

MARKETING PROPOSAL



ONE

OPEN HOUSE

THE COLLINS TEAM

(928) 275-1152

REALTYONEGROUP

UNBROKERAGE

Opening doors for everyONE, everyday!

At Realty ONE Group, we believe in providing a YOU-First Focus to our real estate professionals so that they in turn can provide you with that same attention.

The goal of every Realty ONE Group real estate professional is to provide phenomenal and seamless service for their clients to ensure the transaction will be a success from start to finish. We do this by providing unmatched, yet accessible, technological tools and behind-the-scenes support that allows them to engage and feel empowered in representing you and your listing.



Chief Executive Officer

Prepared For:
Potential Home Seller



THE
COLLINS TEAM

ARIZONA REAL ESTATE GROUP | 928.275.1152 | WWW.THECOLLINSREALESTATETEAM.COM



REALTY**ONE**GROUP

—

UNDERSTANDING YOUR WANTS, NEEDS, AND EXPECTATIONS

My goal as a professional is to sell your property for the most amount of money in the least amount of time.

Prepared By: Daniel Collins REALTOR®

Contact info: daniel@rogmd.com / 928.230.5168



ONE

/ WHAT DO YOU WANT?

What do you look for in a Real Estate Agent?

- What is most important to you? Why?
- How many Agents are you considering?
- Team approach vs. Individual agents
- How does it feel to be selling?
- What are your expectations during the sales process?
- Would you feel comfortable with us if we could fulfill these areas?



ONE

/ WHAT BUSINESS ARE WE REALLY IN?

- Sales
- Real Estate
- People Business
- Marketing
- Part Time Vs Full Time
- Sell Vs. List

HOW BUYERS FIND HOMES

87% of homebuyers come from 3 sources

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
INTERNET	24%	24%	29%	32%	36%	37%	40%	42%	43%	43%	44%	51%	49%
REAL ESTATE AGENT	36	36	34	34	36	38	35	34	33	33	33	34	31
YARD SIGN/OPEN HOUSE SIGN	15	15	15	15	12	11	11	10	9	9	9	8	7
FRIEND, RELATIVE OR NEIGHBOR	7	8	7	7	6	6	6	6	6	6	6	4	6
HOME BUILDER OR THEIR AGENT	7	8	7	7	8	4	5	5	5	5	6	2	6
DIRECTLY FROM SELLERS	3	3	2	2	2	2	2	2	2	3	2	1	2
PRINT NEWSPAPER AD	5	5	3	3	2	2	2	1	1	1	1	1	1
HOME BOOK OR MAGAZINE	1	1	1	1	*	*	*	*	*	*	*	*	*
OTHER	*	*	*	*	*	*	*	*	1	*	*	*	*

*LESS THAN 1 PERCENT



ONE

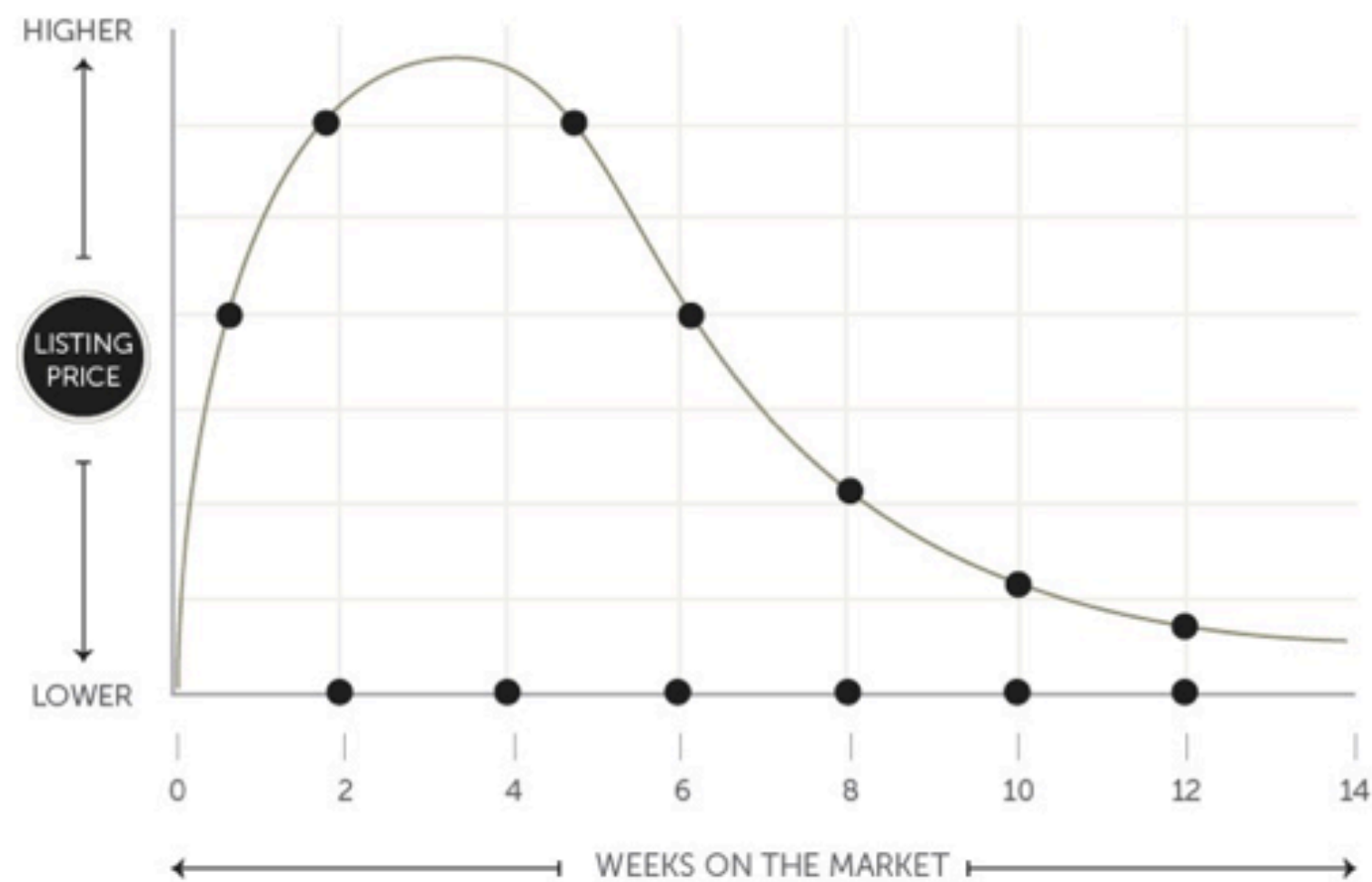
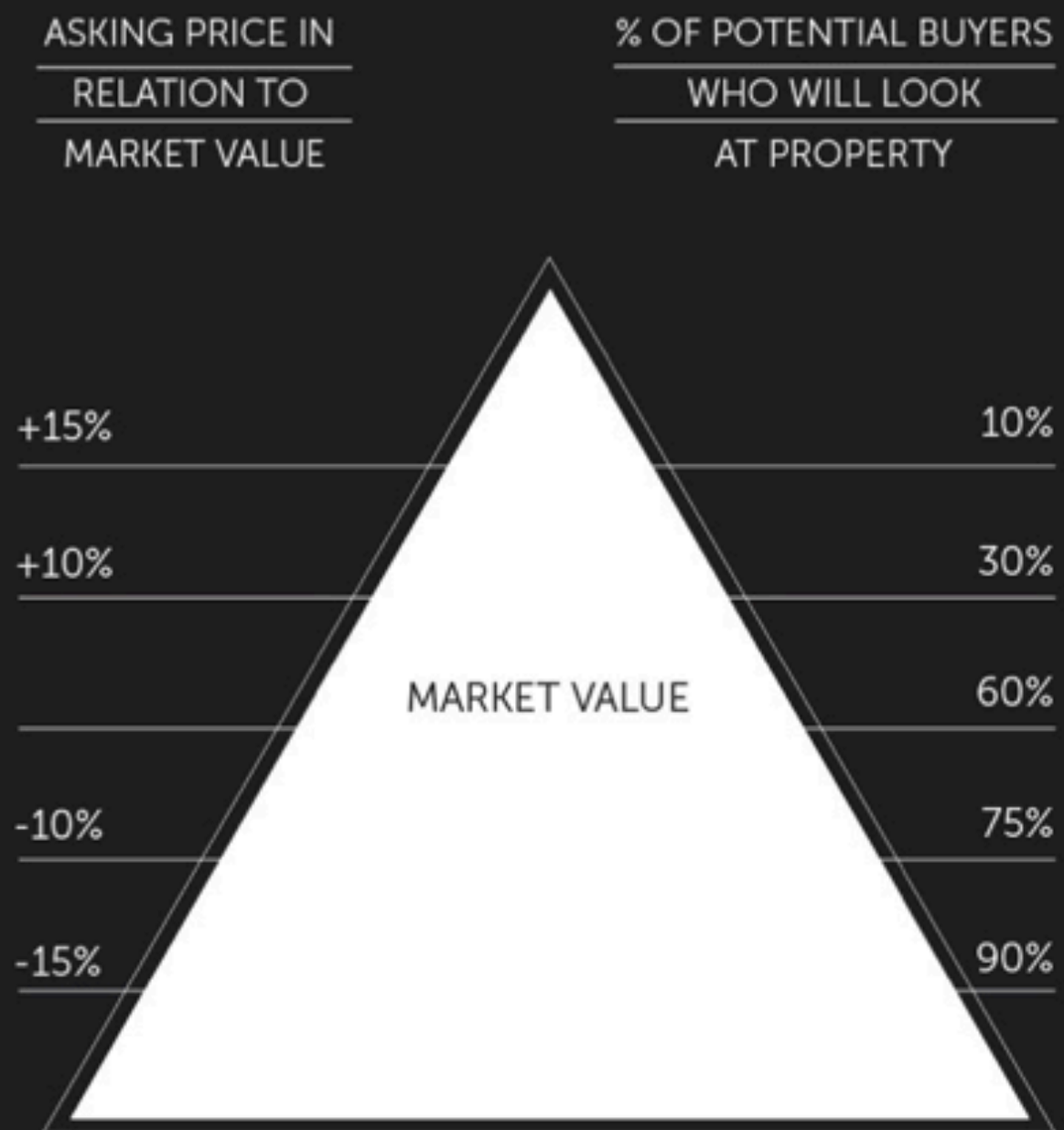
/ MARKETING BASICS

- PRICE: Does it make sense?
- PRODUCT: How does it compare to the market?
- PLACEMENT: Where will your message be seen?
- PROMOTION: How will the message be seen?
- PROSPECTS: Who are your potential buyers?
- New Age: Social Media and Web Presence
 - 95%+ of buyers shop online FIRST!



LET'S GET STARTED

INITIAL LIST PRICE IS CRITICAL



The logo features the word "ONE" in a bold, black, sans-serif font. The letters are positioned within a large, circular graphic that is split into a gold upper half and a black lower half. The gold half is a solid circle, while the black half is a semi-circle at the bottom.

ONE

/ PRICING YOUR HOME TO SELL

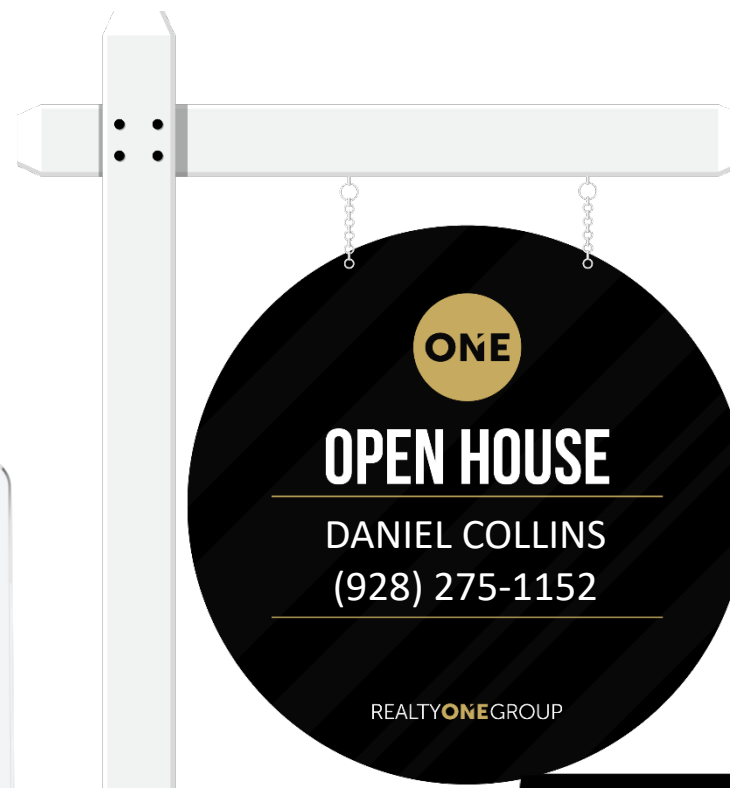
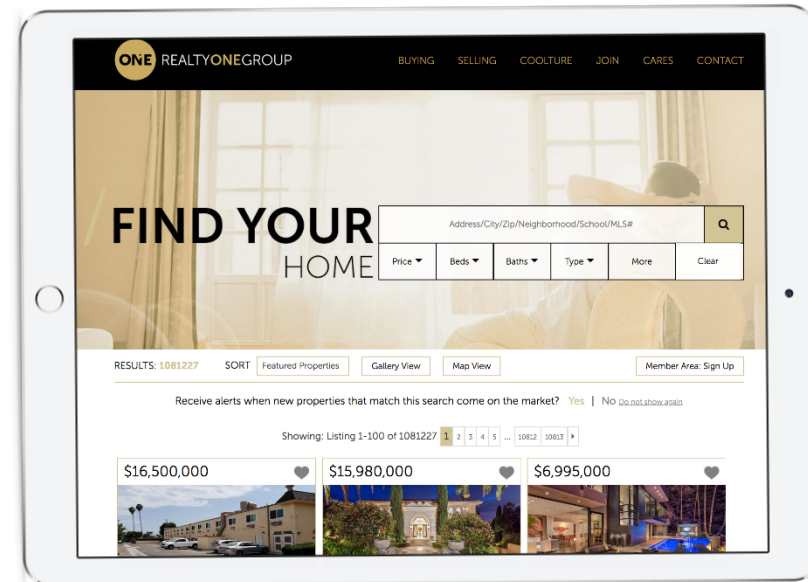
- LOCATION
- CONDITION OF PROPERTY
- SUPPLY & DEMAND
- ECONOMIC TRENDS
- STRATEGIC NEGOTIATIONS

PHASE 1 MARKETING STRATEGY

- Signed Listing Agreement
- Yard Signs & Lock Box
- Flyers
- Text Message Sign Riders
- MLS Exposure – WARDEX and NAAR
- Office Tours & MLS Tours – “Broker Opens”
- Professional Photography
- YouTube Videos – “Virtual Open Houses”
- Staging?

Phase 2 Marketing

- Targeted email campaign to 1,000's of contacts
- Email campaign to *local* REALTOR® community
- Online listings to my websites and blogs
- Direct Mail postcards to neighborhoods
- Syndication to top real estate sites



STREET ADDRESS, UNIT #, CITY, STATE, ZIP CODE



MARKET ACTIVITY

<p>SOLD 28332 Harvest View Ln #105 Trabuco Canyon, CA 92679 5 beds 4 baths 3,763 sqft \$1,420,000</p>	<p>SOLD 28332 Harvest View Ln #105 Trabuco Canyon, CA 92679 5 beds 4 baths 3,763 sqft \$1,420,000</p>
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Properties may or may not be currently listed by the office or agent presenting the information. If your property is already listed with another broker, this is not intended as a solicitation. Information is deemed reliable but not guaranteed.

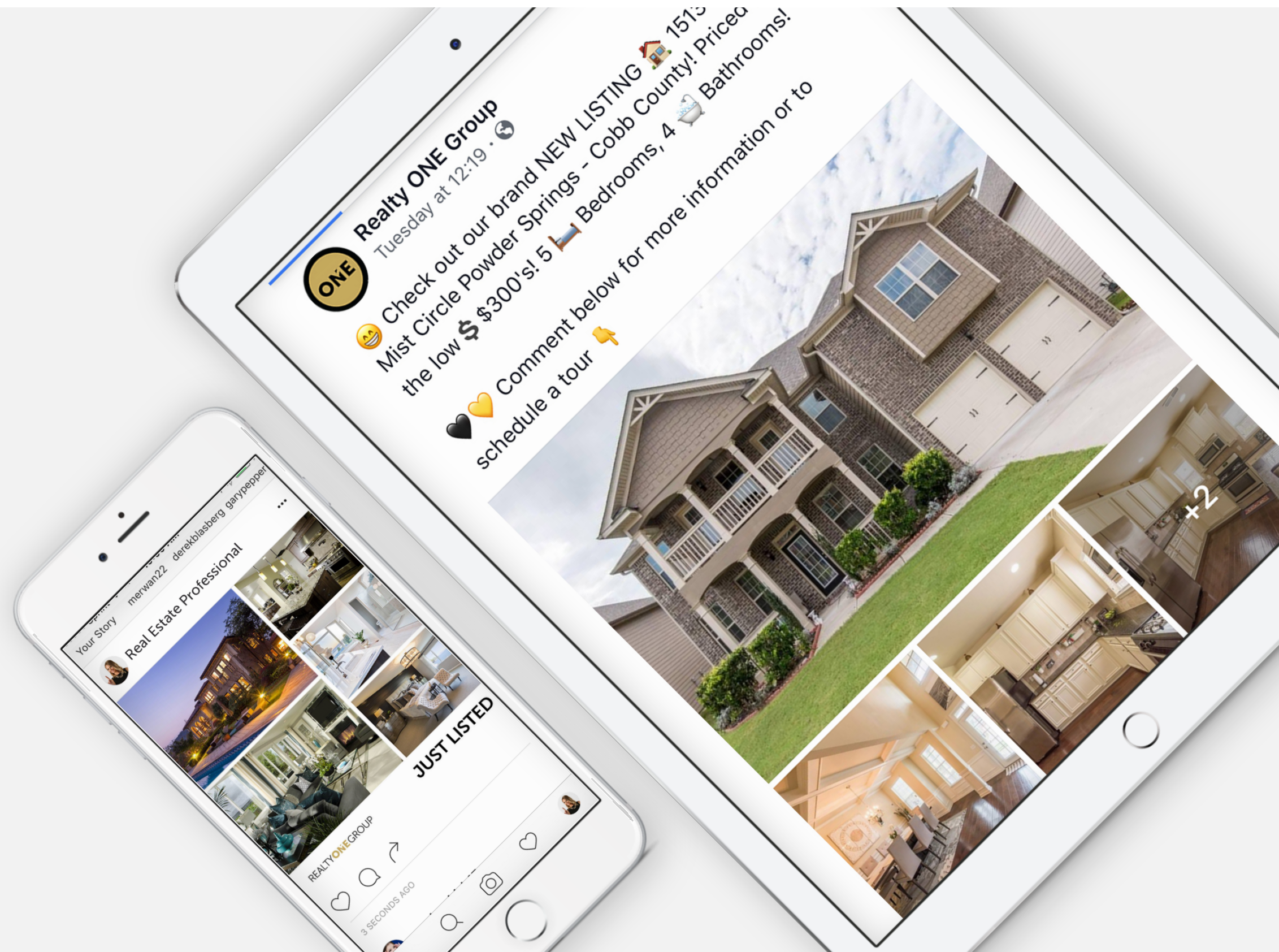
Modern Luxury Estate

5 BEDROOM, 5 BATH, 3,200 SQ. FT.

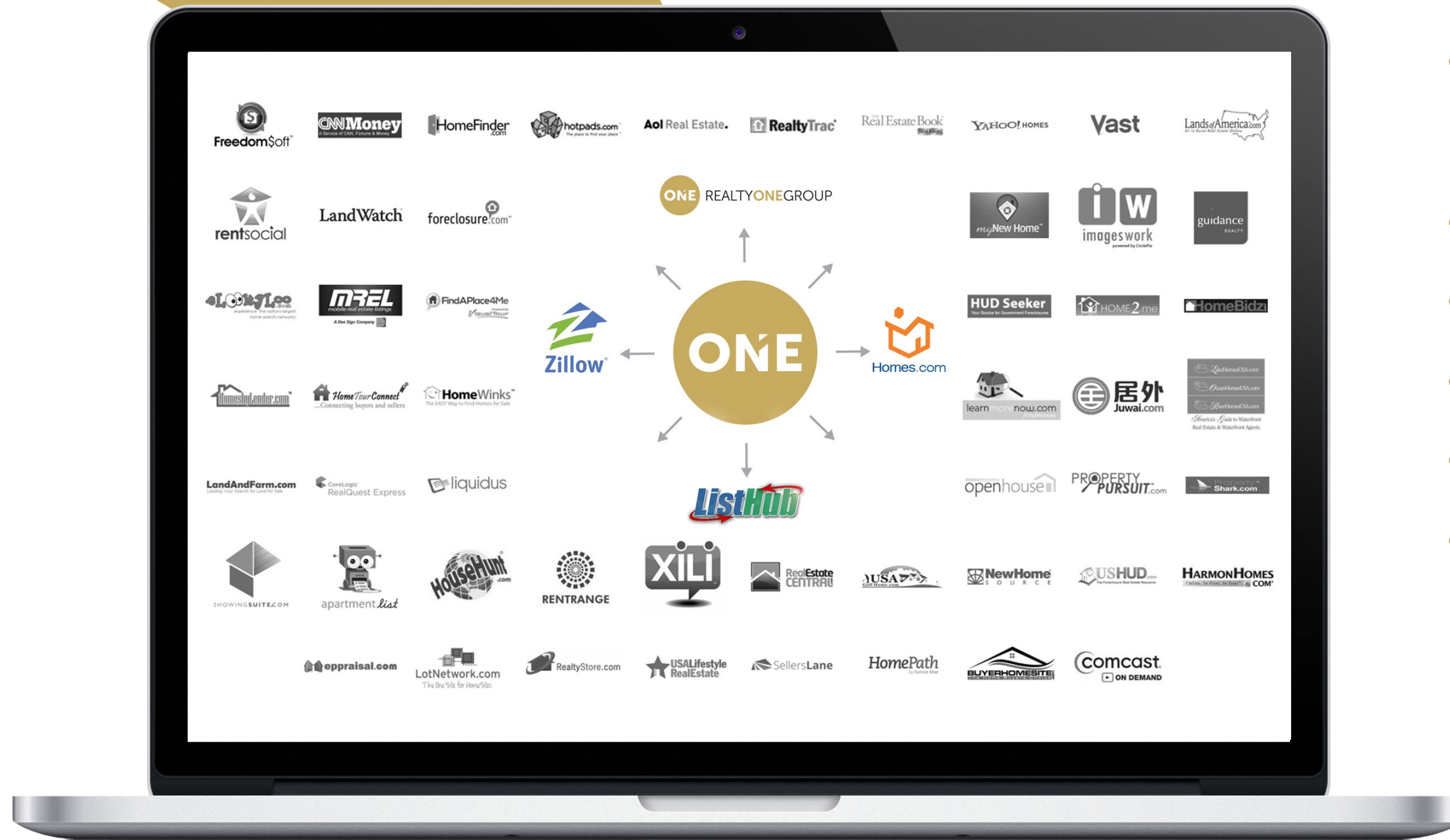
949.370.7140 949.370.7140
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SOCIAL MEDIA

Social media is a powerful and engaging tool, and we will utilize all the necessary social media platforms in tandem with our ONE App and global listing syndications to market your listing to a wider audience, starting with the Open House to generate interest.



/ PHASE 3 MARKETING



- Price Adjustments – Depending on showings
- Open Houses
- Special Events
- Print media – weekly newspaper
- Continual online market exposure
- Craigslist.org Domination!
 - 20 Billion Views per month
 - Highly effective in reaching our area of markets



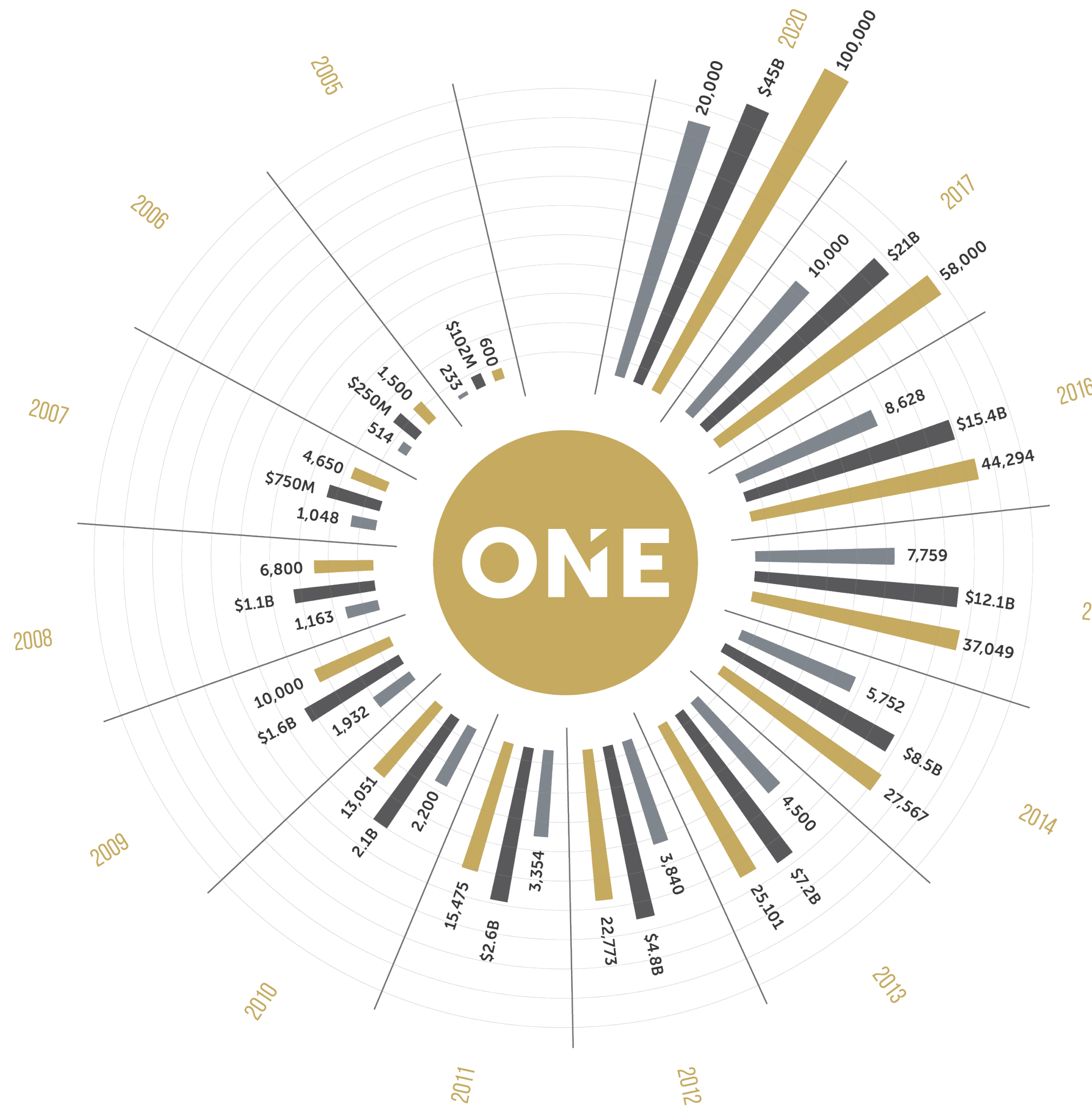
/ KEYS TO SUCCESS

“PRICE IS ONLY AN ISSUE IN THE ABSENCE OF VALUE”

- Communication and feedback → showing suite, Brivity
- Market Analysis – staying ahead of the market
- Weekly Email updates – Zillow & Trulia reports
- Knowledge of changing markets
- TOP Selling Team
- We sell homes for MORE \$\$\$ in LESS time!

“

IF YOU'RE NOT SATISFIED...
FIRE US!



RECOGNIZED BY:



- PROFESSIONALS
- TOTAL SALES VOLUME
- TOTAL TRANSACTIONS

THE
COLLINS TEAM

ARIZONA REAL ESTATE GROUP | 928.275.1152

- Most Recommended Team - 5 stars!
- Top AZ real Estate Team by sales – Real Trends
 - Zillow.com
 - Trulia.com
 - Yelp.com
- Commission: 6% or reduced to only 5% if we sell it!



THANK YOU
FOR THE OPPORTUNITY!