

A **Personalized** and **Individual** Approach to Selling

Presented By



THE AGENDA



1. UNDERSTANDING YOUR **NEEDS**



2. ASK **QUESTIONS** YOU HAVE

3. GUIDE YOU THROUGH **THE PROCESS**

4. OUR **RESULTS**

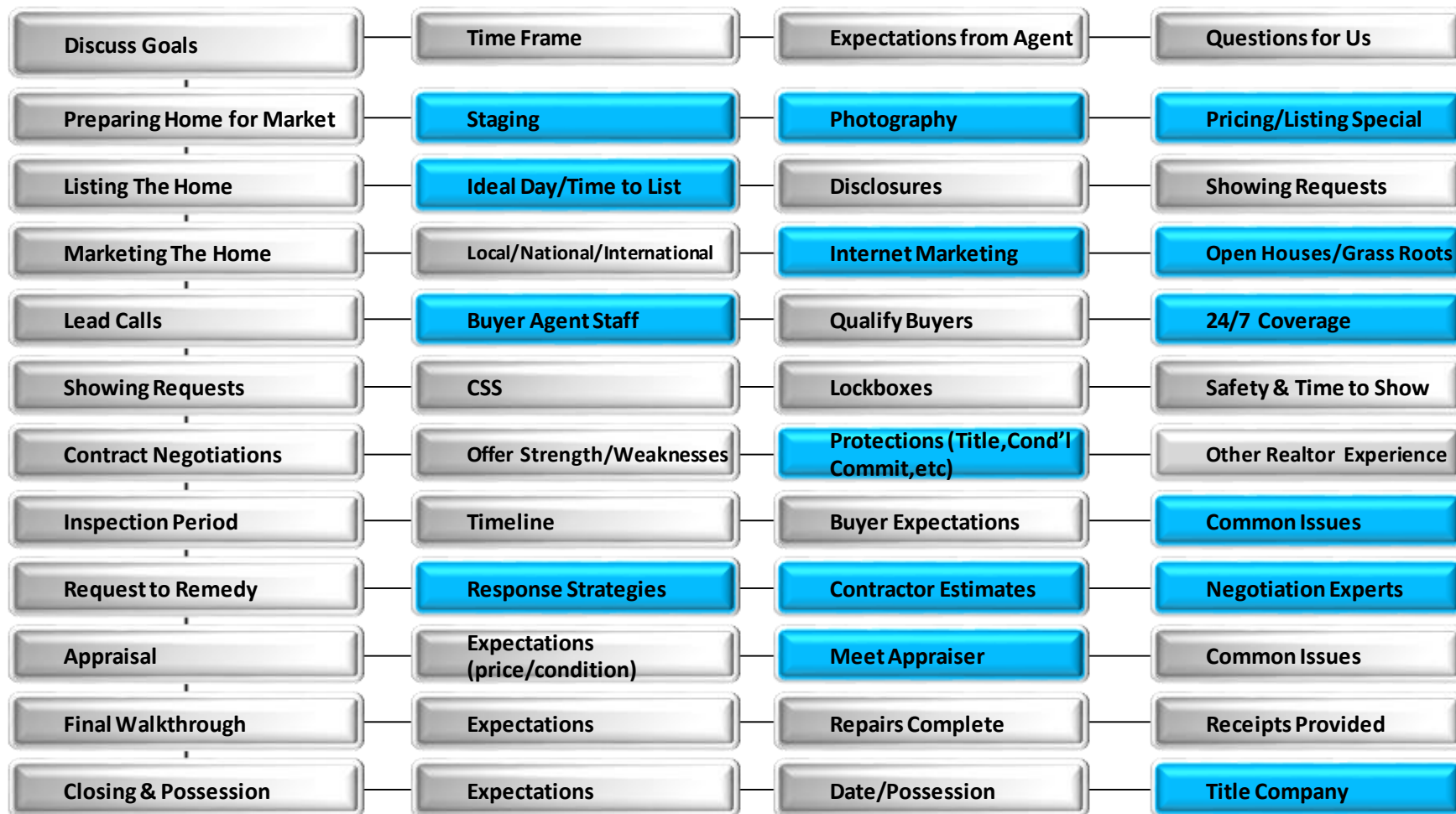


5. **HIRE** THE REALTY FIRM

6. BEGIN THE **STAGING** & **PHOTOGRAPHY**



THE SELLING PROCESS



TRF Benefits: Staging/Photography/Pricing, Zillow/Trulia, Open House Kits, Brochures, 24/7 Agent Staff, Certified Negotiation Expert Staff, Contractors to Help in Remedy Stage, Meet Appraiser, Chicago Title & Legal Recommendations, 2% LISTING SPECIAL

GETTING TO KNOW YOU



- Ideal **Time of Listing**
- **Expectations** of The Realty Firm
- **Questions** for The Realty Firm
- Decision Makers
- Life **After Closing**



Preparing Your Home




- **Professional** Staging Consultation
- Addition of **Staging Inventory**
- **Professional** Photographs
- Pricing **Analysis**



Staging Consultation & Inventory



Agent Full 1-Page	Residential-Single Family Freestanding	MLS#: 215020700
	Status: Closed	List Price: \$875,000
	Contingency Reason: Financing & Inspections	Original List Price: \$875,000
	Style: 1 Story	Days On Market: 11
	Address:	Cumulative DOM: 304
	1121 MILLCREEK Lane, Columbus, OH 43220 Unit/Suite #:	Possession: closing/funding



- Home was listed for **294 days** by other Realtors

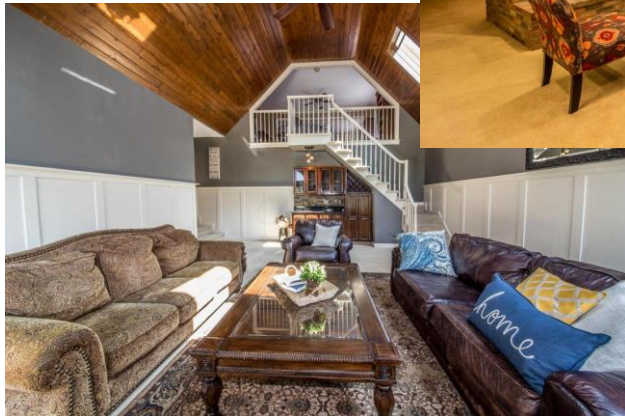
After our **Staging...**
Photography...
and Expert **Pricing...**

Our Seller was in-contract in **11 days**

Professional Photography

THE REALTY FIRM
PROVEN RESIDENTIAL ADVISORS

The Realty Firm Professional Photos:



Professional Photography



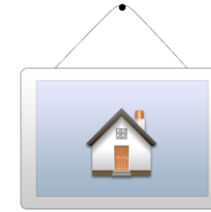
Other Company's Photos:



8990 Hill Road S, Pickerington, OH
43147 Gorsuch Realty Company



6786 Golden Way, Powell, OH 43065 Coldwell Banker King Thompson



No Photo
Available

3405 Blacklick Road NW, Baltimore, OH 43105 Superior Homes Realty



7430 Spruce Court, Plain City, OH 43064 Howard Hanna RealCom Realty



3411 Election House Road, Carroll, OH 43112 RE/MAX ONE



2954 Blacklick Road NW, Baltimore, OH 43105 RE/MAX ONE

All of these examples are of homes listed on the same day, 7/22/15.

Pricing Analysis



Influencers:

- Current Market Conditions
- Laws of Conformity (Maximum Paid)
- Updates/Upgrades
- Deferred Maintenance
- Uniqueness
- Competition

Important Ideas:

- Pricing is an ongoing discussion
- Price to the “herd” mentality
- Price to be easily found in searches
- Don’t get “creative” with pricing
- Work out a short & long term contingency plan

Methods of Pricing:

- Price per Foot
- Conforming Home Analysis
- Replacement Cost
- Max/Min Boundaries of Neighborhood

Things to Know:

A Home Listed Over Fair Market Value Will:

- Not attract as many buyers because they’ll think it’s out of their price range.
- Take longer to sell.
- Make competing properties look good.
- Become Stigmatized

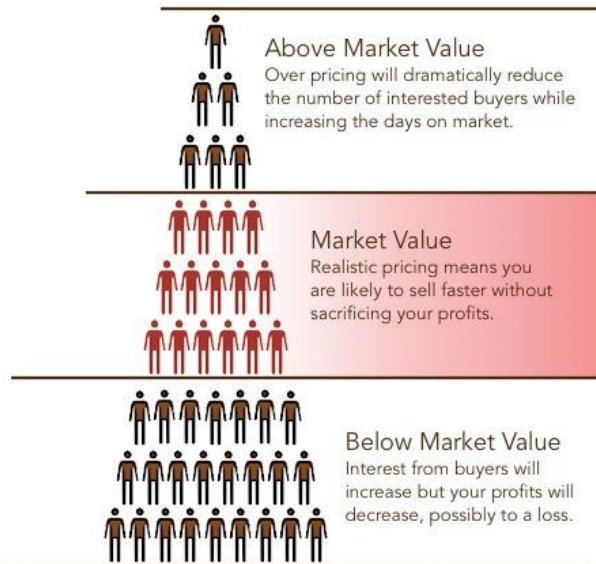
Every Property Has a “Goldilocks” Zone:

- A property will sell for the best value to the seller when Price, Terms, Condition and Time on Market are “just right”

Pricing Analysis (con't)

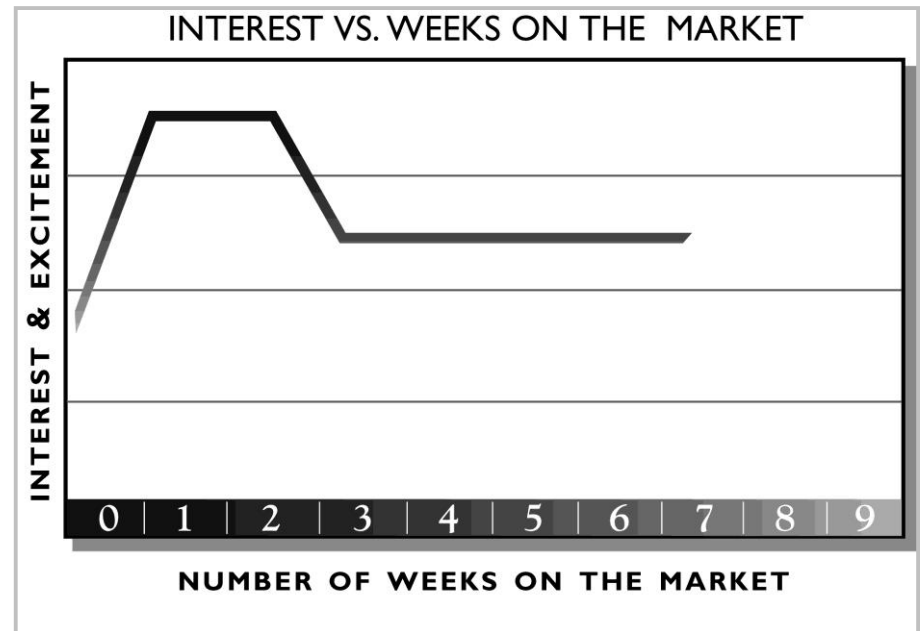
Goldilocks Zone - Pricing:

Research conducted by the *National Association of Realtors®* shows that more buyers purchase their properties at fair market value- not above it. The percentage of buyers increases even more when the price drops below *fair market value*.



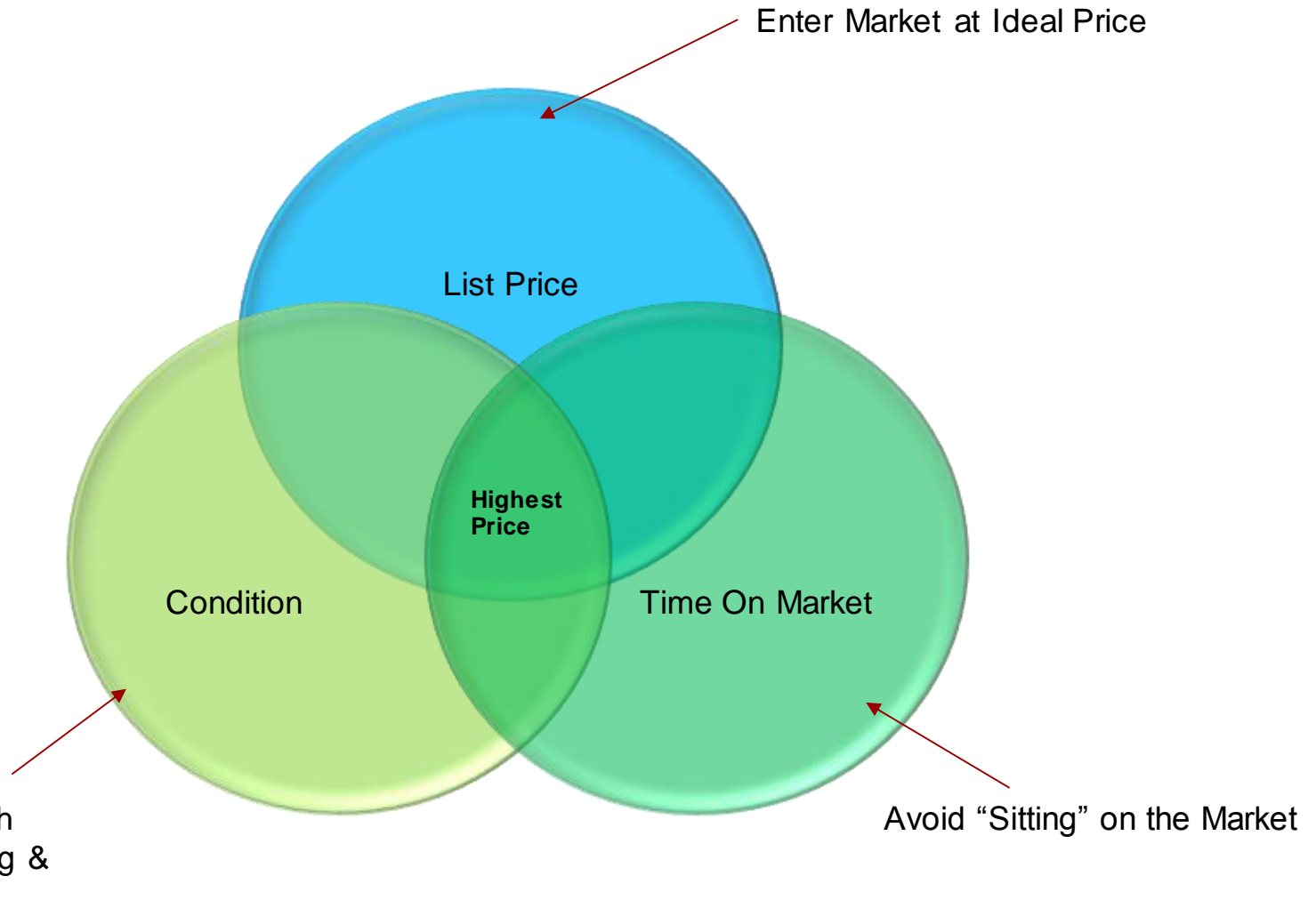
Goldilocks Zone – Time on Market:

Your home generates the most interest in the real estate community and among potential buyers during the **first 30 days** it is on the market.

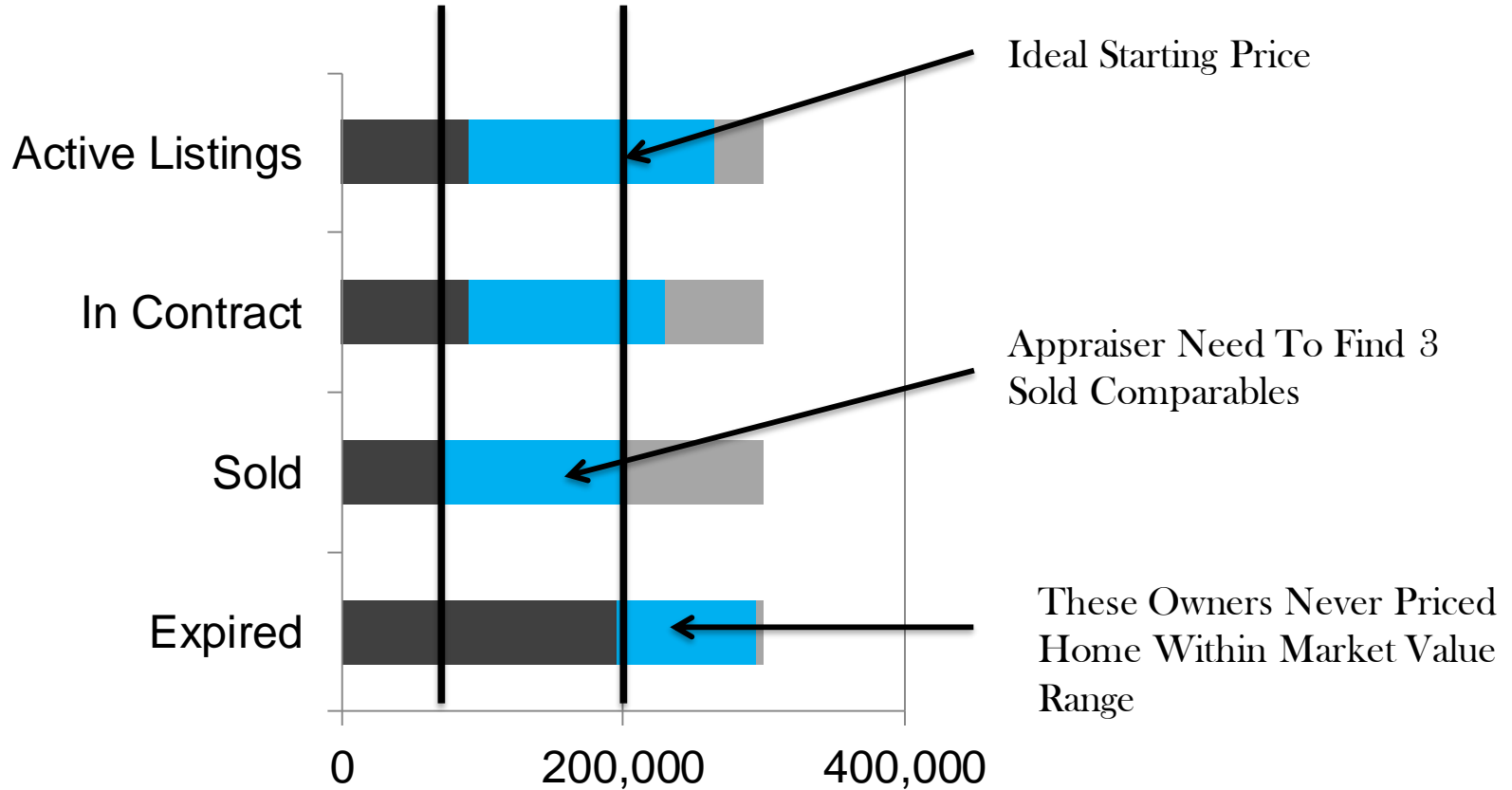


If it is not properly priced during this time, we miss out on **peak level** of interest.

Pricing Analysis (con't)



Pricing Analysis (con't)



Listing Your Home



- **Ideal Time To List**

- List home when Buyers are available to see it.

- (Avoid weekends/holidays/late-night)

- **Disclosures**

- Need to be Complete and on MLS prior to listing

- **List of Updates**

- A list of updates is a common request from buyers




Marketing Your Home - Local

- We now have the home expertly **Staged, Photographed & Priced**, It is time to **EXPOSE** the house on a Local, National & International level.

Tactics Employed to Reach Local Buyers:

- Professional 1-5 Page **Brochures**
- Professional Yard signs w/ **24/7 Agent On Call Support**
- **Social Media** – Facebook & Pinterest
- Enhanced listings on MLS/Realtor.com/Zillow/Trulia
- Open Houses-With **Professional Open House Systems**
- Buyer Agent Networking



Residential-Single Family Freestanding														
										Status: Active List Number: 215012844 Listing Agreement Type: Exclusive Right to Sell			List Price: \$215,000 Original List Price: \$215,000 VT:	
	BR	FB	HB	LIV	Din	Eat	SP	Fam	Den	Great	Util	Sp	Rec	
Up 2	0	0	0											
Up1	3	2	0											
Entry Lvl	0	0	1		1				1		1			
Down 1	0	0	0										1	
Down 2	0	0	0											
Totals	3	2	1											

Location
Address: 162 Dogwood Drive Delaware, OH 43015 **Unit/Suite #:**
Subdiv/Cmpbx/Comm: Stratford Woods **School District:** DELAWARE CSD 2103 DEL CO. **City (Mailing Addr):** Delaware **Zip Code:** 43015
Directions: Between Rt 23 & Liberty Rd, just north of Rt 315 jct. off Hawthorn Bl **Township:** None

Characteristics
SqFt Tax Record: 1,539 **Acreage:** 0.34 **Lot Size (Front):** **Lot Size (Side):**
SqFt ATFLS: 1,500 **Source:** Realt **Year Built:** 1995
Parcel #: 419-130-06-019-000 **Tax District:** 14 **Multi Parcels/Sch Dis:** **Built Prior to 1978:** No
County: Delaware **Assoc/Condo Fee:** 80 **Assessment:** **Taxes (Yrly):** 3,201 **Tax Year:** 2014
Approx Complete Date: **Per:** year **Possession:** **Vol# / Pg#:** **Instr #:**
Comm Dev Chrg: No

HOA / COA Cntct Name/Phone: Stratford Woods HOA / 877-405-1089 **HOA / COA Transfer Fee:** **Reserve Contribution:**
HOA / COA Fee Includes: Common Area Only
Addl Acc Conditions: None Known

Features
Style: 2 Story **Accessibility Features Y/N:** No **Warranty:**
Air Conditioning: Central **Interior Flooring:** Carpet, Ceramic/Porcelain, Laminate-Artificial, Vinyl **Windows:** Insulated All
Heating: Forced Air, Gas **Basement/Foundation:** Block, Full **MLS Primary Photo Src:** Realtor Provided
Exterior: Brick, Vinyl, Wood **Rooms:** 1st Fl Laundry, Eat Space/Kit, Great Room, Rec Rm/Bamt **New Financing:** Conventional, FHA, VA
Parking: 2 Car Garage, Attached Garage **Alternate Uses:**
Fireplace: One, Direct Vent **Leased Items:**
Interior Amenities: Dishwasher, Electric Range, Microwave, Refrigerator **Tax:**
Exterior Amenities: Deck, Invisible Fence
Complex/Sub Amenities: Sidewalk

Property Description: Do not miss out on this opportunity! This beautifully updated home includes completely remodeled kitchen in 2013, newer roof (2008), newer furnace and A/C (2014), fresh carpet and paint (2015) and new hardware in the bathrooms (2015). Spacious floor plan includes soaring ceilings in the Great Room, ample cooking space in the kitchen, a large finished basement and comfortable bedrooms! Set up your showing today!

Ag't to Ag't Remarks: (See A2A Report for full text) Please contact David Fairman with any questions/offers. David@therealtyfirm.com, 614-425-0188

Marketing Your Home - National



Zillow Exposure- Delaware County:

The Fairman Partners
Charlene, David & Team
(614) 398-3326
★★★★★
Featured

Lauren Wyatt
(614) 914-4446
★★★★★
Featured

Ryan Reynolds
(614) 726-6971
★★★★★
Featured

REVIEWS IN DELAWARE

SORT BY: MOST ACTIVE

CLIENT REVIEW

The Fairman Partners
Charlene, David & Team
(614) 398-3326
★★★★★
190 total reviews (37 local)
Team

In Delaware:

- 37 Local Reviews
- 44 Recent Sales
- 2 Listings

The Realty Firm

Review 07/06/2015:
"His passion for real estate is evident from his willingness to help determine the ..."

Heather Kamann
(740) 363-7355
★★★★★
2 total reviews (2 local)
Team

In Delaware:

- 2 Local Reviews
- 78 Recent Sales
- 31 Listings

Real Living HER

Review 02/13/2015:
"Heather is an expert in navigating the buying and/or selling process which provided ..."

DeLena Ciamacco
(614) 882-6725
★★★★★
6 total reviews (1 local)
Team

In Delaware:

- 1 Local Review
- 38 Recent Sales
- 69 Listings

RE/MAX Connection, Realtors

Review 12/19/2014:
"personally did all the negotiations with the buyer's agent."

John Jacobus
(614) 426-8694
★★★★★
78 total reviews (35 local)

In Delaware:

- 25 Local Reviews
- 18 Recent Sales

Review 06/12/2015:
"It is the third property he has sold for me"

Exposure: In comparison with other top rated agents/teams:

#1 Most Reviewed Agent/Team by 104 Reviews

#1 Most Recent Solds by 90 Closings

Performance Summary

Compare

☒ Contacts

☐ My Listings: Search page views

☐ My Listings: Detail page views

☐ My Profile page views

☐ Special Offers: times on search page

☐ Special Offers: home details views



We Generate on Average 120 Buyer Leads Per Month via Zillow alone.. These leads are then handed off to a professionally trained staff of Buyers Agents to help sell your home to the right buyer.

Average Rating



**5-STAR
PREMIER AGENT**
★★★★★

Marketing Your Home - National



Zillow Exposure- Franklin County:

Most Active Agents

LOCATION	NAME	AGENT TYPE	SERVICE NEEDED
Franklin County OH	Agent name	Both Individual Team	Buying or selling

Brianne Bahl
 (614) 254-5067
 ★★★★★
 Featured

Roberta Zimmerman
 (614) 569-0817
 ★★★★★
 Featured

Greg Myers
 (614) 702-7234
 ★★★★★
 Featured

REVIEWS IN FRANKLIN
 SORT BY: MOST ACTIVE
 CLIENT REVIEW

Kelli Beckett Hatfield
 (614) 457-4000
 ★★★★★
 Team
 Most Sales

In Franklin:
 No Reviews
 290 Recent Sales
 60 Listings
 Realty Executives Decision

No local reviews yet.

The Fairman Partners
Charlene, David & Team
 (614) 398-3326
 ★★★★★
 Team
 190 total reviews (128 local)

In Franklin:
 128 Local Reviews
 107 Recent Sales
 6 Listings
 The Realty Firm

Review 07/11/2015:
 "David also made it point to give his honest opinion of properties and pricing, which ..."

Lee Ritchie
 (614) 300-7652
 ★★★★★
 84 total reviews (64 local)

In Franklin:
 64 Local Reviews
 98 Recent Sales
 4 Listings
 Remax Metro PLus

Review 07/17/2015:
 "Early on in my search for a property I was working with another real estate agent ..."

Sandy Raines and The Raines Group
 (614) 758-7627
 ★★★★★
 Team
 43 total reviews (37 local)

In Franklin:
 37 Local Reviews
 115 Recent Sales
 47 Listings
 The Raines Group | HER Realtors

Review 04/23/2015:
 "The process of selling our home was explained to us in detail from start to finish, ..."

Exposure: In comparison with other top rated agents/teams:

#1 Most Reviewed Agent/Team by 104 Reviews

Performance Summary

Compare

- ☒ Contacts
- ☐ My Listings: Search page views
- ☐ My Listings: Detail page views
- ☐ My Profile page views
- ☐ Special Offers: times on search page
- ☐ Special Offers: home details views



We Generate on Average 120 Buyer Leads Per Month via Zillow alone.. These leads are then handed off to a professionally trained staff of Buyers Agents to help sell your home to the right buyer.



Marketing Your Home - National



Trulia Exposure- [City Wide](#):

Real Estate Agent Reviews

Find the perfect agent for you

First-Time Buyer Experts

in Westerville, OH



Charlene and David F...

★★★★★ (105)
66 Sold Homes



Michael Porchetti

★★★★★ (11)
25 Sold Homes

[Find more agents »](#)

Top Sellers this Year

in Westerville, OH



Charlene and David F...

★★★★★ (105)
66 Sold Homes



Norm Taylor

★★★★★ (1)
39 Sold Homes

[Find more agents »](#)

Relocation Specialists

in Westerville, OH



Kevin Hollis

★★★★★ (9)
48 Sold Homes



The Village Partners

★★★★★ (22)
17 Sold Homes

[Find more agents »](#)



2014 Best of Trulia
Top Agent Award



Premier Agent



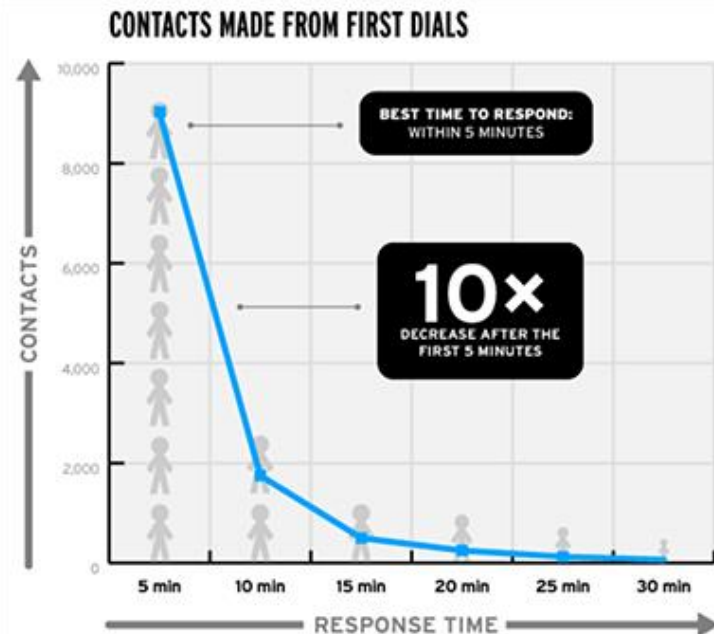
Team

Average Rating



Lead Calls – Scientific Follow Up

Rest Assured: Our **Professional Buyer Agent Staff** will follow up **promptly** with any lead inquiry on your home. We will **continue** to reach out to the buyer until we can gauge motivation of the buyer.



All infographics courtesy of [ResponseAudit](#)



Showing Requests



- **Showing Service**

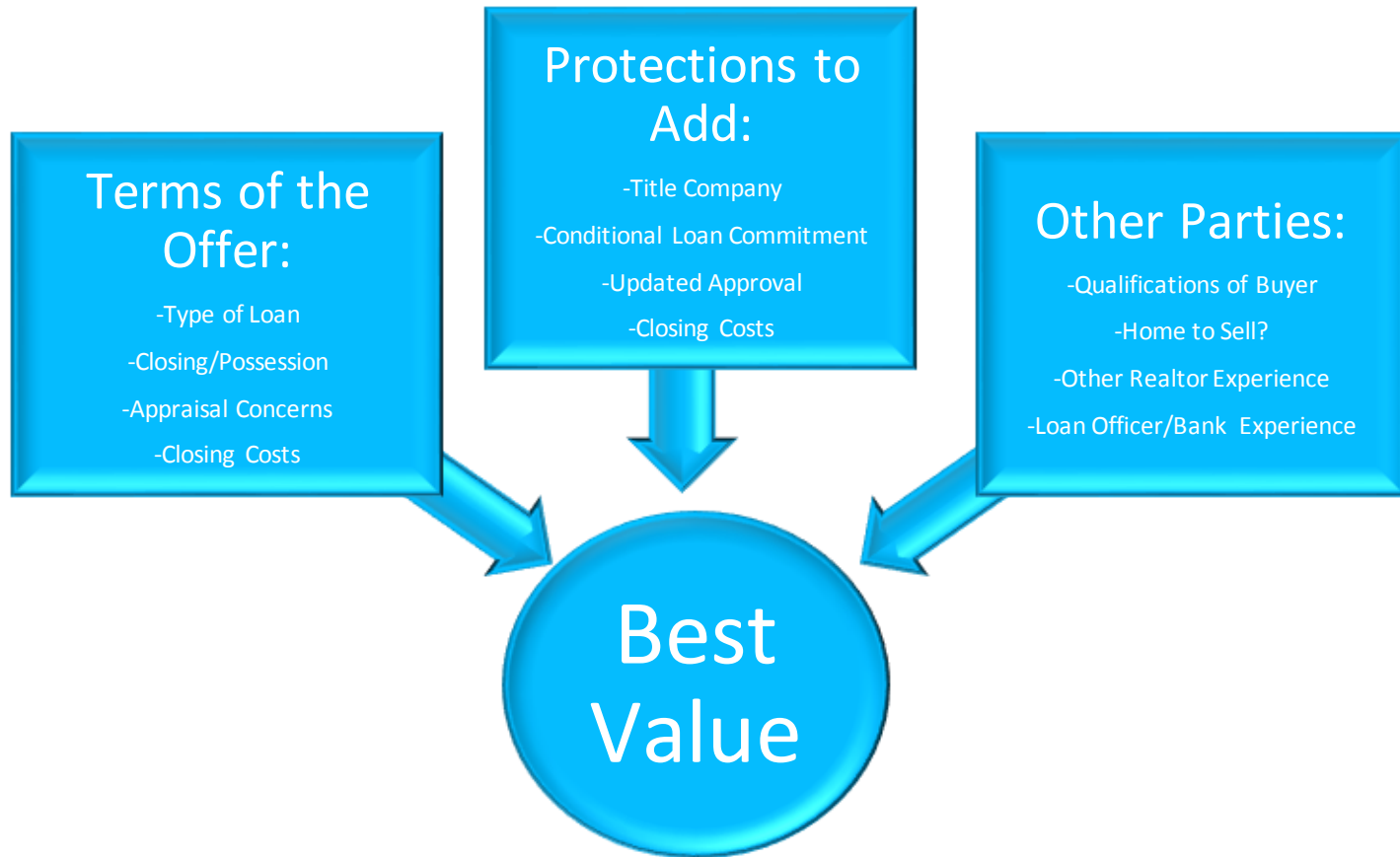
- Maximize Efficiency & Response Time Through CSS
- Approve Showings via Phone/Text/Email
- Set Showing Restrictions

- **Safety**

- CSS & Lockbox Track Every Showing
- Lockbox Does Not Function During “off” Hours



Receiving an Offer



Tips:

The **Fewer** Buyer **Contingencies** the Better.
Validate Lender & Loan Product.
The **Best Offer** is not always the **Highest** Offer.

Buyer **Inspections**

Home
Inspection

Termite
Inspection

Radon
Inspection

Mold
Septic
Roof
Chimney

Inspection Facts:

- Inspection Period Normally **7-10 Days**
- Inspector **Will Find Items**- It's Their Job
- Nearly All Buyers Will Submit a **Request To Remedy**

Buyer Expectations:

- Expectations** vary greatly based on Buyer & Agent Experience/education.
- Tend to Focus on **Safety & Structural** Issues

Common Issues:

- | | |
|-------------|--------------------|
| -Electrical | -Plumbing |
| -Radon | -Chimney/Fireplace |
| -Grading | -CSST Gas Lines |
| -Rot | -Bowing Walls |

Remedy Negotiations



In most cases a Buyer will submit a Request to Remedy upon completion of their inspections. The Realty Firm offers unique benefits during this phase:

Response Strategies

Contractor Estimates

Negotiation Experts

Appraisal



- Completed by the **Lender**
- Goal: **At or Above List Price**
Sale Price \$150,000 Appraised Value \$150,000
- **Condition Matters**
- Varies By **Type of Financing**

- We will **provide sold data** to the Appraiser and/or **meet them at the property** during the appraisal to ensure they are fully **educated on ALL aspects** of the home to aid in a **successful appraisal**.



Walk Through & Closing



Walk Through: To take place within 48-72 hours prior to closing.

Buyer's Goals:

1. To **verify** the property is in the **same condition** as the time of inspection. (minus repairs)
2. Verify the **completion** of any **items fixed** on the Request to Remedy (if applicable)

Closing & Possession



- **Chicago** Title
- We Help **Coordinate** Utility Transfer, Repairs/Receipts, Key Exchange, Closing Date & Time
- **Round Table vs Pre-Sign**

• We will **continually** reach out to the Buyer's agent & Lender to ensure we keep you **up-to-date** on the loan status & clear to close leading up to the closing date/time.



Our Results

**Association
of Realtors**

**Top 1%
Nationwide**

Trulia

Top 1%

Zillow

**#1 Local*
#17 National***

**Foreclosure
Experts**

#1 – Zillow*



**2014 Best of Trulia
Top Agent Award**



**5-STAR
PREMIER AGENT**
★★★★★



Zillow® Local Expert

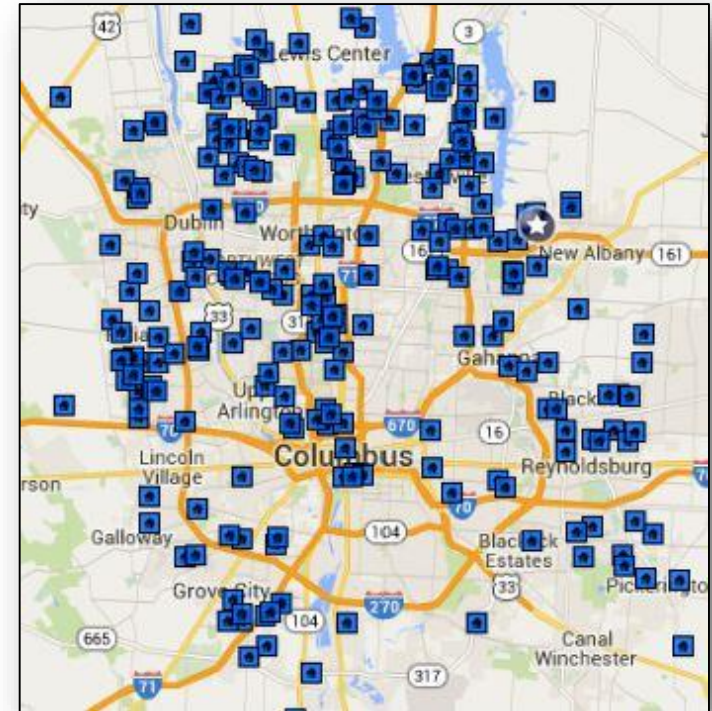
CNE
CERTIFIED NEGOTIATION EXPERT

*Based on Client Reviews

Our Results



2 Years	Average Agent	The Realty Firm
# of Transactions	23	297
Sales Volume	\$4 mil	\$72.3 mil
Certified Negotiation Specialists?	NO	YES
Staff on Call To Always Show Property?	NO	YES



Our agents have **universal knowledge of the market**, with expertise ranging from tax abated downtown lofts to large acreage estate parcels.



THE REALTY FIRM

PROVEN RESIDENTIAL ADVISORS



Lets Get Started!