

MY PERSONALIZED
MARKETING STRATEGY TO
sell your home

ONLINE *and* BEYOND

TOGETHER WE CAN SELL YOUR HOME FOR TOP DOLLAR!

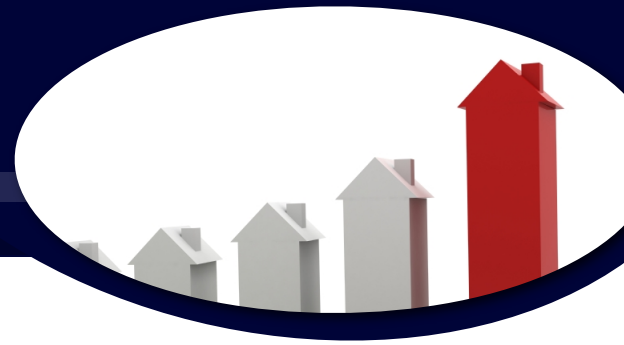


Jon Doe DESIGNATIONS

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YOUR LOGO HERE

WHAT TO EXPECT FROM ME AFTER THIS MEETING (CMA)



Fair Market Value Has Been Defined As...

The highest price estimated in terms of money which the property will bring when the property is exposed for sale in the open market by a willing seller, allowing time to find a willing buyer, neither buyer or seller acting under compulsion, both having full knowledge of all the uses and purposes to which the property is adapted and for which is capable of being used.

This market value definition presupposes perfect knowledge on the part of the buyer and seller. Since this perfect world rarely exists, our estimate of price is generally indicated by a range.

In evaluating your property I will use many of the tools that a professional appraiser utilizes: comparable sales, competitive listings in escrow, square footage, location, amenities, general condition and highest and best use of the property. I will also consider the effect of any existing financing on the property.

You can expect a full Comparative Market Analysis from me, complete with data that is researched from the reliable information currently available from the local Association of Realtors, local real estate firms, and title companies. It will not reflect every property of comparable value for sale now, but will represent a good cross section of the competitive real estate inventory and recent sales.

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.

Please note that while none of the properties will be exactly like yours, they do provide a good reference source in the comparative market analysis.

The estimated value or price point I will give you for your property does not mean that the sale of the property could not occur at a higher price. The price you ultimately receive, of course, will depend on your motivation, the motivation of the buyer, and the market conditions at the time offers are received.

Once we have tested the market at the price we agree on, we will make periodic reviews to ensure we remain competitive.

MY MARKETING STRATEGY

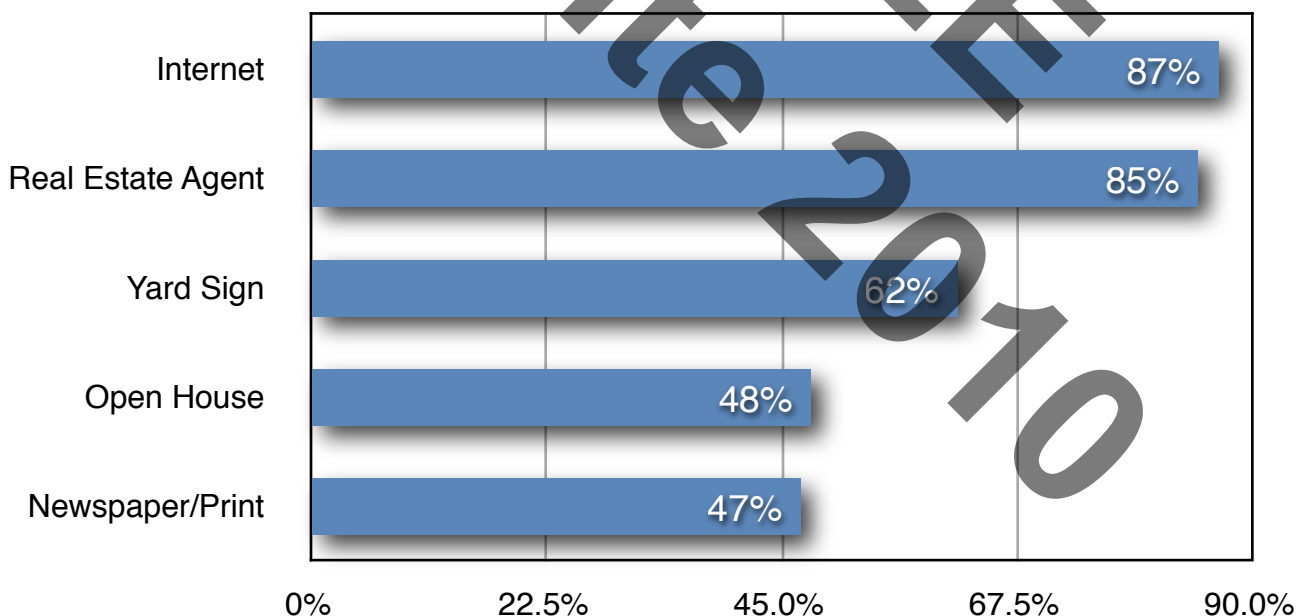


Reaching as many buyers as possible is the number one goal of my Marketing Strategy.

The goal of my marketing strategy is to reach as many potential buyers as possible. To reach this goal I have done extensive research to find the best possible avenues of marketing to utilize when selling your home.

In order for you to understand my strategy, please refer to the hard numbers below. You will then notice during my presentation that my marketing resources that can be found in the following pages is consistent with this research and your home will be found by the largest pool of buyers just waiting for their dream home to become available.

According to the National Association of Realtors® Profile of Home Buyers, buyers used a variety of resources in searching for a home as indicated in the following chart:






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 Libertyville, IL 60048
\$899,000 Estimate My Monthly Payment | Get Mortgage Rates
4 Bed, 3.5 Bath | 4,011 Sq Ft on 1 Acres | MLS #07329538 | Refreshed 9 minutes ago
Completely Redone and Expanded Ranch Home



SEE ALL 17 PHOTOS

Property Information for 15019 Buckley Road [Save Listing](#)

LOCATION

Serene privacy, with pristine nature. A quintessential blend of natural beauty and convenience. The property is surrounded by a neighboring forest preserves and open space, yet minutes to major roadways, the quaint square, and all amenities.

RESIDENCE

Formality without the fuss is the charm of this timeless home, conjuring images of warmth with a touch of dignity. Meticulously detailed, this four bedroom, three and one half bath boasts superior finishes throughout. The gathering room greets with a sense of amiable elegance. The immediate focus on the Great Room boasting a fir timber truss ceiling, a stone fireplace and hardwood flooring, creating the ambiance of a Northern California design.

The epicenter of family living, the Kitchen is the exception featuring custom Woodharbor cherry cabinetry that feature flawless furniture inlay design with crowned toppers, variable carved accents, built-in detailing, a gourmet island with a Viking wine cooler and vegetable state of the art appliances (Wolf, Viking, & Bosch). The carefully selected granite counters and backsplash enhance the awe.

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