



The Freeman/Davis Home Team

The Wolborsky Group



# Preferred Seller Services



*Added-Value Marketing*

[www.HomeSearchRALEIGH.com](http://www.HomeSearchRALEIGH.com)



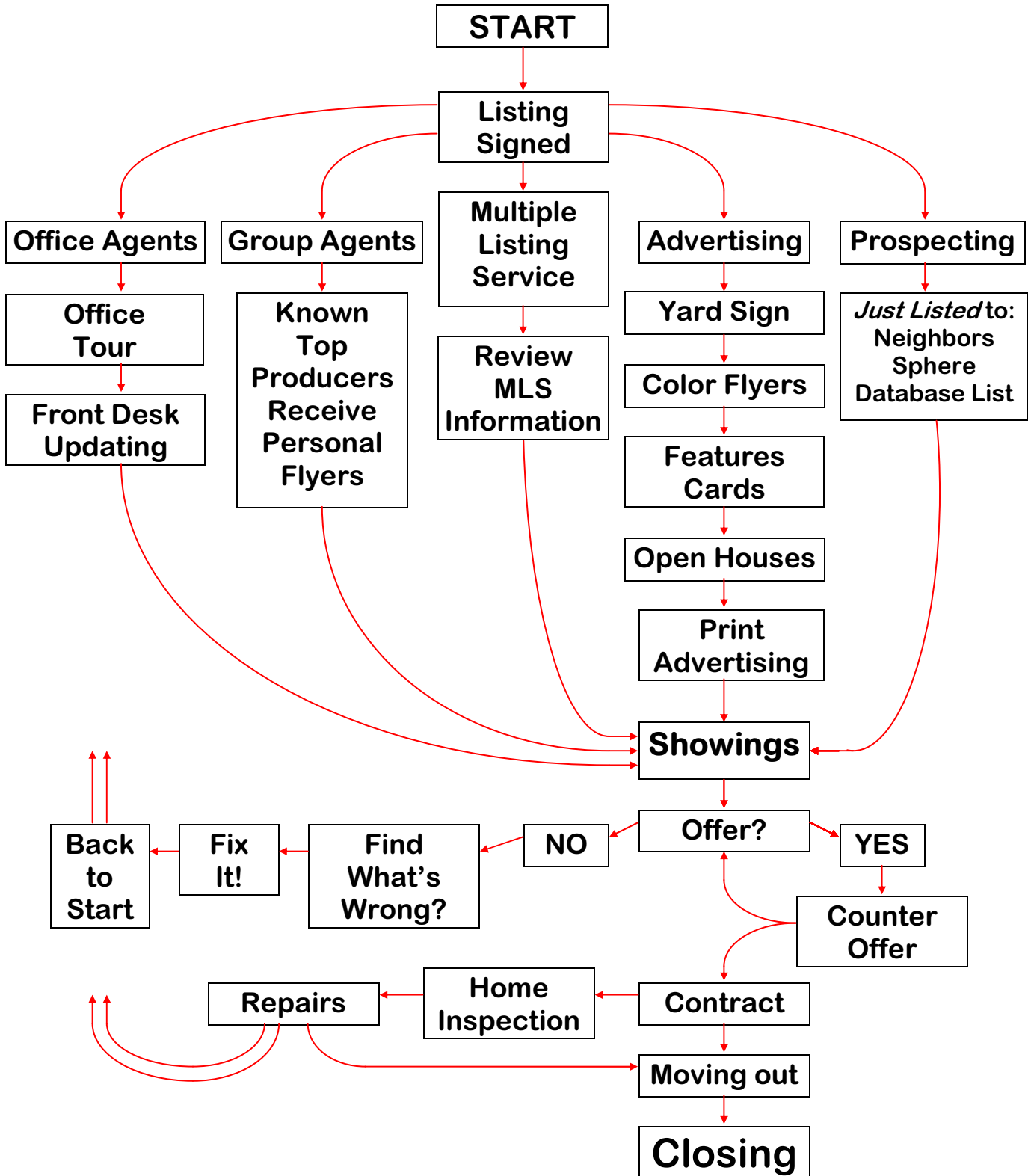
**Rick  
Freeman**



**Amy  
Davis**



# The Home Selling Process



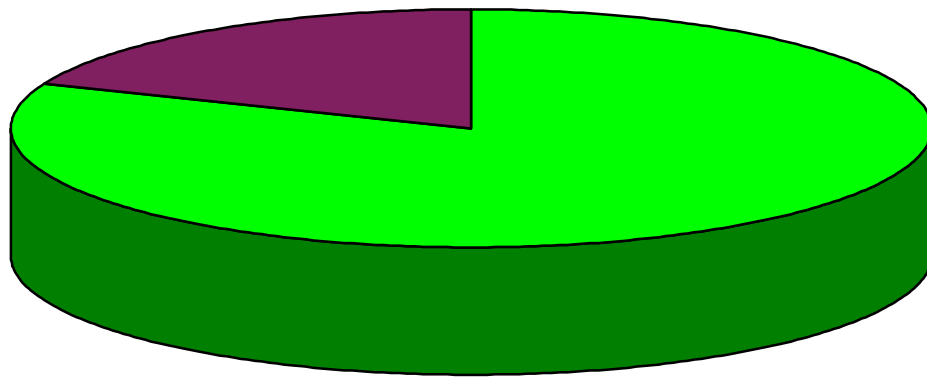
# **FIVE REASONS A PROPERTY SELLS**

- 1. Location**
- 2. Price**
- 3. Terms**
- 4. Property Condition**
- 5. The Agent you select**

**YOU**

**CONTROL FOUR OF THESE**

**Nationally, 81% of  
Buyers  
Purchase their Home**



**through Professional  
Real Estate Agents**

# **Exclusive Services Provided**

## **COMPARATIVE MARKET ANALYSIS**

A written report of the transactions in the neighborhood to identify similar properties that have sold recently and are currently on the market in an effort to determine a realistic price for your property.

## **MARKET PREPARATION TIPS**

How to maximize the marketing efforts by improving the condition of the home, "setting the stage" before showings, and knowing what to do when the property is being shown.

## **RELOCATION PACKAGE**

A complete portfolio of information about the city you are moving to. This can be very helpful in orienting you to the local housing market as well as schools, shopping, transportation, entertainment, and many other things of interest.

# **What Other Agents Do To Sell Your Home (a.k.a. “The 4 P’s of Marketing)**

- 1. Put a sign in the yard**
- 2. Put an ad in the paper**
- 3. Put it in the M L S**
- 4. Pray that it will sell**

**While these are the basics that most agents do to sell a home, my promotional efforts include designing a complete marketing program specifically for your home. We actively seek out qualified buyers, not just wait for them to find us.**

**Promotion is more than a  
sign in the yard & an ad in  
the paper.**

**Some of the exclusive  
promotional tools we offer:**

**“Just Listed” Postcards**

**“Targeted Buyer” Direct Mailings**

**HomeSearchRALEIGH.com**

**Realtor.com**

**AllenTate.com**

**Trulia.com & Zillow.com**

**Agent “Open House” Tour**

**Home Protection Plan**

**Buyer Financing Alternatives**

**Property Website**

**Online Agent Feedback**

# Here are some Important Facts to Remember about Advertising

## OUR POLICY

Our company's advertising program, a tried and proven one, has been established from surveys and studies made by the REALTORS NATIONAL MARKETING INSTITUTE® and a survey made by the NATIONAL ASSOCIATION OF REALTORS® entitled "The Home buying and Selling Process". It is based on the experiences of the most highly successful real estate brokers in the country.

## ADVERTISING YOUR PROPERTY

Advertising does not sell homes - Real Estate professionals sell homes.

There are many ways of merchandising your home.

**Some houses will draw more calls, so they may be used more often. This is just like the retailer who has specials to get customers into his store so that they will look at the rest of the merchandise.**

Many times if there are several similar houses, it is our policy not to advertise them on the same day because the caller is really a prospect for all of them. By running each house at a different time more coverage will be given to all.

## SOURCES OF ACTIVITY

50% Reputation & Referral - company, personal, professional .....  
15% Newspaper, Magazine Ads.....  
14% Friends or Acquaintances of the Seller.....  
11% For sale signs.....  
07% Open Houses.....  
03% All Others.....

## **Our strategy includes "Personal service on an individual basis"**

- ⇒ To handle the detail work such as mechanical and termite inspections, title work, earnest money, appraisal, mortgage work.
- ⇒ To stay in touch with you so that you will know what is going on and where we are in the marketing process.
- ⇒ To help maintain the property with the names of competent contractors, especially if your property is vacant and you are out of town.
- ⇒ To show you consideration because I know you are living in your home, and it's difficult to have it ready to show all the time.

# **You'll get the benefit of our Experience**

## **Advice To Help Your Home Sell Quickly**

**We can offer you with a video describing how to prepare your home so that it will show its best, but I'll give you specific suggestions to improve the impression it will make to buyers.**

## **Pros & Cons Of Contract Proposals**

**When we bring contract proposals for your consideration, we'll explain them as well as have an estimated closing cost statement so that you'll have all the facts to make a good decision.**

## **Process Of Selling A Home**

**We'll explain the entire selling process so there won't be any surprises along the way.**

# Home Protection Plan

You can provide the buyer up to one year's coverage on selected items:

- Central Heating System
- Electric Central Air System
- Interior Plumbing
- Built-in Appliances
- Electric Pool Equipment

You will also be covered on certain items while your property is listed for sale, **even before you pay for the coverage.**

Homes with a home warranty sell 60% faster and for a higher price than homes without a home warranty ... according to a study by the National Home Warranty Association.

# IT FIGURES . . .

. . . that one of the things most asked for (and not received) by buyers and sellers is financial advice.



**We're trained to help you with taxation and financing problems. We'll supply you with facts and figures (or find the right person for you to consult with) to help you make good decisions.**

**As trained professionals,  
we not only know how much  
income the buyer should make to  
qualify for your home, but how to  
get that information.**

**Sellers and Buyers are not usually  
familiar with lenders' requirements  
for loan qualifying because things  
change so rapidly and there are so  
many loan programs available.**

**Buyers are more willing to share  
their personal financial information  
with a trained real estate  
professional and are frequently  
looking for an agent that can show  
them how to buy the home they want.**

**This is why it is important to have me  
help you sell your home.**

**Over 67% of all property sold in the  
Triangle Multiple Listing Service is a  
Cooperative sale.**

**For that reason your selection of a  
company should be based on who  
will represent your best interests  
and give you the best service.**

**BUT...  
...that leaves 33%**

**So you should also base your decision in  
which company has the best agents,  
with the most experience, the most  
exposure, and the biggest share of the  
relocation business.**

**The Freeman/Davis Home Team  
*“The Wolborsky Group”***



**We know you are  
concerned...**

**about the sale of **one** home.**

**YOURS**

**We promise to take a  
sincere interest and use  
all of our efforts in  
getting YOUR Home sold.**

# Professional Service Fee



**It is our policy to charge a percentage of the sales price as a professional services and marketing fee.**



**We cooperate completely with other real estate companies and agents and offer to split the commission with the selling agencies.**



# Potential Dual Agency

As a Seller's agent, we have the obligation of providing you client level services in a fiduciary relationship that include:

## Loyalty – Obedience – Disclosure – Confidentiality - Accounting

- The selling agent, acting as a sub-agent, has the duty to exercise reasonable skill and care in the performance of the Broker's duties, a duty of honest and fair dealing and a duty to disclose all facts known to the broker that materially and adversely affect the consideration to be paid for the property.
- A dual agency situation can arise if after we have entered into an agency relationship with you and one of the salespersons in our company accepts an agency relationship with a buyer. If that salesperson shows your home, we will in effect be representing both parties.
- This is a potentially challenging situation because it is difficult to afford both parties full client level services. Dual agency should only be entered into with the written agreement of both buyer and seller.
- If this situation develops, you make an election for us to go ahead and show the property and pursue an offer. By making this election, you need to understand that part of the duties of disclosure cannot be made because it would violate the confidentiality with the other party.
- In representing both the seller and the buyer, the broker will not, without the express written permission of the respective party, disclose to the other party that the seller will accept a price less than the listing price or that the buyer will pay a price greater than the price offered.
- In all circumstances, both seller and buyer should expect diligent exercise of reasonable skill and care in the performance of the broker's duties.

**Agency is a legal relationship and a written agreement should be completed to explain all the duties and responsibilities.**