



6

KEY STEPS TO A SUCCESSFUL SALE!



BERKSHIRE HATHAWAY
HomeServices
Florida Properties Group



1

ENHANCE

Increasing Value & Appeal

Packaging a home for profit increases buyer appeal, value and sells the house faster!

You don't get a second chance to make a good first impression.

I WILL:

- **Dress your house for success** – ‘Model effect’
- **Action Item List** – 5 money-making components
- **4 Key impression points**
- **Strategies** for effective buyer showings/ open houses
- **Home warranty options**
- **Presale home inspection** – benefits

WHAT THIS MEANS is more excitement, more buyer showings, more offers and a greater return!



2

BEST LIST PRICE

Results in Highest Sales Price

Pricing is trickier than it appears and is a real balancing act.

Get it RIGHT - you are on your way.

Get it WRONG - you scare buyers away, lose money and the valuable “Golden Time!”

EXPERTLY INTERPRETED MARKET STUDY:

- **Market Trend** – an accurate overview of where the market is and which way it is moving (Buyers/Sellers) and how it impacts the seller's pricing decision.
- **Property Snapshot** – detailed picture of what the market is specifically saying about your property & how it fits in the market.
- **Tour Options** – Physically tour properties that are in direct competition. It takes more time but can save a lot of time at the back end.

Pricing Strategy – “Slightly Less, Slightly More” approach.

WHAT THIS MEANS is the **best list price** always results in the **best and highest sale price!**



3

TOTAL EXPOSURE

More Showings

Marketing is much more than just putting up a sign, placing an ad, putting it in the MIS and on the Internet, and waiting for good things to happen.

I use a blend of the traditional & a more aggressive “Target Marketing” approach. It is a coordinated Three Prong Strategy which creates more showings and the best sale price!

THE THREE PRONGS:

- **Global Exposure**
- **National & Regional Exposure**
- **Local Exposure**

WHAT THIS MEANS IS...

INCREASED SHOWINGS!



4

WORRY FREE

Managing Deals

I am your Project Manager eliminating potential problems and managing all of the details. This essential step assures your entire 'selling' experience is worry-free.

I ACCOMPLISH THIS BY:

- Clarifying the entire process – no surprises
- Managing the 'selling team'
- Transaction management system
- Weekly update
- Call back 'now' policy

WHAT THIS MEANS...

A selling experience that is hassle - and worry-free.



5

QUALITY COMPANY

Highest Quality Service

When you hire an agent, you also hire a company. A company's culture reflects how their clients are treated and the quality of the "Service" it delivers. Quality makes the difference!

These are the "Qualities" that attracted me to this company and why I feel I bring a quality company to you.

IT IS A COMPANY THAT:

- **Matches my Values** and high standards of honesty, integrity and always doing the right thing.
- **Mirrors my Philosophy** of always putting the seller first and going a "Step Beyond."
- **Is Innovative...** meaning it is ahead of the curve using state of the art technology.
- **Is Full Service** - has all the resources from listing to closing to aid in the transaction.
- **Has Market Success** which translates to success for my sellers.

WHAT THIS MEANS A quality company that partners with me to deliver the highest level of quality service.



6

TRUSTED ADVISOR

Protecting Your Interests

You can count on me to be a Trusted Advisor, a consultant, educating and guiding versus a typical salesperson selling and pressuring. My sellers and their best interests are my top priority.

HOW I FULFILL THE ROLE OF BEING A TRUSTED ADVISOR:

- **Advise and Counsel** – Never pressuring
- **Code of Ethics** – "Golden Rule"
- **Accountability** – Staying on task & on time!
- **Skillfully Negotiate**
- **Performance Pledge** – Fulfill my job responsibilities according to these Six Steps.

Your Sales Executive

WHAT THIS MEANS is having a trusted, informed advisor who partners with you to assure a **Successful Sale On Time.**

USE ME as your “MEASURING STICK” when interviewing others.

**1 - ENHANCE
Packaging for Profit**
Did the other agent(s) educate you on how critical it is to Package Your Home for Profit and provide the tools & services?
 Yes No

**2 - BEST LIST PRICE
Highest Sales Price**
Did the other agent(s) offer an extensive Market Study, or just a CMA? Did they implement the “Slightly less, Slightly More” Pricing Strategy?
 Yes No

**3 - TOTAL EXPOSURE
Increased Showings**
Did the other agent(s) offer the more aggressive approach of “Target Marketing” + Three Prong Strategy?
 Yes No

**4 - WORRY FREE
Managing the Details**
Did the other agent(s) show how they would manage the entire process, keep you informed, respond to your calls, giving you Peace of Mind?
 Yes No

**5 - QUALITY COMPANY
Highest Quality Service**
Did the other agent(s) explain the qualities that makes their company different and a “Quality company?”
 Yes No

**6 - TRUSTED ADVISOR
Protecting Your Interests**
Did the other agent(s) conduct themselves as a Trusted Advisor, educating, guiding and providing a written Performance Pledge?
 Yes No

I perform all these duties and responsibilities to assure the seller experiences a Successful Sale.
ON TIME • FEWEST PROBLEMS • MOST MONEY!

BERKSHIRE HATHAWAY
HomeServices
Florida Properties Group