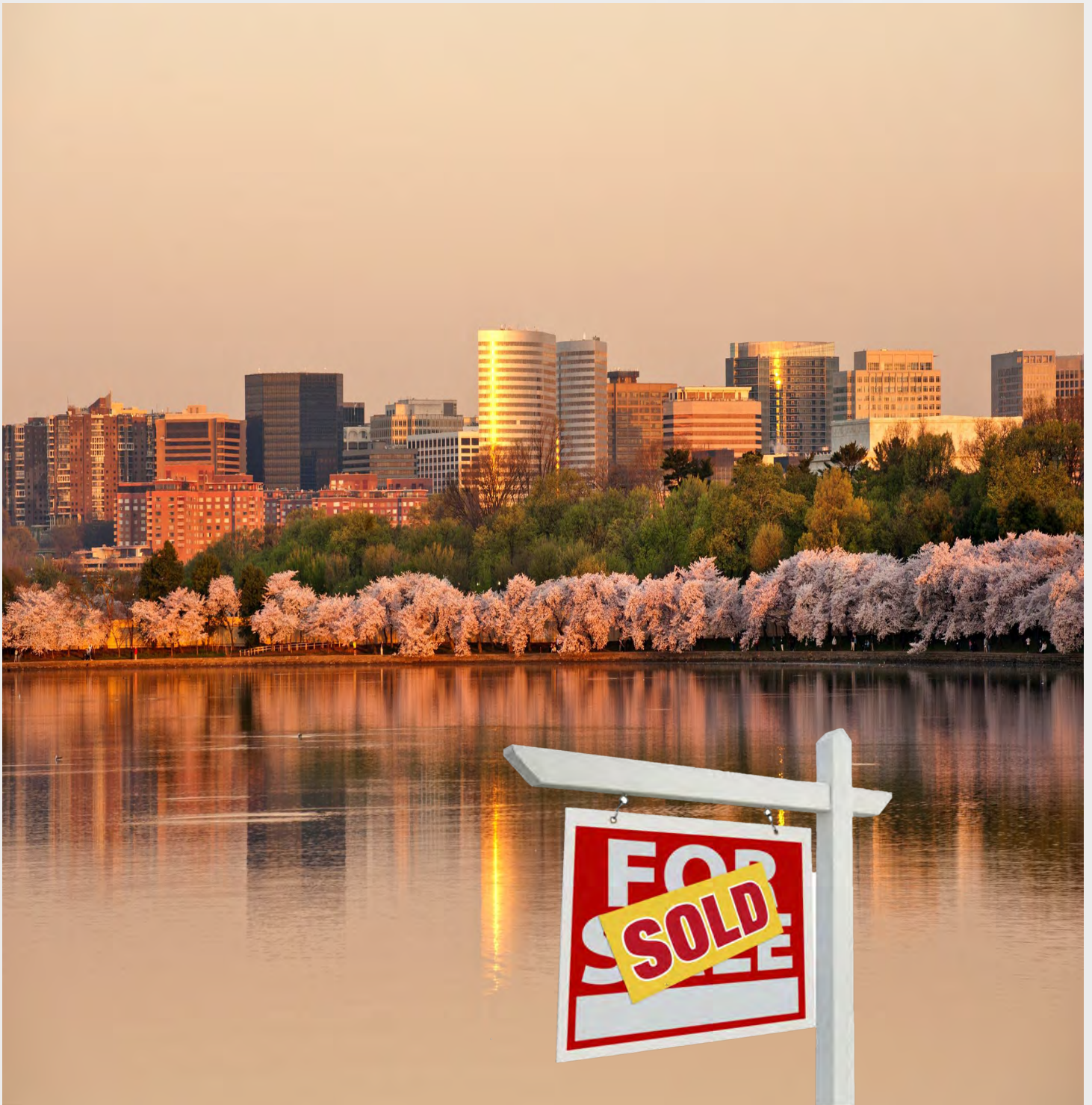


ULTIMATE CONDO SELLER'S GUIDE





Rick Bosl



REALTOR ASSOCIATE BROKER

Keller Williams Realty
Licensed in VA-DC-MD

 **703-980-3027**

 Rick@ArlingtonCondo.com

 www.ArlingtonCondo.com

I've been a Full Time Realtor since 2003 and have sold over \$100,000,000 worth of real estate (mostly condos) in over 250 transactions. There are few issues I haven't seen or been able to overcome.

With a degree in electrical engineering and an MBA, I know how important systems are to running a profitable business. I am always expanding and upgrading my marketing systems as new technology comes along. My proven marketing systems are the key to my success and the key to getting your home sold for the highest price.

On the following pages I will explain my marketing approach and what sets me apart from other agents.

■ ■



EASY EXIT

WARNING! Listing with the wrong agent can cost you not only precious time, but thousands of dollars. There is nothing worse than getting trapped into a lengthy listing contract with the wrong agent.

Fortunately, you have a choice. We offer a hassle-free listing contract with an “Easy Exit” no questions asked cancellation guarantee. Either you are completely happy with the service and results you receive, or the listing contract is cancelled. Not just withdrawn, as offered by many Realtors, but completely terminated. End of story. Easy and simple.

The fact is, all of our clients have been delighted with our performance and the results. However, you have the option, just in case!

IF YOU ARE NOT HAPPY WITH OUR PERFORMANCE, FIRE US

Rick sold our home in just 8 days for 98% of asking price. Thank you Rick for helping our family make the move, your care and support meant a lot to us.”

– Scott & Denise W.



2101 Wilson Blvd. Suite 100 Arlington, VA 22201

WHY KELLER WILLIAMS

Keller Williams is not your traditional Real Estate company. That is why it is not surprising that it is the fastest growing real estate company in North America is #1 globally. Our phenomenal growth is only part of the story:

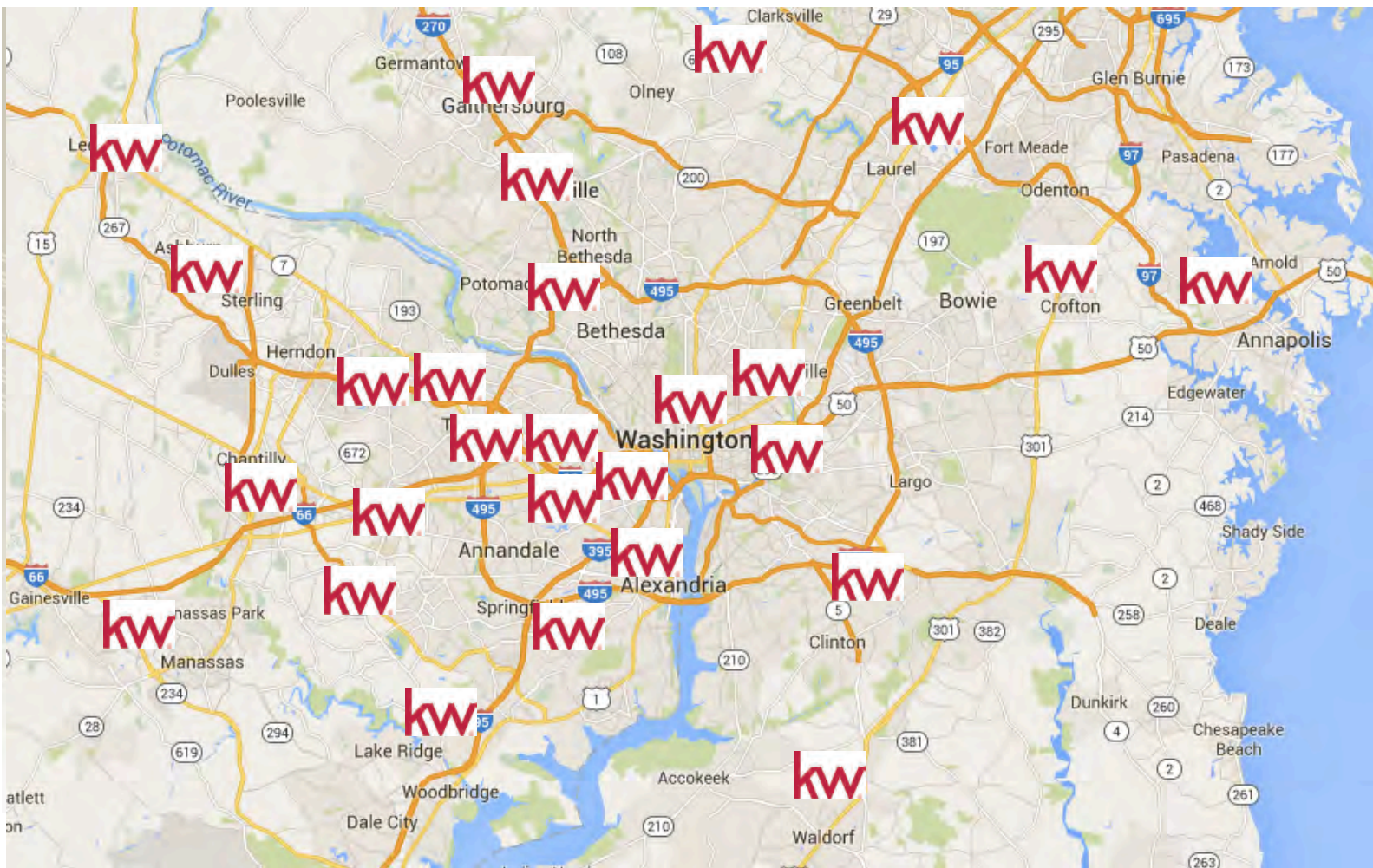
Largest brokerage in the world !

A network of over 170,000 real estate consultants with a projected growth of 300,000.

700+ offices in the US and Canada (50 Major Markets).

Excellence in cutting-edge real estate training, coaching, education and technology.

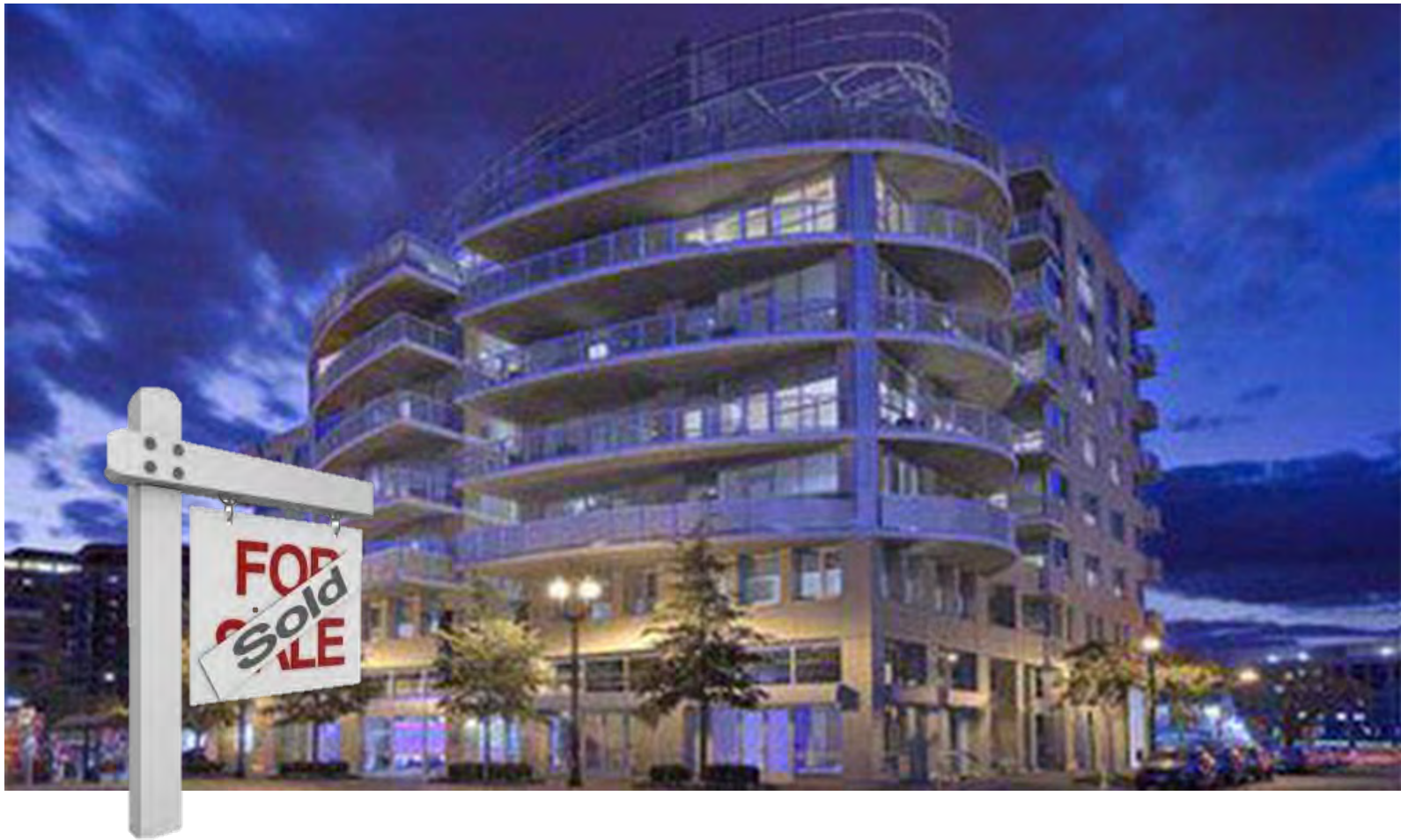
Most Innovative Real Estate Company – Inman News.



Keller Williams Realty covers the entire DC Metro Area

27 + Market Centers
5,400 + Real Estate Agents
Tens of Thousands of Transactions
Billions of Dollars of Sales by Volume

Offering comprehensive services to investors, property owners, tenants and developers around the DC Metro area, Keller Williams Realty has an established network and covers every corner in Washington, DC and surrounding areas in Virginia and Maryland. Where ever you go, you will KW.



How do you get the most
money for you home?

By creating demand.

MARKETING STRATEGY

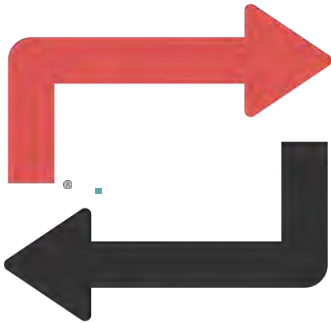
3 Keys to Effective Marketing

I've found successful sales often are a result of one or more three essential factors: exposure, repetition and emotion. I have built all three of these into my marketing systems.



Exposure

The best potential buyers are not always the ones actively looking. Some haven't even started to look, and some have given up looking altogether. Maximizing your listing's exposure ensures that you reach a broad audience.



Repetition

One impression is almost never enough. The more times a consumer views your listing, the more it will resonate through the distractions of everyday life, stay top of mind and drive them to the closing table.



Emotion

When someone finds a home that 'feels right', no price is too high. Making their decision an emotional choice, not just financial, is key to reaching the highest price point.

■ ■

Agent to Agent Marketing

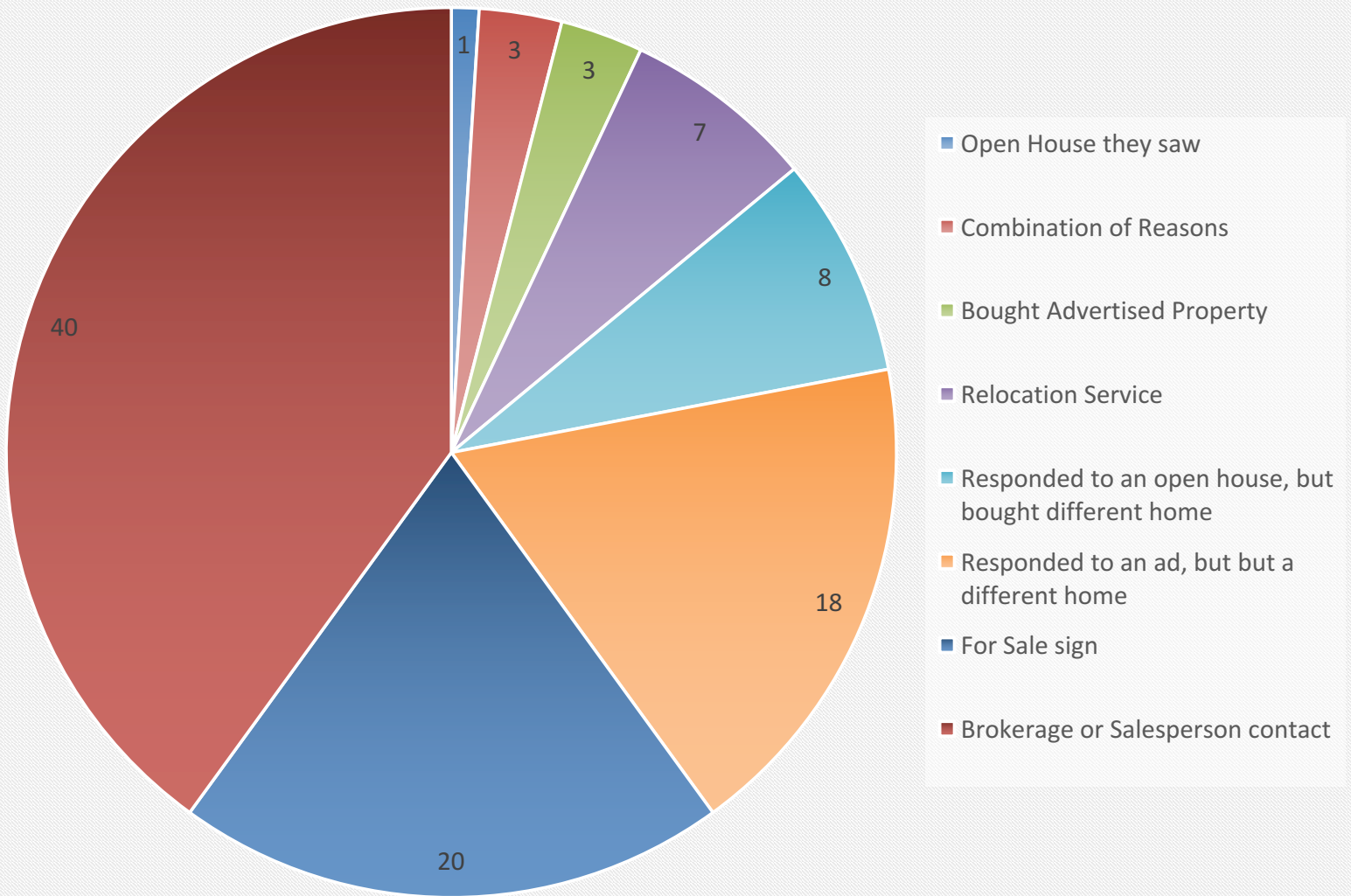
When you list with with Arlington Condo, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.



- ② **Keller Williams Realty network**—Keller Williams is the largest brokerage in the world with over 170,000 agents.
- ② **Top Agents in the area**—We have identified the top agents in the DC Metro area and market to them directly. For select homes, we also host a 'brokers only' open house on Tuesdays.
- ② **KW Metro Center**—Your home will be promoted at the weekly sales meeting at KW Metro Center offices with over 500 agents strong!
- ② **Constant communication**—We track every agent that comes through your home and keep them updated on important changes.
- ② **Email Marketing** - In case they didn't see the listing in the MLS, they will also receive an email blast with all the important information an agent needs.



Where Buyers Come From



INTERNET MARKETING

EXTENDED MARKET REACH

When you list with The Bosl Group, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.

Google maps

YAHOO!
REAL ESTATE

AOL real estate

trulia
real estate search

Zillow.com
Your Edge In Real Estate

HGTV's
FRONTDOOR

cyberhomes
by Realty & Real Trends

HomeFinder
.com

hotpads.com

openhouse

Local.com

CLRsearch.com
The right home in the right place

enormo

PROPBOT

Vast

LYCOS

eRealInvestor™

LandWatch

RESORTSCAPE

oodle

Property
Shark

MyREALTY.com
Global Listing Service

overstock.com
real estate

Investor
LOFT

Military.com
We list all military housing

LakeHomesUSA.com

HOMES.COM

tweetlister
Showcase your property listings on Twitter

HomeAway
Real Estate

PROPERTY
PURSUIT.com

HomeWinks™
The EASY Way to Find Homes for Sale

RELOCATION.COM

RealtyTrac

MHR MY HOME RENTER

GoHoming
GOING... GOING... SOLD

LUXURY
REGISTRY.COM
PROPERTIES COLLECTION

FreedomSoft

Home
on the
Tube.com



TECHNOLOGY DRIVEN MARKETING



FUSION PHOTOGRAPHY

One shoot brings out the very best in homes of every size, style and price point. Featuring a proprietary method of shooting and processing that offers unparalleled quality, for web and print.

VIRTUAL TOURS

Put buyers inside your listings- any time, anywhere with a realistic and immersive online experience covering the entire interior of any home. Captivate Buyers with this innovative Virtual Tour.





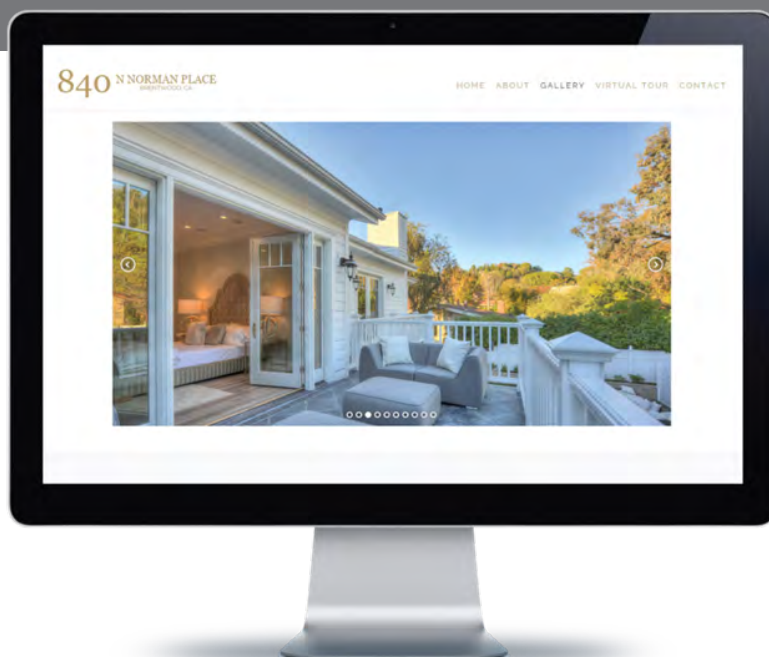
All marketing points to dedicated site

- 100% Uptime
- Mobile Responsive
- No 3rd party advertising to distract
- Always accurate content and details
- No inaccurate value estimates
- “Tags” visitors to allow for **retargeting**

INDIVIDUAL PROPERTY WEBSITE

Individual property websites are a very useful tool when marketing your home online. The unique domain name is simply the property address—when typed into a web browser, it instantly presents the home in one visually compelling scrolling web page.

kw
KELLERWILLIAMS.
Each Office is Independently Owned and Operated



www.Phoenix906.com



WHY RETARGETING?



1. Retargeting can boost ad response up to 400%.
2. Retargeting builds recognition and increases recall through repetition.
3. Retargeting keeps your home on interested buyers' minds, even if they are busy or distracted.
4. Recognition increases click through rate by 1000%.



STAGING

We want your home to be shown in the best possible light to prospective buyers to get you top dollar in the shortest amount of time.

We will create a warm and inviting environment focusing on the best architectural features and selling points of your home.



PROPERTY FLYERS



Superior Quality You and Your Buyers Can See and Feel

People view physical advertising longer than digital advertising.

People remember physical advertising for a longer time and recall details more quickly and more confidently than digital advertising.

Physical advertising produces a stronger emotional response, triggering activity in the brain that is responsible for value and desirability, which signals a greater intent to purchase.



HALF OF ALL MARKETING IS SETTING THE RIGHT PRICE.

**IF IT IS PRICED TOO HIGH,
IT DOESN'T MATTER HOW MUCH IT IS MARKETING.**

PRICING

**PRICE YOUR HOME COMPETITIVELY... TO OPEN THE MARKET
RATHER THAN NARROW THE MARKET**

kw
KELLERWILLIAMS.
Each Office is Independently Owned and Operated

BUYERS AND SELLERS DETERMINE VALUE

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.



PRICING MISCONCEPTIONS

It is very important to price your property at competitive market value when we finalize the listing agreement.



What You Paid



What Your Neighbor Says



What You Need



What Another Agent Says

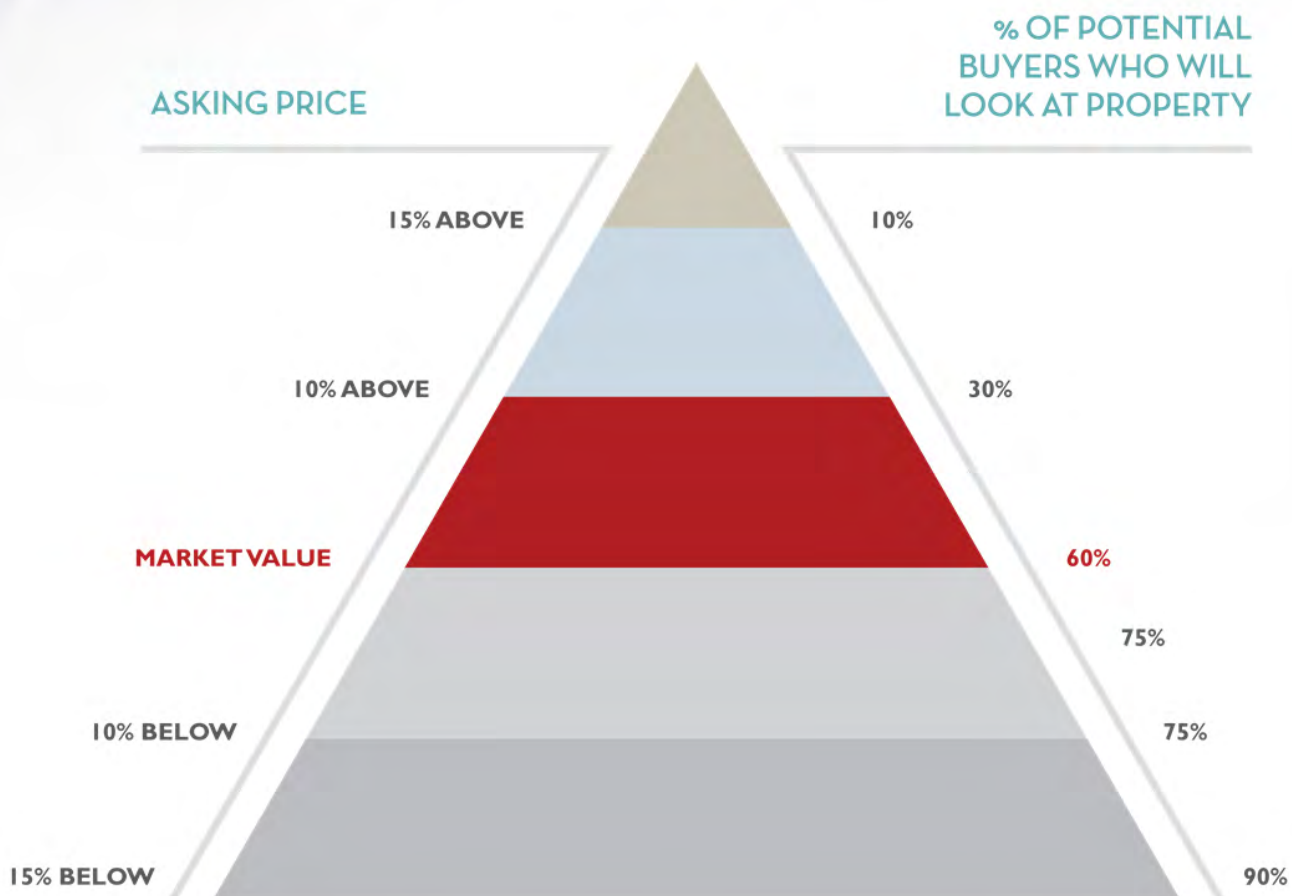


What You Want



Cost To Rebuild Today

PRICE RIGHT - ATTRACT BUYERS



Pricing Your Property Competitively

will generate the most activity from agents and buyers.

Pricing Your Property Too High

may make it necessary to drop the price below market value to compete with new, well priced listings.



Owners often place major value on minor things proclaiming their home to be better in terms of condition or amenities. Location and size account for the majority of value. Whenever an agent tells a buyer of a new listing, the first question is always 'Where is it?'.



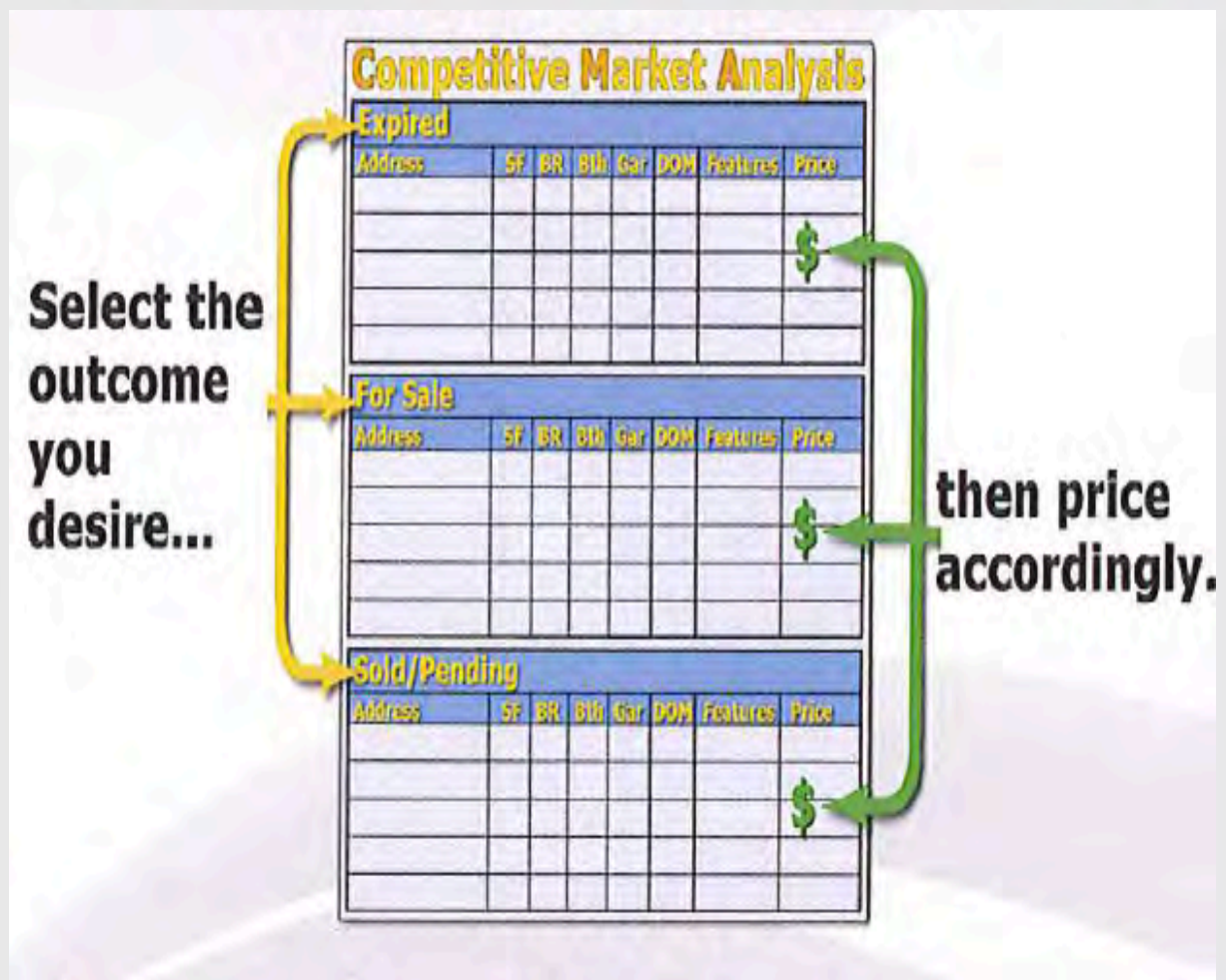
Criteria that determines value.



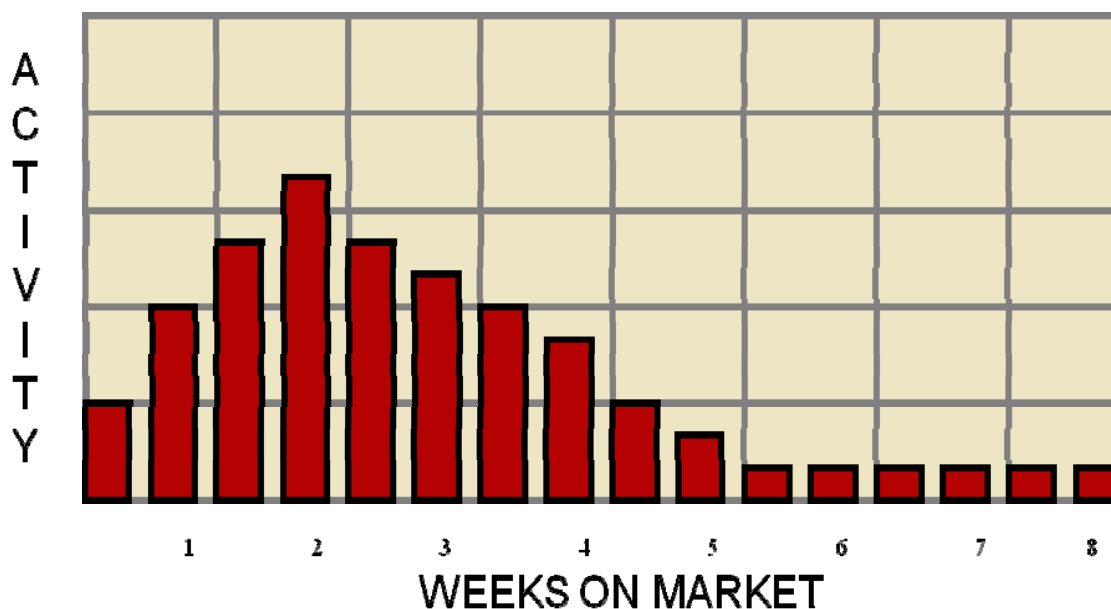
Many Sellers think that everything will sell. In reality, many homes expire. And many remain on the market longer than expected, usually due to be priced too high for the market.



THE MARKET DETERMINES VALUE



- 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.
- Many homes that start high end up selling below market value.



A property attracts the most activity from the real estate community and potential buyers when it is first listed. It has the greatest opportunity to sell when it is new on the market.

**IF THERE ARE NO SHOWINGS IN 2 WEEKS, OTHER AGENTS
ARE SAYING IT IS OVERPRICED.**

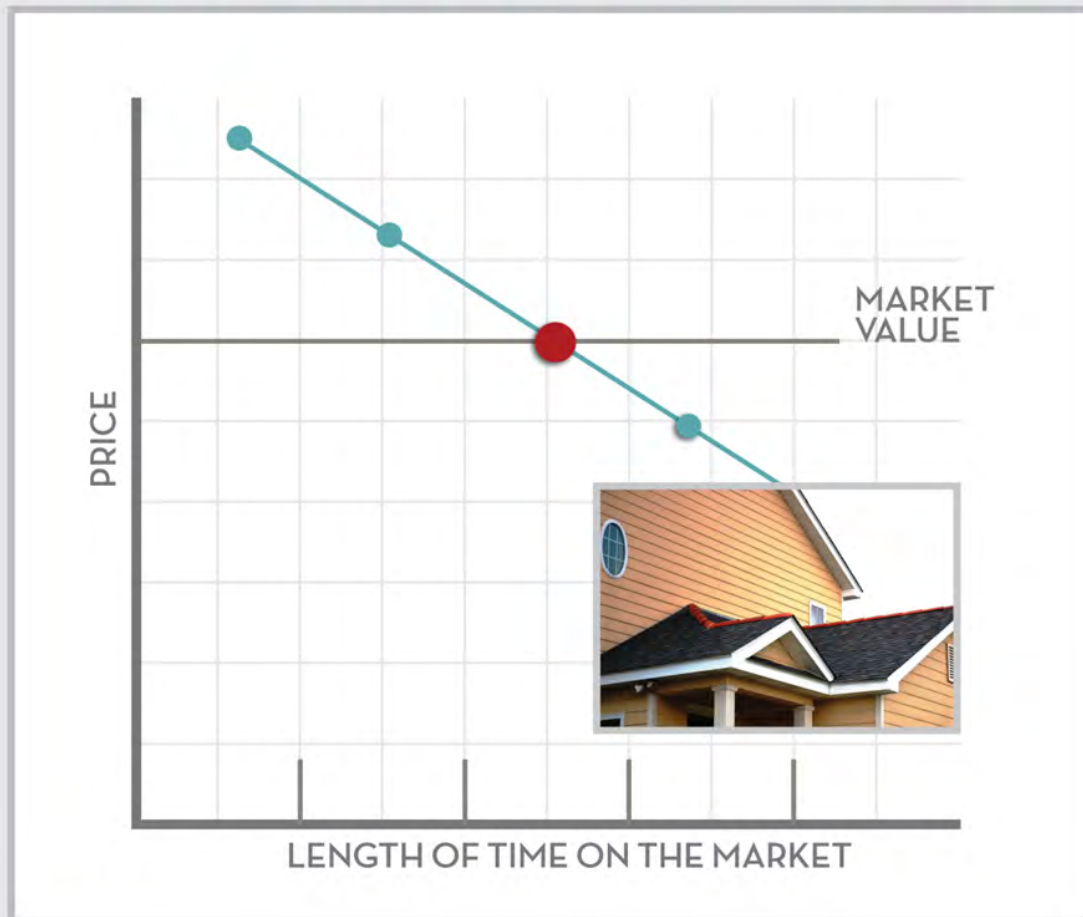
**IF THERE ARE NO OFFERS AFTER 15 SHOWINGS, BUYERS
ARE SAYING IT IS OVERPRICED.**

IF YOU WANT TO COMPETE, BE COMPETITIVE

- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



PRICE RIGHT - TIME ON THE MARKET WORKS AGAINST YOU





NEXT STEPS



NEXT STEPS

PRE LISTING

A SUCCESSFUL SALE
STARTS BEFORE THE
PROPERTY IS PUT
ON THE MARKET



1. COMPLETE LISTING DOCUMENTS

- Complete listing agreement
- Fill out required disclosures

2. DETERMINE THE PROPER PRICE

- Prepare detailed CMA
- Monitor market trends affecting sales prices

3. PREP THE HOME

- Make needed repairs
- Stage each room as necessary
- De-clutter and clean thoroughly
- Add fresh paint and carpet if needed

4. PRE LISTING MARKETING

- Coming Soon promotion
- Realtor only websites
- Social media promotion

NEXT STEPS

ACTIVE

IT'S SHOWTIME !
ALWAYS BE READY
- YOU NEVER KNOW
WHEN THE RIGHT
BUYER IS GOING
TO WALK THRU
THE DOOR.



5. KICKOFF COMPREHENSIVE MARKETING PLAN

- Market extensively online
- Direct mail campaign
- Promote listing to other agents
- Activate listing in MLS

6. SCHEDULE SHOWINGS

- Agents schedule with Showings.com
- The right buyer can come at any time

7. GET FEEDBACK

- Contact every buyer that comes through the door
- Reach out to showing agents for feedback

8. NEGOTIATE AGGRESSIVELY WHEN OFFER COMES IN

- Strive to generate multiple offers
- Pursue sellers' interests to maximize net proceeds
- Protect sellers to ensure solid, binding contract.
- Explore win-win options

NEXT STEPS CONTRACT TO CLOSE

DON'T LET A SMALL
REPAIR DERAIL
THE SALE.



9. 'BULLET PROOF' THE TRANSACTION

- Provide appraiser with market data and analysis why the price is correct.
- Order condo docs and HOA docs promptly
- Don't let inspections become a reason for backing out of the contract—find out what is important to the buyer.
- Contact buyer's lender and thoroughly vet buyer's financing.
- Stay up to date on the constantly changing regional sales contract and multiple addenda used in the region.

10. MANAGE PROCESS TO SETTLEMENT

- Coordinate with settlement company for clear title report and lender payoff info for your current loan.
- Stay on top of all contingency removals.
- Provide seller with settlement instructions.

11. SETTLEMENT DAY

- Time to Celebrate !!

HOW TO BROADEN THE **APPEAL** OF YOUR HOME

You only get one opportunity to make a good first impression, so you want to make it count. By following these guidelines, you'll enhance the attractiveness of your property and reduce the time it takes to generate serious offers.

First Impressions

How your property appears from the outside is important. To make a good first impression on a buyer, a clean driveway, a freshly mown lawn or a trimmed hedge will work wonders.

Little Things Count

It's easy to improve the appearance of any room. You may want to replace worn rugs or small pillows, put new towels in the bathroom or brighten up a room with a vase of flowers.

Open Up the Space

Remove any furniture that tightens spaces. If a couch or chair forces you to turn your body as you walk by or just makes a passage appear smaller, get rid of it. Everybody wants more space.

Bedrooms & Baths

Potential buyers often feel uncomfortable in bedrooms and bathrooms because they are, by definition, personal and private places. To counter this reaction, make bedrooms and bathrooms look like a model home (toss the lived-in feel out the bathroom window). Clear off all surfaces of the bathroom – removing simple things like toothpaste and soap. Put out nice, fresh towels instead. The goal is to make these rooms comfortable for buyers. If the buyers feel comfortable, they'll linger and picture themselves in the condo.

In the Kitchen

Clear away small appliances. Remove stains and items from the sink. Clean and deodorize vent or exhaust hood.

Less is More

Clutter makes a poor impression. In closets, cabinets, kitchen countertops and other storage areas like basements, remove anything not needed for daily house-keeping. To make each room in your property look larger, get rid of or donate unnecessary furniture. Walk through your property and think: "Less is more."

Repairs

Make sure everything is in good working order. Dripping faucets, squeaky steps and loose doorknobs can easily create a bad impression and reduce the value of your property. A few hours spent on repairs, whether by yourself or a tradesman, can pay big dividends when an offer is made.

Remove Personal Effects

Remove personal effects, and don't forget simple things like magnets on the refrigerator. Small distractions to the buyer's eyes will disturb their thinking, preventing them from picturing the house as theirs. You want the rooms to look well-decorated and spacious. Try to balance the brand-new look with lived-in warmth.

Keep It Light & Bright

Open curtains and drapes to let the sun shine in. Turn on the lights so your rooms come to light. If your place has a lack of natural light, consider adding some floor lamps to brighten the rooms.

HOME SELLER'S PREPARATION CHECKLIST

Kitchen

- ☐ Counters—clear extra appliances, etc.
- ☐ Cupboards—pack extra dishes.
- ☐ Memo area—straighten, remove papers.
- ☐ Cabinets—wipe inside, polish outside.
- ☐ Appliances—deep clean inside & out.
- ☐ Floors & Walls—scrub (including trim).
- ☐ Trash area—clean, deodorize.
- ☐ Faucets—repair leaks.
- ☐ Appliances—check bulbs, replace broken parts.
- ☐ Add a new throw rug.
- ☐ Add a green plant.
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Bathrooms

- ☐ Counters—clean, pack and store.
- ☐ Vanities, medicine cabinets, linen closets—organize, pack & store.
- ☐ Toilets, faucets—make needed repairs.
- ☐ Grout & caulking—patch as needed.
- ☐ Shower curtains—buy fresh if needed.
- ☐ Towels—buy fresh neutral colors.
- ☐ Add scented soaps, candles
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Entry/Living Room/Dining Room

- ☐ Coffee & end tables—remove papers and clutter.
- ☐ Plants—remove weak, extra plants.
- ☐ Bookshelves—organize, pack & store.
- ☐ Carpet—deep clean, especially at the edges.
- ☐ Furniture & woodwork—polish.
- ☐ Light fixtures—clean, polish, replace burned out bulbs.
- ☐ Hardwood floors—clean & polish
- ☐ Walls & ceiling cracks—repair and paint.
- ☐ Walls & trim—neutralize color, repaint where worn.
- ☐ Fireplace—add logs and accessories.
- ☐ Add plants & potpourri.
- ☐ Add deodorizer.
- ☐ Add throw pillows.
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Exterior (if applicable)

- ☐ Balconies—clean, declutter, add plants.
- ☐ Lawn/garden—mow, trim, weed, water and pickup.
- ☐ Pet areas—clean up and re-sod as needed.
- ☐ Windows—wash inside & out.
- ☐ Siding/brick—hose down.
- ☐ Fences—repair or paint as needed.
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

HOME SELLER'S PREPARATION CHECKLIST (CONT.)

Bedrooms

- ☐ Closets—cull, straighten, remove, pack.
- ☐ Carpet—clean, deodorize
- ☐ Drapes, curtains—clean, remove if worn.
- ☐ Bedspreads—if worn, add neutral colors.
- ☐ Décor—remove posters, political or religious items.
- ☐ Add pillows or shams.
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Basement/garage (if applicable)

- ☐ Tool shop/laundry —clean, box and store.
- ☐ Garden tool area—remove off-season tools, straighten.
- ☐ Storage areas—neaten, organize, move to walls or one area.
- ☐ Floors—clean grease spots, mop, paint if possible.
- ☐ Walls & ceilings—remove cobwebs.
- ☐ Windows—clean inside & out.
- ☐ Pet areas—clean & deodorize.
- ☐ Appliances—have systems serviced; repair as needed.
- ☐ Arrange work out equipment.
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Preparation for showing inside

- ☐ Open shades & drapes (unless very unattractive view).
- ☐ Open windows to freshen rooms.
- ☐ Arrange fresh flowers.
- ☐ Turn on lights (check for burned out bulbs & replace).
- ☐ Make sure rugs are clean & straight.
- ☐ Empty wastebaskets.
- ☐ Pick up dirty clothes.
- ☐ Close drawers & closet doors.
- ☐ Deodorize pet areas.
- ☐ Set comfortable room temperature.
- ☐ Play soft music, turn off TV.
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Outside (if applicable)

- ☐ Pick up lawn tools, hoses & toys.
- ☐ Pick up after pets.
- ☐ Remove obstructions from curb view.
- ☐ Close garage doors.
- ☐ Clean driveway & walk areas.
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Remember, be your own ideal house guest and your home will be nearly ready every time.

HOW TO ENSURE A SUCCESSFUL SHOWING OF YOUR HOME.



Scheduling the Showing

Coordination is the key. Before an agent shows or previews your property, you will be contacted to approve the appointment. Unless you have previously given us 'Go & Show' times that you won't be there.

Timing

Ordinarily, you'll get plenty of notice about an appointment request. Some buyers, however, may ask to see your property as soon as possible or maybe they saw the yard sign. In such cases, you do not need to approve the showing, however, as mentioned above, you never know when the right buyer will come along.

Special Instructions

Any special instructions you may have given to your listing agent, such as information on pets, parking or security, will be listed in the agent only section of the listing.

The Showing

If you're not on hand during a showing, the sales associate will use the property's lock box to enter. If you're available, sales associates will introduce themselves and give you a business card.

Cleanliness Counts

Once inside your property, one of the key factors that influences its appeal to a buyer is cleanliness. Most important is entryway, the kitchen and the bathrooms.

Privacy

The fewer people around during a showing, the better. It's also a good rule to let the buyer roam freely and discuss the property with the sales associate without interruption. A properly briefed sales associate will know the buyer's needs and will be able to point out the features that meet the requirements.

Contact Information

If you're not going to be available to approve an appointment request, it's important to notify us. By leaving a telephone number, email or text number where you can be contacted, you can be notified immediately about an offer.

Previews

Occasionally, sales associates may schedule an appointment to view your property without a buyer. By familiarizing themselves with what's on the market, they will be in an excellent position to alert a buyer to a property that fits the bill.

Unscheduled Appointments

Ask any people who show up to view your property without an appointment to telephone the listing agent to request a showing. Even if the person identifies himself or herself as a licensed sales associate, an appointment request must be made first through your listing agent.



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