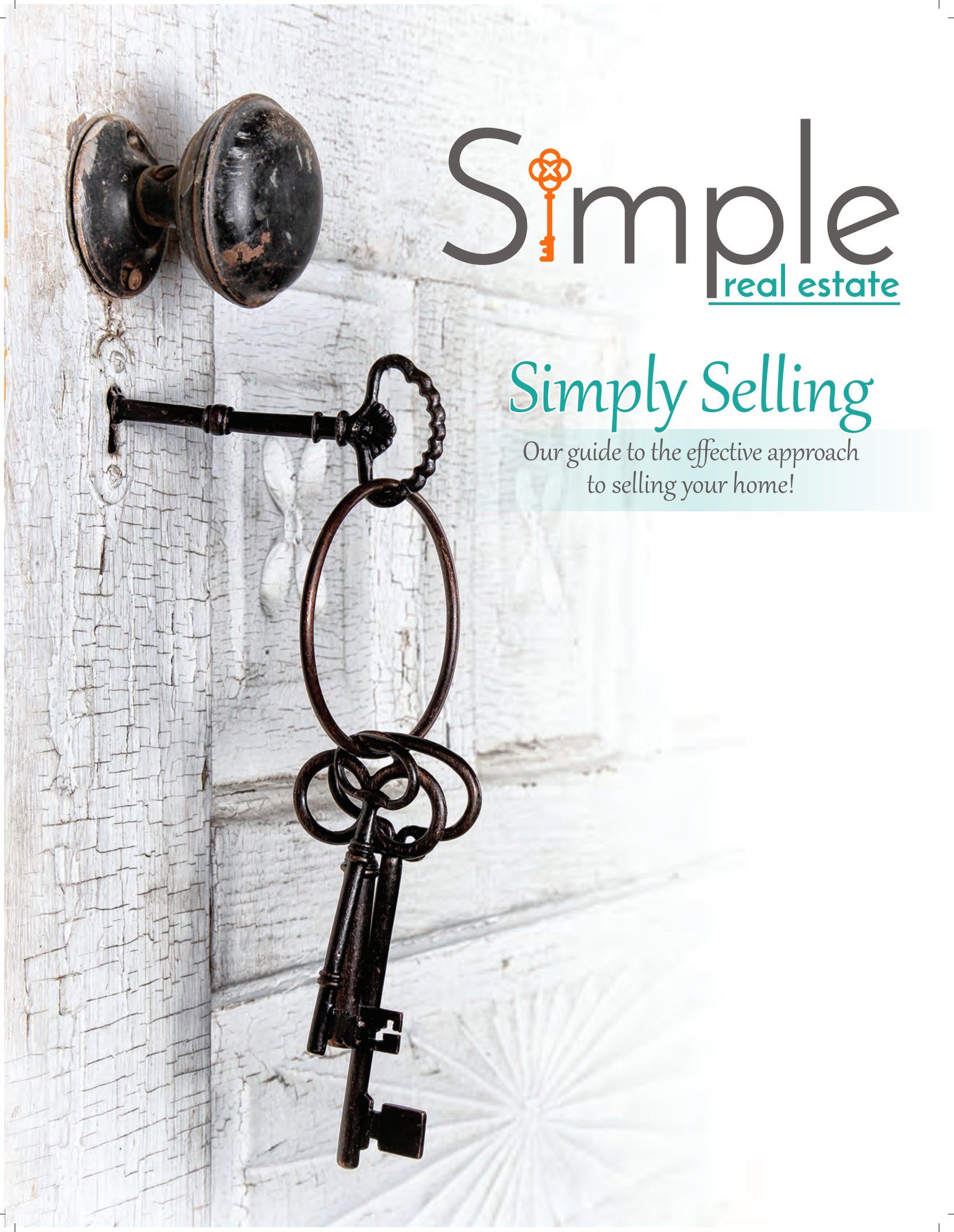


Simple
real estate

Simply Selling

Our guide to the effective approach to selling your home!

Table of Contents

04 Choose a Real Estate Agent

05 How Buyers Find a Home

06 The Internet and Home Buying

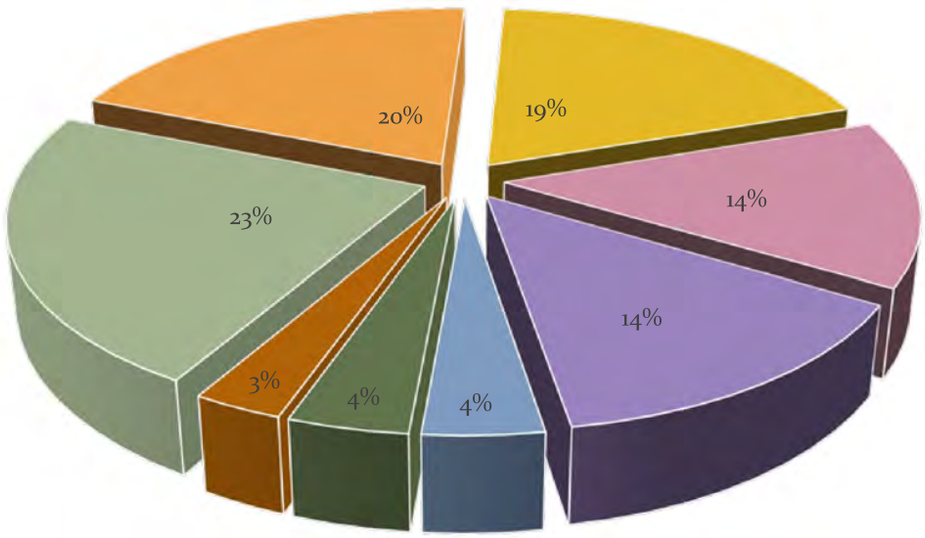
07 Simple Steps to Home Selling

08 Simple's Marketing Plan

10 Our Commitment to You

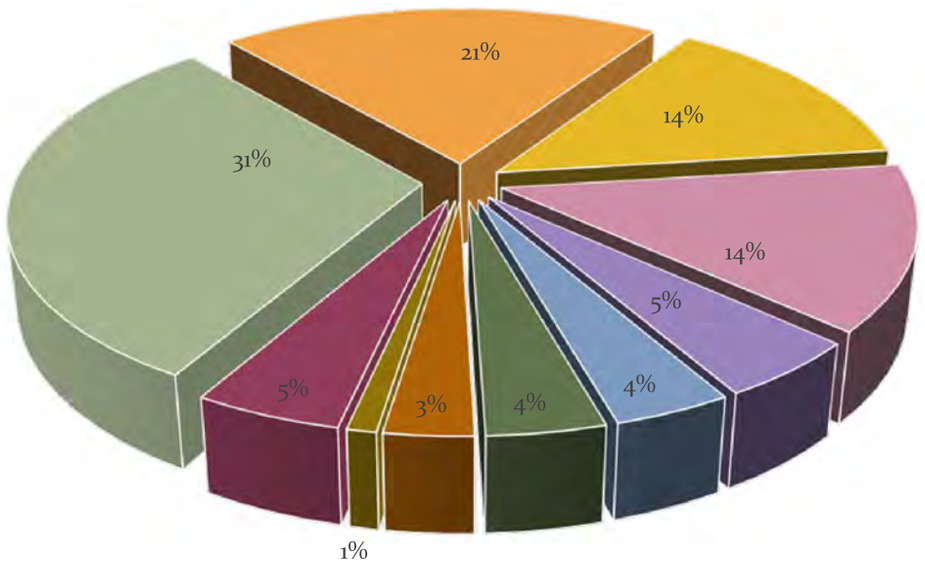
11 Statement of Purpose

What Sellers Seek in a Real Estate Agent



- **Market** home to potential Buyers
- **Sell** in a specific time
- **Price** home competitively
- **Find** a Buyer
- Find ways to **fix up** home
- **Negotiate/deal** with Buyers
- Help with **paperwork**
- Other

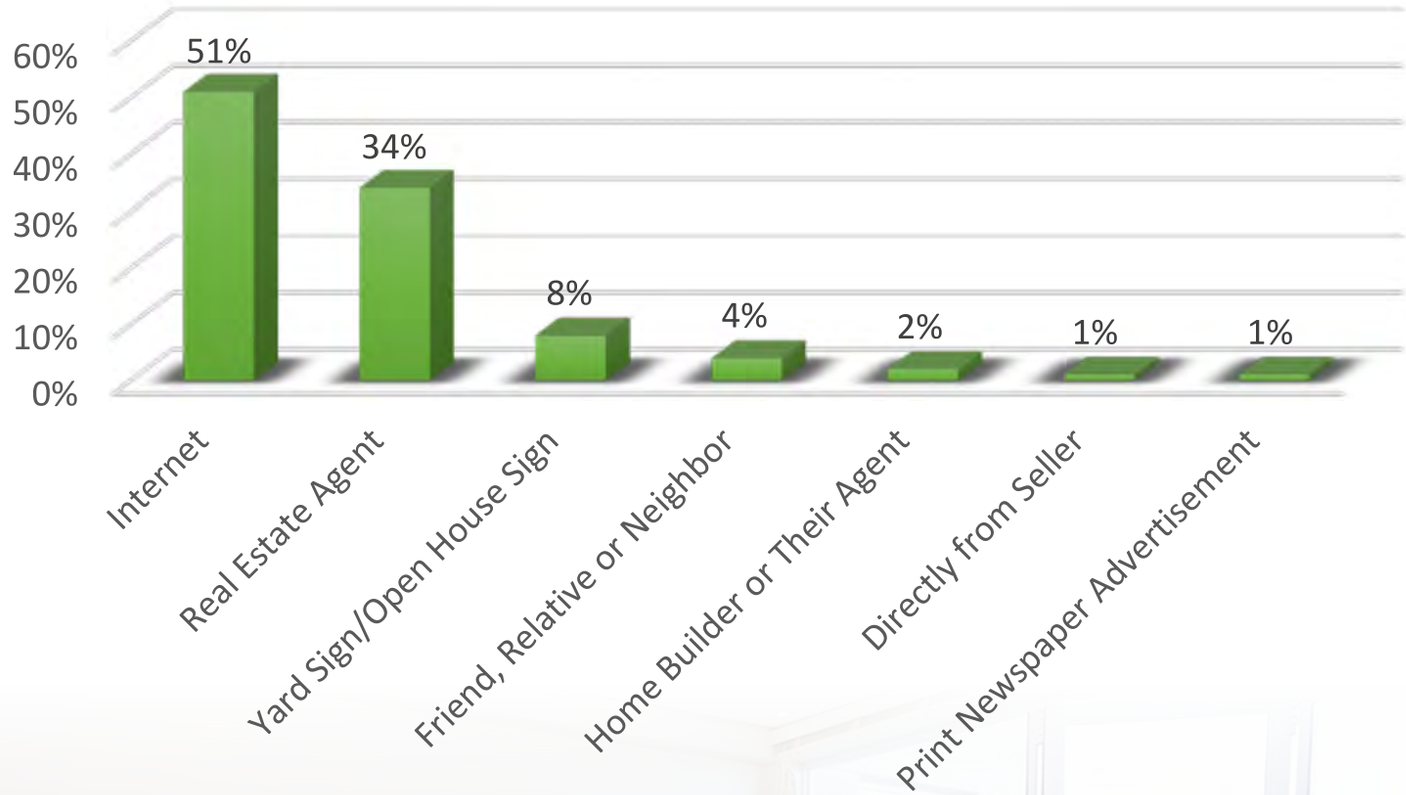
Most Important Factors in Choosing a Real Estate Agent to Sell



- **Reputation** of agent
- **Honest** and **trustworthy**
- Agent is friend of family
- **Knowledge** of neighborhood
- **Caring** personality/ good **listener**
- Association with particular firm
- Agent **commission**
- Agent **accessibility** through **technology**
- **Professional** designation
- Other

Information from National Association of REALTORS®

Where Buyers Found the Home They Purchased



Information from National Association of REALTORS®

51 Percent of Buyers

found the home they purchased on the internet

HomeFinder.com

Homes.com

realtor.com®

Zillow®

RealtyTrac®

ColoProperty.com®
POWERED BY IRES MLS

PROPERTIES ONLINE | Real Estate Marketing

DreamHomeList.com
powered by OSI Express, Inc.

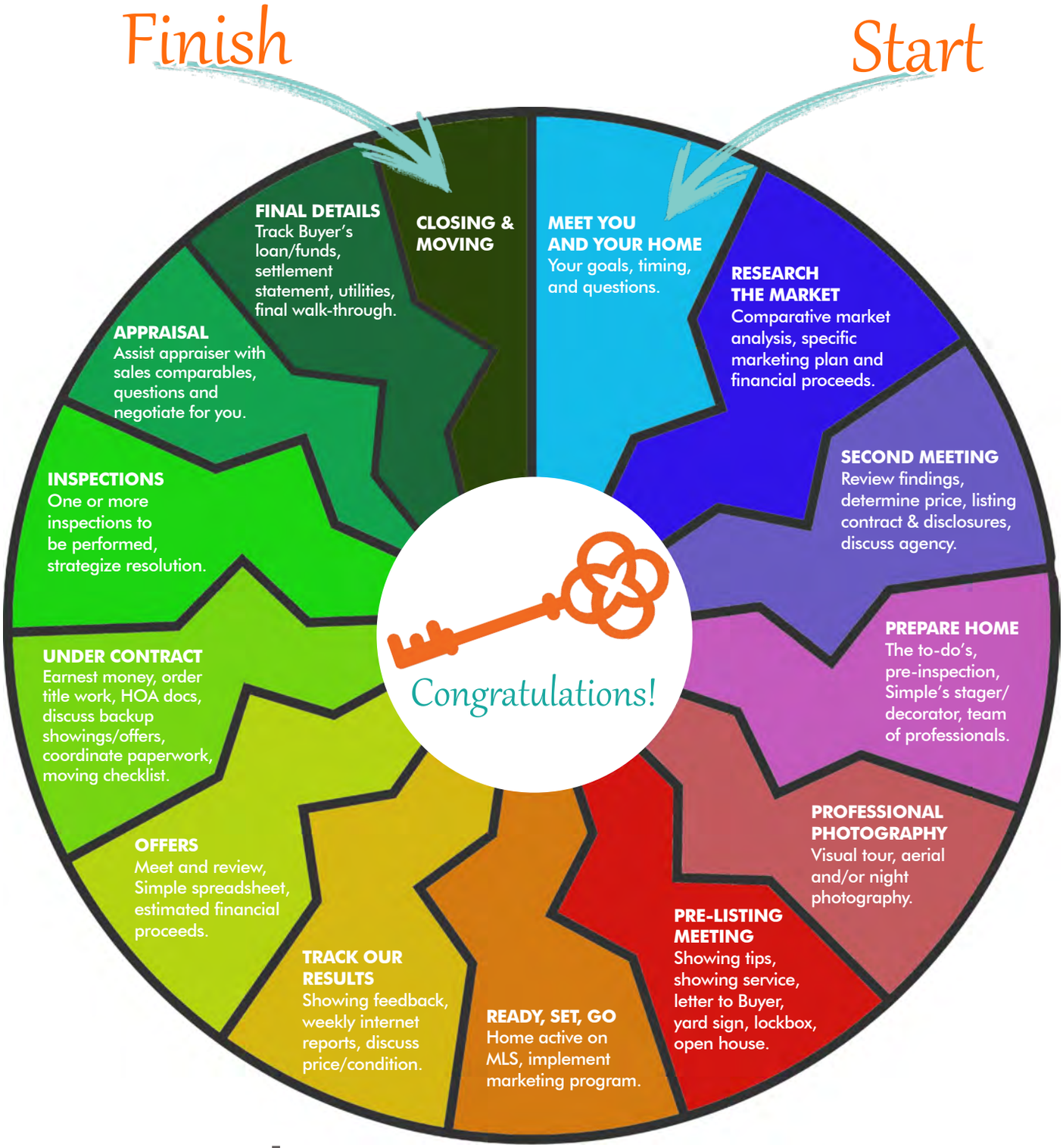
HOMES&LAND

Nestigator®

trulia

CLOSE2HOMES.COM
by provisity

...and over 50 other home-related websites



Simple real estate

www.keytosimple.com

Simply Effective Marketing Plan

Professional Photography

Photography Sells Homes! Up to 40 HDR Photos to highlight the best features of your home.

Aerial / Night Photography & Videography

Some homes and acreages are best marketed by perspectives captured by video, aerial or illuminated night photography.

Print Brochure & Marketing Information at Home

We provide full-color, glossy thick-stock brochures and Feature Sheets onsite at your home.

Email & Social Media Announcement

We email a marketing brochure to our Simple database of contacts, advertise on Facebook, and provide you a link for your social media.

Just Listed Post Card

We will mail post cards to the immediate vicinity surrounding your home advertising your new listing.

Simple's Yard Sign

Our yard sign is impressive…a solidly built yard arm with custom designed sign. It sets your home prominently apart from the others.

Open Houses

Our open house events are widely advertised on the MLS and other major home sale websites. We utilize professional open house tent signs to direct traffic to the home.

Home Warranty

When appropriate, we offer a reputable 12-month home warranty program for the buyer's peace of mind to accompany the purchase of the home.

Staging/Design

We offer a 1 to 1 ½ hour professional home staging/decorator consultation to provide guidance in appealing to the home buyer through both photography and home showings.

Booking Showings

We partner with a company who is available 24 hours a day, 7 days a week - by phone and online bookings - to assist real estate agents booking a showing of your home.

Pre-Title Commitment

We order a pre-report with a reputable title company checking possible liens or discrepancies on the title of your home.

Feedback from Buyer Showings

We create an online survey form and email to all agent who have shown the home, following up with phone calls and texts to gather the best possible feedback.

Results Tracking

We track and provide you an email report of statistics from major real estate internet sites on the number of prospective buyers viewing your home.

Simple's Commitment to You

Communicate

- Listen attentively and respectively to your questions and concerns.
- Promptly return all calls, emails and texts.
- Coordinate and keep you timely informed every step of the way.
- Market your home to Buyers and Agents through effective systems.

Consult

- Seek to make complicated transactions smooth and comfortable.
- Discuss benefits, drawbacks and create strategies.

Negotiate

- Skillfully on your behalf.
- With loyalty and confidentiality.
- Seeking for the Win-Win for both Buyer and Seller.

*Alternately, Seller may choose to be represented by Realtor as Transaction Broker.

Simple Real Estate

Statement of Purpose

We exist to honor and reveal God by being REALTORS of integrity, bringing value and hope to clients and by providing a positive influence to all in the real estate process.

Our key to Simple Real Estate is Jesus, who opens the doors of hearts and homes with love and makes wise the simple.

Our mission is to simplify the complexities and stresses of real estate.

Our culture is rooted in Honor, Peace, Shelter, and Love.

Simple real estate

www.keytosimple.com

Simple
real estate

Uncomplicated. Hassle-free.

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