

15-Point Marketing Service*

- 1. Comparative Market Analysis:** My opinion of how your house stacks up, including a recommendation on where to position it in today's competitive market.
- 2. Customized Listing Agreement:** All items in the listing agreement are negotiable, my goal being to sell your house on your terms.
- 3. Tips on Property Staging:** Decorative hand towels? Scented candles? Carpet cleaning? Touch-up painting? Think of me as your partner and let my experience bring you the most money in the shortest period of time.
- 4. Photos/Video Tour:** You will have the maximum number of photos with descriptions.
- 5. Notification to Top Producers:** I alert buyer agents from the Realty Associates network as well as other brokerages of your offering or its status changes.
- 6. Property Profile Brochure:** I stock the house with profiles to remind Buyers of its features.
- 7. Leverage:** My PREMIUM PLAN affords you room to negotiate!
- 8. Websites:** Your house will be listed on the following dot coms: HARMLS, Zillow, REALTOR, Facebook, Yahoo!, Google, Trulia, HomeGain, JamesCoate, among others.
- 9. Yard Sign:** The Realty Associates sign is recognized as a symbol of integrity and strength. My cell number is printed on all signs which makes me directly accessible to the buying public.
- 10. Open Houses:** I will use every opportunity to expose your property to the public.
- 11. New Listing Program:** Mail-outs generate valuable word-of-mouth advertising.
- 12. Contact with Buyers:** Being an Accredited Buyer Representative (ABR), a certified relocation specialist, and a Premier Zillow/Trulia Agent makes me a sought-out target of Buyers.
- 13. Area Coverage:** Realty Associates is #2 in home sales in the MLS and has eight offices of dedicated professionals eager to sell your house.
- 14. Showings Coordination:** Your showing preferences will be honored.
- 15. Professional Conduct:** I am a full-time, top producing, member of the Graduate REALTOR Institute (GRI) and recognized by Texas Monthly as a Five-Star Professional since 2011.

** I cooperate with all REALTORS.*