

Marketing Your Home



We listen, learning what you need, want and expect. Your economic and personal interests always come first. Your involvement in the selling process is crucial to

finding workable solutions. We walk you through a comprehensive comparable market analysis of your home, which leads to a logical conclusion we can mutually support with confidence and enthusiasm. We communicate regularly and consistently through agreed-upon ways and means so you are always well informed.

We help you understand current market conditions; understand the value of your home in the current market; price your home competitively; calculate a reliable estimate of net proceeds from the sale of your home; effectively market and advertise your home; stage your home and enhance its appeal; qualify prospective buyers and preview purchase agreements; facilitate a smooth settlement of escrow and get settled in your new home.

Our mutual objective is a successful sale at the highest possible price, at the right time frame and at the least inconvenience to you. We will set the right price, optimize market exposure, present your home in a favorable light and manage the details for you.

Pricing

We price your home strategically to ensure competitive advantage consistent with the current market dynamic and trend. *If a house does not sell within a reasonable time-frame, it is overpriced.*

* **Think product:** *set competitive price and terms; consider condition and mitigate functional and economic obsolescence as your budget allows; consider market timing and competition.*

* **Hazards of overpricing:** Overpricing limits agent and buyer responsiveness; lengthens market time; reduces quantity and quality of offers; reduces net profits; increases market perception of a '*reputation*' problem; increased risk of appraisal problems; contributes to frustration, false hopes and inconvenience.

* **Property value is determined by** the current market dynamic and buyer behavior; other available properties; the availability of financing; buyer perception of condition, amenities, and curb appeal; economic and educational realities in your area; relevant sales within a half mile in the past four months; supply and demand relationship; and location, location, location.

* **Property value is not determined by** how much you have invested in your home; what you need or want out of the sale of your property; a bank or tax appraisal; what your neighbor's house sold for; the insured or replacement value of your home; or the cost of your next home.

* **Make your house a 10/10** We make it shine, sizzle sells; offer the best terms possible; and price your home competitively.

Staging

First impressions matter. Most buyers form opinions within the first minute of entering the home, which means curb appeal gets them out of the car to take a closer look. Location is what it is. Size is difficult to change. Amenities and condition can change. Staging demonstrates living space, a vacant empty space does not invoke feelings of home sweet home.

Stage your home well, especially if you are on a tight budget; it becomes more valuable to buyers than comparable properties and adds value, possibly moving it up to compete in a higher price bracket or category.

First things first; remove clutter and clean, clean, clean. Less is more. Move things around, regroup furniture, repurpose things you already have creatively. Create more open space and accessibility in small rooms by making effective use of awkward living spaces.

Create excitement and generate enthusiasm with color- paint, fabric, finishes, etc. Revamp that tired kitchen with appliance upgrades, a splash of color and granite counters as your budget allows. Update bathrooms. Landscape improvements enhance curb appeal and clean tidy outdoor living spaces earn big points with buyers.

Professional Photos

Professional photography casts your home in a favorable light. We work closely with professional photographers to produce stellar images and virtual tours used in our marketing media.

Virtual Tour

Tour Factory Example: 1527 Peregrino Way 95125

[View the Tour](#)

Open Houses

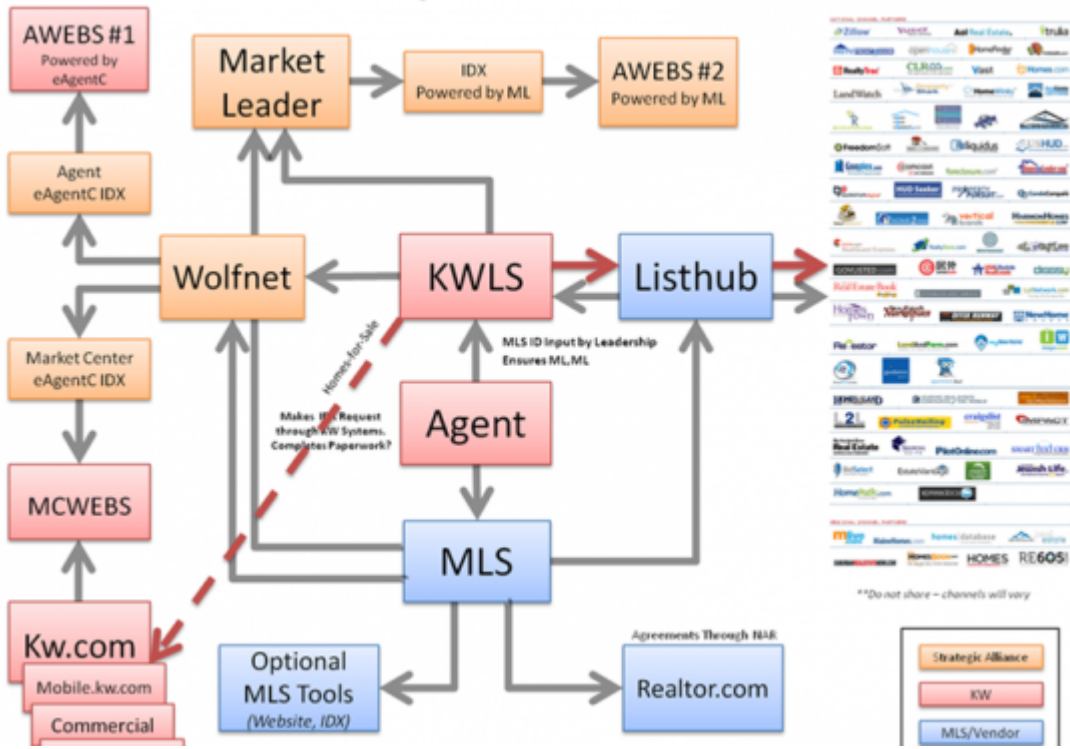
Richard and his team host open houses as often as possible, assuring maximum exposure of your home to qualified home buyers and agents. It is not always practical to have people coming and going through your home at will, so we schedule tours of your home to minimize the inconvenience and frustration of maintaining a picture perfect setting while still living in your home.

Immediately following each event, we update you on buyer-agent interest and feedback.

Internet

The Internet, especially Mobile, has all the eyeballs. We ensure all eyeballs see your home on the Internet, where 92% of homebuyers shop for homes. It doesn't stop there; we market your home to homebuyers through blogs, Internet ads, a single property website and several social media channels. However, you may want to consider otherwise about syndication of your MLS listing to third party real estate portals, regarding information and images of your home that may remain accessible to strangers at will, long after your home has sold. Likewise, you may find yourself in the buyers' shoes too.

Listing Data Flow



**Do not share - channels will vary



Your Home, Listed On All The Best Websites

We will place your property on all of the most trafficked real estate websites in the nation, maximizing every opportunity to find a qualified buyer for your home at the optimal price and in the shortest amount of time possible.




Did you know...

75% Of Home Buyers Use The Internet To Search For A Home

45% Now Found Their Home Through The Internet

Source: NAR Profile of Home Buyers and Sellers 2012

We Advertise On These Leading National Websites 

 **realtor.com**

 **Zillow**

 **trulia**

 **Homes.com**

 **HomeFinder**

Aol Real Estate.

 ... And 100s More!

Powered By 

Email

We use email campaigns as a marketing channel to reach out to active Silicon Valley brokers and agents, clients, friends, fans, and users of this and other real estate websites in our extensive database.

Print

Yes, there are still print marketing avenues that are used in the digital age. They may not be as effective as they once were, they still impress homeowners. Our team distributes listing flyers through the homeowner's neighborhood and to neighbors of nearby listings. Print and mail campaigns include Coming Soon, Just Listed, First Look, Open House, among others.

MLS

PURPOSE OF MLS

A Multiple Listing Service is a means by which authorized MLS broker participants establish legal relationships with other participants by making a blanket unilateral contractual offer of compensation and cooperation to other broker participants; by which information is accumulated and disseminated to enable authorized participants to prepare appraisals, analyses and other valuations of real property for bonafide clients and customers; by which participants engaging in real estate appraisal contribute to common databases; and is a facility for the orderly correlation and dissemination of listing information among the participants so that they may better serve their clients, customers and the public. Entitlement to compensation is determined by the cooperating broker's performance as a procuring cause of the sale or lease [\(MLS Listings, Inc\)](#).

REGIONAL AND RECIPROCAL AGREEMENTS

The MLS may, subject to the Board of Directors' approval, enter into reciprocal or regional agreements with Associations of REALTORS® or other MLSs to allow the other MLS participants and subscribers access to the service in exchange for comparable benefits to the participants and

subscribers of this service. In the event of such agreements, the participants and subscribers agree to abide by the respective rules of the other MLSs pursuant to such agreements and to abide by such rules when accessing the other MLSs' databases or using their lockbox systems ([MLS Listings, Inc](#)).

REALTORS® are authorized participants of the MLS. The key distinction to be made here about the MLS is the pertinent connection with Associations of REALTORS®. Third-Party portal entities are not state-licensed brokers, nor REALTORS®. Third-party portals have limited access to MLS listings provided for dissemination to the public by authorized participants.

Richard Hebert Jr is privileged and honored to be a Keller Williams REALTOR®. Keller Williams Realty requires all KW associates to be REALTORS®. This means KW associates must be concurrent members in good standing with local ([SCCAOR](#)), state ([CAR](#)), and national Associations of REALTORS® ([NAR](#)).

PREAMBLE: NAR CODE OF ETHICS ([FULL TEXT](#))

Where the word REALTORS® is used in this Code and Preamble, it shall be deemed to include REALTOR-ASSOCIATE®s.

While the Code of Ethics establishes obligations that may be higher than those mandated by law, in any instance where the Code of Ethics and the law conflict, the obligations of the law must take precedence.

Preamble

Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. REALTORS® should recognize that the interests of the nation and its citizens require the highest and best use of the land and the widest distribution of land ownership. They require the creation of

adequate housing, the building of functioning cities, the development of productive industries and farms, and the preservation of a healthful environment.

Such interests impose obligations beyond those of ordinary commerce. They impose grave social responsibility and a patriotic duty to which REALTORS® should dedicate themselves, and for which they should be diligent in preparing themselves. REALTORS®, therefore, are zealous to maintain and improve the standards of their calling and share with their fellow REALTORS® a common responsibility for its integrity and honor.

In recognition and appreciation of their obligations to clients, customers, the public, and each other, REALTORS® continuously strive to become and remain informed on issues affecting real estate and, as knowledgeable professionals, they willingly share the fruit of their experience and study with others. They identify and take steps, through enforcement of this Code of Ethics and by assisting appropriate regulatory bodies, to eliminate practices which may damage the public or which might discredit or bring dishonor to the real estate profession. REALTORS® having direct personal knowledge of conduct that may violate the Code of Ethics involving misappropriation of client or customer funds or property, willful discrimination, or fraud resulting in substantial economic harm, bring such matters to the attention of the appropriate Board or Association of REALTORS®. (Amended 1/00)

Realizing that cooperation with other real estate professionals promotes the best interests of those who utilize their services, REALTORS® urge exclusive representation of clients; do not attempt to gain any unfair advantage over their competitors; and they refrain from making unsolicited comments about other practitioners. In instances where their opinion is sought, or where REALTORS® believe that comment is necessary, their opinion is offered

in an objective, professional manner, uninfluenced by any personal motivation or potential advantage or gain.

The term REALTOR® has come to connote competency, fairness, and high integrity resulting from adherence to a lofty ideal of moral conduct in business relations. No inducement of profit and no instruction from clients ever can justify departure from this ideal.

In the interpretation of this obligation, REALTORS® can take no safer guide than that which has been handed down through the centuries, embodied in the Golden Rule, "Whatsoever ye would that others should do to you, do ye even so to them."

Accepting this standard as their own, REALTORS® pledge to observe its spirit in all of their activities whether conducted personally, through associates or others, or via technological means, and to conduct their business in accordance with the tenets set forth below. (Amended 1/07)