

PUT OUR *Experience*, KNOWLEDGE, SERVICE
AND *Professionalism* TO WORK FOR YOU.

Craig Rhodes | Elite Agent



CUSTOMER PRESENTATION PREPARED FOR:

Mr. & Mrs. Smith
1234 Main Street
USA



Selling Your Home

Selling a home is one of the most important decisions you make in life. We realize the importance of this decision and the impact it has on you and your family. We are the right experts to help ensure you achieve your real estate goals. Using the following 6-step process, we will assist you to **Get Informed**, **Get Listed** and, most importantly, **Get SOLD!**

- 1** We start by **learning your needs** & the qualities of your home.
- 2** We empower you with **powerful market data** & intelligence.
- 3** We put our **knowledge, proven marketing process, company & network** to work for you.
- 4** We deploy automated **marketing**, robust **technology, & tools** for you.
- 5** We will **guide you through the process** of selling your home.
- 6** We will introduce you to our vast **network of partners & support services**.



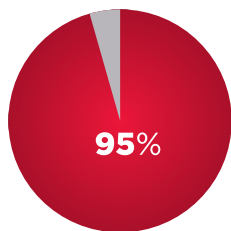


Pricing & Property Appeal

Fair market value pricing will enable you to reach 95% of the buyers searching in your home's criteria. Just 15% above fair market value will decrease your buyer pool to 20%. The pie charts below show how pricing over market value decreases buyer appeal.

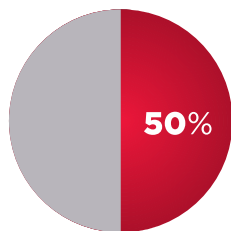


FAIR
Market Value



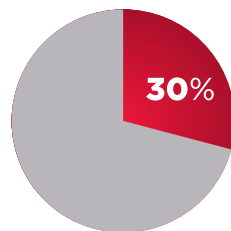
Appeals to
95% of Buyers

5% Over
Market Value



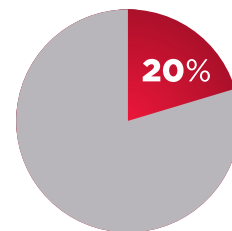
Appeals to
50% of Buyers

10% Over
Market Value



Appeals to
30% of Buyers

15% Over
Market Value



Appeals to
20% of Buyers

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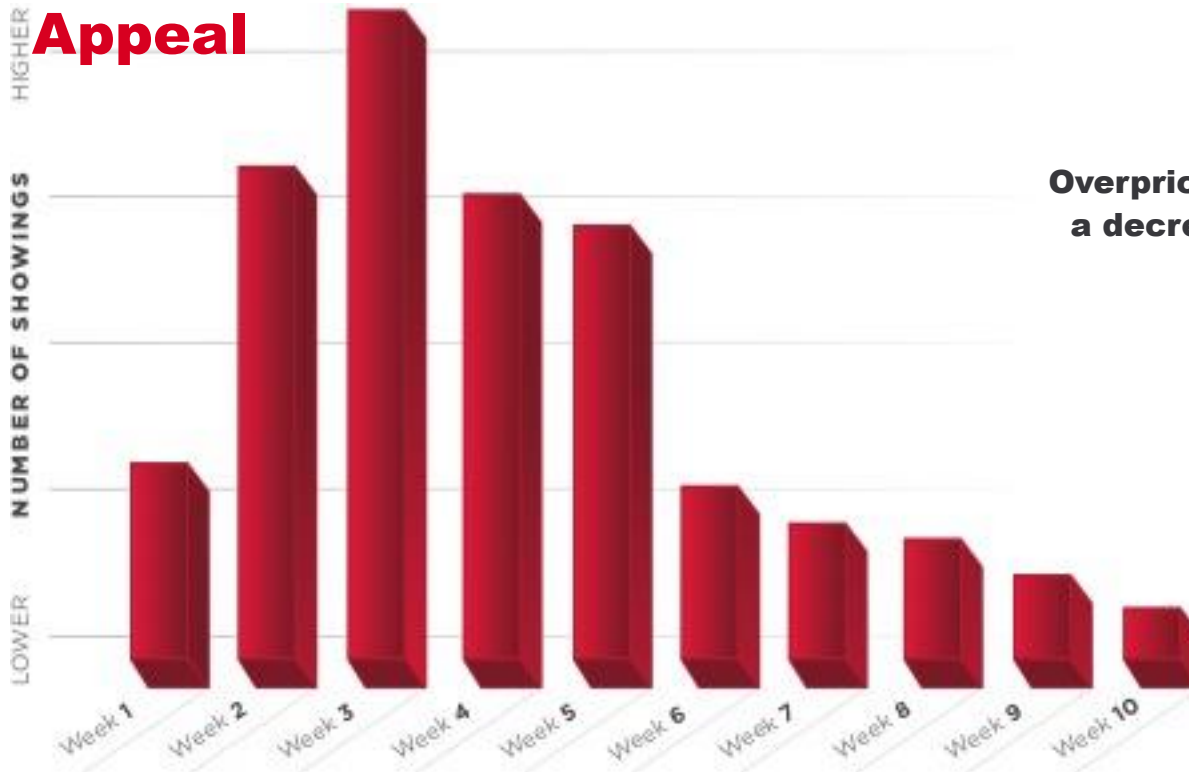
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Pricing & Property

continued



Showings Per Week

Overpricing your home can mean a decrease in interested buyers and an increase in days on the market.

This chart shows how time on the market can affect the number of showings per week.

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PRICED TO SELL

We will Help Find the Right Price for Your Listing So You Avoid the Risks of Overpricing.

There can be risks to overpricing your home that you need to consider.



1 Taking Longer to Sell

Houses priced above fair market value take longer to sell. Pricing your property competitively will help your property sell in the shortest time possible and avoid increasing prolonged days on market – which means a lot of lost revenue while the house sits idle on the market.

2 Missing Initial Selling Activity

The best time to capture a buyer is in the first weeks when sales professionals and buyer interest is the highest. Advertising and other marketing efforts can be neutralized. Marketing time becomes prolonged and initial marketing momentum is lost.

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EFFECTS OF OVERPRICING

Effects of Overpricing

Lower Levels of Brokerage Exposure; Lower Levels of Buyer Exposure

Agents will not show overpriced properties to their buyers. Buyers not working with an agent perform enough research to know an overpriced home and will not take the time to view that home.

Longer Days on Market

An overpriced property is perceived as 'stale' regardless if price reductions are implemented or if there is "room" for negotiating.

Perception that Home is Not as Desirable

Overpriced homes typically experience longer days on the market. Buyers interpret longer days on market to mean 'buyer beware.'

Difficulty with Obtaining Financing

Lenders base decision on fair market value. If a lender's appraiser determines the home to be above fair market value, and above what they are willing to finance, they may require a buyer to make up the difference in cash.

Difference Between Asking Price & Selling Price Over Time in a National Study. Local experience may vary.

*Source: National Association of REALTORS®
Homebuying and Selling Process*



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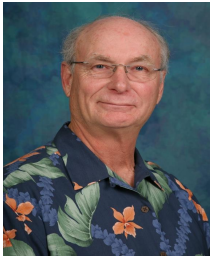
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PROFESSIONAL BIOGRAPHY

- **Active Adult Community Expert in PHZ West Valley**
- **Retired Boeing Sales Executive**
- **US Air Engineering Mgr.**
- **Penn State University, BS in Engineering & Business**
- **Vietnam Veteran**
- **A native of Canada, dual US/CA Citizen.**

15 years experience making retirees happy

20 years selling jets internationally

10 years maintenance & engineering

4 years US Air Force

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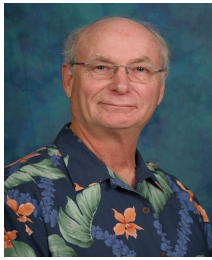
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OUR MARKETING PLAN

"Excellence in Client Care"

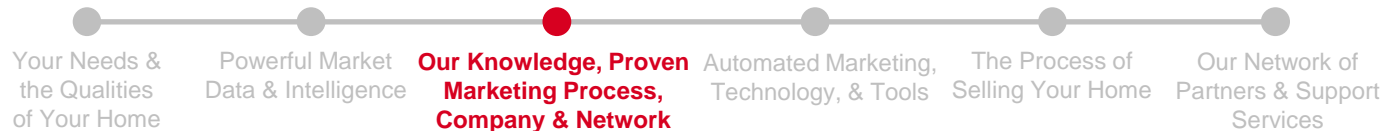
My strengths are understanding you, our customer, and your needs. Then providing an in-depth knowledge of the local real estate markets that will bring you successful results.

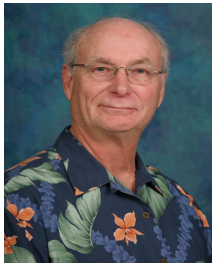
I stay on top of everything you need to know, and keep you informed throughout the process of buying or selling your home.

Ask me about my Buyer & Seller Credits

- Input your property into MLS
- Install Keysafe
- Install customized "For Sale" sign
- Take professional photos for Internet advertising
- Syndicate your property into search websites
- Schedule an Open House frequently
- Advertise Open Houses on MLS
- Schedule a Broker Tour Open House in 1st week
- Request feedback from each Realtor showing

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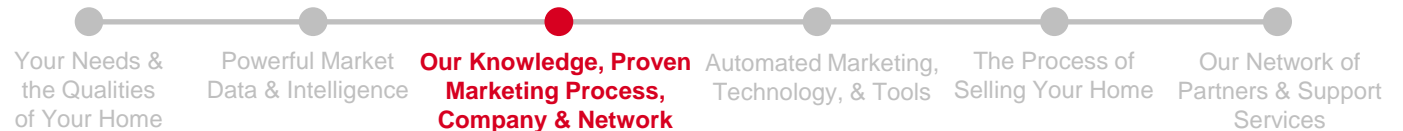


TESTIMONIALS

**I have excellent testimonials.
They can be viewed online thru several
sources;**

- **My website az-homes-online.com**
- **Google**
- **Several Realtor Testimonial websites**

SELLING YOUR HOME





MARKETING APPROACH

Finding Buyers for Your Home

Over 1/3 of home buyers look online at properties for sale as their first step in the home buying process. When buyers were asked where they first learned about the home they purchased, 40 percent said the Internet, 35 percent from a real estate agent, 11 percent a yard sign or open house, 6 percent from a friend, neighbor or relative, 5 percent home builders, 2 percent a print or newspaper ad, 2 percent directly from the seller and less than 1 percent from a home book or magazine.



Source: National Association of REALTORS®



Listing Websites

SmartGallery



Search Engine Submission

SmartSES



Automated Listing Flyers

SmartFlyers



Easy Buyer Searches

SmartSearch



YouTube Home Videos

SmartTube



Custom Buyer Tours

SmartTour

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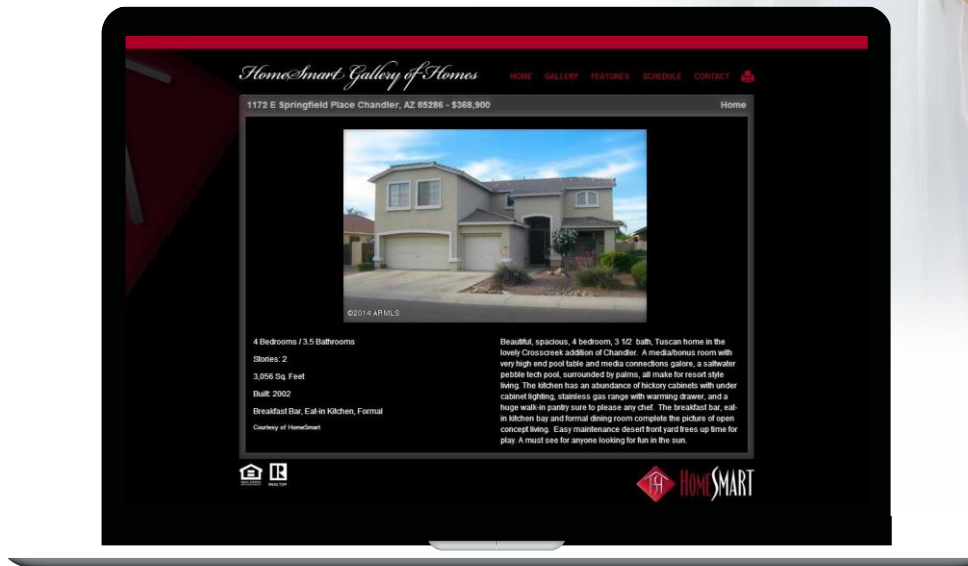


LISTING WEBSITES



SmartGallery

SmartGallery provides each HomeSmart listing with a personalized, custom website. Each site contains property details, a photo gallery, and a contact page to reach the agent.



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UNSURPASSED EXPOSURE



SmartSES

MLS listings are submitted to search engines nationwide, giving your listing truly unsurpassed exposure.



HOME SMART

ADWERX

Life and Homes

RealtyStore.com

LakeHomesUSA.com

apartment list

Apartment.com

FreedomSoft

BACK AT YOU MEDIA

THE Real Estate Book

LandWatch

realtor.com

HOMES&LAND

RealtyTrac

foreclosure.com

LotNetwork.com

HomeWinks

HARMONHOMES AND MORE

lylopo

Vast

Property Shark.com

Zillow.com

GC HOMESEARCH

Keyboom!

SHOWINGSUITE.COM

USHUD.com

investability

wikiREALTY

zumper

1000+

search engines and consumer websites nationwide.

trulia

HomeFinder.com

Lands of America

openhouse

kahping

HomePath.com

Oprecom

Homes.com

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AUTOMATED LISTING FLYERS



SmartFlyers

Print-ready flyers are automatically produced for each of your listings. You can choose from a variety of designs to match each listing perfectly.



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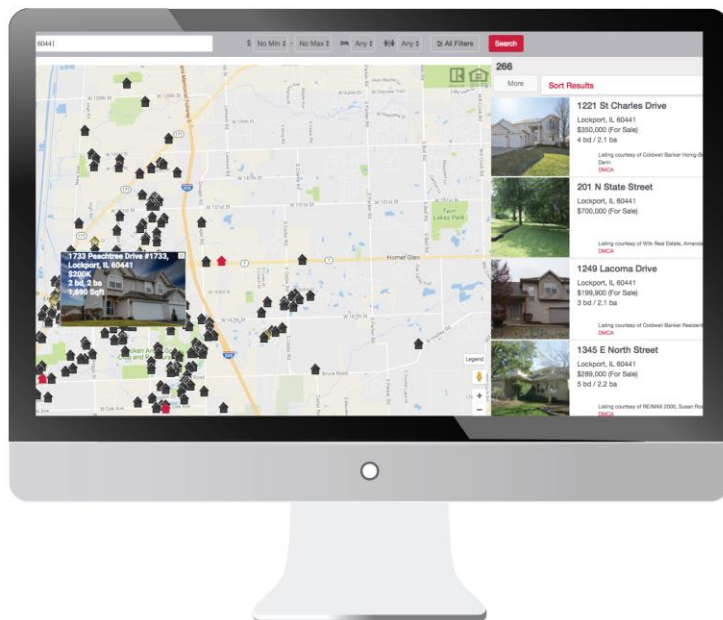


EASY BUYER SEARCHES



SmartSearch

SmartSearch is a powerful search engine with automated and custom searches, local information, satellite photos, street level views, and the ability to create routes to view the properties.



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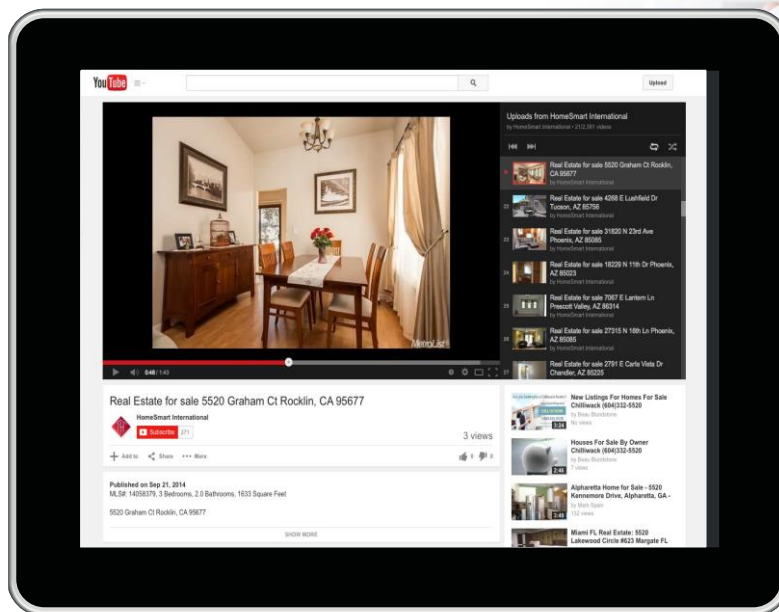


YOUTUBE HOME VIDEOS



SmartTube

SmartTube creates a video of your listing and submits it to YouTube. This is a great way to show your listing to potential buyers!



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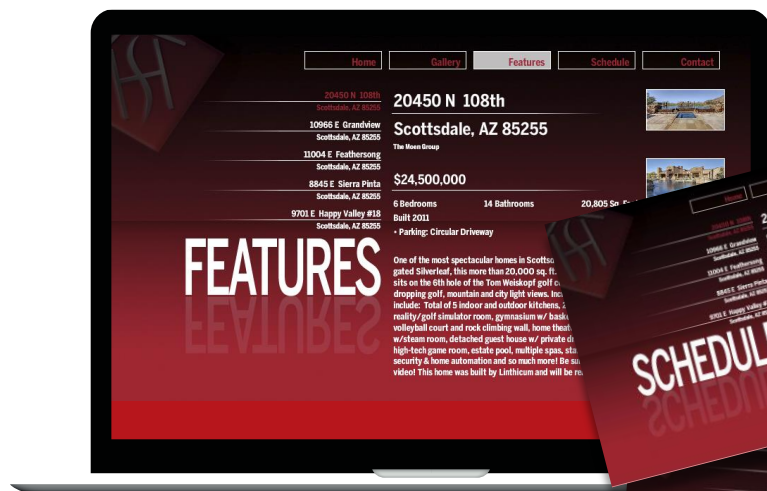
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CUSTOM BUYER TOURS



SmartTour

SmartTour creates custom website tours for individual homes in minutes. The tour appears on a custom, branded website created with information pulled directly from the Multiple Listing Service (MLS).

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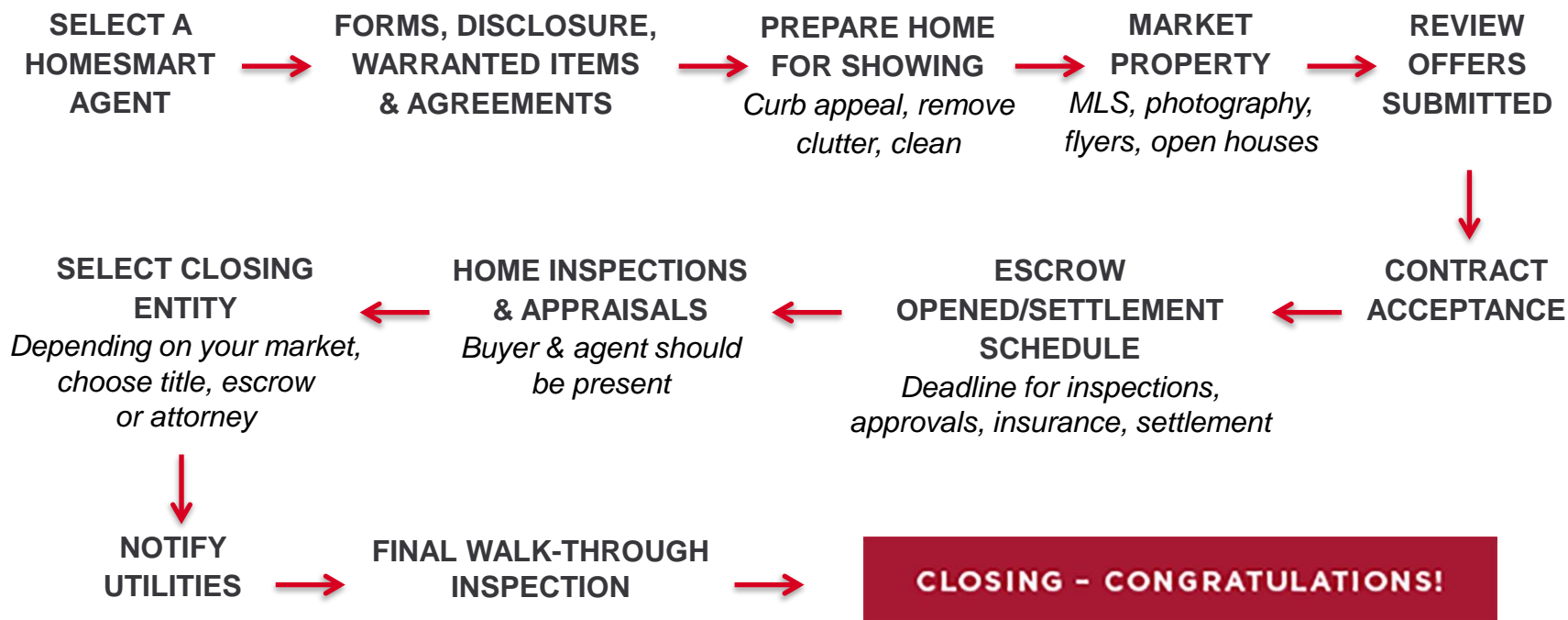
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THE SELLING PROCESS

Selling Process Flow Chart

Here's a simple flow chart detailing what to expect of your home selling process:



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PREPARING FOR SHOWING

Your Home at its Best.

You've made the decision to sell, and have signed all the necessary paperwork to be represented by HomeSmart. There are several ways to make your house more desirable, and in turn, receive a top dollar offer. Here are some basic tips for preparing your home for showing:

- 1** Tidy your yard. Trimming bushes, cutting grass, clearing weeds and adding a few pots of brightly colored flowers can make your house more inviting.
- 2** Make sure your front patio and door are fresh and clean looking. Sweep area and repaint front door if necessary.
- 3** Get rid of clutter. Move unnecessary furniture into storage or into the garage and store out-of-season clothing. Clearing out spaces in rooms and closets can make your home appear larger.

4 Focus on kitchens and baths. These are important to the buyer and should sparkle.

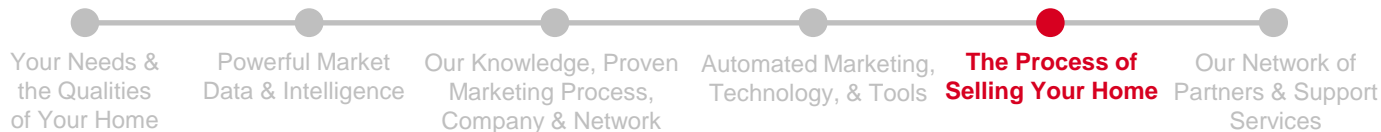
5 Make minor repairs to items that can make a bad impression. Items such as torn screens, leaky faucets and drywall cracks can scare away a potential buyer. Also remember to replace any burnt out light bulbs.

6 Make sure the house smells fresh and clean. Open a few windows (if weather permits), clean carpeting and drapes to eliminate odors and consider soft candles or air fresheners to give an inviting scent.

7 Keep home in exceptionally clean condition. Make sure all windows and blinds are clean and all switch plates, doors and molding are extra clean.

8 Hire an exterminator. Buyers are usually opposed to the idea of sharing their new home with unwanted pests!

SELLING YOUR HOME





FACTORS AFFECTING SELLING

Understanding Which Items You Can Control.

There are certain unchanging factors that determine how quickly and for what price your home will sell. Some of these are out of your control, but the others are completely under your control. All of them are important in the home selling process, so carefully consider your options when listing your property for sale. Take into consideration the items on the list that you do control and together we will evaluate them.

Items You Cannot Control

1 The Marketplace

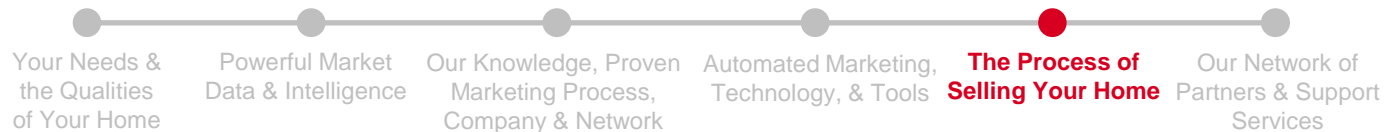
A "Buyer's Market" tends to favor the buyer in terms and pricing. Typically in a Buyer's Market, homes may stay on the market a little longer, there may be more inventory than actual buyers, and you may have to adjust your pricing. A "Seller's Market" favors the seller. In a Seller's Market, homes may sell faster, with some competition in offers, and may even sell

above the listing price. Interest rates may also affect the marketplace. A lower rate spurs buying, and rising rates may cause some buyers to wait until rates lower. Many times buyers may have qualified to purchase a home based on the lower rate and now find themselves priced out of the marketplace. As the type of marketplace shifts, you re-evaluate your position in the sale of your home. You cannot control the marketplace, but you can control how you react to it!

2 Other Properties for Sale

As soon as you make the decision to list your property for sale, you will inevitably notice all of the other "For Sale" signs in your area! While you may not have the only property for sale, you can definitely check out the competition. Having a good idea of what price the other properties in your area are listed at, what condition they are in and how long they have been on the market can give you a competitive edge in the sale of your property.

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FACTORS AFFECTING SELLING

Items You Can Control

1 The Use of a REALTOR®

Using a REALTOR® to list your property can reduce the stress that goes along with a transaction. There are a number of documents, obligations, timelines, inspections and other important items associated with the sale of your home and we can help you with all of them. As HomeSmart agents, we have access to marketing and listing tools that will expose your property to a great deal of clients. That means a larger pool of potential buyers for your home.

2 The Listing Price

You never want to feel as though you are "giving away" your home, but properly pricing your house will have a significant impact on how quickly it sells. Homes receive the most viewings during the first few weeks on the market. To list your home at a higher

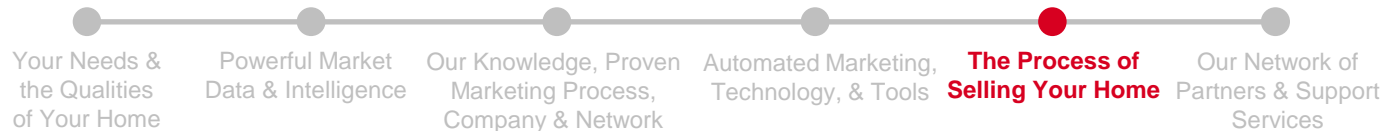
price to test the waters may be damaging your opportunity for a showing to a qualified buyer. Higher offers tend to accompany a fair market value, and other agents will be more likely to show your property enthusiastically if they believe it is a good value for their clients. Remember, the value of a home is established by what buyers agree to pay for the home and what sellers agree to sell the home for.

3 Additional Terms & Conditions

Not all buyers can purchase a home without any terms. Most buyers need financing, some time to possibly sell their own home, and usually have a request for a repair or two. Maintaining an open mind about terms and conditions may make your property more favorable than another. Helping with closing costs, agreeing to a longer or shorter close or escrow and offering a home warranty

Continued...

SELLING YOUR HOME





FACTORS AFFECTING SELLING

on your property are just some of the ways you can assist a buyer. Depending on the marketplace and other properties for sale, these may just do the trick when listing your home. We can give you advice on which terms and conditions may work best.

4 Suitability

The condition of your property can make or break a deal. First impressions are powerful and you should use all of your resources to ensure that your home shows well. Keeping the outside landscaping trimmed, touching up kitchens and bathrooms with simple painting and caulking, making minor repairs, and keeping the house clean can mean the difference between a buyer putting an offer on your home or on another one listed in your area. We will give you some other helpful tips on the best way to present your home for sale.



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INSPECTIONS TO EXPECT

Inspecting Your Home

When your home is under contract, the buyer has a period of time in which he or she may inspect your home. Some inspections to expect are: a home inspection performed by a certified home inspector, a wood destroying organism inspection, and, if applicable, a survey, septic and/or well inspection. Although there are other types of inspections available to buyers, these are most common.

Some of the items that are typically investigated during a home inspection are: appliances, plumbing, electrical, heating and cooling systems, structure, foundation, roof and attic. The buyer may ask the inspector to address concerns regarding indoor air quality, expansive soil conditions, previous fire, pests and mold.

Prior to closing, the buyer will conduct another "inspection", usually referred to as the final walk-through. This is where they will confirm that any repairs agreed upon have been completed and that the home is in the same condition as when the offer was written.



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BUYER QUALIFICATIONS

Is Your Buyer Qualified?



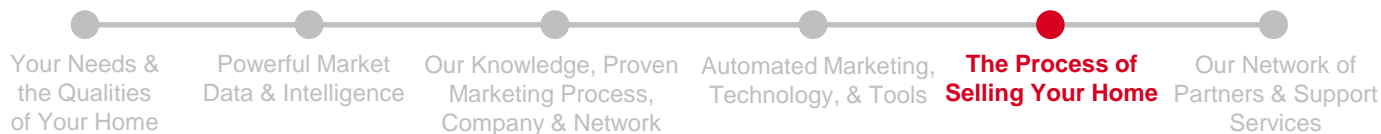
Unless the buyer who makes an offer on your home has the resources to qualify for a mortgage, you may not really have a sale. As a general rule, buyers speak with a lender before looking at a property in order to determine what they can afford. When we present an offer to you, it will be accompanied by a letter or pre-approval form signed by the buyer's lender.

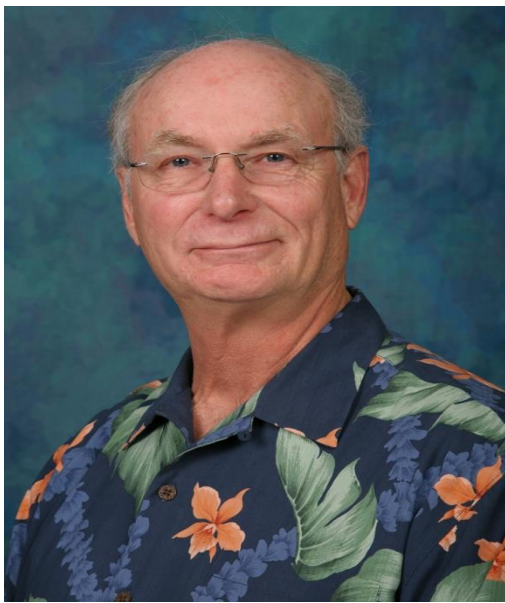
Should you decide to accept an offer from this buyer and the house goes into escrow, we will speak with the lender in order to confirm that the mortgage can be obtained under the terms of the purchase contract. Here are some important questions that we will ask the lender:

- 1** Does the buyer have enough credit to qualify?
- 2** Does the buyer's debt-to-income ratio qualify for this mortgage?
- 3** Does the buyer have enough money to pay for the closing costs and down payment?

Once these questions have been answered, you can move forward with the closing process, knowing that the buyer will most likely be prepared with a mortgage at close of escrow.

SELLING YOUR HOME





A CLOSING NOTE

Thank You.

We are dedicated to providing the highest quality service to YOU. Whether selling or buying your home, it's a full-time job and we are always available to discuss your specific real estate needs. Only real estate licensees who are members of the National Association of REALTORS® are properly called REALTORS®. They proudly display the REALTOR® logo on their business card or other marketing and sales literature. REALTORS® are committed to treating all parties to a transaction honestly, subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. As HomeSmart agents, we are proud to be amongst the highest leading industry experts in real estate today.

PUT OUR *Experience*, KNOWLEDGE,
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