

## **PRE-SALE PACKAGE**

*Prepared For*

*Mr. & Mrs. Seller*

*123 Any Street, Any Town, Brevard County, FL*

*By*

*The Kuhns Real Estate Group*

[www.WeKnowBrevard.com](http://www.WeKnowBrevard.com)

321-242-1444

[www.WeKnowBrevard.com](http://www.WeKnowBrevard.com)

## Pre-Listing Package

Dear Mr. and Mrs. Seller,

The purpose of the Pre-Listing Package is to introduce you to the unique selling processes used by the Kuhns Real Estate Group. We feel it is important for you to understand the process of selling a property as well as how we go about marketing and selling. Most importantly, a complete Comparative Market Analysis and Seller's Net Proceeds sheet is included in this package.

This is a very competitive market so one of the important elements every seller needs to pay attention to is how the listing agent approaches the marketing and selling of your home. We view this as a team effort.

Selling a property has become a sobering experience for most people. Prices have eroded significantly since 2005 and it takes commitment on the part of the seller to get past the short term pain, move on and gain the enjoyment of their life's plan.

This is also true for the neighborhoods in Your Neighborhood where there are X Active properties on the market and only X Closed in the this market period, indicating a X month inventory if the property is priced right. Some properties have been on the market for over one year without successfully selling. That is why in order to be one of the few successful property owners who get their houses **sold**, much attention must be focused on the price set for the property. If properties that have been withdrawn or expired from the market are considered, the market supply exceeds 18 months.

To better serve you we take a consultative approach. An important task in the process is coaching you, the seller, through the decision making process so your property is in the most competitive position in the marketplace. Some of the economic conditions that will effect the market price include what market segment is actually selling, the number of homes on the market and the impact the current economic climate.

Please take a moment to look over the Pre-Listing Package. We believe you will find the following pages meaningful and useful as you begin preparing your thoughts and your property to meet the market.

We are always here to answer your questions. It's a good idea to write your questions down to make sure we address your concerns one-by-one.

We look forward to talking with you soon.

The Kuhns Real Estate Group  
Brad Kuhns, Mike McGirr, Pam Jones, and Chantal Conklin,

### Kuhns Real Estate Group Mission Statement

The Kuhns Real Estate Group is a team of diverse professionals with a single minded commitment to the provision of Extraordinary Customer Service, every time. Our mission is to provide current relevant information and counsel to help you achieve your real estate goals.



**Listing property with The Kuhns Real Estate Group and **KELLER WILLIAMS®** means receiving the following benefits:**

1. *Experience... Integrity... Skill... Effectiveness...*
2. *Advanced Techniques and Support...*
3. *Intimate Knowledge of the Marketplace...*
4. *Financial Counsel and Assistance.*

The Kuhns Real Estate Group was formed in 2004 when Brad Kuhns joined Keller Williams Realty of Brevard. The Group is the #1 producing team of the Keller Williams Realty of Brevard Office. The average Listing value exceeds \$16 Million producing average annual sales of over \$18 Million Dollars.

The Kuhns Real Estate Group works with Buyers, Sellers, and other Real Estate Professionals every day, setting the Standard of Excellence for customer service.

Ever growing and developing, The Kuhns Real Estate Group currently has seven members including Brad and is made up of a diverse group of professionals, all of whom possess a high level of business ethics and commitment to provide our clients the very best in customer care. They are: Sales Associates Michael McGirr, Andrew Wasson, Pam Jones, Chantal Conklin, and Executive Assistants, Sally Contess and Maura Dawson

# MARKETING ACTION PLAN

1. **Install Electronic Lockbox (ELB)** to provide instant controlled, qualified access. “ELB” activity is monitored and tracked.
2. **Take pictures of the inside and outside** of your property for brochures, flyers, slide show and web based visual home tour.
3. **Enter on the Multiple Listing Service (MLS)** making it known to hundreds of local realtors.
4. Have “For Sale” sign installed wherever appropriate.
5. Design property information flyers
6. **Enter on 24 Hr. Real Estate Hot-line 800-306-2720**
7. Write Magazine Ads:
  - a. Homes & Land
8. Enter property information On-Line, accessible via:
  - a. [www.WeKnowBrevard.com](http://www.WeKnowBrevard.com)
  - b. <http://realestatecenter.BankofAmerica.com>
  - c. [www.Realtor.com](http://www.Realtor.com)
  - d. [www.Zillow.com](http://www.Zillow.com)
  - e. [www.FL.Living.net](http://www.FL.Living.net)
  - f. [www.HomesandLand.com](http://www.HomesandLand.com)
  - g. [www.Homes.com](http://www.Homes.com)
  - h. [www.KW.com](http://www.KW.com)
  - i. [www.Google.com](http://www.Google.com) , [www.Yahoo.com](http://www.Yahoo.com), [www.msn.com](http://www.msn.com)
  - j. [www.visualtour.com](http://www.visualtour.com)
  - k. [www.OldHouses.com](http://www.OldHouses.com) for those special old houses
9. Develop an Information Brochure for Buyer Showings.
10. Update qualified Buyers with Your Property Information.
11. Promote Weekly at Office Sales Meetings
12. Deliver and send flyers to all Realtors® who work in your area
13. Communicate with You Regularly
14. Work to qualify prospective buyers and assist them in obtaining suitable mortgage financing.
15. Respond to Buyers & Agents questions – Provide Information
16. Follow-up with Agent Showings
17. Provide You with Feedback from Prospective Buyers
18. Re-write Advertisements to Keep Them Fresh
19. Keep You Advised of Activity and Trends in Your Market.

# Internet Marketing

Over 90% of all home buyers begin their search on the internet. We have invested in a custom designed web site, [www.WeKnowBrevard.com](http://www.WeKnowBrevard.com) with the latest technology that will help guide prospective buyers to your home.

You can also visit [www.WeKnowSuntree.com](http://www.WeKnowSuntree.com), [www.WeKnowViera.com](http://www.WeKnowViera.com), [www.WeKnowRockledge.com](http://www.WeKnowRockledge.com), [www.WeKnowMerrittIsland.com](http://www.WeKnowMerrittIsland.com), [www.WeKnowCocoaBeach.com](http://www.WeKnowCocoaBeach.com), [www.WeKnowSatelliteBeach.com](http://www.WeKnowSatelliteBeach.com), [www.WeKnowMelbourne.com](http://www.WeKnowMelbourne.com)

## Internet Traffic

Our website is optimized by Google and advertised across the United States, Canada, and each country in Europe. Web traffic is constantly monitored for effectiveness and changed to capture shifting markets.



# Contract Administration

The screenshot displays the SettlementRoom web application interface. At the top, there is a navigation bar with tabs for 'Preliminary', 'Reports', 'Event Log', and 'Calendar'. Below this, a sub-navigation bar includes 'Summary', 'Contacts', 'Open Items', 'Documents', and 'Messages'. The main content area is titled 'Transaction Summary' and shows details for a transaction involving 'Mike Buyer : 1435 Sample Road'. A left sidebar contains menu items for 'TRANSACTIONS', 'INFORMATION', 'POLICIES', and 'OTHER PRODUCTS'. The transaction details are organized into sections: 'Transaction Details', 'Actions', 'Documents', and 'Web Links'.

Transaction Details	
Address:	1435 Sample Road
City:	Anywhere
State/Province:	Indiana
Zip/Postal Code:	22046
Country:	United States
Property Type:	Attached
Status:	Listing
Listing Date:	03/10/2004
Contract Date:	04/12/2004
Inspection Date:	02/15/2003
Closing Date:	05/30/2004
Closing Time:	05:00 pm
Deposit:	\$10,000.00
Deposit Held By:	ABC Title
Listing Price:	\$250,000.00
Selling Price:	\$250,000.00
Loan 1 Amount:	\$200,000.00
Appraised Value:	\$255,000.00
County:	Montgomery
Tax ID:	R45-9098
Legal Description:	Lot 5, Block A
Case Number:	C-4511
Down Payment:	\$50,000.00
MLS Number:	Maple Leaf Model
Buyer 1:	Mike Buyer
Buyer 2:	Jane Buyer
Seller 1:	Sally Seller
Mortgage Broker:	Ben M Broker

**Actions**

- [Invite/Add a Contact](#)
- [Post a Message](#)
- [Upload a Document](#)
- [Fax-in a Document](#)
- [Email a Document](#)
- [New Web Link](#)
- [New Task](#)
- [New Order](#)
- [Feedback Request](#)
- [Printable Schedule](#)
- [Printable Case Sheet](#)
- [Edit Transaction Details](#)

**Documents**

**Web Links**

No Web Links

## What is SettlementRoom?

SettlementRoom is web-based software which will manage your real estate business from the time of listing until after the closing, saving you time and impressing your clients at every turn. SettlementRoom is easily implemented at any level, with packages affordable for agents and small teams, up to full service plans for large offices and multi-office organizations.

You access your SettlementRoom account using a normal web browser, so you can work on your transactions from anywhere in the world. Because your data is housed in a top tier national data center, it is safe and secure.

The basic SettlementRoom concept is to have our software automatically create for you a virtual website for each real estate transaction (listing, closing, loan, etc.) in which you are participating. Each website has your name on it and gives you and your invited guests secure point and click document management, messaging, ordering, calendars, contact management, task tracking and more. Your clients can log in at any time for up to date transaction and status information. You also automatically get management reports showing all of your current transactions and their status, with single click access into the details of any one of them. At the end of the transaction, you can get an archive of all of your documents, information, messages, and tasks for that property.

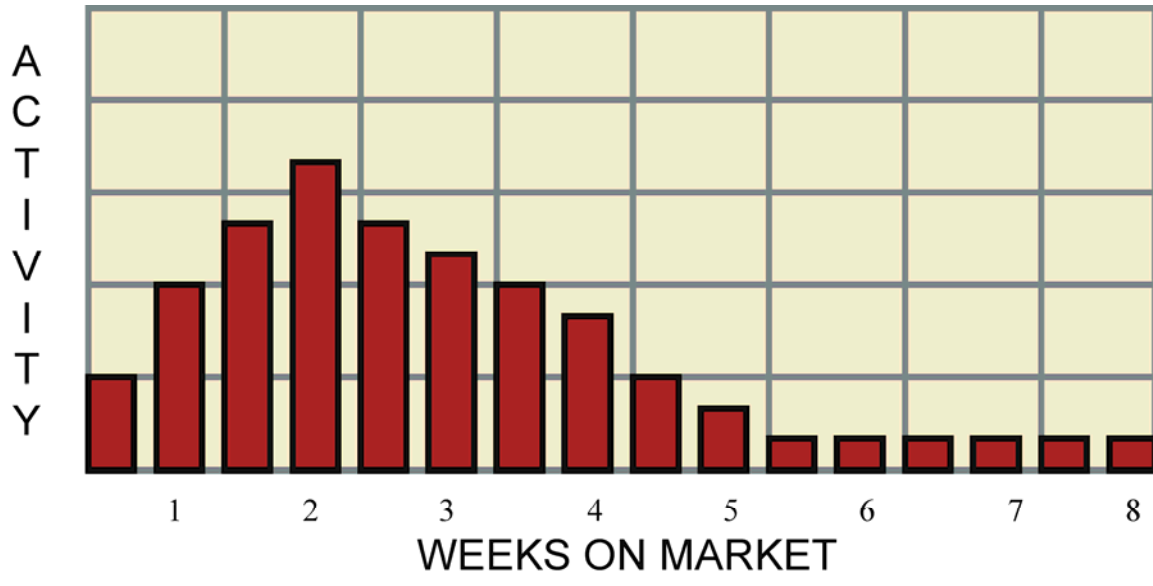
# FACTORS THAT DON'T AFFECT THE VALUE OF YOUR PROPERTY



*The value of your property is determined by*  
**what a BUYER is willing to pay in today's market  
based on comparing your property to others  
SOLD in your area.**

*Buyers ALWAYS Determine Value!*

## Activity Versus Time



- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.

*Next you would see your customized Comparative Market Analysis....*

*Call for Details!*

Estimated Expense Disclosure		Revised: Today	
<b>Prepared for:</b> Mr. & Mrs. Home Seller			
<b>Property:</b> Your Address Here			
<b>Prepared By:</b> Your Kuhn's Real Estate Group Professional			
Keller Williams Realty of Brevard			
<b>Estimated Closing Date:</b>			
<b>Estimated Expenses:</b>		<b>Seller's Totals</b>	
<b>Item</b>	<b>SELLER</b>	<b>%</b>	
Misc' + Recording: ESTIMATE	\$0		Sales Price
Appraisal (paid @ loan application)	\$0		<b>1st Mortgage</b>
Attorney Fee	\$0		2nd Mortgage
Brokerage Fee	\$0	6.00%	Est. Expenses
Credit Report (paid @ loan application)	\$0		Escrow Settlement
Discount Points	\$0	0.00%	Other
Document Preparation	\$0		Buyer's Closing Costs
Doc. Stamps on Deed (.70/100)	\$0		<b>Seller's Est. Net</b>
Doc. Stamps on Mortgage (.35/100)	\$0		
Home inspection	\$0		
Inspection: ( )radon ( )Energy Rating	\$0		
Inspections Other:	\$0		
Home Warranty Plan	\$0		
Intangible Tax (.002xMtg.)	\$0		
Loan Origination Fee	\$0	0.00%	
Maintenance Fee	\$0		
Mortgage Transfer Fee	\$0		
Photographs	\$0		
Recording Deed	\$0		
Recording Mortgage/Satisfaction	\$0		
Repairs (Paragraph "D" & "N")	\$0		
Roof Inspection	\$0		
Survey	\$0		
Tax Service Fee	\$0		
Termite Inspection	\$0		
Title Insurance ESTIMATE	\$0		
Other: Title Insurance Fees	\$0		
Underwriting Fee	\$0		
VA Funding Fee	\$0		
VA Repairs	\$0		
Warehouse Fee	\$0		
Other: Fed-Express	\$0		
<b>Total</b>	\$0		
<b>Prepaid/Prorated Items:</b>		Prior Year	
Real Estate Taxes (arrears)	\$0		
Homeowners Insurance + Windstorm	\$0		
Mortgage Interest	\$0		
Assumption of Escrow Account	\$0		
Solid Waste	\$0		
Association Fee	\$0		
Other	\$0		
<b>Total</b>	\$0		

Sample Seller's Net Sheet

These costs are provided as a courtesy & are calculated to the best of the Associate's ability. While deemed reliable, they are not controlled by the Broker or Associate & are not warranted for accuracy. Seller & Buyer agree to abide by the actual figures at closing. They also do not include provisions for rents, advance rents or deposits.

Seller Initials [ ]