

The Smith Team



ULTIMATE HOME MARKETING PLAN

Our Mission Statement

To lead the local real estate market by providing extraordinary service and commitment to our clients, through creative marketing, innovative consumer programs, cutting-edge technology, and detailed and regular follow up.

To provide an experience so fun and exciting, that our clients can not help but to be a "Smith Team - Raving Fan for Life".

About us –

Andrew Smith '93 has been a resident of the Bryan College Station area since 1989 when he first came to the area from Houston to attend Texas A&M University. He met his wife Lisa (Meador) '93 while in school and both fell in love with the local community and decided to make Bryan-College Station their home after graduation. They have four children, Julia (7), Alyssa (5), Hunter (4) and Palmer (1). Julia and Alyssa are currently enrolled in the dual language program at College Hills elementary.

Andrew earned his real estate license in 1997 and Lisa obtained hers in 1999. Andrew earned his Brokers license in 1999 and Lisa followed several years later. Together they make up the core of the Smith Team.

Andrew currently holds five designations including PME, ABR, CNHS, RECS and e-pro to better serve Smith Team clients.

Andrew specializes in listings, whereas Lisa specializes with assisting buyers. However, Lisa earned her PIC & PSC designations in February 2007 to assist home sellers in better staging their properties to show and sell faster.

Chelsie Breaux is a long-time resident of Bryan-College Station and graduate of Bryan High and Sam Houston University. Chelsie joined the Smith Team after earning her license in 2005 and working several years at GMAC Classic Realty. Chelsie specializes in assisting both buyers and sellers.

The Smith Team also has four assistants that handle all the numerous details of every transaction, from the initial listing all the way through closing and beyond.

Our Objectives–

To assist local resident in selling their property

- For Top Dollar
- In the Shortest Time
- With the Least Inconvenience
- With Outstanding Professionalism, Courtesy and Follow Up

Our Innovative Consumer Programs-

- Sell Your Home Yourself, While it's Listed, and Pay No Commission
- Your Home Sold in 90 Days or We'll Pay You Up to \$1000 at Closing
- Totally Risk-Free Cancellation Guarantee

Our Extra-Special Services-

- Free One Hour Home Staging Consultation
- A Personal Website for Your Property to Track Progress
- Premier Follow Up System Designed to Keep You Informed and Involved Throughout the Entire Process

Our Gold Marketing Plan-

- **Our Personal Website - www.AndrewSmithTeam.com**- We actively and aggressively promote our website not only in the search engines such Google, Yahoo, Alta-Vista, Ask Jeeves, MSN, Lycos & more, but I promote it in just about every single place we advertise. I spend over \$600 a month to establish top placement in these search engines. Try it out for yourself! – do a search on Google, Yahoo, MSN or others and you'll find that my site consistently places in one of the top 10 spots under key words like College Station Real Estate, Bryan Texas Real Estate, Bryan Texas homes, College Station Homes, Aggieland Real Estate, etc... Your home will be placed in my listings section. My goal is to lead prospects to my website so that they can gather much more information about your home than they can by reading 2-3 lines in a classified advertisement.
- **Homes Magazine**- We have a contract for a full-page advertisement in the Brazos Valley Homes & Real Estate Guide. Each issue, we feature 12 of our listings with a full color photograph and brief description of each and within a month from when you list your home with me your home will be featured on our page in this magazine.
- **Classified Advertising**- Your home will be featured on the front page of the real estate section of the Saturday Bryan-College Station Eagle on a rotating basis.
- **Your Own Personalized 24 hour Hotline**- The 24 hour real estate hotline is a non-threatening way for buyers to obtain information about your home without having to speak to an agent (although they always have the option to speak to one if they desire). Within 48 hours of listing, we will record a message featuring the highlights of your house for potential home buyers to call anytime, day or night. I've found that we typically receive three times as many calls from using the hotline than without.
- **Sign** - I place a yard sign in your front yard. According to the National Association of Realtors nearly 20% of homes are sold as a result of the for sale sign – think about it – the prospect already likes the exterior of the home as well as the neighborhood otherwise they never would have even called to begin with. We've sold many of my listings because of people calling us directly from the sign.
- **A Hotline Sign**- A sign in your front yard will provide prospects with information on how to access information on your home without having to speak to an agent by simply calling the 1-800 # and entering your property's unique extension. Typically

we are able to convey more detailed information to the prospect about your home than we would be able to in a couple of lines in a magazine or newspaper ad.

- **Website sign** - This sign guides potential home buyers to my website to enable them to view interior photos and more.
- **Just Listed Postcards**- We notify neighbors and potential buyers about all new listings with color post cards containing photos and details about your home. Although one of your neighbors may not end up buying your home they may know people at work, church, etc. that might want to move into your neighborhood.
- **Easily Assessable Team**– Although we offer a 24 hour hotline that provides buyers the option of not having to speak to an agent, a simple push of a button can transfer them directly to our office. We also offer a number of options for reaching someone from our team at any time. Our office and cell phone voice mail lists names and phone numbers of assistants that could provide service and show properties even if one of us is not readily available at the time they call. We make it extremely easy for buyers to get the information they want and set appointments without hassle.
- **Showing Feedback** - After each showing, we'll call and e-mail a survey to the agent that showed the property to ask for their client's opinions as to the positive and negatives and what suggestions they may have that may speed up the selling process. A copy of the completed survey is sent to you simultaneously.
- **Saturday Tour of Homes**- Approximately one Saturday a month we conduct one of our regionally famous Saturday Tour of Homes. Buyers can view up to six homes in the same price range in the B/CS area without the pressure of a traditional open house and within a brief two-hour time period. *We typically have a better turn out than a traditional open house and sometimes all the excitement creates an auction-like atmosphere increasing your bottom line!*
- **Our Focus On Selling Our Listings First**- The way my marketing system is set up is to direct all buyer calls to our team because we have more interest in your house than any other Realtor.
- **Input Your Property Into The Bryan-College Station MLS System**- The Multiple Listing Service is an industry leader in exposing your property to over 500 local Realtors.
- **Flyer** - We put full-color flyers in the flyer box in your front yard that gives basic information about your house, and also prompts the potential home buyer to get more information about your house through our hotline, website, or to call us directly. Another benefit to our flyers is that on the reverse side we market all of our other properties with a small photo and brief description of each one, in the event that after picking up the flyer the prospect realizes that that isn't the home for them, they can flip it over and see all our other listings. It's like you've got 30-50 stands all over town advertising your property at any given moment.
- **Promote Your Property to Top Local Realtors** – We utilize technology to notify top agents in the B/CS area that your home is for sale in the event that they are currently working with a buyer that may be searching for a home with the same criteria as your home.
- **Internet Websites**- According to the National Association of Realtors, the latest industry statistics show that approximately 80% of all home buyers did at least some

sort of their home search on the internet. Due to these statistics, it's crucial that your home receive the exposure it deserves. In addition to our team website, your home will also appear on Realtor.com, RealEstateBCS.com, Homegain.com, Craigslist.com and BCSRealtor.com.

- **Past Clients & Local Businesses-** I market my listings to a large database of past clients and local businesses on a monthly basis with newsletters, postcards, and other material.
- **Photo Gallery-** See a remarkable lifelike photo gallery of all our listings on our website. Buyers actually have the opportunity to set up an appointment to view the property without even calling in. They can request a showing via our website.
- **Pre-Qualify All Potential Buyers -** I believe it is of utmost importance to insure that a potential home buyer is pre-approved before a purchase agreement is written on your house. If I am not the selling agent I always recommend that we get a pre-approval letter from a lender before we take your house off of the market.
- **Negotiating-** We'll negotiate on your behalf the details that are most important to you. Whether your goal is a quick close or top dollar, we're striving to help you reach what is most important to you, not build our ego.
- **Following Through After an Accepted Contract -** Detailed updates of the progress of the transaction are emailed to you on a regular basis through our unique follow up website Re-Activity.com
- **Recommended Selling Bonuses or Other Proven Marketing Techniques -** For a quick sale, I highly recommend offering a selling bonus to the buyer's agent if a contract is not negotiated quickly or when competing with a large number of current listings for sale in your area and/or price range. Other options include offering to pay buyer closing costs or providing a decorating allowance to the buyer. I normally wait until after we have obtained showing feedback before making any recommendations unless showings are rare, in which case I recommend making adjustments quickly.

Conclusion –

Compare our marketing plan to any other marketing plan of any agent or team in the B/CS market and we think you'll determine for yourself that not only do we outspend most other agents in marketing but we also out-hustle them as well. Our results speak for themselves, and that is precisely why we offer two written guarantees that are not offered by any other agent - 1) A Cancellation Guarantee – that allows you to cancel your listing for any reason without penalty or further obligation, and 2) We guarantee to sell your home in 90 days or we will pay you up to \$1000 at closing. Call for copies of these special guarantees if you have not already received a copy.

Thanks for taking the time to read about the Brazos Valley's Best Home Marketing Plan! We look forward to working with you in the near future!

Best Regards,

The Smith Team

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www.AndrewSmithTeam.com