

HOW I WILL SELL **YOUR HOME**

SAMPLE

SOLD

Quickly,
Pain Free
and
For Less



Jeff Barnhart, Branch Manager/Realtor®



ABOUT JEFF

EXPERIENCE

WOODWORKING & REMODELING
RETAIL MANAGEMENT
RETAIL BUSINESS OWNER
RESIDENTIAL MORTGAGE CONSULTANT
LICENSED REALTOR®



EXPERTISE

8 YEARS IN REAL ESTATE AND MORTGAGE INDUSTRY
FULL-SERVICE PROPERTY MANAGEMENT

FIVE REASONS YOUR HOME WILL SELL

SAMPLE

- FAIR PRICE
- GOOD CONDITION
- GOOD LOCATION
- MARKETING (MLS, INTERNET, ETC)
- A GREAT REAL ESTATE TEAM

THE GUARANTEE

THE RIGHT TO CANCEL YOUR LISTING AT
ANY TIME WITH A 30 DAY WRITTEN NOTICE!



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THE MARKETING

PHOTOS

WE TAKE SEVERAL DIGITAL PHOTOS OF YOUR HOME AND USE THE BEST IN ALL OUR MARKETING AND ADVERTISING.

MLS/INTERNET

YOUR HOME IS LISTED IN THE LOCAL MULTIPLE LISTING SERVICES, REALTOR.COM, OWNERLANDREALTY.COM AND ALL THE MAJOR SEARCH ENGINES, INCLUDING GOOGLE, YAHOO, CRAIGSLIST.COM AND MORE. BUYERS SEARCH FOR HOMES ON THE INTERNET. YOUR HOME WILL BE THERE!

LEAD CAPTURE

1-800 NUMBER CALL CAPTURE AND LEAD GENERATION SYSTEM
THIS SYSTEM ALLOWS US TO OFFER POTENTIAL BUYERS A CONVENIENT WAY TO OBTAIN EASY, PRE-RECORDED INFORMATION ABOUT YOUR HOME 24 HOURS A DAY, 7 DAYS A WEEK. OUR SYSTEM CAPTURES THEIR INFORMATION, GIVING US THE OPPORTUNITY TO FOLLOW-UP WITH THEM WHILE THEIR INTEREST IS HOT.

SHOWINGS.COM

SHOWINGS.COM (CENTRALIZED SHOWINGS) ASSISTS YOU AND YOUR REALTOR® IN GETTING MORE SHOWINGS FOR YOUR HOME. BY POTENTIALLY INCREASING THE NUMBER OF SHOWINGS, A FASTER SALE MAY RESULT.

SHOWINGS.COM EVEN GENERATES A COMPLETE RECORD OF EVERYONE WHO HAS SHOWN YOUR HOME, MAKING FOLLOW-UPS EASIER.



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THE COMMISSION

Because each client has different reasons for selling their home, OwnerLand Realty negotiates the listing commission rate with each of their clients on an individual basis.

We have no standard commission platform, so we can better serve our clients' sale based on their needs.

DISCOUNTED LISTING COMMISSIONS

Who doesn't want to save money? We have programs to save you up to 1.5% when you list your property with OwnerLand Realty. Just ask me how.



OWNERLAND REALTY VS COMPETITORS*

SAMPLE

	MLS/ Internet	Sign In Yard	Print Advertizing	Open Houses	Direct Mailing	Flexible Commission	Full Service**
OwnerLand Realty	√	√	√	√	√	√	√
Coldwell Banker West Shell	√	√	√	√	√	-	√
Comey and Shepherd	√	√	√	√	√	-	√
Hoeting Realtors®	√	√	√	√	√	-	√
Huff Realty	√	√	√	√	√	-	√
ReMax Realtors.....	√	√	√	√	√	-	√
Sibcy Cline Realtors®	√	√	√	√	√	-	√
Star One Realtors®	√	√	√	√	√	-	√
WebMLS.....	√	√	-	-	-	√	√

* These services are just a snapshot of what is offered at each company. Each company offers various marketing programs and should be contacted for more information.

** Full Service is defined as listing consultation with comparative market analysis, setting showing appointments, coordinating transaction until closing, etc. Each company listed above offers different full service programs and should be contacted for more information,

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20 STEP CHECKLIST TO HELP YOU SELL YOUR PROPERTY

As a Homeowner, you can play an important part in the timely sale of your property.

When you take the following steps, you'll help Jeff sell your home faster and at the best possible price.



1. MAKE THE MOST OF THAT FIRST IMPRESSION

A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. So does a freshly painted – or at least freshly scrubbed – front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.

2. INVEST A FEW HOURS FOR FUTURE DIVIDENDS

Here's your chance to clean up in real estate. Clean up in the living room, the bathroom, and the kitchen. Have carpets cleaned. If your woodwork is scuffed or the paint is fading, consider some minor redecoration. Prospects would rather see how great your home really looks than hear how great it *could* look, "with a little work."

3. CHECK FAUCETS AND BULBS

Dripping water rattles the nerves, discolors sinks and suggests faulty or worn-out plumbing. Burned out bulbs leave prospects in the dark. Don't let little problems detract from what's right with your home.

4. DON'T SHUT OUT A SALE

If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily plane them away. A little effort on your part can smooth the way toward a closing.

5. THINK SAFETY

Homeowners learn to live with all kinds of self-set booby traps: roller skates on the stairs, festooned extension cords, slippery throw rugs and low hanging overhead lights. Make your residence as non-perilous as possible for uninitiated visitors

6. MAKE ROOM FOR SPACE

Remember, potential buyers are looking for more than just comfortable living space. They're looking for storage space, too. Make sure your attic and basement are clean and free of unnecessary items. Consider renting a storage unit and moving everything you don't use out of the house. This serves a double purpose. You'll be one step ahead when you move into your new home.

7. CONSIDER YOUR CLOSETS

The better organized a closet; the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.

8. MAKE YOUR BATHROOMS SPARKLE

Bathrooms sell homes; so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats and shower curtains.

9. CREATE DREAM BEDROOMS

Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are a must.

10. OPEN UP IN THE DAYTIME

Let the sun shine in! Pull back your curtains and drapes so prospects can see how bright and cheery your home is.

11. LIGHTEN UP AT NIGHT

Turn on the excitement by turning on all your lights – both inside and outside – when showing your home. Lights add color and warmth, and make prospects feel welcome.

12. AVOID CROWD SCENES

Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they're likely to hurry through. Keep the company present to a minimum.

13. WATCH YOUR PETS

Dogs and cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot or resulting in an allergic reaction. So do everybody a favor: Keep Kitty and Spot outside, or at least out of the way.

14. SET THE STAGE FOR SHOWINGS

Touch the senses. Aromatherapy may help, where bad odors could kill a real estate transaction. When it's time to show your home, light a couple scented candles.

15. RELAX

Be friendly, but don't try to force conversation. Prospects want to view your home with a minimum of distraction

16. DON'T APOLOGIZE

No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a derogatory comment about your home's appearance, let your Agent handle the situation.

17. KEEP A LOW PROFILE

Nobody knows your home as well as you do. But OwnerLand Realty Agents know buyers – what they need and what they want. Your OwnerLand Realty Agent will have an easier time articulating the virtues of your home if you stay in the background.

18. DON'T TURN YOUR HOME INTO A SECOND-HAND STORE

When prospects come to view your home, don't distract them with offers to sell those furnishing you no longer need. You may lose the biggest sale of all. If your buyers are interested, they will ask.

19. DEFER TO EXPERIENCE

When prospects want to talk price, terms or other real estate matters, let them speak to an expert – Your OwnerLand Realty Agent.

20. HELP YOUR AGENT

Your agent will have an easier time selling your home if showings are scheduled through this office. You'll appreciate the results!

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YOUR MARKET

The next few pages are focused on how the market is doing around your property.

By reviewing properties that are currently listed for sale and homes that have successfully sold in your market, we will be able to determine a competitive listing price.

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