and attorney

Deal is completed and  
transfers seamlessly

## The benefits of our team concept

### Listing Agents

- Professional, licensed, full-time Brokers handling the listing of your home
- Experienced Brokers handle all negotiations
- Upload photos, create virtual tours, make highlight sheets and input listing onto multiple websites and the MLS
- Manage marketing programs
- Manage any listing questions and detail

### Closing Coordinators

- Professional, full-time closing coordinators handling the sale of your home through transfer of title
- Daily contact with Lenders, Title Companies, Inspectors, Agents, Loan Officers, etc.
- Schedule and follow-up with appraisals
- Hand over the keys to the new buyer!

### Lead Management System

- Full-time lead coordinator
- Never miss out on possible buyers
- Get qualified buyers into your home and making offers!
- Ensures buyers are pre-approved for loan

# EASY EXIT LISTING GUARANTEE.

**What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.**

Well, worry no more. M&R Realty, Inc. takes the risk and the fear out of listing your home with a real estate agent. How? Through the One Day Listing Guarantee.

When you list your home through our One Day Listing Guarantee.

- You can cancel your listing anytime.
- You can relax, knowing you won't be locked into a lengthy or binding contract.
- Enjoy the caliber of service confident enough to make this offer to you.
- No hassles. It's easy.

*If at any time you no longer want us to market your property,  
you may cancel the listing and pay nothing!*



# OUR PROVEN SYSTEM, 151 STEPS TO THE CLOSING TABLE.

**Our 151 Steps to the Closing Table has enabled us to sell more homes fast and for more money over the years.**

- In-depth marketability consultation
- Advise you on “staging” your property for prospective buyers
- Professionally measure and create a detailed floor plan for added exposure
- Have professional photographs taken of your home to highlight the various marketable aspects to draw buyers to your property from MLS, listing sheets, postcards and the internet
- Install highly visible yard signs for maximum exposure
- We collaborate with Showing Time, which provides immediate notifications and feedback from agents for every showing
- Create a virtual tour of your home to be placed on multiple websites and the MLS
- Advertise your property on 100s of websites such as Zillow.com, Trulia.com, Realtor.com, Homes.com, Google, Yahoo, etc., exposing the home to thousands of potential buyers daily
- Keep you updated with an activity report of the market conditions in your neighborhood

M&R Realty, Inc.  
Real Estate Brokerage & Consulting

**151 STEPS**  
TO THE CLOSING TABLE

M&R Realty, Inc.  
“Making Real Estate Simple”



# PRICING YOUR HOME FOR MAXIMUM VALUE.

## What about all the money we've put into the home?

In reality, it's rarely possible to recover all the value from an improvement. Consider the questions. The final question determines how many buyers would attach the same value to an improvement that you as the owner would. In most cases, very few buyers value your improvements as you do.



- When were the improvements made?
- At that time were you planning to sell or stay?
- If you had known then that you were going today, would you still have made improvements?
- If the improvements were removed, what percent of today's buyers would put them back and pay what you did?

## Shouldn't I expect to get out of the property the cost of what I put into it?

A builder sold the first home below which included a \$20,000 well, for \$400,000. A similar home was built next door, but the well went through harder rock and to a deeper water table, so the well cost \$40,000. How much is this home worth? \$400,000. Even though the builder has an additional \$20,000 in the cost of building it.

According to the principle of substitution, value is determined not by what a seller puts IN a home, but by what a buyer gets OUT of the home — in both cases they get water.

## PRINCIPLE OF SUBSTITUTION

VALUE \$400,000



Well cost \$20,000

VALUE ???



Well cost \$40,000

# PRICING YOUR HOME FOR MAXIMUM VALUE.

## How does the property in your neighborhood affect the price your home?

Value of a larger home is **REDUCED** by the influence of smaller surrounding homes.



Value of a smaller home is **INCREASED** by the influence of larger surrounding homes.

Sometimes owners will brag that their home is the “biggest on the block” as a way of puffing value.

Actually, when a property is oversized for the neighborhood, it often experiences the adverse effects of regression — the value is reduced through the influence of less expensive homes.

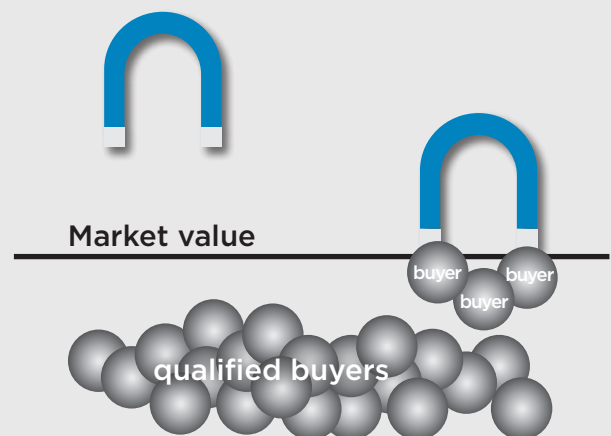
In contrast, progression demonstrates that value can be increased by the more expensive surrounding homes.

## How can the correct price attract buyers?

Think of it in terms of this simple illustration. When the magnet (price) is too high, it doesn't attract buyers (steel balls). As the magnet moves closer to market value, it attracts buyers in that price range.

As you move your price closer to market, it will reach the point at which it attracts buyers and produces a sale.

Your price is like a magnet.



A price closer to market value  
attracts more buyers.



# PRICING YOUR HOME FOR MAXIMUM VALUE.

## What external factors affect the value of a home?

A common mistake that many owners make is to focus solely on their home when determining value. Yet in dynamic markets, many influencing factors are completely out of their control.

We've witnessed recent dramatic market change in which the economy, interest rates and financial markets have negatively affected values.

The simple act of a neighbor reducing a price can lower street values. A subdivision of new construction can lure buyers away from existing homes and lower their value.

### EXTERNAL influences on value

- Interest rates
- New listing
- Area competition
- Local economy
- Builder offerings
- Neighbor's price

## What about internal influences on home value?

The classic determinants of value are the intrinsic characteristics of location, size and amenities. The cliché “the three most important factors of value are location, location, location” has basis in fact.

Again, many sellers cite their home's amenities and conditions as a reason to overprice.

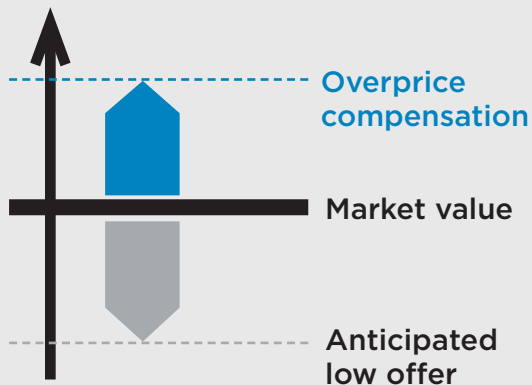
### INTERNAL influences on value

- Location
- Size
- Amenities
- Condition

# PRICING YOUR HOME FOR MAXIMUM VALUE.

## Codependent pricing.

Overpricing your home in anticipation of a low offer.



You harm your own marketing efforts by appealing to the wrong buyers.

Codependency is a behavior in which a party engaging in dysfunctional behavior stays the same while the codependent “enabler” changes their behavior to compensate. In this case, the buyers are the dysfunctional party making low offers, but the seller overprices to compensate. Sellers say: “But I know the buyers will offer low so I’m just going to raise the price so we end up at market value.”

By doing this, sellers end up with an overpriced home that doesn’t sell, while buyers continue on with their lives. Price properly and you’ll get the buyers to change their behavior.

## How do buyers react to homes that are overpriced?

You don’t want to become a ‘Pinball Listing’. In a pinball game the ball bounces off bumpers (overpriced homes) to scoring positions (properly priced homes).

Buyers ‘bounce’ off an overpriced listing into properly priced homes instead.

If your home is overpriced, it makes the others look better and may help the competing homes sell first.

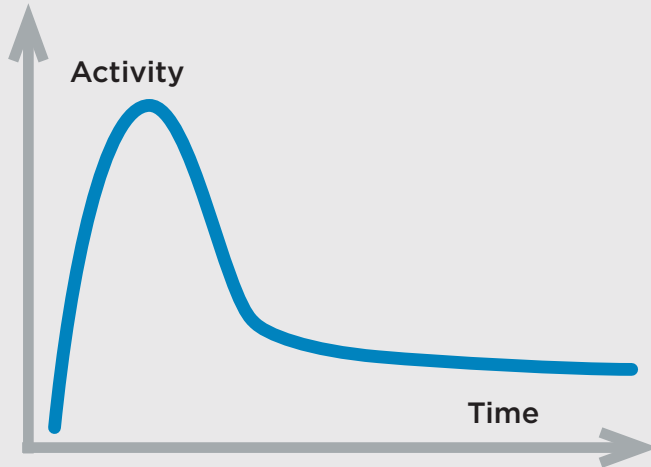
You don’t want to be a pinball listing.



Buyers bounce off overpriced homes making other homes appear more attractive.

# PRICING YOUR HOME FOR MAXIMUM VALUE.

## Why not try a higher price for a couple of weeks?



Don't overprice your home during the period of highest activity, only to lower the price after the buyers are gone.

If you knowingly chose to overprice your home, you would be overpriced during the period of highest potential for buyer activity. You would then lower the price after buyers have already seen your home and decided not to preview it.

Price it right during the initial phase of exposure in order to capture the best buyers.

## The benefits of pricing your house to sell.

Remember your last move? How long was your home on the market? What was it like to keep your home ready for showings all the time?

Did you know that up to 60% of sales are generated by cooperating agents? Overpricing will deter them showing it to their prospects. Proper pricing increases the response we get from the internet.

When a home is priced right, buyers get excited and make higher offers.

### ADVANTAGES of proper pricing

- Faster sale
- Less inconvenience
- Increased salesperson response
- More Internet response
- Better sign and ad response
- Avoids being "shopworn"
- Attracts higher offers
- Means **MORE MONEY** to sellers

# A GUARANTEED MARKETING APPROACH.

Our team approach employs proven systems and resources to aggressively market and sell your home.

We work in an environment that demands quality service and guaranteed results. Therefore, we expertly handle every detail from initial contact to closing. Each person on the team has a specific responsibility to you, our client, in the process of selling your property. Our team approach makes the possibility of getting your home sold fast, and for top dollar, a reality.

## EXPERT ADVISORS

Ensure your home sells for highest price possible



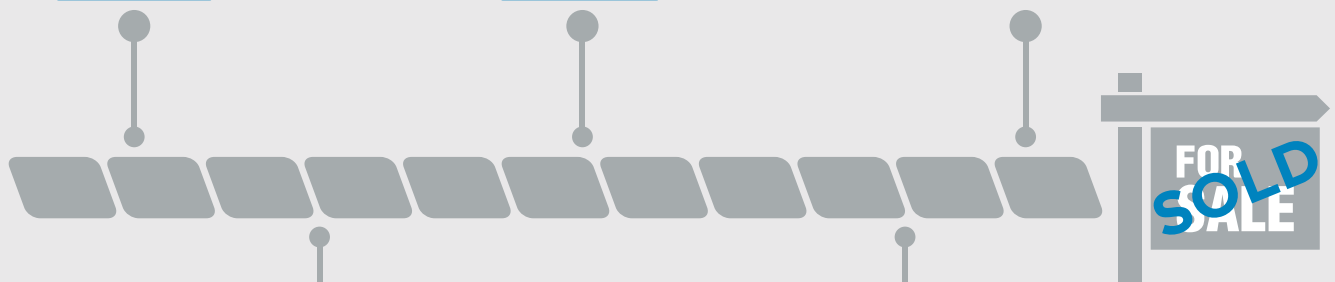
## ADVANCED PROPERTY MARKETING SYSTEM

Maximize saleability



## PROFESSIONAL COPY

Compelling copy for your home in all advertisements



## EXPERT NEGOTIATORS

Ensure a win-win situation for all parties, especially you



## SOCIAL MEDIA AND MULTI-MEDIA SYSTEM

Effective in reaching consumers



# NOBODY DOES **THE INTERNET** LIKE WE DO.

## The industry's leading real estate sites.

In order to obtain the farthest reach for your home, we utilize the real estate industry's leading real estate listing sites.



# MAXIMIZING SOCIAL MEDIA.

Connect with us on social media.

We often hear from potential buyers who have seen our listings on our various social media pages,





# PROFESSIONAL PHOTOGRAPHY.

**Other than the price, the most important thing to sell your home is photography!**

We have professional photographs taken of your home to highlight the various marketable aspects and complete floor plan for added exposure in ads, highlight sheet and the internet.



# PREPARING YOUR HOME FOR PEAK SHOWING CONDITION.

**Ensure that your property shows at its very best! Your house is being “interviewed” by the potential buyer. Use these tips to ensure that your home’s best features are displayed.**

## **Curb Appeal**

- Keep grass mowed
- De-weed flower beds and trim shrubs
- Front door (painted not chipped)
- Remove cobwebs on front porch

## **Entering Home**

- Keep entryway clear. Remove any shoes or accessories from walkway
- Have a rug for buyers to wipe their feet on
- Fill the house with pleasing scents, such as potpourri or air fresheners, but keep as subtle as possible – nothing too overwhelming

## **Kitchen**

- Keep counter tops clear of clutter and items that can be stored in cabinets
- Keep all dishes washed and put away
- Clean appliances
- Store food items out of sight
- Clean around faucet for rust and deposits
- Keep sink clean
- We recommend the use of Old English on wood cabinets to diminish scratches and help them look new again

## **Family/Living/Great Room**

- Keep coffee and end tables cleared off
- Remove excess furniture to make the room look larger
- Organize clutter (toys, magazines, papers, etc.)
- Keep furniture dusted and mirrors cleaned

## **Dining Room**

- Remove extensions from tables if not needed to make room appear larger
- Place seasonal centerpiece on the table

## **Bedrooms**

- Make beds and smooth bedspreads
- Put away clothes and shoes
- Store any personal items (jewelry, bills, etc.)
- Keep top of dresser cleaned off
- Don't have excess items around the sides of rooms
- Clean out closets and organize them

## **Bathrooms**

- Keep towels hung up
- Keep sink counters cleared of items - put excess items under sink
- Keep toilet bowl clean and lid down
- Showers, tubs and sinks are very important to buyers. Try to remove water stains and lime buildup

## **Laundry Room**

- Keep appliances clean and cleared
- Organize dirty laundry and keep out of sight as much as possible

## **Exterior**

- Porches, steps, balconies and patios should be uncluttered, swept and in good condition
- Gates, fences, sheds and other outer buildings should be cleaned repaired and painted
- Clean and repair all gutters and downspouts
- Keep toys and sports equipment put away
- If you have a pool - keep it sparkling

## **Final Touches**

- Clean carpets
- Keep trash cans emptied
- Keep pet boxes clean and fresh
- Open blinds to let light in
- Turn lights on throughout the home for showings



# EFFECTIVE BUYER PROSPECT INCUBATION.

**Many agents do a decent job of marketing homes online and in print. However, according a NAR report, the average response time to an internet lead is 16 hours... & 32% of all leads never get any response at all!**

We convert interested buyers into hot leads as soon as they make contact. We generate internet buyer leads and sign calls every month. That's why lead response is just as critical to having buyers view your listing.

Our specialists immediately respond to incoming calls from potential buyers. Our lead response time is within minutes within the hours of 8am–9pm, seven days a week. Our buyer specialists also make outgoing calls to prospective buyers daily. Our proven system not only attracts buyers, our timely response to buyers plays a huge role in the sale of your home.

## **Seller Benefits**

Our lead conversion system will bring you more interested and qualified buyers. We have leads sent to our agents via text message as soon as they are received for immediate response.

## **Buyer Benefits**

Potential buyers have complete access to see any home while getting the answers they want quickly. With our lead conversion, buyers get the response they need to make the decision to buy.



# BUYER ADVANTAGE PROGRAM.

**Did you know 90% of home buyers are not interested in the home the agent wants to show them? That's because it's usually the real estate agent who picks the homes the buyer will view, and that is a waste of everyone's time.**

We interview prospective buyers who are then entered into our client database along with their home buying criteria. Our specialized system matches potential buyers' with homes that match their criteria as soon as a property becomes available. Also, our Buyer Specialists regularly contact all of the buyers in our system, who are potential purchasers of your property.

## **Seller Benefits**

- Our Buyer Advantage Program creates buyer loyalty and greatly expands the pool of potential buyers for your home.
- Your home is in front of multiple qualified buyers that have expressed interest in purchasing a home just like yours.
- The mailings to our Buyer Advantage Program group are very select and represent a powerful way of representing your home to this group.
- We actively work with buyers on a daily basis to sell your home.

## **Buyer Benefits**

- Buyers receive regular updates about any homes that match their interest and specific criteria.
- After previewing the detailed information, buyers can select which homes they are interested in viewing.
- The service is absolutely FREE and doesn't obligate buyers to anything. We even offer a Buyer Satisfaction Guarantee for the homes we sell.



# SEE HIGH PERFORMANCE AT ITS FINEST!

## Our Track Record of Success is Undeniable

Our single focus at M&R Realty, Inc. is providing world-class real estate services to home sellers. It's what we thrive on and live for. We do everything in our power to make sure you have a great experience. Most agents operating without this model just can't manage the transaction the way we can. Ask any agent you are considering working with to let you see their marketing plan.

We hope you are seriously considering M&R Realty, Inc. as your best option. To help you in your decision making, please visit our website and visit our page on Zillow for reviews from our clients.

**VISIT**  
**WWW.MANDRREALTYINC.COM**  
**OR GENE BRAZZELL.COM**



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SEE YOU AT THE CLOSING TABLE

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