



**WHAT YOU NEED TO KNOW
BEFORE YOU SELL YOUR HOME**

OUTSTANDING AGENTS, OUTSTANDING RESULTS!

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Introduction

Most ordinary real estate agents attempt to meet your needs alone, providing minimal service. In today's demanding marketplace, we believe it is impossible to provide adequate service without a team of specialists. Therefore, the RE/MAX Team offers you the power of a multitude of home selling specialists for the price of one! We will provide you with:

- A lead REALTOR® to guide you through the entire sales process
- Customized marketing plan to uniquely promote your home
- Proactive communications to guide you through the selling process
- Professional negotiation talent to secure the optimal price
- Step-by-step involvement to ensure a smooth transaction

As a result of leadership and sales success, we have created an incredible team that offers unparalleled service and results. Our association with RE/MAX provides exceptional national exposure and a reputable partnership for your home.

Our powerful team is now available to serve you as you make your move.

The following booklet is both informative and useful when listing your home. Selling a home can be a complicated process; however, we are in the business to simplify your move by achieving the highest price in a reasonable time frame...with minimum inconvenience to you.

We look forward to meeting with you to discuss your needs and finalize our mutual service agreement.

Thank you for the opportunity!

Selecting the Right Realtor

Selling a home can be an exciting, efficient and straightforward process, with the right agent!

A. Narrow Your Search

Ask yourself:

1. Do you trust the individual?
2. Could you have a solid working relationship with the individual?

Note: You'll be working intimately with the agent through the duration of your home's sale.

3. Does the agent make you feel comfortable?

B. Ask the Agent Questions

1. What services does the agent provide for his/her fee? Agents with higher fees may offer more selling mediums, resulting in a higher selling price.
2. How would he/she establish the price and promote your home? Each agent would execute the sale differently. What promotional tools are relied on?
3. Is the agent a member of the MLS (Multiple Listing Service)?

C. After the Agent Has Visited Your Home, Visit His/Her Office

1. Is the office professional, attractive, and well-organized?
2. Do they have a professional support staff?

D. At the Conclusion of the Interviewing Process

If you are unsatisfied with the agent's plan or personality, thank the agent for his/her time, and repeat the process with another agent. If you are happy with the agent, make the commitment to yourself to stick with him/her, for it can be time consuming to switch agents. In addition, it may leave a negative impression upon your home.



REALTOR® Comparison

Questions	RE/MAX Agent Responses	Agent #2	Agent #3
Are you a full-time REALTOR?	Yes, absolutely! We focus on one business - real estate - and nothing else.		
How long have you worked in real estate?	Over 100 years of combined experience.		
Where does your company rank in market share?	RE/MAX is #1 company in the world.		
Do you have any testimonials I can read or references I can call?	Absolutely. Just ask each agent for their individual recommendations.		
How much real estate have you sold in your career?	RE/MAX agents sell well more than the average REALTOR and are market leaders in transactions per agent.		
Do you have an aggressive, proactive advertising and marketing program?	Our marketing campaign gets results - it's tremendously effective. See "How to Get Your House Sold - Marketing" in this book.		
Do you have professional staff to see to it that no details are overlooked?	Yes, as should any truly committed businessperson. Ask for a more detailed explanation of our team members' roles.		
How many referrals do you receive?	70% of our business is generated from referrals of people who learned about us through our past clients and customers and people referred to us by other real estate agents.		
How will you give interested buyers 24-hour access to my property?	We promote your house 24/7 through the Internet, our personal Web sites, the MLS - to name just a few.		

Guiding Principles

As your personal real estate consultants, we optimize your experience with the real estate process by adhering to the following seven principles:

1. Respect and Empathy

We believe that every man, woman, and child has dignity; therefore, we consistently treat others as we would like to be treated.

2. Assurance

We believe that most people feel out of control during the transaction; therefore, we constantly remind ourselves that people are silently asking for information and guidance.

3. Communication

We believe communicating with compassion is the greatest way to make an impact; therefore, we communicate with compassion or we don't communicate at all.

4. Service

We believe the word "service" means to put others ahead of ourselves; therefore, we always keep others at the center of our attention.

5. Goal-Focused

We believe that success comes to those who have well-defined goals and plans to attain them; therefore, we concentrate on helping people gain focus so that they can take trusted action.

6. Trust

We believe that trust is at the core of every relationship - business and personal. Honesty, integrity and genuine interest in others guide our daily interactions. We strive to create the best working environment for all involved in the daily activities of getting your house sold!

7. Education and Development

We believe that the development of positive people skills and a hopeful attitude is necessary to truly serve others; therefore, we have an ongoing program of personal and professional development.

Our commitment to you is to *Do Whatever It Takes* to make every facet of your transaction as smooth and comfortable as humanly possible.

What You Should Know About RE/MAX



Nobody in the world sells more real estate than RE/MAX

RE/MAX is a world leader in residential real estate with over 6000 offices, 90,000 Associates, in over 60 countries.

The typical RE/MAX agent in North America is among the most experienced in the industry, averaging almost 13 years of service.

This agent is also distinguished by earning, on average, more real estate educational designations than its industry competitors - a commitment to professional improvement.

Because of these industry high educational and experience achievements, the average RE/MAX agent outsells the competition by an incredible 4 to 1.

Over 70% of a RE/MAX agents' business comes from repeat business or referrals. from past customers and friends - more than twice the industry average.

RE/MAX agents make a personal financial investment in every listing.

Children's Miracle Network

Children's Miracle Network has had the support of RE/MAX Associates since 1992. The foundation of this extremely successful partnership is the Miracle Home Program, where Associates make personal donations to Children's Miracle Network for every completed transaction. Properties listed as Miracle Homes can be marketed with special personal promotion tools and as RE/MAX Miracle Homes are sold, thousands of dollars are raised to benefit this outstanding organization.

Susan G. Komen Race for the Cure

What You Should Know About RE/MAX vs. Other Real Estate Companies

How is RE/MAX different?	How do you, the client, benefit?	How do other companies operate?
Our Associates receive all calls from their advertising, yard signs and personal WebPages.	Your RE/MAX Associate is the direct contact for all inquiries regarding your home, making it easier and faster to find the right buyer.	Call-ins are directed to the office and are answered by Agents who may know very little or nothing about your home.
Our Associates have the freedom to advertise wherever and when-ever they choose.	Your RE/MAX Associate will design a unique marketing plan based on your needs.	Agents must follow office budgets and deadlines, which limits the exposure of your home.
RE/MAX Associates average 13 years experience and lead the industry in advanced designations.	Your RE/MAX Associate knows the ins-and-outs of the business and can help you get the most money for your home.	Agents average only eight years real estate experience.
Our Associates pay their own advertising and marketing expenses so they can have the freedom to work independently.	When a RE/MAX Associate lists a home, he or she makes a personal financial investment. If your house doesn't sell, your agent loses money!	Agents have no direct/limited financial commitment to the sale of your home.
Each RE/MAX Associate has their own webpage, linked to the company and main remax.com site.	More than 80% of homebuyers search for properties on the web. Your RE/MAX Associate will reach out to these tech-savvy buyers and will handle all leads personally.	Leads are distributed by the office rather than going directly to the listing agent.
RE/MAX advertises nationally and locally through television, radio, newspaper and billboards.	To potential buyers, the RE/MAX yard sign represents one of the best known and highly-respected names in real estate.	Most traditional companies are local and do not have widespread name brand recognition.

Real Estate Myths and Realities

MYTH #1

You should select the Realtor who says they can get you the highest price.

REALITY

This is the oldest scam in real estate: Tell the seller what they want to hear, act excited and compliment the home to get the listing. Then ask for a price reduction in a few days - or even a few weeks. Don't buy into that. Insist on a written, well-researched market analysis. Select your Realtor based on credentials and track record, and then use market data to decide on price.

MYTH #2

The RE/MAX Team sells a lot of real estate. Perhaps they are too busy to pay attention to my listing.

REALITY

Just as superior restaurants are busy at dinner time and superior doctors have long patient lists, The RE/MAX Team Members' success in marketing homes provides us with many more homes to sell. Like good restaurants and doctors, we have set up a top-flight team to assist with the routine details to free up agents to devote the time and attention required to see your property successfully. We have, and continue to, build our business one satisfied customer at a time. For you to be another satisfied customer who spreads the word about how well you were served is our goal.

MYTH #3

Discount brokers can do an adequate job selling real estate.

REALITY

Promotional costs such as photographs, brochures, newspaper, magazine, and TV ads, MLS insertion fees, printing, direct mail, personally distributed newsletters, professional support staff, Web-site maintenance and fees, signs, bus benches, and more are paid for by a full-service, full-fee agent.

Ask yourself:

- Will the discount broker offer a complete marketing campaign?
- Does the discount broker have a staff to personally attend to your specific needs?
- Does he/she have a proven track record of success, or is he/she using the discounted commission to win our business?
- Does he/she have the expertise to guide you through problems that may develop during the closing process?
- Will the discount broker be motivated during difficult times to go the extra mile for you, or will they move on to another deal that doesn't take so much of their time?

-
- Your home is an asset to a discount broker and makes their phone ring. If your home sells, they lose business. Why would they want to sell your home for a discounted fee when they can make more selling other properties?

Remember that you only pay a commission if and when your property sells successfully. The supply of buyers through your home will be very restricted if marketing is limited.

NEVER SELECT AN AGENT BASED ON THE PRICE THEY RECOMMEND!

How to Get Your Home Sold

There are three reasons a property sells in today's market, and in fact any market:

1. Pricing
2. Staging
3. Marketing



Pricing: Facts and Statistics

Month 1	Month 2-3	Month 4-6	Months 6+
-3.0%	-5.1%	-6.7%	-15.2%



Difference between *asking* and *selling* price over time in a national study. Local experience may vary widely.

It's a fact. Properly priced homes sell faster and for more money during the first weeks of the listing.

Don't miss your prime marketing period by setting a price higher than justified by the CMA. You risk the possibility of your home selling for

Pricing: On Target Pricing Strategy

You only have one chance to get the original asking price right.

Goal:

To select a price that is right on target and generates offers.

Rules of Thumb:

- If you are getting showings but no one is writing an offer, it generally means that you are in the range of four to six percent above market price.
- If your number of showings is low and you're experiencing a lot of drive-ups but the buyers don't come in to see the home, then your home is between six and twelve percent overpriced.
- If no showings are happening at all, then your house is likely priced twelve percent or more above what the market will bear for your property.



Pricing: Real Estate Pricing Guidelines

Buyers determine value!

The value of your home is determined by what a buyer is willing to pay in today's housing market. This is based on comparing your home to other homes recently sold and currently for sale in the real estate market.



Current Market Conditions

Job losses, consumer confidence and the general state of the economy have added to housing market troubles. According to Jeffrey Otteau, President of the Otteau Appraisal Group and recognized real estate trend analyst, the result of this deepening slump has been accelerated home price declines over the past two years.

According to Otteau, some good news is that unsold inventory has continued to decline. This may be due to more discretionary sellers (those who don't have to sell may be deciding to stay put) as well as adjusted timelines from new home builders.

Other positive indicators include record low mortgage rates and a good base of emerging first time home buyers. Otteau encourages that we not underestimate the ability of the housing market to get back on its feet quickly once things start to turn around. In many markets in our area we are starting to see a more balanced market and price stabilization.

The message for sellers, pricing and condition are critical to selling your property in today's market.

Things To Keep in Mind When Determining the Asking Price for Your Home

- What you paid for your home does not affect its value.
- The amount of cash you need from the sale of your home does not affect its value.
- What another real estate agent says your home is worth doesn't affect its value.
- What an appraiser says your home is worth doesn't always affect its value.

Pricing: Home Upgrades/Remodeling

Cost vs. Value

PROJECT	COST	RESALE VALUE/ COST RECOUPED	COMMENTS
Kitchen remodel (Minor)	Average \$22,000	\$16,000 72%	Cost includes new cabinets, new countertops, rewiring, structural changes, relocated plumbing, custom cabinetry, and top-of-the-line appliances.
Bathroom remodel	Average \$17,000	\$11,000 65%	Cost includes new fixtures and fittings, tile floors and walls, structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. Note: Adding a second bath can yield more than 100% in resale value.
Room addition (Example - Family Room)	Average \$86,000	\$52,000 60%	Depends on the type of room. A family room or new master suite (remember to include cost of bath) will add much more value to a home than a private office or fourth bedroom.
Converting an attic, basement, or garage to living space	Average \$60,000	\$37,500 62.5%	Cost assumes no structural changes and no new plumbing. Value added depends on size of house (smaller house: more value) and type of space created (family room or bedroom: more value than a game room or exercise area).
Adding a deck (Composite)	Average \$16,000	\$11,000 70%	The warmer the climate, the more value added. Size of deck, complexity of design, and added amenities (spa, trellis work) influence cost.
Siding Replacement	Average \$11,000	\$9,000 82%	Replacement projects that boost curb appeal - give you the greatest chance of recouping your money.
Window Replacement	Average \$12,000	\$8,000 67%	Exterior remodeling projects lead the way for recovery on dollars spent in a recent survey published in Realtor Magazine

Pricing: Suggested Price Range

Price it right!

A well-priced listing is the most important factor in marketing the property for top price. Naturally, listing a property too low will preclude the opportunity for getting top dollar. On the other hand, setting the price too high discourages showings and tends to eliminate the most likely buyers from viewing the property.

Consider:

- 1. The overall market
- 2. Past sales of similar properties
- 3. Time on the market
- 4. Present competition
- 5. Your requirements from a time standpoint



Pricing: Most Common Reasons Sellers Overprice Their Property

Reason	Explanation
OVER-IMPROVEMENT	Seller has over-improved the property in relation to what the market feels are adequate improvements.
NEED	Owner's need for money (amount owed on the property, for example.)
BUYING IN HIGHER-PRICED AREA	Cost of new home where seller is moving is higher.
ORIGINAL PURCHASE PRICE WAS TOO HIGH	Seller paid too much.
MOVE ISN'T NECESSARY	Seller doesn't have to move, so decides to play the market.
CORPORATE BUYOUT	Seller has a guaranteed buyout.
LACKING FACTUAL DATA	Seller has a need but has no access to current data on recent documented sales.
INCOMPETENT AGENT	Some agents will accept a listing at whatever price the seller puts on it, and plans to adjust the price after obtaining the listing.
NEIGHBORS	Often neighbors who have sold their homes will lead the seller to believe that they got more for their properties than they actually did, which causes the seller to choose an artificially inflated price.
INFLATIONARY TIMES	The seller believes that prices should go up in kind with or ahead of the inflation rates because of economic factors.
RECESSIONARY TIMES	The seller does not acknowledge that prices tend to go down because of adverse economic conditions.
FEAR	Many sellers fear making a mistake in pricing that would lead to losing a significant portion of their equity.
LOSS OF PERSPECTIVE	The seller is not objective because they are too emotionally involved in the sale of the property.

Frequently Asked Questions...and Answers

HOW CAN I GET THE HIGHEST PRICE FOR MY PROPERTY?

Your decision to sell your property is one that we take very seriously. It is our goal to sell your home in the shortest amount of time, at the highest price, and with the fewest hassles. In order to do that, we conduct an analysis of similar properties that have been placed on the market - especially those that have sold. Based on that analysis and the timeframe you establish for selling your property, we recommend a price for your property that will allow it to be sold in the shortest amount of time.

Research shows that the longer a property is on the market the more difficult it is to sell. In order to establish the proper selling price, we provide you with the information you need, which includes the analysis and other factors to consider. Once you list your property with us, we constantly monitor these market indicators and keep you informed of any pertinent changes.

WHAT HAPPENS IF I OVERPRICE MY PROPERTY?

- Many potential buyers won't look at your property because they assume it is out of their price range.
- Comparison shoppers will be encouraged to bid on another property. In essence, you are helping to market someone else's properly priced home.
- Properties left on the market for extended periods of time become shopworn.
- Buyers assume that something is wrong with the property or it would have been already sold.
- Other agents are less likely to show your property to their buyers.
- There may be appraisal problems with the buyer's bank

THE IMPACT OF OVERPRICING

- Competing houses on the market look more attractive
- Potential buyers are reluctant to make offers
- There may be appraisal problems with the buyer's bank
- Extends market time
- Your house does not sell!

It is a mistake to believe that you will get more for a property by asking more.

Studies prove that a house that is priced right will sell faster and for more money than comparable, overpriced properties.

HOW QUICKLY CAN I SELL MY PROPERTY?

Of course, you want to sell your property quickly, and that is our number one goal! The length of time your property is on the market is directly related to the asking price. If a home is not selling, the marketplace is saying the property is not priced properly. As you make your decision to sell, we talk with you regarding timelines for selling the property, and we make recommendations to you regarding pricing and the factors that may influence the price.

HOW MANY BUYERS WILL LOOK AT MY PROPERTY?

We know that selling is not only an important decision; it can be an inconvenience to you as well. Nothing is more frustrating than showing a house to a buyer who is not serious about purchasing or is financially incapable of buying your home.

To minimize unnecessary showings, we spend a great deal of time interviewing potential buyers to determine their level of interest, dreams, and financial abilities. This ensures that we only show your property to people who are truly looking for your type of house and that they are able to afford it should it meet their needs. By spending this extra time with buyers, we show your property to fewer people, but experience has shown that they are better prospects and more likely to purchase your home.

The marketing plan we implement includes promoting your property to all real estate agents in the area, so that they will bring prospective buyers to your property. The more information and pictures we provide to other agents, the better able they are to match buyers with your property.

Staging Consultation

Staging is included in our Listing Services

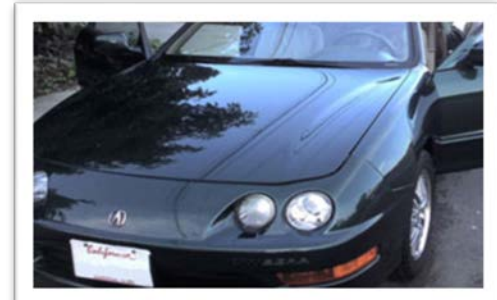
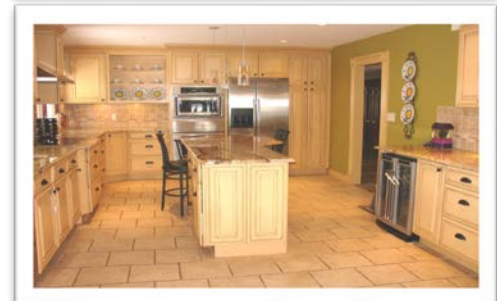
As part of our services we will provide you with a complete, very specific list of suggestions for making your home as attractive to potential buyers as possible - without investing a lot of money. We'll also have videos on YouTube that will give you additional ideas for keeping your home in peak showing condition.

A well staged home will sell for more money in a seller's market. A well staged home will sell, and sell faster in today's buyer's market.

BEFORE



AFTER



Marketing: Proven Techniques to Get Your Home Sold

We'll create a customized marketing plan for your property that is explained in detail in our Marketing Services and CMA booklet that will be reviewed in our next meeting. Below is an overview of our marketing strategies.

A. Web-Based Promotional Mediums and Unique Internet Web Sites

- www.remax.com
- www.boonerealty.com
- www.realtor.com
- Facebook.com
- Twitter.com
- Listings on popular and up and coming websites such as Craigslist.com, Trulia.com and Zillow.com

B. Photos, Virtual Tour and Videos

- Photos sell - the maximum number of photos are used to showcase your home.
- A Virtual Tour will be posted to all the sites listed above as well as YouTube.com
- A video of your home will be added to websites with video capability

C. Email Marketing

- Local Realtors
- Our client database
- To you to share with family and friends

D. Signage

- All calls received on your home are directly handled by my team.
- Who knows your property better than us?

E. Custom Brochure

- Complete with exterior and interior photos

F. Communication with Seller

- You will receive a weekly summary of website activity
- You will know what agents and their buyers are saying after a showing through our Home Feedback System
 - Automated system to obtain feedback after every showing
 - Customized questions
 - Summary of feedback
 - Make adjustments to sales and marketing strategy, as indicated
 - We will send you periodic market activity updates for your area

G. Home Warranty Program

- Cost-effective way to make your home more attractive to buyers

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- Helps to obtain the best selling price by reducing buyer fears
 - Emphasizes pride of ownership
 - Safeguards against contract entanglements
 - Protects you against sizable repair bills before you leave



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Thank You

We look forward to working with you!