

HOW CAN WE HELP TO GET YOUR HOME SOLD?



COMPLIMENTS OF:

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Please read this over and see how we can work with you to help you sell your home...

Expired Listings: What typically causes them?

Was the property correctly priced?

Improperly pricing a property is typically the number one cause for a property not selling!

There are many strategies to try and sell a home, but there is only **one proven** strategy: pricing a property competitively and correctly. Many realtors try and **overprice** listings by leaving it on the market for a long period slowly **reducing** the price, or **underpricing** listings quickly generating numerous offers to hopefully **bid** up the price.

Neither choice is the best option for you the client. Pricing a property **correctly** gives you the owner the **highest return** in the **shortest** period of time. We look to price your property very **competitively** within the market allowing you to obtain **top dollar** in a time frame **desirable** to you.



What is the current showing condition of the property?

Houses that show in **top condition** usually command **top price**!

When showing a house **everything matters**; the paint, landscaping, window coverings, and floors. All be in showing condition. Your house should look **clean** inside and out. This is why many staged homes sell **quicker** than regular homes.

This does not mean every house must be staged to sell, but a house that is **clean** and shows well will **stick** in a buyers head, leaving your home with a **positive** mindset. On the other hand a **dirty** messy home will foster a **negative** image making it more difficult to justify the selling price of your home.

We look to **work with you** to make sure your home is in **perfect** condition to **sell**. Whether that means rearranging furniture or cleaning we work **with you** to set up your house to **sell**.

Continued: What causes listings to expire?

Was your property marketed correctly and aggressively?

Combining the **right agent** and the **right marketing** can really set your listing apart and make it **stand out** in today's competitive market!

Many homes today are **overlooked** simply due to lack of **exposure**. Statistics show that **84%** of home buyers use the **Internet** as a tool when searching for homes. Therefore, your home needs to be **marketed** all over a myriad of Internet sites. We look to not only flood the internet with your listing but to go **beyond** that.

People do not realize **presentation** of listings may dictate if it sells or not. Successfully sold homes typically had advertisements that were **clear and concise** with numerous high quality **photos**. As we market on the internet we also market the **old fashioned way**. This includes flyers, **door to door** knocking, and **calling** other trusted agents to **spread the word** about your listing. They have **qualified** buyers who may be **interested** in your home.



Did you hire the "right" real estate agent?

In today's market there are real estate **agents** and real estate **sales professionals**. You want a sales professional who is **connected** in the real estate community and has **knowledge** and **understanding** of the current **market and trends**.

A sales Professional:

- Puts his/her client **before anyone** else.
- Presents a **complete** marketing plan **explaining** what and how they will get **your home sold**.
- Places your home on the MLS **properly**. Everything is **perfect** from pictures all the way down to the listing print-out.
- Directly markets to an **existing network** of buyers looking to purchase property in your area, as well as market to others in their office bring the necessary **attention** to your listing.
- **Calls** other agents in the local area making them **aware** of your listing and allowing everyone to know your home is listed and priced ready to **sell**.

Why consider us to sell your home?

Background

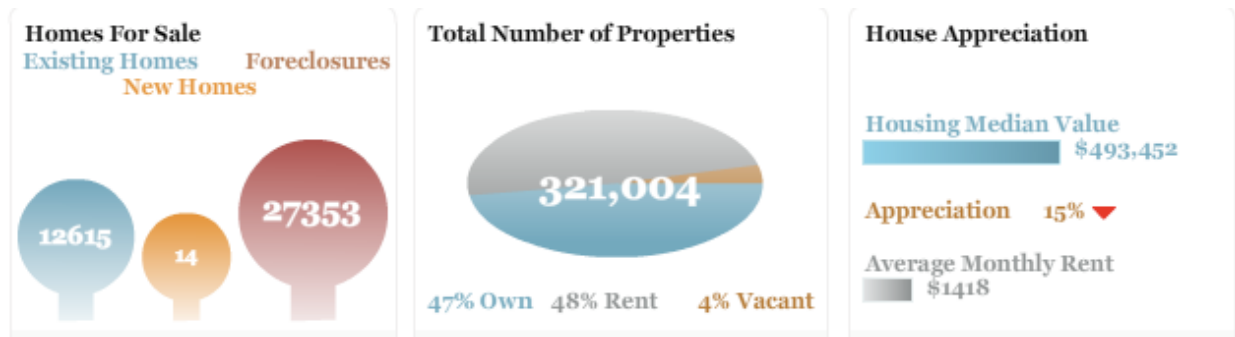
While selling your home is strictly about your wants and needs it is important to be aware of who we are and where our knowledge and results root from.

- Victoria Crown is a 3rd generation San Diego Realtor. Her mother has been in the business for the past 35 years and her grandfather before that. She has a vast amount of knowledge about San Diego's markets and trends. She also has a MBA as well as a MSRE (Masters of Science in Real Estate) from the University of San Diego.
- Matthew Reibert has more recently graduated from the University of San Diego and has been working the past year with primarily buyers. He brings to the table a network of potential buyers as well as superior marketing skills.
- Together we bring our education and dedication together to form a team of talented sales professionals that get results.

What we do for you throughout the selling process:

- Discover your wants and needs in regards to selling your home
- Develop a tailored plan that you feel comfortable with for marketing and selling your home
- Price your property competitively up front to capture the interest of potential buyers
- Ensure your property is show ready so that it sells when you want it to sell
- Market aggressively: complete online marketing campaign to over 600 websites; hand made flyers around your neighborhood, calling other agents to build the necessary awareness of your property, open houses as well as brokers opens
- Connect you with anyone throughout the sales process: movers, painters, stagers, anything that helps you from the beginning to the end
- ANYTHING we can to make the sales process easier for you!

San Diego Real Estate Statistics



Looking at the statistics above you can see that there are a **significant** number of homes for sale. With the amount of **foreclosures** flooding today's market you must **differentiate** yourself and stand out from the crowd. This is where our experience and expertise comes in.

Not only do we market to the many **standard** real estate websites such as REALTOR.com and zillow.com, but we market on our **own websites**: WillisAllen.com, MySanDiegoMLS.com, SanDiegoCrowns.com, and DowntownCrowns.com. This allows your home to get **exposure** from many parts of the Internet.

Online marketing is not entirely what helps us get **results**. Many real estate agents have done away with **traditional marketing**. We have discovered that by **incorporating** traditional methods with online marketing we achieve the **quickest** sales success.

We blend traditional marketing techniques with new technological advances. Selling your home is important to us. We will **door knock**, pass out **flyers** and other marketing materials, and most importantly **CALL OTHER AGENTS**. This tactic is extremely **successful** because every agent has a **network** of buyers ready to buy. By calling, your listing not only has us looking for **potential** buyers but many other agents looking to find homes for their current customers.

Using "old school" marketing as well as online marketing, we are able to **sell** your home **quicker** than the San Diego average while still getting to the **best return**.

Still Interested?

Want more information? Lets schedule a meeting in person!

We can only give you so much in this introductory packet. This is meant to inform you of what we bring to the table and what we can do to get your home sold. We would love to schedule a more formal meeting that is tailored specifically to your home selling.

Scheduling a meeting allows us to meet in person and explain how we will successfully sell your home. Nothing is binding and there are no obligations. It is simply just a way to see if you feel we are the right people for the job of selling your home.

So when you are ready to hire the right agents for the job of selling your home, please give us a call. We look forward to hearing from you.

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