

TEAM EMERY

REAL ESTATE



LISTING INFORMATION PACKET

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Cody and Martha Emery
Team Emery Real Estate
Century 21 Everest Realty Group



ABOUT CENTURY 21 EVEREST & TEAM EMERY REAL ESTATE

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.
- Century 21 Everest Realty Group is ranked #1 out of all Century 21 offices worldwide!

Team Emery:

- Rank among the top 2% of agents at Century 21 Everest Realty Group.
- Certified Relocation transaction specialists.
- Designated Fine Homes Team.
- Awarded the Centurion Award 2013 and 2014.
- Awarded the prestigious Double Centurion Award 2015.
- Awarded Top Listing Agents Award by Century 21.
- Zillow Premier Agents.
- Members of the Salt Lake and the Utah Board of Realtors.
- Members of the Wasatch Front Multiple Listing Service.

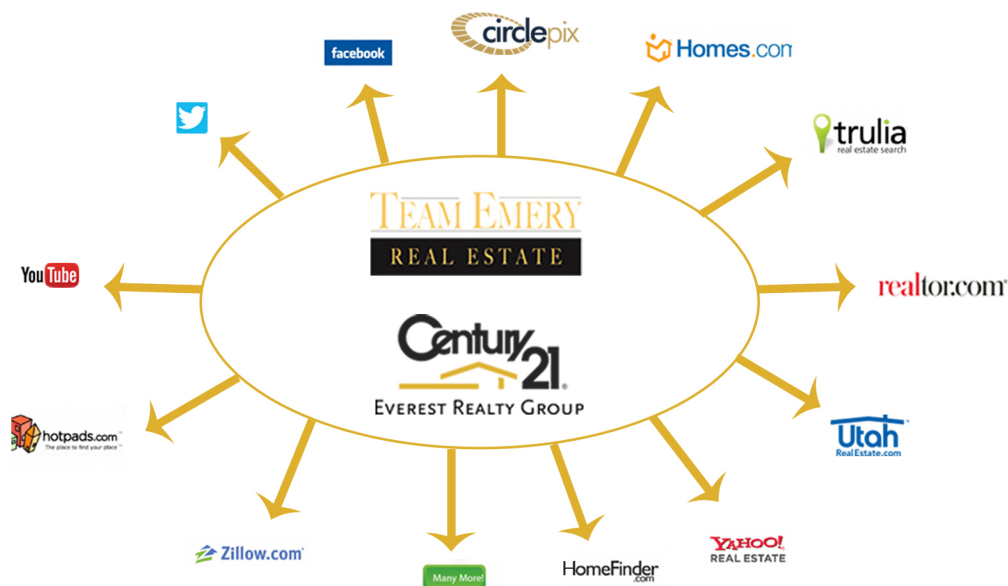


TEAM EMERY MARKETING PLAN OF ACTION

OUR GOAL IS TO EXCEED YOUR EXPECTATIONS. ASSURE THAT YOUR PROPERTY IS MARKETING TO ITS FULLEST POTENTIAL, AND ASSIST YOU IN OBTAINING THE HIGHEST POSSIBLE MARKET VALUE WITH THE LEAST AMOUNT OF STRESS.

WE WILL SELL YOUR HOME BY TAKING THE FOLLOWING PROACTIVE APPROACH:

- Submit your home to our local Multiple Listing Service.
- Price your home competitively to open the market vs. narrowing the market.
- Upload a professional virtual tour of your home to over 800 websites including Realtor.com, Trulia, Zillow and Century21.com!
- Suggest any changes you may want to make in your property to make it more sellable & valuable.
- 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.
- Prospect 3 hours per day and talk to 30+ people per day looking for potential buyers.
- Pre-qualify all prospective buyers.
- Keep you aware of the various methods of financing that a buyer might want to use.
- When possible, have the cooperating Broker in the area tour your home.
- Promote your home at the company sales meeting.
- Develop a list of the features of your home for the Brokers to use with their potential buyers.
- Email a features sheet to the top agents in the marketplace for their potential buyers.
- Utilize and monitor "Virtual Agent Call Capture," and follow up with potential buyers within 24 hours!
- Over the next 7-10 days we will contact our sphere of influence, buyer leads and past clients for their referrals and prospective buyers.
- Add additional exposure through a professional sign and lock-box.
- Follow up with the salespeople who have shown your home to get their feedback.
- Represent you on all offer presentations, assist you in negotiating the best possible price and terms.
- Handle all of the follow-up and necessary steps upon a contract being accepted, included but not limited to all mortgage, title and closing procedures.



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 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

Take a whiff. If your house has an odor, that's a huge turn-off. Make your home 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 your rooms are painted with 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 can define whether your house sells or not.

EXTERIOR



- Remove cars from driveway
- Close all windows
- Sweep walkways
- Pick up sticks, leaves, and branches
- Put toys and bicycles away
- Put seasonal decor away
- Store all garden tools, supplies and 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
- Arrange 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

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

HOUSE AS SEEN BY

TEAM EMERY REAL ESTATE



THE SELLER



THE APPRAISER



THE LENDER



THE BUYER



THE TAX ASSESSOR

WHAT OUR CLIENTS ARE SAYING ABOUT US

★★★★★ Highly likely to recommend

11/24/2015

Bought a home in 2015 in Garfield Junction, UT 84074.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Cody and Martha were great! They kept us updated with the latest listings and listened to our wants and needs for our new home. They were very flexible when it came to showing us the homes we were interested in and when we were finally ready to make an offer on the home we loved they were on top of it. We got a very fair price in a great neighborhood and we couldn't be happier with our experience them. If only the moving could transition as smoothly.

★★★★★ Highly likely to recommend

09/01/2015

Sold a Single Family home in 2015 in Salt Lake City, UT.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Cody and his team are extremely knowledgeable and helpful. They sold my home fast and got me what I wanted. They were always honest and professional. I would definitely recommend them to anyone looking for a great agent backed by a great team!

★★★★★ Highly likely to recommend

09/18/2015

Sold a Single Family home in 2015 in West Jordan, UT.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Martha helped us buy our house 10 years ago and when we were ready to sell it and purchase another, we knew we would be working with her and Cody again. The sell of our house went very smoothly and so did finding our new house. They made the process and paperwork easier by explaining everything to us before hand and answering all our questions. We will be recommending them to anyone that needs a real estate agent.

For more testimonials, as well as our current listings and sold properties, search "Cody & Martha Emery" on Zillow.com in the "Agent Finder" section!"



TEAM EMERY

REAL ESTATE

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.

🏠 Cody and Martha Emery, Realtors

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