

PRE-LISTING Information



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Consistently Exceeding Expectations



**FOX CITIES
PROPERTIES**.com
The key to *Success.*



FIRSTWEBER
— REALTORS® —

Hello,

I look forward to meeting you soon to discuss the sale of your property.

My process is two steps. The first time we meet I get to know sellers, the situation and the home.

When we meet the second time I go over my market analysis with you. In this look at market statistics, pricing and days on the market. WE also discuss marketing and strategy options for selling your home. By doing it this way you as a seller will be as informed as possible and allow me to help you make decisions.

My two main goals are always:

1. Make sure I am representing the client as best as possible
2. Net the seller the most money possible when all is said and done

If you should have any questions, please feel free to reach out and give me a call.

Included in this package is pre-listing information to prepare you for the meetings. There is some good information in it about me and what I do. Thank you for the opportunity to earn your business. I'll see you soon.

Make it a great day!

A handwritten signature in blue ink that reads "Dylan A. B. Diersen". The signature is stylized and includes a flourish at the end.

Dylan A. B. Diersen

(920) 840-2344

DiersenD@FirstWeber.com

Who Am I?

A few things you really need to know about me...

I am a licensed Real Estate Agent with a broker's license and I have some key designations:

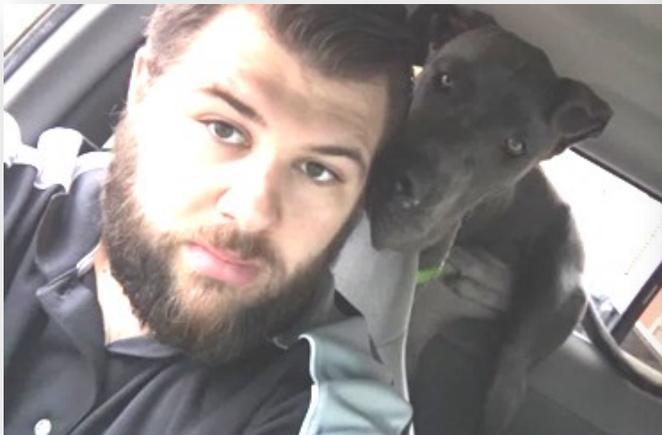
- ◆ CNE—Certified Negotiation Expert
- ◆ GRI—Graduate of the REALTOR Institute
- ◆ ABR—Accredited Buyer's Representative

You are probably wondering what this means. Well it means that I am in the top 2% of education for Wisconsin and top 5% for the nation.

I have been in real estate for over five years now, and have nearly doubled production each year (yes, there was one year I didn't).

And a few other things about me...

I am the son of a U.S. Marine whose service took my family from coast to coast and overseas, so I understand better than most the challenges associated with moving and the impact it has on families. I currently live in a character home in Neenah with my wife, Beth, and our enormous fur-baby, Charles. When I'm not helping buyers and sellers, I enjoy traveling, cooking, and the great outdoors.



Why First Weber?

- ◆ **#1 Most Productive Firm in Wisconsin**
- ◆ **98% Customer Satisfaction**
- ◆ **1,100+ Real Estate Professionals to serve you**
- ◆ **\$3 billion+ in statewide sales volume**
- ◆ **\$2 million+ donated to local charities**

We will always be knowledgeable of current market conditions, legal issues, and responsibilities, while consistently striving to meet the objectives of the customer or client.

We are highly active in civic organizations and committed to strengthening the communities in which we live and work.

We, by the nature of our business, sell “Quality of Life.”



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Track Record

SUMMARY

Successful professional with a positive track record in customer service. Previous to moving to Wisconsin I was a restaurant manager on the east coast. Since moving to Wisconsin I have committed myself to the real estate industry. While continually growing my business I have also emphasized training and education. In the past 2 years I have married and purchased my own home to settle down in the Fox Valley.

TRACK RECORD

	Sales:	Low:	High:	List/Sell Ratio	# of Transactions
2013	\$437,000	\$41,000	\$129,900	97%	6
2014	\$749,300	\$27,000	\$155,000	98%	8
2015	\$2,200,000	\$85,000	\$382,000	98%	15
2016	\$3,300,000	\$60,000	\$255,000	98%	23
2017	\$6,899,991	\$69,900	\$599,900	98.6%	38

EXPERTISE

2014– Expired Listings

2015– Expert In First Time Home Buyers

2015– Out of Town Buyers

2016– Expert in Relocation

2017 Expert in Military & VA Loans

2017– Expert in Out of Town Sellers

COMMUNITY INVOLVEMENT

2013-2017 Member 3-2-1 Kiwanis

2014-2015 Board Member 3-2-1 Kiwanis

2015 & 2016 Kiwanis President

2016 RANW Community Development Committee

2017 RANW Ethics & Professional Standards Committee



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Lead Generation

I Generate Over 100 Buyer Leads Every Month

On my website there are over 5,000 buyers with active searches set up for Wisconsin and I have the ability to narrow down the buyers who are specifically looking for a home like yours.

CRM / Lead Manager
Logged in as Dylan Diersen | www.foxcitiesproperties.com

Dashboard
My Summary | My New Leads | Unassigned Leads | All My Leads | Lead Summary | User Activity | Potential Seller Leads

My Summary

Unassigned Leads	0
New Leads	1
Valuation Seller Leads	0
Potential Seller Leads	0
My New Incoming Emails	

Dylan Diersen's Lead Stats

Leads Today	0
Leads Last 7 Days	5
Leads Last 30 Days	73

Live Feed

Taylor Berg | 03/02/2017 12:58pm
Address: 2347 Fiesta Ct neenah

Taylor Berg | 03/02/2017 12:56pm
Address: 919 W Winnebago St

Taylor Berg | 03/02/2017 12:56pm
Status: all, Address: 919 W Winnebago St apple

Scott Souiman | 03/02/2017 12:10pm | Property Viewed
MLS#50150670 - \$199,900 - 1935 Timberline Dr, Oshkosh, WI, 549047149 - Single Family Residential
http://www.foxcitiesproperties.com/property/50

Upcoming Follow-ups

Thursday, March 02

- Lynn Westphal | 02:00 PM | 9205743037 | Call for 1st list apt and convo
- Alissa Wink | 06:00 PM | 2316757824 | See how the process is going

Friday, March 03

- Lauren Hodge | 03:00 PM | 2623919020 | Touch base

Tuesday, March 07

- Chad Brubaker | 07:00 PM | 3865898796 | Check in/send info

Thursday, March 09

- Michelle Dukes | 04:00 PM | 9208582454

Past Due Follow-ups

Tuesday, February 28

- Becky Barthelmiss | 06:00 PM | 6189797150 | Did they get back to me?

Success Ratio ²

Recent (03/02/2016 - 03/02/2017)
TOTAL: 12.06% ↑
SELLERS: 14.94% ↑
BUYERS: 8.59% ↑

Lifetime (02/17/2011 - 03/02/2017)
TOTAL: 13.46% ↑
SELLERS: 14.03% ↑
BUYERS: 12.65% ↑

ROLLING 12-MONTH TREND
LIFETIME TREND OVER LAST 12 MONTHS

AVERAGE TIME TO CONTACT IN LAST 3 MONTHS: 30 minutes (same as previous snapshot)
LEADS NOT CALLED WITHIN 24-HOURS IN LAST 3 MONTHS: 0 (same as previous snapshot)

Potential Sales and Commissions ³ (03/02/2016 - 03/02/2017)

Sales Volume

YOUR SALES VOLUME	\$ 3,699,926
SALES LOST TO COMPETITION	\$ 633,500

Commissions from Leads

YOUR COMMISSIONS	\$ 104,061
COMMISSIONS LOST TO COMPETITION	\$ 22,516

Leads Converted

YOUR CONVERSIONS	21 / 141
COMPETITORS' CONVERSIONS	3 / 141

% OF POSSIBLE COMMISSION \$

82%



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Marketing

Detailed 24-Week Marketing Plan!

Most Realtor's Marketing Plans

- ◆ MLS
- ◆ Facebook Posts
- ◆ Post Cards
- ◆ Open Houses

My Marketing Plan

- ◆ MLS
- ◆ Facebook Posts
- ◆ Post Cards
- ◆ Open Houses
- ◆ Listing distributed in office
- ◆ Broker Open Houses
- ◆ Social Media Blitz
- ◆ Professional Photos
- ◆ Drone Footage
- ◆ Video Marketing
- ◆ In Depth CMA's
- ◆ Craigslist Ads
- ◆ Detailed Marketing Booklets
- ◆ Feedback from other agents
- ◆ Bi-weekly seller check-in
- ◆ Additional Signage
- ◆ Buyer Match Program
- ◆ Showing Feedback Follow Up



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Get Pre-Certified

The Pre-Certified Program

This system is the best way to get solid offers and simplify negotiations when selling a home. Also, many sellers sell their home 10% faster, and on average, make 2.5% more money on their sale. There is really no reason not to pre-certify your home!

Step 1: Have a home inspection before listing.

Step 2: Provide an HMS home warranty to the buyer.

It's that simple!

Pre-Certified



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Professional Photos

Properties marketed with professional photos sell on average 21 days sooner than homes without! Professional photographers edit and enhance every photo for listings. Often it is just light saturations, but sometimes it involves changing the background, or taking out an unsightly object. This allows us to use the best photos possible to get my proven results.



Just look at the difference...

This home was originally on the market for 5 months with another company. After applying my marketing strategy and having professional photos taken, the home had an accepted offer in 19 days!



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Special Photography



Matterport 3D Virtual Tours provide 3 dimensional views and walk-throughs for your home. This is the future of real estate marketing. I am 1 of only 3 Realtors that offer this in our area.



Aerial drone photography is the leading edge of real estate photography allowing me to get the best photos for your home.

Recommended on large properties and luxury homes, this method of photography puts your home ahead of the competition when it comes to marketing your home for the most money.



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Maximized Web Marketing

92% of home buyers starts their home search online.

Your home will show up on these sites and more!



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Showings



Bringing buyers to your home!

- ◆ Prompt service 24 / 7 / 365
- ◆ Great mobile app allowing agents to book showings online
- ◆ Can black-out times that do not work for you
- ◆ Showings are confirmed via call, text, or email
- ◆ No down time for clients
- ◆ All activity on your home is tracked
- ◆ Option for appointments to be synced to calendar
- ◆ World class support and live chat available



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Your Home's Value

The market value of your homes is not:

- ◆ What you have in the home
- ◆ What you want or need out of it
- ◆ What it is appraised for
- ◆ What you heard your neighbor's home sold for
- ◆ What the tax office says it's worth
- ◆ How much it is insured for
- ◆ Based on prices of homes where you are moving



The true market value of your home is... what a buyer is willing to pay.

Based on:

- ◆ Today's market
- ◆ Today's competition
- ◆ Today's financing
- ◆ Economic conditions
- ◆ Buyer's perception of the condition of the property
- ◆ The location
- ◆ Normal marketing time

SOLD!

How can your home be the one that sells?

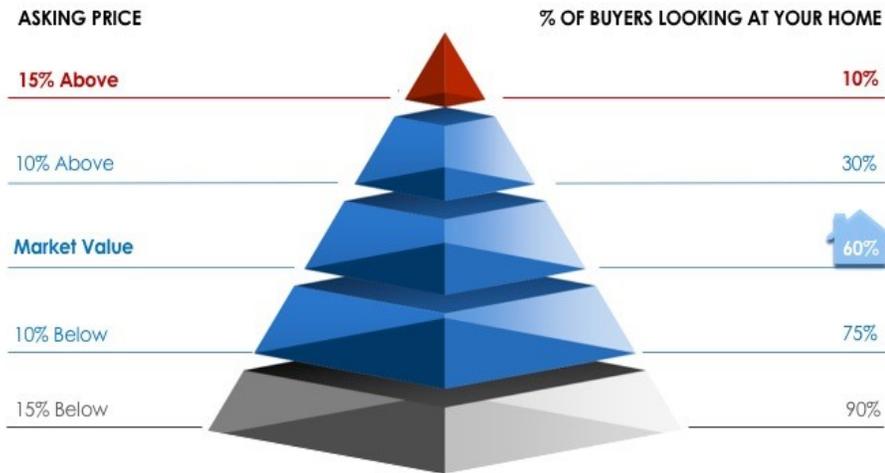
- ◆ Improve its condition
- ◆ Offering good terms
- ◆ Improving the way the home shows
- ◆ Adjusting the price



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The Power of Pricing

Pricing your home competitively will generate the most activity from agents and buyers.

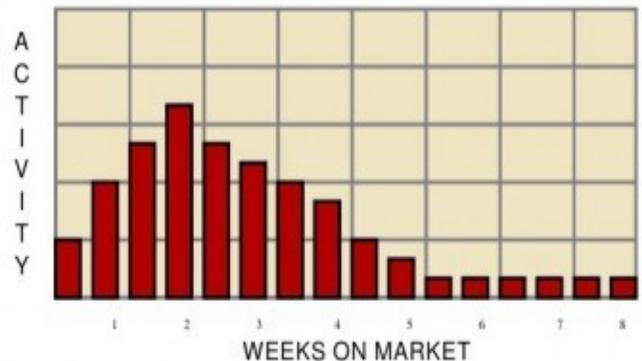


A property generates the most interest when it first hits the market. The number of showings is greatest during this time, if it is priced at a realistic market value.

IMPORTANCE OF PRICING YOUR HOME CORRECTLY PREPARED BY THE **BROKERAGE** OF NEW ENGLAND
BROKERAGENE.COM

Starting with a price that's too high fails to generate excitement and strong activity. This may also make it necessary to drop the price below market value to compete with newer, well-priced listings. Many homes that start out with a high price end up selling below market value.

Selling Price Vs. Timing



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Questions to Ask Your Realtor

- ◆ Will I receive weekly updates on real estate activity in my area?
YES, a detailed report including price changes, houses that have sold, and houses that have gone up for sale.
- ◆ Do you have one of the top 2 relocation firms in the country?
YES, we bring buyers into the Fox Valley on a weekly basis, and we are specially trained to help them buy or sell.
- ◆ How many homes have you sold in the last 12 months?
34; 18 were sellers and 16 were buyers.
- ◆ Can you provide me with a written marketing plan?
YES, a step-by-step plan of action... but be prepared, it's lengthy!
- ◆ How many leads do you generate per month?
Well over 120
- ◆ Do you prospect for buyers on a daily basis?
YES, we have a buyer match system in addition to our other systems.
- ◆ Do you have a full-time staff working to get your home under contract and closed?
YES, 12 hours a day, 6 days a week.
- ◆ Are you a full time realtor?
YES, I am a full time/full service Realtor.
- ◆ How will you communicate with me?
By whichever means works best for you!
- ◆ Will you represent both sides of the transaction?
Only if you and the buyer are comfortable with it.
- ◆ What type of buyer do you see purchasing my home?
That's a tough question... odds are that you and the buyer will be very similar in some ways.
- ◆ What is the process moving forward?
*You decide that I can serve you best. Then we complete contracts.
Next comes the 'Just Listed' sign, photos, & our marketing plan in motion.*

Questions for Our Next Meeting

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Testimonials



“We felt that the lines of communication were always open between us and our agent. We were extremely pleased at the guidance and assistance we received. Dylan was positive and easy to work with!

-Daniel & Marissa

“With my husband and I being a military family stationed in Germany - The Riesterer Team have been more than we could ask for in an agency. They made the sale of our condo very smooth and easy for us and were always on top of things and returned our calls immediately. It was such a peace of mind for us to find folks that we could trust. Dylan and his team were great to work with. I would definitely recommend First Weber and Dylan in the future.”

- Keith & Kim

“Dylan is very professional and comes across sincere without being too pushy. I am very pleased with the job he did for us.”

-Pat

“Our agent did an awesome job. He gave great advice and got us top dollar!”

-David & Billie



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