



Marketing That Makes a Difference!

Tony Thomas

Seller's Home Selling Guide

Contact Me



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Tony Thomas
Serving Clients' Dreams
Since 2001



Office Location



Our office is located at
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Facts About Selling Your Home



The Market—

The best chance for selling your property is within the first seven weeks. Studies show that the longer a property stays on the market, the less the seller will net.

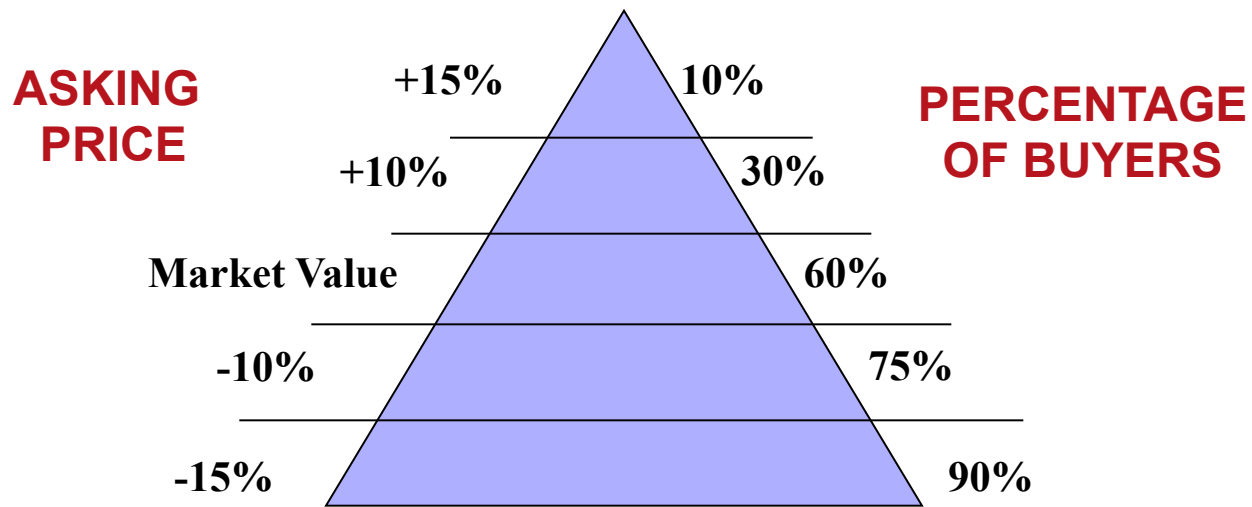
It is very important to price your property at a competitive market value at the signing of the listing agreement. The market is so competitive that even overpricing by a few thousand dollars could mean your house will not sell. Interestingly, your first offer is usually your best offer. You want to obtain the highest amount of money in the shortest length of time!



How Soon Do You Want To Sell Your Home?

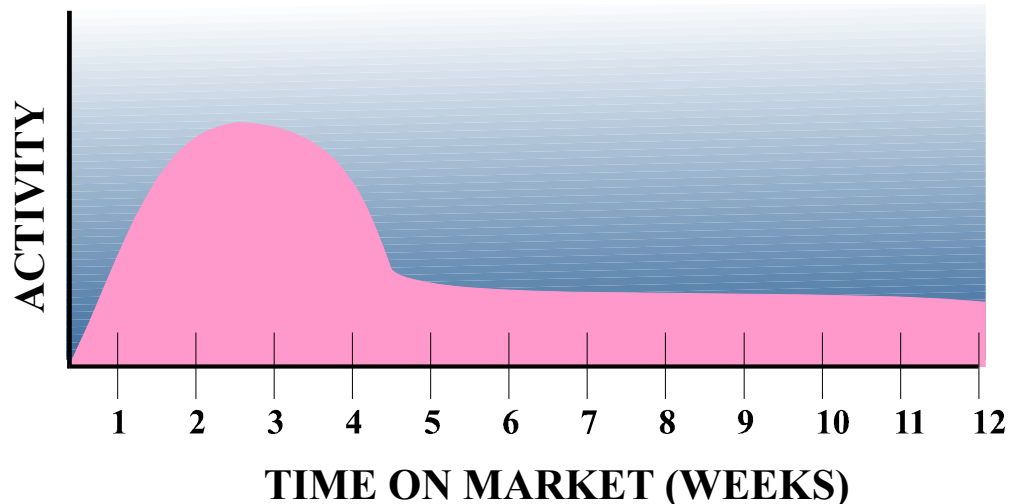


IMPORTANCE OF INTELLIGENT PRICING



As the triangle graph illustrates, more buyers purchase their properties at market value than above market value. If you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your opportunity for a sale.

Activity Vs. Timing



Timing is extremely important in the real estate market. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed. Therefore, it has the highest chance of a sale when it is new on the market. This graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning.

Don't set the price of your home too high, thinking you can reduce it later. As indicated by the chart above, interest peaks when your home is new on the market.



Dangers of Overpricing

- **Your price should be based on SOLD properties rather than current listings.**
 - Your home should be priced to compete—not sell the competition.
 - Overpriced properties usually end up selling below market value.
 - Potential buyers won't even look—thinking it is out of their range.
 - Buyers concentrate on objections—minimize good points.
 - Buyers become suspicious—something wrong with home or neighborhood.
 - Properties left on market for extended time become “shopworn.”
 - Lengthens marketing time.
 - Sellers lose valuable time.
 - Advertising dollars and marketing efforts are wasted.
 - Negotiations between buyer and seller usually are wasted.
 - Negotiations between buyer and seller usually break down.
 - Sellers lose opportunities to buy another home.
 - Presents appraisal problems.
 - Lowers response from agents.
 - Limits qualified buyers.
 - Reduces showings.
- **The weakest agent will give you the highest price and lowest commission.**

The best chance for selling your property is within the first seven weeks. Studies show that the longer a property stays on the market, the less the seller will net!



Facts That Don't Affect the Value of Your Property



The value of your property is determined by what a **BUYER** is willing to pay in today's market based on comparing your property to others SOLD in your area.

~~WHAT YOU PAID~~

~~WHAT YOU NEED~~

~~WHAT YOU WANT~~

~~WHAT YOUR NEIGHBOR SAYS~~

~~WHAT ANOTHER ASSOCIATE SAYS~~

~~WHAT COST TO REBUILD IS TODAY~~

*Buyers **ALWAYS** Determine Value!*



Your Agent will be the reason your home sells!



Preparing Your Home For Sale



What more could you want than to get your home sold for top dollar in short order without any hassles? If you take a moment and read through the following suggestions before you put the property on the market, you will be on your way to a successful sale.

Drive-up Appeal—

Trim trees and shrubs, clean out flower beds and invest in a few flats of colorful flowers, paint the front door, make sure doorbell is working properly, wash the mailbox, keep the porch swept and get an attractive mat for people to wipe their feet.



Preparing Your Home For Sale



Absolute Basics—

- Start by airing out the home. Most people are turned off by even the smallest odor. Odors must be eliminated, especially if you have dogs, cats or young children in diapers or if you are a smoker.
- Wash all the windows in the house, inside an out.
- If it has been over a year since the carpets have been cleaned, now is the time to do it. Bare floors should also be waxed or polished.
- Put bright light bulbs in every socket made for a bulb. Buyers like bright and cheery homes.
- Clean out closets, cabinets and drawers. Closets should look as if they have enough room to hold additional items. Get everything off the floor and don't have the shelves piled to the ceiling.
- Make sure there is not too much furniture in a room. Select pieces that look best, and put others in the garage or storage.
- Go over the kitchen like a health inspector. Clean the oven, range (new drip pans) and the seal of the dishwasher door.
- Bathtubs, showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should be no leaks in the faucets or traps.



Preparing Your Home For Sale



A Few Unrelated Suggestions—

- If you have limited counter space in the kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, sidewalks and front porch.
- Recognize the difference between decorator touches and clutter or sterility.
- Clean the ashes out of the fireplace.
- Make sure that the pull-down staircase is working correctly. Be sure there is a light in the attic.
- The pool needs to be sparkling and free of leaves.

For those Willing To Go The Extra Mile—

- There are some things you can do that will add flair to your home. If your home is the least bit dated, you may want to replace wallpaper in the entry, kitchen and bathrooms and consider replacing outdated light fixtures.
- Fresh paint on interior and/or exterior where needed.
- New appliances in the kitchen can be an exciting feature that can actually make the difference in a buyer choosing your home over another.



Preparing Your Home For Sale



Showing Your Home—

- When you leave the house in the morning or during the day, leave it as if you know it is going to be shown.
- Turn off the radio or television. Leave soft music playing.
- Keep pets out of the way—preferably out of the house. Many people are acutely uncomfortable around some animals and may even be allergic to them.
- Leave your premises. Take a short break while your home is being shown. Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyer be at ease, and let the agents do their job.

Final Note—

Please cooperate when called for an appointment to show. Sometimes it will be inconvenient for you to have the house shown, but you may never get another opportunity for that particular person to look at it again. Besides, the agent may feel that if the property is difficult to show, because of restrictions the owner has placed on it, it may not be worth the trouble and that agent may not bring potential buyers in the future.



Marketing Your Home



First week: Computer input and sign in yard. Brochures placed in house.

- Broadcast Listing on the Oakland & Macomb County MLS
- Fax graphics to Elite 25 and other appropriate agents.
- Place home on 350 other Internet Websites with 5.7 Million Links!
- Cross reference from other listings.
- Open houses as necessary.
- Stay in close contact with agents that are selling in your area and price range during the time of your listing.
- Send you CMA updates on a regular basis.
- Stay in contact with you regarding market feedback and discuss any necessary adjustments.
- Constantly re-evaluate activity and discuss with you.



Strong Online Presence



High Dynamic Range Photos (HDR)

- I take HDR photos for each listing. By taking HDR photos and my marketing efforts I'm able to create a strong online presence for your home.
- Regular Photos vs. HDR Photos





To Get Your Price, You Need Our Exposure!
 (74% of Buyers Shopped the Web for Their New Home Last Year.)



■ **Integrated Marketing Solutions**

With the complexity of the Real Estate business, print advertising does not provide you with the competitive exposure required in today's market. That's why we invest a large portion of your advertising investment in the internet.

■ **Your Property Will Appear on 350 websites including the ones listed below:**

■ **Macomb County MLS**

■ **Oakland County MLS**

■ **Listing Book** www.listingbook.com

■ **Lycos** www.lycos.com

■ **Living Choices** www.livingchoices.com

■ **BobVila.com** www.bobvila.com

■ **RealEstate.com** www.realestate.com

■ **HomeGain.com** www.homegain.com

■ **HomePages.com** www.homepages.com

■ **HouseLocator.com** www.houselocator.com

■ **MSNBC** www.msnbc.com

■ **USA Today** www.usatoday.com

■ **BellSouth** www.home.bellsouth.com

■ **WWJ TV** www.wwjtv.com

■ **UPN 50 TV** www.upn50.com

■ **Sites linking to above(According to AltaVista.com, 02/04) TOTAL LINKS 5,756,398**

(Subject to change without notice. Internet sites change content and page views. *Online within 24 Hrs. of input.)



How I am Different



- Most agents believe in passive marketing. They list your home on the Multiple Listing Services (MLS). They might create a flyer. Then sit back and hope a potential buyer contacts them.
- In addition to listing your home on the MLS, I take High Dynamic Range (HDR) photos, I create flyers, hold Open Houses, and actively seek potential buyers.
- How do I actively seek potential buyers?
 - I create a list of buyers that have recently accepted an offer on their home. I then take that information and run it through a software program that generates their name and phone number. I then call these buyers to see if they have interest in purchasing your home. These are the best types of buyers for us to work with.
 - If your home meets certain criteria I also work with a lot of investors that may be interested in your property. As an active member of Michigan Real Estate Investors (MREI) I network with a large number of local real estate investors looking for all types of properties.





Sold in Less than a Week!



My Plan:

- List your home on a Monday or Tuesday.
- Flyer your neighborhood inviting neighbors to invite their friends and family to our Open House.
- Call surrounding neighborhoods to inform potential buyers that I just listed your property for sale.
- I host an Open House the first weekend your home is on the market.
- Do not review any/all offers until after the Open House. By waiting to review offers we create demand. As a result, we receive better offers, close to or even over the asking price. When a potential buyer knows that they want to buy your home but can't get the property under contract until after the Open House makes them put in a stronger offer for fear they might lose the home to another buyer.



Testimonials



What People are saying about Tony Thomas and his Team....

Tony Thomas has been my agent and has been very helpful during the selling of my home. He assisted me in selling my home by educating me about the process and handling all the necessary paperwork, listing the property and pictures on the internet. He also advised me on what should be done to my home prior to placing it on the market to insure good results. He went over and beyond the call of duty by purchasing seasonal weed killer that would kill the weeds permanently and applied the application. He recommended painters that did work on my house for a reasonable price to improve it to place on the market.

When my house was placed on the market, he was diligent about keeping me informed and finding perspective buyers to show the house. He supplied me with valuable information regarding a market value to determine a reasonable market price. I feel my house sold in 2 weeks as a result of his assistance and him keeping on top of everything necessary.

I found Tony to be a very personable, honest, and a trustworthy realtor to work with and I am very pleased to recommend him to anyone as their agent.

Raylene Zbranchik



Testimonials



I am writing to express my pleasure with real estate agent Tony Thomas, who represented me in my recent sale of my single family home and a purchase of a condominium.

Tony Guided me through the entire process, from listing, showing and selling my single family home, to searching for a condo, making the offer and closing the deal. I credit him with a smooth, stress-free home buying and selling experience.

As a professional realtor, Tony came across as someone who knows the tricks of the trading as a human being he is very courteous, easy to talk to, good at listening his clients, easily available, and at all times quick at returning my calls or to respond to my queries.

Above all, Tony is one Real Estate Agent who makes it a point to help you meet your purpose rather than just fulfilling his goals.

Lore Kopp





Thank You



Thank you so much for inviting me to visit with you to discuss my unique Comprehensive Marketing Plan which has proven to be so successful for my clients. This presentation contains a brief description of some of the many things that I am doing to expedite the sale of your home to prospective home buyers. You can also see just how I plan to keep you informed throughout the entire process and provide continuous guidance and support until the moving van is packed and closing has occurred.



Providing excellent real estate service and consultation is my mission. I welcome the opportunity to inform you about all of the exciting things that I will do to assist you in the sale of your home.



Sincerely,

Tony Thomas

Keller Williams Central Office

586-945-1478 Cell

