It’s All About You

- Your Money
- Your Concerns
- Your Needs
- Your Time
- Your Dreams
- Your Questions
- Your Aspirations
- Your Life
The purpose of this guide is designed to introduce my proven marketing techniques. I utilize the latest state-of-the-art technology coupled with state-of-the-heart commitment, so you will have a clear understanding how, as your expert, I will sell your home for top dollar.
Dear Home Owner,

Please know that my mission is to get you where you want to go, on time!

Looking forward to meeting you to learn more about your goals. It is my job to educate you about the market and help you establish a compelling market position that will create a favorable response from today’s buyers.

When given the opportunity I will earn your business, trust and confidence the old-fashioned way, through results.

Your REALTOR for life

Jim Downs, CNE, CRS, e-PRO, GRI, SFR
Owner / Broker Associate
1. It’s All About You
2. Application for you to hire me.
3. Content
4. I Want to be your Agent
5. About Me
6. My Personal Guarantee of Performance
7. Certified Pre-Owned Homes
8. What you want from your Agent…
9. Showcase Your Home
10. Highest Selling Price
11. How I will Sell Your Home
12. Driving Buyers to Your Home
13. Virtual Furniture Staging
14. Staging “People Buy Emotionally & Justify Logically”
15. I Can Find a Buyer for your property
16. WOW Factor… 350 Websites will promote your property
17. Price Right – Attract More Buyers
18. We have Buyers for your property
19. Want to Compete – Be Competitive
20. Facebook – Real Estate Business Page
21. Price to Compel Buyers – I am the Expert
22. Real Estate is a Commodity – Supply & Demand
23. Pricing property $1.00 above buyers budget – You Are Invisible
24. Value is what Buyers Want – Price is what they Will Pay
25. Who Determines Sale Price
26. Chart – Real Estate Process
27. Top Dollar for your property
28. Keller Williams #1 Office according to MLS (TReND)
Frankly, I Want Your Business.

What do I have to do for you to hire me, today as your Broker?

When Given the Opportunity, I Will Earn Your Business, Trust and Confidence the old-fashioned way through Results
About Me...

He wanted to serve his country as a *US Marine* in Vietnam
He Did

He wanted to earn a degree from *St. Joseph's University*
He Did

He wanted to become a *Philadelphia Police Detective Lieutenant*
He Did

He wanted to become an Entrepreneur – Started *Sir Speedy Printing Southampton*
He Did

He wanted to become an *Rotarian* – Member of Villas at Shady Brook Rotary
He Did

He wanted to become a *BROKER and earn designations* - CNE, CRS, e-PRO, GRI, SFR
He Did

He wanted to become *RE/MAX #1 Agent in homes SOLD*
He Did

He wanted to become *Keller Williams #1 Agent* in homes SOLD
He Did

He wanted to become an *Owner / Partner* of Keller Williams Real Estate
He Did

He wanted to become a founding member of a *25 Million Mastermind Group*
He Did

*He believes success is determined by the legacy he leaves with each client he serves.*

He Wants to Sell Your Property

He Can
My Personal Guarantee of Performance

If you are not satisfied with my service at any time during the listing period, until the house is under contract for purchase, you may notify me in writing and I will release you from the listing.

Surely, that’s fair, wouldn’t you agree?

Jim Downs
BROKER Associate / Co-OWNER
Certified Pre-Owned Home
Would you like to differentiate your home in the marketplace and maximize potential buyers previewing your home?

Just a few simple steps and you can list your home certified:

Before listing your home, you will need to:

✓ Have a Pre-Listing Home Inspection - A home inspection is inevitable whenever selling a home. Getting one prior to listing allows for an unbiased assessment of your home prior to negotiations. The pre-listing home inspection will alert the seller to the information necessary to determine the condition of their home. During this inspection, the inspector will identify potential problems in order for the seller to make necessary repairs prior to buyers previewing their home and diminish the need for future negotiation of home repairs.

✓ Have a Home Appraisal - A home appraisal will provide the information necessary to be certain of your home’s value. The main component to getting TOP DOLLAR for your home is pricing it correctly. Your home will statistically spend less days on the market if it is priced accordingly from the start. A home appraisal report is an effective tool in negotiating the sale price with a potential buyer.

✓ Purchase a Home Warranty - A home warranty provides protection against unexpected mechanical breakdowns and covers repairs on your home’s systems due to normal wear and tear. A home warranty will supply coverage to the seller while their home is on the market and will provide one year of coverage to the buyer for one year following the settlement date. A home warranty will boost buyers confidence and lessen their worry over future unexpected costs.

A Certified Pre-Owned Home:
- delivers an incomparable incentive to potential buyers.
- provides an extraordinary confidence level to both the buyer and the seller.
- generally allots the seller a 1 - 3% premium on their home.

Your Agent Matters
“Setting Higher Marketing Standards”

Top Marketing Strategy that will drive buyers to your home, don’t you think?
What You Want...
From Your Agent

• To find a qualified buyer.
• To sell the home in a reasonable amount of time.
• To get top dollar for your home.
• To negotiate and deal with buyer offers
• To do the paperwork and remove the stress
• To do inspections and closing related issues.
• To get the job done

What I Offer

Amazing Results – Hire the Expert...
5 out 7 homes that I listed for sale the past year
Sold in Less than 30 Days

*QUICK SALE*

“Although it was sad for me to say goodbye to the condo, it was a huge relief to have gotten it sold smooth and easy…” “We really appreciated you keeping us informed even after normal business hours. We will send you referrals…” Joanne Zulewski, (CPA) & Tom Kaffenberg (Accountant)
Showcase Your Home
Our Nikon a is Full-Format with Wide-Angle Lens.

A Picture Speaks a Thousand Words!

Which House Would You Visit?

First Impressions Count, Don’t You Think?
Remember that first date with someone you wanted to impress? Well, this is like that time…

* “Surely, better photos attracts more buyers, wouldn't you agree?”
We Can Help You Determine

Top Selling Price

Your Neighbors
Already Set the Standards for the Community

Most Recent Homes Sold
Set the Tone for Neighborhood

Top Five Reasons Why Homes Sell…

• Location
• Price
• Promotion
• Presentation
• Professional Handling Sale

*HIGHEST PRICE

“We sold our home for the highest price in a slow market, impressive results…” “You succeeded where our previous agent failed…” “Your stager gave us great advice and your wide angle photos gave us a competitive position on the web. We will refer you to our family and friends”

Nancy S. Hartsough, Esq (PA Attorney General) & Brian Gasiewski (Contractor) Holland
How I will Sell Your Home
Quickly, Pain Free & For Top Dollar

• **Finding the Right Buyer** – Daily research coupled with Our Proactive Team of 140 Agents

• **Listening to You** – Understanding Your Goals and Tailor a Marketing Plan for You.

• **Listing Hub** – Your Home is Syndicated on 350 Web Sites - Proverbial 800 lb. Gorilla

• **Stager Services** – You only have One Chance for a First Impression, let’s do it Right

• **Certified Pre-Owned Home Program** – Appraised – Home Inspected - Home Warranty

• **Professional Photos** - Wide Angle Lens - Flaunt Features - Increases Buyer Curiosity

• **Virtual Tours** – First Showing today is done online by buyers – We have to look Our Best

• **Takeaway Brochure** – Remembering Your Home with our Elegant 4-pager brochure

• **Dedicated Website** – Personal Website to promote your home with your friends.

• **Buyer Feedbacks** - Paramount in understanding what buyers liked about your home

• **Charts & Graphics** - Weekly charts indicating how many people visited your home online.

• **Special Call Center for Realtor Appointments** – Security - Verify Agents are Licensed

• **Cutting-Edge Technology** - Easy Access to me via Cell – Text Messaging – Emails

• **Social Media Campaigns** – Facebook, Twitter, Blogs, Craigslist

• **I Think Outside of the Box**, - So All You Do is Pack Them!

* RELIEVING STRESS ~ NO HASSLES ~ SMOOTH SALE

“This was a very stressful time for us and Jim helped everything go smoothly. Jim was always a phone call away. We would highly recommend…” – Jane & Jerry Hornick, (Teacher & Police Officer) Philadelphia
Driving Buyers to Your Home

350 Websites

Social Media

Targeted Blast

Interpret Market Weekly

Professional Promotion Plan
Virtual Furniture Staging

Virtually Staged Properties transforms vacant properties into beautifully staged homes that drive buyer traffic, knock out the competition and get your property noticed online. Because without buyer traffic, it may never sell!

*Virtual Photos Work ~ Drive More Buyers*

"After languishing on the market for almost six months, Jim sold our vacant home in 30 days! His designer, professional photographer and virtual photos were a big factor in showing the home in the best light. Thank you!"  
Sophia Ginsberg, Store Owner, Richboro
“People Buy Emotionally - Justify Logically”

YOU ONLY GET ONE CHANCE FOR A FIRST IMPRESSION

Unclutter a Messy Room BEFORE STAGING: Big or small, messes make it difficult for buyers to imagine living there. Always leave your home spotless so buyers see your home at its best. When they view other houses with clutter, your place will stand out as the bright spot.

Bright and Clean AFTER STAGING: A little straightening up and a new bedspread make a huge difference. Notice the color of the bedspread makes the blue in the carpet pop. The framed photo on the wall makes the room seem more personable.

Real Life Doesn’t Sell BEFORE STAGING: With canisters on the counter and towels hanging from the stove, this kitchen definitely looks like it’s functional and well used. Unfortunately, buyers don’t want to picture you cooking. Clean and uncluttered is always better.

Straight Out of a Magazine AFTER STAGING: Hang colorful plates and clear away dishes and towels. It might not be as easy to cook while your home is on the market, but your tidy and ideal kitchen will appeal to the masses.

Staged Homes Sell Faster and for More Money!

YOUR MINDSET:
• Function Over Form: You need to Mentally Move-Out and Make Room for Buyers.
• Form And Function: Buyers need to Think of the Property As Their New Home.

Dress for Success

Can You Afford... Not to Stage?
I CAN FIND A BUYER FOR YOU

90% of Buyers Search Net for Homes

- **Internet:** Today’s Buyers, 90% search the net for homes and are educated consumers. Today’s First Showing is done Online and price brings them through the threshold.

*GETTING THE JOB DONE*

“We never had an agent work as hard…” “Downs does Deliver…”

Bob & Cyn Neely (Investor Entrepreneurs) Southampton
What My Sellers Say...

WOW

Because Your Home is Syndicated to

350

WEB SITES

With Jim’s Marketing Plan

All Eyes are on You

That’s what you want, isn’t it?
Price Right – Attract More Buyers

Pricing your property competitively will generate the most activity from agents and buyers. When the price is right you created an environment for over asking results, isn’t that true?

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

Your Marketing Agent Matters

Crystal Ball Pricing

Methodology that Doesn’t Work

• Lacks Facts
• Lacks a Game Plan
• Lacks Documentation
• Recipe for Disaster

* MARKETING PLAN ~ THAT WORKS

“Again, thank you for all your help and support…” “Listening to our concerns and taking the time to educate us to the market…” “Your guidance was very helpful in determining a competitive price…” “Your marketing plan gave us the edge we needed with a direct pipeline to the buyers…”

Dr. Kleinmann (Director Special Education) and Mr. Boggs (Teacher) – Newtown
We Have Buyers

Connecting Our Pool of Buyers with Your Property

We Will Shout it from the Rooftops
HOME FOR SALE

Professional

• Promotion Plan + 33 yrs Experience = SOLD
If you want to Compete, be Competitive

- Your Neighbors already set the standard for what Buyers will Pay.
- The buying market has a short attention span.
- Pricing your property right the first time is key.
- Proper pricing attracts more buyers.
- An overpriced property will not sell.
- We want to generate offers before the market moves on to newer listings.

Homes are a Commodity

- EXAMPLE: If you bought stock last year for $49 a share, and today it’s selling for $29, how much can you sell it for, obviously $29? That goes for homes as well.

  “I don’t make the market – But I can interpret it’s path”.

Undoubtedly, I’m the Real Estate Expert.

Top 5% of Agents - 33 Years Experience – 5 Real Estate Designations – Broker
It's All About You

Results

Service Speed

facebook
REAL ESTATE BUSINESS PAGE

BUYER POND

Fishing for Buyers

LANGHORNE, PA
16,463
People Reached

HUNTINGDON VALLEY, PA
14,583
People Reached

PENNINGTON, NJ
13,296
People Reached

PHILADELPHIA, PA
15,939
People Reached

CAPE MAY, NJ
23,644
People Reached

DOYLESTOWN, PA
14,779
People Reached

Fishing Where Buyers are Found
Price to Compel... -

The First 30 Days are Critical, isn’t it?

The right price is important.

• A property generates the most interest when it first hits the market.

• The number of showings is greatest during this time if it is priced at a realistic market value.

• Starting too high and dropping the price later misses the excitement and fails to generate strong activity.

• Properties that are Listed High, end up selling Below Market Value.

• Your Neighbors already set the tone for Pricing.

* Buyers Want - Location, Condition and Price

FIRST 3 DAYS

80%

Will visit your home on the internet when it Shows Well with Wide Angle Photos, Designed by a Stager and Priced at Market Value.
Supply & Demand

Buyers will choose the home that offers them the most Value, wouldn’t you agree?

Value = Buyer Benefits
Price

Value is What Buyers Want.
Price is what they Pay.

Question:
How are we going to Compel Buyers to make an Offer?

As You Know

Real Estate is a Commodity and Subjected to Market Pricing
Pricing Your Property...

If you Price Your Home One Dollar above the Buyer’s Budget ~ You’re Invisible

Just One Dollar above and you are Unseen.

Overpriced = Overlooked

• Those Buyer’s that can afford your home and would buy it, will not see it, because you are above their budget.

• Those Buyer’s who see it, will compare it, with homes Valued Higher based on Location, Condition & Price, won’t buy it, isn’t that true?

• As you know, the lender’s appraiser will determine final selling price, if agreed sale price is higher then findings. Value is determine by comparing similar homes that sold in the past 3 to 6 months and within a half mile radius.
Value is What Buyers Want.
Price is what they Pay.

**SELLING FEATURES**
- Staging
- Curb Appeal
- Landscaping
- Sparkling Clean
- New Neutral Paint / Floor Covering
- Windows / Doors / Parking
- Floor Plan Flow
- Storage / Closet Space
- Electronic / Media
- Today’s Popular Amenities

**VALUE**
- Location, Location, Location
- School District
- Number of Bedrooms (3 vs 4)
- Number of Bathrooms (1 vs 2)
- Hardwood vs Linoleum
- Fireplace(s) vs None
- Patio / Deck vs None
- Basement vs None
- Updated Condition
- Garage (1 vs 2)

**What First-Time Buyers Want?**
- 100% - Location / Neighborhood
- 73% - Low Sale Price
- 41% - Distance from work
- 35% - Type / Style of home
- 28% - Floor Plan
- 25% - Square Footage
- 21% - Updates in home
- 17% - Age of home
- 15% - Garage
- 9% - Lot size

Jim Downs, AB, CNE, CRS, e-PRO, GRI, SFR • Licensed in NJ & PA
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Maximizing Your Bottom Line
Who Determines Selling Price?

➢ ASKING PRICE – Determined by Seller
➢ OFFER – Determined by Buyer - Subjective Value
➢ SOLD PRICE – Determined by Bank Appraiser’s

• Appraiser’s Determines Market Value based on similar properties (Location, style, rooms, upgrades, condition, square footage, etc.) that SOLD in the past 3-6 Months and within a Half Mile Radius.

• Once Value is Established by Lender it applies to ALL Conventional/FHA Loans.

“Seller’s Decide What They Will Accept”

Banks will decide the maximum buyers will pay.
Overview

THE PROCESS

Buyer

- Buyer's Agent
  - Needs Analysis
    - Pre-Qual. - Pre-Approval
    - Local Info & Area Tour
    - Property Search
    - Pricing & Terms
  - Evaluation & Counter offers
  - Select Vendors
  - Coordinate Closing Process

Seller

- Seller's Agent
  - Needs Analysis
    - Pricing Strategy
    - Staging & Repairs
    - Marketing Activities
    - Feedback & Adjustments
  - Evaluation & Counter offers
  - Select Vendors
  - Coordinate Closing Process

OFFER

- Negotiations
  - Accepted Offer & Contract
    - Loan Application
    - Loan Approval
    - Inspection & Appraisal
    - Title Work

Occupancy - Closing - Financial Disbursements

Feel Confident

“Serving Your Best Interest”

kw Keller Williams Real Estate

It's All About You

- Your Money
- Your Concerns
- Your Needs
- Your Time

- Your Dreams
- Your Questions
- Your Aspirations
- Your Life

SOLD

"We Have One For You"
Balance for
Top Selling Price

COMPETITION
LOCATION
VALUE

CONDITION
TERMS
PRICE

SOLD

“Hire Me for the Highest Sold Price”

Jim Downs • Downs@TopProducer.com
#1 Real Estate Office
TReND – Multiple Listing Service

What the Tracking Experts Say...

Total Sales in Units

- kw - Langhorne: 930 units
- kw - Doylestown: 685 units
- Re/Max Properties: 622 units (44% Less)
- Re/Max Centre: 488 units (48% Less)
- BHHS Fox & Roach: 437 units (53% Less)

2013

What Independent Experts Say...

JD Power
Customer Service Awards
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013

What Sellers Say... Professional Services