

# SELLING YOUR HOME

A sound strategy for success provided by the Saenger Group



## The Saenger Group

Delivering Ambitious Results

301.251.1221 x 1000

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[www.SaengerGroup.com](http://www.SaengerGroup.com)



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# GET READY FOR OUR MEETING

When you meet with Alex Saenger, please have the following items ready for your appointment:

## **Maryland Law Required Disclosure Information**

- 1. Protect your family from lead in your home**
- 2. Montgomery County residential smoke alarm requirements**

## **Items to provide when we meet:**

### **3. Floor Plan**

Builder floor plan or custom blueprints (preferably in 8.5"x11" format)

### **4. Keys**

2-Sets of keys to access the property

### **5. Tax Bill**

Copy of Annual Tax Bill

### **6. Permits**

Copies of any permits you obtained to make improvements to the property (or any obtained from previous owners)

### **7. Photo ID**

Copy of government issued Photo ID (Driver's License, passport, etc.)

## **Homework to complete included in this package:**

### **8. Improvements**

List of Improvements made and costs associated with a grand total on recent renovations (past 5-10 years)

### **9. Lifestyle**

Completed copy of "Your Home's Lifestyle Worksheets"

### **10. Agency**

Signed copy of "Understanding Whom Real Estate Agents Represent"

### **11. Disclosures**

Completed and signed copies of "Inclusions/Exclusions Addendum"  
And "Property Disclosure"

### **12. Utilities**

Completed and signed "Utility Cost and Usage History Form"

### **13. Estimate**

Signed copy of "Seller's Estimated Costs Worksheet"

### **14. Authorization**

Completed and signed copy of "Seller Authorization to Stay in Contact Form"



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# THE HOME SALES PROCESS

## WHAT TO EXPECT ALONG THE WAY



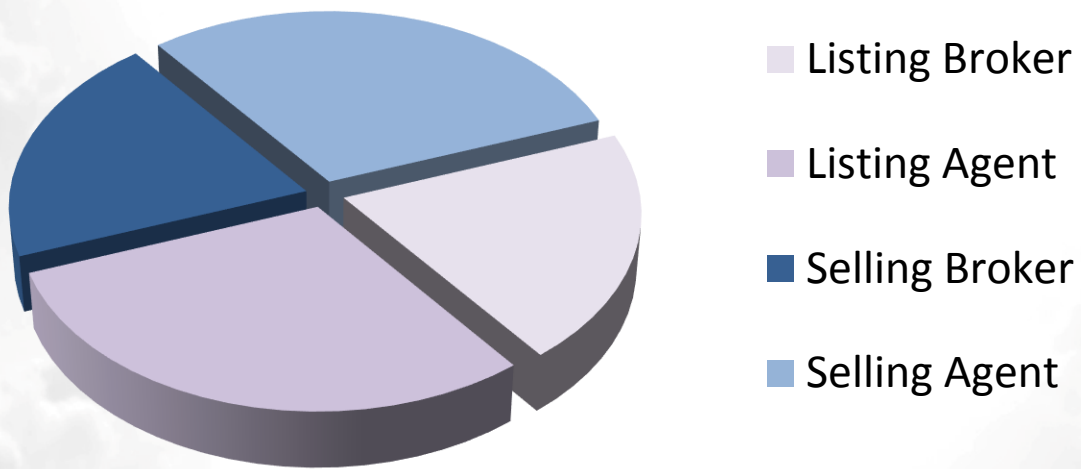
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# COMPENSATION

How is compensation divided amongst all of the parties involved?



After a successful sale of your property, the real estate compensation is shared among all who assisted in this important transaction. Generally, the compensation is divided four ways: to the listing broker, the listing agent, the selling broker and the selling agent. In recognition of the important roles each played in the sale of your property, each party earns a portion or a percentage of the total compensation.

# COMPENSATION CAUTION: MYTH vs TRUTH

## **SELLER'S MYTH**

**I WILL SAVE MONEY BY GETTING MY AGENT TO DISCOUNT THEIR COMMISSION**

Think about this for a moment. If an agent comes to you, right out of the gate reducing their compensation, what are they going to do when it comes to *your money*? Naturally. they will cave, and let your money go just as quickly, just to get the deal done. And at some point in the transaction, they will let you down, because they are more interested in just getting the deal done than truly looking out for your best interest. In the end, they will not be someone you can rely on when the hard parts of the transaction surface. But by then it is too late for you. You will already have signed an agreement, and maybe even ratified a contract that is now hanging in the balance.

## **SAENGER GROUP'S TRUTH**

**WE WILL MAKE YOU MORE MONEY AND WILL EARN OUR FULL COMPENSATION**

Our statistics tell the story and show that our listings sell for 3.9% more than the average of our competitors (in Alex's neighborhood). That means we practically pay for our own compensation. We drive more traffic to your home, generating more interested high quality buyers. We negotiate every point hard on your behalf, and often produce multiple offers. And when it comes to those difficult situations, you will know you have a professional and trusted team on your side who is going to protect your interests above all. We're not in this business for just another transaction, We're in it for the relationship we build with each client. And if you are not satisfied with something that is happening in the transaction, we are going to work hard to see that you become satisfied, not force you into something just to get the deal done. We take our job and our relationships with our clients very seriously.

*Don't be fooled by discount brokers. Like any other type of professional,  
**YOU GET WHAT YOU PAY FOR.***

*The sale of your house is not about how much commission you pay,  
it's about how much money you NET.*

# THE HOME SALES PROCESS

## STEP BY STEP HOME SALE PROCESS

- 1) Making the Decision to Sell your Home
- 2) Interviewing and Selecting a Professional Sales Associate (Realtor)
- 3) Discussing the Selling Process and Determining Your Time Frame
- 4) Prioritizing Cosmetic Updates, Remodeling and Staging Needs
- 5) Discussing Market Conditions and Previewing Market Comparables
- 6) Determining List Price
- 7) Understanding Your Closing Costs and Reviewing the Net Sheet
- 8) Implementing Effective Market Strategies
- 9) Holding Open House(s)
- 10) Reviewing Offer(s) including Lender Letters
- 11) Negotiating Counter Offer(s)
- 12) Accepting and Ratifying Contract
- 13) Negotiating Contingencies (Home Inspection, Radon, Financing, etc.)
- 14) Transmittal of Contract and Loan Information to Settlement Attorney
- 15) Financing and Appraisal Contingency Removal
- 16) Arranging Home and Termite Inspections
- 17) Final Mortgage Approval
- 18) Contacting Utility Companies
- 19) Final Walk Through
- 20) Settlement
- 21) Move In To Your New Home!



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# SHOWING THE PROPERTY

## SCHEDULING AND SHOWING

Coordination is the key. Before a sales associate from our firm or a cooperating broker shows or previews your property, a representative from our showing service (Centralized Showing Service or CSS) will contact you to schedule an appointment. You will then be notified of the timing, and, if it's acceptable, the appointment will be confirmed. If you can't be reached, the showing will proceed on the understanding that you wouldn't want to miss any chances for interested buyers to view your property.

## TIMING

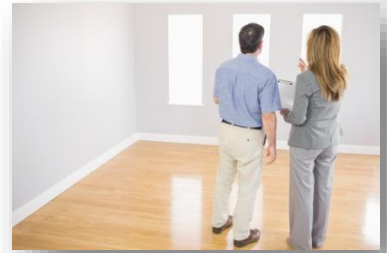
Ordinarily you will get plenty of notice about an appointment request (2-24 hours notice). Some buyers, however, may ask to see your property as soon as possible. In such cases, a showing could take place within an hour or so. If a buyer requests a change to the timing of a scheduled showing, you'll be given as much notice as possible.

## SPECIAL INSTRUCTIONS

Any special instructions you may have given to your listing agent, such as information on pets parking or security, will be listed in your property file and thoroughly explained to the sale associate who requested the showing by CSS and/or in the instructions in the MLS.

## THE SHOWING

If you're not on hand during a showing, the sales associate will use the property's lock box to enter. If you're available, sales associates will introduce themselves and should give you a business card.



## PRIVACY

The fewer people around during a showing, the better. It's also a good rule to let the buyer roam freely and discuss the property with the sales associate without interruption. A properly briefed sales associate will know the buyer's needs and will be able to point out the features that meet their requirements.

## CONTACT INFORMATION

If you're not going to be available to approve an appointment request, it's important to notify your sales associate. By leaving a telephone number where you can be contacted, you can be notified immediately about an offer.

## PREVIEWS

Occasionally, sales associates may schedule an appointment to view your property without a buyer. By familiarizing themselves with what's on the market, they will be in an excellent position to alert a buyer to a property that fits the bill.

## UNSCHEDULED APPOINTMENTS

Ask any people who show up to view your property without an appointment to call the listing agent to request a showing. Even if the person identifies themselves as a licensed sales associate, an appointment request must be made first through your listing agent or CSS.









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# Options for Selling Real Property

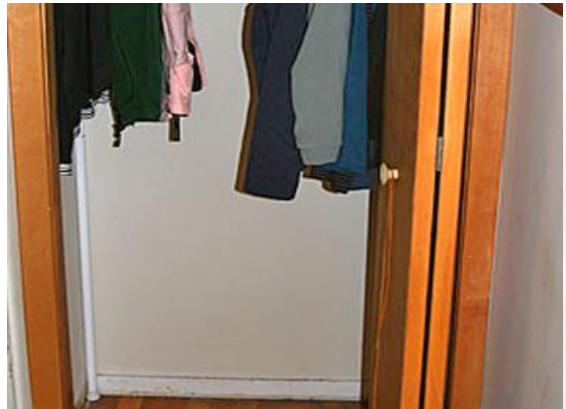
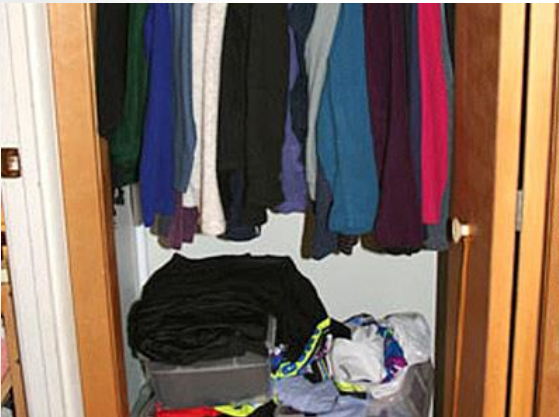
OPTION	<b>A</b> AS-IS	<b>B</b> MINOR RENOVATION	<b>C</b> FIT-IT-UP	<b>D</b> MAJOR OVERHAUL
Effort Level	Low	Mild	Moderate	High
NO Repairs - DO NOTHING	☑			
Clean Out Property		☑	☑	☑
Paint		☑	☑	☑
Replace Carpets		☑	☑	☑
Mow Lawn, Rake Leaves, Trim Bushes		☑	☑	☑
Mulch & Edge Flower Beds		☑	☑	☑
Refinish Hardwood Floors			☑	☑
New Exterior Lights & Paint Front Door			☑	☑
Replace Outdated Lighting			☑	☑
Replace Kitchen Appliances			☑	☑
Replace Kitchen Counters			☑	☑
Completely Renovate Kitchen				☑
Completely Renovate Bathrooms				☑
Replace /Refinish Deck or Patio				☑
Costs (Out of Pocket or Deferred)		\$	\$\$	\$\$\$
Speed to Market				
Speed of Sale				
Expected Sale Price	\$	\$\$	\$\$\$\$	\$\$\$\$\$\$
Type of Buyer	All Classes of Investors	Amatuer Investors, Fixer-Upper Buyers, First Time Buyers	First Time Buyers, Deal Seekers, FHA Buyers, Average Buyers	All Classes of Homeowner Buyers: Average Buyers, Full-Retail Buyers, Shiny-New Buyers, etc.

# STAGING/ DECLUTTER

Before



After



# STAGING/ PROFESSIONAL

Before



After



## Living Room

Before



After



## Kitchen



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# STAGING/ PROFESSIONAL

Before



After



## Dining Room

Before



After



## Bedroom



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# RENOVATION/ UPGRADE

Before



After



Kitchen

Before



After



Living Room



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# RENOVATION/ UPGRADE

Before



After



## Kitchen

Before



After



## Bathroom



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# RENOVATION/ UPGRADE

For renovating and upgrading a property, there are several key points of focus to maximize the value of a property.

## PAINTING

By applying a fresh coat of paint, not only will it brighten up a room and attract a buyers attention; but in some cases, can even make a room appear larger.



## FLOORING

Flooring is one of the first things a buyer notices when entering a property. Replacing worn carpets, refinishing hardwood flooring, laying down new kitchen or bathroom tile can make a huge impact.

## LIGHTING

By removing and replacing outdated fixtures, and/or adding lighting in dimly lighted areas, this drastically change a buyers perspective of a property.

## CURB APPEAL/LANDSCAPING

This is the very first thing a person will notice when visiting the property. It can make or break a person's decision to even enter a property. Removing or trimming of shrubbery, trees, or other outdoor eyesores that detract from the property will boost sale potential. Or adding new fencing, shrubbery, etc... to add to the value of the home.



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# PROPERTY ACCESS

**Potential buyers will need to have access to your property. Each buyer will either be accompanied by Alex Saenger or a member of his staff, or by a cooperating broker. To gain access to the property, a lockbox will be used. Here is how they work:**

## SENTRI-LOCKBOX

In the DC-Metro area the various Association of Realtors have chosen the Senti-Lock brand of lockboxes. These boxes are very secure and come equipped with a compartment to hold your physical key. Only licensed real estate professionals are allowed to access these boxes using a Senti-Key. This box is usually hung right on the front door knob of the front door to the property.

## SENTRI-KEY

The Senti-Key is the only device that can open a Senti-Lockbox other than a one-day code (which are exclusively managed by Alex). Each agent is issued a Senti-Key by their Association of Realtors. When the Realtor comes to unlock the box, they must insert their key and enter a unique pin number specific to them. The lockbox will then record their information onto the box and also download information onto the Realtor's card. When the Realtor updates their card, the information is transferred to my system and I can see exactly who has entered the property.

## COMBINATION LOCKBOX

Once a property goes under contract, the Senti-Lockbox is frequently removed, and a combination lockbox is installed instead. This prevents unwanted access by random Realtors, and allows control for home inspections and appraisals. The combination lockbox can also be used prior to going on the market to allow access to the property by tradesmen or contractors.



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# SCHEDULING SHOWINGS



Scheduling a showing is easy with ShowingTime. Other Agents can schedule a showing right through the MLS listing.



**OWNER and SHOWING CONTACT**  
 Owner 1: owner Home: Office:  
 Show Contact #1: CSS CSS Home:  
 Showing Agent: No-Son on Prop. Call 1st-Showing Service, Lockbox-Comb Show Days: All Days  
 Show Time: 10 AM - 9 PM  
 Schedule a showing

**PROPERTY MANAGEMENT**  
 Property Mgmt Company: THE MANAGEMENT GROUP Office:  
 Prop Mgr's Name: Unknown Manager Phone: (301) 948-6666

**LISTING AGENT/BROKER**  
 Listing Agent: Rich Phillips Home: (301) 639-9138  
 Email: Email Agent Office: (301) 698-5005  
 Voice Mail: Ext: Cell: (301) 639-9138

**Broker Name:** RE/MAX Results  
 Broker Address: 7210 Corporate Ct Ste B, Frederick, MD 21703  
 Broker Code: RMAX3B  
 Office Phone: (301) 698-5005  
 Office Fax: (301) 698-5344

**COMPENSATION**  
 Sub-Agent: 0 Buyer-Agent: 2.5  
 Disclose Dual Agency: Yes Variable Rate: No  
 List Date: 24-Feb-2018 Orig List Price: \$175,000  
 VPP: No Prior List Price: Update Type: Other  
 Low Price: \$175,000 DOM-MLS: 13 Update Date: 16-Mar-2018  
 Status Change Date: 16-Mar-2018 Off Mkt Date: DOM-Prop: 13  
 Photo Option: Lister will Submit All Total Photos: 27  
 Advertising: IDX-PUB Additional: Designated Rep: No

From there, time slots can be made available or blocked out, based on the seller's preference. The seller can choose if/how they would like to be notified of a scheduled showing (Text, email, call, etc...)

It's also possible to view what time slots have been filled and which agents have entered the property.

Welcome Alex Saenger  
 Property: 13201 CHALET PLACE UNIT# 9-301, Powered by ShowingTime  
 Return to listings

**Listing Details**  
 Address: 13201 CHALET PLACE UNIT# 9-301  
 GERMANTOWN, MD 20874  
 Listing ID: 100019960  
 Price: \$175,000  
 Status: ACTIVE  
 Appointment Required: Wait for confirmation  
 Type:

**My Profile**  
 First Name: Alex  
 Last Name: Saenger  
 Company: Keller Williams Capital Properties  
 Please send me appointment confirmations for this listing by:  
☒ Email: alex@alexsaenger.com  
☐ Phone Call: 3012001232  
☒ Text Msg: 703-599-7933  
 Click here to view Terms and Conditions  
☒ Agree to the Terms and Conditions above for using this service.  
 Cancel Schedule a Single Showing OR Add to ShowingCart™

Welcome Alex Saenger								Property: 13201 CHALET PLACE UNIT# 9-301, Powered by ShowingTime							
Return to listings								Week of: Mar 22 - Mar 28							
	Thu 22	Fri 23	Sat 24	Sun 25	Mon 26	Tue 27	Wed 28								
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9:15 am								9:15 am							
9:30 am		Confirmed						9:30 am							
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10:15 am		Confirmed						10:15 am							
10:30 am		Confirmed						10:30 am							
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# WHILE ON THE MARKET

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1. When leaving the house for the day, be sure the following is done:
  - Put your pet where it is safe
  - Be sure all toilets are flushed and seat covers are closed
  - Empty any garbage cans which could become smelly, especially in the kitchen
  - Make beds up and make sure nothing is out of place
  - Secure all valuables including jewelry, passports, money and prescription drugs

---
2. When you are home and an agent arrives, ask for his or her card. If the agent doesn't have a card, tell the agent that he must then put his card into the lockbox to obtain the key. If he says he doesn't have a card for the lockbox, tell them that your agent advised you never to allow an agent in without them giving you a card or using the lockbox. And tell them that they need to have a key to exit the house anyway, so therefore it is best for them to return at another time. 99% of the time the agent will have a business card or will use the lockbox.

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3. When an agent arrives, go out for a walk or ride. Buyers do not like to discuss the house when the seller is home. Sit in your car if needed, until they leave.

---
4. If a Realtor or buyer asks you any questions, nicely say you prefer that they ask your Realtor.

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5. When an agent comes for a second showing, call or email us the agent's name and phone numbers so that we can contact the agent for feedback.



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# NEGOTIATING STRATEGY

- 1) Agent Fiduciary Responsibilities
  - a) Care
  - b) Obedience
  - c) Accountability
  - d) Loyalty
  - e) Disclosure
- 2) Presenting the Offers
- 3) Analyzing the Terms of the Offer(s)
- 4) Determining What's Important to You
- 5) Identifying Pros and Cons of the Offer(s)



# ANALYZE THE TERMS OF THE OFFER

- Price
- Date of Closing
- Rent Back
- Home Inspections
- Radon Inspection
- Mold Inspection
- Conveyances
- Financing/Appraisal
- Transfer Taxes
- Master Plan
- Settlement Company
- Deposit
- Closing Assistance
- Escalation Clause



- 
- You can either:

Accept

Counter

Reject



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# FROM OFFER TO SETTLEMENT

1. When an offer comes in, meet with us as soon as possible to review it, ratify , reject or counter it.
2. Be available to us for negotiating the offer as needed.
3. When an agent calls to show the house, DO NOT say we have an offer! Until we tell you otherwise, welcome all showings and be encouraging. Until an offer is ratified, we must continue to market the house and look for other offers. This is extremely important.
4. A ratified offer can still be voided by the buyer based on contingencies. Do not tell anyone you have “sold” your house. You can say you have an offer pending that might go through. After the contract is ratified, HOA or Condo documents must be ordered so that they can be delivered to the buyer (when applicable).
5. Vacate the house when inspections are being done.
6. When there is a settlement date, mark your calendar 10 days before settlement to call all utilities.
7. On the 10<sup>th</sup> day before settlement, order all utilities turned off the day after settlement. Ask the water company if you need to read an indoor meter or if they read the meter.
8. Contact the title company to advise them how you wish to receive your money.
9. Schedule your movers so that you have time to clean the house after moving out. The contract states the house must be in “broom swept” condition.
10. Leave all manuals, warranties, or receipts for work done in the house (even many years back) for the new buyers.
11. Vacate the house for the pre-settlement walk through.
12. If required, on the day of settlement, read the water meter and call the water company with the reading. You must give them the name and phone number for the settlement attorney, who holds an escrow to pay the final bill for you. The attorney returns to you what is not needed for the final bill.
13. Bring a photo ID to settlement.
14. Bring keys, garage openers, and other receipts needed from inspection issues to settlement with you.
15. The day of settlement, call your homeowners insurance company and cancel insurance.



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# GETTING YOUR HOME READY



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# GET READY...START PACKING

WHEN WE LIST YOUR HOME, WE WILL GO THROUGH THE HOME TOGETHER  
Here are some of my tips for you to think about...

---

Clear all unnecessary objects from furniture throughout the house. Keep decorative objects on furniture restricted to groups of 1 or 3 items (5 at the very most).

---

Clear all unnecessary objects from the kitchen countertops. If it hasn't been used for three months...pack it or put it away! Clear refrigerator front of messages, pictures, etc. (A sparse kitchen helps the buyer mentally move their own things into your kitchen.)

---

In the bathroom, remove any unnecessary items from countertops, tubs, shower stalls and commode tops. Keep only your most needed cosmetics, brushes, perfumes, etc., in one small group on the counter. Coordinate towels to one or two colors only.

---

Rearrange or move some of the furniture if necessary. As owners, many times we have too much furniture in a room. This is wonderful for our own personal enjoyment, but when it comes to selling, we need to thin out as much as possible to make rooms appear larger.

---

Take down or rearrange certain pictures on the walls. Patch and paint if necessary.

---

Review the house inside, room by room and:

- a) Paint any room needing paint.
  - b) Clean carpets (or replace) and drapes that need attention.
  - c) Clean windows. At least the noticeable ones and glass doors!
- 



Don't worry about garages in regard to being "too full". People expect that.

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Leave on certain lights during the day. (I'll show you which ones.) During showings, turn on all lights and lamps.



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# 15 STEPS TO DRESS YOUR HOUSE FOR SUCCESS

You never get a second chance to make a first impression. That's why you want to make certain your property is shown in the best possible light. By enhancing the "showability" of your home, you'll also increase its "saleability". To help, here are 15 winning tips to make your home show like a model.

- 1) **ROLL OUT THE "GREEN" CARPET** Make certain your lawn is well groomed. The grass should be freshly cut and shrubs trimmed. Seasonal flowers will add a wonderful splash of color. If you're selling in the winter, festive holiday accents may work, but don't overdo it.
- 2) **PUT ON YOUR HOME'S BEST "FAÇADE"** Make certain the exterior of your house is clean and bright. Does it need a fresh coat of paint or touch-ups on the trim? Also, make certain exterior fixtures are polished to a shine.
- 3) **CLEAR OUT THE GARAGE** Now may be a great time to have a garage sale. You can get rid of old clutter and eventually make your move easier.
- 4) **HAVE A WELCOMING FRONT DOOR** The entrance to your home should be warm and inviting. Make certain the front door is clean and polished (paint if needed). A seasonal wreath is a perfect touch, and a brand new "welcome" mat completes the invitation.
- 5) **LET THE SUNSHINE IN** Your windows should be clean and sparkling. Open blinds and shades to fill the rooms with the glow of natural sunlight. It's also a good idea to turn on lights in rooms and closets (make certain any burned out bulbs are replaced). Well lit rooms appear larger and cleaner.
- 6) **EVERY ROOM IS A STAR** As buyers tour your home, each room should be in immaculate condition. Get rid of unnecessary clutter. A fresh coat of paint could make rooms look cleaner, larger and more beautiful.
- 7) **BEDROOMS** All Bedrooms should be neat, clean and well organized, with beds freshly made. A fluffy new comforter with bright pillows or coordinated bedding ensemble makes a great impression.
- 8) **KID'S ROOM(S)** Should look like a kid's room...but neat kids' rooms. Put away toys and clothes, and organize closets. Idea: make a game out of who can keep their room cleanest, with prizes to the winner and runner-up when the house is sold.



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# 15 STEPS TO DRESS YOUR HOUSE FOR SUCCESS

## (CONTINUED)

9) **BATHROOMS** Fresh, bright and sparkling clean. Polish fixtures. Make any repairs and caulk around bathtubs and showers. Keep sink area clear of personal care products. Put out fresh, new towels. It's a nice touch to have a dish of scented soap or potpourri on the counter.

10) **KITCHEN** Many buyers will judge an entire home by the kitchen, so pay special attention. All appliances should be cleaned, polished and in perfect working order. Organize your kitchen cabinets and pantry. Counter tops should be clear of clutter. Run a whole lemon or baking soda through the garbage disposal to eliminate odors. Place fresh flowers or a bowl of fruit on the table. Idea: freshly baked cookies or bread will fill the room with a wonderful aroma.

11) **MAKE MINOR REPAIRS** Buyers will notice loose knobs, torn screens, dripping faucets, cracked flooring, etc. These small annoyances suggest to the buyer that there may be larger problems lurking around unseen. Don't try to hide it, repair it. Go through your house and make a list of all the small problems and flaws you see, and then take a few projects each week. In no time, everything will be in perfect order.

12) **STAY IN THE BACKGROUND** It's better to be out of sight when the prospective buyer is touring your home. They may feel you're looking over their shoulders. Let the sales associate conduct the tour. Buyers will talk more openly about their needs.

13) **TAKE THE DOG FOR A WALK** The last thing you want is to have kids or pets racing around when your home is being shown. We know your pets are special to you, but some customers could be frightened of or allergic to animals. So take a walk when prospective purchasers arrive to make it more comfortable for everyone.



14. **SILENCE IS GOLDEN** Turn off TVs and stereos. This could be distracting to potential buyers.

15) **RELY ON YOUR AGENT: ALEX SAENGER** Your Keller Williams Capital Properties associate takes buyers in and out of homes all the time... so he/she knows what appeals to buyers and what turns them away. We will be happy to study your home with a knowing eye and then give you a fair and honest assessment so you may make simple, cost-effective improvements.



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# THE MAKING OF A POSITIVE SHOWING

You only get one opportunity to make a good first impression, so you want to make it count. By following these guidelines, you'll enhance the attractiveness of your property and reduce the time it takes to generate serious offers.



## FIRST IMPRESSIONS

How your property appears from the outside is important. To make a good first impression on a buyer, a clean driveway, a freshly mown lawn or a trimmed hedge will work wonders.

Do a critical inspection of the exterior of your property, paying special attention to the condition of your windows, shutters, screens, and gutters. One of the first things a buyer will notice is the need for painting. If your property looks like it needs painting, many buyers will form an unfavorable impression. Elsewhere, little things count. Making sure the front door is spotless, including the doorknob, and that the windows gleam.

## CLEANLINESS COUNTS

Once inside your property, one of the key factors that influences its appeal to a buyer is cleanliness. Most important is front hallway, the kitchen and the bathrooms. Do a room-by-room cleaning, and don't forget any out-of-sight areas because that's often where a discriminating buyer will look first.

The state of the carpets can also be a determining factor. At the very least, have your carpets steam cleaned, and if they are worn, it's wise to replace them, or remove them if there is hardwood underneath.

## LESS IS MORE

Clutter makes a poor impression. In closets, cabinets, kitchen countertops and other storage areas like basements, remove anything not needed for daily housekeeping. To make each room in your property look larger, get rid of or donate unnecessary furniture. Walk through your property and think: "less is more!"

## REPAIRS

Make sure everything is in good working order. Dripping faucets, squeaky steps and loose doorknobs can easily create a bad impression and reduce the value of your property. A few hours spent on repairs, whether by yourself or a tradesman, can pay big dividends when an offer is made.

## LITTLE THINGS COUNT

It's easy to improve the appearance of any room. You may want to replace worn rugs or small pillows, put new towels in the bathroom or brighten up a room with a vase of flowers.

## PULL TOGETHER

Get all the members of your household to pull together when it comes to getting – and keeping – your property ready to view. By getting everyone into the habit of spending a few minutes tidying up every morning for an afternoon showing, you improve your chances considerably.



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# KEEPING YOUR HOME ATTRACTIVE TO BUYERS

Once you have taken care of the prep work to get your home on the market, you'll need to present your home to potential buyers. Even small cosmetic improvements will have a major impact on the sale of your home. The right touches can get a buyer excited about your home, but a few poor decisions may lose their interest completely.

## **CLEAN. CLEAN. CLEAN**

A tidy home is a loved home. Wipe finger prints and other smudges from glass, mirrors and other shiny surfaces. Wax and polish your hardwood and tile floors and vacuum your carpets often. Keep your oven, stove and kitchen counters clean and free of clutter.

## **MAINTAIN THE YARD**

Even after you go on the market, keep the lawn mowed and be sure to collect any fallen leaves or branches every week. Buyers can come at any time of the day or any day of the week.

## **ADD A FEW LITTLE TOUCHES**

Replace worn or outdated doorknobs, cabinet handles and light switches. Buy fresh new towels for the bathrooms, but don't use them (keep the towels you use out of sight in a cabinet). Place flowers in windows that are walked by often. Display a seasonal decoration, such as a wreath or wood ornament.

## **OTHER LOW-COST WAYS TO UPDATE YOUR HOME**

- Get a new doormat
- Install a new mailbox
- Upgrade outdoor lighting
- Replace old doormats
- Plant annual flowers
- Buy new pillows for sofas
- Replace torn window screens
- Display lightly scented potpourri or candles
- Polish or replace your old address plaque
- Fix or replace leaky or outdated faucets
- Buy organizational systems to reduce clutter
- Re-caulk sinks and bathtubs
- Place centerpieces on large counters and tables



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# THE MARKETING PLAN



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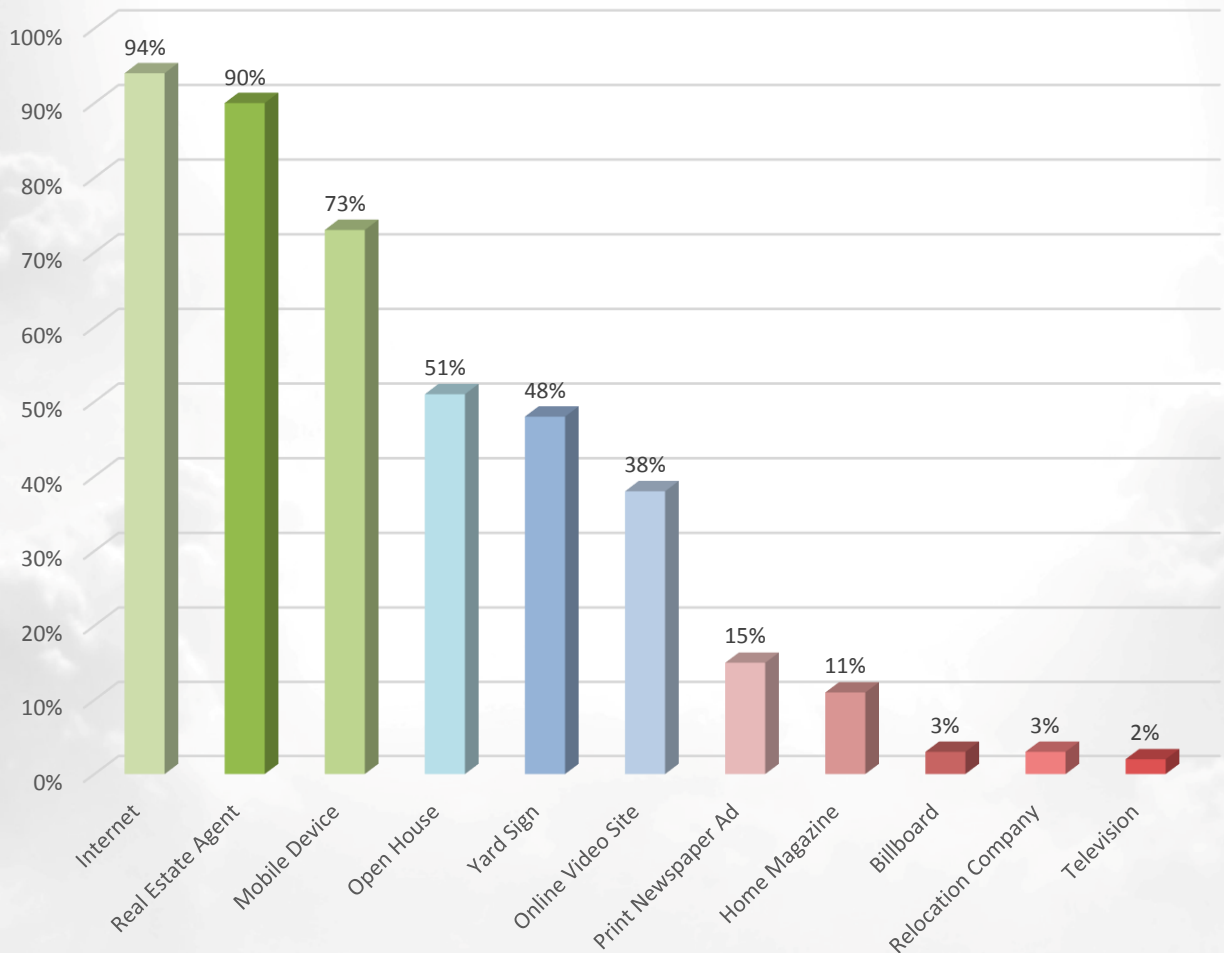


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# MARKETING WISELY

WE UNDERSTAND THE IMPORTANCE OF SHOWCASING YOUR HOME IN A MANNER THAT WILL ENGAGE THE MODERN REAL ESTATE CONSUMER

## How Buyers Search for Homes



Our focus is on the top producing marketing/advertising activities of today. When you hire Saenger Group, rest assured your marketing dollars are being spent up front on results driven activities such as Internet based marketing like virtual tours and online listing syndication, MLS driven posts for Real Estate Agents, mobile App technology, modern yard sign solutions with web sign riders, and open houses for the tactile interaction.

Source: 2017 National Association of REALTORS® Profile of Home Buyers and Sellers



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# Alex Saenger's

## 50 Day Marketing Plan Sample Calendar

Pre-Market Gain Period					1	2
3-5 Days Prior			1-2 Days Prior		Launch Day	
Pricing Strategy Improvements Document Property Profile	Staging Disclosure Preparation Sign and Sign Riders Agent Networking	Professional HDR Photos Lifestyle Worksheet Lockbox Installation Pre-Market Launch	Brochure ShowingTime Instructions Single Property Website Interactive Virtual Tour	Open House Sign Rider Final Pricing Analysis Final Home Prep	Status Change - Active Broker Syndication Mobile Technology Syndication Engine Launch	Field Calls on Property Auto-Exposure Syndication Engine First Showings Day
3	4	5	6	7	8	9
Open House #1 Showings Day	Feedback Solicitation Client Care Call	Strategic Blog (Launch)	Social Fusion Launch	Neighborhood Marketing Flyer	Website Listing Letter Competition Checkpoint	Showing Day
10	11	12	13	14	15	16
Showing Day Strategic Blog (Video)	Social Fusion (Video)	Photo Statistical Report	Initial Syndication Analysis	6 Step Market Review	Website Listing Letter Competition Checkpoint	Showing Day
17	18	19	20	21	22	23
Open House Showing Day Strategic Blog (Community)	Social Fusion (Community)	Photo Statistical Report	Syndication Analysis	Feedback Report	Website Listing Letter Competition Checkpoint	Showing Day
24	25	26	27	28	29	30
Showing Day Strategic Blog (Restaurant)	Social Fusion (Restaurant)	Photo Statistical Report	Syndication Analysis	6 Step Market Review	Website Listing Letter Competition Checkpoint	Showing Day
31	32	33	34	35	36	37
Open House Showing Day Strategic Blog (Lifestyle)	Social Fusion (Lifestyle)	Photo Statistical Report	Syndication Analysis	Feedback Report	Website Listing Letter Competition Checkpoint	Showing Day
38	39	40	41	42	43	44
Showing Day Strategic Blog (Hot Buys)	Social Fusion (Hot Buys)	Photo Statistical Report	Syndication Analysis	6 Step Market Review	Website Listing Letter Competition Checkpoint	Showing Day
45	46	47	48	49	50	
Open House Showing Day Strategic Blog (Hot Buys)	Social Fusion (Hot Buys)	Photo Statistical Report	Syndication Analysis	Feedback Report	Re-evaluate the 5 reasons a home won't sell.	



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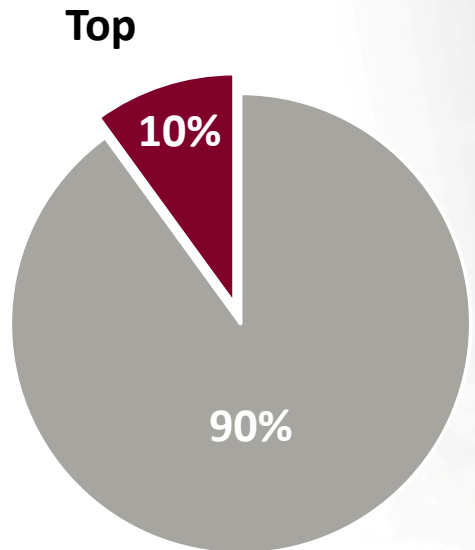


The Pre & Non-MLS information shared on Top Agent Network can be crucial to your success as a buyer or seller of a home.

Top Agent Network (TAN) is a private, membership based, online communications system that allows the top-producing real estate agents in local markets to share exclusive, non-MLS information.

Member agents post and share information about private listings, motivated buyers, local resources, even the latest industry trends. This ongoing exchange allows TAN agents to be “dialed in” to local real estate as few agents are.

Only one real estate agent in ten qualifies for membership. As a client of a TAN member agent, you get these powerful benefits:



## BUYERS

Access to homes not on the MLS

Announce your specific buying objectives to home sellers – even those who have not yet officially decided to sell.

Access to a community of proven agents whose collective experience allows deals to happen quickly, reliably and often privately.

Referrals to the proven best service providers in your area.

Instant answers to your unique real estate questions.

## SELLERS

Ability to test market your home and price with less hassle and without it becoming stale on the MLS.

Access to pre-qualified and highly motivated buyers.

Access to a community of proven agents whose collective experience allows deals to happen quickly, reliably and often privately.

Referrals to the proven best service providers in your area.

Instant answers to your unique real estate questions.

These exclusive benefits – gained only by working with a TAN agent – allow home buyers and sellers to be more confident of their decisions as they proceed through the demanding process of buying or selling a home. For more details visit:

[www.TopAgentNetwork.com](http://www.TopAgentNetwork.com)



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# HDR STILL PHOTOGRAPHY

One of the first things any buyer sees when searching for a home is a photo. A bad photo can immediately turn buyers off, but great photos make your home stand out and attract more buyers. With our HDR technology, we'll make your house stand out.



## HDR Photography

With our proprietary High Dynamic Range Technology, every image is taken 9 times. This allows for crisp magazine quality photos that give rich dimension and vibrant color to every shot.

\* Statistics provided by the National Association of REALTORS® Profile of Home Buyers and Sellers 2017

**99%** of buyers find photography useful when searching for homes online.

**95%** of buyers use online websites in their home search.

**95%** of buyers use the internet in their home search.

**75%** of buyers use a mobile or tablet search device.

**63%** of buyers walked through a home they viewed online.

### Easy To Share

Easily share your photos on social media platforms including...



### Engage More Buyers



Homes with photography attract more buyers and they can make or break buyers perceptions of your home. With high quality photos, more buyers will visit your home.

### Upload to MLS



These HDR photos will be uploaded to the MLS and also syndicated to all the major real estate platforms to maximize exposure to your home.



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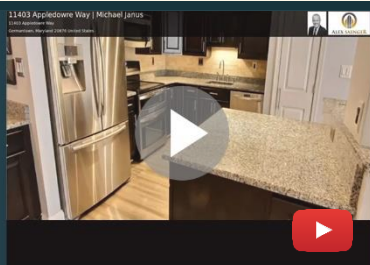
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# INTERACTIVE VIRTUAL TOURS



Don't settle for an agent that takes photos with their iPhone. With buyers using technology more and more, this interactive virtual experience provides a lasting impression of what it would be like to live in your home.



## Share on YouTube

Share your home on YouTube to maximize online exposure.

## View From Any Device

Buyers can view your home from anywhere.

## Online Syndication Engine

We send your virtual tour to all major real estate platforms.

\* Statistics provided by the National Association of REALTORS® Profile of Home Buyers and Sellers 2017

**99%** of buyers find photos useful online.

**82%** of buyers find virtual tours useful online.

**95%** of buyers search for homes using an online website.

**75%** of buyers search for homes using a tablet or mobile device.

**63%** of buyers walk through a home they view online.

## Easy To Share

Easily share the link to your interactive virtual tour on social media to attract more buyers, neighbors, coworkers, friends to view the home.

## Engage More Buyers

Interactive Tours have a tested and proven result of attracting more engagement and visits from potential buyers than those without an interactive tour.

## Track Statistics

Track and record statistics for your home including the number of visitors, which images are viewed most, what times had the most visitors and more.



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**RTV**  
INTERACTIVE VIRTUAL MEDIA



# VIRTUAL REALITY 3D TOURS

Impress prospective buyers with our 3D Showcase – an immersive online 3D virtual reality experience that gives buyers a true sense of the feeling of your home before they even visit the property.



## Inside View

Navigate a home like a videogame with our **Inside View**.



## Dollhouse View

The **Dollhouse View** shows how your entire home fits together.



## Floor Plan

Understand the layout in a glance with our **Floor Plan** printout.

\* Statistics provided by the National Association of REALTORS® Profile of Home Buyers and Sellers 2017

**95%** of buyers find photos useful online.

**83%** of buyers find floor plans useful online.

**82%** of buyers find virtual tours useful online.

**75%** of buyers search for homes using a Tablet or mobile device.

**63%** of buyers walk through a home they view online.

## Engage More Buyers



3D Virtual Tours are easy to share on all social media platforms so anyone with a computer or mobile device can have the open house experience from anywhere.

## Create A Connection



Home buyers will create an immediate, lasting emotional connection to your home because they can experience it as if they were really there.

## Build Buzz



Generate momentum like you wouldn't believe with this space-age tool that will captivate buyers and motivate them to make an offer.



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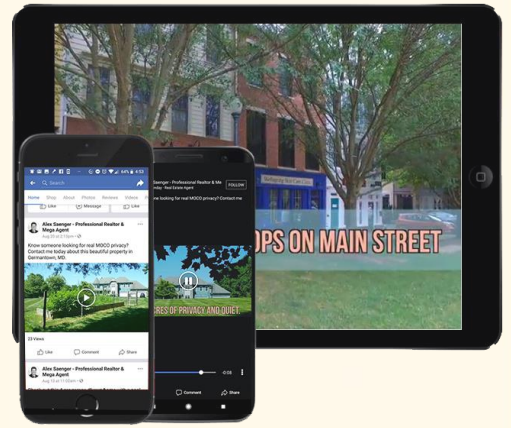


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# SOCIAL MEDIA VIDEO PACK

Create a memorable visual experience for buyers. Show the best lifestyle features through a video story of your home Highlight and share why you love your home, what's nearby to do, and experience what life would be like to live in "here".



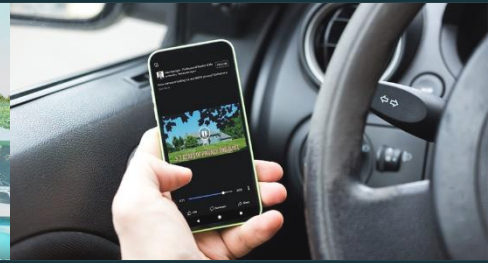
## Home Tour Video

Share your whole house in one video. Let us be your tour guide.



## Lifestyle Video

Share the most important lifestyle attributes of your home.



## Social Media Sharing

Share links on the most important marketing platforms.

\* Statistics provided by the National Association of REALTORS® Profile of Home Buyers and Sellers 2017

**95%** of buyers search for homes using an online website.

**63%** of buyers walk through a home they view online.

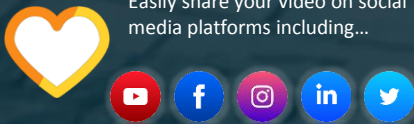
**75%** of buyers search for homes using a tablet or mobile device.

**61%** of buyers find online videos useful.

**40%** of buyers watch videos on online realtor websites.

## Easy To Share

Easily share your video on social media platforms including...



## Engage More Buyers

Homes with videos not only attract more buyers organically, they also generally show up higher in many search engine results because of the searching algorithms.



## Build Buzz

These videos give more than just a conversation. They provide an experience for buyers. Buyers will see the lifestyle they could have from living in your home.



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# ONLINE LISTING SYNDICATION



We don't  
just list on  
the Broker  
Websites...

We blast your listing everywhere on the internet through our property Online Syndication Engine.

Saenger Group has an aggressive strategy for attracting home buyers to homes listed with him and KW Capital Properties Realtors. We distribute information about your home along with photographs to a wide array of premier consumer websites in order to maximize every opportunity to attract qualified buyers to the table. When you list your home with Alex Saenger, your home will be marketed on thousands of websites. In addition, your listing will also appear on all local area broker websites including:



- AOL Real Estate
- AveryHess.com
- Backpage.com
- CLRSearch.com
- Comcast
- Craigslist.com
- CyberHomes.com
- Enormo.com
- Fizber.com
- Foreclosure.com
- FreedomSoft
- FrontDoor.com
- GoHoming
- Google Base for Real Estate
- Homefinder
- HomeontheTube.com
- Homes.com
- Homescape.com
- HomesDatabase.com
- HomeTourConnect
- HomeWinks
- HotPads
- KWKLY.com
- LakeHomesUSA.com
- LandWatch
- Liquidus
- Local.com
- Lycos Classified
- Military.com
- MRIS.com
- MyRealty.com
- OceanHomesUSA.com
- OODLE
- OpenHouse.com
- PropBot
- PropertyPursuit.com
- PropertyShark
- Realtor.com
- RealtyTrac
- Relocation.com
- RELOHomeSearch.com
- ResortScape
- RiverHomesUSA.com
- Second Space
- Trulia.com
- tweetlister
- USHUD.com
- Vast
- Walmart.com
- WashingtonPost.com
- YAHOO! Real Estate
- Zillow.com



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# SIGN RIDER TOUR

Below is a sample of the progress we will make that will be visible in front of your home. These are the sign riders you can expect to see on the broker's sign in front of your home.



## ALEX SAENGER PRIMARY SIGN

The primary sign rider was designed to stand out and attract passing buyers. This directs potential buyers directly to us so we can qualify them and motivate them to consider your home.

## ALEXAPP.ALEXSAENGER.COM

Directs prospective buyers to my mobile app where they can get Photos, Pricing, Detailed Info about your property and even schedule a showing, right from their smart phone or tablet!

COMING SOON

## COMING SOON

This sign goes up when photos for your property are taken. This typically occurs the Monday before the MLS listing goes live.

FOR SALE

## FOR SALE

This is the first sign that goes up, letting people know that you intend to sell, not rent, your home.

OPEN SAT 1-3 OPEN SUN 1-3

OPEN SUN 1-4 OPEN SUN 2-4

OPEN: SAT 1-3 - SUN 1-3 - SUN 1-4 - SUN 2-4  
We typically hold our open houses on Sunday between 1-4. This lets passer-by know to stop in and see your home.

UNDER CONTRACT  
BUT WE HAVE MORE

## UNDER CONTRACT

This goes up when a contract is ratified but we still want calls for back up offers.

SOLD

## SOLD

If you see this sign, Congratulations! This sign goes up a week before the settlement date to let everyone know that the home has been sold.



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## Level 1

# Taking Open Houses Beyond the Basics

Holding an open house is serious business. Below is a chart that shows you exactly how we can maximize open houses to sell your property.

## Level 2

Sign in  
Yard

+

Sign  
Riders  
Coming Soon  
Alex Saenger  
For Sale

## Level 3

Sign in  
Yard

Sign  
Riders  
Coming Soon  
Alex Saenger  
For Sale

Sign  
Riders  
Open  
House  
Sun 1-4

## Level 4

Sign in  
Yard

Sign  
Riders  
Coming Soon  
Alex Saenger  
For Sale

Sign  
Riders  
Open  
House  
Sun 1-4

Direction  
Signs

## Level 5

Sign in  
Yard

Sign  
Riders  
Coming Soon  
Alex Saenger  
For Sale

Sign  
Riders  
Open  
House  
Sun 1-4

Direction  
Signs

Post on  
Websites:  
Facebook,  
Trulia,  
Zillow,  
etc.

## Level 6

Sign in  
Yard

Sign  
Riders  
Coming Soon  
Alex Saenger  
For Sale

Sign  
Riders  
Open  
House  
Sun 1-4

Direction  
Signs

Post on  
Websites:  
Facebook,  
Trulia,  
Zillow,  
etc.

Door  
Knocking  
Neighbors  
(20-100)

## Level 7

Sign in  
Yard

Sign  
Riders  
Coming Soon  
Alex Saenger  
For Sale

Sign  
Riders  
Open  
House  
Sun 1-4

Direction  
Signs

Post on  
Websites:  
Facebook,  
Trulia,  
Zillow,  
etc.

Door  
Knocking  
Neighbors  
(20-100)

Hold  
Multiple  
Opens In  
Various  
Price  
Ranges



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# PRICING YOUR HOME

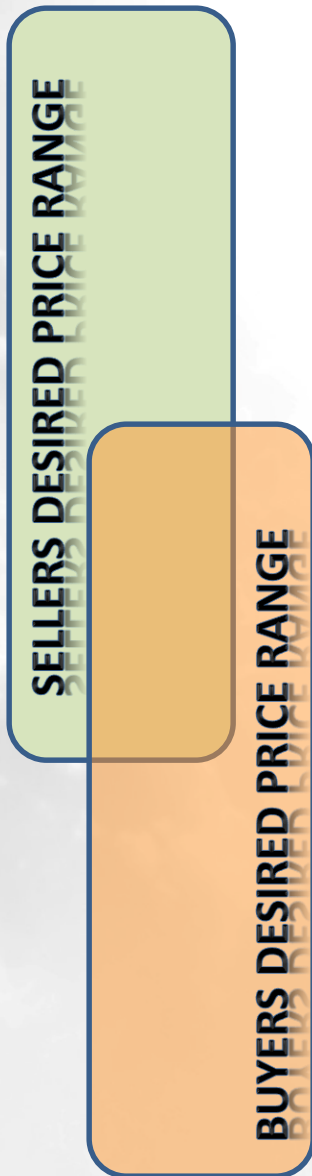


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# MAKE SURE THE PRICE IS RIGHT



When setting a price for your property, the listing level must strike a balance between the seller's need to achieve the best-possible return and the buyer's need to get good value. With many years of experience, a professional Real Estate Agent can help you set a price that will accomplish both objectives.

## ESTABLISHING MARKET VALUE

The market value of your property is determined in exactly the same way as any other commodity – what a buyer is willing to pay for it in today's market. Despite the price you paid originally, or the value of any improvements you may have made, the value is determined by market forces.

## LOOK AT THE COMPETITION

Buyers look at about a dozen properties on average before making an offer on a property. As a result, they have a good overview of the market and will compare your property against the competition. If it's not in line with similar properties that are available, buyers won't consider it a good value for the money.



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# MAJOR COMPONENTS OF A SUCCESSFUL SALE



## SELLER CONTROLS PRICE

### SELLER CONTROLS CONDITION

Perceived negative conditions can be corrected or improved, or an adjustment in pricing will need to be made.

### LOCATION

Location is fixed and can not be changed. A perceived, “negative,” location usually can be minimized by Seller improvements, however, impacting a negative location generally requires an adjustment in pricing.

### AGENT CONTROLS MARKETING

The purpose of marketing is to get eyeballs online and feet in the door. Marketing is successful if 20 groups or more have passed the threshold. If no offer is presented, a price adjustment is most likely the next step.

***Take time to periodically review the results, listen to the feedback, and make adjustments as needed.***

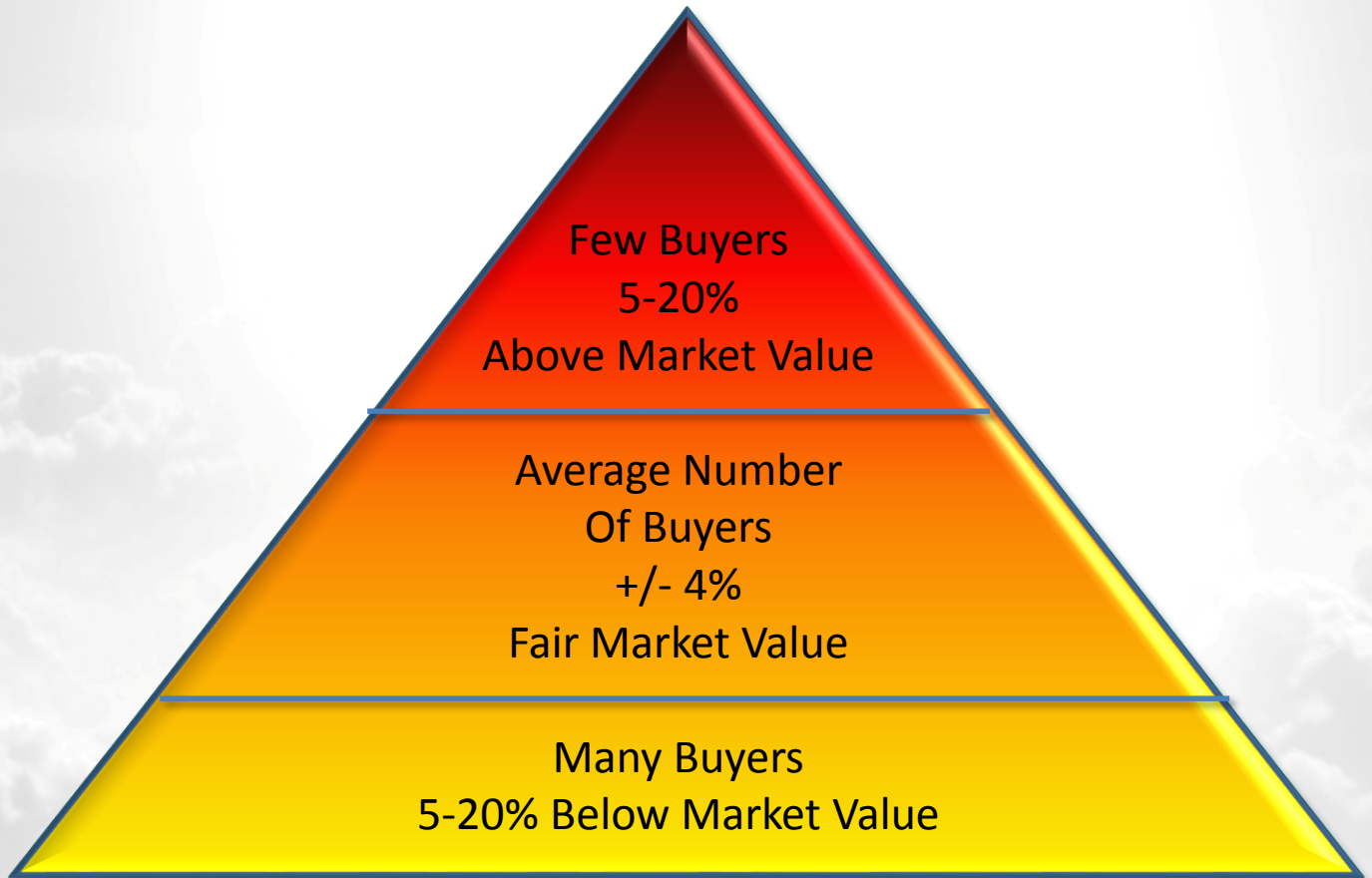


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# VALUE OF ACCURATE PRICING



## **YOU CAN CONTROL**

- Condition
- Price
- Terms
- Availability

## **WE CAN CONTROL**

- Marketing
- Promotion
- Locating Qualified Prospects

## **NO ONE CAN CONTROL**

- Location
- The Market
- Interest Rates
- Competition
- The Economy



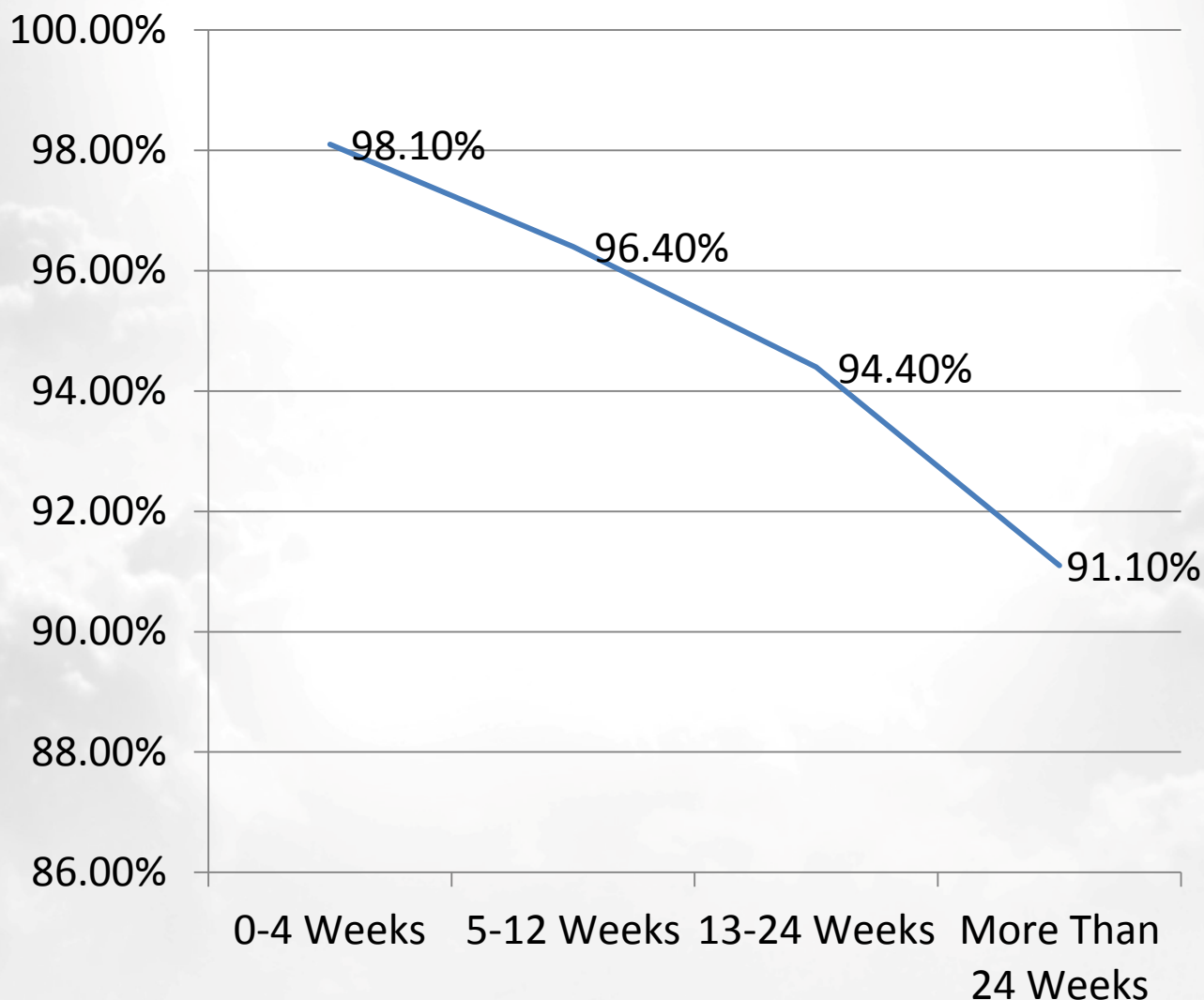
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# THE VALUE OF ACCURATE PRICING

## HOME VALUE vs. TIME LISTED ON MARKET



*The longer your home is on the market, the less it will sell for!*



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# PRICING MISCONCEPTIONS

It is very important to price your property at competitive market value when we finalize the listing agreement.



**WHAT  
YOU PAID**



**WHAT  
YOU NEED**



**WHAT  
YOU  
WANT**



**WHAT  
YOUR  
NEIGHBOR  
SAYS**



**WHAT  
ANOTHER  
AGENT  
SAYS**



**COST TO  
REBUILT  
TODAY**

## *Buyers and Sellers Determine Value*

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.



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# WHICH WOULD YOU BUY?



Would you agree that the fresh banana would be the top choice for a buyer? What about the fresh banana that isn't sold when it's bright yellow but has aged to the point that it turns brown and stale? It stands to reason then, the longer the banana sits on the shelf the less likely the grocer will sell it at the original price. And if the banana is overpriced to begin with, the grocer may be forced in several days (or weeks) to reduce the price or eventually remove it from the shelf altogether.

This scenario is similar to a home listing on the market. If you list your home for sale at a price that's too high, you may not get any offers when the listing is fresh, and your Days On Market (DOM) will accumulate. The buyers will perceive the listing as stale and wonder, "What's wrong?" Ultimately, the market determines at what price your home will sell. The list price is just the starting point in the conversation with potential buyers. But if it is too high, buyers won't even engage in the conversation. A successful home sale incorporates a listing price that reflects the current market value of a home and is not overpriced. And the best time to sell is when you have a fresh listing that is priced right.

**BE SURE YOUR LISTING DOESN'T BECOME THE BROWN BANANA!**



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# THE THREAT OF OVERPRICING

## WORRIED ABOUT LEAVING MONEY ON THE TABLE BY PRICING TOO LOW?

The problem is not low offers. The problem is no offers at all! If you list your home for sale with a price that is too high, you may not get any offers, but you will tally Days On Market or DOM. And the greater the DOM, the more likely a buyer will think your property is prime for a, “good deal.” That’s just another way of saying we can get it for less.

If you contrast that with a property that is at market price or even slightly below, my marketing typically generates multiple offers that get close to or even above asking price.

Ultimately the market determines at what price your home will sell. The list price is just the starting point in the conversation with potential buyers.



= **PROBLEM**

*Don't list your property to just list it.  
List your property to SELL!*



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# PRICING CAUTION: MYTH vs TRUTH

## OTHER AGENT'S MYTH

"I CAN SELL YOUR HOME FOR MORE MONEY THAN MARKET VALUE."

All sellers want to get a record price for their home. Most agent's know this and prey on this desire telling sellers what they want to hear, which may not necessarily represent reality. Some agents will overprice your home to "win your listing." But then they just come back weeks later and ask you to drop the price to get you close to what had always been market value. We call this "buying your listing." They are really just looking to block out competition, get a sign out in front of your house and, "fish for buyers." They have no true intention of selling your property at the price you told them to list it, but maybe they can pick up a buyer or two the first month the house is on the market.

## ALEX SAENGER'S TRUTH

WE CAN LIST YOUR HOUSE AT WHATEVER PRICE YOU WANT – TO START  
We both have the same goal in mind: *to get you the most amount of money for your house as possible*. If you have a specific price in mind, and it differs from my professional opinion, we can start with your number. But we will agree to listen to the market and make an adjustment based on what the market tells us. We may even set up a predictive price adjustment strategy right away that takes effect over time if appropriate. In the end, two things will be true:

- 1) Your house will sell at fair market value, regardless of who is right.
- 2) Fair market value is determined by how much someone else is willing to give you for your house at that moment in time, not necessarily for what we want.

*Don't list your property to just list it for a super high price.*  
**LIST YOUR PROPERTY TO SELL!**



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# COMPARATIVE MARKET ANALYSIS

## **This is an explanation and overview of your market analysis**

Your Comparative Market Analysis or CMA will be in a separate packet of papers and will help to determine the correct selling price of your home. Ultimately, the correct selling price is the highest possible price the market will bear.

Your market analysis is divided into three categories:

1. COMPARABLE HOMES THAT ARE CURRENTLY FOR SALE
2. COMPARABLE HOMES THAT WERE RECENTLY SOLD
3. COMPARABLE HOMES THAT FAILED TO SELL

Looking at similar homes that are currently offered for sale, we can assess the alternatives that a serious buyer has from which to choose. We can also be sure that we are not under pricing your home.

Looking at similar homes that were sold in the past few months, we can see a clear picture of how the market has valued homes that are comparable to yours. Banks and other lending institutions also analyze these sales to determine how much they can lend to qualified buyers.

Looking at similar homes that failed to sell, we can avoid pricing at a level that would not attract buyers.

This Comparative Market Analysis has been carefully prepared for you, analyzing homes similar to yours. The aim of this market analysis is to achieve the maximum selling price for your home, while being able to sell your home within a relatively short period of time

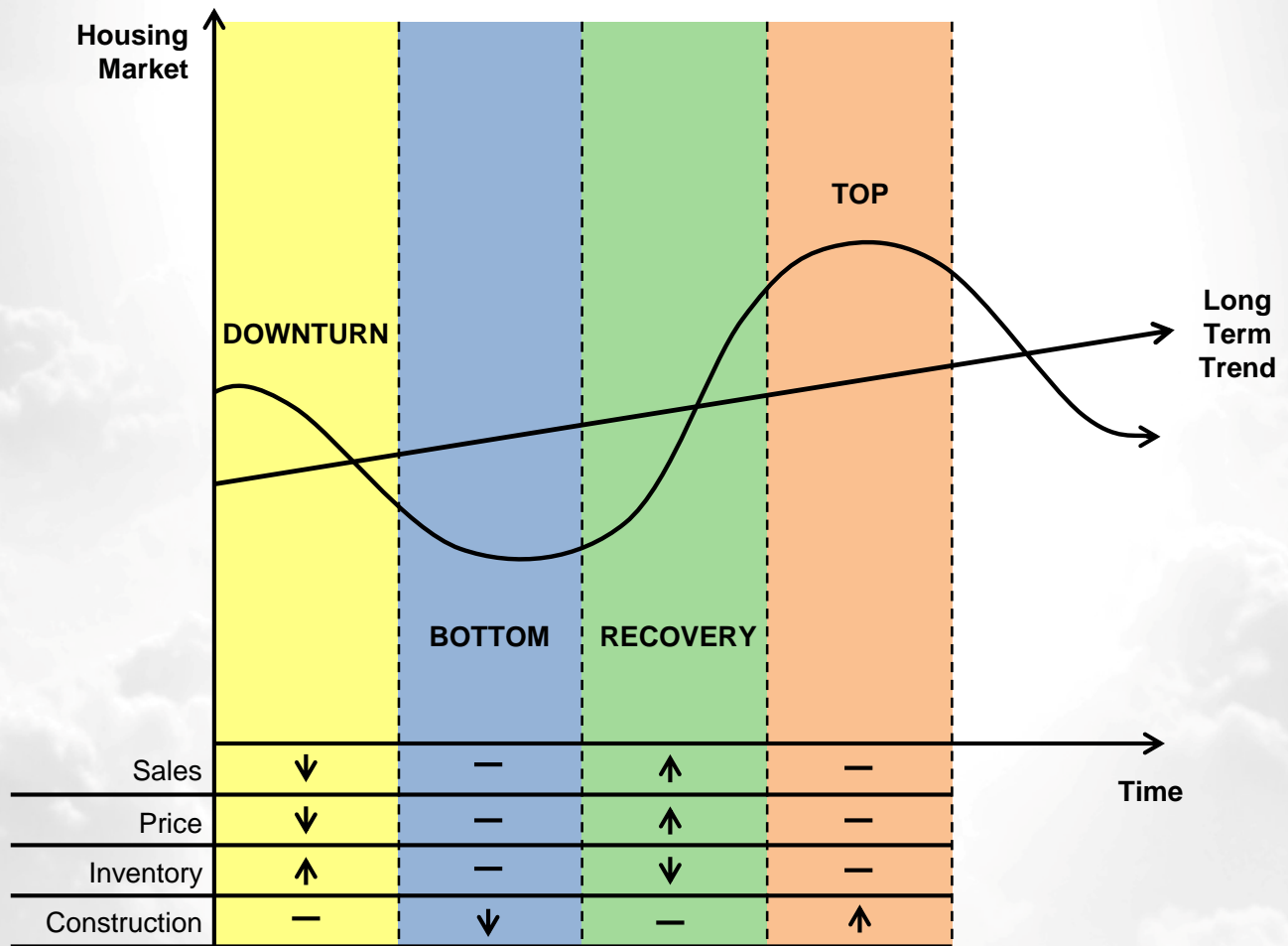


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# HOUSING MARKET CYCLES



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The housing market is broken into four cycles; Downturn, Bottom, Recovery and Top.

**Downturn** – Characterized by falling sales and prices, rising inventory and new construction levels off.

**Bottom** – Characterized by sales, prices and inventory leveling off. New construction falls.

**Recovery**– Characterized by rising sales and prices, falling inventory and new construction leveling off.

**Top** – Characterized by level sales, prices and inventory with rising new construction.

Housing has always moved in cycles and we have had downturns before the financial crisis. For younger homeowners who have not experienced other cycles, they may think that every downturn looks like the last one; it's not the case.



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