

Expert Real Estate Louisville, KY
You'll Know What to Do!

**I am applying for a job.
I want to be *your*
trusted Realtor!**



Joe Hayden, Realtor
502-641-3776
www.expertrealestatelouisville.com
www.joehaydenrealtor.com



Our Signs Say *Sold!*

Expert Real Estate Louisville, KY

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- ◆ We are ***masters of modern communications and technology***. Your home will receive exposure that is absolutely unique in the Louisville real estate market. Visit www.3000BealsBranch.com for an example.
- ◆ Our listings are placed on the top websites, blogs, and search engines utilizing competitive keywords that guarantee maximum exposure. ***Google will love you!***
- ◆ We will successfully get your transaction to close with the absolute ***minimum hassle***.
- ◆ We pride ourselves on communication and we will keep you ***fully informed*** throughout the listing period.
- ◆ ***Expert Real Estate*** is affiliated with ***S.G. Priest Realtors***, a Louisville-based realty company with ***over 50 years experience*** in the local community.

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Fact

Our Average Days on the Market is 81

Our Average Days Under Contract is 33

Our Listings Typically Sell Within 2% of the Listing Price

Versus

Our Competitor's Average DOM is 82

Our Competitor's Average DUC is 104

Our Competitor's Listings Typically Sell Within 4% of the Listing Price

Source: The Great Louisville Association of Realtors statistics for all sold single-family and condominium units in the year 2007. These statistics directly compare S.G. Priest Realtors with all other real estate companies in the local Association.

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Expert Real Estate 4-Step Selling Method



Staging The *magic touch* that separates your home from the rest of the market and makes it highly desirable.

Pricing A *thorough analysis* of comparable sales, the condition of your home, plus the overall market climate.

Marketing A clear path laid directly to your front door. Traditional and modern technology utilized to the maximum for *tremendous exposure*.

Showing Your home presented in the absolute *most positive* manner, inviting and comfortable.

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It is a **statistical fact** that approximately **80% of all homebuyers** begin their search for a new home on the internet.

Here is a list of just some of the sites we use to promote your home. Your home will also receive it's very own page on the **Expert Real Estate website**, plus several local blogs.

In addition, your home will be available on every website that syndicates the Louisville, KY MLS, which is **literally hundreds of sites**.



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The Expert Real Estate Home Marketing System

* ***Cancel the Listing at Any Time!***

Either you or I can cancel by calling and saying “I want to cancel the listing”. It’s that simple. The cancelation becomes effective at the time of the call, but please allow us two business days to remove the sign, lockbox, and to pull the listing off of the MLS.

* ***No Advance Fees*** of Any Kind.

You only pay us if I procure an offer on the property that is acceptable to you. You will have the option to utilize the services of a professional home stager, or a home inspector for a pre-listing inspection. You will be responsible for compensating those vendors.

* ***“No Pressure”*** Offer Presentation.

I will never allow you to be pressured by a buyer or a buyer’s agent. All offers will be emailed or faxed to my office, and will be presented to you by phone or in person. *You will be allowed to make your decisions in private.*

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Frequently Asked Questions

⇒ **Why should we list our home for sale with you?**

As an affiliate of *S. G. Priest Realtors*, we draw on over *50 years experience* and a positive reputation in the Louisville area. Our clients know they can depend on us to help them negotiate the maximum amount of money for their home, in the minimum amount of time, with the fewest hassles.

We offer benefits your ordinary real estate agent does not: flexible commissions, special offers for clients buying and selling homes through us, plus a simple cancelation policy.

Let's look at the specific benefits of just one of our company policies... The right to cancel your listing at any time with no obligation. *Why are we willing to offer you such an opportunity when other agents insist on keeping your listing for four to six months?* Because we believe in earning your business everyday, and striving to provide you with superior levels of client service. *If we cannot do this, then we just do not deserve your business.*

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⇒ **I heard there are limited service agents who charge less. Why shouldn't I hire the cheapest agent?**

Sellers don't need an agent to sell their home. *They need an agent to sell their home for more money, in less time, with the minimum amount of hassle.* They need an *Expert Agent* who can successfully navigate the real estate waters and guide their transaction to closing in a professional, timely manner.

In addition, we protect your interests during negotiations by never revealing to the buyers or the buyer's agent your motivation to sell, or any other factor that could weaken your position. This *ensures* you negotiate from a position of strength and stand the best chance of receiving the most money at closing.

While we are in a business for profit, we do not depend on one single transaction for our well-being. *Therefore, our motivation remains earning you the most money, in the least time, with a minimum of hassle.* We will never pressure you to accept an offer that does not make sense.

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⇒ **Why do your homes typically sell faster than average? Do you price them too low?**

Absolutely not! Our listings benefit from an aggressive marketing program that targets the largest pool of buyers possible. In addition, because of our reputation in the local market we have the respect and confidence of other companies to know our listings are superior and bring their buyers real value.

We give you all the tools you need to price your home for the current market. This involves calculating the absorption rate of your immediate surrounding neighborhood, plus running a detailed analysis of the comparable active and sold homes in the area. We know that factors like demand, condition, location, pricing, and agent choice all affect your time on the market, and we ensure you have all of the information you need to effectively price your home for the current market.

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⇒ Describe your marketing plan.

The foundation of our marketing plan is our ***Staging, Pricing, Marketing, Showing*** model. Together we develop a staging and pricing strategy, and then we implement our successful marketing program.

We will take high-quality pictures of your home, put together a video tour, write compelling ad copy for your listing, and then we will spread the word! The number one marketing tool remains the Multiple Listing Service (MLS). It is a tremendous database used by all Realtors to compile, sort, analyze, summarize, and disseminate information about the local real estate market.

In addition, we syndicate your listing out to a huge variety of internet-based real estate databases. Your listing will be available to search, for free, from anywhere in the world. *This ensures we capture all potential relocation leads.*

We also employ traditional marketing tools, such as yard signs, flyers, mailers, newsletters, and word-of-mouth.

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⇒ **Once we have reviewed this listing packet, what do we do next?**

Call or email our office and we will send over a listing specialist who will tour the home, go over the current market affecting your home to educate you on market values, and make recommendations to help you maximize your profit while minimizing your time on the market.

It will take roughly one business day to get your home on the market and the lockbox and yard sign installed. The home should be fully prepared to go to market at that time because a new listing will immediately generate interest.

Thank you for taking the time to review this listing packet!! Remember, there is a great reason why we say...

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Not intended as a solicitation of your business if you are currently working with a Realtor.

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