

The average home seller could be leaving as much as **18%** of their equity on the table (especially in real estate markets with low supply of inventory)*

Up to **44.7%** of homes that go on the market fail to sell in markets that are evenly or over supplied.

The real estate market changes from state to state and while some experience multiple offers and low inventory, many markets are still experiencing homes with little demand.

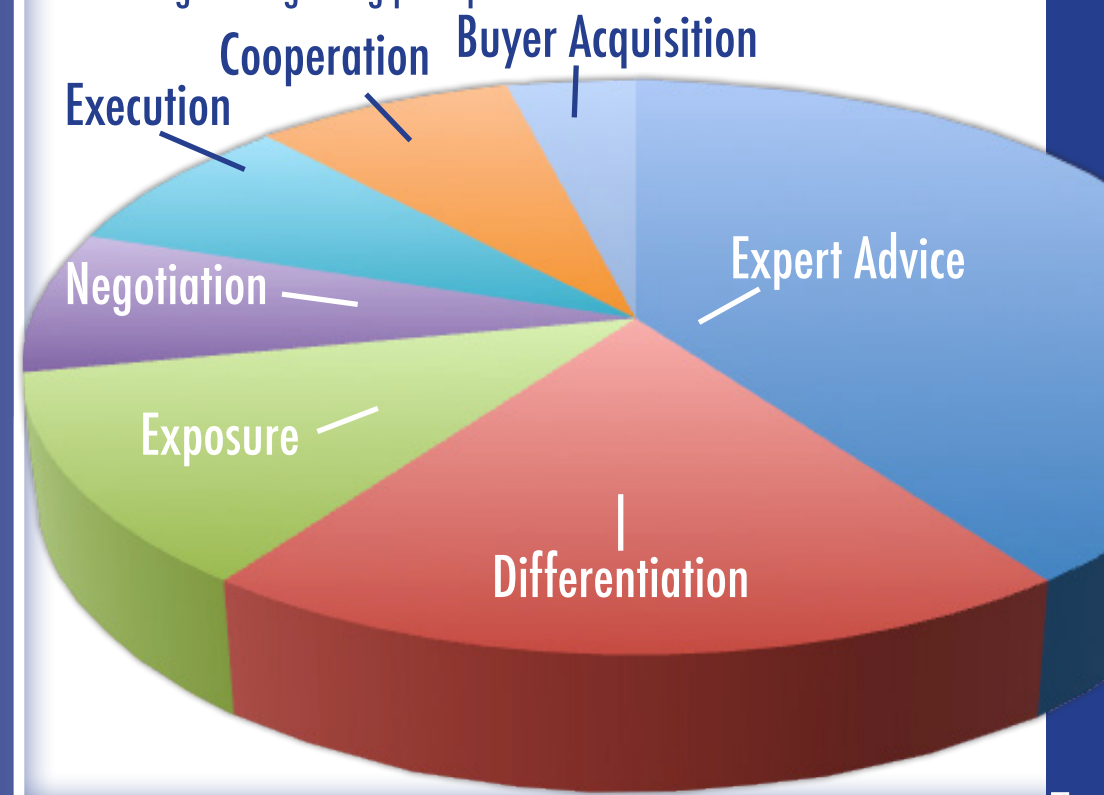
FOR SALE

Up to **18% More!**TM



Price Swing EffectTM

The final sales price and your net proceeds check are elastic to the following seven guiding principles:

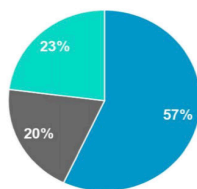


There are over 115 variables involved in the home selling process that influence the Price Swing EffectTM. If you proactively manage all of these variables, your home will sell at the top of the market. If you ignore these variables, your home will attract much lower offers, or worse, no offers at all.

- National Association of Expert Advisors[®]

58% of homes are selling below asking price!

DISTRIBUTION OF PRICE CHANGE FROM A YEAR AGO



PERCENTAGE OF PROPERTIES SOLD AT ORIGINAL PRICE OR AT NET PREMIUM FROM LISTING PRICE

42% AT ORIGINAL PRICE OR NET PREMIUM

*NAR 2019 Realtor Confidence

The Average Agent **4.1** only sells homes per year



The amount of hours required by many states is as low as **90 clock hours**



- Did you know it takes:
- 120 hours to be a licensed truck driver
 - 600 hours to be a licensed nail tech
 - 1500 hours to be a licensed beautician
 - 2 years to be a licensed mechanic

*Number of hours vary from state to state

The average agent's investment on marketing and promotions averages approximately **\$416** per month

"With most of their marketing dollars being spent in lead generation, the average agent is only acquiring 4 leads from their website."



NAEA National Association of Expert Advisors[®]



2020 Certified Home Selling Advisor[®]

*Independent Market Study by the National Association of Expert Advisors[®]



Expert Advisor™ Smart Home Selling System



"A proven, repeatable system, backed by market research to sell your home... for up to 18% more money™ than traditional real estate agents"

1. Law of Expertise

"Giving you a price before analysis is like a Doctor giving you a prescription before making a diagnosis."

The Hard Questions™

- Reason for Selling
- Determine "Target" Date
- Financial Goals
- Managing Expectations
- What if the Home doesn't Sell
- Plan B Review
- Past Experiences

Death of the CMA™

- Condition
- Staged Properly
- Loss of Job
- Under Priced
- Dated Interior
- Inherited
- Seller is Highly Motivated
- Current Competition
- Divorce
- Surrounding Homes
- Improper Marketing
- Low Curb Appeal
- Seller Already Moved

Evaluation of Outside Threats

- Economic Indicators
- Trends Analysis
- Interest Rates
- Loan Programs and Loan Program Qualifications
- Real Estate Cycles and Seasonal Market Changes
- Local Market Conditions
- Area Market Conditions
- Absorption Rates within Local Market
- Absorption Rates within Price Range
- Non-Typical Competition
- Inventory of Corporate-Owned Inventory
- Inventory of Short Sale Properties
- Inventory of REO/Foreclosure Properties
- Rental Housing Vacancy Rates
- Shadow Inventory of Foreclosure Properties
- Notice of Defaults Data
- Inventory Fluctuation
- New Construction Sales
- Builder Confidence
- Economic Trends
- Rent vs. Buy Trends
- On-Post Housing
- Multi-Family Construction
- Decisions by Major Employers
- Job Stability in Market/Unemployment

Law of Supply & Demand

- Number of Homes on Market
- Number of Competing Homes Entering Market
- Number of Homes Selling per Month in Price Range
- Number of Homes Selling per Month in Neighborhood
- Months Worth of Inventory Available
- Review % of Homes Likely to Sell by Target Date
- Evaluate Absorption Numbers Weekly as New Competition Comes on Market
- Systems in Place to Re-Evaluate Market Conditions

Do you see...
How getting the right advice could help you sell for up to 3-5% more money?

2. Law of Differentiation

"Differentiation that drives consumer preference can help sell your home for up to 18% more™."

Expert Staging Advice

- Professionally staged homes can sell for up to 20% more
- On average an investment of 1% of your home's value get as much as 1,000% return
- A properly staged home sells as much as 73% faster than one that is not

Quality of Life Upgrade Analysis

- Evaluation of possible upgrades that substantially increase sale price
- Professionally managed process
- Lowest price on work completed
- Increased perceived value drives up demand against strong competition
- Target-market focused

Professional Pre-Inspection

- Identify major deal killers
- Uncover high ROI repairs
- Clean bill of health for buyer
- Higher perceived value and lowers cost for buyer
- Positions home to attract a high offer
- Preemptive negotiation strategy
- Market research proves to save 2-4% in repair costs vs. price*

Home Warranty

- Covers major mechanical systems during listing
- Covers major mechanical systems for buyer
- Aids in justifying price for buyers
- Market research shows to sell homes 10% faster and for up to 1% more

Certified WISE Buy™

- The ultimate in differentiation includes warranty, inspection, staging, and evaluation by a licensed appraiser.

Do you see...
How having a differentiation strategy could help you sell for up to 3-5% more money?



3. Law of Exposure

"To attract a buyer that is willing to pay the most money, you must allocate your marketing budget across market research proven areas that expose your homes' benefits to the highest number of qualified buyers."

Allocation of Marketing Budget

- Investment in the sale
- No wasted resources on untested marketing
- We control the budget with no dependency on brokerage
- Deep, not wide, market penetration strategy

93% Buyers Use Internet

- Google shows 1.5B web sites
- Highest traffic sites
- Upgraded home profiles

How Buyers Search

- Google..... 81.5%
- Other...waste of money

Professional Photography

- First showing is online
- Staging for photos
- SLR camera/wide angle lens

Top 5 Sites by Traffic



Professional Copywriting

- Personal targeting
- Emotional hot buttons
- Call to action

Buyer Profile Targeting

- Lifestyle
- Work
- Convenience
- Family
- School
- Safety & Security

Reach and Frequency

- Largest number of buyers
- Highest number of views

Tracking and Reporting

- Weekly & Monthly market reports
- Showing feedback system
- Structured communication plan

Do you see...
How investing in a proven marketing strategy could help you sell for up to 3-5% more money?

4. Law of Cooperation

"Up to 71% of homes are sold by co-op agents. We target these agents to increase your homes visibility in the marketplace."

Three Types of Buyers

- Buyers in town
- Buyers out of town
- Buyers working with another agent

Targeting Buyer Specialists

- Increase showings from co-op agents
- Keep your home top of mind
- Expands our overall reach & exposure
- Largest percentage of buyers

Commission Leverage

- Biggest mistake homeowners make
- Co-broke strategy
- Agents "talk up your home"
- Positions your home in front of strong agents
- Increases showings from co-op agents

Buyer Incentives (if applicable)

- Strategy when supply is much higher than demand
- Closing costs
- Interest rate buy downs
- Increased flexibility

Do you see...
How having a marketing strategy that focuses on attracting co-op agents could help you sell for up to 3-5% more money?

According to the most recent NAR Profile on REALTORS®, the largest expense category for most REALTORS was vehicle expenses, which was \$1,370.

5. Law of Buyer Acquisition

"Our immediate-response systems track all buyer activity and allow immediate response to buyers interested in your home."

Immediate Response Systems

- 5 minute lead response time
- 106X higher connect rate
- Real-time, automated response system

Professionally Trained Sales Team

- Weekly team meetings
- Weekly sales training
- Zero-tolerance policy
- Highly-trained Experts

Lead Follow-Up Systems

- Cutting-edge technology
- Automated follow-up systems
- Buyer activity notifications

Buyer Loyalty

- Buyer's loyalty agreement
- Credit approved buyer showings
- Solid offers from qualified buyers

Coming Soon Listing™

- Everyone wants a deal
- Buyers want something exclusive
- Increases odds of a full offer
- Buyer-in-waiting program

Do you see...
How having a system for attracting loyal, qualified buyers could help you sell for up to 3-5% more money?



6. Law of Negotiation

"The art of negotiation is a powerful tool that most real estate agents don't possess. Most agents need to sell your home worse than you do, making their advice biased and shaving points off your net proceeds check."

Preemptive Negotiation

- 80% of your negotiation starts before you get the offer
- Attraction Marketing System

Highly Trained Negotiation Expert

- Expert in the process of negotiation
- Non-emotional state of mind
- Proven techniques and strategies

Positioning

- Highly-active property
- Expectation of all offers
- Control in agent-to-agent discussion
- Setting agent expectations
- Probing for intel about buyer

Straight-Line Negotiation Method

- Bottom-line awareness
- Walk away leverage
- Scarcity approach

Peace Treaty Mindset

- Leave something on the table
- Seeking mutual advantage
- Point out their victories

Home Inspection "Deal Killer"

- #1 reason deals fall apart is inspection
- Avoid "rope-a-dope" moves by buyer agents
- Managing your expectations up front

Reverse Offer Strategy™

- Engages buyers that are "on the fence"
- Allows you to position the home as "working an offer" with other buyers
- Keeps you top of mind with active buyers

**Our negotiation strategy is dependent upon our brokerage relationships and will be explained in writing.

Do you see...
How having a strong negotiation strategy could help you sell for up to 3-5% more money?

7. Law of Execution

"The real estate industry is the only industry that has failed to employ proven systems that provide a repeatable consumer experience — Certified Home Selling Advisors™ are the only real estate agents trained to execute it."

Market Research Team

- Inside Sales Consultant
- Real Estate Expert/Account Executive
- Certified Pricing Expert (CPE)
- Client Experience Manager

Pre-Listing Team

- Professional ASP staging service
- Pre-Inspection Professional
- Home Improvement Team
- Home Cleaning Team
- Storage Facilities
- Moving Truck

Marketing Team

- Listing Coordinator
- Marketing Director
- Photographer
- Sign/Courier
- Lead Coordinator
- Sales Trainer/Manager

Closing Team

- Closing Coordinator
- Certified Negotiation Expert (CNE)
- Certified Mortgage Expert (CME)
- Title and Closing Expert
- Legal Expert

Do you see...
How having proven, repeatable systems executed by trained professionals could help you sell for up to 3-5% more money?



"Our certified team of Experts will become your number one resource during the listing process."



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