

How Can I help Get Your Home Sold?

Anne Gold; CENTURY 21 Award



What Causes A Listing To Expire?



- Your home attracts the most excitement and interest when it is first placed on the market.
 - Your home has its greatest chance for selling at this time.
 - How will qualified buyers who are actively searching for a home similar to yours, find it?
- In today's market, simply placing a sign in the yard and posting the listing on the Multiple Listing Service, just won't cut it.
- It's critical that your agent has proven marketing systems in place.
 - This becomes even more crucial in a marketplace crowded with homes for sale (buyer's market) like we are currently seeing.

Questions To Consider:



- Is the property overpriced?
- What is the condition of the property?
- Was your property marketed aggressively enough?
- Finally, and most importantly; did you hire the “right“ real estate sales professional?

Is The Property Correctly Priced?



- Improperly pricing a property is usually the number one reason it did not sell.
 - Assuming your neighborhood or area has homes with similar features (number of bedrooms and baths, lot size, etc.) on the market for a lower price, buyers will naturally buy those properties first.
- Your property should be competitively priced with these other homes.
 - That means if you want to sell your home quickly, price the home at or slightly below the comparables.
 - I will help you establish the best price based on the competition.
- Pricing your property above comparable properties in the area can cause it to be overlooked. It will also help sell the other homes.

Condition Of The Property?



FACT: HOUSES IN TOP CONDITION COMMAND TOP PRICE

- All of the cosmetic things, such as paint, landscaping, window coverings and flooring should be in good shape.
- The house should be spotlessly clean inside and out!
- To illustrate this point, most buyers can walk into a "perfect" home that is priced below market. However, if the house is cluttered, the carpet is worn, or the house has a strong pet odor, they move on to look at the next house.
- And making these cosmetic improvements costs little . . . mostly your time!

Was Your Property Aggressively Marketed?



FACT: THE RIGHT AGENT + THE RIGHT MARKETING CAN MAKE A DIFFERENCE IN TODAY'S MARKET

- Another primary reason for homes being overlooked is a simple lack of exposure.
 - In a very hot market, a listing in the Multiple Listing Service alone should generate an adequate number of buyers.
 - However, we are currently experiencing a “buyer’s market” meaning the amount of inventory has increased and your home needs more aggressive marketing to stand out.
- Most buyers work with real estate agents. A good real estate agent will make sure your property is exposed to the active real estate agents in your area.
 - I have a strong network of other agents, and they’re usually on the phone or emailing the property to the other agents buyers.

Did You Hire The "Right" Real Estate Agent?



- In the current “buyer’s” market, you need a sales professional who:
 - Will work hard and employ strong marketing techniques.
 - Has a strong network and access to buyers.
- Some questions to ask.....
 - Was a complete marketing plan presented and thoroughly explained to you?
 - Was your home properly placed with local multiple listing services?
 - Was your home directly marketed to an existing network of buyers?
 - Was your home presented to every agent in the local area; was a broker/agent open house held?
 - Was your home aggressively promoted across all available forms of media including heavily trafficked internet websites.

The "Right" Real Estate Agent



- The “Right” agent needs to be passionate about selling your home and understand the practical as well as emotional aspects of the process.
- In today’s crowded marketplace (buyer’s market) working with the “Right” agent is crucial.
- CENTURY 21® Award and I can be that “Right” agent!

Why Use Anne Gold



- I Already know your home well.
- I will actively communicate with you throughout the sales process.
- I will measure and explain the listing process throughout the listing period.
- I have a proven follow up system for getting the job done right ... **right for you, the customer.**



Local MLS

- *Average 91 days on the market*

Anne Gold and Century 21 Award

- *Average 49 days on the market*

Why CENTURY 21®?



- Home buyers know us.
- Century 21 Real Estate LLC is the franchisor of the world's largest residential real estate sales organization, with more than 8,400 independently owned and operated offices in more than 50 countries and territories worldwide.
- Century 21 Real Estate LLC has achieved a great level of brand awareness with consumers in the real estate marketplace. A recent study shows that the CENTURY 21 System is a clear leader, remaining the most recognized name in real estate and the real estate company consumers think of first.¹

¹ Source: 2007 Ad Tracking Study. The survey results are based on 1216 online interviews with a national random sample of adults (ages 25-54) who are equal decision makers and who have bought or sold a home within the past two years or plan to purchase or sell a home within the next two years. Brand awareness questions are based on a sample of 1216 respondents with a margin of error of +/- 2.4% at 90% confidence level. The study was conducted between February 19th - October 7th, 2007 by Millward Brown, a leading global market research organization.

Century21.com

Our Global Presence is Your Advantage



Most buyers start their home search online.*

Century21.com has close to 2 million visitors per month.

Significant buyer opportunities - with over 8,000 offices and 143,000 sales associates worldwide.

* According to the 2007 NATIONAL ASSOCIATION OF REALTORS® Profile of Home Buyers and Sellers, 84% of all home buyers use the Internet in their home search.

Marketing Plan



- Send “Just Listed “postcards highlighting your home to local area residents.
- Advertise and hold agent/broker and buyer open houses.
- List your property on our company website including a **virtual tour**, slide show and photos of your home.
- Internet marketing /banner on local websites; **i.e., NJ.com, etc.**
- Have your listing posted to other real estate search websites like Trulia, Google and Yahoo, that receive millions of visitors.
- Send out electronic notices about your home i.e., eNewsletters and eCards.
- Leverage the CENTURY 21® Global Referral Network to access leads from around the world.

Marketing Plan, Continued



- Place colorful flyers or brochures describing your home
- Introduce other unique marketing techniques appropriate for your property.
 - Enhanced listing display on Realtor.com site to make your property stand out
 - Video/virtual tour on YouTube.com, MySpace.com, LiveVideo.com
 - Offer a Home Warranty program
 - Offer special Mortgage financing options
 - Feature your property on my personal website
 - Place property on Craig's List and other online classified websites for maximum exposure
- Make available a 24-hour a day voice-interactive response system to provide continuous information on your home.

Your Listing Will Have EXPOSURE



We make it as easy as possible for people to find your real estate listing through our listing distribution partnerships.

- Google™ Real Estate
- Trulia.com
- Aol.com
- Zillow.com
- Yahoo! Real Estate
- LandAndFarm.com
- Openhouse.com
- Cyberhomes.com
- HGTV Frontdoor.com
- Homescape.com
- ERA.com
- Coldwell Banker.com
- Century21Award.com
- AnneGold.com
- Wall Street Journal (Fine Homes)
- LakehomesUSA.com,
- RiverhomesUSA.com
- OceanhomesUSA.com
- Cityfeet.com (commercial)
- Loopnet.com (commercial)
- Realtor.com,
- CraigsList.org
- YouTube.com

Differentiate Your Property From The Competition



- The Special Financing Program is an interest rate buy down program that benefits sellers and buyers.
 - Our Special Financing Program differentiates your home in this competitive market and provides lower monthly payments for the buyer.
 - This means a larger pool of buyers for your home, which can ultimately help sell your home faster.
- Increase consumer confidence by providing a Home Warranty
 - The Home Protection Plan is a program to protect against expensive repair or replacement costs when the major working components in your new home break down*.
 - Homes with home warranties sell 15% faster, sell for a price 2.2% higher and are 29% more likely to sell.**

* Costs, conditions and limitations apply. See contract for complete terms and conditions. Offered and administered by American Home Shield.

** Just the Facts, 2003

Keep In Mind



- Your home is competing with many others.
- Ads in the newspaper don't work the way they used to.
- People aren't just driving around from street to street looking for available properties.
- Today, according to statistics, most home buyers use the Internet to search for a home.*
- Your next agent must be e-mail and Internet marketing savvy.
- When you select me to market your home, I will ensure that your home is fully marketed online, providing exposure and access to millions of online buyers actively looking to purchase.



* According to the 2007 NATIONAL ASSOCIATION OF REALTORS® Profile of home Buyers and Sellers, 84% of all home buyers use the Internet in their home search.

My Objectives When Listing Your Home



- Get your property fully exposed to the marketplace as quickly as possible.
- Help you net the most money.
- Make every qualified buyer in the area aware of your property.
- Maintain excellent communication with you.
- Coach you throughout the complete homeselling process.

What To Expect



- I'll create EXPOSURE for your home by including Internet, Multiple Listing Service, direct mail, digital photography, target market canvassing, open houses and daily word-of-mouth selling.
- You'll know what is happening, and what you can expect from day-to-day and week-to-week with e-mail, telephone, and hard copy reports.
- You will have up-to-date information on your destination location and the opportunity to communicate future plans with people that can help you, often with discounts on items and services through our CENTURY 21 Local Connections[®] program.

Next Steps




- Expired Listings can be frustrating, but it doesn't have to be that way.
- As your local real estate professional, I am available to answer any questions you have about properly packaging your home to get it sold.
- The resources of the CENTURY 21[®] System are behind me.
- You can call me at any time for advice at (858) 444-2430, and please remember that you are under no obligation or pressure of any kind. I would very much like to help you.

My Commitment To You



CENTURY 21® SELLER SERVICE PLEDGE®



As an independently owned and operated CENTURY 21 office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, we agree to provide you with the following services:

1. Dedicate myself to making the process of selling your home as easy and as successful as possible.
2. Respect you, your needs and be honest and forthright.
3. Hold your best interests in the highest regard throughout the process.
4. Value and respect your time, being as efficient and effective as possible.
5. Understand your needs and respond quickly.
6. Use my base of experience, knowledge, tools and the most up-to-date training to best serve you.
7. Provide regular progress reports throughout the process and discuss with you comments received about your property.
8. Explain each step of the process and act as a guide to help you make the most informed decisions.
9. Make recommendations to enhance the marketability of your property.
10. Use a written Competitive Market Analysis and local market information to help you set the right listing price to sell your home and get the value you deserve.
11. Review various financing alternatives and assist you in determining those which best enhance the saleability of your home.
12. Develop, present and agree upon a Customized Marketing Plan that will detail specific promotional efforts to help best market your property.
13. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances.
14. Provide worldwide exposure for your property on the Internet, including posting your property on Century21.com, a site which receives millions of visitors each month.*
15. Explain local real estate procedures and regulations.
16. Show your property to pre-qualified buyers.
17. Utilize the CENTURY 21 System of thousands of offices to expose your property to potential buyers referred to my office.
18. Utilize the vast and powerful resources of the CENTURY 21 System to get you the results you deserve, including leveraging a Network of 6,600 offices and 109,000 agents worldwide.
19. Submit to you all written offers, assist with negotiations, and provide an estimate of your net sales proceeds, so you understand all implications prior to any acceptance.
20. Upon acceptance of an offer to you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice.
21. Assist you in finding your next home, or offer to refer you to another office in another location.
22. _____

We appreciate your allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

_____ Phone _____

This CENTURY 21 Seller Service Pledge Certificate applies only to an exclusive right to sell agreement of not less than _____ days. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point Seller Service Pledge Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that our CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

CENTURY 21 _____ A Copy of this SELLER SERVICE PLEDGE® Certificate has been received.

By _____ By _____

By _____ Owners _____

Dated _____ Property Address _____

_____ Phone _____

_____ Email _____

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11284-MemIII Corporation Form # 10-1502 5/00

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