

Important – Please Read This Before We Meet

Hundreds of home sellers and buyers have already hired us, and we look forward to having you profit from our services too. We've prepared this information guide so you can learn how to interview and select Realtors, find out about our background and business philosophy, and make the home selling process a bit easier. Our clients have *successfully* sold homes (even homes which had been on the market with other Realtors) because we work much differently than other Realtors.

Please spend about 15 minutes to review the following items before we meet:

20 Criteria Critical to Selecting the Best Realtor: Helps you compare Realtors to us and how we market your home (it's not fair).

Our 10 Point Plan to Marketing Your Home to Sell: This is our Plan that will exceed your expectations!

Please complete the following 3 forms before our appointment:

What's Important to You? All your questions will be answered!

Let's Get Buyers Excited About Your Home: What makes your home a great place to live?

Expanded Marketing Program: Networks are the key to success! Your friends and relatives just might know someone who'd love to live in your home! We'll take the extra step to let them know of your home's availability, and its best features.

Mark & Kimberly Hodges ...*Where Good Neighbors Make GREAT Realtors!*



(615) 370-4826 office
(615) 668-9079 Kimberly's Cell
(615) 569-4371 Mark's Cell
www.HodgesTNRealEstate.com

20 CRITERIA CRITICAL TO SELECTING THE BEST AGENT

<i>CRITERIA</i>		Mark & Kimberly	Agent #2	Agent #3
1	We'll give you a 10+Point Plan of Action in writing that shows you exactly <u>How We'll Sell Your home!</u>	√		
2	Guarantee that we will answer all sign, ad, internet and flyer calls exclusively by us...NOT a part time agent or receptionist who hasn't seen your home and knows nothing about it!	√		
3	EASY EXIT LIST AGREEMENT! This way you're not locked into a lengthy contract and can FIRE the agent at anytime!. Will they give you a <u>Performance Guarantee?</u>	√		
4	For Sale signs that stand out with contact rider signs on top	√		
5	We utilize an Email Feedback form and follow-up calls to all agents who show your home so you know what buyers and agents think about your home	√		
6	A database with over 100+ buyers actively looking for property through an automated internet system – Do they LIST homes or work with BUYERS?	√		
7	Do they have a network of professionals to provide instant email of NEW listings and updates?	√		
8	Do they have at least 3 Lenders that can pre-qualify buyers? Do they have special financing available?	√		
9	Professional and crisp information flyers that keep buyers intrigued about your home, asking questions and coming back to see it again?	√		
10	Do they have computerized forms and automated checklists for all real estate transactions? Or preprinted duplicates that are hand-written and illegible to read? This way no mistakes are made by the others or their agents in critical negotiations!	√		
11	Are their printed advertisements pulling Buyers' attention?	√		
12	Do they have an Internet presence? Not just a web page, but included in search engines such as Yahoo, AOL, Google, HomeGain?	√		
13	When you call – do you get to speak DIRECTLY with the agent...or their assistant? How available are they after listing your home?	√		
14	Do they have a home office with internet access, scanning capability, dedicated faxing ability...or do they need to “run to the office” or Kinko's every time a change is needed on flyers, forms, etc.?	√		
15	Are they FULL-TIME agents or do they work an 8-5 job and squeeze in real estate on the side?	√		
16	Will they offer you a list of REFERENCES to call and discuss their previous client services?	√		
17	Do they provide...included with the listing...a Walk-Through Tour of your ENTIRE home? Or do they ask you to pay additional \$\$\$ for a quick peek of only a couple of rooms?	√		
18	Do they follow up with you AFTER the sale of your home?	√		
19	Is their Open House an event, not just an agent sitting around for a couple of hours? Do they provide buyers with information packets on your home? Do they try to close every guest?	√		
20	Are they a Realtor with ties to the local Realtor association, or are they just a real estate agent? <i>Ask us about the difference!</i>	√		

WHAT'S MOST IMPORTANT TO YOU?

Your questions deserve answers! Let us know what's important to you.

	<i>Not Important</i>				<i>Very Important</i>	
Buyer's Qualifications	0	1	2	3	4	5
Showing Schedule	0	1	2	3	4	5
Broker's Commission	0	1	2	3	4	5
Advertising	0	1	2	3	4	5
Open House	0	1	2	3	4	5
Personal Inconvenience	0	1	2	3	4	5
Staging of Home	0	1	2	3	4	5
Closing & Possession / Relocation Date	0	1	2	3	4	5
Marketing	0	1	2	3	4	5
Pricing	0	1	2	3	4	5
Closing Costs	0	1	2	3	4	5
Lock Box and Security	0	1	2	3	4	5
Salability in Current Market	0	1	2	3	4	5
Financing	0	1	2	3	4	5
Finding Our Next Home	0	1	2	3	4	5
Client / Agent Communications	0	1	2	3	4	5
Property Brochures	0	1	2	3	4	5
Buyers & Agent showing feedback	0	1	2	3	4	5
Agent's Experience & Years in Business	0	1	2	3	4	5

Thank You....These answers help us to sell your home for the best possible price and terms!

This is the most important page to have completed in the package.

It is very helpful to have ready when we meet.

Let's Get Buyers Excited About Your Home!

Our marketing is designed to show buyers what makes your home unique.

What makes your home a special place to live? What would you tell a potential buyer?

Why did you decide to buy this home yourself...schools, amenities, views, convenience?

Why do you love living here? What are the things your family has enjoyed most? What could you tell buyers about the neighborhood?

Which features of your home would excite buyers? What "hidden features" of your home might a buyer overlook if they saw it quickly? How did they make your life easier?

Why will it be hard for you to leave your home?

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Expanded Marketing Program

Take advantage of our expanded marketing program! Not only will we put our agent network, MLS prospecting and Internet marketing to work for you, we'll also promote your listing to people who already may know how desirable your home is. We'll send your property brochure and contact your:

- Friends
- Family Members
- Temple & Church Members
- Neighbors
- Dentist, Doctor & CPA
- Co-Workers
- Social Contacts
- Anyone Else!

Name	Address	Phone
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How to Make the Most Money When You Sell

Pricing Strategies

Review a list of all the homes which have sold within the past 3 months, along with the homes on the market (your competition), and homes now in escrow. Compare your home to the others, and be honest with yourself! If you're in a weak market, active and pending sales will be more important to you than closed sales, which reflect previous activity. Be careful that you don't limit your research to home sales in a limited price range. The only way to make an intelligent decision is to examine what all comparable homes in your market are selling for, not just a subset of homes.

There are 3 main pricing strategies – pricing your home above, at or below market value:

Priced above market value

Sellers like to price their home high, thinking that someone just might pay it. That's unlikely – buyers shopping for a home know exactly what the market is like and won't be fooled into paying more than it's worth.

Priced at market value

Always a good strategy – that's exactly what your home is worth!

Priced below market value

This can be an excellent strategy as long as you give instructions that you won't review any offers until after the home has been on the market for at least a week. Buyers like and recognize bargains. Pricing a home low can help set up an "auction" mentality where several buyers bid for your home, and frequently bid up the price.

Worried about setting the wrong price? Ask to see the "Comparable Market Analysis" from agents you interview for your listing. When these estimates are plotted on a graph paper or averaged, your home's true value will become quite clear. If your home isn't within 5% of the average value...it's overpriced, and the asking price should be lowered. Don't let your home become an old, tired listing. It will eventually sell for less than you would have received if you'd priced it properly!

Make Your Home Sparkle, Stage It!

Try to see your home through a buyer's eyes. Walk across the street and take a careful look at your house. Make a detailed list of the small things which make a big difference in your home's appearance. Remember, if you can't see it, you can't sell it...so trim the shrubs, patch the concrete, and touch up the paint.

How you live in a home and how you prepare it for sale are two different things. Eliminate clutter – the more "things" you have on counters and shelves, the smaller your home looks. Put kitchenware such as blenders and serving spoons out of sight. Store your cosmetics in a basket, under the sink. Have a yard sale to generate extra cash and make your move easier.

Clean the house. Fix leaky faucets and scrub away sink stains. Paint dingy rooms. Make the floors and windows sparkle. Replace worn window coverings with inexpensive mini-blinds or draperies. Try to eliminate offensive pet or food odors.

Inspection Reports

Anticipate what buyers need and give it to them – on your terms! Buyers want to know what shape the house is in – even when they purchase homes in their current condition (As-Is). Many sellers today are opting to pay and have a home inspection done prior to listing so that items that a buyer will want repaired (at an exorbitant price) can be bid out and the best price obtained for you...the seller.

Home Information

Make sure that you have a home information booklet for buyers to examine at showings. This book should include a property flyer, copies of inspection reports, a plat map if more than 5 acres, potential lending programs and costs, and other relevant community data.

Existing Loans

Did you buy the home with seller financing? Ask the note holder for a discount if you pay them off early! The best time to negotiate such a discount is prior to your home going on the market. Once the FOR SALE sign is up, the note holder knows they'll be paid in full soon. You incur a late charge when the mortgage is late, so why not receive a discount for paying it early!

Find out if your loan is assumable. Read your loan documents yourself, rather than relying on what the lender tells you. The only thing that matters is what the note and deed of trust say. Is there a prepayment penalty on your loan? Is it a government loan and do you get part of your MIP back that you have paid over the years?

Contract Clauses

Make sure that you have the right to review and approve the cost of any repair work the buyer requests. Sellers frequently sign "blank checks" by agreeing to pay for all termite and roof repairs without first knowing what the costs will be.

The 10 Point Marketing Plan That Gets Your Home Sold!

1) Market 24 hours a day with a high visibility “For Sale” sign and direct phone numbers

Our sign is unique; unlike other companies, it displays our direct business phone number and has sign riders that give details about your home seen a mile away. When buyers call, they reach us directly. Because we know your home, we immediately use the opportunity to sell your home's great features. We promote and market your home 24 hours a day by using our innovative *Walk Through Tour* of your home on our web site. You'll have your own unique URL so buyers go right to your home on the internet. (www.HodgesTNRealEstate.com/Lenox_Village.htm)

2) Excite Buyers About Your Home

We emphasize the benefits of your home and community. Each flyer includes the kind of detailed, specific information buyers want and need. Not just a picture and 6 bullet points about how many bedrooms and bathrooms.

3) Professional Listing Information Binder

We produce an in-home binder for potential buyers to review. It has a community profile, education, income, families, employment by industries, city information, school, postal service, medical facilities, libraries, executive local and state officials, courts, fire department, police, and school reports and ratings. It will include weather stats, college information, transportation, culture and entertainment, and visitor information. We include copies of the Seller's Disclosure, any pertinent inspection reports that have been completed on your home for buyer review. Pest control contracts and HOA documents are included if applicable. This information helps make the potential buyer feel very comfortable knowing ahead of time what condition the home they are buying is in, and what the surrounding community has to offer. **That way you can get the maximum price for your home!**

4) Aggressive Marketing For Your Home

Rather than just waiting for the phone to ring, we reach buyers with aggressive marketing methods that can include the following activities – Personally knocking on doors in the immediate area...open houses as necessary...Target mailings...Calls, emails to top producers, our buyers and...marketing on the Internet. Do You Yahoo?

5) Determine the Right Price to Make Your Home A “Hot Property”

This is the most critical step. We'll review market demand, nearby competition, recent sales and many other variables that can affect your home's value. You'll get a detailed look at what's going on in your local home sales market, and our input on the best pricing strategy to get you the most money in the shortest possible time. You need an expert in the real estate market. You need the kind of experienced, professional services we offer.

6) Make simple, low-cost changes to increase the salability of your home

Rely on us to be direct when advising you on what should (or shouldn't) be done prior to putting your home on the market. We'll let you know how your home looks from the buyer's perspective, and what cost-effective repairs will make your home “show ready” by *staging* it properly!

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The 10 Point Marketing Plan That Gets Your Home Sold!

7) Negotiate Only With Qualified Buyers

We interview buyers to ensure that they are ready, willing and financially capable to committing to a home purchase, so that you don't waste time and money. Buyers need answers to countless technical questions – financing, payment, insurance, title search and how to improve or repair your home to best suit their needs. We supply them with our Buyer's Booklet, and as your Realtor – we have the mortgage lenders with professional know-how and expertise to make it easy for qualified buyers to purchase your home.

8) Excite Other Realtors About Showing Your Home

We know the agents who might have clients interested in your home. We've developed a network of the best agents in the area with an automatic email auto-responder when we list a NEW home. Top agents get the listing first, HOT off the press so we promote your home to them.

We'll give your home the widest market exposure possible with the most powerful real estate marketing tools available today. Your home will appear on the regional Multiple Listing Service (MLS) of Middle Tennessee with over 2500 realtors seeing your listing; and nationally on Realtor.com (the *only* national site with nationwide MLS access). Of course, we also have a web presence on sites such as HomeGain.com, HomeSales.com, Yahoo and AOL. Additionally, we have our own interactive website that receives over 250 hits every day from both local and relocating clients constantly on the look-out for a new home.

With your authorization, we'll also install a lockbox to increase showings by cooperating agents...*"Easy to Show Makes it Easy to Sell!"*

9) Protect You by Documenting All Calls & Email Contacts

We're organized and computerized, which means that we anticipate and handle the hundreds of details needing special care to successfully sell your home. Our careful record keeping ensures a smooth transaction with as much legal protection as possible for you. In addition, we are licensed and insured Realtors, NOT just a real estate "agent" without the full protection and backing of our local and national associations!

10) Let You Know Exactly What's Going on With Buyer Showings

We utilize and pay for a computerized showing system through Centralized Showings. All showing appointments are documented Follow up consists of 3 customized emails to showing agents and phone calls so that we know what buyers and agents think about your home. We assign our sellers a log-in to this system that you can see for yourself agent comments about showings. Most importantly, we'll negotiate forcefully on your behalf to get you the best possible price and terms...not just ask you to accept the first offer that lands on the table! We'll show you a Seller's Net Sheet which will show you how much money you will net when you close the contract. Upon acceptance of an offer, we'll coordinate with the cooperating agent, lender, appraiser, inspectors and title company; and, of course, handle any complications that can occur through the escrow process so that you get the most important thing of all...**your settlement check on time!**

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