

Sample Listing Presentation

Following is a real world listing presentation I created for my own real estate business in Denver. While this material is copyrighted, you have my permission to it for your personal needs (that is, in your own business, but not for resale).

June 4, 2007

John Homeseller
4600 West 31st Street
Denver, Colorado 80000

Dear John,

Thank you for inviting me to interview for the privilege of marketing your home. I truly appreciate the opportunity.

Enclosed is a marketing proposal and market analysis. The marketing proposal includes information on the services I provide, a description of my experience and business philosophy, an explanation of the fees associated with the sale of your home and samples of my advertising.

The market analysis section provides comprehensive data regarding the real estate activity in your neighborhood. I have included information on the recent sales and the current competition, both of which I use in determining my recommended market value range.

As we discussed, the real estate market in your neighborhood is stable at this time; however, overall instability in both the real estate and mortgage markets may negatively affect market values in the near future. Therefore, the pricing recommendations I make in this proposal may need to be reviewed and revised at the time you actually place your home on the market.

Again, thank you for this opportunity. I am looking forward to working with you.

Jennifer Allan, GRI
Broker/Owner

About Me

I am a full time real estate agent. Actually, much more than full time. I work early mornings, evenings and weekends; whenever is convenient for my client. I love what I do, so quite often it really doesn't feel like work. Don't ever hesitate to call me, anytime!

My philosophy about real estate is that I am here to help two parties (buyer and seller) find each other and complete a transaction with a minimum of fuss and headache. I DO NOT believe in beating up the other party just because we're on opposing teams.

Buying and selling homes are emotional experiences, and I don't believe it is in the best interest of either party to make the other to feel bullied or abused. Some real estate agents feel that their job is to intimidate me and/or my client, seem to thrive on unnecessary confrontation. I believe this is counterproductive to the basic desires of both parties to sell, or to buy. Your real estate agent should not stand in the way!

I am an advocate for my clients. My job is to obtain the best price, terms and conditions for MY client, not to worry about the other parties' preferences or feelings. But, I find that real estate transactions are far more satisfying to both parties when closing is a pleasant experience for everyone.

I am busy enough to be happy and successful, yet not so busy that I can't take a personal interest in every client. The sale of your home is as important to me as it is to you. That is my commitment to you!

I truly appreciate your business.

**I look forward to helping make your next real estate transaction a pleasant and painless experience,
and hopefully even a little fun!**

My Areas of Expertise

Contrary to popular belief, real estate agents can't be all things to all people. It is impossible for one person to be the expert in every neighborhood and every type of property in all price ranges. I believe that I am hired for my expertise and that I should serve my clients with that expertise, not the other way around. YOU, the real estate buying or selling public, do not have the responsibility or obligation to further my education or to be used as a guinea pig just so that I get a paycheck.

Therefore, I feel strongly that I should be up front with potential clients about my strengths and experience. While I feel that I am an exceptional real estate agent even in areas where I am not the "expert", I think it's only fair that YOU have all the information you need to make a hiring decision.

Central Denver

I KNOW central Denver neighborhoods. I have lived in and/or owned investment properties throughout the central Denver area, including Sloan's Lake, Highlands, Sunnyside, Hilltop, Stapleton, Lowry, City Park, DU and Old Englewood. During my career, I have sold homes in nearly every "charming old Denver neighborhood" and am especially familiar with Park Hill, Northwest Denver, City Park, Uptown, Capitol Hill, Congress Park, Mayfair, Stapleton, Montclair, Clayton, Washington Park and Platte Park. When you hire me, you hire local expertise. I won't be driving from Westminster to Castle Rock servicing my listings; I will be here for you.

New Construction

I have purchased many new construction homes myself and have assisted many of my clients in buying their new home, both as primary residences and investments.

Investment (Rental) Property

I own several rental properties and have worked with many investor clients looking for long term income-producing rentals.

Investment (Fix-n-Flip) Property

For now, the boom seems to be over for the fix-n-flip business in Denver, but there are still opportunities out there. While I do not pursue foreclosures or look for fix-up projects full time, I do run into good opportunities on a regular basis. I need a handful of strong investors to call when this happens and am competent to evaluate the profit potential with you. I am familiar with the costs associated with renovating older homes and can help you determine the most marketable improvements to make.

Condominiums

Of the homes I have sold in the last two years, 40% of them were condominiums or townhomes. I understand the special issues surrounding condominium sales and how to avoid the pitfalls that inevitably arise during the marketing and sale of townhomes and condos.

My Marketing Services

Before we go to market...

Market Survey

I preview the competing listings to see how your home compares. I may call the agents of the sold listings I am using as comparables to see if there were any special circumstances surrounding their sale that I should know about, such as a divorce situation, structural problems, etc.

Professional Comprehensive Market Analysis

My market analysis is, in a word, thorough. I will show you the Current Competition and the Recent Sales and calculate the estimated proceeds you should receive at closing. I base my pricing recommendations both on closed sales and the current competition.

Pre-Marketing Improvement Suggestions & Assistance

I will go through your home with you to identify items that should be repaired or improved prior to market. I am a real expert in this area ~ I know what the market considers important (and what really doesn't matter) and I can help you get the repairs done quite reasonably and painlessly. When you hire me to sell your home, you will have access to my preferred home improvement contractors.

Spruce-Up House Cleaning (if appropriate)

I can arrange to have your home thoroughly cleaned before going to market, and after you move out. Just let me know.

“What to Expect” Seller Booklet

I have created a helpful booklet describing the process of marketing your home with information such as ... how to prepare for showings, what to expect when buyers look at your home, how to respond to offers, and much more.

On the Market

Your Home Entered on Denver Metrolist (MLS)

Your home will be listed on the Denver Metrolist System (MLS) with appealing and accurate descriptions, interior pictures and a virtual tour.

For Sale Sign with Rider

Lock box

7 day/week showing service

Open House(s)

Continuing Market Survey & Market Updates

I stay on top of the market for you. I monitor the homes that have sold, and those that haven't to ensure that we are still priced appropriately. I will provide updates to you periodically on the current market activity with:

- New Competing Listings
- Status of Competing Listings
- Number of Showings
- Number of Internet Hits

Feedback Reports

I follow up with every buyer agent who shows your home. I will provide their feedback to you as soon as it comes in.

Extensive Internet Exposure

I have invested heavily in the Internet to market my listings. This marketing generates substantial traffic and e-mail inquiries, and are my third largest source of sales. All listings have a virtual tour, interior pictures and descriptive captions.

Virtual Tours

All of my listings have Virtual Tours that are posted to Yahoo, REColorado, Craigslist, the Denver MLS and our own web site. Virtual tours consist of both still photos and panoramic "tours", and will include pictures of every photogenic room in your home, the exterior, any view, the street scene, and the neighborhood attractions (parks, restaurants, shopping). I can post up to 50 photos on each tour!

Creative Solutions/Objective Opinions

As I get to know your home better, and the feedback starts coming in, I may find that the market is objecting to something that neither of us thought of. Or, I may discover special features in your home that should be showcased differently. Either way, I take great pride in my creative

solutions - this is, making adjustments as we go along in response to market feedback and conditions.

If I see something that needs to be changed, I will tell you - whether or not I think it's something that you want to hear. Many agents seem to assume that their clients are not open to suggestions, and I work on the assumption that that's part of what you're paying me for!!

21st Century Technology

I am up to date on the latest real estate technology. I have a professional quality digital camera with a wide angle lens, so that the photos of your home will be sharp and attractive. I have a high quality laser printer that produces amazing graphics and pictures for your home brochures. I make extensive use of e-mail, and I update my web sites several times a week.

My Personal Professionalism

I am a full time real estate agent. Representing my clients is my top priority. I am responsive to inquiries by both buyers and other agents, and will do my best to show my own buyer clients my listings first. I am respected in the real estate community as a "quality agent" which means that other agents will be happy to show my listings to their buyers. They know that I am professional, fair and creative which makes their job just a little easier.

Contract to Closing Services

Sometimes the real work begins after we're "Under Contract". There are inspections to negotiate, lenders to keep an eye on, appraisers to be prepared for. Stringent monitoring of dates and deadlines is important, as is a careful review of title work. I have a computerized system with 32 follow-up items for every pending sale.

I order the title commitment and ensure that it is distributed to all parties. If there are any problems found in the commitment, I will work with you and the buyer's agent to resolve them. I ensure that all disclosures are made properly, in a timely manner, and that all documents have signatures. I review the closing figures carefully so that you get every penny that's coming to you.

I call the buyer's lender and the buyer's agent every week to ensure that the loan is progressing smoothly, and will notify you immediately if it appears the contract is in danger. In this case, I will aggressively renew full marketing.

Sometimes the most painful part of selling (and buying) a home is the inspection. If issues arise in the inspection that need attention, I will help negotiate the best settlement for you, and assist you in making the repairs that you agree to.

In our fluctuating market, appraisals can be problematic. It is not unusual to see a wide range of comparable sales for apparently similar homes, and an unprepared agent can cost her client money if she can't justify the sales price of her listing. I am fully prepared for every appraisal, and may have already previewed any comparable sales the appraiser might use.

Selling your home will have its frustrating moments. How frustrating it is depends a lot on your real estate agent. I promise to do my best to reduce stress before, during and after the sale.

My Fee

I offer two commission options. Most agents discuss their commission as a total fee, which includes the Buyer Agent fee of 3%. Since that Buyer Agent fee really isn't negotiable, I prefer to discuss my commission percentage only as the amount I end up with. For example, if you pay a 6% total commission, which includes the buyer agent fee of 3%, my portion of the total commission is also 3%.

The 3% Plan

This is my standard fee for listing a home for sale. This pays for all marketing expenses, as well as my time, expertise, connections and systems. The Seller does not participate in the risk of marketing the home, and no up-front deposit is requested.

The 2.4% + \$500 Plan

All marketing services are included, as above. You (the seller) pay an up-front fee of \$500 at the time of listing, which is non-refundable.

In most cases, the 2.4% plan costs you quite a bit less. But since it helps spread the risk a little, it's worth it to me to make less money in the long run, and cover my out-of-pocket expenses along the way.

What Does a Real Estate Agent DO For All That Money?

I'm going to answer one of your burning questions about working with a professional real estate agent. I know you've wondered about it, everyone does, especially those who are getting ready to sell a home for the first time. You may have even wanted to ask me, but were afraid I might get offended (don't worry, I won't).

Many people think that the main reason you hire a real estate agent is for MLS exposure. And, unfortunately, in some cases that may appear to be the primary service some real estate agents provide. However, a GOOD agent provides much more than simply a For Sale sign and a listing on an online database.

Connections

A good real estate agent has great connections in the real estate world. She has a readily available list of home improvement contractors (heating, roofing, structural, electrical, painting, plumbing etc.), one or two good handymen, a cleaning service, legal referrals and lawn service providers. You should never have to go to the phone book to find help during the marketing process.

Systems

A good real estate agent has systems in place to sell homes far more efficiently than a homeowner ever could. Selling or buying a home within the established real estate system is incredibly efficient compared to selling or buying a home outside of the system. Real estate agents have (or should have) a 7 day/week showing service, MLS access, a contracts library, lock boxes, signs and Internet sites.

Expertise

Obviously, one important reason you hire a real estate agent is because you expect him or her to know more about selling homes than you do. Selling real estate professionally requires a license and continuing education, but in reality, 99% of a real estate agent's expertise comes from on-the-job experience. And, the more experienced the real estate agent, the more expertise he has. Every real estate transaction is a little different, with its own little quirks, glitches and special circumstances. The best way to get in trouble is when you don't know what you don't know!

Time

Your real estate agent will spend a lot of time managing the sale of your home. There is far more going on behind the scenes than holding open houses and attending closings, although due to the above factors (connections, systems and expertise), a good real estate agent will be pretty efficient at their job. The time your agents spends handling the sale of your home will save YOU lots of time... and money!

What My Clients Say...

"I have used Jennifer to sell two properties and for each property, had formal contracts in place in less than one month. On one occasion, I had a house listed with another Realtor for six months with no offers and the main suggestion my other Realtor made was to lower the price. When I switched to Jennifer, she gave me several suggestions on low-cost projects I could do to help the property show much better and within 2 weeks of listing, we had a contract. Jennifer utilizes both traditional and non-traditional sources to market her listings, exposing your property to far more buyers than most Realtors." Ken

"Jennifer, I just wanted to take a moment to thank you both profusely for being such fantastic realtor. Thanks to you, I feel like the sale of our house could not possibly have been any faster or easier. Todd and I have been so pleased throughout the process from start to finish, and we will recommend you to everyone and anyone we know who is looking to sell (or buy) a home." Moker & Todd

"If you want your house to shine and sell, Jennifer Allan is the agent for you! From the first moment that I talked to her, I knew that she would do an excellent job. Jennifer had great ideas on how to make the house look beautiful and the virtual tour on her website was fantastic. My home had been languishing on the market for several months before Jennifer came along, and I was quite depressed about the whole situation. Jennifer came in with a bright, positive attitude. She had great marketing ideas and always gave me feedback after every showing. She was extremely helpful in working with the eventual buyer of the house. She made me feel like I was her only client. Thank you, Jennifer!" Debra

"We highly recommend Jennifer Allan to anyone buying or selling a home in the Denver area. Jennifer has a great knowledge of the Denver housing market and was extremely helpful to us as we got ready to put our home on the market. She was always extremely thorough, prepared and organized. In addition, she was easily accessible when we had questions. Our home went under contract the very first day on the market and our sale progressed without any complications" Peter & Jeanie

"We sold our house in only 10 days and Jennifer did a really good job getting our house ready for market. She was very insightful, very on the ball." May & John

"Working with Jennifer was a great pleasure for us! We all got along well from the start and continued to have fun through the peaks and valleys of the house selling/buying journey. Jennifer has a keen sense of the housing market; she used comparable properties to recommend the perfect selling price for our house, and could easily tell us when a house we were looking to buy was overpriced." Tom & Kyle

"I want to thank you for your patience, promptness, and professionalism. You have been so responsive to my million emails and inquiries a day. I assume the scary-new-world feeling of having just gone on the market will wear off soon and I'll get used to it. In the meantime, I appreciate your responsiveness!" Moker & Todd

"I want you to know how much I appreciate you and everything you are doing for me. I feel very confident you are representing me in every way and giving me excellent professional advice and guidance. Thank you. Pam"

My STATS 2008

Total Homes Sold

45

Single Family

80%

Condo/Townhouse

20%

Average Sales Price

\$270,989

Average Days on Market of Listings

39

Homes sold in Denver

93%

Homes sold elsewhere in the Metro Area

7%

Average List vs Sold Price

98.2%

Insert

Sample Brochure

&

Internet Advertising

Followed by Your CMA