

# BOLEN & BOLEN

GARY BOLEN & RICHARD BOLEN

*Certified Residential Specialists*

*Certified Luxury Home Marketing Specialists*

*Quality Service Certified*



## HELP US GET TO KNOW YOU & YOUR HOME (look at this first)



### SOME THINGS TO THINK ABOUT AND A FEW THINGS TO FILL OUT BEFORE WE MEET AGAIN

contents:

1. Hello!
2. A few things that would help.
3. What are your expectations?
4. What do you like best?
5. Your Amenities and features?
6. Agent interview checklist

# BOLEN & BOLEN

GARY BOLEN & RICHARD BOLEN

*Certified Residential Specialists*

*Certified Luxury Home Marketing Specialists*

*Quality Service Certified*



## HELLO!

**T**HANK YOU for the opportunity to present our home marketing program to you. Having listed and sold homes since 2001, we have observed many changes in our real estate market since then. The marketing campaign we offer today is a synthesis of that experience, coupled with seven professional real estate certifications and a unique, extensive background as a SR. VP. Marketing of a NASDAQ company. Our marketing program represents the most effective and professional program available.

Please take a few minutes to review the information enclosed. It is provided herein in these small, dedicated pamphlets to help make it easier for you to investigate and consider. This will give you a complete and thorough opportunity to review our proven track record and positive marketing techniques designed to bring you top dollar... in the shortest amount of time... with no surprises and as little stress as possible.

There is some homework included herein. To make things as easy as possible we've listed a few things to think about and a very few things to fill out before our next meeting. If you don't get to it, that's ok too. We'll go over it when we meet.

Should you have any questions, please feel free to give us a call on our direct phone lines below. Once again thank you and we look forward to serving you.

Success to You,

Gary Bolen & Richard Bolen

CRS, QSC, ABR, CLHMS, e-PRO, SRES

## ELEVEN REASONS TO CONSIDER US

- ✓ You can Trust Us
- ✓ We provide Guaranteed, Quality Certified Service®
- ✓ You Increase Your Odds of Selling Faster
- ✓ You Increase Your Odds of Closing on time
- ✓ You Get a High Performance Sales Team
- ✓ You Get a Better Understanding about Buyers
- ✓ You Get More Exposure from the Internet
- ✓ We're Known for Knowing Your Market
- ✓ Our Professional Credentials
- ✓ You Get Boardroom Level Negotiating Skills
- ✓ We are the Largest Company in our Region

# BOLEN & BOLEN

GARY BOLEN & RICHARD BOLEN

*Certified Residential Specialists*

*Certified Luxury Home Marketing Specialists*

*Quality Service Certified*



## A FEW THINGS THAT WOULD BE HELPFUL

If it is your intent to sell your home right away or soon, please have the following available the next time we meet so we can get started marketing your property.

- Any home inspection documents that you have that are easily available.
- Any documentation of recent remodeling, replacements or repairs, such as a new roof, furnace...etc.
- Any recent home appraisals.
- Any permits or TRPA documents that you have, such as permits for new additions, TRPA site assessment, BMP compliance...etc.
- Please locate any warranties and instruction manuals for appliances and other particular items to run your home.
- Please fill out the amenities sheet herein.
- Please sketch a simple floor plan for your home. We will be happy to do this for you as well. It does not need to be in scale.
- Please have two keys to your front door available.



# BOLEN & BOLEN

GARY BOLEN & RICHARD BOLEN

*Certified Residential Specialists*

*Certified Luxury Home Marketing Specialists*

*Quality Service Certified*



## WHAT ARE YOUR EXPECTATIONS?

You can trust that we are committed to exceeding any and all of your expectations. To achieve that excellence we would like to know what your expectations are.

Please allow us to ask a few questions, which hopefully will make it as easy as possible for you to instruct us as to how we may best meet and exceed your needs.

Expectations from Your First Contact with Us	YES	NO	Any thoughts, notes or Expectations?
Were we cordial? Prompt?			
Did we make you feel good right away?			
Were we helpful? Enthusiastic?			
Did we listen?			
Did we answer your questions to your satisfaction?			
Did we provide you with the information you wanted?			

Your First Meeting with Us (to preview your home)	Any thoughts, notes or Expectations?
What do you expect from a real estate agent?	
What do you want us to see and know?	
What is most important to you about your home?	
What did you like most when you bought your home?	
Are there any documents you want us to review?	
What else might you want as we preview your home?	

Expectations from our Listing Presentation	YES	NO	Any thoughts, notes or Expectations?
Do you expect a marketing plan? What do you want in it?			
Do you expect a value analysis? What do you want in it?			
Do you expect a price recommendation from us?			
Do you have a value already in mind?			
What if the market analysis is lower / higher?			
Do you have a specific time line?			

# BOLEN & BOLEN

GARY BOLEN & RICHARD BOLEN

*Certified Residential Specialists*

*Certified Luxury Home Marketing Specialists*

*Quality Service Certified*



## YOUR EXPECTATIONS (CONT'D)

Expectations about Exposing your House to the Market	Any thoughts, notes or Expectations?
Do you expect a written guarantee of our services?	
What do you expect in marketing and sales materials?	
How would you like your home to be photographed?	
What are your showing instructions?	
Do you want us to do Open Houses?	
What is most important to you about how to market a house?	

Expectations about the Process of Selling your House	Any thoughts, notes or Expectations?
Are you willing to sell your home at reasonable market value?	
What if we get a full price offer on your home tomorrow?	
What if you get multiple offers?	
What if the market fails to respond to your pricing strategy?	
How often do you want progress reports from us?	
What is the best way for us to find you immediately?	



# BOLEN & BOLEN

GARY BOLEN & RICHARD BOLEN

*Certified Residential Specialists*

*Certified Luxury Home Marketing Specialists*

*Quality Service Certified*



## YOUR EXPECTATIONS (CONT'D)

Expectations about Negotiating the Sale / Price / Terms	Any thoughts, notes or Expectations?
What if you get a low offer?	
What if you get a lengthy repair request?	
What if the Buyer expects you to be BMP compliant?	
What if your offer is contingent on the sale of another house?	
What if your Buyer wants a long / short escrow period?	

Expectations about the Process of Escrow	YES	NO	Any thoughts, notes or Expectations?
Are you familiar with the process of escrow?			
Are you aware of any possible title / deed issues?			
Are you aware all offers have a due diligence contingency?			
Will you be here for closing (it's not necessary)?			
Will you accept a Buyer's request for extension of escrow?			

# BOLEN & BOLEN

GARY BOLEN & RICHARD BOLEN

*Certified Residential Specialists*

*Certified Luxury Home Marketing Specialists*

*Quality Service Certified*



## WHAT WERE THE REASONS WHY YOU BOUGHT YOUR HOME?

**FIRST IMPRESSIONS COUNT.** Please think back to when you bought your home. What did you like immediately? How did you feel when you first entered the door? What was it that made you say to yourself, “this is it!” All of this is important to us. Your words, thoughts and feelings are most likely the most attractive things anyone can ever say about your home. They also may be the most important thing for us to say as well, and they are likely a principal selling feature to your Buyer too.

The list below will help you remember your first impressions. This will be of significant help to us in your marketing and advertising strategy.

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# BOLEN & BOLEN

GARY BOLEN & RICHARD BOLEN

*Certified Residential Specialists*

*Certified Luxury Home Marketing Specialists*

*Quality Service Certified*



## YOUR AMENITIES

Let's take a look at your house from the inside out. What do you like about each room? What are the features in a room that are important to you?

Let's also look at the yard and the garage. And your location. That's very important too. What are the features around your house that are attractive to you?

The list below of what you like most about your home will help us best discuss your home. It will also be of significant help in your marketing and advertising exposure as well.

- The Location / View:
  
- The Lot and Yard:
  
- The Living / Great Room:
  
- The Family Room / Den:
  
- The Kitchen:
  
- Your Bedroom:
  
- Other Rooms:
  
- Your Garage:

# BOLEN & BOLEN

GARY BOLEN & RICHARD BOLEN

*Certified Residential Specialists*

*Certified Luxury Home Marketing Specialists*

*Quality Service Certified*



## CHECKLIST IF YOU'RE INTERVIEWING ANOTHER AGENT

If you are interviewing, feel free to use this checklist.	Gary Bolen and Richard Bolen	Realtor A	Realtor B	Realtor C
Service Guarantee in writing	✓			
Has a Real Estate Blog	✓			
Teaches Real Estate Seminars about Home Sales for the Public	✓			
Certified Residential Specialist®	✓			
Certified Luxury Home Marketing Specialist™	✓			
Accredited Buyer Specialist®	✓			
e-PRO Certified Online Professional	✓			
SR VP Marketing and Founder Public Company background	✓			
Seniors Real Estate Specialist®	✓			
An Agent Team	✓			
Full time Staff / Marketing Assistant / Transaction Coordinator / Webmaster	✓			
Award winning website	✓			
From top 100 Real Estate Companies in the United States	✓			
From top producing company in the region	✓			
Three-levels of choice / Professional Fee & Service plan	✓			
Advanced Marketing Services (how do they compare with ours)	✓			
Custom Marketing Services	✓			
Premium HDT Digital Photography	✓			
Marketing Plan (how do they compare with ours)	✓			
Listing Presentation (how do they compare with ours)	✓			
Pre-Listing Package (do they have one?)	✓			
Absorption Rate Market Evaluation (do you see absorption rates at all?)	✓			
Technology and Internet Experience (how does it compare?)	✓			