

**As you think about whom you will re-list your home with, what are some things that will be important to you in your next relationship with an agent?**

**My Office sells more than 1/3<sup>rd</sup> of all the Properties in the Middle Keys  
[www.FloridaKeysLocation.com](http://www.FloridaKeysLocation.com)**

**I differentiate myself from others:**

- \* Being more prepared.**
- \* Asking better questions.**
- \* Having a deeper belief System.**
- \* Providing more perceived value.**
- I differentiate my self from the others by the creative ideas I present that are better .**

**• Given what you have learned here, what is the most obvious change you would make first, the next time you re-list your home?**

**305-395-0814 or email me at [lela@coldwellbanker.com](mailto:lela@coldwellbanker.com) or setup a convenient time.**

**Have the best day of your Life, Lela Ashkarian**

# ***“Every Day Until It’s Sold”***

## **Seller’s Proven Marketing Program**

### **Research Your Property to determine the status of:**

- ✓ Open or Expired Permits and Code Violations
- ✓ Is or Is Not on the FEMA List
- ✓ If Property has a Downstairs Enclosure is it conforming
- ✓ Type Sewer System
- ✓ Elevation Certificate
- ✓ Tax Record and Property Record Card
- ✓ Prior Survey
- ✓ Prior Title Policy

### **Complete Listing Documents**

- ✓ Exclusive Right of Sale Listing Agreement
- ✓ Marketing Addendum
  - Lead Based Paint Disclosure if property built prior 1978
- ✓ Seller’s Services Guarantee
- ✓ Seller’s Disclosure
- ✓ MLS Data Form for Placing the Listing in the Multiple Listing Service.
- ✓ Photograph your property for marketing: Photos, Visual Tours and a Video for the MLS, 640+ websites and You Tube

### **Add your property to the regional MLS Systems with**

- ✓ Multiple photos
- ✓ Visual Tour and/or Video.
  - Properties with Visual Tour’s have 40% more viewings
  - You will receive weekly reports of internet viewings

### **Install the CB Schmitt “For Sale” Sign**

- ✓ Nationally 15% of buyers come from the sign,
- ✓ CBSREC tracking of all buyers reveals 20% come from the sign.

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### **Caravan your property**

- ✓ By my office which is the #1 Office for Sales in the Middle Keys
- ✓ By all members of the area Association of Realtors

### **“Just Listed” notification to:**

- ✓ Surrounding property owners
- ✓ All CB Schmitt agents Key Largo to Key West
- ✓ Other Companies agents in our Market Area
- ✓ My past and present clients and Sphere of Influence.

### **Open House**

- ✓ Exposes your property to buyers interested in your location.

### **Electronic Marketing and Showing of Your Property**

- ✓ Latest research finds 90% or more of buyers start their property search using the Internet
- ✓ The **Internet** has become the most powerful marketing tool to expose your property to the largest possible audience of buyers , efficiently and effectively.
  - This is particularly true for the Keys where a large percentage of buyers originate outside of the Keys.
- ✓ **Your property** goes to 640+ websites (list follows) and your Video is posted to our YouTube Channel.
- ✓ **CBSREC website** ranks as the most visited Florida Keys Real Estate Co. site per Alexa.com, a data tracking company.
  - Ranks top of 1<sup>st</sup> page on Google, Yahoo, MSN/Live.com, AOL & Ask.com for buyers searching Florida Keys Real Estate

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## **Seller’s Proven Marketing Program**

### ✓ **“Site Greeter”**

- Offers live chat with visitors from 6 a.m. to midnight every day to assist in finding your property and immediate calling my cell phone with the buyer’s information using our “Online Rapid Response” system.

### ✓ **“Online Rapid Response”**

- Automated, instant lead notification and response system for tracking and managing timely response and follow up for ALL inquiries about your property from every source - websites, signs, print advertising, office walk-ins, etc.

### **Print Marketing**

- ✓ Our close tracking of the source of every buyer correlates with NAR’s finding that Newspapers account for only 3% buyers.
- ✓ To ensure we expose your property to the widest range of buyers worldwide CB Schmitt shifted print advertising resources to the Internet to further its position via search engine optimization, banner ads, pay-per-click and link exchange programs.
- ✓ My focus remains “To sell your property at the best price a buyer will pay in the shortest possible time.”

**The above has proven highly effective at exposing your property to more buyers. The result is that in Jan 2012 we sold 35% of all listings sold and 40% of the sales Volume. For 2011 the office was the #1 Office in the Middle Keys and the #2 Office Keys-wide.**

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## **Seller’s Proven Marketing Program**

*The following provides a List of 640+ websites on which your property will appear*

<u>Site</u>
RealestateFloridaKeys.com
Coldwellbanker.com
Coldwellbankerpreviews.com
ColdwellBankerCommercial.com
Century21.com
ERA.com
BHGRealEstate.com
OpenHouse.com
AOL.com
Cyberhomes.com
Enormo.com
FrontDoor.com – Powers an additional 85 real estate websites
HomeFinder.com – Powers an additional 236 real estate websites
Homes.com
Trulia.com – Powers an additional 142 real estate websites
Yahoo.com
Zillow.com – Powers an additional 137 newspaper websites
State of Florida IDX
Florida Keys
Move.com
Realtor.com International
Robb Report’s Exceptional Properties Online
Key West Assoc. of Realtors
NYTimes.com
Robb Report's Exceptional Properties Online
WSJ.com
Realtor.com
Oodle.com – Powers an additional 13 real estate websites
MSN.com
The Real Estate Book
HomePages.com
Homeseekers.com
Visual Tour
Smarter Agent
USAA’s Home Circle