

THE SOKOLER MEDLEY TEAM

EXCLUSIVE MARKETING PLAN

www.WeSellLouisville.com



We Sell Louisville

...AND SOUTHERN INDIANA TOO!

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Info@WeSellLouisville.com
www.WeSellLouisville.com
www.WeSellSouthernIndiana.com



THE REAL ESTATE
BULLDOGS

Introduction

Thank you for the opportunity to let us represent you in the sale of your home. We think of our clients as individuals with specific needs. With this in mind, our team strives to give you exceptional service. In response to the more challenging market, we have become more determined and assertive with marketing and technology. This has allowed us to be very successful in securing results for our clients.

Thank you for the privilege of allowing us to show you our Exclusive Marketing Plan.

Enclosed Please Find:

- Marketing Plan (p. 4)
- Internet Marketing (pp. 5-7)
- Reasons A House Sells (p. 8)
- Pricing Your Home (p. 8-9)
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- Success Stories (p. 14)
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- Your Concerns (p. 24)

The Sokoler - Medley Team





Marketing Plan

MOST SUCCESSFUL AGENTS DO THIS:

- ✓ Determine your Property's fair market value
- ✓ Analyze recent local sales and current listings
- ✓ Complete a detailed inspection of your Property
- ✓ Signage in Yard
- ✓ Enroll Property in Multiple Listing Service
- ✓ Notify all agents in Louisville Board of Realtors with prospect match about new listing via e-mail
- ✓ Take photos inside and outside
- ✓ Utilize Keybox to facilitate showings

IN ADDITION, THE SOKOLER-MEDLEY TEAM DOES THIS:

- ✓ Post your home on numerous websites (See next page for details)
- ✓ Setup 24/7 Home Information Line with Agent follow-up
- ✓ Notify more than 100 RE/MAX Properties East Agents
- ✓ Professionally shoot pictures of home in HDR (High Dynamic Range)
- ✓ Create Internet Based Video Tour
- ✓ Get instant feedback online with our Centralized Showing Service
- ✓ 24-Hour, Internet-based Home Selling Activity Tracker
- ✓ Exclusive World Wide Referral Program
- ✓ Home advertised to our extensive buyer database
- ✓ Free Moving Van
- ✓ Syndicate Video and Listing to more than 50 top Websites



Internet Marketing

The Sokoler-Medley Team Websites are at the top of Search Engines. This means:

- More Buyers Looking
- Faster Sale
- More Money

There are between 30 and 50 million people who surf the Internet. Using this powerful tool, we can pique the interest of thousands of potential buyers. The Multiple Listing Service is just the beginning. We will also list your home on the following Web sites:



www.weselllouisville.com

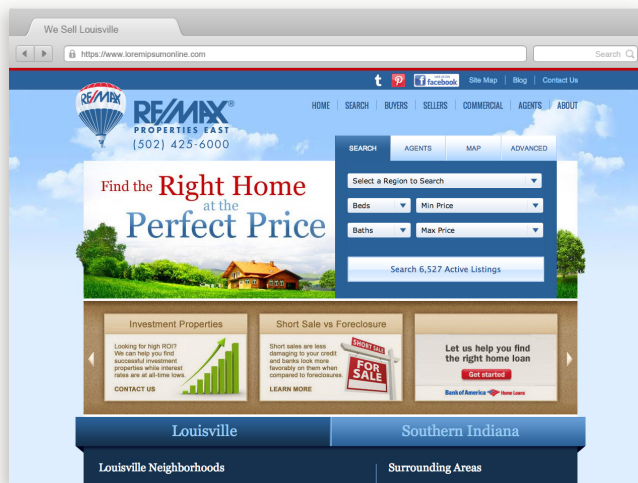


www.welistlouisville.com

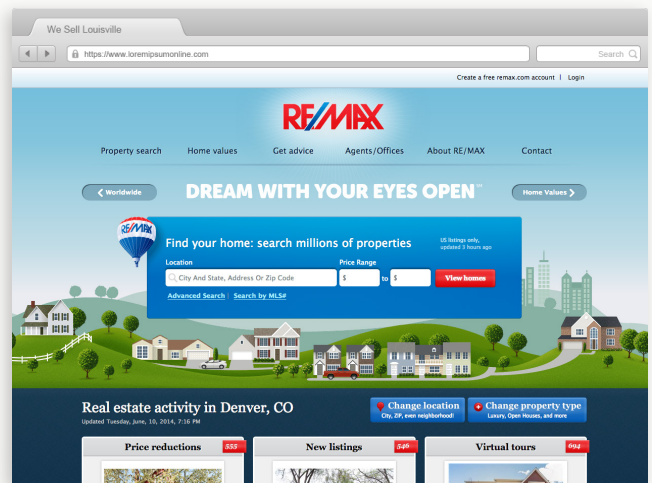


95% of people start their home search on the internet!

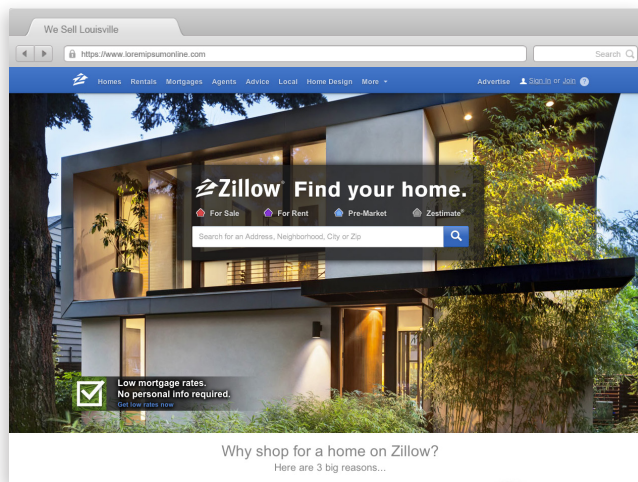
EXCLUSIVE MARKETING PLAN



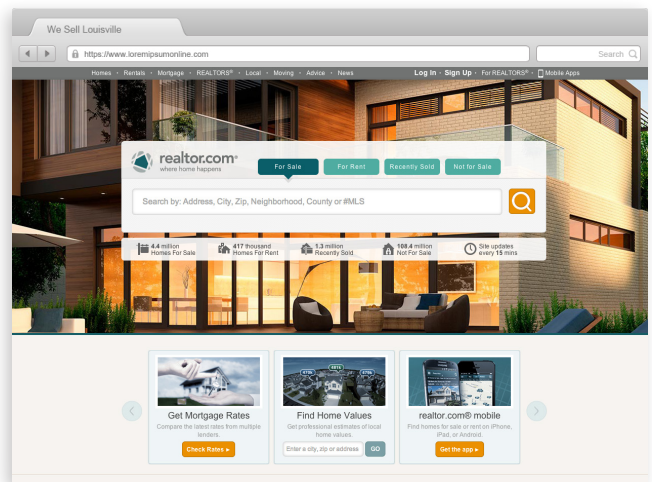
www.425-6000.com



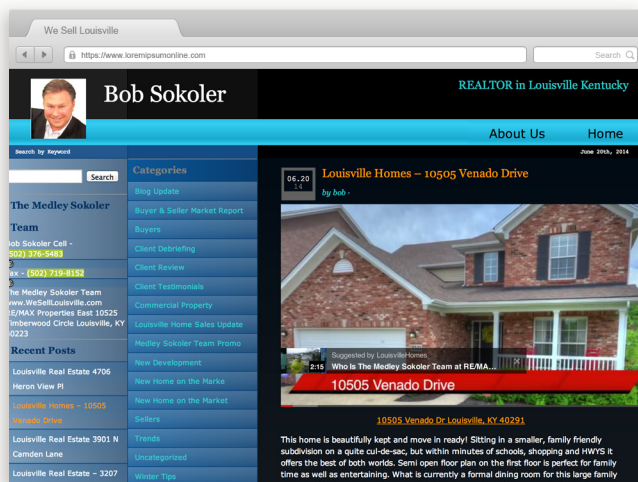
www.remax.com



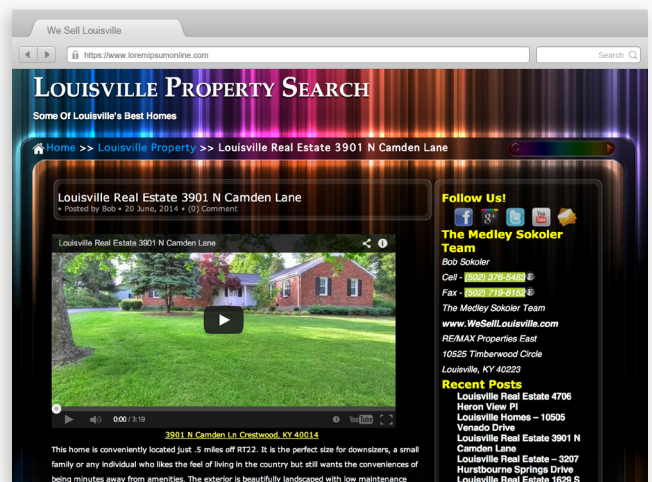
www.zillow.com



www.realtor.com



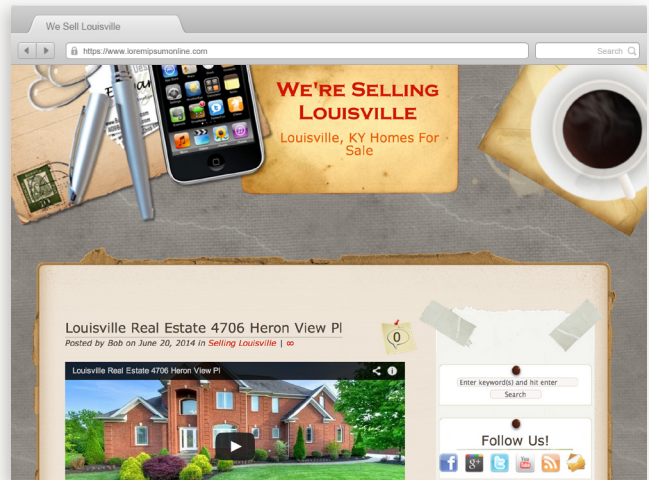
www.bobsokoler.com



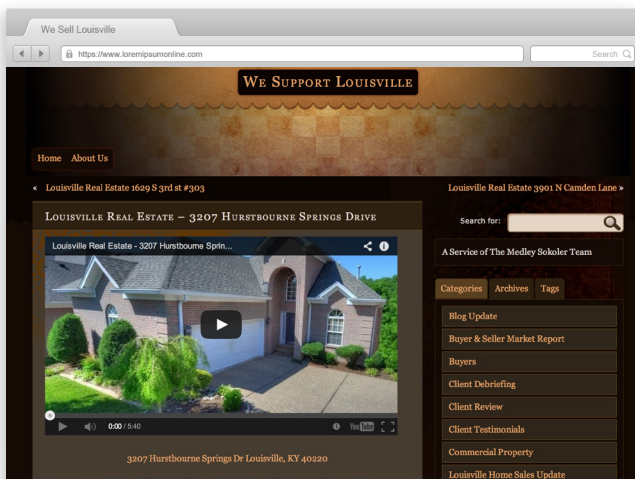
www.louisvillepropertysearch.com



www.welovelouisville.com



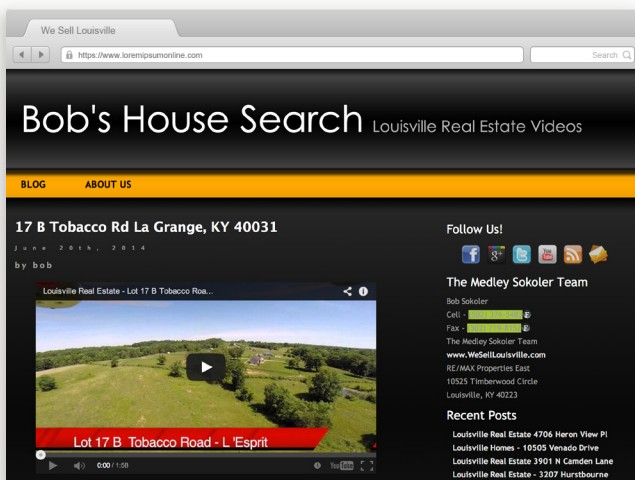
www.weresellinglouisville.com



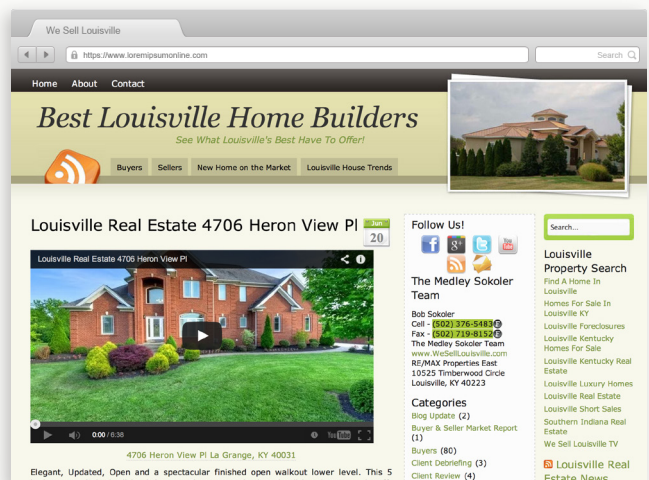
www.wesupportlouisville.com



www.louisvillerealestatenews.com



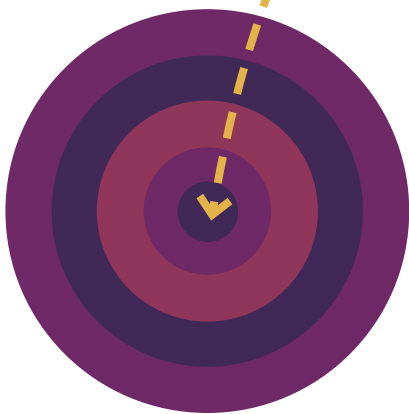
www.bobshousesearcht.com



www.bestlouisvillehomebuilders.com

5 Reasons a House Sells

1. Location
2. Price
3. Terms
4. Condition
5. The Agent



Is Your Price on Target?

If you are getting:

OFFERS: Your asking price is right where it should be

SHOWINGS BUT NO OFFERS: Your price is 4%-6% off

DRIVE-UPS ONLY & A FEW SHOWINGS: Your price is 6%-12% off

DRIVE-BYS ONLY: Your price is more than 12% off

The Danger to Overpricing



Going high just to see if you can get a better price is bad strategy. Below are several consequences if you don't price your home correctly from the start.

► **YOU WILL LOSE THE EXCITEMENT THAT A NEW LISTING GENERATES.**

Realtors are working with buyers who are aware of 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 30 days of a new listing. Your home will probably receive its highest and best offers during this time.

► **YOU WILL LOSE QUALIFIED PROSPECTS!**

Qualified buyers will view the properties that are priced within their purchase power range, knowing that they cannot afford anything above their price range. If your home is priced too high, qualified buyers who would otherwise be making offers on your home will be out viewing other homes. They will never see or know about yours.

► **OVERPRICING HELPS SELL OTHER, MORE COMPETITIVELY PRICED HOMES FIRST.**

Your home may be used to demonstrate the good value of other properties. Remember, our goal should be to offer the best condition at the best price. Your objective should be to enter the market in a position that will attract prospects, not drive them to other homes.

► **YOUR HOME MAY BECOME STALE ON THE MARKET.**

Prospects may wonder why your home 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 make the most of your entry into the market.

► **YOU LOSE A STRONG NEGOTIATION POSITION.**

When your house is on the market a long time, you lose negotiation power, both financially and psychologically. Prospects won't rush to make an offer on an overpriced property, and you may feel compelled to accept less when they finally do.

► **APPRAISALS PROTECT BUYERS FROM OVERPRICING.**

If you do get an offer, the contract may fall through at the last minute because of appraisal problems. The lender must justify the price to the market and your Realtor must be able to defend your price to the appraiser.



The Sokoler-Medley Team Advantage

OUR TEAM'S CORE VALUES

- **Concierge Service** - With a WOW factor and a one stop shop for Lenders, Inspectors and Contractors.
- **Integrity** - Honesty. We work around the clock to get the best results for our clients.
- **Power of the Team** - Not just your average realtor. Being a team assures there is always someone available when you need them as well as offering combined experience to work through each deal to the best possible end result.
- **Consistency** - Congruency. Same work ethics, systems in play to keep us on track.
- **Technology Driven** - Embrace change and growth with technology.

OUR TEAM MISSION STATEMENT

1. Our strength is generated from our commitment to our clients, our industry and our community.
2. We are committed to providing our clients with the highest quality service possible.
3. We always strive to be on the "cutting edge" of our profession.



Of all the Greater Louisville
Associates of Louisville
(4,100 Realtors) The Sokoler-
Medley Team Ranked:

1st

For Full Service Volume Sales
in 2011, 2012, 2013
Among 4100+ Realtors

Top 5

For Teams RE/MAX KY & TN
That's the top 1%!

Meet Our Team



BOB & NORINE SOKOLER

- Ranked #1 in Louisville for Volume, 3 years in a row
- Top Producer with RE/MAX since 2004
- Top 10% of all agents in the country
- Experienced in all the latest technology



GREG SOKOLER

- Licensed agent since 2013
- Top Sales person since 2004
- #1 Best Buy Mobile Sales Manager in the New York tristate area for 2 years
- Experienced in the latest technology



STEPHANIE MASON

- Joined RE/MAX Properties East in 2011
- Obtained a BS in Chemical and Environmental Engineering
- Offers a high level of tech saviness, attention to detail and dedication to customer service



CATHY FRANCOW

- Licensed agent since 2007
- Previously owned 2 retail stores and a background in management
- Enjoys working with people
- Top Producer



ELAINE T. ONSTOTT

- Licensed agent since 1999
- Joined RE/MAX Properties East in 2011
- Specializes in Single Family Residential homes in Metro Louisville



KEVIN MEDLEY

- Licensed agent since 2012
- Experience in flipping homes
- Background in Construction



DEBBIE ROOD

- Licensed agent since 2005
- Background in Management
- Finds it rewarding working with families and seniors
- Top Producer



KIM LUCAS-SPRATT

- Licensed agent since 1986
- Owned a sampling and demonstrative service
- Strives to help people determine their needs by being a great listener



DEBRE MORSE

- Licensed agent since 1998
- Closes more than \$18 million a year in Real Estate
- Strong background in Relocations



LISA KLEIER

- Client Care Specialist
- Oversees all the details of the closing
- Sets up Inspections
- Keeps on top of all dates

Real Estate Success Stories

“You both did a wonderful job guiding us through the buying/selling process; holding our hand when necessary and being responsive to our needs and questions. You fulfilled everything you said you would do.”

“I would highly recommend Bob Sokoler as your agent. He always got right back with me when I had a question, either by phone or email.”

“We have used Bob to buy and sell multiple times and each time we are impressed even more. He is very willing to help in all aspects of the selling process.”

“You could not find a more honest person to handle your Real Estate needs.”

“I have moved many times in the past 40 years...A lot of Real Estate agents have come my way but Bob is the best!”

“I am happy in my home and would recommend Bob to anyone who is interested in having the best Real Estate agent in the business.”

“He continues to check in with me every so often to say hello and ask how everything is going...He doesn't make you feel like you were just a customer. “Bob and his entire team were absolutely wonderful! Their knowledge and expertise



through the processes of buying and selling our homes was unmatched.”

“It became immediately obvious to me that this team is one of a kind...These are top notch people who will blow you away if you give them a chance. Let them stop by your place for 5 minutes...you won't regret it!”

“There is not another Realtor that can negotiate or market your home as well as Bob. His quick responsiveness is like no other. SOLD!”

Relocation Specialists

MORE OUT-OF-TOWN BUYERS

The Sokoler-Medley Team is affiliated with the largest relocation companies in the industry. This means that they work with more out-of-town buyers than many other companies. This is a major benefit to you when selling your home.

LOCAL CORPORATIONS UTILIZE OUR SERVICES

The Sokoler-Medley Team is very active in servicing the relocation needs in many of the finest local and national corporations. Listed below are just a few of the corporations

Relocation Companies the Sokoler-Medley Team has worked with:

- General Electric
- RE/MAX International Relocation
- CHA Relocation Management Inc.
- Primacy Relocation
- Piedmont Relocation
- UPS
- Ford
- Relocation Resources Inc.
- Brown and Williamson
- Commonwealth Aluminum
- Prudential Relocation
- University of Louisville
- Super Star Network
- Sunbelt
- Yum!

“Out-of-Town buyers are ready, willing, and able to buy... It’s important to work with the company and the real estate agent who can bring these buyers to your home.”



Things You Should Know About **RE/MAX**[®] and Its Agents

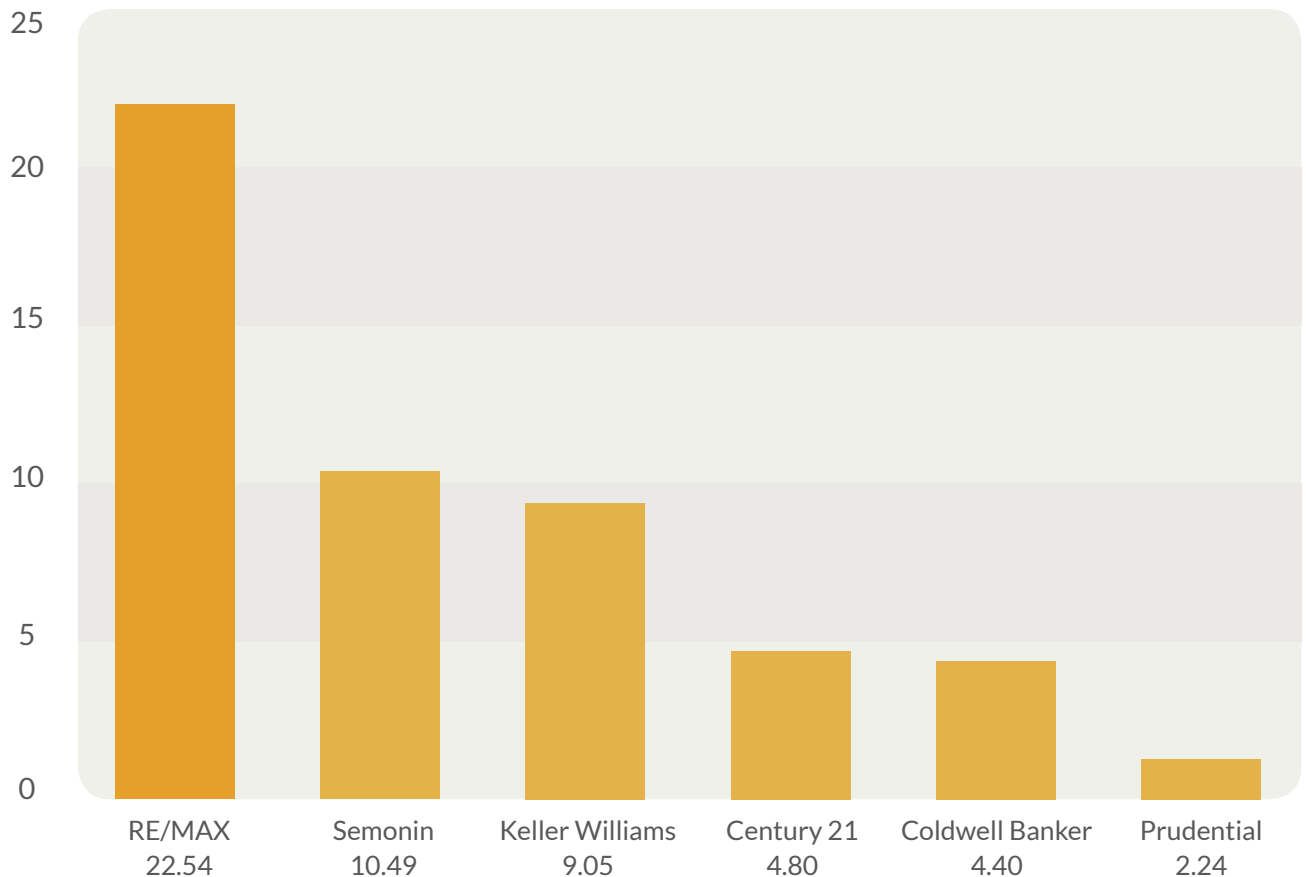
- World Leaders with over 4,400 full service offices
- Outsell other companies 3 to 1

RE/MAX stands for Real Estate MAXimums

- Maximum Experience
- Maximum Market Exposure
- Maximum Service



RE/MAX PROPERTIES EAST MARKET SHARE



Selecting an Agent:

Questions to Ask Perspective Realtors

QUESTIONS	SOKOLER-MEDLEY	AGENT 2	AGENT 3
How long has your team sold Real Estate?	20+ Years		
How many homes have you sold in the last 12 months?	332		
What is your dollar volume of sales in the past 12 months?	\$63,081,999.75		
What is your average sales price?	\$190,006.02		
What is your suggested list price to sales ratio vs. the market?	98.24% of list price vs. the market at 97.48%		
How much are you willing to spend on marketing?	We spend more money on marketing homes than any other team/agent.*		
How often and in what way will I be contacted regarding progress on my home?	That's up to you - We will set up a personal website with up to the minute updates so you can watch your home be sold online, with biweekly reminders to log-in		
May I see a sample brochure of past home sold?	Yes. One is included in our listing presentation.		
What is your background in the Real Estate business?	Our background, achievements and honors are extensive. Please see Meet the Team for details.		
If you list my house, when would the marketing begin and how?	Immediately - Please see Marketing Plan for details.		

*Ask us for a list of marketing expenses at the listing presentation.

QUESTIONS	SOKOLER-MEDLEY	AGENT 2	AGENT 3
How many buyers are you currently working with?	100's. We have a special program where buyers are emailed immediately all our new listings.		
Do you have a computerized follow-up system to keep track of all your buyers?	We are totally computerized		
What referral networks for out-of-state buyers do you belong to?	We are affiliated with the largest relocation companies in the industry. Ask for more info at the listing presentation.		
Do you have a list of references to call?	Yes		
Do you tele-prospect in my neighborhood and the neighborhoods of potential buyers to find buyers for my home?	Yes		
Can you help me prepare my home so it shows to its best advantage?	Yes		
Do you allow me to cancel my listing at any time?	Yes - "Easy Exit Agreement"		
Do you have full-time Buyer Specialists to assist in showing my home at a moments notice?	Yes		
When are you available to take my calls and show my home?	24/7		
Do you have a team to help handle the multitude of details associated with each real estate transaction?	Yes! You get a team of 12 for the price of one agent!		
Do you have a moving truck?	Yes!		



Tips for a Fast Sale

1. Clean every room
2. Turn on all lights
3. Open all drapes, shades and blinds
4. Turn on air conditioner or light fireplace
5. Turn tv off and have soft music playing
6. Take the pets for a walk
7. Maintain a low profile
8. Clean closets
9. Clean and repair furnace
10. Organize basement, attic and garage





The Purpose of Feedback

WHEN AN AGENT SAYS:

“The Buyer thought the house was too small.”
“They liked the house but bought another one.”
“They liked the house but bought a new home.”
“They didn’t like the carpet.”
“They thought the yard was too small,
the street was too busy...”
“They didn’t like the floor plan.”

THE AGENT MEANS:

- ➔ The Buyer found larger homes for the same price.
- ➔ They found other homes that were better values.
- ➔ Buyers will pay 10-15% more for a new home.
- ➔ Replace or clean the carpet because of age or color.
- ➔ They found other homes with larger yards,
quieter streets.
- ➔ The home needs to be decluttered.

We contact the agents who showed your home to:

- Obtain an objective evaluation that might help us to better market your home.
- Answer any questions or concerns the Buyer may have expressed so the house will be reconsidered.
- Keep your home at the top of their mind awareness.

Note: Don’t expect Agents to give a full critique of the house. If they showed 15 houses that day, they honestly may not remember it in detail. They usually remember things that were extremely obvious. Also, if an Agent doesn’t respond to us, it means the Buyers are not interested.

The Selling Process

- 1 Preparing the Home for Sale
- 2 Preparing the Home for Showing
- 3 Showing Feedback
- 4 21 Day Recap
- 5 Offers
- 6 Inspections
- 7 Termite Inspections
- 8 Lag Period
- 9 Transfer Utilities
- 10 Coordinate Closing Date, Time and Place
- 11 Final Walk-Thru Inspection
- 12 CLOSING DAY!



That's a Good Idea!

► PROPERTY INSPECTIONS

Property inspections are very common and welcome in the sale of homes. Buyers will include a provision in the sales contract which gives them the right to conduct physical and environmental inspections. Once the inspections are complete, the Seller may be asked by the Buyer to repair or replace items which are found to be unsatisfactory. The terms and conditions of the contract will have a direct affect on how a Seller should respond to the Buyer's request. A "Pre-Listing Inspection" of the property by the seller is becoming very popular.

A Pre-Listing Inspection will not eliminate the Buyer's right or desire to have a "Post-Contract Inspection" according to the sales contract. The benefits come from knowing what unsatisfactory items might exist in your home and having the opportunity to repair or replace these items so they don't become an adverse factor in negotiating the sale. The "Post Contract Inspection" can be stressful for a Seller. However, it also provides protection for the Seller. After the Buyer completes the transaction and takes possession of the home, the existing inspection report can be important in the event a problem should develop with the property.

► HOME WARRANTY

Whether selling or buying a home, you can't predict when problems will arise. They seem to happen when you're least prepared. Unplanned home repair expenses put tremendous strain on a family trying to sell a home.

A home warranty gives you the protection you need. It covers breakdowns in major systems like plumbing, electrical, heating and air

"Home Warranties can give buyers a more secure feeling with the property."

conditioning, as well as the washer, dryer, oven, refrigerator and other items. With so much that can go wrong, a home warranty gives you peace of mind. Depending on the age and condition of your property, you may consider offering a Home Warranty to prospective Buyers. Home Warranties can give Buyers a more secure feeling with the property.

The choice is yours. Should you not purchase a Home Warranty, the Buyers still have the option to acquire the coverage themselves.

Consider a home warranty as a benefit to you and an added amenity to your prospective Buyer.





Put Yourself in Their Shoes

If you were the buyer, what features would most excite you about your property?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Would you consider starring in a video promoting your house?

Your Concerns

What concerns you the most about selling your home?
Please take a moment to complete the survey below.

0 - Not Concerned / 5 - Very Concerned

Comments

Buyers Qualifications 0 1 2 3 4 5

Multiple Listings 0 1 2 3 4 5

Agent Commissions 0 1 2 3 4 5

Showing Procedures 0 1 2 3 4 5

Advertising 0 1 2 3 4 5

Open House 0 1 2 3 4 5

Inconvenience 0 1 2 3 4 5

Possession 0 1 2 3 4 5

Pricing 0 1 2 3 4 5

Closing Costs 0 1 2 3 4 5

Security of Your Home 0 1 2 3 4 5

Salability 0 1 2 3 4 5

Negotiating Offers 0 1 2 3 4 5

Listing Contract 0 1 2 3 4 5



The Sokoler - Medley Team Experience

Working with The Sokoler-Medley Team assures you a smooth transaction from list to close and beyond. We want you as clients for life!

Call now!
502-992-4137





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