home marketing & listing services

proudly presented by:

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listing success stats

The average "list to sales price" ratio inside the perimeter is about **95.3%** and more than 35% of the homes listed in the last year <u>did not sell</u> during the listing period. Compare that to our sales statistics...



*Our listings sold 5X faster than the Atlanta average (20 vs 102 days).



selling for top dollar

Our reputation depends on our ability to negotiate the best price for your home. We take great pride in being well-prepared and persistent during the negotiation process.



Our listings sold for 5.7% MORE than the average Atlanta agent.

On a \$500,000 home, this would add \$28,500 to your bank account.

73%

received multiple offers

70%

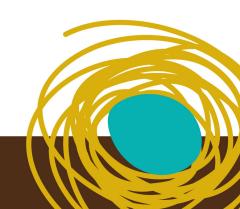
sold in 2 weeks or less 75%

sold for FULL price (or more)



three factors that sell a home:





:::: pricing strategy ::::

Understanding the current market

Determining the Value of your home

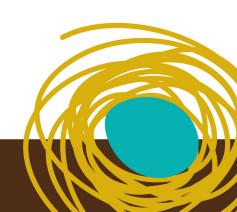
Pricing
Correctly
the first time



pricing your home

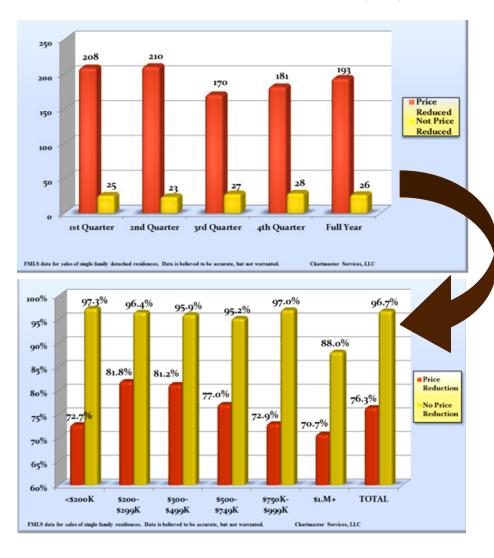
- 90% of any great marketing plan is pricing your home in the right range.
- We use three different methods to ensure that your home is priced correctly (and you are comfortable with our recommendation!)
- The price must be below those homes that offer more features or your home will sit on the market until they sell first.
- The price a home will sell for is ultimately determined by what a buyer is willing to pay.





price reduction effect

Time after time, we see homes that are <u>priced correctly the first time</u> sell up to 10 times faster — and for MORE MONEY — than properties that reduce their price.



Time on Market

- 27 days <u>without</u> price reduction
- 188 days <u>with</u> price reduction (6.5x longer)

Sales to List Price

- 96.7% of list price <u>without</u> price reduction
- 76.3% of list price with price reduction (20% less)

showing activity vs time

In the last year, home sales peaked in the first two weeks of the listing period, declining sharply after that time. Translation = we have the best chance of getting an offer within the first two weeks.



consequences of overpricing

You have the best chance of getting the full listing price (or higher) during the first two weeks on the market. After 3 months, the average is only 87% of the asking price.



how do we know if it's priced right?

Once we're on the market, there are some general rules of thumb that help us determine if we are priced correctly. Usually we have a pretty solid understanding within the first two weeks.



Drive-bys and no showings = 12%+ off

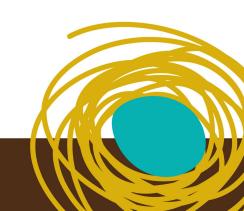
Drive-bys and low # of showings = 6 to 12 % off

10+ showings and no offers = 4 to 6% off

Receiving offers within 2 weeks = in correct range

Receiving offers within 3 days = perfectly priced!

FYI: Our home feedback tool will also provide some valuable agent/buyer feedback about the current pricing.



::::::: showability ::::::

First impressions sell homes

De-clutter
+ sparkling
clean

Staging, fresh paint + pops of color



is your home "showroom ready?" first impressions sell houses.

We will offer specific suggestions after touring your home, but it is always important to...

- De-clutter every room and closet
- Deep cleaning, from inside the fridge to that cobweb on the front porch
- More Light = More Space. Brighten your home by opening blinds, bright light bulbs, clean windows and add additional lighting to dark rooms.
- Add pops of color. Bright pillows on the bed and colorful flowers or a rug on the porch really make a home stand out in the photos online.
- Make necessary home repairs. Buyers notice those leaky faucets, broken cabinet doors, burned out light bulbs, replace old appliances.
- Paint inside and out, if possible. It's money well spent!



a quick facelift may be worth the investment.





- New appliances
- Paint
- Flooring
- Canned lighting
- Countertops
- ♦ IKEA island

COST: < \$8,000





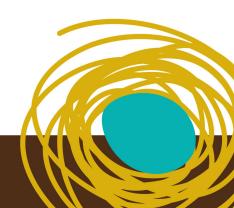
- Refaced cabinets
- Paint
- Countertops
- New appliances
- Flooring
- Backsplash

COST: \$6,400

:::: marketing strategy ::::

Generate BUYER interest Build REALTOR awareness

Fine-tune
strategy based
on feedback

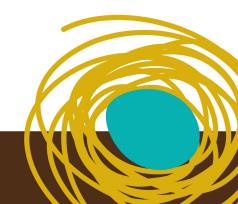


step one:

generate agent and buyer interest <u>before</u> your home is listed in MLS



- Add a "Coming Soon" sign "to your front yard
- Create a "Coming Soon" web page for your home
- Advertise on our websites, blogs, Craigslist, Facebook, and other social media outlets
- Feature your home in an eNewsletter that is distributed to our database of past clients, friends, and associates
- Send an email flyer to more than 500 local real estate professionals, including the top agents in your neighborhood



step two: professional photography







According to the Wall Street Journal, **only 15**% of home listings use high-end photography, yet these homes attract more attention, sell faster and for more money than comparable homes using non-professional listing photographs.



step three: officially list your home



- List in FMLS and GA MLS
- Print Marketing
- Online Marketing
- Listing Syndication System
- eFlyers to local agents / newsletter subscribers
- Craigslist and online classified ads
- Virtual tour
- Professionally-designed home brochures



marketing online

You won't find another agent who is as excited as we are about promoting your home on the web!

Yes, we may be a little geeky, but really it pays off for our clients. Learn more about how we market your home...



listing syndication

We are committed to putting your home in front of millions of potential buyers by syndicating to the top real estate websites and search engines.



THE RESULT:

Your home appears on over 25,000 websites.



nestatlanta.com

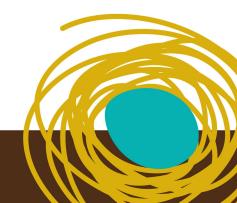
With 92% of the buyers searching for homes online, we've made it our top priority to have a strong web presence. The NestAtlanta.com website is in the Top 1% of all the real estate websites in Atlanta. That means lots of exposure for your home!

Our website, ATLhomesearch.com (aka NestAtlanta.com), receives an average of 615,000 page views and almost 60,000 unique visitors each month.

Seller Benefits:

- You'll be featured on the front page
- Your home will be one of the first homes buyers see when visiting the home search options for your zip code, neighborhood and/or home style.
- An article about your property will also be featured on the Nest Atlanta Blog.





custom neighborhood websites

We like to take things a step further, so Nest created localized websites for many of the Metro Atlanta communities. This is just another way to get your home in front of potential buyers... and show off your neighborhood!









Brookhaven Candler Park City of Decatur **Druid Hills** Dunwoody East Atlanta Grant Park Kirkwood Marietta Morningside Oakhurst Old Fourth Ward Ormewood Park Sandy Springs Smyrna Roswell Virginia Highlands



seo marketing





When a potential buyer searches for homes in your neighborhood or street, our goal is to make sure your home appears on the first page of the search results.

Search Engine Optimization (SEO) is a VERY IMPORTANT marketing tool that many other agents often overlook.

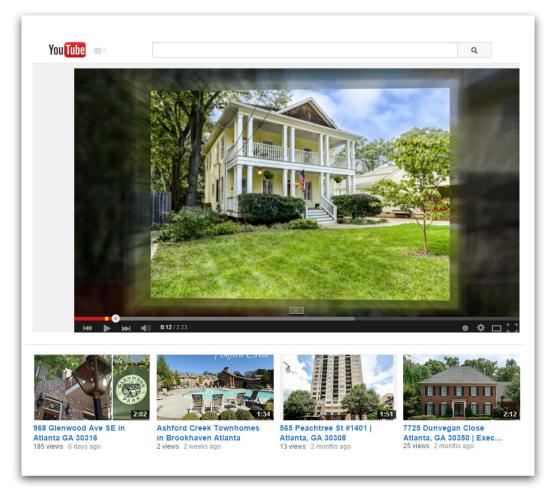
See for yourself! If you enter any of the following terms into Google, you'll see at least two of our websites/ blogs in the top 10 search results.

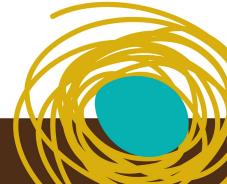
- Popular or Best Atlanta Neighborhoods
- Atlanta Townhomes for Sale
- Homes for sale in Brookhaven
- Grant Park Atlanta real estate
- Homes for sale in Decatur GA
- Atlanta bungalows for sale
- Atlanta home search



video home tours

According to the National Associations of Realtors, 86% of home shoppers research videos to find out more about a specific community and 55% of YouTube videos posted by real estate professionals generate buyer leads for the home for sale.

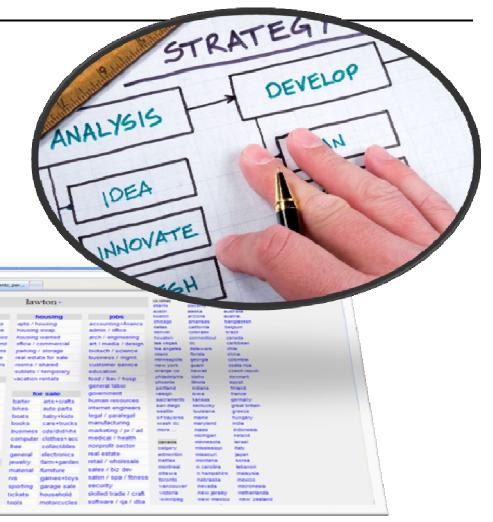




craigslist ads

We are constantly strategizing to get more exposure for your home.

Promoting on Craigslist 3 to 4 times each week usually generates multiple inquiries and appointment requests.





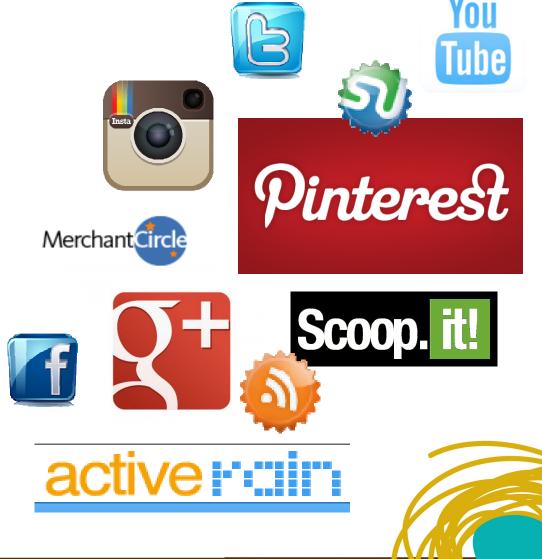
social media

One important component of our marketing is promoting your home on all the social media outlets, from Facebook to Pinterest.

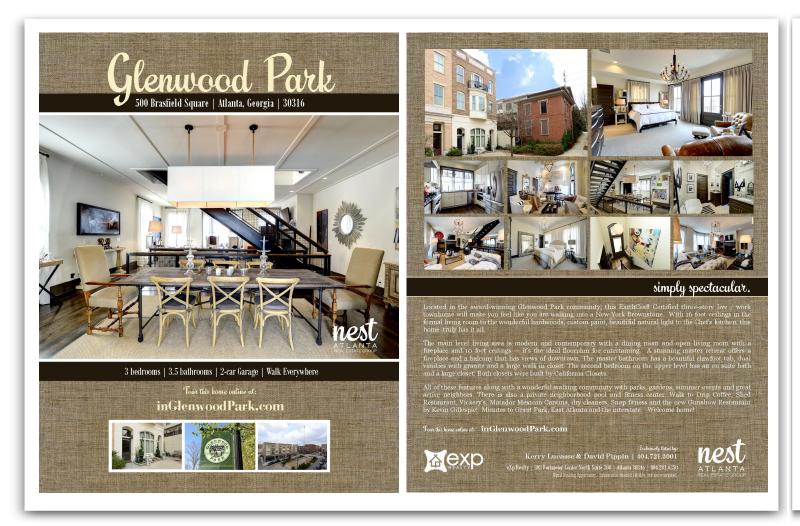
- Multiple Facebook pages
- Paid Facebook advertising
- Google+ and Google Adwords
- Two Twitter accounts
- Social blogging sites: Merchant Circle, Localism, Trulia, ActiveRain
- Curated content sites: Stumbleupon,
 Digg, Tumblr, Pinterest, Scoop.it

We want your home to be

EVERYWHERE buyers look!



home brochures





We want potential buyers to have a high quality take-away after visiting your home, so professionally printed flyers will be placed inside the home as well as in a brochure box in the front yard.



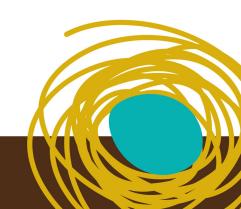
more marketing & promotions

When it comes to selling your home, we leave no stone unturned.

Generate
BUYER
interest

Build REALTOR awareness

- Open Houses
- eNewsletters to our past clients, neighbors and friends
- Direct mail postcards
- Oodle, Kiji and Creative Loafing online classified ads
- Blogging on multiple websites
- Home flyer in the Nest Atlanta office window
- Neighborhood forums and community pages
- Agent Caravans
- eFlyers to the top local agents
- Reverse prospecting

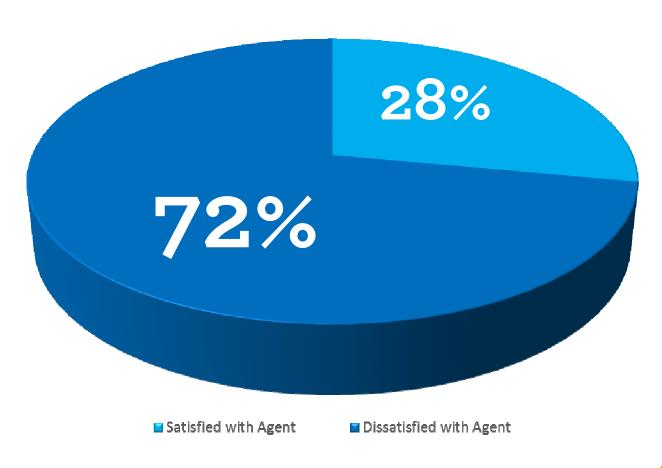


:::: communications ::::

Full transparency with Brivity™ Feedback from home showings Regular updates from the team

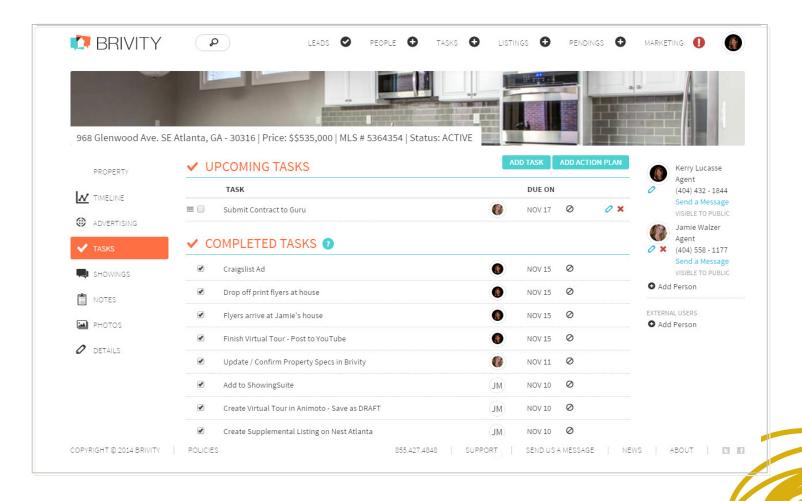


72% of Home Sellers said they would not use their agent again because of poor communication.



full transparency

We want you to have 24/7 access to everything we are working on to market and sell your home. Our listing management tool allows you to view important dates, examples of online marketing, advertising sources, and more.



home feedback system

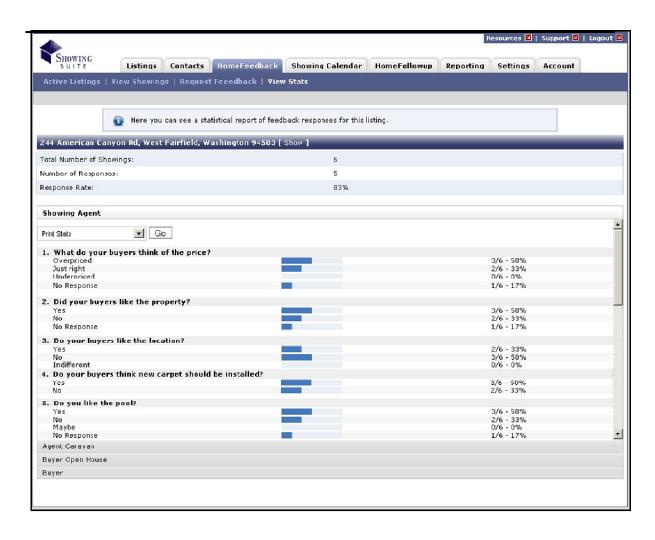


Benefits to Sellers

- View your feedback and the status of every feedback request 24/7
- See exactly what buyers thought of your home, directly from their agent
- You'll receive statistical report summaries for all showings, so we can quickly adjust our selling strategy, if needed
- We can e-blast every agent who showed your home to alert them to open houses and price reductions
- You will be notified when an agent opens the lockbox on your front door



home feedback statistics

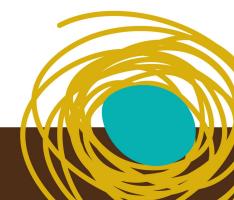


Log in anytime...

See the showing feedback response rate on your home



View a summary of all the feedback received thus far



market activity

If another home sells or is listed in your neighborhood, we want you to know asap!



We will set up an email alert tool that will notify you of any market changes in your community. We want everyone to have a pulse on the current market, so we can remain competitive and get your home sold in a timely manner.

keeping you informed

All of our tools do a great job of keeping you updated, but we want you to feel like you can pick up the phone and call us anytime. The Nest Atlanta team is committed to:



Consistent Communication

- Contacting you via your preferred method (phone, text or email)
- Personally contacting you every week for the first 2 weeks and then every other week after that
- Reviewing the home feedback summary report with you
- Discussing market trends in your area
- Sharing new tactics and marketing strategies to get your home sold quickly and for top dollar.

Your Home Sales Team

When you list your home with us, you will have a dedicated team of agents supporting you. **Jamie** focuses on showing feedback and contract negotiations. **Kerry** is laser focused on marketing and promoting your home. Our **closing coordinator** manages all the little details once we are under contract.



easy exit listing guarantee

We guarantee that if you aren't completely satisfied with our services, you have the right to cancel our listing agreement with seven days written notice, except during active negotiations and pending contracts. It's just that easy! No hassles, no problems.

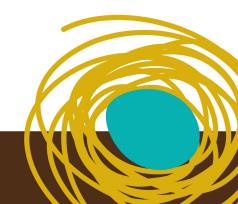
Benefits to you:

- You don't have to worry about a long-term commitment if you aren't happy
- You don't have to pay any costly "cancellation fees."
- We make listing your home with us totally hassle free.

It takes a strong belief in the quality of our services to make this "Easy Exit" offer, and we are proud to make it. Our team never settles for anything less than the highest professional standards and believe that Atlanta home sellers should have the power to fire their agent if they are unhappy.

Our mission:

NO HASSLES. NO STRESS. NO PROBLEM.



fair & flexible commission plan



Scenario #1

Another real estate agent represents the buyer. Our marketing fee is three percent (3%) and the other agent representing the buyer receives three percent (3%).

Total commission = 6.0%



Scenario #2

We find the Buyer through our marketing efforts and they are not represented by another real estate agent.

Total commission = 4.5%



Scenario #3

YOU find the Buyer through a personal source (co-worker, friend, etc) and the Buyer is not represented by a licensed real estate agent / broker.

Total commission = 3.0%

questions?

Call anytime. We're here to help!

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