



**BERKSHIRE
HATHAWAY** | HOMESALE
HOMESERVICES REALTY

Your World. Under One Roof.



MARKETING PROPOSAL



Prepared for: **Clients Name**
123 Main Street | Anywhere, USA 17777



Heather Bold, REALTOR®

410-320-7712 Cell | 410-505-9700 Office

heather@heatherbold.com | HeatherBold.com

MARKETING PROPOSAL

Dear Potential Seller,
I appreciate the opportunity to share my business plan with you.

In order to inform you about the current happenings in today's market, I have prepared this comparative market analysis (CMA) especially for you. There are many properties on the market today, and each has different amenities, sizes, and values. By reviewing this CMA, you will have the information needed to price your home in the appropriate range in today's market.

The current real estate market presents a variety of challenges. These obstacles can make selling a daunting task. My goal is to help you overcome these things and sell your home quickly and at a fair market value.

Home buyers always do a lot of comparison shopping. In today's market it is especially important to price your home right from the beginning and to get it "show ready". The homes that are priced right and show well are the ones that bring in qualified buyers, and sell faster.

Part of this package includes a detailed copy of my personal marketing plan. We will certainly go over this in detail so that you feel comfortable to entrust your home sale to me. I am sure that once you review the plan, you will feel very satisfied with me marketing your home.

I look forward to working with you on the sale of your home.

Sincerely,

Heather Bold



Heather Bold, REALTOR®

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GET TO KNOW ME

Hi there! I'm a seasoned real estate professional with over 25 years of experience in the industry. Throughout my career, I've gained extensive knowledge and expertise in residential real estate.

I have a proven track record of success in assisting clients with buying and selling properties. I have a deep understanding of the local real estate market and stay up-to-date with the latest industry trends to provide my clients with the most relevant and accurate information.

My approach is always client-centered, and I prioritize understanding their unique needs and preferences to provide them with the best possible service. Whether you're a first-time homebuyer, an experienced investor, or a business owner looking for a new space, I'm committed to helping you achieve your real estate goals.

I pride myself on my professionalism, attention to detail, and exceptional communication skills. I believe that transparency and honesty are essential to building long-lasting relationships with my clients, and I always strive to exceed their expectations.

I was born and raised in the Davidsonville area before leaving for college at Frostburg State. When I returned home I continued my education at Anne Arundel Community College while working at the Naval Academy. After finishing my education I acquired my Salesperson license then my Associate Brokers license. I purchased two homes in the Annapolis area before moving to the Eastern Shore over a decade ago.

When I'm not working with clients, I enjoy attending sporting and outdoor events, spending time with my 13 nieces and nephews, volunteering with the LRCP lab rescue, and staying active walking the trails on Kent Island with my three dogs. Thank you for considering me as your real estate partner, and I look forward to working with you!

For more info please go to HeatherBold.com !



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GET TO KNOW ME

Credentials and Designations

Licensed Realtor Since 1997

ABR – Accredited Buyer Representative

GRI – Graduate, Realtor Institute

Associate Broker

Lifetime Member – DSAC – Distinguished Sales Achievement Club

Lifetime Member – The Masters Club

Member of the Anne Arundel County Association of Realtors

Member of the Maryland Association of Realtors

Member of the National Association of Realtors

Berkshire Hathaway Leading Edge Society- (2020, 2021)

Berkshire Hathaway Honors Society - (2022)



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Reviews

-“Heather is by far the best realtor we worked with. We started with a different realtor, who ignored us and our wants. Heather was on top of everything as soon as she took over. She actually listened to what we wanted instead of what she thought we wanted. Heather has a lot of insight and experience to bring to the table. It was a breath of fresh air. When we did find what we wanted she played hard ball and got us more than we asked for. We did not pay over asking price. Hard to do in the market right now. Thank you again!!!”

-“Heather was AMAZING with helping us sell our home! She was so knowledgeable, she was always so responsive to any questions we had, and she helped us understand the current market and the process of selling our home for the first time. Any bumps in the road that occurred, she communicated it to us immediately, and usually already had it under control! I cannot recommend Heather more!! “

-“Heather helped us find our dream home. I couldn’t imagine going through this experience without her. She always made herself available to answer any questions. Very professional and experienced. Highly recommend. Heather is the best!!!”

-“Very knowledgeable about many areas and very helpful. Punctual and always around if you have questions. Will make sure that you make the best decision based on your needs. Highly recommend.”

-“Heather went above and beyond our expectations trying to keep in touch with an agent of buyer for our home we had on the market. Unfortunately she was given a complete run around with a different story from each person she spoke with. We ended up re-listing our home as the buyer’s funding did not work out. Fortunately, we found the right buyer who wanted to buy our home the first time it was listed. My husband and I would recommend her to anyone looking for an agent that will work hard to get your home sold.”

For more reviews go to [Realtor.com](https://www.realtor.com) and [Zillow.com](https://www.zillow.com)



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THE JOURNEY BEGINS

We begin by matching your objectives and priorities with the process of marketing and selling your house.

The first three steps toward selling your house are:

1. Clarifying and prioritizing your expectations
2. Defining the story of your house and neighborhood
3. Agreeing on a process – how we'll work together

SETTING EXPECTATIONS

Let's review and prioritize the following topics to help us understand what's most important to you in the sale of your property.

Communication

How often do you prefer we talk? What's your preferred method for communicating?

Motivation

Why are you selling your home at this time?

Time frame

How soon must you sell your home?

Price

Within what range do you expect to sell your home?

Homeselling Decisions

Tell me about other possible factors affecting your decision to sell now.

Marketing Plan

What aspects of marketing and advertising your home most interest you?

Previous Homeselling Experience

What was the most important thing you learned the last time you sold your home?

Relocation Assistance

Are you curious about home-buying options in your new location?

DEFINING UNIQUE SELLING POINTS

You know your home best. Let's discuss how we'll market its special features and location in the surrounding neighborhood.

Most Appealing Features

What attracted you to buy this house?

Least Appealing Features

What do you like least about this home?

Differentiating Features

What makes this property unique from similar properties?

Updates and Renovations

Have you made any improvements to the property since you bought it?

The Neighborhood

What do you regard as the most attractive features of the surrounding neighborhood?

Special Terms or Conditions

Do you have any issues regarding the sale of your property I should be aware of (e.g., items of personal property to be excluded, items which must be disclosed to prospective buyers, etc.)?

Potential Enhancements

What changes would you suggest to make your property as salable as possible?



HOW WE WILL WORK TOGETHER

● INITIAL CONSULTATION

We begin with a detailed assessment of your local market, your property and competitive properties. Together, we will discover the unique value of your home.

- Clarify your needs and expectations
- Review selling process
- Conduct initial market evaluation

● AFTER WE LIST YOUR HOME

We bring the story of your property to life by implementing your custom marketing plan across a wide variety of the latest technologies.

- Complete home enhancement recommendations
- Schedule and optimize marketing plan
- Show property to brokers
- Communicate sales status

● WHEN PENDING

In order to get to the closing table, we will need to follow the timelines and terms agreed to in the contract. I will help coordinate and guide you through each step.

- Order title insurance and deed survey
- Oversee inspections and review reports
- Deposit earnest money
- Resolve remaining contingencies
- Conduct final walk-through

● WHEN AN OFFER IS RECEIVED

I will notify you of an offer and we will meet to discuss the terms presented and how you would like me to negotiate the deal.

- Review qualifications of the buyer
- Negotiate on your behalf
- Deliver all counter proposals

● AT CLOSING

We will explain the proceeds & closing statement with you and coordinate possession of the property.

- Explain estimates of settlement costs
- Attend settlement to answer any questions

EVERYTHING YOU NEED TO BUY OR SELL A HOME. ALL UNDER ONE ROOF.

Berkshire Hathaway HomeServices Homesale Realty is a full-service, locally-owned brokerage — backed by the top national brand in home services. We help people achieve their real estate dreams (while avoiding sleepless nights throughout the process).

Homesale Realty can promise such a high standard of excellence because we've been in the real estate business for some time now. Along the way, we've fine-tuned our process to perfection. This means we know all the opportunities, and all the stumbling blocks, to keep your transaction safe and maximize its potential — smoothly and easily.

Our partnership with Berkshire Hathaway HomeServices brings your service to the next level. They're an internationally known brand with a well-earned reputation for strength, integrity, and trust. Their support gives Homesale Realty the additional reach and resources to make your experience an exceptional one.



Your World.

**Under
One Roof.**

HOMESALE REALTY

We have an international network for referring buyers throughout the Berkshire Hathaway HomeServices affiliates, no matter where you make your next move.



ONE OF THE MOST ADMIRRED NAMES IN THE WORLD

Berkshire Hathaway Inc. is one of the most admired companies in the world, according to Fortune Magazine, and considered one of the most respected by Barron's.



The Berkshire Hathaway HomeServices brand is framed on the very same core values of its namesake (Warren Buffett's Berkshire Hathaway Inc., one of the world's most trusted, respected and admired corporations) – Trust, Integrity, Stability and Longevity ...

Berkshire Hathaway HomeServices is among the few companies entrusted with the Berkshire Hathaway name.

HOMESALE REALTY | NATIONAL AWARDS

BERKSHIRE HATHAWAY HOMESERVICES

Ranking Within the Berkshire
Hathaway HomeServices Affiliate
International network



UNITS SOLD



GCI



TRANSACTIONS



SALES VOLUME



TOP BHHS
AFFILIATE



TOP CORE SERVICE
PROVIDERS



UNITS



GCI

HOMESALE REALTY | LOCAL AWARDS



Since 2000



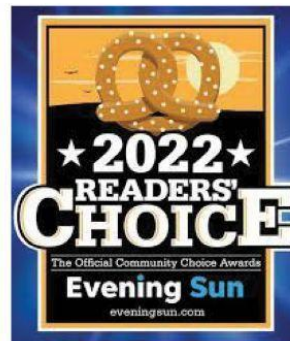
Since 2000



Since 2022



Since 2022



Since 2022

PRICING YOUR HOME

**BERKSHIRE
HATHAWAY**
HOMESERVICES

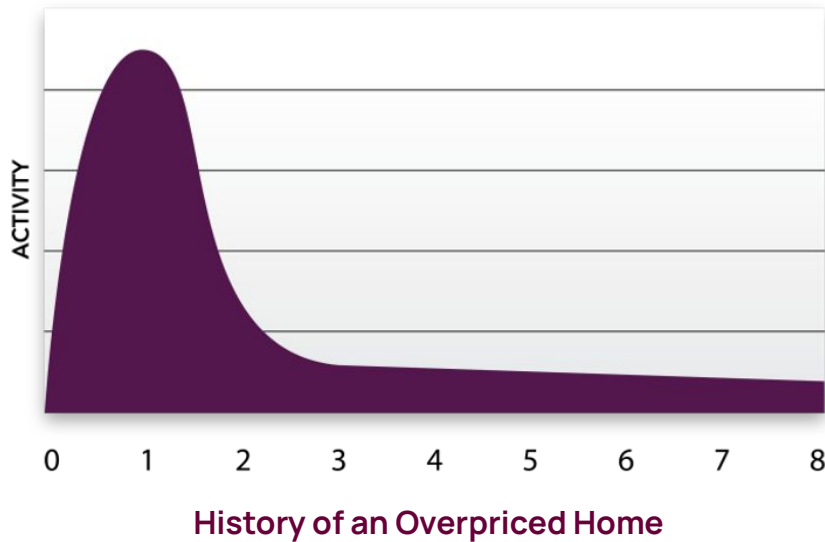
HOMESALE
REALTY

Your World. Under One Roof.



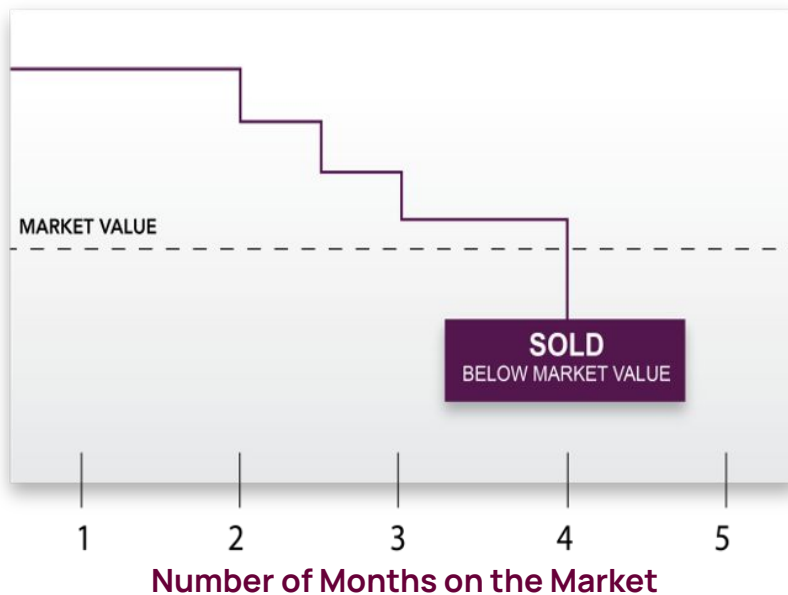
DANGERS OF OVERPRICING

BUYER ACTIVITY



- An asking price beyond market range can adversely affect the marketing of a property
- Marketing time is prolonged and initial marketing momentum is lost
- Fewer buyers will be attracted

History of an Overpriced Home



- Helps sell your competition's home that is priced correctly
- Takes a longer time to sell
- The property may eventually sell below market value



As your trusted real estate professional, I can offer you QuickBuy® home sale options, which include a convenient instant offer on a qualified home. Let me help you discover new ways to sell your home quickly and safely!



Immediate Offer

QuickBuy™ Offer

- Enjoy convenience & certainty
- No home prep, no showings
- Close on your timeline, in as few as 14 days



List With Assurance

QuickBuy™ Lock

- Combine QuickBuy™ Offer with a traditional sale
- List your home for up to 150 days with the certainty of an offer in-hand
- Accept the offer at any time while listed



Sell & Stay

QuickBuy™ Leaseback

- Optional add-on to the QuickBuy™ Offer or Lock program
- Secure your home sale proceeds
- Move when ready
- Short- and long-term options



Go Traditional

Home Sale Solutions

- Professional real estate guidance to help you successfully list, market, and sell your home

QUICKBUY® Exclusion Clause

Amendment to the Listing Agreement

Property

Address: _____

Seller(s): _____

Listing

Agent: _____

Listing Brokerage: Berkshire Hathaway HomeServices Homesale Realty

In the event the seller enters into an agreement of sale contract with QuickBuy® (Q Offers - A, LLC), it is understood and expressly agreed that:

1. There will be no commission or compensation from the seller earned by, due or payable to Berkshire Hathaway HomeServices Homesale Realty.
2. The Listing Agreement signed between the seller and Berkshire Hathaway HomeServices Homesale Realty shall terminate upon title transfer without any obligation on my (our) part or on the part of QuickBuy® (Q Offers - A, LLC) to either pay a commission or continue this listing.

In the event the sales agreement between QuickBuy® (Q Offers - A, LLC) and seller is terminated, Berkshire Hathaway HomeServices Homesale Realty will begin marketing efforts to achieve a sale to a market buyer within two business days of said termination.

Seller Signature

Date

Listing Agent Signature

Date

HOW WE MARKET YOUR HOME

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WHAT HAPPENS ONCE MY HOME IS LISTED?

Introduce Your Home

We begin by introducing your home and marketing it to other real estate professionals to generate buzz & excitement so that it hits the market with momentum!

- Enter property details into MLS
- Broker's Open event
- Marketing to other real estate professionals
- Enter information into Showing Time

Preparation for Marketing Launch

The next step involves preparing to promote your home to the public so we can capture as many prospective buyers as possible.

- Professional photography session
- Home description written
- Schedule marketing activities



Marketing your Home Publicly

Our comprehensive marketing plan is built to market to prospective buyers & real estate professionals while maintaining communication with you. We'll handle everything from yard signs to open house events to online marketing, all with the most innovative targeting strategies available.

Exposure

When selling your home, we deliver maximum exposure to the right audience, reaching millions of unique users monthly. The world's a big place and we'll be where the action is.

PREMIERE LISTING MARKETING PLAN

Berkshire Hathaway HomeServices Homesale Realty offers a premiere listing marketing plan to get your home in front of as many potential buyers as possible.

- A **sign** will be placed in your yard
- A **14-day targeted digital ad** will be created to advertise your home & appear on Facebook and Instagram as well as premium websites/popular mobile apps such as CNN, The Weather Channel, ESPN, and more. Additionally, a social media post will be created to promote the listing.
- An open house will be scheduled, if applicable. A **2-day targeted digital ad** will be created to advertise the event & appear on Facebook and Instagram as well as premium websites/popular mobile apps such as CNN, The Weather Channel, ESPN, and more. Additionally, a social media post will be created to promote the event.
- Your home will receive a **dedicated property webpage** that formats & functions on any device, allowing buyers to see photos, video, thorough information, & request a showing
- Your home will also be **syndicated across thousands of websites & receive maximum exposure**, including all of the major real estate websites (Homesale.com, BHHS.com, Zillow, Realtor.com, Trulia, Homes.com, etc), all Internet Data Exchange (IDX) participating brokerages, Delta Media Group's network of 32,600+ websites, & other global partners
- **Virtual tour video** will be created & posted to YouTube as well as on the dedicated property webpage & will be syndicated to all major real estate websites
- **Professionally designed flyer** (& other applicable marketing materials) will be created for your property
- **Seller report** will be sent to you weekly to keep you apprised of market conditions, information on your home, & activity on your listing

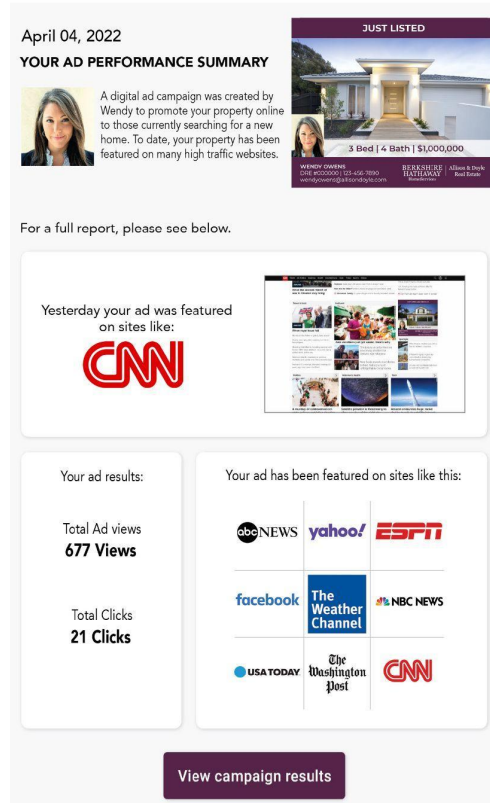
DIGITAL ADVERTISING

Reaching the right audience, as soon as you list your home, is key to capturing more buyers. Berkshire Hathaway HomeServices Homesale Realty offers **14 days of complimentary digital advertising for your listing**, ensuring that we grab buyers' attention right away and get your home sold!

Additionally, Berkshire Hathaway HomeServices Homesale Realty offers **2 days of complimentary digital advertising for each open house**, maximizing exposure for the event to potential buyers!

We place these ads where home buyers visit and shop the most – social media, select online sites, & mobile applications like CNN, The Weather Channel, ESPN, and so many more! We use key data points, like users' online viewing habits, searches, & geographic location, to identify high-potential buyers whose online activity supports the intent to purchase a home and display these ads to them.

Additionally, you'll receive detailed reports that show you how many people have viewed and clicked on your home's digital ad, as well as what websites/applications it was viewed on.



LISTING SYNDICATION

A **dedicated property webpage** will be created that formats & functions on any device, allowing buyers to see photos, video, thorough information, & request a showing.

Homesale Realty also distributes our listings across thousands of websites to gain **maximum exposure**. Our listings can be found on all of our websites, all of the major real estate portals, all Internet Data Exchange (IDX) participating brokerages' websites, and across the Delta Media Group Network of...

32,600+ WEBSITES

- No other local real estate company has a reach this extensive
- We have partnered with the top real estate portals to get your home sold quickly
- By partnering with these top portals, your Homesale Realty agent will receive all inquiries on your home from these websites

Homesale.com | Homesaleluxury.com | bhhs.com | bhhs.com/luxury

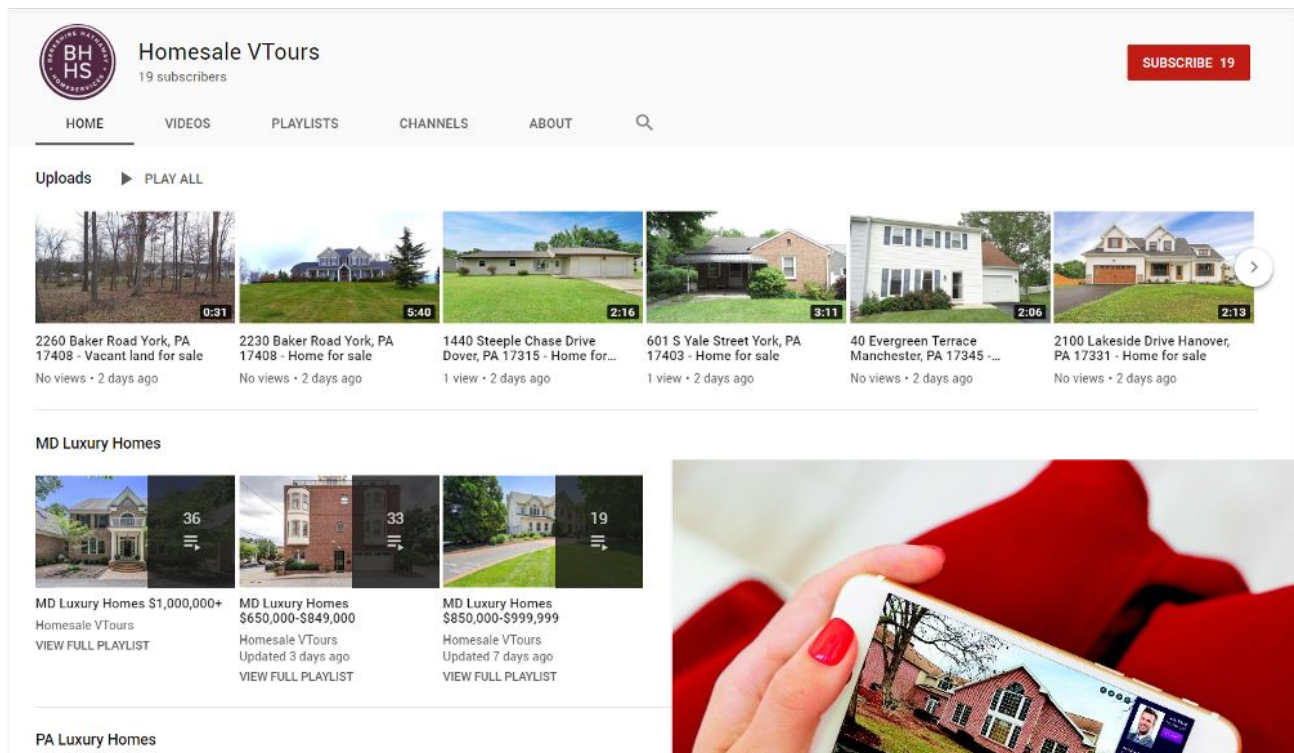
Berkshire Hathaway
HomeServices now broadcast
your listing* worldwide to:

VIRTUAL TOURS

YouTube is one of the most visited websites in the world, so of course it's important for your listing to be there! Additionally, since Google owns YouTube and favors their videos in search results, Homesale Realty leverages that connection by creating a video of your home and posting it on YouTube. This helps increase SEO (search engine optimization) and capture more exposure, while also helping your listing to be found by consumers who are searching for your address.

Your video and virtual tour will also be:

- embedded on the dedicated property webpage on Homesale.com & your agent's website
- placed on YouTube Playlists by school district
- syndicated to all major real estate websites



Homesale VTours
19 subscribers

SUBSCRIBE 19

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Uploads ▶ PLAY ALL

2260 Baker Road York, PA 17408 - Vacant land for sale 0:31
No views • 2 days ago

2230 Baker Road York, PA 17408 - Home for sale 5:40
No views • 2 days ago

1440 Steeple Chase Drive Dover, PA 17315 - Home for... 2:16
1 view • 2 days ago

601 S Yale Street York, PA 17403 - Home for sale 3:11
1 view • 2 days ago

40 Evergreen Terrace Manchester, PA 17345 - ... 2:06
No views • 2 days ago

2100 Lakeside Drive Hanover, PA 17331 - Home for sale 2:13
No views • 2 days ago

MD Luxury Homes

MD Luxury Homes \$1,000,000+ Homesale VTours
VIEW FULL PLAYLIST 36

MD Luxury Homes \$650,000-\$849,000 Homesale VTours
Updated 3 days ago
VIEW FULL PLAYLIST 33

MD Luxury Homes \$850,000-\$999,999 Homesale VTours
Updated 7 days ago
VIEW FULL PLAYLIST 19

PA Luxury Homes



[Youtube.com/homesalevtours](https://www.youtube.com/homesalevtours)



HOMESALE SELLER REPORTS

You will receive a weekly email report to keep you apprised of:

- Regularly changing market conditions in your area, new listings, price & status changes
- Detailed information on your home & neighborhood
- Activity on your listing such as how many consumers are looking at your home on Homesale.com, Realtor.com, Zillow, Trulia, & Homes.com
- Stats from our Just Listed & Open House advertisements



PREPARING YOUR HOME FOR SALE

**BERKSHIRE
HATHAWAY**
HOMESERVICES

HOMESALE
REALTY

Your World. Under One Roof.



PREPARING YOUR PROPERTY

You only have one chance to make a positive first impression. No one has a more important role in the home selling process than you. Staging your home will present it at its best, resulting in a successful sale at the highest price. Take a tour of your house as if you were the buyer. Make a list of jobs and begin the work today.

- ☐ Remove all unnecessary furniture
- ☐ Remove clutter throughout
- ☐ Clean all blinds
- ☐ Make sure your carpets are clean
- ☐ Clean hardwood flooring
- ☐ Organize closets and cupboards
- ☐ Make sure windows, screens and doors are sparkling clean
- ☐ Be certain that all windows, screens and doors are in proper working order
- ☐ Replace all broken glass
- ☐ Clean the oven and the dishwasher
- ☐ Clean all other appliances and make sure they are in proper working order
- ☐ Oil noisy appliances and ceiling fans
- ☐ Deodorize the garbage disposal
- ☐ Brighten interior walls with a coat of paint
- ☐ Repair cracked or peeling paint, wallpaper and woodwork
- ☐ Wash wall smudges and polish mirrors
- ☐ Check all light bulbs
- ☐ Clean the fireplace and/or wood stove
- ☐ Clean the furnace and replace filters
- ☐ Test all smoke & carbon monoxide detectors
- ☐ Tighten loose door knobs, towel racks, cabinet handles and switch plates
- ☐ Tighten loose banisters
- ☐ Repair sticking doors and windows and warped drawers
- ☐ Eliminate water discoloration in sinks and bathtubs
- ☐ Remove all rust and mildew
- ☐ Replace loose caulking or grout
- ☐ Make sure all plumbing fixtures are in proper working order
- ☐ Clean the garage so a car will fit into the proper space
- ☐ Throw away unnecessary items



PREPARING YOUR PROPERTY

A comparatively small investment in time, money and effort can remove many distractions and lead to strong offers from buyers

Exterior Improvements

- ☐ Trim trees, hedges and shrubs
- ☐ Remove dead or dying flowers
- ☐ Put away outdoor tools and equipment
- ☐ Remove stains and clutter from the driveway
- ☐ Repair the driveway, sidewalks and stairs
- ☐ Remove mildew or moss
- ☐ Touch up exterior paint
- ☐ Paint the front door and the garage door
- ☐ Replace faded house numbers
- ☐ Replace old door mats
- ☐ Replace or paint weather-beaten mailbox
- ☐ Make sure the doorbell works
- ☐ Clean outdoor light fixtures
- ☐ Shine outside brass fixtures
- ☐ Clean and repair patio and deck areas
- ☐ Repair fences and gates
- ☐ Check roof shingles and replace or repair if necessary
- ☐ Remove debris from the roof
- ☐ Clean gutters
- ☐ Replace damaged bricks and rotted wood
- ☐ Clean basement entry drains
- ☐ Clean the chimney
- ☐ Stack the wood pile neatly
- ☐ Replace or repair anything that sticks, squeaks or drips



SHOWING TIME

Showing Time will set up and manage all of the showings on your home.

Open 24/7/365

No matter what time of day or night showings are requested, they are there to help the agents, so you don't miss out on a potential buyer.

Mobile App

The Showing Time Mobile app will alert you of showing requests. Accept or change the date/time from your phone. And, if you prefer, they can call you to confirm the showings.



SHOWING PREPARATION

Prepare Interior

- ☐ Fresh Flowers
- ☐ Turn on all the lights
- ☐ Open windows to let in fresh air or set thermostat to comfortable temperature
- ☐ Open curtains or blinds to let in natural light
- ☐ Turn off TVs
- ☐ Relocate
- ☐ Refrain from smoking in the home
- ☐ Lock away valuables



Kitchens and Bathrooms

- ☐ Clear the countertops
- ☐ Keep all toilet seat lids closed
- ☐ Hang fresh towels
- ☐ Make beds

Maximize Curb Appeal

- ☐ Sweep the entryway and walkways
- ☐ Mow, keep lawn trimmed and edged
- ☐ Trim shrubs and trees and rake the leaves
- ☐ Clean up pet droppings
- ☐ Remove trash receptacles
- ☐ Park in garage or on street
- ☐ Turn on outside lights after dark



PROPERTY ENHANCEMENT

Putting your home on the market, maximize the value of your home

- Preparing your property for sale checklist
- Recommendations for minor repairs and improvements
- Access to a list of the most qualified, insured, and pre-screened home improvement vendors with Homesale VIP Services
- Keep your home clean and ready for showings



Homesale.com/VIP

MORE COMPLETE SERVICES

Home Warranty

Help protect yourself from unexpected home repair costs. Add value to your home.

Seller Services Guarantee

I guarantee the services outlined in this agreement so you can count on top-notch customer service.

Relocation & Business Services

Berkshire Hathaway HomeServices provides an international network as one of the top providers in global relocation.



WE PROTECT YOU

Our Risk Management

Our strategy will help you maintain negotiating strength by identifying potential problems early

Fraud Risk



Americans have lost \$150 million to Real Estate scams in 2019



Fraud has risen 1,000% since 2018



#1 victim of malware attacks

Homesale Risk Management

- Protected with the most up-to-date firewalls and software products
- Company email is on a secure server
- We host fraud training each year
- Periodic testing of our employees and staff
- Our I.T. team stays on top of new threats and notifies the entire company as they are happening
- The HomeSale Complete team (Mortgage, Title and Insurance) operate with a sense of urgency and communicate each process with buyers and sellers to avoid issues

HOMESALE COMPLETE

Any way you look at it, we offer everything you need to sell a home, and all in one place – because selling a home is a big endeavor, and we're here to make the experience a little easier for you.

Each company within the Homesale family of companies is made up of true career professionals, who are specialists in each of their areas of expertise and practice at the highest professional level. Everyone operates with a sense of urgency in a highly-energized, forward-thinking and focused environment.



HOMESALE
REALTY

Our Real Estate company can match you with the right agent to provide you top-notch service



HomeSale Mortgage, LLC has been dedicated solely to serving agents' and borrowers' home financing needs for over 15 years



HomeSale Settlement will see that your settlement is processed and settled quickly



HomeSale Insurance will make sure that your investment is protected



HomeSale Relocation will ensure that your relocation process is easy



American Heritage Property Management will work to increase your cash flow and enhance the value of your real estate investment