

SELLING YOUR HOME

MARKETING & PRICING STRATEGIES

ROB RULE
THE **GOLDEN RULE** IN REAL ESTATE

[NextHome]
REALTY CENTER



Your trusted advisor with you
every step of the way

PERSONAL REPRESENTATION FOR THE BEST RESULTS

Rob Rule is an innovator - he embraces technology, and he prides himself on his transactional excellence. Since 2001, he has built his business on the principle that real estate is local and that homeownership is the heart of our communities. Rob is a recognized expert in technology, marketing strategies and trends. He 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**

ROB ★ RULE
THE **GOLDEN RULE** IN 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

Rob's 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 large floor lamp with a white shade is positioned next to the sofa. A small table with a wooden chair is visible in the background. The text is overlaid on the right side of the image.

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

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. Rob 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.

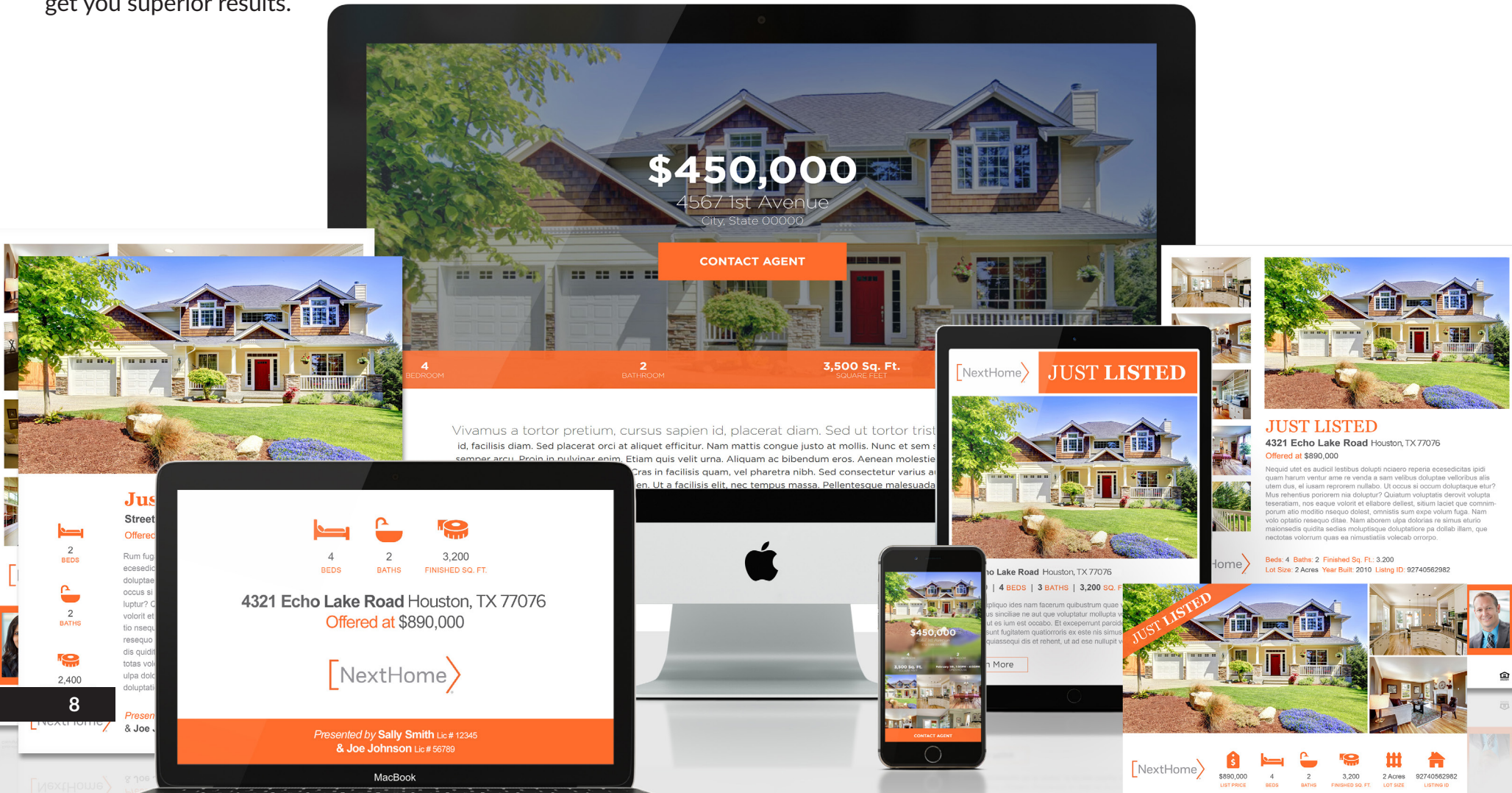
Source: PRNNewsFoto/VHT Studios



marketing your home

Rob's exclusive marketing strategies will position your home to reach virtually every buyer through robust syndication, networking within the real estate community, personal connections, community outreach, and online exposure. His approach is designed to showcase your home to the largest audience in order to leverage your position in the market and get you superior results.

Rob **reaches virtually 100%** of all potential buyers **through our online exposure** of your property.





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
- 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." (See handout 5 - Buyer DNA Interview Questions or handout 6 - Buyer Questionnaire sample questions)



PROMOTION

MARKETING RIGHT

Digital Marketing

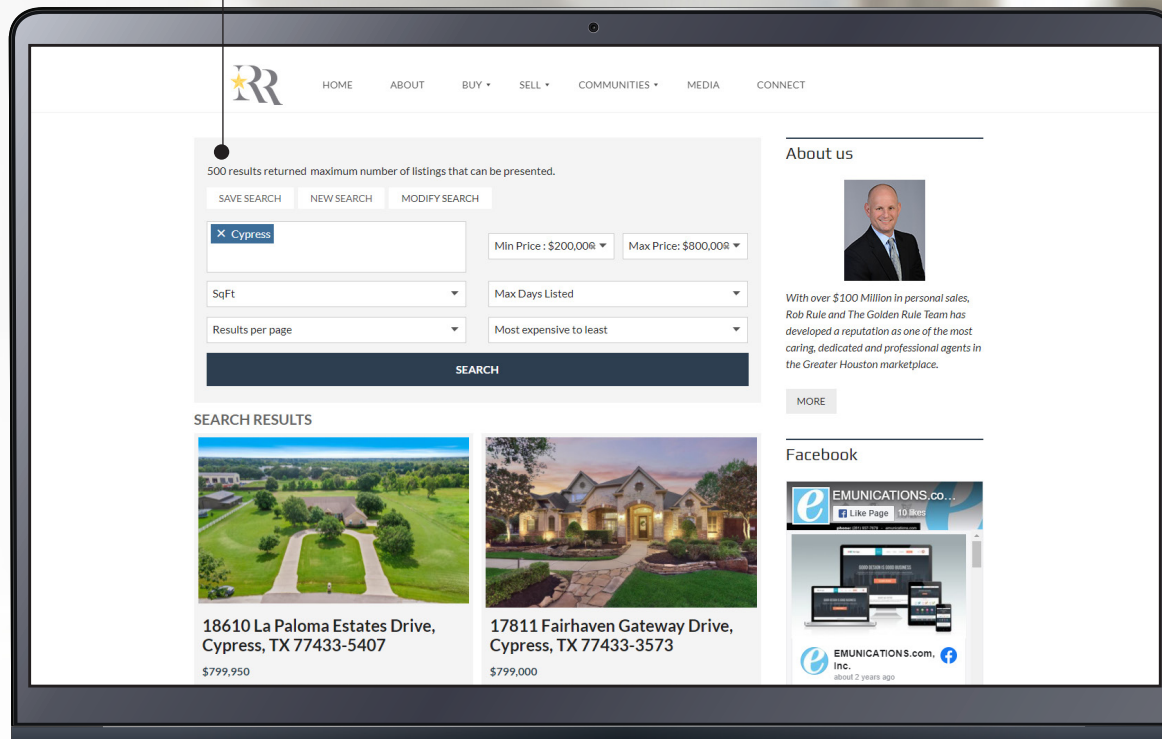
— your **online presence**



As a benefit of his membership in the Houston Association of Realtors, Rob gets maximum exposure across the globe. He provides 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, his award-winning website GoldenRuleHomes.com is the foundation for your home's online presence. Every listing is complete with:

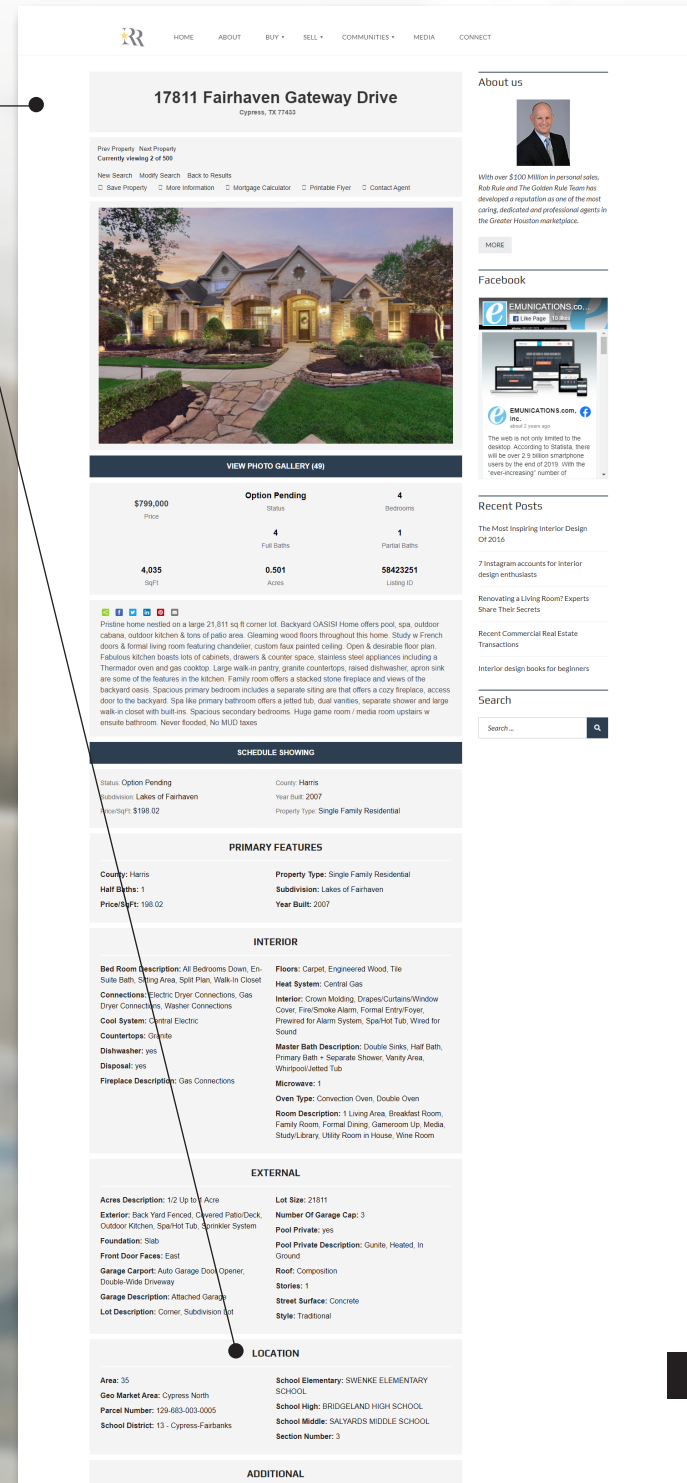
- Custom virtual tour
- Beautiful photo gallery
- School data



LOCATION	
Area: 35	School Elementary: SWENKE ELEMENTARY SCHOOL
Geo Market Area: Cypress North	School High: BRIDGELAND HIGH SCHOOL
Parcel Number: 129-683-003-0005	School Middle: SALYARDS MIDDLE SCHOOL
School District: 13 - Cypress-Fairbanks	Section Number: 3

ADDITIONAL	
Annual Maintenance Description: Mandatory	Management Company Name: Inframark
Builder Name: Trendmaker	Master Planned Community: no
Census Tract: 5556	New Construction: no
Disclosures: Sellers Disclosure	Restrictions: Deed Restrictions
Energy: Attic Vents, Ceiling Fans, Digital Program Thermostat, Insulation - Blown Fiberglass, Radiant Attic Barrier	SqFt Source: Appraisal District
Exclusions: see list	Year Built Source: Appraisal District
Exemptions: Homestead	
Legal: LT 5 BLK 3 LAKES OF FAIRHAVEN SEC 3	

FINANCIAL	
Fee Other: yes	Other Mandatory Fee: Transfer Fee
Fee Other Amount: 250	Tax Amount: 13177



Seller Springboard

—engaging **your community**



We showcase
your home

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

hyperlocal
strategies

Rob's 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.

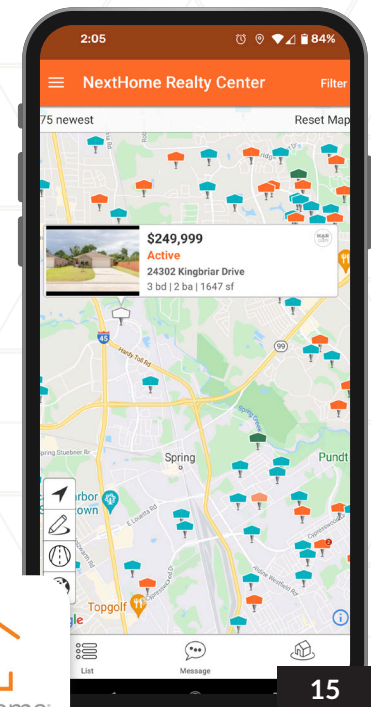
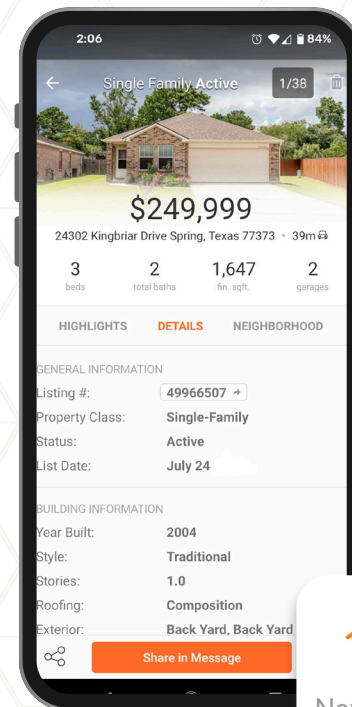
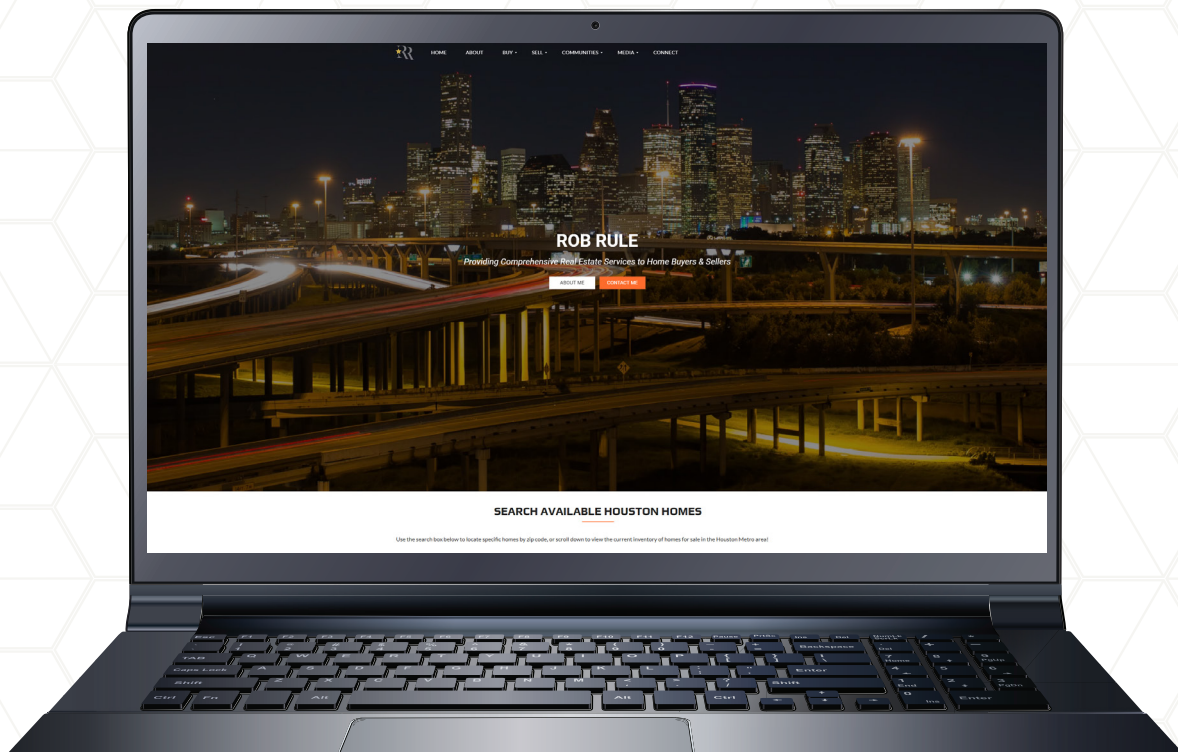
We know
the local market

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.

Rob closely tracks the yearly housing cycle and uses this information to help you price your home and then negotiate the best price and terms once you receive an offer.

best chance to sell your home
for the highest price

strategically
position your home

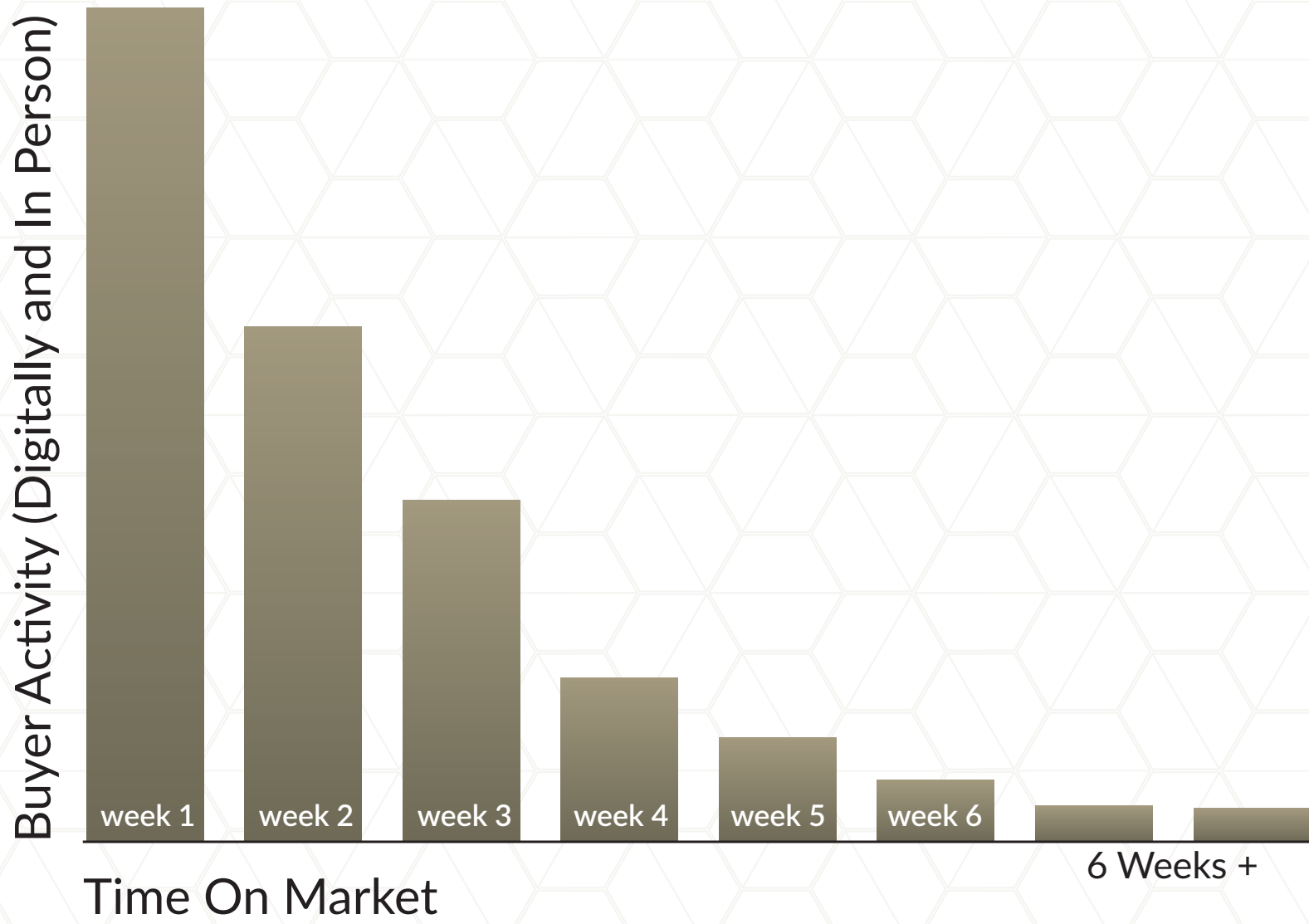
create a frenzy

yearly housing cycle

today's market strategies



TODAY'S BUYERS



Source: Trendgraphix



Personal Representation to ensure **your success** —

Advocacy, Negotiation and Transactional Excellence

Rob's 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 he will be beside you even after the sale.

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



Rob represents you through the
entire transaction process

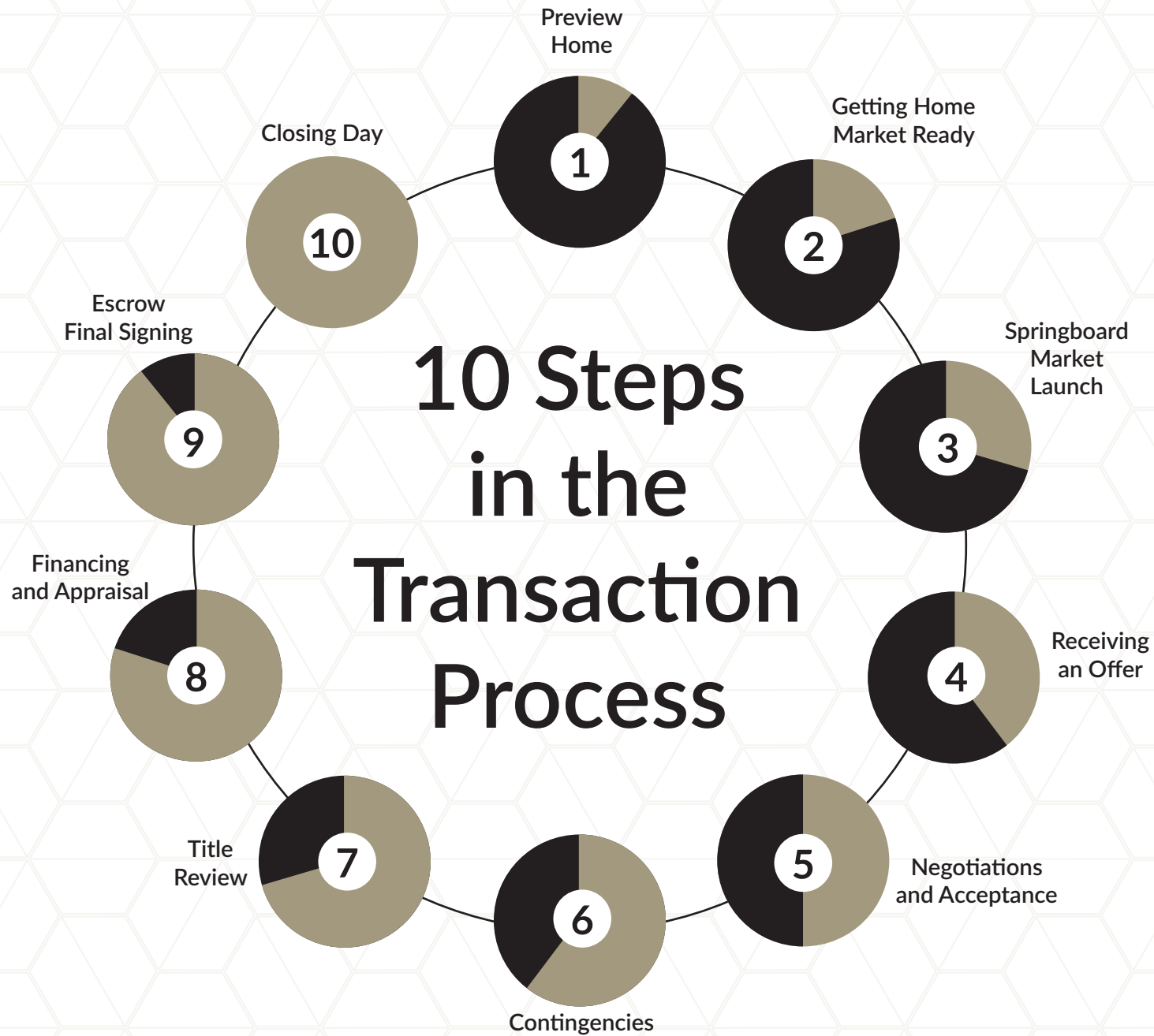
REPRESENTATION
RIGHT REAL ESTATE EXPERT

Ongoing Communication

— **understanding** the process

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





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



Rob is committed to selling your home at the best price.

