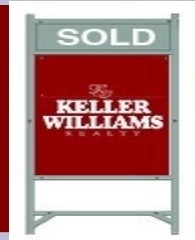


# Selling Your Home



A quick overview of the home sale process and my marketing efforts.

# Preparing to List

- Prepare a CMA (comparative market analysis) to find your home's value.
- Meet to discuss what selling your home entails.
- Show you what is selling in your neighborhood and for what price.
- Demonstrate how I will market and advertise your home.
- Explain all documents used for disclosure and the MLS.
- Enter information in the MLS system and begin marketing your home.

# On-line Marketing

All websites are accessible 24/7 by potential buyers.  
Website listings include pictures, details, and contact information.

- Local MLS-visible to thousands of local Real Estate Agents

- Realtor.com

- Craigslist.com

- Zillow.com

- Trulia.com

- KW.com

- SearchRenoTahoeHomes.com

- Google Base

- Yahoo Real Estate

- Oodle

- Hot Pads

- Back Page

- Enormo

- Front Door

- Included in IDX searches-visible to any buyer who uses local agent's websites

The screenshot displays a Trulia real estate listing for a property at Stead Boulevard, Reno, NV 89506. The listing is priced at \$240,000 and is categorized as 'Lot/Land'. The listing type is 'Resale' and the status is 'For Sale'. It has been on the market for 17 days. The description mentions that the lots are facing Stead Blvd, back up to single family housing, and include utilities stubbed to the SE corner. A map of the area is shown below the listing details. To the right, there is a 'My Search Results' sidebar showing a table of search results with columns for property type, price, and location. Below that is a 'Listing Contact Info' section for Ricky Beach, a Keller Williams Realty agent, with a 'Ask me about this listing' button. At the bottom, there is a testimonial from Rob McQuinn, McMartin Realty, stating that he has had more than 100,000 people see his ad online in the past week. The page also includes navigation links like 'Save', 'Price Alerts', 'Share', 'Add Note', 'Ask a Question', and 'Print'.

# Flyers/Postcards/Emails



- Just listed flyers/postcards sent to the neighborhood and my database.
- Just listed flyers/postcards sent to potential buyers.
- Individual emails with flyers sent to local Real Estate Agents.
- Open House flyers delivered before the open house.

# On Property Marketing

- For Sale Sign in Front Yard.
- Flyer Tube with listing information-for drive-by buyers.
- Lockbox on premises-secured access to agents only.
- Directional signs to your property.
- Arrange showings for potential buyers and agents.
- Weekly updates on showings and buyer activity.



# Open Houses

- Send flyers and emails advertising the open house to local agents.
- Put open house advertisement in the RGJ.
- Put open house advertisement on Craigslist, KW.com, SearchRenoTahoeHomes.com, among others.
- Walk your neighborhood to handout open house flyers.
- Directional signs pointing potential buyers to the open house.



# Presenting the Contract and Closing

- Help with pre-qualification and approval for buyers through my trusted lenders.
- Present and explain the contract including an explanation of the seller's estimated net sheet.
- Negotiate on your behalf with the buyer's agent.
- Upon acceptance, open escrow and prepare for closing.
- Continue to market your home for back up offers.
- Keep you updated through escrow and help you prepare for your move.

# Contact Info



Ricky Beach

Keller Williams Group One Inc.

(775) 750-1437

[RickyBeach1@topproducer.com](mailto:RickyBeach1@topproducer.com)

[www.SearchRenoTahoeHomes.com](http://www.SearchRenoTahoeHomes.com)



Each office is independently owned and operated.