



Dear Homeowner:

We know your home is your largest single investment in life and when you sell it you want the most amount of money with the least amount of hassle. What if you could sell your home for just 1% more? It would mean thousands of dollars in your pocket.

Consider this, if there are more buyers for a property - what usually happens to the sales price? The price usually goes up due to the law of supply and demand.

So you can see how important it is to choose a real estate agent with a marketing campaign that attracts the largest amount of qualified buyers. The agent with the best marketing plan usually produces the best results.

ARE YOU CHOOSING THE REALTOR OR IS THE REALTOR CHOOSING YOU?

Many real estate agents solicit homeowners by phone and knocking at your door. If you said you were moving, that agent may continue to call and send mail through the process. Often times, homeowners select a Realtor based on their persistence rather than the services they can provide. **Is this the best way to select a Realtor?**

CHOOSE THE AGENT WITH THE MOST BENEFITS

We are not adverse to telemarketing or knocking on doors, in fact our agents do it themselves. We are simply pointing out that the agent knocking at your door may not necessarily offer you the most benefits. Homesellers today want an agent who can market and sell their property for maximum value and with the least hassle. Consider the following benefits that we offer.

WE MAY HAVE A BUYER FOR YOUR HOME RIGHT NOW

Our philosophy of selling your home quickly and for maximum market value is simple. Locate as many qualified buyers before your home is listed for sale and once it comes on the market, buyers educated to the market react quickly. Creating a "sense of urgency" atmosphere is critical in the marketing process.

So, how do we find these buyers? Virtual Homes Virtual Community web site generates over 600 prospect registrations each year. These prospects are qualified and provided with professional brokerage services.

When you combine the power of the Internet and local media advertising, you can be assured your home will receive maximum market exposure.

ALL OF OUR BUYERS HAVEN'T BOUGHT

One of these buyers may be looking to purchase a home just like yours today. Since they have been educated to the market, and are familiar with pricing in your area, they are ready, willing and able to buy.

YOUR FIRST STEP IS TO CALL US

So, if you're interested in finding out how our real estate marketing services can benefit you call Virtual Homes Customer Service at 1-800-856-2479.

Sincerely,

VIRTUAL HOMES

Home Sellers' Guide

CHOOSING YOUR REALTOR

Important questions to ask when interviewing a real estate agent:

- ❖ How long have you been working full time in real estate?
- ❖ Do you have references?
- ❖ Do you have an Internet presence?
- ❖ Do you have a personal homepage or website?
- ❖ Will you provide me with a copy of your marketing plan?
- ❖ Will you provide me with a resume and a personal brochure?
- ❖ Can you show me in writing a guaranteed advertising schedule?
- ❖ How do you deal with contingency sales? Do you have a guaranteed sales plan?
- ❖ Do you have a national referral network and relocation company?
- ❖ Do you understand the corporate buyout clause?
- ❖ What kind of background and prior business experience do you have that prepared you for real estate?
- ❖ Do you utilize technology such as *e-mail* in your business?
- ❖ Does your company have national affinity marketing contracts that provide buyers on a contract basis?
- ❖ Do you have a personal assistant?

WHAT IS OUR GOAL?

- ❖ To sell your home for maximum market value.
- ❖ To sell quickly and with the least amount of inconvenience.

HOW WILL YOU SELECT A REALTOR

- ❖ Services and marketing plan – A real estate professional will provide you with a plan of action to market your property. Advertising schedules, feedback and follow-up will keep you aware and involved in the process.

THE MARKETING PROCESS

- ❖ The Listing Contract
 - Exclusive Listing Agreement
 - Specifies length of the contract, terms and conditions.
 - Discloses agency
 - Seller agency
 - Buyer agency
 - Disclosed Dual agency
 - Specifies marketing conditions
 - Permission for pictures, signs, etc.
 - Describes showing instructions

A REALTOR'S ROLE IN PRICING

- ❖ We cannot give an exact price
- ❖ We do not tell you what it's "worth"
- ❖ Market determines value . . .
We together determine price

- ❖ We bring the market . . .
The market brings the price
- ❖ We will show you the value range

IMPORTANCE OF PROPER PRICING

- ❖ Faster sale
- ❖ Less inconvenience
- ❖ Exposure to more prospects
- ❖ Increased agent response
- ❖ Attracts higher offers
- ❖ Better response from signage
- ❖ Means more money to you
- ❖ Avoids being "shopworn"

CRITERIA THAT DETERMINE VALUE

- ❖ Location
 - Neighborhoods, convenience, commuting distance, safety and privacy can be important to buyers.
- ❖ Size
 - Square footage (primarily first and second floor).
- ❖ Supply/demand
 - Area growth, availability of inventory, interest rates and financing all contribute to market conditions.
- ❖ Style
 - Housing trends based on consumer lifestyles affect the new construction market as well as resale value.
- ❖ Age and Condition
 - Dated homes and those in poor condition translate into lower values for homes.
- ❖ Amenities
 - Features affecting quality of life affect value.
- ❖ Quality
 - Most buyers are very informed and recognize quality. The values differ with each buyer.
- ❖ Financing
 - Affordability and down payment are major considerations for homeowners.

PURCHASE AND SALES AGREEMENT

When we present you with a contract from a buyer who is interested in your home, the major areas of negotiation will be:

- ❖ The purchase price
- ❖ The closing date
- ❖ Terms and conditions

Real estate laws, rules and regulations vary from state to state. Your local real estate professional will provide you requires with documentation regarding offers and contracts.