

LUXURY REAL ESTATE



## THE JASON SAMUELS METHOD



Jason Samuels

### It's All About You

I believe that being your Realtor® truly means only one thing... I work for you. I am here to help you navigate through the real estate process.

*Your needs*  
*Your concerns*  
*Your timeline*  
*Your finances*  
*Your new life*

I will keep in contact with you, giving you updates and answering any questions you may have. After all, I work for you.

### My Letter to You

Thank you for the opportunity to meet with you and discuss the listing of your home. Together we will determine the ideal price range and best strategy for selling your home.

Enclosed is a Pre-Listing Package, it will let you know some of the topics we will discuss in our first meeting. Some of the items are your expectations of me as a realtor, and the steps we will take to best display your property to the most qualified buyers.

The marketing of your home requires knowledge and the understanding of how to find the right buyers through experience, technology, and established working relationships with a network of individuals.

A good portion of my business comes from word of mouth; referrals from previous clients, other realtors, friends and family; and I am extremely honored that these people trust me enough to tell others about my services.

My ultimate goal is to provide you with the highest quality of attention and dedication. I guarantee you will receive honest, ethical, and diligence during this important transaction.

When we meet we will also discuss the special and unique features that will show case the best your home has to offer. It would be helpful for you to create a list of what led you to purchase this home, perhaps it was the open floor plan, the location, or the large back yard.

I look forward to meeting with you and viewing your home.

Thank you again for the opportunity to serve you.

Sincerely,

Jason Samuels  
Your title or company

# THE JASON SAMUELS METHOD

## My Mission & Promise to You

I strive to always provide the highest quality of services for my clients.

I work to establish an atmosphere of respect and professionalism between clients, associates, and colleagues in order to obtain a superior real estate experience.

My main focus is you: what I can do for you and how I can share my knowledge and experience with you for the sale and/or purchase of your home.

## Some of the Services I Perform For You

- Buyer & Seller Consultation
- Preview Your Home
- Photograph Your Home
- Research Market for Comparable Sales
- Research Market for Competing Properties
- Prepare Pricing Information For Your Consideration (Highest Price Analysis)
- Complete Required MLS
- Documentation
- Complete Required Agency and State Mandated Forms
- Provide Required Disclosure Forms
- Offer Home Warranty to Enhance Desirability
- Offer Suggestions for Staging the House to get "Top Dollar"
- Enroll Property in the MLS System
- Write Ads for All Print & Visual Media
- Submit Hot Sheet Information
- Setup Reverse Prospecting Criteria
- Place Information on Internet
- Attach Lock Box for Agent Showing
- Coordinate Placement of Yard Sign
- Prepare Highlight Sheets and Brochures
- Place & Maintain Flyer Boxes
- Minimum Weekly Site Visit
- Have All Showings Scheduled Through Me (feedback & security)
- Call Showing Agents for Feedback to You
- Conduct Open Houses
- Communicate With You, Based on Your Desired Form and Frequency
- Review Market Conditions Every 30 to 45 Days
- Suggest Marketing Enhancements
- Coordinate and Accelerated Marketing Plan If Necessary (auction)
- Represent You When an Offer is Presented
- Verify That the Offer Contract is Properly Prepared
- Make Recommendations Regarding Terms and Conditions of Offer
- Verify the Buyer is Pre-Qualified
- Follow-up with the Lender
- Prepare a Sellers Net Sheet
- See That the Offer is Accepted Properly
- Recommend Counter Offer if Appropriate
- Prepare Counter Offer
- Present Counter Offer on Your Behalf
- Follow-up with Processing by Mortgage Company
- Coordinate General Property Inspection
- Coordinate Pest Inspection
- Coordinate Appraisal
- Negotiate Inspection Issues on Your Behalf
- Provide a List of Quality Vendors for Home Repairs
- Coordinate Final Walk Through
- Schedule Closing
- Provide Information to Closing Attorney
- Arrange for Deed Preparation
- Secure Mortgage Payoff Information
- Attending Closing with You
- Coordinate Issues on Possession
- Assist in Selection of Moving Company
- Provide Information of Transfer of utilities

## THE JASON SAMUELS METHOD

### The difference between a real estate agent and a REALTOR®

Although an agent and a REALTOR® are both licensed to perform real estate transactions, a REALTOR® goes beyond the basic license, and offers you more; more than just someone who can help you buy or sell your home.

Being a member of the National Association of Realtors® means that we go the extra mile for you and have a strict code of ethics to follow. Not only do we set the bar of how a client should be treated, we raise and continue to raise that bar.

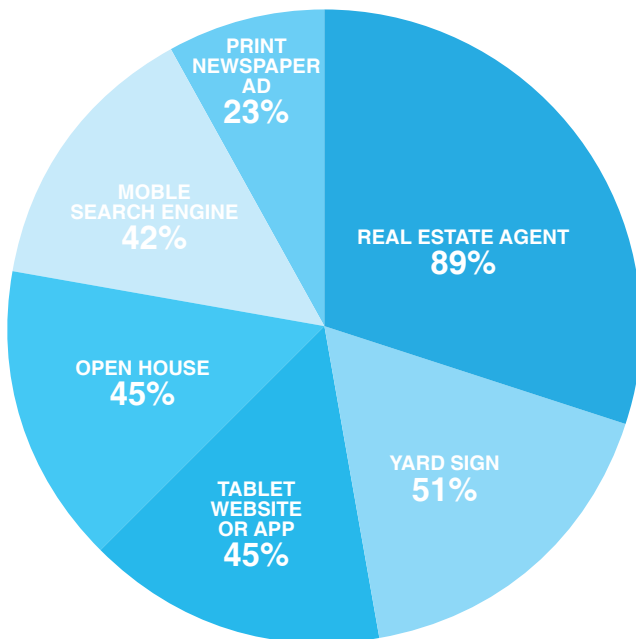
This code of ethics was put into place to ensure both buyers and sellers are all treated honestly and truthfully and to provide professional services to all people, regardless of race, gender, sexuality, religion, family status, or nation of origin. We believe all people deserve to be treated respectfully when being involved in a real estate transaction.

#### How this helps you

As your experienced Realtor® I will treat you and all parties involved with respect and will act with complete integrity. You will receive my professional experience and I will diligently work to help you sell your current house, or find your new home.

### How do Buyers Find You?

In 2014, 88% of buyers purchased their home through a real estate agent or broker— up from 69% in 2001. Information sources used in home search:



91% of Realtors® use social media to some extent

38% of buyers are first time home buyers



# THE JASON SAMUELS METHOD

## Real Living Real Estate

Real Living is an international real estate franchise company. This full service real estate business is built with a vast supply of resources aimed at guiding brokers, agents and their clients through the home buying and selling process.

Real Living has an established reputation of being one of the most innovative companies in the real estate industry.

In 2012, HomeServices and Brookfield formed a joint venture, HSF Affiliates LLC, to operate affiliate networks including Real Living Real Estate.

Real Living is a full-service, international real estate franchise company with a comprehensive suite of resources aimed at helping brokers, agents and their clients successfully navigate through the home buying and selling process.

Since its founding more than half a century ago, Real Living has maintained a reputation as one of the most innovative companies in the real estate industry.

**GLOBAL REACH,  
LOCAL TOUCH**

**Real Living**

**10,000 Sales  
Professionals**

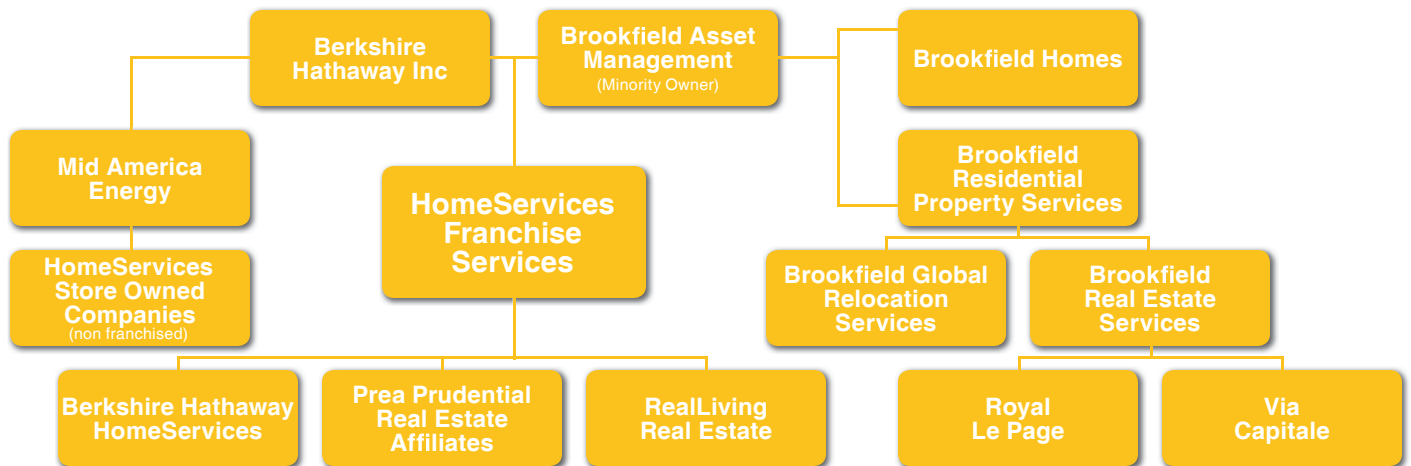
**15 Billion Annual  
Sales Volume**

**BROOKFIELD RPS**

**1,200 Employees  
Worldwide**

**\$32 Billion Real  
Estate Enterprise**

*We've got friends in high places...*



## Selling Luxury Homes

Selling distinguished homes offers more unique opportunities, and more challenges. Through the years, Jason Samuels has gained the knowledge and experience to create a customized marketing plan distinctly for you. From the digital photography and videography, to his memberships with exclusive real estate organizations, and through the use of old-fashioned networking, selling your prestigious property will be a top priority.

Jason is a top selling Realtor® and will work closely with you during the home selling process; keeping you informed every step of the way and removing stress by overseeing all the services required. His uncompromised service and attention will ensure your interests are protected by negotiating the strongest terms for your estate.

Samuels high success rate is built on his strong knowledge of current market trends, the latest technology, innovative marketing techniques and exceptional customer care; giving his clients the extraordinary attention and results they have come to expect from him.

Selling luxury homes is a unique art form that encompasses a wide array of knowledge and intuition, and Jason Samuels has mastered this.

# GETTING READY TO SELL

## There is Much to Consider When Selling Your Home

When asked, the main reason people attempt sell their home without the assistance of a real estate professional is to avoid paying the commission fee.

A trained real estate professional can save you time, money and frustration by using their experience and expertise to professionally list and sell your home.

### 20 reasons why working with a Realtor® is in your best interest:

1. Real estate agents have exclusive access to select internet listing sites.
2. We understand how the laws affect you
3. A professional agent understands the real estate market and will know how to successfully price your home.
4. Paperwork, paperwork, paperwork... there is a large amount of paperwork that the agents will prepare on your behalf.
5. Experience and expertise; it will work in your favor to use an experienced agent to find the most qualified potential buyers.
6. You would be amazed at all the small details that go into selling a home that most homeowners are never troubled with.
7. It is best to have a trained and experienced agent when dealing with the negotiations and contingencies of a sale.
8. Agents network together; since 88% of buyers purchase their home through an agent – you want an agent negotiating with them on your behalf.
9. Brokers and agents have a network of attorneys, general contractors, marketers and even other agents that they can tap into when needed.
10. We can help bring only the qualified buyers to your door step, saving you time and money with the 'curiosity seekers'.
11. Most home owners are too emotional when it comes to setting the correct price and selling their home. Having an unbiased opinion will remove the emotions and work on properly selling your home.
12. Real estate agents have the ability to advertise in print, online and digital sources, presenting your home to more buyers.
13. For Sale By Owners spend more time trying to market, show and sell their home than if they hired a trained professional. Let the real estate agent properly market your home from the beginning.
14. Being a member of the National Realtor Association (NAR) ensures you will be treated with respect and integrity throughout the home selling process.
15. A Realtor® truly has your best interest in mind.
16. Working with an agent or broker means your home will be displayed and listed in a premium manner; yard signs, open house showings and listings on MLS and other real estate websites, it will be carried out in a professional manner.
17. When you have questions, and you will have questions, being able to call your agent is invaluable.
18. In 2013, only 9% of the home sales were For Sale By Owner
19. Agents understand what buyers are looking for and can help you decide where to spend your money updating your home, and what you can leave for the seller to repair.
20. The bottom line is that a professional Realtor® can bring more qualified buyers to your home, and has the experience needed to sell your home at the best possible price.

## GETTING READY TO SELL



### 5 Critical Elements of a Sale

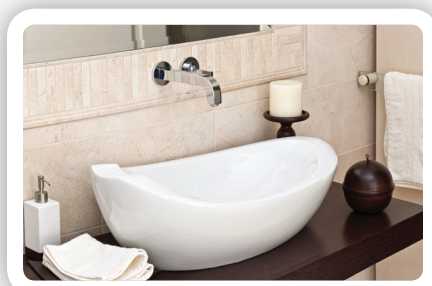
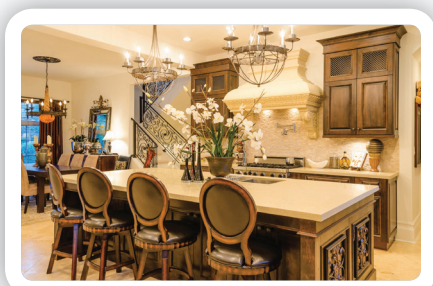
**Asking Price** All buyers have a budget they need to stay within; this makes the asking price one of the most important factors in the sale of your home. My customized sales and marketing strategy will ensure your home is priced so that the correct buyers will see it.

**Property Location** The property location and area amenities are critical to buyers. They are concerned with proximity to schools, work and expressways.

**Property Condition** The condition of the property includes the basic upkeep and cosmetics of a home, as well as the structural and mechanical integrity. Decorating with neutral colors on the floors, wall coverings and fixtures will appeal to the widest range of potential buyers.

**Market Condition** The market condition is a factor that neither you nor I can control, but we can examine and respond to these conditions with the appropriate marketing plan and pricing strategy. The uncontrollable conditions include interest rates, consumer confidence, and even competition from other properties.

**Contract Terms** Inflexibility on the contract terms can cause the sale to fail. Contingencies such as closing dates, inclusion/exclusion of accessories and other terms should always be addressed clearly and upfront by the realtor in order to avoid any confusion that may affect the sale of the home.



# PRICING CORRECTLY

## Can it Really Be That Bad to Overprice Your Home? Yes!

Many first time sellers want to price their home over the market value in the beginning for 2 main reasons: They hope for more money, or they feel they can always reduce the price if it doesn't sell right away.

Correctly pricing your home from the start can make all the difference in the world. Presenting your home with the best price the current market value allows will sell your home quicker and with less trouble to you and the buyer.

Over pricing your home can cause problems and leave you feeling angry and frustrated. Some of these problems are:

### *The excitement of a new listing will dwindle with time*

According to the National Realtor Association, the typical home buyer searches for 10 weeks before purchasing their home, and the average home sells in 5 weeks. This means that your new listing will stir some excitement for these buyers in the beginning, but if your home is overpriced the excitement will soon wear off. Your home will most likely receive its best offers during the first couple weeks it is on the market, make sure you are putting your best foot forward right from the start.

### *Your listing becomes stale*

If your home has been for sale for several months, prospective buyers may begin to wonder what is wrong with the house. Your home can quickly lose the draw for other agents, and acquire a questionable reputation with buyers.

### *You might lose prospects*

If your property is priced above the price range of your best prospects, they may never see your home and never make you an offer. You want to make sure that the best prospective buyers notice your home as soon as possible.

### *You lose negotiation power*

Having your home on the market for a long period of times can damage the reputation of your home. Once you start reducing your price, you lose the power to successfully negotiate. Buyers will see that the price has dropped, and offer an ever lower price, knowing you are becoming desperate to sell.

### *Overpricing will help sell someone else's home*

Pricing your home too high will show potential buyers the great deal they can find if they purchase a home similar to yours at a lesser price. When you price your home above the market value and above the comps, you just might price yourself out of a sale.

### *No financing if it appraises for less than it is priced*

Many institutions or lenders will not agree to finance a home that is priced higher than what it appraises for. You may lose the sale, or may have to go through the hassle of reducing the price to what it should have originally been.

### *Other agents know better*

Other realtors and agents will know immediately know that your property is priced too high, and may not even bother showing your home to their clients. Agents understand that you have based your pricing on emotions and not market value, leading them to believe that you are truly not ready to sell.

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I hope that I have helped you to understand that correctly pricing your home from the beginning will help you avoid these pitfalls and problems. The most important piece of advice that any expert can give you is to price your property correctly from the beginning... doing things right the first time will always work out for the best in the long run.



# PRICING CORRECTLY

## Opinion of Value

The single most debated factor, and the single most important factor, in the marketing of real estate is the price... or the opinion of value. If the home is priced too high, it will stay on the market for too long and become stale.

Studies show that the higher over the market value the property is listed, the less probability it has of selling. In fact, a home that is priced even 15% over market value will only have 20% of the prospective buyers willing to view a home.

A property is worth what the buyer is willing to pay for it, and finding that worth is normally done by using the Comparable Method. Your agent will evaluate comparable homes that have recently sold within your area. They will assess homes with similar amenities, home size, lot size, and condition.

### *How Pricing Your Home Correctly Can Affect the Probability of a Sale*

Asking price is 15% above the Market Value = 20% prospective buyers willing to look at the property

Asking price is 10% above the Market Value = 30% prospective buyers willing to look at the property

Asking price is 5% above the Market Value = 50% prospective buyers willing to look at the property

Asking price equals Market Value = 95% prospective buyers willing to look at the property

## Pricing Your Home: How to do it Correctly

There are several factors that determine the price of your home. It is not the realtor that determines this price and it is not what the buyer 'hopes for' that determines the price, it involves the following:

- Location
- Market Condition
- Financing Options
- Property Condition
- Comparable Sales (known as 'comps')

Together we can evaluate the market and all conditions to find the most optimal pricing for your home.

The factors that we can control when determining the pricing of your home are:

- Marketing Strategy
- Property Condition (repairing and beautifying what we can)

## The Price of Your Home Should be Based on Facts, Not Feelings

This is often hard for home sellers to hear, what a person 'wants' to sell their home for often has nothing to do with what a buyer will actually pay for the house.

It is not wise to choose an agent only because they promised you the highest sale price, again, the realtor does not determine the price... the market does. We will sit down together and review the market, look at the comps, and determine of the best pricing for your home.

My goal to quickly sell your home for the most money and with the least amount of problems. This can be accomplished by immediately setting your home at the correct price and using a customized marketing plan so the most qualified buyers see your property.

# PRICING CORRECTLY

## The Value of Your Home

We will sit down together and determine the fair market value of your home. We'll discuss all that is unique and appealing about your home and use the Comparative Market Analysis (CMA) as a guide to current market conditions. With this information we can find the best selling price for your home.

## Fair Market Value

The market value of your home is determined by what a qualified buyer is willing to pay for it within a reasonable amount of time from which the home was listed.

Several key factors are studied to help determined the best pricing for your home; some of these criteria are:

Location of the home  
Condition of the home  
Prices of similar homes

Recent sales of similar properties  
Availability of financing  
Market demand

While we can't control the market, the seller, the buyer and even the Realtor® can determine some of the elements of selling your home.

**Seller Determines**  
The price  
The Terms  
The Conditions

**Realtor Determines**  
Marketing strategy

**Buyer Determines**  
The value of the home

As an experienced Realtor®, I will work diligently to determine and follow through on the best marketing plan to sell your home at the highest market value price.

## The Window of Opportunity

The best advice I can give any seller is this: Price your home realistically right from the beginning

I say this because many sellers mistakenly want to price their homes higher in the beginning with the assumption that they can drop the price later; but the most interest in a home is when it first goes on the market. Interest in the home declines significantly as time goes on.



## PRICING CORRECTLY



### The Facts About Pricing Your Home

The decision to sell your home may be one of the hardest decisions you need to make, but once that is done, setting the price is the next hurdle you must overcome. I am dedicated to you and the sale of your home at the best possible price. I understand that there are many reasons why you may come to the conclusion of what sale price you want for your home, some of the things you may be considering are:

#### *What You Paid for It*

When you purchased your home several years ago, you paid the market value for it; but the market changes and you must understand that the current market has nothing to do with the what the original purchase price was. If the home was given to you free (whether a gift or inheritance), would you sell it for next to nothing? No, you would sell it for market price... the original purchase price has nothing to do with the current market value.

#### *Repairs or Improvements*

Performing normal maintenance on your home does not increase its value; it keeps your home running for you and your family. If you the replaced the water heater last year, it is because it was needed, not because you thought it may increase the value of your home.

Often, improvements are made to the liking of the current home owner; the new buyers may not appreciate the accent wall or the new chandelier in the foyer. These personal items do not increase the value of your home.

#### *The Cost of Your Next Home*

Perhaps you are looking for a bigger home for your growing family and you need a certain amount of money to help you purchase the next home. Again, the market determines the price of your home, not your financial situation.

### But This is Your Home...

We understand that the feelings and attachment you have for your home increases the value of it to you, but you need to remember the buyer has no such attachments, and again, the market determines the value of your home, not your feelings. Through the years I have heard many reasons why the seller wants the price to be higher:

*"But I paid more for it"*

*"My brother said it is worth more"*

*"My home is better than those other houses"*

*"We have made improvements, look at the new fireplace"*

*"I need this house to sell for a certain amount so I can purchase my next house"*

And while I believe these statements, none of them determine the true market value of a home.

# HOW IT ALL WORKS

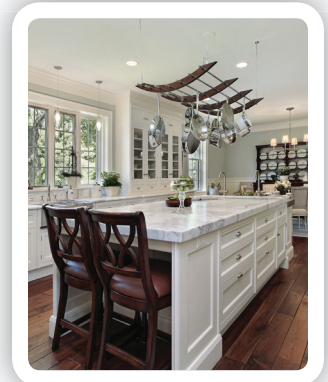
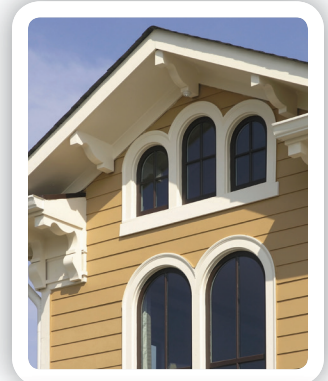
## Successful Buying and Selling Process

### The Process From the Seller's Perspective

- Homeowner decides to sell. Seller selects a qualified Realtor®
- Seller and agent discuss marketing plan
- Realtor® lists the home
- Showings result in an offer being made
- Contingencies accompany the offer
- Realtor® handles contingencies & negotiations
- Realtor® assists in arranging necessary repairs
- Realtor® keeps buyer agent and lender on track
- Closing day arrives!

### The Process From the Buyer's Perspective

- Buyer considers the purchase of a home
- Buyer selects a selling agent
- Buyer's finances and needs are discussed
- Realtor® shows the buyer prospective homes
- A home is selected
- Possible contingencies are discussed
- Realtor® arranges for an inspection
- Settlement data is arranged
- If necessary, another inspection is arranged
- Attorney performs a title search
- Lender approves mortgage
- Roofing, termite & all needed certificates obtained
- Buyer completes mortgage application, appraisal and credit report
- Closing day arrives!



## Sellers Time Line

### The First 48 Hours

- Discuss the staging of your home
- Install yard signs and brochure box
- Schedule a professional photographer
- Schedule a professional videographer
- Prepare marketing strategy

### The First Week

- Start listing on social media
- Announce your property on internet networks
- Photographs and video taken
- Prepare for first broker tour
- Start showing your home

### Second Week

- All print marketing material is done
- Photographs and video are edited and completed
- A website for the property is completed
- Online marketing campaign is created and tied to the property website
- Begin blogging about the property
- Direct mail campaign is scheduled
- Email sent to top 100 agents
- First grand opening is scheduled

### Ongoing

- Daily marketing of the property both online and of ine
- Continuing with open houses
- Update all websites with details, video and any new information
- Keeping in touch with all area realtors
- Weekly updates with the seller as all numbers all tracked

# HOW IT ALL WORKS

## What to Expect During the Listing Consultation

In this 'getting to know you' phase, I would like to learn all about you and your home. I want to understand everything about your property and how I can best market it for a successful sale. Below is a list of some of the items we will talk about, and please bring any questions you may have.

- Let's start with a detailed analysis, including reasons for your move, when you need to move, and any other concerns
- So as to obtain all relevant information regarding the listing and marketing of your home, I will ask a variety of questions such as: What do you think is the value of the home? What improvements have you made in the past 5 years? What features make your home attractive to buyers?
- We will discuss the current real estate market conditions with in your neighborhood, as well as city and national market conditions.
- We will look at how buyers are finding homes, what they are looking for, and what features they find most appealing.
- We will look at 'comps', comparable properties.
- Determine who your competition is and how they compare to you.
- Based on our findings, we will work together to determine a pricing strategy that will sell your home quickly and for top dollar.
- We will plan our marketing strategy to present your home to the most number of qualified buyers.
- Review the current appraisal, if it has been done.
- If available, I would like to obtain copies of the floor plan and make them available to other agents.
- If you are within a home owners association, I need their contact and dues information.
- If this is rental property, I would like to review copies of the leases, verify rent and deposit amounts, and how listing and showings will be handled with an occupant.
- Obtain accurate methods for me to get in contact with you.
- We will discuss open house and showing times that are acceptable to you.
- We will go through a detailed check list of the features and benefits of your home.
- We will talk about all listing clauses and explain them in detail.
- I will explain the Seller's Property Disclosure Statement and how it will help you preserve your rights and help avoid any setbacks.
- Determine different ways for buyer's agent to contact you. We will verify appropriate phone numbers and calling times.
- Secure a second set of keys for the front door.
- Finally, we can discuss your future plans on purchasing your next home. I would be honored to be your purchasing agent or we can research and find a qualified agent for your next location.

## Easy Exit Listing Agreement

One of the biggest fears seller often have is being locked into a long-term listing agreement with an agent or realtor. I understand that circumstances may change, situations sometimes arise, and you need to break the agreement.

### **Cancel if You Need**

While I hate to lose you as a customer, our listing agreement can be cancelled at any time with a 15-day notice. Just call and let me know your need to cancel the agreement, and we will shake hands and part ways; if you need an agent in the future, I would be honored to work with you again.

### **My Belief**

I hold myself to the highest of professional standards and strongly believe that a person may need to cancel their listing agreement for a number of reasons I am confident you will be pleased with my services and look forward to working with you.

## HOW IT ALL WORKS



### Let's Get Started! The Seller's Homework

Before Our Meetings:

We have prepared forms for you to fill out before our meeting; I want to make sure we have not missed any important information about your home. Another benefit to having these key pieces of information on hand is that it allows me to quickly respond to any questions potential buyers may have.

This is a very important part of our marketing strategy and allows us to show potential buyers the qualities and uniqueness of your home.

There is some information that is needed immediately. Please have the following items ready for our meeting:

1. **Two sets of keys**
2. **A termite inspection letter – or previous wood-infestation report**
3. **If this is a condo or townhome: a condominium copy of current budget**
4. **If this is an investment property: a profit/loss statement, and tenant and lease information**
5. **Seller's Property Disclosure**
6. **Lead-based Paint Disclosure**
7. **Home warranty information**
8. **Loan information**
9. **Copy of Closing document**
10. **Utility bills for the last year**
11. **Loan Verification Request form**
12. **Homeowner Association form**

The following pages have been prepared for you to complete before our meeting.

# HOW IT ALL WORKS

## Tell Me About Yourself!

In order for me to better understand you and your property, please complete the following form and bring it to our meeting.

### About You

Your Name \_\_\_\_\_

Your Spouses or Significant Other's Name \_\_\_\_\_

Do You Have Children? What is Their Ages? \_\_\_\_\_

Your Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Number \_\_\_\_\_ Mobile Number \_\_\_\_\_

Work Number \_\_\_\_\_ Email Address \_\_\_\_\_

Significant Others Home Number \_\_\_\_\_ Mobile Number \_\_\_\_\_

Work Number \_\_\_\_\_ Email Address \_\_\_\_\_

Please Tell Me How Often You Would Like to Be Updated \_\_\_\_\_

Your Preferred Method of Contact Is:

Home  Work  Mobile  Email

# HOW IT ALL WORKS

## Mortgage Information

Name of Lender \_\_\_\_\_

First Mortgage

Mortgage Company \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Loan Number \_\_\_\_\_ Interest Rate \_\_\_\_\_

Balance (approximate) \_\_\_\_\_

Type  Conventional  VA  FHA  Don't Know

Second Mortgage

Mortgage Company \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Loan Number \_\_\_\_\_ Interest Rate \_\_\_\_\_

Balance (approximate) \_\_\_\_\_

Type  Conventional  VA  FHA  Don't Know



## HOW IT ALL WORKS

### Other Liens

Company \_\_\_\_\_

Amount \_\_\_\_\_

Contact Information \_\_\_\_\_

Please release any information concerning the above mortgage account to the sender

Jason Samuels

Address

City, State, Zip

Sellers Signature \_\_\_\_\_ Date \_\_\_\_\_

#### Property Protection Information

##### Insurance

Do you have insurance on the property?  Yes  No

If so, what type?  Homeowners  Landlord  Other

Carrier: \_\_\_\_\_ Agent: \_\_\_\_\_

Coverage amount: \$ \_\_\_\_\_ Annual cost: \$ \_\_\_\_\_

# HOW IT ALL WORKS

## Home Security

Do you have a home security system?  Yes  No

If so, is it owned or leased? \_\_\_\_\_ If leased, for what term? \_\_\_\_\_

Provider \_\_\_\_\_

Cost per month: \$ \_\_\_\_\_

Provider phone number: \_\_\_\_\_

Security code(s): Disarm \_\_\_\_\_ Arm \_\_\_\_\_

Password(s) \_\_\_\_\_

Jason Samuels Realty  is  is not specifically authorized to place the code information in the electronic lock box along with the key(s) to my/our home

Seller: \_\_\_\_\_ Seller \_\_\_\_\_

Date: \_\_\_\_\_ Date \_\_\_\_\_

## HOW IT ALL WORKS

**Annual Utility Costs**

MONTH	ELECTRIC	GAS	WATER
January	_____	_____	_____
February	_____	_____	_____
March	_____	_____	_____
April	_____	_____	_____
May	_____	_____	_____
June	_____	_____	_____
July	_____	_____	_____
August	_____	_____	_____
September	_____	_____	_____
October	_____	_____	_____
November	_____	_____	_____
December	_____	_____	_____

Total Average Cost: \$ \_\_\_\_\_

# HOW IT ALL WORKS

## About Your Property

Answering the following questions will allow me and your buyer to become more familiar with your home. Please include all information you think might be helpful in marketing your home.

What special qualities or features attracted you to buy this home?

What did you love about living here?

What are some of the best features of your home? What are some not so good features?

What home improvements would you have done if it was possible?

What improvements have you made to your home, and when? Please also provide the name of the contractor.

Questions for Jason Samuels

1.

2.

3.

4.

Notes:

# HOW IT ALL WORKS

## Preparing Your Home for Sale: Putting Your Home's Best Foot Forward

There are a few things you can do to prepare your home to show like a model home. These tips will create an atmosphere of charm and highlight the areas buyers are looking for. Remember, it's that first impression that just might sell your home!

### *Inside the Home*

When you step inside your home, what do you see first? That should be where you start cleaning and decluttering. Remove all personal items throughout the house such as pictures and awards; let the buyer imagine themselves in this home.

Remove excess furniture, giving the rooms an open and spacious feel. Select a few key pieces that look best and store the rest.

Make sure the home smells fresh and is free from any odors. Air out the home completely, even the slightest smell of pets, cigarettes, or diapers can make a buyer think twice about purchasing.

Professionally cleaning the carpets will help remove odors and give the room a clean and fresh feel.

Most buyers seek an abundance of natural light. Wash all windows (inside and out) to allow for the light to shine through.

Another way to ensure enough lighting is to change all bulbs to a brighter watt, ensuring a bright and cheery look.

Storage is one of the main concerns for buyers. Cleaning out closets, cabinets and drawers will show potential buyers that all their belongings will fit. Make sure to remove everything from the room and keep only what you absolutely need until the house is sold.

Buyers love kitchens, make sure to keep yours sparkling clean. Remove the additional small appliances from the counter tops, clean out all cupboards, and keep the large appliances spotless inside and out. Don't forget to remove the personal items, such as magnets, from your refrigerator.

Bathrooms are another place buyers love to love. Everything should be exceptionally clean, including re-caulking the bathtubs, showers and sinks. Don't forget to clean the grout and fix any leaky faucets or pipes.

Walk the house and make sure all light switches are working properly. Pay close attention to the lightening and the stairs leading to the attics and basements

### *Don't Forget the Outside*

Curb appeal is incredibly important to the buyer's first impression of your home. Trim the trees and shrubs, planting new flowers and cleaning and weeding all the flower beds will give the outside of your home the lift it needs. Keep the porch and front area swept and even purchase a new outdoor mat, welcoming the potential buyers.

Clean the roof of your home, removing any leaves and debris. Repair and replace any shingles that are missing or broken.

Keep children's toys and bikes out of the front yard and off the sidewalks.

If you have a pool, make sure it is always clear and free of leaves. Remove any toys and keep the water pristine.

### *Taking it One Step Further*

Bring your house up to date by removing any wallpaper in the kitchen, bathrooms or entry and replace old light fixtures.

A fresh coat of paint can brighten any room. Make sure to use neutral tones and let the buyer's imagination run wild with the colors and furnishing of their choice.

New appliances in the kitchen will appeal to all buyers. It is exciting and can actually make the difference in the buyer choosing your home.

### *Showing Your Home*

When potential buyers tour your home, you want it to have that showroom appeal. Wipe down all countertops, pick up everything in all rooms, and straighten and fluff all pillows... it's the details that matter.

Open all window treatments and turn on necessary lights.

Ideally, keep your pets out of the house; if that isn't possible, at least keep them out of the way from potential buyers. Some people may be intimidated or are allergic to pets.

Always leave your premise. Buyers often feel uncomfortable and will rush through a house if the owner is present. Let them be at ease and let the agent be your voice for all that is special about your home.

### *For Those Unexpected Showings*

Here are a few tips to have your home ready to show on a moment's notice.

#### Perform Your Own Walk-thru

Start outside by making sure the steps and front door area are clean and swept.

Pick up any objects or toys.

#### Head Inside

Open all window treatments and turn on lights.

Clean any dirty dishes and wipe down all tables and counter tops.

Pick up the bedrooms and make the beds.

Hide all dirty laundry either in a closeable laundry basket, or inside the washing machine.

Make sure the temperature is at a comfortable setting, not too cold or too warm.

### *If You Have the Time*

Give the floors a once over with a vacuum or sweeper.

It's understandable that you live in the home and cannot keep it looking in pristine condition at all times, but putting this extra effort into keeping it clean and presentable will help the home show better and appeal to the potential buyers.

# MARKETING YOUR PROPERTY

## Where Realtors find Qualified Buyers

Referrals: From past satisfied customers  
From other agents

Internet Sites

Clients from Direct Mail Marketing

National and International Relocation Referrals

Monthly Real Estate Photo Magazines

Recipients of Our Newsletters

Open House Visitors

Classified Ads

Potential Buyers Who Visit Our Office



## Marketing to International Buyers

The World Is Not Getting Smaller

Not only has the internet changed the way real estate is purchased and sold, but it has given individuals throughout the world the opportunity to view your home; the world has not gotten smaller, in fact it is now completely open for potential buyers and sellers to view more listings than ever before.

Whether it is for buying or selling, appealing to an international market requires a unique and customized marketing approach. By using print advertising, online marketing and memberships to exclusive real estate networks, we are able to reach your targeted global market.

Marketing to international and multi-cultural buyers allows us utilize all facets of networking. Using my memberships with exclusive on-line real estate organizations is just one of my strategies; the vast network of homebuilders, lenders and attorneys ensures that your distinguished property is abundantly viewed by credited buyers.

I am a local, national and international Realtor® working to serve and protect your interest, every step of the way.

## Multi-Channel Advertising

People are talking, and we can make sure they are talking about your property. With today's technology, it is more important than ever to properly market your home. We don't want to market to everyone, we want to refine our approach and make sure your listing is seen only by the potential buyers that are looking for your property, in the specified price range, and includes the amenities they need. We want to market to the right people.

### **Print Advertising**

When glancing around the restaurant or shopping mall, it seems everyone is on their cell phone; either talking, texting, playing games or on the internet. You may wonder if printer advertising is dead. My answer to you is no, print advertising is still a successful option to reaching your target market... if it is done properly.

### **Digital Advertising**

It is exciting to be able to advertise with digital media. National television ads expose your listing to people across the country. Couple that with digital billboards, at panel tv advertising, digital kiosks, and online advertising and we are able to reach your target market, wherever they are.

### **Online Advertising**

Marketing your listing online offers another solution to find your target market. My marketing strategy will use SEM (Search Engine Marketing) and SEO (Search Engine Optimization) techniques together to find your potential buyers.

# MARKETING YOUR PROPERTY

## Internet Exposure

Not only will I advertise your listing on the hundreds of sites Realtor.com links to, but I will also display your home on the following highly ranked websites:



I am also listed on LinkedIn, Homethinking and other professional web portals

## Online Listing Opportunities

It is no secret that people are using the internet to sell their home, or find their next one. According to Realtor.com, real estate related searches on Google grew 253% over the past four years. In fact, 9 out of 10 people perform some sort of online research before they called a Realtor® or agent.

Using multiple online resources will allow buyers to quickly and easily find your listing.



## MARKETING YOUR PROPERTY

### Video Opportunities

Through the use of high quality video, we allow potential buyers to step inside your home without ever leaving their living room. Using 360° videos has become an effective way to market your home; in fact, 73% of homeowners are more likely to list with an agent who offers to create a video for them.

Producing a video will engage a potential buyer and allow them to fully understand the beauty of your home.



### Say Cheese!

Properly photographing and showcasing your home is one of the most important marketing aspects when selling your home for the highest price possible.

***Did you know that 92% of buyers use the internet in some way in their home search process? Your home's appearance and how well it is displayed is a key factor in attracting a buyer.***

I use a professional photographer that understands the ideal way to show your home in the best possible light (sorry, no pun intended). I would never dream of using a camera phone or even a personal camera to promote your home. There is no need to display pictures that are taken in poor lighting, out of focus or show incorrect coloring of the walls, floors, or even fabrics.

***Using a professional photographer normally nets a 47% higher asking rate per square foot.***

Professional home photographers use HDR (High Dynamic Range) photography to take a series of images which are then combined to make the details and colors come alive!





## IN THE END

### Yay! There is an Offer... Now What?

My service doesn't end with the offer; there are still items to stay on top of:

#### **Keep Communication Open**

Keeping in constant contact with you and the buyer's agent regarding all steps of the closing processes

#### **Inspection**

Scheduling the inspector, handling negotiations and paperwork

#### **Appraisal**

Verifying the status and requirements

#### **Loan Process**

Checking the buyer's status and approval

#### **Documentation**

Working with the title company, lender, buyer's agent, etc.

#### **Home Owners Association**

If necessary – acquire needed paperwork and documents

#### **Contact Information**

Put together a list of utilities, repair men, insurance requirements, tax information, etc.

#### **Arrange Final Inspection**

If necessary

#### **Arrange Final Walk-Through**

If necessary

#### **Settlement Statement**

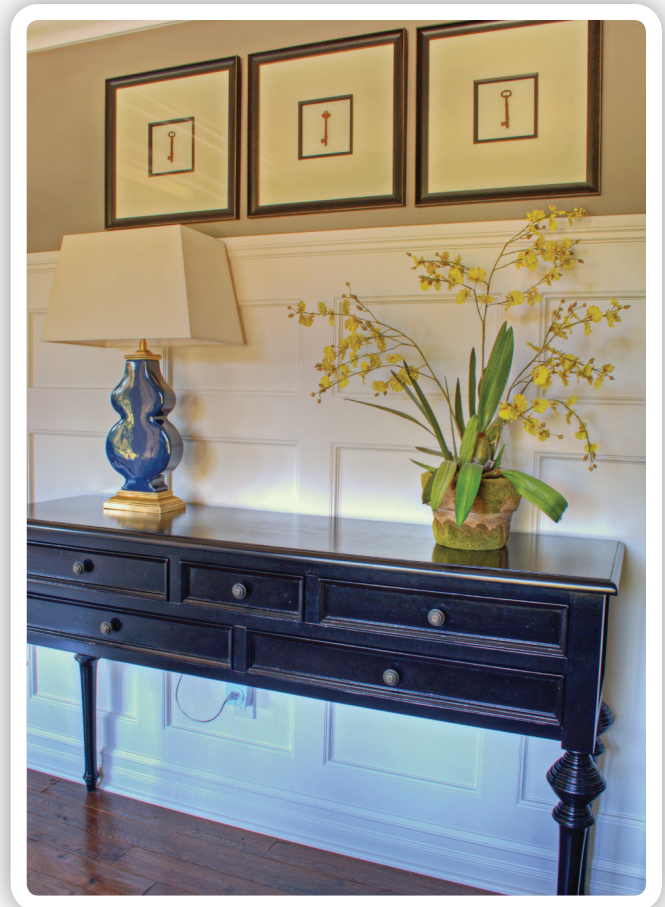
When possible, review in advance and provide a copy to you

#### **Transferring of Keys**

Coordinate with you and the buyer

#### **County Records**

Provide all records of the sale to the county



### In Closing

Thank you for giving me an opportunity to share this Pre-Listing Package with you. I am excited to work with you concerning your real estate needs. Rest assured, you will be treated with kindness and respect, and I will keep you updated on the progress of all your real estate transactions.

I am proud of the lasting relationships I have established by providing excellent customer service. A large portion of my business is built on referrals, and I look forward to working with you, your friends, and your family. Let's keep in touch!

When you hire me as your Real Estate Salesperson, you are getting a full service marketing professional committed to providing industry-leading marketing strategies. With a proven Aggressive Marketing Plan and Powerful Internet Exposure System, sellers see real results! I invest a significant amount of money and time every month, advertising and promoting my listings so they get the maximum exposure needed to sell in this tough market. Exceptional homes require exceptional marketing, but that's how top-dollar real estate is managed, usually with fewer days on the market.

My marketing strategy for selling your property includes several different facets, combined and constructed to best showcase your home. Some of the high quality and creative marketing techniques used are:

#### ***The Multiple Listing Service***

The MLS is a highly detailed information exchange used by Realtors® to notify other real estate professionals about a specific home for sale. It contains information ranging from the offering price to showing instructions. Most importantly, it is highly trafficked database, searchable under a broad range of parameters, and regularly visited by a large number of industries insiders.

#### ***Social Communication***

In this digital age of old and new media convergence, networking has taken on a whole new meaning. Social Networking is the latest marketing tool with the ability to connect and communicate with others in a fast and efficient manner. Your property can be posted on virtually any social networking site including Facebook, Twitter, LinkedIn, Pinterest, Instagram and more! "Word of mouth" advertising at it's finest! Your listing will be seen by thousands of people as your listing is marketed and reposted, and beyond when shared by others.

#### ***Listing Syndication***

Your property is syndicated to all of the most important and popular real estate directory websites, like Zillow, Realtor.com, Trulia, Homes.com, Yahoo Real Estate, and literally hundreds of other real estate marketing sites.

#### ***Branding Your Listing***

Branding is an important part of my marketing program, and here my branding is all about you! Your property listing finds its brand through preparation and a little studio magic: an online, state-of-the-art, and high-definition virtual tour showcases the very best of your listing, and under ideal lighting conditions. The tour can toggle between standard and full-screen viewing; and includes access to a location map, downloadable pictures and video.

Marketing your property for greater exposure is what selling your home is all about!

Marketing for greatest exposure is how today's homes are sold.

#### ***Single-Property Website***

A Single-Property Website is a separate website that is completely dedicated to the online marketing of your property. It is a full, multi-page website that includes a virtual tour and photo gallery of your property along with all the property information (map, schools, Walk Score, weather) plus a printable flyer, downloadable documents and a mortgage calculator.

#### ***Lead Capturing & Management System***

Our Lead Management System is used to track and maintain communication with prospective buyers. Text Messages and Email are sent out immediately to our team of professionals for the fastest response time for all prospects. We offer "contact us" forms on most webpages for quick and easy contact with any buyer interested in further details.

#### ***Mobile Property Website***

Special signs will be placed directing any buyer to scan a QR code (or text your property's ID# from a mobile device) to view more info and pictures of your home. The buyer will be taken directly to a custom website entirely devoted to your property, Meanwhile the listing agent will receive a text & email notification with the buyer's cell #. This enables the agent to more immediately make contact with a buyer. The QR and text codes can also be used on a variety of different printed materials as well.

#### ***Lockbox For Secure Key Storage***

An electronic Realtor lockbox is the safest way for agents to show your home. The keys are placed safely inside with a special keypad code required to open the box. Each agent has a special code required to operate their keypad, and a report is sent to the listing agent's online account each time the box is opened. Your agent can see exactly who entered the home and at what time. These boxes will not affect your ability to enter to your home in any way.

This is just a sampling of the many ways we currently market our clients' listings, a strategy that is continually evolving as new marketing tools and concepts become available.

Why just list, when you can brand?

Why list when you can brand?

Don't just list – Brand!

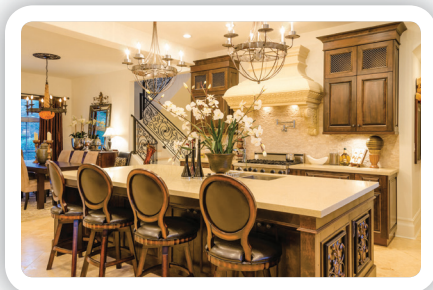
## STAGE WELL



### Stage well

Think like a buyer: a buyer doesn't want to see your personal sports collection or teapot memorabilia, they want to imagine themselves in the space. It's best to pack up everything that's personal, including photos, and begin thinking of your home as a 4-star resort. It needs to be ready to please almost any inhabitant. Comfy and cozy is best, but non-descript. You wouldn't expect to see a picture of the manager's kids on the nightstands at a fancy resort.

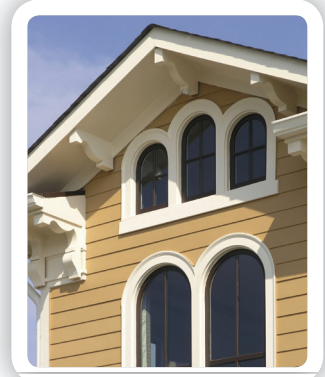
You need to appeal to the majority of buyers on the market, which means all genders and types. No strong religious or political décor is advised. Visit Model showrooms and homes to get ideas on what buyers are seeing so you know how to compete.



## MY COMMITMENT

### MY COMMITMENT TO YOU IS:

1. TO ALWAYS BE TRUTHFUL AND UP FRONT WITH YOU.
2. TO SELL YOUR PROPERTY OR HELP YOU ACQUIRE PROPERTY WITHIN A TIME TO MEET YOUR NEEDS.
3. TO ALWAYS REPRESENT YOUR INDIVIDUAL REAL ESTATE INTERESTS THROUGHOUT ALL TRANSACTIONS.
4. TO MARKET YOUR PROPERTY TO APPROPRIATE INTEREST GROUPS; AND TO MAKE SURE AS A BUYER YOU ARE VIEWING PROPERTY BASED ON YOUR SPECIFIC WANTS AND NEEDS.
5. TO PROVIDE REGULAR FEEDBACK FOR MAXIMUM REPRESENTATION.
6. TO BE EASILY ACCESSIBLE BY EMAIL AT [JASONSAM5255@GMAIL.COM](mailto:JASONSAM5255@GMAIL.COM) OR CELL PHONE AT 305-812-1121.
7. TO REGULARLY COMMUNICATE WITH YOU BASED ON YOUR EXPECTATIONS.
8. TO FOCUS FULL-TIME ON THE REAL ESTATE INDUSTRY, TRACKING LOCAL AND INDUSTRY TRENDS, GUIDELINES, AND MAINTAINING FULL COMPLIANCE.
9. TO PROVIDE YOU WITH THE BEST SERVICE POSSIBLE, MEETING THE EXPECTATIONS YOU DESERVE.
10. TO ALWAYS BE RESPECTFUL.



### IN RETURN, I ASK THAT YOU MAKE THE FOLLOWING COMMITMENT.

BE WILLING TO DISCLOSE AFFIRMATIVELY AND HONESTLY ANY MATERIAL FACT THAT MIGHT IMPACT YOUR HOME SALE.

COMMUNICATE IN A TIMELY MANNER WITH ME.

LET ME KNOW IF YOUR WANTS AND NEEDS OR FINANCIAL SITUATION CHANGES.

CALL ME FIRST IF YOU WANT TO TOUR A PROPERTY.

“MY COMMITMENT IS TO GO ABOVE AND BEYOND; MY PASSION IS EXCEEDING YOUR EXPECTATIONS; AND MY REWARD IS ACHIEVING EXCELLENCE IN YOUR EYES, AND EARNING YOUR REFERRALS OF FAMILY, FRIENDS, AND BUSINESS ASSOCIATES!  
I APPRECIATE THE OPPORTUNITY TO WORK WITH YOU ON YOUR REAL ESTATE NEEDS!”