

Peak Pricing Program

3 Simple Steps to Getting the Most Revenue from your Property Sale

What is your property worth in today's real estate marketplace?

The answer to this question may not be as simple as you think. Many factors affect the sale price of any property – some of these are beyond our control, but there are several simple steps you can take right now to maximize your closing sale price. We call this our ***Peak Pricing Program***.

By taking 5-10 minutes to fill out this short form, you'll not only find out what your home is actually worth today, but how you can easily enhance that value. *Please rest assured that any information you provide will be kept in the strictest of confidence and will only be used for the purposes stated here.*

Once you've submitted the completed the form, you will be emailed a copy of the evaluation plus instructions for receiving your **Free BONUS**: "15 Hot Tips for Maximizing Your Home Sale!" Each "**Hot Tip**" is a valuable bit of expert advice along with easy but effective methods for making your property appeal to the widest audience of serious buyers.

Put your Peak Pricing Program into action right now with these 3 simple steps:

STEP 1: Contact Information

While we require only your email address to send you your Peak Pricing Program results, the more information you supply, the better we can tailor your results to specific situation.

(FORM)

STEP 2: Property Profile

Here is where we really start to learn about your property – its strengths and its weaknesses. One of the most important aspects of selling a property is seeing it from a buyer's perspective. The more we can anticipate the prospective buyer's questions, the more we can be prepared with the appropriate answers.

(FORM)

(QUESTIONS/FORM)

Be sure to put yourself in a buyer's shoes when answering these questions. The more impartial you are at this point, the more effective our advice to you will be – remember, your answers are used solely for value assessment purposes, and will not be shared with anyone else.

- ♦ Name at least 5 things your property has that similar properties in your area don't:
- ♦ List any concerns you have about your property...things you feel may negatively affect the sales process:
- ♦ Have any additions been constructed on your property without a permit? If yes, please describe them:
- ♦ List and describe all buildings on the property:

- ♦ What other elements – positive or negative - should we know about your property?

STEP 3: Your Wants & Needs

Understanding your goals prior to pricing your property for sale is vital. By being honest about your expectations now, and knowing how feasible they are in current marketplace, you'll be in the best possible position when it is time to sell.

(QUESTIONS/FORM)

- ♦ How many properties have you owned in your lifetime?
- ♦ What is your main reason for selling this property?
- ♦ The soonest you would like to close:
- ♦ The latest you would like to close:
- ♦ Are you buying a new property?
- ♦ Is closing on your new property contingent on a successful sale of your current property?
- ♦ What is the total amount of loans owed on your current property?
- ♦ What do you think your home is worth?
- ♦ What is the minimum amount you would like to Net from the sale of your property?

Effective marketing is one of the most important aspects of any sale. Our ultimate goal in this process is to obtain the best price and experience the smoothest transaction. With that in mind, what are some of the marketing techniques you would like to see employed for the sale of your property?

Congratulations on taking that first step towards a successful property sale!

What happens next?

A copy of your answers will be sent to you via email a few minutes after you click on the “Submit” button below. The email you receive from us will also contain simple instructions for accessing your **Free BONUS: “15 Hot Tips for Maximizing Your Home Sale!”**

If for some reason you don't receive an email from us within 10-15 minutes after you have submitted the form, please contact us at info@nosnownaples.com and a Peak Pricing Program representative will contact you.

Our team of knowledgeable market analysts will carefully study the information you have submitted. Within a few days, a Peak Pricing Program representative will contact you with our expert recommendations for a successful sale of your property.

EMAIL DRIP CAMPAIGN

Day 1

Dear (fname),

Thank you for taking the time to complete our Peak Pricing Program Evaluation. As promised, you will receive your **FREE BONUS “15 Hot Tips for Maximizing Your Home Sale!”** via email. Each **Hot Tip** will contain useful advice designed to help you to capitalize on the full value of your property and get the *best sale price possible*.

Be assured that your privacy will be respected. We will never share your email address or any of your information with anyone else. We know you will find each **Hot Tip** to be valuable, but you may cancel this service at any time by following the instructions found at the bottom of each message.

For now, let's get started with some fundamental principles that will help you maximize your home sales results...

SELL YOUR HOME, DON'T JUST LIST IT

You have probably heard that having fresh flowers, baking cookies, turning on all the lights and removing family photos will help to sell your home. Sounds like good advice, but these suggestions don't take the active, 21st century family into consideration. Cut flowers die quickly, most people work or have other responsibilities and cannot be home to turn the lights on, much less bake cookies. Not to mention that in this age of technology, 80-90% of home buyers look online first, then decide if they are interested enough to visit your home in person. Our **15 Hot Tips** will cover **practical** staging techniques and explain why they work – *online and in person*.

THE POWER OF 3

What are the 3 most powerful elements that ensure a successful sale?

- **Exposure**
- **Condition**
- **Price**

If your home fails to sell, or sells for an unsatisfying price, it is because one of these powerful elements is missing.

Exposure is the responsibility of the real estate agent you hire to represent your sale. Your agent can and should advise you about **condition** and **price**, but as the Seller, *you have total control over these*. All 3 powerful elements need to work together to guarantee a successful sale. You can have great exposure but if the price is off or the home is in poor condition you will get a low sale price or no sale at all. If your home is in top shape and priced right, but no buyers know about it you will still end up with no sale.

It is our job as your real estate representative to coordinate all 3 elements, promote your property properly, study the regional market on an on-going basis and counsel you on adjustments you may need to make, as necessary. ***Remember, together we have one common goal: to sell your home for the highest price within a reasonable period of time.***

ADVANTAGES OF WORKING WITH A **NoSnow** REAL ESTATE PROFESSIONAL

If you are thinking of selling your home on your own, without a real estate agent, consider this first:

*Even in a Seller's Market, homeowners who choose not to work with a licensed agent may save a small percentage on broker's fees, but **typically lose an average of 10-15% on the overall sale.***

10-15%! On a \$300,000 home, that's \$30-45,000! Why the huge difference? It all boils down to one thing...the ***quality of the buyer***. Our NoSnow real estate professionals have access to and take full advantage of extensive marketing opportunities for your property, such as:

- **Multiple, well-trafficked and nationally promoted NoSnow web sites**
- **Additional national and regional real estate and real estate related web sites**
- **The MLS listing system**
- **Customized direct-mailings & e-mailings**
- **Newspaper, magazine and home catalog ad placements, and**
- **Our greatest advantage, a far-reaching network of potential, qualified, and active buyers – the only kind of buyers you want!**

With a skilled and professional negotiator by your side, you're supremely positioned to get top-dollar for your property.

WHAT'S NEXT?

In a couple of days, you will receive the first of our "**15 Hot Tips for Maximizing Your Home Sale!**" **Hot Tip #1** will help you identify the type of sales market your home will be competing against. Knowing your competition is critical to positioning your home as a buyer's best choice.

In the meantime, we encourage you to visit our comprehensive web site:

www.NoSnowNaples.com

Here you can learn more about our team, our sales record, our marketing plan and strategy, and our extensive experience in the real estate market.

Day 2

Dear (fname),

Welcome to the first of our "**15 Hot Tips for Maximizing Your Home Sale!**"

In this valuable home-selling tip, we'll explore the **three types of selling markets**. Understanding these distinct market conditions is key to strategically positioning your home for a successful sale – getting the best price possible in the least amount of time.

*Remember the 3 powerful elements from our introductory message? **Exposure, condition, price** – these are pivotal in any market.*

1. **Seller's Market** – more buyers than homes for sale.

Don't be fooled into believing that you do not need to prepare the condition of your home, price it competitively or use a real estate professional for exposure in a Seller's Market. **National statistics report that even in a Seller's Market, 15% of the homes for sale, fail to sell.** Don't let one of them be yours! Keep exposure, condition and price in mind always, because –

- A home in top condition always brings the highest price,
- A home exposed to more qualified buyers always sells faster and for more money because marketing creates excitement and urgency

Listing your home with a professional agent is essential. Finding a buyer is only half of what an agent does. Your **NoSnow** team will get you through inspections, negotiate the sale, oversee the contract and handle any issues that may arise. The skill and experience of your **NoSnow** real estate professional is priceless in any type of market.

Florida's rising economy and falling unemployment rate mean more people than ever are making their way here to live. As Baby Boomers reach retirement age, they too are finding the fine communities and spectacular amenities of Florida irresistible. Because of this, there will always be a high demand for housing in our beautiful state.

2. **Buyer's Market** – more homes for sale than buyers who want them.

Exposure, condition and price are critical! Competition in a Buyer's Market is fierce!

More than ever, your home must be in top condition and must be priced aggressively. The choices are vast in a Buyer's Market and without targeted exposure, your home will be lost in the crowd. **For this reason, it's no surprise that in a buyer's market, 30% of all homes listed fail to sell.**

3. **Normal Market** – an equal number of buyers and homes for sale.

This may appear to be the easiest market to sell in, **yet even in a normal market, 25% of all homes for sale don't sell!** These homes do not sell because of a lack of one or all of the big 3 elements: exposure, condition, and price.

In any market, the 3 powerful elements guarantee the sale you want. But here's something you may not realize – homes in different regions, price ranges or neighborhoods, can and do experience entirely different market conditions at the same time. It's getting a little tricky now! Fortunately, your **NoSnow** real estate professional is one of the most successful, experienced and knowledgeable REALTORS® in the business – no one knows Florida's markets better!

How much can you ask for your home? In **Hot Tip #2** we'll share our professional methods for pricing your home for **peak** sales results.

In the meantime, click here to [check out NoSnow's Seller's Services page](http://www.nosnownaples.com/serviceseller.htm).
If the link doesn't work, cut and paste this address into your web browser -
<http://www.nosnownaples.com/serviceseller.htm>

Day 6

Dear (fname),

You've made the decision to sell your home. How do you know what the right price is? Today's **Hot Tip** is all about correctly pricing your home for peak sales results.

Pricing is one of the more confusing, yet most critical factors of the selling process and can alone determine whether or not you have a successful sale. Here's why:

Buyers and agents compare your home to similar homes using 4 main indicators of value:

- **Location**
- **Square footage**
- **Style**
- **Age**

What is the single most harmful mistake made by Sellers? ***Overpricing***.

Some sellers think that by *overpricing*, they'll have more wiggle room in the negotiation process. What they don't understand is that if the home is priced way above the area market, it won't even make it to the negotiation stage – you won't get any offers.

When you overprice, ***agents and buyers will use your home to justify the sale of another property*** that is correctly priced.

IMPORTANT: No amount of staging or upgrades will overcome a home that is priced out of the market.

A home that is ***Priced Right*** creates excitement, attracts more buyers and leads to a quicker sale for a higher price. **HOWEVER**, the "Right Price" is a moving target due to constant market changes. These changes are based on the motivation of the Sellers you are competing against, and the new homes that are continually entering the market.

Your **NoSnow** real estate professional will keep you abreast of changes in the marketplace so you are ready and able to make necessary adjustments.

Your home has a given shelf life. If it remains on the market longer than the average for your area due to incorrect pricing or anything else, buyers and agents will disregard it. Staying ahead of the changing market is the only way to get the results you desire.

HOW DO I KNOW WHAT PRICE IS RIGHT FOR MY HOME?

It takes a combination of 2 disciplines to correctly determine what price will ensure a swift and profitable sale – a little bit of science (analysis) and a little bit of art (experience).

Your **NoSnow** real estate professional will complete a *Competitive Market Analysis (CMA)* to determine an appropriate market price for your house before placing it on the market. Based on the numbers returned once this study is done, we will then use our knowledge of the area, the market and the recent trends to tweak the results and suggest an appropriate price range.

You may have your own ideas about the value of your home. It is important to remember that for you, selling your home is an emotional experience. Your knowledgeable **NoSnow** real estate professional will be there to temper that emotion and be a reality anchor for you in order to achieve the best sales result possible.

Next: **Hot Tip #3** – Why the first buyers who see your home are almost always the best and the most likely to give you what you want.

Want to learn more about how to correctly price your home for sale? [Click here to visit our “Obtaining Top Dollar” page on our comprehensive NoSnow web site](http://www.nosnownaples.com/dollar.htm) for more insight.

*If the link doesn't work, cut and paste this address into your web browser -
<http://www.nosnownaples.com/dollar.htm>*

Day 9

Dear (fname),

FACT: *The first few buyers that look at your home are the most qualified and most motivated buyers on the market.* With that in mind, you'll want to put your best foot forward from the get-go.

As they say, you only have one shot to make a great first impression. Nowhere is this truer than in the real estate market. If you're not ready to show your house, if it's not in absolutely perfect shape, don't show it. The first few buyers that see your home have most likely seen many other homes and rejected them all.

Through prior viewings they have been educated as to what to look for and have had the time to shape definite opinions about what they want and what they don't want. They will quickly determine whether or not your home is “the one”.

If you have the right condition and the right price, you can expect to sell to one of the first buyers who walk through your door. If you do not sell to one of them, you and your **NoSnow** real estate professional need to reassess condition and/or price, and make whatever changes are necessary for a successful sale.

Don't get overconfident and think because Florida is a hot market that you can sell your home with little to no effort. Buyers still want what they want, and if they don't get what they want, they'll wait and keep looking. Even in a vibrant market, buyers still have some advantages. With

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