

LISTING PRESENTATION



Prepared By:

Stick with
Steve[®]
Team

INITIAL PHONE CALL

- ❖ Seller Questionnaire
- ❖ Always the same
- ❖ Get all the information
- ❖ Personality types D-I-S-C

THE STICK WITH STEVE TEAM SELLER QUESTIONNAIRE

His D-I-S-C _____ Her D-I-S-C _____

Name: _____ Spouse: _____

Address: _____

Phone (Home): _____

His (Work): _____ Her (Work): _____

His (Cell): _____ Her (Cell): _____

His (Email): _____ Her (Email): _____

Contact Source: _____

Why are you Selling? _____ Need to sell by? _____

What are you looking for in an agent? _____

PROPERTY:

_____ Bedrooms _____ Baths _____ Stories/Style _____ Construction _____ SF

_____ Age _____ Garage Att. Det. _____ Basement Finished Unfinished

_____ Family Room *Updates: _____

Name on Title: _____

Bought when? _____ For how much? \$ _____

What's it worth now? \$ _____ How much do you owe? _____

Balance of 2nd Mortgage: \$ _____ Home equity loans? _____

REFERRAL:

Destination: _____

Can I help you find your next home? _____

Can I refer you to an agent? _____

SERVICE:

Has your house ever been listed before? Yes, _____ # times No

When: _____ How long? _____ Didn't sell because...

Listed by: _____

Other agents being considered: _____

APPOINTMENT:

NOTES: _____

Listing Packet: Sent overnight Yes No *Verify mailing address same as above

if not where: _____

INITIAL PHONE CALL



- ❖ Make Appointment at the office
- ❖ Have control of the situation
- ❖ No phone calls, kids, both parties are paying attention
- ❖ Cannot lose listing because of price
- ❖ Saves time by not going to the house
- ❖ Qualifies the client
 - ❖ “List the people, not the house”
- ❖ Have all the necessary materials (Computer, 42” big screen, files, etc...)

APPOINTMENT AT OFFICE SCRIPT

Is it ok if I ask you some questions and get your contact info so Steve can be prepared when he meets with you? Thanks...

That's great that you wish Steve to help guide you through your real estate transaction. Let me tell you how he works. First Steve is a little *different* than the realtors you are used to dealing with. That is why he has achieved his *success* in selling homes in this challenging market.

First, he wishes to have your *1st appointment at our office*. The purpose is that he wants to have access to all of his tools to not only tell you about, but actually be able to show you what he is talking about. He can show you comparable properties on his computer, pull out similar files that may help explain a question you have and have all the various marketing options at his fingertips.

Second, he will be talking to you about the market conditions, selling strategies, and about our team concept. Again, he will have access to all the statistics and data here at the office.

Are you free during the day, or does an evening or weekend work best?

If they say: Doesn't he need to see my home?

Of course he does. First though, Steve is a little different ...and his data here at the office. Then once you have met and decided Steve is your best choice, he will be happy to come to the house.

If they say: I won't list with him until he see's my home.

Don't you think it is worth an hour or so of your time on the largest investment you have, to at least hear Steve's expertise, and then you can make an educated decision?

PRE-LIST PACKET

When
Steve Cohen, CL

The Stick with Steve

When Something Feels Right, You Stick With It!

Steve Cohen, ABR, CDPE, CRS, GRI, Broker
Office/Residential: (847) 222-8686
Fax: (847) 394-8000
Email: Steve@StickWithSteve.com
Web: www.StickWithSteve.com
Cell: 312-531-1600

792 E. Rand Road
Arlington Heights, IL 60004

Stick with Steve

When Something Feels Right, You Stick With It!

Dear Valued Client,

I am pleased to provide you with the best services and process by taking very beginning.

I also believe in a rewarding price.

The term market price is a pro. Estimating the price. Therefore, this is a rewarding price. The se

In addition to the As you will find, you may have a process of selling we can discuss your home. I will reference between your home being "For Sale" and being "Sold".

Coldwell Banker is the number one real estate service firm in the Country, an illustrious honor I try to live up to every day with each of my buyers and sellers! Please let me know if you have any additional questions. I look forward to working with you.

Sincerely,
Steve Cohen, ABR, CDPE, CRS, GRI - BROKER
Coldwell Banker Residential Brokerage
Direct (847) 222-8686
Steve@StickWithSteve.com
www.StickWithSteve.com
792 E. Rand Road, Arlington Heights, IL 60004

Stick with Steve



PRE-LIST PACKET

When Something Feels Right, You Stick With It!

Steve Cohen, ABR, CDPE, CRS, GRI • Christina Cohen, Listing Manager • Kandace Conn, Transaction Manager • Desmond Clark, Realtor/Partner • Maria Clark, Realtor/Partner
Office (847) 222-8686 • Email: Steve@StickWithSteve.com • Website: www.StickWithSteve.com

January 28, 2013

Jay & Alicia Sturges
861 N. Cove Dr.
Palatine, IL. 60067

Dear Mr. and Mrs. Sturges,

Thank you so much for the opportunity to meet with you on Friday, February 1st at 4:00pm at my office. Please read the attached brochure that will explain how my team is dedicated to providing only the highest quality of customer service and marketing to each and every client we have. You will find in that brochure a property information sheet to be filled out and a list of paperwork we will need from you. I hope you find the material in this packet useful.

Once you realize we are your best choice to help you achieve your goals, I will be happy to discuss the pricing of your home and have our interior designer visit our home to discuss staging tips with you that will help show your home at its best.

We pride ourselves in making every client a "*Client for Life*". We hope you and your family will join our exclusive club of satisfied clients. I have helped over 1400 families and have over \$375 million in Real Estate sales spanning my 24 year career. I look forward to meeting with you and having the opportunity to show you how we became the #1 Team for Coldwell Banker for the entire Northwest Region and with our clients.

Sincerely,

Steve Cohen



792 E. Rand Road • Arlington Heights, IL 60004

Stick with
Steve
Team



- ❖ Thank them for the appointment
- ❖ Confirms appointment at the office
- ❖ Tells them that I will not be discussing price or staging
- ❖ Gives them homework

SELLER BROCHURE

When Something Feels Right, You Stick With It!

Steve Cohen, ABR, CDPR, CRS, GRI - Broker • Office (847) 222-8686 • Email Steve@StickWithSteve.com • Website www.SteveWithSteve.com

The Stick With Steve Team's Mission Statement...

When Something Feels Right, You Stick With It! Our team's mission is to make sure that it does feel right for you. We are committed to creating "Clients for Life" and building long lasting relationships. We will counsel our clients in order for them to achieve their goals and dreams. We will treat everyone with the highest level of dedicated service and professionalism, with honesty, integrity and respect. We will always be on the cutting-edge of changes in our industry for the benefit of you, our client. When you think Real Estate, think "Stick with Steve".

Dear Valued Client:

I am pleased to have this opportunity to offer you my real estate expertise and services. Over the years I have found, especially in this challenging market, that I really have two main functions to perform for a successful real estate experience.

My first function is to give you, our client, the best expertise available so that you have the correct knowledge to make the right decisions during this process. Selling your home is only a part of the equation.

You will need the advice on how to prepare your home properly and how to show your home in the best circumstances to prospective purchasers. Also, probably the most important tool in a successful sale would be having the right information and data to price your home correctly. The goal is to have your home sell with the highest price, lowest amount of market time with the least amount of stress on your daily lives.

Negotiating your sales contract for optimum price, terms and conditions are also extremely important. Having been through all types of markets, and all kinds of situations, my twenty plus years of experience will help me guide you through to a successful outcome that is in your best interest. Next, we need to make sure that the deal stays together and everyone is on the same page from contract to closing. We are very thorough and we make sure that nothing falls through the cracks.

My second function is to make sure that if there is a prospective purchaser that may be looking for your home, that they can find it easily. That is where our extensive marketing program using the latest ideas and newest technology come into play. We are proactive in our techniques to find you the right buyer for your home. Through our internet marketing, our rapid response lead generation, and our vast networking, we will find that buyer whether they are coming from across the street or across the world. As you will find, I will be very thorough and will answer any questions you may have, as well as educate you to become an informed seller in the process of selling your home. I will give you the extra effort that will ultimately make the difference between your home being "For Sale" and being "Sold"

Coldwell Banker is the number one real estate service firm in the Country, an illustrious honor I try to live up to every day with each of my buyers and sellers! Please let me know if you have any additional questions. I look forward to working with you.

Warmest Regards,
The "Stick With Steve" Team
Steve Cohen, ABR, CDPE, CRS, GRI - BROKER
Coldwell Banker Residential Brokerage
792 E. Rand Road, Arlington Heights, IL 60004
Direct (847) 222-8686
Steve@StickWithSteve.com
www.StickWithSteve.com

Become a fan of "The Stick With Steve Team" on Facebook
www.facebook.com/thestickwithsteveteam



SELLER BROCHURE

Experience That Counts

Steve Cohen ABR, CDPE, CRS, GRI

Broker, Realtor
847-222-8686

Coldwell Banker
Northwest Suburban Office
792 E. Rand Road
Arlington Heights, IL 60004
steve@stickwithsteve.com
www.stickwithsteve.com



Experience

1990 - Present

Selected to Wall Street Journal's Top 1,000 Agents Nationwide
Selected to Real Trends Top 250 Agents Nationwide
Coldwell Banker's #1 Agent for the Northwest Region
Independent Real Estate Professional with 24 Years Experience
Lifetime Member \$20 Million Dollar Club
Salesperson of the Year 1990 - 2012
Over \$375 Million and 1,400 in Closed Transactions
I Sell a Home every 4 days (on average)

Professional Affiliations, Designations, and Memberships

Broker Associate
Accredited Buyer Representation - ABR
Graduate of the Real Estate Institute - GRI
Certified Residential Specialist - CRS
Certified Distressed Property Expert - CDPE
Member of the Northwest Board of Realtors
Member of the National Association of Realtors
Member of MLSNI Multiple Listing Service
Cartus Network Marketing Specialist for Relocation
Cartus Network Referral Specialist for Relcoation
Board of Trustees for Northwest Community Hospital Foundation

Education

1973 - 1977
1969 - 1973

Bachelor Degree in Architecture, University of Illinois
Graduated from Elk Grove High School

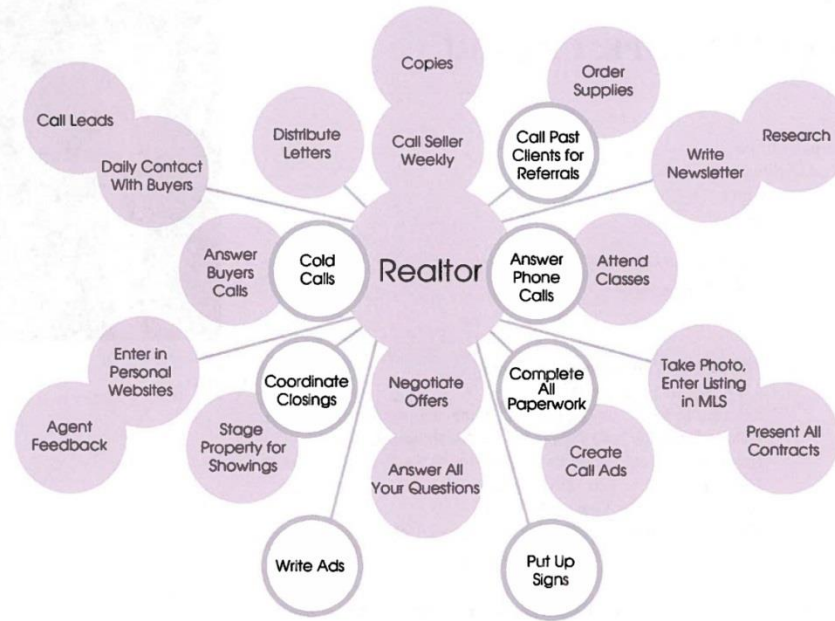
Personal Information

Resident of Northwest Suburbs for over 50 Years
Enjoys Golf, Traveling and Sports
Girls Fastpitch Softball Coach



Could a Realtor Take Care of All of This...and Still Have Time For You...

SELLER BROCHURE



... A Highly Skilled Real Estate Team Can!

▶ ▶ ▶ Look What The Stick with Steve Team Can Do For You...



Sharing the details amongst the team, allows each member to focus on you, our client!

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Don't List Your Home With Anyone Until You Read This!

The specific agent you choose-not just the company-makes all the difference in whether your house sells or not, and affects the net proceeds from the sale. Take a minute to read the following comparison between The Stick with Steve Team and other agents and you will see all of the extra benefits you receive from the Stick with Steve Team.

What Most Agents Offer	What the Stick with Steve Team Offers
<p>Availability Once you have listed they contact you occasionally - if at all. You can call and leave a message and sometimes receive a return call.</p>	<p>Availability The "Stick with Steve" Team works exclusively for Steve and is available for you seven days a week. They are familiar with your property and transaction and can answer any questions you may have or you may contact Steve directly if needed. Benefit to you: Availability! You can always reach Steve or one of his team members.</p>
<p>Feedback After Agent Showings No calls or follow-up after buyers look at the house.</p>	<p>Feedback After Showings Steve provides sellers with a Listing Manager who monitors each showing. They request feedback about your home from the showing agent and call you every week summarizing the remarks. In addition, you receive market updates, all marketing efforts regarding your home and copies of the advertising. Benefit to you: You are kept up-to-date on the marketing of your home. You are not left in the dark but rather are a priority to Steve.</p>
<p>Staff One agent tries to do everything to manage the sale of your home or enlist the help of a very limited staff. Many times agents use shared office staff and then claim the staff is a part of their team even though they work for every agent in the office</p>	<p>A Team of Licensed Professionals Steve has chosen a select group of professionals, each a licensed agent, with a special area of expertise that works exclusively for you and Steve. They watch out for your interests and negotiate on your behalf. Your interest becomes their goal in order to sell your home quickly, for the most money and with the least amount of hassle. Benefit to you: All licensed estate professionals working for you for the price of one!</p>
<p>Negotiating Many agents just need to make a sale so they can get paid. They are not skilled in how to negotiate in YOUR best interest. The average agent sells two homes a year.</p>	<p>Negotiation Skills Steve sells 60 to 90 homes each year - his past clients come back year after year! Closing a transaction that is not in your best interest, is not in Steve's best interest. Steve has been negotiating real estate contracts for over 24 years. His experience and expertise will structure a contract in your best interest, unlike some agents who may learn through the sale of your home. There isn't anything in a real estate contract Steve has not seen or negotiated. He has the ability to solve problems and put together a contract for you that will hold up through to closing. Benefit to you: You receive the highest price in the shortest time and a contract signed by all parties that will make it to settlement. Wouldn't you rather be represented by someone who negotiates contracts EVERY WEEK instead of only a few times throughout the year?</p>



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What Most Agents Offer	What the Stick with Steve Team Offers
<p>Continued Education Many agents only attend the required classes. They usually do not network or attend seminars.</p>	<p>Continued Education Steve attends nearly ten times the required amount of educational classes and seminars. Through Steve's extensive networking activities he knows and shares ideas with TOP REALTORS nationwide and locally on a regular basis. This means that Buyers who are relocating are sent to Steve continually. One might be your buyer! Benefit to you: Not only does Steve keep abreast of the latest real estate trends and marketing ideas but relocation buyers from across the nation are exposed to your home.</p>
<p>Aggressive Sales Attitude and Advertising Most agents hope other agents will sell the home for them. They don't aggressively sell it themselves. They don't have enough buyers themselves and don't have the time to show.</p>	<p>Aggressive Sales Attitude and Advertising Steve takes your home directly to the buyer through his dedication to proactive sales. Steve's proactive program includes direct mail, extensive website exposure including ColdwellBanker.com, ColdwellBankerOnline.com, Realtor.com, Zillow.com, Yahoo.com, Trulia.com, Homegain.com, StickwithSteve.com, and many more sites. It is our goal to show our listings first. We premarket your property to create a frenzy when the listing hits the market which often produces multiple offers. We do this by networking and placing calls through the real estate community to see if they have buyers looking for your type of home. In addition, your home is marketed with brochures, postcards, and emails to top agents and more! A professional looking brochure with photographs of your home will be available for agents and buyers that view your home. Your home is marketed around the clock, through websites and virtual tours. Benefit to you: Your listing receives aggressive sales attention and exposure from an entire staff of professionals with one goal in mind - the sale of your home.</p>
<p>Technology The agent places your listing in the Multiple Listing Service computer and keeps their fingers crossed that someone brings them a buyer.</p>	<p>Technology Steve advertises himself and his innovative real estate system on the Internet including stealth web sites, so that your home can be selected from an international market as well as locally through the Multiple Listing Service. Use of digital cameras, and state of the art computers networked for each team member. Benefit to you: Your home gains maximum exposure to local, regional, national, and international buyers.</p>



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WHAT WE WILL NEED FROM YOU...

- ▶ Copy of Fall Tax Bill (2nd Installment)
- ▶ Your Title Insurance Policy from Your Purchase or Last Refinance
- ▶ Any Notice of New or Special Assessments
- ▶ Completed center section of brochure pages 5,6 and 7
- ▶ Instructions, Other Phone Numbers to Reach You.
- ▶ Signed & Filled Out: Sellers Disclosure and Lead Paint Disclosure.
- ▶ Condo Declarations, Rules & Regulations & Assessments (town homes & condos)

10 Reasons To Sell With The Stick With Steve Team

- 1 A team approach - we are licensed realtors, working together for you! With over 50 years of experience.
- 2 We help an average of 75 families buy or sell a home each year.
- 3 We average one sale every 5 days.
- 4 We've helped over 1,400 families and have had over \$350 million dollars in real estate sales.
- 5 We sell your home faster! Our average market time is less than 30 days vs. market average of 90 days.
- 6 Easy exit from the listing agreement if you are not completely satisfied with our services (which never happens because our clients are always satisfied!).
- 7 Professional home staging by our interior decorator partner.
- 8 The Stick with Steve Team moving truck - we make your move as hassle free as possible, providing clients the use of our truck at no charge.
- 9 Free professional home cleaning for up to 3 hours.
- 10 **RESULTS! RESULTS! RESULTS!**

Experience Isn't Costly....It's Priceless!

PROPERTY INFORMATION SHEET

SELLER

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- What year was your home built? _____
- How old is the current roof? _____ Number of layers? _____
- How old is the central air? _____ Hot water heater? _____
- How old is the furnace? _____
- Have your windows been replaced? _____ Age? _____
- Do you have a humidifier? _____
- Do you have an electronic air filter? _____
- Number of ceiling fan(s) _____
- How many bedrooms? _____ # full bathrooms? _____ # half baths? _____
- What rooms in your house do you know for certain have hardwood floors? _____

- What type of flooring is in your Kitchen? _____ Master Bath? _____
- Hall Bath? _____ 1/2 Bath? _____
- Do you have an attic? Yes _____ No _____
- How do you access it? _____
- Do you have a basement? Yes _____ No _____
- If yes, is it full _____ partial _____ crawl _____ finished _____
- If you have a finished basement what has been done? _____

- Do you have a Fenced Yard? _____ Deck? _____
- Storage Building? _____ Patio? _____
- What type of exterior do you have? _____
- Amps of your electrical service? _____ circuit breakers? _____ fuse? _____
- How many fireplaces do you have? _____ Location(s) _____
- Wood burning _____ gas start _____ or gas logs _____
- Do you have cable TV connection? _____
- Do you have an internet connection? _____
- Do you have a security system? _____ Lawn sprinkler system? _____
- Are you on water or well? _____
- Do you have public sewer or septic? _____
- What is your knowledge of water in the basement or crawl space since you purchased the home? No knowledge _____
- Here's what I know: _____

- Were there any major defects detected at the time of your home inspection (this home) that you have not attended to? _____

- What appliances and other personal property are you leaving in the sale? _____

- Are you excluding anything? _____

- What window treatments are you leaving? _____

- What is the name of your subdivision? _____
- What is the model name of your home? _____
- What is your grade school? _____
- What is your middle school? _____
- What is your high school? _____
- Do you have a homeowner's association? Yes _____ No _____
- What is the amount of your association fee? _____
- When is paid? Monthly _____ Quarterly _____ Annually _____
- What is your average monthly utility costs? Electric _____ Gas _____ Water _____

GETTING TO KNOW YOU

In order to serve you better, and keep in touch about our special services and client appreciation party, please complete the following and return to Steve upon his visit.

NAME: _____ SPOUSE'S NAME: _____

ADDRESS: _____ PHONE NUMBERS: HOME: _____ WORK: _____

CELL: _____ SPOUSE'S WORK: _____ SPOUSE'S CELL: _____

E-MAIL: _____ SPOUSE'S E-MAIL: _____

YOUR BIRTHDAY: _____ SPOUSE'S BIRTHDAY: _____

WEDDING ANNIVERSARY: _____



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- What is the name of the management company and phone number? _____
 - Are there any special assessments you are aware of? _____
 - If yes, what is the current cost and expiration? _____
 - Do you have any floor plans? Yes _____ No _____
 - What is your reason for selling? _____
 - What is your time frame to be out of the home? _____
 - What are your favorite things about your home? _____
 - What have you struggled with? _____
 - Tell me about your neighborhood. Are you close to shopping, parks, schools? _____
 - What recent improvements have you done? (i.e. Kitchen, Baths, Room Addition) _____
 - List any special items pertinent to the property: _____
 - What is your email address? _____
- Signature of seller (s) _____ Date _____

GETTING TO KNOW YOU CONTINUED

CHILD'S NAME	YEAR	
_____	_____	_____
_____	_____	_____
CHILD'S BIRTHDAY	MONTH/DAY/	
_____	_____	_____

YOUR FAVORITE THINGS

FLOWER	YOUR NAME _____	SPOUSE NAME _____
COLOR	_____	_____
FOOD	_____	_____
RESTAURANT	_____	_____
SEASON	_____	_____
HOBBY	_____	_____
CHARITY	_____	_____

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Stick With Steve Brain Teaser

I am eager to have you share your concerns and expectations about the marketing of your home. In order to better understand your concerns, please take a moment to answer the questions below:

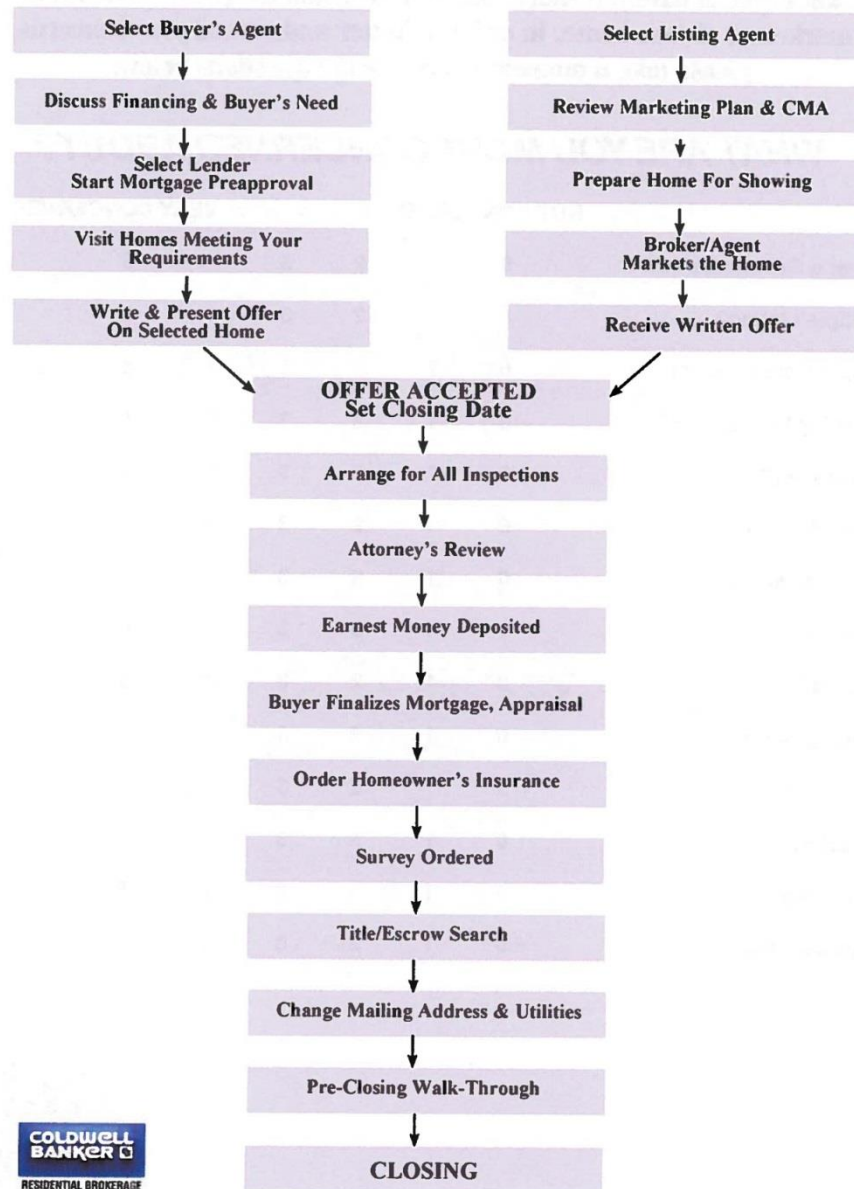
WHAT ARE YOU MOST CONCERNED ABOUT?

	NOT CONCERNED	>	>	>	>	VERY CONCERNED
Buyer's Qualifications?	0	1	2	3	4	5
Multiple Listing?	0	1	2	3	4	5
Broker Commission?	0	1	2	3	4	5
Showing Procedures?	0	1	2	3	4	5
Advertising?	0	1	2	3	4	5
Open Houses?	0	1	2	3	4	5
Inconveniences?	0	1	2	3	4	5
Possession?	0	1	2	3	4	5
Pricing?	0	1	2	3	4	5
Closing Costs?	0	1	2	3	4	5
Security?	0	1	2	3	4	5
Salability?	0	1	2	3	4	5
Financing?	0	1	2	3	4	5
Negotiations?	0	1	2	3	4	5



The Buying/Selling Process (Flow Chart)

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LISTING PRESENTATION

❖ Pricing Scripts

➤ Slinky Market

- Let's talk about the market. As you know by all the newspapers, internet and TV you've been watching, we are in a declining market. I call this a "slinky" market. It is stepping down month by month like a slinky toy going down the stairs at about $_%$ per year. What most sellers do is they price their home above the marketing thinking everyone wants their home. When it doesn't sell they continue lowering the price, but never get in front of the slinky. They are always chasing it down. There are only two ways to catch the slinky. What most sellers do is wait for the slinky to stop or hit the floor. That is usually foreclosure or a short sale where they owe more than the house is worth. The correct way is to get in front of the slinky by pricing your home slightly below the market. This way you will sell quicker and for more money.

➤ Grocery Line & Absorption Rate

- To sell your home we need to first find out what the absorption rate is for your home. The absorption rate is the number of homes that have sold in a one month period similar to yours. We will go back three months to get enough data and then divide that number by three, That tells us how many are selling per month. Now I want you to picture you are at the grocery store and already have your cart filled. You are waiting in line now to check out with all of the other shoppers/sellers. The only shoppers checking out/selling are those that are within the absorption rate. The rest of you are just waiting in line jockeying for position. While you are standing there, others are cutting in line in front of you by lowering their price or being a new listing priced lower than your home. However, none of you are checking out or selling. The idea is to be within that absorption rate if you want to sell. All the marketing in the world will not sell an overpriced home.

LISTING PRESENTATION

❖ Pricing Scripts

- Power Pricing, Beauty Pageant/Price War & Worry Price
 - Buyers are looking for a deal. If I hold up a \$20 bill and ask who will give me \$30 for it, no one will raise their hand. If I ask who will give me \$20, the same thing will happen. However, if I ask who will give me \$15, I will get many hands raised and one will say “I’ll give you \$16,” and the next guy will say “I’ll give you \$17.” We call this the “worry price.” This is where the buyers are worried to leave your driveway without making an offer, fearing that another buyer will beat them to it.

Now, let’s talk about how we will price your home correctly in this market. Your home, if priced correctly, should sell in two to three weeks. When I put your home on the market, the buyers will know about it immediately. Most of them are on automatic email searches receiving emails daily that meet their search parameters. They will call to see your home right away before others may buy it. The realtors that are working with buyers will also see your listing on the MLS and will get their buyers out right away. Clients are not calling their realtors and asking to see your home 6 months from now. You showing is actually your second showing, the first being on the internet. When your home is seen it must win two battles. The “price war” and the “beauty pageant.” You must have the best looking home at the best price. If you don’t win these battles now, you will certainly not win them months from now as the market has declined.

Q&A

