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Thank you for giving me the opportunity to help you sell your home. My goal as a consultant is to help you sell your home for the highest price, in the shortest period of time, with the least amount of inconvenience to you.

This packet contains information about why you should choose *Karin Comeaux with Premier Realty Group*, the process of marketing and selling your home. It also contains information on what you can do to increase the value of your home and a Comparative Market Analysis for your property.

Prepared exclusively for you, this analysis contains a summary of the recent real estate transactions in your area for properties that are similar to yours. While none of the properties included in this analysis is exactly like yours, they do provide a good basis by which to compare your property with the 'competition.'

Your property may have special features or improvements that could substantially affect the price range in which it should be listed. We will discuss pricing in more detail after you have had a chance to review the enclosed information.

I look forward to working with you and selling your property quickly. I will follow-up with a phone call, email, or letter to see if you have any questions about taking advantage of our awesome program.

I am available to answer any questions you might have. Please don't hesitate to call or text at (702) 328-4114 or email me at karinslvhomes@gmail.com.

Sincerely,

Karin Comeaux

Your Personal REALTOR & Property Manager 4 LIFE!!!



My Mission Statement

Your needs come first! The process of marketing and selling your house must match your objectives, priorities, and needs. In order to best serve you, learning about your plans can help me understand your goals and help us build a strong working relationship. Becoming your Personal REALTOR & Property Manager 4 LIFE!!!

My Objectives

- Listen carefully to make sure YOUR objectives are understood
- Explain the home selling process thoroughly
- Discuss agency representation
- Price your home correctly
- Stage your home for sale
- Implement a proven marketing plan
- Make every effort to sell your home promptly
- Generate and follow-up on leads
- Communicate consistently, so you know what to expect
- Negotiate the highest dollar value...between you and the buyer
- Diligently track the closing process on the sale of your home

The 10 Point Marketing Plan That Gets Your Home Sold!



- 1) Market 24 hours a day with a high visibility *"For Sale"* sign.
- 2) Price your home competitively... to open the market vs. narrowing the market.
- 3) Listing your home on the Multiple Listing Service.
- 4) Aggressively Market your home through various marketing media, social networking, and over 30 other search engines, such as: Remax.com, Realtor.com, Trulia, Homes, Zillow, Redfin, etc.
- 5) Contact my buyer leads, center of influence, and past clients for referrals and prospective buyers.
- 6) Develop a list of features of your home for other Brokers and agents to use with their potential buyers.
- 7) Add additional exposure through virtual tours and videos for YouTube.
- 8) Host a Mega Open House event – exposing you home to neighbors and potential buyers.
- 9) Follow-up with other agents who have shown your home... for their feedback and response.
- 10) Represent you on all offer presentation...to assure you in negotiating the best possible price and terms.

Understanding Market Value

Market – sensitive pricing can be the key to maximum market exposure and ultimately, a satisfactory sale.

The existing pool of prospective buyers determines a property's value, based on:

- *Location, design, amenities, and condition.*
- *Availability of comparable (competing) properties.*
- *Economic conditions that affect real property transactions.*

Factors that have little or no influence on the market value of a house include:

- *The price the seller originally paid for the property.*
- *The seller's expected net proceeds.*
- *The amount spent on improvements.*

The impact of accurate pricing:

- *Properties priced **within market range** generate more showings and offers, and sell in a shorter period of time.*
- *Properties priced **too high** have a difficult time selling.*





What's Most Important To You?

Your questions deserve answers! Let us know what's important to you.

	<i>Not Important</i>					<i>Very Important</i>
Buyer's Qualifications	0	1	2	3	4	5
Multiple Listing Service	0	1	2	3	4	5
Broker Commissions	0	1	2	3	4	5
Showing Procedures	0	1	2	3	4	5
Advertising	0	1	2	3	4	5
Open House	0	1	2	3	4	5
Personal Inconvenience	0	1	2	3	4	5
Possession by Purchaser	0	1	2	3	4	5
Pricing of your home	0	1	2	3	4	5
Closing Costs	0	1	2	3	4	5
Lock Box & Security	0	1	2	3	4	5
Salability in today's market	0	1	2	3	4	5
Financing Options	0	1	2	3	4	5
Negotiations	0	1	2	3	4	5
Client/Agent Communication	0	1	2	3	4	5
Buyers & Agent feedback	0	1	2	3	4	5
Agents Experience	0	1	2	3	4	5

Thank you...This helps us sell your home for the best possible price!

Expanded Marketing Program

Take advantage of our expanded marketing program! Not only will we put our agent networking, Multiple Listing prospecting, and Internet Marketing to work for you, we'll also promote your home to people who already may know how desirable your home is. We'll email your property brochure/virtual tour/video and call your:

- ☐ Friends ☐ Family Members ☐ Church Members
☐ Neighbors ☐ Co-Workers ☐ Anyone Else You Can Think Of!!

Name

Address

Phone

Email

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