

Roy Gossett



PRE-LISTING

INFORMATION

PACKAGE

Enclosed you will find information regarding Roy and His Team of Professionals, the 201 Step System Roy has created to get your home sold faster and for top dollar, a list of questions you should ask **ANY** Real Estate Agent before you sign **ANYTHING**, details of their guarantee, a list of Real Estate Myths, and much more!

Please review this package before your next appointment with Roy.

Thank you for taking the time to review this package. I have sent you these materials in advance of our meeting so that you will know a little more about me, my team, our services, and how they will benefit you.

At this point, I don't know all of your particular needs and objectives, nor do I know your financial and family situation entirely. I do know that selling a home can be an extremely emotionally trying time, or a very exciting one. My job is to provide you with enough solid information so you can make an honest, informed decision based upon facts not hype.

As you look through this package, use the forms at the back to note any questions that you have for me so that we will not forget to address them at our meeting.

I am preparing a complete presentation and market analysis for our meeting. I will cover many important items that other agents may not even know, such as:

- ✓ The proven 201 Step Home Selling System
- ✓ And much more

Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and I look forward to meeting with you.

Sincerely,

Roy Gossett

Roy Gossett



Roy Gossett

MISSION STATEMENT

It is the mission of Roy Gossett and SCHL Realty Team to consistently provide the highest quality, most innovative and exceptional real estate service available anywhere in the the Columbia SC Midlands, and surrounding areas.

Our client's needs always come first. We will strive to always provide value far in excess of our client's expectations. Our constant goal is mutual respect, and long term relationships that are beneficial to all parties.

Our operation will be a great place to work and do business. We will be positive, helpful, and enthusiastic at all times – always focusing on solutions, not challenges. We will take care of business first and foremost, but have fun and enjoy ourselves in the process.

We will run a clean, organized, and efficient operation, and always adhere to the highest standards of integrity and ethical business practices.

We will never rest on our accomplishments. We will constantly strive to create, develop, and implement new ideas, strategies, and services that will benefit our clients. We will continue to seek continuing education in all aspects of our business to increase the level of service we offer our clients.

Core Values

- Honesty & Integrity at all times and in all situations.
- Continually improve our services to exceed our client's expectations.
- Create and nurture a fun, exciting, creative and productive work environment.
- Tirelessly pursue personal & team growth while reaching well-formulated goals.
- Work with only the most enjoyable and motivated clients and co-workers.

“Roy Gossett’s Amazing 201 Step System to Get Your Home Sold Fast and For Top Dollar”

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyer’s agents on MLS printout.
2. Research property’s ownership and deed type
3. Research property’s public record information for lot size & dimensions
4. Research and verify legal description
5. Research property’s land use coding and deed restrictions
6. Research property’s current use and zoning
7. Verify legal name(s) of owner(s) in county’s public property records
8. Research sales activity for past 6-18 months from MLS and public records databases
9. Research “Average Days on Market” for property of this type, price range, and location
10. Research competitive properties that are currently on the market.
11. Research competitive properties that have been withdrawn.
12. Research competitive properties that are currently under contract.
13. Research expired properties (properties that did not sell during their time on the market).
14. Research competitive properties that have sold in the past six months.
15. Call agents, if needed, to discuss activity on the comparable properties they have listed in the area.
16. Research the previous sales activity (if any) on your home.
17. Download and review property tax roll information
18. Prepare “Comparable Market Analysis” (CMA) to establish fair market value
19. Obtain and verify accurate methods of contacting you.
20. Gather information to help assess your needs.
21. Review current title information.
22. Measure interior room sizes.
23. Confirm lot size your copy of certified survey, if available.
24. Obtain copy of floor and pool plans, if available
25. Review current appraisal, if available.
26. Identify Home Owner Association manager, if applicable
27. Verify Home Owner Association fees, if applicable
28. Verify security system, current term of service and whether owned or leased.
29. Verify if you have a transferable Termite Bond.
30. Ascertain need for lead-based paint disclosure
31. Compile list of repairs and maintenance items.
32. Prepare showing instructions for buyers’ agents and agree on showing time window with you.
33. Assess your timing.
34. Assess your motivation.
35. Assess your immediate concerns.
36. Ask you questions about the property and yourselves to learn how to better serve and provide helpful information if needed.

37. Discuss your purchase plans and determine how Roy and the SCHL Realty team can assist you in your next purchase (local, new home construction, investment, or relocation) or if we can research and find a qualified agent to assist you in your new location. (If applicable)
38. Determine how quickly you need to move. (If you still reside there)
39. Obtain information that will help Roy prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What do you think the home is worth? How much do you owe on the property?
40. Prepare you by asking you to gather home information: to have copy of deed, current tax bill, copy of a survey available.
41. Obtain two set of keys which will be inserted in the lockbox. (Will discuss with You)
42. Perform Interior Décor Assessment
43. Review results of Interior Décor Assessment and suggest changes to shorten time on market.
44. Perform exterior "Curb Appeal Assessment" of subject property.
45. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability.
46. Give you an overview of current market conditions and projections.
47. Provide Home Audit to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
48. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)
49. Review and explain all clauses in Listing Agreement (and addendums, if applicable).
50. Enter your name, address, phone number, and email address in order to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything that may affect the value and marketability of your property.
51. Compile and assemble formal file on property
52. Present Comparable Market Analysis (CMA) Results to you, including comparables, solds, current listings and expired listings.
53. Offer pricing strategy based on professional judgment and interpretation of current market conditions.
54. Assist you in strategically pricing home to enable it to show up on more MLS Searches.
55. Discuss goals with you to market effectively.
56. Discuss and present strategic master marketing plan.
57. Explore method of pricing your property below comparable value to bring the most buyers to your property quickly.
58. Present and discuss the SCHL Realty Program to market your home the most effectively and bring the most buyers to you in the shortest amount of time
59. Explore the option of marketing your home with an incentive of buying down points on the buyers' loan; potential results are: you retain a higher agreed upon price (which results in more proceeds to you) and the buyer saves on monthly payments and a tax credit.
60. Prepare an equity analysis to show you expenses, closing costs and net proceeds.
61. Explain the use of the Seller's Property Disclosure Statement you will complete, and that will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights.
62. Take full color digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet. (Use Professional Photographer)
63. Set up home Warranty, if you choose, to protect your home during listing period and for 12 months after the sale to reassure buyer of the quality of your home.
64. Install hi-tech lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family's security.
65. Write remarks within the MLS system specifying how you want the property to be shown.
66. Prepare showing instructions for buyers' agents and agree on showing time window with you.
67. Prepare detailed list of property amenities to have readily available of your home, for potential buyers and Agents.

68. Prepare MLS property Profile Sheet
69. Proof read MLS database listing for accuracy – including proper placement in mapping function
70. Enter property data from Profile Sheet into MLS Listing Database
71. Electronically submit your home listing information to The Multiple Listing Service for exposure to all 1600+ active real estate agents in the area.
72. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour. (Normally takes 5-10 Days)
73. Add property to SCHL Realty Active Listings list; provide information in our office for Real Estate Agents when potential buyers call for details.
74. Provide you with signed copies of Listing Agreement and MLS Profile Data Sheet
75. Explain marketing benefits of Home Owner Warranty with you.
76. Assist you with completion of Home Owner Warranty application.
77. Submit Home Warranty application for conveyance at time of sale.
78. Provide you with a personalized Advertising Questionnaire for your input in verbiage for advertisement
79. Offer a Broker's Open House with meal, if applicable, to promote your property to local Real Estate Agents and their customers, to maximize showings. (Normally after 30-45 days of active marketing)
80. Create advertisements with your input, including information from Personalized Advertising Questionnaire.
81. Prepare mailing and contact lists.
82. Create, order, and mail Just Listed Postcards to promote the value of your home over others on the market.
83. Create, print, assemble, and mail compelling flyers to hand deliver and/or mail to target customers, to stimulate calls on your home.
84. Advise Network Referral Program of listing.
85. Provide marketing data to buyers coming from referral network.
86. Create a marketing property flyer of features and lifestyle benefits of your home for use by buyer agents showing your home. Emailed to all agents.
87. Prepare copies of Seller's Disclosures and Home Owner's Disclosures to be made available for buyers agent on the CMLS System under the Purple D.
88. Respond within 15 minutes of immediate page over the internet through our exclusive Lead Router program, which is a highly effective way to communicate with buyers who are interested in your property. Over 84% of all inquiries come from the Internet. Many through Craig List.
89. Convey all price changes promptly to Internet real estate sites
90. Capture feedback from Real Estate Agents after all showings and submit to you by e-mail.
91. Place regular weekly update calls or emails to you to discuss all showings, marketing, and pricing.
92. Research weekly current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically how it impacts the sale of your property. Notify you of any conditions promptly.
93. Notify you immediately of any offers, potential offers, or needs.
94. Discuss feedback from showing agents with you to determine if changes will accelerate the sale.
95. Search the MLS System for Real Estate Agents most likely working with interested and capable buyers matching your home, then fax or email copies of your home listing information for them to review immediately.
96. Maximize showing potential through professional signage. SCHL Realty has one of the most recognizable logo and trademark in real estate.
97. Install SCHL Realty sign in front yard when allowed by Home Owners Association.
98. Market your home on the following internet sites: Realtor.com, Trulia, Zillow, Craigs List and many more—all that apply to your specific property).
99. Roy Gossett is the exclusive Real Estate Preofessional for www.ColumbiaSCRealEstateHomes4Sale.com for all of The Columbia Midlands of SC. This produces additional potential customers for you.

100. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home and upload on all websites.
101. If Open House is to be held, arrange for print ad to be placed in The State Newspaper and The Internet the Monday before the Open House to maximize number of customers.
102. Target market to determine who the most likely buyer willing to pay the highest price will be.
103. Deliver copies of advertisements and marketing material of your home to you for your review.
104. Use other marketing techniques; such as offering free reports to multiply chances of buyers calling in, discussing, pre-qualifying for and touring your home.
105. Help you to prepare the Homeowner's Information Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.
106. Prepare a financing sheet with several financing plans to educate buyers on methods to purchase your home.
107. Advertise home to my VIP Buyers as well as all qualified buyers in my database.
108. Distribute flyer to all 1,600 + agents in the CMLS in Columbia. Promote your home by distributing flyers to local lenders and potential buyers who are relocating to our area.
109. Promote the benefits of your property to all 1,600 agents in the CMLS in Columbia, and update them on any changes so they may convey enticing information to their buyers.
110. Deliver copies of advertisements and marketing material of your home to you for your review.
111. Promote your home to top Real Estate Agenis in other areas.
112. Log in all home showings to keep record of marketing activity and potential purchasers.
113. Follow up with all the agents who have shown your home via fax, e-mail or personal phone call to answer questions they may have.
114. Send a personalized letter or postcard to residents in your immediate neighborhood promoting the features and lifestyle benefits of your home. Often neighbors know of friends or family members who are thinking of moving into the neighborhood.
115. Personally call or contact by mail your immediate neighborhood and surrounding neighborhood to promote the benefits of your home.
116. Prepare a weekly market analysis update of any activity in your neighborhood (i.e.: new homes on the market, homes that have sold etc) to keep you informed about key market conditions within your area.
117. Pre-qualify all buyers, when available, whom our agents will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.
118. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
119. Provide Open Houses with a licensed Real Estate Agent at your request.
120. Handle paperwork if price adjustment needed.
121. Take all calls to screen for qualified buyers and protect you from curiosity seekers.
122. Receive and review all Offers to Purchase contracts submitted by buyers or buyers' Agents to determine best negotiation position.
123. Contact buyers' agents to review buyer's qualifications and discuss offer
124. Evaluate offer(s) and prepare a "net sheet" on each for you for comparison purposes, if requested
125. Counsel you on offers. Explain merits and weakness of each component of each offer
126. Fax or deliver Seller's Disclosure form to buyer's agent or buyer (upon request and prior to offer being made if possible).
127. Confirm buyer is pre-qualified by calling Loan Officer
128. Obtain pre-qualification letter on buyer from Loan Officer or Agent.
129. Negotiate highest price and best terms for you and your situation.
130. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
131. Fax, E-mail or hand deliver copies of contract and all addendums to closing title company
132. When an Offer to Purchase Contract is accepted and signed by you, Deliver, E-mail or Fax signed offer to buyer's agent
133. Record and promptly deposit buyer's earnest money in escrow account.
134. Deliver, E-mail or Fax copies of fully signed Offer to Purchase contract to you

135. Fax/E-mail/deliver copies of Offer to Purchase contract to Selling Agent
136. Fax/E-mail or Deliver copies of Contract to Purchase to lender.
137. Provide copies of signed Offer to Purchase contract for office file
138. Provide copies of signed Offer to Purchase contract to Title Agency
139. Advise you in handling any additional offers to purchase that may be submitted between contract and closing
140. Change status in MLS to "Sale Pending"
141. Review buyer's credit report results (Where Available-Advise seller of worst and best case scenarios.)
142. Assist buyer with obtaining financing, if applicable and follow-up as necessary
143. Coordinate with lender on Discount Points being locked in with dates
144. Deliver unrecorded property information to buyer
145. Order septic system inspection, if applicable
146. Receive and review septic system report and assess any possible impact on sale
147. Deliver copy of septic system inspection report lender & buyer
148. Coordinate termite inspection ordered
149. Coordinate mold inspection ordered, if required
150. Coordinate home inspection ordered and handle contingencies, if any
151. Confirm Verifications Of Deposit & Buyer's Employment Have Been Returned
152. Follow Loan Processing Through To The Underwriter
153. Contact lender weekly to ensure processing is on track
154. Relay final approval of buyer's loan application to you
155. Coordinate buyer's professional home inspection with you
156. Review home inspector's report
157. Assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs.
158. Schedule Appraisal.
159. Provide comparable sales used in market pricing to Appraiser.
160. Follow-Up On Appraisal.
161. Assist seller in questioning appraisal report if it seems too low.
162. Coordinate closing process with buyer's agent and lender.
163. Update closing forms & files/
164. Ensure all parties have all forms and information needed to close the sale.
165. Confirm closing date and time and notify all parties.
166. Assist in solving any title problems (boundary disputes, easements, etc)
167. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing
168. Research all tax, HOA, utility and other applicable pro-rations
169. Request final closing figures from closing agent
170. Receive & carefully review closing figures on HUD statement to ensure accuracy of preparation
171. Review final figures on HUD statement with you before closing
172. Forward verified closing figures to buyer's agent
173. Request copy of closing documents from closing agent
174. Confirm buyer and buyer's agent have received title insurance commitment
175. Provide "Home Owners Warranty" for availability at closing
176. Review all closing documents carefully for errors
177. Forward closing documents to absentee seller as requested
178. Review documents with closing agent
179. Provide earnest money deposit check from escrow account to closing agent
180. Coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth closing.
181. Assist in scheduling the closing date for you and all parties.
182. Set up final walk- through of your home for buyers and their agent.
183. Coordinate closing with your next purchase and resolve any timing problems

184. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.).
185. Have a “no surprises” closing and present seller a net proceeds check at closing
186. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent’s ID numbers, etc.
187. Answer questions about filing claims with Home Owners Warranty company if requested
188. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
189. Respond to any follow-on calls and provide any additional information required from office files.
190. Help you relocate locally, or out of area with highly experienced Realty agents across the globe - you are sure to have the highest quality agent to help you on both sides of your move to make it worry and stress free.
191. Send letter with picture of your new home on it - delivered to 20 friends and family, providing your change of address.
192. SCHL Realty Residential Real Estate, Inc. at 1085 Lake Murray Blvd. is the #1 Sales Team in The Midlands of SC. You benefit from the experience and contacts of 1,600 Real Estate Agents in the Midlands of SC.
193. Roy Gossett is a devoted, full time REAL ESTATE PROFESSIONAL - not a part time real estate agent. I have over 45 Years Experience to better serve You.. Your benefits include my expertise, and a wide range of market techniques to promote your home,
194. SCHLR is advertising on the Glenn Beck Program and Shark Tank with Barbara Cochoran.
195. Roy is a Life Long Resident of Columbia, SC. and Familiar with THE Columbia Midlands
196. Roy’s Experience in Real Estate and Banking Industry can help you.
197. Roy is a Life Member of The Million Dollar Club and has an excellent reputation in Real Estate in the Midlands of SC and personally know many agents.
198. Roy has over 2,000 Closings experience to serve you and your Family.
199. Roy has been in Corporate America before and understands your situation.
200. Roy is Ready, Willing and Qualified to Obtain You the Most Money in the Shortest Amount of Time with the Least Amount of Inconvenience to You and Your Family.
201. Roy has the Experience, Honesty and Integrity to get Your home closed and make you happy!

Is there any question why The Roy Gossett Team often sells homes for 99% of asking price with as little as 30 hours on the market? Compare this to the local agency averages and you can see why this “201 Step System” is so effective.

All Agents are NOT equal!

**Professors have Doctorates,
Physicians have Medical Degrees,
Real Estate Professionals have Knowledge and
Experience! I Call It a Street Degree!
I have over 2,000 + Closings to Prove It!**

**How can you tell if your real estate agent has the Knowledge and
Experience you need?**

**Ask About Their Number of Closings and
Experience**

**Closings Show Your Agent Has the Experience and Knowledge to
Help You Get through the Real Estate Transaction Successfully.
Think of it this Way—Would You Want a Heart Surgeon with 100
Successful Operations or 2,000 Successful Operations?**

**This Translates into a Professional with Advanced
Experience and Knowledge to Assist You in
Protecting *YOUR* Biggest Asset!**

Announcing The Roy Gossett Realty Team's **EASY EXIT** **LISTING AGREEMENT**

What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry no more. The Roy Gossett Team takes the risk and the fear out of listing your home with a real estate agent. How? Through our **EASY EXIT** Listing Agreement.

When you list your home through our **EASY EXIT** Listing Agreement, you can cancel your listing with us at any time. No hassles. It's easy.

- You can cancel your listing anytime
- You can relax, knowing you won't be locked into a lengthy contract
- Enjoy the caliber of service confident enough to make this offer

Only one restriction applies...we ask that you voice your concern and give us seven (7) days to try and fix the problem. That seems fair, doesn't it? If we can't fix any concerns within the seven day period, you are free to withdraw your listing.

Roy and His team have strong opinions about **Real Estate Service. He believes that if you are unhappy with the service you receive, you should have the power to fire your agent.**

The Roy Gossett Team

803 920-7578

SUGGESTED QUESTIONS FOR LISTING AGENTS

1. Do you work as a full-time Real Estate Agent?
2. How Many potential buyers and sellers do you talk within a week? A month? Of those you speak with, how many actually contact you as opposed to cold calling?
3. How many buyers are you currently working with?
4. In what ways will you encourage other Real Estate Agents to show and sell my home?
5. What can you tell me about the real estate market in this area?
6. What price do you recommend for my home, and what is it based on?
7. What are your average days on market?
8. What is your list to sales price ratio?
9. What kind of advertising do you do?
10. How often will my home be advertised, and where?
11. How do you attract buyers from outside the local area?
12. Will you prepare an informative feature sheet for my property?
13. Where and how will the feature sheets be distributed, and to whom?
14. Do you have a system to follow-up with other agents and brokers so that we get valuable
Feed back after every showing?
15. How often, and in what way will I be kept informed?
16. Are you associated with a national referral network that refers their buyers to you and gives you the opportunity to refer me to the top agent in the town or state I may be moving to?
17. Do you have a Team to help with the details, or are you a one man / woman wonder show & do it all yourself?
18. Do you have a way to market my home through the Internet?

19. Do you have a Specific Marketing Plan designed to sell my property quickly and for top dollar? How does it go beyond placing a sign in my yard, an ad in the paper, and notifying the Multiple Listing Service?
20. May I see a copy of your last listing as it appears to other Real Estate Agents on the MLS? (Called a "Real Estate Agent's Full Report")
21. How many homes have you sold in the past 6 months? Year?
22. Do you have references that I may call?
23. What happens if I am not happy with your service? Do you have a 100% satisfaction guarantee policy? Can I cancel my listing if I am not satisfied or am I locked in?

FACT...

On the average... Buyers inspect 12 homes before making an offer.

That means 11 other homes are competing against yours.

What that means to you is...

In today's market, buyers are increasingly savvy. Many sellers are "testing the market" resulting in a high number of listings. This means the competition is stiff!

Working together, we can make sure your home gets the attention it needs to stand out from the pack.

Your job is to make your home bright, shiny, and clean—as close to a "model" home as possible. My job is to 'tell the world' and work to gain maximum market

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There are 5 essential ingredients that comprise the formula for a successful sale of your home.

CONDITION

LOCATION

MARKET

TERMS

PRICE

Your home will sell at highest profit and in the quickest amount of time when all the ingredients are combined perfectly.

If only one ingredient is left out of the formula or is out of proportion to the others...

Your home will take longer to sell and will, quite possibly **COST YOU MONEY**

The pricing of your home must reflect its location. The better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility, all need to be considered in determining the value of your home's location. We cannot control the location.

CONDITION

The pricing of your home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Nature of the roof, plumbing, carpets, and paint all relate to condition. Basic rule: If we can smell it...we can't sell it!

MARKET

Recession, inflation, interest rates, mortgage availability, competition, and the public's perception of the general economy all make up the market. It may be a buyer's market or a seller's market. The pricing of your home must reflect the current nature of the market because we cannot influence the market. We can, however, take advantage of the market.

TERMS

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (And this is where my team of professional Affiliates really shine-by offering a broad, full-spectrum of mortgage products and options to both you and all potential buyers!)

PRICE is the #1 most important factor in the sale of your home.

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high, and your home will sit unsold for months, developing the reputation of a problem property (everyone will think that there is something wrong with it).

Failure to understand market conditions and properly price your home can cost you thousands of dollars and cause your home not to sell... fouling up all of your plans.

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

I Won't Let This Happen To You!

Utilizing the latest computer technology and my in depth knowledge and experience of the market, we will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

You can't afford any "guesswork" in this critical step!

PRICING GUIDELINES

- What you paid for your property does not affect its value.
- The amount of money you need to get out of the sale of your property does not affect its value.
- What you think it should be worth has no affect on value.
- What another real estate agent says your property is worth does not affect its value.
- An appraisal does not always indicate what your property is worth on the open market.

The value of your property is determined by what a ready, willing and able buyer will pay for it in the open market, which will be based upon the value of other recent closed sales. **BUYERS DETERMINE VALUE!!**

DO NOT automatically list with the agent that gives you the highest price.
Consumer Reports, July 1990 stated...

“Expect the agent to suggest a price range, but don’t let that frame you in. Be aware that some devious agents will, at first, suggest a very handsome price. Then, after they have the listing and the house hasn’t sold, they’ll come back with a pitch to lower the price.”

Thinking about selling?

When you work with Roy Gossett's Team, we want to act in YOUR best interests. We're eager to have you share your concerns & expectations about the sale of your home.

*Please take a moment to complete the survey below...

What are you most concerned about?

	Not Concerned		Very	Concerned	
	0	1	2	3	4
Advertising?	0	1	2	3	4
Open Houses?	0	1	2	3	4
Show Procedures?	0	1	2	3	4
Multiple Listing Services?	0	1	2	3	4
Pricing?	0	1	2	3	4
Closing Costs?	0	1	2	3	4
Commissions?	0	1	2	3	4
Security?	0	1	2	3	4

Buyer Qualifications?	0	1	2	3	4
Marketability?	0	1	2	3	4
Financing?	0	1	2	3	4
Negotiations?	0	1	2	3	4
Communications?	0	1	2	3	4

BENEFITS OF PROPER PRICING

- **FASTER SALE:** The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurance, and other carrying costs.
- **LESS INCONVENIENCE:** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.
- **INCREASED SALESPERSON RESPONSE:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.
- **EXPOSURE TO MORE PROSPECTS:** Pricing at market value will open your home up to more people who can afford it.
- **BETTER RESPONSE FROM ADVERTISING:** Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.
- **HIGHER OFFERS:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.
- **MORE MONEY TO SELLERS:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying cost.

DRAWBACKS OF OVERPRICING

- **REDUCES ACTIVITY:** Agents won't show the property if they feel it is priced too high.
- **LOWER ADVERTISING RESPONSE:** Buyer excitement will be with other properties that offer better value.
- **LOSS OF INTERESTED BUYERS:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.
- **ATTRACTS THE WRONG PROSPECTS:** Serious buyers will feel that they should be getting more for their money.
- **HELPS THE COMPETITION:** The high price makes the others look like a good deal.
- **ELIMINATES OFFERS:** Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.
- **CAUSES APPRAISAL PROBLEMS:** Appraisers must base their value on what comparable properties have sold for.
- **LOWER NET PROCEEDS:** Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

RESPONSE ADVERTISING AND 24-HOUR MARKETING

Unlike most agents that run “image” advertisements that focus on themselves and how great they are, Roy utilizes Response-Generating Marketing that focuses on potential buyers and what they really want!

These ads are much different than those that most agents run. A very high number of prospects call because of these non-threatening, emotion-arousing ads!

These strategies, combined with the cutting edge technology of our 24-hour Automated Marketing System provide us a steady stream of qualified buyers.

This incredible system allows callers to receive detailed information about your home – even have a feature sheet on your home faxed to them... 24 hours a day!

The system also allows Roy to track exactly how many calls are received on every house and from each ad – it even captures the caller’s phone number and most names and addresses.

THE HOME HUNTER SYSTEM

The Roy Gossett Team has a unique system to attract buyers and ensure that each buyer will be properly assisted in finding the home that they are searching for. My team has a system that focuses specifically on assisting the large inventory of buyers that our innovative marketing strategies produce.

Each buyer is interviewed to determine the features and specifications that they are looking for in a home. That data is then entered into a computer system that will list the homes that match the buyer's criteria.

Buyers are given the features and benefits of those homes that meet their criteria, and will be assisted through each step of the process.

We focus all our efforts on finding a buyer for your home, unlike traditional agents who passively wait for a buyer to come along.

The system allows us to give exceptional service to a large inventory of buyers.

***WE VERY WELL MAY ALREADY HAVE A
BUYER FOR YOUR HOME!***



175+ COUNTRIES

100+ MILLION PEOPLE

In keeping pace with innovation and advancements in computer technology, we now will place your home on our Internet site.

We are constantly looking for ways to give our clients advantages over competitors in the marketplace that go beyond the traditional methods of marketing and promotion.

Full color pictures and a detailed description of your home, where targeted areas of your home will be highlighted. These amazing digital photo montages will be available to well over 100 million people worldwide - anyone with access to the Internet on their computer!



***And the best part...Roy will take digital photos
and they will be submitted to the MLS!!!***

REFERRALS / RELOCATION

Significant portions of our buyers come from outside the local area. These are often job transfers, corporate relocations.

This provides more potential buyers for your home, since we always try to show our own listings first to these qualified buyers!

CONTRACT & NEGOTIATION

When an offer is presented on your home, you will have three basic choices in deciding how to respond.

- 1. Accept the offer.**
- 2. Reject the offer.**
- 3. Make a counter offer.**

Together we will thoroughly analyze the offer, and discuss its strengths and weaknesses. After studying the entire contract, I will give you my recommendation, and then you will decide how to respond.

This is where a competent agent with experience can be worth their weight in gold, because having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a messy court battle.

Being intricately familiar with real estate contracts, I know how to protect your best interests. My vast experience in contracts and negotiation will benefit you! Over 2,000 Closings and counting.

COMMON REAL ESTATE MYTHS

MYTH:

The Roy Gossett Selling Team sells a lot of real estate. Perhaps they are too busy to pay attention to my listing.

TRUTH:

Just as great restaurants are always busy and superior doctors have a heavy patient load, The Roy Gossett Team's success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, Roy has assembled a team of top-notch people to assist with all of the details. The result is outstanding customer service and support. The long list of satisfied clients speaks for itself.

MYTH:

A "discount" broker can do just as well and save me money.

TRUTH:

Successfully marketing a property in our competitive marketplace takes skill and resources. All of the promotional costs such as photos, brochures, printing, signs, advertisements, MLS fees, direct mail, etc. are paid for by Roy Gossett. How will a discount broker offer such a complete marketing campaign? Does the discount broker have a team to personally tend to your specific needs? Do they have a proven track record of success, or are they just using the lower commission to try to win your business? Do they have the expertise to guide you through the problems that often develop during the closing process?

Remember that you only actually pay a brokerage fee if and when your property sells. Many sellers have found that their commission with a discount broker was really zero, because their property never sold! It is interesting to note that a discount broker does not have a dominant market share in any major city in the country.

MYTH:

I should select the agent that suggests the highest list price.

TRUTH:

This is the oldest scam in real estate sales: Tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically high price just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price.

Roy Gossett doesn't play any games. Roy provides a well researched computerized market analysis to determine the true realistic price that your home will bear in today's marketplace. The decisions of which agent to list with and what price to ask are **two completely separate decisions**.

Never select an Agent based on the price they suggest, rather, select your agent based on their CREDENTIALS and MARKETING PLAN, and then decide on price together!

MYTH:

Property condition is not that important to buyers.

TRUTH:

WRONG! A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, and a home in great condition with a reasonable asking price always tops the list. Sellers that invest in necessary repairs and keep their home clean and fresh always reap the rewards!

MYTH:

Empty homes are harder to sell than occupied homes.

TRUTH:

Vacant homes often sell faster for several reasons, but again it all depends on condition. A vacant home that is clean, in good repair, and priced fairly will sometimes sell fast because the rooms will appear larger without furniture and clutter, buyers can easily visualize their furnishings in the home, and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

MYTH:

Pricing a home for sale is a mysterious process.

TRUTH:

Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market. And because every home is unique, your home will sell more near the high or low end of the range depending on its specific attributes like location and condition. Roy utilizes a computer database along with years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious either.

QUESTIONS

Selling your home is a complex process, and it's only natural for you to have some questions and concerns. Please don't hesitate to ask any question that you may have. When it comes to selling your home, there is no such thing as a dumb question!

Please note any questions you have, so that we can address them during our meeting:

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

When you purchased this house, you did so for very specific reasons. Reasons that might sell it as well!

IF...

**Someone was looking at your home,
what specific things would you want
to point out to him or her?**
