

The logo features the text 'RE/MAX' in a large, bold, white font with a diagonal slash through the 'E', followed by 'Results' in a smaller, white, sans-serif font. The background is a blurred image of a smiling man and woman.

METROPOLITAN
HOME TEAM
EXCELLENCE IN TWIN CITIES REAL ESTATE

CALL US: 952.223.0999

2015 REAL Trends
Best Real Estate Agents
In partnership with Trulia

Exclusive “35-Step Home Marketing Plan”

Most agents will try to price your home correctly, give you advice on how they think it should look, put your home in the MLS, do an open house, handle showings, and possibly attempt to get exposure on the internet. These agents sell 4-8 homes a year.

Better agents will work hard to qualify every buyer who calls and negotiate a higher price for you. These agents sell 8-12 homes a year

Metropolitan Home Team (MHT) does all the above while also utilizing a professional designer/stager, on our team, to make your home stand out. By hiring a professional photographer to take stunning photos of your home that will WOW potential buyers and getting maximum exposure for your home on over 100 websites, Social Media, MHT Buyer Database, Blogs, YouTube, SEO, PPC, Premium Placement and more...MHT sells 100+ homes a year

Company Objectives

Metropolitan Home Team has 6 main objectives to help you sell your home fast and for top dollar...

1. **Communication**

MHT Communication Guarantee - Communication is Metropolitan Home Team's #1 priority. We take great pride in keeping our clients informed every step of the way. Fact: the #1 reason realtors are fired by their clients = Poor Communication. We guarantee if you are not completely satisfied with our service, you have the right to cancel our listing contract by giving 30 day written notice. I've seen too many sellers held hostage by other Realtors who have locked them into long-term contracts with no way to get out.

2. **Maximum Exposure**

To expose your home to the maximum number of interested and capable buyers in our market through the use of multimedia marketing, professional staging and photography.

3. **Build Desire**

To educate all interested prospects on the unique features and lifestyle benefits your home and community have to offer.

4. **Higher Net Proceeds**

To help you get the highest possible sales price for your home in the least amount of time.

5. **Hassle-Free Process**

To make the listing and sales process easy, convenient, and problem-free for you.

6. **Listing Preparation**

To educate and assist you in preparing your home to fits the aesthetic, emotional and functional needs of today's buyers.

Marketing Plan

PART #1: How We Will Provide Guaranteed Communication To You

The Basics (what you get with most agents)

1. Discuss offers, negotiation strategies and how to best serve your needs.
2. Provide bi-weekly market updates, feedback analysis and discuss the need for a price reduction

Extras (what MHT will do to keep you in the loop)

3. Provide diligent showing feedback through our Book-A-Showing system. You will see showing feedback in real time unaltered. If we don't get feedback within 24hrs we call and email the showing agent endlessly to get it. We know how much this means to you.
4. Constant contact to answer any questions, within 24hrs or less, about preparing your home to sell, showings, feedback given and the closing process.
5. Utilizing the communication style you like best, be it phone, email, text or Facebook
6. Always open to ideas and suggestions about how we can better serve you. Your wants and needs are our mission.

PART #2: How We Will Get MAXIMUM EXPOSURE For Your Home

The Basics (what you get with most agents)

7. Submit your home listing for exposure to over **5,000** active agents in the local **Multiple Listing Service** (MLS) system.
8. Maximize showing exposure through professional signage.
9. Promote your home to the public through **Open Houses**.

Extras (what MHT will do to sell your home)

10. MHT Guarantees your home will sell if you agree too price it at our 0-30 day list price. Why? Because we know our marketing plan will touch every buyer who has any interest in buying your home. We leave no stone unturned.
11. We promote your listing to our exclusive, hand-made, list of the top 1,000 realtors in the MN Metro area.
11. Personally contact the **5 real estate agents** who recently sold a home in the area because they likely know others who may want to buy your home. In addition, I will let **my entire database** of current clients, past clients, Facebook Fans and Friends know about your home.
12. Offer you a [unique blog page just for your home](#). This allows us to drive traffic from the internet specifically to your home. We do this by using PPC, SEO, Organic Placement, YouTube, Zillow, Trulia, Realtor.com, Homes.com and several other major search engines. In doing so we can generate inquiries about your home and private showings that will give you the best chance to sell your home.
13. We pay for your home to be on the largest national real estate web portals. Giving you exposure to local & relocation buyers: Zillow, Trulia, Realtor.com and Homes.com
14. Create an engaging [video tour](#) from photos of your home and add it to the video sharing site **YouTube.com** so more buyers can notice your home's unique features and benefits.
15. Create an ad to post on **Craigslist.org** and repost it regularly for hundreds of local buyers to find.
16. Create an ad for your property on **Facebook.com** and pay for it to be shown to **10,000** people in the local area. This is the world's largest social networking site and people of all ages and demographics in your area visit this site every single day, including many ready-to-act buyers.
17. Send a **personalized letter** to **200** residents in your neighborhood promoting the features and lifestyle benefits of your home and personally speak with a minimum of **20** of your neighbors about your home, neighborhood benefits, and their knowledge of potential buyers.

18. Place your home listing in our **Re/Max Exclusive Relocation Program national database**.
19. Blast your home to our database of 3,327 buyers who are looking to buy in the MN Metro area.

PART #3: How We Will BUILD DESIRE Getting The Right Buyer To Want YOUR Home

The Basics (what you get with most agents)

20. Create a custom publicity flyer of the features of your home and reproduce copies for distribution.

Extras (what MHT will do to sell your home)

21. Create a custom flyer of features and lifestyle benefits of your home for highly motivated buyers and cooperating agents showing your home to get from the listing info-box.
22. Create a custom “listing book” to be placed in your home for buyers to reference home features, lot, utility, and tax information, neighborhood benefits, schools, shopping, medical, and other buyer benefits.

PART #4: How We Will Get You The HIGHEST NET PROCEEDS For Your Home

The Basics (what you get with most agents)

23. Represent you in contract negotiations with buyers to help generate the highest selling price for the home.

Extras (what I will do to sell your home)

24. Track all home showing agents and public visitors using special sign-in sheets so I can personally speak with the most interested buyers for your home – possibly ones willing to pay full asking price.
25. Follow-up on all agents who have shown your home to answer questions, and further motivate them to show the property to their highest-quality buyers.
26. Educate you and potential buyers on the numerous methods of financing the purchase of your home so their offer is closer to your asking price.

PART #5: How We Give You A HASSLE-FREE SELLING PROCESS

The Basics (what you get with most agents)

27. Enhance convenience of buyer viewing by placing your home key in a lockbox.
28. Coordinate escrow, financing, and closing activities on your behalf to ensure a smooth, hassle-free closing.

Extras (what I will do to sell your home)

29. Keep you educated and up-to-date on listing and selling market conditions in your area.
30. Update you on all activity regarding your home: agent showings, open house attendance, agent tours, sign inquiries, etc.
31. Ensure that any offers from buyers are pre-qualified and capable of closing on the purchase.
32. Personally deliver your proceeds check at closing of your home.

PART #6: How We Will Provide Listing Preparation To Help You Prepare Your Home For Sale

The Basics (what you get with most agents)

33. Present you with professional advice on presenting your home to show exceptionally well, and sell for the greatest possible price.

Extras (what MHT will do to sell your home)

34. We have a [designer/stager on our team](#) to help prepare your home so it looks its best. This allows us to help you make updates that count and stop from spending money you don't need to. This is at no additional charge to you.
35. We offer professional photography, which makes your home look amazing online. This helps us drive more traffic and get more inquiries. 96% of all homebuyer's start their search on the internet. You only get 1 chance to make a GREAT first impression. [See Photos](#)

RE/MAX® Results

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