



MARKETING TO SOLD

Brenda and Willie Gonzalez



Who are we?



Brenda and Willie Gonzalez, are the G Force of Lake Havasu City Real Estate!

Buyers: We give you peace of mind with a home warranty for the first 13 months you own your home. We believe in fun. We believe in getting you a great deal. We believe that you will send your friends and family to us after your sale because of the TRUST we establish.

Sellers: Everyone has a deal for you and we will match it. Tell us how you would like us to work for you.

Choose us, choose our experience, choose our market knowledge and see why we are ALWAYS in the top percentage of agents in town.

Mission Statement

Be a Lake Havasu real estate leader, achieving our goals by helping others achieve theirs while building a base of loyal repeat clients.

Our Beliefs:

- We believe in answering our phone as close to 100% of the time as possible.
- We believe in relationships with our clients and building trust.
- We believe in keeping current with technology.
- We believe that to do a great job as a Realtor you must be FULL time.



Brenda and Willie Gonzalez 928-846-6044



Want proof of production?

We are always Top 10% of Lake Havasu Teams and RE/MAX Top Performers

- RE/MAX 100% Club every year
- RE/MAX Platinum Club 2016 and 2017
- 15 years' experience and counting
- RE/MAX Hall of Fame



Ethical Agreement

Under our listing agreement we have fiduciary duties of loyalty, obedience, disclosure, confidentiality, and accounting in dealing with you, the seller. We take this oath seriously.

Pictures

Every home gets Expert Rated Professional Photography and thoughtful presentation. We have a few stand-by professionals (we prefer Daniel Parks) and are flexible if you have a preference.

Virtual Tour

Most Havasu buyers look on the internet for some time before they plan a visit. The virtual tour allows a buyer a choice to look at static pictures or tour the property and share the tour with friends and family. These tours are wildly popular.

We use Tour Factory. A link to our current tours can be found here:

www.brendaandwilliegonzalez.com



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Showing Instructions

Together we can work out a plan to make the showings as easy as possible for both you and the potential buyers.

.Peace of Mind

We will give you a FREE Owners home warranty for the duration of your home listing with us that is good up until close of escrow.

The MLS (Multiple Listing Service)

The MLS is the first step to internet marketing. The listing of your home is syndicated to many places from our local MLS.

We don't leave off the details! It is amazing how details make a difference. Maybe the buyer wants a specific sun orientation or they want to know the garage square footage. Everyone is different. If there is a box to complete it gets done! If you have extra parking we measure to sell this added value. Buyer are searching the internet and we want them to save your home to favorites.

Syndication on Internet

Get them in the door. Buyers usually look though as many as 50-100 pictures of homes for sale before they buy. They are all over the internet doing preliminary shopping. As they look at these pictures they say yes or no to what they want to see when they come to town.

If they have what we call a shopping cart which is an option a realtor can set up they might delete your house and never even see it because it may not make the "must see list" of homes.

WE DO FACEBOOK!





Examples of most popular sites for syndication.



Other Sites:		
AOL Real Estate	ApartmentList	BidSelect
BuyerHomeSite.com	Chase My New Home	eLookyLoo
eppraisal	FindAPlace4Me by VisualTour	Foreclosure.com
FreedomSoft	GovListed.com	Guidance Realty
Harmon Homes	Home2.me	HomeFinder.com
Homes By Lender	Homes&Land	Homes.com
HomeTourConnect	HomeWinks	HouseHunt.com
HUD Seeker	ImagesWork by CirclePix	Juwai
LakeHomesUSA	LandAndFarm	LandWatch
LearnMoreNow.com	LiquidusMedia	LotNetwork
MobileRealEstateListings by Dee Sign	New Home Source	Property Pursuit
Property Shark	RealEstateCentral	RealQuest Express
RealtyStore	RealtyTrac	RentRange
Showing Suite	The Real Estate Book	USALifestyleRealEstate
USHUD.com	Vast	XiLi Mobile
Zillow Real Estate Network		

ABC (always be changing)

The market changes and we change too. Each week we look at the data of internet shoppers Vs feedback from agents who are showing our listings.

We review the feedback against the story we are telling about the house. We make changes as necessary to set the right expectations. We need more than showings we need offers so we constantly analyze our marketing plan.

We NEVER put a listing story out to the public and just ignore it. We take the feedback from showings and adjust the story (MLS public note section) based on how to better target your audience. Each story is different and each story can change.





Custom Marketing

Each property has a unique marketing plan. Each home or property has a specific target market and it is our job to find that niche for you and sell for the highest amount of money possible. Some of the options we have for your home are:

- Provide Comparative Marketing Analysis. This will assist us in deriving the list price for today's market
- Help you create a Stage to sell your home FASTER
- Professional Photographs of the interior and exterior of your home
- Virtual tour to be placed in the MLS
- Professional Sign
- Film a walk through HD Video
- Get social: advertise on social media
- Internet marketing of all major sites such as Zillow, Trulia, Realtor.com, ReMax, and our personal websites
- Have disclosure documents available for potential buyers
- Market your neighborhood with just listed flyers or postcards
- Depending on time of year schedule open house
- Request feedback from all showings
- Provide a marketing report weekly or as soon as possible
- Represent you when presenting offers and negotiating price and terms

Turn up the Volume/Stage it 2 Sell it Checklist!

Buyers only know what they see not what it is going to be. We will help you Stage it 2 Sell it!

FREE: We will help you stage your home using what you have to show off the features we want the buyer to notice based on our knowledge of the market and buyer needs.

FREE: Seller Home Warranty during the term of your listing.

General Comments

Buyers only know what they see, not what it is going to be. How does it look right now?





Stand on the curb and look at your curb appeal. How is the buyer going to perceive it?

Inside stand in the doorway of each room and complete an honest assessment of how you think a stranger off the street will look at your home. They will have no emotional attachment unless we give it to them and make our marketing product the best of its category.

- ☐ Check all light fixtures and fans. Are they working properly? Replace burned out light bulbs. Increase the wattage of bulbs to bring in more light.
- ☐ Turn on all lights for showings.
- ☐ Repair and repaint all cracks in walls and ceilings.
- ☐ Repair or replace broken light switches or plates.
- ☐ Clean anything dirty including baseboards and vents.
- ☐ Keep all blinds open during the day to show the light

PRE-STAGING WALK THROUGH

You have decided to sell your home. It is time to transition from it as your home to just a house and a marketing product. This product will have features and benefits.

Do you have collectables or too much stuff? If so packing can be started now and you have a jump on the work needed to move.

The way you live in your home and the way we market and sell your house are two different things.

Setting the Havasu Stage

Front Curb Appeal

There is a saying at stagedhomes.com "If you can't see it you can't sell it" so having too much landscaping can be a detriment as well. You say lush and shade but your Realtors job is to get to those internet buyers. If they can't see the house they might pass it up because they don't see the personality of the house. We need to show the house and not just the landscape.

- ☐ Rake the rocks and freshen the landscape
- ☐ Remove and/or replace anything dead and trim the rest
- ☐ Repaint trim around garage doors, windows or front door





- ☐ Never allow your home to be listed in the MLS until the front pictures can pull people in.
(We can list with your permission to keep the home off the market until it is ready)
- ☐ Power wash or hose down front entryways and make sure all bat droppings are cleared
- ☐ Front seating areas must be clean, refresh with new pillows if needed. A pop of color is always great in the pictures.

If you have plants that are up against the house a home inspector is going to call that out as it creates moisture against the foundation and walls. This is a good time to have those removed.

Living Room

Think model homes. Less is better. You want to remove your personal items and clutter so that the buyer can mentally move in. They need to feel imagine their own stuff here so minimize the distractions.

- ☐ Remove extra furniture
- ☐ Rearrange to highlight the features we want to sell in the home
- ☐ Show the light by increasing wattage where needed in the lighting
- ☐ Make sure fans or light fixtures are all in good working order

Dining Room

- ☐ Show this area for its use
- ☐ Remove extra table leaves and chairs to show more space
- ☐ Remove any collections

Kitchen

This room plus the bathrooms are the most important rooms to most home owners therefore extra attention should be paid to these spaces.

What can you live without? Don't forget you are moving soon. Clear off all items that you do not use daily. The only exception to this clear it out rule is a few decorative items.

- ☐ Repair any tile or countertops that have been damaged
- ☐ Clean gout with bleach if stained
- ☐ Remove all magnets, drawings, and calendars from the refrigerator
- ☐ Clean the stove top and oven.
- ☐ Replace old burner pans
- ☐ Clean all exhaust fans, filters and hoods





- ☐ Minimize the amount of stuff in the decorative shelves, take it all down, clean it and minimize
- ☐ Keep the sink clean and empty daily
- ☐ Make sure faucet is working and has no drips, fix them if they do
- ☐ Clear everything off the window ledges
- ☐ Pack up any collectables
- ☐ Odor can be a turn-off to the buyer so make sure you keep the air flowing
- ☐ Move pet dishes out of the way for buyers walking around the room

Bathrooms

No need to remind people what these rooms are about.

- ☐ Hide the toilet bowl cleaner brush and all cleaning products
- ☐ Place all makeup and personal items in a drawer
- ☐ Remove things that say germs such as toilet lid covers and those rugs that circle the toilet.
- ☐ Remove all rugs here if you can because they chop up the room
- ☐ Keep the toilet lid down everyday
- ☐ If your shower curtain is dated or moldy replace it.
- ☐ Fresh towels with a pop of color will make your room stand out
- ☐ Repair any chalking needed

Bedrooms

- ☐ Make the bed every day
- ☐ Reduce the number of items on the bedside tables
- ☐ Keep closet doors closed and laundry off the floors
- ☐ If your bedspread is devoid of color think about a new one or a throw to add color
- ☐ Reduce the number of pictures to a minimum

Garage

- ☐ Sweep and organize but it is okay to store your packing here neatly in boxes.
- ☐ Always keep your garage door down
- ☐ Keep the gars in the garage if possible





You are not on your own here. I am trained and will help you get your house ready. The items listed are intended to get you started but I will not leave you on your own. We can walk through your house together and I can share what from a buyer perspective I see.

Get the most money in the shortest amount of time, Right Price

We have 15 years collectively in Lake Havasu City Real Estate. Our job is to use our knowledge and do our best to suggest a price that we believe the market is willing to pay for your “product”. Your home, **now your marketing product** deserves to be treated as one of, and maybe the most asset you have.

- No matter your investment
- No matter what you need to get

The market is going to decide if your price is right for them. Simply put, this is the most important **business decision** you will likely make this year.

Try to adjust from thinking of it as your home to thinking of it as a marketing product. It is now all about the buyer. You might love certain things about your home but as a marketing product what things are going to appeal to your market? Don't take it personal but the new people may love different things than you do.

Objectively look at your product for sale as you make the decision to sell your home and help set your price compared to other similar homes.

You get the most money in the shortest amount of time by grabbing the emotion of the buyer. Make them want your product. Make them feel it is theirs. Make them feel home.

Statistics show that the first few weeks on the market are your highest opportunity to get the most money and the most attention.





Put the Power of The G Force to Work for You Today and get this sign on your house!