

MARKETING PRESENTATION



MORRISON | residential





REDEFINING SERVICE IN REAL ESTATE

Selling a home in today's market can be challenging - the Morrison Residential Team understands that. While the market can be challenging, hundreds of homes are sold each week in the Valley. What's the difference between selling your home or failing to do so? The Details! Whether it's our proven sales approach, effective marketing campaigns, or utilizing our extensive network, at Morrison Residential no detail is overlooked. We pride ourselves in the use of technology and innovation to maximize the exposure of your home. We created this guide to help educate you as a Seller, and empower you to make the right decision when selecting the best agent to market and sell your home.

When we say we are "redefining service in real estate," we mean it! Our clients come first. We will educate you on what needs to be done to have a successful sale of your home. There are many components to a successful real estate transaction; you can count on us to be there every step of the process and make sure no detail is overlooked. With a proven track record, the right skill set, and years of experience, the Morrison Residential Team has the right tools to successfully sell your home. If you're serious about selling your home, we're serious about getting the job done!

"Morrison Guarantee" – If you are unhappy with our service at anytime, just send us written notice and we will unconditionally release you from your listing contract with Morrison Residential LLC.

Now more than ever, who you work with matters!

Chris Morrison - Designated Broker

REAL REVIEWS & SOCIAL PROOF OF OUR SUCCESS



SOLD IN 7 DAYS - FOR MORE THAN LIST PRICE

"The Morrison Residential Team sold our home in 7 days! We got out of our house and purchased a home in the community where we wanted to be. I know many people that haven't had that kind of success. Thanks again for everything! We really look forward to having you as a resource and being able to refer friends to you for real estate advice."



SOLD IN 19 DAYS

"I made the mistake of hiring a friend of the family to sell our house. After it sat on the market for over 180 days we cancelled the listing. One of our friends had used the Morrison Team and had success, so we decided to sell with them. Three weeks on the market with Morrison and we had an acceptable offer. We had a smooth transaction and the home even closed 1 day early!"



HOUSE SOLD IN 2 DAYS - FOR MORE THAN LIST PRICE

"When it comes to negotiations Chris and his team are the best! His understanding of the market and communication is unmatched! Thank you for your hard work and keeping me informed every step of the way."





"The Morrison Team is the best in the business. Their specialty knowledge of the Arcadia and Central Phoenix neighborhoods is unsurpassed. They are knowledgeable, professional and dedicated-not just to selling real estate, but to helping people achieve their goals and dreams."

★★★★★ - Mindy D. Phoenix, AZ

"The Morrison Residential Team is at the top of their profession as real estate agents. They were the buyer's agent on my recent home purchase and were so effective that I asked them to list my present home. We had two offers in the first 24 hours of listing. Knowledgeable, friendly, responsive and easy to work with. I would highly recommend them!"

★★★★★ - Ron E. Peoria, AZ

"The Morrison Team are excellent real estate agents. They are knowledgeable, hard-working, responsive and professional. I would highly recommend them to anyone looking to buy or sell a home!"

★★★★★ - Rachel W. Phoenix, AZ

"The Morrison Team are excellent real estate agents and advisors. Their knowledge of the Arcadia area surpassed my expectations and reassured me I was working with experts. I know first hand, when it comes to giving the value of a home, their accuracy is honest and in your best interest. If you are looking for a real estate agent, I would highly recommend them!"

★★★★★ - Rory M. Scottsdale, AZ

MORRISON TEAM SALES IN 2013

197 HOMES SOLD | \$44.7 MILLION IN SALES



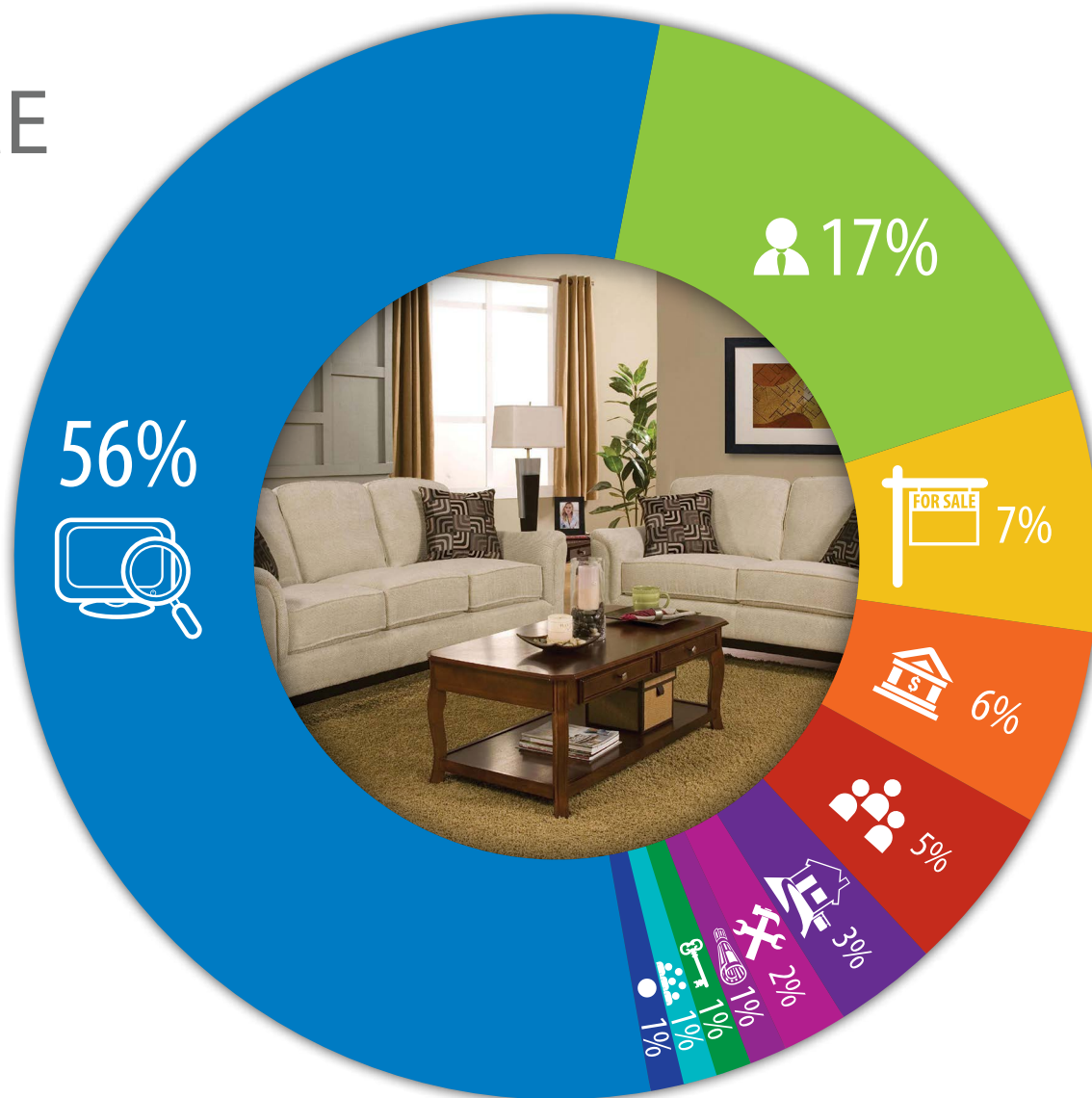


SALES **IN** 2012

172 HOMES SOLD | \$34.1 MILLION IN SALES

FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

- 56% internet (home searches & research)
- 17% realtor
- 7% call on yard sign
- 6% contacted a lender
- 5% friend | relative | neighbor
- 3% open house
- 2% new builder
- 1% local newspapers & magazines
- 1% knew the seller
- 1% home buying seminar
- 1% other







OUR TEAM OF MARKETING PROFESSIONALS **MAKE YOUR HOME STAND OUT!**



see for yourself...

- 01/ TEAM APPROACH
- 02/ PROFESSIONAL PHOTOGRAPHY
- 03/ LUXURY YARD SIGN AND POST
- 04/ 24/7 INFORMATION SIGN RIDER WITH QR CODE
- 05/ DISTINCTIVE BROCHURES PROFESSIONALLY PRINTED
- 06/ CUSTOM WEBSITE SPECIFIC TO THE PROPERTY
- 07/ PAY-PER-CLICK CAMPAIGN
 - » facebook
 - » google
 - » bing
 - » yahoo
- 08/ PREMIER EXPOSURE ON:
 - » zillow.com
 - » realtor.com
 - » trulia.com
 - » homes.com
- 09/ VIDEO TOUR MARKETING
- 10/ JUST LISTED MAILING
- 11/ JUST LISTED MEGA OPEN HOUSE
- 12/ TOP 300 LOCAL AGENT PREVIEW E-MAIL
- 13/ LOCAL BROKERAGE NETWORK
- 14/ NATIONAL AND INTERNATIONAL BROKERAGE NETWORK
- 15/ PRE-MARKETING E-MAIL BLAST TO OUR DATABASE
- 16/ PROSPECTING THE MORRISON BUYER DATABASE
- 17/ STAGING OR VIRTUAL STAGING FOR TOP DOLLAR
- 18/ HOME WARRANTY COVERAGE DURING LISTING PERIOD
- 19/ BROKER TOURS
- 20/ ACCURATE FEEDBACK



TEAM APPROACH /01

A team will always outperform an individual! The Morrison Team is well trained in customer service, sales and high level negotiations!

PHOTOGRAPHY /02

Our Photographers are some of the best in the business! They have won awards and also completed photo shoots for well known architectural magazines.

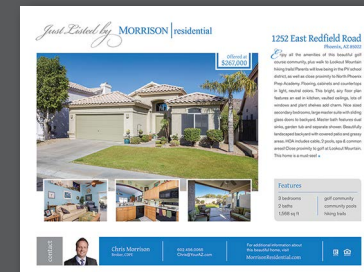
SIGN & POST /03

Our luxury sign and post will show your home is professionally represented. With our clean branding nothing that will detract from your home's curb appeal.



SIGN RIDER /04

Another way we empower buyers to get the information they need about your property 24/7. It features "text for info", website and QR code.



BROCHURES /05

Professionally designed and commercially printed, a Morrison Residential brochure will showcase your home in the best possible way.



OPEN HOUSE /11

We call it a MEGA open house! We will advertise, cater and invite your neighbors over to see your home on its market launch day.



TOP 300 AGENTS /12

We pull approximately 300 realtors that have sold a home within a radius of your home and give them a broker courtesy "heads up" of the new pre-market listing.



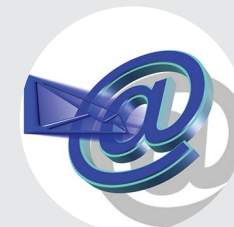
LOCAL OFFICES /13

Since Morrison Residential participates in the Arizona Regional Multiple Listing Service (ARMLS), most local brokerages will also feature your home on their site, giving it even more exposure.



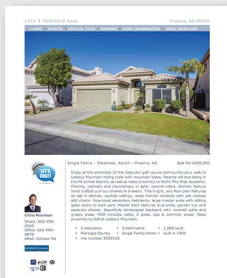
NATIONAL/INTER /14

Because Morrison Residential participates in the List Hub network, national & international brokerages will display your home on their websites. This gives your home worldwide exposure!



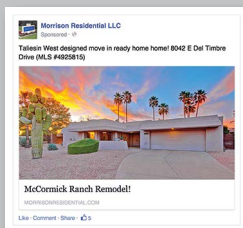
E-MAIL BLASTS /15

Clean, simple and direct e-mails. They feature your home in the best light to agents, buyers and anyone interested in your home.



ITS OWN WEBSITE /06

We build your property its own custom website. It will feature your property's high-resolution photos and all the features of your home. You will also find video virtual tour links.



PAY-PER-CLICK /07

We spend thousands of dollars per month in pay-per-click advertising on many of the social media platforms. This is a great way to market your home to its hyper local market.



PREMIER EXPOSURE /08

Premier exposure on:

- » Zillow.com
- » Realtor.com
- » Trulia.com
- » Homes.com



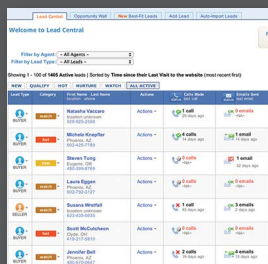
VIDEO /09

Video is a popular means for advertising a home. It gives a buyer a different perspective of the home, its layout and floor-plan. We will feature your home on video sites like YouTube, Vimeo and Viddler.



JUST LISTED MAIL /10

Our mailing campaign will showcase your home to your neighbors and allow them the opportunity to show it to buyers they know who are looking in the neighborhood.



BUYER DATABASE /16

On average we have 2500+ active buyers searching our website. We check their searches, narrow it down to 50-100 buyers that may be interested in your home and call them!



STAGING /17

Staging has been proven to sell a home for more money in less time. Although staging is not for every home, we will guide you through the decision of choosing staging vendors or virtual staging.



HOME WARRANTY /18

Sell with peace of mind; covered service problems will be taken care of, while also providing additional after-sale liability protection.



BROKER TOURS /19

Some neighborhoods have Broker Tours. If there is a tour in your neighborhood, we will be on it to represent your home on tour.



FEEDBACK /20

We will give you feedback received from prospective Buyers and Agents regarding your home, to allow you to make needed changes to your home selling strategy.

02/ PROFESSIONAL PHOTOGRAPHY

Professional photography is essential when attracting buyers to your listing!

ANTELOPE DRIVE

Before and After



SHERIDAN STREET

Before and After



AVENIDA DEL RAY

Before and After



BRIDEN LANE

Before and After





[illegible]



HOME SALE TIMELINE

pre-listing

- schedule an appointment
- meet with the morrison team
- discuss best strategy for selling
- formal listing presentation
- executed sales agreement
- property evaluation | appraisal
- design team walkthrough
- market analysis completed
- sales price established

listed and active

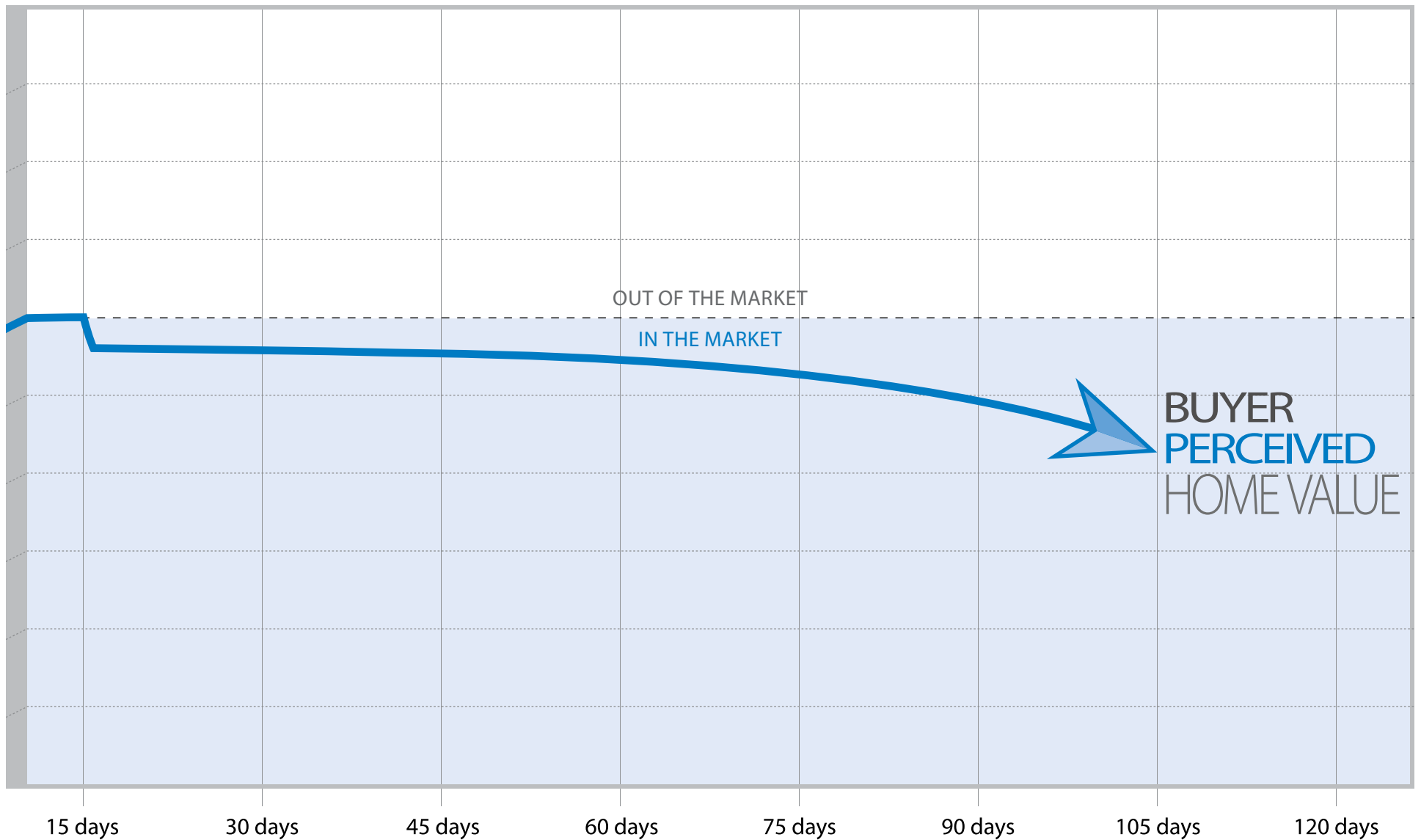
- marketing campaign started
- professional photography taken
- signs installed
- submitted to multiple listing service
- property website launched
- property brochure delivered
- direct mail campaign launched
- print campaigns launched
- telephone campaign started
- e-mail campaigns started
- office preview, broker preview
- mega open house
- progressive home tours

under contract

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to the morrison team

PRICING CORRECTLY

TO MAXIMIZE PROFITS



PROPERTY INTEREST LEVEL

