



The Key Components of My Successful Marketing

- PRICING:



Buyers want to buy your home or property for as little as possible! Through detailed comparisons between your home or property and recently sold comparables of similar size, style, location or condition, and a review of other properties currently on the market in your area of Chicago's North Shore, North or Northwest Suburbs in the Northern Illinois area, we can determine together what your home is really worth in today's market. In the industry this is called a Comparative Market Analysis or CMA. I will prepare this for you with no obligation so that together we can determine a realistic list price that will assist you in obtaining the results you desire.

- TERMS:

Buyers have their own timelines, purchasing power limitations or preferences. These may not match your own, but willingness to be open to an acceptable middle ground will increase the odds of success. Careful qualifying of potential buyers to determine their true ability to afford your home or property and the terms that they expect should minimize time wasted in ultimately fruitless efforts. Your time and convenience is a precious commodity!



- CONDITION:



The most successful sellers who sell in the shortest times are generally those who offer the most for the least. Realistic pricing, good terms and excellent market exposure are critical to overall buyer response, but the homes and properties in top showing condition will tend to create the supreme value edge that makes them stand out and sell before their competitors. In today's competitive market, this premise has proven to be a decisive factor in achieving results.

Thus, homes that are free of needed repairs, homes that are well maintained, homes that are updated and depersonalized, and homes that are exceptionally clean and free of clutter will generate a larger pool of seriously interested buyers. The expense and effort sellers devote to preparing their homes or properties for the market will have a direct affect upon

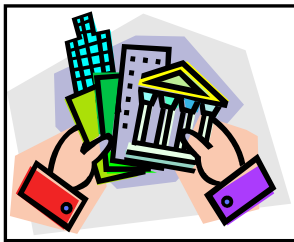
the ultimate price obtained and the time it takes to sell. Moreover, it will make the actual move a less complicated process since home preparation often entails many of the same tasks that are needed to move. As your agent, I will recommend ideas that will assist you in this process and can provide resources to help you accomplish this mission if you are in need of assistance or a home staging professional.

- TIMING:

Realistic pricing, favorable terms, wide market exposure and exceptional property condition will all impact the time it takes to sell – sellers and their agents retain control over these factors. More compelling concerns that will operate independently and affect market time include the economic climate, the nature and number of competing properties, the seasons and the weather. These market-controlled variables are global and not within the control of sellers or their agents.



- COMPETITION:



The number of homes on the market, supply versus demand, will profoundly affect your ability to sell your home or property quickly. Not only will the number of properties for sale affect your market time, but the nature of those properties will also impact the timing of the results. Distressed properties in large numbers create a compellingly competitive environment. I will explore the nature of the competition with you to strategically plan the approach needed to positively impact your results.

- PROMOTION:

A strong, well orchestrated plan of action designed and customized for your specific property will produce the best results. Each property has its unique qualities that need to be identified and my marketing plan is tailored to suit each home or property's special characteristics. Coupling a custom approach with wide-ranging exposure will produce more interested buyers for your Chicago North Shore, North or Northwest Suburban home in the Northern Illinois area and yield maximum dollars in your pocket when it is sold.



My extensive marketing of your home or property assures you maximum value. Nearly 90% of all buyers today come from three sources: (1) The Internet where roughly 90% of all buyers begin their home search; (2) The Multiple Listing Service through cooperative sharing of listings with all other member agents who deliver listing information to their buyers; and (3) Signage. All other marketing methods combined account for only about 10% of all prospects, so my emphasis is on those areas that produce the greatest response.



My Internet marketing exposure begins with a custom website designed especially for your home or property. That information is replicated on each of my multiple personal websites, distributed to all **major portals where real estate is searched**, syndicated to dozens of search source sites, promoted in blogs and social media and listed weekly in Internet classified advertising. Because my personal websites organically place highly on many Google and Bing main page searches for the Chicago North Shore, North and Northwest Suburbs in Northern Illinois, your property is guaranteed to be easily found and exposed to that 90% of all buyers looking for homes in your area.

The Multiple Listing Service provides the perfect medium for creating agent interest for your home or property. The key to



success is the ability to utilize the system to its fullest potential including quality photos, complete property descriptions and details, an attached virtual tour leading to your website information and ready access to your agent for additional information. Agents share this information with their clients and the more complete and enticing that information is, the better the results that information produces. Additional marketing to agents includes broker tours for agents to actually view your home and direct mail e-flyers distributed to agents on a regular basis – all customized for your home or property so that your flyers and print marketing designs are distinct from all others that agents may receive.



For sale signs, where permitted, have consistently drawn interest and attention to homes and properties they advertise. A sign can work better for you if it provides enough additional information for easy agent follow up and readily leads prospects to the resources where more detailed information is available. Your sign will include a sign rider with the URL to your custom website and the ability to utilize a Smartphone for easy text access to information about your property. Additionally, your sign will include a literature box that allows interested parties to retrieve printed listing information to introduce them to your home. Not all properties are allowed signage, particularly in condo or homeowner associations where restrictions prohibit their use, but when permitted, a sign will absolutely be an added component to enhance your marketing effort.

Employing all these techniques, and additionally notifying all the buyers that I am helping today, will provide a powerful jump-start to the sale of your home!

A successful sale goes beyond finding an interested buyer. Offers to purchase may be complicated and intimidating with obstacles surfacing between contract acceptance and an ultimate closing that experience, skill and tenacity can minimize or eliminate. I bring nearly thirty years of knowledge to your side of the table and a strong team of trusted affiliates that includes



contractors, inspectors, attorneys, lenders and house sale experts, amongst others, to smooth out the inevitable rough edges. Through years of practice, understanding, proficiency, persistence and effectiveness, I've refined my skills to your benefit through assisting hundreds of satisfied clients. Selling and moving out of your current home, buying your first or next home and sometimes doing both a buy and sell transaction at the same time, can definitely be a challenge. I can simplify and help manage these complexities to reduce your stress and increase the likelihood of a profitable result where your dream becomes your new reality!

Simply call or email me to arrange a **No-Obligation-In-Home Presentation**. I will set up a convenient time to visit your Chicago North Shore, North, or Northwest Suburban home or property in Northern Illinois and provide you a customized marketing plan that details exactly how I will market your home. There is absolutely no obligation and I would be honored to have the opportunity to show you exactly how I can assist you with this incredibly important decision. As a top real estate agent, I look forward to offering you the keys to my service.

