

How

FREYRE REAL ESTATE.COM

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Will Sell YOUR Home!



Our Discussion Flow!

Section 1

- A** About Me
- B** About Our Company
- C** Testimonies
- D** About Our MLS Board

Section 2

- A** Our Marketing Plan
- B** Our Pricing Plan

Let's Begin...



About Me, My Company

And Our Philosophy On How
To Treat Clients Right!

About Me & My Company

Professional Designation **LICENSED REAL ESTATE BROKER**

Company History

Freyre Real Estate was founded on the principles of Integrity, Service, Accountability & Professional Ethics. Freyre Real Estate is a fairly new company created by us to help the Florida consumers with special needs, selling or buying and we work with certain builders in the following counties HILLSBOROUGH – PINELLAS- SARASOTA– MANATEE who have creative programs for those persons selling and buying through

our efforts? **Client Philosophy**

Buyers and Sellers can be assured of outstanding professional service that is performed with diligence and care. Our Freyre Real Estate Office is your new point of reference for all of your real estate needs.

Experience Is Measured By RESULTS, Not Just Years Of Service!



Testimonies What My Clients Have To Say!

Testimonies

For Sellers

The old adage that "you only get one chance to make a first impression" is very true. The best first impression you can make on a potential buyer is the prestigious Freyre Real Estate sign in your yard.

When you list your home with us you'll have another great advantage.

Freyre Real Estate is the hardest working Real Estate office in Florida? As a part of the Freyre Team, hundreds of MLS agents are working every day to find a buyer for your home.

Put this powerful work force to work for you. Everyday, the agents at Freyre Real Estate work with qualified buyers throughout the Tampa Bay area and throughout the world via the internet.

Proven Experience You Can Count On!



About The MLS

1

Real Estate Companies Join The MLS Board

Why? To allow agents from other companies the opportunity to sell their listings.

2

MLS Companies Cooperate With Each Other

This means any Realtor on the board will be able to show your home to their buyers.

3

How We Reach MLS Agents

When we get into our marketing plan for your home, we'll show you how we get MLS agents excited about your home.

So You Have Me, My Company & All MLS Realtors Working For You!



OUR Discussion...

On How We Sell Your Home Will Be Divided Into Two Segments!

1 The Marketing Plan For Your Home!

- Or the reason why you pay a fee to hire a Realtor to sell your home.
- This section outlines the various strategies we use when selling your home.

2 The Pricing Plan For Your Home!

- Or the current market value of your home.
- This section outlines the value of your home based upon data gathered on recent sales of similar homes in your area.

Selling A Home Is EASY... When Handled PROFESSIONALLY!



YOUR Decision...

**To Hire A Realtor Is Based
Upon The PLAN, Not Just The Price!**

1 The Marketing Plan For Your Home!

- A marketing plan will vary from real estate company to real estate company.
- A marketing plan will also vary from agent to agent depending upon experience.

2 The Pricing Plan For Your Home!

- The price range of your home will not vary between companies since it is determined based upon current market facts that are:
 - a) available to all companies, and
 - b) not in the control of any one particular company.

Realtors Control MARKETING PLANS, But Never Market Price!



There Are **12** Reasons

Why You Will Benefit By Having Me
Represent You To Sell Your Home!

Helping You To...

- 1** Identify Your Selling Goals!
- 2** Attract More Buyers!
- 3** Market “Inside-Home” Effectively!
- 4** Market “Outside-Home” Effectively!
- 5** Reach Buyers Through The MLS!
- 6** Reach Buyers Through The Internet!
- 7** Qualify The Buyer!
- 8** Negotiate With The Buyer!
- 9** Assist The Buyer With Financing!
- 10** Keep The Buyer After The Sale!
- 11** Stay Informed At All Times!
- 12** Determine The Best Asking Price!

Selling Your Home Is So Important That It Deserves A Thorough Review Before You Select A Realtor!



Reason # 1

Helping You To Identify Your **SELLING GOALS!**

1

What You Want Is...

- The **MOST MONEY** you can get!
- As **QUICKLY** as you can get it!
- And with the **FEWEST PROBLEMS!**

*Now Let's See How I Can Help You **DO JUST THAT!***



Reason # 2

Helping You To Make Your Home
More **ATTRACTIVE** To Buyers!

2 Through My Experience...

I know the reasons why people buy and, more importantly, do NOT buy homes!

⇒ **For Example...**

Most buyers are concerned about having enough space to place their furniture in the family room.

Yet many sellers have so much furniture in the family room that it tends to make it look smaller and unsatisfactory, turning away an otherwise interested buyer.

Can YOU See That Kind Of Thing Happening?



There's MORE...
**To Selling A Home Than Simply Putting
A Sign On The Lawn!**



Do You Know...

The Average buyer inspects 11 homes before deciding on one to purchase?



This Means...

10 other homes are competing against yours.



The Winner Will Be...

The one who can best bring out the details of a home in such a way as to encourage the buyer to **MAKE AN OFFER**.

But Don't Worry, We Have A System That Puts The Odds In YOUR FAVOR!



21 Proven Tips

For A Quick And CMY arefree
TOP DOLLAR SALE!



I Am Absolutely Determined...

To make sure your home **COMPETES SUCCESSFULLY** against the competition.



I Am Absolutely Determined...

To make sure your home has every possible **SALES ADVANTAGE**.



A Simple Solution For Success!

This is accomplished through a simple **21 POINT CHECKLIST**. It reviews and resolves key buyer sensitive issues when viewing a home.

We'll Review This List Later Should You Decide To Hire Me!



Reason # 3

Helping You To MARKET “Inside-Home” Effectively!

3

Two Time-Tested and Proven...

Showing STRATEGIES to cause a buyer to take notice when viewing your home!



GOOD Features Highlighted...

How? Through in-home DISPLAY BROCHURES providing a feature summary of your home.



IMPORTANT Features Highlighted...

How? Through in-home DISPLAY CARDS used to highlight a specific feature during showing.

It's In The SMALL DETAILS That Your Home Is Noticed And Remembered!



Good Features Are... Highlighted Within A Feature Summary Brochure!

! What We Do Together!

We'll make a summary list outlining all the good features in your home.

⇒ I'll then make enough copies so buyers can take one home after their viewing. Why?

⇒ When buyers are viewing homes, they usually do so in groups, up to 11 homes at a time. Since they are viewing so many homes, they may forget or confuse your features with the features of the other homes.

⇒ Can you see that kind of thing happening if feature brochures were not used?

Feature Brochures Can Tip The Odds In YOUR FAVOR!



Important Features...

Are Also Highlighted Through
In-Home Display Cards!



What We Do Together...

We will make a list highlighting specific features we want the buyer to notice during a showing.



- We'll then place the in-home display cards throughout the home. Why?



- MLS agents will bring their buyers to view your home.



But The Problem Is...

Each agent will show your home their own way.



In fact, some agents will not show your home properly at all!

This Presents Us With A MAJOR PROBLEM!



We Simply CAN'T...
Allow Their Inexperience
To Cause Us To Lose A Buyer!



I Am Absolutely Determined...

ALL BUYERS be given every opportunity to view your home properly.



The In-Home Display Card Strategy Is...

Our only solution to ensuring all buyers see your home in the SAME WAY.



Can you see how this will allow your home to compete successfully against other homes within your price range?

Display Cards Give A Reason For The Buyer To ASK QUESTIONS!



Reason # 4

Helping You To MARKET “Outside-Home” Effectively!

4

What You Need To AVOID Is...

OVERESTIMATING the power of open houses and home specific advertising!



Open Houses...

LESS THAN 5% of homes sell through an open house.



Home Specific Newspaper Advertising...

LESS THAN 3% of homes sell through all the various newspaper advertising of Realtors.

But This DOESN'T Sound Right... Does It?



Then WHY Are... Open Houses And Ads Used By Realtors?



Open Houses... Lead Gathering!

Their primary use is to gather leads, as open house visitors tend to be *lookers* and NOT qualified buyers. Realtors understand it will take as long as one year for a few of these leads to become serious qualified buyers.



Newspaper Ads... Three Reasons!

1. To build name recognition for the Realtor.
2. To gather leads.
3. To find first-time buyers.

Rather We Employ The MOST EFFECTIVE METHOD... The MLS!



Reason # 5

Helping You To Reach Buyers Through The MLS!

5

Who Do We Need To Reach FIRST When Selling Your Home?



MLS Realtors!



Why? Because at least one of them will have the buyer who will purchase your home.



That's why we need an MLS Marketing Strategy that causes MLS Realtors to want to show your home to their buyers!

Understanding The MLS Is CRITICAL For Your Success!

Understanding The MLS!



It's Designed For Sellers, Not Buyers!

The MLS is a service dedicated to *move-up* sellers.



Move-Up Sellers Are Your Target Buyers!

These move-up sellers can only *buy* when their current home *sells*.



Move-Up Sellers Represent 95%!

Only 5% of buyers in the market are first time buyers while 95% are move-up sellers.

The MLS Allows You To EASILY TARGET Your Potential Buyer!



Understanding The MLS BUYER MARKET!

The MLS Buyer Market Consists Of Two Groups!

Group 1

FIRST TIME Buyers

5% of the total buyer group



This group buys
**ENTRY LEVEL
HOMES**

Group 2

REPEAT Buyers

95% of the total buyer group



This group buys
**NON-ENTRY LEVEL
HOMES**

Which Group Would Be Most Interested In YOUR Home?



Ads & A First Time Buyer Home!



If It Is A First Time Buyer Home...

Then the MLS will not be the best source for targeting your buyer.



Rather We Need To Depend On Ads!

And not just our own ads but the collective ads of all real estate companies.



MLS Collective Advertising!

Through the collective advertising efforts of all companies, the first time buyer is found.

If Your Home Is A REPEAT Home, Then We Focus On The MLS!



The MLS Secret!

Understanding Where Your Buyer Is Currently Located!

- ⇒ Let's say your home is worth \$200,000. After you sell, you will most likely be moving up to a more expensive home. This moving up provides the secret to us on where we will find your buyer.
- ⇒ The average buyer moves up 20% to 30% in value. This means MLS agents who have listings between \$140,000 to \$160,000 will have a homeowner who needs to buy up to a \$200,000 home once his \$140,000 to \$160,000 home sells.
- ⇒ This clearly reveals to us where we can expect to find the buyer for your home. All we need to do is take your asking price and subtract 20% to 30% from the price.
- ⇒ This will give us the pricing range where your 95% group of buyers are now listed and located!
- ⇒ This is how your buyer is found by a Realtor!

Let's DO THE MATH To Find Your Buyer!



Let's Do The Math...

And Find Your MLS Buyer!

This exercise will assist us in targeting your buyer through a simple calculation!

- 1** Your Home Value Estimate Is...
- 2** Top Of Range Is...
Home Value – (Home Value x 20%) =
- 3** Bottom Of Range Is...
Home Value – (Home Value x 30%) =

Your MLS Buyer's Home Listing Range Is...

Top: **Bottom:**

Our Next Question Is...



How Do We Reach This Target Group?



Through Email Marketing!

I forward a LETTER and a copy of your listing to the listing agents for these homes.



Through Telephone Contact!

I then CALL the listing agents for these homes reminding them about your home.



Through Internet Marketing!

Another EMAIL is then sent to the Realtor asking him to view your home on the net.

Finally, We Need To MONITOR The Sale Of These Homes!



Monitoring These Homes Is ESSENTIAL!



Each Home Is Tracked Daily!

The MLS releases DAILY the homes that just sold within the system.



When A Target Home Is Sold!

I IMMEDIATELY call the listing agent to let him know once again about your home.



Another Email Is Sent!

Another EMAIL sent to the listing agent asking him to take his client to your home.

This Cycle Is Repeated Over And Over Again Until Your Home Is SOLD!



Reason # 6

Helping You To Reach Buyers Through The INTERNET!

6

Unique Web Site Marketing



Your own Listing web site.



Your own 24-7 Open House web site.



Through Report web sites.



Through my Personal Agent web sites.



Through flyer web site marketing by email to my existing prospect database.

It's The MOST EFFECTIVE Internet Marketing System Available Today!



Reason # 7

Helping You To Qualify The Buyer!

7

There Are 5 Buyer Types!

1. A *never buy* buyer.
2. A *bargain basement* buyer.
3. A *not in a hurry* buyer.
4. A *not prepared but serious* buyer.
5. A pre- approved serious qualified buyer

But We Only Want The 5th Type... A Pre-Approved Serious Qualified Buyer!



What Is... A Pre-Approved Serious Qualified Buyer?

! He's A Move-Up Homeowner!

We have two types of serious buyers:



First...

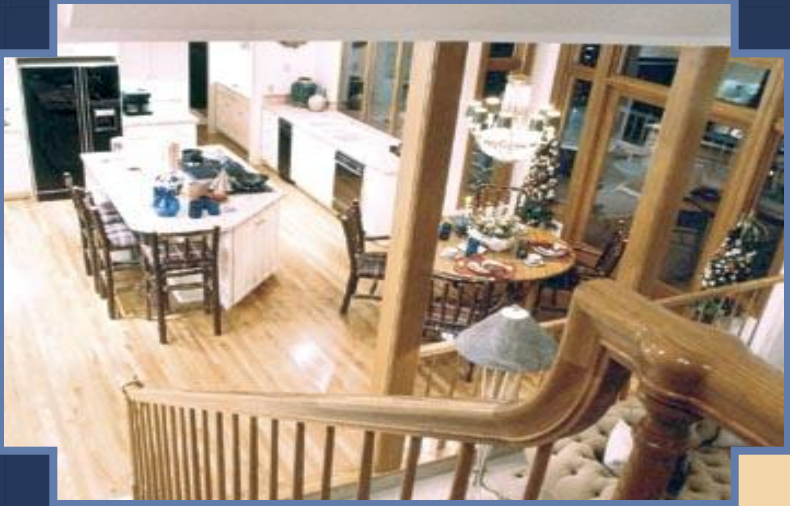
Is a buyer who wants to buy, but does not *have* to buy since they have yet to sell their home.



Second...

Is a buyer who needs to buy because they just sold their home. (Move-Up Seller!)

And Only Through The MLS Are Move-Up Sellers Found!



Reason # 8

Helping You To Negotiate With The Buyer!

8

We Can Get You More Money!

Negotiating an offer is not easy, for emotions tend to get involved. (Example: Unions & Management)



Real Estate Is Often The Same!

Should the seller and buyer negotiate directly, often the emotional difficulties of negotiation causes the seller to lose the buyer.

A Realtor serves as a third party and is in a much better position to maintain the buyer to current market value.

A Realtor Uses Market Data To PROVE Home Value To A Buyer!



Reason # 9

Helping You To Assist
The Buyer With FINANCING!

9

Being Ready To Step In!

Sometimes even pre-approved buyers can find themselves in some mortgage trouble.



We Know Additional Sources!

And should that happen, we refer the buyer to additional sources of financing to make sure the sale closes on time.



Can you see how we may be able to save a sale when the buyer needs some extra help?

FINANCING ISSUES Represent 87% Of All Closing Related Problems!



Reason # 10

**Helping You To Keep
The Buyer After The Sale!**

10 **It's Called Buyer Remorse!**

All of us experience buyer remorse, be it a purchase of a car or a home.

⇒ But Some Experience It More!

Some buyers actually develop an acute case of buyer remorse. And when this happens, I step in to prove their purchase through a competitive market analysis.

⇒ Were you aware a buyer can suffer from this condition?

BUYER REMORSE Represents 11% Of All Closing Related Problems!



Reason # 11

Keeping You Informed About
The Progress Of The Sale!

11 Daily...

When you list with me, I promise to keep you up-to-date every day.

⇒ **Your Service Center Web Site!**

Just visit the service center site I will create for you. It will keep you informed on what's going on at all times. I update your service site every day before 7:00 p.m.

⇒ **Personal Contact!**

In addition to the service site, I will contact you personally by phone as well.

Service To Me Means Making Myself AVAILABLE To YOU 24-7!



Reason # 12

Helping You To Determine The Best Asking Price!

12 Before We Discuss Price...

Do you have any questions about our marketing plan?

⇒ **Other Than Price...**

Based upon our marketing plan, would you feel comfortable about listing your home with my company?

⇒ **My Service Guarantee!**

Are you aware you can fire me if I do not do all the activities I said I would concerning the marketing of your home?

Let's Review The GUARANTEE And Then We'll Discuss Price!



Our Discussion...

Will Now Turn To The Pricing Plan For Your Home!

! The Last Way You Will Benefit...

By having me represent you is that I can help you to determine the very best asking price for your home.

⇒ My Goal Is Simple...

To get you the highest possible price the market is willing to bear at this time.

⇒ And To Realize This Goal...

We need to understand how to analyze the market and how it is affecting the value of your home.

⇒ Why Is This Important?

Because NO ONE INDIVIDUAL Controls Market Value, Be It A Realtor OR A Seller!

How Is Pricing...

Determined When Selling A Home?



We Work From A CMA

Or what is known as a Competitive Market Analysis. It contains three significant factors:

1. Similar Homes Recently Sold!

This tells us what buyers are willing to pay for this kind of home in this area at this time.

2. Similar Homes Now For Sale!

This tells us about our competition. Buyers will compare your home to these homes.

3. Expired Listings!

This tells us what buyers are not willing to pay for this kind of home in this area at this time.

Do You Agree This Approach Will BEST Help You Determine Price?



Sales Excitement...

**Produces Fantastic Results
When Selling Your Home!**

! But Who Needs To Be Excited?

To get a home sold once, we actually need to sell it twice.

⇒ **First To The MLS Realtors!**

⇒ **Then To Their Buyers!**

⇒ **So To Get The Most Money, Quickest Sale And
Fewest Problems...**

We need to get MLS Realtors excited about your home.

EXCITEMENT Breeds ENTHUSIASM Which Generates SHOWINGS!



How Price Affects... Excitement And Therefore The Number Of Showings To Expect!

! There Are 4 Price Excitement Points...

That will determine sale success.

- 1. Priced Above Market Value & Show able**
Generates low excitement.
- 2. Priced Right & Not Show able**
Generates medium excitement.
- 3. Priced Above Market Value**
Generates big problems for the sale.
- 4. Priced Right & Show able**
Your success equation.

#4 Creates Excitement, Showings And A TOP DOLLAR SALE!



21 Tips For Home Selling Success!

- 1 Curb Appeal:** Bring it to the best appearance possible.
- 2 Driveway:** Fix needed repairs, wash it or clean it.
- 3 Roof:** How is the condition?
- 4 Mailbox:** Make it attractive.
- 5 Front Door:** Must be in the best shape possible.
- 6 Windows:** Clean and crack free?
- 7 Exterior Paint:** How is the condition?
- 8 Garage Door:** How is the condition?
- 9 Front, Side & Back Yards:** Must be in the best shape.
- 10 Your Cars:** If not in good shape, remove them from driveway for showings.
- 11 Front Entry:** Clean & free of clutter
- 12 Closets & Rooms:** Remove as much clothing and furniture as possible.
- 13 Carpet:** Must be clean.
- 14 Door Leading to Garage:** Have door unlocked and garage clean.
- 15 Interior Paint:** Must be in the best shape possible.
- 16 Light Bulbs:** Make sure all work.
- 17 Furnace & Air Conditioner:** Clean them up and working good.
- 18 Home Clutter:** Eliminate it.
- 19 Kitchen:** Clean and bright at all times.
- 20 Baths & Bedrooms & Pool:** Clean and bright at all times.
- 21 Home Smell:** Must be fresh. If you smoke... use air freshener.