

# HOMEOWNER MARKETING GUIDE



*"Excellence in South Florida"*



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# Our Commitment to You

Today, you make a choice. While we meet to discuss the sale of your home, you'll have to choose whether to trust us with the sale of the single most important asset you own. In the attached information and in our marketing presentation, we will provide you with enough information about the market, our qualifications, and our marketing program for you to make an informed decision about who will best represent you in this important business transaction.

**Results** - that's what we promise you. Our objective is to provide you with accurate and timely information about the real estate market in our area so that you can make intelligent decisions regarding the sale of your property. We will tell you what you must hear and not what we think you may want to hear about the market and the value of your property. We acknowledge that we may periodically lose business because we are truthful with clients in this regard, while some of our colleagues will tell you what you want to hear to temporarily get your business. But we will absolutely substantiate all of our recommendations and conclusions with the factual data that we have extracted from the Multiple Listing Service.

Ultimately, it may be that you will also want to get an opinion from another agent, and that's fine. However, you should know that all agents have access to the same information. Therefore, the determination of your home's value should be nearly the same. Remember, no agent can affect market conditions. If an agent suggests that you can sell your property for other than what the market indicates, it is a disservice to you, only prolonging the sales process and, according to National Association of REALTOR's statistics, resulting in a lower net proceeds amount.

Select your REALTOR based on experience and results. While past performance is not necessarily an indication of future success, what else can you go by? If you truly want to sell your home, you must be willing to sell it for what the market will bear. If you are not willing, that's perfectly okay; and perhaps we can help you in the future when, and if, the market changes in your favor. But if you want to sell now, no one will provide you with more candid feedback and factual information. In addition, we will thoroughly explain our marketing program to you and provide factual data on how it has worked for others in the past. We will also gladly provide you with names of several individuals with whom we have recently worked so that you can discuss our credentials with someone who has first-hand knowledge of the way we work.

This is our commitment to you. As professionals in every sense of the word, we will provide the best possible service available so that your goals are met in the shortest time frame. Our goal is to meet your expectations and hopefully exceed them to accommodate your real estate needs.

**ROMAN PAVLIK &**

**THE PAVLIK REAL ESTATE GROUP**

# REAL ESTATE Myths

## **MYTH #1**

"Discount" brokers can do an adequate job selling real estate.

## **TRUTH**

A complete marketing campaign is an invaluable component in the process of getting the most for your home. Promotional costs such as photos, brochures, ads, MLS inserting fees, printing, direct mail, directional signs, personal internet websites, etc, are paid for by the PAVLIK REAL ESTATE GROUP AND KELLER WILLIAMS

- Will the discount broker offer a complete marketing campaign?
- Does he/she have the expertise to guide you through problems that may develop during the home sale process and offer process?
- Remember that you only pay a commission if, and when, your property sells successfully; you owe nothing if the Pavlik Real Estate Group does not get results. The supply of buyers through your home will be less if marketing is limited.

## **MYTH #2**

The PAVLIK REAL ESTATE GROUP sells a lot of real estate. They are probably too busy to pay attention to my listing.

## **TRUTH**

Aren't superior restaurants busy at dinnertime, and don't excellent doctors have a heavy patient load? The Pavlik Real Estate Group may have a lot of clients, but they have assembled a top-flight team of specialists to assist them with the routine details, freeing them up to devote the time and attention YOU require to sell your property successfully. They have built their business one satisfied client at a time, and word of mouth is spreading. In this slowing market, having a lot of listings enables us to be able to better predict what will happen on your home when it hits the market.

## **MYTH #3**

You should select a REALTOR who says they can get you the highest price.

## **TRUTH**

This is the oldest scam in real estate: tell the seller what they want to hear and compliment the home to get the listing.

Instead, you should insist on a written, well-researched, computerized market analysis to determine the realistic amount your home will bear in today's market and price it accordingly. Select your REALTOR based on their credentials, then decide on price. Never select an agent based solely on the price they recommend.

# WHAT YOU CAN EXPECT FROM THE PAVLIK REAL ESTATE GROUP

## SUPERIOR SERVICE FROM OUR UNIQUE TEAM

Full-time office professionals and Full-time buyer specialists are dedicated to servicing your needs. They help handle every detail from listing to closing.

### OUR CUSTOMER SERVICE

As soon as your home is listed our service begins:

#### 1) Weekly Market Update & full update in first week of each month:

- a. How many inquiries, showings and feedback on your home
- b. Market Update with new listings and sales in your neighborhood.
- c. New Marketing Activities that we are working on.

#### 2) Monthly Marketing Update Mailed by middle of each month.

- a. Copies of all our marketing pieces
- b. Full Market Analysis of your neighborhood.
- c. Website statistics on your home
- d. Market Trends and Updates

#### 3) Monthly Newsletter and Podcast, Constant Blog Updates.

- a. Discuss National Market Conditions and interest rates
- b. Local Market Conditions and Statistics
- c. Trends we are seeing from other listings and homeowner concerns.

#### 4) Accessibility to Handle Inquiries 24/7.

- a. We employ a whole team of live professional operators who are standing by Monday through Sunday from 8am to 8pm to answer the phone and schedule the showings when another Realtor calls.
- b. We have a 24 hour cell phone for additional inquiries for realtors.
- c. We have another 24 hour cell phone just for homeowners who have additional questions about their listing.

#### 5) Full Marketing Department

- a. We employ an entire marketing department with full time specialist who do nothing but work on creating all the marketing material for your home.
- b. This ensures consistency and predictable results.

## IMMEDIATE MAXIMUM MARKET EXPOSURE

- SOLD** **MLS Entry:** Placement in a state-of-art real estate listing database, making your home available to 47,000+ REALTORS in South Florida as well as neighboring cities, with a brochure box with flyers on your home. (within 24 hours)
- SOLD** **For Sale Sign:** Clean, attractive signage installed within 72 hours. Riders with an internet address, recorded info and a 24/7 phone number to a live person installed 72 hours later.
- SOLD** **Brochures:** A property profile and a professional color flyer of your home with multiple photos, plus a separate financing brochure to break down monthly payments (within 7 days) is sent via email to everyone that inquires.
- SOLD** **24 Hour Hotline:** A recording of your home will be placed on our state of the art 24 hour real estate hotline, with fax on demand feature. Anyone may at anytime call the hotline and hear all the details of your home without having to speak to a live person. This is like having a 24 hour talking ad that never stops. (within 7 days).
- SOLD** **Visual Tour:** With our high tech cameras, we are able to display visual tours and panoramic photos of your property interior, views, and amenities. (within 72 hrs)
- SOLD** **Video Tour:** We are one of the first realtors to 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)
- SOLD** **Guaranteed Sale Program:** Talk about accountability! Depending on your situation, we will either give you a Guaranteed Iron Clad Price within 24 hours on your home, and if it doesn't sell, then we will buy it FOR CASH. Also, if there is a buyer who needs to sell their home first in order to buy yours, then we will Guarantee the Sale of their home so that they can put a contract on your home without any contingencies.
- SOLD** **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, all with your own domain name. (within 7 days)
- SOLD** **Internet Strategy:** The placement of details about your home, along with photos, on the internet on our personal, award-winning internet websites. (within 72 hrs)

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

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

In addition, your home will appear on major internet real estate websites including :

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## ADDITIONAL MARKETING

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

- SOLD** Print Advertising: Even though the effectiveness of print media has decreased, we still advertise in local and regional print publications/newspapers from time to time.
- SOLD** Direct Mail: A target-market mailing piece with a color photo of your home to your neighborhood and our sphere, past clients and our current home sellers.
- SOLD** Electronic Campaigns: Instantly we email a brochure of your property to all our past clients and 5,000 of the top selling realtors in South Florida. These are blasted out every 30-60 days when it appears that the property represents a good deal for buyers.
- SOLD** Existing Buyers: We enter your home's features into our database and cross reference it against our list of prospects and monthly against the 30-60 new buyer inquiries that our office receives. We call them and email your brochure.
- SOLD** Existing Realtors with Buyers: We cross reference your home against agents who have recently been showing our other listings in the same price range as yours and call them and email them your brochure.
- SOLD** Other Listing agents: We send letters with your property fact sheet to other agents in the area who have properties listed in the same general price range so they can also show your home if they have someone call on the listing. In addition, we distribute information about your home to various other REALTORS in the area.
- SOLD** Open Houses: From time to time on properties that have excellent locations with a lot of traffic, we will hold open houses.
- SOLD** Sunday Tour of Homes: In improved market conditions, our renowned Sunday Tour of Homes features 6 homes open for 20 minutes each on a tour in the same market area in one Sunday Afternoon. It allows an "auction effect" to occur by having multiple buyers at the same place at the same time.

# INDIRECT MARKETING

**SOLD** 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) Remax Realtors around the country and the world 4) [www.GoStarpower.com](http://www.GoStarpower.com) convention networks.

**SOLD** Our Number of Listings: We typically have between **40 and 60 homes** listed for sale at any given time. This benefits you because:

1. We are continuously experimenting with new marketing items and have continuous feedback and results that we can apply to your home.
2. 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 have for sale.
3. When we get calls on similar listings, we can bring the buyer and realtor to your home too.
4. Buyers and Realtors get used to our 24 hours service and call us before they show any other listings from other Realtors because of the ease of showing our homes.
5. More listings means more signs and internet websites, which means more calls from actual buyers.

**SOLD** Our Market Reach: By having a large team of full time professionals, we are able to service a much wider geographical area. We service 1) most of Dade County, 2) All of Broward County, and 3) South Palm Beach County up to Downtown West Palm Beach.

1. This benefits you because are educated about more areas
2. We can show buyers the benefits of your area versus others.
3. We can access more market data to use to market your property better
4. We get more referrals from other Realtors who cannot service all of these areas.

**SOLD** International Exposure South Florida is becoming a major destination for buyers from all over the world. We are able to get more international buyers by doing the following:

1. We network with the top agents in each country via email, newsletters, and international real estate conventions.
2. Direct Contact with spheres of influence in Eastern Europe, South America
3. By doing all the extra marketing items via the internet, especially video tours, we are able to do more "sight unseen" purchases.

**SOLD** Professionalism:

1. By having a large team and 24 hour availability of service, we naturally get more referrals and repeat business than most realtors.
2. Calls on your home never go to a duty agent from the office. All calls are handled by a member of the Pavlik Real Estate Group.
3. We pre-qualify everyone who calls prior to showing your home to ensure that more showings get converted to actual sales.
4. Roman is also a licensed Mortgage Broker, so he can reasonably predict if a Buyer will be able to complete their financing obligations.

# THE DIFFERENCE

## A TEAM OF EXPERTS MEANS YOU GET SUPERIOR SERVICE!

When you list your home with us, you get a whole *team* of experts to make sure everything goes as planned! We are one of the top agents in South Florida selling approx 100 homes each year, so you can be sure we have the experience to guide you through the listing process. One of the chief advantages of working with a Nationally Ranked Real Estate Team of specialists like ours is that we have brought together a group of **specialists who handles each aspect of the transaction;** and, like a symphony conductor, they direct their efforts to meet your individual goal of selling or buying your home. That means someone who knows the process intimately is there to help you every step of the way, **ensuring that every detail is handled properly.**

Don't be fooled into thinking that if you list with an agent that works alone you'll get more attention! Most of the effort involved in selling your home centers around **administrative details—advertising, internet listings, brochures, transaction processing,** etc. The tremendous amount of details and paperwork involved in a real estate transaction mean that an agent selling 10-12 homes a year will have to spend the majority of his or her time completing non-selling activities.

The team approach to real estate also means that **there is always someone available to talk to you—to help you with a problem, give you the status of your transaction, or just answer a question.** We use voice mail when necessary but believe there is no substitute for personal attention. When you do have to leave a message, you can be sure someone will return your call promptly.

It just makes sense—your doctor doesn't take your temperature, blood pressure, and dress you in a funny looking gown . . . the staff takes care of these details so the doctor can focus on taking care of patients! Likewise, we have hired an excellent staff so we will always be available to devote time to working directly with potential buyers.

# MEET THE PAVLIK REAL ESTATE GROUP



## **Roman Pavlik P.A. – Team Leader**

Roman is the Team Leader of the Pavlik Real Estate Group. Roman is a marketing expert and is the creator and implementer of new ideas and strategies. Roman remains an active member of the sales team and makes sure that your property is priced right and being marketed correctly.

You can reach Roman on his cell at 305-343-3910 or [Roman@PavlikGroup.com](mailto:Roman@PavlikGroup.com)



## **Neal Oates - Home Marketing Director**

Neal is highly skilled at handling all the details of putting your home on the market, coordinating all the showings, managing special events, implementing the marketing plan and keeping you up to date with everything that is happening with the sale or purchase of your home.

You can reach Neal at 954-883-3724 or [Listing@PavlikGroup.com](mailto:Listing@PavlikGroup.com)

## **Kathleen Rodriguez - Office Manager**

Kathleen has been in real estate for many years and assists our entire team to make sure everything runs smoothly, follows up on deadlines, and makes sure our office is operating at peak efficiency.

You can reach Kathleen at 786-318-5425 or [Office@PavlikGroup.com](mailto:Office@PavlikGroup.com)

## **Sylvia Cano - Closing Manager**

With over 25 years of experience, Sylvia handles all the details from the time your home goes under contract. She schedules home inspections, repairs, appraisals, walkthroughs, and closings. She also reminds parties of deadlines, stays in touch with other agents, lenders and title company to ensure smooth closings. She is fluent in Spanish.

You can contact Sylvia at 954-749-4141 or [SylviaCano@aol.com](mailto:SylviaCano@aol.com)

## **Buyer Specialists**

Our buyer specialist preview and see over 200 properties per month. They are dedicated to making sure your selections meet your needs and get you the property you want at the best possible price.

Ralph Delligatti: 786-295-3067 [ralph@pavlikgroup.com](mailto:ralph@pavlikgroup.com)

Kelly Salinas: 954-643-5487 [kellysalinas7@gmail.com](mailto:kellysalinas7@gmail.com)

## OUR AWARD WINNING INTERNET WEBSITES

View homes online at:

[www.LuxuryLifestyleMiami.com](http://www.LuxuryLifestyleMiami.com)  
[www.SouthFloridaRealtySource.com](http://www.SouthFloridaRealtySource.com)

Featuring:



all listings



useful tips and advice for both buyers and sellers



financial resource links



helpful community information



receive over 3000 hits per listing and 30,000 visitors monthly



generates an average of one buyer lead *EVERY* day!

# Detailed Marketing Plan

## Prior to Listing Property

Initial Consultation over Phone.....	20 minutes
Prepare marketing packet and deliver .....	37 minutes
Prepare comparative market analysis .....	59 minutes
Study and analyze market data.....	30 minutes
Drive by comparable properties .....	34 minutes
Prepare personalized market program.....	66 minutes
Complete listing data and contracts .....	32 minutes
<b>Total minutes worked prior to listing .....</b>	<b>278 minutes</b>

## Listing Property

Travel to appointment and back.....	60 minutes
Appointment time .....	90 minutes
Review all material.....	30 minutes
Input and launch marketing plan.....	94 minutes
Input listing in multiple listing computer .....	25 minutes
Introductory phone call and letter .....	15 minutes
Order, Deliver and Install Sign, Riders, and Post.....	75 minutes
Take photos, visual tour, video tour and measure property.....	52 minutes
Upload pictures, and tours .....	85 minutes
Research mortgage information.....	17 minutes
Create marketing ads and home brochure .....	90 minutes
Proof and make corrections .....	42 minutes
Create Recorded Messages and Hotline Marketing System.....	31 minutes
Prepare, load, design and create internet ads.....	120 minutes
Enter Property into Showing System .....	15 minutes
Obtain Additional Info From Seller.....	15 minutes
Prepare and set up co-op instruction and log .....	18 minutes
Start 10-day program and send first letter.....	15 minutes
Contact top agents with new listing information.....	90 minutes
Arrange for Home Inspection.....	17 minutes
Order and review preliminary title work.....	45 minutes
If problems - research and correct .....	35 minutes
Create Website for Property .....	136 minutes
Prepare Seller's net sheet.....	26 minutes
<b>Total minutes worked to list property.....</b>	<b>1238 minutes</b>

## Recurring Marketing every 30 Days

Prepare and log feedback responses.....	37 minutes
Print IVR report and log findings.....	31 minutes
Follow up on IVR calls .....	105 minutes
Prepare Sellers' biweekly report .....	32 minutes
Call Sellers biweekly with update .....	15 minutes
Additional consulting calls with Seller .....	30 minutes
Set up co-ops for showing home.....	111 minutes
Prepare comparative market analysis for 30-day research.....	124 minutes
If needed, re-appraise property condition .....	47 minutes
Prepare and mail monthly marketing update package.....	35 minutes
Seller Calls and inquiries .....	60 minutes
Buyer Calls and inquiries .....	120 minutes
Agent Calls and inquiries .....	180 minutes
Update Blog Entries .....	67 minutes
Create, update and send newsletter .....	50 minutes
Create, load podcast.....	52 minutes
If needed, re-appraise property condition .....	47 minutes
Review and present offers.....	80 minutes
Negotiate contract.....	90 minutes
Review and create negotiation strategy.....	33 minutes
Finalize offer.....	63 minutes
Complete contract review and sign contract.....	60 minutes
Remake and reissue flyers .....	83 minutes
Price reductions on websites, blast out .....	21 minutes
Promote Property via word of mouth at functions .....	150 minutes
<b>Total minutes worked for additional marketing .....</b>	<b>1723 minutes</b>

## Additional Marketing (after 30-60 days and 5-10 showings)

Design and prepare "Just Listed" postcards .....	22 minutes
Prepare mailing labels and process "Just Listed" postcards .....	85 minutes
Place and proof newspaper ad .....	135 minutes
Proof ad and process corrections .....	20 minutes
Reprint and restock flyers.....	44 minutes
Check signs and property weekly .....	80 minutes
Electronic Campaign to Sphere .....	25 minutes
Electronic Campaign to Buyer Agents.....	25 minutes
Electronic Campaign to Listing Agents.....	80 minutes
Cross Reference Property vs existing Buyers .....	31 minutes
Launch marketing plan for tour of homes .....	32 minutes
Sunday Tour Of Homes Preparation .....	180 minutes
Hold Sunday Tour of Homes .....	300 minutes
Follow up with tour of homes guests (prepare and mail cards).....	75 minutes
Launch marketing plan for an open house .....	32 minutes
Hold open house .....	180 minutes
Follow up with open house guests (prepare and mail cards).....	75 minutes
Set up Realtors' luncheon .....	34 minutes
Design Realtors' luncheon flyer.....	52 minutes
Host luncheon .....	180 minutes
Get bids for repair work as needed.....	182 minutes
Review bids, present to Seller.....	60 minutes
Meet workers as needed.....	180 minutes
<b>Total minutes worked for additional marketing .....</b>	<b>2109 minutes</b>

**Total minutes worked after 60 days..... 6793 minutes (113 hrs & 13 mins)**

**Total minutes worked after 120 days & to get under contract 10239 minutes (170 hrs & 39mins)**

## From Contract to Closing Services

Prepare closing instructions .....	66 minutes
Review contract, review legal issues .....	58 minutes
Input pending data in MLS .....	17 minutes
Process earnest deposit check .....	30 minutes
Makes copies of contract for all parties .....	38 minutes
Launch and customize closing plan .....	62 minutes
Process and deliver complete file to lender .....	45 minutes
Process and deliver complete file to title company .....	19 minutes
Phone calls (15 calls each day @10 min each for 30 days) .....	4500 minutes
Set up whole house inspections.....	61 minutes
Meet inspectors and buyers for whole house inspection .....	180 minutes
Travel time.....	30 minutes
Meet property appraisers .....	88 minutes
Travel time.....	30 minutes
Prepare and review market comparables for appraisers .....	97 minutes
Prepare and mail closing instruction letters .....	23 minutes
Review inspection report .....	65 minutes
Prepare inspection notices .....	29 minutes
Renegotiate contract due to inspection report .....	120 minutes
Get three repair bids per repair request .....	90 minutes
Meet contractors to receive repair bids .....	75 minutes
Review repair bids with Seller.....	60 minutes
Meet repairmen to complete repairs.....	180 minutes
Take new address photo for “Just Moved” cards .....	57 minutes
Prepare “Just Moved” cards for printer .....	48 minutes
Review title documents for title defects.....	31 minutes
Weekly follow-up with lenders to track buyer’s loan .....	60 minutes
Prepare closing instructions .....	63 minutes
Weekly follow-up with co-op agent to track file .....	60 minutes
Set up time for closing and notify all parties .....	69 minutes
Negotiate contractual issues and problems .....	120 minutes
Order closing statement for review .....	25 minutes
Review closing statement for correct figures.....	58 minutes
Prepare commission statements .....	15 minutes
Compile all bills and receipts .....	62 minutes
Renegotiate any closing walk-thru issues.....	65 minutes
Install sold sign .....	30 minutes
Notify parties of closing figures.....	30 minutes
Correct closing figures .....	28 minutes
Prepare closing packet for Buyer .....	33 minutes
Deliver key to closing.....	30 minutes
Pick up sold signs, lock box and keys.....	27 minutes
Go to closing .....	90 minutes
Time and mileage to closing .....	30 minutes
Follow up calls.....	35 minutes
Thank you letters.....	33 minutes
Sold notices to MLS .....	15 minutes
Mail survey letters.....	12 minutes
Referral letters to past clients.....	36 minutes
Donation to Children’s Miracle Network.....	30 minutes
Close out file .....	60 minutes
Prepare HUD 1, tax letter .....	33 minutes

Total minutes worked in 30 day period..... **7,248 minutes (60 hrs & 48 mins)**

# TODAY'S LOCAL MARKET CONDITIONS

2008 has been the third consecutive year of declining real estate values in our regional South Florida Market. Most neighborhoods have experienced drops in value from 2005 between 15% and 25% over that time frame.

Here are some statistics by for South Florida for April 2008.

## CONDOS & TOWNHOUSES

Units For sale	48,514
#Pending	1,518
Chances of Selling:	3.13%
Average Days on Mkt	125 days

## SINGLE FAMILY HOMES

Units For sale	34,280
#Pending	1,317
Chances of Selling:	3.84%
Average Days on Mkt	122 days

Average Number of Showings required to get an offer = 10.

This means we need 10 showings to get an offer. If the average days on market is over 120, We need to have at least 1 showing every 12 days.

In this market, pricing plays a critical role. We will run an analysis that will give you the above numbers for your particular neighborhood, zip code, market area or 1 mile radius. Take the following example for a neighborhood in our area which is typical:

Average Sold Price 16 months ago:	\$690,000
Most recent Sold Price 30 days ago	\$610,000

Decline	\$80,000
# months:	16

Avg Decline per month:	\$5000.
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## THE SCENARIO

You may want to price your home at \$610,000 since that was the recent sale, but at listing time you are already \$5000 overpriced since the market has continued to decline. A buyer who is coming to see your place is thinking that if they buy it now for \$610,000 and close in 60 days, then at closing they will already have lost \$15,000. (\$5000 per month decline X 3 months since last sale). What makes it worse, is that after 6 months of owning the property, the buyer will have lost \$30,000 of their equity or their entire down payment of 5% if they offered you "market value".

## THE RESULT

Buyers are not going to offer you the price of the last comparable sale in your neighborhood. They will need to see that for the foreseeable future that they are protected from additional declines and they will want to buy it for below market value so that in 6-9 months they will not lose their equity.

# PRICING YOUR HOME

When selling your home, one of the hardest things can be deciding on the price. You've called me in as an expert to sell your home and price it so it *will* sell. We're truly dedicated to gaining you the most money you can receive from that sale. In addition, we recognize there are many reasons why you already have a certain price in mind. You may be considering . . .

## Your Original Purchase Price

Chances are you paid market value. But markets change, and today we have to deal with the current market conditions which may have changed significantly.

## Improvements

Improvements should be made for enjoyment, not resale. You cannot add an item to a home, select it to your style, use it, then expect a buyer to pay the original cost. Likewise, maintenance preserves the value, but does not create value. If you needed a new roof, it was needed as a maintenance requirement and cannot be added to the market price of your home.

## Your Need For Money

Your need for money or the fact that you are moving to a more expensive area where you will have to pay more for a home has nothing to do with the home's current market value.

## The Cost to Rebuild it Today

## Your Personal Attachment to the Property

These factors above may influence the price in *your* mind; but as you can see, they really have nothing to do with what your home is actually *worth* on today's market.

Over many successful years selling homes, we have frequently heard comments from sellers, such as:

- “Another agent said it was worth more.”
- “People always offer less than asking price.”
- “The buyers can always make an offer.”
- “My neighbor was able to get his price.”
- “My house is better than these other homes.”
- “We paid more than that for our home.”
- “We just painted and added new carpet. . . .”
- “I need this much money for our next house.”

Although some of these comments may be true, they are not necessarily valid when it comes to deciding on the right price.

### **DANGERS OF OVERPRICING:**

- 1) **You will lose the excitement that a new listing generates.** REALTORS are working with buyers who have seen what is currently on the market and are waiting for something new to be listed. Therefore, the most activity will take place in **the first thirty days of a listing.** Your home will probably receive **its highest and best offers** during this time. After that initial period, the only people who come to look at your home will be new buyers in the marketplace.
- 2) **You will lose the most qualified prospects!** Buyers will not just “make an offer” because they probably will never see your property. They will view the properties that are priced within their purchase power range, knowing that they cannot afford anything above their price range.
- 3) **Overpricing helps sell other, more competitively priced homes first.** Your home may be used to demonstrate the good value of other properties. Your objective should be to enter the market in a position that will attract prospects, not drive them away.
- 4) **Your home may become stale on the market.** Prospects may wonder why it has been on the market so long or if something is wrong with the property, even after you lower the price. You may even have to settle for less than market value. A house takes on a reputation surprisingly fast, so don't wear out your welcome on the market.
- 5) **You lose a strong negotiating position when your house is on the market a long time, both financially and mentally.** Prospects will not “rush” to make an offer on an overpriced property, and you may feel compelled to accept less when they finally do.
- 6) If you do get an offer, the contract **may fall through because of appraisal problems.** The lender must justify the price to the market.

As you can see, pricing your home correctly will make a tremendous difference in how fast it sells and for how much. We make it our business to know the market and price our client's homes to sell for the most money in the least amount of time—and we're good at it. Just ask our past clients. If we need to talk about price, we'll call you—or don't hesitate to call us first.

### **THE DILEMMA:**

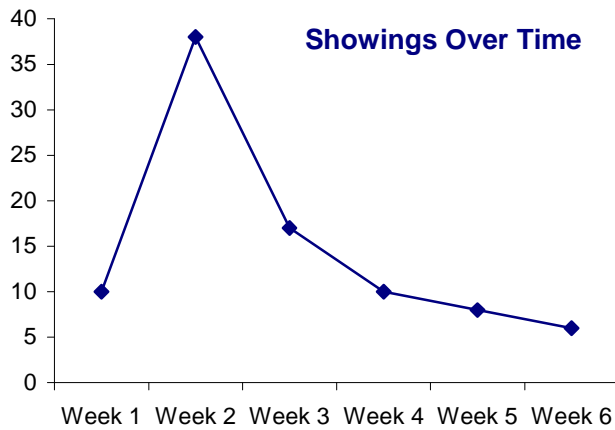
The dilemma you face as a homeowner right now is the following:

- 1) Prices are **still declining** so you will need to price your home at a future price which is **below today's market value.**
- 2) On average there are between **25 and 33 comparable residences** competing with yours for the next **1 buyer who will buy.** If you are not one of the best deals, you will not sell.
- 3) **60% of all active listings have had a price reduction.** If you are not priced ahead of the decline, then there is a high chance that someone else will undercut your price in the next 30 days.

## Frequently Asked Questions and Comments by Homeowners:

- Q. I want to sell, but I am not desperate and do not want to “give it away”.**  
A. Unfortunately, right now, there are too many Sellers who are willing to “give it away”. If you are not motivated to sell your home for less than the recent sale, then we recommend that you do not put it on the market. It is estimated that 65% of all new pending sales are either Bank Owned homes or Short Sales.
- Q. I need to sell, but I need to clear at least a certain amount of money.**  
A. Unfortunately, the buyers coming to look at your home will not make their offer based on how much money a homeowner needs to clear. They will make their offer based on what they feel the property is worth. If the price of your home is not one of the best deals in the area, then buyers will reject it.
- Q. I want to price it higher. The buyers can always make me an offer.**  
A. By pricing it higher, you will be competing with homes that are bigger or in better locations. Buyers will not bother to make you an offer because your home will not meet their criteria. Typical feedback will be “the home is too small”, or “the buyer found a home in a better neighborhood.”
- Q. I want to test the market for 30 to 60 days.**  
A. Right now we are in a declining market. If the values are going down by \$3000 in your neighborhood, then by “testing the market” for 60 days, will be a \$6000 mistake because your home will be worth \$6000 less. By pricing it correctly, you will get the maximum in the first 30 days.
- Q. I will wait until next year when the market gets better.**  
A. Nobody has a crystal ball, but there are currently no signs that the market will turn around in the next 12 months. Historically, after a few years of decline, values tend to be flat. By waiting another year, there is high probability that your home will be worth even less, and remain flat for at least another 12 months.
- Q. If I don't get the price I want, I will rent it.**  
A. This will work if you purchased your property over 4-5 years ago since your monthly payments will be covered by your rental income. However, if you didn't, here are some extra costs to consider:  
1) You will lose your homestead exemption and next year your property value will be reassessed to full market value and your taxes will increase sharply.  
2) The difference between the rent and your monthly expenses?  
3) Property repairs due to tenant negligence  
4) Vacancy after Tenant moves out.  
5) Property Management Expenses vs you managing property  
6) Additional Decline in Property Values for the next 12 months.  
7) Moving Expenses and/or Furniture Storage.

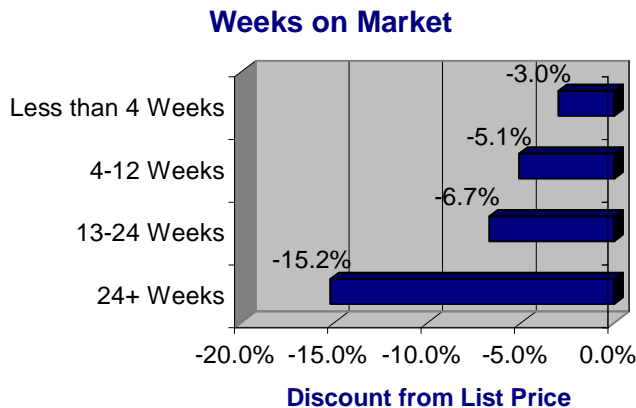
## PRICE IT RIGHT FROM THE START TO GET THE HIGHEST BOTTOM LINE!



Source: David Knox Seminars, © Copyright

Since your best activity occurs during **the first few weeks**, setting the right price early insures favorable comparison with the competition. Once a buyer has seen the house and ruled it **out they don't 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 home!

## SET THE RIGHT PRICE FOR A FASTER SALE . . .



Setting the price “a little higher” because you’re not in a hurry may sound like a realistic strategy, but as you can see from the NAR chart, the longer a home sits unsold, the bigger the discount from the asking price the seller usually receives.

## WHO IS THE AVERAGE HOME BUYER

The average homebuyer moves **10 miles** from their old home to get:

- more space,
- a better financial advantage,
- the opportunity to quit paying rent.

70% are married couples, 58% are repeat buyers, and a typical repeat buyer is 41 years of age. 75% of buyers choose an existing home. The typical buyer looks at 18 homes over a span of 15 weeks, but a relocating buyer looks at 22 homes and makes a purchase decision in 12 weeks.

Source: National Association of REALTORS

## TRACK RECORD AND EXPERIENCE

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

<u>2007/8</u>	104 Closed Transactions	\$48M Sales Volume
<u>2006</u>	82 Closed Transactions	\$35M Sales Volume
<u>2005</u>	110 Closed Transactions	\$50M Sales Volume
<u>2004</u>	72 Closed Transactions	\$39M Sales Volume
<u>2003</u>	61 Closed Transactions	\$14.62M Sales Volume
<u>2002</u>	42 Closed Transactions	\$4.25M Sales Volume

#1 Sales Group / Agents RE/MAX Beach Properties

### EDUCATION AND AWARDS

- TOP 1% of all Realtors in Greater Dade and Broward Counties
- Real Estate Law I and II (Graduated Top 1%), Agency Law
- Code of Ethics
- Founding member The Institute for Luxury Home Marketing
- Website [www.IRTGroup.com](http://www.IRTGroup.com) VOTED TOP 5 AGENT WEBSITES by Florida Realtor Magazine.
- Our Real Estate System was Featured as Cover Story on Real Estate Executive Magazine November 2002 for Dade and Broward Counties
- Manage 6-8 Team Members at given time
- Licensed Mortgage Broker, Certified Loan Processor

We recognize that past performance is not necessarily a guarantee of future success, but **what else can you go by?** An agent's track record *is* important because:

- 85%-90% of agents never make it through their first year.
- Your home is probably your single largest asset. In fact, if you are like most Americans your home makes up the lion's share of your net worth. So presumably, you want **the most qualified person** you can find to advise you about the market and the sale process.
- There are over 47,000 agents in the Dade, Broward and Palm Beach counties, and **only 5% of them could** be considered successful by accepted industry standards based on sales volume.

## VENDORS

### Lenders

	<u>Phone</u>	<u>Contact</u>	<u>Website/Email</u>
Premium Trust Mtg	305-861-4722	Barbara Smith	<a href="mailto:barbara@premiumtrust.com">barbara@premiumtrust.com</a>
Chase Manhattan Bank	954-817-5709	Ignacio Medir	<a href="mailto:Ignacio.x.medir@chase.com">Ignacio.x.medir@chase.com</a>
Countrywide Home Loans	786-488-8372	Grace Dionne	<a href="mailto:grace_dionne@countrywide.com">grace_dionne@countrywide.com</a>

### Attorneys

Daniel W. Humbert, P.A.	954-926-5430	Daniel Humbert	<a href="mailto:dhumbert@bellsouth.net">dhumbert@bellsouth.net</a>
Robert Aschheim	305-937-4797	Robert Aschheim	

### Home Inspection Companies

Phillips Home Inspection	954-478-2500	Bernie Phillips	<a href="mailto:sniffout@aol.com">sniffout@aol.com</a>
Diversified Home Inspection	954-252-9980		<a href="http://www.diversifiedhomeinspections.com">www.diversifiedhomeinspections.com</a>
Amerispec	954-630-9593	Charles Lyday	<a href="http://www.amerispec.net/lyko">www.amerispec.net/lyko</a>
All County Home Inspectors	954-791-5144		<a href="http://www.allcountyhomeinspections.com">www.allcountyhomeinspections.com</a>

### Appraisers

Raul panero	305-969-8100		
Ira Messinger	305-935-3727		<a href="mailto:IMMApraiser@aol.com">IMMApraiser@aol.com</a>
Jim O'Neill	954-610-0228		<a href="mailto:james@acaappraisalinc.com">james@acaappraisalinc.com</a>

### Title Companies

Title US	954-926-5430	Doug Wilson	<a href="mailto:dwtile@bellsouth.net">dwtile@bellsouth.net</a>
Guaranty Trust and Title	954-920-0766	Michael Stiber	<a href="http://www.guarantytrust.net">www.guarantytrust.net</a>
South Florida Title Group	305-695-1104	Matthew Herbolich	<a href="http://www.sftitle.com">www.sftitle.com</a>

### Home Warranty

American Home Shield	800-735-4663		<a href="http://www.ahswarranty.com">www.ahswarranty.com</a>
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### Moving Companies

Lima Moving	305-261-3030	George Lima	
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### Contractors

SE Constructions - Dick Ross	cell 917-864-3403	H 305-466-9576	
	Flooring, Kitchens, Baths, Complete Home Construction.		
Thomas Bernal	954-812-8376	Wood, Tile, Carpet	

### Termite

Cobra Termite	954-792-6655		
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## CONTACT US:

24/7 Direct Live Person    305-674-4811  
Office                            305-965-6947  
Fax                                786-228-0887  
Email:                            [clientcare@pavlikgroup.com](mailto:clientcare@pavlikgroup.com)  
Website:                         [www.LuxuryLifestyleMiami.com](http://www.LuxuryLifestyleMiami.com)

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

### Broward County Location

### Dade County Location

#### Ft. Lauderdale Northeast

3696 North Federal Highway, Suite 101  
Fort Lauderdale, FL 33308

#### Ft. Lauderdale Southeast

1437 SE 17th Street  
Fort Lauderdale, FL 33316

#### Plantation

1801 N. Pine Island Road Suite 210  
Plantation, FL 33322

#### Weston

1625 N. Commerce Parkway, Suite #105  
Weston, FL 33326

#### Miami Kendall

11420 N. Kendall Dr. STE 207  
Miami, FL 33176

#### Miami NE

700 NE 90th Street, Suite A  
Miami, FL 33138

#### Miami Beach

1680 Meridian Ave, Suite 101  
Miami Beach, FL 33139

#### Aventura

20801 Biscayne Blvd, Suite 101  
Aventura, FL 33180

#### Coral Gables-Coconut Grove

4649 Ponce de Leon Blvd, Suite 400  
Coral Gables, FL 33146