



Your *Local* Real Estate Connection

KeyRealty

Get a positive, helpful partner for buying or selling a home!

MEET PATRICK O'CONNELL

Independent real estate agents already know the challenges of working on their own, juggling the hundreds of varied tasks associated with each real estate transaction.

Our Mission

Our mission at Key Realty is to play a very meaningful role in the real estate industry in Illinois. To envision our goal at Key Realty, think of the personalized service. These services for Illinois Buyers and Sellers are provided via the best training and coaching in the industry – based on the highest performance standards of any firm in the market – all offered

through a professional team of specialists. Each team member has their unique area of specialty and all members are licensed, experienced and highly qualified in the field of real estate. Our unique and common goal is to regularly and consistently exceed our customer and clients expectations by never losing sight of the fact - regardless of the outcome - that it is our honesty, loyalty, integrity, understanding, accountability, and creativity which sets us apart in the Illinois residential real estate industry.



Patrick O'Connell

To be the best Real Estate Broker you must give 100%, have a genuine interest in people, their best interests & believe that hard work and integrity go hand in hand. Patrick O'Connell believes in these philosophies & has over 15 years of real estate experience. There is nothing average about Patrick O'Connell. Growing up in Chicago's Beverly Neighborhood, he attended Marist High School and Regis College. He Started Proficient Financial Services a Mortgage Brokerage Company and subsequently got his Real Estate License. For the last 10 years he has solely focused on his Real Estate Business. His Mortgage & Marketing background are very valuable tools for his clients and Real Estate Business. Finding the perfect home is a team effort & he will work 24 hours a day to help his clients accomplish their real estate goals. Superior Service, Customer Satisfaction & Providing Value are always his goal. As an agent who's an expert in the Chicago Metropolitan area, Patrick brings a wealth of knowledge and expertise about buying and selling real estate here.

Patrick is eager to serve you.

Find Your Next Home

You need someone who knows the Chicago Metropolitan Area inside and out and strong negotiating skills. Patrick O'Connell has both the area understanding & negotiating skills to work with you to find the right home and value at the right price for you, including all the neighborhood amenities that matter – not to mention the essential criteria you have for your ideal home.

Sell a Home

When it's time to move, you need someone who will advertise and market your home, show to prospective buyers, negotiate the purchase contract, arrange financing, oversee the inspections, handle all necessary paperwork and supervise the closing. Patrick can take care of everything you need, from start to close. Before you decide to sell please call for free CMA (comparative market analysis) for your current residence and your potential future purchase area(s). It's Free and quick.

CANCEL ANYTIME!

In our experience, the biggest fear most sellers have when listing their home with a real estate agent is whether they're choosing the right one. They Wonder, "Will this agent do a good job? "Will this agent represent my interests before their own?" "Will this agent communicate with us?"

In an offer to remove some of the fear from your choice to work with me and my team, we've instituted a Listing Cancellation Policy. It's very simple – no fancy language, and no small print. Here it is:

When you list your home with Patrick O'Connell, you can cancel your listing contract with us at any time.

Simply call us and your home will be removed from the MLS system within 48 hours.

That's it. Could it be any easier or more stress-free?

We stand behind our service. If you're unhappy for any reason, you are released from your contract with us. We work hard to keep that from happening. You have our word on it!



OUR COMMUNICATION GUARANTEE

Keeping You Informed and Creating Results

Another way we remove risk from our service model is through our Communication Guarantee. You see, many sellers report that they almost never hear from their agent after they list their home. We don't understand how those agents are able to stay in business, but it does happen. As a top Illinois real estate team, we've helped over 1,000 families who have had this experience, and enabled them to feel more confident about selling again in the future.

We take pride in our open lines of communication, both with our buyers and our sellers. Our contact schedule puts us in touch with sellers each week on Thursday and Friday afternoons between 1:00pm and 5:00pm. We use this time to update our clients about the marketing on their home that week, the response rate, what's planned for the next week, feedback from agents who showed their home, and market conditions that might affect their sale.



This is also a great time for sellers to ask us questions. As you can tell, we're serious about communicating with our clients. So serious in fact, that we guarantee that clients who have signed a listing agreement with us will hear from us every single week.

GET TOP DOLLAR : HOME SELLER STRATEGIES

HOW DO YOU GET THE MOST MONEY FOR YOUR HOME?

By creating demand! In order to get your home sold for the most amount of money in the shortest time, you and your Realtor must create demand. Its that simple. At Key Realty, we specialize in full service premier marketing and sales tactics and strategies designed to create demand, including our extensive online marketing strategy In today's technology-driven market, if your Realtor is not marketing your home online, to its fullest potential, you are missing most buyers.

Strategies to Create Demand

Key Realty

Average
Realtor

Pre-Sales Strategy

Utilize market knowledge in order to determine potential market value – Total Market Overview

✓

Study comparables in order to forecast price for highest return on investment

✓

Staging and decorating consultation available

✓

Preview the competition

✓

Review the Sales Strategy

Implement sales process and procedures to manage incoming leads, Conversions, Contracts and closing

✓

Receive, follow-up with and convert prospective leads using the team approach

✓

Lead Management Strategy

Systematically following up on every lead from every source every time (no lead left behind)

✓

Automated action plans for every lead hit

✓

Agent showing follow up systems and pre-scheduled calls

✓

Reporting Strategy

Weekly personal phone calls with showing feedback

✓

Weekly reports that includes number of leads generated, number of calls, lead sources

✓

Weekly Total Market Overview

✓

Marketing Strategy

Quality photos shot by a professional photographer

✓

Advertising to our referral network of customers, vendors and national database of realtors

✓

Identifiable and professional home Flyers

✓

Professionally designed and crafted marketing collateral

✓

Exceptional reputation and identity within the real estate community

✓

Utilize best of brand database technology to create a marketing strategy that creates consistent and systematic communication with buyer leads

✓

Strategies to Create Demand

Key Realty

Average
Realtor

Support and Customer Service Strategy

Marketing specialists who are trained in html, contact management expertise, search engine optimization and systems analysis

✓

Lead management team who follows up on every lead

✓

Listing manager who keeps you informed of all activities

✓

Dedicated contract-to-close specialist who monitors every part of the

✓

transaction and holds all parties accountable to their promises so that you close on time

Buyers agents focused on following up with & working specially with buyers

✓

Internet Lead Generation Strategy

• *Create an internet strategy designed to generate an inventory of buyer leads,*

✓

• *to include postings on the following sites:*

• *remax.com*

✓

• *multiple listing service (MLS)*

✓

• *realtor.com*

✓

• *homes.com*

✓

• *harmonhomes.com*

✓

• *coldwellbanker.com*

✓

• *prudential.com*

✓

• *century21.com*

✓

• *craigslist.com*

✓

• *trulia.com*

✓

• *base.google.com*

✓

• *realestate.com*

✓

• *immobel.com*

✓

• *livedeal.com*

✓

• *yahoo! real estate*

✓

• *msn.com*

✓

• *zillow.com*

✓

• *prosmart.com*

✓

• *youtube.com*

✓

• *veoh.com*

✓

• *metacafe.com*

✓

• *blip.tv*

✓

• *yahoo video*

✓

• *aol.com*

✓

• *netzero.com*

✓

• *excite*

✓

• *Post in Facebook marketplace to achieve viral marketing of your listing*

✓

• *Craigslist marketing*

✓

LISTING PLAN OF ACTION

Award Winning Photography

We have a professional photographer shoot the photographs for all of our listings. This allows us the opportunity to take great shots of the home for use in our professionally prepared brochure and to prepare our Virtual Tours for all of our online marketing efforts. Our photographer will make arrangements directly with you. Please remember that on the day of the photo shoot, the home must be ready! In addition, we always want to shoot the photos on a sunny day, so weather does have an affect on our timeframes. Please ask about getting a virtual tour.

Detailed Color Brochures

Brochures in the home are prepared with color photos of the property, listing features and benefits, survey and floor plan if available. Just so you know, we do not put a price on our brochures. It generally takes 1 week to get the brochures to you; the time frame begins the day we are live in the Multiple Listing Service.

Enter You into the Multiple Listing Service

We enter all listings into the MLS by Wednesday, so you can be ready for showings on the weekend. It takes 3-4 days from Professional Photography to upload 20-25 photographs and write the copy. The multiple listing service only allows 1000 characters so we want to focus on the best features of the property.

Preparing your home for sale

We will assist you in preparing your home for staging. We will help you to create a spacious feeling and make sure your home has the curb appeal it deserves. We know you want to increase the value of your home, and we will work together to assess your situation.

Home staging is the very best proven way to get top dollar for your home as you prepare it for sale. This is because staging sets the scene throughout the house to create immediate buyer interest in your property. This will then lead to your home selling for the highest possible price in today's market.

Staging is a few things. It is intelligent merchandising. It is uncovering everything a house has to offer by depersonalizing it. It can mean clearing trees to discover a view the home owners had long forgotten or removing knickknacks from shelves and counters.

How important is property condition to buyers?

Very important! A home in superior condition will sell faster and for more money than a home in average condition with a lower asking price. Many home sellers recognize this, and repaint and recarpet their homes in preparation for selling. These sellers know that the home buyers purchase value and will perceive a clean, fresh home as more appealing than an average, lived-in, forgive-the-mess home.

Do empty homes show as nicely as furnished ones?

If you must move to your new home before your old home has sold, simply take measures to ensure it shows well empty; repair/replace worn carpet, oil woodwork, wash windows and clean walls. We can also recommend a staging company!



LISTING PLAN OF ACTION

Pool of Buyers

Buyers who sign up at our website can get information daily on new listings, like yours, that meet their requirements. We have a pipe-line of future buyers that may be searching for a home just like yours!

Open Houses - open 24 hours a day/7 days a week

We feature your home on the Internet 24 hours a day/7 days a week! No traditional, old-fashioned open houses! Did you know more homes sell because of a family member or a neighbor than from open houses and newspaper ads? Other agents hold open houses to meet Buyers to sell them other homes, not yours.

Less than 1% of homes sell because of an open house, so we focus our marketing efforts on other proactive ways to get YOUR home sold!

Web Presence - Widespread Internet Exposure with Key Local Focus

Key Realty provides extensive web presence and exposure for clients looking to sell their homes. We have retained some of the top talent in the industry to ensure that our websites - we operate covering the Chicago marketplace - show up in the top results for key search terms used by home buyers in the Illinois market. Our large investment in these websites is showing some amazing results.

Why is this important? 90% of buyers begin their search on the Internet, and 35+% they purchase on the Internet themselves. Key Realty extensive web presence ensures sellers receive more exposure for their listings than possible with any other real estate agent in the Illinois market. More exposure means more buyers and a quicker sale!

90% of consumers use the Internet to search for a home, not newspapers. All of our listings are advertised on the Internet, through hundreds of web sites and search engines.

We also post to Craigslist 2 times a week. Craigslist is a very popular consumer website featuring homes for sale.

Bottom Line: Our listings have more traffic due to the number of photographs and the virtual tours!

Showings and Feedback

We will counsel you on the most effective strategies for showings based on your needs and schedule. Regarding obtaining feedback, we do ask specific questions in our survey that is emailed to all showing agents; about our price, condition of the home, and most importantly, is the buyer going to make an offer? We do get feedback a lot of the time! You will also receive a weekly report emailed to you indicating all the feedback received.

Communication

In addition to giving you feedback on showings, we send you other informative marketing reports weekly. We also update you on your competition: new listings, price reductions and homes that have gone under contract. Remember, we have a communication guarantee.

LISTING PLAN OF ACTION

Contract to Close

Once you are under contract, all of the details will be handled by our transaction coordinator. You will be invited by email as soon as you are listed!

Prevention from Foreclosure

Whether you are behind on your payments or just frustrated you may not be able to sell due to a lack of equity, Key Realty can help. We have several options that may allow you to sell and in dire cases, prevent the bank or any other mortgage holder from taking your home. Our focus is creating a win-win situation for the home owner. Contact us today to get real answers now on how you can:

- Complete a Short Sale - communicating directly with your lenders on your behalf, we will work to negotiate a settlement where your lender or lenders (some homeowners) have a First and second (or home equity) loans that will allow you to price and sell your home quickly. In a short sale, lenders accept a reduced amount for the loan payoff and allow you to sell your home.

- Obtain an as-is Contract - we have an extensive network of investors who will purchase your home, whether in perfect to poor condition. In some cases, our investor network has committed to making an offer in 24 hours or less for emergency situations for homeowners in crisis situations.

- Lease Purchase - we have developed a professional practice for assisting sellers who lack equity structure. A lease/purchase can help avoid property loss, double payments or other financial stresses.

In every case, we are caring, sympathetic and confidential in our desire to match the best solution to the homeowners needs. Call us today to discuss your situation in confidence. Please don't give up until we have presented you your best options - even in the most dire of situations.



89 POINT MARKETING PLAN

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyers agents on MLS printout.
2. Research property's ownership and deed type
3. Research property's public record information for lot size & dimensions
4. Research and verify legal description
5. Research property's land use coding and deed restrictions
6. Research property's current use and zoning
7. Verify legal name(s) of owner(s) in county's public property records
8. Research sales activity for past 6-18 months from MLS and public records databases
9. Research "Average Days on Market%" for property of this type, price range, and location
10. Research competitive properties that are currently on the market.
11. Research competitive properties that have been withdrawn.
12. Research competitive properties that are currently under contract.
13. Research expired properties (properties that did not sell during their time on the market).
14. Research competitive properties that have sold in the past six months.
15. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
16. Research the previous sales activity (if any) on your home.
17. Download and review property tax roll information
18. Prepare "Comparable Market Analysis%" (CMA) to establish fair market value
19. Obtain and verify accurate methods of contacting you.
20. Gather information to help assess your needs.
21. Review current title information.
22. Measure interior room sizes.
23. Confirm lot size your copy of certified survey, if available.
24. Obtain copy of floor and pool plans, if available
25. Review current appraisal, if available.
26. Identify Home Owner Association manager, if applicable
27. Verify Home Owner Association fees, if applicable
28. Verify security system, current term of service and whether owned or leased.
29. Verify if you have a transferable Termite Bond.
30. Ascertain need for lead-based paint disclosure
31. Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled.
32. Compile list of repairs and maintenance items.
33. Prepare showing instructions for buyers agents and agree on showing time window with you.
34. Assess your timing.
35. Assess your motivation.
36. Assess your immediate concerns.
37. Ask you questions about the property and yourselves to learn how to better serve and provide helpful information if needed.
38. Discuss your purchase plans and determine how I and the my team can assist you in your next purchase (local, new home construction, investment, or relocation) or if we can research and find a qualified agent to assist you in your new location.
39. Determine how quickly you need to move.
40. Obtain information that will help me to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, !replaces, etc.)
41. Prepare you by asking you to gather home information: to have copy of deed, current tax bill, copy of a survey, copy of your title policy available (this could potential save you money if you purchased less than three years ago).
42. Obtain one set of keys which will be inserted in the lockbox.
43. Perform Interior Décor Assessment
44. Review results of Interior Décor Assessment and suggest changes to shorten time on market.
45. Perform exterior "Curb Appeal Assessment%" of subject property. seller and provide suggestions to improve salability.
46. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability.
47. Give you an overview of current market conditions and projections.
48. Provide Home Audit to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
49. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)

89 POINT MARKETING PLAN

50. Review and explain all clauses in Listing Agreement (and addendums, if applicable).
51. Enter your name, address, phone number, and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.
52. Compile and assemble formal file on property
53. Present Comparable Market Analysis (CMA) Results to you, including comparables, solds, current listings and expired listings.
54. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
55. Assist you in strategically pricing home to enable it to show up on more MLS Searches.
56. Discuss goals with you to market effectively.
57. Discuss and present strategic master marketing plan.
58. Explore method of pricing your property below comparable value to bring the most buyers to your property quickly.
59. Present and discuss my Program to market your home the most effectively and bring the most buyers to you in the shortest amount of time.
60. Explore the option of marketing your home with an incentive of buying down points on the buyers loan; potential results are: you retain a higher agreed upon price (which results in more proceeds to you) and the buyer saves on monthly payments and a tax credit.
61. Prepare an equity analysis to show you expenses, closing costs and net proceeds.
62. Explain the use of the Sellers Property Disclosure Statement you will complete, and that will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights.
63. Take full color digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.
64. Set up home Warranty, if you choose, to protect your home during listing period and for 12 months after the sale to reassure buyer of the quality of your home.
65. Install hi-tech lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family's security.
66. Write remarks within the MLS system specifying how you want the property to be shown.
67. Prepare showing instructions for buyers agents and agree on showing time window with you.
68. Prepare detailed list of property amenities to have readily available at your home, to include in Marketing Booklet, and assess market impact.
69. Prepare MLS property Profile Sheet
70. Proofread MLS database listing for accuracy – including proper placement in mapping function
71. Enter property data from Profile Sheet into MLS Listing Database
72. Electronically submit your home listing information to the Multiple Listing Service for exposure to all active real estate agents in the area.
73. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
74. Add property to my firm's Active Listings list; provide information in two locations in office for Realtors® when potential buyers call for details.
75. Provide you with signed copies of Listing Agreement and MLS Profile Data Sheet
76. Explain marketing benefits of Home Owner Warranty with you.
77. Assist you with completion of Home Owner Warranty application.
78. Submit Home Warranty application for conveyance at time of sale.
79. Provide you with a Personal Customized Services sheet to explain specific marketing available for your property.
80. Provide you with a personalized Advertising Questionnaire for your input in verbiage for advertisement
81. Review Full Service Marketing System and the benefits provided, resulting in the rapid sale of your property.
82. Offer Realtor® tour, if applicable, to provide you with professional feedback and additional ways to best promote your home
83. Offer a Brokers Open, if applicable, to promote your property to local Realtors® and their customers, to maximize showings
84. Create advertisements with your input, including information from Personalized Advertising Questionnaire
85. Prepare mailing and contact lists
86. Create, order, and mail Just Listed Postcards to promote the value of your home over others on the market.
87. Create, print, assemble, and mail compelling flyers to hand deliver and/or mail to target customers, to stimulate calls on your home.
88. Advise Network Referral Program of listing
89. Provide marketing data to buyers coming from referral network.

10 CRITICAL QUESTIONS TO ASK WHEN

The Right Agent can save you hundreds even thousands of dollars.

Choosing the right Realtor to represent your interests is the most important step to ensuring your real estate transaction will be successful. Here are 10 questions you should ask all prospective Realtors. If the Realtor you are interviewing falls short and can't substantiate or hedges in any way, you're interviewing the wrong Realtor! **Make sure an agent can back up any and all statements. Take a "show me" attitude, you have a great deal riding on their ability to sell your home!**

1. Are you a full-time or part-time Real Estate Agent?

You should only be looking for a full-time committed real estate agent who relies completely on the income they earn by selling real estate to support themselves and their family. An agent who also earns income outside the real estate industry will not feel a financial hit if they do not sell your home the same as they would if they relied completely on the income of selling your home to support themselves financially. Some part-timers are just dabbling in the business to make a little extra money or because they aren't good enough at it yet to make a living full-time. You'll want someone who lives, eats and breathes real estate.

2. How long have you been practicing?

In a softening market, you'll probably want someone who has been a licensed agent for at least eight to ten years or an agent who is part of a team lead by a highly experienced agent. In the last several years when the market was extremely "hot" thousands of agents entered the business and in spite of their poor sales skills they were able to sell homes. With the changing market conditions where significant inventories and lower prices are now the norm, many agents who have been in the business for less than eight years simply don't have the sales skills and knowledge necessary to get your home sold as they have never practiced in a "normal" real estate market.

3. How many homes have you sold in the last consecutive 12 months?

This is important to ask because it demonstrates an agent's track record. Don't allow an agent to skip over this question, make sure the agent has documented proof of their sales track record. An agent or team selling less than twenty homes a year may be operating on a part-time basis or is highly inefficient at generating buyers for their homes. Can you imagine hiring a surgeon to perform open heart surgery who has performed less than 3 surgeries in the last year? Would this make you more or less comfortable with their abilities?

4. Does the agent have a clear and defined Plan of Action that specifically states exactly what that agent will do to sell your home?

This is a big one. This is where you find out if an agent relies on passive marketing techniques or active marketing techniques. Passive marketing is where an agent lists the home, puts a sign in the yard, enters it into MLS, runs a newspaper ad or two, sits floor-time and waits for a buyer to call. Active marketing is where an agent aggressively spends their time looking for and talking to people who want to buy and sell homes. There are a host of systems specifically designed to find and locate buyers. Make sure your agent specifically identifies the systems they use.

5. How well does the agent know their Market stats?

This is another big one. Your agent should know the answers to the following: How many homes are currently on the market? How many homes came on the market in the last 30 days? How many homes have sold in the last 30 days? Also ask agents for their average time on the market per home sale as compared to other agents and to the market as a whole. Based on these numbers how many months of inventory are currently available to buy?

An agent who is not absolutely clear as to the answers to these questions is not effectively servicing their client. This data is required to accurately price and strategically present the property to create a successful sale. An agent who is not evaluating the data on a regular basis would be like going to your doctor and having him guess how to treat you before examining you to see what was wrong.

6. Does the agent work alone or does the agent have a staff of professionals assisting throughout the entire sales process? With all the activities required to get a home sold & closed in today's market, will the agent get bogged down with the day to day office activities? Make sure your agent has a paid staff including a Listing Manager, a Closing Manager, a Receptionist/Secretary, and an Office Manager. Would you rather your agent be out looking for and generating a buyer for your home or be sitting in the office processing paperwork?

7. Is the agent involved with continuous ongoing training along with regular practicing and updating of their skills? The business of selling is very much like developing the skills of a professional athlete. Professional football players practice and update their skills 80 hours per week for a 60 minute game on Sunday. The morning after Tiger Woods wins an international PGA Title, he is out on the driving range practicing and updating his skills. Is the agent you are interviewing actively committed to ongoing training and updating their skills or did they learn the business when it was easy and are just "winging" it today"?

8. Does the agent represent themselves as a million dollar or multi million dollar producer? With the median home prices in the past several years approaching \$250,000 or more, a million dollar producer would only have 4 sales for the year and a multi million dollar producer would only have 8 sales per year. Too many agents actually believe people are impressed with these titles. As a seller, your concern should be that the agent you hire has a consistent track record that represents their ability to get homes sold.

9. What makes the agent different? Why should I list my home with you? This question really gets to the Core of the agents ability to communicate and demonstrate how they can make your home stand out from the competition. In today's current market conditions, inventories are substantially higher than in past years. there are several factors to consider in terms of making your home stand out. First consider how did you come in contact with the agent? How visible is that agent to the general public? Have you heard of the agent before?

Additionally there is a significant relationship to the agents visibility and the agents production. It seems like everywhere you look, agents are boasting about being #1. You have probably become immune from this information. If you are like most home owners, you only care about the sale of your home. I'm sure you will agree that success in real estate is selling homes. If one agent is selling a lot of homes while another is selling only a handful, ask yourself why this might be? What things are these two agents doing differently?

10. What is the agent's definition of Work? Over the period from 1995 to 2005, an agent did not have to "Work" to make a reasonable living. With the drastic changes in the market, hundreds of thousands of agents who never learned how to work are in a panic and are paralyzed with fear

More than 85% of ABOR members sold less than 10 Homes in 2012.



COMMON SELLER QUESTIONS

1. We want to only give you a 30/90 day listing.

Unfortunately, we are not able to do that... six months is the minimum per our company policy... We will, however, offer you the Hassle Free Listing Guarantee. This 100% service satisfaction guarantee covers the listing period from day 1 to 180.

2. We'll save commission by selling it ourselves.

We certainly agree that if (and in today's challenging market) its a big IF, you could possibly save the commission by selling yourself...

Compounding the challenge is in the post-mortgage meltdown world, sellers are ill equipped to properly qualify potential buyers (something that we find many traditional old-fashioned agents don't do well either) The result is a very low closing ratio for contracts from buyer - even if lucky enough to get an interested buyer.

And what's worse... only 2% of all For Sale By Owners sell themselves... and 98% are listed and sold by real estate agents... Can you afford to have only a 2% chance of selling your home?



3. Let's list high, we can always come down later.

This is the **#1 mistake** that traditional old-fashion agents make with sellers - and tragically results in **almost 50% of the listings in Chicagoland NOT SELLING AT ALL.** We certainly understand you would like to list high...in order to leave room for negotiating, etc... have you considered the major problem that this creates for you as a seller?

Most people won't bother to look at a property that is priced too high... would you rather have me negotiate multiple offers to get our price... or not have an opportunity to negotiate any offers at all?

We find sellers drastically over-estimate the amount of room needed to negotiate? The market average for the most recent six months sales is 95% (list price / sales price). Our average is 98.7%. Bottom line: Get it priced right up front and you are rewarded with a higher list/sales price ratio and more money in your pocket at closing. Over price it and you risk being rejected by the market and never selling.

4. We have a friend in the business (from church, kids soccer, etc.)

We definitely hear this on occasion... almost everyone we know does... The key question here is very simple. Do you need to absolutely sell your property?... or are you looking to do your friend a favor?

5. Another Agent said they could get me more money.

We hear this almost every week. Usually, from an inexperienced agent - see #5 above - with very limited transactional experience. Unfortunately, these agents are more excited about the prospect of taking a listing then worrying about getting it sold. Most are afraid to tell the truth

***"Highest Overall Satisfaction
For Home Sellers and Home Buyers
Among National Full Services Real Estate Firms"***



COMMON SELLER QUESTIONS (CONT.)

and risk upsetting the seller - the rest are unable to figure out the right price for the property due to a lack of experience and expertise, and they are desperate to get a sign in the yard so that they can attract buyers to work with. The typical training plan for a traditional old fashioned real estate office is to take listings - regardless of price - then work on wearing the sellers out until they agree to lower the price. Its a shame as this practice is the #1 reason that listings expire after being rejected by the market and never sell -leaving an extremely unhappy seller behind.

6. You haven't sold homes in our neighborhood (area)? We occasionally hear this [mostly from sellers who are unaware that with the advent of the Internet and broad-based online marketing of property the old fashioned agent who only works a small neighborhood is a relic and almost non-existent. We typically carry anywhere from 10 to 20 times the inventory of an old-fashioned agent. This results in more buyer traffic and leads than many tradition old-fashioned offices. The bottom line is with more buyers from all over the Illinois marketplace, we have a much higher probability of selling every home we list.



7. The Other agent said he/she would...

This catch all item usually is the result of an agent not having the courage to tell a seller the truth about why something does not work. Whether its telling the truth about why print advertising does NOT result in sales and only promotes a company's brand or why Open houses are simply a source of leads for an agent (especially new, inexperienced agents), we usually see sellers universally being disappointed when they discover the truth.

These seller's also generally realize that these same agents are also very poor at justifying or defending the price of the home for the seller - again they lack the courage to have a direct truthful conversation with buyers or buyer agents.



WHERE DO BUYERS COME FROM?

THE TOP 3 SOURCES

Buyer Source (How buyers found the home they purchased)	% of Buyers	Key Realty Strategy	Other Agent Strategy
Agents with buyers	35 - 40%	Find the Agent with the Buyer Program. Includes aggressive reverse prospecting*, e-flyers to agents in area.	?
Internet	35%	Over 90% of buyers today start on the Internet! Key Realty listings are linked to over 300 other websites , including MSN, Yahoo, Prudential VOW, Realtor.com, etc., ensuring maximum exposure and a speedy sale. We also post our listings to Facebook Marketplace, Twitter, Craigslist, YouTube and www.chicagometrohomelistings.com .	?
Yard Signs	15%	We use large, oversized yard signs with free 24-hour information.	?
Top 3 Total	85%+	Note: All other sources: newspaper, neighbors, open houses, etc. account for all of the few remaining sources. Unless a marketing plan optimizes for the top 3, we find that homes either do NOT sell or sit on the market for extended periods of time.	?

Exhibit 3 - 5 FREQUENCY OF USE OF DIFFERENT INFORMATION SOURCES

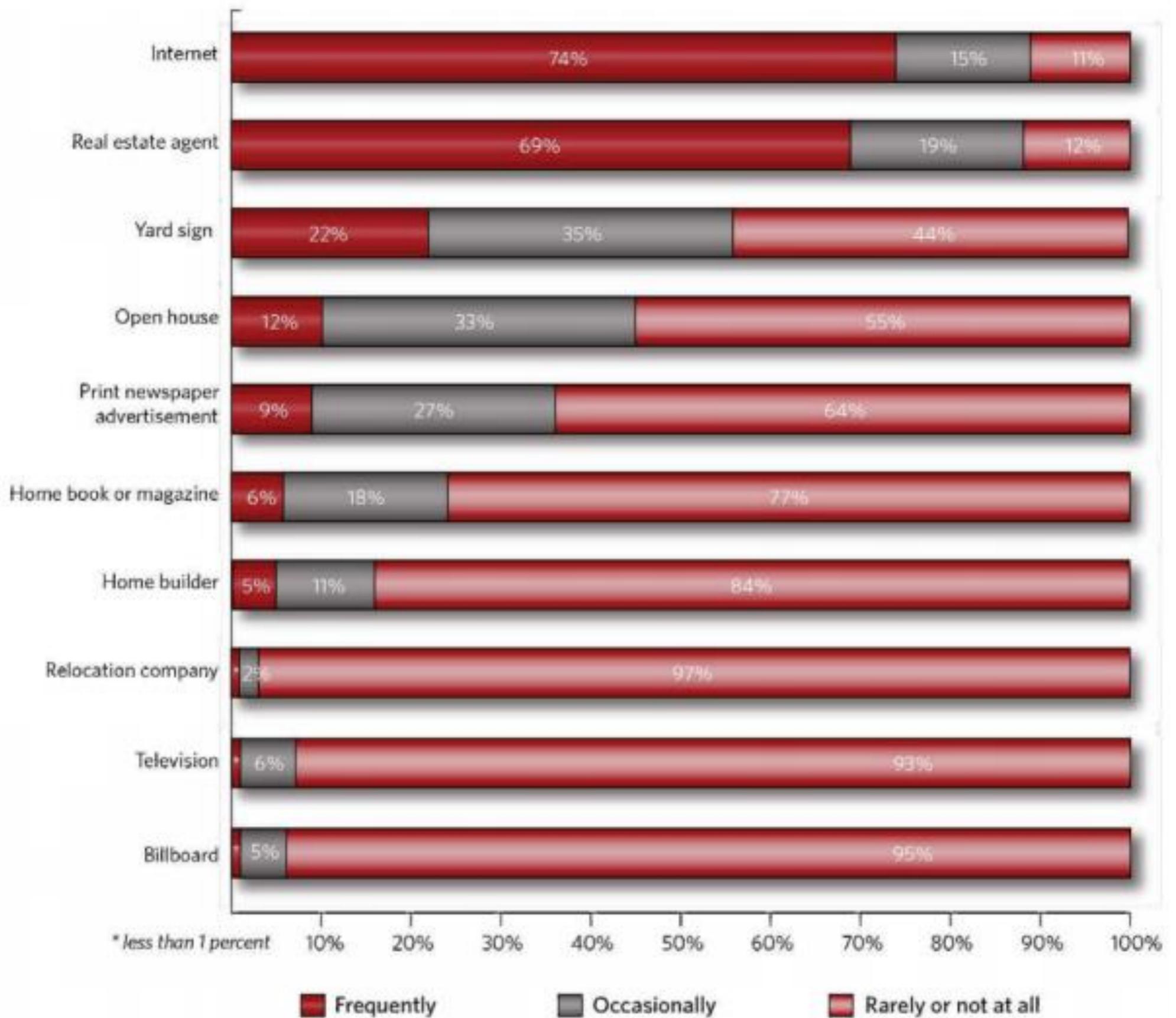


Exhibit 3 - 1

FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, FIRST-TIME AND REPEAT BUYERS
(Percentage Distribution)

	All Buyers	First-Time Buyer	Repeat Buyers
Looked online for properties for sale	36%	32%	41%
Contracted a real estate agent	19	16	22
Looked online for information about the home buying process	11	15	8
Contacted a bank or mortgage lender	8	10	6
Drove-by homes/neighborhoods	7	6	9
Talked with a friend or relative about home buying process	7	11	3
Visited open houses	4	3	*
Looked in Newspapers, magazines, or home buying guides	2	2	2
Attended a home buying seminar	2	3	*
Contacted builder/visited builder models	1	1	2
Contacted a home seller directly	1	1	1
Read books or guides about the home buying process	1	1	*
Other	*	*	1

Less than 1 percent

Exhibit 3 - 2

FIRST STEP TAKEN DURING THE HOME BUYING PROCESS, BY AGE
(Percentage Distribution)

	AGE OF HOME BUYER				
	All Buyers	18-24	25-44	45-64	65 or older
Looked online for properties for sale					
Contacted a real estate agent					
Looked online for information about the home buying process					
Contacted a bank or mortgage lender					
Drove-by homes/neighborhoods					
Talked with a friend or relative about home buying process					
Visited open houses					
Looked in Newspapers, magazines, or home buying guides					
Attended a home buying seminar					
Contacted builder/visited builder models					
Contacted a home seller directly					
Read books or guides about the home buying process					
Other					

Less than 1 percent

TESTIMONIALS FROM OUR PAST CLIENTS

I just wanted to say what a great experience it was working with Patrick O'Connell of Key Realty, He sold my home in three weeks!! He was very efficient posting it on many social media sights, he always would respond immediately with phone calls or emails, he is a true professional and would recommend him to anyone! Thank you! Was a pleasure working with you.

Kristen J. Hall

I have been working with Patrick for around 5 years. He is very easy to work with, knows real estate trends and understands our needs perfectly. He is very responsive and always available. I have recommended his services to my friends in the past and hope to have a long working relationship going forward.

Kind regards,

Alla and Boris Kharkurin

My wife and I would like to thank you again for doing such a wonderful job selling our home. As you remember, we were trying to sell our home for over 3 years without a single bit of interest. However, once we met you and decided to finally listen to someone that's been in the real estate business for so many years, it definitely paid off.

Again, thank you so, so much!

Harry & Eleni G.

Patrick was recommended by a friend and I've since purchased two properties with him. He's never been pushy but will provide guidance and opinions when asked. He goes out of his way to find what you're looking for and when I'm ready, I'll be calling him again

Walter Dzendzeluk