**NEIL FISCHER’S**

***PRE-MARKETING***

***INFORMATION***

 ***PACKAGE***

Enclosed you will find information regarding Neil, his 49 Step System to get your home sold fast and for top dollar, a list of questions you should ask ***ANY*** Realtor before you sign ***ANYTHING***, details of Neil’s guarantee, the ***“SMART SELLER PROGRAM”***, the ***“EASY EXIT*** ***LISTING AGREEMENT”***, and a list of ***Real Estate Myths***….

Please review this package before your appointment with Neil.

Dear Seller,

Thank you for taking the time to review this package. I have sent you these materials in advance of our meeting so that you will know a little more about me, my services, and how they will benefit you.

At this point, I don’t know all of your particular needs and objectives, nor do I know your financial and family situation entirely. I do know that selling a home can be an extremely emotionally trying time, or a very exciting one. My job is to provide you with enough solid information so you can make an honest, informed decision based upon facts, not hype.

As you look through this package, use the forms at the back to note any questions that you have for me so that we will not forget to address them at our meeting. I am preparing a complete presentation and market analysis for our meeting. I will cover many important items such as:

  **Proven 49 Step Home Selling System**

 **The Homezone Media 24/7 Prospect Contact Info Capture**

 **The “Easy Exit Listing Agreement”**

 **The “Smart Seller Program”and much more.**

Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and I look forward to meeting with you.

Sincerely,

**Neil Fischer, Broker**

**All American Realty Group brokered by eXp Realty**

**3820 Raeford Road, Fayetteville, NC 28304**

**910-568-2320**

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 **NEIL FISCHER**

 **MISSION STATEMENT**

 It is the mission of Neil Fischer and his Team to consistently provide the highest quality, most innovative and exceptional real estate service available anywhere in Cumberland, Hoke, and Harnett County.

Our client’s needs always come first. We will strive to always provide value far in excess of our client’s expectations. Our constant goal is mutual respect, and long term relationships that are beneficial to all parties.

We will run a clean, organized, and efficient operation, and always adhere to the highest standards of integrity and ethical business practices.

We will never rest on our accomplishments. We will constantly strive to create, develop, and implement new ideas, strategies, and services that will benefit our clients.

**Core Values**

** Honesty & Integrity at all times and in all situations.**

** Continually improve our services to exceed our client’s expectations.**

** Tirelessly pursue personal & Team growth while reaching well-formulated goals.**

** Work with only the most enjoyable and motivated clients and co-workers.**

 **Neil Fischer’s 49 Step System to Get Your Home Sold Fast and For Top Dollar”**

1. Research and verify tax records, property ownership, deed type, public record information, legal description, deed restrictions, and zoning.

2. Research sales activity for past 12 months from MLS and public records databases, including “Average Days on Market” for comparable properties.

3. Research competitive properties that are actively on the market, have expired, were withdrawn, are currently under contract, or that have sold in the past twelve months.

4. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.

5. Research the previous sales activity (if any) on your home.

6. Prepare “Competitive Market Analysis” (CMA) to establish fair market value.

7. Prepare Absorption Rate Analysis for your home’s market area.

8. Compile list of repairs and maintenance items.

9. Perform Interior Decor Assessment, and review with you to shorten time on market.

10. Perform exterior “Curb Appeal Assessment” and review with you with suggestions to improve saleability.

11. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)

12. Offer pricing strategy based on professional judgment and interpretation of current market conditions, and assist you in strategically pricing your home to enable it to show up on more MLS Searches.

13. Schedule professional photographer to take full color photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.

14. Install hi-tech electronic lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family’s security.

15. **Upload minimum of 30 color photos to eXp.com, the max amount MLS will allow, and to over 200 real estate websites.**

16. **Add property to eXp Active Listings list; provide COLOR FLYERS in home when potential buyers view the property.**

17. Prepare mailing and contact lists.

18. Respond within 15 minutes to real time text from internet lead through our exclusive Lead Router program, which is a highly effective way to communicate with buyers.

19. Place regular update calls or emails to you to discuss all showings, marketing, and pricing.

20. Notify you immediately of any offers, potential offers, or needs.

21. Discuss feedback from showing agents with you to determine if changes will accelerate the sale.

22. Search the MLS System for Realtors most likely working with interested and capable buyers matching your home, then email copies of your home listing information for them to review immediately.

23. Maximize showing potential through professional signage. ERA has one of the most recognizable logo and trademarks in real estate. **Neil Fischer uses CUSTOMIZED SIGNS with his cell number as the predominant phone number on For Sale Sign.**

**24. Market your home on over 200 internet sites including: Realtor.com, Trulia, Zillow,You-Tube, Homes.com, eXp.com, ERA.com, Century 21.com, Coldwell Banker.com, etc.**

25. **Conduct multiple Open Houses** with seller’s permission, arrange for print ad to be placed in Fayetteville Observer, and Feature Open House on Trulia, Zillow. And other sites.

26. Target market to determine who the most likely buyer willing to pay the highest price will be.

27. Advertise home to my VIP Buyers as well as all qualified buyers in my database.

28. Distribute flyer to all 100 agents in my ERA Strother office.

29. Follow up with all the agents who have shown your home via email or personal phone call to answer questions they may have.

30. Prepare a monthly market analysis update of any activity in your neighborhood (i.e.: new homes on the market, homes that have sold etc) to keep you informed about key market conditions within your area.

31. **Pre-qualify all buyers whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.**

32. Contact buyers’ agents to review buyer’s qualifications and discuss offer.

33. Evaluate offer(s) and prepare a “net sheet” on each for you for comparison purposes, if requested.

34. **Counsel you on offers. Explain merits and weakness of each component of each offer.**

35. Confirm buyer is pre-qualified by calling Loan Officer, and obtain Pre-Qual Letter.

36. **Negotiate highest price and best terms for you.**

37. Prepare and convey any counteroffers, acceptance or amendments to buyer’s agent.

38. Deliver copies of contract and all addendums to closing attorney.

39. Record and promptly deposit buyer’s earnest money in escrow account.

40. Advise you in handling any additional offers to purchase that may be submitted between contract and closing

41. Assist buyer with obtaining financing, if applicable and follow-up as necessary.

42. Coordinate termite, and Home Inspections; review, and assess potential impact on sale.

43. Follow Loan Processing Through To The Underwriter, contacting Lender weekly.

44. **Assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs.**

45. Schedule Appraisal.

46. **Coordinate closing process with buyer’s agent and lender.**

47. Assist in solving any title problems (boundary disputes, easements, etc).

48. Receive & carefully review closing figures on HUD statement to ensure accuracy of preparation.

49. **Have a “no surprises” closing and present seller a net proceeds check after recording.**

 **Neil Fischer** **is a devoted, full time REALTORÒ - not a part time real estate agent. Neil was awarded the 2001 ERA Gene Frances Memorial Award, as the Top All Around ERA Broker Worldwide for that year.**

 **Your benefits include my expertise and a wide range of marketing knowledge to promote your home.**

**Is there any question why Neil Fischer often sells homes for 105% of asking price with as little as 1 day on the market?**

**Compare this to the local agency averages of 97% of asking price and 29 days on the market, and you can see why this “49 Step System” is so effective.**

 **Announcing Neil Fischer’s**

**“EASY EXIT”**

**LISTING AGREEMENT**

**What’s your biggest fear when you list your home with a real estate agent? It’s simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.**

Well, worry no more. Neil Fischer takes the risk and the fear out of listing your home with a real estate agent. How? Through our **EASY EXIT**  Listing Agreement.

**WHEN YOU LIST YOUR HOME WITH OUR “EASY EXIT LISTING AGREEMENT, YOU CAN CANCEL YOUR AGREEMENT AT ANY TIME!**

 **No hassles. It’s easy.**

You can relax, knowing you won’t be locked into a lengthy contract.

Enjoy the caliber of service confident enough to make this offer.

**Neil has strong opinions about real estate service. He believes that if you are unhappy with the service you receive, you should have the power to fire your agent.**

**THE NEIL FISCHER TEAM**

***“SMART SELLER” PROGRAM***

**If, while your home is listed with Neil, you sell it on your own….., absolutely no commission will be due on the sale!!!**

**SUGGESTED QUESTIONS FOR LISTING AGENTS**

1.Do you work as a full-time RealtorÒ?

2 .How Many potential buyers and sellers do you talk within a week? A month?

3. How many buyers are you currently working with?

4. In what ways will you encourage other RealtorsÒ to show and sell my home?

5. What can you tell me about the real estate market in this area?

6. What price do you recommend for my home, and what is it based on?

7. What are your average days on market?

8. What is your list to sales price ratio?

9. What kind of advertising do you do? May I see some samples?

10. How often will my home be advertised, and where?

11. How do you attract buyers from outside the local area?

12. Will you prepare an informative feature sheet for my property? May I see a sample?

13. Where and how will the feature sheets be distributed, and to whom?

14. Do you have a system to follow-up with other agents and brokers so that we

 get valuable feedback after showings….how soon?

15. How often, and in what way will I be kept informed?

16. Are you associated with a national referral network that refers their buyers to you.

17. Do you have a Team to help with the details, or do you do it all yourself?

18. Do you have a way to market my home through the Internet or Virtual Tours?

19. Do you have a Specific Marketing Plan designed to sell my property quickly and for top dollar? How does it go beyond placing a sign in my yard, an ad in the paper, and notifying the Multiple Listing Service?

20. May I see a copy of your last listing as it appears to other Realtors on the MLS? (Called a “Realtors Full Report”)

21. How many homes have you sold in the past 6 months? Year?

22. Do you have references that I may call?

23. What happens if I am not happy with your service? Do you have a 100% satisfaction guarantee policy? Can I cancel my listing if I am not satisfied or am I locked in?

**FACT…**

**On the average… Buyers inspect 12 homes before making an offer.**

**That means 11 other homes are competing against yours.**

**In today’s market, buyers are increasingly savvy. Many sellers are “testing the market” resulting in a high number of listings. This means the competition is stiff!**

 **Working together, we can make sure your home gets the attention it needs to stand out from the pack.**

 Your job is to make your home bright, shiny, and clean**—**as close to a “model” home as possible. My job is to ‘tell the world’ and work to gain maximum market exposure.

**Your home will sell at highest profit and in the quickest amount of time when all the ingredients are combined perfectly.**

**If only one ingredient is left out of the formula or is out of proportion to the others…**

**Your home will take longer to sell and will, quite possibly COST YOU MONEY**

 **There are 5 essential ingredients that comprise the formula for**

 **a successful sale of your home.**

**CONDITION- LOCATION- MARKET-**

**TERMS-** **PRICE**

**LOCATION**

The pricing of your home must reflect its location. The better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility, all need to be considered in determining the value of your home’s location. We cannot control the location

**CONDITION**

The pricing of your home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Nature of the roof, plumbing, carpets, and paint all relate to condition. Basic rule: If we can smell it…we can’t sell it!

**MARKET**

Recession, inflation, interest rates, mortgage availability, competition, and the public’s perception of the general economy all make up the market. It may be a buyer’s market or a seller’s market. The pricing of your home must reflect the current nature of the market because we cannot influence the market. We can, however, take advantage of the market.

**TERMS**

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (And this is where my team of professional Affiliates really shine-by offering a broad, full-spectrum of mortgage products and options to both you and all potential buyers!)

**PRICE is the #1most important factor in the sale of your home.**

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high, and your home will sit unsold for months, developing the reputation of a problem property (everyone will think that there is something wrong with it).

Failure to understand market conditions and properly price your home can cost you thousands of dollars and cause your home not to sell… fouling up all of your plans.

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

**I Won’t Let This Happen To You!**

Utilizing the latest computer technology and my in depth knowledge of the market, we will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

***You can't afford any “guesswork” in this critical step!***

**PRICING GUIDELINES**

 What you paid for your property does not have any effect on its value.

 The amount of money you need to get out of the sale of your property does not affect its value.

 What you think it should be worth has no effect on its value.

 What another real estate agent says your property is worth does not affect its value.

 An appraisal does not always indicate what your property is worth on the open market.

The value of your property is determined by what a ***ready, willing, and able buyer*** will pay for it in the open market, which will be based upon the value of other recent closed sales. **BUYERS DETERMINE VALUE!!**

**DO NOT** automatically list with the agent that gives you the highest price.

Consumer Reports stated…

***“Expect the agent to suggest a price range, but don’t let that frame you in. Be aware that some agents will, at first, suggest a very handsome price. Then, after they have the listing and the house hasn’t sold, they’ll come back with a pitch to lower the price.”***

When you work with Neil Fischer’s Team, we will act in YOUR best interests.

We’re eager to have you share your concerns & expectations about the sale of your home.

\*Please take a moment to complete the survey below…

 ***What are you most concerned about?***

 **Not Concerned Very Concerned**

**Advertising? 0 1 2 3 4**

**Open Houses? 0 1 2 3 4**

**Show Procedures? 0 1 2 3 4**

**Pricing? 0 1 2 3 4**

**Closing Costs? 0 1 2 3 4**

**Commissions? 0 1 2 3 4**

**Security? 0 1 2 3 4**

**Buyer Qualifications? 0 1 2 3 4**

**Marketability? 0 1 2 3 4**

**Financing? 0 1 2 3 4**

**Negotiations? 0 1 2 3 4**

**Communications? 0 1 2 3 4**

**BENEFITS OF PROPER PRICING**

 **FASTER SALE:** The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurance, and other carrying costs.

 **LESS INCONVENIENCE:** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.

 **INCREASED SALESPERSON RESPONSE:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.

 **EXPOSURE TO MORE PROSPECTS:** Pricing at market value will open your home up to more people who can afford it.

 **BETTER RESPONSE FROM ADVERTISING:** Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.

 **HIGHER OFFERS:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.

 **MORE MONEY TO SELLERS:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

**DRAWBACKS OF OVERPRICING**

 **REDUCES ACTIVITY:** Agents won’t show the property if they feel it is priced too high.

 **LOWER ADVERTISING RESPONSE:** Buyer excitement will be with other properties that offer better value.

 **LOSS OF INTERESTED BUYERS:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.

 **ATTRACTS THE WRONG PROSPECTS:** Serious buyers will feel that they should be getting more for their money.

 **HELPS THE COMPETITION:** The high price makes the others look like a good deal.

 **ELIMINATES OFFERS:** Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.

 **CAUSES APPRAISAL PROBLEMS:** Appraisers must base their value on what comparable properties have sold for.

 **LOWER NET PROCEEDS:** Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

**RESPONSE ADVERTISING**

**AND**

**24-HOUR MARKETING**

Unlike most agents that run “image” advertisements that focus on themselves and how great they are, Neil utilizes Response-Generating Marketing that focuses on potential buyers and what they really want!

These ads are much different than those that most agents run. A very high number of prospects call because of these non-threatening, emotion-arousing ads!

These strategies, combined with the cutting edge technology of our 24-hour Automated Marketing System provide us a steady stream of qualified buyers.

This incredible system allows callers to receive detailed information about your home .… 24 hours a day!

The system also allows Neil to track exactly how many calls are received on every house and from each ad – it even captures the caller’s phone number and most names and addresses.

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**WE VERY WELL MAY ALREADY HAVE A BUYER FOR YOUR HOME!**

**INTERNET EXPOSURE**

In keeping pace with innovation and advancements in computer technology, we now will place your home on over 100 Internet sites.

We are constantly looking for ways to give our clients advantages over competitors in the marketplace that go beyond the traditional methods of marketing and promotion.

Full color virtual tours, You-Tube Videos, Homezone Media, Facebook Ads will all highlight your home to well over 100 million people worldwide - anyone with access to the Internet on their computer!



**REFERRALS / RELOCATION**

Approximately 75% of our buyers come from outside the local area. These are mainly Military Transfers and corporate relocations.

As a member of the CARTUS Relocation Network, (the world’s largest relocation company) we get the information on these qualified buyers prior to most anyone else in our market.

This provides more potential buyers for your home, since we always try to show our own listings first to these qualified buyers!

**Certified CARTUS Marketing Specialist**

**Certified CARTUS Buyer Specialist**

**Exp International Referral Network**

**Certified eXp Relocation Specialist**

**Certified eXp EXPRESS OFFERS Specialist**

**Fayetteville Chamber of Commerce**

**CONTRACT & NEGOTIATION**

When an offer is presented on your home, you will have three basic choices in deciding how to respond.

1. **Accept the offer.**
2. **Reject the offer.**

**3. Make a counter offer.** Together we will thoroughly analyze the offer, and discuss its strengths and weaknesses. After studying the entire contract, I will give you my recommendation, and then you will decide how to respond.

This is where a competent agent can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a messy court battle.

Being intricately familiar with real estate contracts, I know how to protect your best interests. My 30+ years of experience in contracts and negotiation **will** benefit you!

**COMMON REAL ESTATE MYTHS**

**MYTH:**

*The Neil Fischer Team sells a lot of real estate. Perhaps they are too busy to pay attention to my listing.*

**TRUTH:**

Just as great restaurants are always busy and superior doctors have a heavy patient load, The Neil Fischer Team’s success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, Neil has assembled a team of top-notch people to assist with all of the details. The result is outstanding customer service and support. The long list of satisfied clients speaks for itself.

**MYTH:**

*A “discount” broker can do just as well and save me money.*

**TRUTH:**

Successfully marketing a property in our competitive marketplace takes skill and resources. All of the promotional costs such as photos, brochures, printing, signs, advertisements, MLS fees, direct mail, etc. are paid for by Neil. How will a discount broker offer such a complete marketing campaign? Does the discount broker have a team to personally tend to your specific needs? Do they have a proven track record of success, or are they just using the lower commission to try to win your business? Do they have the expertise to guide you through the problems that often develop during the closing process?

Remember that you only actually pay a brokerage fee if and when your property sells. Many sellers have found that their commission with a discount broker was really zero, because their property never sold! It is interesting to note that a discount broker does not have a dominant market share in any major city in the country.

**MYTH:**

*I should select the agent that suggests the highest list price.*

**TRUTH:**

This is the oldest scam in real estate sales: Tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically high price just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price.

Neil doesn’t play any games. He provides a well researched, computerized market analysis to determine the true realistic price that your home will bear in today’s marketplace. The decisions of which agent to list with and what price to ask are ***two completely separate decisions***.

***Never select an Agent based on the price they suggest, rather, select your agent based on their CREDENTIALS and MARKETING PLAN, and then decide on price together!***

**MYTH:**

*Property condition is not that important to buyers.*

**TRUTH:**

WRONG! A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, and a home in great condition with a reasonable asking price always tops the list. Sellers that invest in necessary repairs and keep their home clean and fresh always reap the rewards!

**MYTH:**

*Empty homes are harder to sell than occupied homes.*

**TRUTH:**

Vacant homes often sell faster for several reasons, but again it all depends on condition. A vacant home that is clean, in good repair, and priced fairly will sometimes sell fast because the rooms will appear larger without furniture and clutter, buyers can easily visualize their furnishings in the home, and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

**MYTH:**

*Pricing a home for sale is a mysterious process.*

**TRUTH:**

Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market. And because every home is unique, your home will sell more near the high or low end of the range depending on its specific attributes like location and condition. Neil utilizes a computer database along with years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.

**QUESTIONS**

Selling your home is a complex process, and it’s only natural for you to have some questions and concerns. Please don’t hesitate to ask any question that you may have. When it comes to selling your home, there is no such thing as a dumb question!

***Please note any questions you have, so that we can address them during our meeting:***

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**When you purchased this house, you did so for very specific reasons. Reasons that might sell it as well!**

**IF…**

**someone was looking at your home,**

**what specific things would you want**

**to point out to him or her?**