

SELL YOUR HOME AT THE TOP OF THE MARKET!

The MAXIMUM PAYOFF GUIDE *For Sellers*



PEGASUS
PROPERTY GROUP

100s

OF RESOURCES
TO HELP YOU MAKE MONEY
WHEN YOU SELL YOUR HOME

The MAXIMUM PAYOFF GUIDE

For Sellers

For most people, the sale of their home is the most important financial transaction of their entire life.

Who you select to represent you in this transaction can have a tremendous effect when it comes to getting what you deserve from the sale of your home. The information in this guide will help you make the right choice in a Realtor. A Realtor that will do all they can for YOU.

Many Realtors think their most important job is satisfying the customer.

We do not believe in working with customers; we believe in taking care of our clients. What is the difference?

Customer A person who purchases a good or service from another

Client A person that depends on the protection of another

Many agents strive for customer satisfaction, but on our team satisfaction is not enough. We work constantly to improve our systems and processes. And as a result, we go well beyond the standard level of service provided by most Realtors. We're obsessed with serving our clients in a way that leaves them feeling thrilled by our team, not merely satisfied by it.

The Pegasus Property Group is built on a strong foundation of core values and purpose. We operate in a fun, exciting and challenging environment that helps all of us achieve our goals. Each of our staff members and agents are dedicated to teamwork, self-improvement, positive attitudes and most importantly, a passion and drive to surpass the expectations of every client who does business with us.

Our main objective is to provide you as a seller the most amount of money in the least amount of time and with the fewest hassles. Our unmatched expertise, phenomenal service and aggressive marketing allow us to achieve that goal time and time again with our clients.

There are many factors involved in selling a home, but it really boils down to four things: **Aggressive marketing, a sound pricing strategy, knowing the numerous options that are available to you, and finally, having an agent who is fully invested in your best interests.** This guide will cover these elements in great detail, so grab a cup of coffee, kick your feet up, and prepare to be blown away!



Lakewood
Ranch

941-726-8750

Sarasota/
Bradenton

941-777-3138
SRQhomesellers.com

WHAT ARE YOUR **GOALS** WHEN SELLING YOUR HOME?

- ❶ That my home will sell!
- ❷ That I get the most money for my home.
- ❸ That it sells in a reasonable amount of time.
- ❹ That the whole process is smooth and enjoyable.
- ❺ That I receive consistent communication.





54.1%
OF HOMES

EXPIRE
OR ARE
WITHDRAWN

In today's ever-changing Real Estate market, you need every possible advantage to sell your home for top dollar.

This year, less than 50% of the homes listed have sold. That means your Realtor, their track record and their experience are more important than ever.

We study the market daily so we can help advise our clients to make the best decisions, opt for the most effective improvements and set the best price that will attract the most potential buyers. These are 4 of the major factors that affect your sale:

- ✓ *Location*
- ✓ *Condition*
- ✓ *Pricing Strategy*
- ✓ *Exceptional Marketing*

We cannot change your location, but what we can do is advise about how your home can show in the best condition possible. We can also expertly help you price your home correctly. Finally, we will provide you with the most proven marketing strategies in the business.

Selling one of your largest investments is a huge step and the right Realtor can make the process quick and easy. Don't list your home with someone who will let it expire. Hire the Realtor that will get it sold in the least amount of time for the most amount of money!

"Matt Bohanon went above and beyond what you would expect from a realtor.

His knowledge and expertise is second to none! With no question I would recommend Mike Wall with no hesitation!"

-Dan & Missy McClure

Lakewood
Ranch

941-726-8750

Sarasota/
Bradenton

941-777-3138
SRQhomesellers.com

HOW TO RECOGNIZE INEFFECTIVE REAL ESTATE PRACTICES

Real Estate has been practiced for over 100 years and this is the way most agents operate today...

- ❶ Advertise themselves
- ❷ Place a sign in your yard
- ❸ Create a flyer for your property
- ❹ Post your listing on the MLS
- ❺ Use an unpredictable SHOTGUN marketing approach
- ❻ Try an Open House
- ❼ Price your home based on CMA
- ❽ Utilize an OUTDATED Comparative Market Analysis
- ❾ Provide you with no communication

These traditional methods in real estate have proven less and less effective as times have changed. In today's market, you need an expert with the knowledge and experience to get your home sold. We utilize the latest technology, consumer innovations and a unique team system to market your home for all it is worth and get you what you deserve.

THINK ABOUT THIS

Would you entrust your life to a surgeon who only had 11 successful surgeries and still practices with equipment and knowledge from 1950?

If you and your family were about to vacation overseas, would you trust a pilot who flies just once or twice a year and who doesn't understand the proper way to use aviation technology?

In Real Estate, there are well known facts about how most agents conduct business. The pitfalls are typical and unfortunate.

MOST AGENTS...

Promise too much to too many customers, and therefore lose focus.

Have little or no support staff and end up wasting time, energy and money.

Sell very few properties due to lack of efficiency.

Have very limited resources.



"We thought our house would never sell and after listing with Mattt we couldn't believe how much exposure our house got. I'll tell anyone I know who's seller their house that Matt is the man to get the job done..."
– McKinley & Mendy Cokes





WHY HOMEOWNERS

DON'T

GO BACK TO THE SAME

Real Estate Agent

According to the National Association of Realtors Profile of Home Buyers and Sellers, 69% of all homeowners DO NOT go back to the same Realtor! Why?

- ❶ Lack of Communication
- ❷ Too many promises, nothing delivered
- ❸ Little to no marketing of my home
- ❹ Priced my home unrealistically
- ❺ Hard to get in contact with
- ❻ No advice on how to stage my home
- ❼ Less experienced than what they appeared
- ❽ Most buyers they brought weren't qualified
- ❾ Lack of professionalism
- ❿ Failed to keep me up to date on the market
- ⓫ Didn't show my home
- ⓬ Too busy for me
- ⓭ Didn't listen to what I wanted
- ⓮ Poor negotiating skills
- ⓯ Sold my home for too low a price
- ⓰ Left out important details
- ⓱ Lack of representation
- ⓲ Too pushy
- ⓳ My home never sold
- ⓴ Didn't do anything I couldn't have done

"Matt worked hard for us. We were from out of state and had a short time to look at houses. We ended up in the perfect house and Matt was very helpful getting us here!"
– Boyce & Downi Fish

Lakewood
Ranch
941-726-8750

Sarasota/
Bradenton

941-777-3138
SRQhomesellers.com

25 CRITICAL QUESTIONS YOU MUST ASK YOUR Realtor

It's important to know the track record of the agent who is going to take care of one of your largest investments. Ask another Realtor these questions to see who will do the most for you!

- ❶ Where does your Team Rank in Florida? *In the top10%*
- ❷ How many homes have you sold in your career? *Over 300*
- ❸ How many combined years of experience on your team? *Over 30 years*
- ❹ What is your list price to sales price ratio? *Over 98% (vs 93% for avg agent)*
- ❺ What percentage of your listings sell? *Over 95% (vs <50% for avg agent)*
- ❻ How many home buyers are you working with? *Over 900*
- ❼ How much do you spend on marketing each month? *\$4,500 (vs <\$200 for avg agent)*
- ❽ On average, how long does it take a listing to sell? *45 days (vs 95+ for avg agent)*
- ❾ Do you have a partnership with a nationally acclaimed Home Staging Company? *Yes*
- ❿ How many homes did you sell in 2015? *41*
- ⓫ How many homes will you sell this year? *> Over 65*
- ⓬ Are you FULL TIME? *Yes*
- ⓭ Do you specialize in existing home sales? *Yes*
- ⓮ Are you registered as a Relocation Specialist with all major relo companies? *Yes*
- ⓯ How many staff do you employ? *4*
- ⓰ Do you have a marketing plan with you right now? *Yes*
- ⓱ How many steps are there in your marketing plan? *151 complete steps*
- ⓲ Do you hold Open Houses? *Yes, everyday!*
- ⓳ Do you have a Prospect Management System? *Yes*
- ⓴ Are you an Expert Negotiator? *Yes*
- ⓵ Do you work with multiple preferred lenders? *Yes*
- ⓶ How are you ranked nationally? *In the top 10% of Realtors nationwide*
- ⓷ Do you control marketing or does your broker? *I do!*
- ⓸ Can you sell my home? *Absolutely!*
- ⓹ How soon can you start? *Now!*

GETTING HOMES

Sold



How important
is the number of homes
your Realtor sells per year?

Success in Real Estate equals getting homes sold. The track record of
your Realtor is the only measure for future performance.

While the average Realtor only sells 4 homes every year,
The Pegasus Property Group averages over 40 homes per year.



Sells 40+ homes per year!

Average Agent only
sells 4 homes per year!



Lakewood
Ranch
941-726-8750
Sarasota/
Bradenton
941-777-3138
SRQhomesellers.com

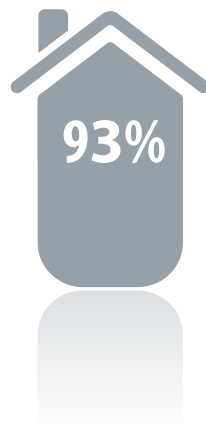
GETTING YOU **MORE** *Money*

When you list your home, how close will it sell to the original asking price?

When you hire us to market your home and negotiate your contract, we will net you **MORE MONEY** for your home than other Realtors in the area.



Average
Agent



We focus on Proven Principles for selling Real Estate for more money than the average agent. Our proven, repeatable marketing system will get your home sold for the most amount of money, in the least amount of time and with the least amount of hassles.



A GUARANTEED MARKETING *Approach*

Our team approach employs proven systems and resources to aggressively market and sell your home.

Why? Because we work in an environment that demands quality service and guaranteed results. Therefore, we expertly handle every detail from initial contact to closing. Each person on the team has a specific responsibility to you, our client, in the process of selling your property. Our team approach makes the possibility of getting your home sold fast, and for top dollar, a REALITY.

EXPERT ADVISORS

Based on our industry research surrounding indisputable laws of selling real estate in a new market, our system focuses on critical points and marketing that ensures your home sells for the highest price during the peak marketing time frame.

ADVANCED PROPERTY MARKETING SYSTEM

Our exclusive marketing system is built and designed around the principles that govern best practices in other industries. By applying these principles, we are able to maximize the saleability of your property.

PROFESSIONAL COPY

As critical marketing professionals we recognize the need for professional copy. This best conveys the beauty and emotion of your home. That is why we only use the most professional copy in all of our advertisements.

EXPERT NEGOTIATORS

All of the marketing in the world is useless if we can't successfully negotiate a win-win deal for all parties, especially you, our client. By ensuring it is a win-win situation, we increase all parties commitment to a successful closing.

SOCIAL & MULTIMEDIA MARKETING SYSTEM

We all understand that social media has overtaken traditional internet traffic in it's effectiveness to reach the consumer. This means better exposure for our clients' homes. We are prominent on LinkedIn, Facebook, Twitter, YouTube, Pinterest, Google+ and other social platforms where 90% of your audience is.

"Matt Bohanon is an excellent agent who set up showings for me to over 30+ houses over an 18 month period. He also gave great advise on pricing and closing. If I am buying another house, Matt will definitely be my agent."

– Michael Hardman

Lakewood
Ranch
941-726-8750

Sarasota/
Bradenton

941-777-3138
SRQhomesellers.com

Advanced

LEAD MANAGEMENT SYSTEMS

Our Innovative “Buyers-In-Waiting” Program gives buyers priority access to hot new listings that match their home buying criteria.

Our “Best Fit Leads” and “Opportunity Wall” allow us to find buyers registered in our database that may be a potential fit for your home.

DASHBOARD

Suggested Leads

- Follow Up:** Emily Cobb - Follow up 7/2... (January 21, 2014) | 937-253-0547, Miamisburg, \$175K
- Hottest Leads:** Laura Reich - Last logged in 10... (October 8, 2014) | 614-560-2000, Kettering, \$339K
- Stitchanie Drake:** Last logged... (October 8, 2014) | 937-381-7590, Dayton, \$19K
- Lito Hernandez:** Last logged i... (October 8, 2014)
- Erika Essler:** Last logged... (September 21, 2014) | 937-846-3568, Centerville, \$111K
- Brian Milward:** Last logged... (September 22, 2014) | 937-219-0454, Centerville, \$179K

Tasks & Reminders

Tasks: No tasks

Plans: No tasks

Active Tasks: No tasks

Stats

Statistics

Metric	Value
TOTAL LEADS	358
CINC LEADS	345
NEW THIS MONTH	31
NEW LAST MONTH	89
UNWORKED	10
HIGH QUALITY LEADS	51
HIGH VALUE LEADS	63
AVERAGE RESPONSE TIME (MINS)	0

Last 30 days

LEADS

Overview Add Lead Export Import Dealer Setup Dealer History MORE + SEARCH ALL LEADS

Mass Actions: Apply Label, Remove Label, Add to Pipeline, Set Lead Status, New Mass Message, New Voice Blast, Reassign Agents

Saved Filters: Edit Create

Filters: Reset

- Keywords
- Status
- Contact Validity
- Registration Date
- Source
- Median Price

Name	Registered	Last Login	Last Touch	Follow Up	Activity	Info	Agents
Jon Foreman 637-760-3405 jforeman200@gmail.com	33 MINS google Kettering	6-12 1 total	n/a	n/a	1 ? 0 0 0 0 0 0 0 0	N	Mike Wall Unassigned
Jonathan Ca... 937-705-0515 jcaimpey@t390	2 HOURS www.pearl... Dayton	6-12 1 total	n/a	n/a	1 ? 0 0 0 0 0 0 0 0	Y	Mike Wall Unassigned
Laura Reich 614-560-2000 lreich@realestate.com	3 HOURS google Kettering	12-24 1 total	n/a	n/a	1 ? 0 0 0 0 0 0 0 0	N	Mike Wall Unassigned
Rachel Jay... 614-440-8394 rjayce@att.net	5 HOURS www.pearl... Tipp City	4 HOURS 3 total	n/a	n/a	1 ? 0 0 0 0 0 0 0 0	N	Mike Wall Unassigned
Kee Jones 513-824-3175 keejones@earthlink.net	10 HOURS google Dayton	1 HO... 1 total	n/a	n/a	1 ? 0 0 0 0 0 0 0 0	N	Mike Wall Unassigned
Mike Zentgraf 937-520-1234 mikez@ymail.com	17 HOURS searchla... Xenia	1 HO... 2 total	n/a	n/a	1 ? 0 0 0 0 0 0 0 0	Y	Mike Wall Unassigned
Sarah Howell 937-748-0202 sarahhowell@aol.com	19 HOURS google Miamisburg	8 HOURS 1 total	n/a	n/a	1 ? 0 0 0 0 0 0 0 0	Y	Mike Wall Unassigned
Allison Beck 937-293-1550	22 HOURS	21 HO...	n/a	n/a	1 ? 0 0 0 0 0 0 0 0	N	Mike Wall Unassigned

Per Page: 25 Showing 1 - 25 of 327

Contacts/Prospects

120 contact(s) found in Prospects

0 checked

Active Inactive (13)

Create New Contact Merge Leads Matched

Search by Name, Code or Email

Group / Prospects (120)	BUY	NET
Angela Thomas	BUY	NET
Aquiline Christine	BUY	NET
Bessie Janet	BUY	NET
Baxter Ben	BUY	NET
Bouquet Sharon (200909)	BUY	NET
Beyrood David	BUY	NET
Bonham Marlene	BUY	NET
Brea Eric	BUY	NET
Bubala Janice	BUY	NET
Burk Johnnie	BUY	NET
Burr Kathleen	BUY	NET
Carter Andrea	BUY	NET
Carter Jacquelyn	BUY	NET
Cass Dee	BUY	NET
Cash Tam	BUY	NET
Cham Chad	BUY	NET
Cifley Shane	BUY	NET
Cook Donna	BUY	NET
Cornel George	BUY	NET
Couch Al	BUY	NET

[illegible]

OPPORTUNITY WALL

With our dashboard of registered buyers we can see if any buyer who has visited our site has EVER showed interest in your home.



WE MAXIMIZE EFFECTIVE REAL ESTATE *Web Technology*

"My husband and I needed to sell our house quickly. Matt Bohanon was very knowledgeable about the real estate market and specifically about our neighborhood. He was able to sell our home in a little over one month for the price that we wanted. He was both professional and forthright in our dealings with him. In addition, he is very personable and willing to go the extra mile when necessary. I highly recommend Matt to anybody selling their home."

- Tom & Sheila Sutphin

The industry's leading lead syndication site.

In order to obtain the farthest reach for your home, we utilize the most advanced syndication network, Listings2Leads ("L2L"). The L2L Network is the Industry's leading syndication site.



Lakewood Ranch
941-726-8750
Sarasota/Bradenton
941-777-3138
SRQhomesellers.com



MAXIMIZING SOCIAL

MEDIA *Marketing*

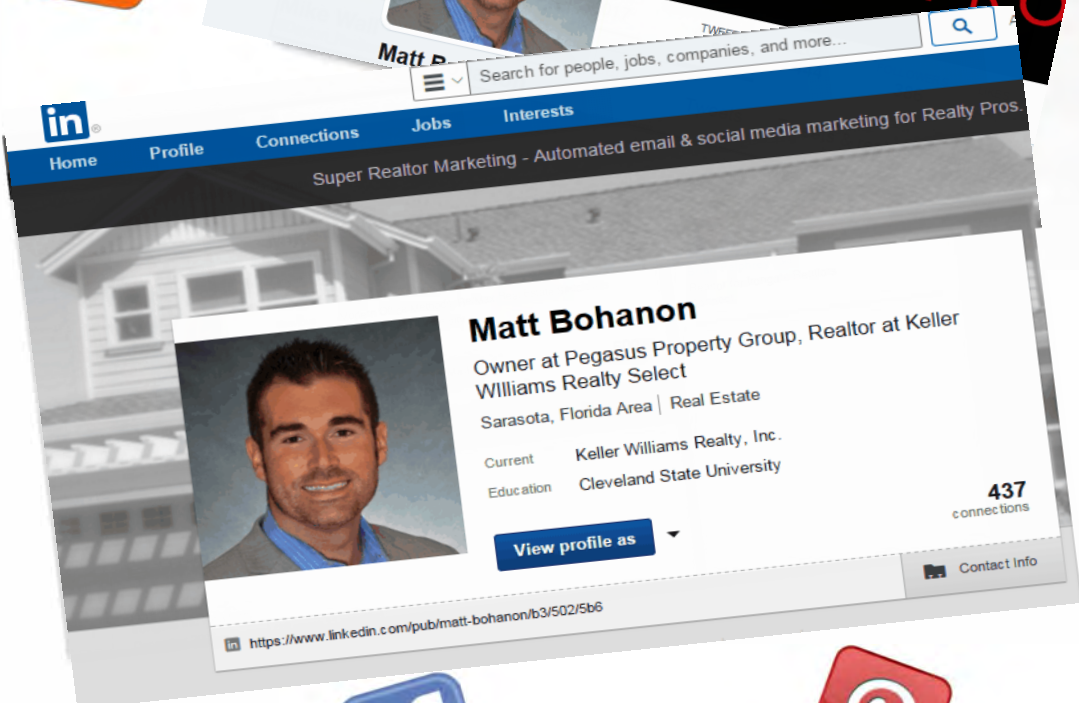


LinkedIn

facebook



twitter



You Tube



kw
KELLERWILLIAMS.

MULTIPLE LISTINGS

Done right!



When we post your property on local MLS systems, we make sure the description is engaging and the photos present your property in its best light. We have our own professional photographer and experienced graphic designer on staff to assure that your property is shown in the best possible light right from the start. We get it done right!

"Matt is a realtor I both trust and respect. I trust him to give me all the information and listen to my needs, then give me the options to make a good decision. He not only assisted in finding a home, but I used him to sell it several years later."

– Eric Hoover



Lakewood
Ranch
941-726-8750

Sarasota/
Bradenton

941-777-3138
SRQhomesellers.com

WE INSTALL MULTIPLE

Yard Signs



JUST LISTED
941-726-8750

- With multiple signs in your yard, we are able to attract more drive-by buyers and help them with their home search and financing options immediately.
- Our VoicePad sign provides buyers with much more detailed information about your home.
- Our Everyday Open House sign generates traffic too!



MULTIPLE PROFESSIONAL PROPERTY Photos



When searching for a home, buyers make decisions based on what they see.

If your home is being advertised without property photos, it is overlooked 75% of the time. Buyers want to see what they are getting and the more pictures they see, the better. You can have the best description in the world but without pictures, your property will not sell.

We understand how buyers think and where they look to find their perfect home. 94% of buyers begin their search for homes on the internet and most search through pictures before reading descriptions. We know buyers will stop and look at multiple professional photos. It's important to understand what the buyer is looking for and we want to show them every aspect of your home.

BENEFITS TO SELLERS

We post multiple property photos in all of our internet advertising as well as on property brochures to give buyers the full spectrum of your home.

We create a virtual tour and YouTube video so buyers can feel like they are in your home.

By posting the maximum number of photos on the MLS, we get buyers and other realtors interested in YOUR property.

We'll take photos inside and out to show what your home has to offer.

BENEFITS TO BUYERS

Buyers get to see your home from every aspect through the multiple photos posted online.

Buyers are more apt to see a home in person after liking what they see online.

"Funny thing, I have not personally met Matt Bohanon, but he sold my home! We needed to sell in a difficult market. Our home had been on the market for a while and our family was split between two states. We even needed to work through a difficult relocation agency. Matt was helpful and very personable. I liked the way he took a personal interest and worked hard to sell our home. Thank you Matt for getting our family back together." – Gary & Sheryl Dennis



QUALITY LEAD CONVERSION

PROBLEM

Even if an agent markets homes online and in print, their lead response process is just as critical to getting buyers to ultimately view their listings. **NAR reports that the average response time to an internet lead is 16 hours with 32% of all leads never being responded to at all!** Is this how you would want interested buyers treated when inquiring about your home?

SOLUTION

Our revolutionary websites convert interested buyers into hot leads at a rate that quadruples the average website. We generate hundreds of internet buyer leads and hundreds of sign calls leads each month. **The Pegasus Property Group has full time buyer specialists taking incoming calls from potential buyers and they make calls to prospective buyers.** Our lead response time is typically under five minutes within the hours of 8am-9pm, seven days a week. Our system for attracting buyers plays a huge role in the sale of your home.

Seller's Benefits

- Our lead conversion program will bring you more interested and qualified buyers.
- We have leads sent to our agents via text, email and phone as soon as they are received for immediate response.

Buyer's Benefits

- Potential buyers have complete access to see any home while getting the answers they want quickly.
- With our lead conversion, buyers get the response they need to make the decision to buy.



BUYER'S ADVANTAGE *Program*

PROBLEM

Did you know 90% of home buyers are not interested in the home the Realtor wants to show them? That's because usually it's the real estate agent who picks the homes the buyer will view, and that is a waste of everyone's time.

SOLUTION

When we talk to prospective buyers, they are entered into our client database along with their home buying criteria. Our unique computer system sends potential buyers the information on homes that match their criteria as soon as the property becomes available. We regularly contact a large group of buyers, many of whom are potential purchasers of YOUR PROPERTY.

Seller's Benefits

- Your home is in front of a large group of qualified buyers that are very interested in purchasing.
- The mailings to our "Buyer Advantage Program" group are very select and represent a powerful way of representing your home to this group.
- This service builds buyer loyalty, giving us serious prospects to bring through your home.
- We work with buyers to ACTIVELY sell your home.

Buyer's Benefits

- Buyers receive regular updates on all the homes that match their criteria.
- After previewing the material, buyers can select which homes they are interested in viewing.
- The service is absolutely FREE and obligates buyers to nothing. We even offer buyers of your home a Buyer Satisfaction Guarantee.

Lakewood
Ranch
941-726-8750

Sarasota/
Bradenton
941-777-3138
SRQhomesellers.com



AMAZED AND DELIGHTED Clients

real satisfied
Date: 02-Feb-2014
Agent: Mike Wall
Client: Matt & Denise M

Demographics
Question: Male
Answer: 50+ years

Marketing Source
Question: Not Selected

The Sale : Information
Question: Did you purchase another property prior to this Sale?
Answer: No

Appraisal : Factor of Influence
Question: Sales history in the area
Answer: Excellent

Other Broker Staff : Performance
Question: Performance of other Broker staff
Answer: Excellent

Overall Satisfaction
Question: Overall satisfaction regarding the Sale
Answer: Excellent

Recommendation
Question: Would use Broker's services again
Answer: Agree

Testimonial
Question: Would you like to provide a testimonial for Agent?
Answer: Yes

Testimonial Text:
For over 4 months, I attempted to sell my home with another agent. Mike had the most comprehensive "multimedia" marketing plan I had ever seen from any real estate agent. We immediately had increased activity and within 10 days, to the most difficult market we've seen in over 10 years. Mike sold my house for 99% of my asking price.

Testimonial Signature: Larry Boelsen

Testimonial



real satisfied

Matt Bohanon helped us find our first home. Eight years later he was able to sell that home (in 9 days I might add). He assisted in sending us multiple listings, took us through several homes, and helped us negotiate the purchase our second home. He is super knowledgeable and brings to the table only listings that fit your criteria. He has a great eye for detail and if anything looks out of sorts. I will continue to use his expertise and have already recommended him to others.



kw
KELLER WILLIAMS.

"Matt is one of the best real estate pros I have ever work with. He is a truly caring individual. His hard work and perseverance are impressive and he is always looking out for his clients."
– K. Dougherty



The Pegasus Group

Lakewood Ranch 941-726-875
Sarasota/Bradenton 941-777-3138

SRQhomesellers.com



PEGASUS
PROPERTY GROUP

kw

KELLERWILLIAMS.

