



HOME SELLER GUIDE

A PROVEN, REPEATABLE SYSTEM TO GET YOUR HOME SOLD FOR TOP DOLLAR, IN LESS TIME & WITHOUT THE HASSLES!



Since the sale of a home is one of the most important financial transactions you participate in, you need a partner you can trust.

The Realtor who represents you can greatly influence the outcome from the sale of your home. Our Home Seller Guide booklet will equip you to make the right choice in a Realtor and educate you about how we can help you get the most out of the sale of your home.

We don't believe in just satisfying customers, we work hard to create clients who become clients for life. What is the difference? A customer simply purchases a good or service from another person or entity. A client on the other hand, is part of a trusted relationship that receives benefits far beyond a simple business transaction.

Many agents strive for customer satisfaction, but for us, satisfaction isn't enough. We constantly improve our systems and processes so that we can go well beyond the standard level of service provided by most Realtors. We're obsessed with serving our clients in a way that leaves them feeling thrilled by our team, not merely satisfied by it.

Our objectives on your behalf are quite simple.

Our goals for you may seem simple, but reaching them is monumental. Our unmatched expertise, client-focused service, and proven marketing plan helps us meet these goals for our clients, time and time again.



OUR MISSION, VALUES AND BELIEFS

OUR MISSION

To be your lifelong real estate trusted adviser by focusing on amazing client experiences.

OUR VALUES

- Always hustle and stay humble
- We embrace accountability
- We are learning based
- We create Clients for Life
- We choose a positive attitude
- Gets it, wants it, capacity to do it
- Solutions, never problems

OUR BELIEFS

- Perfection is a process, not a result. We strive for it daily.
- Developing relationships are the foundation of our business.
- We do everything in our power to find a win for our clients — no matter what.
- As a business that focuses on a small, highly-loyal customer base, our team members must be fanatical in creating a world-class “Disney-like” client experience.
- We make a living by what we receive but we create a legacy with how we give.
- We expect our agents to learn and invest in themselves and bring ideas to the table.

WHAT ARE YOUR GOALS WHEN SELLING YOUR HOME?

1. That my home will sell!
2. That I get the most money for my home.
3. That it sells in a reasonable amount of time.
4. That the whole process is smooth and enjoyable.
5. That I receive consistent communication.



WHY DON'T HOMEOWNERS GO BACK TO THE SAME REAL ESTATE AGENT?

According to a recent National Association of Realtors Profile of Home Buyers and Sellers, 76% of all homeowners don't go back to the same Realtor! Why?

1. Lack of communication
2. Too many promises, nothing delivered
3. Little or no marketing of my home
4. Priced my home unrealistically
5. Hard to get in contact with
6. No advice on how to stage my home
7. Less experienced than what they claimed
8. Most buyers they brought weren't qualified
9. Lack of professionalism
10. Failed to keep me up to date on the market
11. Didn't show my home
12. Too busy for me
13. Didn't listen to what I wanted
14. Poor negotiating skills
15. Sold my home for too low a price
16. Left out important details
17. Lack of representation
18. Too pushy
19. My home never sold
20. Didn't do anything I couldn't have done



CRITICAL QUESTIONS YOU MUST ASK YOUR 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. How many combined years of experience on your team?..... Over 50 years
2. What is your list price to sales price ratio?.....Over 103.6% (avg agent 92.4%)
3. What percentage of your listings sell?..... Over 98% (avg agent 74%)
4. Do you Guarantee the sale of my house?.....Yes
5. How many buyers are in your database?.....Over 10,000
6. How much do you spend on marketing each month?\$10,500+ (avg agent <\$200)
7. On average, how long does it take a listing to sell?.....10 days (avg agent 36+)
8. How many homes did you sell last year? 124
9. How many homes will you sell this year? 150+
10. How many staff do you employ?.....5
11. Do you have a proven process and marketing plan?.....Yes
12. How many steps are there in your marketing plan?200 complete steps
13. Do you hold open houses?Yes
14. Do you have a prospect management system?Yes
15. Are you an expert negotiator?Yes
16. Do you work with multiple preferred lenders?.....Yes
17. Do you work with Relocation Companies?..... Yes **kw** | Relocation
18. Will you know who is showing my home?Yes

OUR TEAM APPROACH WORKS FOR YOU.

Listing agreement signed

Listing coordinator manages file

Aggressive marketing
system implemented

Buyer contacts office

Full-time agent takes call

Buyer questions answered
and showing appointment set

Your expert real estate advisor
helps you negotiate a contract

Negotiation specialist handles
repair and appraisal concerns

Closing coordinator
manages file and works with
Lender and Title

Deal is completed and
transfers seamlessly

The benefits of our team concept

Listing Agents

- Professional, licensed, full-time agents handling the listing of your home
- Experienced agents handle all negotiations
- Upload photos, create virtual tours, make highlight sheets and input listing onto multiple websites and the MLS
- Manage marketing programs
- Manage any listing questions and detail

Closing Coordinators

- Professional, full-time closing coordinators handling the sale of your home through transfer of title
- Daily contact with Lenders, Title Companies, Inspectors, Agents, Loan Officers, etc.
- Schedule and follow-up with appraisals
- Hand over the keys to the new buyer!

Lead Management System

- Full-time lead coordinators
- Never miss out on possible buyers
- Get qualified buyers into your home and making offers!
- Ensures buyers are pre-approved for loan or their funds are verified if paying cash.

EASY EXIT LISTING GUARANTEE.

What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry no more. The Red Sign Network takes the risk and the fear out of listing your home with a real estate agent. How? Through our One Day Listing Guarantee.

When you list your home through RSN's One Day Listing Guarantee:

- You can cancel your listing anytime.
- You can relax, knowing you won't be locked into a lengthy or binding contract.
- Enjoy the caliber of service that comes from a team confident enough to make this offer to you.
- No hassles. It's easy.

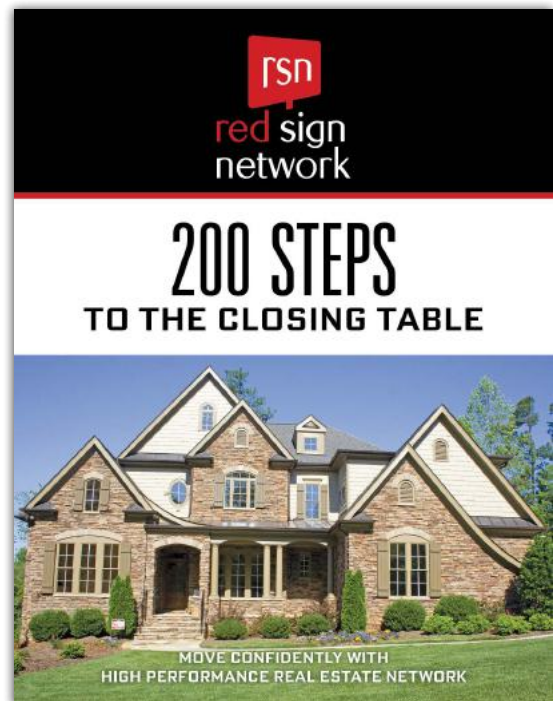
**If at any time you no longer want us to market your property,
you may cancel the listing and pay nothing!**



OUR PROVEN SYSTEM, 200 STEPS TO THE CLOSING TABLE.

Our 200 Steps to the Closing Table has enabled us to sell 1000s of homes fast and for more money over the years.

- In-depth marketability consultation including property comparisons
- Advise you on “staging” your property for prospective buyers
- Professionally measure and create a detailed floor plan for added exposure
- Have professional photographs taken of your home to highlight the various marketable aspects to draw buyers to your property from MLS, listing sheets, postcards and the internet
- Install highly visible yard signs for maximum exposure
- We collaborate with Showing Time, which provides immediate notifications and feedback from agents for every showing
- Mail an informative “Just Listed” postcard to your neighbors
- Create a 3D virtual tour of your home to be placed on multiple websites and the MLS
- Advertise your property on 100s of websites such as Zillow.com, Trulia.com, Realtor.com, Homes.com, Google, Yahoo, etc., and social media site like Facebook, Instagram, YouTube, etc., exposing the home to thousands of potential buyers daily
- Expose your home to millions of people through our Relocation Network
- Keep you updated with an activity report of the market conditions in your neighborhood



PRICING YOUR HOME FOR MAXIMUM VALUE.

What about all the money we've put into the home?

In reality, it's rarely possible to recover all the value from an improvement. Consider these questions. The final question determines how many buyers would attach the same value to an improvement that you as the owner would. In most cases, very few buyers value your improvements as you do.



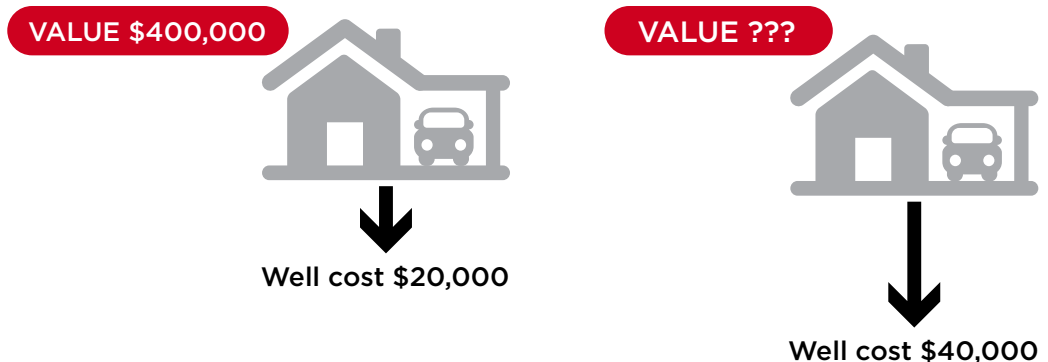
- When were the improvements made?
- At that time were you planning to sell or stay?
- If you had known then that you were moving today, would you still have made improvements?
- If the improvements were removed, what percent of today's buyers would put them back and pay what you did?

Shouldn't I expect to get out of the property the cost of what I put into it?

A builder sold the first home (below) which included a \$20,000 well, for \$400,000. A similar home was built next door, but the well went through harder rock and to a deeper water table, so the well cost \$40,000. How much is this home worth? \$400,000. Even though the builder has an additional \$20,000 in the cost of building it.

According to the principle of substitution, value is determined not by what a seller puts IN a home, but by what a buyer gets OUT of the home — in both cases they get water.

PRINCIPLE OF SUBSTITUTION



PRICING YOUR HOME FOR MAXIMUM VALUE.

How does the property in your neighborhood affect the price your home?

Value of a larger home is **REDUCED** by the influence of smaller surrounding homes.



Value of a smaller home is **INCREASED** by the influence of larger surrounding homes.



Sometimes owners will brag that their home is the “biggest on the block” as a way of puffing value.

Actually, when a property is oversized for the neighborhood, it often experiences the adverse effects of regression — the value is reduced through the influence of less expensive homes.

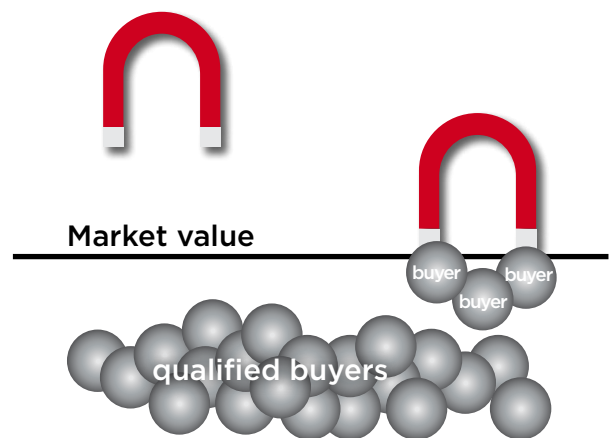
In contrast, progression demonstrates that value can be increased by the more expensive surrounding homes.

How can the correct price attract buyers?

Think of it in terms of this simple illustration. When the magnet (price) is too high, it doesn't attract buyers (magnetic balls). As the magnet moves closer to market value, it attracts buyers in that price range.

As you move your price closer to market, it will reach the point at which it attracts buyers and produces a sale.

Your price is like a magnet.



A price closer to market value attracts more buyers.

PRICING YOUR HOME FOR MAXIMUM VALUE.

What external factors affect the value of a home?

A common mistake that many owners make is to focus solely on their home when determining value. Yet in dynamic markets, many influencing factors are completely out of their control.

We've witnessed recent dramatic market change in which the economy, interest rates and financial markets have negatively affected values.

The simple act of a neighbor reducing a price can lower street values. A subdivision of new construction can lure buyers away from existing homes and lower their value.

EXTERNAL influences on value

- Interest rates
- New listing
- Area competition
- Local economy
- Builder offerings
- Neighbor's price

What about internal influences on home value?

The classic determinants of value are the intrinsic characteristics of location, size and amenities. The cliché “the three most important factors of value are location, location, location” has basis in fact.

Again, many sellers cite their home's amenities and conditions as a reason to overprice.

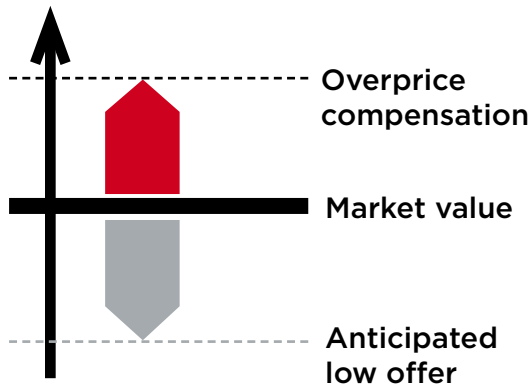
INTERNAL influences on value

- Location
- Size
- Amenities
- Condition

PRICING YOUR HOME FOR MAXIMUM VALUE.

Co-dependent pricing.

Overpricing your home in anticipation of a low offer.



You harm your own marketing efforts by appealing to the wrong buyers.

Co-dependency is a behavior in which a party engaging in dysfunctional behavior stays the same while the codependent “enabler” changes their behavior to compensate. In this case, the buyers are the dysfunctional party making low offers, but the seller overprices to compensate. Sellers say: “But I know the buyers will offer low so I’m just going to raise the price so we end up at market value.”

By doing this, sellers end up with an overpriced home that doesn’t sell, while buyers continue on with their lives. Price properly and you’ll get the buyers to change their behavior.

How do buyers react to homes that are overpriced?

You don’t want to become a ‘Pinball Listing’. In a pinball game the ball bounces off bumpers (overpriced homes) to scoring positions (properly priced homes).

Buyers ‘bounce’ off an overpriced listing into properly priced homes instead.

If your home is overpriced, it makes the others look better and may help the competing homes sell first.

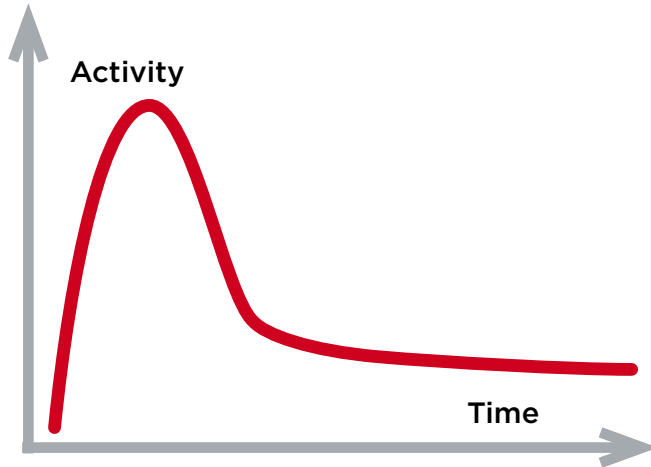
You don’t want to be a pinball listing.



Buyers bounce off overpriced homes making other homes appear more attractive.

PRICING YOUR HOME FOR MAXIMUM VALUE.

Why not try a higher price for a couple of weeks?



Don't overprice your home during the period of highest activity, only to lower the price after the buyers are gone.

If you knowingly chose to overprice your home, you would be overpriced during the period of highest potential for buyer activity. You would then lower the price after buyers have already seen your home and decided not to preview it.

Price it right during the initial phase of exposure in order to capture the best buyers.

The benefits of pricing your house to sell.

Remember your last move? How long was your home on the market? What was it like to keep your home ready for showings all the time?

Did you know that up to 70% of sales are generated by cooperating agents? Overpricing will deter them showing it to their prospects. Proper pricing increases the response we get from the internet.

When a home is priced right, buyers get excited and make higher offers.

ADVANTAGES of proper pricing

- Faster sale
- Less inconvenience
- Increased salesperson response
- More Internet response
- Better sign and ad response
- Avoids being "shopworn"
- Attracts higher offers
- Means MORE MONEY to sellers

A GUARANTEED MARKETING APPROACH.

Our team approach employs proven systems and resources to aggressively market and sell your home.

We work in an environment that demands quality service and guaranteed results. Therefore, we expertly handle every detail from initial contact to closing. Each person on the team has a specific responsibility to you, our client, in the process of selling your property. Our team approach makes the possibility of getting your home sold fast, and for top dollar, a reality.

EXPERT ADVISORS

Ensure your home sells for highest price possible



ADVANCED PROPERTY MARKETING SYSTEM

Maximize saleability



PROFESSIONAL COPY

Compelling copy for your home in all advertisements



EXPERT NEGOTIATORS
Ensure a win-win situation for all parties, especially you



**SOCIAL MEDIA AND
MULTI-MEDIA SYSTEM**
Effective in reaching consumers

NOBODY DOES THE INTERNET AND SOCIAL MEDIA LIKE WE DO.

The industry's leading lead syndication site.

In order to obtain the farthest reach for your home, we utilize the most advanced syndication network.



Connect with us on social media.

We often hear from potential buyers who have seen our listings on our various social media pages.



DIRECT MAIL MARKETING.

Our direct mail campaigns gets your home in front of hundreds of potential buyers right in your local area.

We mail hundreds of postcards every month to keep our seller's homes in front of as many people as possible. We regularly reach out to all of our past clients seeking referrals of family and friends. We also actively farm multiple neighborhoods in the area to find buyers, sellers and referrals.

JUST SOLD! All sold in 3 weeks or LESS!

rsn
red sign network

JUST LISTED ♦ **JUST SOLD**

<p>ACTIVE</p> <p>4 bedroom, 3.5 bath Call for more information: 215-589-7198</p>	<p>ACTIVE</p> <p>3 bedroom, 2 bath Call for more information: 215-589-7198 Enter code: 6007</p> <p>5744 Old Durham Rd. Pipersville, PA 18947</p>	<p>JUST SOLD</p> <p>2325 Deer Path Dr. Warrington, PA SOLD in 4 days with MULTIPLE offers!</p> <p>JUST SOLD</p> <p>3006 Douglas Turn Bensalem, PA SOLD in 8 days with MULTIPLE offers!</p>
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rsn
red sign network

JUST LISTED/JUST SOLD

<p>Active</p> <p>4 bedroom, 4 bath Call for more information: 215-589-7198 Enter code: 6001</p> <p>603 Scott Rd. Pipersville, PA</p>	<p>Active</p> <p>3 bedroom, 2 bath Call for more information: 215-589-7198 Enter code: 6019</p> <p>234 Marshall St. Fairless, PA</p>	<p>Just Sold</p> <p>3 bedroom, 2 bath Call for more information: 215-589-7198 Enter code: 6007</p> <p>119 Clawson Street Philadelphia, PA</p>
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PROFESSIONAL HOME STAGING.

National Association of Realtors® statistics show that year in and year out, staged homes tend to sell faster and for more money.

- A buyer's perception of value is created by how well they are able to make a home "stand out" in their mind from the competition. Our professional home staging has proven time and again to be the differentiating factor in our sellers' homes over the competition.



PROFESSIONAL PHOTOGRAPHY.

Other than the price, the most important thing to sell your home is photography!

Less than 15% of all listings in the MLS use professional photos!

We have professional photographs taken of your home to highlight the various marketable aspects and complete floor plan for added exposure in ads, highlight sheet and the internet.



State-of-the-Art 3D Showcase™ by Matterport

A 3D Showcase is an online experience that lets homebuyers move through a property and see it from any angle - even get a completely unique sense for the place with our “dollhouse” view - traditional agents don’t offer this state-of-the-art technology.

PREPARING YOUR HOME FOR PEAK SHOWING CONDITION.

Ensure that your property shows at its very best! Your house is being “interviewed” by the potential buyer. Use these tips to ensure that your home’s best features are displayed.

Curb Appeal

- Keep grass mowed
- De-weed flower beds and trim shrubs
- Front door (painted not chipped)
- Remove cobwebs on front porch

Entering Home

- Keep entryway clear. Remove any shoes or accessories from walkway
- Have a rug for buyers to wipe their feet on
- Fill the house with pleasing scents, such as potpourri or air fresheners, but keep as subtle as possible - nothing too overwhelming

Kitchen

- Clear countertops to minimum
- Keep all dishes washed and put away
- Clean appliances, remove refrigerator magnets
- Store food items out of sight
- Clean around faucet for rust and deposits
- Keep sink clean
- We recommend the use of Old English on wood cabinets to diminish scratches and help them look new again

Family/Living/Great Room

- Keep coffee and end tables cleared off
- Remove excess furniture to make the room look larger
- Organize or remove clutter (toys, magazines, papers, etc.)
- Keep furniture dusted and mirrors cleaned

Dining Room

- Remove extensions from tables if not needed to make room appear larger
- Place seasonal centerpiece on the table

Bedrooms

- Make beds and smooth bedspreads
- Put away clothes and shoes
- Store any personal items (jewelry, bills, etc.)
- Keep top of dresser cleaned off
- Don't have excess items around sides of rooms
- Clean out closets and organize them

Bathrooms

- Remove throw rugs
- Keep sink counters cleared of items - put excess items under sink
- Keep toilet bowl clean and lid down
- Showers, tubs and sinks are very important to buyers. Try to remove water stains and lime buildup

Laundry Room

- Keep appliances clean and cleared
- Organize dirty laundry and keep out of sight as much as possible

Exterior

- Porches, steps, balconies and patios should be uncluttered, swept and in good condition
- Gates, fences, sheds and other outer buildings should be cleaned repaired and painted
- Clean and repair all gutters and downspouts
- Keep toys and sports equipment put away
- If you have a pool - keep it sparkling

Final Touches

- Clean carpets
- Keep trash cans emptied
- Keep pet boxes clean and fresh or remove
- Open blinds to let light in
- Turn lights on throughout home for showings
- Leave a note: Why we love our home/ neighborhood

EFFECTIVE BUYER PROSPECTING.

Many agents do a decent job of marketing homes online and in print. However, according a NAR report, the average response time to an internet lead is 16 hours... & 32% of all leads never get any response at all!

Our websites convert interested buyers into hot leads at a rate that quadruples the industry average. We generate over 5,300 (Internet Buyer Leads, Social Media, Zillow) buyer leads and over 50 sign calls every year. That's why lead response is just as critical to having buyers view your listing.

We employ full-time staff and buyer specialists to immediately respond to incoming calls from potential buyers. Our lead response time with Agent Assistant is under 1 minutes within the hours of 8am-9pm, seven days a week. Our buyer specialists also make outgoing calls to prospective buyers daily. Our proven system not only attracts buyers, our timely response to buyers plays a huge role in the sale of your home. Go to our website, RedSignNetwork.com and check it out for yourself.

Seller Benefits

Our lead conversion system will bring you more interested and qualified buyers. We have leads sent to our agents via text message as soon as they are received for immediate response.

Buyer Benefits

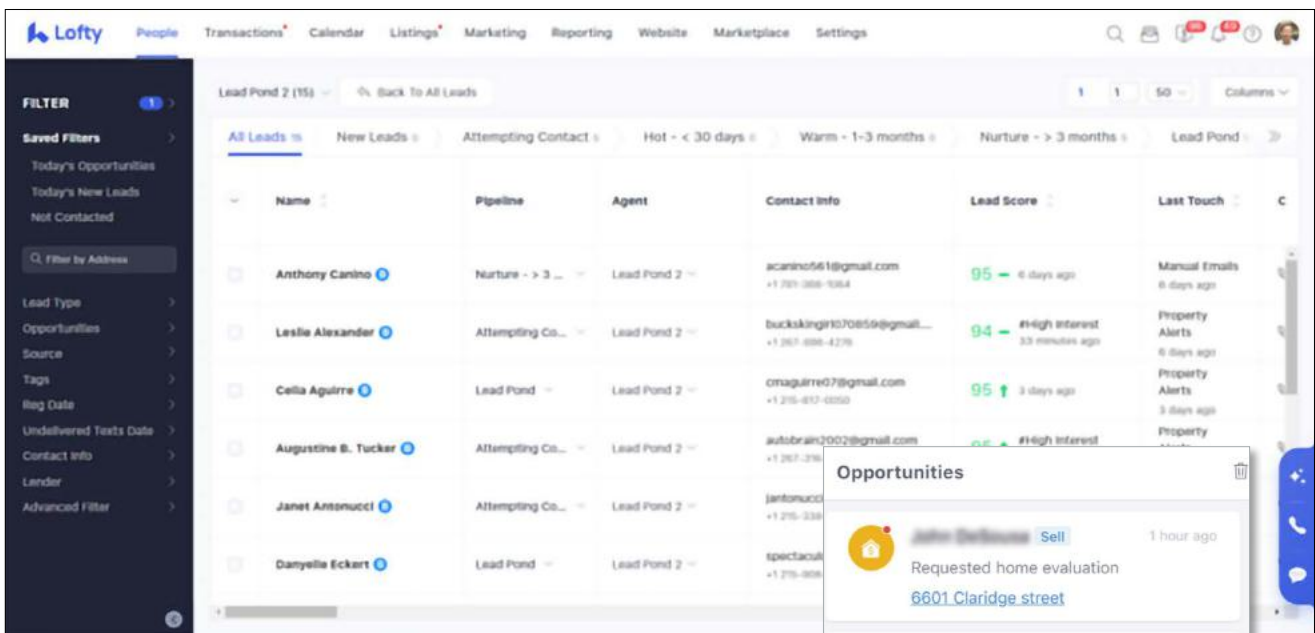
Potential buyers have complete access to see any home while getting the answers they want quickly. With our lead conversion, buyers get the response they need to make the decision to buy.



ACTIVE BUYER LEAD GENERATION.

Our innovative *Buyers-In-Waiting* program gives buyers priority access to hot new listings that match their home buying criteria.

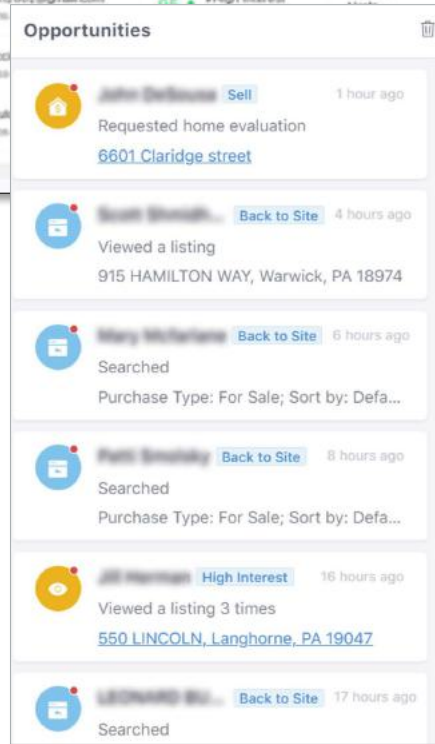
Our *Best Fit Leads* and *Opportunity Wall* allow us to find buyers registered in our database that may be a potential fit for your home.



Best Fit Leads

With our dashboard of registered buyers we can see if any buyer who has visited our site has EVER showed interest in your home.

Opportunity Wall



GETTING HOMES SOLD.

How important is the number of homes your Realtor sells per year?

Success in real estate equals getting homes sold. The track record of your Realtor is the only measure for future performance.

While the average Realtor only sells 6-8 homes every year, The Red Sign Network sold 124 homes last year.



GETTING YOU MORE MONEY.

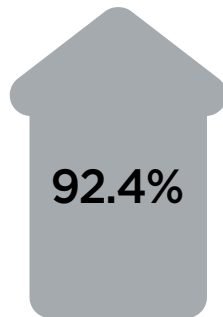
When you list your home, how close will it sell to the original asking price?

When you hire us to market your home and negotiate your contract, we will net you MORE MONEY for your home than other Realtors in the area.

We focus on proven principles for selling real estate for more money than the average agent. Our proven, repeatable marketing system will get your home sold for the most amount of money, in the least amount of time and with the least amount of hassles.



Average agent



BUYER ADVANTAGE PROGRAM.

Did you know over 90% of home buyers are not interested in the home the agent wants to show them? That's because it's usually the real estate agent who picks the homes the buyer will view, and that is a waste of everyone's time.

We interview prospective buyers who are then entered into our client database along with their home buying criteria. Our specialized system matches potential buyers' with homes that match their criteria as soon as a property becomes available. Also, our Buyer Specialists regularly contact all of the buyers in our system, who are potential purchasers of your property.

Seller Benefits

- Our Buyer Advantage Program creates buyer loyalty and greatly expands the pool of potential buyers for your home.
- Your home is in front of multiple qualified buyers that have expressed interest in purchasing a home just like yours.
- The mailings to our Buyer Advantage Program group are very select and represent a powerful way of representing your home to this group.
- We actively work with buyers on a daily basis to sell your home.

Buyer Benefits

- Buyers receive regular updates about any homes that match their interest and specific criteria.
- After previewing the detailed information, buyers can select which homes they are interested in viewing.
- The service is absolutely FREE and doesn't obligate buyers to anything. We even offer a Buyer Satisfaction Guarantee for the homes we sell.



SEE GREAT PERFORMANCE AT ITS FINEST!

Our Track Record of Success is Undeniable

Our single focus at The Red Sign Network is providing world-class real estate services to home sellers. It's what we thrive on and live for. We do everything in our power to make sure you have a great experience. Most agents operating the solo model just can't manage the transaction the way we can. Ask any agent you are considering working with to let you see testimonials from their happy clients.

We hope you are seriously considering The Red Sign Network as your best option. To help you in your decision making, please see these client testimonials by visiting our page on Zillow for reviews from our raving fans.



ADDITIONAL SERVICES AND CREATING CLIENTS FOR LIFE.

Thank you for your business... and friendship!

It is our goal to serve as a resource for our clients and friends and to build lifetime relationships. In appreciation of your support, we are extending office amenities and other valuable services to all of our friends and past clients to help simplify your life. The Red Sign Network can be your “one-stop shop” for many of the usually time consuming projects you may encounter each day.

Current List of Benefits

- Movie Day
- Fall Festival
- Thanksgiving Pie Giveaway
- Breakfast with Santa
- Invitations to Special Events hosted by RSN
- Use of Office Fax/Scanner/Copier
- Referral Directory for our Preferred Vendors
- Equity Evaluation for Current Property
- Scheduled Use of Conference Room
- Relocation Information
- Referrals to top real estate agents in any city in North America, should you consider moving
- Cash flow analysis of real estate investments
- Free literature on Buying and Selling real estate
- Referral to Insurance Companies for insurance comparisons
- Various Discounts with local vendors

In the spirit of providing more value, we invite you to be a member of our Clients For Life program and encourage you to take advantage of the benefits of membership. Keep us in mind whenever you need our services or if you know anyone looking to buy, sell, rent or invest.. If you see something you would like to take advantage of just give us a call at:

888-597-7655



SEE YOU AT THE CLOSING TABLE

2003 S Easton Rd, Ste 108
Doylestown, PA 18901



888-597-7655
RedSignNetwork.com