

TEAM EMERY

REAL ESTATE



LISTING INFORMATION PACKET

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Cody and Martha Emery
Team Emery Real Estate
Century 21 Everest Realty Group

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ABOUT CENTURY 21 EVEREST & TEAM EMERY REAL ESTATE

Century 21 Everest Realty Group

- Globally, Century 21 is the most recognized and trusted Real Estate brand.
- Century 21 Everest Realty Group sells more homes than any other agency in the state of Utah. In fact, we are ranked #1 in Utah for most homes sold in 2015 and past years!
- Century 21 Everest Realty Group is ranked in the top 10 out of 2,300 Century 21 offices in the United States.

Team Emery:

- Ranked among the top 2% of agents at the highest ranked Century 21 office, Century 21 Everest Realty Group.
- Certified Relocation transaction specialists.
- Designated Fine Homes Team.
- Awarded the Centurion Award 2013 and 2014.
- Awarded the Double Centurion Award 2015.
- Awarded Top Listing Agents Award by Century 21.
- Zillow Premiere Agents.
- Members of the Salt Lake and the Utah Board of Realtors.
- Members of the Wasatch Front Multiple Listing Service.

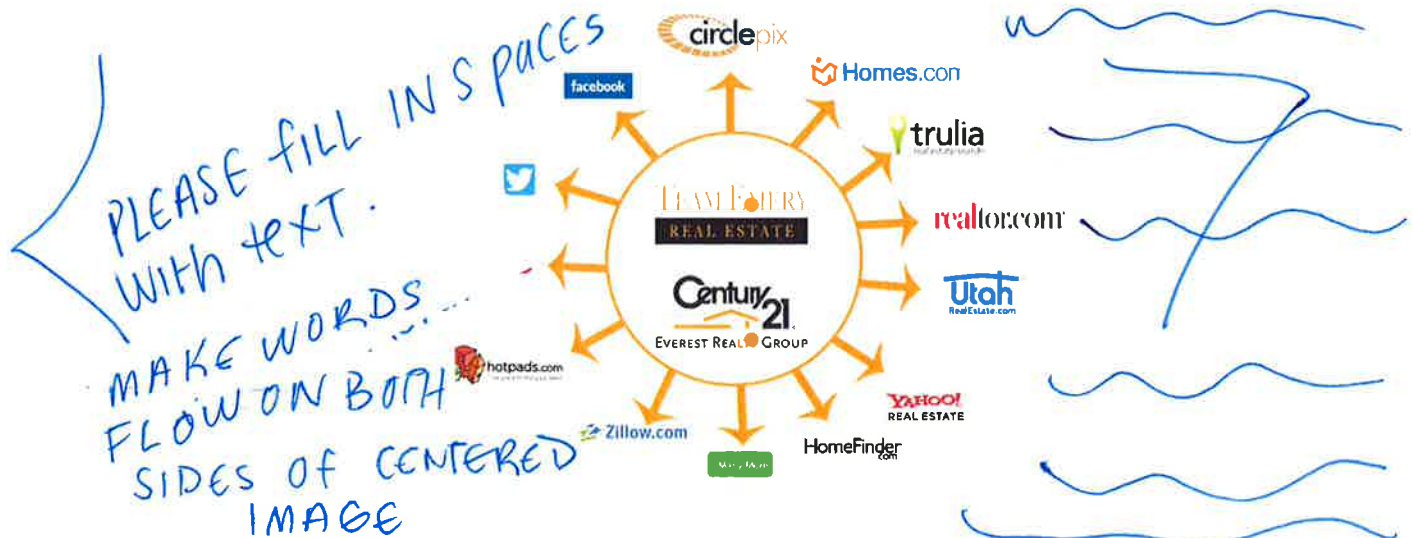


TEAM EMERY MARKETING PLAN OF ACTION

TO EXCEED YOUR EXPECTATIONS, ASSURE THAT YOUR PROPERTY IS MARKETING TO ITS FULLEST POTENTIAL, AND ASSIST YOU IN OBTAINING THE HIGHEST POSSIBLE MARKET VALUE WITH THE LEAST AMOUNT OF STRESS.

THE FOLLOWING ARE STEPS I TAKE TO GET A HOME SOLD... THE "PROACTIVE APPROACH:"

- Submit your home to our local Multiple Listing Service.
- Price your home competitively.. to open the market vs. narrowing the market.
- Upload a professional virtual tour of your home to all major web sites including Realtor.com, Trulia, Zillow, and Century 21.com! (plus over 800 additional website).
- Promote your home at The Company sales meeting.
- Develop a list of the features of your home for the Brokers to use with their potential buyers.
- Email a features sheet to the top agents in the marketplace for their potential buyers



- Suggest any changes you may want to make in your property to make it more sellable & valuable
- Communicate with you weekly as to any changes in the market, as well as what is happening with your property and similar properties in your area.
- Prospect 3 hours per day and talk to 30 + people per day looking for potential buyers.
- Whenever possible, pre-qualify the prospective buyers.
- Keep you aware of the various methods of financing that a buyer might want to use.
- When possible, have the cooperating Broker in the area tour your home.
- Utilize and monitor "Virtual Agent Call Capture", and follow up with potential buyers within 24 hours!
- Over the next 7-10 days, we will contact our sphere of influence, buyer leads past clients for their referrals and prospective buyers.
- Add additional exposure through a professional sign and lock-box.
- Follow-up with the salespeople who have shown your home to get their feedback.
- Represent you on all offer presentations, assist you in negotiating the best possible price and terms
- Handle all of the follow-up and necessary steps upon a contract being accepted, including but not limited to all mortgage, title and all closing procedures

NO HYPHENATED WORDS

WHAT IS THE VALUE



THE MARKET VALUE OF YOUR HOME IS NOT

- What you have in the home
- What you need out of it
- What you want
- What it appraised for when you refinanced
- What you heard your neighbor's house sold for
- What the tax accessory says it's worth
- Based on prices of houses where you are moving

THE MARKET VALUE OF YOUR HOME IS...

What a ~~willing~~ buyer is willing to pay for the property!

- Based on today's market
- Based on the competition
- Based on the available financing
- Based on the buyer's perception of the property condition



PREPARING TO LIST YOUR HOME & PREPARING FOR THE PHOTOSHOOT

- BOLD** Take a whiff. If your house has an odor, that's a huge turn off; make it smell nice. You might need an air filter.
- BOLD** Examine your front door/entrance. It's the first thing people see. Does it need fresh paint? Is it inviting and welcoming?
- Let the light in. Wash your windows and open the shades. If your rooms have dark colors, consider repainting them.
- Most Buyers make up their minds in the first 8 seconds of entering a home...and that's assuming they come in.
- Fixing up your home or hiring a professional staging company can raise your selling price anywhere from 8-20%; it define whether your house sells or not.
- Here's what you can do to make your home more competitive.

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EXTERIOR

↓↓↓ Please insert the WHOLE picture not just the roof of the house.



- Remove cars from driveway
- Close all windows
- Sweep walkways
- Pick up sticks, leaves, and branches
- Put toys and bicycles away
- put seasonal decor
- show all garden tools and supplies hoses
- straighten and arrange deck/ patio furniture
- clean pool area

All sentences need to begin with capital letters.

INTERIOR

MAIN AREAS

- Remove personal items including ~~fam-ily~~ photos, religious items etc.
- Remove all visible clutter
- Open shades and blinds
- Replace burnt out light bulbs
- Hide pet dishes, toys and beds
- Tidy up or put away children's toys
- Turn all the lights on
- Vacuum and sweep floors
- Turn off televisions
- Remove all publications and mail
- Display attractive books
- Minimize Knick-knacks

DINING ROOM



- Straighten and push in all dining chairs
- Add centerpiece and candles
- Set the table for dinner
- Add a vase of flowers

BEDROOMS



- Make the beds
- Arranged decorative pillows on the beds
- Clean under the bed
- Clear all surfaces of clutter

KITCHEN



- Store food away in cabinets
- De-clutter counters and stove
- Stow away small appliances
- Hide soaps, cleaning items, dish towels and sponges
- Clear sink of dishes
- Organize items on open shelves
- Place bowl of fruit on counter
- Make bathrooms sparkle
- Hang fresh folded towels

BATHROOMS



- Make bathrooms sparkle
- Hang fresh folded matching towels
- Clear counters of toiletries
- Clean mirrors
- Clean toilet and close the lid
- Remove all items from bath tub and shower

HOUSE AS SEEN BY

TEAM EMERY REAL ESTATE



THE SELLER



THE APPRAISER



THE LENDER



THE BUYER



THE TAX ASSESSOR

WHAT OUR CLIENTS ARE SAYING ABOUT US

Make the black bar more narrow so you have more space

to make the Zillow reviews larger/more legible.



★★★★★ Highly likely to recommend

Anonymous - 01/2017

Sold a home in 2017. A great experience overall.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Cody and Martha were great! They kept us updated with the latest listings and listened to our wants and needs for our new home. They were very flexible when it came to showing us the homes we were interested in and when we were finally ready to make an offer on the home we loved they were on top of it. We got a very fair price in a great neighborhood and we couldn't be happier with our experience. If only the moving could transition as smoothly. Less

Eliminate flags.

For more testimonials, as well as our current listings and sold properties, search "Cody & Martha Emery" on Zillow.com in the "Agent Finder" section!"

★★★★★ Highly likely to recommend

DMOT12017 - zachguler

Sold a single-family home in 2017 in San Jose, CA.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Cody and his team are extremely knowledgeable and helpful. They sold my home fast and got me what I wanted. They were always honest and professional. I would definitely recommend them to anyone looking for a great agent backed by a great team!

For more testimonials, as well as our current listings and sold properties, search "Cody & Martha Emery" on Zillow.com in the "Agent Finder" section!"

★★★★★ Highly likely to recommend

01/2017 - AmandaHaroldsen

Sold a single-family home in 2017 in West Valley, CA.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Martha helped us buy our house 10 years ago and when we were ready to sell it and purchase another, we knew we would be working with her and Cody again. The sell of our house went very smoothly and so did finding our new house. They made the process and paperwork easier by explaining everything to us before hand and answering all our questions. We will be recommending them to anyone that needs a real estate agent. Less

For more testimonials, as well as our current listings and sold properties, search "Cody & Martha Emery" on Zillow.com in the "Agent Finder" section!"

Get rid of the orange text below each review, please only have orange text 1 time on the page – at the bottom of the page.

Cody and Martha Emery : 801-913-4099

TEAM EMERY

REAL ESTATE

THANK YOU

We would like to thank you for taking the time to look over our Listing Information Packet.

We would also like to extend our gratitude for the opportunity to list your home.

There are many companies and agents to choose from; thank you for picking Team Emery and Century 21 Everest Realty Group. Our program is designed to sell your property in the shortest amount of time and produce the greatest amount of profit.

We look forward to working with you.

Cody and Martha Emery, Realtors
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EVEREST REALTY GROUP

