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DUZIT

REALTY GROUP

**STRATEGIC MARKETING
CAMPAIGN +
MARKETING PROFILE**

A Guide For Home Sellers



FORWARD THINKING
BUY. SELL. RENT.

QUESTIONS

“What do you need from
the sale of your house?”

UNIT

REALTY
GROUP

QUESTIONS

“How’s the market?”



ABOUT YOUR UNIT REALTY GROUP AGENT

Name: Joe Schutt

Position: Broker/Owner, Real Estate Agent

Years In The Business: 11 years licensed, a lifetime of training ...

Random Fun Fact: Realized I wanted a real estate career after my father-in-law suggested it as a perfect fit



A Little Bit About Me:

- Mobile technology enthusiast
- Dad to two Miniature Schnauzers
- Passionate about all things metro Boston
- Committed to the goal of green, sustainable living
- Past National Association of REALTORS® Board Member

ABOUT UNIT REALTY GROUP

Unit Realty Group is a local independent brokerage whose DNA is a blend of service excellence, city real estate solutions, community presence, green practices, tech and pet-centricity.

- We are **local** and focus on metro Boston real estate
- We employ **cutting-edge technology** for the ease and benefit of our clients
- We seek to ensure the real estate process is a positive experience both our **clients** and their **pets**
- We are **ecologically-minded** and are **virtually paperless**
- We are present in the **community** and place a high value on **giving back**

PREPARATION + STAGING

We review and analyze what can be done to maximize your home's appeal to the broadest possible audience.

- Painting
- Streamlining and decluttering
- Furnishings
- Small, or major renovations

Create a list of homework to ensure nothing is forgotten:

- Property taxes
- Condo association fees
- Utilities expenses

PREPARATION + STAGING

Marketing Preparations

- Professional photographs
- Floor plans
- Property video
- Virtual tour



Which would you rather buy?

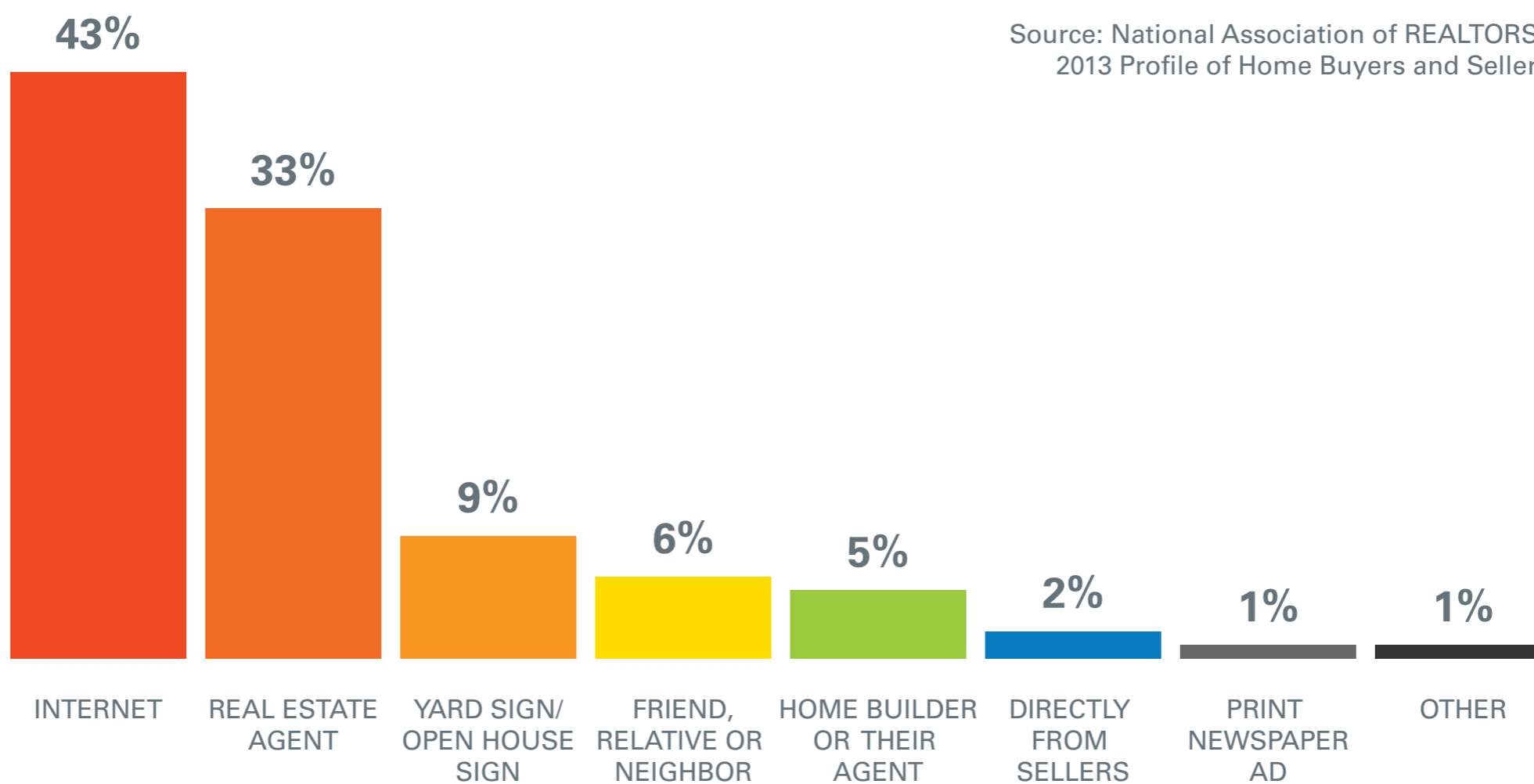
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MARKETING

Where Do Home Buyers Come From?

WHERE BUYERS FOUND THE HOME THEY PURCHASED



MARKETING

Full Market Exposure

- Effective marketing begins with professional photos and a compelling description of your home's best features to set it apart from the competition
- Your property for sale is showcased in its best possible light and made easily found where metro Boston home buyers look most



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MARKETING

Listing Syndication

- One website is not enough
- Unit Realty Group's syndication extends to more than 25 separate, far reaching real estate portals



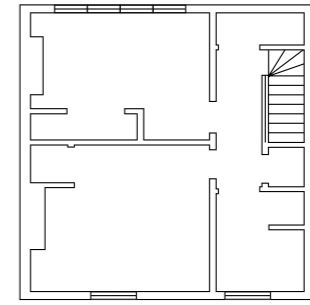
MARKETING



Optimized MLS Entries



Video + Virtual Tours



Floor Plans



Listing Website



Advertising



Collateral

MARKETING



Accompanied Showings



Public Open Houses



Broker Open Houses



Social Media



Email Marketing



Sphere of Influence

MARKETING

E X P O S U R E
IS EVERYTHING

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PROCEDURES

What happens next after the listing contract is signed?

- Property preparation and staging
- Floor plans
- Listings photographs / video
- Marketing collateral created

And then what?

- Property listing goes live on MLS
- Broker / public open houses
- Scheduled showing requests
- Regular showing feedback

PROCEDURES

Showing Procedures

- Security guidelines to keep in mind
- Buyers arriving without appointments
- Contact methods and notice
- Should we leave during showings?
- Should we clean before showings?
- How long do showings last?
- Pets, alarm systems, parking and other good to know information



POSITIONING

Objective

- Sell your home for the best price in the least time with the fewest hassles

Important Considerations

- Price is determined by buyers NOT agents
- Choose your agent first and then establish your market position
- Wrong positioning can be costly and result in delays



POSITIONING

What's Positioning?

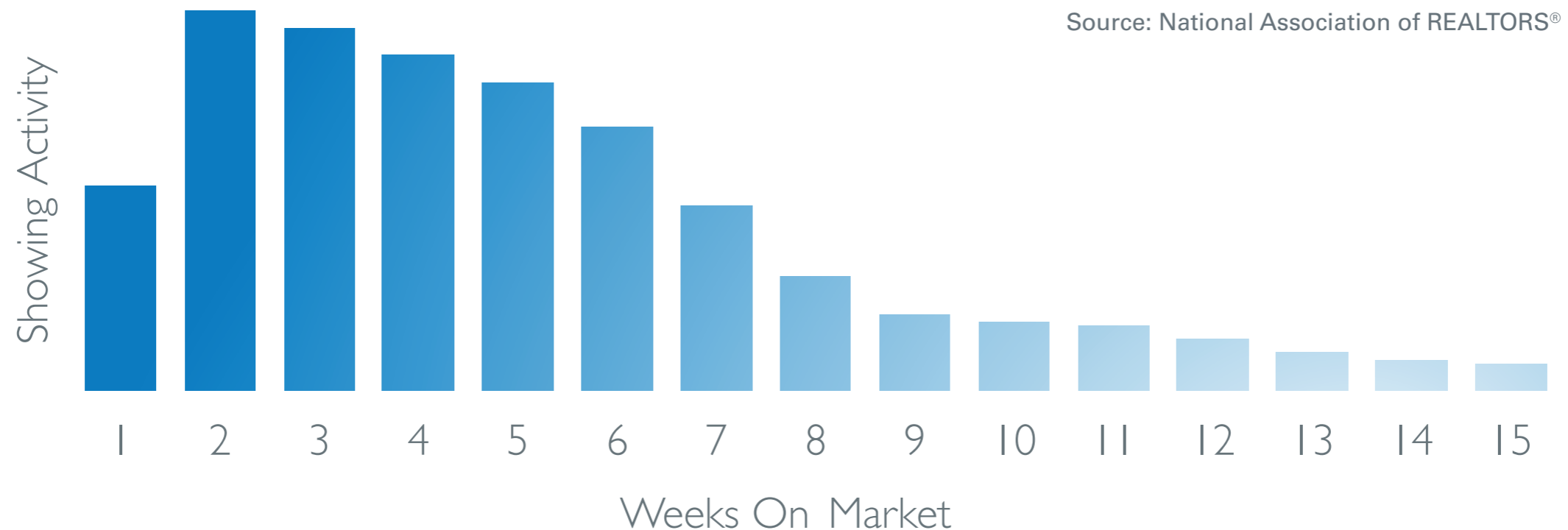
- Positioning is the act of placing a property for sale among its competition for market advantage
- Buyers shop within a radius and price range around an area looking for the greatest value
- Proper positioning builds interest and urgency in the minds of home buyers



POSITIONING

Number of Property Showings Versus Time On Market

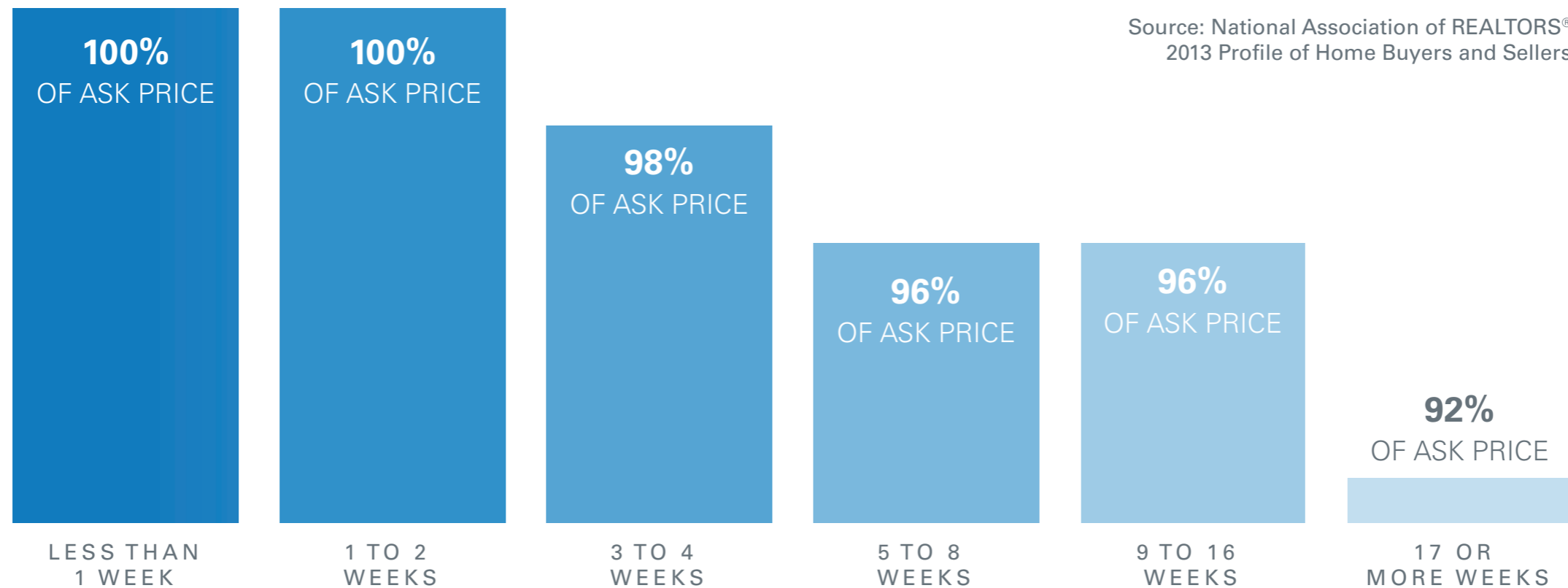
POSITIONING IS THE BOTTOM LINE—GETTING IT RIGHT FROM THE START IS IMPORTANT!



POSITIONING

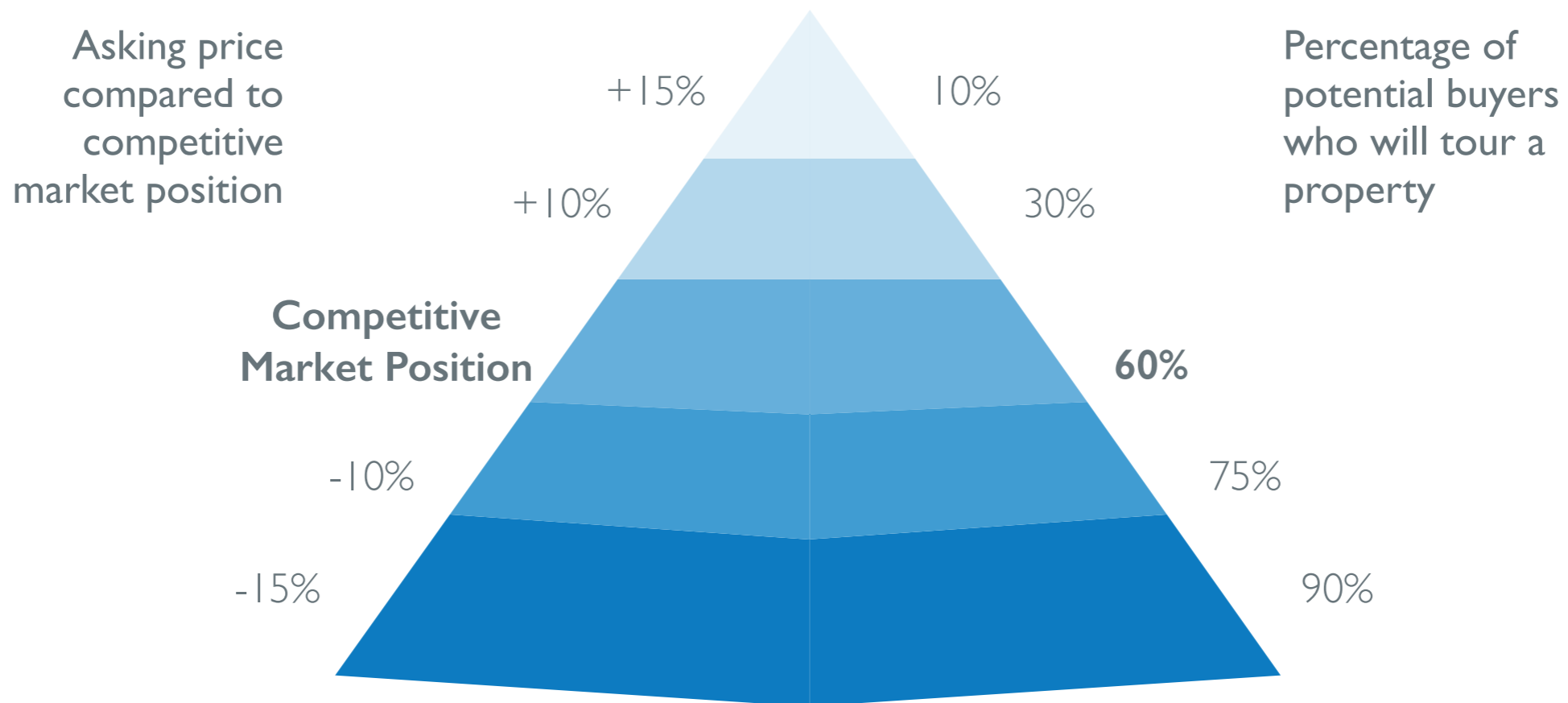
Effect of Over-Positioning

SALES PRICE AS A PERCENTAGE OF LIST PRICE RELATIVE TO TIME ON MARKET



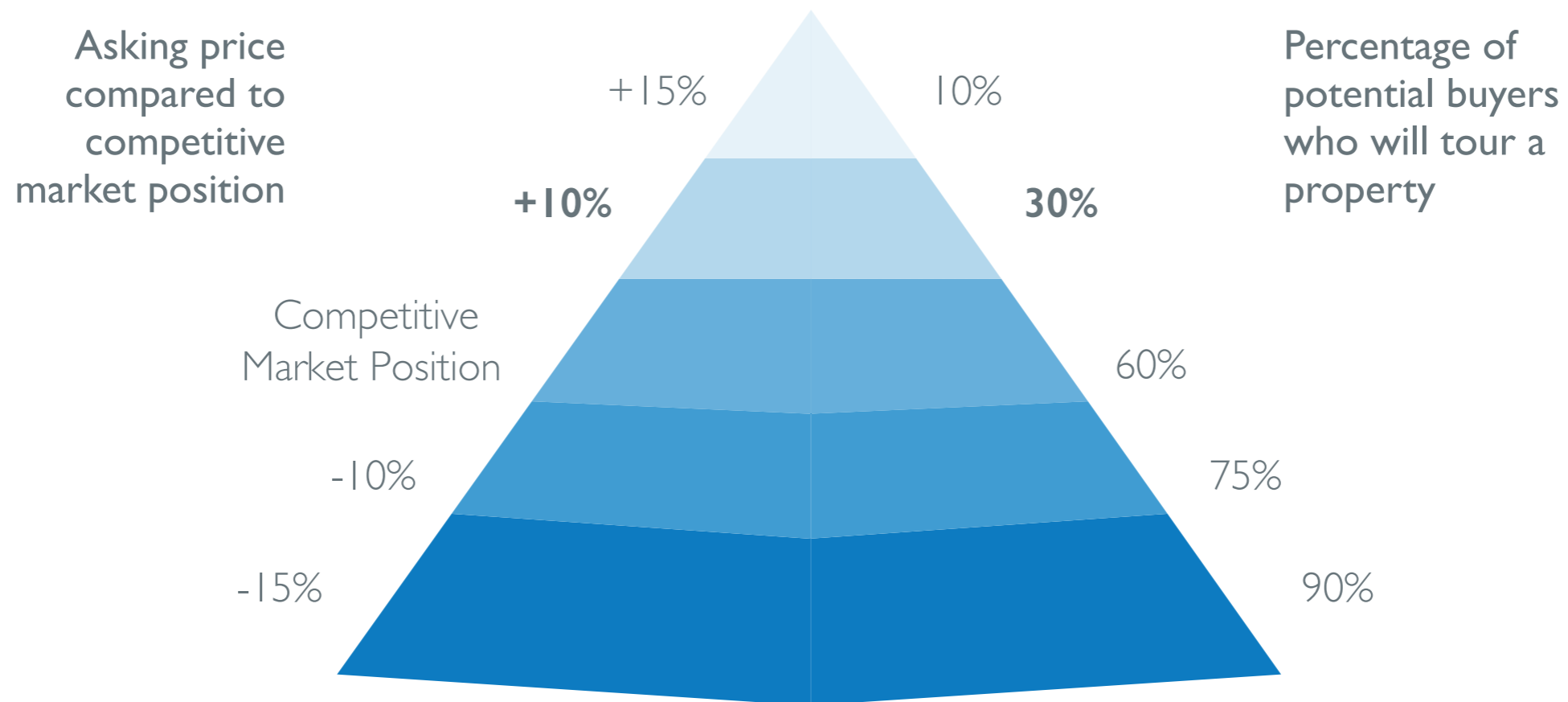
POSITIONING

The value of being competitively positioned
IN the market and not just ON the market ...



POSITIONING

If a property is over-positioned by as little as 10% it can reduce buyer activity by HALF!



POSITIONING

The 3 Market Responses To Your Home For Sale

1. An acceptable offer within 3 to 4 weeks

2. Showings, but no acceptable offers

3. No, or slow showings

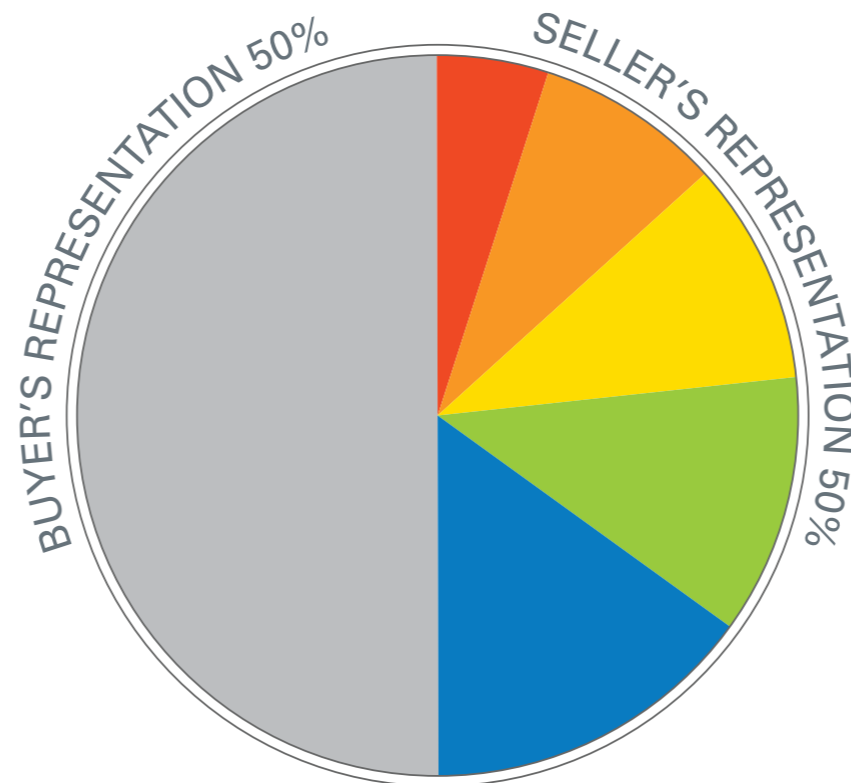
If the market doesn't respond in a way that will achieve your goals, it may be time to reposition.

COMMISSION

Typcial Commission, or “Success Fee” Breakdown

50% Co-operating Brokerage
Buyer's representation

50% Listing Brokerage Side
Seller's representation



Hard Costs
*Dues, memberships,
insurance, car, etc.*

Business Expenses

Tax

Net Income

Listing Brokerage



COMMISSION

Unit Realty Group's commUNITies Program

- We are committed to improving the communities we serve. We love metro Boston. It's our home and that's why we donate 5% of our sales commission to support the local cause of your choice.
- Change your address with us—improve lives and impact social change too!



COMMISSION

“You can always find someone to do it cheaper ...”



QUESTIONS



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