



THE RITTENHOUSE GROUP

THE MARKETING PLAN TO SELL

THE RITTENHOUSE GROUP

**OUR EXPERIENCE.
YOUR ADVANTAGE.**

TOP PRODUCERS SINCE 2001

Thank you for the opportunity to present our qualifications and marketing plan to sell your property.

ENCLOSED PLEASE FIND:

1. Marketing Plan
2. The Rittenhouse Group's Founders
3. Philosophy & Client Commitment
4. The Staff and Their Roles
5. Internet Marketing
6. Sample Flyers
7. Client Testimonials

CONTACT THE RITTENHOUSE GROUP:

Direct: 267-718-7096
www.therittenhousegroup.com



Bethlehem Office
2901 Emrick Blvd Suite 100
Bethlehem PA 18020

Allentown Office
40 S Cedar Crest Blvd
Allentown, PA 18104

Montgomeryville Office
601 Bethlehem Pike
Montgomeryville PA 18936

MARKETING PLAN

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

1. Put listing in both TRENDMLS and LVARMLS.
2. Put lockbox on property.
3. Put sign on property.
4. Put home on internet and submit photos at therrittenhousegroup.com, realtor.com, zillow.com, trulia.com – the top 40+ real estate websites (see attached sheet).
5. *Email Network Groups.
6. *Call all agents who have shown houses similar to yours and see if their buyers are still available.
7. *Call all buyers who have recently viewed homes similar to your. I know where the buyer are for your home because we track them!
8. Prepare Photo Flyer for outside “Take One” box.
9. Submit photos for advertising.
10. Target mailings to prospective buyers for your home.
11. *Promote your home at weekly Keller Williams office meeting - #2 company in the country!
12. Prepare a detailed full color spec sheet of your home.

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13. *Contact prospective buyers everyday, directly, ask them when they are planning on moving, and tell them about your home.
14. *Have my Team Preview your home.
15. *Hold a Broker's Open at Your Home (if appropriate).
16. *Contact every qualified buyer in our database to show them your home.
17. *Our professional showing center representative will be contacting you directly for all showings. Please save all agent business cards as we call for agent feedback.
18. I will call you regularly with buyer feedback, updates on market conditions and details of what we are doing to market your home.
19. Email you: "CMA" on market activity – new listings and sales, changes to the market place and other suggestions in getting top dollar.
20. Continue the above points weekly until an offer is written.
21. Prequalify any prospective buyers. We will not open escrow until employment ratios, down payment, credit scores and ability to close are all checked.
22. Negotiate on your behalf and open escrow.
23. Handle all negotiations, inspections, and disclosures in escrow.
24. Deliver your check at closing.

*Active, not passive marketing.

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About THE RITTENHOUSE GROUP

Principles: JOHN RITTENHOUSE & KATHY RITTENHOUSE

John's QUALIFICATIONS

After graduating from Rider University with a B.S. in Marketing, John worked several year in the corporate sales environment as an top salesperson before embarking on his entrepreneurship.

John began his real estate career in 1994 and over the past ten years has grown the business to being one of the Top Real Estate Teams in the Upper Bucks and Greater Lehigh Valley Region. He has sold over 100 million dollars in Real Estate and has won numerous prestigious awards such as "Top of the Rock."

However, all the awards and accomplishments would not mean that much without creating our happy clients along the way. Year-to-date, more than 80% of his business can be attributed by positive word of mouth referrals. John is Keller Williams Productivity Coach for the Allentown Office, training Agents to be the top in marketing, client negotiations and excellent in Client Customer Service.

Kathy's QUALIFICATIONS

As the Associate Broker, Kathy has been representing buyers and sellers in real estate since 1987. She has done over 100 million dollars in transactions and has an amazing referral base. Her clients just keep coming back! Clients see her as truly caring Realtor with "their best interest in mind." She has won numerous awards including the prestigious "Top of the Rock."She is a mother of 6 children, has 11 grandchildren and 3 great-grandchildren.

OUR PHILOSOPHY

The Rittenhouse Group values all of our clients and understands that their commitment to us has brought us our success. We understand that buying and selling a home can either be a remarkably exciting adventure or can be an unfortunate, unwanted situation. We empathize with both scenarios. Therefore, we strive to make all transactions completely seamless and organized, so you can feel completely at ease that all the facets will be handled appropriately and professionally. We view communication as the primary avenue to which we do this. We empower all of our clients to communicate fully to us as we do to them. We uphold the old motto, "Treat other as you would like to be treated."

OUR COMMITMENT TO YOU

- We are committed to demonstrating honest, ethical and compassionate behavior in all transactions.
- We are committed to giving you excellent customer service by providing weekly updates on market conditions and your own home's position in the market place.
- We are committed to actively prospecting for qualified buyers for your home by contacting our database, cold calling, advertising, direct mail, web promotion and door knocking.
- We are committed in getting the high possible dollar amount for your home based on market conditions.
- We are committed in negotiating any contracts that you accept and working diligently to bring it from escrow to close.
- We are committed in continued innovation and creative approaches to selling. We are dedicated to continual improvement and creating new marketing avenues so we offer the best real estate services and experience.

ERICA RUTH RITTENHOUSE, MARKETING DIRECTOR CORPORATE RELOCATION SPECIALIST

Erica comes with over 10 years in sales and marketing. She increased sales by 10% the first year she joined the group. She handles all corporate relationships with businesses that have relocation needs and handles all the marketing and promotion for the group. She lives in Allentown with John and their two little ones, Maddox & Saige.

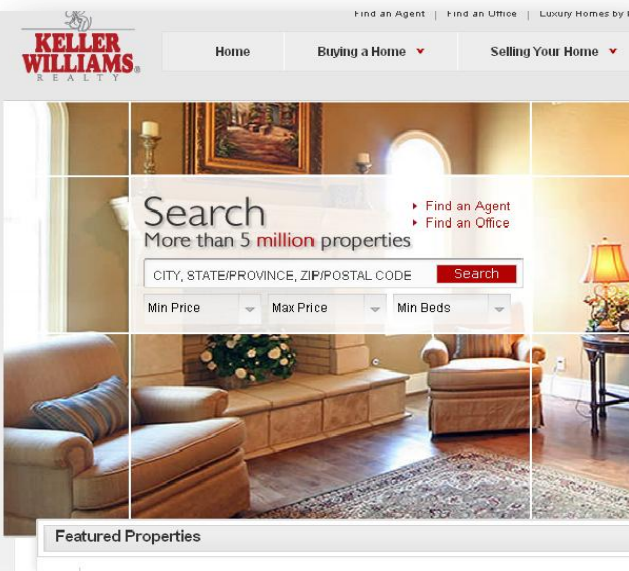
BETH LAFRENZ, BUYER'S AGENT & HORSE FARM SPECIALIST

Beth is a buyer's agent and horse farm specialist. She owns a horse farm in Southern Lehigh and actively boards and trains horses for her clients. She is extremely enthusiastic in helping buyer's find their perfect home!

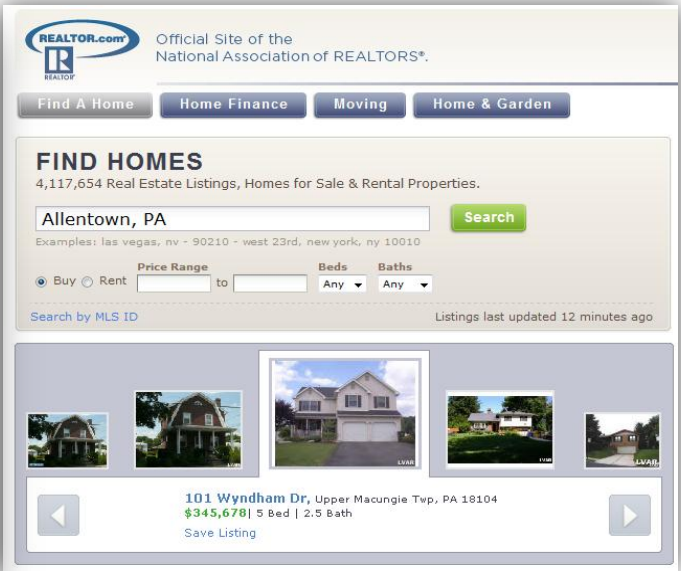
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INTERNET MARKETING

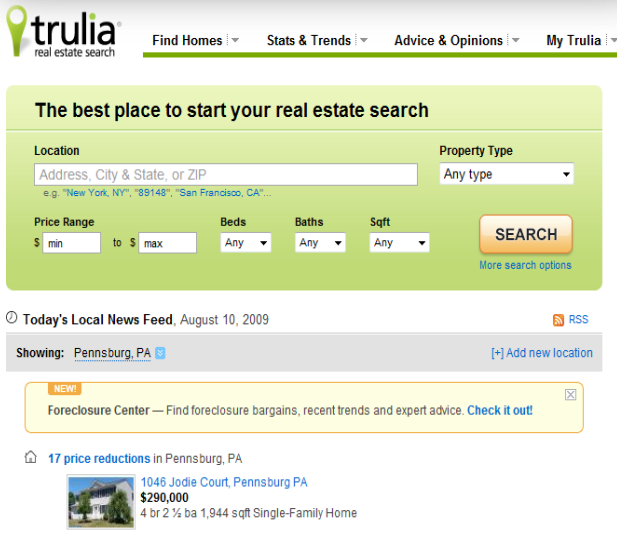
As technology improves, it is an ever increasing importance I stay right along with it in terms of new ways to get your home exposure. That is why I not only have a full scale website with all of my listings , along with thousands of MLS's across the nation, but also use a variety of other website to help generate exposure for your home. With a little help from Realtor.com, Trulia.com, Yahoo Real Estate, TrendMLS, and the LVARMLS, I can insure your home can be viewed from dozens of different websites all across the world!



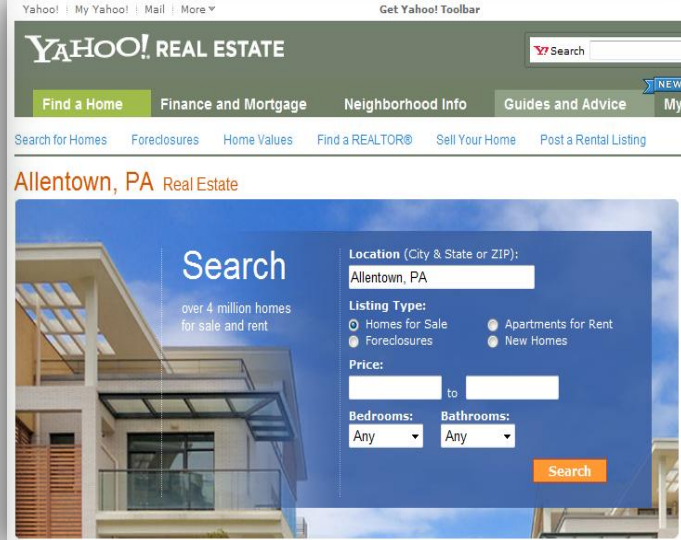
The image shows the Keller Williams Realty website. At the top, there is a navigation bar with "Home", "Buying a Home", and "Selling Your Home". Below this is a large search area with a background image of a living room. The search area includes a "Search" button, a "Find an Agent" link, and a "Find an Office" link. The text "More than 5 million properties" is prominently displayed. Below the search bar are fields for "CITY, STATE/PROVINCE, ZIP/POSTAL CODE", "Min Price", "Max Price", and "Min Beds".



The image shows the Realtor.com website. At the top, there is a navigation bar with "Find A Home", "Home Finance", "Moving", and "Home & Garden". Below this is a "FIND HOMES" section with the text "4,117,654 Real Estate Listings, Homes for Sale & Rental Properties." The search area includes a "Search" button, a "Find an Agent" link, and a "Find an Office" link. The text "More than 5 million properties" is prominently displayed. Below the search bar are fields for "CITY, STATE/PROVINCE, ZIP/POSTAL CODE", "Min Price", "Max Price", and "Min Beds".



The image shows the Trulia website. At the top, there is a navigation bar with "Find Homes", "Stats & Trends", "Advice & Opinions", and "My Trulia". Below this is a search area with a background image of a living room. The search area includes a "SEARCH" button, a "Find an Agent" link, and a "Find an Office" link. The text "The best place to start your real estate search" is prominently displayed. Below the search bar are fields for "Location", "Property Type", "Price Range", "Beds", "Baths", and "Sqft".



The image shows the Yahoo! Real Estate website. At the top, there is a navigation bar with "Find a Home", "Finance and Mortgage", "Neighborhood Info", and "Guides and Advice". Below this is a "Search" section with the text "over 4 million homes for sale and rent". The search area includes a "SEARCH" button, a "Find an Agent" link, and a "Find an Office" link. The text "The best place to start your real estate search" is prominently displayed. Below the search bar are fields for "Location (City & State or ZIP)", "Listing Type", "Price", "Bedrooms", and "Bathrooms".

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INTERNET MARKETING

As technology improves, it is an ever increasing importance we stay right along with it in terms of new ways to get your home exposure. That is why we not only have a full scale website with all of my listings, along with thousands of MLS's across the nation, but also use a variety of other website to help generate exposure for your home. With a little help from Realtor.com, Trulia.com, Yahoo Real Estate, TrendMLS, and the LVARMLS, we can insure your home can be viewed from dozens of different websites all across the world!



Flyers

Beautiful Ashwood Model by Deluca Homes!



5808 Monocacy Drive . Bethlehem

\$348,900



- 4 bedrooms
- 2.5 bathroom
- 2,942 sq foot
- Granite Kitchen with Breakfast Area



- Finished Hardwood Flooring
- 2 zone heat and AC
- Full Master Suite with Whirlpool Tub
- 1st Floor Laundry Room



- Full Basement plumbed for 3rd bathroom
- Gas Fireplace
- Brick Patio over looking open space
- Taxes less than \$7,000

Take Tour at: www.therittenhousegroup.com

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Therittenhousegroup.com

267.718.7096

Reliable
Responsible
Realtors

Our
Experience.
Your
Advantage.



Keller Williams 40 S Cedar Crest Blvd Allentown 18104

The Rittenhouse Group have represented us in multiple real estate deals, because we trust them. Their professionalism and knowledge is impressive...their commitment was clear. We recommend [them] without reservation.

•*Juliet & Jim McCleery*

The Rittenhouse Group was an absolute pleasure to work with. Our agent was very assertive and timely. She is very up to date with the market trends and had our house sold in 30 days after being on the market with another realtor company for months & months. Thank you so much!

•*Brian & Renee Vadino*

I was very satisfied with the professionalism and service and the company in general. I would not hesitate to recommend them.

•*Darlene Brown*

The Rittenhouse Group helped me find my "first" home and I couldn't be happier. They were great and I would, without reservation, recommend them.

•*Kristin Funk*

The Rittenhouse Group has been more than a agent to us, our agent has truly helped in every way possible. We thank you and your sales team.

•*Ron & Linda Tweed*

The Rittenhouse Group told us exactly where to price our home so it would sell. Our agent walked us through all the steps and we felt completely comfortable with her. We would highly recommend her to anyone who wants to sell their home!

•*Matt & Missy Eby*