

# home marketing & listing services

*proudly presented by:*

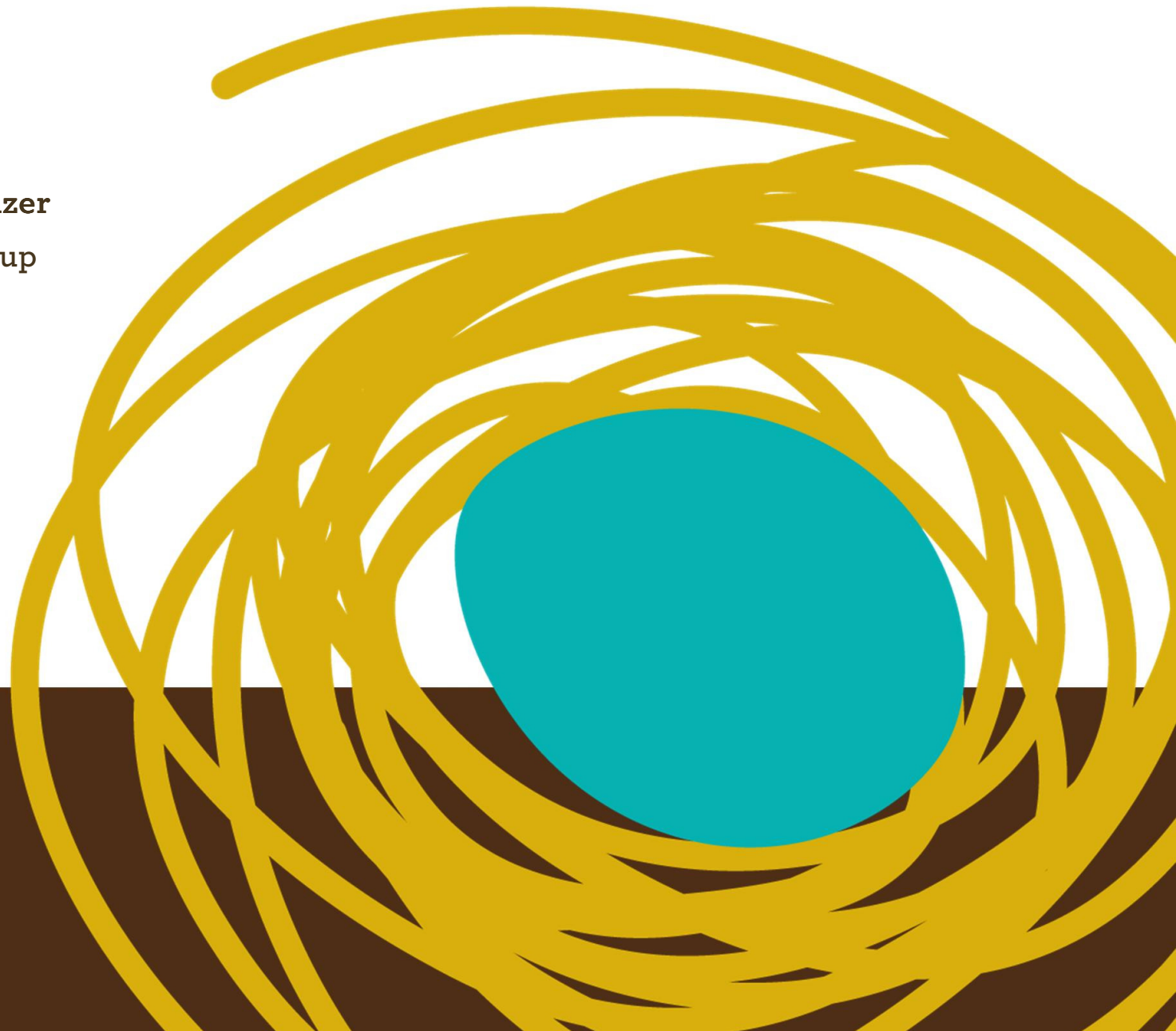
**Kerry Lucasse & Jamie Walzer**

Nest Atlanta Real Estate Group

eXp Realty International

404.205.8600

NestAtlanta.com





Our real estate business  
is built around one  
guiding principle:

**YOUR  
COMPLETE  
SATISFACTION**



# 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.



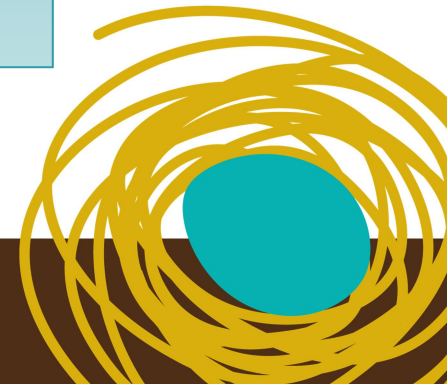
Our listings sold for **4.8% MORE** than the average Atlanta agent.

On a \$500,000 home, this would add \$24,000 to your bank account.

**80%**  
received  
multiple offers

**73%**  
sold in 15  
days or less

**65%**  
sold for  
**FULL price**  
(or more)



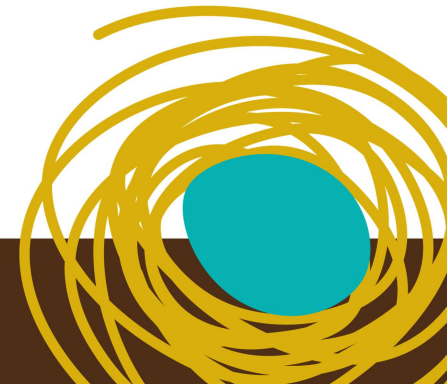
# listing success stats

The average “list to sales price” ratio inside the perimeter is about **95.5%** and more than 35% of the homes listed in the last year did not sell during the listing period. Compare that to our sales statistics...



	Atlanta Average	Our 1H2014 Average	Our 2013 Average	Our 2012 Average
List to Sales Price Ratio	95.5%	100.2%	100.5%	101.2%
Days on Market	61	24	23	22
Homes Sold During Listing Period	< 65%	97%	96%	92%

\* Our listings sold **37 days faster** than the Atlanta average.



# three factors that sell a home:



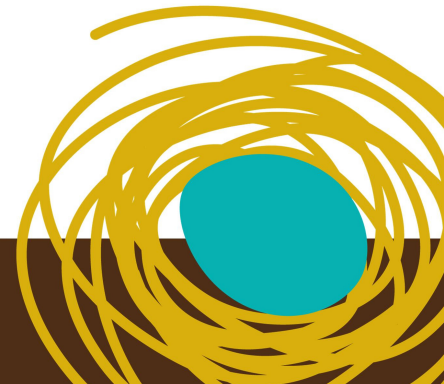
**Pricing**



**Showability**



**Marketing**

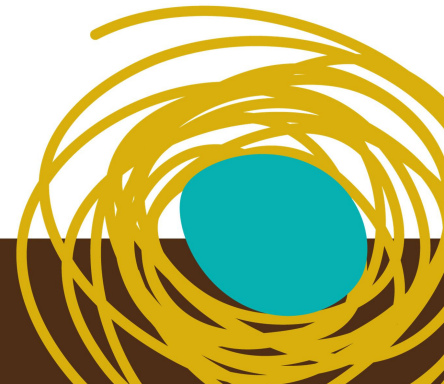


# pricing strategy

Understanding  
the current  
market

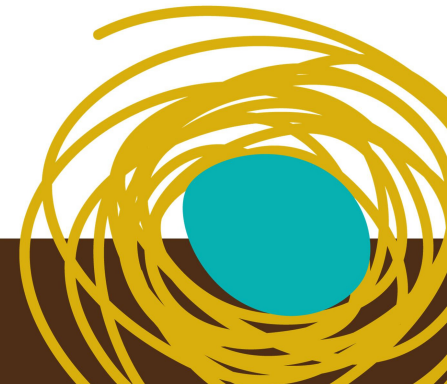
Determining  
the Value  
of your home

Pricing  
Correctly  
the first time



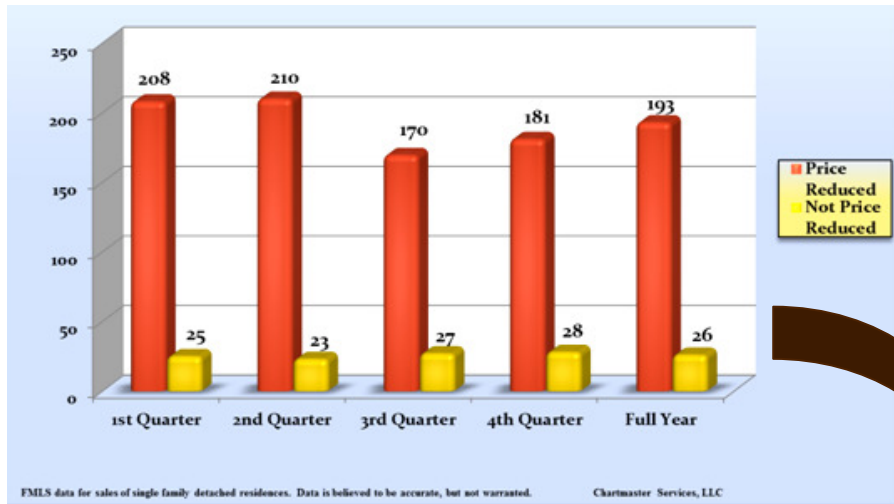
# pricing your home

- 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.



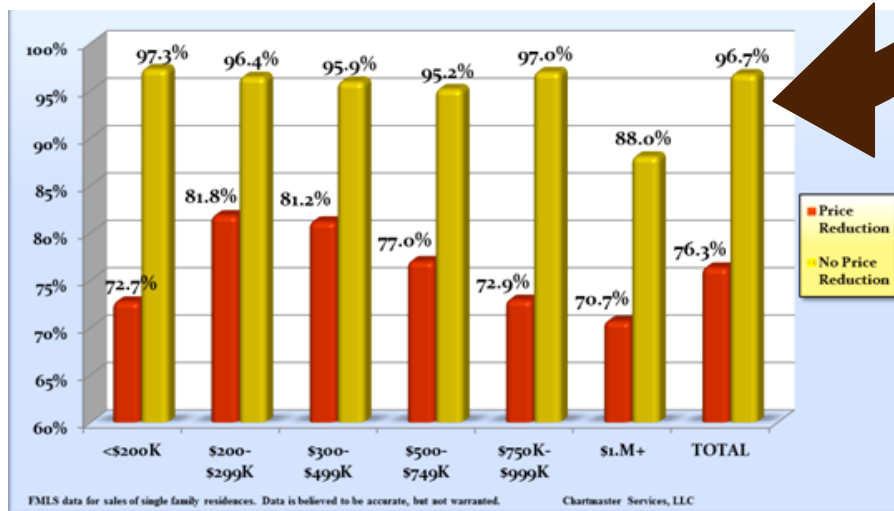
# price reduction effect

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



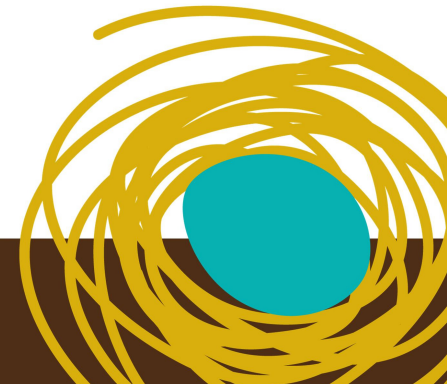
## Time on Market

- 27 days without price reduction
- 188 days with price reduction (6.5x longer)



## Sales to List Price

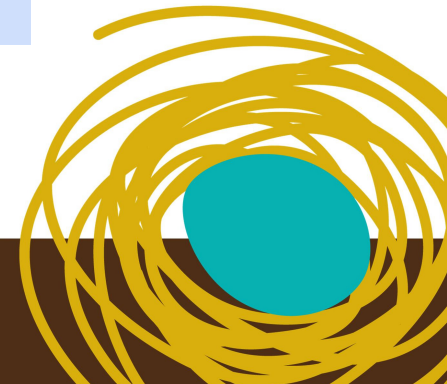
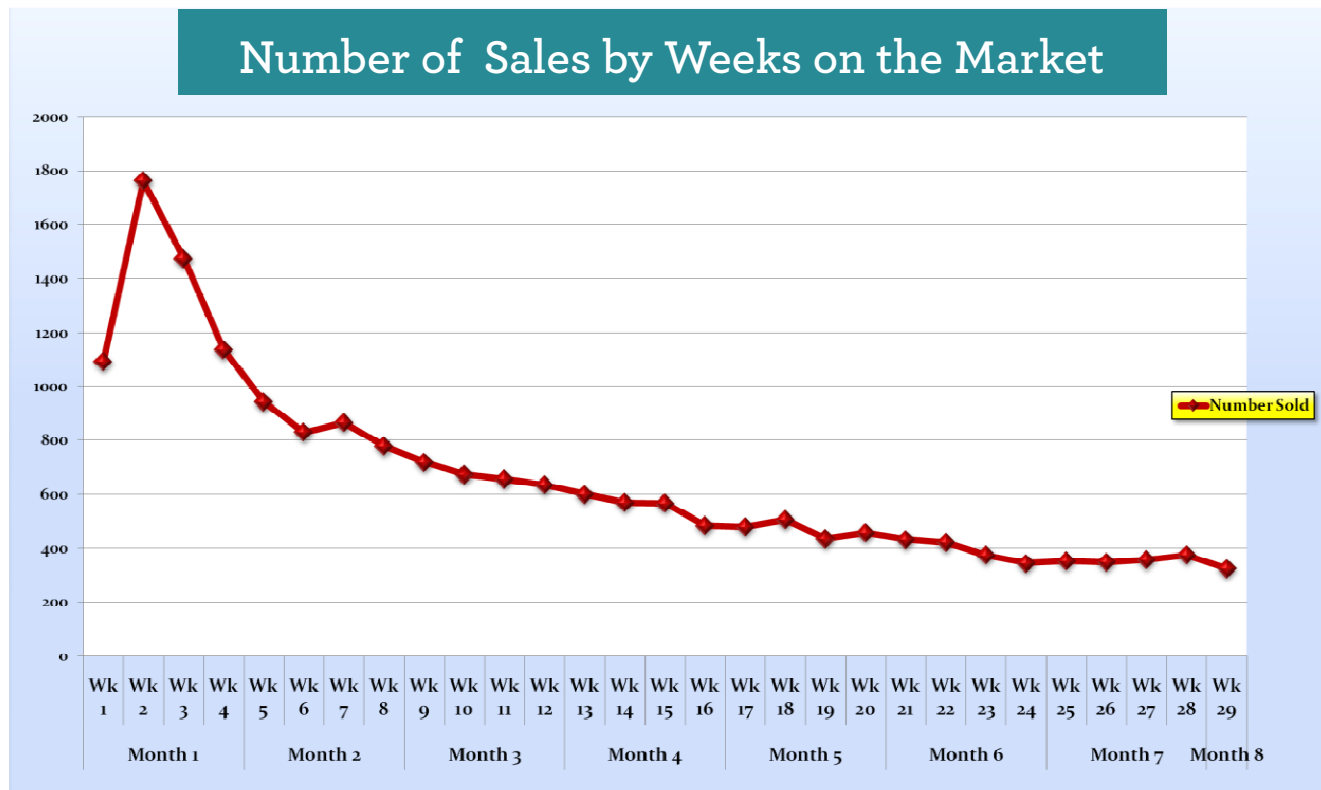
- 96.7% of list price without price reduction
- 76.3% of list price with price reduction (20% less)





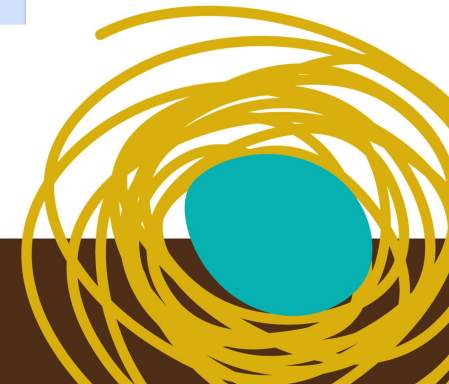
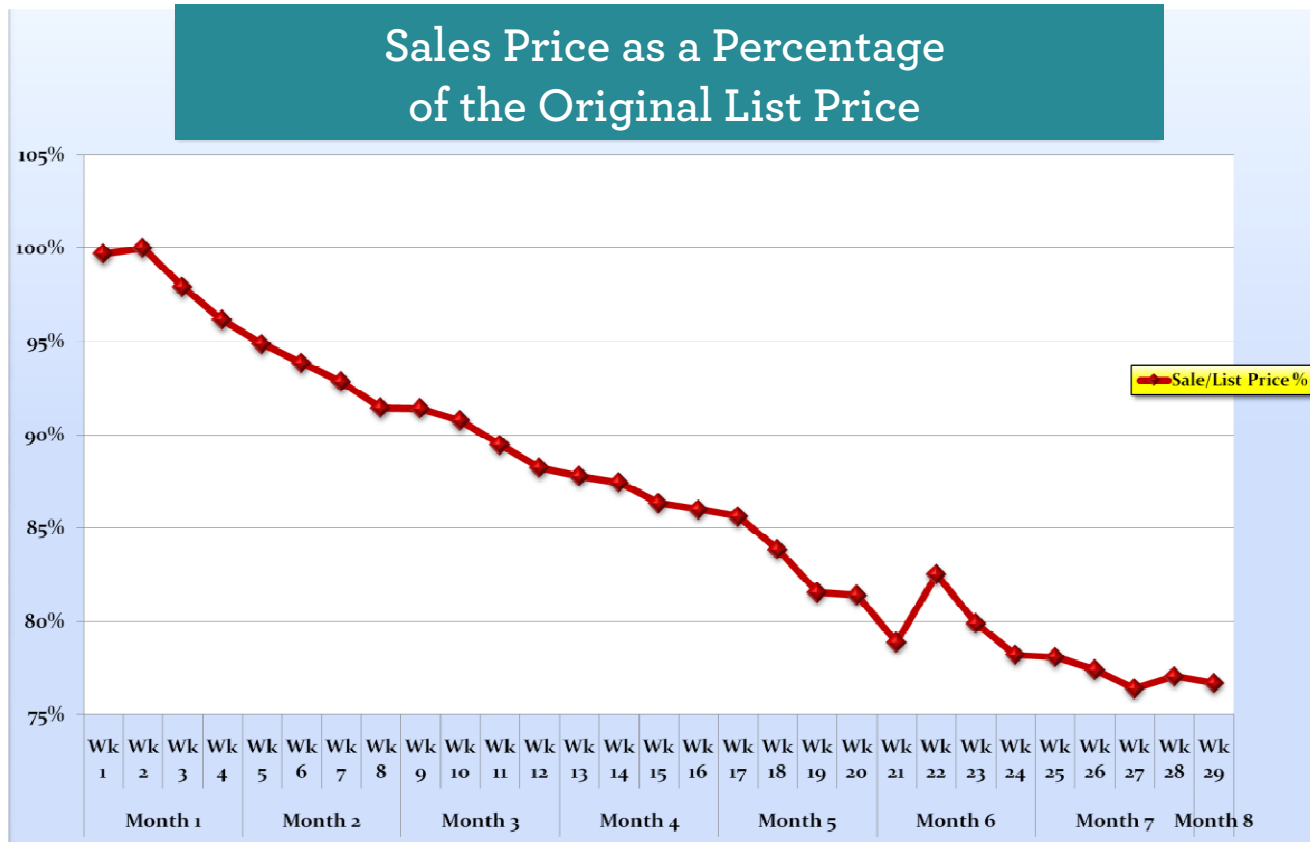
# showing activity vs time

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**

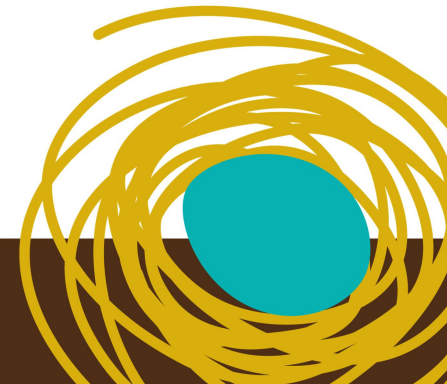
Drive-bys and low # of showings = **6 to 12 % off**

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.

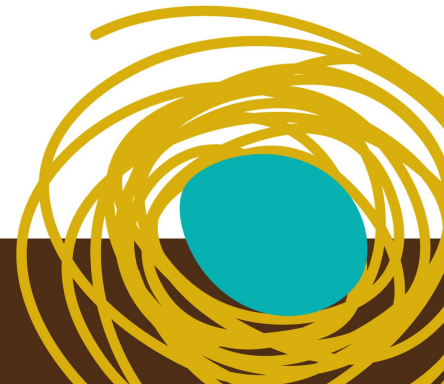


# ..... showability .....

**First  
impressions  
sell homes**

**De-clutter  
+ sparkling  
clean**

**Staging,  
fresh paint +  
pops of color**

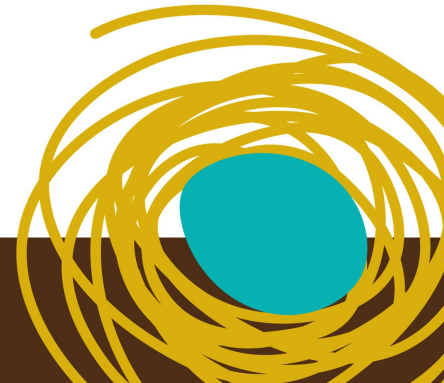


# is your home “showroom ready?”

## 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.



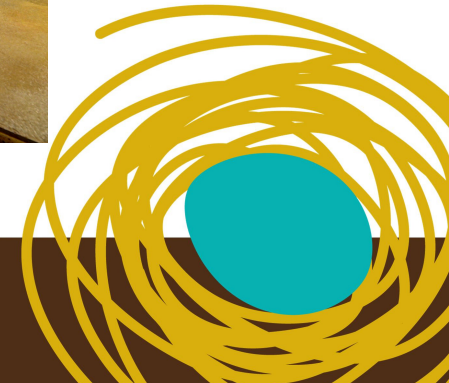
- ◆ New appliances
- ◆ Paint
- ◆ Flooring
- ◆ Canned lighting
- ◆ Countertops
- ◆ IKEA island

**COST: < \$8,000**



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

**COST: \$6,400**

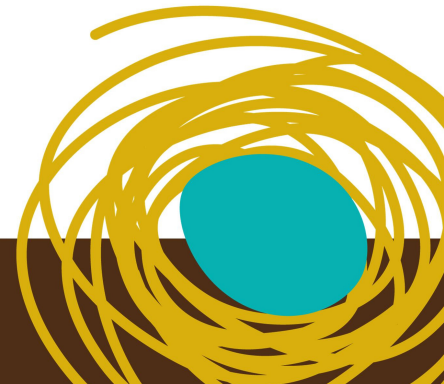


# marketing strategy

Generate  
**BUYER**  
interest

Build  
**REALTOR**  
awareness

Fine-tune  
strategy based  
on feedback

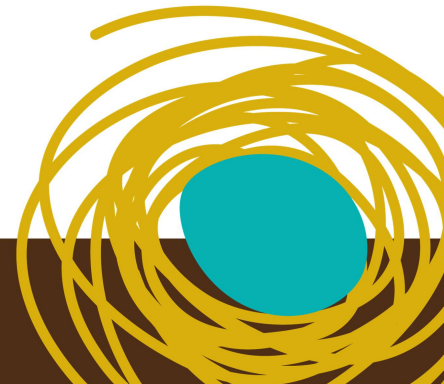


# step one:

## generate agent and buyer interest before 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 1,000 local real estate professionals, including the top agents in your neighborhood

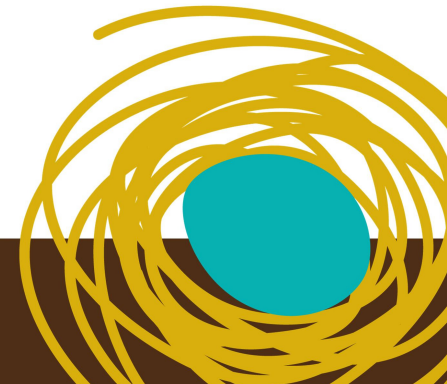




# step two: professional photography

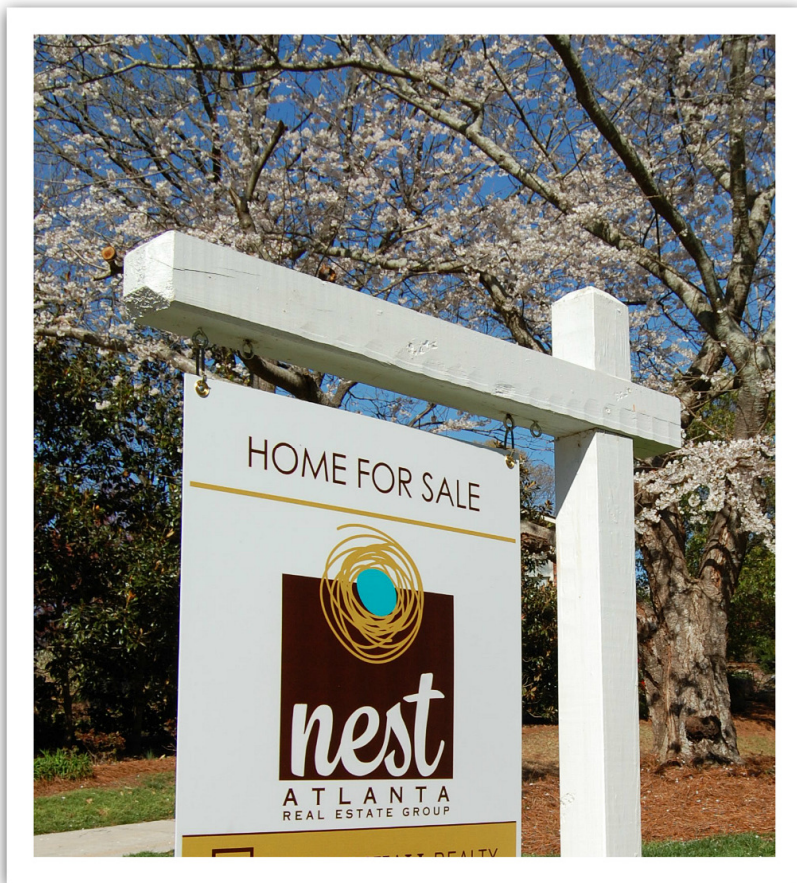


According to the Wall Street Journal, **only 15%** of home listings use high-end photography, yet these homes attract more attention, sell faster and for more money than comparable homes using non-professional listing photographs.

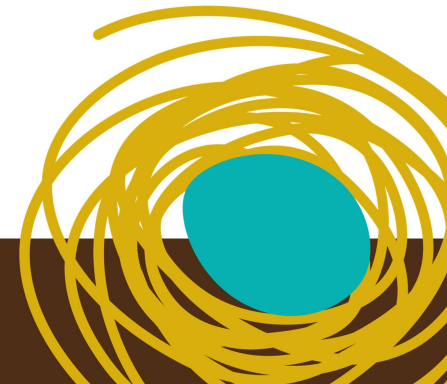


# step three:

## 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

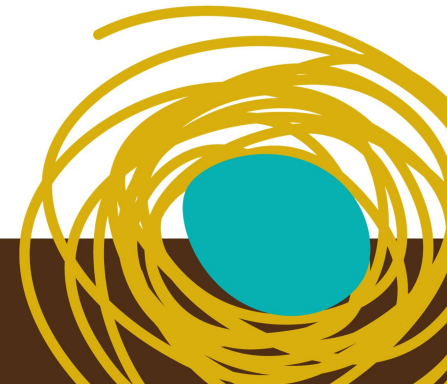




# marketing online

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...



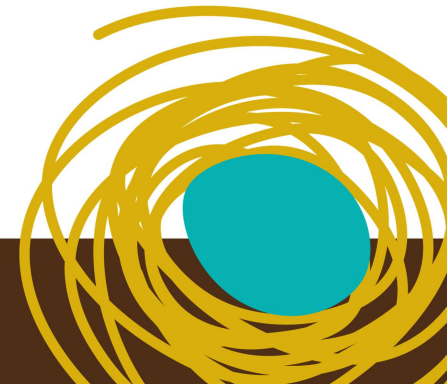
# listing syndication

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.



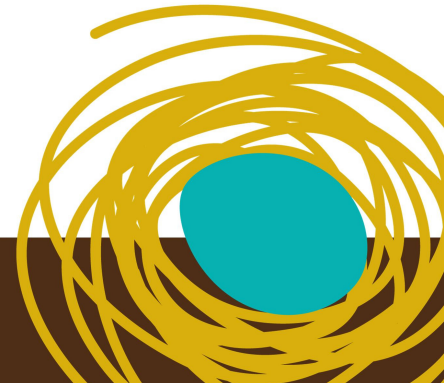
# nestatlanta.com

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 550,000 page views and almost 40,000 unique visitors each month.

## Seller Benefits:

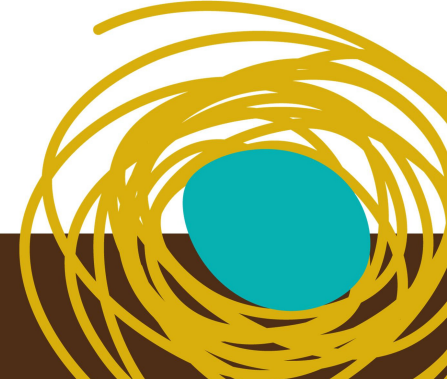
- ◆ You'll be **featured** on the front page
- ◆ Your home will be one of the **first homes buyers** see when visiting the home search options for your zip code, neighborhood and/or home style.
- ◆ An article about your property will also be featured on the **Nest Atlanta Blog.**



# 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



Google - atlanta bungalows for sale

Search About 43,300 results (0.18 seconds)

If you have a bungalow, your home would be featured on at least 7 of the top 10 search results on Google!

Everything  
Images  
Maps  
Videos  
News  
Shopping  
More

Conyers, GA  
Change location  
Show search tools

**our websites**

- BUNGALOWS for sale - Atlanta Craftsman Bungalows - Search MLS**  
[www.atlhomesearch.com/bungalows.html](http://www.atlhomesearch.com/bungalows.html)  
Welcome to our new **Atlanta Bungalows** page! Due to popular demand, we've created a one-stop source for all the historic homes for **sale** in and around **Atlanta**, ...  
You've visited this page 47 times. Last visit: 12/18/11
- Buckhead Homes for Sale - Buckhead GA Real Estate - Affluent...**  
[atlhomesearch.com/neighborhoods/buckhead/homes.html](http://atlhomesearch.com/neighborhoods/buckhead/homes.html)  
MANSIONS and ESTATES for **sale** in Buckhead **Atlanta** ... LOFTS for **Sale** ». Search **ALL the Bungalows, Cottages** and Tudor style homes in Buckhead ...  
You've visited this page 12 times. Last visit: 12/8/11
- Craftsman Bungalows for Sale in Atlanta GA - Atlanta Real Estate ...**  
[www.idxre.com/idx/hotsheets.cfm?cid=12842&hid=14898](http://www.idxre.com/idx/hotsheets.cfm?cid=12842&hid=14898)  
Results 1 - 10 -- Looking for that perfect bungalow? To follow are all the Craftsman **bungalows for sale** in **Atlanta** GA. Please note that some of the homes may not ...  
You've visited this page 2 times. Last visit: 10/22/11
- Nest Atlanta Real Estate Group**  
[www.nestatlanta.com/](http://www.nestatlanta.com/)  
2 Google reviews - Write a review  
493 Flat Shoals Avenue Southeast Atlanta, GA 30316  
(404) 432-1844

**our blogs**

- Atlanta Historic Homes - ALL Bungalows for Sale in Atlanta - Atlant...**  
[www.merchantcircle.com/...Atlanta...Atlanta..Bungalows-for-Sale...](http://www.merchantcircle.com/...Atlanta...Atlanta..Bungalows-for-Sale...)  
Mar 13, 2009 -- **Atlanta** Real Estate - Kerry Lucasse - **Atlanta** Historic Homes - **ALL Bungalows for Sale in Atlanta** - Metro **Atlanta** Home Search - **Bungalows for ...**
- Searching for a Craftsman Bungalow in Atlanta? View all Bungalows ...**  
[www.trulia.com/blog/kerry\\_lucasse/...searching\\_for\\_a\\_craftsma](http://www.trulia.com/blog/kerry_lucasse/...searching_for_a_craftsma)  
Jan 20, 2009 -- Metro **Atlanta** Home Search - **Bungalows for Sale in Atlanta** and Decatur As an official "Bungalow-a-holic", I thought that it might be helpful for ...

**broker site**

- Atlanta Homes for Sale > Foreclosures > Short Sales > Real Estate**  
[www.atlantaintowncentral.com/](http://www.atlantaintowncentral.com/)  
**Atlanta** Intown Homes For Sale and Foreclosures, New Construction Atlanta Homes, Real Estate in Cabbagetown, Ansley Park ... Commercial **Properties for Sale** ...  
You've visited this page 6 times. Last visit: 10/23/11

**n'hood site**

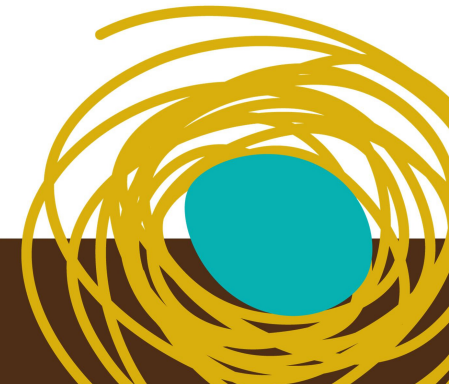
- Grant Park Atlanta Real Estate | Grant Park Homes for Sale | Intown ...**  
[www.ingrantpark.com/](http://www.ingrantpark.com/)  
Popular Intown **Atlanta** Neighborhoods, Grant Park **Atlanta** - Grant Park home values - **Bungalow for sale** - Grant Park **Atlanta** foreclosure homes ...

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.

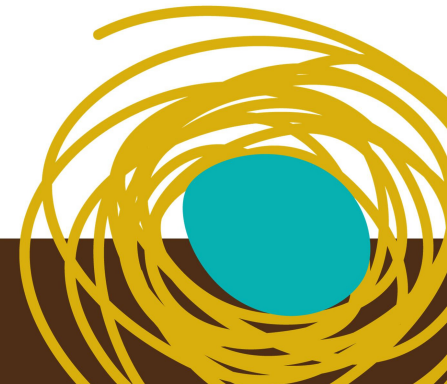
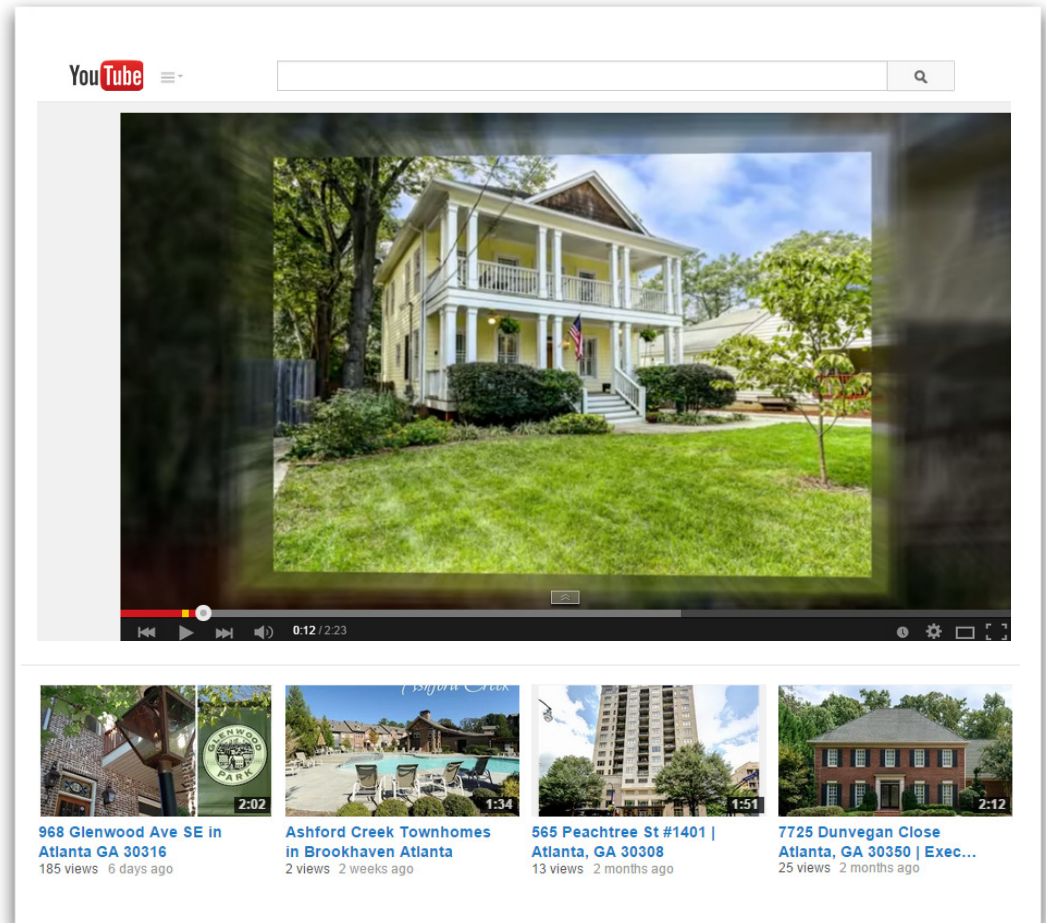
See for yourself! If you enter any of the following terms into Google, you'll see at least two of our websites/ blogs in the top 10 search results.

- 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

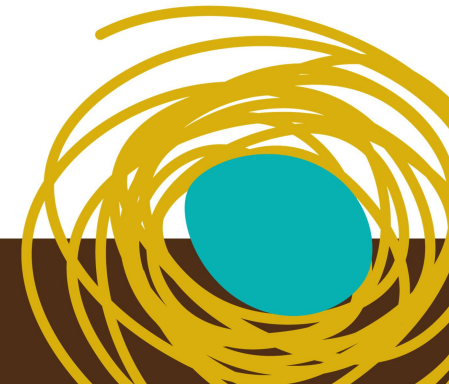
According to the National Associations of Realtors, 86% of home shoppers research videos to find out more about a specific community and 55% of YouTube videos posted by real estate professionals generate buyer leads for the home for sale.





# craigslist ads

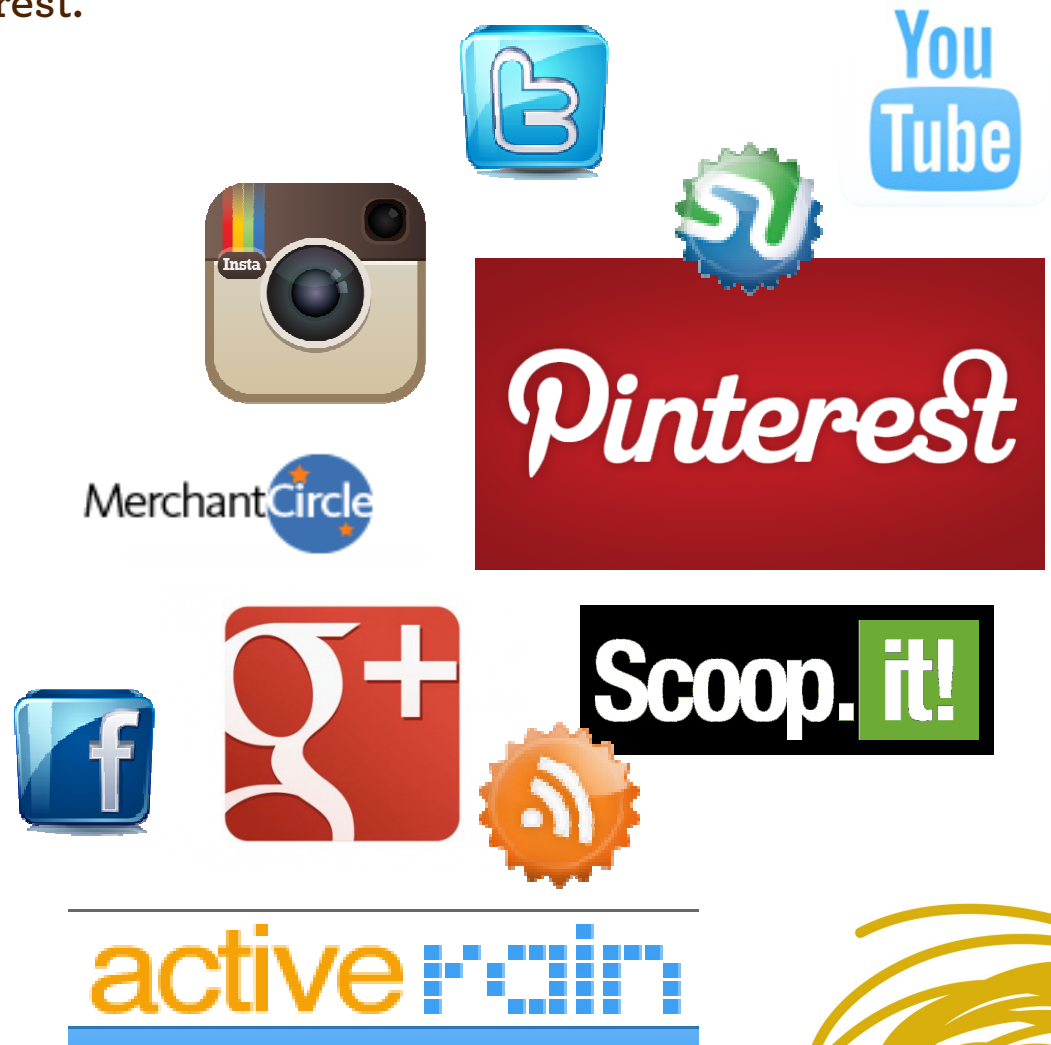
We are constantly strategizing to get more exposure for your home. Promoting on Craigslist 4 to 5 times each week usually generates multiple inquiries and appointment requests.



# 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

**Glenwood Park**  
500 Brasfield Square | Atlanta, Georgia | 30316



3 bedrooms | 3.5 bathrooms | 2-car Garage | Walk Everywhere

Tour this home online at:  
**inGlenwoodPark.com**



**nest**  
ATLANTA  
REAL ESTATE GROUP



*simply spectacular.*

Located in the award-winning Glenwood Park community, this EarthCraft Certified three-story live / work townhome will make you feel like you are walking into a New York Brownstone. With 16 foot ceilings in the formal living room to the wonderful hardwoods, custom paint, beautiful natural light to the Chef's kitchen, this home truly has it all.

The main level living area is modern and contemporary with a dining room and open living room with a fireplace and 10 foot ceilings — it's the ideal floorplan for entertaining. A stunning master retreat offers a fireplace and a balcony that has views of downtown. The master bathroom has a beautiful clawfoot tub, dual vanities with granite and a large walk in closet. The second bedroom on the upper level has an en suite bath and a large closet. Both closets were built by California Closets.

All of these features along with a wonderful walking community with parks, gardens, summer events and great active neighbors. There is also a private neighborhood pool and fitness center. Walk to Drip Coffee, Shed Restaurant, Vicky's, Matador Mexican Cantina, dry cleaners, Snap fitness and the new Gunshow Restaurant by Kevin Gillespie! Minutes to Grant Park, East Atlanta and the interstate. Welcome home!

Tour this home online at: **inGlenwoodPark.com**

Exclusively listed by:  
**Kerry Lucasse & David Pippin | 404.721.3001**  
eXp Realty | 303 Perimeter Center North, Suite 200 | Atlanta 30346 | 404.291.8350  
Equal Housing Opportunity. Sales price is an estimate. Not an offer.

**nest**  
ATLANTA  
REAL ESTATE GROUP

3 Bedrooms | 2 Bathrooms | Bonus Room | Garage | Daylight Basement



198 Lamell Street | Atlanta, Georgia 30306

**Classic Tudor**  
in the heart of Virginia Highland

Tour this home online at: **inVAH.com**



*Oodles of charm.*

Picture perfect upon 7th in one of Atlanta's most sought after neighborhoods. Situated on a corner lot with magnificent oak trees, this historic home has been well cared for and shows. It has been recently updated with the finest and tasteful period-appropriate materials in the kitchen and bath, custom paint, crown molding and more. Many of the original details that made this home so charming are still intact, including the hand-hewn beams, lighting, built-in bookshelves, vintage porcelain tile and fireplace.

Once you step inside the kitchen, you'll see that it's truly the heart of the home. The light-filled space and granite-topped island is welcoming, just for you and the family dog. With a rear courtyard, Thermador oven/stove, stainless appliances and storage galley it is sure to please the family chef.

This home offers plenty of outdoor living space, with a large pool, newly constructed deck in the rear, and a second deck for the front of the house. It's the perfect place to spend a relaxing evening. Enjoy the views from the porch.

The lower level has been partially finished and includes a workshop, laundry room, bath, and a large bonus room or 4th bedroom. The attic space is open and could easily accommodate additional bedrooms.

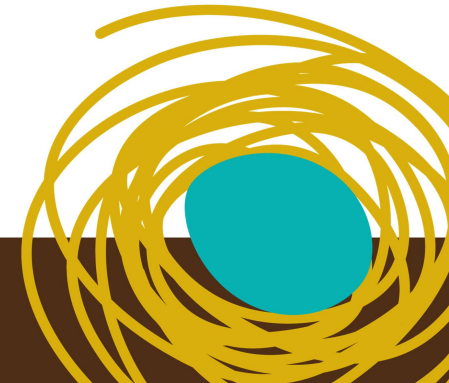
In addition to all the character and charm, the home is in the premier pre-ferred elementary school district, only two minutes from the grocery, and just a few blocks from Parkhurst Park and all the boutiques, restaurants and shops in Virginia Highland.

For more information, visit [www.inVAH.com](http://www.inVAH.com).

Co-sold by:  
**Kerry Lucasse | Keller Williams Peachtree Road | 404.412.1814**  
With the Keller Williams logo and name, you are getting the Keller Williams name and reputation.

**KERRY LUCASSE**

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.



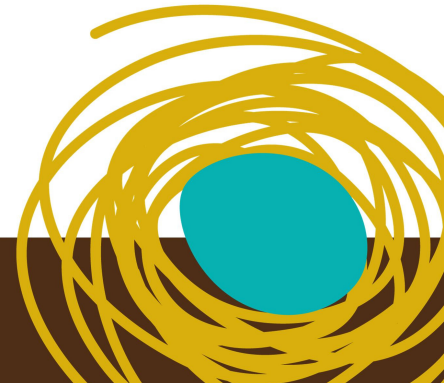
# more marketing & promotions

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

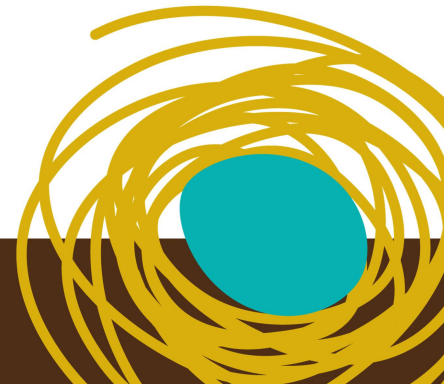


# ::: communications :::

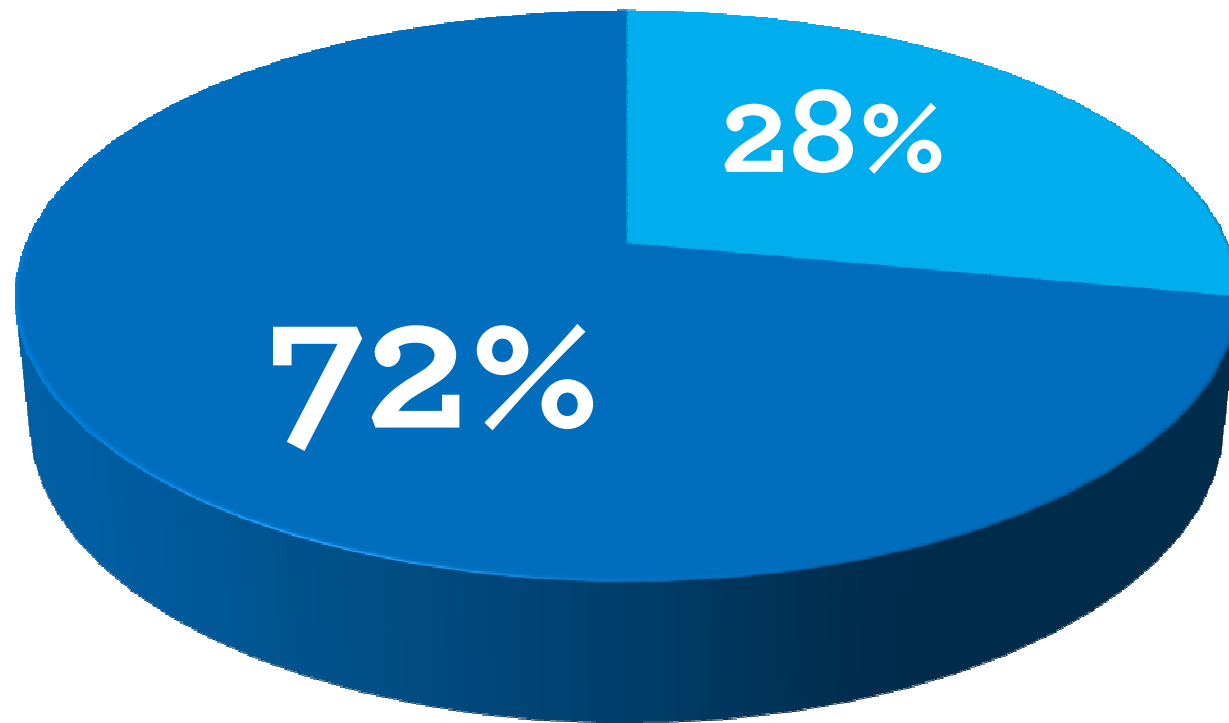
Full  
transparency  
with Brivity™

Feedback  
from home  
showings

Regular  
updates  
from the team

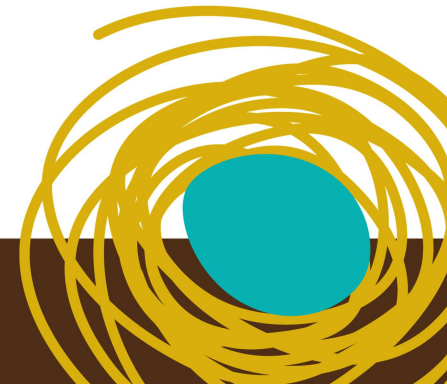


**72%** of Home Sellers said they would not use their agent again because of **poor communication.**



■ Satisfied with Agent

■ Dissatisfied with Agent



# 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.

The screenshot displays the BRIVITY web application interface. At the top, the BRIVITY logo is on the left, and navigation tabs for LEADS, PEOPLE, TASKS, LISTINGS, PENDINGS, and MARKETING are on the right. Below the navigation is a property photo and details: 968 Glenwood Ave. SE Atlanta, GA - 30316 | Price: \$535,000 | MLS # 5364354 | Status: ACTIVE. A left sidebar contains menu items: PROPERTY, TIMELINE, ADVERTISING, TASKS (highlighted), SHOWINGS, NOTES, PHOTOS, and DETAILS. The main content area is divided into 'UPCOMING TASKS' and 'COMPLETED TASKS'. The 'UPCOMING TASKS' section shows one task: 'Submit Contract to Guru' due on NOV 17. The 'COMPLETED TASKS' section shows a list of 10 tasks, including 'Craigslis Ad', 'Drop off print flyers at house', 'Flyers arrive at Jamie's house', 'Finish Virtual Tour - Post to YouTube', 'Update / Confirm Property Specs in Brivity', 'Add to ShowingSuite', 'Create Virtual Tour in Animoto - Save as DRAFT', and 'Create Supplemental Listing on Nest Atlanta'. On the right side, there are profiles for Kerry Lucasse and Jamie Walzer, both Agents, with contact information and 'Send a Message' links. At the bottom, there is a footer with copyright information, policies, a phone number (855.427.4848), and links for support, messaging, news, and about.

**BRIVITY** LEADS PEOPLE TASKS LISTINGS PENDINGS MARKETING

968 Glenwood Ave. SE Atlanta, GA - 30316 | Price: \$535,000 | MLS # 5364354 | Status: ACTIVE

**PROPERTY**

**UPCOMING TASKS** ADD TASK ADD ACTION PLAN

TASK	DUE ON
Submit Contract to Guru	NOV 17

**COMPLETED TASKS**

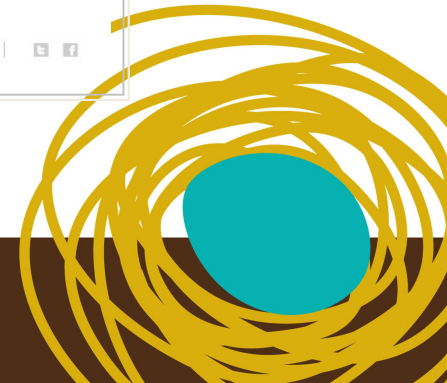
TASK	DUE ON
Craigslis Ad	NOV 15
Drop off print flyers at house	NOV 15
Flyers arrive at Jamie's house	NOV 15
Finish Virtual Tour - Post to YouTube	NOV 15
Update / Confirm Property Specs in Brivity	NOV 11
Add to ShowingSuite	NOV 10
Create Virtual Tour in Animoto - Save as DRAFT	NOV 10
Create Supplemental Listing on Nest Atlanta	NOV 10

Kerry Lucasse  
Agent  
(404) 432 - 1844  
Send a Message  
VISIBLE TO PUBLIC

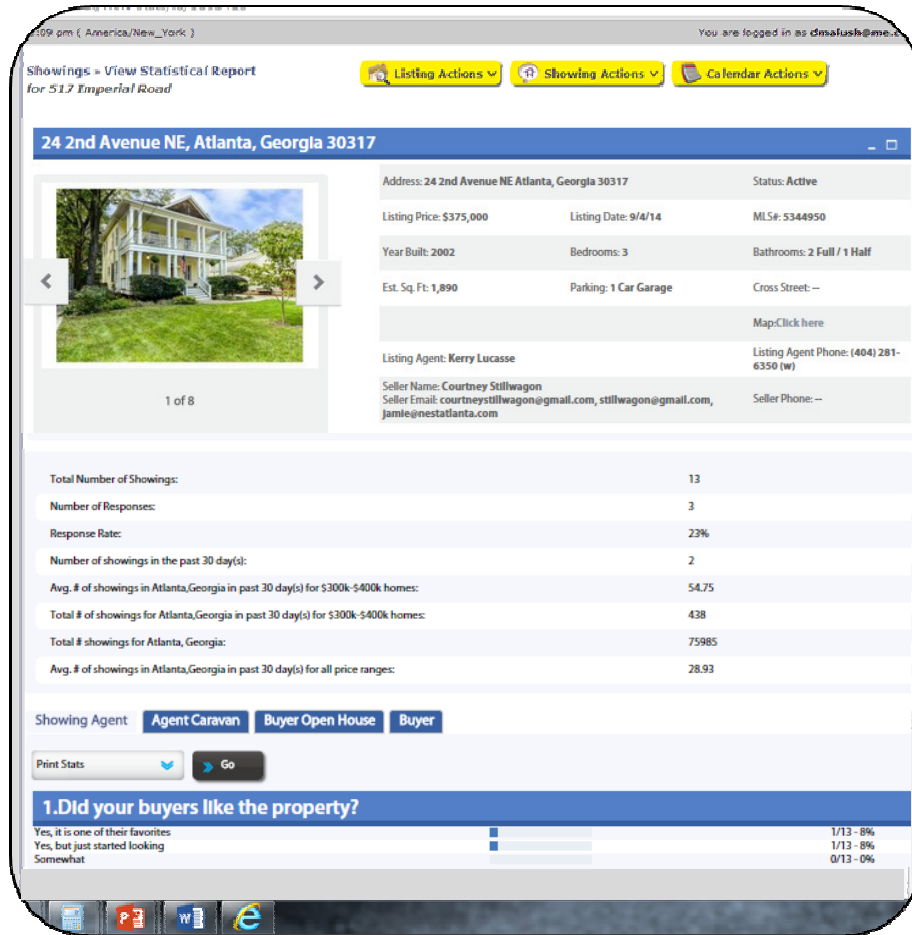
Jamie Walzer  
Agent  
(404) 558 - 1177  
Send a Message  
VISIBLE TO PUBLIC

EXTERNAL USERS  
Add Person

COPYRIGHT © 2014 BRIVITY | POLICIES 855.427.4848 | SUPPORT | SEND US A MESSAGE | NEWS | ABOUT

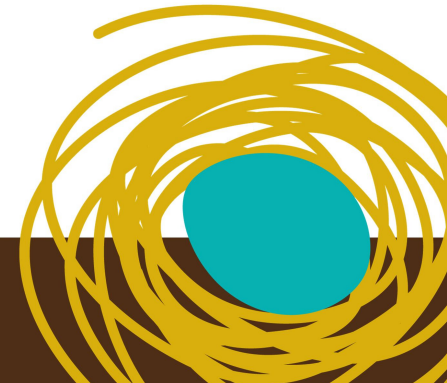


# home feedback system



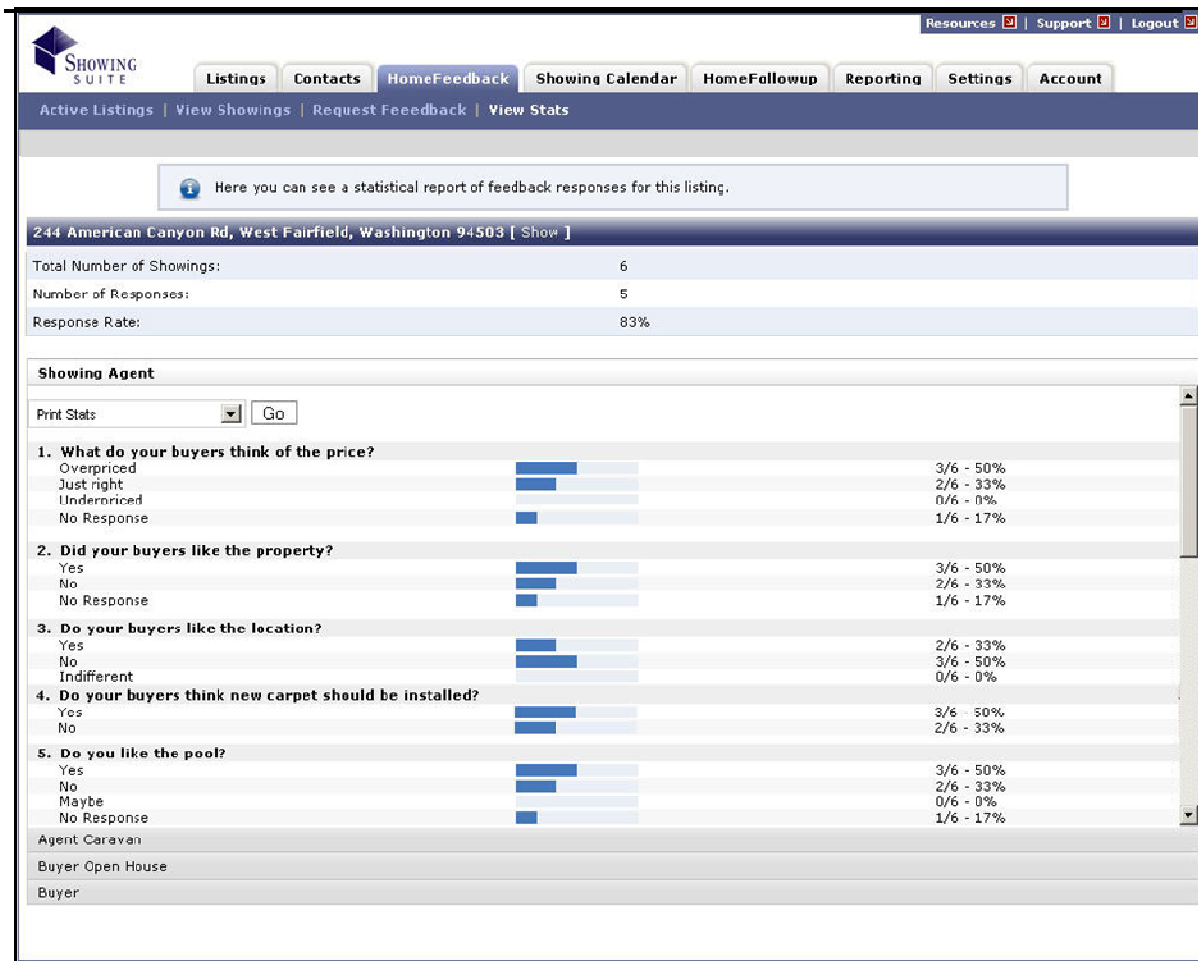
## Benefits to Sellers

- ◆ 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

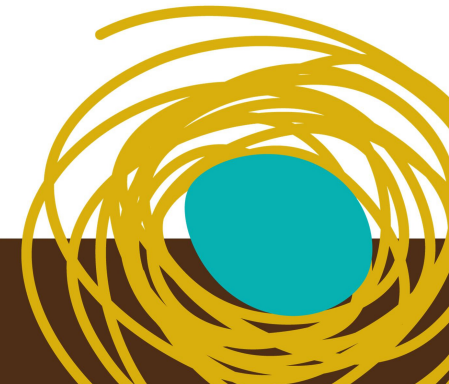


Log in anytime...

See the showing feedback response rate on your home

&

View a summary of all the feedback received thus far

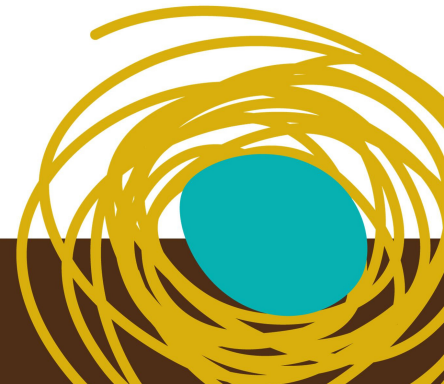


# market activity

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:

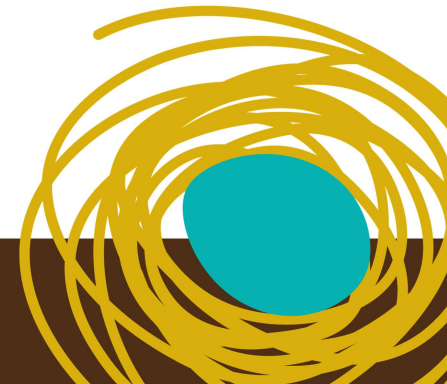


## Consistent Communication

- ◆ 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.

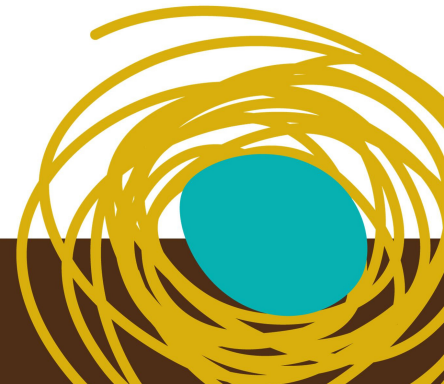
It takes a strong belief in the quality of our services to make this "Easy Exit" offer, and we are proud to make it. Our team never settles for anything less than the highest professional standards and believe that Atlanta home sellers should have the power to fire their agent if they are unhappy.

*we are pleased to introduce*

★ **THE EASY EXIT** ★  
**LISTING AGREEMENT**

*cancel your listing at any time if you aren't satisfied.*

**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.

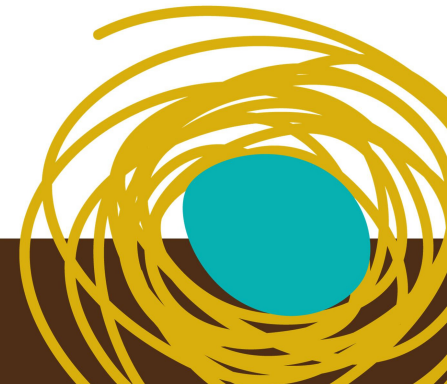
**Total commission = 4.5%**



## 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!

Kerry Lucasse

404.432.1844

kerry@nestatlanta.com

Jamie Walzer

404.558.1177

jamie@nestatlanta.com



Nest Atlanta Team :: 404.205.8800  
508 Flat Shoals Ave :: Atlanta, GA 30316

eXp Realty :: 404.281.6350  
1155 Mt Vernon Hwy :: Ste 800 :: Atlanta, GA 30338

