

# **YOUR HOMESSELLER'S GUIDE**

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- **Comprehensive Marketing System:** Provides an overview of my comprehensive marketing system designed to sell your home quickly and for the highest possible price.
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- **Pricing Your Home.**
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Dear Homeseller:

It is my pleasure to offer this guide to you. Whether you're selling for the first time or the last time, I hope you will find the enclosed information beneficial.

Selling a home is one of the largest financial transactions and emotional experiences that most people ever undertake. The process can be lengthy and confusing. I want you to know that I will be there to help you through every step.

**My 59-point action marketing plan and service guarantees will save you thousands of dollars on your home sale.**

I am committed to helping every client achieve his or her goals. These usually include: selling your home for the highest price, in the shortest period of time and with the least amount of inconvenience. I have built my business on delivering first class personal service and generating the results my clients expect. Here is what you can expect from me at our initial meeting:

- to listen carefully to make sure I understand your objectives and preferences;
- to thoroughly explain the home selling process;
- to discuss agency and why professional representation will benefit you;
- to present my comprehensive marketing system that will sell your home quickly and for the highest price;
- to tour your home in order to prepare a comparative market analysis (CMA);
- to discuss how to best stage and present your home;
- to recommend repairs or improvements that will increase the sale of your home;
- to communicate with you throughout the entire process.

I'd welcome an opportunity to personally meet with you and discuss my marketing services and hands on approach. I promise you that no one else will give you the attention, knowledge and commitment that I will.

Please don't hesitate to call me directly at 770-656-7551 or email me at [bwolfert@mac.com](mailto:bwolfert@mac.com). I look forward to being of service to you.

Sincerely,

A handwritten signature in black ink that reads 'Barry Wolfert'. The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Barry Wolfert, Associate Broker  
Your Personal Real Estate Consultant

## FOUR MAJOR FACTORS IN SELLING YOUR HOME

Price – Pricing your home correctly when it goes on the market is the most important factor to getting enough traffic to generate offers.

Condition – The condition and initial impression your home makes will be one of the most influential factors in the buyer deciding to make an offer.

Marketing – A home needs to be effectively marketed and have exposure in all of the distribution channels buyer's use. These include: print, internet and yard signs and flyers. Today's buyers are very sophisticated and will eliminate many homes under consideration before they see them based on the information they can gather.

## 59- POINT ACTION MARKETING PLAN

When you hire me, I will implement my 59-point action marketing plan to ensure that your homes gets maximum exposure resulting in the best possible selling price in the shortest time period. These are just a few of 59-points in my comprehensive marketing system.

- Your home will be featured on both FMLS and GA MLS listing services.
- Open Houses – Based on scheduling, your home will be held open to the public.
- Communication – You will receive a phone call at least once per week with an update on the status of your home. These calls are scheduled in advance and are critical having a successful sale.
- Internet Advertising – Your home will automatically be featured on the following websites:
  - northatlantarealestatevoice.com
  - realtor.com (upgraded as an enhanced listing)
  - barrywolfert.comalong with over 50 other websites that tie into the above sites
- Toll Free Information Hotline – Your home will have a toll free, 24 hour information hotline featuring a detailed description of your home and how to contact me for more information.
- Virtual Tour – Your home will be marketed using an extensive photo portfolio to highlight your key selling points. This virtual tour will be linked to your MLS listing as well as featured on key websites such a realtor.com and homescenes.com.
- Yard Sign – A professional yard sign will be in front of your home.
- Color Flyers – Full color flyers will be available for prospective buyers.
- Lockbox Webtracking – At least twice a week, lockbox activity will be checked via the internet. I will contact every agent that views your home.
- Instant Feedback – By using an email based feedback system, you will be notified as soon as an agent provides feedback on your home.
- Progress Reports Every 30 Days – You will receive a detailed report indicating the marketing that has occurred during this period, number of showings and feedback obtained, number of views your home has received via the internet and any recommendations for the next 30 days.

## PREPARING YOUR HOME TO SELL

- Tidy up the grounds, porches and garage. Keep the lawn trimmed and edged. Make sure that your yard is clean. First impressions count!
- Your front door adds to that first impression - be sure it is scrubbed or repainted if necessary.
- Wash windows and clean/dust window coverings.
- If any decorating or painting is needed (especially in the kitchen), do it now! Twenty dollars worth of paint will make a much larger difference in the sales price.
- Bathrooms help sell homes. Make this room sparkle.
- Illumination is like a welcome sign. Replace bulbs and turn on the lights.
- Wash dishes, make beds, put away clothes and straighten up.
- Keep pets out of the way during showings – many people are allergic.
- Leave the showing to the salesperson. The salesperson knows the buyer's requirements and can best emphasize the features of your home. If possible, leave the house during a showing.
- Don't discuss anything about the sale with a potential customer. Let your agent discuss price, terms, possession and other items concerning the sale. Your agent is qualified to bring negotiations to a favorable conclusion.
- Never apologize for appearance, it either distracts or accentuates the problem.
- Pack away valuables, guns and medicines and store extra furniture,

*Look at your home objectively. Pretend you are seeing it for the first time, through a buyer's eyes.*

Remember, my goal is to help you sell your home for the most amount of money, in the shortest period of time, with the least amount of inconvenience to you.

**We only have one chance to make that good first impression!**

## PRICING YOUR HOME

Determining the correct price for your home is one of the most critical steps in preparing your for the market. When your home is priced correctly from the outset, you maximize your opportunity of reaching the most qualified buyers and obtaining top dollar.

Pricing your home correctly:

- Can save you thousands of dollars by not having to pay two mortgages or by not forcing you to lower the price to generate additional traffic.
- Reduces risk because overpriced homes may eliminate some buyers if it is out of their price range.
- Ensures that other agents will show the home since they will not waste time on an overpriced listing.
- Will avoid losing a sale if your home can't appraise for the selling price.

I need to see your home in order to prepare a complete and thorough market evaluation. I will use my knowledge of the market along with a detailed analysis of recent home sales to help you price your home correctly.

## THE CLOSING PROCESS

Once you have found a buyer, there are several additional steps that need to take place to close the sale after the purchase and sale agreement has been signed.

- Step 1 Contingency removal: The most common contingencies are inspection, financing and appraisal. These conditions must be removed or waived in writing before the sale can close. As the seller, you will work with the buyer to satisfy their concerns so they will remove or waive these contingencies.
- Step 2 Appraisal and title report: The lender requires a formal appraisal to confirm the value of the home as it is used as collateral to secure the loan. The title report ensures that you have clear title to the property and have the right to transfer ownership to the buyer.
- Step 3 Prepare closing documents: Real estate attorneys prepare documents that confirm the transaction, prorate funds, and show the net dollar amount you will receive.
- Step 4 Documents go to the lender for final review.
- Step 5 Signing of closing documents: Both parties sign closing documents.
- Step 6 Funds disbursed and buyer receives keys and the seller receives the proceeds.

There are many opportunities for surprises or delays in a transaction. Part of my expertise is in troubleshooting problems that arise in the closing process, including anticipating and preparing for potential problems *before* they arise.

## CLIENT TESTIMONIALS

Barry Wolfert is a hard working, knowledgeable and dedicated real estate professional. He assured us that he would sell our home and he came through on his word. By educating us on our competition, setting a realistic selling price and implementing an aggressive marketing plan, we were able to achieve our goal in a short period of time. Selling our home was as big a priority to Barry as it was for us. He was in constant contact with us and applied himself “aggressively” and more importantly consistently. We strongly recommend him,

-Kirsten and John Holthaus

We couldn't sell our house for over six months. Three days after Barry picked up our listing, the house sold.

-Karen Miller

Barry is a hard working guy who sold two houses for me within 60 days each. Nice job Barry! You were easy to work with and very responsive.

-Bill Lathem

Barry helped us sell our home quicker than we thought we would. Our resale price set the new high point for our sub-division. In addition to a quick sale at a high price, Barry helped us purchase a great new home in a terrific family neighborhood. Once again, thank you for all of your help. We really appreciate all of the work you must have been doing that was transparent to us. We are glad to be a referral if it will help in the future.

-Greg and Kerri Becker

RESUME OF BARRY WOLFERT, REALTOR®



Atlanta Communities Real Estate (formerly Re/Max Communities) - 2007 to present  
Jenny Pruitt & Associates – 2003 – 2007

Affiliations

Member Cobb Association of Realtors  
Member Georgia Association of Realtors  
Member National Association of Realtors

Awards

Re/Max 100% Club  
Communities Magazine – 100 Best Realtors in Atlanta  
Outstanding New Sales Associate – Jenny Pruitt & Associates, Cobb Office  
Rising Star Award – Jenny Pruitt & Associates, Cobb Office

Accomplishments

Earned Broker's License - 2006  
Cobb Association of Realtors Lifetime Member Million Dollar Club

Previous Work Experience

15 years sales and marketing experience in the hospitality industry working for  
The Ritz-Carlton Hotel Company, Hilton Hotels and Deloitte & Touche.

Personal

Moved to Atlanta in 1992  
Moved to Cobb County in 1994  
Past President, Cornell Hotel Society, Georgia Chapter  
Past President, Meeting Professionals International, Georgia Chapter  
Past Board Member, East Cobb Civic Association  
Bachelor of Science, Cornell University

## MISSION STATEMENT

*As your personal real estate consultant, my goal is to build a lifelong relationship with my clients by focusing on each one's individual needs and goals.*

## SERVICE PHILOSOPHY

My approach is simple, but effective: Ask. Listen. Deliver. Exceed. These four actions will ensure that I understand your needs, my efforts are focused on your desired results and that the delivered result exceeds your expectations.

*With the majority of my business coming from referrals, I am committed to earning your trust and endorsement and the right to be your personal real estate consultant for life and reach my goal of a 100% referral based business.*

### **The SERVICE You Deserve.**

I believe that every one of my clients deserve to feel that they are the sole focus of my attention. To create this experience, I work with a limited number of clients at a given time. This allows me to not only be extremely responsive but even anticipate your needs. *You deserve nothing less.*

### **The KNOWLEDGE You Expect.**

My extensive knowledge of the Atlanta market comes from living, working, and playing here since 1992. I believe that it is my duty to be an expert on the latest buying and selling trends. I do this by devoting time to research and networking with my extensive group of local contacts. *You should expect nothing less.*

### **A REPUTATION You Can Count On.**

I believe that a person's reputation is his most valuable asset. It is created not on what someone is going to do but on what they have done and can only be as strong as the character it is built upon. *You should ask for nothing less.*