



***Marketing Your Home
with the team of
Lauren Sisson & Jay Lopp***



Direct line: 704-996-7271



Direct line: 704-650-4019

The Lake Team

www.LakeNormanTeam.com

Introduction

Congratulations on your decision to consider us for the job of selling your home. Homeowners from Mooresville, Cornelius, Davidson, Huntersville and around Lake Norman have profited from the services that we provide.

As a team, we have had the privilege of working with many property owners this year who, it seems, have each had very unique situations. As committed real estate professionals, we spend a great deal of time studying and researching the current market trends to assure we market property, like yours, aggressively and successfully.

The customized marketing plan which we will present to you, has been organized and designed to sell your house in the time frame that suits your needs. Our explanation will give you a thorough understanding of the steps in the process.

Each year we strive to improve our marketing plan and update our technology. Those of you who have worked with us in the past, will be pleased and impressed with our more efficient means of accomplishing the sale of your house. For those of you meeting us for the first time . . . ***get your questions ready, open your minds and be prepared for a satisfying and successful real estate experience!***

A Personal Note

Jay Lopp

Jay has been with Century 21 Hecht Realty since 1991. Because of his knowledge of the Lake Norman area, Jay is one of 9 agents in the company who was personally selected by Bob Hecht to evaluate the value of properties for Crescent Resources. Jay has been married to his wife, Margaret, for 8 years. Margaret is a critical care nurse at Carolinas Medical Center. They have a 3 year old daughter, Juliana. Working as a team has given Jay more quality time with his family.

Lauren Sisson

Lauren has 12 years experience in the real estate industry, not only listing and selling houses, but also in sales training. Her husband, Gary, is a national trainer and speaker in the real estate industry. Working from a home office, Lauren enjoys the luxury of being at home with Olivia, her 3 year old daughter, while serving the real estate needs of her customers and clients.

Working together as a team, Jay and Lauren are able to communicate with their clients regularly. They limit the number of people they work with each year. They are able to work personally with you and each client so you won't get lost in the shuffle.

Let Jay and Lauren's experience and reputation of helping others assist you in reaching your goals. They will make your goals their goals.

Mission Statement

Our goal now and for the future. . .

Our clients deserve and will receive the finest service ever offered by any real estate organization.



NOTE:

You have a family doctor, lawyer, dentist, mechanic, accountant and maybe even a veterinarian for your pet. We want to be your family real estate team.

Track Record and Results

Century 21 Hecht Realty

- #1 real estate company in the Lake Norman area
- #1 Century 21 company in North and South Carolina
- Consistently awarded the Quality Service Award every year for the past 4 years

Jay and Lauren

- Never had a listing expire
- Listings sell in half the time compared to MLS average
- 98% List to Sale Price
- 20 years combined experience

In real estate, a track record is very important when choosing an agent to market your property. The property owners who have hired Jay and Lauren to market their property have had great results. On average, Jay and Lauren's marketing strategies have accomplished the sale of the properties in half the time it takes the average agent in the MLS. A shorter marketing time means more money for you the seller.

Things We do to Attract Buyers and Sell Your Home

Century 21 Franchise

- Third most recognized trademark in the world
- Nationwide and Worldwide referrals

Direct Advertising

- The Real Estate Book
- Charlotte Observer
- Local papers
- Century 21 Hecht Realty full color quarterly magazine
- Lake Norman magazine
- Estates and Land magazine
- Homes and Land
- The Real Estate Guide

Internet Advertising

- Personal web site . . . www.LakeNormanTeam.com
- Company web site . . . www.C21Hecht.com
- International site . . . www.Century21.com
- Cendant web site . . . www.Move.com

Yard Sign

- Number 1 most recognized real estate sign in the world
- Causes buyers to call us directly

Multiple Listing Service

- Exposes your property to over 4,000 agents who have a minimum of 10 buyers on file

Relocation Program

- We offer help to families moving to and from the area – Nationally and Internationally

Property Information

- Full color flyers in outside flyer boxes
- Full color information for inside the house
- CMA provided to all prospective buyers so there is no question about the value of the property
- Full color postcards to surrounding neighbors and the top 100 buyers agents in the area

Packaging and Preparation

- Professional advice on what you need to do to make your property more saleable

Home Warranty

- Save money
- Peace of mind

Electronic Lockbox

- Maximum accessibility and exposure
- Secure-timed accessibility
- Computerized-let's you know who entered the property and when

Where Buyers Come From

- 1% Bought an Open House they saw
- 3% Bought for a combination of reasons
- 3% Bought advertised property
- 7% Referral by relocation company
- 8% Responded to an Open House but bought a different home
- 18% Responded to an ad but bought a different home
- 20% For Sale sign
- 40% Name/Firm Recognition or Salesperson Contact

Source: National Association of REALTORS

Aggressive Marketing

- When discussing the price for your property, we will tell you what you need to hear, based on the most current information, so we won't let you down later.
- We will update you with market changes.
- We aggressively work the top 100 buyer's agents in the area.
- We notify and prospect your neighborhood to find a buyer for your property.
- We will prepare a virtual tour of your property and link it to various web sites.

References you are welcome to contact:

Russ and Sue Wert, home 704-892-6414

Don and Lynn Barham, home 704-892-6317

Rick and Jan Sprouse, home 704-483-4909

Steve Taylor and Susan Holmen, home 704-720-9650

Harry and Nancy Knorr, home 704-896-7647



TIRED OF BROKEN PROMISES?

Here are a few questions you should ask... before you hire your next real estate agent!

You didn't think it was necessary to have such a comprehensive list of questions, did you? Be honest with yourself... you didn't even know you should have asked most of these questions. Believe it! The way agents answer these questions will help you determine if they are **FUTURE DROPOUT STATISTICS** or **TRUE PROFESSIONALS**.

The best real estate trainers in the industry tell committed agents to take **everything** to a listing interview. For someone who is serious about earning your listing, the Boy Scout motto, "Be Prepared," really holds true. Why should you, the client, be satisfied with anything less? If an agent is unable to answer your questions, he or she just isn't prepared. You can move on to the next interview appointment, confident that you haven't yet found the person to whom you should entrust your largest single asset-your home. Remember, the one asking the questions is in control. Take charge! **ASK!**

1. How long have you actively been selling real estate full time?
2. Do you hold a real estate brokers license?
3. If not and you've been in the business over three years, why haven't you gone for your broker's license?
4. How long have you worked for this company?
5. Do you own or manage the company?
6. If so, with all the duties necessary to run a company, how can you dedicate the time needed to give me the kind of service I deserve?
7. How big an inventory of personal listings do you keep?
8. If your inventory exceeds 20 listings, how can you possibly service that many properties?
9. Do you have a quick reference list that I may see regarding your listing inventory?

10. If not, how do you keep track of all the details on each listing in case a sign - or ad-call comes in?
11. How many homes do you have under contract right now?
12. How many homes have you personally sold this year that were other people's listings?
13. What percentage of your listings sell?
14. What is your average ratio of list price to selling price?
15. What percentage of your listings do you sell yourself?
16. What is the average number of days your listings stay on the market before they sell?
17. What percentage of your listings expire or are canceled?
18. Is there a cancellation provision in your contract if I decide to take my home off the market?
19. Will there be a cancellation fee if I exercise that right? If so, why, and how much?
20. What unique things will you do to market my home to other agents?
21. Can you show me any examples?
22. Are you a member of any multiple listing service?
23. Will you have a professional quality photo-flyer made up on my home?
24. If so, how long will it take to produce?
25. Do you send flyers of my home to other agents? How do they get them?
26. May I see samples of the flyers of all the homes in your inventory?
27. Who is in charge of your advertising? Who determines where and how often my property is advertised?

28. Do you advertise all the properties you represent?
29. How, when and where will you advertise my home?
30. Are you currently advertising in any "Homes" magazines? Which ones?
31. May I see samples of current advertising on homes you have listed?
32. Do you have a private/direct telephone line, or do all your calls go through the office switchboard?
33. How do you control the calls that come in from your advertising or marketing efforts?
34. How do you keep these buyer calls/leads from falling through the cracks?
35. Are you automated? If not, why not? If so, do you use software designed specifically for real estate? Which package? (i.e., PowerPak 21, On Line Agent, Agent 2000, Top Producer, Howard & Friends, ACT, Realty 2000)
36. Why did you choose to work for the company you represent? If it's not a national franchise, why would you affiliate yourself with a company that doesn't offer the national exposure that I deserve?
37. How does that benefit me? Would you please elaborate?
38. Do you have a cellular telephone and pager? If not, why not?
39. How can I be assured that I will be able to reach you when I need to? How do buyers reach you off an ad?
40. Do you work with buyers? Why, or why not?
41. Do you hold any open houses? Why, or why not?
42. Do you have a personal assistant? Why or why not?
43. Will I ever hear from you, personally, once my home is listed?

44. Will I have to deal with an assistant or can I contact you directly?
45. Is there a "back line" number at your office that you can give to me if I need you after hours?
46. Do you hold professional designations from any national organizations? If yes, what are they?
47. If not, why not? Do you think that this demonstrates a lack of commitment to your profession?
48. Have you participated in any specialized education to give you specialized expertise?
49. Are you a million-dollar producer? How many millions did you do last year?
50. Without that kind of proven track record, how can you make me feel confident that you can do the job?
51. Are you a member of any boards or associations of Realtors? If yes, which ones, and why?
52. Are you involved in your local board or association of Realtors?
53. Do you work with a team of related professionals in your real estate practice? For example: title and mortgage officers, insurance agents, termite inspectors, tradesmen, etc. ?
54. Do you have any letters of recommendation from these people or a list of them as references?
55. Do you "co-broke" with other real estate companies?
56. Do you work with "sub-agents" and offer them a co-broke fee? Why, or why not?
57. Do you work with "buyer brokers" and offer them a co-broker fee? Why, or why not?
58. Do you split the fee I pay on an equal basis with your fellow Realtors? Why, or why not?

59. How do you feel about lock boxes? Why would I want to have one on my door?
60. How do you feel about "For Sale" signs? Why would I want to have one in my front yard?
61. What type of "For Sale" sign will you place on my property?
62. Do you have "floor time" at your office with calls going to the floor person?
63. How can I be sure of their professionalism or knowledge of my property?
64. Do you take floor time? Why, or why not?
65. Do you own your own home? If not, how can you sell someone else on the benefits of home ownership?
66. Is your company a member of a national relocation organization or tied to a relocation company?
67. How do you network with fellow Realtors? Do you attend any national conventions or events?
68. Do you have a mentor/trainer (Floyd Wickman, Barbara Schwarz, Mike Ferry, Steve Stewart, Joe Stumpf?) What do you like best about their teachings? Do you follow their philosophies?
69. Do you have an actual marketing plan with a schedule of events to ensure my sale? May I see it?
70. Finally, why should I list my home with you and not some other agent?