

A photograph of a dirt path leading through a dense forest. The path is straight and recedes into the distance, flanked by tall trees with vibrant green foliage. The canopy is thick, creating a tunnel-like effect. The text "Selling your home for the most money and with the least inconvenience" is overlaid in a light blue, sans-serif font.

Selling your home for the most
money and with the least
inconvenience

Achieving Results

Preparing your home for sale



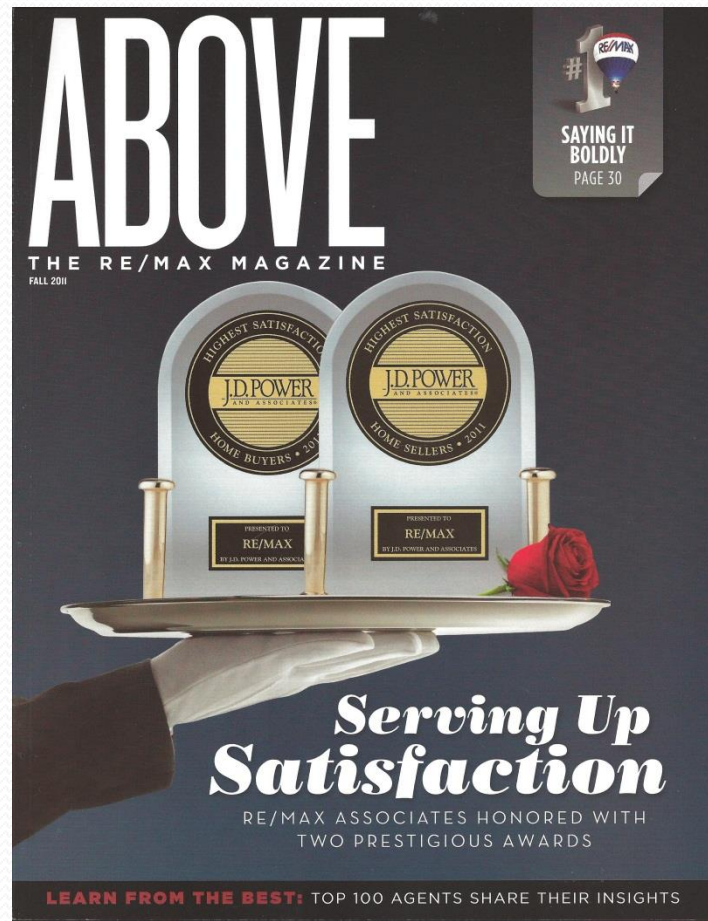
- Pretend the queen is coming for a visit!
- REMAX International recommendations for sale
- Staging – what pays, what doesn't!
- Specific recommendations to prepare for the big day!



Pricing the property to sell

- Value is analyzed using three cross correlation methods:
 - A. Market value analysis (MLS and Tax Star)
 - B. Tax Correlation method
 - C. Standard appreciation over the life of ownership

The Power of REMAX



A: The nation's most productive real estate company.

B: Generates more referral business than any other brand.

C: Attracts only the most experienced agents . Synergy!

D: International Reach – investors.

E: Public awareness – people know and trust the expertise of REMAX agents.

E: Provides the highest level of training.

Marketing for maximum exposure

- Creating a sense of urgency
- A timed advertising and marketing approach.
- Exposure in all of Rochester's advertising mediums
- World wide exposure through our extensive web presence.
- Highly visible yard signs
- Broker network for immediate exposure
- Like listing networking to locate agents with buyers.
- Professional brochures and flyers



ADWERX Marketing Exposure!



POWERFUL MARKETING FOR YOUR HOME



TARGETED:

Targets potential buyers in 15-mile radius



VISIBLE:

Appears on premium pages such as Facebook, ESPN, CNN and YouTube



EFFECTIVE:

Estimated 3,000 impressions per listing ad



The power of REMAX Realty Group

- Rochester's #1 Real Estate Office in every category: Gross Sales, number of transactions, time on the market Any way you look at it.
- 175 full time agents working together to make our office number one.
- The number one REMAX office in New York State - 15 years running.
- Professionally staffed, managed and insured to guarantee a smooth transaction.



Negotiating in your best interest

- Knowing what to say and what to leave out.
- Finding out buyer motivation
- Looking beyond price for resolution
- Asking questions that lead to agreements
- Thinking creatively
- The junk yard dog technique

Taking Care of Details

Once an agreement has been reached:

- Engineers inspection
- Mortgage follow up
- Attorney approvals
- Any additional contingencies
- Project manager – a master checklist

Thank you for the opportunity!



- I look forward to being of service!