



Advantage Marketing System

Prepared for:
Mr. and Mrs. Seller
123 Main Street
Denver, CO 80112

Prepared by:

Debby Ludvik & Tonya Fallows
Real Estate Consultants
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Englewood, CO 80112

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RE/MAX Professionals

COLORADO'S MOST *P*RESTIGIOUS REAL ESTATE COMPANY



Dear Karim,

Thank you for the privilege of meeting with you and reviewing our Seller's Advantage Marketing System. Your decision to hire our Team is the most important step in selling your home! We have been selling homes since 1999, and with that experience we have developed a proven marketing system designed to enhance the value of your home, provide maximum exposure to potential buyers, and give YOU - the Seller - the advantage in negotiations.

Selling a home in today's market requires more than "putting it on the MLS." To get your home sold at the highest price and within your acceptable timeframe, it takes traditional marketing methods as well as new marketing technologies and strategies. Our 83 point Seller's Advantage Marketing Plan includes: 1) Property preparation such as staging, full home inspection, and home warranty. 2) Traditional selling methods including signage, promotional brochures and flyers, Denver's most extensive newspaper and magazine advertising, open houses, and agent-to-agent marketing. 3) Today's best marketing technology to capture more prospective buyers through saturated internet marketing including many of the top 25 real estate websites, extended MLS exposure, a virtual tour system that include 2D, 3D and satellite views, 24 hour audio tour and call capture, and national relocation sales and referral lead generation!

When you hire Debby & Tonya, you hire 2 full-time REALTORS®, our support team of individuals recognized as industry experts in their field, and Colorado's most successful, most technologically advanced, and most industry involved locally / broker owned real estate company. Together, we provide you with today's most effective and efficient real estate marketing tools and communication systems to sell your home at a more profitable net sales price, and on your terms. Our goal in real estate is to assist you achieve yours.

Sincerely,

Debby & Tonya

RE/MAX Professionals



Why Should You Hire Us to Sell Your Home?

• **MARKETING SYSTEM** Our Seller's Advantage Marketing System employs the most effective and efficient traditional and new technology marketing systems. These tools and strategies are designed to produce faster sales and yield a higher net sales price.

• **COMMUNICATION** We recognize that You want to be kept informed of activity and progress. Our communication and reporting system includes; email, telephone, call capture reporting, virtual tour activity reporting, Buyer Showing Feedback Reports, eNeighborhood Market Watch updates, and Weekly Activity Reports.

• **EXPERIENCE** Experienced Realtors are statistically proven to produce higher sales prices. Tonya & Debby have 19 years of combined real estate experience. Debby is a native of Denver, and Tonya has lived here since 1983 - they know Metro Denver real estate.

• **PROFESSIONAL** Every industry is influenced by its most active, knowledgeable, and contributing members. Debby & Tonya are members of the National Association of Realtors, Colorado Association of Realtors, South Metro Denver Board of Realtors, Pikes Peak Board of Realtors, Builder Realtor Council, and Parker Chamber of Commerce.

• **FULL TIME** Full time Realtors outperform the other 90% of real estate brokers. Debby & Tonya are full time professionals.



Debby Ludvik and Tonya Fallows



Tonya Fallows
Owner, REALTOR®



Debby Ludvik
REALTOR®

Our Team

Kristina Szychowski
Technology

Chad Reiling
Graphics

Becky McGhee
Advertising Coordinator

Val Decker
Administration

Lenore Wobido
Showing Scheduler

Janet Morley, Uptown Mtg.
Julie Berndt, WR Starkey
Mortgage Consultants

Linda Lane,
Staging, Decor

Mike Tate
Home Inspection

Andy Gould
Professional Photographer

Katherine Gunner
Relocation Director

Pamela Toner
REALTOR®, Team Member



TESTIMONIALS

Tonya & Debby are great to work with and have a commitment to their clients. They even helped with "value-added" services like tile/remodeling.

Jason Brucker

Tonya & Debby – you are great. All the work and extras you do for your clients is super! We appreciate you!

Julie Schaffer & Steve Steed

Tonya & Debby were recommended three years ago to us when we bought our first home. They were so great we wouldn't even think of any one else this time around.

Dawn and Dana Jewell

I was looking for an agent that I would feel confident using to sell a house if I move in a couple of years. – I found them. Tonya & Debby were wonderful.

Greg Goodenow

Tonya & Debby were great! They were very helpful with everything! They made our 1st home purchase fairly easy. We will definitely be contacting them for help in the future!

Melanie and Adam Chavez



Our Commitment to You



TO COMMUNICATE WITH YOU REGULARLY

We pride ourselves on keeping you well-informed about the progress of the sale of your home.

TO GET YOU THE BEST PRICE

We'll focus all my efforts on obtaining the highest realistic price with the least amount of hurdles, while best representing your financial interests.

TO MEET YOUR TIMETABLE

As the saying goes, 'timing is everything.' Our goal is to exceed your expectations with regard to price, terms and time.

TO PROVIDE YOU WITH ACCURATE MARKET TRENDS

Monthly market updates will give you a macro look at the real estate market in the Denver metro area.



*What do YOU think
your home is worth?*



Price

Time



Terms



**THREE PRIMARY FACTORS THAT
INFLUENCE THE RAPID SALE OF YOUR
HOME**

- 1. PRICE**
- 2. PRESENTATION**
- 3. MARKETING**

***OUR SINGLE FAMILY
PROPERTIES
AVERAGED ONLY 39 DAYS
ON THE
MARKET IN 2009.***

***The average for all of the Denver
Metro Area is 94 days.***



PRICE

How do you know the best price to position your home in the Marketplace, and why is it so important?

PRICE DETERMINES DEMAND

The right price gives you the largest buyers' pool, so your house sells faster, for more money. The wrong price is money out of your pocket.

OUR SINGLE FAMILY PROPERTIES

AVERAGED 95% SOLD TO LIST PRICE IN 2009.

You need a partner that stays on top of our changing market, and will help you price your house to get you top dollar, and get it SOLD!



PRESENTATION

- ❖ The First Impression
- ❖ Light, Neutral and Bright
- ❖ Clean and Uncluttered
- ❖ Kitchen and Baths are the two most important rooms in the home
- ❖ Take advantage of your property location



PRESENTATION

Staging, the first step in your home's effective PRESENTATION.

STAGING SHOWS A HOME'S POTENTIAL

A properly-staged home can emphasize its strengths, while allowing a potential buyer to envision themselves living there.

WE PROVIDE A CONSULTATION WITH A PROFESSIONAL INTERIOR DESIGNER TO ASSIST YOU WITH STAGING AND PREPARING YOUR HOME FOR BUYERS





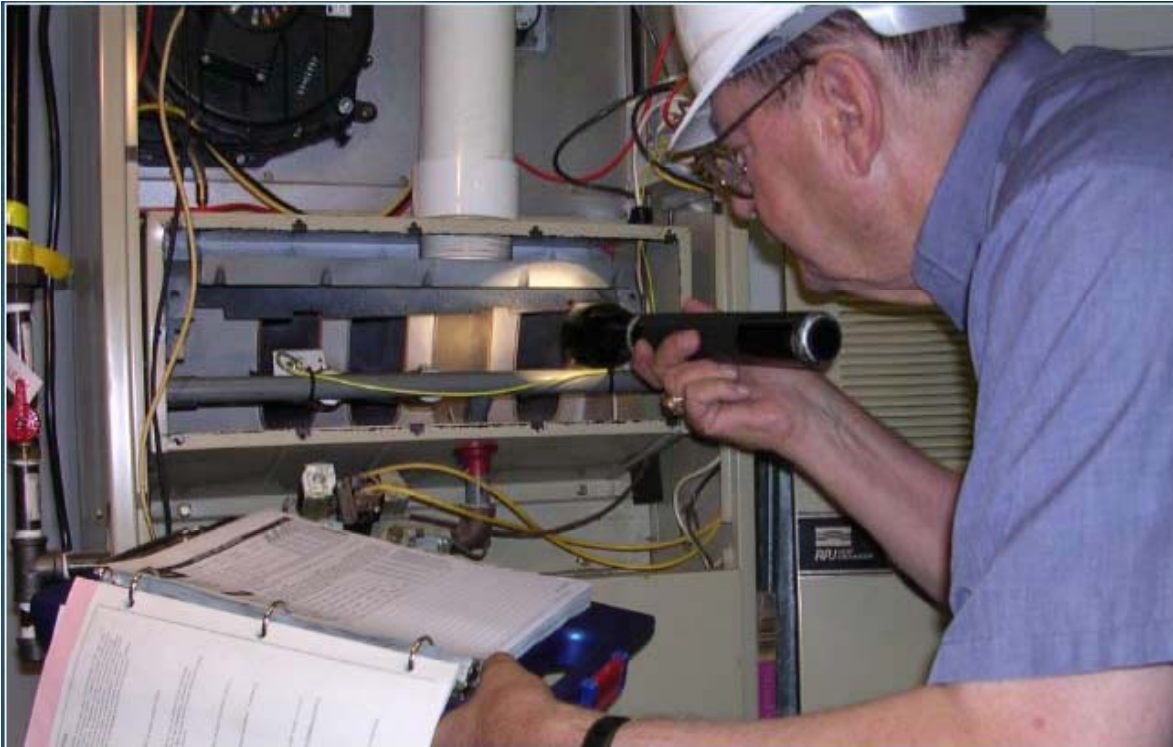
PRESENTATION

A pre-sale home inspection will give you
a competitive advantage, and it

NEUTRALIZES BUYER'S OBJECTIONS

Buyers can buy with peace of mind, and you can sell
with peace of mind because surprises are minimized
by a pre-sale inspection.

***WE RECOMMEND HAVING YOUR HOME
PRE-INSPECTED. A LICENSED HOME
INSPECTOR WILL PRE-INSPECT YOUR
HOME STARTING AT JUST \$75.00***





PRESENTATION

Having your home
professionally photographed

HIGHLIGHTS YOUR HOME'S STRENGTHS

Buyers are presented with the best angles to view rooms, in the best lighting, to showcase your home at its best. A professional will ensure the pictures will look good in print and online.

***YOU WILL RECEIVE FREE
PROFESSIONAL PHOTOGRAPHY
INCLUDING A VIRTUAL TOUR FOR USE IN
MARKETING YOUR HOME***



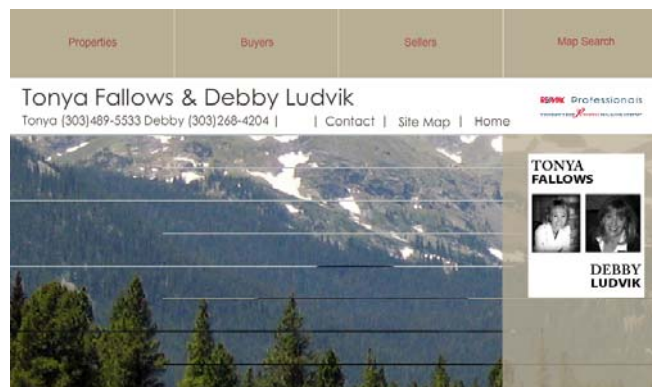


MARKETING

87% OF BUYERS LOOKING FOR A NEW HOME BEGIN THEIR SEARCH ON THE INTERNET

Your home will receive the **MAXIMUM** internet exposure available.

MAXIMUM EXPOSURE IS THE KEY!





MARKETING



When you list your home with us, it gets entered into our proprietary intranet, MyBrokeragePorta™, where it then gets preferred placement on the only map-based property search site in Denver, www.prestigiousdenverhomes.com, and is immediately syndicated on these prominent Web sites as well.



MARKETING



***YOUR HOME WILL BE FEATURED IN
THE **RE/MAX PROFESSIONALS -
INTERACTIVE - BUYERS GUIDE.**
THIS VALUABLE TOOL IS FOUND ON
THE FRONT PAGE OF THE ONLINE
DENVER POST REAL ESTATE
SECTION, AS WELL AS THE
REMAX.COM WEB SITE***



MARKETING



*The average buyer will see 10-15 homes each shopping trip. We will provide high quality professional brochures outlining the features of your home to insure that your home **STANDS OUT** from the rest.*



MARKETING

*We highlight the seen and
un-seen features of your
home with
Special Feature Cards.*

ROOM NAME

Room description. Ugait pratisi. Em quatis eugiam, quat. Vullute dolobore diat lum nos eliquam nonsequam quipsusci blaorper ipsumsan utatetum ilisi.

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MARKETING

720-212-2000

ANY Home from ANY Phone!



*We will provide a sign rider in front of your home advertising this phone number. **Anyone** can enter this phone number and the number of your house and receive audio information specific to your home. Such as, price, square footage, room descriptions and more!!*



MARKETING

RE/MAX has 93,338 sales associates, 6,536 offices and has a presence in 78 countries.

We have National & International Relationships To Help With All Moves To & From Denver



RE/MAX Professionals



WHO REPRESENTS YOU?

- **Seller Agent:** works solely for the seller.
- **Buyer's Agent:** works solely on behalf of buyer.
- **Transaction Broker:** assist buyer and seller through transaction.
- **Customer:** a party to the transaction that is not being represented.
- **Client:** a party to the transaction that has an agency relationship.



Thank You For Entrusting Us With Your Real Estate Needs!

You Have Many Choices of Realtors
We appreciate the consideration of working
for you and look forward to providing you
with
outstanding service.

Call us Today

Tonya Fallows & Debby Ludvik

Real Estate Consultants

Debby Direct: 303-877-0169

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Fax: 303-799-5178



What is the value of your home?

Market Analysis



SELLER'S NET SHEET

Seller's Net Sheet

	<u>Debit</u>	<u>Credit</u>
Sale Price of Home		\$ _____
Pro-Rations (HOA, Taxes)		\$ _____
Other Adj. (Water escrow)	\$ _____	
Commissions	\$ _____	
Admin Fee	\$ <u>195.00</u>	
Title Charges (Approx. 1%)	\$ _____	
Subtotal	\$ _____	\$ _____
BALANCE DUE SELLER	\$ _____	