

COVER PAGE IDEAS/REQUESTS:

Title: Team Emery Listing Plan of Action

Pictures to include: Picture of Cody and Martha Emery, the Team Emery Real Estate logo and the Century 21 Everest Realty Group logo as well as, create a picture of a house with our Team Emery sign inserted into the picture.

Needs to include the below contact information:

Cody and Martha Emery

Team Emery Real Estate, Century 21 Everest Realty Group

801-913-4099

cody@teamemeryrealestate.com

www.teamemeryrealestate.com

NOTES:

Please include the requested color schemes of golden yellow and black as included in the design details .

PAGE 1 (After the Cover Page)

About Century 21 Everest Realty Group & Team Emery Real Estate

(Please list Century 21 Facts first and then list the Team Emery Facts)

Century 21 and Century 21 Everest Realty Group

- Globally, Century 21 is the most recognized and trusted Real Estate brand.
- Century 21 Everest Realty Group sells more homes than any other agency in the state of Utah. In fact, we are ranked #1 in Utah for most homes sold in 2015 and past years!
- Century 21 Everest Realty Group is ranked in the top 10 out of 2,300 Century 21 offices in the United States.

Team Emery:

- Ranked among the top 2% of agents at the highest ranked Century 21 office, Century 21 Everest Realty Group.
- Certified Relocation transaction specialists.
- Designated Fine Homes Team.
- Awarded the Centurion Award 2013, 2014 and 2015.
- Top listing agents.
- Members of the Salt Lake and the Utah Board of Realtors.
- Members of the Wasatch Front Multiple Listing Service.

NOTES FOR THIS PAGE

Please make the Centurion Award as the background image for this page. (See photo labeled Centurion Award.)

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Team Emery Marketing Plan of Action

Objective: To exceed your expectations, assure that your property is marketed to its fullest potential, and assist you in obtaining the highest possible market value with the least amount of stress.

The Following are Steps I Take to Get a Home Sold... the "Proactive Approach:"

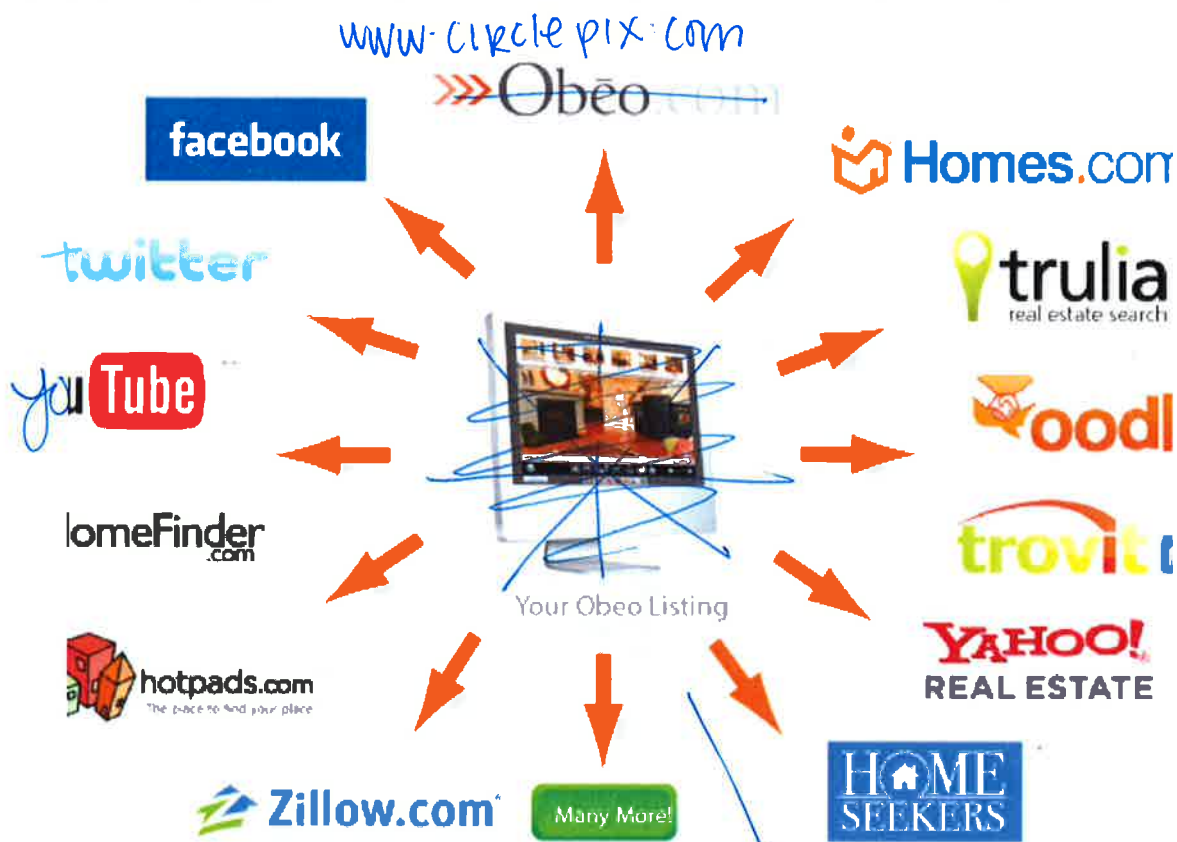
1. Submit your home to our local Multiple Listing Service.
2. Price your home competitively... to open the market vs. narrowing the market.
3. Upload a virtual tour of your home to all major web sites including Realtor.com, Trulia, Zillow, and Century 21.com: ^{PROFESSIONAL} (PLUS over 800 additional websites).
4. Promote your home at the ^{Company} sales meeting.
5. Develop a list of the features of your home for the Brokers to use with their potential buyers.
6. Email a features sheet to the top agents in the marketplace for their potential buyers.
7. Suggest and advise as to any changes you may want to make in your property to make it more ^{sellable & valuable} saleable.
8. Communicate with you weekly as to any changes in the market, as well as what is happening with your property and similar properties in your area.
9. Prospect 3 hours per day and talk to 30 + people per day looking for potential buyers.
10. Utilize and monitor "Virtual Agent Call Capture", and follow up with potential buyers within 24 hours.
11. ^{FOR THEM} OVER THE NEXT 7-10 DAYS, WE WILL CONTACT OUR SPHERE OF INFLUENCE, Buyer leads & past clients referrals and prospective buyers.
12. Add additional exposure through a professional sign and lock-box.
13. Whenever possible, pre-qualify the prospective buyers.
14. Keep you aware of the various methods of financing that a buyer might want to use.
15. When possible, have the cooperating Broker in the area tour your home.
16. Follow-up ^{with} on the salespeople who have shown your home ^{to get} for their feedback and response.
17. Represent you on all offer presentations; ^{assist} you in negotiating the best possible price and terms.
18. ^{HANDLE ALL OF THE FOLLOW-UP AND NECESSARY STEPS UPON A CONTRACT BEING ACCEPTED, INCLUDING BUT NOT LIMITED TO ALL MORTGAGE, TITLE AND ALL CLOSING PROCEDURES.}

TEAM EMERY
REAL ESTATE

Cody and Martha 801-913-4099

teamemeryutah@gmail.com

Page 2 (element to include on page)



please insert our

TeamEmery
Real Estate logo

and the
Century 21 Everest
Realty group
logo
in the middle
of picture
or logos



what is the value?

~~What is the Value...~~

The market value of your home is NOT...

- What you have in the home
- What you need out of it
- What you want
- What it appraised for when you refinanced
- What you heard your neighbor's house sold for
- What the tax accessory says it's worth
- Based on prices of houses where you are moving

The market value of your home is...

What a willing buyer is willing to pay for the property!

- Based on today's market
- Based on the competition
- Based on the available financing
- Based on the buyer's perception of the property condition



Preparing to List Your Home & Preparing for The Photoshoot

EXTERIOR

~~Front and Back~~

- Remove cars from driveway
- Close all windows
- Sweep walkways
- Pick up sticks, leaves, and branches
- Put toys and bicycles away
- ^{Put} ~~Store away~~ seasonal décor
- Stow all garden tools and supplies ^{& hoses}
- ~~Remove all hoses~~
- Straighten and arrange deck/patio furniture
- Clean pool area

INTERIOR

Main Areas

- Remove personal items including family photos, religious items etc.
- Remove all visible clutter
- Open shades and blinds
- Replace burnt out light bulbs
- Empty wastebaskets
- Hide pet dishes, toys and beds
- Tidy up or put away children's toys
- Turn all the lights on
- Vacuum and sweep floors
- Turn off televisions
- Remove all publications and mail
- Display attractive books
- Minimize Knick-knacks

Dining Room

- Straighten and push in all dining chairs
- Add centerpiece and candles
- Set the table for dinner
- Add a vase of flowers

Bedrooms

- Make the beds
- Arranged decorative pillows on the beds
- Clean under the bed
- Clear all surfaces of clutter

Kitchen

- Store food away in cabinets
- De-clutter counters and stove
- Stow away small appliances
- Hide soaps, cleaning items, dish towels and sponges
- Clear sink of dishes
- Organize items on open shelves
- Place bowl of fruit on counter
- Make bathrooms sparkle
- Hang fresh folded towels

Bathrooms

- Make bathrooms sparkle
- Hang fresh folded matching towels
- Clear counters of toiletries
- Clean mirrors
- Clean toilet and close the lid
- Remove all items from bath tub and shower

Things to be included on page (at top of page preferably)

Take a whiff. If your house has an odor, that's a huge turn off; make it smell nice. You might need an air filter.

Examine your front door/entrance. It's the first thing people see. Does it need fresh paint? Is it inviting and welcoming?

Let the light in. Wash your windows and open the shades. If you rooms have dark colors, consider repainting them.

Most Buyers make up their minds in the first 8 seconds of entering a home...and that's assuming they come in.

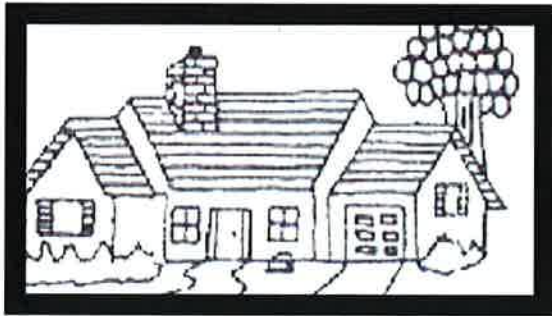
Fixing up your home or hiring a professional staging company can raise your selling price anywhere from 8-20%; it define whether your house sells or not.

Here's what you can do to make your home more competitive.

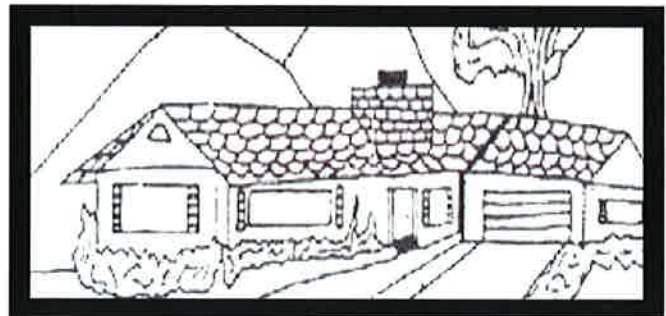
Page 5

House As Seen By...

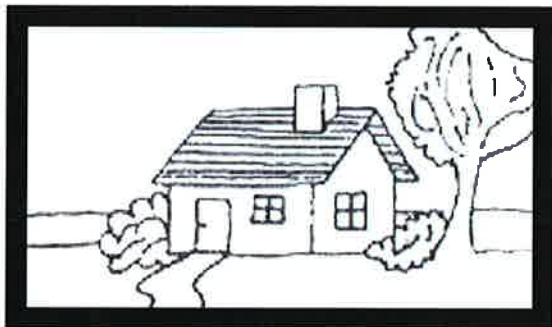
(as is, with your creative touches!)



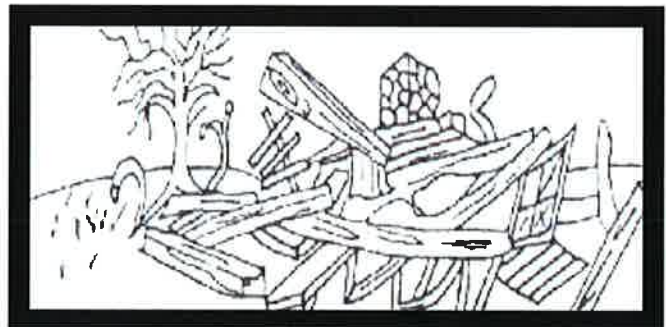
The Buyer



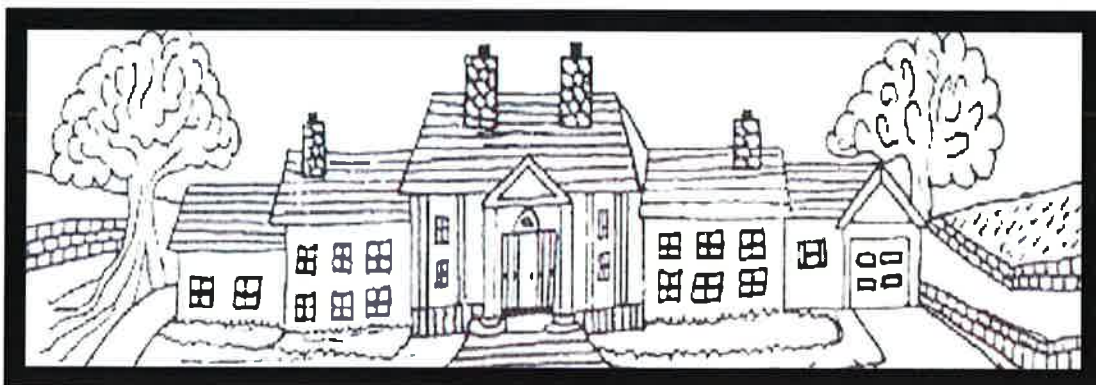
The Seller



The Lender



The Appraiser



The Tax Assessor

TEAM EMERY
REAL ESTATE

PAGE 6 (Last Page)

Thank you

We would like to thank you for taking the time to look over our Listing Information Packet. We would also like to extend our gratitude for the opportunity to list your home.

There are many companies and agents to choose from; thank you for picking Team Emery and Century 21 Everest Realty Group. Our program is designed to sell your property in the shortest amount of time and produce the greatest amount of profit.

We look forward to working with you.

Sincerely,

Cody Emery, Realtor
Martha Emery, Realtor
Team Emery Real Estate, Century 21 Everest Realty Group
801-913-4099
cody@teamemeryrealestate.com

****NOTES FOR THIS PAGE:

Please center this "Thank You" message on the page.

Make sure to include both the Team Emery Real Estate and the Century 21 Everest Realty Group logo on the page