

Our ultimate objective is in providing you with such an enjoyable experience that you will want us to manage all real estate needs for your family members, friends, co-workers and neighbors.

Home Seller Marketing Package

MORE EXPOSURE.
MORE KNOWLEDGE.
MORE SALES.

Thank you for the opportunity to present our Qualifications and our Marketing Plan to sell your home for top dollar.

ENCLOSED PLEASE FIND:

1. Our Resume
2. 25 Point Marketing Plan
3. Our Team and Their Roles
4. Why Choose Us?
5. How Market Value is Determined
6. Client Testimonials
7. Services You May Need
8. Questions to Ask Your Realtor

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Our Resume

SUMMARY

“Our aim is to partner with you to find the place where memories are made. Compassion, caring and concern aren’t typically synonymous with real estate but they are the core of the Talbot Smith Group. We recognize that buying or selling a home is a major life event, that’s why we are dedicated to helping you navigate the journey with commitment and integrity”

To date, Brian and the Talbot Smith Group have sold **more than 1,500** homes! When hiring an agent to represent one of your biggest financial moves doesn’t it make sense to hire an expert?

He attributes his success in today’s fiercely competitive marketplace to effective marketing and collaborative approach to home selling. Unlike a traditional real estate agency, he has assembled a diverse group of support specialists and experts who deliver more services to his clients.

Experience:

- Real Estate Sales License, State of Minnesota, 2003
- Licensed MN Broker 2006
- Licensed WI Broker 2008
- **Graduate Realtor Institute (GRI), 2008**
- Entrusted by some of the Nation’s largest financial institutions with the disposition of their REO inventory. Freddie Mac , Wells Fargo (PAS) and HUD
- Certified Community Stabilization Expert. (Homestep.com)
- Dave Ramsey ELP – Endorsed Local Provider

Professional Associations:

- St Paul Area Association of Realtor
- Minneapolis Association of Realtors
- National Association of Realtors

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Marketing Plan

The key to our marketing plan is the daily contacts we make to prospective buyers and to top agents in the area who have buyers for your home. Traditional methods of waiting for buyers to come to us ("Passive" Marketing like open houses or broker caravans) are not nearly as effective as physically contacting potential buyers or their agents and convincing them to look at your home. Active marketing makes the difference and 6 days a week you can count on us to promote your home to buyers.

1. Submit your home to Multiple Listing Service (MLS) and a copy to you for your approval.
2. Submit copies of your listings to our 6 sales personnel for their waiting buyers on the Talbot Smith Group.
3. Price your home competitively and expertly.
4. Promote your home to the top agents in the area.
5. Develop the comprehensive list of features and benefits of your property for cooperating agents to use with their potential buyers.
6. Suggest and advise as to any changes necessary to make your property more saleable and ultimately net you more money.
7. Advertising through Facebook using custom pages – allows you to market to your database as well.
8. Contact over the next seven days all our buyer leads and past clients seeing if your home would be a good fit for them.
9. Premium memberships have been purchased on Realtor.com, Zillow and Trulia to maximize the exposure of your home and place it in front of the more people.
10. Your home will be advertised on over 75 web sites including Realtor.com, Zillow, and Trulia.
11. Option to Pre Qualify all prospective buyers with our in-house lender to ensure only qualified buyers offer on your home.
12. Promote your home to any showing agents pointing out all the features and benefits.
13. Nationwide buyer lead program generating potential buyers for your home.
14. We are the designated real estate agent for Dave Ramsey radio/tv host. All prospective buyers will be informed of your property.
15. We are designated agents for Freddie Mac and Wells Fargo properties, all buyer leads will be informed of your property.

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Marketing Plan (cont.)

16. Aggressively marketed on Craigslist.com
17. Back Channel marketing through the MLS using reverse prospecting
18. Take professional color photos for marketing through our web site, the MLS and over 50 syndicated partners.
19. The Talbot Smith Group subscribes to several real estate referral companies such as Agent Machine and who outsource buyer leads to our team.
20. Aggressively seek out agents with buyers to see if you property would be a fit for them.
21. Provide exposure through a professionally installed sign and lock box.
22. Deliver your check from closing.

Communication / Communication / Communication

Once under contract, we will coordinate everything with the Mortgage Company and Title Company. This is where all the behind the scene work comes into play. You will be updated at least weekly and more often if need regarding the progress of your sale.

Communication is the cornerstone to our business at The Talbot Smith Group. We pride ourselves not only at utilizing cutting edge technology, but more importantly, personal service. You can rest assured you will be updated each and every step of the way. Updates are provided to meet your needs. Whether it's a e-mail, text, snail mail or an old school phone call.

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Meet Our Team

Brian Stites / Team Lead

Brian has been in the real estate industry for 13 years as a recognized leader in the Twin Cities market. Brian's primary focus is meeting with our sellers to ensure expectations are exceeded and to subsequently work with and oversee all the transactional details.

Michael Smith / Team Lead

My absolute TOP priority in serving you is to exceed your expectations in the sale or purchase of your home. Evidence of this is found in the fact that 82% of my business is from past clients referring me to those they know who needs a GREAT Realtor. Exceeding your expectations does not stop with the closing of your transaction as I am committed to serving you on an ongoing basis with practical real estate information and genuine acts of thanks and appreciation. You, my client, are at the core of my business and everything my team and I do is built around serving YOU and making you feel appreciated.

Rachel Blinsman / Buyer Specialist

Rachel is our lead buyer's agent and specializes in actively and aggressively finding the perfect home for our clients. Rachel understands the stress and anxiety that many buyers go thru and takes pride in leading her clients with care and compassion.

Pahoa Vang / First American Title

Provides professional closing services, with strong company support and convenient locations as well as mobile closing options.

Preferred Lenders

Phil Olson – AMEC Home Mortgage 1058 Hastings Ave St. Paul Park, MN 55071 651-238-6748 phil@callphilolson.com	AJ Kozlak – CMG Financial 539 Bielenberg Drive #110 Woodbury, MN 55125 651-558-7760 akozlak@cmgfi.com	Brady Mergenthal – Loan Simple 6629 Falmouth Curve Shakopee, MN 55379 651-324-5431 bmergenthal@loansmiple.com
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Why Choose Us?

Past Performance - We had **100+ CLOSED TRANSACTIONS IN 2016**. The Talbot Smith Group is on track for **200+ CLOSED TRANSACTIONS IN 2017**. Proof that we get the job done.

Trust – We are trusted by some of the largest Financial Institutions in the country to sell their surplus inventory of homes.

Referrals - **65%** of our business comes from past clients and sphere of influence referrals. Clients want to rehire us because of our professionalism and superior customer service. They refer their family, friends and co-workers to us for all of their real estate needs. Proof of a job well done.

Team - We have **5** fulltime sales agents. We have a dedicated Client Service Manger to handle the transactional details so we have more time and resources to devote to you. **Internet** - We have the most up-to-date office and technology systems in place in order to provide superior internet marketing. We are currently on over **2000+** different websites giving your home maximum exposure to potential buyers.

Track Record - Brian has been a licensed agent for **14** years. Cumulatively, the team has over **35+** years of real estate experience. We have experienced several real estate cycles adjusting our business practices accordingly. In the last **14** years, agents in the Talbot Smith Group has helped over **1,500** individuals/families to buy and sell real estate.

Communication – It's simple, we want you to know each step of the way what is happening and what to expect. We call you with weekly updates and are always informing you to what is happening with the sales process.

How Market Value is Determined

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The market value of your home is determined in several ways

The market value of your home is not:

1. What you have in the home
2. What you need out of it
3. What you want
4. What it appraised for
5. What you heard your neighbor's home sold for
6. What the tax office says it's worth
7. How much it's insured for
8. Based on prices of homes where you are moving
9. What Zillow says it's worth

The true market value of your home is...what a buyer is willing to pay for the property based on the number of competing homes:

1. Based on today's market
2. Based on today's competition
3. Based on today's financing
4. Based on today's economic conditions
5. Based on the buyer's perception of the condition of the property
6. Based on the location
7. Based on normal marketing time

Property's that sell in today's market:

On a scale of 1-10 ("10" are the ones that are selling). How can your property be a "10"?

1. By improving the condition dramatically
2. By offering good terms
3. By improving the way the home shows
4. By adjusting the price

As you advance through your marketing period, you may observe some warnings:

Realtor elimination- if the realtors are not previewing it and do not show it, they are eliminating it. Buyer elimination- if it is being shown with no results, the buyers are finding better properties to buy and they are eliminating the property.

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Client Testimonials

Brian was very professional, friendly, prompt and caring through the whole process. I knew him through my best friend and was very impressed by his service. He always responded to e-mails, phone calls/voice mails. It was really nice working with him. He drove me to my closing and stayed for over 3 hours due to delays at the title company. His customer service is excellent and I will refer him to anyone I know who is looking to sell/buy a home in the future

~ Melissa

Very knowledgeable and diligent -- goes the extra mile. Brian helped us sell out first house in one day after listing and our second house sold in a very down market within the timeframe that we gave him.

~ Jennifer Wilson

Brian was extremely diligent in helping us find our first home. He brought many homes to us to review - and never ones outside of our search criteria! Anytime that I am looking for a house in the Twin Cities - especially Cottage Grove, Woodbury, Oakdale, Stillwater, Lake Elmo areas - Brian Is My Realtor

~ Bob and Michelle McManus

Brian was great. He did a great job assisting me with the purchase of my first place. Communication was never an issue; he was always very helpful in answering my questions and did a great job negotiating on my behalf. I will be taking to him again when I need to purchase any real estate.

~ Dan Lauder

Brian is a professional through and through. He is very approachable and friendly. He has a vast knowledge of all the housing areas in the Twin Cities and the market value of homes. He stays in touch whether you are buying or selling. If I ever have to buy or sell property I will ask Brian to assist me. I will also recommend him to any of my friends and family.

~ Diana Wothe

From start to finish Brian did everything and more than expected. His attention to detail and knowledge of my area make the whole home selling experience very smooth.

~ Christopher Wiege

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Questions to ask your Realtor

1. Will I receive daily updates on Real Estate activity in my area, including price changes, houses that have sold, and houses that have gone up for sale?
2. Will my house be a “featured” property on the biggest web portal in the world?
3. Will my home be posted on Craigslist? How often do you repost?
4. Will your featured listing be available to over 2 Million users each month?
5. Do you get over 30 buyer leads a month?
6. How many homes have you sold this year?
7. How many homes have you sold over the last 5/10/15 years?
8. Can you provide me with a written Step-by-Step Marketing Plan of Action?
9. Do you have a full-time staff working to get your home under contract and closed?
10. What percentage of your listings sell vs. expiring?
11. Are you a full-time realtor or part-time?
12. Can you provide me with the names and phone numbers of 3 past clients?