

Seller Marketing Plan

Chad Thomas, REALTOR®
Mansell Real Estate
801-808-9837
Chad@MansellRealEstate.com
MansellRealEstate.com



Chad Thomas



Having grown up in Cottonwood Heights, Chad Thomas is a proud Utah native who has called the Wasatch Front his backyard for 29 years. As an alumni of the University of Utah with BS in Psychology, he uses his awareness of the valley as a tool to help his clients in their quest for that perfect place to call home.

A lifelong resident of Utah, Chad's extensive knowledge of residential real estate in the Salt Lake Valley is unparalleled. With over 15 years of sales and customer service experience, he understands the complexities and needs of each individual and strives to meet, and then exceed them. Chad has 9 years of owning and operating a profitable mobile entertainment business, based entirely on word-of-mouth referrals, that prove his commitment to every client's positive experience. Customer satisfaction is Chad's bottom line, plain and simple.

He is a versatile, results-oriented, real estate sales professional with experience in residential, multi-family, and property management. He has demonstrated customer service excellence, business acumen, and strategic planning ability. He utilizes diverse property sale tactics, including qualification and persuasion. Armed with solid communication and interpersonal skills to establish and maintain rapport with clients.

Core competencies include: Property sales/marketing, client analysis, prospecting, contracts/leases, escrow, titles, market research, negotiation/mediation and customer service.

29 *Proactive Steps to Selling Your Home*

**Communication
is the Key
to Getting Your
Home Sold!!**

I am committed to providing quality service to all of my clients. This plan is designed to ensure your property is marketed at an optimum level to receive the highest market value. It includes, but is not limited to the following services. I will:

1. Pay for a home inspection.
2. Price your home competitively to open rather than narrow the market.
3. Over next 3 weeks contact my buyer leads, sphere of influence and promote your home at the company sales meeting.
4. Develop a list of your home features for the brokers to use with their potential buyers.
5. Follow up with the salespeople who have shown your home for their feedback and response.
6. When possible, have the cooperating broker in the area tour your home.
7. Suggest and advise about any changes you may want to make in your property to make it more sellable.
8. Constantly update you on any changes in the marketplace.
9. Talk to as many potential buyers as possible.
10. Pre-qualify the prospective buyers.
11. Stay on top of the various methods of financing that are available to buyers
- in today's mortgage market.
12. Assist you in arranging interim financing if necessary.
13. Represent you on all offer presentations to ensure you get the best possible price and terms.
14. Conduct market analysis.
15. Run "Coming Soon" ad.
16. Put home on Multiple Listing Service.
17. Advertise home on internet.
18. Announce public open house.
19. Negotiate offers on property.
20. Verify buyer finance qualifications.
21. Prepare consumer disclosures.
22. Respond to repair requests.
23. Meet appraiser for inspection.
24. Remove buyer contingencies.
25. Coordinate agreed upon repairs.
26. Verify buyer loan documents.
27. Prepare to meet deadlines.
28. Complete seller paperwork.
29. Notify buyer/seller of utility shut off.

Full Service

1 Pre-Sale

- client communication to determine client needs
- market research and analysis
- consult with the client to determine pricing and market strategy
- prepare all listing documentation
- home staging consultation
- order and review the preliminary title report
- provide disclosure documents

2 Maximum Exposure Marketing

- order yard sign
- multiple photos and create virtual tour
- install keybox
- enter property listing on Multiple Listing Service (MLS)
- enter property listing on the country's leading real estate websites
- create a compelling brochure highlighting home features
- promote to all agents on board
- utilize relocation network to promote the home to relocating buyers
- schedule showings and show property to potential buyers
- utilize the virtual agent rapid response system

3 Communication

- provide feedback from showings and marketing activities
- communicate and consult with seller on a regular basis
- respond quickly to all buyer inquiries
- facilitate the flow of information between buyers and sellers

4 Offer

- schedule offer presentation with seller
- present all offers
- provide necessary information so the client can make an informed decision

5 Escrow

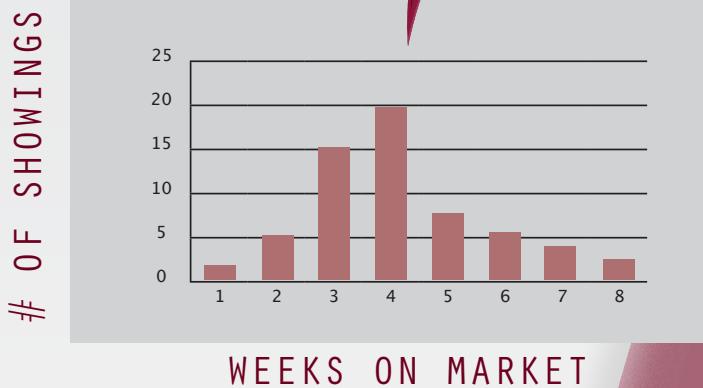
- deliver completed contract to all parties involved in the contract
- deliver completed contract to lender
- obtain buyer pre-approval letter from lender
- deliver contracts to title company
- negotiate post inspection findings and follow-up on any required documents
- coordinate appraisal appointment
- monitor all contract deadlines
- negotiate any negative impact relating to the appraisal
- arrange home warranty as specified in the contract
- monitor delivery of all required disclosures and reports
- complete all necessary paperwork
- facilitate actual occupancy
- coordinate actual settlement date
- review settlement documents
- coordinate and attend the settlement
- work with seller on organizing utility shut-off
- resolve any problems or challenges
- verify funding and recording and deliver keys

6 Follow-up

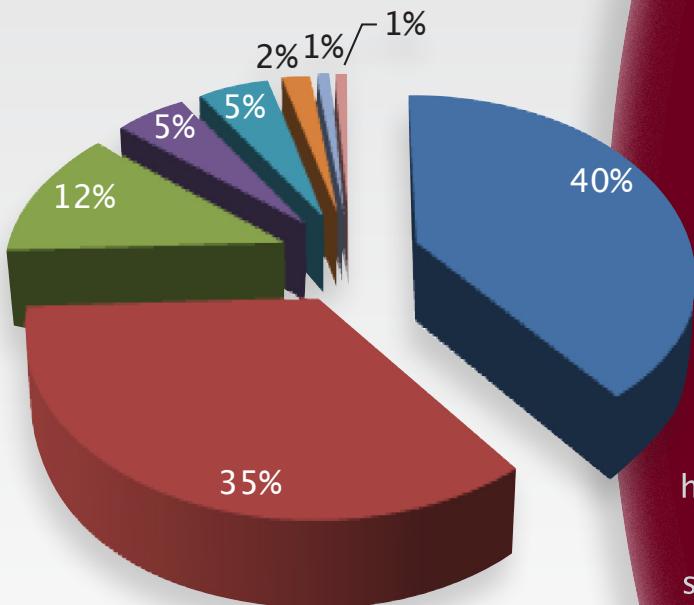
- facilitate close of escrow package with all supporting home sale documents
- assist with any after-sale questions or concerns
- answer any questions and continue to serve as a resource

Where Buyers Come From

Determining the listing price for your home is the most important piece of the marketing strategy. The closer your home is priced to fair market value when it first comes on the market, the more likely it will sell quickly at the highest price.



INTERNET VIEWS, PHONE CALLS AND SHOWINGS USUALLY SPIKE FOR THE FIRST 4 WEEKS.



Statistics Have Shown

There is a 95% chance of sale if a home is priced at market value.

There is a 50% chance of sale if priced at 5% over market value.

There is a 30% chance of sale if priced at 15% over market value.

There is a 20% chance of sale if priced at 25% over market value.

Understanding where buyers come from allows Mansell Real Estate professionals to market your home more efficiently. While buyers use a variety of information sources to learn about homes for sale in their target neighborhood, we know that the vast majority will discover your home with the assistance of a real estate professional and the internet. That is why it is so important for Mansell Real Estate to offer a powerful combination of expert real estate representation and a dominant web presence.

- 1. Real Estate Agent
- 2. Internet
- 3. Yard Sign
- 4. Home Builder
- 5. Friend, Relative or Neighbor
- 6. Print (Newspaper)
- 7. Knew the Seller
- 8. Print (Home Book or Magazine)

Local Touch *National Reach*

Nationally
Syndicated to
over 900
Realtor Websites



Aol Real Estate.

ENORMO

Internet & Marketing

National Association of Realtors statistics indicate that over 80% of buyers begin their home search online. Mansell Real Estate has taken internet and social marketing to a whole new level, syndicating to over 900 national websites.

The combined worldwide audience for all websites that your home will be marketed, exceeds 9 million visitors every day.

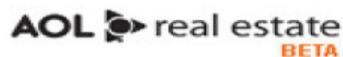


WE'VE GONE SOCIAL...

What does that mean for you?
Leads driven directly to your property!



THE WALL STREET JOURNAL.



Virtual Agent replaces old-fashioned brochure boxes. Potential buyers still receive the information they are looking for, while the system captures the cell phone number of every interested individual.

It's time to take your home mobile!

Mobile marketing performed 5 times better than internet marketing.



Potential buyers can easily view property information, photos, virtual tours, driving directions & interactive maps on their mobile phones.



Easily notify interested parties of open houses via text message.



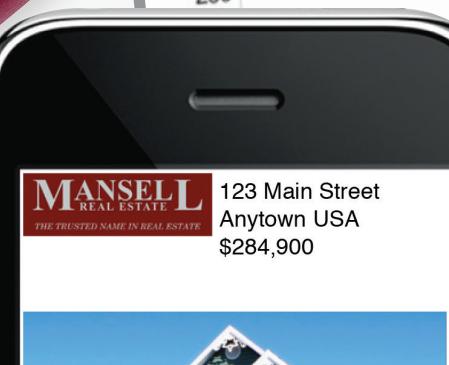
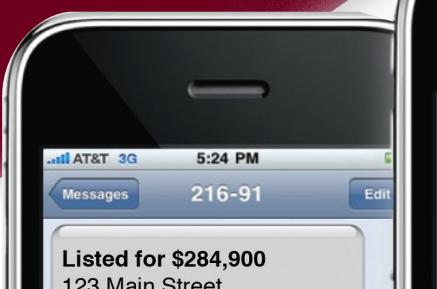
See your home on YouTube! Allow potential buyers to watch a slideshow on their mobile phones.



Receive a detailed activity seller report as shown to the right.



Go green! Eliminate paper flyers and flyer boxes.



Mobile Marketing Homeowner Report

The following report will show you the current mobile marketing activity on your home broken down by area code. This report was generated on **August 7, 2010**.



This graph will show you month by month lead activity.

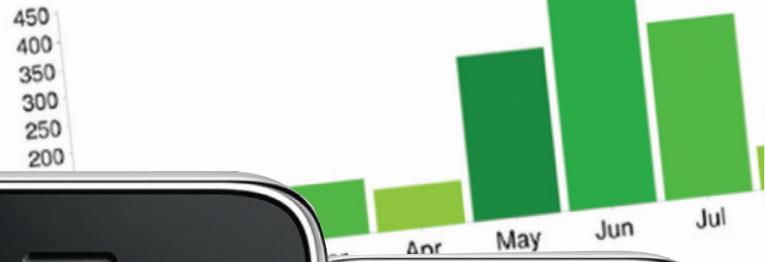


Photo Shoot Guidelines

Your Real Estate Agent has elected Simple Shoot Media to professionally photograph your home!

In preparation for your photo tour
please take the following steps
to ensure the best
possible results:

Prep List

- Remove unwanted clutter i.e. clothes, towels, food, decoration, etc.
- Remove (if desired) family photos or personal information that can be captured in photos.
- Ensure garbage, cars and construction equipment are not in front of property.
- Close garage door.
- Clear landscape of clutter.
- Turn on all lights and open blinds.
- Discuss seasonal decor, if used, with your agent.
- If you can see it, the camera can too!

Simple Shoot's Photographers will use their creative license to showcase your home.

Please inform the photographer of any specific requests.

Photo Tours will be available within 24 hours beginning the next business day.
Depending on the tour type, the photo shoot should not exceed one and a half hours.

Chad's Easy-Out Listing Agreement

Are you afraid of being locked into a lengthy listing agreement with a "not so competent" real estate agent? One that will cost your home valuable time and exposure on the market? Well, fear not. I take the fear out of listing your home with a real estate agent through my no hassle Easy Out Listing Agreement. You can:

- Cancel your listing at any time.
- Relax knowing that you will not be locked into a neverending contract.
- Experience what it's like to work with a full-time professional that is confident enough to make this offer.

No gimmicks. No reading between the lines!

You may not be selling your home with a Realtor now, but if you decide to interview in the future, please consider comparing me. Feel free to call me for a no obligation visit. I assure you that it will be well worth your time!

AGREED TO BY:

SELLER CLIENT

DATE

CHAD THOMAS

DATE

For Sale By Owner Pros and Cons

Pros:

1. No real estate agency commissions. You might save thousands.
2. You know your house and its features better than anyone else.
3. You maintain full control and negotiate directly with the buyer.

Cons:

1. Time commitment. A job or busy lifestyle can keep you from putting in the time required to show or market your house properly.
2. Preapproved buyers. This can be a huge risk and time waster.
3. Knowing how and where to effectively advertise. You'll need to know how and where to effectively utilize advertising media and online marketing mediums to attract a large pool of buyers.
4. No list of active buyers.
5. Your house could stay on the market longer and take longer to sell.
6. You may need to pay for an appraisal to find out your home's market value.
7. Dealing with bargain hunters.
8. Emotional attachment during showings and negotiation.
9. Dealing with rejection and criticism.
10. Potential to not see flaws or know how to present your home effectively.
11. Having to deal with many different personality types.
12. Negotiating directly with buyers can be awkward or uncomfortable.
13. You will need to remember important dates and conditions to meet.
14. It will be your responsibility to handle contract adjustments.

Selling on your own is likely to be more stressful with so many unknowns. Consider the work, liability, knowledge, time, energy and money required when deciding on how you plan to sell your home.

MANSEL

REAL ESTATE

THE TRUSTED NAME IN REAL ESTATE