



## Home Selling Proposal

We understand that selling your home is an important decision. Our goal is to help you sell your property for the highest market price, within the time frame that fits your plans, and to make the home selling process as efficient, stress-free and successful as possible.

The purpose of this Home Selling Proposal is to help you understand the marketing process, to acquaint you with the current market activity in this area, and to explain how J Keller Properties, LLC can assist you in achieving the sale of your property. Our hope is that you will be delighted with your home selling experience.

Since this is the first stage of the selling process, we want to summarize what will happen after you have reviewed the information contained in this proposal:

1. I will call you before our meeting to note any questions you may have.
2. During our meeting I will answer all of your questions about the sale of your home.
3. After all your questions have been answered, and you feel comfortable and confident that I can SELL YOUR HOME, we will enter into a listing agreement so we can immediately begin attracting qualified buyers for your home.
4. During the listing term we will keep in contact with you concerning the state of the market, and the results of marketing your home.

At our meeting I will bring:

1. Tax records from the City
2. A Comparative Market Analysis
3. Estimated net proceeds
4. A listing contract

Please take some time to review all of the information provided, and write down any questions you may have. I want to be sure that all of your questions are answered as we move forward.

Sincerely,

Jon Keller,  
Associate Broker  
J Keller Properties, LLC



## Comparative Market Analysis

Our main goal is to help you set a list price for your home, which represents top market value, without falling into the trap of overpricing. Overpricing is the #1 reason why sellers fail to sell their home. Setting the correct list price can only be achieved by analyzing current and recent comparables. The CORRECT SELLING PRICE of a home is the highest price the market will bear. This is what serious buyers will look at. To assist you in determining the correct asking price, we have prepared a comprehensive market analysis of comparable properties in and around your neighborhood.

This market analysis is divided into 3 categories:

1. Similar properties that are currently listed
2. Similar properties that are currently under contract
3. Similar properties that have recently sold

By looking at the properties CURRENTLY LISTED we can see what alternatives a buyer has to choose from. Any property that has been on the market for more than 30 days is considered “overpriced” or “stale” in the eyes of a buyer. Correctly priced properties generate IMMEDIATE interest among buyers and buyers’ agents. Reducing the price later will not generate the same enthusiasm.

By looking at the properties that have RECENTLY SOLD we can see what homeowners have actually received for their properties. This is the “litmus test” used by buyers and appraisers to determine the true value of a home in today’s market.

Obviously we want to get top market price for your home, but there is always a point at which the price is too high to attract serious buyers. By studying these comparables, we can get you the maximum market price in as short a time as possible.

Please see attached market analysis.



## From Offer to Sale

- Explain the offer to you, and answer your questions.
- Most documentation can be signed remotely with digital signatures.
- Help you determine the best course of action by pointing out potential advantages and disadvantages of the offer and clarifying the choices available to you.
- Prepare an Estimate of Net Proceeds based on the proposed price and terms.
- Negotiate through the buyer's agent, and handle possible counter offers, to reach a final agreement that is favorable to you.
- Explain to you in detail all the steps that will occur for a successful closing, and answer any questions you might have.
- Work with the buyer's broker, settlement officer, title officer and others to help coordinate their activities and keep the transaction moving forward ... and get the deal closed!
- Monitor progress of inspections, the buyer's loan and other contingencies as called for in the purchase contract. Resolve questions or problems that might arise, in order to ensure a timely closing.
- Communicate with you on a regular basis so that you can stay informed and is worry-free as possible.



### Marketing Plan of Action

1. Expose your property to thousands of buyers around the world using the MLS syndication website, the AAABOR platform, and through the J Keller Properties, LLC brand.
2. Expose your property to local, national, and international buyers by contacting the top Buyer's Agents in the area and letting them know that your property is for sale.

Potential buyers will have instant access to information about your property through our industry-leading website network.

1. • J Keller Properties, LLC will advertise your home with popular real estate Web sites such as Trulia, Zillow, Yahoo Real Estate, and many more. This means our listings receive more exposure to online buyers who are looking for a home just like yours.
2. • Through our own website's cutting edge lead generation tools all Sales Associates are notified immediately of prospective Buyers looking at your property.
3. • Multiple advertisements across the web redirect buyers to [www.jkellerproperties.com](http://www.jkellerproperties.com) to further maximize your property's exposure.



### **Our Plan for Selling Your Home**

- Install lock box with key
- Take photos
- Install yard sign
- Submit property information through our network of web-based marketing sites
- Submit property information to Multiple Listing Service
- Call around neighborhood and SOI (sphere of influence) ... My team will be on the phone contacting prospective buyers asking them if they would like to buy your home, or if they know someone who would like to buy your home.
- Post property info on social network and classified advertising websites.

### **Why Choose J Keller Properties, LLC?**

- We watch and analyze the market to keep you up to date with current trends
- We provide the most effective exposure for your property
- We are better trained and more educated ... we are business people, not just agents
- We understand the power of pro-active prospecting to get your home sold
- We are not afraid to deal with reality and tell our clients the truth
- We are always on the look-out for new, non-traditional, cutting-edge marketing opportunities
- We pride ourselves in 100% customer satisfaction, honesty and strong work ethics
- We understand how important this business transaction is for you
- We have the experience, knowledge, and results ... a proven track record
- We get the job done!