



A Detailed Guide for HOME SELLERS



PART 1

• The Importance of Agent Selection

Proper Preparation

• Pricing Your Home to Sell!



Dear Home Owner:

My enclosed Marketing Proposal can never take the place of a personal face-to-face meeting, but it will give you a chance to know a little bit about the step-by-step plan we use to get most homes SOLD in 30 days or less.

The information on the following pages is designed to give you an overview of exactly what it takes to sell a home in today's ever-changing marketplace.

When we meet, you can expect me to be a candid, upfront, no-nonsense professional. There are lots of opinions but only one set of <u>facts</u>.

We will look at the facts of record and together determine a pricing strategy designed to sell your home for the highest price possible. Of course, the final pricing strategy is always subject to your approval.

Melinda T. Morfin

Melinda T. Morfin, Realtor® Realty ONE Group Mountain Desert

Before You Read This...

I INSIST YOU CALL AT LEAST 3 OF THESE REFERENCES ATTACHED.

In order for you to fully understand and appreciate the information in front of you and the person who is giving it to you, I ask that you do your homework.

Knock on the door of any home with my sign in the front yard and ask them about my professional services. Or call 2 or 3 of the Clients listed on the attached "Client List" and ask them the following questions:

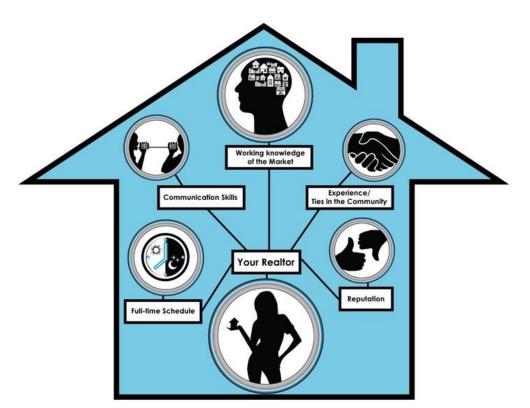
- 1) Did you hire Melinda Morfin to Sell Your Home?
- 2) Did she get the job done? In a time period less than 90 days?
- 3) How would you rate her overall knowledge, expertise, and service?
- 4) Would you use her again? Why?



"Client List"

Tom & Lisa Griffiths (559) 207-4839 Fred & Barbara Miles (480) 831-1732 Dr. Carrie Monroy monroycarrie@hotmail.com Jeremy & Diana Jolles (928) 221-9118 Dr. Scott Dale (928) 814-8411 Ian & Jill Hough <u>ian1998jill@gmail.com</u>

A Seller's Guide to Finding the Right Real Estate Agent for the Job of Professionally Marketing Your Home...



There are hundreds of real estate licensees in our area. Choosing the right agent for your home can be confusing. It is especially difficult when you speak with several different agents and they all seem so convincing.

The following list provides you with questions to ask each Prospective Realtor. If you allow me to interview for the job, you should ask these questions of me as well. The answers of these questions will tell you what you need to know in order to select the best agent for the job of selling your home.

- 1) Do you work as a *full-time* Realtor®?
- 2) How many years have you ben licensed to sell real estate full time in AZ?
- 3) Do you **GUARANTEE** your services?
- 4) Do you have a system **to** *follow-up* after every showing so that we get valuable *feedback*?
- 5) How many *properties have you sold* in the past 6 months? In your career?
- 6) Do you have *references* I may check?
- 7) Do you have an *Internet Strategy* that includes *Social Networking* and *Syndication* to expose and promote my home 24/7?
- 8) What is my *property worth*? What *listing price* do you *recommend*? Will it *sell* at that price?
- 9) Do you have a Successful Pricing Strategy?
- 10) Why should I choose you over all the other Realtors in our area?



My goal in the Preparation Phase is to assure that your home shows at it's very best with the *Highest Quality* to attract the "Right Buyers" because they will pay the most money for your home.

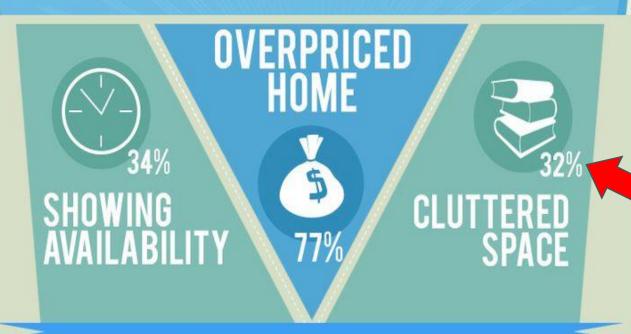
PREPARING YOUR HOME FOR SALE IS CRUCIAL TO THE SUCCESS OF GETTING THE RIGHT BUYER AT THE RIGHT PRICE



The number one deal killer in any real estate transaction is the **home inspection**. Why? Once you receive an offer for your property, **80**% of the negotiating power shifts to the buyer.

Pre-Inspecting your home enables us to know about and handle any potential issues with the property **BEFORE** you receive a purchase offer. This reduces the possibility of any "surprises" during negotiations. Additionally, addressing repairs up front has been proven to *minimize* the cost of repairs by up to 400%.

BIGGESTHOMESELLER MISTAKES

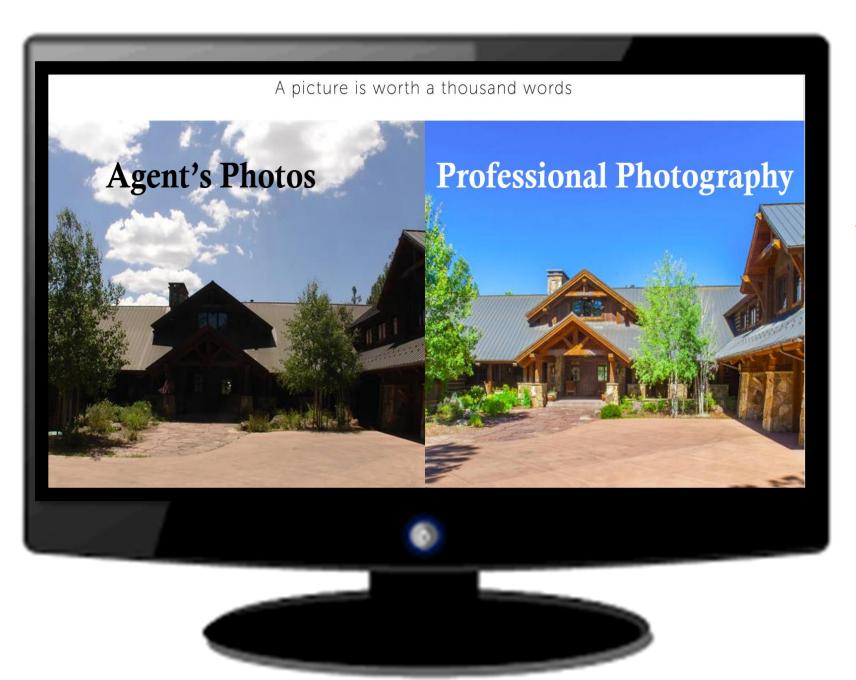




The Majority of Homebuyers Prefer a Home that is in Pristine Condition and is in Move-in Condition.

That means having your home in the best presentation condition is a critical part of the preparation process. We want to appeal to the broadest segment of the buying pool as possible.

- De-Clutter Inside and Outside
- Clean Windows Help Brighten and Warm Interior
- Spruce Up the Lawn for Max Curb Appeal
 - Make Necessary Repairs
- Clean Carpets & Upholstery as they tend to Hold onto Unpleasant Odors



You Need Curb Appeal, But Now You Must Have

Net Appeal

Over 95% Of Buyers Search The Internet

I Get Them To Select Your Home With Professional HDR Photos Exclusively Through Me at

No Cost to You.

First Impressions Online are Made in Less than 6 Seconds...





Before...

Other Services
that Boost Not
Only the
"Show-Ability" of
Your Home, but

Your Home, but its

"Sell-Ability"...





I work with an
Excellent and
Affordable Design
Team that can Master
ANY Décor Challenge!



Professional staging

defines the space and makes it show in its best light.

My staging professional will visit your home prior to photographing the property and discuss with you subtle changes that will make the property stand out in photos, video and in person—and inspire potential buyers to picture themselves owning your home as a result.

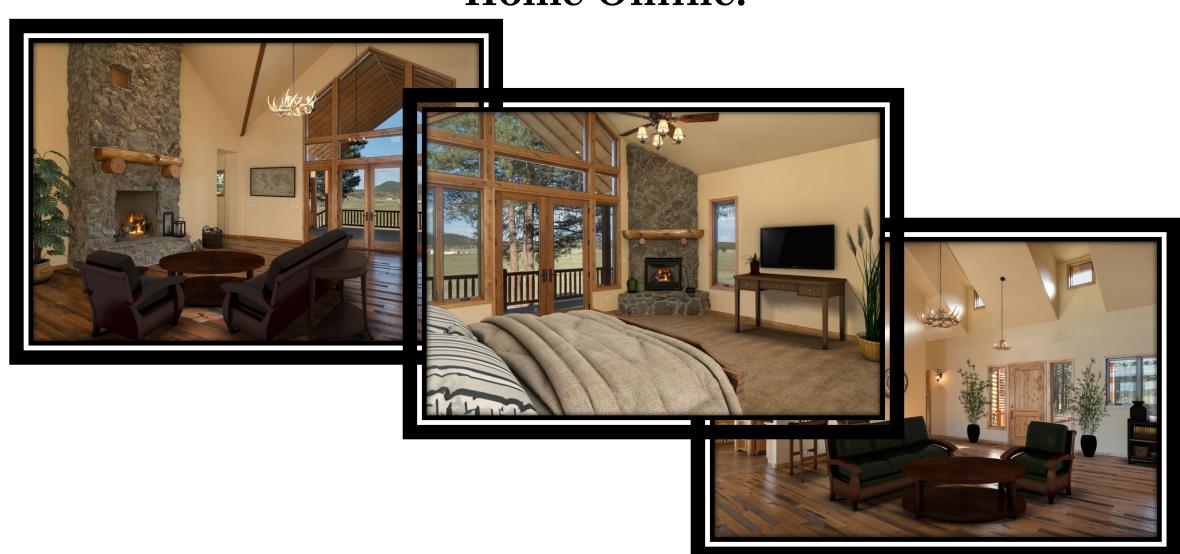
Why stage your home? Staging a home helps it sell faster and for more money. 95% of staged homes receive an offer within the first 14 days, and can sell for up to 3% more money.





Note: Using a Staging Service is not a requirement. I successfully sell properties in all conditions.

Vacant Home? *No Problem!* I have a Professional Photographer for "<u>Digital Staging</u>" to Enhance Your Home Online.





The Importance of the "Purposeful Pricing Strategy"

Give or take 10% most Real Estate Agents do the same things to get a home sold. When we meet I'll review what I do additionally and differently for the <u>Purpose</u> of selling your home at the highest price the market will bear in a reasonable amount of time.

However, I wouldn't be the honest, forthright, and nononsense Realtor You Deserve if I didn't admit the FACT that

80% of the marketing on your home is done when the proper pricing strategy is chosen.



Revealing Research...

The National Association of Realtors researched the history of homes that actually sold in all three types of markets, and they discovered two critical pieces of information:

- 1) **95**% of all homes that closed escrow sold within **60** days after the listing price (seller's asking price) was set at the **appropriate** market price.
- 2) Homes properly priced sold within 3% of the seller's asking price.

Therefore, if a property has <u>not</u> received an offer within 60 days, it is <u>overpriced</u> by at least 5% to 10% or possibly <u>more</u>.



The



Market Types

There are three types of overall market conditions when selling your home:



<u>Seller's Market</u> – This is when the inventory in a specific area is low. Properly priced homes generally sell within 14 days to 21 days maximum. If your property has not received an offer within this time period, it is priced too high.



<u>Normal Market</u> – This is when there is no real perceived advantage to either the buyers or the sellers. Properly priced homes should sell within 30-45 days.



<u>Buyer's Market</u> – This is when you have lot of homes on the market for sale in every price range and area. If you price our home just below the other similar homes on the market, a sale should result within 60-90 days. Usually, homes are declining in value in this type of market.

Therefore, the sooner you sell, the better it is for you.



Time is of the Essence

The <u>majority</u> of buyer activity on a new listing occurs in the first two to three weeks of the initial marketing period.

For this reason, it is important that you have your home in the...

BEST CONDITION

and at the

RIGHT PRICE

at the

FIRST EXPOSURE

to the market.



Several Possible Pricing Strategies

"AS-IS" Pricing Strategy

- The property is SOLD without benefit of any repair work paid for by the Seller that is either required or recommended in any inspection report.
- Buyer may have any and all inspections deemed necessary to satisfy themselves as to the condition of the property. These inspection will be paid for by the Home Buyer!
- A Strategy such as this is used when the Seller is either in a Short Sale Situation or have little or no equity.

Another Pricing Strategy is the "Quick Sale" Pricing Strategy

- This strategy is almost always effective because when a property is priced at or below the current market, it will usually sell quickly.
- This pricing strategy makes it much easier for me to get the attention of other agents in our area. As a result, there are numerous showings. Which then generate one or more offers coming from agents that wait for properly priced homes to show to their BEST Clients.
- This is by far the <u>most</u> effective strategy to get your homes *SOLD FAST* and for the <u>highest</u> realistic price the market will bear.





And Still Another Pricing Strategy: "Traditional" Pricing Strategy...

This strategy is called **TRADITIONAL** because it calls for doing all of the normal and usual activities that eventually lead to a sale on your home such as..

- Obtaining the proper inspections and completing all necessary repairs called for <u>before</u> the homes is placed on the general market.
- We are following a series of actions called for in our marketing plan. Basically, I am implementing numerous marketing activities designed to create a demand for your home by targeting specific home buyers.
- NOTE: If we do not have an offer within 30-40 days, the property is priced too high and is in need of a price enhancement. It is essential that automatic price adjustments occur every 30 days to maintain marketing momentum





Who Determines the Market Value of My Home?

Truth is, NO ONE Can Tell You What Your Home will Sell For...

There are lots of opinions, yet only one set of facts. I will examine the Facts of Record and together determine a **PRICING STRATEGY** designed to sell your home for the most money.

The REAL MARKET VALUE is Determined When Someone Says...

"I'LL BUY IT!" Then they either borrow the money or take it out of savings and close escrow. *Then, and only then* is the true market value of your home determined.

Until this event happens, it is important to examine the facts of record to help determine a Pricing Strategy designed to sell your home for the highest possible price.

How Do You Determine Which Pricing Strategy is Best for Selling Your Home?

As I said before, there are lots of opinions but only one set of facts. Together, we will examine the facts of record to determine the most effective pricing strategy to assure I sell your home for Top Dollar!

My 'Total Market Review' examines 3 things:

1. Similar Homes Recently Sold

Tells us what buyers are willing to pay for this kind of home, in this area, at this time. This group shows us exactly what home buyers are willing to pay today!

2. Similar Homes Now For Sale

Tells us about our competition. Buyers will compare your home to these homes.

3. Expired Listings

Tells us what buyers are not willing to pay for this kind of home, in this area, at this time.



Market Conditions

Interest Rates/Financing
Buyer Demand
State of Economy

Your

Listing

Price

Your Motivation as a Seller

Your Terms
Offered as a Seller

Property Features

Structural Integrity Architectural Style Floor Plan

Comparable Properties

Active/Currently on the Market Sold/Recent Sales

Exposure

Broker Representation Marketing Ease of Showing

Why You Should Price Your Home Realistically

PRICING PYRAMID AND SELLING PRICE VS. TIMING



PRICING IS EVERYTHING. IF YOU MISS THE RIGHT PRICE RANGE, THE CHANCES ARE FEWER BUYERS WILL FIND YOUR HOME.

TIME: Chances are that your home will sell at its fair market value. Pricing it realistically at the outset simply increased the likelihood of a timely sale with less inconvenience and greater monetary return.

COMPETITION: Buyers educate themselves by viewing many homes. They know what is a fair price. IF your home is not priced within the correct range, it very likely will not be exposed to its **potential or targeted** buyers.

REPUTATION: Overpricing causes most homes to remain on the market too long. Buyers, aware of a long exposure period, are often hesitant to make an offer because they fear "something is wrong" with the house. Often homes that are on the market for a long time eventually sell for less than their fair market value.

INCONVENIENCE: If overpricing keeps your home from selling promptly, you can end up owning two homes — the one you've already purchased and the one you're trying to sell.

80% OF THE MARKETING OF YOUR HOME IS SELECTING A PROPER PRICING STRATEGY



THINKING ABOUT SELLING?

Prior to meeting with me, please fill out this quick survey. Tell me what concerns you most about selling your home and hiring a real estate agent. You can download this in PDF here: <u>Seller's</u> <u>Concern Survey</u>

That way, when you meet me, we can discuss only those things that are **MOST IMPORTANT** to you. Our meeting will take about 20-25 minutes, unless you have more questions.

WHAT ARE YOU CONCERNED ABOUT?

LENGTHY LISTING PERIOD
FORECLOSURES
BROKER COMMISSION
SHOWING PROCEDURES
ADVERTISING
OPEN HOUSES
WRONG AGENT
INTERNET
PRICING STRATEGY
TIME IT TAKES TO SELL
CLOSING ESCROW

NOT C	CONCERNED	VERY (CONCERNED
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4
1	2	3	4

There's No Place Like Home Tell Me Why Your Home is Special

I'm sure you have enjoyed living in your home and have been pleased with its many features. I can make sure I tell prospective buyers about all the special features of our home. Please fill in the items below so I can target out marketing efforts to those prospects most likely to buy your home. You can download this in PDF here: <u>Tell Me Why Your Home is Special</u>

Home features that I/we	ome features that I/we have really enjoyed:								
The type of person I/we	think will love my home the most is:								
Because of these feature	es:								
How I/we would describ	e the home to a buyer:								
Your Name:	Address:								

Thank you for your cooperation!



PART 2

- My Plan to Sell Your Home
- MarketingOnline and Off
- Guaranteed Services
- I work for YOU!



Marketing Proposal

You Get a Full-Time Professional Agent

You won't find **ANYONE** who will work **HARDER** or more **PROFESSIONALLY** to get you the **MOST** money, the **QUICKEST** sale, with the **FEWEST** problems.

Right Now Serious Buyers Go to a Realtor®...

Because 98.3% of the Homes for Sale...

Are Listed By a Realtor®

On Average...

Buyers Inspect 12 Homes Before Deciding.

That Means 11 Other Homes are Competing Against Yours!





My Marketing Systems...

Are Designed To

TARGET & ATTRACT QUALIFIED
AND SERIOUS HOME BUYERS

Not Those Who Will Only BUY if
They Can Steal Your Home By
Making Ridiculous Low-ball Offers!



Marketing

MARKETING YOUR HOME FOR A SUCCESSFUL SALE

The marketing of your home will reflect an established history of how buyers search for and purchase homes.

- 97% of buyers use the Internet during their home search.
- 85% of all home sales are co-brokered. This means, there is a listing agent who represents you, the seller, and another agent who represents the buyer of your home. As a result, marketing to "Realtors® is one of our most productive activities."
- The most effective way to get the attention of productive agents and buyers is through a **proper pricing strategy**.

How Buyers Find Their Home

85% of home buyers come from 3 sources

		2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
	INTERNET	8%	11%	15%	24%	24%	29%	32%	36%	37%	40%	42%	43%	43%	44%
	REAL ESTATE AGENT	48	41	38	36	36	34	34	36	38	35	34	33	33	33
	YARD SIGN/OPEN HOUSE SIGN	15	16	16	15	15	14	15	12	11	11	10	9	9	9
	FRIEND, RELATIVE OR NEIGHBOR	8	7	7	7	8	8	7	6	6	6	6	6	6	6
	HOME BUILDER OR THEIR AGENT	3	7	7	7	8	8	7	5	5	5	5	5	5	6
	DIRECTLY FROM SELLERS	4	4	5	3	3	3	2	2	2	2	2	2	3	2
	PRINT NEWSPAPER ADVERTISEMENT	7	7	5	5	5	3	2	2	2	2	1	1	1	1
	HOME BOOK OR MAGAZINE	2	1	2	1	1	1	*	*	*	*	*	*	*	*
	OTHER	3	6	4	*	*	*	*	*	*	*	*	1	*	*

HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?

"Virtual Showing" Marketing

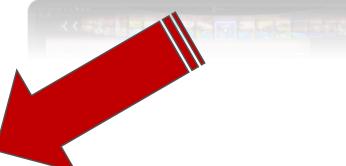
Listings with Videos are Viewed 403% More than those Without, but Only 4% of Agents Use Them



I make your home
"stand out" with a video
and a virtual tour with
your property's own
website that is
broadcasted on Social
Networks allowing home
buyers anywhere in the
world to view via
computer!







ENHANCED LISTINGS-

ANOTHER METHOD FOR

"MAXIMUM EXPOSURE"!





- Enables your home to rise to the top of the search above all other homes by adding more photos
- Enhanced listings allow up to 25 photos



BENEFIT: You get "Maximum Exposure", which means more and more potential Buyers are aware your home is for sale. More exposure equals a quicker sale for you!

MOBILE BUYER MARKETING PLAN



Buyers driving through the neighborhood can:
Find your home, get directions and a map
Connect with me in **one "click"** to get details and make an appointment

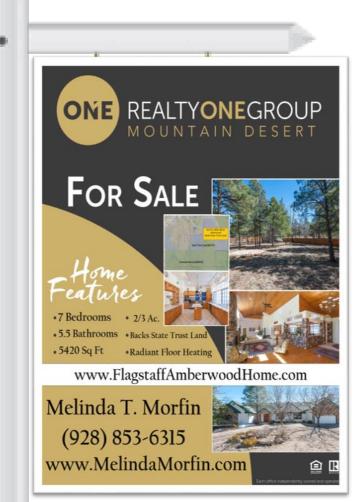


QR Codes: Another Way to Expose Your

Home to Home Buyers at the Peak of Their Interest

Additional Marketing for Maximum Potential

Personalized Sign or Rider



Facebook Ads



Social Media Exposure via Facebook Reaching Millions



Print & Email



Printed Flyers inside Home with Eflyer messages



Broadcasting



Local Radio Advertising about YOUR Property 9 Times/week



Order Would Force Review of Ai Monuments



The designations of four national up for review as a result of an exe President Trump.



Negotiation, Communication, and Strategy

It takes more than Marketing to Successfully Sell



Negotiation skills are the single most important variable that can help you maximize the equity in your property sale once offers come in.

While most realtors have little to no formal training in negotiations, I have undergone training by world renown, Tom Hayman of the Real Estate Negotiation Institute to become a designated Master Certified Negotiations Expert (MCNE), a designation that *less than 3% of* **Realtors**® have. This deep expertise in both the art and the science of winning negotiations means that I'm always working to get the most favorable situation and solutions for YOU.

Helping You Negotiate With Buyers I Can Get You More Money!





- 1. Negotiating an offer is not always easy, for emotions can get in the way.
- 2. When sellers and buyers negotiate directly there is a conflict of interest, as the seller wants the highest price, and the buyer the lowest.
- 3. I serve as a third party and am in a much better position to maintain the buyer to current market value.

We can use current market data to prove value to a buyer.



EXECUTION: PUTTING IT ALL TOGETHER

With over 256 action steps possible, selling your home for top dollar requires a significant effort to make sure everything gets done and *done right*.

What makes this possible is KNOWLDEGE, EXPERIENCE, ENGAGEMENT, AND PROFESSIOANLISM. It's a focus on making sure that no detail is overlooked.

It is this ability to do a lot of little things right—on a tight deadline—that enables me to sell your home for the highest price in the least amount of time with the fewest hassles.



My Strategic System for Selling Success

Your home Can and WILL be SOLD . . . I can sell any home listed with me . . . with a series of consistent actions and systems. Some are basic, but essential!

In order to get Top Dollar Your Home Must Be...

- a) Priced fairly with the market at all times during the marketing process,
- b) Show exceptionally well, and
- c) Exposed to the marketplace, primarily promoted through the real estate network and the Internet. Consistency is the key...
- I have developed a system to market homes successfully. Having handled the sale of hundreds homes, be assured this system works! Finally, your home will be marketed effectively; but if your home is not prepared properly when shown, chances are diminished.
- The first couple of weeks are critical . . .
- Often, when a home is exposed to the marketplace for the first time and our first phase of marketing is completed . . . a sale results immediately.



The ONE Realtor You K.E.E.P. Knowledgeable Experienced Engaged Professional

Knowledgeable: Market Savvy & Industry Educated with 8 Real Estate Designations **Experienced:** Representing Luxury Estates to Foreclosed Properties since 2006 **Engaged:** Full-time Realtor Serving on Local Realtor Association Board since 2014 **Professional:** Focused Communication, Negotiation, and Strategy for YOUR Success

Melinda T. Bishop-Morfin's Professional Profile

Experience

- Licensed since 2006 serving areas of Flagstaff, Bellemont, Parks, Williams, Munds Park, Mormon Lake, and Happy Jack
- Specializing in residential resale, all types of properties including rural large acreage estates and golf community luxury homes
- Represented National Bank of AZ during 2009-2012 for their REO properties
- Served as Local Association MLS Chair 2014-2016 in helping to create better HOA format for truth in advertising requirements by agents, and ongoing development with USGS, Mojo Mapping Co, and FLEX (MLS) program for a detailed map feature in the MLS to overlay features of areas and regions of northern AZ
- Serve as Board of Directors 2017-2018 and MLS Committee to help bring more education, technology, and higher standards to the Realtor profession and to our members

Education & Designations

- Accredited Buyer Representative (ABR) for specialized techniques for working with Buyers
- Broker Price Opinion Resource (BPOR) for understanding and accurately estimating property's market value
- Certified Distressed Property Expert (CDPE) for knowing how to list, sell, and prepare Client's for short sales and foreclosures
- Graduate of the Realtor® Institute (GRI) for demonstrating the most thorough real estate educational and training program
- Master Certified Negotiations Expert (MCNE) for negotiating best strategies to obtain Client's advantage in every situation
- Residential Certified Risk Management Specialist (rCRMS) for identifying and avoiding risk in every situation
- Short Sale and Foreclosure Resource (SFR) for performing the correct task and processes of short sales with all parties
- Seller Representative Specialist (SRS) for specialized techniques for representing Sellers and their properties
- Numerous Leadership Training events by the National & Arizona Association of Realtors 2008 to present
- Associates of Science Degree 1996-1998 with continued science and business emphasis at Northern Arizona University

Honors & Achievements

- Consistent Multi-Million dollar Top Producer, Russ Lyon Sotheby's International Realty President's Club Award 2017
- Northern AZ Association of Realtors Distinguished Service Award 2016
- Trulia/Zillow continually designated as "Pro" with Marketing Awards in 2012, 2014, 2016
- Realtor.com "Excellence in Marketing" Award 2010
- Summitted Kilimanjaro at 19,431' in 2017, and became first female in 336 guided summits to continue further to its caldera

Melinda's Personal Profile

Objectives

- To provide exceptional service to my Client's so that they have a comfortable and confident real estate experience
- To increase the knowledge and preparedness of myself, as well as my Client's, and for the entire real estate community
- To promote and encourage a better understanding and awareness of the real estate process
- To live fully and in balance with health, family, and my experiences to obtain as much wisdom & happiness as possible

My Philosophy & Character

- To Persevere through any challenge, I'd rather fail until I succeed than to give just up trying
- I am an Optimist that approaches issues with a realistic approach without limiting options to find the best solutions
- I understand and prefer that success is earned, not given
- I enjoy a challenge as it is what allows for my best opportunity for growth
- "Nothing seems impossible until its done", Nelson Mandela

<u>Bio</u>

- Born and raised in Atlanta, GA, leaving in 1995 to pursue education and all things Arizona
- Happily married since 1999
- Proud mother of Azaryus, son (born 1999) and Theadora, daughter (born 2002)
- Fastpitch Softball Pitcher, mid-fielder, and catcher 1985-1995
- Fastpitch Softball Coach 1998-2008
- Hobbies include travel, hiking, learning new cultures, and experiencing fun with family
- A Nutrition, Heath and Outdoor Enthusiast
- Community & charitable involvement from youth sports & education to fundraising events locally and internationally including BASIS teacher fund, Boys and Girls Club, Service Dogs for the Deaf & Blind, Sierra Club, American Cancer society, St. Jude's Children's Hospital and more



A TEAM OF PROFESSIONALS

Melinda T. Morfin, ONE that comes with a Stellar (and Stealth) Support Team

- LINDA RUSSILLO, TRANSACTION COORDINATOR
- LORY OWSLEY, OFFICE ADMINISTRATOR
- ANNETTE KERSHNER, SUPPORTING AGENT
- LYNN CRAWFORD, SECOND SUPPORTING AGENT

I simplify and ensure better accuracy and diligence in the real estate process by being the ONE point of contact with the support of an incredible team. You'll only need MY contact information and correspondence, not several to get a response to your needs or concerns.

What Sets Me Apart

Communication: I am engaged with you and all parties constantly in every aspect of the process. I explain the details and offer tools for support to ensure your understanding of the process is as informed, prepared, and as confident as possible. It's important that we ALL know *what* we ALL know. I will be in frequent & consistent contact with you via a phone call, text, email, spreadsheet, etc., which will also allow for a less stressful experience.

Negotiation: I am very detailed oriented, cautious to identify risks, and persistent in nature. I am an even *better* advocate for those who rely on me. I want my Client's real estate experience to be successful and I don't mind the challenge of working hard to ensure it. My MCNE (Master Certified Negotiations Expert) training has made me better skilled for how to successfully negotiate for my Client's preferences and advantages

Strategy: I am experienced in several types of transactions, each presenting many different challenges with the market, the property, and the people involved. My resourcefulness, diligence, and thoroughness allows me to better navigate through the variables *systematically and diplomatically* to provide successful solutions.



Melinda is by far the most knowledgeable and effective agent we have worked with. She is the consummate professional in all respects and represents with an honest forthright with the brilliance of what a talented and competent Real Estate broker should be.

~Fred Miles 2009 & 2015



Thank you for the privilege and opportunity to work with you. As always, feel free to call me if you have any questions. I look forward to meeting with you and helping you achieve a successful sale.

Melinda T. Morfin Realty ONE Group Mountain Desert 2076 S. Woodlands Village Blvd. #101 Flagstaff, AZ 86001

Melinda@MelindaMorfin.com (928) 853-6315