



BERKSHIRE HATHAWAY

HomeServices

Michigan Real Estate

HOME MARKETING PROPOSAL



THE SERVICES WE PROVIDE



Our family owned and operated business has served Michigan and Indiana residents with their selling and buying needs for more than **60** years.



We have **1000+** Michigan and Indiana based real estate agents who consistently outperform the market, supported by an administrative staff of **200+** individuals.



Over **40** conveniently located Service Centers throughout Michigan and Indiana.



We have one of the **most respected, recognized and trusted** business names in the world.



We make our marketing decisions for our sellers based on a **comprehensive analysis of local market conditions** and current profiles of buyer behavior patterns.



We use **high tech and efficient tools** to communicate with our sellers and buyers.



We have one of the **most popular and versatile** websites in real estate.

Ken Weaver
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Email: traversenorth@gmail.com



**BERKSHIRE
HATHAWAY**
HomeServices
Michigan Real Estate



COMPANY HISTORY.

1953

Broker/Owner Don Fase opens Fase Realty with two locations in Grand Rapids, Michigan.



1978

Steve Fase recruits over 100 REALTORS® and diversifies the company into Fase Realty & Homebuilders, Fase Builders Inc. and Northpoint Development Company.



1989

Steve Fase transitions to Prudential Real Estate. Fase refocuses strictly on the brokerage, and begins to grow regionally.



1973

Steve Fase joins his father in the family business and begins to grow the company.

1980

The company expands to five divisions and are considered the dominant builder and brokerage in the area.



2001

The company moves into Kalamazoo with company

2003

The largest brokerage in Kalamazoo is acquired, and the company expands into Three Rivers real estate.



2012

The brokerage expands into Eastern Michigan.



2018

Michigan Real Estate, Northern Indiana Real Estate, and Tomie Raines REALTORS® has over 50 offices, over 1000 licensed agents, has reached over \$2 billion in sales annually and continues to grow.



2020

Michigan Real Estate, Northern Indiana Real Estate, and Tomie Raines REALTORS® acquires Berkshire Hathaway HomeServices Executive Realty.



2006

The brokerage expands into Northern Michigan and Indiana.

2014

Prudential Preferred REALTORS® officially joins the Berkshire Hathaway family, as Berkshire Hathaway HomeServices Michigan Real Estate and Berkshire Hathaway HomeServices Northern Indiana Real Estate. The company reaches 1 billion in annual sales volume.

2019

Steven Fase II becomes the President of Michigan Real Estate, Northern Indiana Real Estate and Tome Raines REALTORS®.



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A NAME RESPECTED WORLDWIDE.

Our network is among the few organizations entrusted to use the Berkshire Hathaway name, a name representing strength, integrity, trust, and universal respect. Berkshire Hathaway HomeServices and every agent affiliate we work with reflects those values.



“ A HOME IS ONE OF THE MOST IMPORTANT ASSETS THAT MOST PEOPLE WILL EVER BUY. HOMES ARE ALSO WHERE MEMORIES ARE MADE AND YOU WANT TO WORK WITH SOMEONE YOU CAN TRUST. ”

– WARREN BUFFETT, CHAIRMAN & CEO
BERKSHIRE HATHAWAY INC.

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HELLO, NEIGHBOR.

Whether you are looking to buy or sell your home, looking for a second home, or the perfect commercial space for your business, we are your proven experts not just in your hometown, but across the state of Michigan and Northern Indiana.



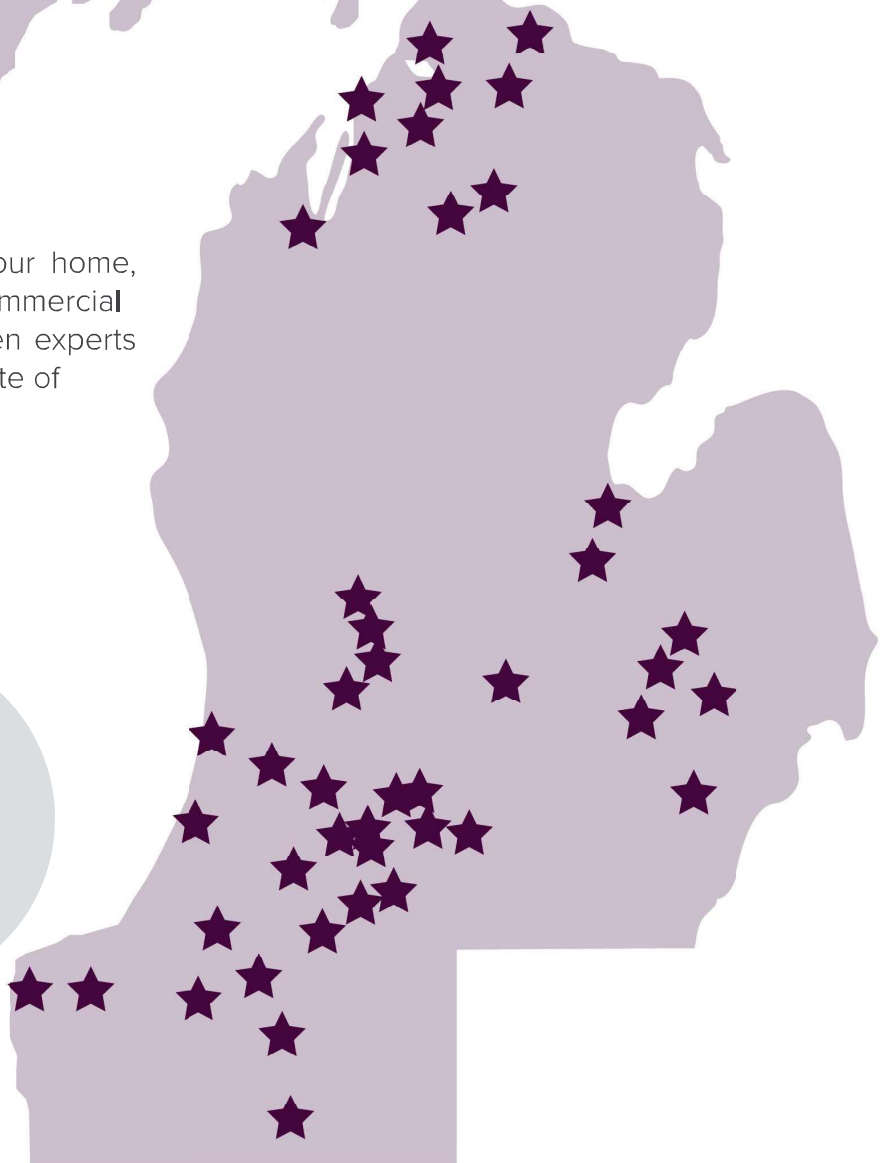
Over 40
Offices spanning
Michigan and
Northern Indiana.



Over 1000
Real Estate
Professionals.



\$2 Billion
In Closed Sales
Volume Annually.





UNRIVALED RELOCATION SERVICES.

WORK WITH THE BEST.

At Berkshire Hathaway HomeServices, we understand the relocation business and make it *our* business for your experience to be as pleasant and seamless as possible. We pride ourselves on a fully trained and certified staff that are client and customer service focused. Our agents enjoy what they do and it shows. We are continuously requested by past clients and referred to friends and family. If you would like some references, just ask, we have thousands of happy clients!

Combined, our staff boasts **100+ years** of relocation experience representing invaluable familiarity and knowledge in anticipating and addressing all events that may arise.

We are an active member of the **Employee Relocation Council** and proud to share their core values of respect, excellence and proven results.

Our customer service is unparalleled. We offer property management and the coordination of property maintenance, as well as routine property checks should you need to vacate before your sale.



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SEAMLESS RELOCATION SERVICES.

WE ARE THE PREFERRED RELOCATION ASSISTANCE PROVIDER IN YOUR AREA.

We ensure an efficient and seamless transaction by employing a single point of contact approach for our clients. Our relocation agents direct the transaction proceeding and are supported by our full-time relocation staff to handle all of the intricate details required in relocation transactions. Together, our relocation team oversees the entire transaction process ensuring an organized and stress free experience.

Our Relocation Services Division represents the largest relocation companies in the nation. Our client list includes Fortune 500 companies and U.S. Government agencies, automotive, pharmaceutical, consumer packaged goods, insurance and many more.

We are trained experts in domestic and international relocation assistance. Our superior customer service was recognized by J.D. Power Awards in 2018, ranking highest for customer satisfaction in the J.D. Power 2018 Home Buyer/Seller Satisfaction Study. Berkshire Hathaway HomeServices was also named “Real Estate Agency Brand of the Year” and “Most Trusted Real Estate Brand” in a 2018 Harris Poll Equitrend® Study.

Our Relocation Services Division is G - CertifiedSM - denoting the completion of a thorough background check and rigorous training courses to ensure your privacy and security as it relates to your relocation transaction (comprehensive background check including Global Homeland Security and Federal Trade Commission verifications, certificate available upon request).

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THE BERKSHIRE HATHAWAY HOMESERVICES MICHIGAN REAL ESTATE FOUNDATION

OUR MISSION

The Berkshire Hathaway HomeServices Michigan Real Estate Foundation Fund was established to support and enhance our communities through active volunteering and charitable giving. Our focus is on housing and community related issues.

ABOUT US

The Berkshire Hathaway HomeServices Michigan Real Estate Foundation Fund was established in 2005 by the agents, staff, managers and owners of Berkshire Hathaway HomeServices Michigan Real Estate. It is our hope to grow the Foundation with the help of many generous individuals so that we can provide grants to support critical housing related issues in our communities. We have partnered with the Kalamazoo Community Foundation (KCF) to assist us with this Foundation. This well-respected community organization will handle the fund's administrative details and offer the assistance of its staff to help identify housing needs. The KCF has established partnerships with other community foundations in our service areas. Because the Berkshire Hathaway HomeServices Michigan Real Estate Foundation Fund is an endowed Advised Fund of the Kalamazoo Community Foundation, it will be a permanent source of community capital that will benefit current and future generations.

VOLUNTEERING IN OUR COMMUNITY

Berkshire Hathaway HomeServices Michigan Real Estate believes in the value of volunteering in our communities. Through the Berkshire Hathaway HomeServices Michigan Real Estate Foundation Fund, volunteers will be available to support special projects that enhance and provide direct aid to our local communities.

VOLUNTEER PROPOSALS

Organizations may submit proposals at any time. The Foundation is currently looking for volunteer projects. We cannot provide support to communities outside of our local area or to religious or political organizations.

CHARITABLE GIVING

To donate, please make your check payable to the Kalamazoo Community Foundation. On your check's memo line, indicate Berkshire Hathaway HomeServices Michigan Real Estate Foundation Fund, and mail to: Kalamazoo Community Foundation, 151 S. Rose St. Ste. 332, Kalamazoo, MI 49007

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VALUED PARTNERS

PROVIDING THE BEST POSSIBLE REAL ESTATE EXPERIENCE

Working together with our partners, we offer a complete array of services throughout every stage of home purchasing, ownership and selling.

By selecting and endorsing only the best, most stable companies, Berkshire Hathaway HomeServices Executive Realty is able to continually monitor the services provided and communicate directly with our partner representatives.

These close relationships with our partners make problem resolutions much more efficient and a smoother transaction for both our sales agents and our clients.



Wholly owned by Berkshire Hathaway HomeServices Michigan Real Estate family of companies.



Wholly owned by Berkshire Hathaway HomeServices Michigan Real Estate family of companies, this full service title company is underwritten by First American Title.



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YOUR COMMUNITY PARTNER.

SUPPORTING LOCAL COMMUNITIES IS IMPORTANT TO US.

Berkshire Hathaway HomeServices Michigan Real Estate, Northern Indiana Real Estate, Tomie Raines REALTORS® and Executive Realty are proud community partners! Working hard through volunteerism and philanthropic efforts to give back to the communities we serve is part of the company's mission. Our offices and agents pride themselves on seeing a need within their community and doing what they can to fill that void. Throughout the year, many drives are held to ensure all community members have the food, clothing and supplies they need. Agents generously donate portions of their commission to area non-profit agencies while also providing volunteer hours and encouraging others in their communities to give back as well.

Berkshire Hathaway HomeServices real estate agents are known for their community investment and expertise. Their deep roots within their service area helps to benefit clients and provide the best possible direction on neighborhoods, entertainment, schools and recreation.



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MARKETING YOUR PROPERTY



POWERFUL DIGITAL MARKETING FOR YOUR PROPERTY

Your listing ad will be shown thousands of times to local potential buyers. Buyers are targeted based on their online behaviors such as checking mortgage calculators or browsing listing websites.

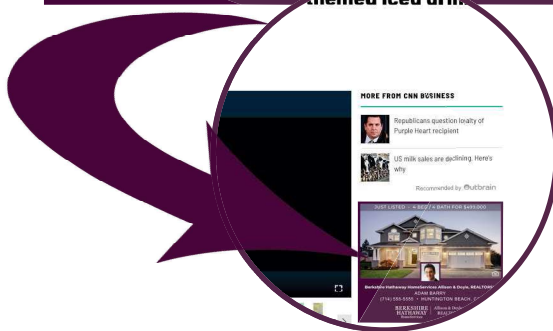
YOUR AD WILL BE SEEN EVERYWHERE

Your listing ad will follow potential buyers everywhere they go online, including top websites like CNN.com, ESPN.com and Weather.com, and popular mobile apps like Facebook and Instagram.

Daily reports will be provided to you on the success of your home's ad campaign.



...& MORE!



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YOUR HOME WILL BE SEEN ONLINE

by thousands of potential buyers on Facebook and Instagram with Boost by HomeSpotter!

DESIGN

Beautiful and eye-catching ads will feature high-resolution images of your home while calling out its best features to draw in buyers.

TARGET

Ads are individually tailored and shown to thousands of potential buyers who are looking for a home just like yours by location, demographics, behavior and more. You can even share your ad with friends and family!

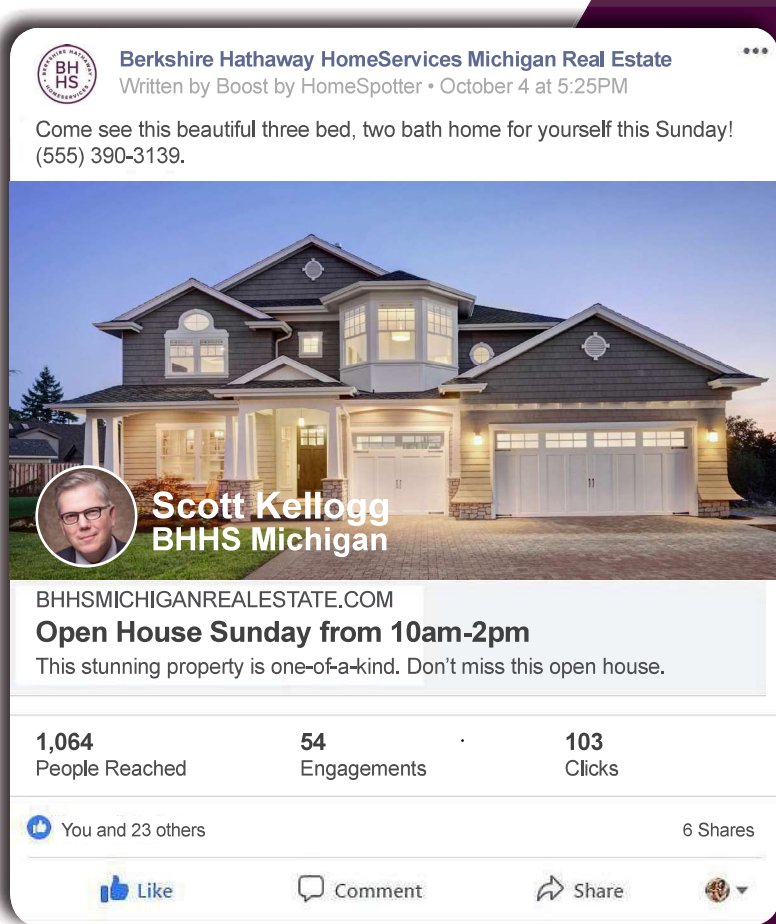
RESULTS

Receive advertising reports on how many people have viewed and clicked on your home ad direct to your inbox from your agent.

SITES INCLUDE:



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Boost
by HomeSpotter

Sample Facebook Ad





GOALS OF EFFECTIVE MARKETING

We position your property with a comprehensive, research-based plan of targeted activities.

ENLIST THE EFFORTS OF OTHER REAL ESTATE PROFESSIONALS WHO HAVE BUYER CLIENTS.

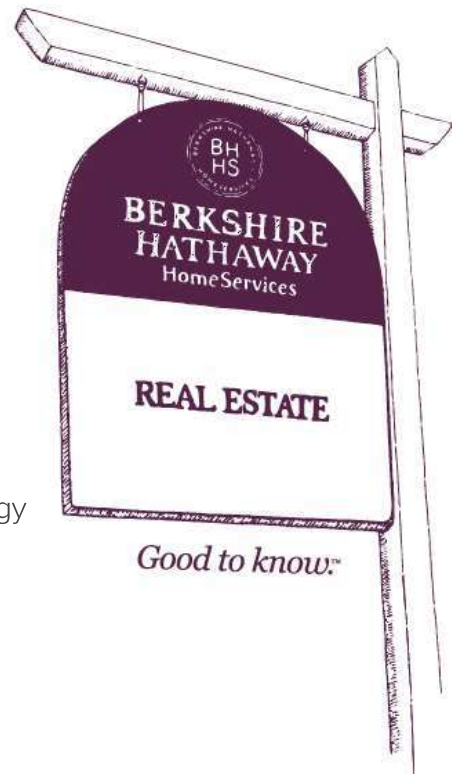
- Various networks of real estate professions around Michigan, Indiana and the world
- Referral and relocation resources
- Multiple Listing Service (MLS)
- Direct promotion to other real estate professionals with whom our agents have established professional connections

PROMOTE DIRECTLY TO PROSPECTIVE BUYERS.

- The Internet
- Yard sign
- Open houses
- Print advertising
- Customized marketing activities when appropriate

MAINTAIN COMMUNICATION WITH YOU.

- Review the results of our marketing activities
- Monitor market changes
- Consult with you regarding adjustments to the marketing strategy



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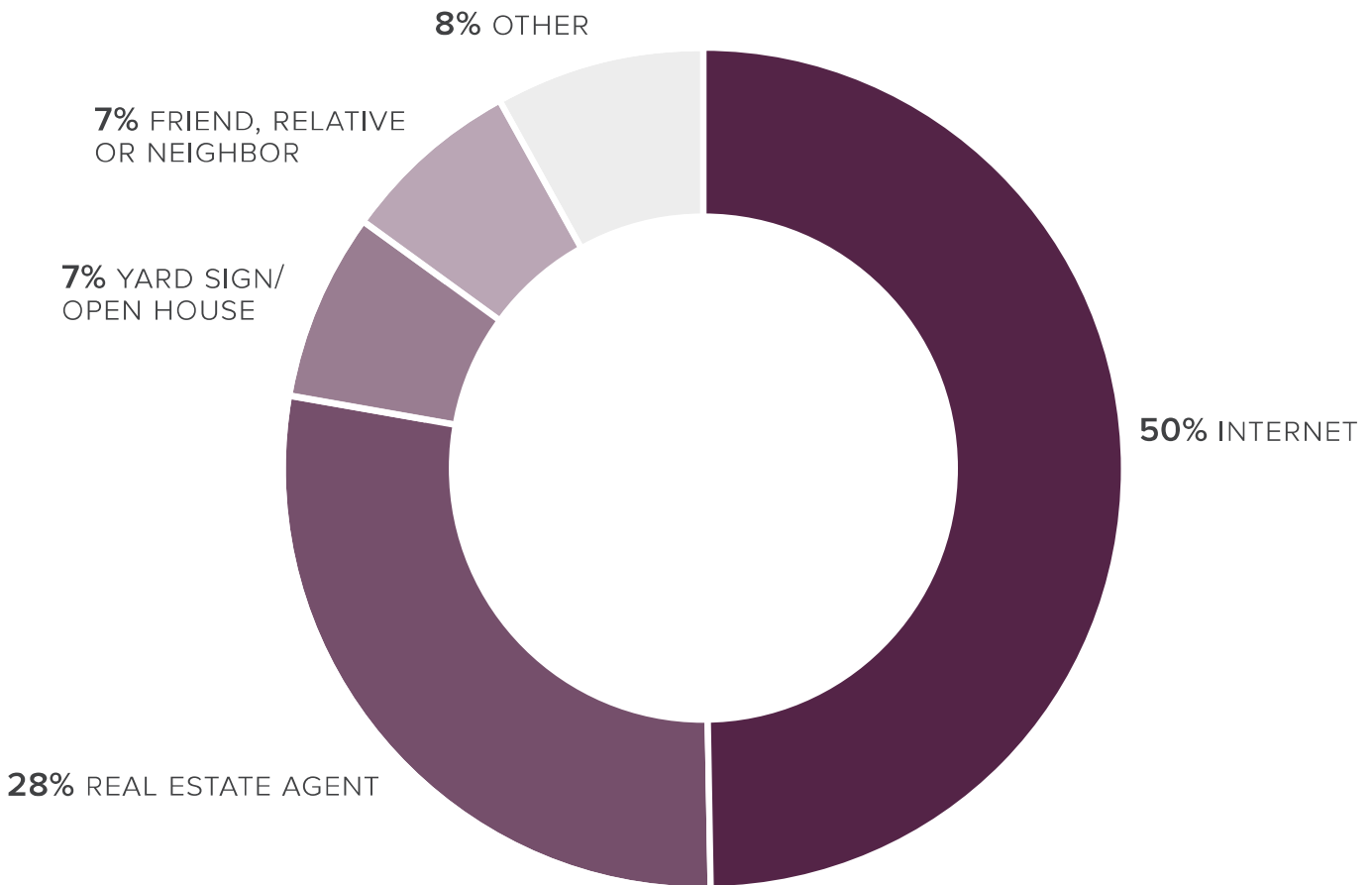

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POSITIONING YOUR PROPERTY WHERE THE BUYERS ARE LOOKING

WHERE BUYERS FOUND THE HOME THEY PURCHASED

Homebuyers may use several information sources in their search process. We strategically place your home in optimum distribution channels, such as a website, yard sign, open house, etc., to maximize exposure.



SOURCE: NATIONAL ASSOCIATION OF REALTORS®
PROFILE OF HOME BUYERS AND SELLERS (2018)

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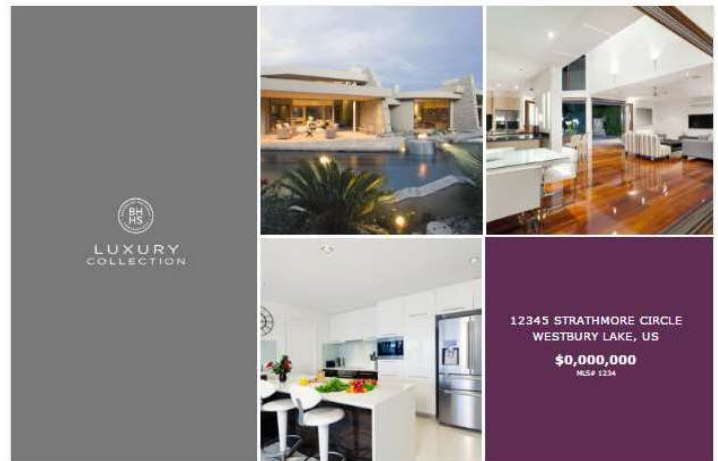


SPREADING THE WORD

When your property is listed with Berkshire Hathaway HomeServices Michigan Real Estate, Tomie Raines REALTORS®, Northern Indiana Real Estate, and Executive Realty we spread information about your property to your neighbors!

- Jumbo sized, professional, glossy postcards created specifically for your property.
- A postcard campaign using advanced geocoding data targets your neighbors to create an immediate “buzz” among potential buyers.

According to the NAR Profile of Buyers and Sellers, the fourth primary source for buyers to discover the home they purchase is a neighbor, friend or relative.



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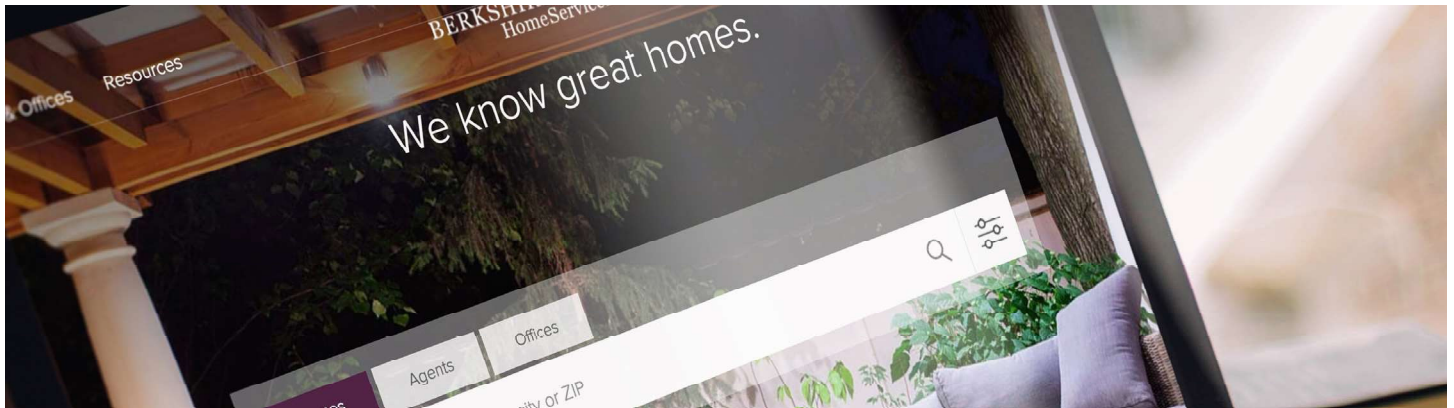
OUR WEBSITE

Our website has recently experienced:

- More than 1.2 million unique visitors per year
- Over 8 million page views

These kinds of numbers make our website very heavily trafficked and makes it of significant value to both sellers and buyers of real estate.

Find us online at www.bhhsmi.com (Michigan), www.bhhsni.com (Northern Indiana), www.tomieraines.com (Tomie Raines) and www.bhhsexec.com (Executive Realty).



UNIQUE FEATURES OF OUR WEBSITE

- Easily Search By:
 - School District
 - Specific Lake or River
 - Design of Home
 - Garage Space
- Easily View:
 - Neighborhood Sold History
 - Market Statistics
 - Pending Sales

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ONLINE MARKETING STRATEGY

Berkshire Hathaway HomeServices uses the power of the internet to ensure that your home gets maximum exposure online. Strategically utilizing interactive websites, electronic networks and social media will bring buyers to your door. Plus, individual office and community websites connect buyers and sellers within specific locales.

BERKSHIRE HATHAWAY HOMESERVICES PLATFORM



REALTOR PLATFORMS

- BerkshireHathawayHS.com
- Emmet Board of REALTORS®
- Antrim Charlevoix Kalkaska Assoc. of REALTORS®
- Water Wonderland Board of REALTORS®
- Grand Rapids Assoc. of REALTORS®
- Greater Kalamazoo Assoc. of REALTORS®
- St. Joseph County Assoc. of REALTORS®
- South West Michigan Assoc. of REALTORS®
- Paul Bunyan Board of REALTORS®
- Battle Creek Area Assoc. of REALTORS®
- Eastern Central Assoc. of REALTORS®
- North Oakland County Board of REALTORS®
- Midland Board of REALTORS®
- Saginaw Board of REALTORS®
- Bay County REALTOR® Assoc.
- Elkhart County Board of REALTORS®
- Kosciusko Board of REALTORS®
- Traverse City Area Assoc. of REALTORS®
- Greater Lansing Assoc. of REALTORS®
- Greater South Bend-Mishawaka Assoc. of REALTORS®

FIND US ON THESE SITES



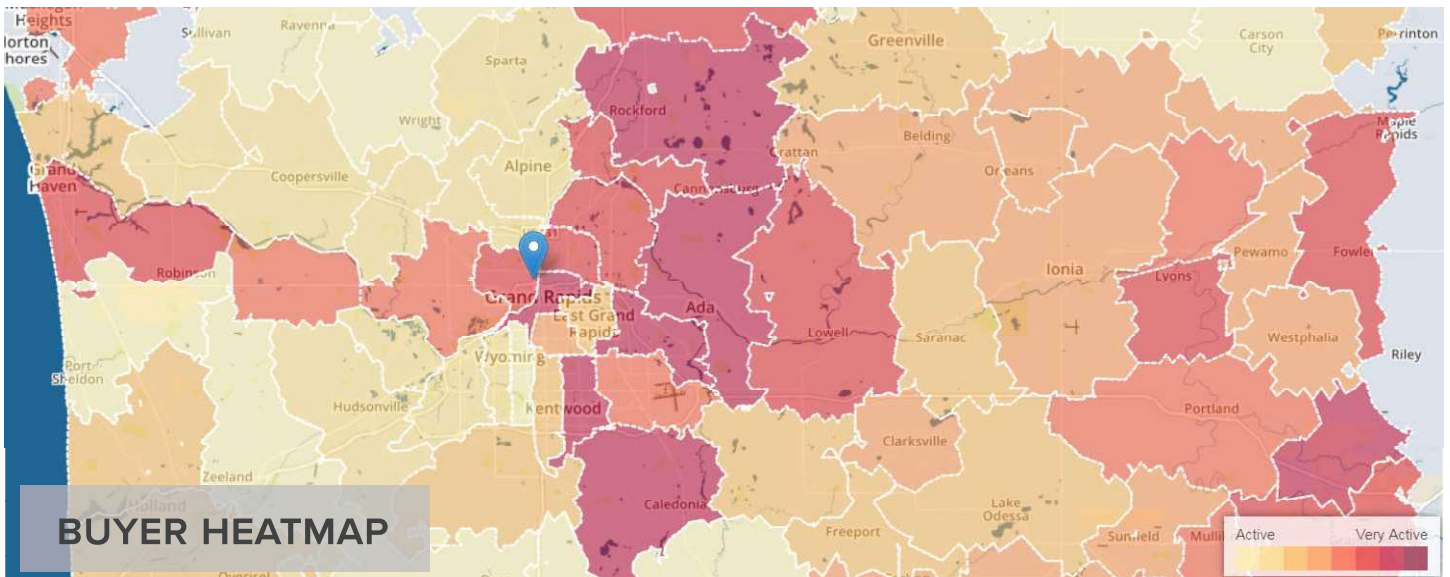
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REAL ESTATE OF THE FUTURE.

In our exclusive system, we track the data on the type of homes our clients are looking to buy. Our system instantly matches buyers who would be interested in your home, as well as shares that list with you and your agent. This gives your listing maximum exposure to high quality buyers, who are just waiting for your home to be listed. With access to the latest in online real estate activity, we can analyze and strategically promote your property to these interested and highly motivated buyers.



FEATURES

REAL-TIME BUYER MATCHING

SUPPLY-SIDE TRENDS

BUYER ACTIVITY IN THE LAST 90 DAYS

AUTOMATED HOME VALUE COMPARISON

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HOME BUYING ON THE GO.

Real estate searches when you want it most, whenever you want it. With the Berkshire Hathaway HomeServices mobile app, search for nearby listings as you drive through your favorite neighborhood, locate open houses, just listed properties, and even data on homes that have recently sold. Our intuitive real estate app will empower you to own your real estate search with map searches, large mobile photos and more.

TEXT BHHSMI301 TO PHONE NUMBER 87778 TO DOWNLOAD THE APP.



FEATURES

SEARCH NEARBY HOMES FOR SALE

EASY MAP SEARCH

REFINE SEARCH CRITERIA

SEARCH OPEN HOUSES & NEW LISTINGS

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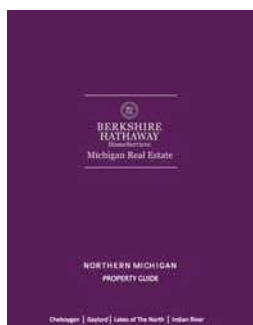
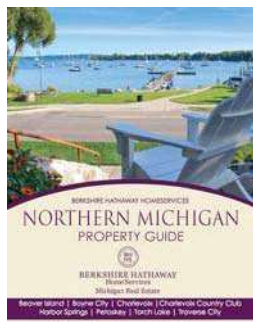


NORTHERN MICHIGAN PROPERTY GUIDE

The Northern Michigan Property Guide is a long standing publication that has been printed for buyers featuring some of Northern Michigan's finest properties. It is a hallmark of BHHS-MRE! People look for it in the spring, read it cover-to-cover and often just hold on to it, often times becoming a "Picture Book" on one's coffee table. Being a superb marketing concept and publication, the idea and actual magazine has been copied over and over by competitors alike. It is a very noted compliment, for sure.

The publication features information on various properties, from lakeshore, to single family homes, to condominiums, to in-town and yes, even country properties that BHHS-MRE markets and sells. It also depicts the Northern Michigan lifestyle and all that it has to offer its residents and summer visitors. Lastly, it introduces BHHS-MRE, the company, its offices and its agents, making a full well rounded information guide.

When you go to sell your home, we'll feature it in the next edition of the Property Guide. We print over 25,000 copies and distribute them to various businesses, such as local hotels, restaurants, Chamber of Commerce offices and direct mail as many as possible.



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GLOBAL LISTING EXPOSURE

HELLO, WORLD.

Berkshire Hathaway HomeServices broadcasts your property to more than 70 websites worldwide which are viewed by potential buyers in 37 countries across five continents. And, the best part, you don't have to do a thing.



5
CONTINENTS



37
COUNTRIES



70+
WEBSITES

THE COUNTRIES WHERE YOUR PROPERTY WILL BE VISIBLE INCLUDE:

Algeria
Canada
Czech Republic
French Polynesia
Israel
Monaco
Peru
Russia
Turkey

Argentina
Chile
Denmark
Germany
Italy
Morocco
Portugal
Spain
United Arab Emirates

Belgium
China
Dominican Republic
Greece
Luxembourg
New Caledonia
Qatar
Thailand
United Kingdom

Brazil
Columbia
France
India
Mexico
Panama
Romania
Tunisia
Uruguay
Venezuela

*Includes all residential, condominium, townhome, single family, single family detached, ranch over \$200K. Websites subject to change.

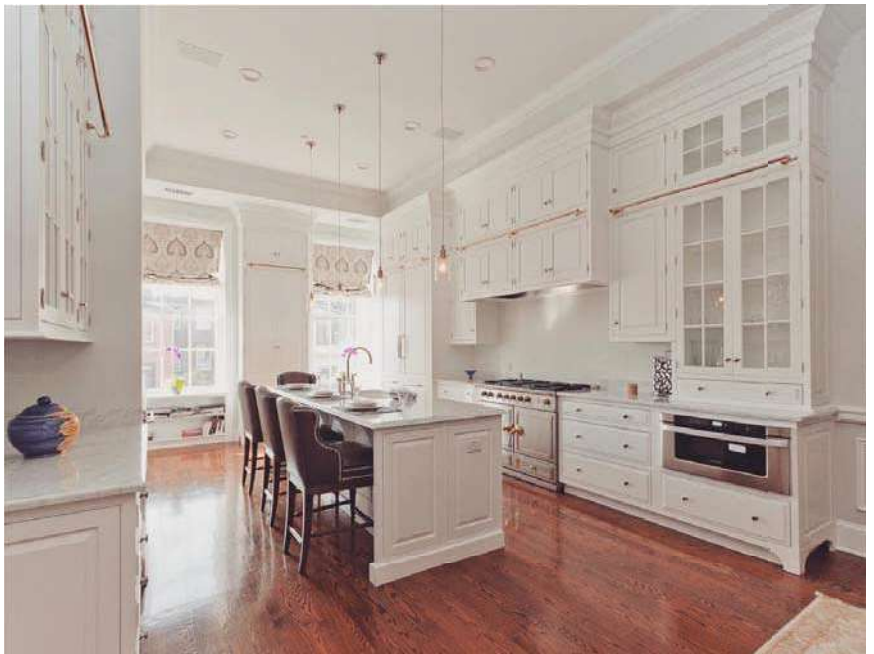
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PROFESSIONAL PHOTOGRAPHY

The home buying process begins with images—and the quality of photography can improve the number of buyers that are attracted to your home. Photos tell the story of the property, and when artfully taken with high end equipment can immediately attract buyers, and help them experience your home and its surroundings. A great photographic representation entices buyers to come inside, and imagine their life in their new home. Berkshire Hathaway HomeServices is the only brokerage to employ a full time staff of professional photographers, specializing in marketing homes through photojournalism.



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ONLINE SELLERS ADVANTAGE

As a seller with Berkshire Hathaway HomeServices, you will receive regular reporting to monitor the online search activity for your home. Seller Advantage Activity Reporting is an exclusive market activity report that details buyers search activity on real estate websites across the Internet, as well as number of interested parties waiting for a home in your area, in your price range, to hit the market.

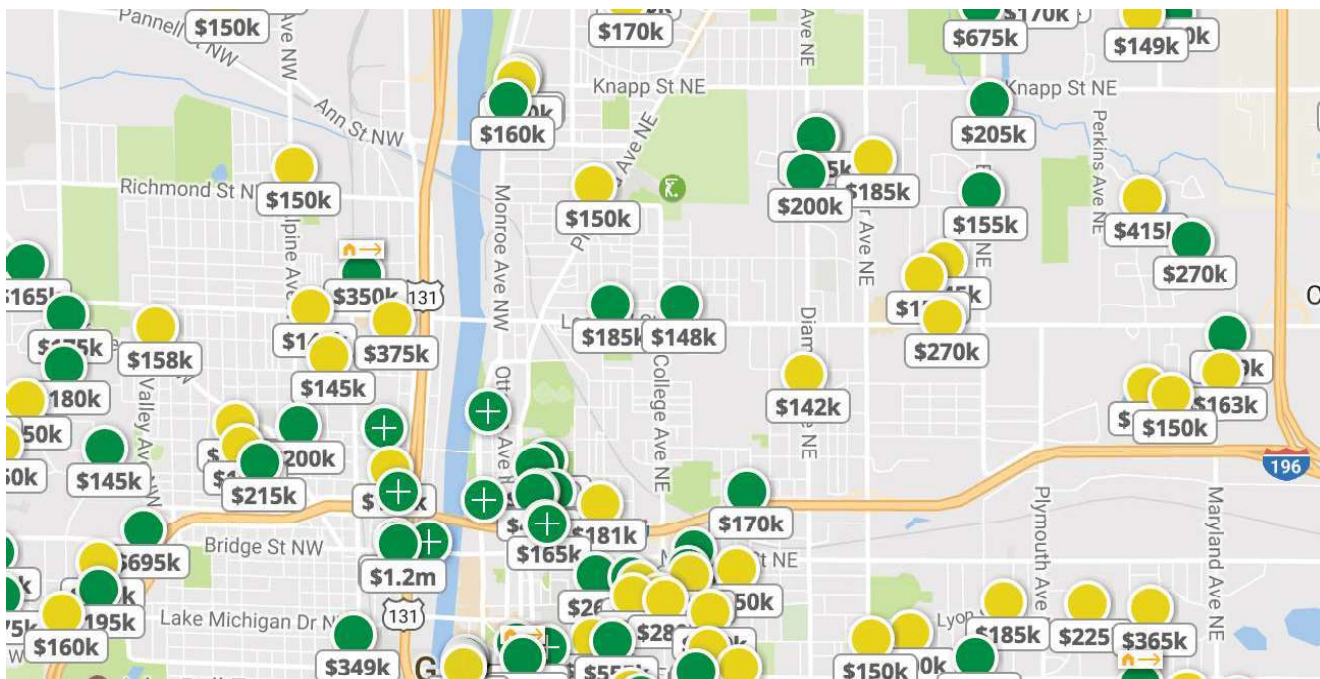
STAY UPDATED ON:

NEW HOMES ON THE MARKET

STATUS CHANGES ON LISTINGS

PRICE CHANGES

SOLD DATA AND PRICING



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THE SELLING PROCESS

1. PRE-LISTING APPOINTMENT

- Review Agency Disclosure
- Agent Tours the Home
- Notation of Features & Update
- Agent Explains the Berkshire Hathaway HomeServices Difference

2. LISTING APPOINTMENT TO SIGN DOCUMENTS

- Agency Disclosure
- Listing Agreement
- Seller's Disclosure
- Lead-Based Paint Disclosure

3. MARKET HOME

- Yard Sign Installed
- Home Flyer Created
- Schedule Photo Session
- Ad Copy Drafted
- National Websites Created
- Entered into Regional MLS
- Title Searched

4. BUYER PROSPECTING

- Show Home to Prospects
- Follow Up on All Showings
- Conduct Open House (Optional)

5. SALES AGREEMENT

- Offer Drafted and Presented
- Net Sheet Reviewed
- Loan Pre-Approval Reviewed (If Applicable)
- Counter-Offer (If Applicable)
- Agreement Secured

6. INSPECTIONS

- Well Water/Septic
- Structural and Mechanical
- Pests
- Environmental
- Title Issues
- Boundaries and Encroachments
- Negotiate Remedies

7. LOAN COMMITMENT

- Loan Application
- Credit Report
- Buyer's Pre-Approval
- Appraisal
- Verify Buyer's Documentation
- Final Loan Approval

8. CLOSING PREPARATION

- Lender Requirements Met
- Closing Scheduled
- Documents Ordered
- Payoffs Ordered
- Closing Figured Reviewed
- Final Walk-through

9. CLOSING

- Sign Documents
- Change of Address
- Proceeds Received
- Cancel Utilities
- Yard Sign Removed
- Cancel Home Insurance
- Exchange of Keys

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ESTABLISHING A PRICING STRATEGY



UNDERSTANDING MARKET VALUE

Market-sensitive pricing can be the key to maximum market exposure and, ultimately, a satisfactory sale.

Prospective buyers determine a property's value to them based on:

- Location, design, amenities and condition.
- Availability of comparable (competing) properties.
- Economic conditions that affect real property transactions.

Factors that have little or no influence on the market value of a property include:

- The price the seller originally paid for the property.
- The seller's expected net proceeds.
- The amount spent on improvements.

The impact of accurate pricing:

- Properties priced within market range generate more showings and offers, and sell in a shorter period of time.
- Properties priced too high have a difficult time selling.

DETERMINING MARKET VALUE

A comparative market analysis (CMA) is an effective way to estimate a property's potential selling price range. A CMA considers similar properties that have recently sold, are currently on the market, and were previously on the market but did not sell.

THE DANGERS OF OVERPRICING

An asking price that is beyond market range can adversely affect the marketing of a property.

- Fewer buyers are attracted, and fewer offers received.
- Marketing time is prolonged, and initial marketing momentum is lost.
- The property attracts "lookers" and helps competing houses look better by comparison.
- If a property does sell above true market value, it may not appraise, and the buyers may not be able to secure a loan.
- The property may eventually sell below market value.

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UNDERSTANDING MARKET VALUE

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DETERMINING MARKET VALUE

A comparative market analysis (CMA) is an effective way to estimate a property's potential selling price range.

A CMA considers similar properties that:

Have recently sold:

- This shows what buyers in the market have actually paid for properties which are similar to your property

Are currently on the market:

- These are properties that will be competing with yours for the attention of available buyers.

Previously on the market but did not sell:

- Understanding why these properties failed to sell can help avoid disappointment in the marketing of your property

Under Contract

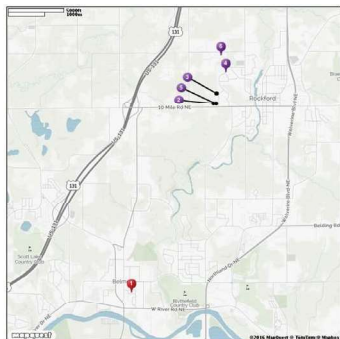
Address	Exterior	Beds	Baths	Yr B	Sq Ft	Sold Price	List Price
497 Starline Creek Ct	Brick	3	3	2004	1624	\$249,900	\$249,900

Average of 1 Properties: \$249,900 Min: \$249,900 Max: \$249,900 Median: \$249,900

Recently Sold

Address	Exterior	Beds	Baths	Yr B	Sq Ft	Sold Price	List Price
182 Highlander Ne	Vinyl	4	3	1999	1979	\$217,000	\$225,000
320 Glenwoods Court Ne	Brick	3	3	2002	1296	\$219,000	\$219,000
418 Starline Creek Ct	Brick	3	3	2002	1296	\$220,000	\$225,000
848 Orchard Court Ne	Stone	4	3	2010	1894	\$240,000	\$248,900

Average of 4 Properties: \$224,950 Min: \$217,000 Max: \$240,000 Median: \$227,400



182 Highlander Ne
List Price: \$220,000 Sold Price: \$217,000 DOM: 65

©2015 MichRE

Property Details

City: Rockford
 Taxes: 50
 Tax Year: 2015
 Year Built: 2011
 SqFt: 1911
 Exterior: Brick
 Bedrooms: 4
 Full Baths: 2
 Half Baths: 1
 Heat Type: Forced Air
 Heat Source: Natural Gas
 Air Cond: Central
 Fireplace: Living
 Garage: Attached
 Substruct: Daylight
 Roof: Comp Shingle
 Add Item: Garage Door Open
 Add Item:

Description

Great Home In The Fabulous Rockford School District. This 4 Bedroom, 2 1/2 Bath Home Has Main Floor Laundry And Very Large Kitchen. This Home Has A Family Room With Gas Fireplace, Office, Large Master Suite, Large Master Bath With Double Sinks And Walk-In Closet, Kitchen With Snack Bar/Large Eating Area With Great View Out To Back Deck And Large Mud Room Area.



320 Glenwoods Court Ne
List Price: \$219,000 Sold Price: \$219,000 DOM: 36

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Property Details

City: Rockford
 Taxes: \$3,533
 Tax Year: 2015
 Year Built: 1999
 SqFt: 1575
 Exterior: Vinyl
 Bedrooms: 4
 Full Baths: 3
 Half Baths: 1
 Heat Type: Forced Air
 Heat Source: Natural Gas
 Air Cond: Central
 Fireplace: Living
 Garage: Attached
 Substruct: Walk Out
 Roof: Comp Shingle
 Add Item: All Window Treat
 Add Item: Water Softener/O

Description

There Is Plenty Of Space In This 2-Story Traditional Home In Rockford Highlands. This Modern Floor Plan Delivers 4 Bedrooms, 3.5 Bathrooms, Family Room, Dining Room, Welcoming Living Room, Master Suite With Walk-In Closet, Second-Floor Laundry, Finished Basement, Cheerful Kitchen With Breakfast Area, Pantry, Appliances Included, New Carpet & Laminate Flooring, Fresh Professional Paint Throughout, Custom Blinds And Drapes, Uv Purification System Connected To The Furnace. New Composite Deck Overlooking The Wooded Backyard. Just Minutes From Downtown Rockford And The White Pine Trail. Ahs Shields Plus Home Warranty Included With A Full Price Offer.



Ref #	Status	Address
1	Subject Property	5825 Furlong Ct. NE
2	Under Contract	497 Starline Creek Court 18 Ne
3	Recently Sold	182 Highlander Ne
4	Recently Sold	320 Glenwoods Court Ne
5	Recently Sold	418 Starline Creek Court 24 Ne
6	Recently Sold	848 Orchard Court Ne

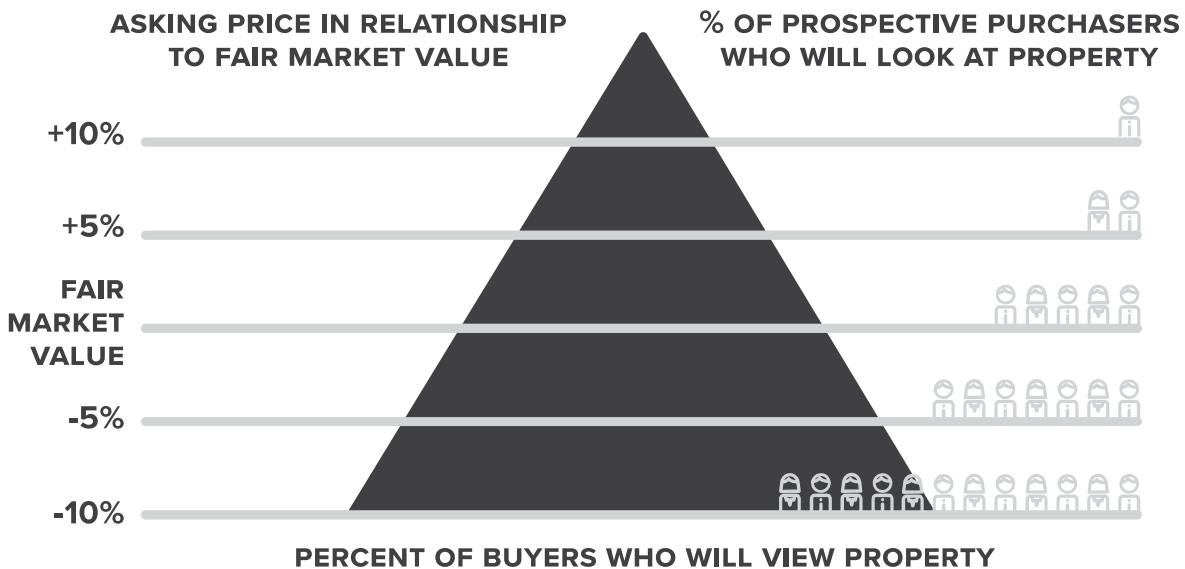
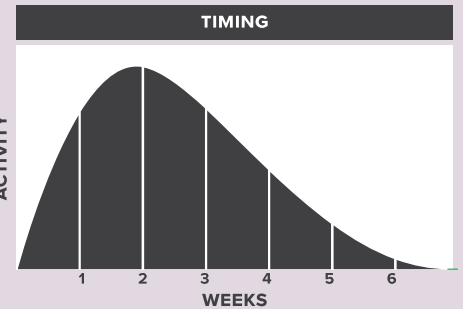
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THE DANGERS OF OVERPRICING

An asking price that is beyond market range can adversely affect the marketing of a property.

- More buyers will view the property online in the first three weeks than at any subsequent time. If the property is not within “market range,” most of the true potential buyers will not even see your property in their searches.
- Fewer buyers are attracted and fewer offers received.
- Marketing time is prolonged, and initial marketing momentum is lost.
- Even if a buyer agrees to pay more than “market value” for your property, it’s unlikely they will be able to secure a mortgage to complete the purchase.
- Generally, the longer a property is on the market, the lower a potential buyer’s estimation will be of its value, often resulting in a lower sale price.



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VIRTUAL TOUR

Imagine walking into a home for the first time. You look around. You step closer to the objects around you and you pass through the rooms. Now imagine doing all that on the screen of your computer or a smartphone - this is a virtual tour. I will provide a virtual tour of your home. It's one of the most important marketing tools available to a seller.

- Since the tour is available 24 hours a day 365 days a year, more prospects will tour your home and may become interested.
- Prospects will spend more time touring your home than they would at an open house.
- Virtual tours greatly lessen the importance of an open house. Over time the open house will probably be limited to appointments with informed prospects.
- Since more potential buyers see your home, the time on the market will probably be lessened significantly.
- Because more prospects will evaluate your home higher prices are possible.

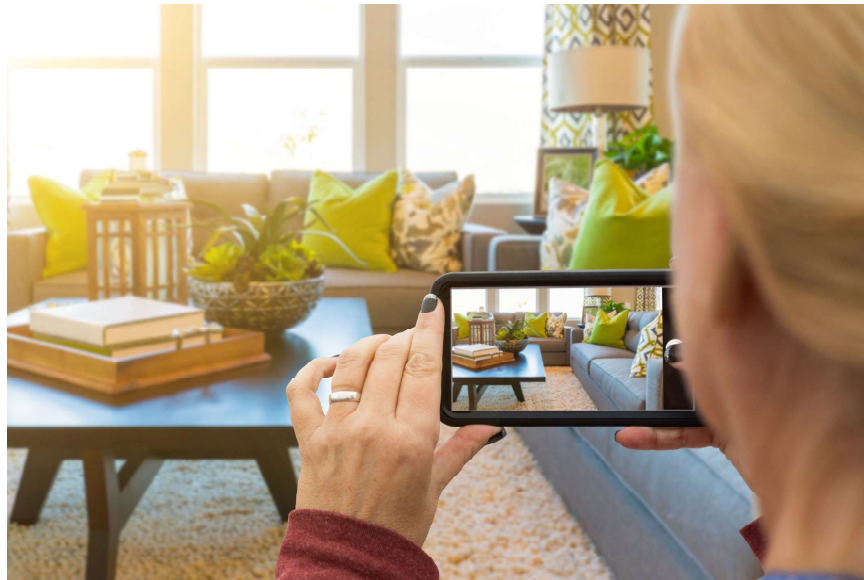
Review a sample virtual tour:

If you are viewing this page on your computer or phone click on the link:

[Click Here for Virtual Tour](#)

If you are viewing the printed page not on your computer enter the following into your browser:

<https://www.relahq.com/demo/rubik>



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SHOWING OFF YOUR PROPERTY

You are the key player on the marketing team. No one has a more important role in the home marketing process than you. These tips can help your property make the best impression, every time it is previewed by sales professionals or shown to prospective buyers:

EXTERIOR

- Remove toys, newspapers, yard tools and other clutter.
- Tidy up; pick up after pets.
- Park vehicles in the garage or on the street; leave the driveway clear.
- Add color with flowers and potted plants.

INTERIOR

- Make beds; clean up dishes; empty wastebaskets.
- Remove clutter throughout; organize closets and cupboards; put away toys.
- If possible, bake cookies or bread to add an inviting aroma.
- Set a comfortable temperature.
- Do quick vacuuming and dusting.
- Arrange fresh flowers throughout.
- Turn off television; play soft background music.
- Open drapes and shades; turn on lights.
- Open all the doors between rooms to give an inviting feeling.
- Turn on all lights and replace bulbs with high wattage bulbs where needed.
- Display seasonal pictures of your home.
- Remove pets for showing, if possible. Deodorize pet areas.

TIPS FOR THE SHOWING

- Leave your home for the showing. If that isn't possible, maintain some distance.
- Maintain the property in ready-to-show condition.
- Try to be flexible in the scheduling of showings.
- When you are not at home, let me know how you can be reached in case an offer is received.
- If approached directly by a buyer who is not represented by a real estate professional, please contact me.
- Do not allow them into the property unescorted.
- Remove or lock up valuables, jewelry, cash and prescription medications.
- Be cautious about saying anything to buyers or their sales professionals that could weaken your negotiating position, especially regarding price or your urgency to sell.
- Collect the business cards of real estate professionals who preview and show your home, and pass them on to me.
- Let me know of any change in the property's condition that would need to be disclosed to potential buyers.

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BERKSHIRE HATHAWAY HOMESERVICES BENEFITS



FROM OFFER TO COMPLETED SALE

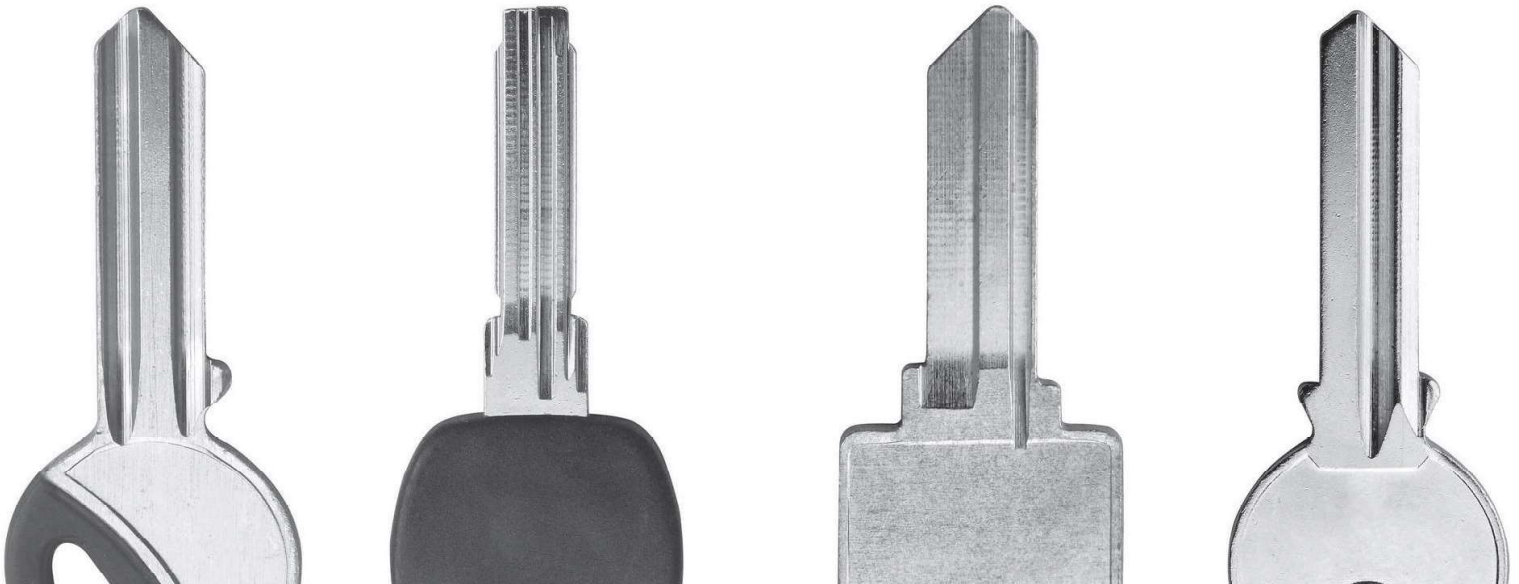
When our marketing efforts bring a purchase offer, I will:

ASSIST IN THE NEGOTIATIONS

- Review the details of the offer, answer your questions and discuss options.
- Prepare an estimate of your net proceeds.
- Assist with written negotiations as required.
- Work through the buyer's agent to reach an agreement acceptable to you.

COMPLETE THE TRANSACTION

- Monitor and review with you all the steps that will occur for a successful closing.
- Work with the buyer's broker and various others to keep the transaction moving forward.
- Monitor and communicate with you about deadlines and time frames.
- Assist in resolving questions or issues that may arise.
- Assist in handling details required for the completion of the transaction.
- Review with you the closing documents in advance.
- Attend the closing.



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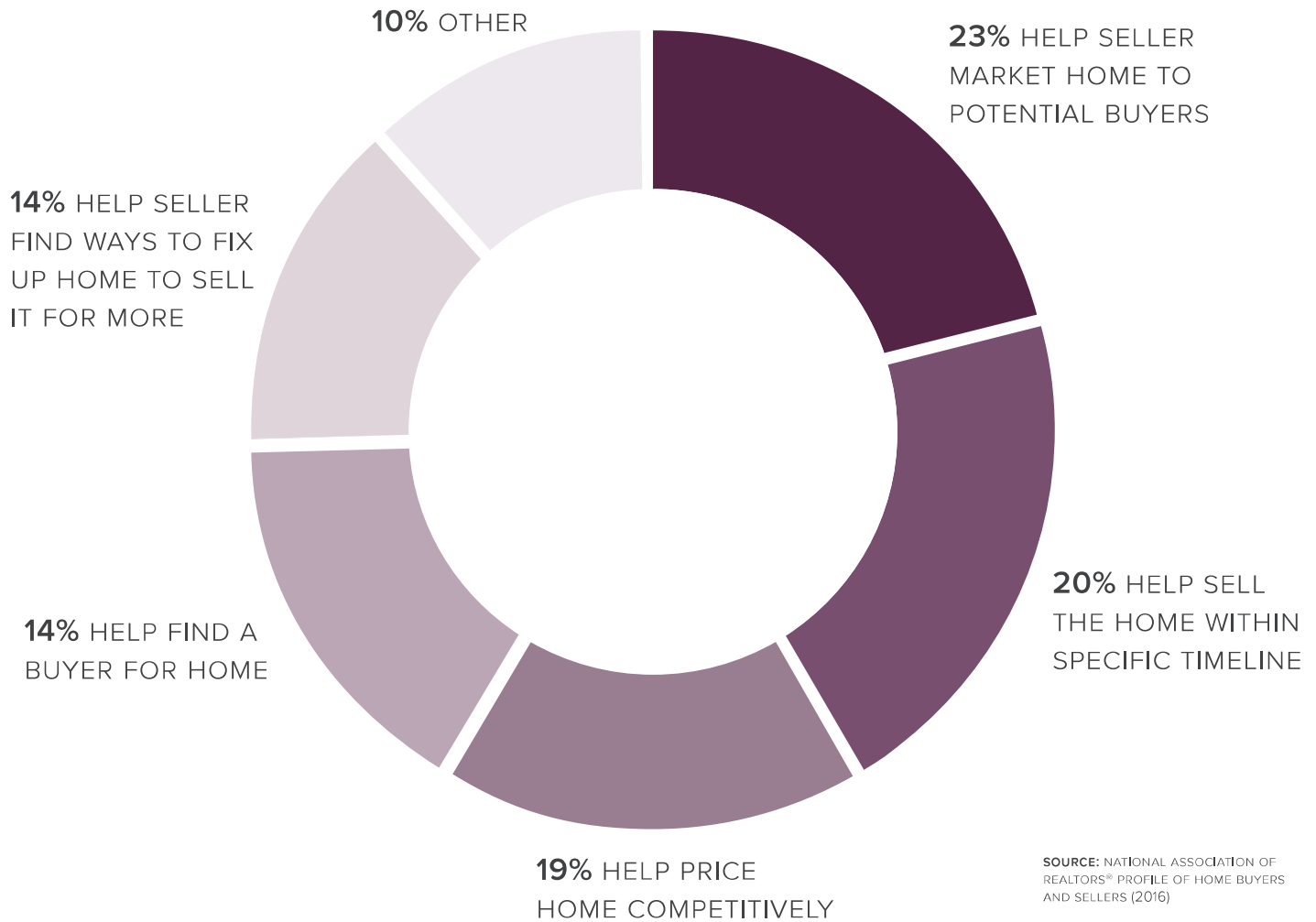


MOST IMPORTANT FACTORS IN CHOOSING A REAL ESTATE AGENT

A variety of factors, including the reputation of the agent, honesty and trustworthiness, knowledge of the neighborhood, an association with a particular firm, etc., influence a seller's decision to list with a particular real estate agent.

WHAT SELLERS WANT MOST FROM REAL ESTATE PROFESSIONALS

Professional real estate agents provide their clients with a full suite of services throughout the home selling and home buying process.



SOURCE: NATIONAL ASSOCIATION OF REALTORS® PROFILE OF HOME BUYERS AND SELLERS (2016)

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WE ARE COMMITTED TO PUTTING YOU FIRST.

MY PHILOSOPHIES AS YOUR AGENT:

- 1. Build Trust:** Winning your trust is more important than making the sale.
- 2. Think Client First:** I strive to always put your needs first.
- 3. Walk in Your Shoes:** Speak your language, not mine. Sell to you the way I like to buy.
- 4. Redefine Closing:** Help you make decisions ... decisions that are beneficial to you.
- 5. Invest in Community:** Commit to improving the world around us.
- 6. Exceed Expectations:** Strive daily to go above and beyond.



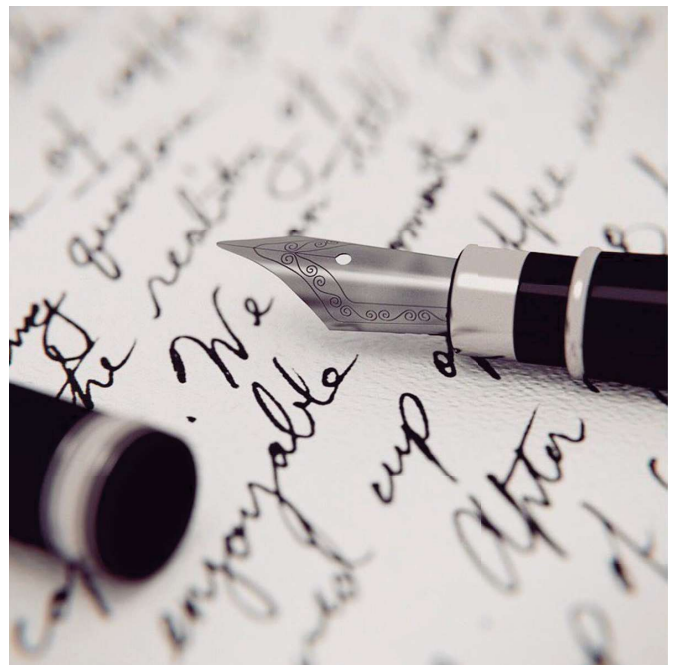
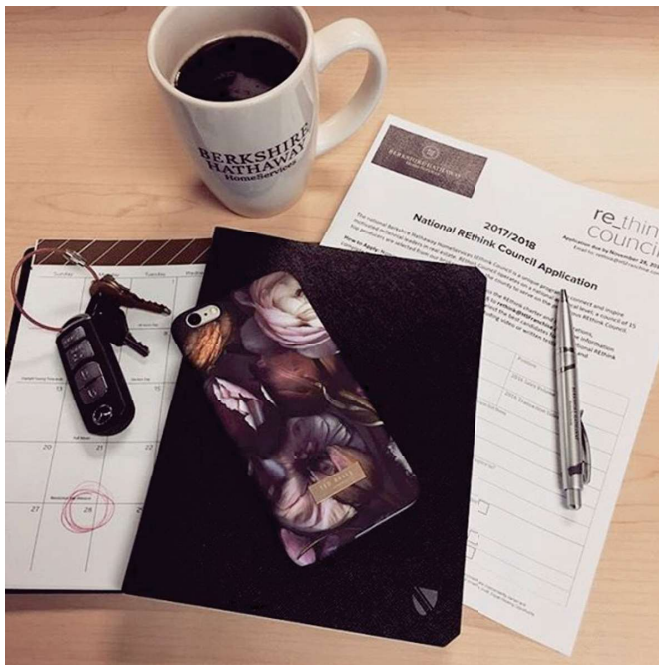
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SERVICES YOU WILL RECEIVE

WE WILL:

- Help you determine the best selling price for your home.
- Suggest what you can do to get your home in top selling condition.
- Develop a strategy to show your home.
- Enter your home in the Multiple Listing System.
- Implement the enclosed marketing plan.
- Talk with you to review progress periodically.
- Advise you of changes in the market climate.
- Present all offers to you promptly and assist in evaluating them.
- Monitor progress toward closing when a contract is accepted.
- Monitor the appraisal and buyers loan approval.
- Immediately advise you of events that may threaten closing.
- Coordinate and monitor the settlement process.



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IN CONCLUSION

You should choose me because:

- I will provide you with excellent service and support.
- I have made a thorough market analysis of your home.
- I have developed a winning marketing plan.
- I will make every effort to sell your home promptly.
- I have the resources of Berkshire Hathaway HomeServices Michigan Real Estate, Tomie Raines REALTORS®, and Northern Indiana Real Estate.

I LOOK FORWARD TO EXCEEDING YOUR EXPECTATIONS AS YOUR REAL ESTATE PROFESSIONAL!



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