

RECONNECT REAL ESTATE SERVICES PRESENTS

# No Risk Home Selling

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POWERED BY:



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# Our No-Risk Home Selling System

**Your Homes Value** should benefit you and your family, not your Realtor. Most Realtors will charge you the same high commissions even if you sell your own home.

Our flexible **No-Risk Home Selling System**, exclusive to Reconnect Realty, allows you to have complete flexibility from “Do-it-Yourself” to “Full Service”.

Our **No-Risk Home Selling System** offers several benefits for you. The No-Risk System will allow you to keep more money in your pocket while keeping all of the benefits of our Full Service Marketing Program.

**This means the highest price for your home in the fastest possible time with the least amount of commissions.**

Plus, our flexible program will let you cancel anytime without obligation, and sell the home yourself. And if you sell it yourself, we will even help you take your transaction through to the closing table if you choose!

**We are committed** to providing the highest level of service. We do not reduce our level of marketing or service unlike most discount brokerages. You will choose us based on our service not simply our price.

## Our Philosophy

**We believe the Real Estate Industry is shifting.** As prices rise and technology gains momentum, traditionally High Fixed Commission Percentages are reaping huge rewards for **Realtors who are doing less work at the expense of the Homeowner.**

Technology allows us to market and expose your Home to Thousands of interested buyers at hundreds of different places simultaneously.

By utilizing our **No Risk Home Selling System**, you will get more exposure than the average agent and pay thousands less in commissions. This means you sacrifice nothing while gaining tremendous savings. And Best of All, you can **cancel anytime** if you sell it yourself or are unsatisfied with our service.



# Pay Less and Get More

*All Listing Plans listed do not include any Buyer Agent Fees. We will discuss the common rates with you so you may decide what rate, if any, you will pay to a Buyers Agent.*

**You May Cancel Anytime with All Listing Plans.**

**Flat Rate MLS Listing** - \$500 Down + \$500 at Closing

- Our most Basic service includes MLS Listing, Showing Coordination, Contract Negotiation and Feedback/Reports on Showings

**Full Service No Risk Home Selling** – Several Options Designed to Save you \$\$\$

*All Full Service Listings receive the Full Benefit of All of Our Marketing Efforts. Read on to find out exactly what we will do to Sell your Property*

**Option 1** – Zero Down + 3% at Closing

- Receive Our Full Marketing, Showings, Contract Negotiation and Feedback/Reports with No Up Front or Hidden Fees

**Option 2** - \$500 Down + 2% at Closing

- **Save** on Commissions by paying a little up front. Full Marketing, Showings, Contract Negotiation and Feedback/Reports Included

**Option 3** - \$1000 Down + 1% at Closing

- **Save More** on Commissions while still receiving our Full Marketing, Showings, Contract Negotiation and Feedback/Reports

**Option 4** - \$2000 Down + .3% at Closing

- **Save a whole lot** on Commissions while still receiving our Full Marketing, Showings, Contract Negotiation and Feedback/Reports

**Refer a Friend to Receive \$250 off your Commissions at closing and \$250 for your Friends Commissions too!**

**Keep Reading to See Our Full Marketing  
Plan of Action!**

# Sources of Buyers

Source of Buyers (Where Buyers Learned of the Home they Purchased)	% of Buyers	Reconnect No-Risk Home Selling System Strategy	Other Agents
Internet	36%	<b>Most Buyers start Online, over 90%!</b> Reconnect Realty has a constant Aggressive Marketing System in place reaching over 300+ websites and syndication channels, including Realtor.com, GoogleBase, MSN, Yahoo and FindStLouisHomes.com. In addition we post daily to Craigslist and Backpage.com to keep your property top of the list.	??
Real Estate Agent	35 - 40%	Reconnect Realty employs a Reverse Prospecting Campaign with eflyers to contact Agents already working with Buyers. We also keep constant contact with price changes and feature upgrades.	??
Yard Sign	15	Our Yardsigns stand out and are Standardized with Multiple Phone numbers for instant information	??
Top 3 Sources of Buyers	86-91%	A Full on Marketing System to Get your Home sold Fast!	

# Best Possible Sale Strategy

By employing our refined Marketing System, you will be able to take advantage of all potential Buyer Sources. At Reconnect Realty, we specialize in full service marketing to ensure you get the **quickest possible sale at the best price and terms**. If you or your Realtor are not taking advantage of complete internet marketing, **we have over 300 syndication partners and daily marketing systems**, then you are missing potential buyers.

# The No-Risk Home Selling System



**Other Agents**

## Before the Sale Preparation

<i>Analysis of Current Features and Potential</i>	Yes	--
<i>Overview of the Current Market Conditions</i>	Yes	--
<i>Analysis of Market Data and Sales</i>	Yes	--
<i>Competition Analysis of Similar Homes</i>	Yes	--
<i>Gear up Automated Action Plans for Buyer Leads</i>	Yes	--
<i>Gear up Automated Followup on Agent Showings</i>	Yes	--
<i>Pre-sale Checklist for Processes</i>	Yes	--
<i>Marketing Calendar of Events Provided to the Client</i>	Yes	--

## Marketing Strategy

<i>Full Time Marketing Specialist with Html, Photoshop, Illustrator and SEO Experience</i>	Yes	--
<i>Quality Photos from all angles of the Home</i>	Yes	--
<i>Yardsigns that Stand-out Amongst Competition</i>	Yes	--
<i>Reverse Prospecting to Buyers Agents</i>	Yes	--
<i>Advertising to all Referral Partners</i>	Yes	--
<i>Effective sales copy written</i>	Yes	--
<i>Maris MLS Database listing created</i>	Yes	--
<i>Attractive home flyers with sales copy and photos</i>	Yes	--
<i>Listing Enhancements written</i>	Yes	--

## Internet Exposure to Create an Inventory of Buyers

<i>Multiple Listing Service (MLS)</i>	Yes	--
<i>Realtor.com - Showcase and Featured Homes Standard</i>	Yes	--
<i>FindStLouisHomes.com</i>	Yes	--
<i>Daily Craigslist ads</i>	Yes	--
<i>Daily Backpage.com ads</i>	Yes	--
<i>GoogleBase</i>	Yes	--
<i>MSN</i>	Yes	--
<i>Yahoo Real Estate</i>	Yes	--
<i>Bing</i>	Yes	--
<i>Hotpads.com</i>	Yes	--
<i>DotHomes</i>	Yes	--
<i>Enormo</i>	Yes	--
<i>FrontDoor</i>	Yes	--



## No Risk Home Selling System Continued

<i>Lycos</i>	Yes	--
<i>Local.com</i>	Yes	--
<i>Oodle</i>	Yes	--
<i>Trulia</i>	Yes	--
<i>Vast</i>	Yes	--
<i>Zillow</i>	Yes	--
<i>ColdwellBanker.com</i>	Yes	--
<i>Remax.com</i>	Yes	--
<i>Prudential.com</i>	Yes	--
<i>Century21.com</i>	Yes	--
<i>Kellerwilliams.com</i>	Yes	--
<i>All Real Estate Agent Websites</i>	Yes	--
<i>Point2 Homes</i>	Yes	--
<i>Realty Showcase</i>	Yes	--
<i>Cyberhomes</i>	Yes	--
<i>VirtualTour.com</i>	Yes	--
<i>Trovit Search Saint Louis</i>	Yes	--
<i>SecondSpace</i>	Yes	--
<i>RepeatProperty.com</i>	Yes	--
<i>CLR Search</i>	Yes	--
<i>Ultraforeclosures.com</i>	Yes	--
<i>CampusHomesOnline.com</i>	Yes	--
<i>PropertyShark.com</i>	Yes	--
<i>Homegain</i>	Yes	--
<i>Unique Global Estates</i>	Yes	--
<i>The Housing Pages</i>	Yes	--
<i>Homefinder.com</i>	Yes	--
<i>Foreclosure.com</i>	Yes	--
<i>Reozom.com</i>	Yes	--
<i>NTXHouseHunters.com</i>	Yes	--
<i>Clickable City Directory</i>	Yes	--
<i>GoogleMaps</i>	Yes	--
<i>HouseLocator.com</i>	Yes	--
<i>Bilingual Marketing Group</i>	Yes	--
<i>ePropertyStop.com</i>	Yes	--
<i>Newsyhomes</i>	Yes	--
<i>Aol.com</i>	Yes	--
<i>Kazork</i>	Yes	--
<i>HomeAway Real Estate</i>	Yes	--

## No-Risk Home Selling System Continued

<i>Additional RSS, Atom Feeds</i>	Yes	--
<i>300+ Syndication Channels</i>	Yes	--

### Lead Followup

<i>Full-Time Lead Management team</i>	Yes	--
<i>Systematic Followup on Every Buyer Lead</i>	Yes	--
<i>Systematic Followup on Agent Showings</i>	Yes	--
<i>Systematic Followup on Email Leads</i>	Yes	--
<i>Systematic Followup on Web Leads</i>	Yes	--
<i>Auto-Responders for Inquiries</i>	Yes	--
<i>Computerized Followup System</i>	Yes	--

### Support Systems

<i>Full Time Contract to Close Coordinator</i>	Yes	--
<i>Full Time Web Analytics Support</i>	Yes	--
<i>Full Time Lending Partners</i>	Yes	--
<i>Weekly Reports of Leads</i>	Yes	--
<i>Followup Reports from Showing Agents</i>	Yes	--

## Our Plan of Action

**The first step in our Plan of Action** is to prepare a **Comparative Market Analysis** as well as a **Complete Market Overview Report**, prepared in house and reviewed by our Broker specifically for your property. These reports are prepared with accuracy by hand to ensure you have complete information to accurately price your property. The information you will find in these reports include the most up to date comparable Sold, Pending, Active and Expired sales data for similar properties within a ¼ to ½ mile radius or specific subdivision/neighborhood.

### Pricing is Critical

This information is critical as pricing your property correctly is probably the most important step! We will provide you with **honest and accurate** advice on whether there are any adverse market or property conditions potentially affecting your sale. We want you to sell the home for the highest price in the shortest time with the least amount of trouble!

## **Timing the Market**

We will give you a Market Overview. We will also be able to discuss any market effects that exist such as current foreclosures in the area and financing guidelines and the impact on your sale. Once we have signed all of the paperwork, we can have your property up and marketed within a couple days. Feel free to ask questions, the more informed you are about your sale, the more comfortable you will feel about the process.

## **Preparing your home for sale**

Staging is a very important part of our marketing efforts. We will be able to discuss with you ways to make your home look better for photos as well as showings. Buyers want to know the home they are buying has been well maintained. They can sense if the owner cares for the home by the photos and how the owner maintains the house.

Curb appeal is important. Ensuring grass is cut, hedges trimmed, new mulch is laid can all increase the attractiveness of your property. The outside of your home can be just as important as the inside so take care to pay attention to details.

Effective staging can shorten the time it takes to get a contract as well as help you get the price you want. Cleaning dirt, clearing clutter and providing for an inviting open space will help a buyer envision their own belongings in the space.



## **Property Condition Matters!**

Renovated, Rehabbed and Updated are all trigger words for buyers. This does not mean you actually have to redo your entire home to sell it, but replacing the worn carpets or upgrading your kitchen flooring or countertops can give a home that fresh feeling. Painting can be another way to spruce up a lived in space. Don't put off that maintenance you keep avoiding, it will not help you get the price you want. If you need assistance arranging for these services, we have extensive experience renovating homes and can help you obtain bids. Make your home as attractive as you can!

## Empty vs. Furnished Homes

If you move prior to your home being sold, make sure it is left in a showable condition. Clean the carpets or sweep and mop the floors. Take everything with you or leave it organized in the right storage areas. Organized and clean shows much better, you don't have to worry if the buyer has an imagination.

## Comprehensive Marketing

We begin by taking multiple High Quality photographs from all angles of the home. We will take more photographs than we will use in the marketing in order to select the best photos. These quality photos will also be used to create the flyers to be offered to buyers. We also will take time to write a Quality Description of your home. Many agents do not take time to write a good sales copy for the marketing materials employed which will limit the interest in your property. It is best when we take photographs to have the home clean, and straightened. The photos are the main representation and people want to see it at its best. A properly marketed property must look and sound good.

## Detailed Color Brochures

Our Full Color Detailed Brochures are created to showcase your property at their best. Each brochure will contain photos of the property and our hand written description. The brochures will have easy to identify contact information and will lead the buyer to find out more by viewing the property online. We place brochures inside the home as well as outside in a flyer box for prospective buyers to keep.



## Signage that Catches Eyes

Our Full Color signs have proven very effective at gaining the looks of buyers and agents. Each sign will contain multiple contact numbers and the website where buyers can learn more about your property.

## Full Online Exposure Powered by Reconnect

Marketing starts once we enter your property into the MLS. This database of properties is where all Realtors in St. Louis go to find homes for their clients. It is important we have pricing, photos and descriptions correct as this is the information that will get directly into any prospective buyers hands. We will always include as many photos as necessary to showcase your home in addition to focusing on the best parts of your property in the description.



## Our Online Exposure Counts

90% of consumers use the internet to search for a home. The internet allows them to search multiple websites for the exact property. This is why we focus on the internet with a consistent and direct marketing plan. All of our properties receive the full marketing support listed above. In addition to the syndication, we post to Craigslist and Backpage daily with a rotation of ads. Your property will be posted a minimum of twice a week to ensure top placement. Each online website and ad is created to attractively showcase your property and compel buyers to contact us or their Realtor for a private showing.

## We have Buyers!

Buyers who sign up at our website [www.FindStLouisHomes.com](http://www.FindStLouisHomes.com) will get your property emailed to them, provided it matches their search. They will receive daily updates and price changes as well. In addition, we will contact all Realtors working with buyers that are looking for homes like yours. You don't have to worry about your property getting in front of people, we will put it in front of the right people...and then some!

## Do Open Houses Work?

According to repeated studies performed by the NAR, less than 1% of homes are sold by open house. We feature your home 24/7 online through our marketing and syndication partners. Our efforts focus on the marketing that works which is direct to the right buyer. We prospect to Realtors, Direct to Buyers, Property Websites, Classified Ads and over 300 other housing sources. Buyers will know about your property!

## Showings and Feedback

All of our properties utilize an electronic showing service. This means that we log all showings and collect contact information for every Realtor that wants to view your property. This is important since it means we are able to followup with each agent to get clear feedback of how the property shows. This feedback will be used to assess the current marketing material, photos, condition, price and overall interest in the home. Unfortunately, not all Realtors will provide us with feedback, however we always followup. We will also share the feedback with you so you know how people perceive your property.

## Communication

We want you to stay informed. We will share feedback reports as well as weekly reports regarding how the marketing efforts are progressing. We will also make suggestions when necessary regarding conditions of the property. It is important for you to know how we are working so that you will know that we are working well!

## Foreclosure Help

We have a solution to help you out of any bad situation. We can talk to you about your specific scenario and provide you with multiple options which you will have full ability to choose from. Some of these options are:

**Complete a Short Sale** – we can assist you through the difficult process of obtaining your lender's approval to reduce your loan amount. We may even be able to get the lender to forgive you of any difference meaning you will not have to pay anything extra on the loan.

**Obtain a Cash As-Is Offer** – We have many investment clients as well as the ability to purchase property at will. Our services include renovations, which means we may be able to either get you a Cash Offer or Offer on the property ourselves. In both scenarios, you will know how this will affect you with full transparency. We are upfront and honest with all clients.

**Lease or Lease Purchase** – Many owners may be experiencing difficulties but not to the point where they can not make their payments. This is where we can

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leverage our Property Management Services and either lease your home to a Renter and then you manage your property or we can manage it as well. Another way to get you out of the home is a lease purchase where a Renter pays rent and agrees to buy the property, typically within a year.

No matter what your situation, we will always speak with you confidentially and honestly. If you are thinking of letting it go, you should let us work out your best option. You will probably learn that it is easier than you think and typically does not cost you anything out of pocket, even in the most dire circumstances.

## Common Seller Questions

**Q: Can we list for 30 or 60 days?**

**A:** Unfortunately we have a company policy that will not allow us to list your home for less than 6 months. However, if we follow the Pricing and Marketing directives discussed upfront, you will have a very high likelihood of selling your home much faster. Plus, if you are unhappy with our service, you may cancel our current agreement.

**Q: We were thinking of listing with a Company (Insert Name).**

**A:** Choosing to list with a company simply because they are a large organization can be a huge mistake. You are still at the mercy of your individual agent and the lack of experience or marketing they may do. You should compare Plans between Agents to see who is going to effectively market your home to get you the best price and terms.

**Q: We will save Commission by Selling it Ourselves.**

**A:** This is true, however, only a very small percentage of homes actually sell FSBO. Plus you may not have the time or inclination to handle all of the hundreds of small tasks and to-dos it takes to bring a property from Marketing status to Closed. Our most basic listing service will take care of getting you to closing and will still expose you to the many thousands of Realtors working with buyers currently. You will find the money saved may not be worth the effort for something as complicated as selling your property.

**Q: Lets list high to leave ourselves some negotiating room, we can always come down later.**

**A: This is a critical mistake.** In St. Louis, most homes sell for within **95%** of their current listing price. This means that buyers will pass up your home or not offer even if you may have considered a lower price. **This is why almost 50% of St. Louis listings do not sell.** You will save yourself a lot of time and stress by pricing correctly. We will provide you with quality information to ensure you price accurately to end up sold!

**Q: We have a friend who is an agent.**

**A:** This is a common practice. **You will be doing your friend a favor at the expense of your time and nest egg.** Do you want to sell your property and save on commissions? Then choose a Realtor based on experience and quality of service, this may be your friend, this may not.

**Q: Another agent promised me a higher price.**

**A:** Agents want to tell you what you want to hear to lock up the listing. They will use data to influence your emotions and promise you more money. This is why almost 50% of all listings go unsold. We use honest and accurate valuation techniques to price your property. Look carefully at the data presented and decide if you are going to be in for a few price reductions, and whether you want to waste the time.

**Q: You haven't sold homes in our neighborhood?**

**A:** This does occasionally happen, however, we have sold hundreds of properties in many different areas. The systems we use work. They will work in any area we apply them to. Because of the extensive amount of exposure your home will get, you can be sure your property will get in front of the right buyers.

## Additional Services

We pride ourselves on being a Premier Full Service Real Estate Company. You can count on us for the following additional services for both **Residential and Investment**:

1. **Buyers Agency** – We can find the perfect property for you while saving you \$1,000's with our negotiating
2. **Property Mangement** – We own and manage all types of Single Family and Multifamily property
3. **Leasing Only** – We are able to help investors fill their rentals with well qualified tenants without the monthly fees
4. **Commercial Property** – We are a fully licensed Commercial Real Estate Brokerage assisting clients with Commercial Sales/Purchases and Commercial Leases

**Discounts are given for Repeat Business and Referrals!**