



CUSTOM MARKETING PLAN

Compliments of:
Loyalty Home Group

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WHY THE LOYALTY HOME GROUP

About Loyalty Home Group

Loyalty Home Group was founded by Len Nevin after being in the Real Estate business for almost 15 years. Len first got into Real Estate in early 2003 in Chicago, IL and quickly became recognized as a top producing agent there. Len has always strived to put the client first in the transaction and to ensure that the client has an experience like no other agent.

After building and leading the training division for one of Chicago's premier Real Estate agencies – Koenig & Strey, Len took over as the CEO for a franchise office at Keller Williams Realty in Mesa, AZ. Focusing strictly on ensuring that their clients received a high level of professionalism and communication, Len was able to earn the right of ownership in Keller Williams just 3 years. Under Len's leadership, this office became one of the top producing offices in the Keller Williams system not only in Arizona, but also in the country.

Beliefs

We believe that the real estate transaction should be transparent. That the agent and the client are working hand-in-hand to move towards the client's goal. We also believe the agent should act with a sense of urgency on behalf of their client. It is with these beliefs that we approach all that we do on behalf of our clients.

Why Work with our Team?

Real Estate has changed and communication is fast. So fast that if you don't hear back from your agent within a couple hours, your perception is that something is wrong. Below shows what a typical agent does all by themselves. Fortunately for you, you are hiring more than 1 person to do all this for you when you work with us.



The Home Selling Process

There are a lot of details to be handled when selling a home. This overview was designed to help you understand the various steps along the way.

Preparing for Sale

- Conduct comparative market analysis to establish a fair market value of your home
- Prepare and complete the listing agreement
- Recommend improvements to maximize your home's value
- Place a lock box on your property, if needed

Marketing Your Home

- Arrange for professional photography and videography
- Enter listing information into the MLS
- Place a For Sale sign on your property
- Notify top local agents of this new listing
- Schedule your home for broker tour
- Market Just Listed advertising to your neighborhood and move up neighborhoods
- Post your home information on the Internet
- Schedule and hold open houses
- Notify all potential buyers with details of listing
- Arrange showings for other agents

Communicating With You

- Contact you regularly with feedback
- Prepare and deliver regular progress reports to you
- Discuss all marketing activities with you

MARKETING



How do We Market Your Home?

We believe that sellers want 3 things – To sell their home for the most amount of money in the least amount of time with the least amount of hassle. That's is why we cast a huge net to attract the buyer that will buy your home. Simply placing the home in the MLS does not do the trick.

- ✓ **Preparation:** Staging can make all the difference. We work with you to prepare your home for showing.
- ✓ **Pricing:** We work together to create a strategy that will net you the most in the least time
- ✓ **Attention:** Only a professional can properly capture your home with photography.
- ✓ **The Net:** We adopt multiple technologies and hire people to market and capture potential buyers.
- ✓ **Syndication:** Your home will be featured on over 350 Real Estate websites and social media platforms
- ✓ **Network:** eXp is the nations ONLY single owned company to operate out of all 50 states and in Canada, creating unbeatable exposure for you.
- ✓ **SEO:** We optimize your home to ensure we get the call above the fold on the first page of Google
- ✓ **Urgency:** All inquiries are routed to multiple team members to ensure a quick response
- ✓ **Qualification:** We check every offer with the lender to ensure we are not taking your home off too early
- ✓ **Feedback:** We strive to find out what buyers are saying so we can adjust to the market quickly
- ✓ **Communication:** We offer full transparency throughout the entire process so you never have to ask what we are doing for you
- ✓ **Satisfaction:** We are so sure you will love us that we allow you to fire us at anytime with 0 obligation

Marketing Your Home

Our marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer:

Pre-MLS:

1. Photography and videography arranged
2. Signage up
3. Video created and loaded to YouTube ,LoyaltyHomeGroup.com, Facebook, Twitter, LinkedIn, TikTok

First 24 Hours:

1. Input into MLS (Multiple Listing Service) and LoopNet (Commercial/Land)
2. Information page regarding property created on LoyaltyHomeGroup.com
3. Property page syndicated to Facebook, Twitter, LinkedIn
4. Will re-syndicate every 48 hours through backend engine on LoyaltyHomeGroup.com
5. Additional Single page site created through photography partner site
6. Verify that text message system response is operational (if applicable)

First 48 Hours:

1. Syndication to over 300 portals for maximum exposure
2. Verify Zillow and Trulia are functioning with exclusive marketing and other major sites
3. Verify that property is found by Google search engines
4. Strategic naming of photos and blog posting to start SEO ranking

First 7 Days:

1. Boost ad from Facebook Created and launched – Goal: 10,000 impressions
 1. Each campaign is researched utilizing data analytics for target marketing demographics
 2. Property will be featured as a Just listed/Now available advertisement
2. Open House Scheduled

Every 30 Days up until Close of Escrow:

1. Re-evaluate all marketing and relaunch as needed
2. Keep client up to speed on all marketing adjustments and improvements via email and phone

*Note: All digital marketing is responsive in design to ensure that the potential buyer has an easy to use experience no matter what device they access your property on.

Disappearing Commission Program

Our goal when we list your home is to have it under contract under 30 days. Everything from marketing, staging, pricing and exposure is designed with that in mind. Our pledge to you is that if we hit the ground running correctly, we earn our worth by getting you the most money possible. If we miss the mark on getting the home properly exposed, we have to do right by you and make adjustments ourselves.

So how does the Disappearing Commission Program work?

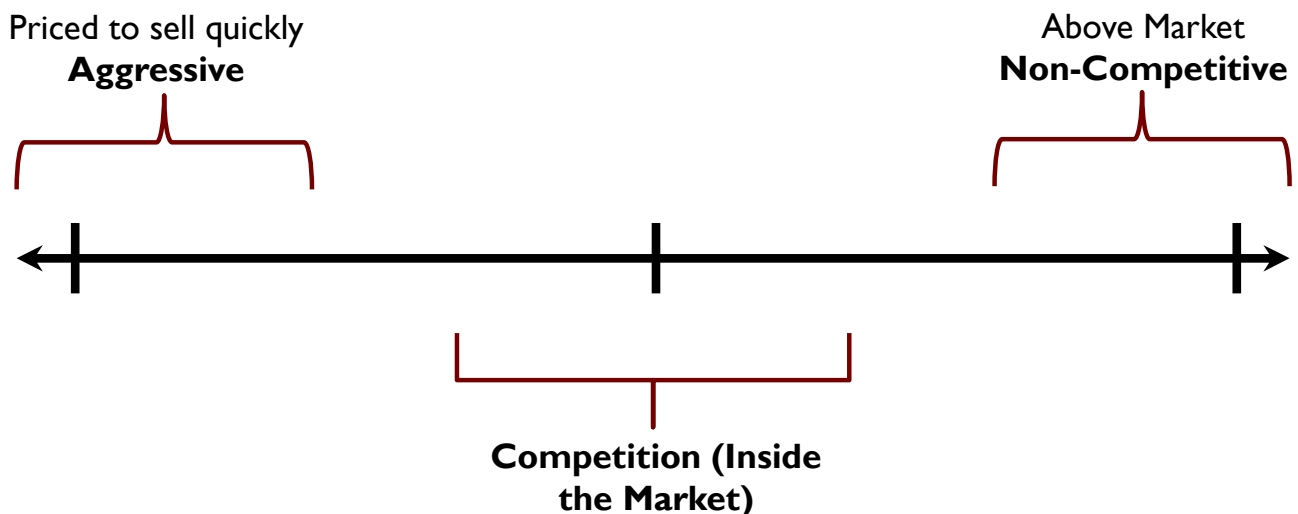
What we do:

- Days 1-30 – Full 3% Listing Side commission
- Days 31 – 60 – 2.5% Listing Side Commission
- Days 61-90 – 2% Listing Side Commission
- 91 Days Plus – 1.5% Commission

We will keep you up to date every step of the way to show you we are doing what is laid out in the above marketing plan

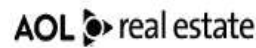
The * part of the conversation:

- To be eligible for this program, you the seller must list the home “Inside the Market” (See Below)
- Must reduce the price at least every 30 days – 1-2% at most



Extended Marketing Reach

We use **340** of the most popular search websites.



Professional Photography and Videography

We believe that your home should be treated like a professional model. That is why we spare no expense when it comes to creating a digital marketing masterpiece to really showcase not only the qualities of your home, but also feature what it is like to live there. .

This....



...Or this?



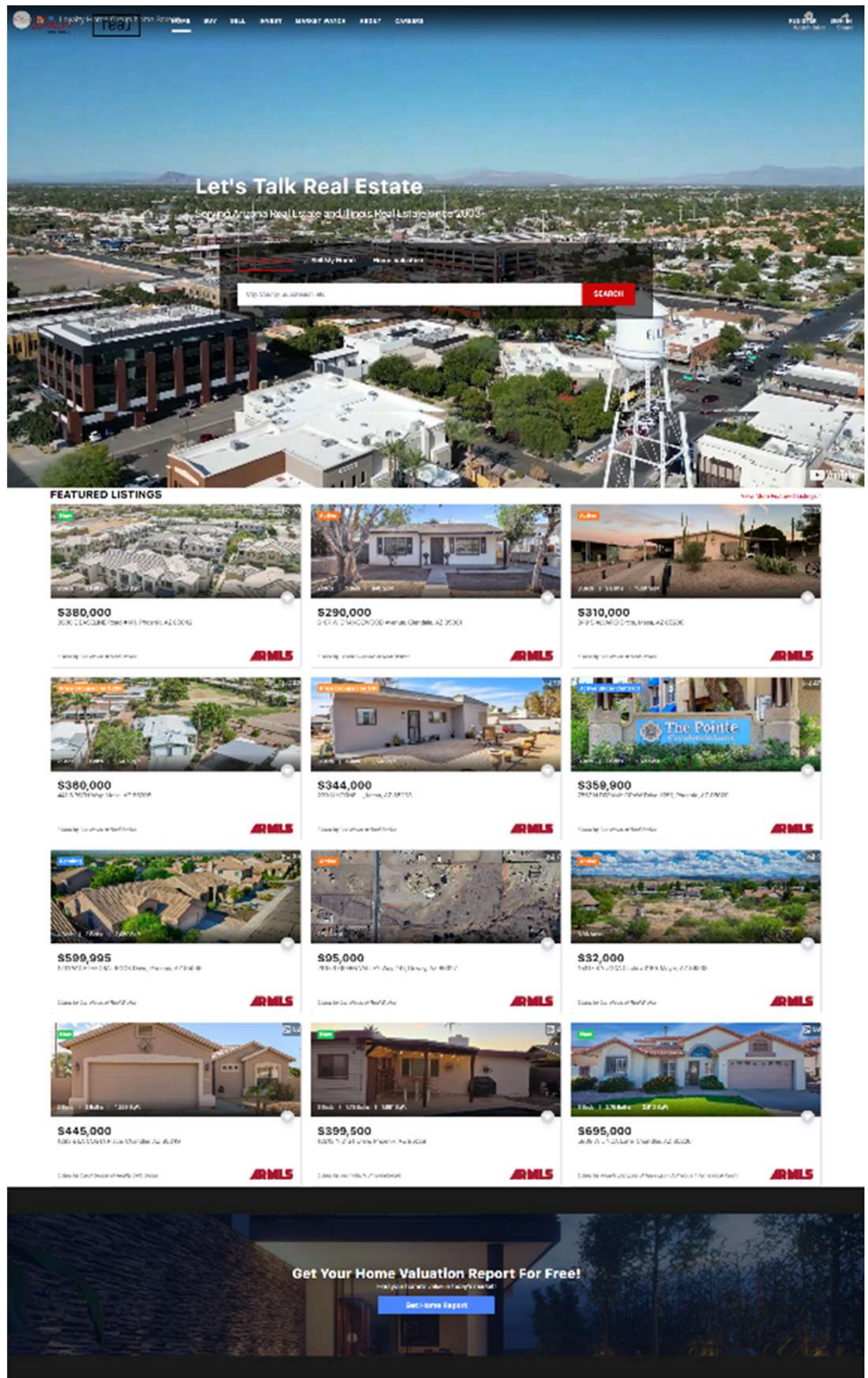
Total Exposure

Paid and shared Social Media advertising. Targeting buyers based on age, income, martial status, number of children in home, and geographic location.



Web Presence

Exposure is everything these days. That's why we utilize the latest web technology to feature your property on our website and on page 1 of Google.



MARKET INSIGHTS AND COMPARABLES



How Price is Determined

The market value of your home is not:

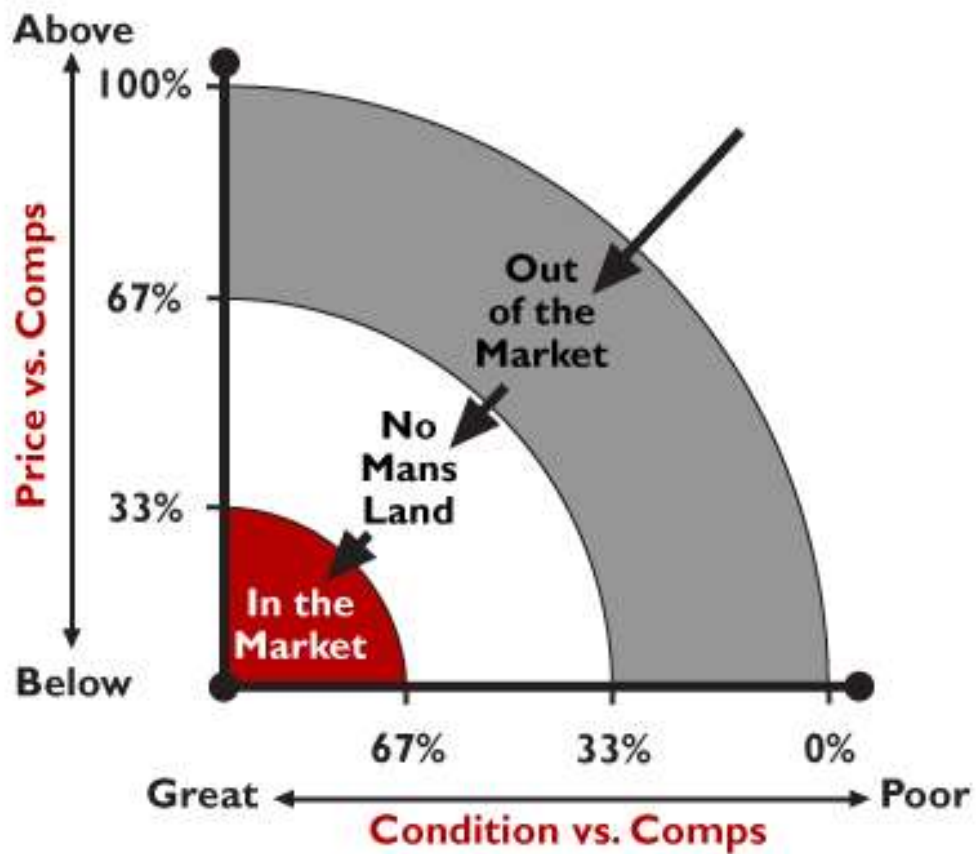
1. What you have in the home
2. What you need out of it
3. What you want
4. What it appraised for
5. What you heard your neighbor's home sold for
6. What the tax office says it's worth
7. How much it's insured for
8. Based on prices of homes where you are moving

The true market value of your home is... what a buyer is willing to pay for the property

1. Based on today's market
2. Based on today's competition
3. Based on today's financing
4. Based on today's economic conditions
5. Based on the buyer's perception of the condition of the property
6. Based on the location
7. Based on today's normal marketing time

The Power of Pricing

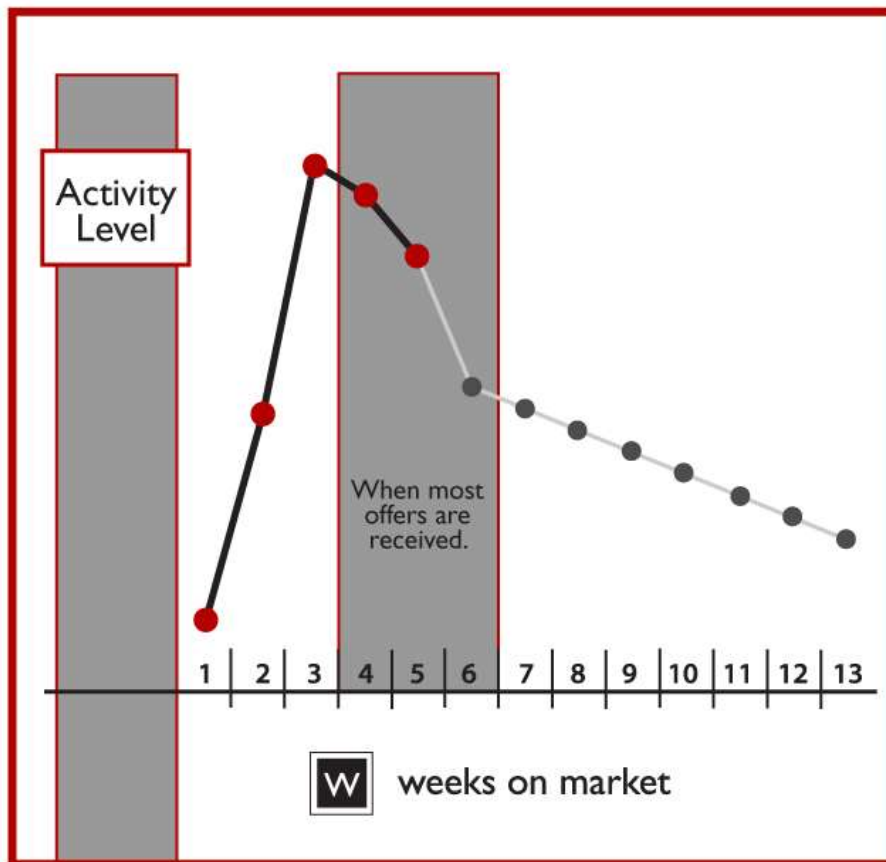
To get your home sold for the most money in the least time, we have to price it “in the market.”



The Power of Pricing

Your property will generate the most interest when it first hits the market, and if it's priced at market value, it will generate the most showings.

If we start too high, we may miss the excitement and have to drop the price later, causing it to sell below market value.



Your Comprehensive Home Market Analysis

204 W MOUNTAIN SAGE DR, PHOENIX, AZ, 85045-0428		APN: 311-02-135	
	Last Sold	4/21/2006	Construction
	Last Sale Price	\$380,000	Roof
	Owner	KEVIN & NINA QUICK	FRAME WOOD
	Mailing	204 W MOUNTAIN SAGE DR	CONCRETE TILE
		PHOENIX, Arizona 85045-0428	REFRIGERATION
	Lot	0.09 Acres / 3909 Sqft	Heat
	Year Built	1999	YES
	SqFt	2283	Building Type
	Class	CLASS 03 - AVERAGE	(0131) SFR GRADE 010-3 URBAN SUBDIV
			Parking
			GARAGE
			Patio
			COVERED
			Quality
			AVERAGE

Subdivision - FOOTHILLS CLUB WEST PARCELS

Improved Lots	129	Single Story	0
With Pool	11	Multiple Story	129
Year Built	1999-1999		

Tax Assessment

	2011 Final	2012 Final
FCV Improved	\$156,200	\$138,100
FCV Land	\$39,000	\$34,500
FCV Total	\$195,200	\$172,600
YoY Change %	-13%	-12%
Assessed FCV	\$19,520	\$17,260
LPV Total	\$195,200	\$172,600
State Aid	\$263	\$260
Tax Amount	\$1,983	\$1,778

Deed History

Sale Date	Buyer	Seller
5/17/2012	Kevin & Nina Quick	Kevin & Nina Quick
4/21/2006	Nina Hamilton, Kevin Quick	Ronald P & Rhonda R Gallagher
1/14/2003	Ronald P & Rhonda R Gallagher	Ronald P & Rhonda R Gallagher
4/20/2001	Ronald P Gallagher, Rhonda R Bixby	Kevin D & Mimi Knox

Flood Zone

Map Number	04013C2690L	(Zone S)
Map Date	10/16/2013	annual
Panel	2690L	1 foot, 8
FEMA Zone	X	mile, or
		shown v

Additional Information

Parcel	311-02-135
County	Maricopa
MCR Number	046738
Municipality	PHOENIX
Section / Township / Range	29 / 1S / 3E
Lot / Block / Tract	52 / -- / --
Census Tract / Block	116728 / 2011
Tax Area	281300
Latitude, Longitude	33.311567904291, -112.0131
Property Type	(0131) SFR GRADE 010-3 URBAN SUBDIV
Legal Class	OWNER OCCUPIED RESIDENTIAL
School District(S)	Tempe Union High School District, Kyrene Elementary District
Description	LOT 52 FOOTHILLS CLUB WEST PARCELS

Statistical Market Analysis

Status	# Listings	List Volume	Sold Volume	List Price	Sold Price	Sale/List Price	Approx SQFT	List Price Per Approx SQFT	Sold Price Per Approx SQFT	Agent Days On Market	Cumulative Days On Market	
CCBS (Contract Contingent on Buyer Sale)	1	269,900	0	Low	269,900	0	2,102	128.40	0.00	67	67	
				Avg	269,900	0	2,102	128.40	0.00	67	67	
				High	269,900	0	2,102	128.40	0.00	67	67	
UCB (Under Contract-Backups)	3	787,000	0	Low	252,000	0	2,160	116.67	0.00	46	46	
				Avg	262,333	0	2,167	121.07	0.00	81	81	
				High	275,000	0	2,174	126.49	0.00	137	137	
Pending	1	245,900	0	Low	245,900	0	2,174	113.11	0.00	65	64	
				Avg	245,900	0	2,174	113.11	0.00	65	64	
				High	245,900	0	2,174	113.11	0.00	65	64	
Closed	11	2,840,000	2,803,400	Low	239,500	239,900	2,006	110.88	111.11	6	6	
				Avg	258,182	254,855	0.99	2,130	121.21	119.67	58	58
				High	274,900	272,000	1.01	2,174	127.15	125.11	116	116
Overall	16	4,142,800	2,803,400	Low	239,500	239,900	2,006	110.88	111.11	6	6	
				Avg	258,925	254,855	0.99	2,138	121.13	119.67	63	63
				High	275,000	272,000	1.01	2,174	128.40	125.11	137	137

Selection Criteria for Comparable Properties

Specified listings from the following search: Property type Residential; Inside the map search Polygon; Inside the map search Polygon; Status of 'Active', 'Closed', 'Pending'; CCBS (Contract Contingent on Buyer Sale); UCB (Under Contract-Backups); Approx SQFT between 2000 and 2200; # of Interior Levels between 2 and 999; Close of Escrow Date relative 183 days back; or Pool - Private of No Pool.

CCBS (Contract Contingent on Buyer Sale) Listings

MLS #	Address	FE	Bed	Bth	SqFt	YR	OLP	LP	SP	COE	LP/SP/SF	ADOM	CDOM
5553118	3778 E SANTA FE LN	32.5FRO2G2S	3	2.5	2,102	2006	269,900	269,900			128.4 / NA	67	67

UCB (Under Contract-Backups) Listings

MLS #	Address	FE	Bed	Bth	SqFt	YR	OLP	LP	SP	COE	LP/SP/SF	ADOM	CDOM
5556350	3779 E CHICKADEE RD	32.5RO2G2S	3	2.5	2,160	2004	252,000	252,000			116.67 / NA	60	60
5526907	3223 E WOODSIDE WAY	33RDO2G2S	3	3	2,166	2001	270,000	260,000			120.04 / NA	137	137
5563316	3832 E BAARS AVE	32.5FRO2G	3	2.5	2,174	2007	275,000	275,000			126.49 / NA	46	46

Pending Listings

MLS #	Address	FE	Bed	Bth	SqFt	YR	OLP	LP	SP	COE	LP/SP/SF	ADOM	CDOM
5538466	3949 E MELROSE ST	32.5FRDO2G	3	2.5	2,174	2007	272,900	245,900			113.11 / NA	65	64



WHAT THE BUYER SEES



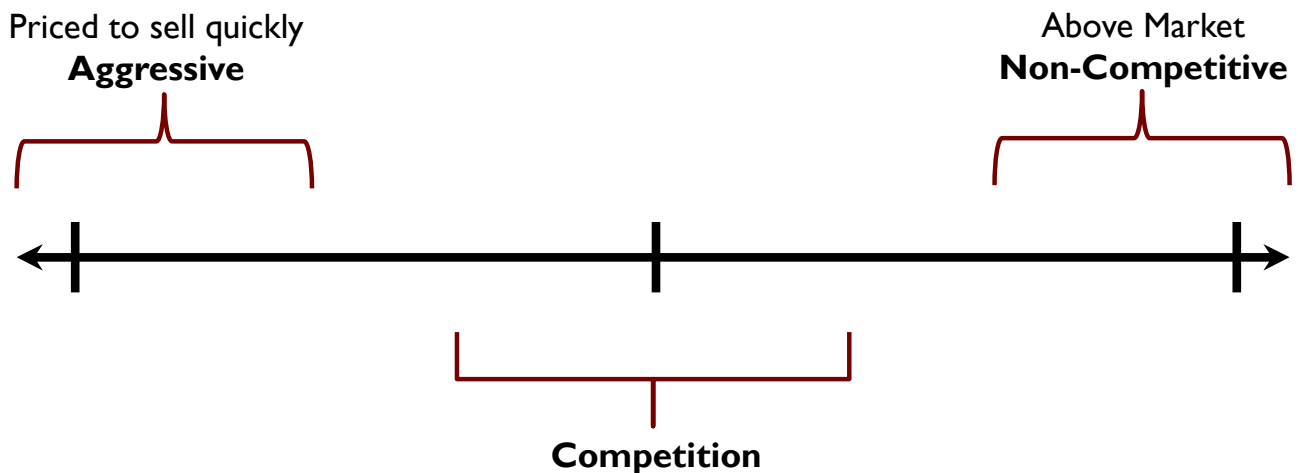
WHAT THE APPRAISER SEES



**The “Market” determines the value,
You determine how to compete**

3 Strategies

1. Passive Positioning
2. Aggressive Positioning
3. Non-Competitive



One Offer per 7 Showings in 30 Days.

NEXT STEPS

Preparing Your Home for Sale

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

In my experience, there are some simple ways we can maximize your home's appeal.

Exterior

- Keep the grass freshly cut
- Remove all yard clutter
- Apply fresh paint to wooden fences
- Paint the front door
- Weed and apply fresh mulch to garden beds
- Clean windows inside and out
- Wash or paint homes exterior
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached

Interior

- Remove excessive wall hangings, furniture and knick-knacks
(consider a temporary self-storage unit)
- Clean or paint walls and ceilings
- Shampoo carpets
- Clean and organize cabinets and closets
- Repair all plumbing leaks, including faucets and drain traps
- Clean all light fixtures

For showings

- Turn on all the lights
- Open drapes in the daytime
- Keep pets secured outdoors
- Play quiet background music
- Light the fireplace if seasonally appropriate
- Infuse home with a comforting scent like apple spice or vanilla
- Vacate the property while it is being shown

Menu of Services

5% (Investor Package)	6% (Standard Listing Package)	7% (Luxury Listing Package)
Cell Phone Photos	Professional Photography	Professional Photography
Combo Lockbox	Digital Secure Lockbox	Digital Secure Lockbox
For Sale Sign	For Sale Sign	For Sale Sign
MLS Syndication to 100's of websites	MLS Syndication to 100's of websites	MLS Syndication to 100's of websites
2.5% Cobroke recommended	One Open House	Schedule Multiple Open Houses
	Social Media Marketing	Social Media Marketing
	Text for Info Rider	Text for Info Rider
	Flyers for Home	Flyers for Home
	3% Cobroke Recommended	Flyers Delivered to Neighborhood (500 Homes)
		Drone Video
		Extended Length Feature Video
		Paid Social Boost
		3% CoBroke Recommended with Bonus by Specific Contract Date

Determine Your Pricing Strategy

After reviewing the market analysis, I'll work with you determine the price strategy that will net you the most amount of money for your property.

Complete the Listing Paperwork

We'll go over the paperwork together and answer any questions you have.

Get it SOLD!

We'll get your property on the market and and bring in the buyers!

ITEM CHECKLIST	YES	NO
Keys from the owner		
Staging Appointment		
Pre-Inspection Use lockbox Meet Owner		
Home Warranty		
Hold for Offers? How many days?		
Copy of Appraisal?		
Open House?		
Sign?		
Painter		
Handyman		
Allowances?		
Video?		
Other		