

How Will We Sell Your Home?



**Quickly,
Pain Free,
and for
Top Dollar!**



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Thank you for giving me the opportunity to introduce myself and present you with professional real estate services.

I am a “**Top 100**” * real estate agent selling homes in Northwest Arkansas with an aggressive marketing plan utilizing the latest technology and most effective techniques to get your home sold. I strongly believe in representing the real estate industry, my clients, and our customers with honesty, integrity and enthusiasm.

This package has been put together with you in mind. It will provide you with answers and give you some guidelines about selling your home.

I look forward to assisting you with your real estate needs.

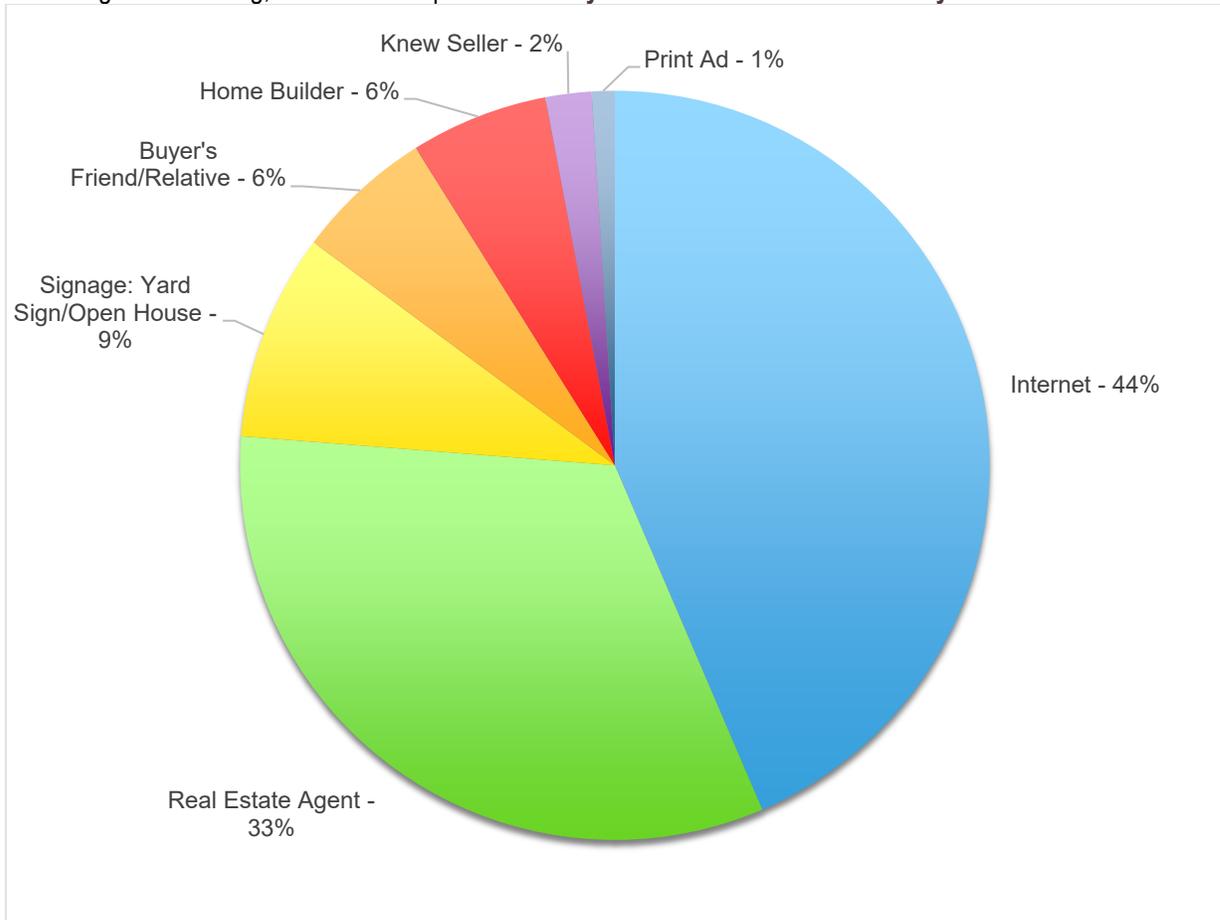
Sincerely,

Colley Bailey, REALTOR®
Fathom Realty

*** “Top 100 Residential Real Estate Agents 2019” as published in the Northwest Arkansas Business Journal**

Where Do Buyers Come From???

According to Realtor.org, here are the top Sources Buyers used to find the Home they Purchased:



<http://www.realtor.org/field-guides/field-guide-to-quick-real-estate-statistics>

This chart clearly shows why it is vitally important to work with an agent who is well versed in internet marketing: **77% of Buyers are find their new home on the Internet or through their Agent**, and those Agents are undoubtedly searching the online **MLS** to find these homes.

This chart also clearly shows the importance of a strong online marketing campaign, like the one I provide, with professional photography of a properly staged property: **44% used the Internet to find their home**. So again, it is crucial to get your home listed in the **MLS** and transmitted out across multiple platforms such as **Trulia, Zillow, and Realtor.com** as well as **Social Media Posts and Ads targeted directly at Buyers**.

Yard Signs and Open House Signs also generate some **Buyer Interest** in a home with **9% selling from Signage**.

MARKETING STRATEGY

*What I will do to **sell YOUR home!***

My Objectives

1. To assist in getting as many qualified buyers as possible into your home until it is sold.
2. To communicate to you weekly the results of our activities.
3. To assist you in negotiating the highest dollar value... between you and the buyer.

Steps I Take to Get a Home Sold.....

“the Premium Approach”

1. Price your home **Competitively** ... to open the market vs. narrowing the market.
2. Advise you in **Staging the Property** (if necessary) for Maximum appeal to Buyers
3. **Professionally Photograph and Video the Property** to Entice Showings from online viewings.
4. **List the Property on the MLS**, which syndicates across the Internet to popular sites like **Trulia, Zillow, and Realtor.com**.
5. Add additional exposure through a professional **Yard Sign** and lock-box.

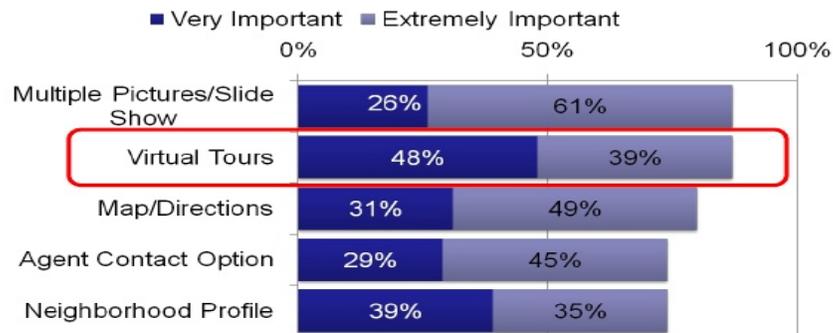
(If we only did the **Five Steps Above**, the property would most likely sell with no further marketing!)

6. **Social Media Marketing**, including Facebook, Instagram, and YouTube. I have hundreds of followers on these channels, and thousands can be reached through boosted posts.
7. Contact over the next 10 days ... my buyer leads, sphere of influence and past clients or their referrals and prospective buyers.

8. Contact over the next 10 days... my **Hundreds of Agent connections in NWA** to notify them about your home for sale and for any potential buyers they may have.
9. Develop a list of features of your home for the Brokers to use with their potential buyers.
10. Suggest & advise as to any changes you may want to make in your property to make it more saleable.
11. Constantly update you as to any changes in the marketplace
12. Whenever possible pre-qualify the prospective buyers.
13. Keep you aware of the various methods of financing that a buyer might want to use.
14. Follow-up on the Salespeople who have shown your home for their feedback and response.
15. Represent you on all offer presentations ... to assure you in negotiating the best possible price and terms.
16. Handle all the follow-up upon a contract being accepted ... all mortgage, title and other closing procedures.

Importance of Visual Marketing

Online Features



Source: 2008 Survey of California Home Buyers, California Association of Realtors®

As you can see, **Photography and Video Marketing** are critically important to buyers. That's why I personally shoot **Magazine Quality Photos** with the latest **Professional Gear and Techniques**. I'll also produce an **HD video** for your listing and post it on **YouTube**. Imagine Your Home represented like this:



Checklist of Services

What You Can Expect from Me

I will talk to you about your price, and price reductions to stay competitive in the market.

I will contact you every week to give you an update on what has been done to sell your home, give you feedback, as well as answer any questions you may have.

Your first showings will most likely be within the first 2-3 days of being listed on the MLS.

- a. With showings, **agents may call early, late, or sometimes not at all** to show the property.
- b. It may be possible that **an agent may schedule an appointment** to show the property **and then not show up** without a call to explain why.
- c. **Most showings will be by other agents, not me.** There are over 2500 agents in our board! However, that doesn't mean that I will not try to sell it myself! I have programs targeted directly to buyers in this area, but I can't work with all of them. Odds are, plenty of other agents will be showing the home.

As over 94% of qualified buyers come from the Internet, MLS, agent connections, personal contact, and signage, I spend a majority of the time possible to sell your home proactively, instead of waiting for things to happen. We will not run classified, newspaper, or print ads.

Offers

They are generally faxed or emailed to me by the other agent, and then they call me.

Generally, they will give you 24-48 hours to respond.

- a. I would prefer that we answer any offers from the weekend on Monday or Tuesday only. (That way we can allow for any other offers that may come in from the weekend.)
- b. Most offers will start out VERY low. This is to be expected. Your options are to Accept, or to Counter, but not to reject. **I would rather have the buyer be responsible for not continuing to negotiate.**

When You Can Reach Me

Monday through Friday, 9 am through 6 pm, I am usually able to immediately take your call. If it is an after-hours emergency, feel free to call me at 479-856-9422 and I will help if I can.

- a. I will return all calls. Your phone call will always be returned that same business day, even if late in the day.
- b. As you can imagine, weekends are my busiest time. If it is an emergency, please don't hesitate call me. Because it is the busiest time, however, I may not be able to check back with you, and so I will definitely call you first thing on Monday morning.

Agent Follow-up

We will follow up with the agents who have shown your home as you tell us that they have shown it. If they show it more than once, then please let us know immediately.

My Expectations

I expect that you will be as responsive as possible when I call. When I call you, please answer the phone if possible, or return my call at your earliest opportunity. It is vitally important that we work together to sell your home.

I expect that you will communicate with me. Anytime you have a concern, a question, or suggestion, please let me know immediately so I can address it promptly. That way I can clear up any misunderstandings, or make adjustments to your listing as necessary.

I expect that you will keep the home as clean as possible. Once the home has been Staged, it needs to stay in Showcase ready condition. This is so that the buyers will be able to remember the home for it's beauty, not dirty dishes or clothes on the floor. Together, we will be able to sell your property exceptionally well.

Thank you for helping me sell your home, and I look forward to working for you!

My Ultimate Goal

I strive to make you completely happy with my service. I will be doing everything in my power to sell your home as quickly, and for the most amount of money possible. I intend to **over-deliver on all my promises** and make this transition as smooth as possible for you.

Real Estate agents depend on Referrals and Word-of-Mouth for their survival. My goal is to provide such **top-notch service** that you will feel comfortable recommending me to at least 5 people who need to buy or sell a home over the next 2 years. I don't just want to be an agent. I want to be "**YOUR agent.**" When you hear someone talking about needing a REALTOR®, my goal is for you to say, "**You've got to talk to MY Agent!**"

If for any reason, you feel I'm not living up to that level of service, please contact me immediately. I want you to be thrilled about working with me, and if you aren't, I want to know about it so we can get the problem resolved.

If you feel like I am doing a good job, please refer me to your friends and family members who are interested in Real Estate. Please let me know immediately of anyone you know who could use my help.

Thanks again for the Opportunity to Serve You!

Let's Get It Sold!

These questions will help your potential buyers learn the top reasons to buy your home over the competing homes. This information will find its way into the written property description and also the subsequent conversations with agents and their buyers. So, please be thorough in your responses here. Thanks!

What made you buy this home?

What are you going to miss most about this home?

What are you going to miss most about the area or the neighborhood?

What would you like to say to the people buying this home?

The 8 Week Marketing Plan

The first 60 Days of the Listing are critical, and if we do everything right, we can reasonably expect to Sell within this timeframe. Here is the detailed Marketing Plan.

Week 0 (Before hitting the Market)

- **Pricing Strategy Session (with Listing Plan)**
- **Property Prepared for Sale**
 - Repairs
 - De-Cluttered
 - Deep Cleaned & Powerwashed
 - Staged
- **Photos and Video Shot and edited**
- **Featured Listing (Coming Soon) page on HomesWithColley.com**
- **Single Property Website created**
- **Digital Flyer created**
- **Facebook Ad (Coming Soon) starts running**
- **Social Media Posts**
 - Facebook Photo Posts
 - Facebook Video Posts
 - Instagram photos
 - YouTube video posted
- **Sign in the Yard**

Week 1

- **Posted in Northwest Arkansas MLS**
- **Syndicates to Industry Sites**
 - Realtor.com
 - Zillow
 - Trulia
 - Homes.com
 - Etc
- **Syndicates to Brokerage Sites**
- **“Just Listed” email sent to Agents**
- **Featured Property in Weekly Email to Subscribers**
- **Facebook Ads run**
 - Just Listed
- **Social Media Posts**

Weeks 2 & 3

- Reverse Prospect for Agents of Auto-Emailed Buyers
- Phone Prospect around neighborhood for Buyers
- Facebook Ads run
- Social Media Posts
- Traffic Update

Week4

- Reverse Prospect for Agents of Auto-Emailed Buyers
- Phone Prospect around neighborhood for Buyers
- Facebook Ads run
- Social Media Posts
- Traffic Update
- Monthly Review
- **Pricing Strategy Session**

Weeks 5-7

- Reverse Prospect for Agents of Auto-Emailed Buyers
- Phone Prospect around neighborhood for Buyers
- Facebook Ads run
- Social Media Posts
- Traffic Update

Week 8

- Reverse Prospect for Agents of Auto-Emailed Buyers
- Phone Prospect around neighborhood for Buyers
- Facebook Ads run
- Social Media Posts
- Traffic Update
- Monthly Review
- **Pricing Strategy Session**