

## Why Choose Us?

### Hear my clients RAVE about my service!!

*Gracias, Marci, Beaucoup....  
Many Thanks for your help in the sale of my home. I would recommend you to anyone who'd like to sell their home.*

**Brenda H.  
Evansville**

*We would like to thank you again from the bottom of our hearts for everything you did.*

**George & Stacy J.  
Evansville**

*Brandon has been very honest to us. We appreciate that. He is very professional and accommodating. He was very helpful to us when selling our home ourselves. We tell every one about your service.*

**Scott & Gail J.  
Evansville**

*Brandon did everything we asked. That is wonderful. He was always there when we needed him.*

**Doris S.  
Newburgh**

If you could list with the **BEST** agent in town, wouldn't you?

Well, we are the **TOP** producing team in the area and even beat the **BIG** names at the **BIG** companies!!

We have helped **MORE** families move than **ANYONE** else!!

### How Did We Compare?

**Our Team: 189 Sales**  
Top Agent 2: 154 Sales  
Top Agent 3: 128 Sales  
Top Agent 4: 121 Sales  
Top Agent 5: 90 Sales

\*Based on 2008 residential transactions from the Evansville area MLS.

### Sales Statistics

- 40 years of combined experience.
- 1,435 transactions closed.
- \$80,316,430 in total sales.
- We've been #1 for 5 years in a row!!
- We sell a home every 1<sup>1/2</sup> days!!

The Charlie Butler Team - #1 Team 5 years running!

## We SELL listings other agents can't!!

Find out the **TOP 6 REASONS** homes don't sell the first time and how we can help you correct these problems and get your home **SOLD**!!

TOP 6 REASONS HOMES DON'T SELL

PRESENTED BY BRANDON HARPER



**Brandon Harper**

Part of the Charlie Butler Team

**(812) 449-6769**

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

**CAPITAL REALTY**  
& associates

If your home is already listed with another Realtor, please disregard this mailing.

## 1. Your home is overpriced

Optimistic home sellers love to parrot the old adage, "There's a buyer for every home." But they often leave off the qualifier: "at the buyer's price."

The fact is that buyers, not sellers, ultimately determine the market value of a home. You can ask for the moon and set your listing price well above comparable properties in your neighborhood, but at some point it will be up to you, the seller, to accept what the buyer thinks your home is worth.

Overpricing is the most common reason homes don't sell. When you ask an unrealistic price, it sets in motion a process that often works against you. Here's why:

Most real estate agents, and hence most qualified buyers, will see your new listing within 30 days. If it is overpriced by as little as 5%, it will be duly noted and interest in your property will wane, especially if you show no intention of coming off your asking price. You likely already priced out buyers who might have qualified for financing at a lesser price. Even if you manage to find a buyer at your inflated asking price, the property may not appraise at that figure and the financing will fall apart.

Your real estate agent may have approved or even suggested the inflated asking price to secure your listing. Conversely, other agents often use overpriced properties like yours to help sell their own listings. ("Here's what that other seller is asking. Now would you like to take a second look at that first house I showed you?")

If you have a house that really should be priced at \$200,000 and you've got it listed at \$260,000, you are trying to compete against homes that really are worth close to \$300,000 and all of a sudden your home really is not competing well. You want to compete with what is available out there among homes similar to yours.

If your home remains on the market for too long, agents and buyers may begin to wonder if there are other, perhaps more serious reasons why it isn't selling.

It becomes shopworn, the same as a jacket hanging in the store week after week. People are aware that it has been on the market a long time and agents stop showing it."

### WHAT WE CAN DO ABOUT IT

I will prepare a TRUE Market Analysis for you. I refuse to play the old game other agents play and inflate the recommended price just to secure your listing. To me, that is not only selfish and unprofessional, but it wastes your time and ultimately costs you money as values are still declining. The longer your home sits, the less it's worth.



I will present you all of the competing listings, statistics and maps as well as what has recently sold and suggest a TRUE and ACCURATE value for your home and what we need to list it at to sell. I will tell you what you NEED to hear, not what I think you WANT to hear like other agents do.

## 2. Your home doesn't "show" well

Your home may be competing against shiny new houses in those pristine subdivisions out in the suburbs with their attractive prices, incentives and community amenities.

Face it: Even the best old house needs a little makeover if it hopes to attract a qualified buyer. The good news is most of the work will be cosmetic and relatively inexpensive: a new coat of paint, a few attractive window boxes, a thorough cleaning of floors and carpets. Voila! The place may look good enough to reconsider.

A good real estate agent can advise you on where your time and money are best spent. If your home didn't sell before, your last agent may not have given you the right advice or may have been afraid of insulting you and didn't want to tell you what really needed to be done to make your home more "Showable".

Price and condition are two things that the seller can do something about. I always give people my 'honey-do' list. I think paint is probably a seller's best friend because it makes things smell fresh and look fresh. If it's time to paint, it's time to paint. It's the best return on investment."

The next step is to make sure the house is free from clutter. This is often the hardest part for most people since there is an emotional attachment to everything in the house. Unfortunately, potential buyers will not have the same sentimentality attached to their buying decision. They may view the clutter as reflective of an unkept house or worse.

"Staging" your home will ensure it presents itself in the best light to potential buyers. Work on that curb appeal too as if buyers can't get past the outside appeal of your home, they certainly won't call to see the inside.

### WHAT WE CAN DO ABOUT IT

Have you ever watched that show on HGTV where the sellers have tried to sell their home and HGTV brings in that staging expert to give them advice. She usually offends the sellers with her suggestions, but guess what, she ends up being right. They make the changes she recommends, then the home magically sells!! That's what I want to do for you (but hopefully without the offending you part).



I will give you an HONEST assessment of your home's appeal and give you pointers on what to do to make your home more "Showable". I also have a home staging checklist that I'll provide as a roadmap to help you make some changes to improve the appeal of your home.

I'll look over your home and make suggestions on how to get rid of clutter, how to move furniture around to make rooms feel larger and more open, what repairs you may need to complete to make your home appear less "worn" and any updates you may want to do to make your home compete in this tough buyers market.

### 3. You're in a bad location

Nothing has a greater effect on your home's value than its location. You've heard people that are in the business say: "Location, Location, Location". Your humble abode might be worth a king's ransom were it located in Palm Beach, Aspen or San Francisco. It might even jump thousands in value just a few streets over in the next (and far superior) school district.

The point is, location rules in real estate. A good real estate agent will do his best to help you accentuate the positive and eliminate the negative of your circumstances, say by using foliage or a fence to screen off offensive adjoining properties or dampen traffic noise.

Nothing turns away buyers more than driving by a home and seeing that the surrounding homes are run down, your neighbor has junk cars in the front yard, there is an abandoned and boarded up home next door or there is a large amount of rental or multi-unit properties in your neighborhood.

It's also a sad fact that with the rise in foreclosures, many neighborhoods that were once very nice, well kept and desirable, have gone down hill due to the fact several foreclosures have popped up in the neighborhood, detracting from it's desirability and reducing home values.

If your home's location is less than desirable, your options are somewhat limited. The best way to compensate for a poor location is to reduce your asking price. A good agent will also see this as a potential problem and make sure when they are doing their Market Analysis, they are only using comps from your neighborhood or area. I've found that homes in poor locations tend to sell for less than in surrounding areas and too many agents don't take location into account when helping you price your home.

#### WHAT WE CAN DO ABOUT IT

If your street looks like this, then there's not much you can do. Surrounding homes and the lack of pride of ownership will kill your home's value so fast, your head will spin.



I will be realistic with you and show you comps in your neighborhood that reflect your homes TRUE value given its location. You can't pick up your home and move it, so your options are limited.

Be realistic about your home's value when located in a less than desirable area or if there are run down homes or other external factors influencing your neighborhood. DON'T overprice your home and try to compare it to those in the adjoining neighborhood where all the homes are well kept and there is little REO or short sale activity.

There is a price tag for every positive AND negative feature, so price it right the first time, and we'll have you moving in no time.

### 4. You have a lousy listing agent

Yep, they exist: Real estate agents who mislead, misfire and misbehave.

Their bad advice can cost you plenty in time, money and the sheer hassle of keeping your home show-ready 24/7.

The agent from hell will allow you to overprice your home ("Here's what I can get for you if you list with me!"), not market it properly, fail to screen for qualified buyers, be unresponsive to interest from other agents (if they sell their own listing, they don't have to split the commission) and keep you totally in the dark throughout the process.

What's more, if your agent is abrasive, arrogant or otherwise difficult to work with, other agents may not want the hassle of showing any of their listings to prospective buyers. If your agent doesn't have a good relationship with the other agent's in town, good luck finding an agent that will want to bring their client by to look at your home.

Also, your agent may be part time. This is NOT a part time business, so if your agent doesn't give your listing their full attention, your chances of selling are virtually nil.

I've also noticed that 20% of the agents do 80% of the business, so make sure you have an agent who is in that top 20%. Also, not all agents advertise their listings, so make sure your agent is doing their job and marketing your home properly.

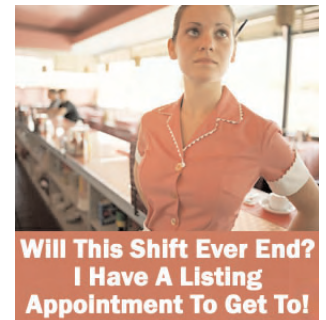
#### WHAT WE CAN DO ABOUT IT

Well, the good news is that we are NOT part time agents. We are full time Realtors. This is what we do for a living and this is not a 2nd job to us. I have been a FULL TIME Real Estate agent for almost 14 years.

I am on the largest and #1 team in the Tri-state area, the Charlie Butler team. We have 6 FULL TIME agents on our team which means, you get 6 agents for the price of 1!!

Also, our team leader, Charlie Butler, has a great relationship with all the agents and owners of other companies in town. He is on the Board of Directors for the local Evansville Area Association of Realtors and has been featured several times on the news as an expert on the Real Estate industry.

This good rapport ensures that our team's listings will be shown by all the agents in town. We are easy to work with, professional and are not abrasive, so we have the respect of all the other agents and brokers. We work with these agents daily to sell our clients homes and we sell a home every 1.5 days!!



## 5. You are battling competition or market conditions

We've all heard the terms "buyer's market" and "seller's market." In real estate, market conditions are affected by any number of external forces, some of them predictable (the weather, sort of), some of them unpredictable (the local economy, interest rates, public optimism or pessimism).

In a "hot" or seller's market, homes go fast. Inventory (homes on the market) may be low, meaning less competition for you. Chances are better that you will get your asking price in a hot market; in fact, it is not uncommon to even be offered more than your listing price.

But in a "flat," "cold" or buyer's market, sales slow to a trickle, inventories grow and buyers can find bargains, especially when they know the seller is motivated (i.e., paying on two mortgages).

If you're trying to sell in a flat market, you're not only competing against all that vacant new construction, but against rentals, REO properties, Short Sales and distressed homeowners as well. In this case, be prepared to settle for less than top dollar, or wait to sell until the pendulum swings once again in your favor.

The leading indicator of the market is Months Inventory. This is nothing but the current active inventory listed on the market divided by the current number of sales for that month. This number will be an indicator if the market is "Flat" or a buyer's market, or "Hot", a sellers market.

6 months inventory is a happy medium. If that number is under 6, it's a "Hot" or Sellers market and values will increase. If that number is above 6, it is a "Flat" or buyers market and values will decrease. Below is a snippet from our local MLS. What is the current months inventory for 2010 and how are the sales this year comparing to last?

### WHAT WE CAN DO ABOUT IT

I'll inform you on the current market conditions and to start that process, I have included statistics from the local MLS showing monthly sales compared to last year, current inventory, DOM and the most important, months inventory.

There's not much we can do about the market, so your best bet is to realize that we are currently in a buyers market and price it properly. If not, patience is your only option as you'll just have to wait it out several years until the market starts to come back around.

Month Year	Monthly Sales	Monthly Volume	Avg List \$	Avg Sale \$	Median Sold \$	Avg DOM	% Sold/List	Current Inventory	Months Inventory
December 2008	221	\$26,188,135	\$126,042	\$118,498	\$96,500	111	94.01%	2003	9.06
January 2009	127	\$13,854,020	\$116,091	\$109,086	\$88,500	94	93.96%	1847	14.54
February 2009	177	\$20,500,219	\$121,676	\$115,820	\$109,000	121	95.18%	1850	10.45
March 2009	212	\$26,841,587	\$133,648	\$126,611	\$115,000	115	94.73%	1870	8.82
April 2009	237	\$30,350,219	\$137,794	\$128,060	\$100,000	105	92.93%	1880	7.93
May 2009	263	\$36,532,525	\$144,902	\$138,906	\$120,000	102	95.86%	1882	7.15
June 2009	284	\$36,898,384	\$136,787	\$129,923	\$115,000	115	94.98%	1895	6.67
July 2009	261	\$33,217,701	\$132,759	\$127,270	\$110,000	93	95.86%	1954	7.48
August 2009	270	\$32,524,969	\$126,268	\$120,462	\$108,000	96	95.40%	1967	7.28
September 2009	249	\$29,163,543	\$122,477	\$117,122	\$108,000	85	95.62%	1927	7.73
October 2009	286	\$36,890,137	\$134,358	\$128,986	\$114,950	92	96.90%	1965	6.87
November 2009	225	\$27,326,748	\$126,649	\$121,452	\$109,000	87	95.89%	1901	8.44
Annual:	2812	\$350,288,187	\$130,955	\$124,569	\$110,000	101	95.12%	1912	8.15

Month Year	Monthly Sales	Monthly Volume	Avg List \$	Avg Sale \$	Median Sold \$	Avg DOM	% Sold/List	Current Inventory	Months Inventory
December 2009	205	\$26,873,733	\$129,482	\$131,091	\$104,900	118	93.98%	1842	8.98
January 2010	125	\$17,044,151	\$146,392	\$136,353	\$115,000	102	93.14%	1778	14.22
February 2010	159	\$19,737,073	\$130,323	\$124,132	\$105,000	104	95.24%	1807	11.36
March 2010	272	\$35,176,761	\$133,342	\$129,326	\$116,450	97	95.55%	1772	6.51
April 2010	198	\$25,388,472	\$133,153	\$128,224	\$108,506	102	96.29%	1800	9.09

## 6. You have ineffective marketing

Gone are the days when an agent could simply place your listing with the local multiple listing service, hold a halfhearted open house and wait for another agent to bring forth a buyer.

Today's top performers launch a multilevel marketing plan that includes MLS listing, multiple web sites and search engines, Realtor.com, Craigslist, weekend open houses, listing booklets and placements in local real estate publications.

Computers and the Internet also have changed the face of real estate. According to the National Association of Realtors, today at least 87% of all home buyers use the Internet for house hunting. The best real estate agents are computer-savvy. They have your listing in color on their laptops to show clients and communicate frequently via e-mail, a particular boon when working with out-of-town buyers.

Suffice it to say that if your real estate agent isn't listing your home online through the company Web site, affiliate sites as well as with the local MLS, you may not be getting the exposure necessary to find a buyer.

If your agent isn't utilizing all of the available resources then you are at the losing end. Your home will languish on the market for long periods with little to no activity. Make sure you have an agent that not only has a good relationship with other agents, but utilizes technology to enhance the marketing of your home.

### WHAT WE CAN DO ABOUT IT

Well, quite frankly, we have the most extensive marketing plan out there. We utilize EVERY available resource to market your home to buyers and give you an advantage over the other sellers you're competing against. Not only do we place your home in the MLS, we also send out e-flyers announcing the new listing. I also do a reverse prospect search to notify any Realtor who has a potential buyer of your home, place the home on Realtor.com, BuyHomesNow.com, CapitalRealtyandAssociates.com as well as our team website, my personal website and we syndicate to dozens of other sites (see some below).

I also utilize sites like Trulia, Zillow, Craigslist as well as my social networks through Facebook, Myspace, Twitter and LinkedIn. I make sure to get the word out about your home to agents and buyers alike.

We also utilize Virtual Tours, tons of photos, open houses, listing booklets and many other tools that you just won't see other agents using.

