





STOP Horse 'N Around Call the

Stephen **STABLES**
Sales Representative



- This Sellers Presentation is Brought to you by TheStablesTeam.ca
- We are a Team of professional with 50+ years of combined Real Estate experience and happy clients who have made their move a good one.
- Please use this presentation as a tool to prepare to Sell your property, then...

STOP Horse 'N Around Call the STABLES

HOMELIFE®

HomeLife

- **Founded in 1985**
- **One of the world's leading Real Estate Franchisors**
- **Hundreds of affiliates and thousands of Sales Representatives**
- **Operates worldwide, including Canada, The U.S.A., Germany, Portugal and China**



The Home Selling Process

- Initial meeting
- Discuss CMA
- Review your home
- Prepare listing
- Prepare/distribute all paperwork
- Broker load listing
- Submit listing to the internet
- Qualify buyers
- Follow up on showings & inspections
- Present all offers
- Renegotiate all counter offers
- Finalize documents for closing
- Post-closing follow up

HOMELIFE



Comparative Market Analysis

- I will prepare a *Comparative Market Analysis (CMA)* to help you earn the highest possible price for your home
- A CMA involves looking at the Real Estate records in your community to set a Market price for your home



**HOMELIFE HIGHER STANDARDS
COMPLIMENTARY MARKET EVALUATION**

Bearer is entitled to a professional market evaluation of his or her residential property by a HomeLife Sales Representative. There is no cost or obligation for this valuable service.

MAIL THIS POSTAGE PAID CERTIFICATE OR CALL TODAY FOR AN APPOINTMENT

Please contact me immediately!

Name _____
Street _____
City _____ Prov./State _____ Postal/Zip Code _____
Phone _____ Issued By _____

I would like to know the market value of my residential property
 I'm thinking of relocating. I'm interested in a real estate career.
 I'm thinking of selling or buying a home I'm interested in investing

If your property is currently listed with a broker, please disregard this offer. It is not our intention to solicit the offerings of other REALTORS.
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Your Best Way Home™

The HomeLife Pricing Pyramid

- When you price your home above its market value, fewer buyers will show interest in your property
- When you price your home below market value, you increase the number of interested buyers
- In the end, the price you set and the interest you create should reflect your selling goals

Asking Price in Relation to Market Value

% of Potential Buyers Who Will Look At Property

+15%

10%

+10%

30%

MARKET VALUE

60%

-10%

75%

-15%

90%

The Window Of Opportunity

- When a home first goes on the market, there is an **initial surge of interest** that should be maximized
- Therefore, your home should be **priced realistically from the start**; it is a mistake to ‘test the waters’ with an artificial price above Market Value



The Advantages of Proper Pricing

- Attract Qualified Buyers
- Attract Quality Offers to purchase
- Attract Multiple Offers
- Increased responses from advertising
- Increased Buyer Agent responses
- Quicker Sales

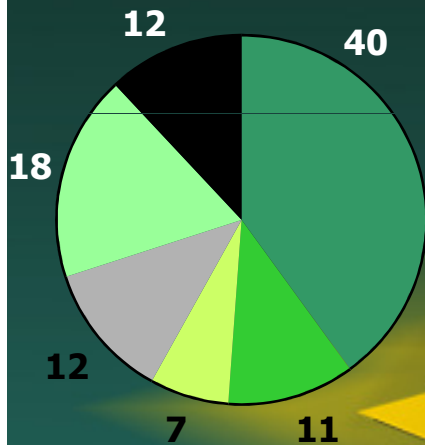
• In short you establish to Buyers that you are a serious Seller expecting Market Value for your Home



Marketing

*Where Do
Buyers Come
From ?*

- REALTOR Clients 40%
- MLS & Internet Ads 18%
- Calls about listing 12%
- Walk-ins to **HomeLife** 12%
- For Sale Sign 11%
- Response to Open houses 7%



- Realtor
- Sign
- Open House
- Listing Call
- MLS & Internet Ads
- Walk-ins to Homelife



Marketing Plan

- Advertise Property on the Multiple Listing Service (MLS)
- Market to a network of Realtors
- The Power of a **HomeLife** yard sign
- The Power of my marketing
- **HomeLife** web site
- Open Houses



Negotiations

- Present all offers
- Explain your options
- Evaluate buyer's qualifications
- Provide Experienced Advice when Negotiating Offers to Purchase
- Offer Strategies for Optimal outcome
- Finalize all conditions and complete Sale
- My experience and professionalism as a **HomeLife** Sales Representative will significantly assist you during tough negotiations
- In either a hot or cool market, I will help you sell at the highest possible price and with the best terms

Closing the Sale

- Closing the sale of your home is often a complex series of procedures that only a trained professional can handle
- With my closing and negotiating experience on your side, the challenges of closing will feel like smooth sailing



Our Goals?

- Sell your home at the *highest Market* price
- Sell your home in the *shortest amount of time*
- Sell your home with the *most favorable terms*

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Next Steps

- Review CMA
- Review listing contract
- Agree on price
- Establish marketing program
- Start showings

Start Packing!!!

