



Preparing for a Successful Sale

Rick Bryant
RE/MAX Select Group

WELCOME

I realize that you have a choice when hiring an agent to help you sell your home and truly appreciate the opportunity to present my proven approach and the results I've achieved for my clients. As your agent, there are several services you can expect me to provide, including:

- Accurately pricing your home.
- Enhancing the perceived - and real - value of your home, enabling you to command a higher asking price.
- Providing unmatched marketing including professional photography, video, and custom property web sites.
- Securing a qualified buyer within your specific time frame.
- Helping you avoid the two main reasons sales fall apart - low lender's appraisals and problems with the home inspection.

Regardless of the price of your home, when you hire me as your Realtor, both you - and your home - will be prepared for a successful sale.

Warm Regards,

Rick Bryant
Realtor
RE/MAX Select Group



About Rick

A south Florida resident since 1999, Rick goes to great lengths to show his clients all the area has to offer. Savvy and sharp with a "service-driven" approach and an easy-going attitude, Rick guides his clients from vision to reality with ease, removing the stress from the process.

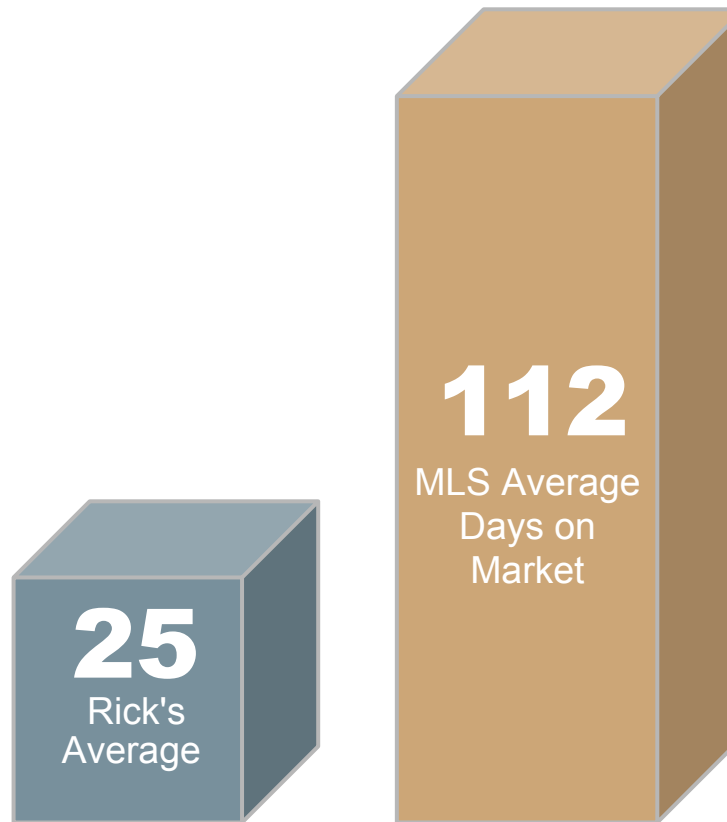
Leveraging a decade of experience working with high end clientele in the music industry, Rick is known for outstanding client service, 24/7 availability, tech savvy marketing techniques and as a skilled negotiator who fights for his clients best interests. Rick tailors the home buying and selling experience to the personal needs of each of his clients. He treats every client relationship as one that will last a lifetime, and thanks to his attentive, personalized service, many often do.

When not helping clients, Rick is an avid outdoorsman and enjoys spending time with his family exploring all that South Florida has to offer.



Rick's Track Record of Success

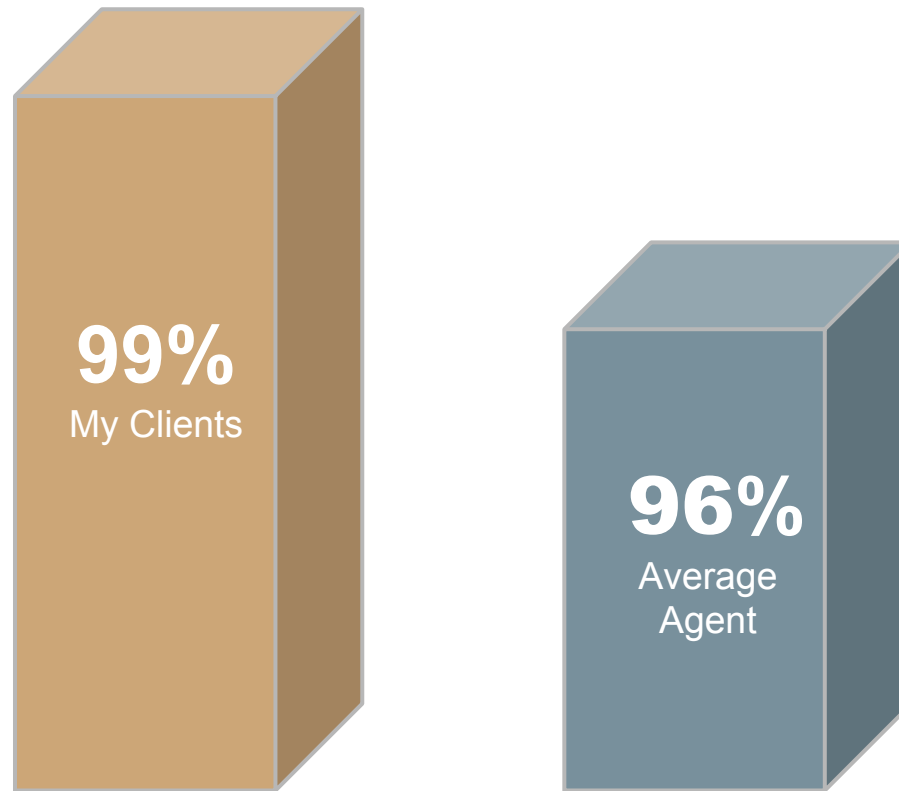
My client's homes sell 77% faster than the competition



Source: Greater Fort Lauderdale Realtors, MLS statistics

Rick's Track Record of Success

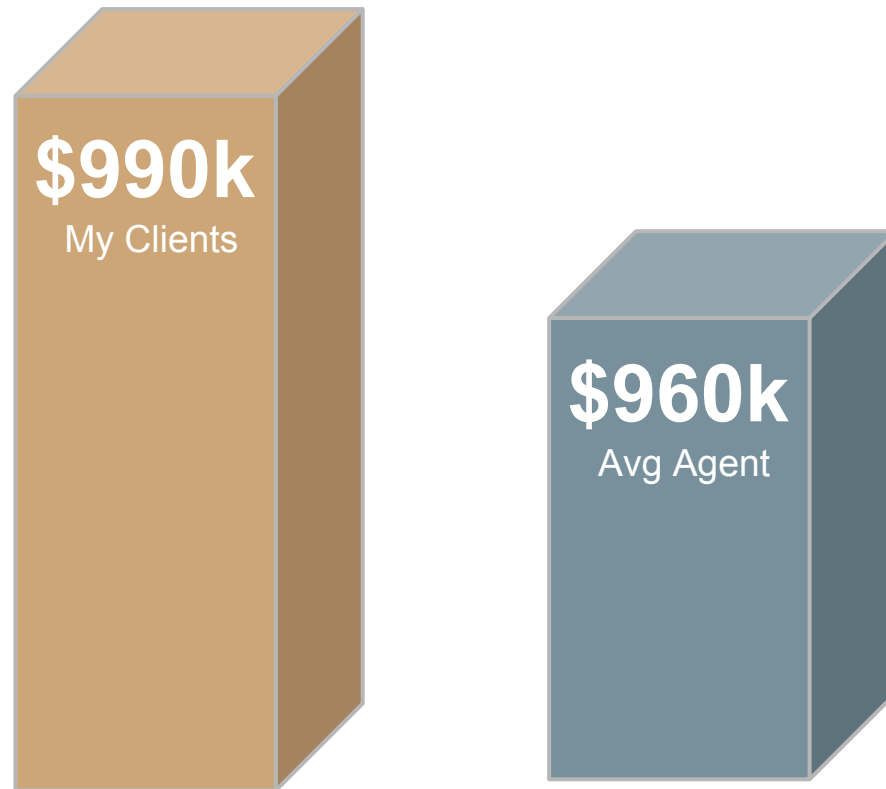
List Price to Sales Price Ratio-The percentage of list price my clients receive vs. MLS Avg.



Source: Greater Fort Lauderdale Realtors, MLS statistics

Rick's Track Record of Success

Average price a seller would receive for a home with a \$1 million asking price



Expired Listing Case Study

3311 SW 18th St., Fort Lauderdale

(Before)



(After)



Seller had hired **1 agent** prior to me and been on the market **116 days!**
I sold this property in **4 days** at **full asking price!**

5 Star Zillow Review

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

“Even in the era of online services like Zillow and Redfin, there is no replacing an experienced realtor. Rick creates a professional proposal, an extensive marketing plan, advises on what needs to be done to maximize sale price. He uses a professional photographer and videographer to make the best visual impression of your home on various websites, along with social media and traditional listing techniques. In my case this resulted in selling a home in 4 days at list price, where it had previously languished with a previous realtor for 6 months. The realtor makes all the difference in the world!! Rick is a consummate professional and obviously one of the best in the business. I highly recommend him and his team.”

TESTIMONIALS

Rick Bryant was a "maestro" in guiding us every step of the way as we attempted to balance the selling and purchasing of our home without having to go to temporary housing in the interim. His "calm, cool and collected" approach was a welcome foundation to the tremendous stress that we encountered in the process. Bravo Maestro!

-Dr. Richard Rimler

Rick helped us sell our home more than the asking price as well as helped us find the house of our dreams. We couldn't ask for a better agent. I would recommend him to anyone looking to buy or sell South Florida.

-Carlo Cave

I had such a great experience with my realtor Rick Bryant. He clearly knows his profession. I told him what I was looking for and within a week, he had a few listings that met my standards. Rick looked out for my best interest and I was able to purchase the home of my dream with his hard and diligent work and support. He was honest with me from the get go. I felt very at ease with him and trusted him to his job. I had let go of 3 different realtors before meeting him; for me, he is the best. I will definitely use him again in the future and recommend him to anyone that would listen. He has earned an A + in my book.

-Evodie Menard

Whenever we made an appointment with Rick he was always on time! Rick was very professional and quick, which was exactly what we needed. We took all of Rick's suggestions and recommendations and we were very pleased with the outcome.

Our house was listed for 23 days and we received a full price offer! We had some delays with closing, none of which were Rick's fault. He remained responsive and provided updates as we needed them.

I would definitely recommend Rick to any potential buyer or seller!

-Joe McCumber

We would like to take this opportunity to thank you for excellent service with the purchase of our home. As you know, we were working with other realtors who were not responsive to our inquiries, nor listened to our needs. Rick, we knew that you were the right fit when you answered our inquiries and offered additional information that other agents were not providing. We were impressed with your precise execution and your attention to details, which allowed us to feel comfortable enough to leave things in your hands. We can't thank you enough for your professional service. We are happy to recommend your services to our family, friends and work colleagues. Thank you again for sharing the life changing experience of helping us find our forever home.

-Andy and Genese Wilson

How Homes Sell

Understanding how buyers evaluate homes

The marketing I will do to promote your home has only one purpose - to increase awareness among potential buyers leading to in-person showings.

Once buyers reach your front door, the job of marketing is over.

Your home must now compete with other homes in two areas;

Features and Price.

If your home has more features that appeal to buyers - or your home is priced lower than comparable homes - your home will stand out as the better value.

Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.

To be effective, your home should stand out as one of the top two to three best values in your immediate market place.



Price

Pricing your home for a successful sale

Pricing your home accurately is the most effective way to ensure a successful sale. Allow me to repeat that - pricing your home accurately is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home.

Many sellers are tempted to list their home with the agent who quotes the highest price.

Please keep in mind, the agent doesn't set the price, the seller doesn't set the price - the market will set the price, or value, for your home.

I will perform a detailed market analysis on your home to analyze the current active, pending, and recently sold properties that are most comparable to your home, as well as market trends for the immediate area. This is the most accurate way of determining what a prospective buyer will be willing to pay for your home.

Factors that Influence Market Value

- Supply & Demand
- Economic Conditions
- Asking & Selling Prices of Competing Homes
- Your Home's Condition
- Buyer's Perception of Your Home

Factors with Little or No Influence on Market Value

- The Price the Seller Paid for the House
- The Seller's Expected Net Proceeds
- The Amount Spent on Improvements

Condition

Preparing your home for a successful sale

With the typical agent, you only discover potential deal-killing repairs *after* you are already under contract - when the buyer hires a home inspector to scrutinize every aspect of your home.

When you list - and close - your home with me, I'll pay for a pre-listing inspection by one of Fort Lauderdale's most experienced, and respected, inspection firms.

Discovering and repairing problems early in the marketing process places *you* in control, eliminating the stress of making repairs on the buyer's schedule. Having your house in move-in condition also helps you avoid delays to closing and demonstrates to buyers, agents and the buyer's home inspector that your house has been very well maintained. We want buyers to focus on how they would live in your home - not what they would have to repair.

Additionally, your house will stand out from the competition as a better value and command a higher price.

I will also recommend trustworthy, professional contractors to address any repairs that are needed. The extent that these repairs are made will directly affect your listing price. You have the ability to command a higher asking price, and substantiate it, when your home is in top condition.

In a Maritz Research poll, 63% of buyers responded that they would pay more for a house that is move-in ready.

Condition

Home staging

Once we have had your home inspected and made the necessary repairs we will focus on presentation. You will only get one opportunity to make a positive first impression with potential buyers. Well staged homes look better, photograph better, show better and sell faster than non-staged homes.

When you list - and close - your home with me, I will pay to have an initial consultation with one of Fort Lauderdale's premier staging companies.

Home staging is not decorating. Decorating appeals to the person living in the house; staging is positioning the home to appeal to the psychological needs of buyers by creating a series of impressions that build an emotional connection to help buyers imagine living in the home. An AOL Money & Finance poll revealed that **87% of respondents said home presentation makes the difference in most sales.**

Also, while many agents overlook the presentation of your home and push for price reductions, the problems, whether perceived or real, still exist.

Thirty-two percent of buyers' agents believe staged homes increases the dollar value buyers are willing to offer by one percent to five percent.

National Association of Realtors

Marketing

Marketing your home for a successful sale

Your home is now priced accurately and looks great.

Let's show it off!

The marketing of your home will reflect an established history of how buyers search for, and purchase, homes.

- 95% of buyers use the Internet during their home search.
- 85% of all home sales in south Florida are co-brokered. This means there is a listing agent who represents you, the seller, and another agent who represents the buyer of your home. As a result, marketing to Realtors® is our most productive activity.
- The most effective way to get the attention of productive agents and buyers is through accurate pricing and great photography.



Marketing

Professional Photography and 1080p HD Video

After your home is staged, I will pay to have your home photographed by a professional photographer utilizing the latest in HDR Photo technology.

With 95% of buyers using the Internet to search for homes, professional photography is essential to any comprehensive marketing plan. More people will view your home online than will ever visit it personally. Getting, and holding, their attention online with professional photography is one way to increase the probability of an in-person showing.

In addition to professional photography, I will create a high-definition video of your home. A well-scripted and produced video gives potential buyers a feel for what living in the house could be like - long before they make a personal visit.

While many agents create “video” slide shows with the pictures of your home, I go the extra steps of hiring a professional videographer with high end cameras, drones for aerial views and flyovers, and the experience to showcase your home in the best possible light . I think you’ll see the difference - I know your buyer will.

“Buyers perceive homes with professional photography to be worth, on average, 12% more than the actual price.”

The Wall Street Journal



Marketing

3D Immersive Virtual Tours

I am one of the only area realtors utilizing the latest in cutting edge 3D real estate technology, allowing buyers to experience your home like never before. Through a full 360 degree walkthrough, buyers can stroll through your home without ever stepping foot in the door. This technology also compiles a fully immersive three dimensional model floorplan of your home that allows buyers to pan, tilt, zoom, and see your home in ways that have been impossible up until now, all from any device or smartphone!

Go to this link for a sample tour!

<https://my.matterport.com/show/?m=gUbQjaoaQ8Y>



Marketing

MEGA Open Houses

You've probably heard that open houses don't sell homes. Not an open house in the traditional sense, I do my open houses a bit differently.

We market the launch of your listing to the public by holding a MEGA Open House. This open house is extensively marketed to the neighborhood and potential buyers with print flyers, door knocking, and Facebook advertising prior to the event.

I also partner with a lender to provide additional advertising throughout their online channels and database. They will generally provide a giveaway (Home Depot gift cards, restaurant gift certificates, etc.) to entice a larger crowd. The more people through your open house, the better!

I also provide a catered lunch for the neighbors only for one hour prior to opening up to the public. This allows the neighbors to see what homes are selling for in their neighborhood, and they can be great word of mouth advertising for your listing!

Its all about building the hype and attention for your listing over every other home on the market.



Marketing

Social Media Marketing

Your home will also be marketed extensively on Facebook, the world's leading social media site with over 1.5 billion monthly users.

I will market your home using several proven approaches, including highly-targeted ads, video, photos and more.

Facebook represents an opportunity to reach tens of thousands of potential buyers on a site where they already spend a lot of time.

I also market your home to my Twitter, Instagram, and Youtube followers, increasing the exposure to the Realtor community as well as potential buyers. This will upgrade the exposure to your home to thousands of additional buyers!

Like my Facebook page

www.facebook.com/RBRealtyFL

Follow me on Twitter

www.twitter.com/RBRealty_FL

Follow me on Instagram

www.instagram.com/rbrealty



Rick Bryant Real Estate

Sponsored · 🌐



Beautiful newer construction town home with 2 master suites in Monterra. Upgraded unit with lake view, granite counters, SS appliances, dark wood floors, impact windows, 2 car garage with full size driveway for extra parking.

For more info: <http://bit.ly/2qX178z>



Just Listed! Cooper City townhouse with Garage

[Learn More](#)

Enjoy the gorgeous lake view frc



Aslema Aslema and 6 others

Like

Comment

Share



Marketing

Internet Marketing

Your home will be prominently featured with a showcase listing on Realtor.com, Zillow.com, Remax.com, and all the top real estate web sites in the nation and the world. This includes all other franchise websites like Redfin, Keller Williams, Coldwell Banker, Century 21, Sotheby's, and more!

Features of your showcase listing include:

- Up to 50 oversized HDR photos
- High-definition video and 3D tours
- Detailed descriptions of your home.
- Interactive maps
- Open house notices
- Lead generation forms for potential buyers

I will also create a custom webpage just for your home with high quality photos, virtual tour, video, and information on the home and surrounding area.



THE WALL STREET JOURNAL.



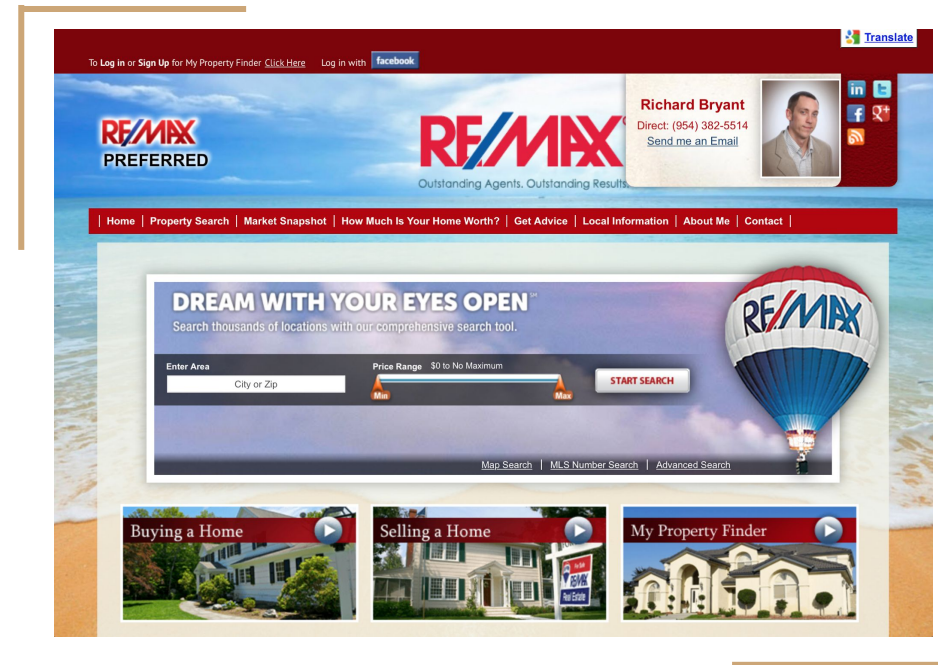
Marketing

Internet Marketing

Your home will be featured on our ReMax.com website where it can be seen by thousands of daily visitors around the world. Remax.com is the most visited franchise website with millions of hits daily. Your home is also directly accessible by more than 600 Leading Real Estate Companies of the World affiliates with offices across the country and around the world, so your home will appear on all the other broker's websites as well.

I also have my own full featured website with property searches, home valuation tools, and more. I do extensive advertising to drive traffic to my website through Google and Facebook, enhancing your listings through Featured Listing status.

Visit my Website!
www.RickBryantSells.com



Marketing

E-Mail Marketing

Your home will also be marketed to my extensive database of home buyers, past clients, and realtors.

Professionally designed e-flyers and property websites sent to more than 60,000 active real estate agents and area residents. These emails have generated a tremendous response for my clients - leading to increased awareness and showings!

These emails are sent once before the home ever goes on the MLS (the Pre-Marketing period), and then once it is listed publicly, and then again when any adjustments are made to price. This keeps it in front of home buyers and realtors even outside of the normal search channels.



Welcome to The Ridges of Weston

Beautifully 3/2 single story home with 2 car garage in Weston's premier gated community of The Ridges. Open kitchen with breakfast bar, brand new stainless steel appliances. Tile floors in living areas, laminate in bedrooms. New carpet in master BR and walk in closet. Water heater is brand new, A/C is only 6 yrs old. Community features a beautiful clubhouse, pool, sports fields, playgrounds, and some of the best schools in the county.



Rick Bryant
Realtor
(954)382-5514 (Office)
(954)225-1154 (Mobile)
rbrealty.fl@gmail.com

<http://www.rickbryantsells.com>



Marketing

Print Marketing-Postcard Mailings

I utilize professionally designed postcards mailed directly to your neighbors and the surrounding areas with information on your home as well as invites to the Mega Open House.

I send out Coming Soon, Open House invites, Just Listed, and Just Sold postcards, leading to increased awareness and greater buyer traffic.



13141 NW 11th Dr.

Sunrise, FL 33323

FOOD • DRINKS • RAFFLES • HOME TOUR

SATURDAY

.....
July 9, 2016

12:00PM - 5:00PM

NEIGHBOR PREVIEW 12PM - 1PM

ENTER FOR A
CHANCE TO WIN A
HOME DEPOT
GIFT CARD

PLEASE RSVP TO 954.225.1154

— ~ HOSTED BY ~ —

RICK BRYANT, RE/MAX PREFERRED

EMAIL: RBREALTY.FL@GMAIL.COM

Marketing

My RE/MAX Affiliation

With more than 100,000 agents in 100+ countries, nobody sells more real estate than RE/MAX!

RE/MAX agents outsell other agents 2-to-1 in the REAL Trends 500 survey of large brokerages.

RE/MAX accounts for 85 out of the top 100 brokerages ranked by transaction sides per agent, with 67% higher sales volume than competitors.



The colored areas on this map represent regions where RE/MAX does business. You never know where your next buyer might come from.



**NOBODY SELLS MORE
REAL ESTATE THAN RE/MAX.®**

Communication Guarantee

Weekly Updates-Keeping You Informed

Another way we remove risk from our service model is through our Communication Guarantee. 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 Broward realtor, I've helped those who have had this experience, enabling 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 Wednesday afternoons between 12:00pm 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, I'm serious about communicating with my clients. So serious in fact, that we guarantee it! Clients who have signed a listing agreement with us will hear from us every single week. If there's ever a week where you don't hear from us with an update on the marketing of your property, you can cancel at any time!



Easy Exit Listing

Cancel Any Time

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 effort 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.

- When you list your home with Rick Bryant, you can cancel your listing contract with me any time.
- Simply call me and it 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. I work hard to keep that from happening, and have never had a single seller cancel. You have my word on it!



Service

What else you can expect from me

In addition to the services we've covered, you can expect me to provide the following:

- Attentive one-on-one service. The responsibility of managing the sale of your home is never passed off to other agents or assistants. I am continually available for your questions or concerns.
- Regular communications regarding every aspect of my efforts and the results of those efforts as well as any changes in the market, including new listings, price changes of competing homes, sales and how we should re-position your property to remain competitive.
- Assistance negotiating offers and preparing contracts.
- Attending the closing to ensure all contract provisions have been met and that you are fully satisfied with the results of your sale.



THANK YOU

Thank you for the privilege and opportunity to work with you. As always, feel free to call me if you have any questions. I look forward to meeting with you and helping you achieve a successful sale.

Rick Bryant
Realtor
RE/MAX Select Group

Office: (954) 382-5514
Cell: (954) 225-1154
rbrealty.fl@gmail.com



***OUTSTANDING AGENTS.
OUTSTANDING RESULTS.®***

For a FREE Home Value Analysis
WWW.RICKBRYANTSSELLS.COM