
Competitive Market Analysis and Marketing Plan

Prepared especially for:

Prepared by:

REALTOR®

Phone Number

Date

Insights you can use.

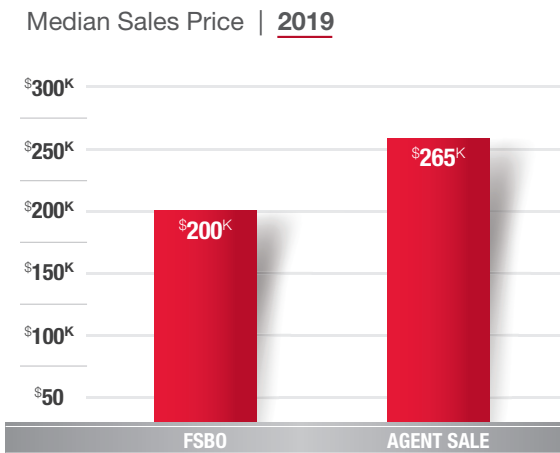
Edina Realty®

a Berkshire Hathaway affiliate

Why Working with a REALTOR® Could Earn You More

The commission question

Thirty five percent of For Sale By Owner (FSBO) sellers say that avoiding a commission/fee is their primary motivation for not hiring a real estate agent.



But statistics show that last year, **sellers earned 32 percent more for their homes when they hired a professional REALTOR®** to handle the sale from start to finish.

The numbers don't lie. Even after paying the commission, the average seller still comes out ahead when hiring an agent.

Source: National Association of REALTORS® Profile of Home Buyers and Sellers 2019

How can working with an Edina Realty agent net you more money?

Set the right price

Together, we'll set a listing price that takes into account your home's quality and features, nearby sales data and current market trends. Our goal is to attract buyers while still getting you the price you deserve.

Get more eyes on your listing

Why rely on one lonely yard sign when you could have our network of more than 2,300 agents working on your behalf? Plus, buyers love to search homes on our site. Edinarealty.com had more than 19 million visits last year – that's more website traffic than our competitors.

Leave the negotiating to us

When selling your biggest asset, you need an advocate who isn't afraid to demand a fair market price. We take the business of buying and selling seriously, and we'll negotiate fiercely on your behalf.

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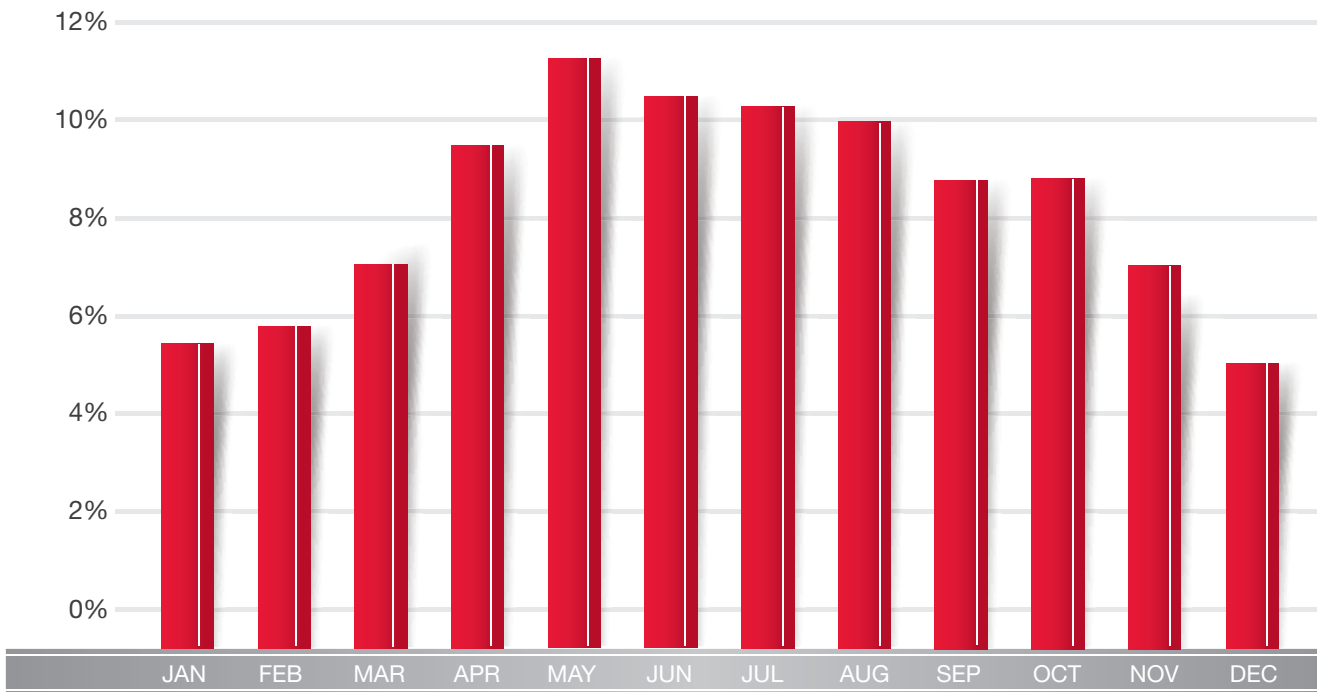
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Homes Sell All Year Long

Whether it's January or June, there's no "off season" for home sales. Homebuyers are always looking for the perfect home to buy – and purchase homes every month of the year.

Thinking about listing your home for sale? Don't wait. The sooner you list, the sooner the right buyer may come along to purchase your home.

2019 Single Family Home Sales



Based on information from the REGIONAL MULTIPLE LISTING SERVICE OF MINNESOTA INC. for the year 2019 and represents pending sales for the 13-county metro area.

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Making a Good First Impression

When showing your property, you only get one chance to make a good first impression. Here are some suggestions to increase the desirability of your property to potential buyers and help you sell at the best price – and in the least amount of time. Your Edina Realty agent can provide you with additional insights you can use.

Curb appeal is essential

A buyer's first impression is formed by viewing the outside of your property. A mowed lawn, trimmed hedge and weeded garden all help create a good first impression.

Inspect the exterior of your property, including shutters and windows. Steel or aluminum siding should be clean. If the house needs painting, buyers will notice and may consider it a major objection to purchasing your property. Pay close attention to the front door – it should sparkle. Polish the doorknob, clean the glass and replace a worn screen.

Cleanliness counts

A sparkling, clean home greatly enhances its appeal to buyers. Scrub each room from top to bottom and give the entryway, kitchen and bathrooms special attention. Shampoo the carpeting – or even consider replacing or removing it if hardwood floors are underneath. Eliminate odors whenever possible.

Eliminate clutter

Look at each room with a “less is best” objective. Remove unneeded furniture to make each room appear more spacious. Clear kitchen countertops except for what you use daily. Even closets, cupboards and other storage areas should be neat. Then box everything you don't use regularly and donate it, sell it, discard it or store it.

If it's broken, fix it

A loose doorknob, broken dishwasher, dripping faucet and squeaky door all detract from a property's value. Repairs now can eliminate a buyer's objections later.

Small touches make big impressions

With minimal expense, you can improve the appearance of any room. Consider replacing worn area rugs and throw pillows. New towels can freshen up a tired kitchen or bath. Flowers – fresh or silk – add warmth and charm to any location.

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Now Is the Time to Sell Your Home



Take advantage of current market conditions

Right now, there are fewer homes for sale than usual this time of year. If you've been thinking about selling your home, now is a great time to take advantage of low housing inventory.

We'll show you the numbers

When you sell your home with Edina Realty, you'll get online access to the latest information on your property's market performance:

- How often your property has appeared on edinarealty.com's search results
- How many times your property's detailed web page has been viewed
- The total number of property showings to prospective buyers
- Direct feedback from agents who have viewed your home and more

Contact your Edina Realty agent for more information on listing your home today.

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Strong Marketing Starts Here

Sellers have a lot of faith having an Edina Realty sign in their yards. And for good reason. Edina Realty's been the Market Leader for 20 consecutive years.

With an Edina Realty for sale sign you are:

- Represented by a highly reputable, local company with a proven track record – 65 years to be exact
- Backed by a team of knowledgeable real estate experts and a customer care center throughout the entire home selling process

Our red iconic for sale sign means business.



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What's Involved in Showing Your Property?



Coordinating appointments

- Agents request showings through your listing agent's office. Based on your preference, you'll receive a text, email or phone call from an office coordinator informing you of each showing request.
- Your special instructions (re: pets, etc.) are provided to the agent.
- Once the appointment has been confirmed agents use the security lockbox.

How long are showings?

- Typically, showings are given a one hour window.
- Most sellers leave the property to allow agents and buyers privacy while viewing the home.
- Circumstances may cause an agent to be earlier or later than expected.
- You will be notified as soon as possible if an appointment is canceled or rescheduled.

Agent previews

- An agent may view the property alone in an attempt to match the needs of a client.
- Agent may schedule a follow-up appointment to bring buyers.
- Helps agents stay up-to-date on available inventory.

Unexpected requests

- If individuals stop by without an appointment to see your property, have them call the phone number on the "For Sale" sign to schedule an appointment.
- Even those who identify themselves as REALTORS® need to coordinate appointments through Edina Realty.

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We Sell More Homes Than Anyone Else

1 MARKET SHARE LEADER

IN WESTERN AND NORTHWESTERN WISCONSIN.

Based on sales data from Polk, Burnett, Barron and St. Croix counties.

Source: Based on information from the REGIONAL MULTIPLE LISTING SERVICE OF MINNESOTA, INC. for the previous 12 months and for the leading market share Brokers with greater than 1% market share. This report is based on closed transactions (closed sales by listing company plus closed sales by selling company) for all property types and is deemed reliable but not guaranteed.

When it comes to selling real estate, it's what you know AND who you know. Not only do our agents keep current on market trends, they're also part of the largest agent network in Minnesota and western Wisconsin, which means:

- **More buyers**
- **More website traffic than our competitors**
- **More local offices than our competitors**

In fact, networking is our top priority - and it's proven to sell houses.

- **We sell 29 percent of our own listings, so you have a better chance of selling your home when you list with us.**
- **We have more than 2,300 agents in our network and more than 75 Edina Realty offices throughout Minnesota and western Wisconsin.**
- **Every office in our company shares and networks listings every week.**
- **Our exclusive NetworkONE internal networking product gives us access to buyers working with our agents who may be looking for a home just like yours.**
- **Our local presence makes us your hometown choice.**

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We're in This Together

Our shared objectives

You, your real estate agent and Edina Realty all share the same objectives:

1. To get your home sold at the best possible price

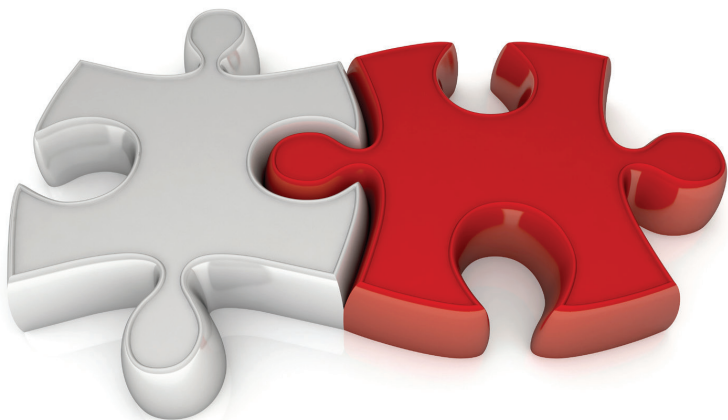
2. To have your transaction proceed punctually and close successfully

Don't "price high and sell low"

Avoid starting with an inflated price, thinking you can reduce it later. It might be too late to capture the interest of buyers who are focusing on new listings.

Buyers are well-informed

Keep in mind buyers now have more informational tools than ever when shopping for a home. They can determine if a home is priced higher than the market commands. If so, they move on to the next property



Seller's responsibility

- Agree to a reasonable listing price and timetable for possible price adjustments
- Agree to marketable terms
- Adequately prepare property for showings
- Make property available for tours and showings

REALTOR®'s responsibility

- Provide market data to help set listing price
- Give advice to best prepare the property for showings
- Market the property
- Network with other agents and buyers
- Provide ongoing market updates and counsel
- Negotiate the sale
- Assist with closing process

Edina Realty's responsibility

- Provide broad exposure for your property
- Offer key support services
- Identify and supply buyers through our referral network
- Provide a reputation of credibility and a track record of performance

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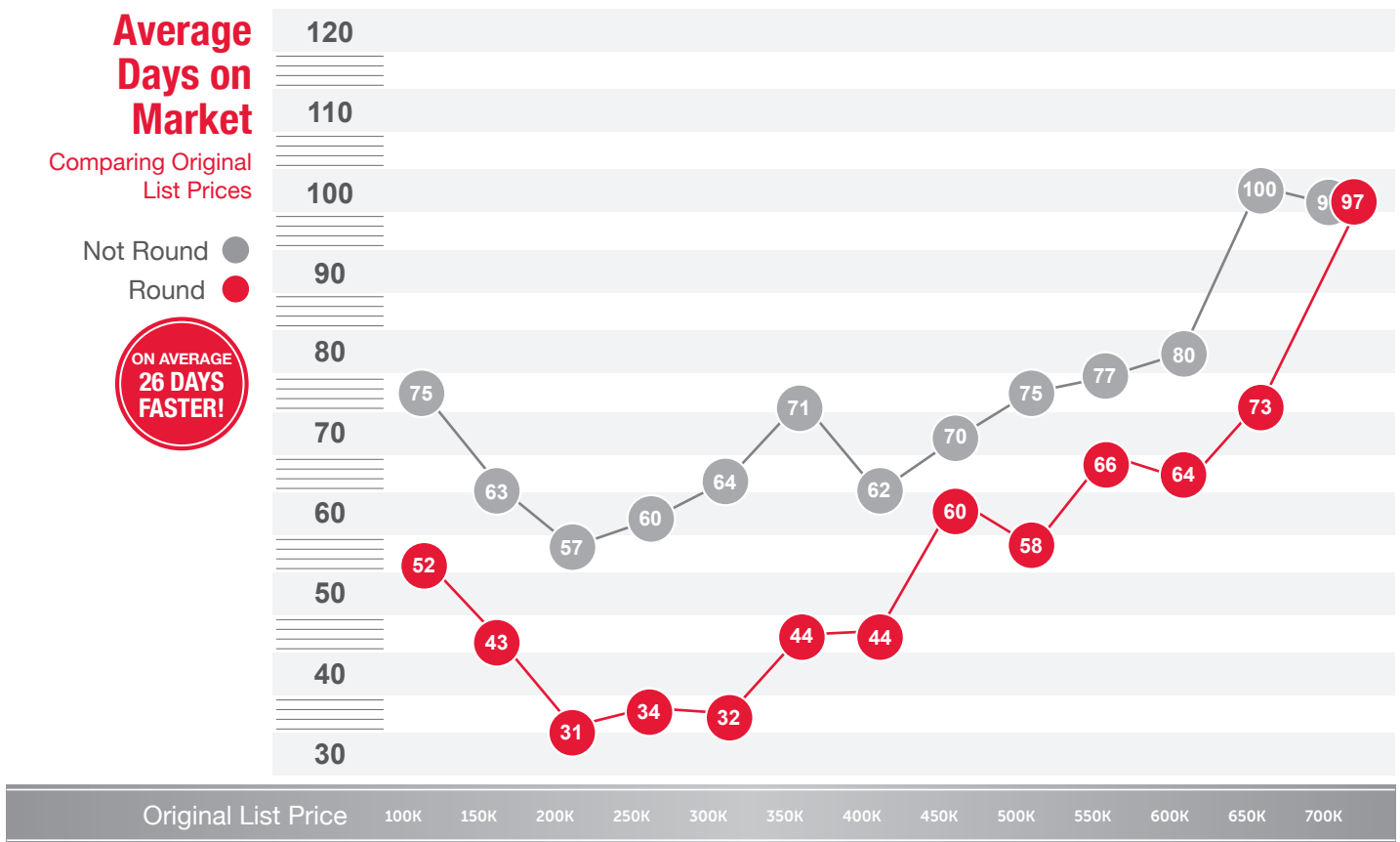
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Sell Homes Faster: Your Price Point Matters

Did You Know

When you price a home at a round number, such as \$250,000 versus \$249,000, on average you will sell the home 26 days faster!



2015 -2019 for Single Family Homes in Minnesota and western Wisconsin

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