



Real Estate Services Proposal

Prepared Especially for:

Mr. & Mrs. Jones

123 Any St • Any Town USA

For the Property Located at:

123 Any St

Prepared by:

Bob Geist

Broker/Owner

Century 21 Sylvia Geist Agency

372 Route 18 • East Brunswick NJ 08816

Office: 732-238-1200

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Cell Phone 908-705-4538

Web Site www.C21Geist.com

Date: February 1, 2014

This CMA is not an appraisal and should not be considered the equivalent of an appraisal.



February 1, 2014

Mr. & Mrs. Jones
123 Any St
Any Town USA

Dear Mr. & Mrs. Jones:

Thank you very much for giving me the opportunity to present the enclosed proposal to market your home. I appreciate the time you spent with me reviewing the features of your home and outlining your goals and time considerations.

You will receive competent and professional service when you select me and my company to represent you. I have represented many families in this area concluding transactions that realize maximum value in a reasonable time. I understand what you are trying to accomplish and I am confident I will be able to get the job done for you. I hope you will select me as your agent in this very important transaction.

This proposal includes a comprehensive market analysis that will assist us in determining the market value and pricing of your home. I hope the information I will provide you confirm that I am extremely qualified to market your home.

Very truly yours,

Bob Geist
Broker/Owner, REALTOR®





The Purpose of this Presentation

- Familiarize you with the selling process
- Provide you with details on my experience and the CENTURY 21® Brand
- Develop a customized marketing plan for your home
- Share current real estate information on your local area
- Determine an initial market position for your home
- Provide resource information and sample forms
- Reinforce our commitment to your goals
- Answer any questions you may have



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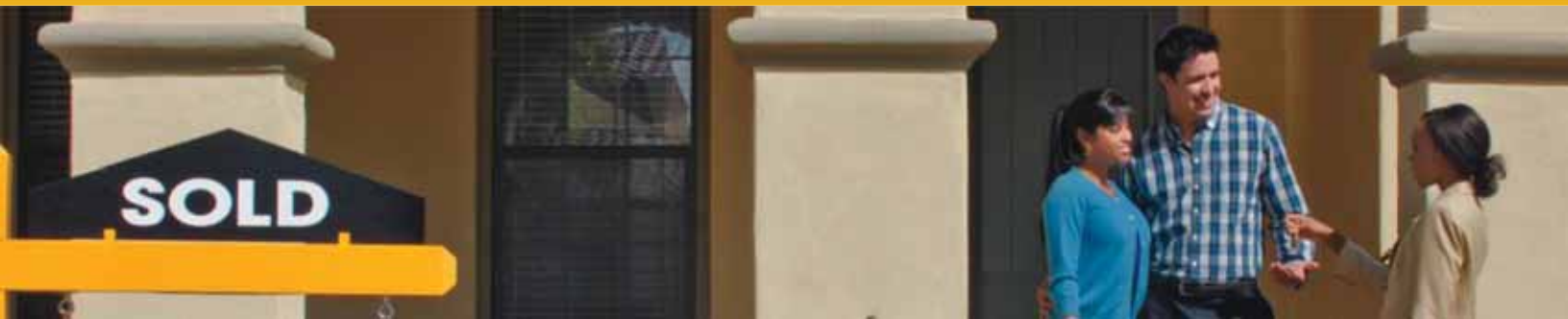
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CENTURY 21[®]: The Gold Standard



CENTURY 21[®] System at a Glance

There are many realty signs on front lawns these days, but only one can offer representation in over **70 countries** through a network of more than **120,000 real estate professionals**.

- Founded in 1971
- Part of the Realogy Franchise Group
- Century 21 Real Estate LLC is the franchisor of the world's largest residential real estate sales organization
- Operate in approximately 8,000 offices around the world
- Considered "the most recognized name in real estate,"* ours is the brand that comes to mind most when consumers think of real estate services

We strive every day to better understand your needs to help you complete a successful transaction for your home. We embrace your goals as our own.

CENTURY 21: The Gold Standard

Source: 2011 Ad Tracking Study. The survey results are based on 1200 online interviews with a national random sample of adults (ages 18+) who are equal decision makers and who have bought or sold a home within the past two years or plan to purchase or sell a home within the next two years. Brand awareness questions are based on a sample of 1200 respondents at a 90% confidence level with a margin of error of +/-2.4%. The study was conducted between September 12 - November 20, 2011 by Millward Brown, a leading global market research organization.



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Marketing

As a CENTURY 21® professional I will...

- Provide you with professional, personalized service
- Monitor details and coordinate marketing activities for the sale of your home
- Show your property to qualified buyers
- Present all written offers
- Facilitate the closing

Our proven Marketing System offers traditional and proprietary marketing tools, systems and services to help get your home sold, including:

CENTURY 21 Internet Marketing Program:

century21.com

century21espanol.com

Neighborhood Profiles

Targeted E-mail Communication

Social Media Website

- Facebook
- Twitter
- YouTube
- Flickr

Website Listing Distribution Network

National Advertising

Local Advertising

Global Referral Network

Seller Service Pledge®

MortgageSM Services

Preferred Client Club Marketing

Direct Mail Marketing

Fine Homes & Estates Digital Magazine

Buyer lead distribution program

(LeadRouter)

Client lead reporting tool (Golden Ruler)



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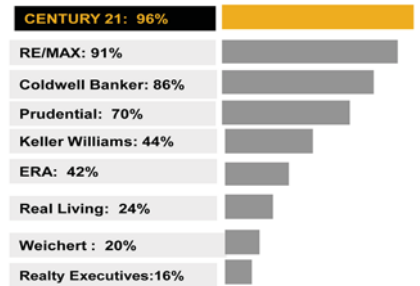


An Industry Leader

For the past decade, **CENTURY 21®** has reigned as the nation's most recognized brand in real estate!

LEADER IN BRAND AWARENESS:

In 2012, the CENTURY 21 System continued to maintain the highest brand awareness level among consumers presented with a list of other real estate organizations; a trend we have upheld since 1999.



CENTURY 21
RE/MAX
Coldwell Banker
ERA
Keller Williams
Prudential
Realty Executives
Real Living
Weichert

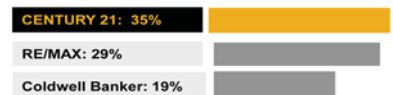
LIKELIHOOD TO RECOMMEND:

The CENTURY 21 System continues to remain one of the top recommended agencies in "Likelihood to Recommend" for 2012.

MOST RECOGNIZED NAME IN REAL ESTATE:

As in previous years, consumers in 2012 continued to identify the CENTURY 21 System from a list of real estate organizations as "the most recognized name in real estate."

Thirty-five percent of adults surveyed identified CENTURY 21 as the most well-known brand. The nearest competitor (RE/MAX) was a substantial 6 percentage points behind.



CENTURY 21
RE/MAX
Coldwell Banker
ERA
Keller Williams
Prudential
Real Living
Realty Executives
Weichert

FUTURE CONSIDERATION:

The CENTURY 21 System continues to remain one of the top agencies on Future Consideration in 2012.

Source: 2012 Ad Tracking Study. The survey results are based on 1,204 online interviews with a national random sample of adults (ages 18+) who are equal decision makers and who have bought or sold a home within the past two years or plan to purchase or sell a home within the next two years. Brand awareness, Consideration and Likelihood to Recommend questions are based on a sample of 1,204 respondents at a 90% confidence level with a margin of error of +/-2.4%. Recognition and Respected questions based on those who had awareness of the brand. Results are significant at a 90% confidence level with a margin of error of +/-2.4%. The study was conducted in two waves by Millward Brown, a leading global market research organization during the following time periods. Wave 1: February 5th - February 19th 2012. Wave 2: August 12th - August 26th 2012.



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Our Agents Stand Out from the Crowd

- **Knowledge** - CENTURY 21® Agents participate in extensive and ongoing formal training to keep us at the top of our field
- **Attentiveness** - CENTURY 21 Agents are great listeners focused on understanding your goals and dreams and providing you with relevant information
- **Responsiveness** - CENTURY 21 Agents respond quickly and professionally as we manage all the details to achieve your goals

UNPARALLELED AGENT EDUCATION

Century 21 Real Estate LLC has a culture and history of having some of the best training programs available in the industry through its **award-winning*** CENTURY 21 Learning System®. CENTURY 21 Agents have access to a comprehensive suite of training and skill development programs, designed to help us stay at the top of our game.

A TRUE PARTNER

Real estate transactions are a big deal with many moving parts. The details can get unwieldy without the right support. **CENTURY 21 Agents know that buying a home can be the culmination of a life-long dream, and will help you manage the details with the right support.**

*Training Magazines Top 125 for 7 of the last 10 years



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Celebrating Three Decades of Caring

For 30 years, the CENTURY 21® System has been a proud philanthropic partner of Easter Seals®.

Our brokers, agents and employees have worked together to raise over \$100 million in support of the Easter Seals mission: to help improve the lives of children and adults with disabilities.

As one of Easter Seals' **largest corporate sponsors**, the **CENTURY 21** System is proud of the long-standing relationship we have with this charitable organization.

CLOSINGS FOR KIDS

CENTURY 21 supports a program called "Closings for Kids", where every one of our agents has the ability to sign up to donate a portion of their commission from every closing to their local Easter Seals Chapter. So when clients choose an agent who participates in Closings for Kids, they will be helping to support their local Easter Seals organization directly through their agent.



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Our Commitment to You

Seller Service Pledge

As an independently owned and operated CENTURY 21® Office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, we agree to provide you with the following services:

1. Dedicate ourselves to making the process of selling your home as easy and successful as possible
2. Respect you and your needs and be honest and forthright, in accordance with Fair Housing regulations and ethical real estate practices
3. Hold your best interests in the highest regard throughout the process
4. Value and respect your time, being as efficient and effective as possible
5. Understand your needs and respond quickly
6. Utilize our knowledge, resources and training to best serve you
7. Provide regular progress reports throughout the process and discuss with you comments received about your property
8. Explain each step of the process and act as a guide to help you make informed decisions
9. Make recommendations to enhance the marketability of your property
10. Utilize a written Competitive Market Analysis and local market information to help you set an appropriate listing price to sell your home and receive the value it deserves
11. Review various financing alternatives
12. Develop, present and agree upon a customized marketing plan that will detail specific promotional efforts to help best market your property
13. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances
14. Post your property on century21.com, a site which receives millions of visitors each month
15. Explain local real estate procedures and regulations
16. Show your property to potential buyers
17. Utilize the CENTURY 21 System's vast online resources to expose your property to potential buyers around the world
18. Utilize the CENTURY 21 System to help you obtain the results you deserve, including leveraging our network of more than 8,000 offices worldwide
19. Submit to you all written offers, assist with negotiations, and provide an estimate of your net sales proceeds, so you understand all implications prior to the acceptance of any offer
20. Upon acceptance of an offer by you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice
21. Assist you in finding your next home, or offer to refer you to another CENTURY 21 Office in another location



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Quality Service

Quality service is my goal. After each sale, to help us maintain a high level of customer service, we invite our clients to complete a Quality Service Survey and return it to an independent research group.



QUALITY SERVICE

A W A R D



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Your Marketing Plan



Steps and Strategies for Successful Selling

Selling Process: The Basics

- Choose the right agent
- Set a fair price
 - Use a Comparative Market Analysis
- Sign the Listing Agreement
- Prepare your home for prospective buyers
 - Neat, clean and repaired or painted where necessary
- Agree on a Marketing Plan relevant to today's market
 - Advertise heavily where the buyers are - online
 - 90% of all buyers use the Internet in their search process*
 - Hold an Open House
- Present all offers
- Negotiate the Selling Price
- Buyer Home Inspections
- Close the deal

* Source: 2010 NAR Profile of Homebuyers and Sellers



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21 Step Marketing Plan

The following pages will provide additional detail to some significant components of our comprehensive marketing plan to get your home sold as quickly as possible and for the best price. Immediately below is an overview of our complete Marketing Plan.

1. Recommend a pre-listing inspection and hiring a professional home staging service
2. Develop a Comparative Market Analysis (CMA)
3. Create a photo slideshow or virtual tour to post on listing websites
4. Enter your listing into local Multiple Listing Service
5. Place the CENTURY 21® "For Sale" yard sign
6. Announce your listing to Agents in my office and other CENTURY 21 Offices in the area
7. Place a "Lock Box" on your door to provide easy access for other agents
8. Place your listing on our century21.com website
9. Distribute your listing to hundreds of Listing Partners
10. Place your listing on social media sites like Facebook, Twitter and YouTube
11. Place your listing on my personal website
12. Create an Individual property website for your listing
13. Prepare full color property flyers and brochures to showcase your home to buyers and other agents
14. Offer the CENTURY 21 Home Protection Plan that can help attract buyers to your property
15. Schedule email marketing pieces to my entire list of contacts and past clients as well as area REALTORS®
16. Print (newspaper) and direct mail advertising in our local area
 - Just Listed Cards
 - Open House Cards
17. Hold an Open House for area REALTORS® and the public
18. Tour your home with prospective buyers
19. Provide you with constant feedback from buyer showings
20. Send you weekly online activity reports on your property
21. Negotiate with potential buyers on your behalf to help get you to the closing table



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Marketing Plan of Action

First Week on the Market

- Enter listing into MLS systems.
- Put up "For Sale" sign. (seller's option)
- Install lock box. (seller's option)
- Take property photos.
- Prepare property flyer/brochure.
- Submit property listing with photos to select real estate websites.
- Century21.com - Realtor.com- Trulia.com - Zillow.com
- Mass distribution using listhub.com (2 dozed more web sites)
- Advertise in Homes magazine as agreed to with sellers.
- Set up VML, Seller's Automatic Updates on all activities Advertising-Showing - Feedback

Second Week on the Market

- Create Virtual Tours
- Post tour to web site & You Tube
- Invite local Realtors to tour home. (broker open house)
- Prepare and place advertisements with select print and online media outlets.
- Promote Lisitng to Market Makers
- Schedule Office Tour of New Listing

Third Week on the Market

- Submit Open House announcement to MLS & Office Sales meeting.
- Prepare and distribute special Open House flyer.
- Hold Sunday Open House. (seller option)
- Review if pricing strategy is effective.

On-going

- Handle incoming calls and schedule showing appointments.
- Review showing activity with owners.
- Pre-qualify buyers.
- Present all offers and recommend counter-offer strategies.



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-
- Review price based on agent input & market conditions.

ASAP

- Obtain an acceptable contract on your property!



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Home Staging

Eight seconds. That's all it takes for most buyers to form a first opinion of your house.

It's not long, so you need to make it count. Ideally, your home will impress and motivate a buyer to swiftly make an offer before it's gone from the market.

We are dedicated to selling your property at the best price possible in the shortest amount of time. Home staging can help highlight your home's best features, making it appeal to buyers' senses and emotions. Following simple exterior and interior design ideas and home-improvement suggestions such as the ones found on our Moving Checklist page of this presentation, can maximize your home's attractiveness and create a captivating first impression.



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<Office DBA>

January 1, 2011

Main Street
Anytown, ST 12345, US

MLS # 1234567 | \$123,456



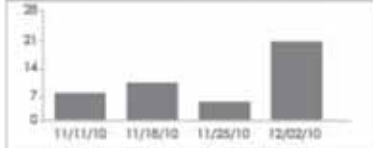
Listing Agent:
Angela McKeenick
CRJ, GRI
Agent
Century 21 Jones
123 Main Street
Town, ST 12345
555-555-1234
April 15, 2010

Your listing is displayed on over 300 web sites. Here are the results from several sites that provide reporting.

Web Site Traffic Comparison

Web Site	Property Views	Leads
century21.com	45	0
Realtor.com	271	0
Zillow.com	112	0
HomeFinder	6	0
HotPads	2	0
Other Sites	7	0
Total	443	0

Number of Views - Last 4 Weeks



Top Locations

City	% of Traffic
Butler, NJ	11%
Farmington, MI	11%
Hillsborough, NJ	11%

Terms Used

Property Views - The number of times a consumer clicks on a property that is displayed in the search results to view more detail.

Leads - The number of times a consumer completes and submits a contact form that is sent via email to the listing broker or agent.

Top Locations - The cities from which the greatest number of consumers live that are viewing your listing.

Your Listing is Also Displayed On

Smarter Agent
Yahoo! Real Estate
Trulia
FrontDoor
CyberHomes
Homes.com
Oodle
ACL Real Estate
Enormo
DataSphere

Keeping You Informed

Online Marketing Summary

Our exclusive "Golden Ruler" tool is a listing measurement device that provides reports on the number of online consumer views and leads on your property listing.



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How We Find Buyers For Your Home



Attracting Buyers

We have an aggressive strategy for attracting home buyers to our listings. By distributing your listing information, along with photographs, to a wide array of consumer websites, we maximize every opportunity to attract qualified buyers.

In addition, you will have a clear view of the results of your property's online exposure. Detailed marketing reports will provide you with valuable feedback on the traffic your property is receiving from online real estate consumers!



We get your property noticed!

Did you know...

- 90% of home buyers use the internet to search for a new home*
- 38 million home buyers search the internet each month for real estate information*
- One in three buyers find the house they ultimately purchase on the internet*

*2010 National Association of Realtors Profile of Home Buyers and Sellers



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A World Class Website

century21.com

More than 2 million visitors come to our site every month. Your home will get a tremendous amount of exposure and will include detailed information about the property and the surrounding community.

Our **state-of-the-art Website** helps make buying and selling real estate easier with many features for buyers and sellers, including:

- An award-winning online marketing program helps drive over 2 million visitors to our site each month
- A new expanded search that features one-click access to millions of listings
- Your home listing for sale on our CENTURY 21 Real Estate Search app for the iPhone or iPod touch, with multiple photos, property details, and open house information



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A Powerful Web Presence

It's an axiom as old as the industry itself: location is everything! That's why we feature all of our listings on many of the Internet's most visited real estate websites through the CENTURY 21® Syndicated Listing Program, including:



CENTURY 21 listings are also displayed on most MLS-enabled real estate sites.



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A Powerful Web Presence*

The real benefit of our marketing your property on over 500 real estate websites are the buyer leads. It's nearly impossible for serious buyers shopping for real estate online not to find a CENTURY 21® listing. Our network of websites generate millions of buyer leads for our sellers.

AL	Alabama Web Page	KY	Wayne County Outlook	ID	KTVB
AL	Classified Ad Network	KY	Morehead News	ID	2 News
AL	Montgomery Homes for Sale	KY	Olive Hill Times	ID	Zidaho
AL	North Jefferson News	KY	McCreary County Record	ID	Boise Homes for Sale
AL	St. Clair News Aegis	KY	The Independent	IL	Belleville Homes for Sale
AL	The Cullman Times	KY	Times Tribune	IL	Chicago Homes for Sale
AL	The Leeds News	KY	Glasgow Daily Times	IL	Commercial News
AL	The News Courier	KY	Richmond Register	IL	Effingham Daily News
AZ	Anchorage Homes for Sale	KY	Commonwealth Journal	IL	Mt. Vernon Register News
AZ	AZ ZapHomes	KY	Lexington Homes for Sale	IL	Shelbyville Daily Union
AZ	Phoenix Homes for Sale	KY	Louisville Homes for Sale	IL	Times-Leader
AZ	The Phoenix	LA	Alexandria Homes for Sale	IN	Goshen News
AZ	West USA Realty	LA	Lafayette Homes for Sale	IN	Hendricks County Flyer
AZ	Yuma.com	LA	Louisiana Press Journal	IN	The Herald Bulletin
AZ	Ztucson	LA	OpelausasHomes for Sale	IN	Indianapolis Homes for Sale
CA	The Bakersfield Californian	LA	Monroe Homes for Sale	IN	Lafayette Homes for Sale
CA	ASUNCABakersfield Homes	LA	New Orleans Home	IN	Muncie Homes for Sale
CA	Coast Sider	LA	Shreveport Homes for Sale	IN	Richmond Homes for Sale
CA	Fresno Homes for Sale	ME	Bangor Daily News	IN	XL Marketing
CA	LA Weekly	ME	Maine Home Seller	IN	Batesville Herald-Tribune
CA	Los Angeles Homes for Sale	MD	Baltimore Homes for Sale	IN	The Zionsville Times Sentinel
CA	OC Weekly	MD	Carroll County Times	IN	Greensburg Daily News
CA	Monterey Homes for Sale	MD	Cumberland Times News	IN	The Evening News
CA	Phoenix REICCA Oakland Home for Sale	MD	MD ZapHomes	IN	Kokomo Tribune
CA	Ramona Sentinel	MD	Salisbury Homes for Sale	IN	The Lebanon Reporter
CA	San Mateo Homes for Sale	MA	Andover Townsman	IN	The Pharos-Tribune
CA	SDNN	MA	Gloucester Daily Times	IN	The Tribune
CA	Fremont Homes for Sale	MA	The Haverhill Gazette	IN	The Tribune Star
CA	SF Examiner	MA	The Salem News	IN	Washington Times Herald
CA	Pleasanton Homes for Sale	MA	The Daily News of Newburyport	IN	Rushville Republican
CA	Silver	MA	The Eagle-Tribune	IN	Wish
CA	Hayward Homes for Sale	MA	WWLP	MN	St. Cloud Homes for Sale
CA	The Sun Chronical	MI	Battle Creek Homes for Sale	MN	This Week Live
CA	Palm Springs Homes for Sale	MI	Detroit Homes for Sale	MS	Biloxi Homes for Sale
CA	SacramentoHomes for Sale	MI	Lansing Homes for Sale	MS	Hattiesburg Homes for Sale
CA	Salinas Homes for Sale	MI	Livingston Homes for Sale	MS	Jackson Homes for Sale
CA	Merced Homes for Sale	MI	Grand Traverse Herald	MS	Laurel Leader-Call
CA	San Jose Homes for Sale	MI	Livonia Homes for Sale	MS	The Meridian Star
CA	San Luis Obispo Homes for Sale	MI	Monroe News	MS	Picayune Item
CA	Visalia Homes for Sale	MI	The Record-Eagle	MS	The PoplarvilleDemocrat
CA	Modesto Homes for Sale	MI	Port Huron Homes for Sale	MS	The Star Herald
CA	Walnut Creek Homes for Sale	MI	Wood TV	MO	Kansas City Homes for Sale
CO	Fort Collins Homes for Sale	MN	ABC Newspapers	MO	Springfield Homes for Sale
CO	Grandjunction.com	MN	ER Star News	MO	Columbia Tribune
CO	Westword	MN	Home Magazine	MO	Ozarks Home Hunter
CT	All About Darien	MN	Mankato Free Press	MO	Real EstateJoe
CT	American Towns	MN	The Land	MO	Lincoln County Journal
CT	Hartford Homes for Sale	MN	Southwest Homes Now	MO	RFTMOReal Estate Weekly KC
CT	Metro Hartford Homes	FL	Fort Myers Homes for Sale	MO	New Haven Leader
CT	WTNH	FL	Fox 10 TV	MO	Hermann Advertiser Courier
DE	DE ZapHomes	FL	Melbourne Homes for Sale	MO	Bowling Green Times
DE	Wilmington Homes for Sale	FL	MicoHomes	MO	Elsberry DemocratMOVandalia Leader
FL	Bradenton Homes for Sale	FL	Orlando Homes for Sale	MO	Fireside Guard
FL	St. Petersburg Times	FL	New Times bpb	MO	The Joplin Globe
FL	Fort Lauderdale Homes for Sale	FL	Pensacola Homes for Sale	MT	Great Falls Homes for Sale
FL	Miami New Times	FL	FL ZapHomes	MT	Southwest Montana Real Estate
IN	WTHI	FL	Miami Homes for Sale	NE	Plattsmouth Journal
IN	WANE	FL	Florida Web Page	NV	Las Vegas Sun
IN	WLFJ	FL	The Jasper News	NV	Reno Homes for Sale
IA	Ad Express & Daily Iowegian	FL	Suwannee Democrat	NH	Derry News/Weekender
IA	Des Moines Homes for Sale	FL	Tallahassee Homes for Sale	NJ	BridewaterHomes for Sale
IA	Iowa City Homes for Sale	FL	The Mayo Free Press	NJ	Cherry Hill Homes for Sale
IA	Knoxville Journal Express	GA	Americus Times Recorder	NJ	Morristown Homes for Sale
IA	Pella Chronicle	GA	The Daily Citizen	NJ	Neptune Homes for Sale
IA	Clinton Herald	GA	Columbus Homes for Sale	NJ	East Brunswick Homes for Sale
IA	The Oskaloosa Herald	GA	The Union-Recorder	NJ	Press of Atlantic City
IA	Ottumwa Daily Courier	GA	Macon Homes for Sale	NJ	Jersey Devil Homes
KS	Farm Talk	GA	The Moultrie Observer	NJ	North Jersey
KS	Wichita Homes for Sale	GA	Thomasville Times-Enterprise	NJ	Inside Today
KY	Big Daily News	GA	The Tifton Gazette	NJ	Vineland Homes for Sale
KY	Homebuyer KY	GA	Valdosta Daily Times	NM	Las Cruces Homes for Sale
KY	Grayson Journal Enquirer	GA	Cordele Dispatch	NM	KRGE
KY	The Sentinel Echo	GUAM	Hagatna Homes for Sale	NY	Binghamton Homes for Sale
		HI	Honolulu Homes for Sale	NY	Elmira Homes for Sale

A Powerful Web Presence*

NY	Ithaca Homes for Sale	SC	Hilton Head Homes for Sale	WI	Marshfield Homes for Sale
NY	Long Island Homes for Sale	SC	Myrtle Rock Homes for Sale	WI	Oshkosh Homes for Sale
NY	Poughkeepsie Homes for Sale	SC	CCP	WI	Sheboygan Homes for Sale
NY	Rochester Homes for Sale	SC	Shemcreek	WI	Stevens Point Homes for Sale
NY	Residential NYC	SC	Rock Hill Homes for Sale	WI	Wausau Homes for Sale
NY	Village Voice	SD	Sioux Falls Homes for Sale	WI	Wisconsin Homes for Sale
NY	The Daily Star	TN	Clarksville Homes for Sale	NAT'L	CNN Money
NY	The Press-Republican	TN	Citizen Tribune	NAT'L	CVHP
NY	Cooperstown Crier	TN	Chatanooga.com	NAT'L	Fizber
NY	Lockport Union-Sun & Journal	TN	Crossville Chronicle	NAT'L	Fox Business
NY	The Journal-Register	TN	Jackson Homes for Sale	NAT'L	GazetterMail Homes
NY	NiagraGazette	TN	Elk Valley Times	NAT'L	Gethomesh
NY	Tonawanda News	TN	Grundy County Herald	NAT'L	Intagent
NY	WIVB	TN	Herald Chronicle	NAT'L	Kiplinger
NY	White Plains Homes for Sale	TN	Murfreesboro Homes for Sale	NAT'L	Local.com
NC	Asheville Homes for Sale	TN	Nashville Homes for Sale	NAT'L	Lycos Classifieds
NC	Charlotte Homes for Sale	TN	Tullahoma News	NAT'L	Maineville
NC	Raleigh Homes for Sale	TN	Manchester Times	NAT'L	Media General
NC	Salisbury Post	TN	Nashville Scene	NAT'L	Military.com
NC	Wavy	TX	El Paso Homes for Sale	NAT'L	My Area Network
NC	Stanly News and Press	TX	Forth Worth Homes for Sale	NAT'L	My Bank Loans
NC	The Randolph Guide	TX	Killeen Daily Herald	NAT'L	Parade
OH	CincinattiHomes for Sale	TX	Pegasus News	NAT'L	School Matters
OH	Fremont Homes for Sale	TX	Star Community Newspapers	NAT'L	ShowMeLocal
OH	Mansfield Homes for Sale	TX	KVUE	NAT'L	US News and World Report
OH	Marion Homes for Sale	TX	KXAN	NAT'L	Walmart
OH	Port Clinton Homes for Sale	TX	Hood Count News	NAT'L	WPRI
OH	Dayton.com	TX	KDH Real Estate	NAT'L	Zilpy
OH	Fox Toledo	TX	Get Homes Houston		
OH	The Star Beacon	TX	Rockwall County Herald Banner		
OH	Bucyrus Homes for Sale	TX	Royse City Herald Banner		
OH	Chillicothe Homes for Sale	TX	Commerce Journal		
OH	Coshocton Homes for Sale	TX	Cedar Creek Pilot		
OH	Lancaster Homes for Sale	TX	Athens Daily Review		
OH	Newark Homes for Sale	TX	Cleburne Times Review		
OH	Zanesville Homes for Sale	TX	Corsicana Daily Sun		
OH	WDTN	TX	Gainesville Daily Register		
OK	OklahomaCity.com	TX	Greenville Herald Banner		
OK	Urban Tulsa	TX	The Huntsville Item		
OK	PaulsValley Daily Democrat	TX	Jacksonville Daily Progress		
OK	Woodward News	TX	Mineral Wells Index		
OK	Ft. Gibson Times	TX	The Orange Leader		
OK	Hartshorne Sun	TX	Palestine Herald-Press		
OK	The Midwest City Sun	TX	The Port Arthur News		
OK	The American	TX	San Marcos Daily Record		
OK	Tuttle Times	TX	Weatherford Democrat		
OK	Stilwell Democrat Journal	UT	St. George Homes for Sale		
OK	Waurika News Democrat	VT	Burlington Homes for Sale		
OK	Westville Reporter	VA	The Central Virginian		
OK	The AdaEvening News	VA	North UmberlandEcho		
OK	Chickasha Express Star	VA	Northern Neck News		
OK	Claremore Daily Progress	VA	NV Daily		
OK	The Duncan Banner	VA	Caroline Progress		
OK	Edmond Sun	VA	Gooch Land Courier		
OK	Enid News & Eagle	VA	Wavy		
OK	The McAlester News Capital	VA	Herald Progress		
OK	The Muskogee Phoenix	VA	Hampton Roads Homes for Sale		
OK	The Norman Transcript	VA	Staunton Homes for Sale		
OK	Pryor Daily Times	WA	Bellingham Homes for Sale		
OK	The Stillwater Newspress	WA	Tacoma Homes for Sale		
OK	Tahlequah Daily Press	WA	Olympia Homes for Sale		
OR	Salem Homes for Sale	WA	Pasco-Kennewick Homes for Sale		
OR	Portland.com	WA	KOMO News		
OR	My Central Oregon	WA	Spokesman Homes		
OR	KATU	WA	GoSkagit		
OR	KGW	WA	Seattle Weekly		
OR	Best Buy Real Estate	WA	King5		
OR	KVAL	WA	KREM		
PA	Allentown Homes for Sale	WA	Spokane.com		
PA	State College Homes for Sale	WA DC	Washington Post		
PA	Erie Homes	WV	Huntington Homes for Sale		
PA	The Daily Item	WV	Herald Dispatch Homes		
PA	The Danville News	WV	Montgomery Herald		
PA	Allied News	WV	The Fayette Tribune		
PA	The Tribune-Democrat	WV	Princeton Times		
PA	The Meadville Tribune	WV	The Register Herald		
PA	New Castle News	WV	Bluefield Daily Telegraph		
PA	The Herald	WV	Times West Virginian		
SC	Aiken Standard	WI	Fox 11 Online		
SC	Beaufort Homes for Sale	WI	Appleton Homes for Sale		
SC	Columbia Homes for Sale	WI	Green Bay Homes for Sale		
SC	Greenville Homes for Sale	WI	Manitowoc Homes for Sale		

CENTURY 21 Showcase Listing Enhancement Program

Showcase Advantage Listing Program

More Visibility! More Leads!

We differentiate your listing on major home search websites with close to 48 million visitors per month



Website	Monthly Visitors (M)
Zillow	19,423
Realtor	15,549
Trulia	7,310
Homes	3,808
Homefinder	1,407
Total	47,898



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We Leverage Technology to Get Your Home Sold

The tools and systems listed below collectively demonstrate that the CENTURY 21® System uses an effective mix of mediums to find the right buyer for your house!

SOCIAL MEDIA

The CENTURY 21 system continues to be on the cutting edge of real estate marketing. We utilize social media channels like **YouTube, Facebook, Twitter and many others** to market your property listing in an effort to find the right buyer for your home. Facebook alone has over 500 million monthly users.

CENTURY21.COM

Our consumer website offers state-of-the-art access to your property listing and includes photo descriptions and virtual tours as well as neighborhood information to attract buyers.

MOBILE MARKETING

CENTURY 21 leverages mobile applications to make it convenient and easy for buyers to shop for CENTURY 21 listings on the go. From our mobile apps to accessing century21.com via mobile devices, **we are bringing your listing to thousands of customers on the go.**

LEADROUTER

The CENTURY 21 LeadRouter System is a software application empowering CENTURY 21 agents to **receive buyer leads for your property instantaneously wherever they are.** LeadRouter sends alerts when a potential buyer inquires about your property, enabling me to respond immediately. This means that buyers interested in your property will be able to reach me quickly.

VIRTUAL TOURS

Giving potential buyers a virtual walk-through can help your home stand out from the competition.

OPEN HOUSE PLANNER

A helpful tool that helps buyers plan a day of open house tours.

Social Media

The CENTURY 21® System continues to be on the cutting edge of real estate marketing. We successfully utilize social media channels like **YouTube, Facebook, Twitter and many other applications** to market your property listing in an effort to find the right buyer for your home. Considering that hundreds of millions of people use these sites on a daily basis, it is important for your home to be included.



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Market Overview



Determining the value of your home

A Comparative Market Analysis (CMA) is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value. Therefore, the basis for valuation is similar properties in your area.

THE FOLLOWING ARE A FEW THINGS TO KEEP IN MIND ABOUT PRICING:

- Realistic pricing will achieve maximum price in a reasonable time
- The market determines the price
- The cost of improvements are almost always more than the added value
- Houses that remain on the market for a long time do not get shown
- A house that is priced right from the beginning typically achieves the highest proceeds



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Factors that Influence the Value of your home

FACTORS THAT HAVE NO IMPACT ON THE CURRENT VALUE OF YOUR HOME:

- What you paid for it
- Your investment in the property (such as baths or kitchen upgrades, etc.)
- What you want to net from the sale
- What those outside the industry believe the property is worth



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Pricing Your Home To Sell

Intelligent Pricing

By pricing your property at market value, you expose it to a much greater percentage of prospective buyers

This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home

The Effect of Overpricing

Improper pricing may lead to a below market value sale price, or even worse, no sale at all. Your home has the highest chances for a fruitful sale when it is new on the market and the price is reasonably established

Activity vs. Timing

A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. Improper pricing at the time of initial listing misses out on this peak interest period and may result in your property languishing on the market



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Comparative Market Analysis

Comparative Market Analysis Summary

Currently On The Market

Stat	Address	List Price	Sold Price	Settled	Beds	Fbat	Hbaths	Gar Sp	Lot Size	Garage	List Date
A	6 MOUNT CT	\$489,900			4	2	1	2	100X150	ATTACHED	12/03/13
A	11 BARKLEY CT	\$489,900			4	2	1	2	130X128	ATTACHED	12/18/13
A	8 ALDINGHAM CIR	\$499,900			4	2	1	2	110X75	ATTACHED	11/17/13
A	60 CENTRAL AVE	\$519,900			5	3	1	2	101X150	ATTACHED	10/10/13
A	158 FRESH PONDS RD	\$524,900			4	2	1	2	144X286	ATTACHED	09/06/13
A	4 MOHAWK CTE	\$524,900			5	3	2	2	112X140	ATTACHED	12/08/13
Average of 6 Properties: \$508,233											Median: \$509,900
Min: \$489,900											Max: \$524,900

Under Contract

Stat	Address	List Price	Sold Price	Settled	Beds	Fbat	Hbaths	Gar Sp	Lot Size	Garage	List Date
U	38 INDEPENDENCE DR	\$486,000			4	2	1	2	121X152	ATTACHED	01/02/14
U	37 DEVON DR	\$505,000			4	2	1	2	63X115	ATTACHED	11/05/13
Average of 2 Properties: \$495,500											Median: \$495,500
Min: \$486,000											Max: \$505,000

Recently Sold

Stat	Address	List Price	Sold Price	Settled	Beds	Fbat	Hbaths	Gar Sp	Lot Size	Garage	List Date
C	24 KENISBURY CIR	\$486,000	\$470,000	12/31/13	4	2	1	2	70X76	BUILT-IN	07/22/13
C	29 ALDINGHAM CIR	\$529,900	\$495,500	12/30/13	4	2	1	2	51X152	ATTACHED	08/15/13
C	24 NELSON CIR	\$519,000	\$500,000	01/17/14	4	2	1	1	68X130	ATTACHED	05/15/13
C	49 BERKSHIRE WAY	\$529,000	\$505,000	08/08/13	4	2	1	2	72X102	ATTACHED	05/10/13
C	81 STRATFORD RD	\$519,000	\$515,000	12/11/13	4	2	1	2	105X143	ATTACHED	09/03/13
C	14 GREEN HILLS RD	\$514,900	\$515,000	09/11/13	5	3	1	2	118X127	ATTACHED	05/30/13



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Comparative Market Analysis Summary

Recently Sold

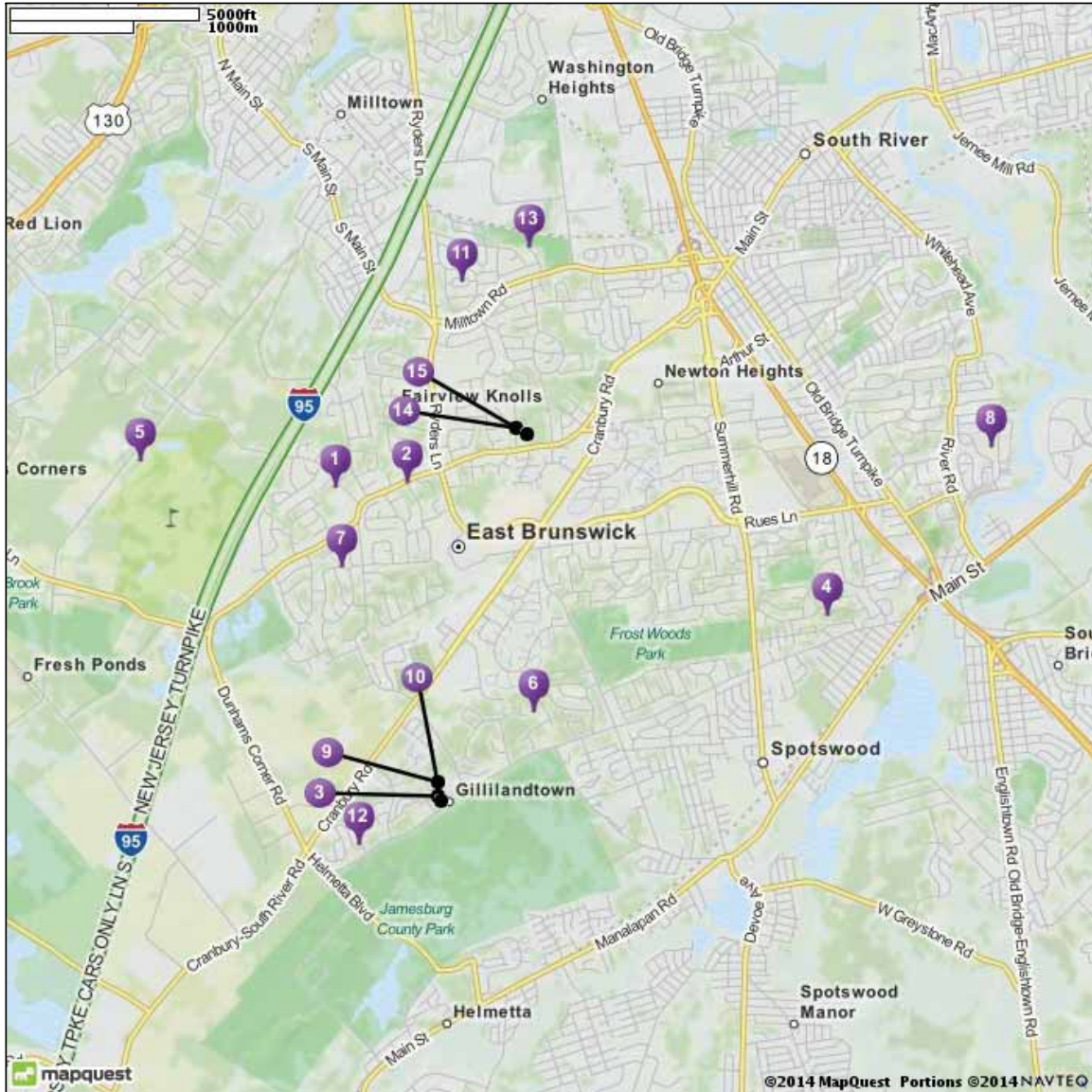
Stat	Address	List Price	Sold Price	Settled	Beds	Fbat	Hbaths	Gar.Sp	Lot Size	Garage	List Date
C	8 WILLIS CT	\$519,000	\$519,000	08/05/13	4	2	1	2	107X138	ATTACHED	05/08/13
Average of 7 Properties: \$502,785 Min: \$470,000 Max: \$519,000 Median: \$505,000											



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Map of Comparable Properties



<u>Ref #</u>	<u>Status</u>	<u>Address</u>
1	Currently On The Market	6 Mount Ct
2	Currently On The Market	11 Barkley Ct
3	Currently On The Market	8 Aldingham Cir
4	Currently On The Market	60 Central Ave
5	Currently On The Market	158 Fresh Ponds Rd
6	Currently On The Market	4 Mohawk Ct E
7	Under Contract	38 Independence Dr



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List of mapped properties continued.

<u>Ref #</u>	<u>Status</u>	<u>Address</u>
8	Under Contract	37 Devon Dr
9	Recently Sold	24 Kentisbury Cir
10	Recently Sold	29 Aldingham Cir
11	Recently Sold	24 Nelson Cir
12	Recently Sold	49 Berkshire Way
13	Recently Sold	81 Stratford Rd
14	Recently Sold	14 Green Hills Rd
15	Recently Sold	8 Willis Ct



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Currently On The Market

6 MOUNT CT

List Price: \$489,900



Property Details

Section: COLONIAL OAKS
School Dist: East Brunswick
Lot: 100X150
Style:
Type: 2 STORY
Exterior: WOOD SHINGLE
Year Built: 1977
Bedrooms: 4
Full Baths: 2
Half Baths: 1
Rooms: 9
Basement: PART FINISHED
Gar Spaces: 2
Garage: ATTACHED
Driveway: BLACKTOP
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 1
Fireplace: WOOD BURNING
Dining: FORMAL

Description

WOW this is IT! The home you've been waiting for! Unbelievable price in desirable



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Currently On The Market

11 BARKLEY CT

List Price: \$489,900



Property Details

Section: COLONIAL OAKS

School Dist:

Lot: 130X128

Style: COLONIAL

Type: 2 STORY

Exterior: BRICK

Year Built: 1972

Bedrooms: 4

Full Baths: 2

Half Baths: 1

Rooms: 9

Basement: FINISHED

Gar Spaces: 2

Garage: ATTACHED

Driveway: 2 CAR WIDTH

Heat: FORCED AIR

Fuel: NATURAL GAS

Cool: CENTRAL

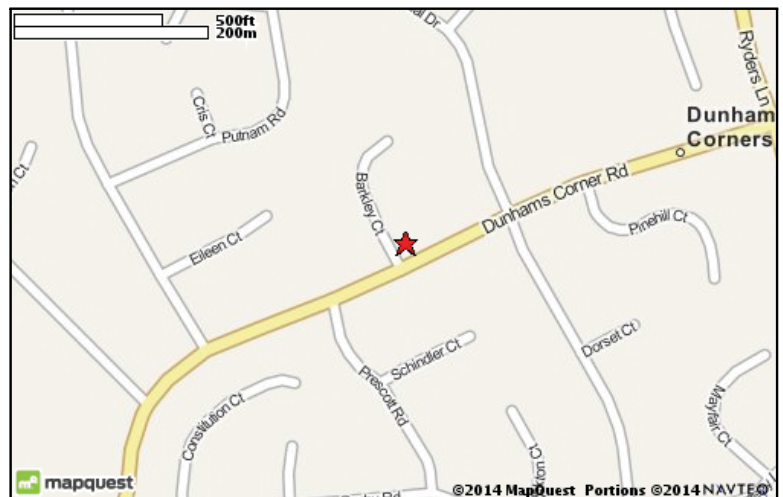
Fireplaces: 1

Fireplace: SCREENS

Dining: FORMAL

Description

Custom Colonial Oaks 4 Bed/2.5 Bath Colonial
Boasting An Artist's Flair* Cul-De-Sa



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Currently On The Market

8 ALDINGHAM CIR

List Price: \$499,900



Property Details

Section: KINGSWOOD STATIO
School Dist:
Lot: 110X75
Style: COLONIAL
Type: 2 STORY
Exterior: VINYL SIDING
Year Built: 1991
Bedrooms: 4
Full Baths: 2
Half Baths: 1
Rooms: 8
Basement: FULL
Gar Spaces: 2
Garage: ATTACHED
Driveway: BLACKTOP
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 1
Fireplace: WOOD BURNING
Dining: FORMAL

Description

THIS BERWICK MODEL HOME OFFERS A 2 STORY ENTRANCE FOYER AND SPACIOUS OPEN FLOOR P



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Currently On The Market

60 CENTRAL AVE

List Price: \$519,900



Property Details

Section: GREENTREE
School Dist: East Brunswick
Lot: 101X150
Style: COLONIAL
Type: SEE REMARKS
Exterior: VINYL SIDING
Year Built: 1972
Bedrooms: 5
Full Baths: 3
Half Baths: 1
Rooms: 12
Basement: FINISHED
Gar Spaces: 2
Garage: ATTACHED
Driveway: BLACKTOP
Heat: ELECT BASEBOARD
Fuel: NATURAL GAS
Cool: WALL UNIT
Fireplaces: 0
Fireplace:
Dining: FORMAL

Description

Large split-level colonial home w/cath ceilings in liv/din rooms. Separate entran



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Currently On The Market

158 FRESH PONDS RD

List Price: \$524,900



Property Details

Section: EAST BRUNSWICK

School Dist:

Lot: 144X286

Style:

Type: 2 STORY

Exterior: WOOD SHINGLE

Year Built: 1988

Bedrooms: 4

Full Baths: 2

Half Baths: 1

Rooms: 8

Basement: FULL

Gar Spaces: 2

Garage: ATTACHED

Driveway: 2 CAR WIDTH

Heat: FORCED AIR

Fuel: NATURAL GAS

Cool: CENTRAL

Fireplaces: 2

Fireplace: OTHER

Dining: FORMAL

Description

Backs to Golf Course..Fantastic private views..large oversized deck..a very speci



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Currently On The Market

4 MOHAWK CT E

List Price: \$524,900



Property Details

Section: INDIAN FOREST
School Dist: Frost
Lot: 112X140
Style: COLONIAL
Type: 2 STORY
Exterior:
Year Built: 1980
Bedrooms: 5
Full Baths: 3
Half Baths: 2
Rooms: 10
Basement: FINISHED
Gar Spaces: 2
Garage: ATTACHED
Driveway: 2 CAR WIDTH
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 1
Fireplace: WOOD BURNING
Dining: FORMAL

Description

Prestigious Indian Forest CUSTOM 5 bed*5 bath
3118 FT Colonial+1100 Bsmt*State-Of



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Under Contract

38 INDEPENDENCE DR

List Price: \$486,000



Property Details

Section: COLONIAL OAKS
School Dist: East Brunswick
Lot: 121X152
Style: COLONIAL
Type: 2 STORY
Exterior: BRICK
Year Built: 1969
Bedrooms: 4
Full Baths: 2
Half Baths: 1
Rooms: 9
Basement: FINISHED
Gar Spaces: 2
Garage: ATTACHED
Driveway: BLACKTOP
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 1
Fireplace: WOOD BURNING
Dining: FORMAL

Description

Beautiful Updated Colonial in East Brunswick...from the moment you walk in, you w



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Under Contract

37 DEVON DR

List Price: \$505,000



Property Details

Section: WINDSONG
School Dist: East Brunswick
Lot: 63X115
Style: COLONIAL
Type: 2 STORY
Exterior: VINYL SIDING
Year Built: 1997
Bedrooms: 4
Full Baths: 2
Half Baths: 1
Rooms: 8
Basement:
Gar Spaces: 2
Garage: ATTACHED
Driveway: 2 CAR WIDTH
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 0
Fireplace:
Dining: FORMAL

Description

Nicely updated Col. backs to open spaces.
Hardwood flooring in LR/DR/FR & 3 Beds.



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Recently Sold

24 KENTISBURY CIR

List Price: \$486,000 Sold Price: \$470,000 DOM: 162



Property Details

Section: KINGSWOOD STATIO
School Dist: EAST BRUNSWICK
Lot: 70X76
Style:
Type: 2 STORY
Exterior: VINYL SIDING
Year Built: 1991
Bedrooms: 4
Full Baths: 2
Half Baths: 1
Rooms: 11
Basement: FINISHED
Gar Spaces: 2
Garage: BUILT-IN
Driveway: 2 CAR WIDTH
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 1
Fireplace: WOOD BURNING
Dining: FORMAL

Description

LARGE COLONIAL W/ 2-STORY FOYER*SPACIOUS
MULTI-ROOM FULL FINISHED BSMNT W/ POURED



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Recently Sold

29 ALDINGHAM CIR

List Price: \$529,900 Sold Price: \$495,500 DOM: 137



Property Details

Section: KINGSWOOD STATIO
School Dist: East Brunswick B
Lot: 51X152
Style:
Type: 2 STORY
Exterior: STUCCO/IMITATION
Year Built: 1990
Bedrooms: 4
Full Baths: 2
Half Baths: 1
Rooms: 8
Basement: FINISHED
Gar Spaces: 2
Garage: ATTACHED
Driveway: 2 CAR WIDTH
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 1
Fireplace: WOOD BURNING
Dining: FORMAL

Description

Want Space? Here it is. Beautiful Stucco-Front Colonial Home Situated on wooded 0



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Recently Sold

24 NELSON CIR

List Price: \$519,000 Sold Price: \$500,000 DOM: 247

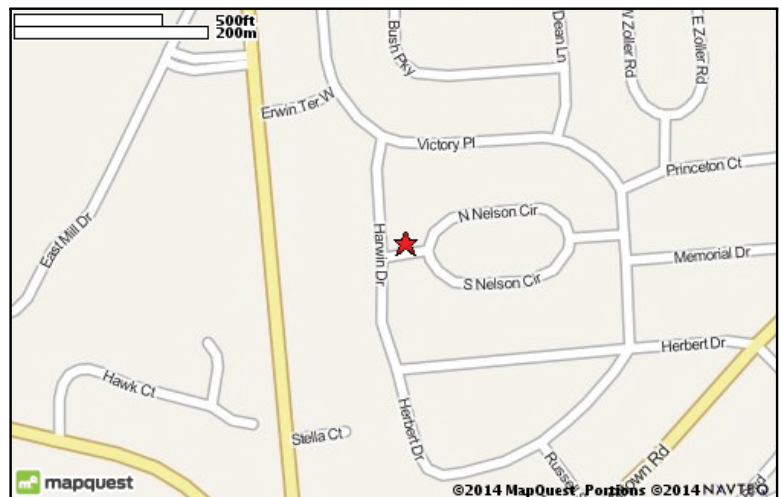


Property Details

Section: LANE PARK
School Dist:
Lot: 68X130
Style:
Type: 2 STORY
Exterior: VINYL SIDING
Year Built: 2013
Bedrooms: 4
Full Baths: 2
Half Baths: 1
Rooms: 8
Basement: FULL
Gar Spaces: 1
Garage: ATTACHED
Driveway: BLACKTOP
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 0
Fireplace:
Dining: FORMAL

Description

NEW CONSTRUCTION; 2522 sq ft; 4 BEDROOMS,
2.5 FULL BATHS; 1st floor: DINING ROOM,



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Recently Sold

49 BERKSHIRE WAY

List Price: \$529,000 Sold Price: \$505,000 DOM: 90

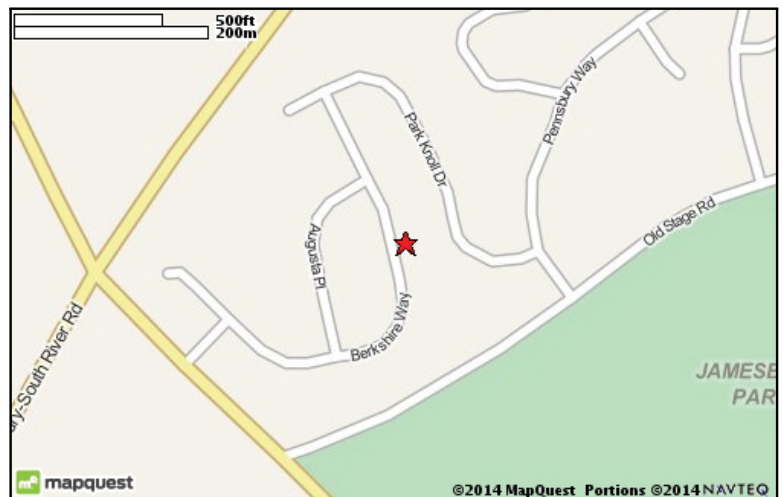


Property Details

Section: COUNTRY WOODS
School Dist: Award winning Ea
Lot: 72X102
Style:
Type: 2 STORY
Exterior: VINYL SIDING
Year Built: 1999
Bedrooms: 4
Full Baths: 2
Half Baths: 1
Rooms: 8
Basement:
Gar Spaces: 2
Garage: ATTACHED
Driveway: 2 CAR WIDTH
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 0
Fireplace:
Dining: FORMAL

Description

Top of the line in desirable County Woods; remodeled custom kitchen; GE Profile S



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Recently Sold

81 STRATFORD RD

List Price: \$519,000 Sold Price: \$515,000 DOM: 99



Property Details

Section: EAST BRUNSWICK
School Dist:
Lot: 105X143
Style:
Type: SPLIT LEVEL
Exterior: VINYL SIDING
Year Built: 0
Bedrooms: 4
Full Baths: 2
Half Baths: 1
Rooms: 9
Basement: FINISHED
Gar Spaces: 2
Garage: ATTACHED
Driveway: 2 CAR WIDTH
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 0
Fireplace:
Dining: FORMAL

Description

Completely upgraded 4 BR, 2.5 Bath Split with IN GROUND POOL & Finished Basement.



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Recently Sold

14 GREEN HILLS RD

List Price: \$514,900 Sold Price: \$515,000 DOM: 104



Property Details

Section: APPLE TREE
School Dist:
Lot: 118X127
Style:
Type: 2 STORY
Exterior: WOOD SHINGLE
Year Built: 1970
Bedrooms: 5
Full Baths: 3
Half Baths: 1
Rooms: 10
Basement: PART FINISHED
Gar Spaces: 2
Garage: ATTACHED
Driveway: 2 CAR WIDTH
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 1
Fireplace: WOOD BURNING
Dining: FORMAL

Description

A RARE FIND! A TRULY BEAUTIFUL COLONIAL THIS HOUSE HAS IT ALL*STEP INTO ONE OF THE



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Recently Sold

8 WILLIS CT

List Price: \$519,000 Sold Price: \$519,000 DOM: 89

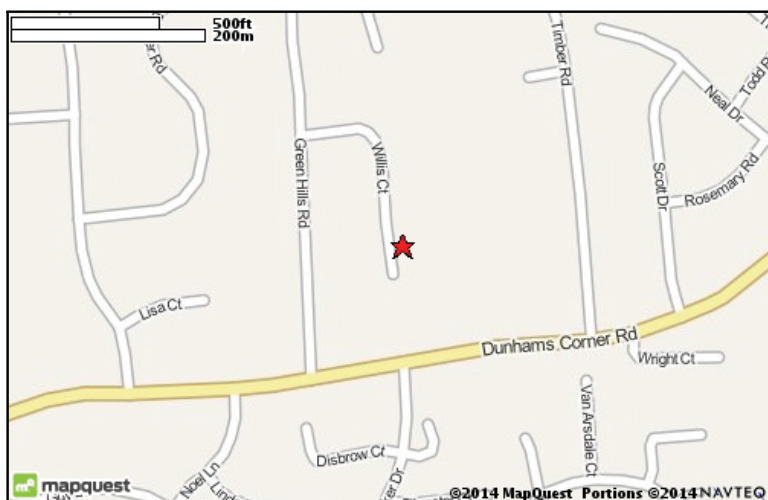


Property Details

Section: APPLETREE
School Dist: East Brunswick-
Lot: 107X138
Style: COLONIAL
Type: 2 STORY
Exterior: STONE
Year Built: 1970
Bedrooms: 4
Full Baths: 2
Half Baths: 1
Rooms: 10
Basement: FINISHED
Gar Spaces: 2
Garage: ATTACHED
Driveway: 2 CAR WIDTH
Heat: FORCED AIR
Fuel: NATURAL GAS
Cool: CENTRAL
Fireplaces: 1
Fireplace: SCREENS
Dining: DINING L

Description






Custom Stone Front 4/5Bd/2.5Bath
Colonial*New Wndws/Roof*Remodeled
Kitchen/Baths*



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Comparative Market Analysis

	6 MOUNT CT	11 BARKLEY CT	8 ALDINGHAM CIR	60 CENTRAL AVE	158 FRESH PONDS RD
					
Status	A	A	A	A	A
List Price	\$489,900	\$489,900	\$499,900	\$519,900	\$524,900
Sold Price					
Contract Date					
Sold Date					
DOM	COLONIAL OAKS	COLONIAL OAKS	KINGSWOOD STATIO	GREENTREE	EAST BRUNSWICK
Section	East Brunswick			East Brunswick	
School Dist	100X150	130X128	110X75	101X150	144X286
Lot Style		COLONIAL	COLONIAL	COLONIAL	
Type	2 STORY	2 STORY	2 STORY	SEE REMARKS	2 STORY
Exterior	WOOD SHINGLE	BRICK	VINYL SIDING	VINYL SIDING	WOOD SHINGLE
Year Built	1977	1972	1991	1972	1988
Bedrooms	4	4	4	5	4
Full Baths	2	2	2	3	2
Half Baths	1	1	1	1	1
Rooms	9	9	8	12	8
Basement	PART FINISHED	FINISHED	FULL	FINISHED	FULL
Gar Spaces	2	2	2	2	2
Garage	ATTACHED	ATTACHED	ATTACHED	ATTACHED	ATTACHED
Driveway	BLACKTOP	2 CAR WIDTH	BLACKTOP	BLACKTOP	2 CAR WIDTH
Heat	FORCED AIR	FORCED AIR	FORCED AIR	ELECT BASEBOARD	FORCED AIR
Fuel	NATURAL GAS	NATURAL GAS	NATURAL GAS	NATURAL GAS	NATURAL GAS
Cool	CENTRAL	CENTRAL	CENTRAL	WALL UNIT	CENTRAL
Fireplaces	1	1	1	0	2
Fireplace	WOOD BURNNING	SCREENS	WOOD BURNNING		OTHER
Dining	FORMAL	FORMAL	FORMAL	FORMAL	FORMAL
Kitchen	EAT-IN	EAT-IN	EAT-IN	EAT-IN	EAT-IN
Floor	FINISHED WOOD	FINISHED WOOD	FINISHED WOOD	CARPET	FINISHED WOOD
Ext Feature	CURBS	DECK	OPEN PORCH	FENCING/WALL	INSULATED WNDWS
Roof	ASHPALT SHINGLE	ASHPALT SHINGLE	ASHPALT SHINGLE	ASHPALT SHINGLE	ASHPALT SHINGLE
Water Heater	GAS	GAS	GAS	GAS	GAS
Water	PUBLIC	PUBLIC	PUBLIC	PUBLIC	PUBLIC
Sewer	PUBLIC	PUBLIC	PUBLIC	PUBLIC	SEPTIC TANK



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Comparative Market Analysis

	4 MOHAWK CT E	38 INDEPENDENCE DR	37 DEVON DR	24 KENTISBURY CIR	29 ALDINGHAM CIR
					
Status	A	U	U	C	C
List Price	\$524,900	\$486,000	\$505,000	\$486,000	\$529,900
Sold Price				\$470,000	\$495,500
Contract Date		01/10/14	12/12/13	10/25/13	10/17/13
Sold Date				12/31/13	12/30/13
DOM				162	137
Section	INDIAN FOREST	COLONIAL OAKS	WINDSONG	KINGSWOOD STATIO	KINGSWOOD STATIO
School Dist	Frost	East Brunswick	East Brunswick	EAST BRUNSWICK	East Brunswick B
Lot	112X140	121X152	63X115	70X76	51X152
Style	COLONIAL	COLONIAL	COLONIAL		
Type	2 STORY	2 STORY	2 STORY	2 STORY	2 STORY
Exterior		BRICK	VINYL SIDING	VINYL SIDING	STUCCO/IMITATION
Year Built	1980	1969	1997	1991	1990
Bedrooms	5	4	4	4	4
Full Baths	3	2	2	2	2
Half Baths	2	1	1	1	1
Rooms	10	9	8	11	8
Basement	FINISHED	FINISHED		FINISHED	FINISHED
Gar Spaces	2	2	2	2	2
Garage	ATTACHED	ATTACHED	ATTACHED	BUILT-IN	ATTACHED
Driveway	2 CAR WIDTH	BLACKTOP	2 CAR WIDTH	2 CAR WIDTH	2 CAR WIDTH
Heat	FORCED AIR	FORCED AIR	FORCED AIR	FORCED AIR	FORCED AIR
Fuel	NATURAL GAS	NATURAL GAS	NATURAL GAS	NATURAL GAS	NATURAL GAS
Cool	CENTRAL	CENTRAL	CENTRAL	CENTRAL	CENTRAL
Fireplaces	1	1	0	1	1
Fireplace	WOOD BURNNING	WOOD BURNNING		WOOD BURNNING	WOOD BURNNING
Dining	FORMAL	FORMAL	FORMAL	FORMAL	FORMAL
Kitchen	CENTER ISLAND	EAT-IN	CENTER ISLAND		CENTER ISLAND
Floor	FINISHED WOOD	CARPET	CARPET	CARPET	CERAMIC TILE
Ext Feature	DECK	PATIO	CURBS	DECK	DECK
Roof	ASHPALT SHINGLE	ASHPALT SHINGLE	ASHPALT SHINGLE	ASHPALT SHINGLE	ASHPALT SHINGLE
Water Heater	GAS	GAS	GAS	GAS	GAS
Water	PUBLIC	PUBLIC	PUBLIC	PUBLIC	PUBLIC
Sewer	PUBLIC	PUBLIC	PUBLIC	PUBLIC	PUBLIC



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Comparative Market Analysis

	24 NELSON CIR	49 BERKSHIRE WAY	81 STRATFORD RD	14 GREEN HILLS RD	8 WILLIS CT
					
Status	C	C	C	C	C
List Price	\$519,000	\$529,000	\$519,000	\$514,900	\$519,000
Sold Price	\$500,000	\$505,000	\$515,000	\$515,000	\$519,000
Contract Date	09/16/13	05/28/13	09/13/13	07/14/13	05/23/13
Sold Date	01/17/14	08/08/13	12/11/13	09/11/13	08/05/13
DOM	247	90	99	104	89
Section	LANE PARK	COUNTRY WOODS	EAST BRUNSWICK	APPLE TREE	APPLETREE
School Dist		Award winning Ea			East Brunswick-
Lot	68X130	72X102	105X143	118X127	107X138
Style					COLONIAL
Type	2 STORY	2 STORY	SPLIT LEVEL	2 STORY	2 STORY
Exterior	VINYL SIDING	VINYL SIDING	VINYL SIDING	WOOD SHINGLE	STONE
Year Built	2013	1999	0	1970	1970
Bedrooms	4	4	4	5	4
Full Baths	2	2	2	3	2
Half Baths	1	1	1	1	1
Rooms	8	8	9	10	10
Basement	FULL		FINISHED	PART FINISHED	FINISHED
Gar Spaces	1	2	2	2	2
Garage	ATTACHED	ATTACHED	ATTACHED	ATTACHED	ATTACHED
Driveway	BLACKTOP	2 CAR WIDTH	2 CAR WIDTH	2 CAR WIDTH	2 CAR WIDTH
Heat	FORCED AIR	FORCED AIR	FORCED AIR	FORCED AIR	FORCED AIR
Fuel	NATURAL GAS	NATURAL GAS	NATURAL GAS	NATURAL GAS	NATURAL GAS
Cool	CENTRAL	CENTRAL	CENTRAL	CENTRAL	CENTRAL
Fireplaces	0	0	0	1	1
Fireplace				WOOD BURNING	SCREENS
Dining	FORMAL	FORMAL	FORMAL	FORMAL	DINING L
Kitchen		BREAKFAST BAR	CENTER ISLAND	EAT-IN	EAT-IN
Floor	FINISHED WOOD	FINISHED WOOD	CARPET	CARPET	FINISHED WOOD
Ext Feature		CURBS	DECK	DECK	ENCLOSED PORCH
Roof	ASHPALT SHINGLE	ASHPALT SHINGLE	ASHPALT SHINGLE	ASHPALT SHINGLE	ASHPALT SHINGLE
Water Heater	GAS	GAS	GAS	GAS	GAS
Water	PUBLIC	PUBLIC	PUBLIC	PUBLIC	PUBLIC
Sewer	PUBLIC	PUBLIC	PUBLIC	PUBLIC	PUBLIC



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Pricing Your Property to Sell

Pricing your property correctly is crucial. You want to sell your property in a timely manner at the highest price possible. Current market conditions determine the value.

Pricing too high or too low can cost you time and money. Realistic pricing will achieve a maximum sale price in a reasonable amount of time.

Analysis of the comparable properties
suggests a list price range of:

\$490,000 to \$510,000



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Seller's Estimated Proceeds

Proposed Selling Price	\$490,000
1st Mortgage	\$200,000
Recording Fee	\$150
Brokerage Fee	\$24,500
Home Warranty Policy	\$600
Attorney Fee	\$900
NJ State Realty Transfer Fee	\$3,900
Recording Fee	\$90
Approximate Net Proceeds	\$259,860

DISCLAIMER: Items and amounts presented are estimates only.



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Next Steps



What to Have Ready to List Your Property

- Prior year tax bill
- Survey
- Account numbers for mortgage
- 3 copies of the key to the front door
- Invoices for repairs or improvements to the property
- A list of inclusions and exclusions in the sale
- Any interior or exterior pictures of the property
- Declarations/Covenants/Deed Restrictions (if applicable)
- Utility bills, actual monthly costs or monthly budget
- Information on special assessments (if applicable)
- Homeowners/Condominium association information (if applicable)
 - Amount
 - Company
 - Address
 - Contact name
 - Phone number



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Now is a good time to consider:

1. A Pre-Sale home inspection to uncover any hidden issues before showing

2. CENTURY 21® Home Protection Plan

- Give buyers peace of mind
- Sell your home faster
- Get closer to your asking price with a protection plan
- Sell an average of 23 days faster*
- Sell an average of 4% higher at closing*
- Sell .63% closer to the list price*

3. The Move Included Program:

- Partners with United and Mayflower movers to eliminate a buyer's time consuming process of finding a reliable moving company
- Provides additional marketing support for your property listing through branded and personalized marketing collateral
- Makes your home more desirable than those properties not offering this buyer incentive

* As reported in the survey A Study of Homeowners' Appliance and Home System Service Experiences, Decision Analyst (2008) and reprinted with their written permission.



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CENTURY 21[®] Seller Service Pledge[®]

As an independently owned and operated CENTURY 21 Office, we are dedicated to providing you with service that is professional, courteous and responsive in helping you market your property. To fulfill this commitment, we agree to provide you with the following services:

1. Dedicate ourselves to making the process of selling your home as easy and as successful as possible
2. Respect you and your needs and be honest and forthright, in accordance with Fair Housing regulations and ethical real estate practices
3. Hold your best interests in the highest regard throughout the process
4. Value and respect your time, being as efficient and effective as possible
5. Understand your needs and respond quickly
6. Utilize my knowledge, resources and training to best serve you
7. Provide regular progress reports throughout the process and discuss with you comments received about your property
8. Explain each step of the process and act as a guide to help you make the most informed decisions
9. Make recommendations to enhance the marketability of your property
10. Utilize a written Competitive Market Analysis and local market information to help you set an appropriate listing price to sell your home and receive the value it deserves
11. Review various financing alternatives
12. Develop, present and agree upon a customized marketing plan that will detail specific promotional efforts to help best market your property
13. Place the internationally recognized CENTURY 21 yard sign on your property, with your permission and subject to local ordinances
14. Post your property on century21.com, a site which receives millions of visitors each month*
15. Explain local real estate procedures and regulations
16. Show your property to potential buyers.
17. Utilize the CENTURY 21 System's vast online resources to expose your property to potential buyers around the world
18. Utilize the CENTURY 21 System to help you obtain the results you deserve, including leveraging our network of more than 8,000 offices worldwide
19. Submit to you all written offers, assist with negotiations, and provide an estimate of your net sales proceeds, so you understand all implications prior to the acceptance of any offer
20. Upon acceptance of an offer to you, pre-settlement (escrow) activities throughout the closing process will be monitored as permitted by law or local practice
21. Assist you in finding your next home, or offer to refer you to another CENTURY 21 Office in another location

We appreciate your allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact:

Name: _____ Phone: _____

This CENTURY 21 Seller Services Pledge Certificate applies only to an exclusive right to sell agreement of not less than ____ days. If any terms or conditions contained herein are prohibited by local law, they shall be considered severed from this pledge and of no force or effect. In the event of any alleged breach under the terms of this 21 Point Seller Services Pledge Certificate, the seller (as a sole and exclusive remedy) may terminate the exclusive right to sell agreement, provided that the CENTURY 21 office is given ten days (10) written notice of the reason for termination and an opportunity to cure the default during the notice period.

By Seller(s) _____
Current Address _____
Current Phone _____
E-mail _____

License# _____
By (Broker) _____
Date _____

*2010 WebTrends Metrics Report



Seller Resources

Staging Your Home Checklist



When it comes time to prepare your home for showing you might want to consider hiring a professional to help. If you choose to do it yourself here are some tips for you to think about. In doing this, you will be ahead of most of the sellers already on the market in the way your home shows.

INSIDE

- Clear all unnecessary objects from furniture throughout the house
- Clear all unnecessary objects from the kitchen countertops
- In the bathroom, remove items from the countertops, tubs, shower stalls and commode tops

- Be sure that the bathroom tubs, tile, sinks, shower floor and ceiling and toilet bowls are free of mildew and look sparkling clean
- Rearrange or remove some of the furniture if necessary
- Take down or rearrange pictures or objects on walls
- Patch and paint where necessary
- Review the house inside room by room, and:
 - Paint any room needing paint
 - Clean carpets and vacuum drapes that need it
 - Clean windows and cobwebs from ceilings and chandeliers
- Make sure the closets and garage are not "too full"
- Replace burned out light bulbs and repair any faulty switches
- Repairs and improvements will facilitate a sale being made
- Make certain all rooms are odor-free

OUTSIDE

- Go around perimeter of the house and remove all garbage cans, discarded wood scraps, extra building materials, etc, into the garage or trash
- Check gutters and/or roof for leaks and/or dry rot
- Weed and then mulch all planting areas
- Clear patios and decks of all small items, such as small planters, flowerpots, charcoal, barbecues, toys, etc
- Check paint condition on the house, especially the front door and trim
- Review if shutters, shingles, stone or bricks need replacing
- Check exterior stairs and handrails; walkways, screens, screen doors

IN GENERAL

- Try to look at your house **"through a buyer's eyes"** as though you have never seen it before

Moving Checklist



6-8 WEEKS BEFORE MOVING DAY

- Set the date
- Interview moving companies and get estimates
- Get costs from truck rental companies if you are planning to move yourself
- Inventory household goods
- Choose a mover

AT LEAST 4 WEEKS BEFORE MOVING DAY

- Contact utility companies to arrange for transfer or shut off
- File change of address forms
 - Don't forget to notify creditors and anyone else who sends you monthly mail or publications
- Notify friends and family of new address
- Start organizing items to be moved or packed
 - Fragile vs. non-fragile
 - Immediately needed in new home
- Kitchen items
- Clothing
- Toiletries
- Tools
- Hold a yard sale to get rid of unnecessary items and junk

2 WEEKS BEFORE MOVING DAY

- Return any borrowed or rented items
 - Cable Boxes
 - Furniture
 - Library books
 - Etc.
- Pick up any personal items
 - Cleaning
 - Tools
 - Etc.
- Begin to clear out refrigerator and freezer

1 WEEK BEFORE MOVING DAY

- Confirm arrangements with the movers
- Notify friends and neighbors that you may need their help
- Make arrangements for care of small children and pets for the day



Moving Checklist (continued)

1 DAY BEFORE MOVING

- Make sure each person has a bag packed for essentials at the new address
- Defrost refrigerator/freezer
- Confirm arrival time of movers

DAY OF THE MOVE

- Get an early start
- Make sure movers have your contact information during the move
- Be available to movers for questions
- Perform final check of the home once movers have left
 - Make sure any appliances left behind are turned off
 - Be sure to leave keys and garage door openers
- All rooms should be at least broom clean and prepared for buyer walk through inspection

DELIVERY DAY

- Make sure you understand how mover expects to be paid
- Supervise unloading and any unpacking
- Confirm receipt of all items on inventory sheets
- Welcome to your new home!

My Accomplishments

RESUME DETAILS:

Experience:

Broker - Owner
Licensed since 1976

Affiliations:

Middlesex County Board of Realtors
Middlesex Country MLS
Monmouth/Ocean County MLS
Somerset & Mercer Country MLS's

Personal

Living in East Brunswick
Graduate of EB High in 1974
Married with 2 Daughters and a Labrador Retriever

Awards and Other Achievements/ Designations

Century 21 Quality Service Award
Multiple Board of Realtor & Century 21 Million \$\$ Awards
Distressed Property Expert

Personal:

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Customer References

Buyer, Sellers & Business Associated

Joe and Nikki Leone	Manalpan NJ	732-545-4717 (work)
Matt Pazinko	East Brunswick NJ	mpazinko@msn.com
Jeff and JoAnn Bijas	Monore NJ	908-227-1038
George Pressler, Esq	East Brunswick NJ	732-254-2400
Rick Miele	Freehold NJ	732-614-7229
Elizabeth Dolan	Franklin NJ	908-705-6719
Jordan Dubson	Continental Title	732-271-0660
John Marinaro	Wells Fargo Mortgage	732-271-0660

Others...

Dawn Valdata	East Brunswick NJ	missteacher@verizon.net
Orlando Nazario	East Brunswick NJ	nazario.on@gmail.com
George & Maryann Gunia	South River NJ	908-400-1914
Anthony Iacocca, Esq.	New Brunswick	732-545-4717
Andy Carlowicz	South Brunswick	acarlowicz@hoagland.com
Frank Harrison	Presidential Mortgage	732-609-1771
Beverly Budd	East Brunswick	732-354-6531
Susan Newman	South Brunswick	908-812-6899



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In Conclusion

When you choose Bob Geist
you will receive:

- Excellent service and support.
- A market analysis of your home.
- A winning marketing plan.
- Every effort to sell your home promptly.
- The resources of Century 21 Sylvania Geist Agency.

***List Your Home Now
with Bob Geist!***



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