

# SELLING YOUR HOME

MARKETING & PRICING STRATEGIES

THE  
GOLDEN RULE TEAM  
*The Golden Rule of Real Estate*

NextHome  
REALTY CENTER



Your trusted advisor with you  
**every step of the way**

## PERSONAL REPRESENTATION FOR THE BEST RESULTS

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The Golden Rule team are innovators, we embrace technology, and we pride ourselves on our transactional excellence. Since 2001, we have built our business on the principle that real estate is local and that homeownership is the heart of our communities. We are recognized experts in technology, marketing strategies and trends. We will showcase your home in the best light to get you the best price.

STRATEGY

Knowledge

A LOCAL EXPERT  
WITH GLOBAL REACH

Over **20 Years** of  
**Innovation** and **Success**

THE  
**GOLDEN RULE TEAM**  
*The Golden Rule of Real Estate*

REPRESENTATION

NEGOTIATIONS

# Five Rights

— make it sold!

## 1 House Right

**Presentation:** Create an emotional connection with all potential home buyers by presenting your home in the best light.

## 2 Yard Right

**Presentation:** The yard and entry are the first impression of your home and will entice the interest of your buyer.

## 3 Marketing Right

**Promotion:** Advanced marketing strategies will proactively captivate buyers, assuring your home receives the most exposure.

## 4 Price Right

**Pricing:** Strategically position your home in the market to attract the most buyers to get your home sold at the best price.

## 5 Right Real Estate Expert

Our commitment is unwavering-

**Personal Representation to Ensure Your Success**





# PRESENTATION

HOUSE RIGHT, YARD RIGHT

Market Ready, From the Start

— the little **details do matter**



A modern living room with a dark green velvet sofa, a large floor lamp, and large windows. The room is bright and airy, with a brick wall on the left and a white wall on the right. A coffee table with a teal vase and remote controls is in the foreground. A dining table and chair are visible in the background.

## STAGE, CLEAN, & DECLUTTER TO REDUCE MARKET TIME AND MAXIMIZE PRICE

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First impressions are vital to attracting a prospective buyer. How your home and yard are experienced by a potential buyer can directly affect the amount for which your home sells. Buyers will envision themselves in your home when it presents beautifully and feels inviting. We will take the time to help you determine what is needed for the presentation, maintenance, or repair of your home.

**Our goal is to create a positive connection by showcasing your home in the best light.**

**“You never get a second chance to make a first impression”**

- Will Rogers

# THE POWER OF PROFESSIONAL *Photography*

More than 95% of buyers will experience your home through photos when they start their home search online. Your home's digital presence is the first exposure most buyers have of your home. Exceptional photos will showcase your home's best attributes and create an emotional connection that will attract buyers to your property.

Source: PRNNewsFoto/VHT Studios



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### WEEK 3: WORKING WITH BUYERS - MONDAY

Remember, you are not selling real estate. Essentially you are selling yourself, your services, and building trust. You need to constantly meet people and build relationships. Go where you will find people and make sure that they know what you do and that you need and appreciate their referrals.

Offering information or services that buyers are looking for is also a good way to attract buyer leads. Consider these options:

- A market evaluation of their present home
- Sign up for your mailing list for market updates
- Provide them with a buyer information booklet on various topics
- Detailed legal and marketing searches for houses they are interested in neighborhoods
- Custom home search - actively target homes that meet their needs in specific neighborhoods
- Pre-qualifying or assistance arranging financing
- Buyer seminars - for first-time buyers, investment property buyers, recreational property, etc.
- Expertise in the neighborhood they desire - pricing, schools, listings not yet on the market

### Prequalification process

The truth is, buyer leads can be time consuming. If the market favors buyers, meaning there is a healthy inventory of homes available and they are not selling immediately with competing offers, a buyer has the luxury of time. This often can mean that a buyer will see more properties before making a decision.

- decide not to buy
- buy directly from a For Sale by Owner (FSBO)
- buy from another REALTOR®
- buy and not qualify for the mortgage
- continue to search indefinitely without making a decision

To avoid those situations, it's important that you prequalify your buyers before spending time showing them homes. You need to be sure they are ready, willing, and able to buy. An easy way to remember the prequalification process is to think of it as a "DNA test." You want to determine their **Desires, Needs, and Ability** to pay.

[NextHome]

(See handout 5 - Buyer DNA Interview Questions in handout 6 - Buyer Questions and sample questions)



# PROMOTION

MARKETING RIGHT

# Digital Marketing

## — your online presence



As a benefit of our membership in the Houston Association of Realtors, we get maximum exposure across the globe. We provide advanced market exposure so that your home is syndicated to the top sites throughout the country, and to all local and regional real estate companies.

Plus, our award-winning website [GoldenRuleHomes.com](http://GoldenRuleHomes.com) is the foundation for your home's online presence. Every listing is complete with:

- Custom virtual tour
- Beautiful photo gallery
- School data

**LOCATION**

Area: 35  
 Geo Market Area: Cypress North  
 Parcel Number: 129-683-003-0005  
 School District: 13 - Cypress-Fairbanks

School Elementary: SWENKE ELEMENTARY SCHOOL  
 School High: BRIDGELAND HIGH SCHOOL  
 School Middle: SALYARDS MIDDLE SCHOOL  
 Section Number: 3

**ADDITIONAL**

Annual Maintenance Description: Mandatory  
 Builder Name: Trendmaker  
 Census Tract: 5556  
 Disclosures: Sellers Disclosure  
 Energy: Attic Vents, Ceiling Fans, Digital Program Thermostat, Insulation - Blown Fiberglass, Radiant Attic Barrier  
 Exclusions: see list  
 Exemptions: Homestead  
 Legal: LT 5 BLK 3 LAKES OF FAIRHAVEN SEC 3

Management Company Name: Inframark  
 Master Planned Community: no  
 New Construction: no  
 Restrictions: Deed Restrictions  
 SqFt Source: Appraisal District  
 Year Built Source: Appraisal District

**FINANCIAL**


Fee Other: yes  
 Fee Other Amount: 250

Other Mandatory Fee: Transfer Fee  
 Tax Amount: 13177

**17811 Fairhaven Gateway Drive**  
 Cypress, TX 77433

View Property Next Property  
 Currently viewing 2 of 500

New Search Modify Search Back to Results  
 Save Property  More Information  Mortgage Calculator  Private Flyer  Contact Agent



**VIEW PHOTO GALLERY (49)**

<b>\$799,000</b> Price	<b>Option Pending</b> Status	<b>4</b> Bedrooms
<b>4,035</b> sqFt	<b>4</b> Full Baths	<b>1</b> Partial Baths
	<b>0.501</b> Acres	<b>58423251</b> Listing ID

Pristine home nestled on a large 21,811 sq ft corner lot. Backyard OASIS Home offers pool, spa, outdoor cabana, outdoor kitchen & tons of patio area. Gleaming wood floors throughout this home. Study w/ French doors & formal living room featuring chandelier, custom faux painted ceiling. Open & desirable floor plan. Fabulous kitchen boasts lots of cabinets, drawers & counter space, stainless steel appliances including a Thermador oven and gas cooktop. Large walk-in pantry, granite countertops, raised dishwasher, apron sink and some of the best views in the kitchen. Family room offers a stacked stone fireplace and views of the backyard oasis. Spacious primary bedroom includes a separate sitting area that offers a cozy fireplace, access door to the backyard. Spa like primary bathroom offers a jetted tub, dual vanities, separate shower and large walk-in closet with built-ins. Spacious secondary bedrooms. Huge game room / media room upstairs w/ ensuite bathroom. Never flooded, No MUD taxes.

**SCHEDULE SHOWING**

Status: Option Pending  
 Subdivision: Lakes of Fairhaven  
 Year Built: 2007  
 Property Type: Single Family Residential

**PRIMARY FEATURES**

County: Harris  
 Half Baths: 1  
 Price/SqFt: 198.02

Property Type: Single Family Residential  
 Subdivision: Lakes of Fairhaven  
 Year Built: 2007

**INTERIOR**

Bed Room Description: All Bedrooms Down, En-Suite Bath, Storage Area, Split Plan, Walk-In Closet  
 Connections: Electric Dryer Connections, Gas Dryer Connections, Washer Connections  
 Cool System: Central Electric  
 Countertops: Granite  
 Dishwasher: yes  
 Disposal: yes  
 Fireplace Description: Gas Connections

Floor: Carpet, Engineered Wood, Tile  
 Heat System: Central Gas  
 Interior: Crown Molding, Drapes/Curtains/Window Cover, Fire/Smoke Alarm, Formal Entry/Foyer, Prewired for Alarm System, Spa/Hot Tub, Wired for Sound  
 Master Bath Description: Double Sinks, Half Bath, Primary Bath + Separate Shower, Vanity Area, Whirlpool/Jetted Tub  
 Microwave: 1  
 Oven Type: Convection Oven, Double Oven  
 Room Description: 1 Living Area, Breakfast Room, Family Room, Formal Dining, Game Room Up, Media, Study/Library, Utility Room in House, Wine Room

**EXTERNAL**

Acres Description: 1/2 Up to 1 Acre  
 Exterior: Back Yard Fenced, Covered Patio/Deck, Outdoor Kitchen, Spa/Hot Tub, Sprinkler System  
 Foundation: Slab  
 Front Door Facing: East  
 Garage Carport: Auto Garage Door Opener, Double-Wide Driveway  
 Garage Description: Attached Garage  
 Lot Description: Corner, Subdivision Lot

Lot Size: 21811  
 Number Of Garage Cap: 3  
 Pool Private: yes  
 Pool Private Description: Gunite, Heated, In Ground  
 Roof: Composition  
 Stories: 1  
 Street Surface: Concrete  
 Style: Traditional

**LOCATION**

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School Elementary: SWENKE ELEMENTARY SCHOOL  
 School High: BRIDGELAND HIGH SCHOOL  
 School Middle: SALYARDS MIDDLE SCHOOL  
 Section Number: 3

**ADDITIONAL**

**Golden Rule Team**  
 The Golden Rule of Real Estate

HOME ABOUT BUY SELL COMMUNITIES MEDIA CONNECT

500 results returned maximum number of listings that can be presented.

SAVE SEARCH NEW SEARCH MODIFY SEARCH

Cypress

Min Price: \$200,000 Max Price: \$800,000

SqFt Max Days Listed

Results per page Most expensive to least

**SEARCH**

**SEARCH RESULTS**


**18610 La Paloma Estates Drive,**  
 Cypress, TX 77433-5407

\$799,950

**17811 Fairhaven Gateway Drive,**  
 Cypress, TX 77433-3573


\$799,000

**About us**



With over \$100 Million in personal sales, Rob Rule and The Golden Rule Team has developed a reputation as one of the most caring, dedicated and professional agents in the Greater Houston marketplace.

**Facebook**



Seller Springboard

—engaging **your community**



We showcase  
**your home**

## IT'S ALL ABOUT THE **BACKLOG OF BUYERS**

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hyperlocal  
strategies

Our exclusive program is all about elevating the psychology of the backlog of buyers\* while reaching out to new buyers just entering their home search. It creates a buzz at launch that motivates buyers to take action.

**\*Backlog of buyers:**

*The pool of buyers who are searching for a home but haven't found the right property. These buyers are waiting for the right home to be listed for sale.*

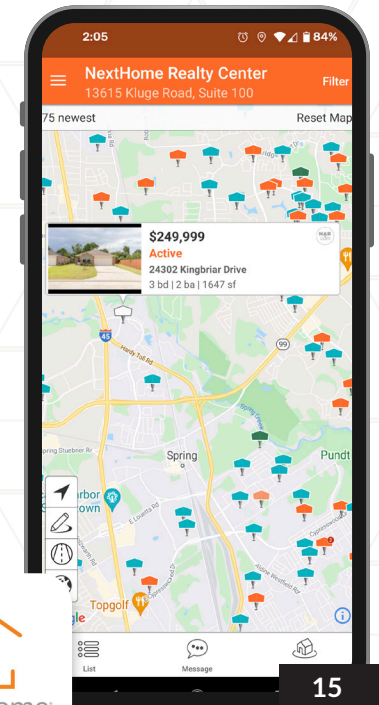
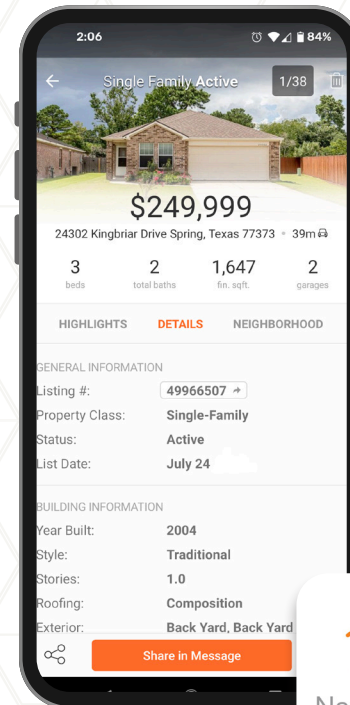
**We know**  
the local market

Enhancing the  
— home search experience  
for buyers



# AWARD WINNING WEBSITE & INSTANT MOBILE SEARCH

Buyers and sellers can experience the power of **GoldenRuleHomes.com** with advanced search features and “instant notifications” on both desktop and mobile devices. Buyers looking for a home that matches yours will be notified instantly when your house hits the market. In addition, you can keep track of your neighborhood competition through Portal reports with instant text notifications on new homes for sale as soon as they hit the market.





# Home Pricing Strategies

## — priced right from the start

The best chance to sell your home for the best price is in the first thirty days. During this time, you have a “seller negotiation advantage” with the energy of the current backlog of buyers.

You will attract the largest pool of prospective buyers when your home is priced competitively with other comparable homes on the market.

We closely track the yearly housing cycle and use this information to help you price your home and then negotiate the best price and terms once we get an offer.

best chance to sell your home for the highest price

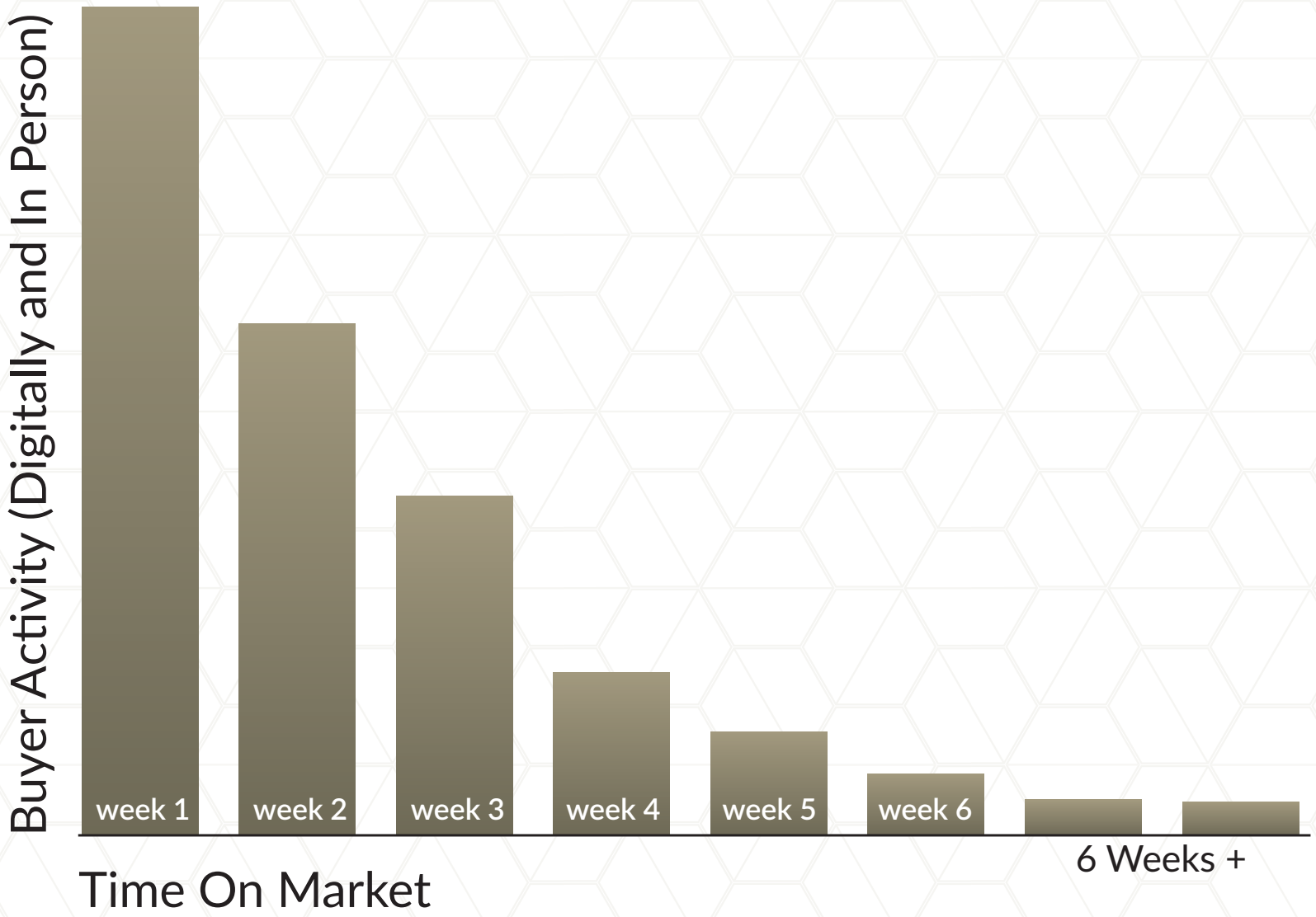
strategically position your home

create a frenzy

yearly housing cycle



# TODAY'S BUYERS



Source: Trendgraphix



## Personal Representation to ensure **your success**

### Advocacy, Negotiation and Transactional Excellence

Our commitment to you is beyond full service. It is a level of representation that includes being a trusted advisor, local market expert, and friend who is with you every step of your real estate journey. Have peace of mind knowing you will be skillfully guided through what may be the most important transaction of your life, and that we will be beside you even after the sale.

Our vast network and connections within the real estate community help us secure and negotiate offers to ensure you get the best results.



We represent you through the  
**entire transaction process**

REPRESENTATION

RIGHT REAL ESTATE EXPERT

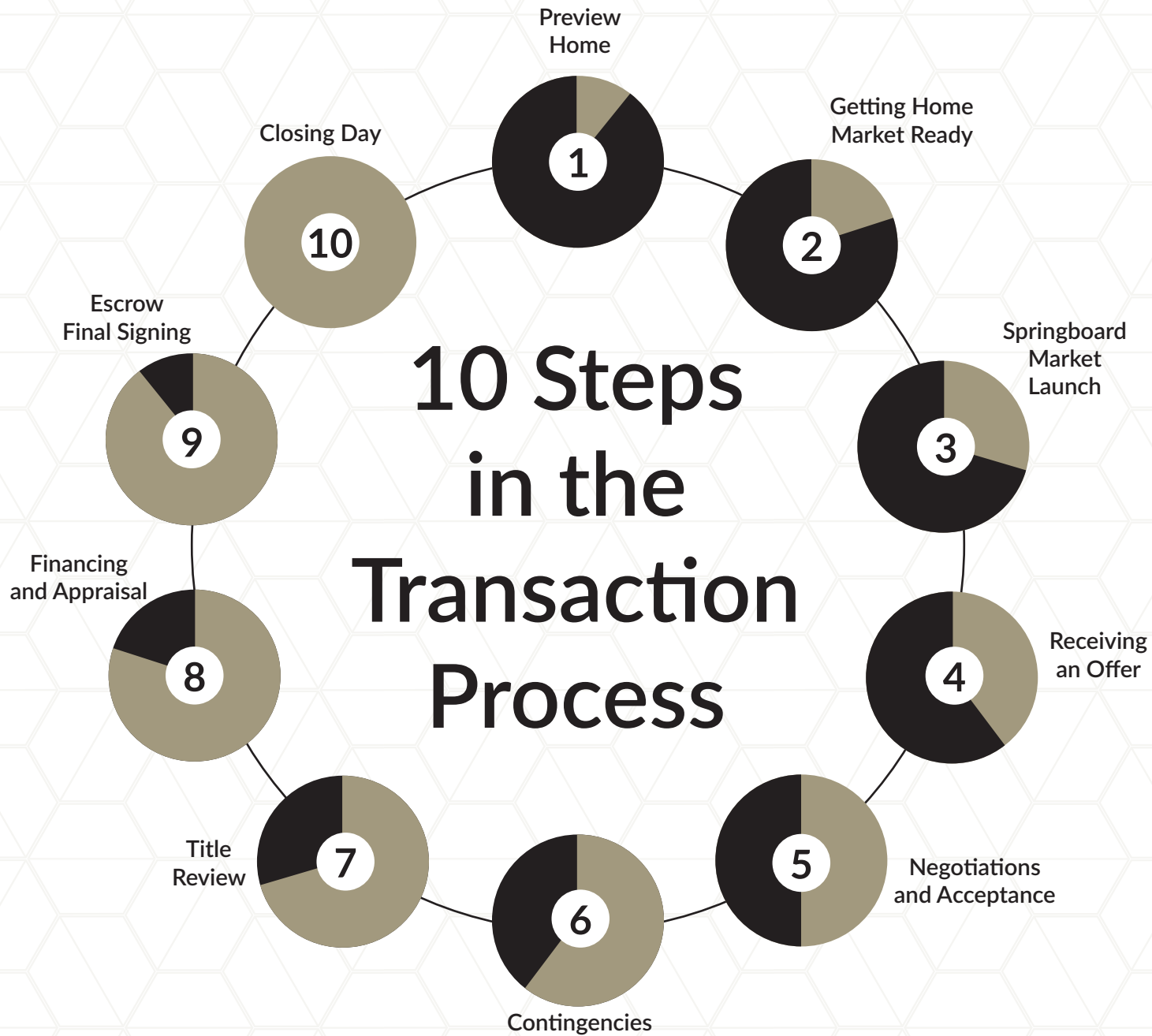
# Ongoing Communication

## — understanding the process

Keeping you informed will help you make educated decisions throughout the entire home selling process. We will help you understand changing market conditions and get your home Market Ready, From the Start. We will also negotiate on your behalf and oversee the vital details to ensure a successful closing.



# 10 Steps in the Transaction Process



# Strategy Recap

— delivering **superior results**

## Ongoing communication throughout the entire process

- Market Ready, From the Start
- Photography and Presentation
- Strategic Pricing
- Seller Springboard
- Marketing Strategies
- Advanced Online Presence
- Instant Notification to Buyers
- Negotiations - Offer Accepted
- Personal Representation

your trusted advisor  
**your friend, your success**



**We are committed to selling your home at the best price.**

**SOLD**

**N**

**NextHome**

FRANCHISE NAME

**925.6398**

home.com

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