



# Home Selling System



*The right agent  
makes all the difference  
in the world™*

## A Message For My Clients And Customers

We don't just list houses and hope they sell; we have a powerful marketing plan that will keep you informed while we get you the results you want. Experience has shown that most people have three objectives when selling their house:

They want to realize the **best possible price**, in the **least amount of time**, with the **least possible inconvenience**.

There are usually two questions that are of immediate concern when you are considering the sale of your house:

**How much can you expect to receive? How long will it take to sell?**

The answers to these questions are a combination of factors, some of which you control, some we control, and many that no one controls.

- 1.) TODAY'S MARKET. The basic law of supply and demand is affected by interest rates, employment rates, consumer confidence, seasonal changes, and life events. Neither you nor we can have any real impact altering these conditions.
- 2.) COMPETITION NOW. Comparison-shopping by buyers is a fact and, therefore, the price other sellers are asking directly affects the salability of your house.
- 3.) RECENT SALES. Analyzing what buyers have shown a willingness to pay, for similar homes, will give you the best indication of what you can expect.
- 4.) CONDITION OF YOUR PROPERTY. The better the house appears, the more appealing it will be to buyers and will, therefore, get their attention faster. The appearance and condition of the property also affects the perceived value, translating into the price a buyer is willing to pay.
- 5.) DAYS ON MARKET. There is a direct correlation between the amount of time your house is on the market and the price a buyer is willing to pay.
- 6.) MARKETING. The REALTY WORLD® Home Selling System is a powerful marketing system based on a constant review of the above factors plus the human element. We are trained in the latest skills and techniques in order to get you the best possible price, in the least amount of time, with the least amount of inconvenience.

We've earned the right to use the slogan:  
*"The right agent makes all the difference in the world."*<sup>TM</sup>



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## **Advantages Of The Realty World Network**

At Realty World, we know that you deserve a high-quality representative who respects your individual wishes and will dedicate the time to ensure a smooth process when buying or selling your next home. This was the foundation for the development of the Realty World Services Principles – a set of principles our company has lived by for over 30 years.

### *A Professional Quality Company*

For over thirty years the Realty World Network has served clients throughout Northern California and Nevada. Our dedication to client satisfaction and commitment to advancing our services through technology have helped us maintain a leading position in the real estate industry. The Realty World brand is internationally known and has had over \$1 billion in advertising invested in it. This means that when potential buyers see the Realty World brand, they recognize a trusted symbol of quality.

With hundreds of offices in the Northern California and Nevada region, our broker network is second to none. Because of our sophisticated network and our use of the Internet, our regional influence is vast. Buyers and sellers are only a click away from having well over a thousand agents working for them.

We understand the value of client communication, and our appreciation for your business is best shown in our perseverance and interest in helping you buy or sell your home. We believe that buying or selling your home is a team effort involving you, our brokers, and our extended network of individuals and resources.

## **Our Marketing Power**

### *Traditional Marketing*

To inform interested buyers that your property is on the market, we will design and distribute custom mailers that highlight your property. Because of the identifiable Realty World name and its association with quality, our mailing campaigns are extremely successful at locating and attracting buyers. We will also create flyers and hold open houses if needed to create additional buyer awareness. In many cases we use a combination of newspaper and magazine advertising as additional tools to promote your home. We have the power of a broad range of resources to get your home sold. Our goal is to tailor these marketing pieces to best expose and position your property throughout the Internet and your local market.

### *All Of Our Brokers And Agents Working For You*

Our professional brokers are respected members of the real estate community. After years of real estate experience, they have developed strong and lasting relationships with other qualified brokers in the region. This extended network of outside brokers is an additional source of potential buyers for your property.

### *Our Company Intranet*

The Realty World broker network utilizes an in-house intranet and communication system. This intranet gives us the ability to market your property to all of our offices and associates.

### *The Internet (HomeResearch.com)*

We believe in the marketing power of the Internet. With over 80% of home buyers researching online during the home buying process, the Internet has become the first and primary place your potential buyers will go. With the importance of the Internet in mind, Realty World created one of the most user friendly websites available in online real estate today, allowing buyers easy access to information and professional photographs of your home.

## The Power Of Our Internet Reach

The Internet has forever changed the way consumers seek real estate information. Potential buyers can now comparison shop and take home tours on their computer. Realty World is known as one of the most innovative companies in the real estate industry and fully employs multiple facets of the Internet in order to increase the ease and efficiency of the selling process.

While many real estate brokers are just now beginning to realize the selling potential of the Internet, Realty World has helped consumers buy and sell homes using the Internet for years. We understand the technology and can navigate the Internet marketplace with ease.

### *Important facts about the Internet:*

- The percentage of homebuyers and sellers using the Internet exploded to over 80% in 2008.
- Websites communicate more information than mailers or real estate listing newsletters because space is, for the most part, unlimited. Buyers can access significantly more information without having to go out of their way to obtain it.
- Our online network is known throughout the real estate industry as being second to none. Realty World's online influence is far reaching, well established, and reliable.
- Our clients' listings are viewed by millions of local and international buyers and as we continue to expand our online presence, these numbers are expected to grow dramatically.

Our properties are also listed on numerous high-profile real estate websites. These websites greatly increase your home's visibility and expose them to previously untapped markets. For buyers, the process of finding our listings is much easier with our wide exposure through multiple websites:

*Here are just a few of the websites on which your home can be listed:*



## Realty World Seller Service Principles

Realty World developed its Seller Service Principles to make your selling experience an enjoyable one. We go through extensive training in order to deliver a promise that we will dedicate our energy and extensive resources to ensure a smooth and successful sale of your home.

Our Seller Service Principles are practices to which all Realty World agents dedicate themselves, and they have been the core of our agent-client relationship for over thirty years. As part of our Seller Service Principles, we will fully explain the process involved in the sale of your property. All your questions will be answered and we will constantly update you throughout the selling process. You will receive quality service that is second to none - this is our promise to you.

## The Beginning Process

First, we will get to know you both personally and professionally so we can provide the best possible service and achieve the best possible results. We always begin our client relationship with an extensive interview to become acquainted with you, your property or your investment, your sales goals, your projected sale date, and any other property information you deem relevant. This information will be used as a foundation throughout our relationship. All your concerns and wishes will be regarded with the utmost importance as we guide you through the sale of your home.

### *We will:*

- Provide a description of the sales process, complete with a Comparative Market Analysis (CMA) including graphs, data, and a projected sales timeline.
- Determine how to best communicate with you (telephone, email, IM, text, etc.) so you are constantly informed during the sales process.
- Examine and discuss all contracts, disclosures, and inspection reports.
- Explain agency relationships and how commissions are paid and distributed.
- Provide you with our affiliated lender and referral network.
- Provide you with reliable and expert advice regarding the sale of your property every step of the way.
- Explain how this entire process will lead you to a successful close.

## Determining Your Home's Value

For most sellers, price is the single most significant factor when deciding to sell a property. However, you do not want your home to be underpriced or overpriced, so how do you know what the market value is for your property? We spend countless hours researching the market and following sales trends to insure that we price your property so it lives up to its sales potential.

### *We will:*

- Develop and discuss a comparative market analysis on your home. By comparing your property with current market trends and other currently listed and recently sold homes, we can establish an optimum sales price.
- Provide a seller's net sheet that predicts the total cost of your property's sale, including report on general fees as well as closing costs.
- Inform you of any changes in the housing market that may potentially affect your property's sale.
- Discuss the current market status and develop a sales strategy that meets your needs.
- Review your home's pricing strategy as the market dictates.

## Preparing Your Home For Sale

Making your property the most attractive as possible is essential to ensuring that you receive the highest price for your property. Remember, first impressions are lasting impressions, and buyers will determine your property's value based on its appearance.

### *We will:*

- Advise you on how to best present your property to potential buyers which may include improvements such as painting, yard work, new carpeting, furniture or even staging the home. Keep in mind that the goal is to get the highest price possible for your home, and minor things can make a huge difference.
- Advise you on obtaining a professional inspection prior to placing your property on the market. An inspection generally presents a clear picture of the physical condition of the property and allows us to anticipate and possibly present issues that may arise during the transaction. (This is not intended to preclude buyers from obtaining their own inspections.)
- Advise you as to whether to purchase a one-year property protection warranty for the buyer of your property.
- Assist you by providing and explaining the disclosures you will need to provide to interested buyers.
- Facilitate the preparation and distribution of all disclosures to interested buyers.

## Taking Your Property To Market

Asking what we are going to do to help you sell your home is a common question. In fact, we like this question as it allows us to explain how different we are from other real estate companies and showcase the unique things we provide our clients.

### *We will:*

- Explain and make available Realty World's numerous client resources which increase your awareness of the selling process.
- Develop a unique marketing plan for your property including both online and offline initiatives.
- Effectively market your property to our entire Realty World network through internal communication and personal relationships.
- List your home on our Multiple Listing Service and major national portals such as Google, Trulia, Yahoo, Realtor.com, and many others.
- Handle all property inquiries and provide weekly status reports on interested buyers.
- Keep you apprised of any changes in the market so we can keep the property competitively priced.

## We Negotiate For You

Due to our extensive training and service principles, we are very skilled and experienced negotiators who work on your behalf to create the best sales outcome for you. Nothing less than 100% complete satisfaction is acceptable to us.

### *We will:*

- Develop and implement individual negotiation strategies for each potential buyer.
- Manage credit and reliability checks of all potential buyers.
- Assist you in reviewing the conditions of the offer and the potential impact on the transaction.
- Review and propose a possible counter offer to the buyer's original offer if required.
- Provide updated seller's net sheets based on each offer.
- Help you make informed decisions regarding each offer you receive.
- Negotiate a sale price within your desired price range.
- Negotiate other terms of offer contracts to help ensure the successful and timely close of escrow.

## Putting All The Pieces Together

Once you have accepted an offer on your property and escrow is opened, we will help prepare all necessary paperwork and work with you through the escrow process to ensure a smooth and successful close of your home.

### *We will:*

- Make sure that escrow has been opened and give you a timeframe for the milestone events that will occur during this process.
- Oversee the timeframes on the removal of contract conditions and inspection periods.
- Review the preliminary title report for any title issues that might affect your ability to close the escrow.
- To the extent we can, ensure that the buyer's loan process is handled in a timely manner.
- Update you regarding escrow closing, and assess and discuss any possible events that might affect closing.
- Create copies of all important and relevant documents for all involved parties.
- Once the sale is complete, recommend a third party company to evaluate our service.



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## Your Property Information

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Type of Property?  Single-Family Detached  Single-Family Attached  Condo/Townhome (TIC, etc.)  
 Investment (Number of Units \_\_\_\_\_ )

Room	Lower Level Size	1 <sup>st</sup> Floor Size	2 <sup>nd</sup> Floor Size	Floor Covering	Drapes Stay Yes/No	Comments
Living Room						
Dining Room						
Kitchen						
Family Room						
Recreation Room						
Master Bedroom						
Bedroom						
Bedroom						
Bath 1						
Bath 2						
Den/Family						
Porch/Deck						
Utility Room						

Other items to be excluded from the sale: \_\_\_\_\_

### Legal Description

Lot Size \_\_\_\_\_

Foundation: Poured \_\_\_ Block \_\_\_ Other \_\_\_\_\_

Elementary/Grade School \_\_\_\_\_

Middle School/Jr. High \_\_\_\_\_

High School \_\_\_\_\_

Lender, first loan \_\_\_\_\_

Approximate Balance \$ \_\_\_\_\_

Monthly Payment \$ \_\_\_\_\_

Interest Rate \_\_\_\_\_ % Type \_\_\_\_\_

Assumable: Yes \_\_\_\_\_ No \_\_\_\_\_

Lender, second loan \_\_\_\_\_

Approximate Balance \$ \_\_\_\_\_

Monthly Payment \$ \_\_\_\_\_

Interest Rate \_\_\_\_\_ % Type \_\_\_\_\_

Assumable: Yes \_\_\_\_\_ No \_\_\_\_\_

### Property Information

#### Exterior:

Brick \_\_\_ Siding \_\_\_ Frame \_\_\_ Other \_\_\_\_\_

Roof: Wood \_\_\_ Shingle \_\_\_ Tile \_\_\_ Other \_\_\_

Sewer \_\_\_\_\_ Septic \_\_\_\_\_

Pool/Spa \_\_\_\_\_ Heated: Yes \_\_\_ No \_\_\_

#### Heating:

Gas \_\_\_ Fuel Oil \_\_\_ Electric \_\_\_ Other \_\_\_\_\_

Forced \_\_\_\_\_ Radiant \_\_\_\_\_ Other \_\_\_\_\_

#### Cooling:

Central \_\_\_\_\_ Heat Pump \_\_\_\_\_ Window Unit \_\_\_\_\_

#### Interior:

Basement: Yes \_\_\_\_\_ No \_\_\_\_\_ Finished \_\_\_\_\_

Water Heater: Gallons \_\_\_ Gas \_\_\_ Electric \_\_\_

Range/Oven: Gas \_\_\_ Electric \_\_\_ Other \_\_\_\_\_

Dishwasher \_\_\_ Refrigerator \_\_\_ Disposal \_\_\_\_\_

Fireplace: \_\_\_\_\_ Wood \_\_\_\_\_ Gas \_\_\_\_\_

Who is listed on title as an owner of the property?: \_\_\_\_\_

Is there anyone else who will be an important part of the decision process?: \_\_\_\_\_



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# Comparative Market Analysis

Submitted by: \_\_\_\_\_

Office: REALTY WORLD@- \_\_\_\_\_

PREPARED FOR: \_\_\_\_\_

Date: \_\_\_\_\_

SUBJECT PROPERTY	STYLE	RMS	BED RMS	BATHS	FAM DEN	DIN RM	BSMT	GAR	AIR CON	HEAT	FIRE PLC	SQ FT	LOT SIZE	SPECIAL FEATURES

"FOR SALE" NOW	STYLE	RMS	BED RMS	BTHS	FAM DEN	DIN RM	BSMT	GAR	AIR CON	HEAT	FIRE PLC	SQ FT	LOT SIZE	AGE	PRICE	TERMS	HOME WARRANTY	DAYS ON MARKET	SPECIAL FEATURES	

PENDING	STYLE	RMS	BED RMS	BTHS	FAM DEN	DIN RM	BSMT	GAR	AIR CON	HEAT	FIRE PLC	SQ FT	LOT SIZE	AGE	STARTING PRICE	SALE PRICE	TERMS	HOME WARRANTY	DAYS ON MARKET	DATE SOLD	SPECIAL FEATURES	

SOLD	STYLE	RMS	BED RMS	BTHS	FAM DEN	DIN RM	BSMT	GAR	AIR CON	HEAT	FIRE PLC	SQ FT	LOT SIZE	AGE	STARTING PRICE	SALE PRICE	TERMS	HOME WARRANTY	DAYS ON MARKET	DATE EXP	SPECIAL FEATURES		



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## Final Analysis Of Local Market Data

Analyzing current trends, supply and demand, along with available financing options will assist us in properly pricing your property. Your market area includes the following; streets, neighborhood names, sub-divisions, etc. (which identifies the area of competition).

Today's Date: \_\_\_\_\_

Total Active Listings: \_\_\_\_\_

New Listings (since last report): \_\_\_\_\_

Total Sales (since last report): \_\_\_\_\_

Ratio of Sales to Listings: (Example: If there were 50 new listings taken and 25 new sales reported the ratio would be 1 to 2, or about 50% of the inventory is moving.) \_\_\_\_\_

Average Listing Price: \_\_\_\_\_

Percentage Difference between List Price and Sales Price: \_\_\_\_\_

Average Sales Price: \_\_\_\_\_

Average Number of Days on Market to sell a home similar to yours: \_\_\_\_\_

Average Sales Price Last Year: \_\_\_\_\_

Have Prices Appreciated Since Last Year? Yes\_\_\_ No \_\_\_ How Much On Average (percentage)? \_\_\_\_\_

Local real estate values are steady / increasing / decreasing. \_\_\_\_\_

The demand for homes in your area is high / low / steady. \_\_\_\_\_

The availability of mortgage funds for residential loans is high / low / steady. \_\_\_\_\_

Interest Rates Are Around: (these quotes are approximate and subject to change)

**Conventional Loans:**

30 year - Fixed	___% with	___ points	V.A. Loan	___% with	___ points
15 year - Fixed	___% with	___ points	F.H.A	___% with	___ points
Adjustable	___% with	___ points	Private Lenders	___% with	___ points
Other	___% with	___ points	Other sources	___% with	___ points

The number of homes similar to yours in the:

- a. Immediate vicinity is \_\_\_\_\_, selling at \$ \_\_\_\_\_ (average price)
- b. Neighborhood is \_\_\_\_\_, selling at \$ \_\_\_\_\_ (average price)
- c. City is \_\_\_\_\_, selling at \$ \_\_\_\_\_ (average price)

Based upon the information above, it is our opinion, that the current real estate market is strong / steady / weak / fluctuating. \_\_\_\_\_

<b>Conclusion:</b>	Anticipated selling price is between \$ _____ and \$ _____
<b>Recommended Listing Price:</b>	\$ _____



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## Preliminary Estimated Seller's Net Proceeds

	<b>CREDITS</b>	
SALE PRICE		_____
OTHER CREDITS		_____
TOTAL CREDITS		_____
	<b>DEBITS</b>	
First trust deed or mortgage		_____
Second trust deed or mortgage		_____
Home Protection Plan		_____
Real Estate taxes		_____
State documentary stamps or conveyance fee		_____
Closing costs		_____
Real estate brokerage fee		_____
Lawyer fees		_____
Prepayment penalty (if applicable)		_____
Interest through date of closing (Interest is always in arrears)		_____
Recording fees		_____
Inspections		_____
Discount fee/points		_____
Survey		_____
Other_____		_____
Other_____		_____
<b>TOTAL DEBITS</b>		_____
<b>ESTIMATED NET PROCEEDS</b>		_____

*There may also be additional credits and/or debits possible that would affect the net amount that you may receive. These include, but are not limited to: fire insurance, adjustments to/from escrow/impound account, and any other encumbrances which have not been disclosed.*

Prepared by: \_\_\_\_\_ Date: \_\_\_\_\_

*I am fully aware that this is an estimate and has been prepared to assist me in computing my selling expenses. I acknowledge that the above estimated fees and charges may vary and cannot be guaranteed.*

\_\_\_\_\_  
Seller Date

\_\_\_\_\_  
Seller Date

## Preparing Your Home For Showing

*First impressions count with buyers. In today's age of "consumerism," every buyer is comparison shopping. A small investment in time and money can give your house a solid advantage over competing properties. It's seldom a matter of what it "costs you," rather it's more important what it "pays you." So, by "paying" attention to detail now, you can enhance the perceived value of your property. Here are some suggestions for preparing your house to show well.*

### **Create A Buying Mood**

- Be absent during the showings
- Turn on all the lights
- Turn on air conditioning or heating
- Open draperies in the daytime
- Light the fireplace
- Keep pets out of the house during showings

### **Exterior Appearance**

- Cut Lawns
- Trim hedges and shrubs
- Weed and edge gardens
- Pick up litter
- Clear drive and walkway (snow, leaves, etc.)
- Make exterior repairs
- Touch up paint
- Add fresh mulch

### **Lots of Space**

- Clear halls/stairs of clutter
- Store surplus furniture
- Clear kitchen counters, stove, refrigerator
- Clear seasonal closets of clothing and other clutter
- Arrange bedrooms neatly

### **Well-Maintained**

- Repair leaky taps and toilets
- Clean furnace and air filters
- Tighten door knobs and cupboard latches
- Repair cracked plaster
- Touch-up chipped paint
- Clean and repair windows
- Repair seal around tub/basin
- Replace burned out lights
- Oil squeaking doors
- Paint necessary halls/rooms

### **Cleanliness**

- Clean and freshen bathrooms
- Clean refrigerator and stove
- Clean around furnace vents
- Clean washer and dryer
- Clean carpets and drapes
- Make certain kitchen looks and smells clean

### **At The Front Door**

- Clean porch and foyer
- Does the doorbell work?
- Paint the front door
- Make sure door hardware is clean and working, including locks and keys

Finally, review your efforts and walk through your entire house and yard as though you were a potential buyer seeing your property for the first time. Do not discuss price, terms or other factors with prospective buyers. We are trained and prepared to handle this for you. Remember, you don't get a second chance to make a good first impression.





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## Agent Viewing Report

We will share the comments of prospects and real estate agents who have viewed your property.

Name:	Date Viewed:
Comments:	

Name:	Date Viewed:
Comments:	

Name:	Date Viewed:
Comments:	

Name:	Date Viewed:
Comments:	

Name:	Date Viewed:
Comments:	



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## Seller's Progress To Settlement

We will monitor the progress of each task necessary to complete the transaction at settlement and will keep you informed along the way.

Property Address: \_\_\_\_\_

Seller's Name: \_\_\_\_\_

Phone (home): \_\_\_\_\_ Phone (business): \_\_\_\_\_

Buyer's Name: \_\_\_\_\_ Address: \_\_\_\_\_

Phone (home): \_\_\_\_\_ Phone (business): \_\_\_\_\_

Cooperating Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Cooperating Agent: \_\_\_\_\_ Phone: \_\_\_\_\_

Title Company/Lawyer: \_\_\_\_\_ Processor: \_\_\_\_\_ Phone: \_\_\_\_\_

Lender: \_\_\_\_\_ Processor: \_\_\_\_\_ Phone: \_\_\_\_\_

Date Loan Applied For: \_\_\_\_\_ Date Earnest Money Deposited: \_\_\_\_\_

Attorney: \_\_\_\_\_ Phone: \_\_\_\_\_

Additional Deposit Required: Yes \_\_\_ No \_\_\_ \$ \_\_\_\_\_ Due Date: \_\_\_\_\_ Date Received: \_\_\_\_\_

Date Closing/Escrow Instructions Executed (if applicable): \_\_\_\_\_

Date REALTY WORLD® Home Protection Plan Submitted: \_\_\_\_\_

Date Appraisal Ordered: \_\_\_\_\_ Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

### Inspections Required Per Contract/Agreement

Termite: Yes \_\_\_ No \_\_\_ Date Completed: \_\_\_\_\_ Company: \_\_\_\_\_

Roof: Yes \_\_\_ No \_\_\_ Date Completed: \_\_\_\_\_ Company: \_\_\_\_\_

Survey: Yes \_\_\_ No \_\_\_ Date Completed: \_\_\_\_\_ Company: \_\_\_\_\_

Other: \_\_\_\_\_

Estimated Closing Date: \_\_\_\_\_

Title Ordered: \_\_\_\_\_ Abstract Ordered: \_\_\_\_\_ Deliver To: \_\_\_\_\_

Date Appraisal Received: \_\_\_\_\_ Notified Seller: \_\_\_\_\_ Buyer: \_\_\_\_\_ Co-broker: \_\_\_\_\_

Date Buyer's Loan Approved: \_\_\_\_\_ Notified Seller: \_\_\_\_\_ Buyer: \_\_\_\_\_ Co-broker: \_\_\_\_\_

Actual Closing Date: \_\_\_\_\_ At: \_\_\_\_\_

Notified Seller: \_\_\_\_\_ Buyer: \_\_\_\_\_ Co-broker: \_\_\_\_\_

Settlement Checks Ordered Payable To: \_\_\_\_\_



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## Customer Service Survey

We are committed to providing excellence in service. You will be sent this Survey to let us know how well we did at the close of your transaction and where we can improve on our professionalism and service. This will be sent directly to Corporate for review.

1. Were you:  Buying?  Selling?  Both?

2. The name of your sales agent was \_\_\_\_\_

2. What REALTY WORLD® office was your agent from? \_\_\_\_\_

3. Overall, what was your level of satisfaction with the service you received from your sales agent?

Very Satisfied  Satisfied  Dissatisfied  Very Dissatisfied

Why? \_\_\_\_\_

\_\_\_\_\_

4. Did your sales agent keep you informed at all times?  Yes  No Please Explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

5. How did you select our REALTY WORLD® office to service your needs?

I am a previous customer  I chose your company because of the sales agent  Advertisement

Referral  Yard Sign  Internet Presence (what site?: \_\_\_\_\_)  Other: \_\_\_\_\_

6. How did you select your sales agent?

Previous Customer  Friend  Advertising  Referral  Internet Presence (what site?: \_\_\_\_\_)

Other: \_\_\_\_\_

7. Other Comments:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8. Please tell us your City and State: \_\_\_\_\_

OPTIONAL: Your name \_\_\_\_\_

Thanks for helping us to better satisfy our customers.

Please mail to: Realty World Northern California & Nevada  
2316 Orchard Parkway, Suite 200  
Tracy, CA 95377



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## In Conclusion

### You should choose us because:

- We will provide you with excellent service and support.
- We have made a thorough market analysis of your home.
- We have developed a winning marketing plan.
- We will make every effort to sell your home promptly.
- We have the resources of Realty World Northern California, Inc..

The Realty World Home Buying System is our personal and professional commitment to you *in writing* that we will be there until the job is done.

Agent Name: \_\_\_\_\_

REALTY WORLD — \_\_\_\_\_

Date: \_\_\_\_\_

Attach  
Business Card  
Here



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## Contact Information

Your Name: \_\_\_\_\_

Significant Other's Name: \_\_\_\_\_

Do you have any pets?  Yes  No If so, what type? \_\_\_\_\_

Home Address: \_\_\_\_\_ How Long: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Available Fax: \_\_\_\_\_

Your Cell Phone: \_\_\_\_\_ Significant Other Cell Phone: \_\_\_\_\_

Your Email: \_\_\_\_\_ Significant Other's Email Address: \_\_\_\_\_

In what order do you prefer to be contacted?

Cell Phone  Text Message  Home Phone  Email  Social Networks

If you checked Social Networks, which ones?

Facebook  MySpace  LinkedIn  Twitter  Other - \_\_\_\_\_

## Are You Relocating?

*If you are moving to another area, we can help you find your next home.*

Do you have to find another home to buy? Yes \_\_\_\_\_ No \_\_\_\_\_

Is this move definite? Yes \_\_\_\_\_ No \_\_\_\_\_ Date of move/transfer \_\_\_\_\_

Relocating City: \_\_\_\_\_

Employing company: \_\_\_\_\_

Type of home you want: \_\_\_\_\_ Price range: \$ \_\_\_\_\_

How much cash will you have available? \$ \_\_\_\_\_

## Referral

*If you know someone (neighbor, relative, friend, co-worker, etc.) who might be thinking of moving, let us help them.  
(Complete as much information as possible.)*

1. Name \_\_\_\_\_ Home phone \_\_\_\_\_

Address \_\_\_\_\_ Office phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Are they aware of this referral? Yes \_\_\_\_\_ No \_\_\_\_\_