



Guide for Sellers



Results...in any market

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On Market Marketing

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Our Home Selling System

Experience Matters: Would you entrust a surgeon with your life who averages 6 successful surgeries per year and who is still practicing using tools and procedures from the 1950's?



SOLD

Would you entrust one of your largest assets to a real estate agent who only sells a few homes per year or is brand new?

Most agents:

- Promise too much to too many customers and lose focus on each client
- Have little or no support staff & end up wasting your time, energy and money
- Sell few properties due to lack of efficiency and systems
- Have limited resources

It's more than marketing, it's more than phone calls and follow up. It's about getting your home the maximum exposure, and doing so the right way to trigger buyers to pick up the phone and call or e-mail.

This is a proven System to home selling in this market. ***Proven almost 100 times last year.***

In this section, we'll outline the marketing methods that get the buyers to your home, and just as important, have the skill to keep them there.

Our Results

How important is how many homes your Realtor sells per year? Success in Real Estate equals getting homes sold. Your Realtor's track record is the only measure for future performance.

Homes Sold Per Year

RON TROMBETTI
REAL ESTATE **92**

Other realtors: 4.8

List Price to Sales Price Ratio

RON TROMBETTI
REAL ESTATE **98.1**

Other realtors: 92.1

Average Days on Market

RON TROMBETTI
REAL ESTATE **17**

Other realtors: 98

Success Ratio

RON TROMBETTI
REAL ESTATE **96.4**

Other realtors: 58.3

What these Numbers Mean to You

Here are some key numbers: Based on the average home in the Metro Detroit area, according to the Real-comp MLS.



Average-Priced Home in Michigan	\$198,494
Average Loan With 5% Down	\$188,565
Principal Interest/Month	\$1455.89
Principal and Interest/Day	\$48.52 / day
Metro Detroit Average Time on Market.....	98 Days
Ron Trombetti Average Time on Market.....	17 Days

Now, consider this...

In the Metro area, the average home sells for 92% of the list price:.....	\$182,614
Ron Trombetti average listing sells for 98% of the list price:.....	\$194,524

That's 6% more for our sellers!

Add it all up, and...

Our listings sell an average of 81 days faster, saving sellers:.....	\$3,930.12
Our listings sell for an average of 6% more, earning sellers:.....	\$11,910.00

On average, our sellers net
\$15,840.12 more on the bottom line!

27 Critical Questions you must ask a Realtor

It's important to know the track record of the Agent who is going to take care of one of your largest investments. Ask another Realtor these questions to see who will do the most for you!

1. Are you a licensed Real Estate Agent? **Yes**
2. Are you FULL TIME? **Yes**
3. Do you specialize in existing home sales? **Yes**
4. Do you have a targeted Relocation Program? **Yes**
5. Do you have a Personal Brochure and Resume? **Yes**
6. How many staff do you employ? **10**
7. Do you have a 30 Day Marketing Plan? **Yes**
8. Do you get feedback on showings? **Yes**
9. What percentages of listings do you take to sell? **96.4%**
10. What is the Board of Realtors Average? **58.3%**
11. What is your list to sales price ratio? **98.1%**
12. What is the Board of Realtors Average? **92.1%**
13. How do you rank within your firm? **#1**
14. How many transactions have you done in the last 12 months? **92**
15. Do you do Virtual Tours? **Yes**
16. How many websites will my home be found on? **140**
17. How many homes do you market at a time? **25+**
18. How much do you spend on Marketing each month? **\$5,543**

19. Do you have an in-house lender? **Yes**
20. Is your office open 7 days a week? **Yes**
21. How long have you been in Real Estate? **Over 45 Years Combined**
22. On average how long does it take your listings to sell? **17 Days**
23. What is the Board of Realtors Average? **98 Days**
24. How many homes have you sold in your career? **1000+**
25. Do you control your marketing or does your broker? **I do**
26. Can you sell my home? **Absolutely!**
27. How soon can you start? **NOW**

Communication

1. We don't just list it and forget it. Communication is key to making needed adjustments to your personalized Marketing Plan.

- You will be contacted by both myself and the Team's Listing Coordinator on a routine basis to ensure you have no questions or concerns during your listing period.
- We utilize a well thought out step-by-step process on how and where to market your home. At the end of 21 days, we revisit that process to determine if we need to work with you to refine it.
- Based on the competition of other area homes, the number of showings your property has had, and the feedback, I may consult with you on reducing your price so that your house does not stagnate or suffer in comparison with what is on the market.

2. Keeping you as the seller informed of the market and the interest in your listing is a vital part of our Marketing Plan. Our Team's Listing Coordinator will send you an E-mailed Client Report every week informing you of the statistics gathered on your home, including:

- Comparables in your area that are newly on the market or have just been sold within the last two weeks (including how your home measures up to the competition).
- The number of views your property has received in the MLS by both Agents and Buyers.
- The number of views your home has received on Trulia.com, Zillow.com, Realtor.com and other sites.
- The number of views and click-throughs your Craigslist ads have received.
- The number of phone calls your unique home has received.

3. The showing appointments for your home will be professionally handled by Showing-Time.

- Your specific contact information and requirements for showings will be noted and followed. If you need more advanced notice, if a specific date/time is not convenient; those and any other requests will be followed.
- Suggestions on what YOU can do to accomplish a successful showing will be provided.
- Every showing will be followed up with requests for feedback from the Showing Agent. Our Listing Coordinator will continue to contact him/her until feedback is received (if possible).
- Any feedback received will automatically be forwarded to you within 48 hours (if possible).

Marketing Your Home

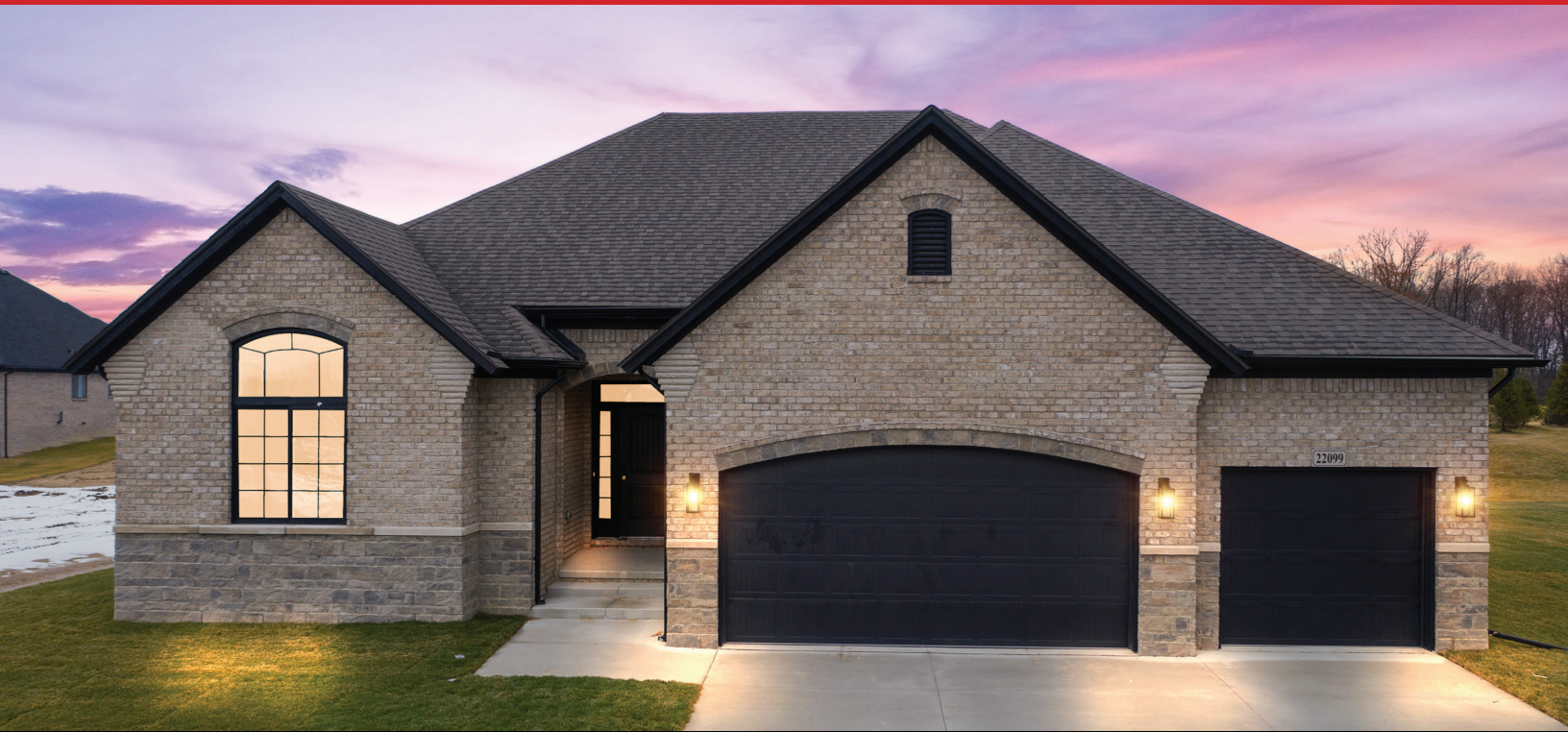
How to recognize ineffective real estate practices

Other Realtors

Problem:

Real Estate has been practiced in the United States for over 150 years, and it's the way most agents operate today.

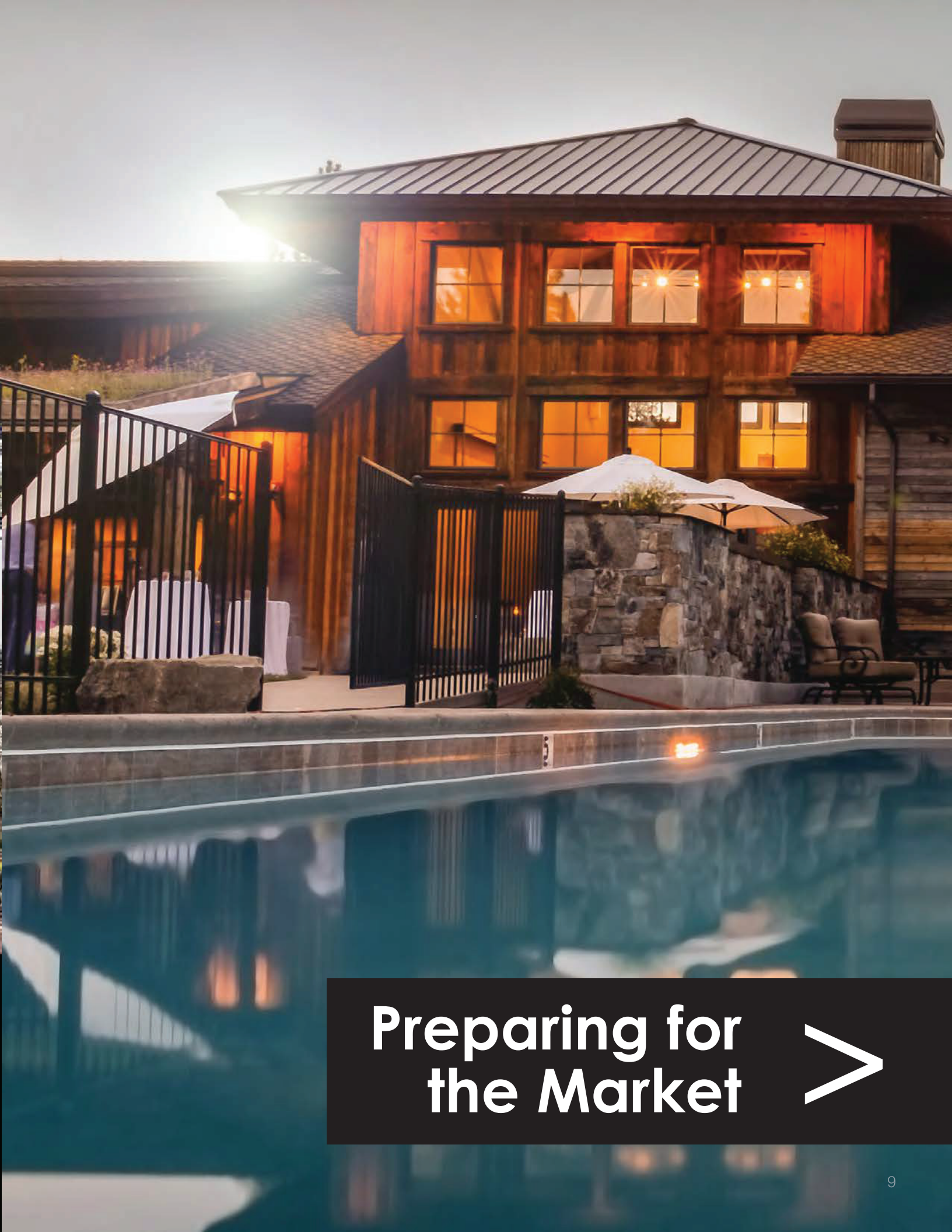
- A. Post on MLS
- B. Put a Sign in the Yard
- C. Create a Flyer for your Home
- D. Try an Open House
- E. Pray another agent brings a buyer



Solution:

Traditional methods in Real Estate have proven less and less effective as the times have changed. In today's market you need a Realtor with the knowledge and experience to get your home sold. We utilize the latest technology, consumer innovations, and unique team systems to market your home to get top dollar in the shortest amount of time.





**Preparing for
the Market**



Home Warranty

Before your home goes on the market, we suggest that a home warranty be placed on your property. There are several benefits to a home warranty including no up front cost.

While on the market, several systems in your home will be protected in the event of a break down. See chart below.

In selling over 350,000 homes over a 4 year period, Fannie Mae, Freddie Mac and Wells Fargo found that their homes with home warranties sold for **4% more** and **23 days faster**. The National Association of Realtors study on over 10,000 home sales found that private owned homes sold for **3% more** and **26 days faster**. Speaking with buyers directly, they feel home warranties give a sense of comfort and that the seller has nothing to hide. By placing a home warranty on your property, we take full advantage of these sentiments.

WHAT MAKES US DIFFERENT?
YOU CHOOSE YOUR OWN LICENSED CONTRACTOR for ALL COVERED REPAIRS!
You have Protection from unexpected repair costs.
Easy Claims with our 24/7/365 person-to-person claims service.

AMERICA'S PREFERRED Home Warranty, Inc.

America's Preferred Home Warranty
2727 Spring Arbor Rd.
Jackson, MI 49203
aphwoffice@aphw.net
www.aphw.com
1.800.648.5006

SUPREME Home Warranty Protection Plan

The advertisement features a central image of a smiling family (mother, daughter, father, and son) standing behind a two-story house with a 'SOLD' sign in the front yard. The background is a light beige with a sunburst effect. At the bottom, there is a row of small images showing various home appliances and systems: a furnace, a water heater, a sink with a faucet, a roof, a window, a washing machine, a dryer, and a refrigerator.

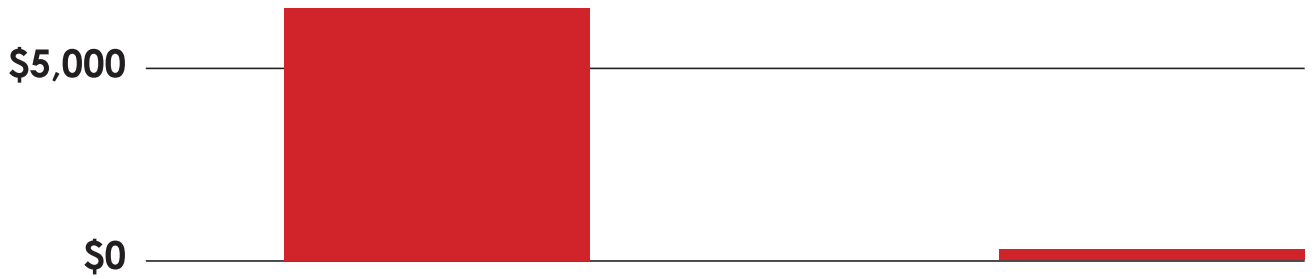


On Market Marketing



Will You Advertise My Home?

Successful marketing increases the chances of your home selling at top dollar in the least amount of time. Because we sell so many homes we are able to invest in marketing other Realtors simply cannot afford.



RON TROMBETTI REAL ESTATE

\$5,543+

OTHER REALTORS

\$138

Where Do Buyers Look For Homes?

The National Association of Realtors provides the following data tracked by asking 5,000 home buyers nationwide every year.

1995

Internet: 1%
Real Estate Books: 31%
Real Estate Agents: 64%

2000

Internet: 17%
Real Estate Books: 22%
Real Estate Agents: 58%

NOW

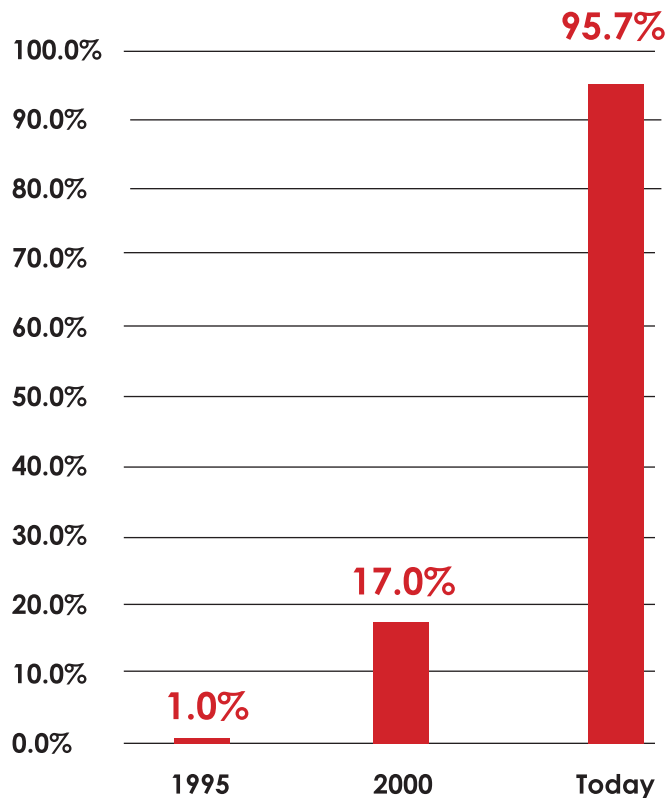
Internet: 95.7%
Real Estate Books: 3%
Real Estate Agents: 9%

The study shows that over 95% of buyers found their home or agent on the internet.

The average agents uses these sites:

MLS
Realtor.com
MoveInMichigan.com

We use these and 150 more!



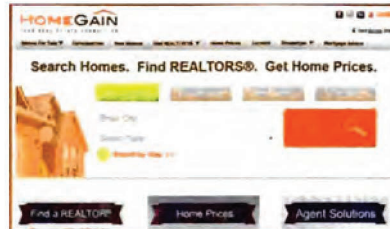
Where Do Buyers Look For Homes?

The number one place buyers look for homes is online! Most buyers will start their home search on the internet, whether they use it to locate a Real Estate Agent, or look at listings and photographs of homes.

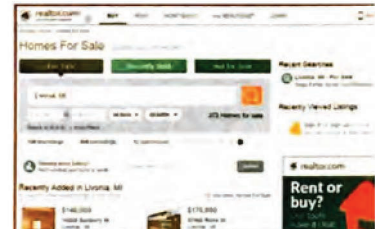


*This is a sample of the most popular websites your home will be featured on

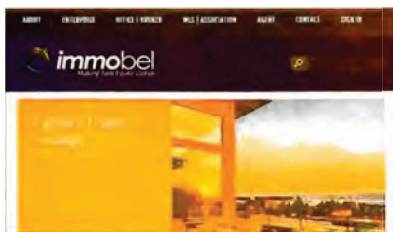
Websites Your Home Will Be Advertised On



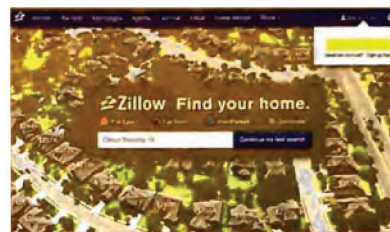
www.HomeGain.com



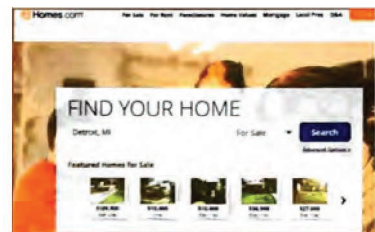
www.Realtor.com



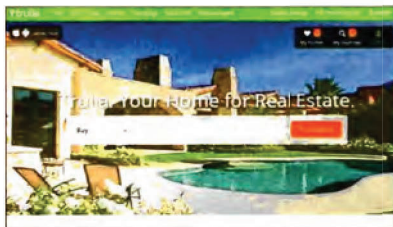
www.Immobel.com



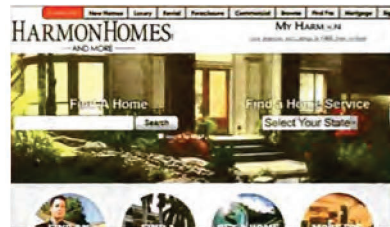
www.Zillow.com



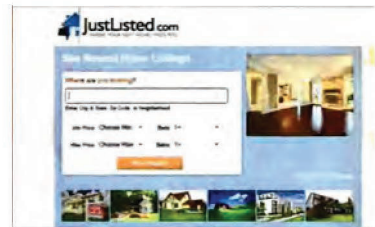
www.Homes.com



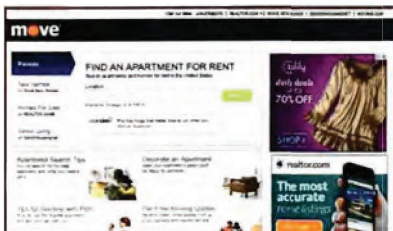
www.Trulia.com



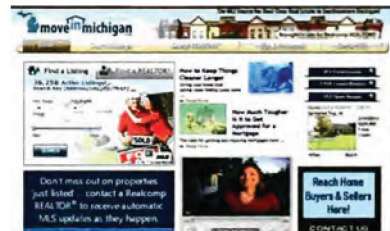
www.HarmonHomes.com



www.JustListed.com



www.Move.com

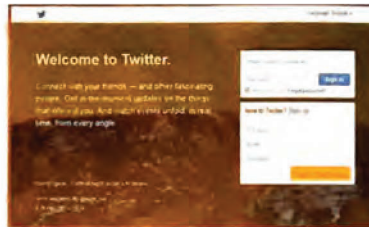


www.MoveInMichigan.com

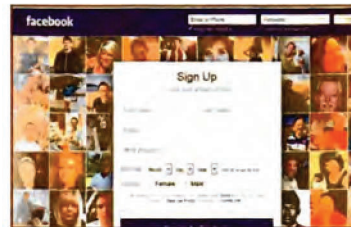


www.Craigslist.com

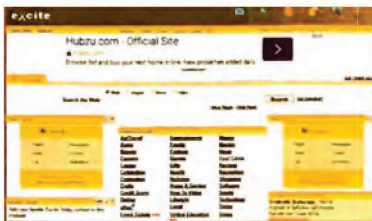
Websites Your Home Will Be Advertised On



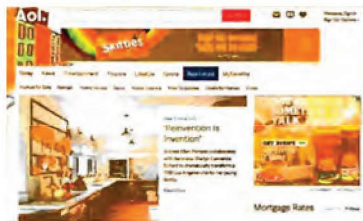
www.Twitter.com



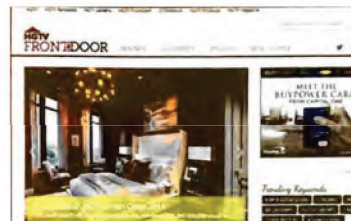
www.Facebook.com



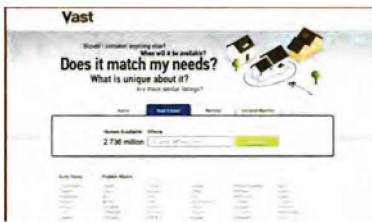
www.Excite.com



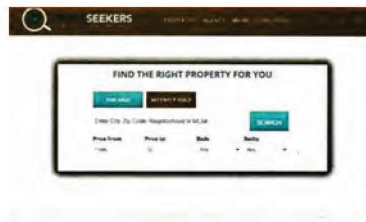
RealEstate.aol.com



www.FrontDoor.com



www.Vast.com



www.HomeSeekers.com



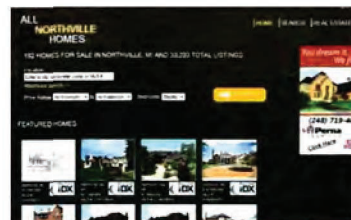
www.Enormo.com



www.Move.com



www.VisualTour.com



www.AllNorthvilleHomes.com

How the Top Real Estate Sites Operate

Realtor.com, Zillow, Trulia, Yahoo Real Estate & AOL Real Estate account for **61% of all home buyer Real Estate searches.**

These are for profit marketing companies, not Real Estate companies.

Many owners who hire us after another agent was unable to sell their home remark **their** agent **never** showed it.

Other Agents

Problem:

89% of agents have budgeted **\$0** toward these sites. When a buyer requests information or a showing on their homes, **that contact is resold to a completely different agent.**



Solution:

We spend **\$3,800 per month** to ensure we receive **every** buyer inquiry on your home.

Going Deeper

Circle Marketing:

Beyond just your home, we purchase the buyer inquires on other agent's homes on the market in your area and price range.

Our goal is to take these buyers for other agents homes and turn them toward **YOUR** home.

Selling Our Own Listings

RT REAL ESTATE: 27%

Other realtors: 3.7%



Solution:

- We show our own properties **9 times more** than the national average.
- We sell **27%** of our own listings versus the national average **3.7%**.
- By selling our own homes we're able to net our sellers more money and have more control over the process creating a smoother sale for our clients.

Photo Count

Problem:

With gas prices and the average work week increasing buyers are using photos and the internet to weed through homes before going to see them. Yet the average agent only posts 9 photos of a home! Studies have shown in this market with many distressed properties, many buyers assume homes with less photos are damaged or need work.

Photo Count Comparison

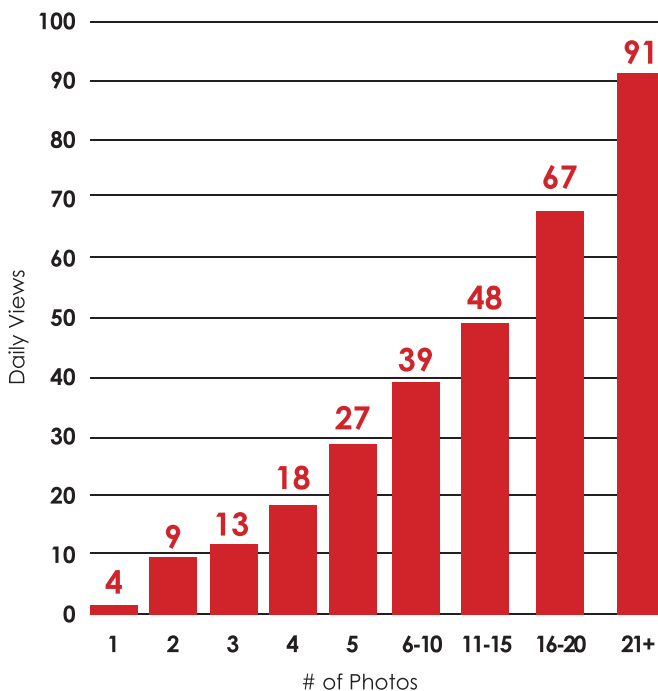
RT REAL ESTATE: 25+ Photos * Virtual Tour * Statistical Reporting

Other Realtors: 9 Photo Average; No Virtual Tour; No Reporting

25 is the maximum number of photos allowed by the majority of websites. Buyers want to see every aspect of a home before making an appointment, in fact homes that have 25 photos are clicked on 3 Times the amount as homes with 9 photos. Further, buyers are 2.5 times more likely to inquire on a home with 25 photos vs. 9! **RON TROMBETTI REAL ESTATE homes are viewed 3 times more than the average home on the market.**

If a picture is worth 1000 words, how much are 25 worth?

Daily Page Views vs # of Photos



Average Inquiries Generated vs # Photos

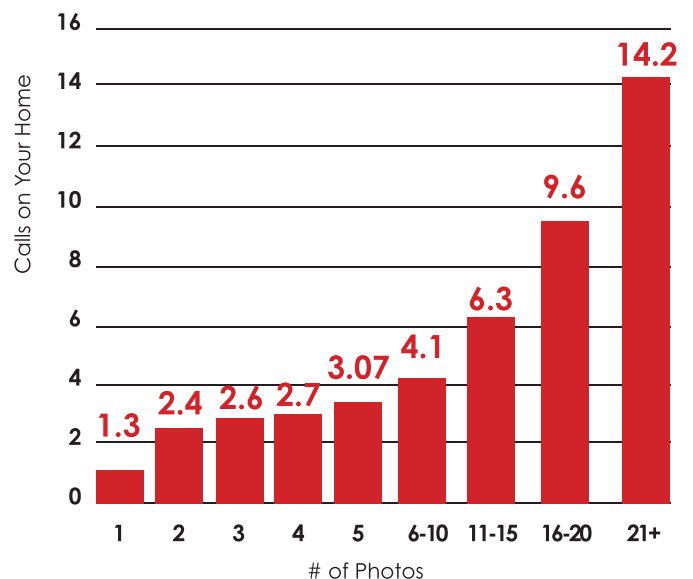


Photo Quality

Other
Agents

Problem:

Many agents are using their phones to take photos of their homes!!



A National Association of Realtors study of 25,000 home sales, conclusively shows that homes with professional photography sells for 2.1% more than one with agent taken photos.



Solution:

We use a professional photographer with studio grade equipment to ensure your home looks the best.

Since switching to a professional a few years ago, our inquiries and number of showings on our homes have **gone up 70%!**

Realtor.com & Zillow.com

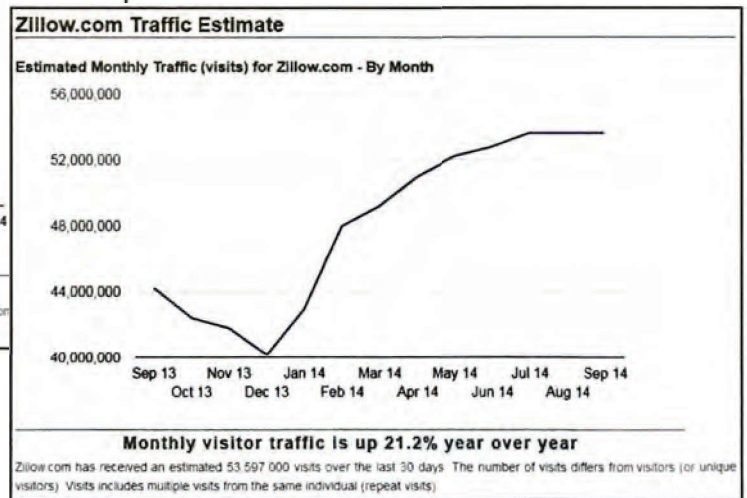
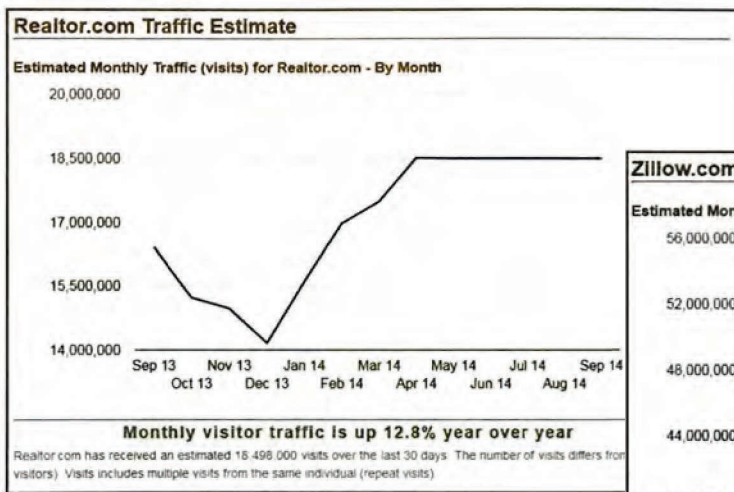
At over **53,500,000** hits per month on Realtor.com and Zillow.com, they continue to be the number one real estate sites searched by consumers.

In addition, they have the top downloaded real estate applications for smart phones at over 90 million downloads (iPhone and Android).

Other Agents

Problem:

Realtors are only able to put up 5 photos maximum for free. Only 7% of Realtors pay for the account upgrade to be able to post the full photo spread. Of the 7% that pay for the upgrade, the average photo count is only 11.



Solution:

Part of our marketing budget is to upgrade every listing we have to be able to upload 25 photos and a virtual tour. We upgrade every home we have on Realtor.com and Zillow.com to showcase listings. This allows to:

- Put 25 photos on every home
- Move our homes to the top of the search
- First access to inquiries through site

Craigslist

Other Agents

Problem:

Posts on Craigslist that are over 4 days old receive very few clicks.

According to a study done by the Michigan Association of Realtors the average Realtor posts a home to Craigslist 2 times in a 6 month listing - our average is 46 individual postings per home over 6 months.



Solution:

We Re-Post our homes to the top of the search every 96 hours - as fast as Craigslist allows!*



Property Flyers

Other Agents

Problem:

52% of buyers drive past a home once they view it online. 31% of buyers drive through an area they would like to live in when they are considering buying a home. Less than 10% of Realtors are currently creating and using Property Flyers. When a buyer leaves an area whose home will they remember?



“Interested buyers that drive by the property often stop and take a flyer, reinforcing awareness of the property.”



Solution:

Every Home receives a flyer box and 70 flyers.

The ad copy is carefully written to hit a buyers “hot buttons” and generate the highest number of calls on your home.

Open Houses

Taking open houses beyond the basics:

Holding an open house is serious business. Below is a chart that shows you exactly how we can maximize open houses to sell your property.

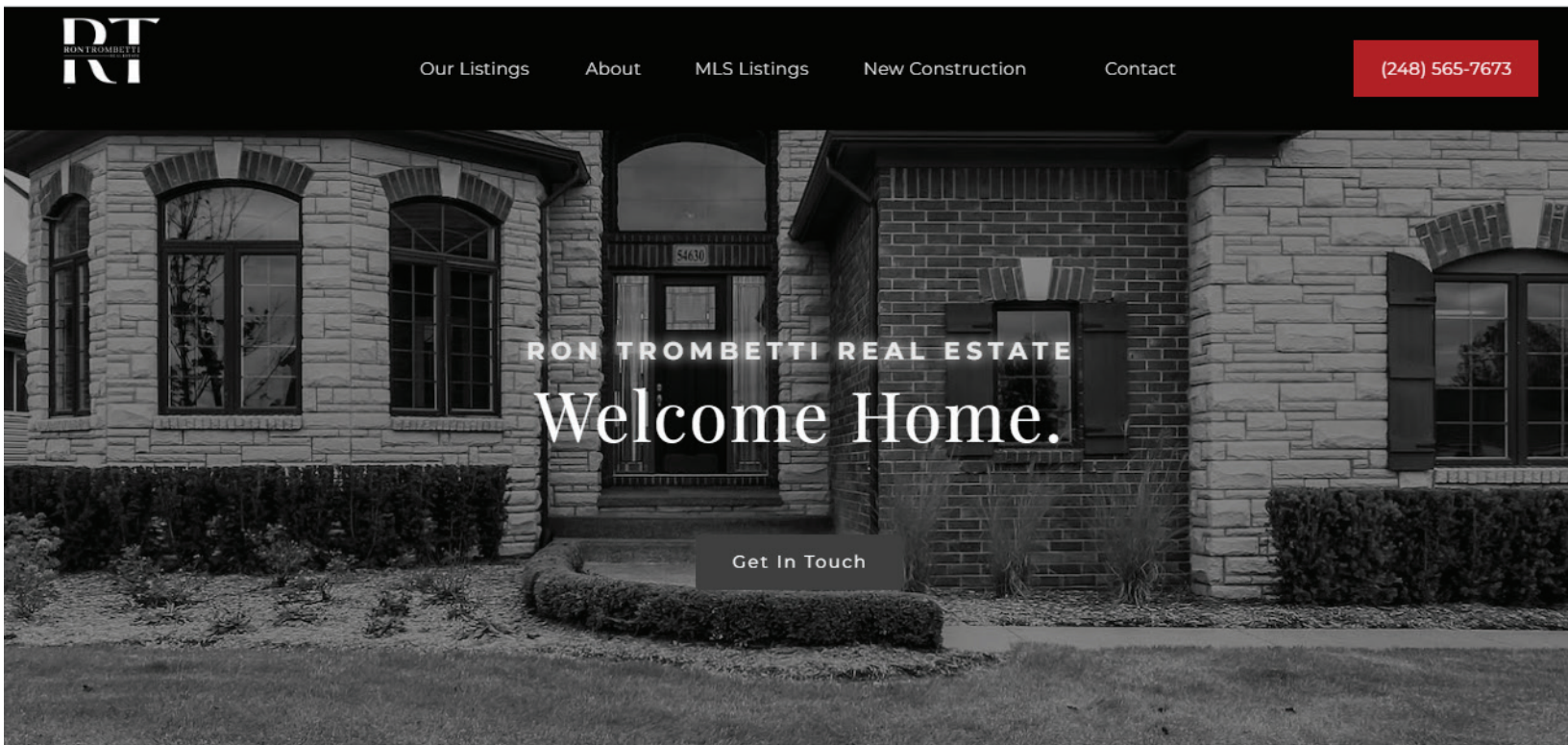
LEVEL 1						
Sign in yard						
LEVEL 2						
Sign in yard	Sign in yard with balloons and riders					
LEVEL 3						
Sign in yard	Sign in yard with balloons and riders	Directional Signs at all key corners with balloons and riders				
LEVEL 4						
Sign in yard	Sign in yard with balloons and riders	Directional Signs at all key corners with balloons and riders	Fliers the week before, email invites and posted on websites			
LEVEL 5						
Sign in yard	Sign in yard with balloons and riders	Directional Signs at all key corners with balloons and riders	Fliers the week before, email invites and posted on websites	Go invite neighbors (100 minimum)		
LEVEL 6						
Sign in yard	Sign in yard with balloons and riders	Directional Signs at all key corners with balloons and riders	Fliers the week before, email invites and posted on websites	Go invite neighbors (100 minimum)	Get on the phone that morning and remind everyone	
LEVEL 7						
Sign in yard	Sign in yard with balloons and riders	Directional Signs at all key corners with balloons and riders	Fliers the week before, email invites and posted on websites	Go invite neighbors (100 minimum)	Get on the phone that morning and remind everyone	Hold four other open houses in the area in various price ranges

Virtual Tours

Other Agents

Problem:

Most agents rely on a company provided website that is not advertised. Buyers don't know the agent exists, and it's gets lost in the shuffle in the millions of others.



Solution:

Through aggressive Search Engine Optimization and Pay Per Click Campaign we're able to get a high traffic of buyers to our site and your home. We're averaging 26,861 hits per month over our 11 websites. 6700+ are UNIQUE visitors and we have over 20,000 repeat visitors per month.

This gives us access to many buyers before they've contacted another agent and the ability to take your home directly to buyers that use our site to shop for homes.

Stickiness

Other Agents

Problem:

Many agents websites are hard to navigate, have broken links are "agent centric." Buyers do not care about an agents family, pets, or personality - they want homes.



Solution:

Our websites are property centric, giving Buyers what they want, with several layouts appealing to the search habits of the widest range of buyers. When buyers find sites they like (with its homes, boats, cars, or the news) they come back. Sometimes hundreds of times. Our sites are designed and prior to being "sticky," keeps people coming back time and time again.

Every time a buyer returns to other sites and logs in it gives us data:

- Data on what they looked at
- What they saved as favorites and what they didn't
- How often they returned

Most importantly it gives us the data on what set of features are the most important to them in a home, and how to sell them yours.

Skilled Lead Conversion

Other Agents

Problem:

Even if an agent markets your home their lead response process is just as critical to getting buyers to ultimately view their listings and is typically lacking.

The National Association of Realtors reports the average response time of an agent to a question about a home or a request to show is 16 hours with 32% of all inquiries never responded to at all! Is this how you would want to be treated when inquiring about a home?

Solution:

During the hours of 8 am to 9 PM our response is under 5 minutes.

Our website and #800 captures potential buyers information at a rate that is 28 times the average website. We generate 600-650 Internet leads per month and receive an average of 12 buyer calls a day. We employ expert lead managers who focus on getting appointments set with those leads to view our Sellers homes. This is the reason we're able to sell so many of our own listings.

We have expert coordinators who are in an office with all the data in front of them to very quickly answer any buyer inquires.

Our lead managers are trained by 2 of the best coaches in the nation with focus on closing the potential buyer into appointments on our homes. In addition our lead managers are making 150-200 outbound calls per day to find buyers for your home.



“Even if an agent is marketing your home, it’s critical that the Realtor understands lead capture & conversation to turn the lead into a qualified buyer.”

Social Media

We've built a database of several thousand past clients. Twitter followers, blog readers, and more through our 40+ years of full time sales. Every home we post is presented to our database over the following mediums:



Also this includes links to video and full description of your home in a format easily shareable with their friends and family. Our homes “go viral” to reach thousands of buyers.

*** Full drone videography is included with your listing, which includes a full interior/ exterior video. \$500+ value. Free of charge when you sign up with RT REAL ESTATE to list your home.**

Pricing Your Home

The consequences of making wrong decisions are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket. Price it too high, and your home will sit unsold for months, developing a reputation of a “problem property” as house-hunters start to wonder what is wrong with it that is keeping it from selling.

Failure to understand market conditions and properly price your home can cost you thousands of dollars and cause your home not to sell, which is, of course, the opposite of the desired outcome.

How We Determine Market Value

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale. Utilizing the latest computer technology and our in-depth knowledge of the market, we will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

Important Points to Remember

We understand that selling your home is emotional. This may be where your children took their first steps or learned to ride a bike. Where you made thousands of memories over the years or hoped to. However, the process of selling a home-any home-is successful only when emotions can be put aside.

Remember:

- What you paid for your property does not effect it's value
- The amount of money you need to get out of the sale does not effect it's value.
- What you think it should be worth has no effect on it's value
- What another real estate agent says your property is worth does not effect it's value
- An appraisal does not always indicate what your property is worth on the open market.



Thank you for considering RON TROMBETTI REAL ESTATE as your Real Estate partner! We look forward to making your dreams a reality.



RON TROMBETTI
TROMBETTI REAL ESTATE

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