

RE/MAX®

RE/MAX Greater Atlanta

How To *Outperform* The Market When Selling Your Home

Selling your home is one of the most significant transactions of your life. I take my responsibility very seriously, and approach this task with sensitivity, concern and the highest professionalism.

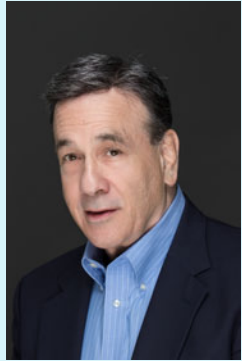
Thank you for this opportunity.

Our objective:

- ▶ To sell your home.....
- ▶ In the shortest amount of time
- ▶ For the highest amount possible
- ▶ With the most favorable terms
- ▶ And with the smoothest possible transaction

- ▶ *Working together, we will meet these goals.*





Pete Bauch
Realtor

RE/MAX Greater Atlanta

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www.AtlantaRealEstateHome.com

[Facebook.com/AtlantaRealEstateHome](https://www.facebook.com/AtlantaRealEstateHome)

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Thank you for this opportunity to discuss why I am the best Realtor to sell your home.

We will be discussing:

- The Right Realtor
- How I will market your home
- Pricing your home to sell
- Preparing your home for sale
- Considering a professional appraisal
- Considering a pre-sale home inspection

At the end of our meeting, there are 3 possible outcomes:

- You will decide to list with me
- You will decide not to list with me
- I will decide to not take your listing

Put Over 30 Years of Real Estate Experience To Work For You

- ▶ I have many years of residential and commercial real estate investing success in the Atlanta and New York/New Jersey markets, in addition to many years of successful corporate sales and sales management experience.
- ▶ I use that knowledge and experience in helping my clients buy their dream homes, and to sell their current homes in the shortest possible time, and with the smoothest possible transactions.
- ▶ My pledge to you is that your transactions will be handled with the utmost professionalism, integrity, honesty and loyalty. I provide Million Dollar Services to ALL my clients, regardless of the price of their home.

Pete Bauch



Client Testimonials

- ▶ “We chose Pete Bauch as our marketing Realtor, and we'd do it again in a heartbeat!”

Pete possesses every quality and skill inherent in a top rated Realtor, along with special quantities of warmth and sincerity. Throughout our transaction, Pete Bauch dedicated his time and energy to the task of selling our home -- from providing an incomparable Feng Shui staging artist along with a specialty photographer with an artistic eye, Pete treated us as if we were his #1 priority. Always responsive to our requests and requirements, Pete Bauch expertly guided us straight to the closing table.”- Mary Grove, Marietta GA

- ▶ “Pete went above and beyond”

"Pete went above and beyond to help us. He had a list of people from painters to landscapers. He even arranged for work to be done saving us time and traveling. My husband is ill -and Pete even came to the hospital to see him. It was our lucky day when we found him.”
- Sharon Crump, Alpharetta GA

- ▶ “Go With Pete!”

"I am an investor and I am working with Pete on Buying a home. He is a very nice and honest person to work with. He will do everything possible to make the client happy and feel like the mission has been executed successfully. Definitely listens to what the client's goal is and is quick and diligent to achieve maximum results. I wouldn't choose anyone else! Go with PETE!"- Erick Mulicandov, Kennesaw GA

- ▶ “Pete is an outstanding realtor”

"Pete is an outstanding realtor and the consummate professional. I very much enjoyed working with Pete, whose calming personality helped tremendously throughout the entire home buying process. Based on my experience with Pete, I would not hesitate to recommend him to others.”- Gretna Canterbury, Alpharetta GA

- ▶ “Pete Bauch is a complete pleasure to work with!”

"Pete Bauch is a complete pleasure to work with! Very concerned about his buyers needs and goes the extra steps to make sure that the transaction goes as smoothly as possible. Peter helped me with a FSBO sale, that otherwise could have been very hard to close without him I would highly recommend him!"

- Sue Trafford, Marietta GA

- ▶ **I work hard to build long term relationships built upon mutual trust and respect, not just one-time sales. That's the kind of relationship I'd like to have with you.**





Outstanding A
Outstanding F

Why RE/MAX?



**RE/MAX is the No. 1
name in real estate.***

Nobody in the world sells more real estate than RE/MAX.

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Fine Homes & Luxury Properties

Why RE/MAX?



- ▶ [Are YOU Fit to Sell?](https://www.youtube.com/watch?v=arhajOkf_K4)
- ▶ https://www.youtube.com/watch?v=arhajOkf_K4

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Outstanding Agent
Outstanding Results

Global Reach



You never know where your next buyer will come from. RE/MAX is in more than 100 countries. Through RE/MAX, your listings are displayed in over 41 languages and 48 currencies.

www.global.remax.com

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Fine Homes & Luxury Properties



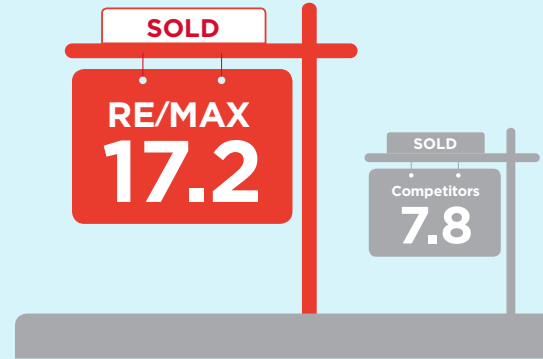
Among the country's largest real estate brokerages, RE/MAX agents once again outperformed the competition in both transaction sides and sales volume.*

Productivity.
That's the sign
of a RE/MAX agent.

FAR ABOVE AVERAGE

DOUBLE THE OTHERS

RE/MAX agents averaged more than twice as many transaction sides as competitors.



HIGHER VOLUME BY FAR

RE/MAX agents averaged 75% more sales volume than the average for competitors.



*Based on 2017 REAL Trends 500 data, citing 2016 transaction sides and sales volume for the 1,705 largest participating U.S. brokerages (ranked by transaction sides). Averages calculated using brokerages that reported agent counts.

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2017 RE/MAX VS. THE INDUSTRY



Productive, high-quality agents. Over 1 million U.S. transactions. A brand people know. And an unmatched global presence. You have all sorts of reasons to choose RE/MAX.

That's the sign of a RE/MAX agent®

	U.S. RESIDENTIAL TRANSACTION SIDES ¹	TRANSACTION SIDES PER AGENT LARGE BROKERAGES ONLY ²	BRAND AWARENESS (UNAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	1 million+	17.2	27.6%	100+	7,343	111,915
 KW KELLERWILLIAMS	977,603	6.8	7.3%	16	800	154,979
 COLDWELL BANKER	727,415	8.4	14.2%	49	3,000	88,400
 Century 21	420,184	8.2	19.7%	77	7,300	110,800
 ERA REAL ESTATE	128,812	8.2	1.1%	31	2,300	37,900
 Sotheby's INTERNATIONAL REALTY	111,950	6.5	2.1%	66	850	20,300
 Howard Hanna	90,016	12.4	0.6%	1	217	7,286
 Better Homes and Gardens REAL ESTATE	70,980	6.9	0.6%	3	300	10,900
 REALTY EXECUTIVES	Not released	11.0	0.5%	11	500	8,000
 BERKSHIRE HATHAWAY HomeServices	Not released	9.2	4.3%	1	1,240	42,747

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▶ How Buyers Search For, And Evaluate, Homes

The marketing I will do to promote your home has **only one purpose** – to increase awareness among potential buyers leading to in-person showings

Once the buyer reaches your front door, MY job of marketing is over, your home must now compete with the other homes on two areas;

-features and price.

If your home has more features that appeal to buyers - or your home is priced lower than comparable homes - your home will stand out as the better value.

Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.

To be most effective, your home should stand out as one of the top two to three best values in your immediate market place.

What Does, And What Doesn't, Impact Price

Pricing your home **accurately** is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home.

*Many sellers are tempted to list their home with the agent who quotes the highest price.

(This does NOT mean the home will sell at that price- and often means the home will NOT SELL at all)

Please keep in mind, the agent doesn't set the price, the seller doesn't set the price - the **market will determine the price - or value** - for your home, based on recent similar sales and other active listings.

What Does, And What Doesn't, Impact Price

Here are two lists;

One of the factors that would influence the market value, or price, of the seller's home, and a list of factors with little or no influence;

Factors that DO influence market value

- supply and demand
- economic conditions
- asking & selling prices of comparable homes
- your home's condition
- buyer's perception of your home

Factors with LITTLE OR NO influence on market value;

- the price the seller paid for the house
- the seller's expected net proceeds from the sale
- the amount spent on older improvements (depends on the improvements and when they were done)

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The Importance of Condition:

- Statistic from Maritz Research:
 - 63% of buyers responded that they would pay more for a house that is move-in ready.

- **How Staging Creates a Positive First Impression:**
 - Once you have had your home inspected and the repairs made, you will focus on presentation:
 - You will only get one opportunity to make a positive first impression
 - ***Once the potential buyer arrives at your home, approximately 80% of the buyer's criteria has already been met*** including, the location and size of the home, the price, the amenities and features, the schools
 - - all of the items that are included in the MLS description.

- With 80% of the buyer's criteria satisfied, we do not want to jeopardize a potential sale over the remaining 20%! And that 20% is the condition of the home, as well as some items that could not be changed such as the floor plan.
- **Of that remaining 20%, 72% of the first impressions could be controlled. Those included;**
 - • **Cleanliness, clutter and odor - 35%**
 - • **Decor - 21%**
 - • **Condition and lighting - 16%**

▶ The Importance of Staging

▶ AOL Money & Finance Poll statistic:

▶ **87% of buyers responded that home presentation makes the difference in most sales.**

▶ **Staged homes photograph better, show better and sell faster and at a higher price than non-staged homes.**

A Professional On Your Side

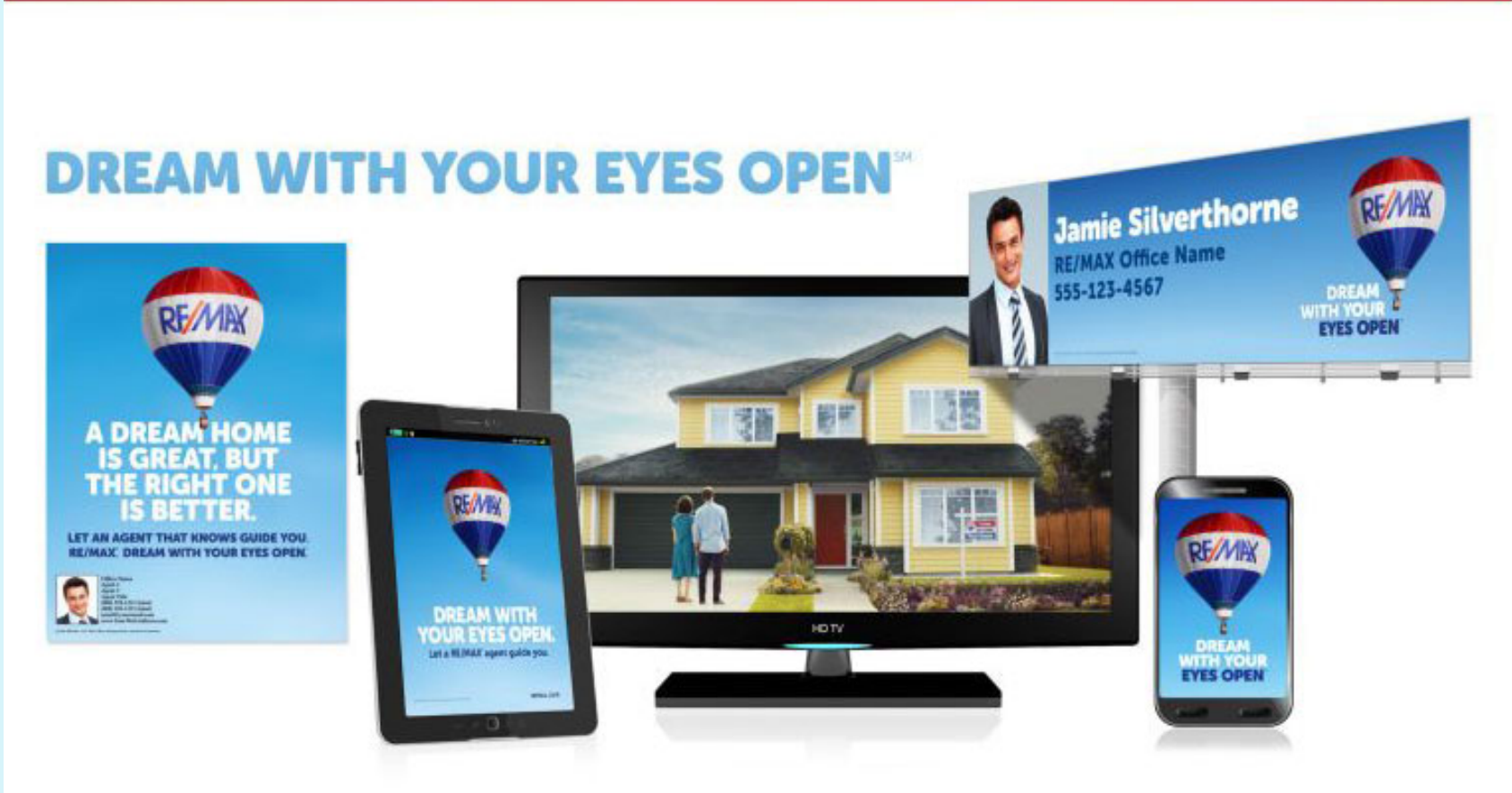
I WILL.....(At My Cost):

- **Help you determine the highest possible selling price for your home, based on comps and current listings.**
 - have you had a recent professional home appraisal?
 - I will reimburse the cost of the appraisal, at closing
- Consider a Pre-Listing Home Inspection: (seller cost)
 - Present a list of suggested repairs, if necessary- this will help prevent buyers seeking too much for repairs
 - recommend reputable repair companies
- Have a **professional Stager/Feng Shui Consultant** meet with you on how to best prepare your home for sale (for occupied homes)
- Have a **professional photographer** take 30-40 photos for marketing and listing
- Share your home with our extensive global network (plus 120+ worldwide websites), PLUS my personal database of Buyers
- Enter your home in **both** of our local listing services (FMLS and GMLS)
- Create and host YOUR own property-specific website (www.123MainSt.IsForSale.com)
- Hold a broker open house to expose your home to many local brokers/agents
- Market your home to ensure the greatest exposure to buyers; I will share with you what that means
- Place a For Sale sign on your property with a 24/7 phone/text number for buyer information
- Provide stress-free, personal, accessible services for all your home selling needs

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RE/MAX advertising is recalled more than ANY other brand

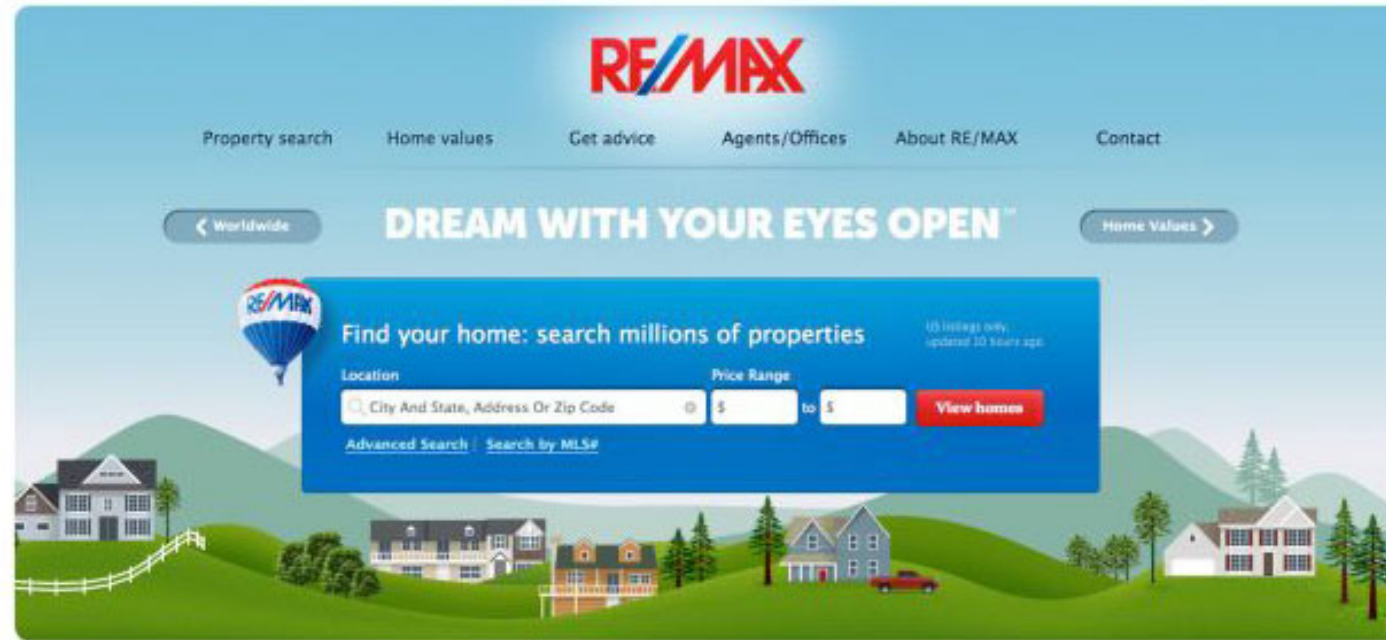
Advertising That Attracts Buyers



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remax.com

A joint study between the National Association of Realtors and Google revealed that 90% of buyers searched for properties online.



Your property will be featured on ReMax.com, one of the industry's most popular sites, with more than 40 MILLION visits annually.

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Internet Exposure

Listing Syndication Sites

Our real estate company has an aggressive strategy for attracting home buyers to our listings. By distributing all listing information, along with photos to a wide array of premier consumer websites, we make sure that we maximize every opportunity to attract qualified buyers.

The grid contains the following logos (from top-left to bottom-right):

- remax.com
- trulia real estate search
- realtor.com where home happens
- Zillow.com Your Edge in Real Estate
- VisualShows
- THE Real Estate Book
- CoreLogic RealQuest Express
- US HUD The Foreclosure Real Estate Resource
- Homes.com
- LotNetwork.com The One Site for Real Estate
- ylopo
- HomeFinder.com
- househappy
- eppraisal.com
- RealtyStore.com
- NewHomeSource
- NestBuilder
- Commercial Search.
- HARMONHOMES AND MORE
- FindAPlace4Me Powered by VisualTour
- HomeWinks The EASY Way to Find Homes for Sale
- eLookyLoo.com
- HOME2.me
- foreclosure.com
- LandAndFarm
- apartment list
- SHOWINGSUITE.COM
- LandWatch
- zumper
- myNew Home
- AdWerx for Real Estate
- Green Buyer Flyer
- learn now.com
- HUDseeker.com Your Source for Government Foreclosures
- Real Estate CENTRAL 居外 Juwai.com
- Home Tour CONNECT.com
- RealtyTrac
- FreedomSoft
- Vast
- Local Homes USA.com
- Acad Homes USA.com
- movetube
- guidance REALTY
- RENRANCE
- XILI
- iW imageswork
- HouseHunt
- River Homes USA.com

Please note these syndication sites may use their own filtering criteria to determine if a listing will be displayed on their site. RE/MAX Greater Atlanta cannot guarantee that the listing will appear on every site listed above. Revised 2015.

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Internet Exposure



OVER 4 BILLION

NATIONAL BRAND IMPRESSIONS*

THE #1 NAME IN REAL ESTATE


Source: SEM Strategy Group study of selected advertisers

*WHAT'S AN IMPRESSION? The primary measurement of advertising reach, an impression is generated every time a person sees or hears an ad. In 2013, the RE/MAX media mix is projected to reach over 4 billion impressions in the U.S. alone. This means that every person in the country, on average, will encounter a RE/MAX promotion at least once a month.

TELEVISION

4.45 BILLION IMPRESSIONS

Major broadcast and cable networks, and Spanish language networks
Source: Projected 2013 National TV Impressions based on National TV buy



RE/MAX 48%

NATIONAL TV EXPOSURE
Percentage of television advertising impressions among major local and national real estate brands, based on ads purchased through nationwide buys.
Source: Nielsen Monitor Plus, Full Year 2012

Century 21 10%
Coldwell Banker 42%

PRINT

3.79 MILLION IN CIRCULATION

Industry magazines: DS News, Personal Real Estate Investor, RISMedia, and REALTOR
Source: Projected Circulation in 2013 provided by the individual publication media kits



MEDIA EXPOSURE

RISMedia magazine cover, Margaret Kelly on Bloomberg, National Housing Report and Press Release
RE/MAX Ranked #1 in National Report



MORE THAN \$130 MILLION DONATED
RE/MAX has supported Children's Miracle Network Hospitals since 1992 and Susan G. Komen since 2002.



ONLINE SEARCH

194 MILLION IMPRESSIONS

The RE/MAX SEM program optimizes exposure of remax.com in online search results.
Source: Google/ Bing 3/1/2013-6/31/2013

RE/MAX SOCIAL

RE/MAX can be found on Facebook, Twitter, YouTube, LinkedIn, Google+, Pinterest and Instagram
Source: Monthly social data analytics available via Hootsuite 8/1/2013-7/31/2013

50,600 FANS **39,079 FOLLOWERS**

1.1 MILLION VIEWS **1,780 FOLLOWERS**

RE/MAX.COM

42.69 MILLION VIEWS

Source: A/B-Test Conversion: 5/1/2013-7/31/2013



RE/MAX COMMERCIAL

Not included in impressions



September 18-20, 2013

THE RE/MAX COLLECTION

Not included in impressions



November 3-4, 2013

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Other Promotions

- ◆ Multiple listing services (FMLS and GAMLIS)
- ◆ Social- YouTube, Facebook, etc.
- ◆ Internet- see prior websites, plus my personal website, my personal blog, etc.
- ◆ YOUR unique property-specific website (www.123MainSt.IsForSale.com)
- ◆ Wall Street Journal
- ◆ Other- direct mail, Craigslist, yard signs, open houses, personal buyer network (**I maintain a personal list of over 400 active Buyers**), additional personal prospecting for buyers

Premier Quality Service

I will.....

- ▶ Guide and advise you throughout the process. We're a team, working together
- ▶ Prepare a comprehensive market analysis
- ▶ Bring in other professionals (stager/feng shui consultant, inspector, contractors, appraiser, etc., as needed)
- ▶ Present all offers to you- call you at least once a week to discuss progress
- ▶ Facilitate negotiations
- ▶ Monitor progress- ensure everything is on track
- ▶ Monitor the buyers loan approval process
- ▶ Inform you of any obstacles that may threaten a closing
- ▶ Be present at the closing to ensure a successful transaction

Maximizing Value

We can't control market conditions, location, or size.

- ▶ Our focus will be on factors we can control to get maximum value:
 - ▶ Condition
 - ▶ Marketing for maximum exposure
 - ▶ Price

Realtors and Sellers don't determine what Buyers buy, they determine what Buyers SEE.

- if a home is priced even \$1 above the buyers target price range, it won't be on their show list.
- that's why \$500,000 homes are often priced at \$499,900 or \$499,995.

The Market determines value.

- ▶ The majority of showings occur in the first few weeks of marketing, and then diminish after existing buyers have seen it.
- ▶ The best offer(s) may be the first offer(s).

All comparables to be shown and discussed at our meeting

Comparative Market Analysis



The recommended listing price of your home has been determined by:

- ▶ Recently sold homes in your area
- ▶ Other homes on the market in your area
- ▶ Size, features, location and condition of your home

- ▶ Should we order a professional appraisal?

All of these will determine the current market value of your property.

Staging Your Home

To Maximize the value of your home, we recommend the three C's of staging:

- ▶ Clean = spotless kitchens, baths, patios, and decks
- ▶ Clutter Free = no personal items, creating a show-home look
- ▶ Color = warm rooms with color accents
- ▶ Complete, detailed recommendations will be provided in your FREE professional stager/Feng Shui Consultation



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OUR EXPECTATIONS OF EACH OTHER

As I represent you as your Agent, I promise that I will:

- ▶ Treat all parties fairly and honestly
- ▶ Always ensure we keep a win-win relationship
- ▶ Respect your time, needs and finances
- ▶ Be on time for all meetings
- ▶ Communicate with you openly and frequently
- ▶ Represent *your* best interests in any and all negotiations
- ▶ Consult you throughout the selling process to reach an informed, intelligent decision, based on your needs
- ▶ Provide comprehensive selling packages and recommend the best pricing strategies
- ▶ Keep you informed of all showings and buyer feedback
- ▶ Ensure that all potential buyers are qualified to buy
- ▶ Assist you with all pre and post sales activities, including appraisals, inspections and closing and document review
- ▶ Respond to and resolve all issues quickly and timely
- ▶ Provide you with pre and post closing information and consulting services, and assist you with all future real estate needs

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OUR EXPECTATIONS OF EACH OTHER

Items to be supplied by Seller:

- Completed Sellers Property Disclosure
- Lead-Based Paint Exhibit (if home built prior to 1978)
- Copy of recent survey (if available)
- Copies of utility and property tax bills
- Copies of HOA CC&Rs- including copy of Community Association Disclosure
- Keys
- Alarm Codes, if applicable
- Copies of all transferable warranties
- Copies of user manuals for major appliances, alarm systems, irrigation systems, etc.

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OUR EXPECTATIONS OF EACH OTHER

As my client, in order to ensure a great working relationship and a smooth transaction, I ask that you please:

- ▶ Be on time to all meetings
- ▶ Keep all appointments or call to reschedule in a timely manner
- ▶ Respond to all calls from other parties involved in the sales process
- ▶ Make an informed, intelligent, timely decision after receiving buyer offers
- ▶ Honor our working relationship
- ▶ Inform me immediately of any/all changes
- ▶ Notify me if leaving the area for longer than a week
- ▶ Have fun, and enjoy the process!
- ▶ Celebrate the sale of your home!
- ▶ Please remember me for references to your friends and family
 - ▶ I support my family by helping sellers sell their homes, and buyers find new ones

Next Steps

1. Sign Listing Agreement (Why wouldn't you?)
2. Staging/Feng Shui Consultation and results
3. Professional Photos taken (30-40)
4. Listing Live on All websites and FMLS, GAMLS
5. Yard Sign with 24/7 info hotline rider
6. Personal marketing and advertising across the internet and Facebook, in addition to extensive personal networks and buyer contacts
7. Broker Open House
8. Buyers visits
9. Offers Made and Negotiated
10. Closing Scheduled
11. Home Sold
12. **Celebrate!**

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