

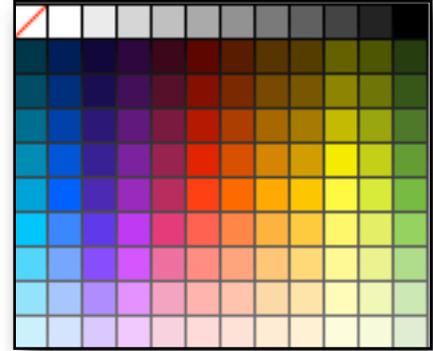
<b>Pre-Listing Presentation Page Content</b>		Supplied by You	Standard	Gold
<b>General Customization (Look/Feel of Presentation)</b>				
Front Cover			Color Selection Only	Totally Customized
Logo & Agent Photos	X		X	X
Blank Page			X	X
<b>Professional Profile</b>				
Agent Biography	X		X	X
Personal Statistics	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
<b>Corporate Profile</b>				
History of Company / Company Biography /Mission	X			X
Company Statistics	X			X
<b>Value of Your Home</b>				
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
<b>The Home Selling Process</b>				
What to Expect When an Offer is Made			X	X
<b>Seller Checklists</b>				
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 Presentation)				
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
Sample 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



# My Personalized Marketing Strategy to Sell Your Home (Marketing Presentation)

Choose Your Primary Color



MY PERSONALIZED  
MARKETING STRATEGY TO  
*sell your home*  
ONLINE and BEYOND

TOGETHER WE CAN SELL YOUR HOME FOR TOP DOLLAR!

**Jon Doe DESIGNATIONS**  
Company Name  
123 Smith Street  
City, ST 00000  
Office: 555.555.5555  
Cell: 555.555.5555  
Email:

YOUR LOGO HERE

## MY MARKETING STRATEGY

Reaching as many buyers as possible is the number one goal of my Marketing Strategy.

The goal of my marketing strategy is to reach as many potential buyers as possible. To reach this goal I have done extensive research and implemented a variety of marketing strategies to utilize when selling your home.

In order for you to understand my strategy, please refer to the following pages. You will then notice during my presentation that the content found in the following pages is consistent with the information found by the largest pool of buyers just waiting to be available.

According to the National Association of Realtors, I have used a variety of resources in searching for potential buyers.



Source: The 2008 National Association of Realtors

### Fair Market Value Has Been Defined

The highest price estimated in terms of the property is exposed for sale in the time to find a willing buyer, neither buyer nor seller having full knowledge of all the uses to which the property is adapted and for which it is capable of being adapted.

This market value definition presupposes a willing buyer and seller. Since this perfect market is generally indicated by a range.

In evaluating your property I will use the services of a professional appraiser who utilizes: comparable sales, location, amenities, general condition, and other factors of the property. I will also consider the condition of the property.

You can expect a full Comparative Market Analysis that is researched from the reliable sources of Realtors, local real estate agents, and other professionals who reflect every property of comparable value in the competitive market.

A well prepared CMA can help you to find a fair market value for your property and to decide the proper listing price for your home.

The estimated value or price of the property at the time of sale, of course, is ultimately received, of course, by the seller, and the market condition, of course, is ultimately determined by the buyer.

Once we have tested the market with periodic reviews to ensure

## INTERNET MARKETING



**REALTOR.com:**  
Your property will be enhanced on REALTOR.com to include Additional Photos, Descriptive Ad Copy and Scrolling Text. (Please note: this is an upgraded REALTOR.com feature that I subscribe to. This helps ensure that your home gets the maximum buyer exposure!)

**15019 Buckley Road** Liberty, IL 60048  
\$899,000  
4 Bed, 3.5 Bath, 4,021 Sq Ft on 2 Acres | 1/2 Acre Pool | Hardwood Floors | Granite Countertops | Walkout Basement | Finished 9 Rooms Ago | Completely Redone and Expanded 2nd Floor Home

**Property Information for 15019 Buckley Road**

**LOCATION:**  
Delightfully private, with artistic touches, a sophisticated blend of natural beauty and contemporary finishes. The property features a large, open space, yet remains intimate and cozy. The location is ideal for those who want to enjoy the best of both worlds.

**DESCRIPTION:**  
Formerly called the Fair in the town of the Great Lakes, featuring a large, open space with a half-acre pool and a walkout basement. The property is a true masterpiece of design, featuring a large, open space with a half-acre pool and a walkout basement. The property is a true masterpiece of design, featuring a large, open space with a half-acre pool and a walkout basement.

**PROPERTY FEATURES:**  
Hardwood floors, granite countertops, walkout basement, finished 9 rooms ago, completely redone and expanded 2nd floor home.

#1 website to be visited by potential home buyers to search for properties!

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

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