



realty path
THE WAY HOME

SOLD

The 2 Most Important Factors when Selling Your Home are:



Reaching Home-shoppers



Accurate Pricing



Realtypath Reach

We reach every home-shopper searching for a home like yours

Traditional Marketing

Most only

- 1 List your property for sale on the MLS
- 2 Take a few photos on their cell phone
- 3 Install a "For Sale" sign

The "Flaw"

Traditional marketing is much like crossing your fingers

REALTYPATH REACH MARKETING

The right way to sell your home is with the greatest amount of REACH



Custom Property Website



Massive Internet Reach



Video Emails



YouTube Videos



Internet Classified Ads



Yard Signs



Beautiful Flyers



24/7 Info Hotline



Social Media



Mobile App



Open Houses



MLS

CUSTOM PROPERTY WEBSITE



Mobile-First

Most home-shoppers search on their phones

Slideshow with Large Property Photos

All Property Details

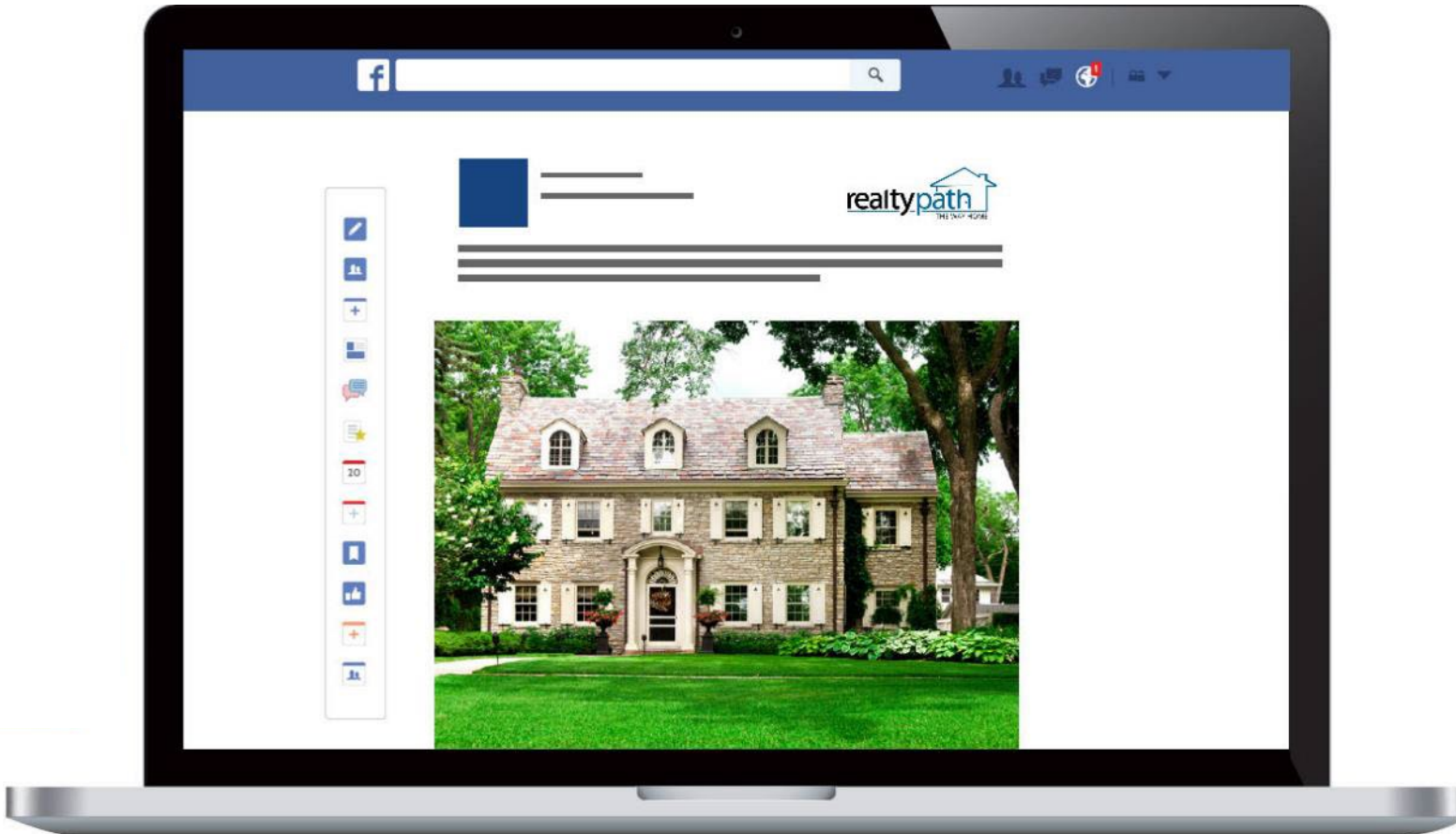
School Information

Map for Directions

Printable Flyer

SOCIAL MEDIA REACH

We post your property on Social Media.



Allows viewers to:

Share with others,
multiplying our reach



“Like” the post, causing it to
appear on their own feed



Tag their friends, drawing
additional attention



Request a showing
appointment



INTERNET REACH

Your listing will be displayed on hundreds of real estate websites



Every online home-shopper will see your property

ONLINE CLASSIFIED AD REACH

We post your listing on:



Attracts highly-active local home-shoppers

NEIGHBORHOOD REACH

Yard Sign with 24/7 Info Hotline Number



Driveby home-shoppers obtain an instant text with:

Photos of the inside



List Price



Detailed property information



I instantly receive a text to personally reach out

EMAIL REACH

I email home-shoppers plus my friends and family

Email-friendly videos

Open House alerts

"New listing" alerts

Price reduction alerts

A Beautiful Contemporary Home!

3229 Parker Lane
Philadelphia, PA 23333

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- 5 Bedrooms 123
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- 5 Bedrooms 123
- 5 Bedrooms 123

WATCH VIDEO

Robert Douglas
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THE WAY HOME

OPEN HOUSE REACH

52% of home-shoppers visit open houses

Neighbors may introduce friends to your home



May create competition among buyers



More relaxing for home-shoppers to see inside



Important feedback on price and buyer appeal



ACCURATE PRICING

*Your home will sell if
priced accurately*

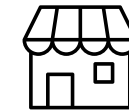
However, no matter
how deep our reach
is, it won't sell if it is
too far overpriced



Key Pricing Factors



Property Conditions



Market Conditions

PROPERTY CONDITIONS

Square Footage,
Bedrooms and Baths,
Lot Size, Condition,
Cleanliness, Curb
Appeal, Updates



PROPERTY CONDITIONS FACTS



Buyers will pay more in some locations than in others



Larger homes generally sell for more



Newer homes generally sell for more



Clean, uncluttered, repaired homes sell faster and for more



Modern, updated homes sell faster and for more

MARKET CONDITIONS

Home Loan Interest Rates,
Economy & Job Market,
Competing homes for sale



MARKET CONDITIONS FACTS



Interest rates affect the amount buyers can afford... and pay



Strong economy = Many buyers
Weak economy = Few buyers

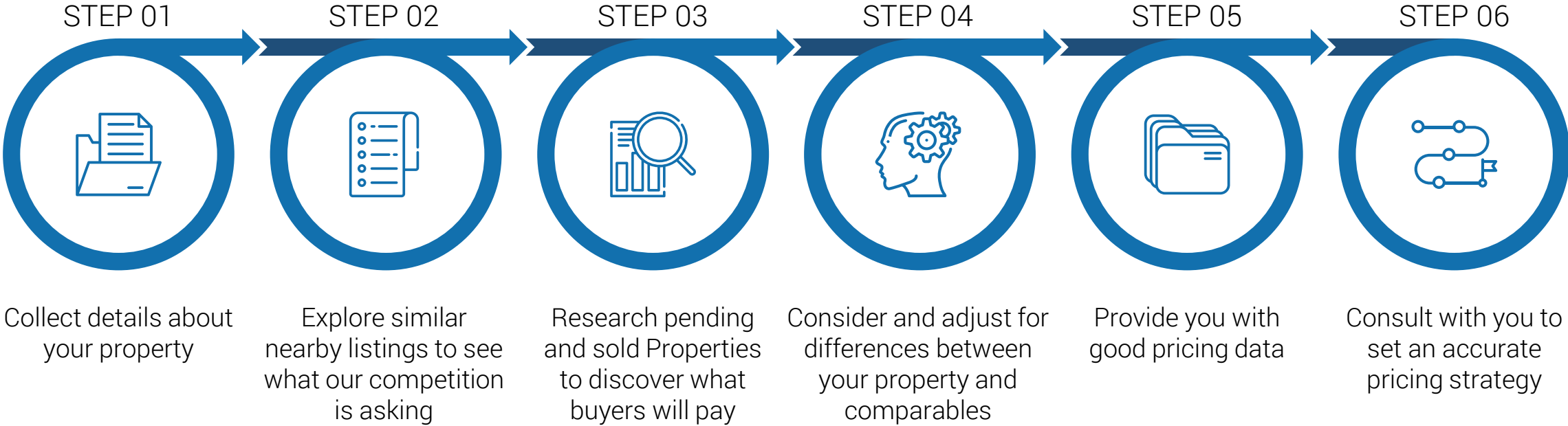


Many listings reduce prices
Few listings increase prices

AN ACCURATE PRICING STRATEGY

The best way to determine a pricing strategy is a: **Comparative Market Analysis (CMA)**

How a CMA is Created



OFFER TO CLOSING

We protect your interests

Negotiating

- I thoroughly explain the terms of the offer
- I use our third-party position to represent you
- I provide you with information and advice
- You will always make the final decisions

More Negotiating

It doesn't end with an offer

- I often negotiate multiple-offers
- I often negotiate backup offers
- I often negotiate after buyer due diligence
- I often negotiate after appraisals
- I often negotiate if there are delays

Transaction Administration

- I coordinate all appointments
- I track the lending process
- I open escrow and verify all documents
- I review the Settlement documents
- I make sure your closing is smooth

Let's Get
SOLD



www.realtypath.com