

Austin

Referral  
Realty

LISTING PRESENTATION



Austin

Referral  
Realty

# WELCOME TO AUSTIN REFERRAL REALTY

Back in 2004, Austin area real estate broker **Ronnie Bredahl** decided it was time to take his work to the next level. Serving up a winning combination of time-tested experience, internet marketing savvy and unsurpassed customer service, Ronnie started **Austin Referral Realty** with the internet consumer in mind.



**RONNIE  
BREDAHL**

Now, thanks to Ronnie's vision, both **buyers and sellers** have easy access to the highest quality professional real estate services made available in one convenient and information-rich website. Committed to excellence in all things, **Austin Referral Realty** guarantees superior customer communication, sophisticated marketing using state-of-the-art technology and friendly service that exceeds expectations.

***Professionalism. Integrity. Marketing know-how. Amazing customer service. What more could you want in a real estate broker?***

Austin

Referral  
Realty

# NEVER FAIL TO ASTONISH THE CUSTOMER.

**It's really quite simple.**

***You're the customer and I'm here to serve you.***

## I WILL ALWAYS...

- place ***your*** needs ***first***.
- be completely ***honest and act with integrity***.
- give you the ***highest quality service***.
- keep you updated with ***constant communication***.

MY PHILOSOPHY

## YOUR RESPONSIBILITIES IN THE SALE OF YOUR HOME INCLUDE:

- Interior & exterior condition of your house
- Availability to show your home
  - Lock box/key box so it can be shown when you're away
  - Communication when out of town, etc.
- Choosing a competitive price
- Placing the "For Sale" sign -- this accounts for 20% of all sales!
- Preparing your home for showing
- Offering buyer incentives (if necessary)
  - Points
  - Allowance for fix-up
  - Other
- Periodic meetings with me to consider adjustments
- Providing all of the following:
  - Current mortgage information
  - Utility bills
  - Information that may be applicable to your home, such as:
    - 1) Homeowner's association documents
    - 2) Condominium documents
    - 3) Covenants & restrictions
  - Other items determined to be necessary

## AS YOUR REAL ESTATE BROKER, THIS IS MY VOW TO YOU:

### I WILL:

- Attract buyers, exposing your home to as many potential buyers as possible using a custom designed marketing & advertising plan.
- Place your home on the Multiple Listing Service and on the Internet, and make your home available to the out of town buyers using the services of our own and several other relocation companies.
- Show your home to interested, *qualified* buyers.
- Help you prepare your home for showing by providing honest feedback on property fix-up.
- Communicate feedback from other sales associates and potential buyers.
- Provide you with input & information so you can competitively price your home.
- Represent you during negotiations to achieve the best possible price and terms.
- Help arrange financing for the buyer to ensure the sale proceeds.
- Administratively handle all the details from listing to closing. Up to 50 different people, from appraisers to surveyors will be involved in the transaction. I'll coordinate the process and arrange all appointments and inspections to ensure a smooth sale that stays together!

## THE BENEFITS OF PRICING RIGHT:

- Your home sells faster. The majority of homes sell within the first three weeks!
- Your home never loses its "marketability."
- You'll attract more potential buyers.
- You'll generate more excitement and thus higher sale prices.

## THE RISKS OF OVERPRICING:

- You miss the "window of opportunity."
- Property loses its marketability and becomes "shopworn."
- Ultimately your home sells for less.
- Creates a longer marketing period.
- House does not sell.

## REASONS SELLERS MAY OVERPRICE:

- Extensive renovations and improvements to property.
- Urgent need for money.
- Lack of factual market information.
- Desire for "bargaining room."
- Hope to purchase in a higher priced area.
- Original cost of home too high.

# KNOW WHAT YOUR PROPERTY IS WORTH.

**“Okay, so how *exactly* do I do that?” you ask.**

Your property's value ***is not*** determined by:

- what you paid for your home.
- what you need to buy your new home.
- what you'd like to sell it for.
- what I say it's worth.
- what any other real estate agent says it's worth.
- what an appraiser says it's worth!

**The value of your home is determined by what a *buyer* is willing to pay in today's market. Buyers always determine value!**

I'll provide you with a **Competitive Market Analysis** so you can compare your home to others currently on the market for sale. It'll show you properties that have successfully sold, are under contract, are active competition to yours or have failed to sell.

## EXTERIOR IMPROVEMENTS & MAINTENANCE

- **Mow** your lawn frequently during its marketing period, being sure to **edge** it up the driveway and along sidewalks for a finished look.
- **Fertilize & water** your lawn for a lush, green appearance.
- Plant **flowers** in the front yard. **Weed** all existing beds.
- **Trim** all shrubbery and **prune** trees.
- **Replace** and/or **clean** shutters, gutters and down spouts.
- **Paint** any blistering trim.
- **Repaint or restain** the front door for a pleasant first impression.
- **Replace** torn screens on windows & doors.

## INTERIOR IMPROVEMENTS & MAINTENANCE

- **Paint** the rooms that really look fingerprinted, worn, or faded.
- **Clean** all wall-to-wall carpeting and draperies.
- **Repair** leaky faucets.
- **Replace** old caulking around bathtubs & sinks.
- **Spray lubricant** on all squeaking doors, windows, closets, and cabinets.
- **Air out your home.** Place deodorizers in all the rooms and remove smelly culprits like kitty litter or doggie beds.
- **Remove all clutter** and store it neatly (even in the closets).
- **Clean** garage, basements, and attics, moving stacks against walls to show maximized floor space.
- **Remove, pack, and store** in an inexpensive mini-warehouse extra furniture & items which clutter your home (like extra children's toys or nick-nacks).
- **Clear your spaces.** Remove extra appliances from counter tops. Remove clutter and extra decorative items from end tables, coffee tables, dresser tops, vanities, night stands, etc.
- **Clean your home from top to bottom**, including windows, fans, ventilating hoods, baseboards, floors, etc.

***Someone will call to show your house. It is even likely that it'll be on very short notice. In order to make the best possible impression for potential buyers, be sure to do the following:***

- If it's daytime, open your drapes and blinds to let as much light in as possible. If it's night, turn on all exterior lights, especially landscape and pool lighting if you have it.
- Open all the doors to create an inviting feeling.
- Turn on all the lights, including lamps.
- Turn on soft music.
- If you have pets, put them outside.
- Pick up any newspapers or magazines that are laying around.
- Make sure all your counters are clear.
- Put all dirty dishes in dishwasher.
- Take out your trash, if necessary.
- Make sure all the beds are made.
- Bathrooms should be clean and toilet lid down.

***When you leave the house in the morning or during the day, please leave it as if you know it is going to be shown. It's difficult sometimes and might even mean you have to get up a little earlier in order to take care of these important items. You never know when the right person is going to look at it, so you must always be ready for them.***

**ONCE AN INTERESTED BUYER OFFERS A CONTRACT TO YOU, I'LL PROVIDE YOU WITH THE CONTRACT, NET PROCEEDS, AND INFORMATION ABOUT THE BUYER.**

**YOU CAN CHOOSE TO**

- accept it,
- reject it, or
- make a counter offer.

**ONCE YOU'VE ACCEPTED A CONTRACT, THE FOLLOWING TYPICAL PROCEDURES WILL HAPPEN:**

- Contingency inspections
- Termite & wood destroying insect inspection
- Removal of other contingencies such as
  - approved buyer financing
  - sale of buyer's home
  - etc.
- Lender appraisal
- Survey
- Buyer walk-through
- Close of escrow/closing. Remember to bring all keys and sign the deed.

## BE SURE TO SEND CHANGE OF ADDRESS NOTIFICATIONS TO:

- Post Office
- All credit card accounts and lenders
- All subscriptions
- Friends & relatives
- Your bank
- Insurance companies (life, health, fire and auto)
- Utility companies (gas, electricity, water, telephone). Arrange for refunds of any deposits and service at your new location.
- Any delivery services (laundry, milk, newspaper).

## HELP YOUR TRANSITION GO SMOOTHLY!

- **Automobiles:** Transfer car title registrations, driver's licenses, motor club memberships, etc.
- **School Records:** Remember to transfer your children's records.
- **Health:** Ask for copies of your medical, dental and prescription histories. Ask for doctor & dentist referrals. Transfer needed prescriptions.
- **Church, clubs, civic organizations:** Transfer memberships & get letters of introduction.
- **Pets:** Ask about regulations for licenses, vaccinations, tags, etc. in your new hometown.



