

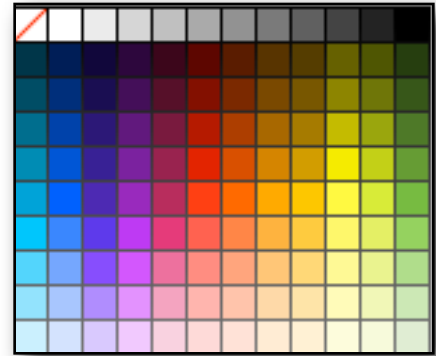
Pre-Listing Presentation Page Content		Supplied by You	Standard	Gold
General Customization (Look/Feel of Presentation)				
	Front Cover		Color Selection Only	Totally Customized
	Logo & Agent Photos	X	X	X
	Blank Page		X	X
Professional Profile				
	Agent Biography	X	X	X
	Personal Statistics	X		X
	Designations Earned (and we supply the logo and definition of each designation)	X	X	X
	Awards Received (if applicable)	X		X
	My Commitment to You		X	X
	My Professional Marketing Team		X	X
	Value of the Real Estate Professional		X	X
Corporate Profile				
	History of Company / Company Biography /Mission	X		X
	Company Statistics	X		X
Value of Your Home				
	Pricing Your Home Right at the Beginning (Selling Price Vs. Timing)		X	X
	Factors that Affect the Value of Your Property		X	X
	Comparative Market Analysis Explained (Does not include the actual CMA, but explain what it is and that you will present your CMA in person at your scheduled meeting)		X	X
The Home Selling Process				
	What to Expect When an Offer is Made		X	X
Seller Checklists				
	Getting Your home Ready Checklist		X	X
	Preparing for a Showing		X	X
	During a Showing		X	X

Marketing Presentation Page Content		Supplied by You	Standard	Gold
General Customization (Look/Feel of Presenation)				
Front Cover			Color Selection Only	Totally Customized
Logo & Agent Photos	X		X	X
Custom Screenshots of Your Personal Marketing (as indicated below)				Totally Customized
Blank Page			X	X
Summary of Our Meeting				
My Objectives Today			X	X
What to Expect From Me After This Meeting (CMA)			X	X
My Marketing Strategy				
Marketing Summary and Important Stats			X	X
Photography			X	X
Internet Marketing			X	X
Your Website			Custom Screen Shot	Custom Screen Shots
Corporate/Company Website			Custom Screen Shot	Custom Screen Shots
Realtor.com			Basic	Custom Screen Shots
Point2Homes.com			Basic	Custom Screen Shots
Trulia.com			Basic	Custom Screen Shots
Zillow.com			Basic	Custom Screen Shots
Craigslist.org			Basic	Custom Screen Shots
Other			Basic	Custom Screen Shots
Print Marketing				
Flyers			Basic	Custom Screen Shots
Postcards			Basic	Custom Screen Shots
Magazine Ads			Basic	Custom Screen Shots
Newspaper Ads			Basic	Custom Screen Shots
Other			Basic	Custom Screen Shots
Other Marketing			X	X
Open House			X	X
For Sale Signage			X	X
Agent Marketing			X	X
MLS			X	X
Broker Open House			X	X
The Home Selling Process				
Home Selling Process			X	X
Home Sale Worksheet				
Real Estate Commission	X		X	X
Closing Costs			X	X
Listing Agreement			X	X
Seller's Disclosure Form			X	X
When an Offer is Made				
What to Expect When an Offer is Made			X	X
Sample Screenshot of Offer to Purchase (if applicable)	X			X
Sampel of Sales Contract (if applicable)	X			X
Information To Provide to Us When We List				
Documents (ie: Property Survey, Mortgage note, etc)			X	X
For Condo/Townhome Only (by-laws, etc)			X	X
Home Feature Sheet			X	X
Contact Information and Showing Preferences			X	X
Utility Worksheet			X	X
What to Expect When You List Your Property				
What to Expect Overview			X	X
What My Past Clients Say About Me				
Testimonials	X		X	X

Customized Home Selling Success Guide

(Pre-listing Presentation)

Choose Your Primary Color



***RealSupport can also match any color that you are currently using in your branding!**

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Choose Your Primary Color

