

MARKETING PROGRAM FOR SELLERS

Client Guide

Property Up Inc.



John Herman,
Managing Broker

Your Trusted Real Estate Advisors

PropertyUp
TRUSTED REAL ESTATE ADVISOR



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This guide will provide you an outline of the process the Property Up Team will utilize to sell your home and we will take care of it all; from specialized market knowledge, home value, marketing, negotiating and closing your transaction.

We take great pride in delivering that same high level of quality and personalized service to create a luxury real estate experience for all of our clients, one that you will truly appreciate. We are committed to staying at the forefront of the industry by doing all that we can to anticipate your real estate needs and exceed your expectations.

You should expect and will receive the luxury of personalized service every step of the way.



Property Up

TRUSTED REAL ESTATE ADVISOR

The Property Up Brokerage in Barrington is an office of highly experienced and professional real estate brokers who have the connections, market perspective and determination that makes each client experience excellent.

From unique market to unique market, our expertise, market knowledge and guidance keep the home selling process realistic and straightforward. Property Up brokers proudly serve the Northwest suburbs of Chicago. In 2015 the Property Up office listed and sold about 100 properties.



Your Support Team

*When You Hire One Of Us.....
You Hire All Of Us*



John Herman,
Full Time managing Broker

John Herman has been selling real estate for almost 15 years and brings a unique perspective and diverse experience to the Barrington office. John ranks in the top 10% Brokers in sales in the State of Illionis for the past 5 years.

Melody Tamargo
Officer Administrator

Melody leads our Administrative Team, trains the team on new initiatives, keeps the team up to speed on our technology and tools, and coordinates the implementation procedures necessary for paperless transactions.



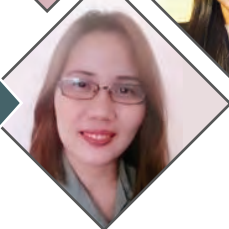
Desiree



Regina



Maricel



**Desiree Irschitz, Regina Montilla,
Maricel David**

Relationship Managers

They are full time experts here to coordinate showings, home inspections, answer questions, final walkthroughs and so much more.

Track Record And Experience

Certain types of professionals are required by law to provide new clients with information relevant to their qualification and track record as an indication of competence in their field, Brokers are not required to provide this information but....here's ours anyway.



On-Line Reviews & Social Proof Of Our Success

SOLD IN 7 DAYS – FOR MORE THAN LIST PRICE

“The Property Up Team sold our home in 7 days! We got out of our house and purchased a home in the community where we wanted to be. I know many people that haven’t had that kind of success. Thanks again for everything! We really look forward to having you as a resource and being able to refer friends to you for real estate advice.”

-Clay Curce

SOLD IN 3 DAYS

“I made the mistake of hiring a friend of the family to sell our house. After it sat on the market for over 270 days we cancelled the listing. One of our friends had used the Property Up Team and had success, so we decided to sell with them. Three days on the market with Property Up and we had an acceptable offer. We had a smooth transaction and the home even closed 1 day early!”

-Dave Kennedy

HOUSE SOLD IN 2 DAYS – FOR MORE THAN LIST PRICE

“When it comes to negotiation John and his team are the best! His understanding of the market and communication is unmatched! Thank you for your hard work and keeping me informed every step of the way.”

-Steve Invorski

Success Stories

Read what others are saying about Property Up selling team.

“John sold a house for us years ago when the market was still good and he was so professional. We knew we could trust him to handle our next sell in a bad market. We used the Settle-Up program to make sure our home sold as we couldn’t put a contingency on our new house, John came through again for us and sold our home in one week at full price. My wife and I recommend John to all our friends.”

-Ed and Judy France

“Thank you for buying my house for me. I was so worried I was going to lose the house in highpoint that I wanted so badly. I’m still upset how the buyer backed out at the last minute. I couldn’t believe you actually bought my house at a decent price. You are amazing!”

-John Giovenco

“When we listed with Mike Kurowski we didn’t expect to get multiple offers on our house but that is what happened. Mike brought us 3 offers on our home. We picked the one for full price. He was a great help when it came to looking to buy our next house. When we found the perfect house, he helped us negotiate an incredible deal. Mike saved us over \$18,000 on our new home.”

-Jim and Steph Starnes

"We had our home on the market for over 195 days with another company and had no offers. We received one of Property Up's postcards saying they could sell our home fast and for top dollar. Quickly John and his team had buyers walking through our house. He SOLD our home in 6 days. We highly recommend Property Up to anyone wanting to get their home sold"

-Jim and Roxanne Flanagan

"We were concerned that it would take a while to sell in our neighborhood. Our friends used Dan Solone with Property Up to sell their house fast and suggested we call him to sell our home. We had Dan come over and show us what our house was worth including what it would take to get it sold. We were really impressed with his professionalism and his knowledge of the market. He then put our house on market and we immediately had buyers. Soon we had a great offer and then Dan helped us save \$46,000 on our new home. Thanks Dan for being a true professional! We now have a great agent and a new friend."

-Abel Munoz



Creating The First Impression

One important thing to remember...

Buyers want to be impressed!

As the Seller, you should know what elements to consider in order for your home to create a great first impression. First impressions are extremely important and should not be set aside. That quick glance or look is crucial, for it must give the emotional connection that the Buyers are looking for. Listed below is a short list of the things which we developed in order for your home to create the needed positive first impression.

1

The Approach

The first few seconds in a home showing can literally make or break a sale. Be certain that the first things to come into view are neat and attractive.

2

The Entrance

The front entry area and front door should be warm and inviting. The area should be swept clean and the door should be in a good condition. Repair necessary parts if needed. A seasonally decorative touch can set the proper inviting tone.

3

The View

Windows should be sparkling clean in order to maximize the light entering the home and to provide an inviting scene from the exterior. Keep curtains and drapes open whenever possible to achieve a bright, open effect.

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4

The Furniture

A cluttered look makes every room seem smaller than it really is. Remove extra furnishings whenever possible to give your home a clean, simple appearance. Remember, the buyer is trying to visualize how their furniture will look in the home. Make it as easy as possible.

5

The Surroundings

Spruce up, paint up and touch up. Faded or worn paint or wall paper on the walls and ceilings can create a drab effect throughout the interior and will leave an impression in the buyer's mind that is difficult to erase.

6

The Storage

Another important thing a typical buyer wants is adequate closet and storage space. Maximize the size of your closets by removing excess items and neatly and arranging those items that remain.

7

The Kitchen and Bathrooms

These areas should be clean and spotless. No matter how relaxed buyers may be in their present home, they will invariably downgrade the desirability of a home if the kitchen and baths are less than spotless. Make sure everything shines!

8

**Fix
the Little
Things**

Loose door knobs, doors that do not close all the way, ripped screens off the track and cracked window panes are all a part of everyday life, except when you are selling your house. Little things undone can suggest neglect to a fussy buyer. For top dollar, it is key to fix these items.

9

**Shed
Light on
Dark Areas**

Whenever possible, make sure the lights are turned on in areas of the house that appear dark.

The First impression on average takes about 8 seconds to make, complete these points to ensure your home creates a great first impression.

The Elements Of Creating A Sale

Property Up provides beneficial information and superior service. This is the reason why over 90% of our business comes from referrals. Here are the most important considerations when selling a home.

1**Value**

The value is normally the first consideration when beginning a home search. Depending upon market conditions, it is the starting point from which to negotiate the actual price of a home. The actual market value is determined by what a buyer is willing to pay.

**2****Property Location**

The proximity to area amenities and schools is typically a primary concern. Street traffic, access to expressways and public transportation are also major considerations.

**3****Property Condition**

The structural and mechanical integrity, as well as the upkeep and cosmetic appeal of a property affects a homes value. Neutral decor including floor and wall coverings, updated appliances and fixtures, offer the broadest appeal to buyers.



4

Market Conditions

Interest rates, competition from other properties, the economy and consumer confidence all influence the sale of a home. Each of these factors play an important role in the ultimate purchase price of a home. An offer to purchase must be tailored in response to market conditions.



5

Contract Terms

The terms of a purchase can make or break the contract. House sale contingencies, closing dates and inclusion of accessories or fixtures should be stated clearly and up front in order to avoid any confusion. Misunderstandings may affect the purchase and closing.



6

Marketing

When advertising exposure and market positioning are done correctly, your home will sell more quickly and will command a higher price. How your home is showcased online and the quality of websites in which it appears are part of a comprehensive marketing strategy. Aggressive internet exposure is essential.



The Property Up marketing process for

Maximum Market Exposure



MLS:

Placement in a state-of-art real estate listing database, making your home available to 43,000+ Brokers in Chicago and the Northwest Suburbs as well as neighboring cities, (within 24 hours).

Professional photos:

Photos can make or break the sale of your home, we utilize professional photos on every listing.



Electronic brochures:

A property profile and a professional electronic flyer of your home with multiple photos, plus complete write up of your home set up to be viewed by all smart phones.

Video tours:

We use video tours to promote your property. This allows out of town buyers to truly be able to buy your home sight unseen and increase the chances of you getting a faster sale (within 72 hrs.).



Personalized Website:

We will build an entire stand-alone website just for your home, including pictures, visual/virtual tour, video tour downloadable documents, music, floor plans, and more....



Internet Strategy:

The placement of details about your home, along with photos, on the internet on our personal, internet websites (within 72 hrs.).



Your home
will be
seen on:



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Google



msn

Chicago Tribune

**COLDWELL
BANKER**

CYBERHOMES
ESTATE AGENCIES PTE LTD

 **craigslist**

**Excite
@Home.**

**Century
21**

 **oodle**
marketplace United States

PIONEER PRESS
YOUR LOCAL SOURCE


Daily Herald
Big Picture . Local Focus

Your home
will be
seen on:

This
is not the
full list of
websites we will
place your
home on...

Market Exposure Components

1

TEAM APPROACH



A team will always out perform an individual! The Property Up Team is well trained in customer service, sales and high level negotiation!

2

PHOTOGRAPHY



Our photographers are some of the best in the business!

3

SIGN & POST



Our luxury sign and post will show your home is professionally represented. With our clean branding, nothing that will detract from your home's curb appeal.

4

SIGN RIDER



Another way we empower buyers to get the information they need about your property 24/7.

5

BROCHURES



Professionally designed and commercially printed, a Property Up brochure will showcase your home in the best possible way.

6

ITS OWN WEBSITE



We build your property its own custom website. It will feature your property's high resolution photos and all the features of your home. You will also find video virtual tour links.

7

PAY PER CLICK



We spend thousands of dollars per month on pay per – click advertising in many of the social media platforms. This is a great way to market your home to its hyper local market.

8

PREMIER EXPOSURE



Premier exposure on:

Trulia.com	Homes.com
Zillow.com	Realtor.com
Redfin.com	many more

9

VIDEO

Our video campaigns are progressing and changing to capture the interest of more buyers every 2 weeks.

10

JUST LISTED MAIL

Our mailing campaign will showcase your home to your neighbors and allow them the opportunity to show it to buyers they know who are looking in the neighborhood.

11

OPEN HOUSE

We call it a MEGA open house! We can advertise, cater and invite potential buyers to your home.

12

TOP 300 AGENTS

We pull approximately 300 realtors that have sold a home within a radius of your home and give them a broker courtesy “head up” of the new pre – market listing.

13

LOCAL OFFICES

Since Property Up participates in the Broker Reciprocity Multiple Listing Service, most local brokerages will also feature your home on their site, giving it even more exposure.

14

INTERNATIONAL

We work with website companies that translate our listings so your listing has more potential buyers.

15

E-MAIL BLASTS

Clean, simple and direct e – mails. They feature your home in the best light to brokers, buyers and anyone interested in your home.

16

BUYER DATABASE

On average we have 2,500+ active buyers searching our website. We check their searches, narrow it down to 50 – 100 buyers that may be interested in your home and call them!

17

STAGING



Staging has been proven to sell a home for more money in less time. Although staging is not for every home, we will guide you through the decision of choosing staging vendors or virtual staging.

18

HOME WARRANTY



Sell with peace of mind; covered service problems will be taken care of, while also providing additional after – sale liability protection.

19

BROKER TOURS



Some neighborhoods have Broker Tours. If there is a tour in your neighborhood, we may be on it to represent your home on tour.

20

FEEDBACK



We give you feedback received from prospective buyers and brokers regarding your home, to allow you to make needed changes to your home selling strategy.

Your homes' market exposure will sell faster with Property Up's 20 key selling components.



Additional Marketing

After 30-60 days of marketing and at least 5-10 showings, our marketing continues with the following items:

Direct Mail:

A target-market mailing piece with a color photo of your home to your neighborhood and our sphere and past clients.



Electronic Campaigns:

Instantly we email a listing of your property to all our past clients and 43,000 brokers. These are sent every 30-60 days when it appears that the property represents a good deal for buyers.



Existing Buyers:

We enter your properties features into our database and cross reference it against our list of prospects and monthly against the 300 new buyers inquiries that our office receives. We call them and email your property information.



Existing Brokers with Buyers :

We cross reference your property to brokers who have recently been showing our other listings in the same price range as yours and call them and email them your property information.



Other Listing Brokers:

We communicate with area brokers who have properties listed in the same general price so they can also show your home if they have someone call on their listing. In addition, we distribute information about your property to various other Brokers in the area.





Indirect Marketing

Buyer Referrals: By far the majority of our own buyers come from referrals from the following sources:

- 1: Past Clients
- 2: Sphere of Influence
- 3: Other Brokers and investors around the country and the world



Open Houses:

From time to time on properties that have excellent locations with a lot of traffic, we will hold open houses.



Our Number of Listings :

We typically have an above average amount of homes listed for sale at any given time. This benefits you because:

- We are continuously experimenting with new marketing items and have continuous feedback and results that we can apply to your home.
- It allows us to be able to manage your expectations by knowing how many showings to expect at any given time and how it compares to similar homes we currently have for sale.
- When we receive calls on similar listings, we can also bring the buyer and brokers to your residence.

- Buyers and brokers understand our high level of service and sometimes call us before they show any other listing from other brokers because of the ease of showing our homes.
- More listings mean more calls from actual buyers.
- This benefits you because we know about more areas and more neighborhoods than most Brokerages.
- We will show buyers the benefits of your area versus others.
- We utilize more market data to market your property better.
- We get more referrals from other brokers who cannot service all of these areas.



Professionalism:

- By having a team and 24 availability of service, we naturally get more referrals and repeat business than most brokers.
- All calls are handled by a member of the Property Up Home Selling Team.
- We pre-qualify everyone who calls prior to showing your homes to ensure that more showings get converted to actual sales.

The Marketing Process Details

The many ways we advertise your home

Buyers have changed over the past ten years. Today, they want comprehensive property information, multiple visuals and a severely searchable format. So it is not surprising that newspapers are severely declining as a useful source of information for home buyers.

Your single-property website will give a complete description of your home, complete with multiple color photos, open house information, interactive tools and much more.



1. HD versus Non-HD Photos

By posting your home photos online, we are opening the virtual doors of your home; letting the buyers see and feel the beauty and comfort of your home. Great home pictures give the instant “Wow Factor” in the buyer’s eyes.

Home buyers nowadays rarely scan print advertisements to find properties. Hence, newspapers have a shorter “advertising life span”. That is why the Property Up team has invested in creating exceptional real state websites. With hundreds and thousands of visitors each month, you can be sure that your home will get the exposure it deserves.

As you can clearly see in **Photo A** , a non-HD or a low quality photo is not enough to bring an emotional connection. We increase, the buyer's attention with high resolution photos online.

Photo B , using a high-quality photo and digitally enhanced picture of your property is more effective, eye-catching and it lets your viewers see the real beauty of your home.

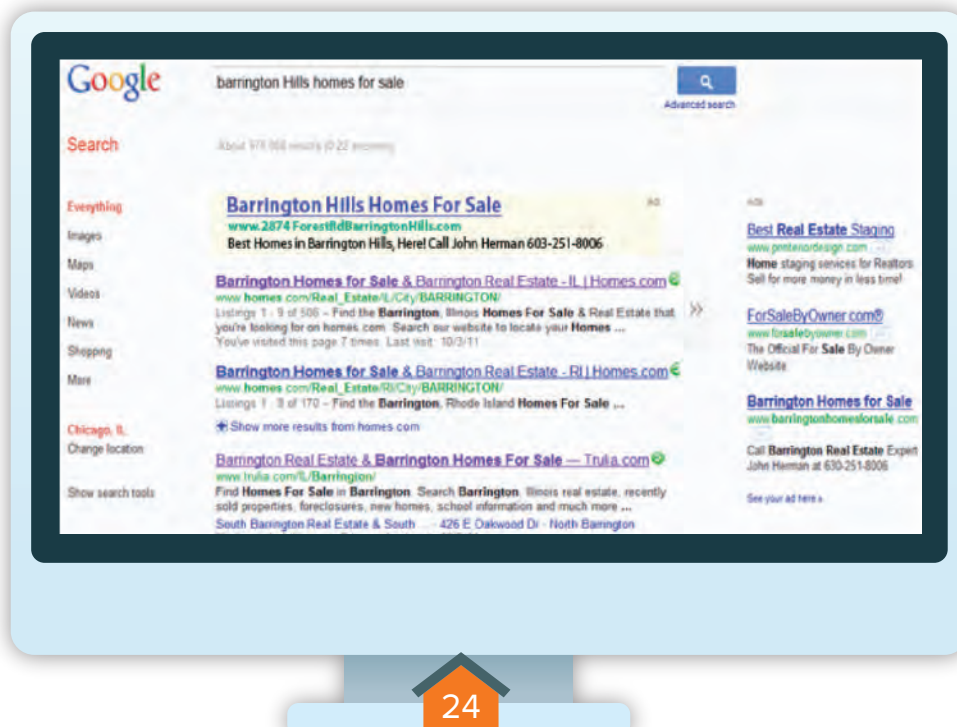


2. Online versus Offline Advertising

As previously mentioned, home buyers of today's generation tend to rely more on the world wide web rather than any advertising means. Thus, the internet has the biggest and largest market reach compared to the traditional means of advertising. Different people from various countries across the globe can see, read, watch and listen to the latest and most current updates in the real estate world with just one click of the mouse. According to the National Association of Realtors, 95% of home buyers are starting the home search online. This is what our Internet age Marketing and Advertisement targets.

The search engine is where users such as home buyers start their home search. Our job is to ensure buyers find your home. The great news is; The Property Up Team will help you reach the top spots in these search engines!

Since Property Up has higher web visibility than most other real estate companies, we can guarantee that your home will receive the exposure it deserves. We will land multiple top spots in google, yahoo and bing. That's what our clients love most about us!



3. Blogs

Blogs are fresh relevant content that search engines love. Hence, doing so can really drive huge traffic to your website. However, blogging should be done together with the use of right keywords, and search engine optimization (SEO) techniques. With Property Up... you will not have to worry about it. We have professional bloggers who create and post news about your home. We tell story that will help sell your home.


4. Press Releases

Barrington Home for sale on the Fox River, Vacation Year Round

Buying a vacation home can be an expensive proposition. It is also time consuming and expensive to support both your primary and vacation property. What if you could own a vacation home only 45 min from downtown Chicago by Metra with the best schools in the states? How about a great community close to shopping, schools and the Metra station with lots of community events located in Northwest Chicago.

Send Like One person likes this. Sign Up to see what your friends like.

Online PR News – 05-October-2011 – – Buying a vacation home can be an expensive proposition. It is also time consuming and expensive to support both your primary and vacation property. What if you could own a vacation home only 45 min from downtown Chicago by Metra with the best schools in the states and live in it full time? How about a great community close to shopping, schools and the Metra station with lots of community events located in Northwest Chicago.



Contact Information

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630-251-8006
<http://www.BarringtonHomesforSale.com>

» CONTACT AUTHOR

A press release is a written or recorded communication directed at members of the news media for the purpose of announcing something special.

In these modern times, a press release is usually submitted online through news sites. Divided into various categories, a real estate press release will be posted together with the important links, and relevant information about your home.

Immediate delivery of your press release to an astounding number of media outlets through our special partnerships, giving you the most extensive coverage available, includes:

- Submission to over 5,300 websites, database, and online services like MSN, Yahoo!, Excite MSNBC, ABCNews.com, LATimes.com, NYTimes.com, USA Today, MarketWatch, and more.
- Our special partnership may provide over 1.7 million unique visitors monthly who read press releases just like yours.
- Our special partnership may provide media where thousands of bloggers, journalists, and media professionals view more than one million press releases every month.
- Submission to other top online and print trade publications.

5. Video Marketing

Video marketing is a powerful tool we utilize to market your home. While YouTube is the largest video sharing site on the web, video marketing is brought directly to our customers attention, when a video is streamed on-line our blogging and recognition jumps when a video is emailed to our customer base our open and click rates improve by 3x.

People love watching videos and don't find them intrusive, in fact studies show most people would rather watch a video than have to read. This is especially true in real estate or services that require deeper explanation or have higher consideration values.

Property Up truly understands the video concept, the team is experienced and fully utilizes the most effective ways on how to create and present your property through video marketing.



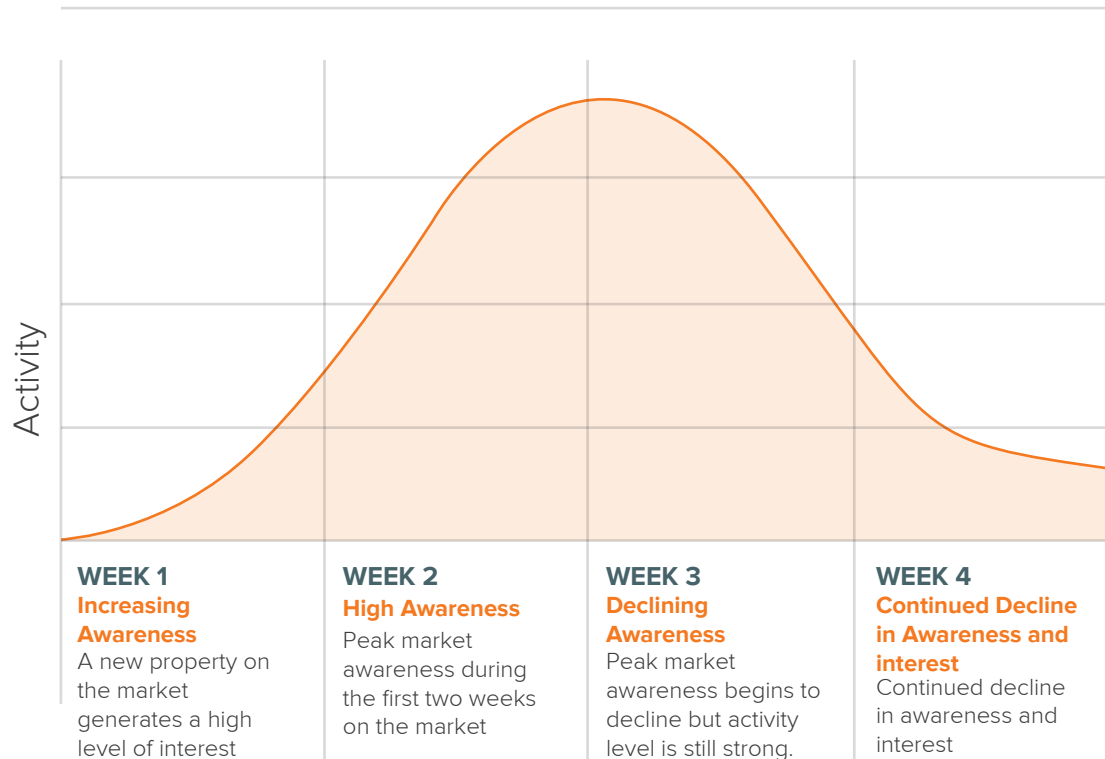
6. Your Homes Website

A streamlined, website layout will deliver detailed information about your property. Interested buyers can request more information using their preferred method of contact, whether they choose to send an e-mail or make a phone call, we schedule an appointment to see your home in person. All requests will be answered promptly and professionally with our **Speak-Up** program.

Your Homepage will :

1. Describe and tell the story of your home
2. Show the properties complete details
3. Show a full page display of your home with multiple color HD photos
4. Show interactive maps
5. Show the neighborhood and its' amenities
6. Show where and how to contact for property viewing and appointment requests

The Risk of Trying on a Higher Price.



Real estate brokers are constantly on the alert for new properties to show to their active, qualified buyers. As a result, the majority of showing activity on a listing occurs when the home is first placed on the market.

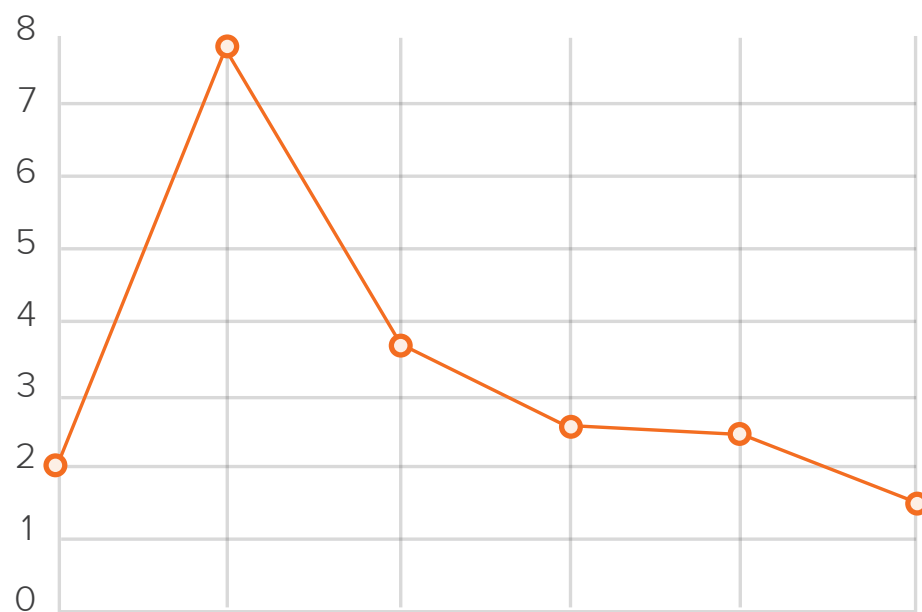
When a property is first listed it generates interest. But after the initial group of brokers and buyers have seen a newly listed property, the showing activity decreases. Soon it becomes limited to those buyers who are new to the market.

For this reason, it is important to position your home at the best price during it's first exposure to the market.

PRICE IT RIGHT FROM THE START TO GET THE HIGHEST BOTTOM LINE!

Since your highest activity occurs during the first few weeks, setting the right price from the start is absolutely necessary. Once a buyer has seen the residence and ruled it out, they normally do not check back in three or four weeks to see if you have lowered the price. By then, they have probably made an offer on another residence!

SHOWINGS OVER TIME



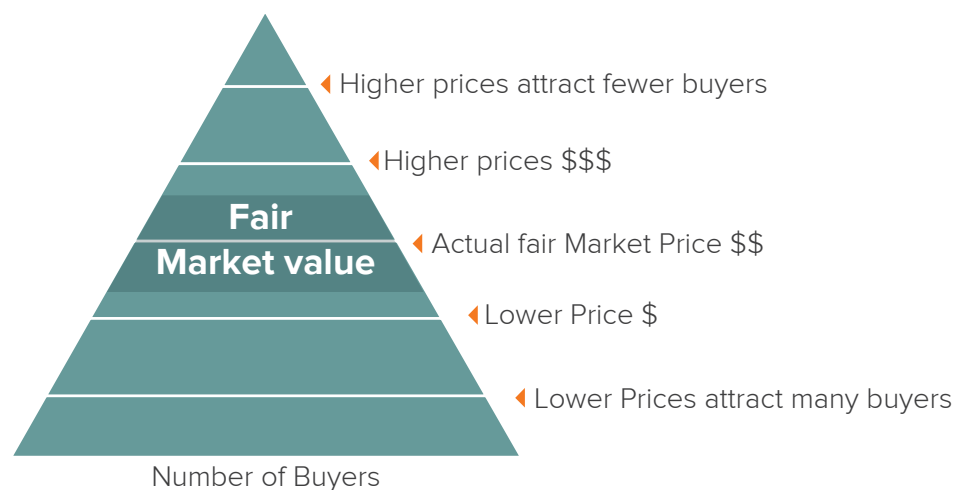
Week 1 Week 2 Week 3 Week 4 Week 5 Week 6

**That's a 70% drop in showings
from week 1 to week 6!**

Positioning Your Home In The Market

Below is a pricing pyramid which will help you easily understand how home pricing works, and how it can affect the traffic results your price generates among buyers. The higher your asking price, the lower the percentage of buyers who will be interested in purchasing it.

- ◆ As the asking price increases toward the peak of the pyramid, the number of potential buyers who are willing to pay a premium price for the home declines until the buying public perceives that the price is so high that no prospects are interested at all.
- ◆ As the asking price declines toward the base of the pyramid, the home is perceived to be a bargain and the number of potential buyers increases.
- ◆ Ideally, you should price your home in the range of actual fair market value.
- ◆ We will help you determine this range with a Comparative Market Analysis. Setting a fair asking price helps you obtain the maximum selling price for your home.





Showings/Feedback

Showings:

Property Up utilizes the latest technology for our listings.

Your home can have an electronic lockbox to ensure the safest way to keep the wrong people out and the right people in. We will work with your availability to have your home shown and we will assist you to ensure the showing is as comfortable as possible for the potential buyers.



Feedback:

Our automated feedback process ensures timely feedback so we can take action together to cure any potential issues that buyers may see with your property that can be fixed. The quicker we address issues, the quicker we will sell your home.



Speak - Up System

NAR statistics show that 50% of all real estate internet inquiries go unanswered. We are much different

Your home will receive showcase placement on the top real estate web sites in country to attract buyers. Our Speak-Up system feeds all buyer inquiries for your property direct to us within seconds. The goal is to never miss an opportunity to speak with a potential buyer.

Step
1



Your property is marketed on thousands of websites.

Aol Real Estate.

YAHOO!

realtor.com
where home happens

trulia
real estate search

Zillow.com
Your Edge in Real Estate

msn

Homes.com

hotpads.com
The place to find your place

Step
2



Potential home buyer finds your property online and requests additional information.

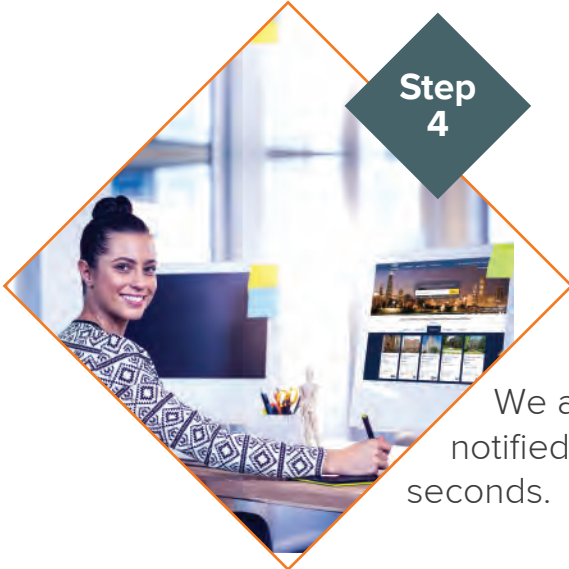
Step
3



Speak - Up

is activated and captures the lead.

Step
4



We are notified in seconds.

Step
5



We contact the consumer directly

Proper Website placement and our **Speak - Up** system ensures a quick response process to all potential buyers translating to superior service and a superior process to sell your home.

Additional Creative Programs



Fix - *Up* Program

We SELL what others cannot

BEFORE and AFTER with the fix-up Program

318 Lincoln, Barrington sold for \$207,000 “as-is” needing updating throughout

Sold for
\$207,000



Sold for
\$405,000



You DO have a choice, you can sell your home right now “as-is” to an investor or a handyman who is looking for a deal, will have to pay cash and close quickly OR you can enroll in our fix-up program, have your home updated and sell it for much more money.

Ask us for more details to see if your current home fits into our program.

Lease - *Up* Program

We LEASE your home, you get CASH to buy a new one.

If you have moved out, time is short or your current home is underwater, meaning that you owe more on the mortgage than the home can currently be sold for, we can help.

We have families currently enrolled in our **Lease - *Up*** program looking for a home and match your home to our enrolled families.

You receive cash up-front and move on...

Ask us for more details to see if your current home fits into our program.



Settle - *Up* Program



Your home sold to a price
Acceptable to you

Guaranteed.... or We buy it for cash



You will receive an upfront guaranteed price in writing that we will sell your home at a price acceptable to you in the timeframe you are looking for or we will buy your home.

Additionally, if you receive an offer that is higher than the guaranteed price from an outside buyer, you can accept the higher offer, instead of our offer. This means that if you are shopping for a new house and see one that you like, you can react immediately and negotiate the lowest price possible with the sellers with a cash offer (no conditions). This is a really important guarantee for you as a home seller, and you win no matter what happens.

When you receive this guarantee price from **Property *Up*** in writing, you will have the security of knowing that your house is guaranteed to sell, even if we buy it ourselves.

Ask us for more details to see if your current home fits into our program.

Invest - *Up* Program

Passive Income, great returns from Real Estate
without tenants

Property *Up* can offer its long term clients (only) the opportunity to invest into Real Estate like only the expert investors do. Ask us for more details to find out how to become involved in this great opportunity.



**Hire The
Property Up
Team now and
recommend us
to your
friends!**

**Unlike
other brokers,
The Property Up
Team will promote your
home, not the brand! Promotion
is another key area and one that is
sometimes abused by “brand name”
brokers. Brand name brokers tend to put a
listing in MLS and hope for the best.**

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