



## SELLER COUNSELING SESSION AND MARKETING PLAN

“If you are attacking the market from multiple positions, and your competition isn’t, it will show up in you’re increased success”

PRESENTED BY:  
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“Real Estate Agents will not be replaced by technology, they will be replaced by Agents that have grasped technology”





- Our vision is to continue to offer our clients a distinct competitive advantage in the marketplace when buying and/or selling real property
- Our professional service consultants are dedicated to delivering superior results for our clients by achieving specialized professional designations that separate them from our competition
- Clients view the quality of our work as second to none and continuously recommend our representational services to people they care about





## ***Our Core Values***

- Pride and passion in the quality of the representational services we deliver
- Extensive knowledge of our laws and ethical responsibilities
- Compassion, respect and empathy for our clients and how the process affects them
- A drive to deliver results when helping clients attain their property goals
- Integrity in cooperating business relations





## ***Ethical and Rigorous Representation***

- All of our Agents and Brokers are Realtors® who abide by the laws of Massachusetts and subscribe to our Realtor® Code of Ethics.
- All of our service professionals have received rigorous training in client representation
- Most have attained several professional designations making them uniquely qualified to deliver results others can't.





## ***Our Lawful Duties***

- Obedience to your lawful instructions
- Loyalty to your interests above our own
- Disclosure for material and pertinent facts
- Confidentiality for any info you provide us regarding your motivation, urgency, financial position or personal situation
- Accounting for your \$\$, paperwork, dates
- Reasonable Care according to license laws

***We are not in sales – We are service providers***





## *Representation*

***We represent your interests when the buyer is represented by an agent from another firm or if the agent is from our Firm***

- As your listing agent if one of my buyers wants to make an offer on your property, I will have two clients in the same transaction
- MA Law deems that I have a higher form of responsibility to both in which all information is completely confidential and I provide
  - Equal treatment- fair to both
  - I disclose material facts only required by law
- You will know in advance if this occurs





## ***We Can't***

- Make any decisions for you
- Promise to sell your property for more than the probable sale range demonstrated in our comparable market analysis
- Hide or misrepresent any material facts or defects about your property
- Discriminate in any way or violate Federal Fair Housing Laws
- Collect any kickbacks or accept any rebates without your full knowledge and awareness





## ***Selling Factors***

- Location, location, location
- Great condition sells property faster
- Curb Appeal draws interest
- Price is the key to success
- Market Conditions will determine time frame and pool of potential buyers

***Without all of these factors working together, you will not receive the result you might have anticipated***



## ***Professional Fees***

### ***Fees are divided as follows:***

- Listing Firm who splits with the Listing Agent
- Referral fees to any Firm who referred you
- Buyer's Firm who splits with the Buyer Agent
- The buyer funds the transaction and pays for all fees when making an offer to you
- The seller deducts that amount from the total offered and uses it as a tax deduction as a 'cost of doing business' – consult your tax professional for advice





## ***Our Professional Fee Includes***

- Expose your property to the marketplace
- Field, assess & convert buyer inquiries
- Monitor property showings
- Work with Buyer Agents from any Firm
- Present and negotiate offers received
- Facilitate the inspection process
- Interface and direct all peripheral professionals
- Follow transaction details through closing
- Provide our clients with advice and guidance; options and alternatives; ramifications to choices
- For these services we charge 3.0%





## ***Cooperating Agents***

***In addition to our fee we encourage you to identify an additional fee that is offered to cooperating buyer agents with buyer clients***

- Our Realtor® Code of Ethics, MLS Rules and MA Laws require us to disclose the amount selected
- We suggest a minimum of 2.5% to a buyer agent
- You may select any amount that you choose but if the amount is less than the employment agreement with their buyer you may see an additional amount built into an offer





## *Getting The Property Ready*

- De-Clutter rooms
- Pack seasonal items/clothes away
- Clean up and spruce up
- Neutralize color pallets
- Make necessary repairs
- View HGTV as 'homework'





## *Showings*

- We will agree on a showing plan that will maximize showings. If denied, they may not occur again
- We will secure all pertinent info of the buyer agent which will be 'logged' into our system
- Once confirmed – we provide 'showing instructions'
- The buyer agent will accompany the buyer
- It is best that you are not present so that they can speak openly and you won't inadvertently betray your negotiating position



## *Feedback*

- After an agent has shown your property we do contact them for 'feedback'
- Good buyer agents normally do not provide feedback since any comments must be authorized in writing by their client prior to them sharing the confidential info with us
- If we receive feedback from anyone - positive or negative – it will be told to you



## ***Feedback***

***After the first series of advertising, if no offers have been produced, it may be necessary to consider re-pricing the property***

- The longer you wait, the more you need to adjust to keep buyers interested in viewing
- Showing appointments tend to diminish
- Experience demonstrates that offers received will be much lower than you expect
- Over-priced properties statistically yields lower and fewer offers

***Please listen to our expert advice!***





## *Offers*

- We will fully explain all offers that arrive
- If you are away, arrangements will be made so that the offer can be presented and so they can be faxed to you to review
- All offers, including verbal offers and extremely low offers that arrive, must be presented pursuant to MA Law
- Once reviewed we will outline your options and alternatives – you will then inform us of your decision and we will follow your lawful instructions



## *Presentation of Offers*

- Sometimes the buyers request that their agent present their offer to us and you in person or by conference call
- We have no problem with this process since we are there to represent you
- The buyer agent can only present the offer's terms, conditions and viability of financing – they cannot negotiate with us at that time
- If you receive multiple offers we will discuss the process and your options





## *Evaluating the Offer*

- Once the offer has been presented we will offer you advice and guidance on the process and possible negotiating strategies
- You may accept, reject or counter-offer any terms or conditions and if possible, it is always best to 'keep the conversation going'
- You decide what you want to do since all decisions are yours to make
- Understand, however, that some buyers may not choose to wait for you to decide



## *Legal Representation*

- You are entitled to consult with a legal representative at any time during the process
- Please remember that a timely response is important and we cannot accept responsibility if the buyer rescinds their offer before your attorney responds
- It is important to select an attorney that specializes in real estate to minimize the occurrence of potential problems within the transaction and negotiating process

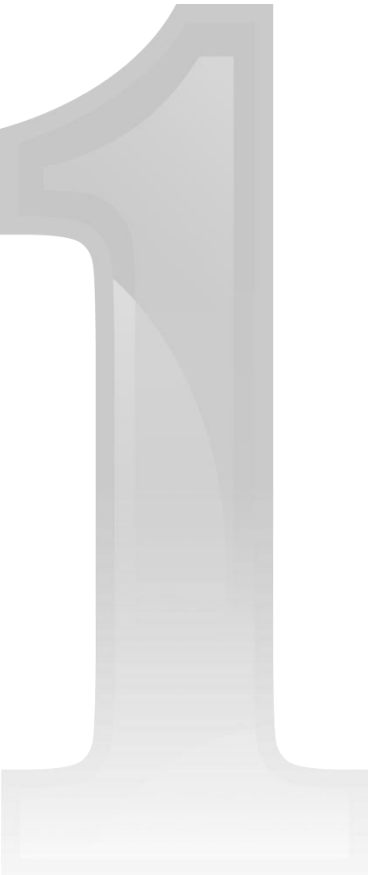




# *Marketing Plan of Action*



# ONLINE MARKETING PLAN OBJECTIVES



**90%** of consumers use the internet to search for their home

Reach the widest audience of potential buyers.

More buyers = better chance of finding one willing to meet your terms, price and desired closing date.

## 36% OF BUYERS FOUND A HOME VIA THE INTERNET - UP FROM 8% IN 2001

### Exhibit 3-10

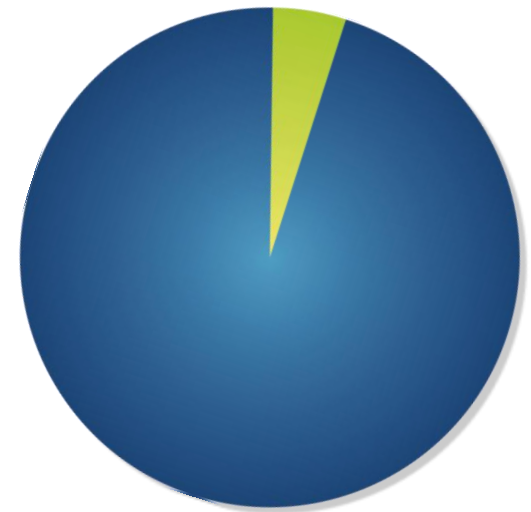
### WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2009

*(Percentage Distribution)*

	2001	2003	2004	2005	2006	2007	2008	2009
Real estate agent	48%	41%	38%	36%	36%	34%	34%	36%
Internet	8	11	15	24	24	29	32	36
Yard sign/open house sign	15	16	16	15	15	14	15	12
Friend, relative or neighbor	8	7	7	7	8	8	7	6
Home builder or their agent	3	7	7	7	8	8	7	5
Print newspaper advertisement	7	7	5	5	5	3	3	2
Directly from sellers/Knew the sellers	4	4	5	3	3	3	2	2
Home book or magazine	2	1	2	1	1	1	1	*
Other	3	6	4	*	*	*	*	*

# NEW MOVER SURVEY

94.3% of recent movers said the internet was becoming more important than print.



- YES – 94.3%
- NO – 4.7%

Source: Conducted by DME, Inc. for REALTOR.com® Findings, April 2008

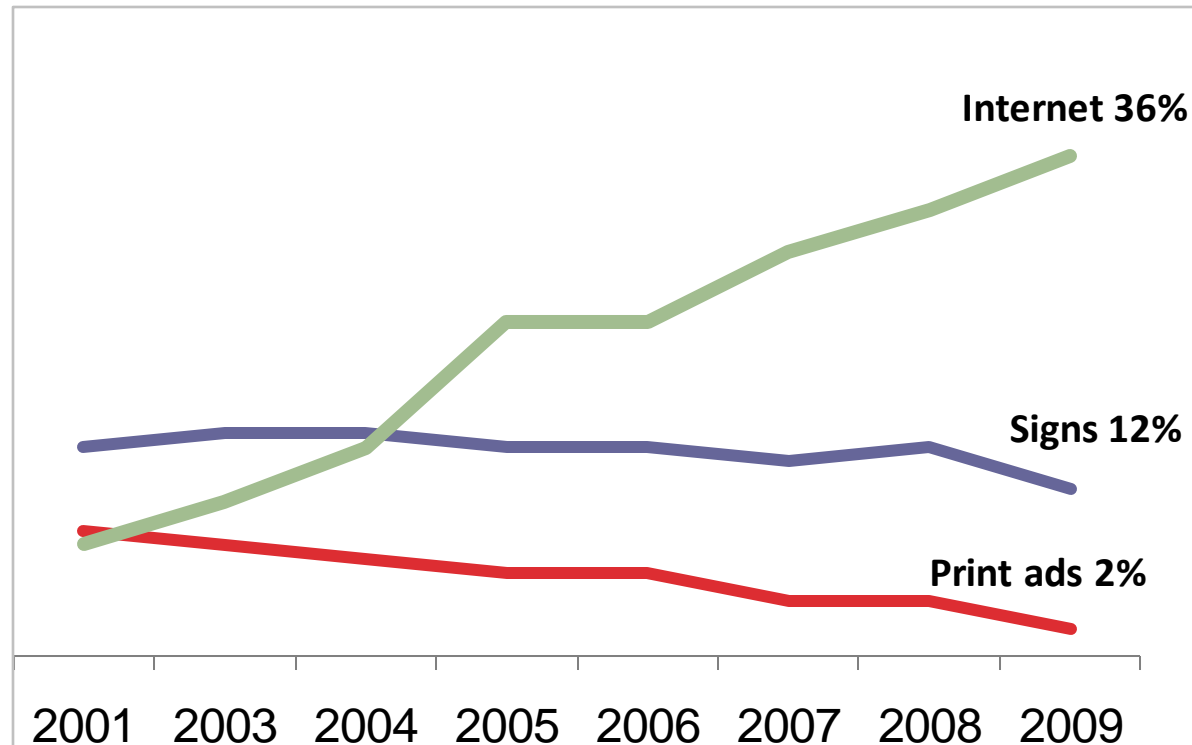
# NAR 2009 PROFILE OF HOME BUYERS & SELLERS

## HOW BUYERS FOUND THEIR HOME

2002: Internet surpassed print ads

2004: More buyers found their home on internet than from signs

2009: The internet is **THREE TIMES** as powerful as signs





Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2009


# SOCIAL NETWORKING




**See My Listings**

 Homes for sale by Brad Agent

 **2243 Hollister St**  
Any Town, USA  
**\$279,500**  
3 Bed | 2 Bath

 **998 Pleasant View**  
Any Town, USA  
**\$329,300**  
3 Bed | 2 Bath

 **5817 Colfax Av**  
Any Town, USA  
**\$419,226**  
3 Bed | 2.5 Bath

[View all 7 homes for sale](#)

The image shows a Facebook profile for Brad Agent with a 'See My Listings' section highlighted in orange. The listings are displayed in a clean, professional layout with photos, addresses, prices, and specifications.

The REALTOR.com® Facebook® application is a non-intrusive way that I can keep my sphere apprised of your listing



Find us on Facebook

# HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?

- I will make your home stand out with a video or virtual tour



*Over 173 million  
Americans watch  
videos on the internet  
every month*

REALTOR.com Official Site of the National Association of REALTORS®

Find A Home Home Finance Moving Home & Garden

Home -> 29,895 listings found -> Listing in 2243 Hollister Street

Listing 5 of 29995

**2243 Hollister St** Any Town, USA 00000  
**\$279,500** Estimate My Monthly Payment | Get Mortgage Rates  
3 Bed, 2 Bath | 1,785 Sq Ft | MLSID #12345

**SLICE OF HEAVEN IN ANY TOWN**

SEE ALL 25 PHOTOS

Upcoming Open Houses

February 2010						
S	M	T	W	Th	F	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6

Property Information for 2243 Hollister St

Message from Kelly Agent (800) 555-3333  
View this home on www.2243Hollister.com or on www.KellyHomes.com!

VIDEO

00:07 / 00:30



211 Sierra Dr, AnyTown USA 00000  
**\$490,200**  
3 Bed, 3 Bath, 2,130 Sq Ft



5270 Azezo Dr, AnyTown USA 00000  
**\$530,200**  
3 Bed, 3 Bath, 2,560 Sq Ft

Source: comScore, January 2010: Top U.S. Video Properties by Videos Viewed.

# Internet Web Marketing





## ***Email Marketing***

- We update clients, realtors, buyers of you new listing.
- We will announce price changes, new listing terms, etc
- Email marketing has become one of the most effective marketing tools available.





## *Live Chat*

- Live Chat with a agent on SearchTheCape.com
- We offer prospect the opportunity to chat with a agent online, and ask questions.
- Just another example of us using today's latest technologies, **to get you the best results!**





## *Other Marketing Activities*

- **Open Houses**
- **Professional Quality Property Brochures**
- **Print Advertising**
- **Post Card Mailers**
- **Social Networking**





***Our goal is to get your property the most attention from buyers through all avenues available to us. Call us today, and get us one step closer to selling your home!  
Time is Money!***

