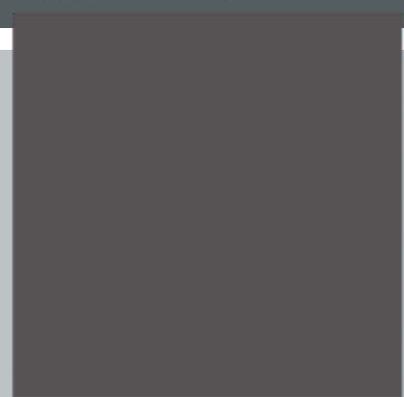


YOUR EXIT STRATEGY



EXIT Central Realty
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THE SMART CHOICE.



Why use a REALTOR®?

Only Sales Representatives who are licensed members of organized real estate (National Association of REALTORS® for US and Canadian Real Estate Association in Canada) can call themselves REALTORS®. Only REALTORS® are held to a high code of ethical and professional conduct by these organizations. Only REALTORS® have access to their market data to provide you with current information to guide you through the pricing and selling process.

Why use an EXIT agent?

We have an aggressive, multi-faceted marketing approach to selling your home. We possess superior tools necessary to market your property both in print and digital media. We will maintain regular communication with you every step of the way. We are knowledgeable about the market and about the process. Our experience will guide you through the selling process from pricing your home to expertly negotiating offers to closing and beyond.

EXIT Central Realty's commitment...

- ✓ To be honest regarding every aspect of the home selling process. This will allow you to make decisions with confidence and peace of mind.
- ✓ To be your trusted advisor through the process; you are not alone.
- ✓ To aggressively market your property and actively search for suitable buyers.
- ✓ To communicate regularly in the way which you prefer.
- ✓ To use our experience and track record to sell your home for the best possible price in the shortest amount of time.
- ✓ To provide you with exceptional service and care genuinely for your needs.



+ EXIT Gives Back with each transaction

A portion of every transaction fee received by EXIT Realty Corp. International is pledged to its charity of choice and to-date, \$2.5 million dollars has been pledged to Habitat for Humanity International. EXIT Realty has a long history with Habitat and has been an enthusiastic corporate sponsor of several full and partial home builds across North America, community revitalization projects and has participated in the Jimmy and Rosalynn Carter Work Project.



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for Humanity International

+ The Entire Organization is behind you

EXIT Realty Corp. International was founded in Canada in 1996 and has grown steadily boasting real estate brokerage locations across the North American continent. We are a by-invitation only company meaning each real estate agent has to be invited to join. Our unique business model fosters an atmosphere of empathy, mentorship and teamwork. Each and every person has a vested interest in the success of the organization. When you list with an EXIT Realty professional, you have the power of the entire organization behind you.

EXIT Realty professionals are highly trained and knowledgeable, with exceptional negotiation skills



Working together with deliberate harmonious intent
produces the best results

+ Pricing Guidelines

Setting the proper asking price is the single most important factor

The consequences of making the wrong decision are painful. If your home is priced too low, you could be literally giving away thousands of dollars that could have been in your pocket. Price it too high, and your home could sit unsold for months, developing the reputation of a problem property. Failure to understand market conditions and properly pricing your home can cost you thousands of dollars and cause your home not sell.

Combining the latest technology and our extensive knowledge of the market, we will analyze the current market conditions and assess your time requirements to identify the correct price range for your home.

Important Notes

- What you originally paid for the property does not affect its current value
- The amount of money you need to get from the sale does not affect its value
- What you think it should be worth has no effect on its 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 on the open market, and this is based upon the value of other recent closed sales of similar properties in your area.

+ Why it's best not to overprice

“Couldn't we try for a couple of weeks?”

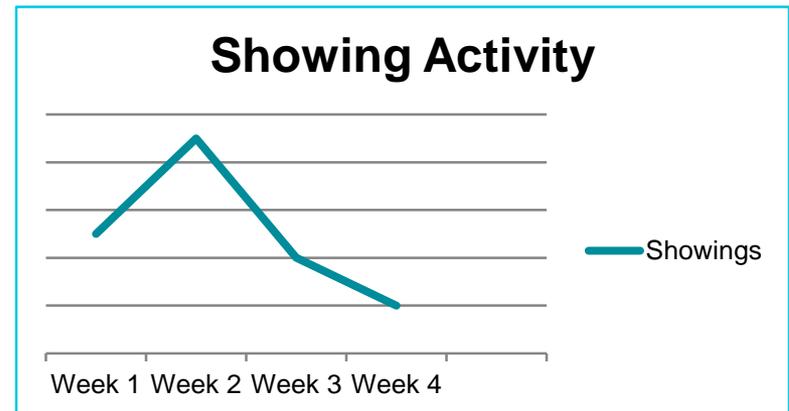
The majority of prospect activity on a new listing occurs in the early period of marketing. This happens because REALTORS® maintain an inventory of active prospects that have been cultivated over time. When a home is newly listed, REALTORS® arrange for them to see it. Once this active group has seen the property, showing activity decreases to only those buyers new to the market. For this reason, it is important that sellers present their homes in the best condition and at the best price at first exposure to the market.

“They can always make an offer.”

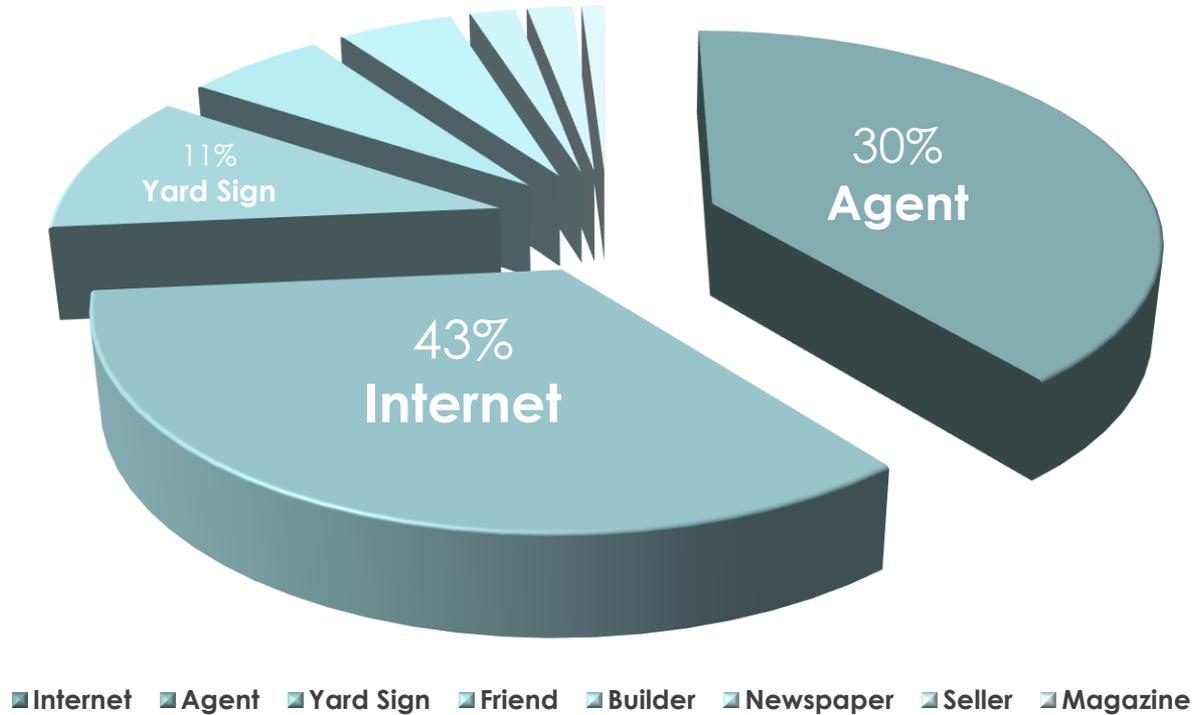
The wrong price attracts the wrong buyers and the right buyers won't see it.

“But we have time.”

At some percentage over market price, no reasonable amount of time will produce a sale. Even when priced right for the market it may require a month or more of exposure to sell.



+ Where buyers come from



Source: The National Association of REALTORS® Profile of Home Buyers and Sellers, updated in 2014.





How We Promote Your Property for Success

EXIT Central Realty has many tools to assist in the sale of your home and we will aggressively market your property to maximize exposure to potential buyers.

- ✓ Enter listing into the MLS® system
- ✓ Utilize our Digital Marketing Strategy to reach today's tech savvy and mobile buyers
 - ✓ create a virtual tour and syndicate to popular property search sites
 - ✓ create a website specifically for your property and market to the public and other agents
- ✓ Distribute "Just Listed" flyers to appropriate market areas
- ✓ Invite local real estate agents to tour your home
- ✓ Create marketing pieces and distribute to online and print media outlets
- ✓ Hold Open House





Preparing Your Home for Success

Preparing to put your home on the market takes a keen eye for detail and an impartial assessment. Here are some points to consider when preparing to show your home.

Clean. And then clean some more.

You may have lived in your home for some time. You may accept a few stray pet hairs or some dirty tiles but buyers will not. Walk through your home with a discerning eye and remember that the house must be spotless. Don't ignore the outside of the property. Buyers will notice unkempt gardens, chipped walkways, and oil stains on the driveway.



De-clutter.

Too much stuff not only clutters your home but also clutters your buyer's line of sight and can make your home appear smaller. If the buyer is looking at the clutter in the home instead of the features, you've lost the sale. Rent a storage unit if necessary and remove all unnecessary items from the home. Don't use the garage – buyer's will look there as well.



Eliminate Smells.

If you have pets or kids or smokers in your home, chances are you have become accustomed to their smells. Buyers will react negatively to these smells. A deep cleaning of your home may eliminate the odors but if necessary, hire a cleaning company to steam clean the carpets and furniture. Repainting walls which are discolored due to nicotine or cooking can help eliminate odors as well.



Preparing Your Home for Success

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If you offer services like staging with your listing, state it here.

Repaint if Necessary.

You may love your colorful home but the goal is for buyers to be able to see themselves living there. To that end, it is preferable to repaint any colorful rooms a more neutral color.



Stage Your Home. You can enlist the services of a professional stager or you can stage it yourself. Stagers can provide services ranging from a general consultation to bringing in new furniture, and everything in between. If you have an eye for color and design, you can stage it yourself. The goal is to arrange your home so it appears to be a model home: devoid of any personal effects but beautiful and spotless.



De-personalize the home.

Given that the goal is for buyers to be able to picture themselves living there, it is best to remove all personal items such as photos, trophies and diplomas. You want your home to be as neutral as possible.

EXIT's Commitment to You

- ✓ To **invest 100% of our effort** delivering first-class service to our clients
- ✓ To make the **process as simple and stress free** as possible
- ✓ To work with our network of professionals to attain the lowest possible costs on financing, title costs, and insurance services by **utilizing technology, our experience, knowledge,** and sales volume leverage
- ✓ To **offer exclusive services** that can only be attained by hiring us as your trusted advisor



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