



It was a pleasure speaking with you!

I greatly appreciate and value your time. I could not be more excited to help you make your real estate goals a reality.

Inside my Pre-Listing Package is an in-depth outline of everything we will be going over during our meeting. Please take the time to review this package in its entirety.

I look forward to meeting with you. Together we will change the lives of people across the world.

Best Regards,

Henry Eisenstein

Action Realty Services

Direct: 908-216-6532

Email: Henry.Eisenstein@yahoo.com



ACTION REALTY SERVICES REAL RESULTS

HENRY EISENSTEIN — REAL ESTATE PROFESSIONAL —



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 [Henry Eisenstein](#)

 buyandsellwithhenry.com

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➤ Connect with a Top Agent in Your Area!

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Henry Eisenstein

Henry Eisenstein's knowledge and experience, as well as his negotiating expertise, serve all of his clients well. His main focus is working with sellers to price, market, and sell their home in the most efficient and profitable way for the client. Once a contract is written for a listing, his marketing for the seller blows the competition out of the water! He focuses on obtaining the highest price, in the least amount of time for the best terms for all of his clients. Henry is the most driven and motivated Realtor out there. He works seven days a week around the clock to ensure you and your family made the right decision of who to list your home with.

Sales and Marketing Specialist

Henry Eisenstein is also a sales and marketing professional. He has built websites, marketing campaigns and social advertisements that have been seen buy millions of customers over the past four years. He assisted in running a multi-million dollar business at only 20 years old. He proves himself through his work ethic, likeability and his great moral values. No one will work harder for you to get your home sold, for the highest price, in the least amount of time with the least amount of stress to you!.



The Average Agent has under 8 different ways they market their listings....

Henry Eisenstein does **5 TIMES** your average agent!

Henry's 40 Point Marketing Strategy To Get Your Home Sold!...

- Place on local MLS.
- Place a yard for sale sign in front yard.
- Send an email blast to local networking realtors.
- Place property on Social Media (Facebook, Instagram, Snapchat & Twitter)
- Advertise with High Definition Photos
- Advertise with a virtual tour
- Advertise on You Tube with a virtual tour video
- Advertise on over 2000+ national and global sites including Homes.com, Trulia, Zillow, Yahoo, Realtor.com and many more!
- Interior property flyers
- Help give you tips on staging your home for sale to always show at its best.
- Place MLS lock box on the property where I can see every Realtor that shows your home so we can get instant feedback.
- Follow up and obtain feedback from Realtor showings and provide that feedback to you weekly.
- Provide weekly showing and market updates.
- Weekly meetings with the team to mastermind on what steps everyone is taking to get buyers in your home and get your home sold.
- Review a current market analysis and updated market analysis reports to ensure we are always priced right.
- Promote your property at our weekly office meeting.



- Prospect 3 hours daily to find new clients and buyers that may be interested in your home.
- Email blast to my database, friends, family, past and current clients for potential buyers.
- I have continuous floor time connected to my phone and email to make sure every sign call is forwarded to me, and I will schedule showings.
- Systems in place to ensure all buyers we are working with are qualified buyers.
- Internet routing lead system to ensure your property internet leads are sent immediately to me so I can answer any questions and try to schedule a showing right away.
- Help you coordinate your relocation, if needed.
- Provide the seller with copies of all the New Jersey Contracts and paperwork so you know what to expect and what you will be signing.
- Provide vendors contact information and help schedule any work needed.
- I will continuously follow up daily with Title, Lenders and the Buyer's Realtor to ensure everything is going smooth.
- Meet with / Speak to Lawyers frequently to ensure there are no issues.
- Update you twice per week with escrow updates once your home is under contract.
- Speak with the lender representing the buyer before their offer is presented to make sure the buyer is qualified and "feel out" the lender.
- Provide the seller with copies of all the New Jersey Contracts and paperwork so you know what to expect and what you will be signing.
- Coordinate access for inspections and appraisers.
- Coordinate and schedule showings with Realtors.
- Ensure earnest money is deposited into escrow.
- Track all numbers to see where we are getting the most buyer leads from on your property so we can adjust our marketing efforts as needed.
- Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing the sale on time.



- Improve the marketing of any under- performing marketing campaigns.
- Meet with our preferred lenders to see if they currently have any qualified buyers that may be interested in your home.
- Re-write advertisements to keep them fresh.
- Coordinate final walk through access for the buyer.
- Ensure all contingencies in the contract are met, and communicate with you when each contingency is satisfied.
- Help you find your next home, if needed.

I am involved with numerous masterminds, networking groups and coaching companies and I am always looking for new innovative ways to market homes to get top dollar in the fastest amount of time.

Marketing Proposal Henry Eisenstein

- Professional Photography
- Distinctive Brochures
- Specialized Property Website link
- Lead Capture Designed Personal Website
- Customized Video Tours Posted to Multiple Websites
- Social Media Potential Buyers Campaign
- Heavily Promoted Mega Open House (If requested)
- Sells Homes for 3-6% More \$\$\$\$
- Sells Homes 30-60+ Days faster
- Sells Homes With Less Stress to YOU

Marketing Proposal OTHER AGENTS

- Point & Shoot
- One Sided Flyers
- No Property Website
- No Personal Website
- No Lead Capture
- No Video Tours
- Inconsistent Or No Social Media Posts
- Inconsistent Or No Open House
- Sells Homes for 90-94% of List Price
- Sells Homes between 66-86+ Days
- Sells Homes With More Stress to YOU!



FIRST 24 – 48 HOURS

- Install Sign and Brochure Box
- Submit Listing to Multiple Listing Service
- Order & Take Interior and Exterior Property Photography

NEXT 3- 4 DAYS (Once Photography is completed & I have received pictures)

- Establish Website and Domain Name for Property
- Prepare All Print Marketing Materials (Brochure/Flyers)
- Social Media & Online Advertising (Property featured on over 20 websites)
- Email Blast Sent to 1000's Agents In The Area
- Email Blast Sent to my Database (Friends, Family, Past & Current Clients)
- Schedule & Market Mega Open House (If requested)

NEXT 7-10 DAYS

- Update Seller of Activity on Property & Sent all Marketing Links
- Customized Brochures Delivered to Property (Once Received)
- Property Showings and Follow-Up / Feedback

EVERY 14 DAYS FOLLOWING

- Weekly Property Showing & Marketing Update to Seller



● 123 Main St - 8/23 - 8/30 - Weekly Update (2)

People ★

John,

Hi John, over the past 7 days...

123 Main St has had 8 showings.

Our facebook ad has been viewed 214 times

Our website link, youtube video / instagram & twitter posts have had 31 additional views / likes

Positive feedback from showings:

- Potential Buyer loved how clean and bright all of the rooms are

Constructive feedback from showings:

- Potential Buyer was looking for something with more closet space
- Potential Buyer thinks the yard is too small
- Potential Buyer needs an extra room for bedroom / office space

Henry's thoughts...

John, I believe we are priced right for the amount of showings and traffic we have been seeing. Keep up the great work with keeping your home neat and clean when buyers come by, you are doing awesome! We will get this home sold in no time!

If you have any questions please feel free to contact me.

Best Regards,



Henry Eisenstein will feature your home on
DOZENS OF WEBSITES, INCLUDING THESE:

- Realtor.com
- Remax.com
- Home-Values.com
- HomeSeekers.com
- HomeGain.com
- Homes.com
- Zillow.com
- Trulia.com
- RedFin.com
- Homes.Yahoo.com
- Prudential.com
- And Much MUCH MORE!





- Full color multi page home brochures
- Brochures will be set up in your home for potential buyers
- All brochures are professionally made and reviewed



22 Tanglewood Rd, Monmouth,
Middletown, New Jersey



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CERTIFIED PRE-OWNED MOTHER DAUGHTER!

CERTIFIED PRE-OWNED HOME! If you love being close to shopping, local transportation, major highways for commuters and need tons of storage space? Then 22 Tanglewood Rd is right for you. Do you like entertaining, open concept living and plenty of room for guests when they stay over? 22 Tanglewood offers six spacious bedrooms, including an over-sized 22x22 sq/ft master suite with walk in closet, and laundry hidden in the master bath. Enjoy four and half updated baths, large in-ground pool, a fenced backyard, and a brand new second story deck. 22 Tanglewood has everything you and your family could ever need. Check Out an almost 4,000 sq/ft Mother Daughter home that will leave your family fighting over who gets which bedroom when you move in.





Average days on market or DOM is crucial in selling a home.

Price too high and your days on market can be months longer than it should!

Henry Eisenstein uses price and selling strategies to sell homes on average up to 50% faster than the average Days on Market!

Ever wonder where buyers come from?

Where Buyers Found The Home They Purchased

Connect with a Top Agent in Your Area!

	'01	'03	'04	'05	'06	'07	'08	'09	'10	'11	'12	'13	'14
Internet	8%	11%	15%	24%	24%	29%	32%	36%	37%	40%	42%	43%	43%
Real estate agent	48	41	38	36	36	34	34	36	38	35	33	33	33
Yard sign/Open house sign	15	16	16	15	15	14	15	12	11	11	9	9	9
Friend, relative, or neighbor	8	7	7	7	8	8	7	6	6	6	5	6	6
Home builder or their agent	3	7	7	7	8	8	7	5	4	5	4	5	5
Directly from sellers/knew the sellers	4	4	5	3	3	3	2	2	2	2	1	2	3
Print newspaper advertisement	7	7	5	5	5	3	3	2	2	2	1	1	1
Home book or magazine	2	1	2	1	1	1	1	*	*	*	*	1	*
Other	3	6	4	--	--	--	--	--	--	--	--	--	*



My expectations of you & Closing Costs

- Responsive when I call.
- Communicate with me. Connect with me with any issues or concerns immediately so I can resolve them right away.
- Keep the home as clean as possible.
- Referrals. If you like the work I do, and think I am doing a good job I would appreciate any referrals you may have.

Closing Costs (some of the closing fees you may encounter)

- Mortgage payoff balance. Deductions from the sale price include your own home loan, second mortgages and home-equity lines of credit.
- Loan payoff fee. Some lenders may charge you an administrative fee to pay off your loan.
- Lien releases. If you owe money to a contractor or for court judgments or property taxes, a lien may have been placed on your property. You must pay those liens before the sale can close.
- Prepayment penalty. Find out from your lender if there's a penalty for paying off your loan early.
- Recording fees. If you owe money on the property, you need to pay this fee to show that your debts have been fully paid.
- Commissions for listing and selling agents. This is the price you pay to the agents for making the sale of your house. Half going to your agent's brokerage and the rest going to the buyer's agent's brokerage. The agents get paid by their respective brokerages.
- Notary fees. Fee charged by a notary to verify your identity and to make sure the documents are executed properly.
- Escrow fees. The escrow company is the intermediary between you and the buyer, ensuring that the money is handled properly. Escrow agents receive money from the lender, pay off your mortgage and closing costs, collect deposits and give the proceeds to the lender. You may be able to split these costs with the buyer.
- Title search fees. Title insurance is not insurance per se but says that you have the legal right to sell your home. Title companies search public records to come up with a title insurance commitment. That commitment says you own the home, and it details anything else that may affect the title, such as mortgages, liens, easements, restrictions and home owner association declarations.
- Seller concession. A seller concession helps buyers pay their closing costs. If the buyer asks you for a concession of, for example, 3 percent, that amount will be added to your agreed-upon home price, and you will give back that 3 percent to the buyer to pay for closing costs.
- Repairs. You may be required to pay for repairs, either by negotiation with the buyer or by a condition of the lender.
- Home warranty. Sometimes a seller will agree to foot the bill for a home warranty that offers a protection plan for the buyer's first year in the home.



What you can expect of me.

With Showings:

1. Agents may call early, they may call late, and sometimes they may not call at all to show the property.
 2. Agents may make appointments to show your home and never show up with no explanation.
 3. Most showings will be by other agents not me. The odds are with xxx realtors on our board, some of them are going to have buyers that are interested in your home. This doesn't mean I won't try to sell it myself.
- We will not run classified ads or print ads. Multiple case studies show that over 92% of qualified buyers come from the MLS, Agent connections and personal contacts. I spend a majority of my time trying to sell your home pro-actively. As opposed to throwing a couple ads out and praying it sells.

Offers

*** MOST OFFERS START OUT VERY LOW *** *** THIS IS TO BE EXPECTED ***

- Offers are generally faxed / emailed to us by the other agent. Followed with a phone call.
- They typically give 24-48 hours to respond which gives us time to review and make the best decision

When we receive an offer you have one of TWO options:

1. Accept it.
2. Counter it.

But Not Reject. We would rather have the buyer be the reason for not continuing to negotiate.

Need to Contact Me?

You can reach me:

I return all phone calls & emails between 12pm-1pm, 2:30pm-3:30pm, 5pm-6pm

I am Prospecting for buyers between 7am-12pm.

Weekends are usually the busiest times for me, so if I can't get back to you I will return your message as soon as possible.



ACTION REALTY SERVICES REAL RESULTS

Why Choose Action Realty

1. We are a full time, full service real estate team that works together to get your home sold.
2. A combination of over TWO DECADES in the industry, and currently selling over \$1,000,000 a month.
3. We have decades of experience in marketing, finance and business.
4. We have the experience along with proven systems and a proven marketing strategy to get your home sold.
5. Nobody is going to market your home as aggressively and work as hard for you... I will give you 110% of my effort and energy at all times.



HELP HENRY GIVE BACK!

FOR EACH & EVERY LISTING TAKEN WITH HENRY,
HE WILL MAKE A DONATION OF **\$100** IN THE NAME OF
THE HOME OWNER TO THE CHARITY OF THEIR CHOICE!

CHARITIES DONATED TO INCLUDE:

THE RED CROSS

SALVATION ARMY

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

UNITED WAY

HABITAT FOR HUMANITY INTERNATIONAL

BOYS & GIRLS CLUBS OF AMERICA

AMERICAN HEART ASSOCIATION

MARINE TOYS FOR TOTS FOUNDATION

STEP UP FOR STUDENTS

WOUNDED WARRIOR PROJECT

AMERICAN CANCER SOCIETY

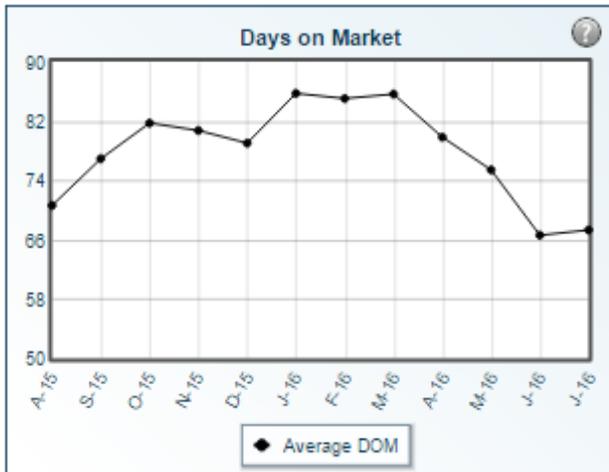
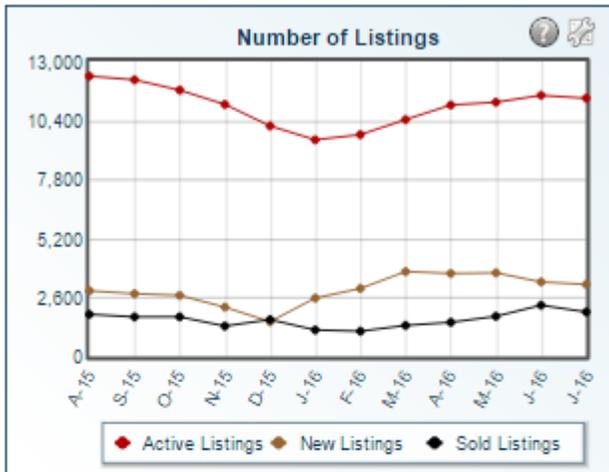
MAKE-A-WISH FOUNDATION OF AMERICA

BOY SCOUTS OF AMERICA

...AND MANY MORE!



Today's Snap Shot of Market Trends



[Click Here to Check out my Website and to contact me today!](#)