

# When it comes to the sale of your home, I have one goal:

Sell it quickly, at the best possible price.

- Implement the Weichert Way, our proven, six-point selling system
- Provide customized marketing plan, illustrating the home's unique value
- Partners offer a variety of financing options and can coordinate smooth closing
- Deliver regular communications and expert advice throughout the process







# Weichert. Built and led by *real* real estate people

“People buy people before they buy products and services, and we believe Weichert people are the very best.”

  
Jim Weichert  
Chairman and Founder

  
James Weichert, Jr.  
Vice Chairman

- One of the largest family-owned real estate companies in U.S.
- Founded in 1969 and led by Jim and James Weichert
- A company that cares about buyers, sellers and their families
- Serves key markets across U.S. with 500+ offices; nearly 200,000 customers annually

# My team supports the marketing and selling of your home

We have expertise in the full scope of home sales services.\*

- My Team will be helping me every step of the way when selling your home
- My Team makes the selling experience easier and less stressful
- Helped many families and individuals sell homes in community
- Monica Bolz handles all aspects of getting your home listed
- Michael Olson takes care of all our marketing needs, flyers, brochures, postcards & social media
- Jenny Arias guides you through the process of the escrow once your home goes under contract until successful closing



**Jenny Arias**

*Associate Broker,  
Transaction Manager*



**Monica Bolz**

*Listing Coordinator*



**Michael Olson**

*Marketing Coordinator*

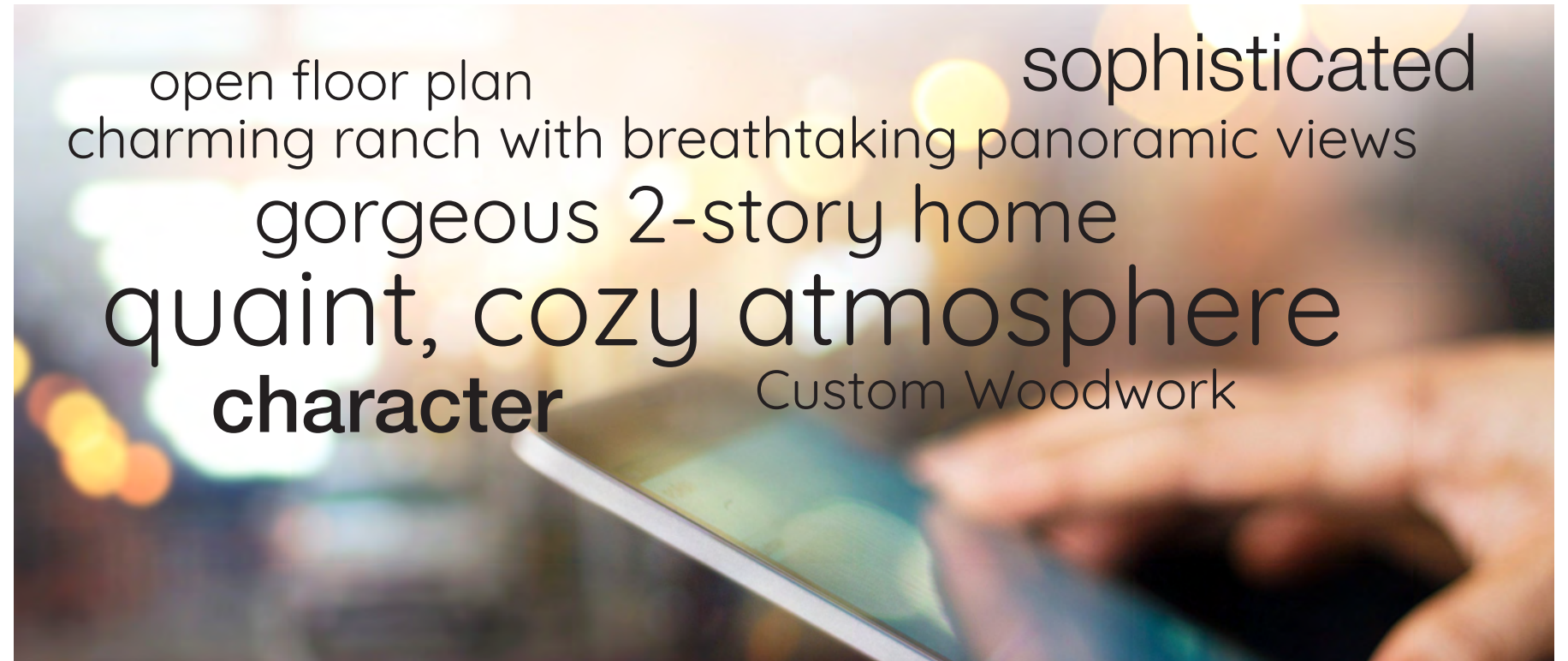




# Introducing a competitive advantage that no other brokerage can deliver

Our six-point selling system has been expertly developed to sell your home fast – for top dollar.

1. Compelling Listing
2. Online Marketing
3. Local and Global Reach
4. Ultimate Open House Program
5. Complete Homeownership Solutions\*
6. Exclusive Pricing Tool



## I'll create a compelling listing to attract buyers

A custom-crafted home profile will maximize impact and demand for your property.

- Visual showcasing makes unforgettable first impression with professional photography
- Floor plans help buyers visualize space
- Detailed descriptions attract buyers by highlighting the home's uniqueness



# I'll feature the best of your home

Because we only have one chance to make a great first impression...

- Provide necessary suggestions to broaden appeal
- Select images which show buyers the best features
- Create more buyer interest, resulting in more traffic and higher offers

**Before:**



Amateur photography of a seemingly dark, cramped and cluttered kitchen.

**Better:**



Tidied-up and carefully edited, but the kitchen's appeal still isn't captured with amateur photography.

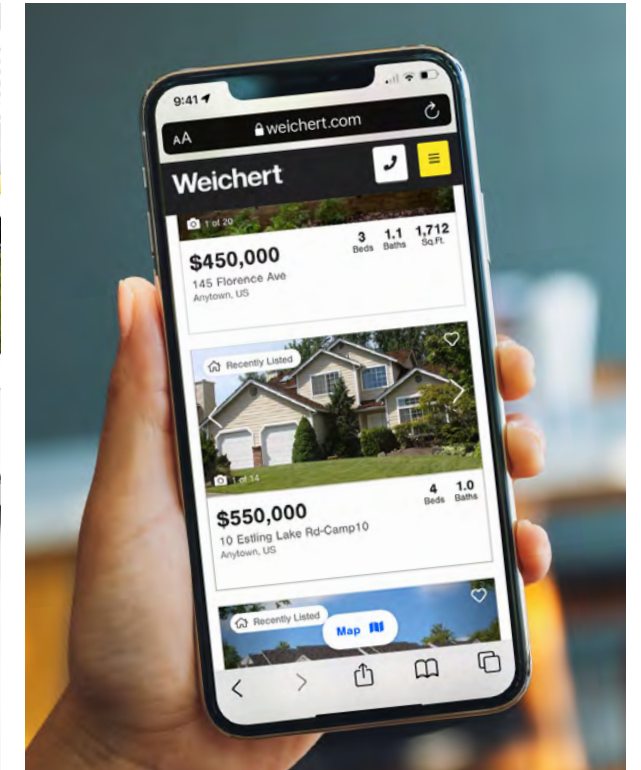
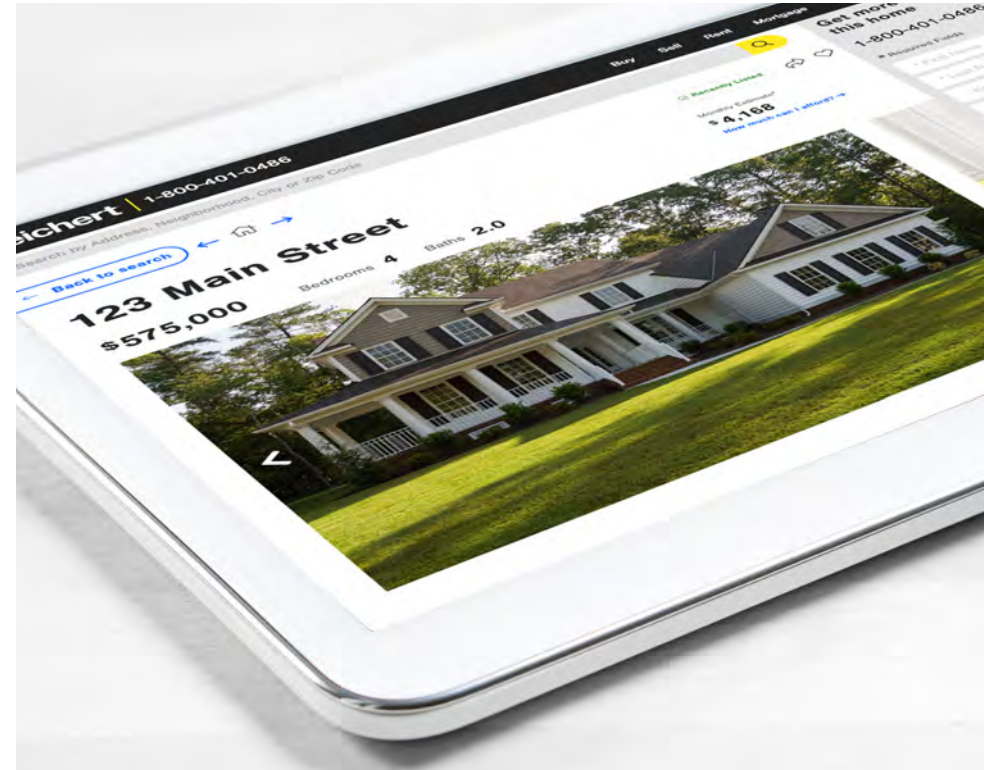
**Best:**



Professional photography optimizes angles and lighting to capture the kitchen's best features.

**See how a few simple adjustments helped sell homes like yours, fast.**





# Our online strategy maximizes the reach of your listing

No matter where they search online, buyers will find your property

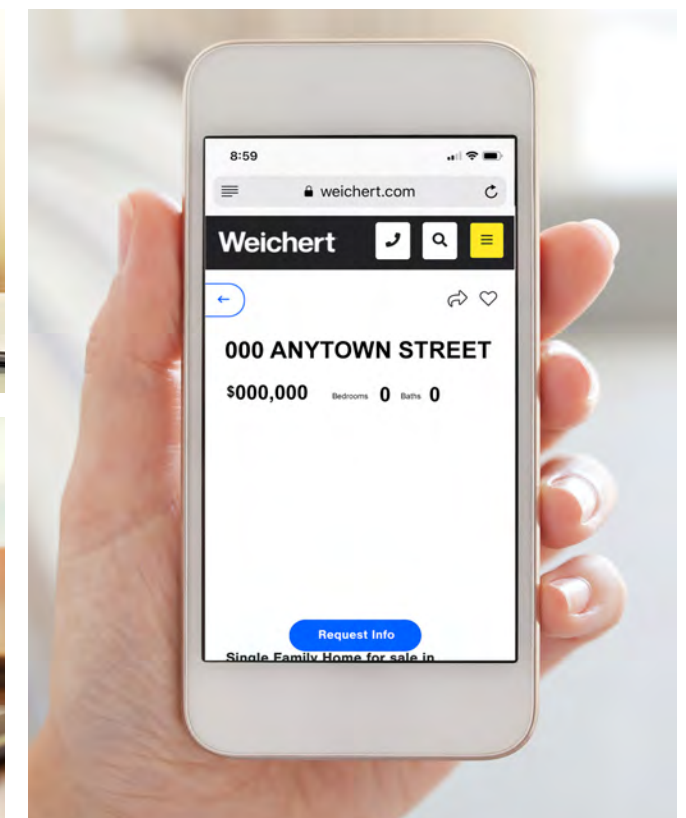
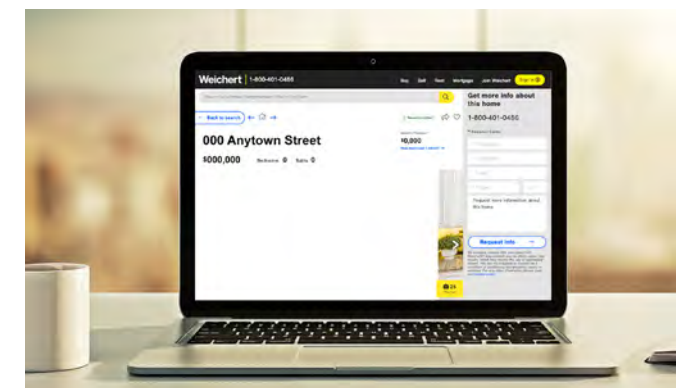
- We significantly invest in online marketing
- Over one million search terms lead to weichert.com
- Weichert.com consistently ranks high in search results
- Social media content and online ads drive buyers to site



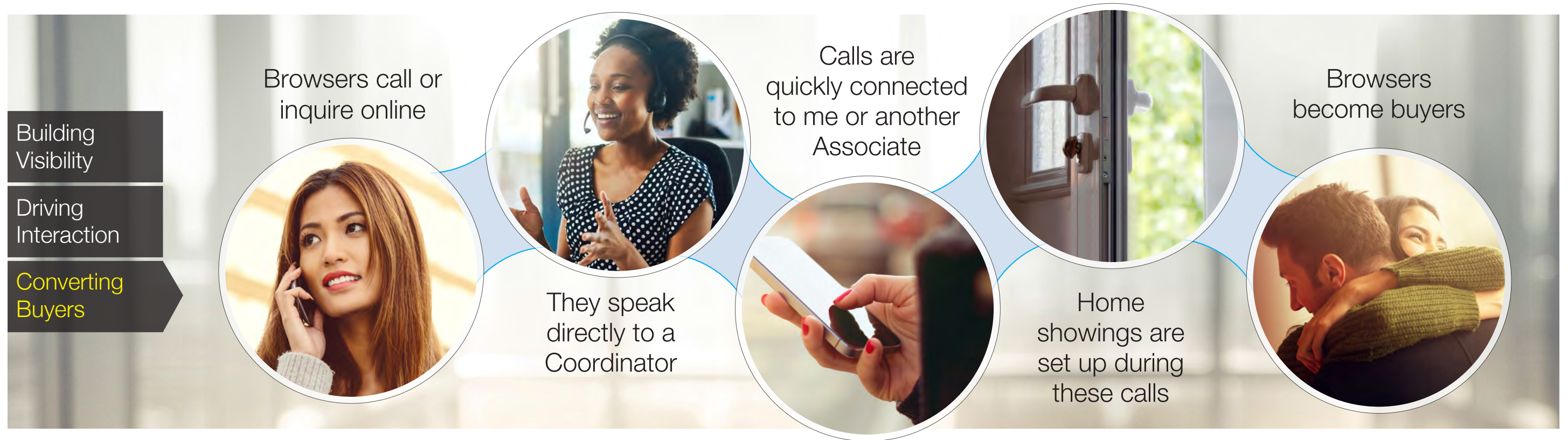
# Weichert.com delivers a superior experience for home buyers

Our site makes it easy and fun for visitors to engage with your listing.

- Apps, mobile and desktop all create a user-friendly online experience
- myWeichert allows visitors to save, manage and share a listing
- myWeichert sends auto-emails to targeted buyers
- Average online visit is longer than the competition\*







# Our Welcome Center brings interested browsers into homes

This exclusive service ensures virtually every inquiry is handled immediately.

## Other Real Estate Companies:

- 48% of their online inquiries go unanswered\*
- Average 15½ hours to respond or ignore leads half the time\*

## Weichert:

- We speak to 100% of inquiries in an average of three minutes\*
- Inside Sales Coordinators on call seven days a week



# My powerful local marketing attracts more buyers

It's a fact: Homebuyers typically move within a 15-mile radius of where they live now.\*

- Word of mouth is a powerful sales tool
- Broker open house previews home to local agents
- Neighbor phone calls generate leads
- Just Listed mailer has an interactive code to take buyers to your listing online



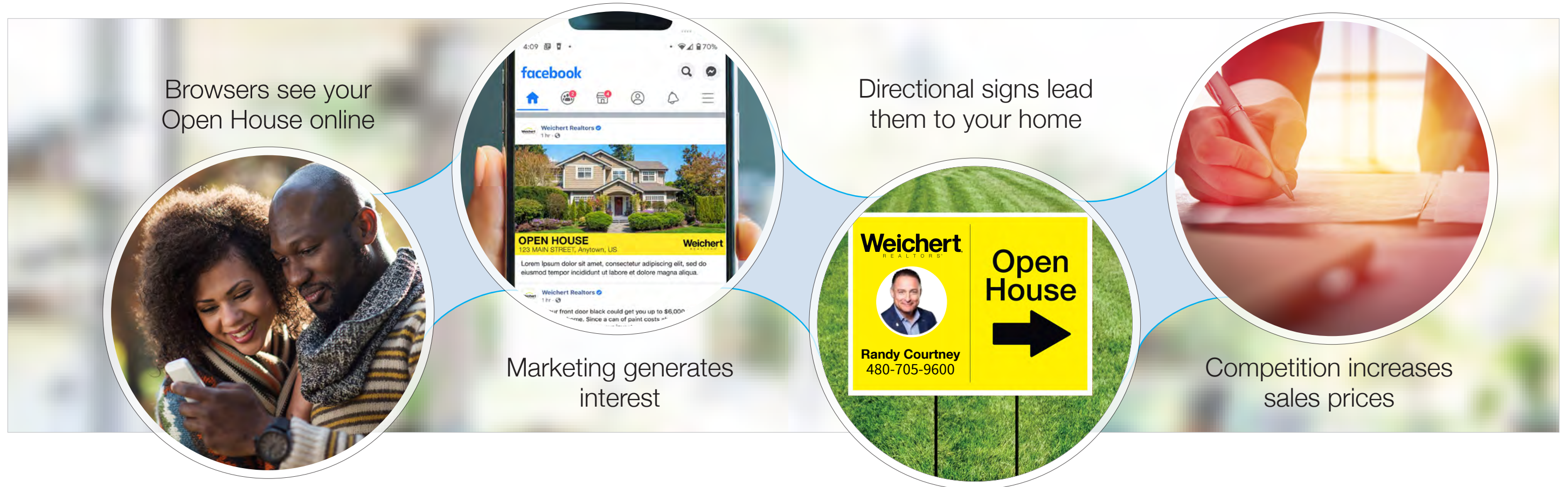


# Tap into transferees who are moving to towns like yours

Our relocation firm consistently sends us “Dream Buyers” – people relocating for their work who need to buy a home right away.

- Weichert Workforce Mobility, one of the top relocation firms in the world, relocates 25,000+ people annually
- Operates in 175 countries, from Singapore to London to Hong Kong
- Serves 387 leading corporations, including several Fortune 500s, who regularly relocate employees





# Our proven Open House strategy attracts the best buyers

In person or virtually, one in three Weichert Open Houses results in a sale.\*

- 73% of homebuyers visit at least one Open House\*\*
- We create interest with eight signs, balloons, online marketing and ads\*\*\*
- Increases competition among prospective buyers
- Motivates interested buyers to make offers





# I'll ensure your Open House is a success

And my proactive personal service doesn't end when the event does...

- Open House typically lasts longer than the competitions'
- Visitors sign in and are escorted around the house
- Mortgage Partner outlines affordability scenarios for buyers
- Color brochures and property highlights showcase home features
- All visitors receive follow-up within 24 hours



# I'll show buyers different monthly payment scenarios

My Mortgage Partner offers a variety of financing options.

- Lender Partners develop various monthly payment scenarios, making the home more appealing to more buyers
- Options make purchase more realistic, often leading to an immediate offer

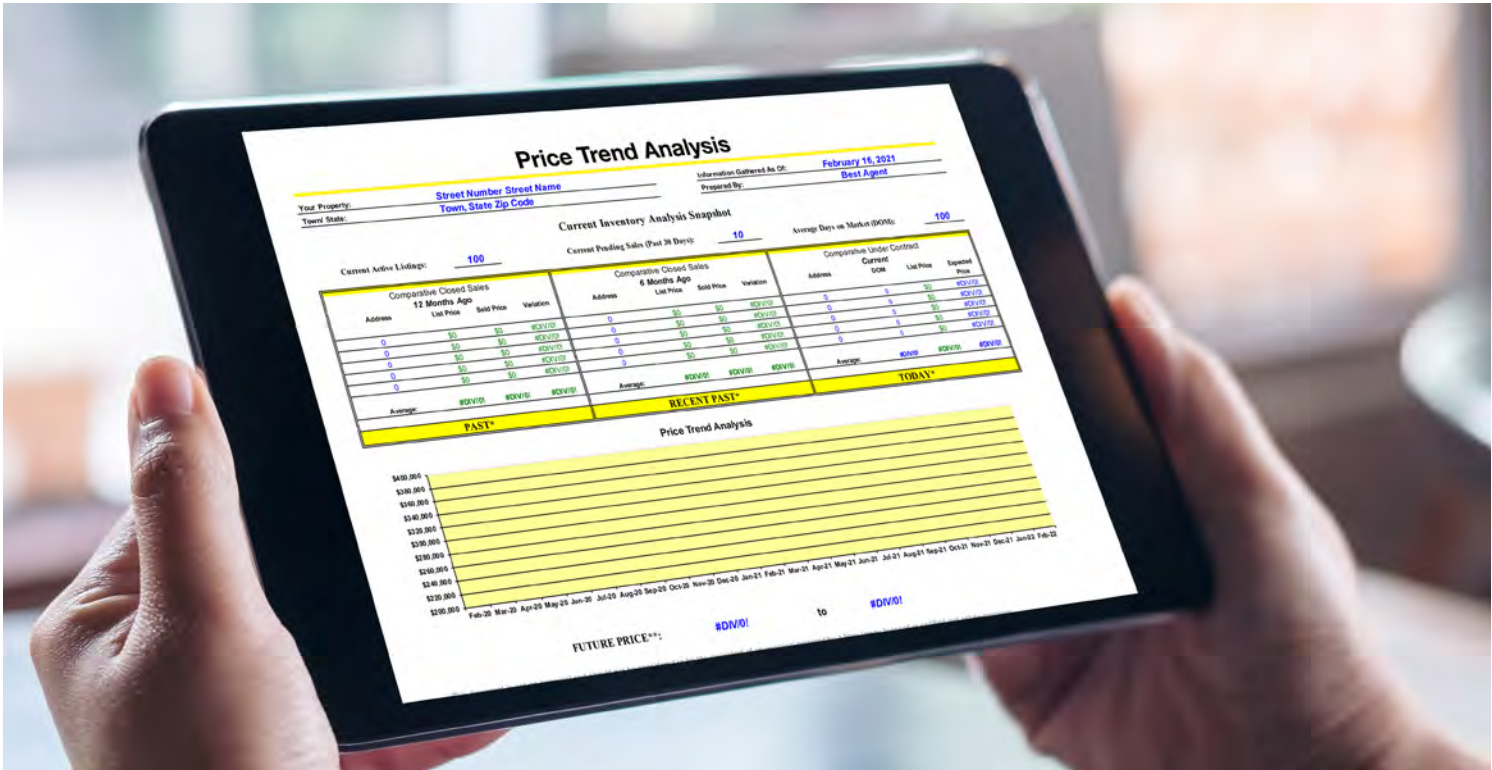
Let's explore the affordability of:  
1234 address st, Tempe, AZ

Loan Program	Loan Amount	Interest Rate / APR	Points	Monthly Payment
30-Year Fixed Rate	\$0	0.000% / 0.000%	0.0	\$0,000
15-Year Fixed Rate	\$0	0.000% / 0.000%	0.0	\$0,000
5/1 Adjustable Rate	\$0	0.000% / 0.000%	0.0	\$0,000

**Yours for as low as \$0,000 per month**







# We have a proven method to determine your best asking price

Weichert's proprietary enhanced Price Trend Analysis will project local trends to improve and shorten your selling process.

- Evaluating comparable properties from last few months is insufficient
- Our unique tool evaluates absorption rates and trends
- I will methodically prepare a comprehensive analysis which will sell your home quickly at the best possible price



**Randy Courtney**

*Broker*

# Your partner and neighborhood specialist

No one will do more to sell your home  
quickly at the best possible price.

Hardworking • Ambitious • Passionate

## About Me:

- I'm in constant contact with my clients. They appreciate that I understand the current pricing trends, keep track of the local inventory, analyze feedback from prospective buyers and always negotiate the best sale price the market will bear.
- As a homeowner myself, I understand the challenges of putting a home on the market and the worries that go along with the entire process.
- I pride myself on being a great local resource and hand-holder extraordinaire.
- When I'm not working with my customers, you will find me spending time with my son and dogs, or playing a round of golf.



# Let me guide you through this complex process

The Weichert Way will pave the path to sales success.



1

**Get Acquainted With You and Your Home**



2

**Present a Customized Marketing Plan**



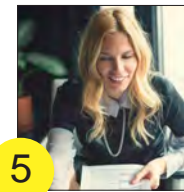
3

**Deliver Pricing Evaluation**



4

**Recommend Improvements**



5

**Finalize Listing Agreement**



6

**Review Weichert's Suite of Services**



7

**Discuss Home Protection Plan Benefits**



8

**Post "For Sale" Sign**



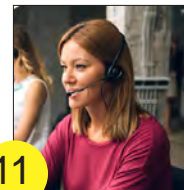
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**Add to Multiple Listing Service (MLS)**



10

**Post on Major Real Estate Websites**



11

**Engage Weichert.com Welcome Center**



12

**Arrange Weichert Caravan**



13

**Plan Broker Open House**



14

**Manage Print Marketing Strategy**



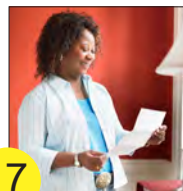
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**Send "Just Listed" Cards**



16

**Host Ultimate Open House**



17

**Convey Affordability Data to Buyers**



18

**Get Interoffice Referrals**



19

**Connect with Transferees**



20

**Offer Mortgage Preapprovals**



21

**Share Listing Updates with Team**



22

**Follow Up with Feedback**



23

**Streamline Your Transaction**



24

**Provide Relocation Assistance**



25

**Analyze Market and Provide Updates**



26

**Strategize with Office Sales Manager**



27

**Field All Offers and Negotiate**



28

**Help Settle on All Sales Terms**



29

**Manage Contract Process**



30

**Negotiate Any Inspection Issues**



31

**Confirm Mortgage Commitment**



32

**Support Through Closing and Settlement**

# My pledge to you:

I'll do everything I can to sell your home quickly, at the best possible price.

## You can trust me to:

- Explain all steps before they happen
- Return calls and texts promptly
- Act as your connection to all services
- Provide immediate feedback and information
- Fully represent your point-of-view and best interests in negotiations
- Make the sale as simple, smooth and stress-free as possible







# Here's all I'll do to jumpstart the sale of your home

This process is customized for you  
and your home to get results, fast.

## Jumpstart Plan

- STAGE ONE: Initial Visit, Marketing Plan, Price Evaluation
- STAGE TWO: “For Sale” Sign, Multiple Listing Service, Internet Marketing
- STAGE THREE: Payment Calculator Worksheet, “Just Listed” Card, Broker’s Open House
- STAGE FOUR: Interoffice Referrals, Weichert Workforce Mobility
- STAGE FIVE: Recommendations, Listing Agreement, Home Protection Plan
- STAGE SIX: Weichert.com, Weichert Caravan, Order Property Brochures
- STAGE SEVEN: Public Open House, Neighborhood Calls
- STAGE EIGHT: In-House Promotion, Market Update

# Thank you for inviting me in!

Let's move in a new direction, together.

