



*Service Provided by Your Real Estate Professional*

**Brindley  
Beach**   
VACATIONS & SALES

252.261.7550  
877.642.3224

[www.brindleyobxsales.com](http://www.brindleyobxsales.com)



## Home Seller's Information

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### ***Marketing Factors***

#### ***The role of the real estate community***

*The entire real estate community includes all of the companies, offices, and agents in the marketplace. They work together to sell property in an incredibly efficient system of sharing information.*

*The multiplying effects of this cooperation will increase the promotion that is done on each and every property in the marketplace. It brings purchasers into the home buying process and after qualifying them to their wants, needs, and abilities, they can be directed toward the home that meets their requirements.*

#### ***The pricing and positioning in the marketplace***

*Purchasers have a tendency to want to look at all of the available properties that meet their criteria. They will compare the homes according to value for price, condition, appeal and location.*

*Even if the buyers are not familiar with prices in a particular area, after seeing a few homes, it is easy to determine whether a home is priced correctly.*

*Supply and demand has a direct effect on pricing. The subject property must be favorably priced based on location, condition, and terms compared to the other homes that a buyer will look at.*

#### ***The role of the marketing coordinator***

*The agent's objective is to get your home sold, not necessarily to be the one to actually sell it. The sheer number of other agents makes it more likely that someone else will sell it.*

*The listing agent's job as marketing coordinator will be to manage the sale to maximize promotional efforts, represent the seller's interests, and to use their experience to make the transaction go smoothly.*



## **Home Seller's Information**

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### ***We Have Mutual Objectives...to sell your home...***

#### ***At the highest possible price***

*The average Sales Price to List Price ratio experienced by Brindley Beach is higher than the average of the Multiple Listing Service. The benefit to you is more money after all of the expenses have been deducted.*

#### ***In the shortest period of time***

*The average time on the market experienced by Brindley Beach listings is less than the average of the Multiple Listing Service. The benefit is that your home will sell in a shorter period of time so that you will receive your equity sooner.*

#### ***With the most favorable terms***

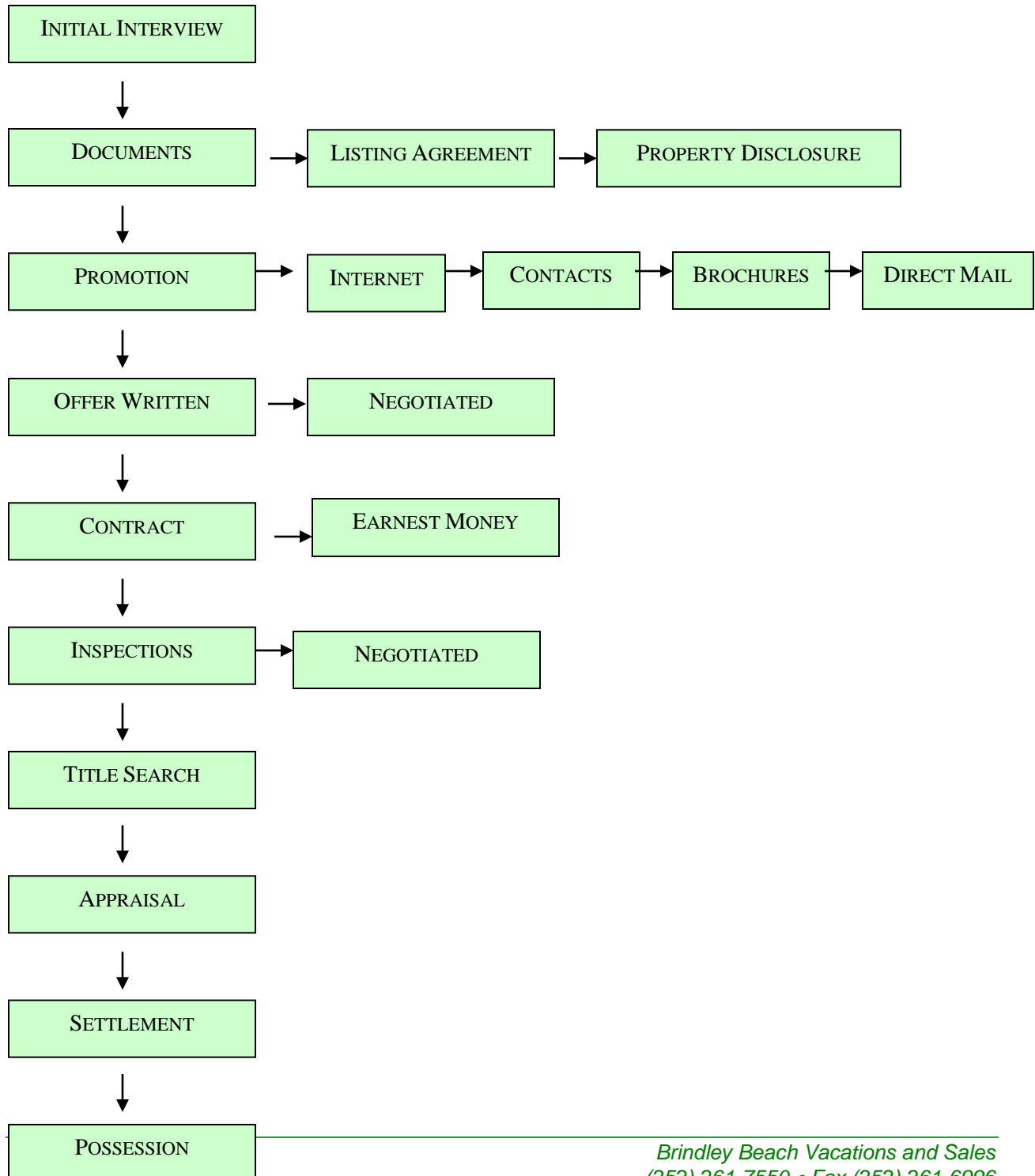
*Negotiating the most favorable terms regarding home inspections, settlement fees, possession, and personal property can be as important as the price. The benefit of third party negotiation can be one of the most effective services offered by an agent.*

***Owner and agent cooperating and communicating to achieve a successful sale.***



## Home Seller's Information

### Home Selling Process





## Home Seller's Information

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### *Services Provided*

#### ***Comparative Market Analysis***

*Based on recent transactions in the neighborhood to identify similar properties that have sold and properties that are currently on the market, in an effort to determine the market value of the subject property.*

#### ***Market Preparation***

*Improving the condition of the home, "setting the stage" before showings, and knowing what to do when the property is being shown are just a few of the things that will help maximize the marketing efforts. We'll take time to examine your home and explore the alternatives to showcase your property.*

#### ***Homeowner's Investment Analysis***

*This is a report that illustrates earnings potential for a vacation rental investment home. This report demonstrates for a buyer how weekly rental income can cover much of the cost of owning a home.*

#### ***Special Services***

- *Communicate back to seller comments and remarks made by potential buyers and other agents about the property.*
- *Check on the property from time to time to make sure it looks its best, including keeping outdoor furniture attractively arranged and cleaning up litter.*
- *Help the homeowner deal with issues brought up on the home inspection report. Coordinate with vendors to make needed repairs.*
- *Coordinate with other agents, attorneys, mortgage lenders, and other parties throughout the transaction to proceed to closing in a timely manner.*



## Home Seller's Information

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### *Home Protection Plan*

*Home protection plans can increase the marketability of a home by providing a “peace of mind” extra that competing homes may not have.*

#### ***A home warranty increases marketability:***

- *Sell faster because it may provide a competitive edge over other homes on the market and state confidence to the buyer.*
- *Sell for a higher price because when the buyer has confidence in your home, it can discourage downward price bargaining.*
- *Sell with less inconvenience because after the sale, if the buyer has a mechanical or systems problem, they will call the Warranty Company, not you, offering you potential after-sale liability protection.*
- *Better chance that the closing won't be delayed by a malfunctioning warranted item.*
- *In the event that something covered breaks down while your home is for sale, only a deductible is paid and the Warranty Company pays the remainder.*

#### ***Buyer and seller coverage on selected items:***

- *Electrical System*
- *Interior Plumbing System*
- *Central Heating System*
- *Air Conditioning System*
- *Some Household Appliances*

*The seller may also have coverage on certain items while the property is listed for sale, even before the coverage is paid for.*

***According to a study by the National Home Warranty Association, Homes sell 60% faster and for a higher price than homes without a home warranty.***



## **Home Seller's Information**

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### ***Benefits of a Pre-Appraisal and Pre-Inspection***

*The benefits of ordering an appraisal and an inspection when initially listing the home can make the entire marketing process move more smoothly and quickly.*

#### ***Establishes Objective Value***

*The price is not merely set by the seller but placed on the home by a disinterested third party whose profession is to value property.*

#### ***Validates List Price***

*If the appraisal and the list price are the same, there is less likelihood that the buyer will discount the "asking price."*

#### ***Establishes Basis for Comparison***

*The appraisal and inspection can be used to compare with subsequent reports and can help to validate or challenge their findings.*

#### ***Creates Awareness of Condition of Home***

*A third party inspection of the home by an inspector will identify areas that need attention and serve as a marketing tool to buyers to give proof to the condition. It can also be used to challenge claims that the buyer's inspector might make.*

#### ***Anticipates Potential Problem Areas***

*If certain things are identified by the first inspection, it gives the seller the opportunity to repair them at competitive rates instead of possibly having to rush to get them done prior to closing.*

#### ***Saves Time***

*By understanding what might need to be done to a home early in the marketing process, critical time between the contract and closing can be saved.*



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### Marketing Plan

- *Perform a comparative market analysis*
- *Present the property in the Multiple Listing Service*
- *Place a Brindley Beach Real Estate sign on the property*
- *Produce color property flyers*
- *Promote property on [www.brindleyobxsales.com](http://www.brindleyobxsales.com) with multiple photos*
- *Promote property on various Internet listing aggregators (Complete list follows)*
- *Write and place print advertising (Complete Print Advertising List follows)*
- *Conduct a tour for the Brindley Beach Real Estate agents*
- *Notify the neighbors by direct mail that the property is on the market*
- *Notify the other agents in the area about the property*
- *Conduct Open Houses for prospects and associates*
- *Promote property to Brindley Beach renters with color property flyers*
- *Promote property with post card mailings*
- *Canvas centers of influence to locate prospects*
- *Install a lock box to facilitate ease of showings*
- *Monitor listing and sales activities to maintain competitive position in the marketplace*
- *Analyze financing alternatives for prospects*
- *Follow-up on showings to obtain prospects' reactions*
- *Involve the homeowner to maximize marketing position*
- *Provide homeowner market preparation tips*



Brindley Beach is number 1 in social media marketing on the Outer Banks. Some people may not know what that means. We use today's social media for search opportunities, in addition to Google, to attract and entertain friends on Facebook so they can know about your homes. Currently, we have over 22,000 fans and that number is constantly rising. This exposure has a real marketing value of over \$110,000.

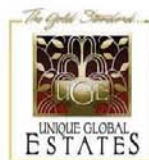
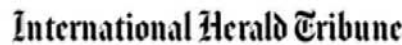


## Home Seller's Information

According to the NAR, 90% of home buyers start their search online...  
Popular Real Estate Websites have been averaging 1.2 Million unique visitors per Month!

### Virtual Marketing and Advertising Sites!

**BrindleyOBXSales.com**



Brindley Beach Vacations and Sales  
(252) 261-7550 • Fax (252) 261-6996  
sales@brindleybeach.com



## **Home Seller's Information**

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### *Print Marketing and Advertising!*

- Homes and Land Magazine
- Home Tour Magazine
- North Beach Sun
- The Best of the Outer Banks
- The Wedding Guide
- Corolla Walking Tour
- Outer Banks Rental Guide
- My Outer Banks Home
- My OBX Home
- Currituck Chamber Guide
- OBX Vacation Guide
- Times Printing
- Yellow Pages Unlimited
- Hampton Roads Magazine
- Richmond Magazine
- Vacation House Review
- Venango Newspapers
- May Traveler Vacation Guide
- Community Papers in MD, DC, OH, PA, NJ, NY, VA
- AAA World Magazine



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### ***Professional Service Fee***

*The professional service fee charged by our company is based on the level of service provided. Our fees are competitive and negotiated on an individual basis. Our company cooperates fully with other real estate companies and agents. We offer a 50% split to the selling agency that is shared between the brokerage company and the salesperson.*

### ***Performance Guarantee***

*We feel so confident in our ability to sell your home that when your property is entrusted to our company under an exclusive right to sell agreement for 180 days or more, our firm assures you that if at any time during the listing period, you are not satisfied with the service you are receiving, you may notify our office in writing and your listing will be terminated.*



## Home Seller's Information

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### *Follow-up*

*I can follow up on prospects that have seen your home without them thinking you're anxious. A homeowner calling a person who has seen their home can give the wrong impression that may lead them to think you are desperate.*

*The problem with a homeowner calling a prospective buyer "to see what he thinks" is that the buyer might get the wrong impression. You don't want to appear as though you'll take less money. This could lead to lower cash proceeds for you.*

*To the contrary, it is natural for a third party like the listing agent to follow up with a prospect. It is the responsibility of the agent to find out what kind of reaction the buyer had to the property. This will help encourage a contract and can lead to learning about adjustments that can be made to make the home more marketable.*

### *Sincere Interest*

*I know you are concerned about the sale of your home. I pledge to take a sincere interest in getting it sold for the most money, in the shortest time, and with the fewest problems.*