



TROY MACK  
REAL ESTATE



A DETAILED  
GUIDE  
FOR  
HOME  
SELLERS



## TABLE OF CONTENTS

Note to Homeowners	3
References	4
A Seller's Guide	5
Three Market Types	6-7
Pricing Strategy	8-10
Work with Us	11
The Path to a Sale	12
6 Steps to Sell Your Home	14-15

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# Dear Homeowner,

My enclosed selling guide can never take the place of a personal face-to-face meeting, but it will give you a chance to know a little bit about the step-by-step plan we use to get most homes **SOLD in 60 days or less.**

The information on the following pages is designed to give you an overview of exactly what it takes to sell a home in today's ever-changing marketplace.

When we meet, you can expect me to be candid, up-front, no-nonsense, and professional. There are lots of opinions but only one set of facts. Therefore, we will look at the facts of record and together, determine a pricing strategy designed to sell your home for the highest price possible. And of course, the final pricing strategy is always subject to your approval!

The truth is, 80% of the marketing is done when we determine the pricing strategy for your home. Be assured, our job is to sell your home for the most money possible, not the least.

Most Sincerely,

**TROY MACK**  
Broker Associate/Partner  
Platinum Properties of Casper  
(307) 267-4243



# *Before you read on....*

## I INSIST YOU CALL AT LEAST THREE OF MY REFERENCES.

In order for you to fully understand and appreciate the information in front of you and the person who is giving it to you, I ask that you do your homework:

Knock on the door of any home with my sign in the front yard and ask them about my professional services, or call one of my clients and ask them the following questions:

- 1. Did you hire Troy Mack to sell your home?*
- 2. Did he get the job done? In what time period?*
- 3. How would you rate his overall knowledge, expertise, and service?*
- 4. Would you hire him again to sell your home? Why?*

### REFERENCES:

John & Meagan Baker  
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# A SELLER'S GUIDE

## FIND THE RIGHT REAL ESTATE AGENT TO PROFESSIONALLY MARKET YOUR HOME

The following list provides you with questions to ask each Prospective Realtor. If you allow me to interview for the job, you should ask these tough questions of me as well. The answers to these questions will tell you what you need to know to select the best agent for the job of selling your home. **See my answers in red below!**

### Questions to ask a Prospective Realtor

1. Do you work as a full-time Realtor®? **YES**
2. How many years have you been licensed to sell real estate full-time in Wyoming? **10**
3. May I cancel my listing with you at any time if I am not satisfied with your performance, no questions asked? **100% YES**
4. Do you have a system to follow-up after every showing so that we get valuable feedback? **YES**
5. Do you have references (current or past clients) that I may check? **YES**
6. Do you own any properties of your own? **YES**



# 3 MARKET TYPES

There are three types of overall market conditions when selling your home:

1.

## SELLER'S MARKET

This is when the inventory in a specific area is low. Properly priced homes generally sell within 14 days to 21 days maximum. If your property has not received an offer within this time period, it is priced too high.

2.

## NORMAL MARKET

This is when there is no real perceived advantage to either the buyers or the sellers. Properly priced homes should sell within 30 to 45 days.

3.

## BUYER'S MARKET

This is when there are a lot of homes on the market for sale in every price range and area. If you price your home just below the other similar homes on the market, a sale should result within 60-90 days. Usually, homes are declining in value in this type of market. Therefore, the sooner you sell, the better it is for you!

The National Association of Realtors researched the history of homes that sold in all three types of markets, and they discovered two critical pieces of information:

1. **95% of all homes that closed in escrow sold within 60 days after the listing price (seller's asking price) was set at the appropriate market price.**
2. **Homes properly priced sold within 3% of the seller's asking price.**

*Therefore, if a property has not received an offer within 60 days, it is overpriced by at least 5% to 10% or possibly more.*



# PRICING STRATEGY

## Time is of the Essence

The majority of buyer activity on a new listing occurs in the first two to three weeks of the initial marketing period. For this reason, it is important that you have your home in the:

**BEST CONDITION** and at the **RIGHT PRICE** at the **FIRST EXPOSURE** to the market.

### “AS IS” PRICING STRATEGY

The property is SOLD without benefit of any repair work paid for by the Seller that is either required or recommended in any inspection reports. The Buyer may have any and all inspections deemed necessary to satisfy themselves as to the condition of the property. These inspections will be paid for by the Home Buyer.

A strategy such as this is used when the Seller is either in a Short Sale Situation, non-present beneficiaries of a probate situation, or have little or no equity.

### “QUICK SALE” PRICING STRATEGY

This strategy is almost always effective because when a property is priced at or below the current market, it will usually sell quickly. This pricing strategy makes it much easier to get the attention of other agents in our area. As a result, there are numerous showings, generating one or more offers coming from agents that wait for properly priced homes to show to their BEST Clients.

This is by far the most effective strategy to get your home sold fast and for the highest realistic price the market will bear.

### “TRADITIONAL” PRICING STRATEGY

This strategy is called traditional because it calls for doing all of the normal and usual activities that eventually lead to a sale on your home, such as obtaining the proper inspections and completing all necessary repairs called for before the home is placed on the general market. We follow a series of actions called for in our marketing plan, implementing numerous marketing activities designed to create a demand for your home by targeting specific home buyers.

It is important to note that if we do not have an offer within 30-40 days, the property is priced too high and needs a price enhancement.





# Who Determines the Market Value of My Home?

TRUTH IS, **NO ONE** CAN TELL YOU WHAT  
YOUR HOME WILL SELL FOR

There are lots of opinions, yet only one set of facts. We will examine the Facts of Record and together determine a PRICING STRATEGY designed to sell your home for the most money.

## THE REAL MARKET VALUE IS DETERMINED WHEN SOMEONE SAYS... "I'LL BUY IT!"

They either borrow the money or take it out savings and close escrow. Then and only then, is the true market value of your home determined. Until this event happens, it is important to examine the facts of record to help determine a Pricing Strategy designed to sell your home for the highest possible price.

## HOW DO YOU DETERMINE WHICH PRICING STRATEGY IS BEST FOR SELLING YOUR HOME?

As I said before, there are lots of opinions but only one set of facts. Together, we will examine the facts of record to determine the most effective pricing strategy to assure we sell your home for Top Dollar!

### OUR *TOTAL MARKET OVERVIEW* EXAMINES 3 THINGS:

1. **Similar Homes Recently Sold:** Tells us what buyers are willing to pay for this kind of home, in this area, at this time. This group shows us exactly what home buyers are willing to pay today!
2. **Similar Homes Now for Sale:** Tells us about our competition. Buyers will compare your home to these homes.
3. **Expired Listings:** Tells us what buyers are not willing to pay for this kind of home, in this area, at this time.

# Why Should I Price My Home Realistically?

## TIME

Chances are that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood of a timely sale with less inconvenience and greater monetary return.

## COMPETITION

Buyers educate themselves by viewing many homes. They know what a fair price is. If your home is not priced within the correct range, it very likely will not be exposed to its potential or targeted buyers.

## REPUTATION

Overpricing causes most homes to remain on the market too long. Buyers, aware of a long exposure period, are often hesitant to make an offer because they fear “something is wrong” with the house. Often homes that are on the market for a long time eventually sell for less than their fair market value.

## INCONVENIENCE

If overpricing keeps your home from selling promptly, you can end up owning two homes - the one you’ve already purchased and the one you’re trying to sell.



# 80%

of the marketing of your home  
IS SELECTING THE  
PROPER PRICING  
STRATEGY.



## How We Work for YOU:

### **A FULL-TIME PROFESSIONAL AGENT**

You won't find anyone who will work harder or more professionally to get you the most money, the quickest sale, with the fewest problems.

### **WE HAVE THE REALTOR® DESIGNATION**

98.3% of homes for sale are listed by a Realtor® ensuring your quality of service.

### **WE LOVE A CHALLENGE**

Foreclosures, short-sales and bank-owned properties are creating serious challenges for today's home sellers. We know how to position your property to get it SOLD!

### **WE TARGET & ATTRACT THE RIGHT BUYER**

Our marketing systems are designed to target and attract qualified and serious home buyers. Not those who will only buy it if they can steal your home by making a ridiculous low-ball offer.

### **ENHANCED LISTINGS**

We get your home maximum exposure, which means more and more potential Buyers are aware your home is for sale. More exposure equals a quicker sale for you! It enables your home to rise to the top of the search above all other homes and allows for up to 40 photos to showcase your home.



# *The Path to a SALE*



# How You'll Stand Out on the Market

## THE PROVEN PATH TO ASSURE YOUR HOME SELLS FOR THE HIGHEST PRICE POSSIBLE

On average buyers inspect 12 homes before deciding. That means 11 other homes are competing against yours! Stand out on the market!

- **PRESENTING YOUR HOME TO THE MARKET**

Once the property is prepared for market, it is time to stage the home and capture it in photos and video. Our goal in the Presentation phase is to assure that your home is positioned properly in the market and shows at its very best to attract the “Right Buyers” because they will pay the most money for your home.

- **TARGET MARKETING: TELLING THE WORLD ABOUT YOUR HOME**

Once your home is prepared and properly priced for the market, it's time to promote your home to buyers and their agents everywhere. A well-executed marketing plan includes local, national, and international reach. This helps to maximize exposure to buyers and can drive the final sales price up by as much as 5-7% in ideal markets.

- **TARGETED SOCIAL MEDIA POSTS**

When listing your home, we take a step beyond sharing your property with our sphere of influence on social media. In addition to free social media promotion, we pay a premium to boost your property to a targeted audience of buyers on Facebook and Instagram. This vastly extends the number of qualified eyes that see your home. These social media campaigns get your home in front of thousands of buyers who would not see it otherwise.

- **EXECUTION: PUTTING IT ALL TOGETHER**

With over 256 action steps possible, selling your home for top dollar requires a team effort to make sure everything gets done and done right. What makes this possible is a division of labor among our team of qualified experts who are focused on making sure that no detail is overlooked. It is this ability to do a lot of little things right—on a tight deadline—that enables us to sell your home for the highest price in the least amount of time with the fewest hassles.

# 6 STEPS TO SELL YOUR HOME

## 1. DEEP DIVE ON YOUR PROPERTY: PRE-LISTING INSPECTIONS

Give yourself more confidence up front! Knowing the condition of any 'Big Ticket' items can help with the value of your home and the initial negotiations and potentially save you thousands of \$\$'s. It's no fun for sellers to negotiate up front and then get inspections and end up with a costly inspection repair request. I personally pay for pre-listing inspections on your property, and the report will give Sellers an idea of what any potential Buyers may ask for moving forward.

## 2. CREATE LANDING PAGE SPECIFIC TO YOUR PROPERTY

This landing page will be dedicated specifically to your property. A link to this page will be added to all social media ads and a QR code will be on the sign rider in front of your property so people driving or walking by the property can have easy access to the property data and pictures.

## 3. ROADSIDE VISIBILITY

Yard signs account for about 11% of where Buyers find the home they purchase. At Platinum Properties, we install a professional, bright and highly visible/reflective yard sign. This not only helps attract potential buyers who drive through desired neighborhoods, but also attracts other agents who may not be watching the MLS daily.

## 4. USE THE MLS DIFFERENTLY THAN MOST AGENTS

The MLS is loaded with Sellers; however, statistics show that 75-95% of them are 'Move-up Sellers' (Future Buyers) meaning that they are likely to spend anywhere from 20-25% more on their next home above what they sell their current home for. I will make personal calls to each one of the listing agents on these listings to specifically market your property to them and their Sellers.



## 5. ACTIVE BUYER TARGETING

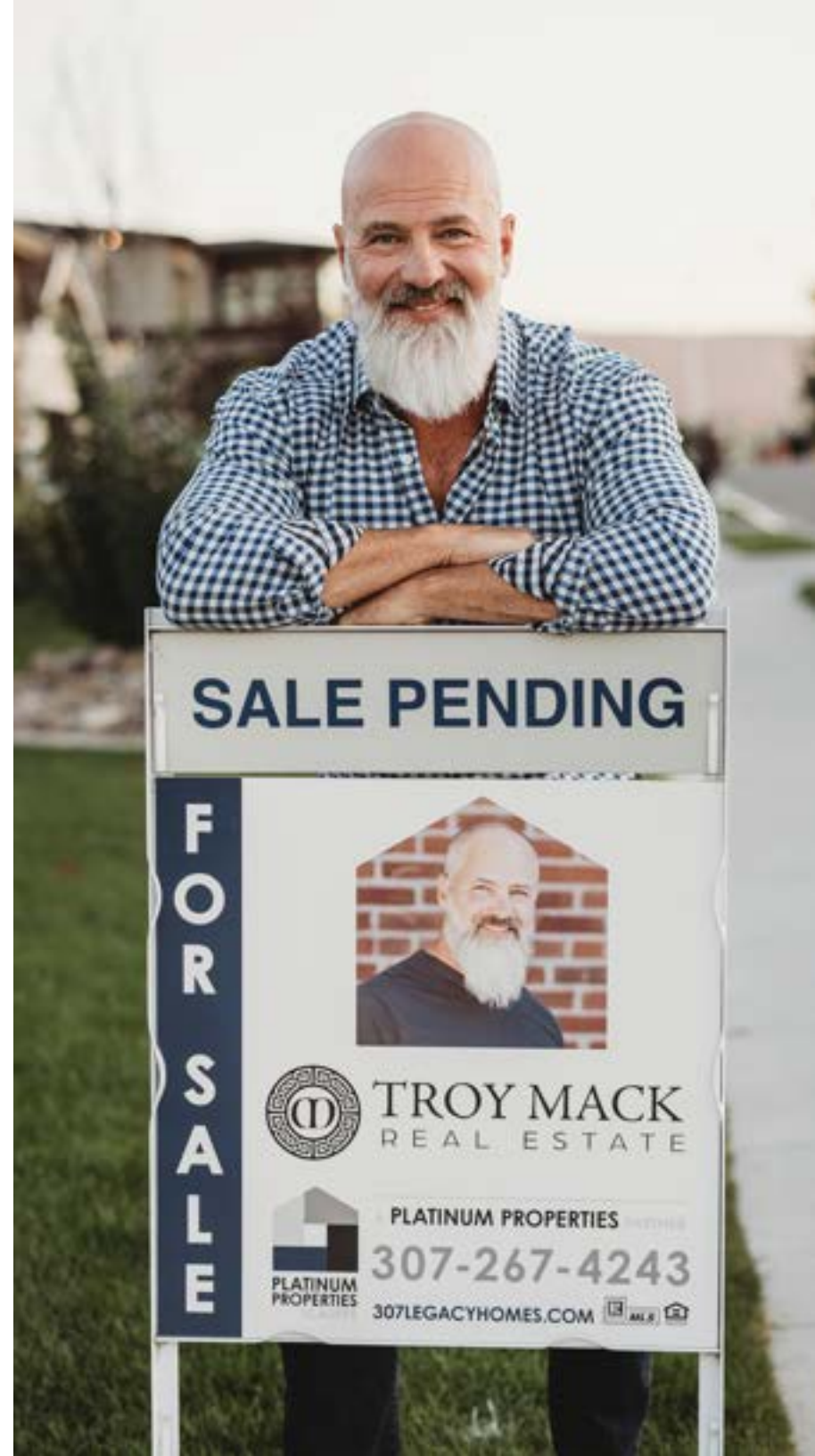
Many potential Buyers for your property have already teamed up with a local Realtor and have been set up on an automated “Hot Sheet” system. When a new property that meets their search criteria becomes available, or has a price reduction, that property is automatically emailed to them. When we list your property on the MLS, your property’s information and photography will be automatically emailed to your ideal target market and hundreds of potential buyers. This is another reason we make sure photos, text and info are all looking great right from the start!

## 6. COMMUNICATION

Our ultimate goal is to exceed your expectations in achieving your Real Estate objectives. As professional Realtors we have resolved that nothing less than your complete satisfaction is acceptable. To achieve our goal, we will work to obtain the highest price for your home within the allowable period of time.

### OUR ONGOING COMMUNICATION EFFORTS

- Follow up after every showing and provide you feedback.
- Discuss pricing and timing within the market.
- Keep you updated on all our ongoing marketing efforts.





GET YOUR HOME  
**SOLD**



**CONTACT TROY MACK TODAY!**  
Schedule a meeting, it only takes 15-30 minutes!

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