

Home Selling Plan of Action



OUR MISSION

Our mission and goal is to assist all parties involved in the sale of your home in accomplishing their goals to result in a stress-free closing. We continually help positively impact the lives of our clients, and are committed to ensuring a pleasurable selling experience.

We get it *seen*, then get it *sold*.

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[trulia.com/profile/joebalestriere/](https://www.trulia.com/profile/joebalestriere/)
[zillow.com/profile/Joebalestriere/](https://www.zillow.com/profile/Joebalestriere/)

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In this market, it takes a proactive and aggressive approach to find you the best buyers at whatever price your home is listed at. Every buyer now has access to the homes for sale in the Multiple Listing Service through various free websites such as Zillow, Trulia, and Listingbook. The reason why more sellers choose to work with us than any other agent is what we do above and beyond the multiple listing service, to find our clients the best, most qualified buyers.

Analytics – If you read on, you will understand what analytics we can capture for your home, but the bottom line is that we collect more information than any other agent in Norwalk, and I challenge you to find me a more numbers-based Realtor.

Door Knocking – Open houses tend to be used to the benefit of the Realtor, not the home. We do our best to make sure these open houses are as effective as possible by talking to neighbors, and hanging door knockers to initiate interest, specifically for friends and family that might be interested in moving.

Database – I have a database of clients that I have met in my years of real estate that are always interested in new homes on the market, depending on their desired price point. Every listing goes out to them with a design that is custom-made for your property. This is also sent to all the key Realtors in my sphere in this area.

Steps We Take to Sell Your Home - The Proactive Approach

1. **Review the Home Selling Process** – We will provide you with detailed information covering the entire home selling process, answer any questions you may have about it, and guide you through every step along the way.
2. **Buyer Agency** - We will discuss buyer agency representation, buyer brokerage agreements, seller agency, designated agency, and dual agency.
3. **Property Condition Disclosure and Contract Paperwork** - We will review with you the proper paperwork required to put your home on the marketing, including all disclosures that are required (and the Inclusion/Exclusion Addendum that better protects you).
4. **Photos** – We will arrange the best possible day, likely sunny and bright, to come and take pictures with a high-quality, wide-angle-lens camera. We then

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take these photos and touch them up so they are brighter, Photoshop out anything that does not belong, and make sure they are perfect.

5. **Preparing The Push** – A couple of days before we go live, we prepare our marketing strategy so when the day comes, we can push everything out together. This includes creating 'Incoming' listings on all major sites, designing and printing all material that will be in the home for buyers, preparing the mailing to the neighbors.
6. **Putting the Home Live** – Once we have the listings all complete, we put a keybox on the door, order the sign to be put up, place materials in the property including: all disclosures of the property; the tax card; the field card; a survey or map (if there is one); additional septic or other information from city hall; the printout of the property details; and a bound booklet with all of the above nicely presented with the pictures of the home.
7. **Initial Marketing Push** – Our goal is to have multiple offers by week 3, here is the general means to get there:
 - a. **Syndicate Push** – Our listing is presented in multiple formats on the Internet, and we ensure it is pushed to the major networks including Trulia, Zillow, Realtor.com, Listingbook, and every other major real estate website there is. We do this through the MLS, and a unique site that formats the property so it can be easily pulled by some of these sites
 - b. **Social Network Push** – The listing is then presented on our social networks, with over 2500 followers on Facebook, Twitter, and LinkedIn.
 - c. **Video** – We create a virtual tour of your property, to be placed on our YouTube channel. This will also get put onto our social networks.
 - d. **Direct Mail** – We send a mailing to your closest neighbors advertising the time of our open house, and presenting the property as newly listed.
8. **Broker Open House** – We will have an immediate broker open house to present the property to all agents that are looking for clients in Norwalk, as well as many of the big real estate players in this city.
9. **Public Open House 1** – We will have an immediate public open house, with door-knockers on neighbor's doors. This will take place on Sunday, and will be

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marketed on Zillow, Trulia, Listingbook (Featured Listing), Realtor.com, Raveis.com, and all social networks.

10. **We Receive Our First Offer** – We will present all offers to you however you would prefer.
11. **Negotiation Strategy** – I have become an expert negotiator. Each situation is different, so the tactics will vary, but our goal is to get you the best terms and highest price as quickly as possible.
12. **Inspection Negotiation** – If there are any requests from the buyer regarding inspection items, we will ensure that there is as little given up as possible at this point in time through our negotiations.
13. **Contract Signing** – Our list of professionals is at your disposal. If you need an attorney to write contracts, we can recommend many. Once the inspection is complete, you will sign contracts, get the deposit from the buyer, and move forward to close as quickly as possible.
14. **Mortgage Contingency and Insurance** – After inspections, it is important to stay on top of the other Realtor to ensure everything that needs to be done occurs. This includes reminding them to follow up with attorney to perform title search, reminding to order the appraisal, reminding to follow up with the mortgage broker, and reminding to get insurance for the property 2-3 weeks before closing.
15. **Closing the Sale** – We will monitor and inform you of the progress of the sale, not limited to following up with buyer's Realtor, the attorneys, the mortgage brokers involved, and anything else necessary to make sure we are on track to close.
16. **Close!** – We will be there to shake your hands once all the paperwork is signed, and the deal can close. Congrats!

ANALYTICS/SELLER REFERENCES

Collected Analytics and Key Measures of Engagement

Our analytics are always evolving. When we entered this business, there was not much available with regards to tracking the data and information.

Now, we collect data from multiple sources, in multiple ways, including:

- Zillow and Trulia hits and clicks
- Listingbook views and market information
- Facebook views and clicks
- Video engagement on YouTube and Virtual Tour Studio
- Unique Listing views and clicks
- Number of showings/Realtor viewings including open houses

The key pieces of data we pay attention to include: General Views; Clicks/Hits; Engagement; Physical Showings; Number of Offers

Seller References

Kelly and David Zatorsky

203.247.1544

Romanie Rout

203.831.0822

Jackie and Theron Knapp

203.585.8078

Val Wolfe

203.313.0632

Roger Shields

646.724.0485

Carol Falcone

203.451.3280

Feel free to contact one or all of these people. Any of these people will be glad to talk about the quality of service they received.

You can view additional references on Zillow.com and Trulia.com, or upon request