

The Weichert Value Story



*Tools, Dialogue and Tips to help you tell
your story*

August 20, 2007





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Demonstrate the Weichert Difference

At Weichert, the value proposition is embedded within the process you follow as a sales associate. Your professionalism and dedication to your customers and clients shines through each step along the way. The way you prepare, present and price differentiates you among other real estate associates. We invite you to let the Weichert tools help you tell your story.



Present

Prepare

and Price

Getting to Know You is a critical relationship-building step of our sales process. With this tool, you:

- Build rapport
- Demonstrate your professionalism
- Show sincere interest in the sellers
- Learn about the sellers and their home
- Separate yourself from the competition

The **Weichert Listing Presentation** showcases everything you and Weichert will do for your sellers. With this tool, you:

- Demonstrate value
- Show you have a plan
- Express your commitment
- Gain their confidence
- Win them over

The **Price Trend Analysis** is where you provide sellers with guidance on pricing their home. With this tool you:

- Go beyond showing MLS sheets and “comps” (what everybody else does)
- Present a visual summary of the data
- Help sellers see the trends in their local market
- Demonstrate your expertise in real estate, pricing and knowledge of inventory

Key Sales Techniques

There are some basic sales techniques that when used with the Weichert Tools will increase your effectiveness as you tell your value story and share the Weichert difference. Let's look at some of these.

The Defer Technique

Use this technique to delay discussion of topics (for example commission, pricing, advertising) until you are ready to discuss the topic. For example, avoid discussing commission until you have completed Getting to Know You, the Listing Presentation and conducted the Pricing Discussion using the Price Trend Analysis. You demonstrate your full value story and the full service solution using all three of these tools. Sell the value story **FIRST**. The value story is what gives you the leverage to support your position.

Some sample dialogue you can use would be:

Seller: "Before you come over, I just want you to know that Brand X will do it for 5% commission, so if you're higher, don't bother."

You: "I understand. We can discuss that when we meet on Thursday. We're set for 4 o'clock, right?"

Seller: "A house on the next block sold for \$700,000, so I figure we should ask \$750,000. What do you think?"

You: "That's a good question, and I have prepared a price trend analysis for us to look at which we will be discussing in a minute. First let's look further at how . . . (and direct the conversation back to the listing page you are currently on)."

Engage

By asking the sellers questions to engage and involve them in the selling process, they will often sell themselves. The three key components of this technique are: **Ask, Listen, and Summarize**. Carefully crafted questions can assist you in having the sellers make the points you want.

Some questions you might ask could be:

"Based on what we just discussed, where would you want your marketing dollars invested? In print or online?"

"How does this compare to your last home sale experience?"

"Have you searched for something on the internet? Which search engine did you like the best? So you can see we partner with that web site, too."

"Seeing this page...what are your first thoughts?"

Differentiate Yourself

What makes working with you and Weichert stand out from other Realtors? Help your sellers see the differences by emphasizing them during your presentation. Be ready to highlight our approach to marketing and selling homes.

Some examples of dialogue you can use are:

"I've prepared a **customized** Marketing Plan for you."

"Weichert Lead Network is an **exclusive** system we've developed..."

"Our Price Trend Analysis is **unique** in the industry. Let me show you..."

"At Weichert we do things **differently**. Here's something you may find of interest..."


Key Sales Techniques (continued)

Create Value Statements

Value statements throughout your presentation emphasize how you and Weichert stand out from Brand X, and how you deliver the ultimate service to your Seller. Value statements involve describing a feature of a product or service and then providing the benefit the seller will derive from that feature. Value statements:


- Contain a feature or fact
- Contain a benefit or meaning to the client
- Use bridges to connect the two.
 - What this means for you is . . .
 - With this you get . . .
 - Because of this, you will be able to . . .

Create Value Statements



Feature **Bridge** **Benefit**

When buyers search online, we have the ability to directly connect them to a sales associate like me. This means . . . Our response time to interested buyers is minutes, compared to days, getting more buyers previewing your property sooner.

Invite us in. We'll bring results. 

Getting to Yes (Closing)

Gaining agreement all along the way is critical to your success within the listing process. When the sellers say “Yes,” they’re letting you know they want what you have to offer. It also gives you a reference point when you conclude the presentation and ask for the business. Some examples are provided below.

- “Is this a service you would want?”
- “Would you find this of value?”
- “Does this work for you?”

Other ways of “getting to yes” involve securing the sellers’ commitment on such things as:

- Establishing the date for the first open house. “Let’s schedule this now so we don’t lose the spot.”
- Choosing the pictures they want in the online ad.
- Confirming the direct mail postcard on their property and the description of their property.

Tips for Using the Getting to Know You

Key Tips for a Successful Discussion

- Use the Getting to Know You Self-Diagnostic checklist (next page) to help guide you in conducting an effective meeting.
- Take them to the Kitchen table BEFORE you tour the home. Why? This gives you the opportunity to lead and set the agenda, establish rapport, get to know the seller and take some thoughtful notes. This one step sets you apart from all the other associates.
- Take the Lead and set the Agenda
 - “What I’d like to do today is:
 - ✓ Understand your situation
 - ✓ Have you show me your home as you would want it shown to a buyer
 - ✓ Set up our next appointment so I can share your customized Marketing Plan
 - Does this agenda work for you?”
- Opening a conversation about the seller’s situation will help you gain useful insights and understanding while you begin to create a relationship and establish trust. Use the questions within this brochure to help you accomplish this.
- Listen carefully to “hot buttons” - concerns, priorities, goals – what the seller shares with you here is vitally important to how you position the marketing plan you create for them.
- Avoid discussing commission until you have demonstrated your value and the value of working with Weichert.
- Use the Defer Technique should a seller bring up commission. Here are some examples:
 - Seller: “Let me show you the attic . . . By the way, what’s your commission?”*
 - You: “We can talk about that when I return with your customized marketing plan . . . Did you have all this woodwork refinished? It looks amazing!”*
- As you tour the house, find out if the sellers are bringing in other brokers and who they are. Finding out about your competition gives you the ability to research and learn about what you’re up against. You can then, for example, go onto alexa.com and research their web presence and # of hits they’re generating. Arm yourself with key facts and information that will help you sell Weichert over the competition. Of course, never criticize or speak badly of the competition.
- Acknowledge objections rather than address them (right now). This entire meeting is about relationship building and learning as much as you can. If the sellers bring up a topic or objection, acknowledge it and let them know you will address it when you return with their customized marketing plan.
 - Example: “It sounds like you have concerns about having an open house. [Allow them to share their concerns.] I can understand that. Do you have any other concerns? I’m going to make a note of this and make sure we address it at our next meeting.”*

Weichert Getting to Know You Self-Diagnostic Checklist

Conduct the Meeting with CARE. Compliment, Ask, Relate, show Enthusiasm.	Y	N	N/A
1. Establish Rapport			
Made eye contact, used the client's name, was approachable, friendly, showed enthusiasm, etc.			
Complimented them on their home, choice of furniture, décor, etc. Was genuine.			
Related to the client (found common ground, "you have a dog . . . I love dogs." etc.)			
2. Take the Lead & Set the Agenda			
"Before you show me your home, let's sit and talk."			
"What I'd like to do today is: Understand your situation Have you show me your home as you would want it shown to a buyer Set up our next appointment so I can share your customized Marketing Plan Does this agenda work for you?"			
Encouraged the client to ask questions along the way.			
Explained Agency*			
The steps below are conducted using the Getting to Know You and Your Home brochure			
3. Uncover the Sellers' Needs and Priorities			
Used the Getting to Know You and Your Home to ask questions and learn about the sellers.			
Elicited the sellers' motivations, needs, concerns and priorities through open & closed questions.			
Listened. Summarized and reflected back to the sellers what you heard.			
Emotionally connected with the client and their priorities or motivations.			
4. Get to Know the Home			
"Now that we're getting into a little more detail on your home, I'd like to walk through your home with you. Would that be alright?"			
Took more notes and took pictures for the customized portfolio.			
As you toured the property, showed how you CARE : Complimented the sellers' home, Asked questions, Related to the sellers and showed Enthusiasm .			
Used the Defer technique to any questions concerning commission. "We'll get to that later . . . could you show me the basement?"			
5. Close and Confirm 2nd Appointment			
Scheduled a date for the next meeting.			
"When I return, I will have a customized marketing plan along with a price trend analysis specially prepared for you so we can discuss everything I will do to effectively price and market your home."			
Provided the Weichert Brochure and explained the Pledge of Service.			
"Thank you for this opportunity. You have a lovely home. I'll see you this Thursday."			

*You may choose to explain agency in a different sequence than what's recommended here. As long as the explanation takes place some time during this conversation, you have met your obligation to your client.

Tips for Conducting an Effective Listing Presentation

BEFORE the Presentation

Present a professional appearance. Dress appropriately.

Offer to remove your shoes before entering the home (this shows respect for your client).

Re-establish/build rapport. Admire their home, garden, etc.

Smile. Make eye contact.

Use the seller's name.

Acknowledge/admire their children and pets.

Ask if you can spread out your materials on the dining room/kitchen table.

Finally, before you begin you may want to ask about any concerns of the client up front . . . "If we can come to an agreement that you believe we're the right match for marketing and selling your home, is there any reason why you wouldn't put me to work for you today?" This will give you valuable information as you proceed through the presentation.

Explain the process and how this second visit works. Share your agenda so the sellers have an idea of what to expect over the next hour or so. Encourage their input and questions.

DURING the Presentation

Follow the steps outlined in the Weichert Listing Presentation Self-Diagnostic Checklist (next page).

Engage the seller – ask questions to encourage relevant comments and interaction. Make it a conversation, based upon the sellers' needs and priorities. This is NOT a canned presentation.

Give the seller time to read key points on the pages. Then speak.

Integrate into the presentation what you learned from Step 1: Getting to Know You - "when we last met, you told me that you wanted to be finished with this process in three months. Let me show you how we can help you reach that goal." Connect something you learned from the seller on Step 1 into every page you discuss.

Provide Value Statements (features and benefits tied directly to the sellers' needs and priorities)

Personalize and relate the presentation to the seller – for example, at the Internet page – "I see you have a computer in the kitchen . . . what search engine works best for you?"

You should have assumptive closes throughout your presentation tied to the unique concerns of the seller. For example, "Can you see how conducting one open house will bring more buyers to see your home without forcing you to have 10 different appointments?" or "Is this a service you would want?"

"Check In" or confirm understanding. "So your concern is making sure your cats don't run away."

Avoid using professional "buzz" words, slang and jargon (i.e. Doors, PTA, RELO, MLS, FSBO, I-Mail).

Watch the seller's body language, respond appropriately, pause the presentation to address concerns, questions.

AFTER the Presentation

Get their agreement on the marketing plan: "Before we discuss price, I'd like to ask if you feel comfortable with the marketing plan I've prepared for you? . . . Good. So the only thing left to do is determine the price and get started?"

Sum up any concerns the homeowner expressed, and reiterate your "solutions."


Consider summarizing the presentation by returning to The Advantage (page 6) in which you highlight the six distinct advantages. Point to the six advantages and ask the sellers which of these they believe would be of most benefit to them in selling their home. Ask if they have any questions on any of the other strategies you discussed. Answer their questions and concerns and **then** ask for the listing.

Weichert Listing Presentation Self-Diagnostic Checklist


Key Behaviors Checklist	Y	N	N/A
1. Build the Relationship			
Established rapport (made eye contact, used the client's name, smiled, approachable, friendly).			
Related to the client (found common ground, "You have a dog...I love dogs.").			
2. Open and Preparation			
Explained the process and how this second visit works/shared the agenda.			
Prefaced the presentation with the key concerns and priorities the client communicated in Step 1: Getting to Know You.			
Encouraged the client to ask questions.			
Prepared with all the tools and marketing materials to present clearly and effectively.			
3. Uncover Needs and Engage the Client			
Asked questions to engage the client and further clarify needs.			
Listened well. Summarized or paraphrased the interests, concerns, and needs of the client.			
4. Provide Value and Service			
Communicated effectively. Spoke clearly, concisely, and with confidence.			
Offered products and services specific to the client's interests and needs. Made value statements (provided features and benefits to the client).			
Provided solutions, expertise and knowledge in response to client's specific questions and concerns.			
Accurately presented Weichert's value story in relation to the client's wants or needs. Effectively discussed the six distinct advantages: <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="text-align: left;"> <p>Online Presence</p> <p>Dynamic Marketing</p> <p>Enhanced Open House program</p> </div> <div style="text-align: left;"> <p>Gold Services</p> <p>Strategic Pricing</p> <p>Neighborhood Specialist</p> </div> </div>			
Transitioned from the portfolio presentation to other Marketing tools well (Property highlight sheet, GSM's business card, direct mail samples, sample ad, leave behind, customized business cards, etc.)			
Deferred the commission conversation to after the listing presentation.			
Effectively handled objections by reflecting or summarizing the objection, probing to learn more, addressing the concern and checking back with the customer.			
Finally, when asked to lower the commission, politely but firmly said, "No."			
5. Close			
Sought agreement on value and closed throughout the presentation.			
Asked for the listing with confidence. "Before we get into the Price Trend Analysis, I'd like to ask if you feel comfortable with the marketing plan I've prepared for you?" . . . Good. So the only thing left to do is determine the price and get started."			

Page 1: One Goal

One Goal




Homeowners Name
& Address



YOU SHOULD KNOW

No one will do more
than I will to sell your home
quickly at the best
possible price.



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Customizable

Page 1: One Goal

Key Points

It's about the Seller (tie the seller's Needs & Concerns into the agenda)
Sell the home at the best possible price, quickly

Suggested Dialogue

Thank you for the opportunity to present your customized marketing plan. We have three objectives today . . .

1. Help you achieve the highest net for your house
2. With the least inconvenience to you and your family
3. As quickly as possible

Do you agree with these objectives? Do you have others?

To best accomplish this, you'll need:

1. A strong well-executed marketing plan that clearly demonstrates your home's unique value
2. Regular communications from me throughout the process of marketing your home
3. Quality advice at all decision points through settlement
4. Maximum exposure to qualified buyers

I'd like to show you how my marketing plan will produce the highest net proceeds for you . . .

This is the picture I took of the outside of your home when I came by the other day. I will use this picture to market and advertise your property.

NOTE: *The most powerful agenda will be the one that presents back the key priorities the Seller communicated to you in Step 1. What is of utmost concern to the Seller? Present this in your agenda and how you will accomplish their goals through the plan you've prepared especially for them.*

Tips

Sellers love seeing pictures of their home – take your time on this section to bond.

Close: Are you ready to get started today if we can show you a plan to accomplish these objectives?

Do you like this picture or do you have another one you would like me to use instead?


Online marketing is more important than ever. Ensure you have multiple pictures to display for this page and subsequent pages so the Seller can see their home marketing materials completed and ready to go online.

Transition: Let's look at some interior shots of your home...


Page 2 & 3: Your Home

Your Home

Presented for sale by Weichert.




2



**Customizable – Use
2, 3 or 4 images per
page**


Your Home

Presented for sale by Weichert.



Sample: How to market room description.

3



Page 2 & 3: Your Home

Key Points

Professional images to highlight the best features of the Seller's home
Point out the features that will attract buyers

Suggested Dialogue

Which of these is your favorite here? *[Listen to the Sellers' response and confirm their choice. Engage them in a conversation of the features and benefits of their home.]*

What do you think would be the top five reasons someone would buy your house [Listen carefully and integrate the sellers' comments into how you will promote and discuss their property.]

This page and the next will show the interior or additional exterior photos of the house.

These are the photos that I thought showed your house to its best advantage.

Sample Value Statement (Feature & Benefit)

Here's a room in your home that I think we should definitely feature! Don't you agree? . . . Having tile in this part of the family room right by the back door entrance is just perfect. Buyers will see how much easier you've made it to maintain this room and keep the carpeted area clean.

I'll use the additional pictures in brochures, as well as on the internet and in the multiple listing of your property. We'll talk about the Weichert marketing services that will be selected specifically for your house in a few minutes. The pictures will remind the buyers of the best features of your house.

NOTE: You can use 2, 3 or 4 images on each of these pages.

Tips

If you have not taken additional interior shots, do so before you leave. If the house does not show well, this may alert the Seller to remove items that may be cluttering the room.

Say This: "As a service to my clients I go through the house room by room and discuss suggestions and ideas to present your house in the best light. By making the house most appealing to buyers you get the highest price. Isn't that what we both want? I will be glad to do this with you as soon as we have all the necessary paper work completed today." *You can also note that in the marketing leave behind brochure there are "25 Hot Tips to Help Sell Your Home."*

Or Say This: "It's my job to look at your house objectively; the way a prospective buyer will. You've lived here for ___ years and are attached to the home and its contents. I'll make the necessary suggestions on areas we may need to adjust to improve the flow of each showing. How does that sound?"

If you're comfortable, at this point you may want to pull out the property highlights sheet to show how you would describe the home to potential buyers.

Close: Perhaps you would like me to take some additional shots while I am here today.

Transition: Let me share a little bit about Weichert, Realtors...

Page 4: Our Team. You can take assurance from our history of success.

Our Team

You can take assurance from our history of success.

"I've drawn on my own experience as a Sales Associate to build a company of real estate professionals who will put the needs of each individual first."

–Jim Weichert, president and founder



- **Founded with one sales office in 1969**
- **Hundreds of independently owned and franchised offices**
- **The Weichert® Family of Companies serves tens of thousands of customers each year**

YOU SHOULD KNOW

Backed by one of the nation's largest privately-owned providers of home ownership services, I will always respond with the personal attention you deserve.

4 Each WEICHERT® franchise office is independently owned and operated. Weichert® is a federally registered trademark owned by Weichert Co. All other trademarks are the property of their respective owners. WEICHERT® is a federally registered collection trademark used solely for the purpose of real estate professional who is a member of the WEICHERT® REALTY GROUP and otherwise is in strict compliance with the rules of the National Real Estate Board.



Page 4: Our Team. You can take assurance ...

Key Points

- Jim Weichert: a successful record of working with Buyers and Sellers
- Largest privately owned real estate company in the nation
- Personal attention the Seller deserves
- A company that focuses on results

Suggested Dialogue

At Weichert, we operate as one team committed to responding to your individual needs.

Did you know there's actually a "Jim Weichert?" Jim was a successful Sales Associate himself.

Feature: Jim Weichert started the company in Chatham, NJ in 1969. He is a person who knows what real estate is really about. Through his years of experience, he has developed a company with a focus on service. He has built the largest privately owned real estate company in the United States.

Benefit: I could have joined any real estate company, but I chose Weichert because of Jim's leadership and the company's vision and commitment to service. This translates to the way I will service your listing to effectively market and sell your house.

Close: Can you see the benefit of working with a large company with the local expertise that brings results?

OR

Isn't it nice to know that Weichert is led by someone who has the proven experience and knowledge in marketing and selling thousands of homes?



Transition: Let me share with you a little information on my office team and how they will assist in the successful sale of your house...


Page 5: Our Team. We'll respond to your needs.


Our Team

We'll respond to your needs.

Weichert, Realtors® Anytown Office



Sales Associate


Manager



Gold Services
Manager


- Serving the community since XXXX
- Helped over XX families & individuals sell their home or move to the area
- Providing a full suite of real estate solutions
- Market share in Anytown is X
- Participated in Anytown's "X" fund raiser (or Helped raise funds for Anytown's "X charity")
- Staff information (# of Sales Associates, etc.)
- Awards (Limited to 2 or 3)

Expertise in negotiating and selling homes
Extended hours let us provide responsive service

YOU SHOULD KNOW

I am part of a team
of real estate experts that
can handle all aspects of
your sale.



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Customizable

Page 5: Our Team. We'll respond to your needs.

Key Points

- Focus on the Team Approach to benefit the Seller
- Share office statistics to demonstrate results
- Introduce key team members the Seller needs to know

Suggested Dialogue

When you hire me, you're not just getting my expertise but a whole team's expertise. While I'll lead the sale of your house, you should know there's a team of people alongside me assisting with all the facets involved in marketing and selling your property. Plus, these professionals are working with a lot of buyers. When we list your house, I'll personally give a tour to my colleagues so they're well-informed about your house and how to position it with their interested buyers.

Value Statement (Feature & Benefit)

This is my office in _____. My manager _____ is available at all times. S/he ensures that all sales are serviced according to company standard. Surveyed customers stated that 98% would use our services again. This means you can be sure my team will answer inquiries about your home in a consistent, professional manner.

This is _____, the Gold Services Manager for my office. She/he/they are there seven days a week to qualify buyers that may be interested in your house. They are there if I need to verify the qualifications of a buyer from another broker, even from another real estate company. As a Weichert Associate, I find this is a unique service we offer to both Buyers and Sellers. Rather than an impersonal 800 phone number, we can react and handle each person's needs on an individual basis with a quick turn-around.

Tip

Be sure the office information is updated. Depending on the location of the listing, it is important to reveal your office market share. Also, review the hours your office is open. Explain the benefit of the extended hours over the competition "We are open these extended hours to answer calls for anyone requesting information (or scheduling an appointment). This means we capture buyers when their interest is high so you won't lose any opportunity on your house."

*Talk about office caravan and/or presenting their listing at the office sales meeting, so that all Associates are aware of the listing and can work towards finding a buyer – maybe even someone they are currently working with. **Follow every fact or feature with a key benefit to the Seller.***

Close: Can you see the advantage of having Weichert pre-approve buyers for your home?

As you can see, here is some information about my office and our local presence in the community.

The bottom line here . . . I have a lot of good people working with me to help ensure we market your house well, expose your property to ALL the buyers and ensure you receive all the support you need to sell your home quickly, at the best price.

Transition: I'd like to share a little more about how I will put the Weichert Difference to work for you...

Page 6: The Weichert Difference. I'll use every advantage to bring you buyers.

The Weichert® Difference

I'll use every advantage to bring you buyers.



- 

ONLINE PRESENCE
An industry leader for online exposure to homes.
- 

DYNAMIC MARKETING
Advertising dominance maximizes your pool of potential buyers.
- 

ENHANCED OPEN HOUSE PROGRAM
Drawing buyers with an industry-leading approach.
- 

GOLD SERVICES
A comprehensive source of homeownership services.*
- 

STRATEGIC PRICING
Our exclusive pricing method helps you get the most for your home in today's market.
- 

NEIGHBORHOOD SPECIALIST
Most knowledgeable about home values and price trends in your area.

YOU SHOULD KNOW

We go beyond full-service, with 6 distinct advantages that provide maximum exposure to potential buyers in order to get you the best price.

*For available in all states.
Each Weichert® franchise office is independently owned and operated.
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Weichert Realtors

Page 6: The Weichert Difference. I'll use every advantage ...

Key Points

The six Weichert Differences that make our services stand out from the rest

A high level overview of the six advantages of working with us

Suggested Dialogue

Before I begin sharing with you the distinct advantages of working with Weichert, do you feel there is a difference between real estate companies?

If answer is "No"

That's why I'd like to spend a few minutes sharing with you the six distinct advantages of working with us.

If answer is "Yes"

Listen carefully to what they're saying. You may even want to jot down a note and let them know you will return to their observation. Incorporate what they say into your presentation.

There **is** a difference in working with Weichert and I want to share with you why we're different and what this means to you.

At Weichert, our marketing strength and key programs are designed to capture buyers in all these areas. We have a proven formula that no one can match. It's not just what you do, but how you do it that matters.

[Direct seller to each of the subsequent ways by pointing to each item as you discuss it. This is just an overview.]

Online Presence – we're the industry leader in marketing your home online. We have the most comprehensive internet marketing plan available.

Dynamic marketing – as a dominant advertiser, in both online and traditional advertising I have the ability to maximize your pool of potential buyers.

Enhanced Open House program – we conduct the most Open Houses in the industry and the results attest to our success with this program.

Gold Services – the most comprehensive source of homeownership services for you and your buyer. Mortgage, title, insurance, connections services – we do it all here at Weichert.

Strategic Pricing – our exclusive pricing strategy is specifically designed to help you get the most for your house in this market.

Neighborhood Specialist – no one is more knowledgeable about your area and price trends, than I am.

At Weichert, we strategically market your house through these methods to reach the maximum number of buyers so you can sell quickly for the best price.

Tip

If the Seller focuses on one point or asks a question, state: "That is a great question (or a good point). I will explain that in a little more detail soon." Make a note of their question to let them know you're listening and will address their concern later.

Close: Are these services you would want?

Transition: Let's start with our online marketing strategy...

Page 7: The Internet. I'll give more buyers access to your listing.

INTERNET

The Internet

I'll give more buyers access to your listing.

For today's buyers, the Internet is the number one place to search for homes.



- 5 times more buyers find the home they purchase online than in newspapers*
- Three of every four online shoppers see at least one home in person*
- Now that 80% of all buyers search the Internet, newspapers are no longer the favorite source for listings*

YOU SHOULD KNOW

Our unique strategy takes full advantage of the Internet, because it's now the most important way to help potential buyers find your home.

*2006 National Association of REALTORS® Profile of Home Buyers and Sellers
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**Weichert
Realtors**

Page 7: The Internet. I'll give more buyers access ...

Key Points

- 80% of all buyers search the internet for listings
- Online advertising is more effective than newspapers
- Online shoppers are serious buyers

Suggested Dialogue

[Choose one of the questions below or create your own to engage the Sellers.]

Mr. & Mrs. Seller, how long ago did you purchase your home? At that time, what was the best way for people to look for houses? The internet has changed the way people research and purchase. Today, online is a more effective way to advertise properties than print advertising.

OR

Mr. & Mrs. Seller, have you been on the Internet looking for homes or getting some idea of what's happening in the market?

If answer is "No"

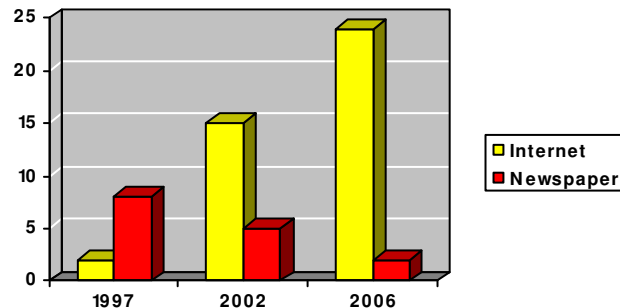
Well . . . according to the National Association of Realtors, 80% of buyers search online and at Weichert we take advantage of this to drive all the buyers to your house.

If answer is "Yes"

You're in good company . . . according to the National Association of Realtors, 80% of buyers search online and at Weichert we take advantage of this to drive all the buyers to your house. What's been your experience online?

Weichert's internet marketing strategy is simple: Be where the buyers are. With so many people going online to start their search, advertising your house online is absolutely critical.

Facts: Is it surprising to learn that five times more buyers find the home they purchase online than in newspapers?



Source: National Association of Realtors 2006 annual survey of Home Buyers and Sellers.

And the fact that three of every four online shoppers see at least one home in person tells you the internet buyer is serious. The average online buyer will purchase a home within six months. These people are committed to finding a home, which makes marketing online an important part of the plan.

Benefit: We have invested heavily to capture these internet buyers right from the start so we can maximize the exposure to your property and get your house seen and sold.

Close: Would you want to take advantage of the internet in advertising your home?

Transition: Let me share with you how we will drive more buyers to your listing...

Page 8: The Strategy. We'll create more traffic to your listing.

INTERNET

The Strategy

We'll create more traffic to your listing.

1. When buyers search for real estate sites online using the most popular search engines, including **Google, Yahoo!, MSN, AOL, Netscape, and AltaVista**, over 350,000 search terms (purchased by **Weichert**) direct them to **weichert.com**.

2. When buyers go directly to search for listings on one of the other most popular local or national websites, your home will automatically be available there, too.


YOU SHOULD KNOW

I will use highly visible real estate sites, including **weichert.com**, to expose your home to millions of potential buyers.

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The above is a template specific to each region's online distribution partnerships.

Page 8: The Strategy. We'll create more traffic to your listing.

Key Points

We do more to capture buyers as they search for homes and real estate services
Partnered with search engines to drive more buyers to our site and ultimately the Sellers' home
Placing Sellers' listing on trusted local and national web sites.

Suggested Dialogue

Have you ever used any of these search engines? Have you heard of any of these web sites?

Features/Facts: Anyone can put your home on their web site. What makes Weichert different is we have the most aggressive search engine strategy. We are the leading real estate company who invests significantly in being where buyers are looking to drive them to our site.

Benefit: As a result, we get more inquiries about your home. This is a comprehensive program, so wherever your buyers are searching online, Weichert is there.

Our online marketing strategy involves working with top search engines that drive buyers to our listings and your home. We purchase keywords and manage them daily to focus our attention on proven sources of eager buyers. We're on the most respected web sites.

You've heard the expression "all roads lead to Rome?" Well, in this case all roads lead to your home. We are very focused on using search engines and respected web sites to drive buyers to Weichert.com and ultimately your property.

Tips

If you're unfamiliar with how we drive traffic, make it your business to learn. Go online to a popular search engine and type in your state and real estate. See what appears in the first, second, third, fourth, etc. position in the search results displayed. Weichert consistently bids for keywords such as these to ensure our name appears at the top positions in the search results. The consumer clicks on the search results and they're brought to Weichert.com.

Ask your manager for results from the following to support how your customers are finding homes:

- *Open House Survey: How Open House Customers come to a property*
- *Opportunity Desk Survey: What customer is calling from*
- *Weichert Buyer Survey: Local to office, region*
- *Newspaper Circulation vs Weichert.com traffic. Go to alexa.com and compare Weichert.com with the competing brokers. Show the # of hits against the competitor so the sellers can see active buyers searching online versus passive newspaper readers that may or may not be looking for homes. In this way, online traffic is more meaningful than newspaper circulation. Active searchers versus passive readers (readers who may or may not be looking for homes).*
- *Weichert.com Ad vs Newspaper Ad: Visual comparison*

Close: The more buyers who see your home, the better. Wouldn't you agree?

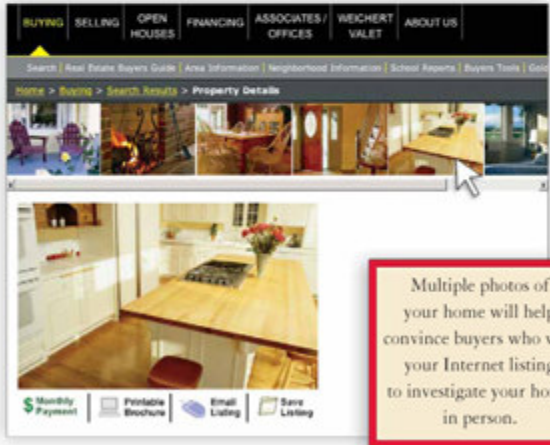
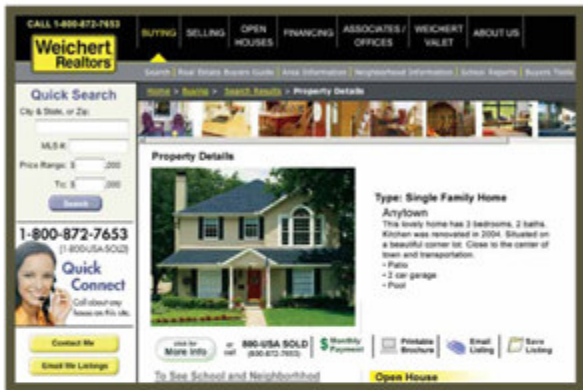
Transition: Let's take a look at how your home will appear online...

Page 9: Your Visibility. We feature your home at its best online.

INTERNET


Your Visibility

We'll feature your home at its best online.



Multiple photos of your home will help convince buyers who visit your Internet listing to investigate your home in person.

- Quick searches and maps lead potential buyers to your listing
- Buyers looking for a home like yours automatically receive an e-mail when we put your listing online
- By helping buyers save and manage search results, the "Weichert Valet" on our site will bring them back to your home



YOU SHOULD KNOW

No one does more to present your home to the right online buyers.

Weichert Realtors

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Customizable

Page 9: Your Visibility. We feature your home ...

Key Points

- Fast Search Results
- Maps to Open Houses
- Automatic eMail notification
- Access to virtually all available listings, school reports, neighborhood reports, so that buyers never have to leave our site

Suggested Dialogue

Have you ever **shopped** online?

If answer is "No"

Well let me tell you . . . one of the most important factors in a good web site is that people find what they're looking for easily and quickly.

If answer is "Yes"

Wouldn't you agree that finding everything you need quickly and easily is important to you?

Typically, web sites try to minimize the number of clicks people need to make to get to where they want to be. At Weichert, we strive for one or two clicks to get people to your property faster. They enter a price range, number of bedrooms, baths and your town – and your property is displayed.

Features/Facts: Here's how your online ad will look on Weichert.com. What do you think? We want to ensure your house shows beautifully online. You can see how important the pictures are here so potential buyers have a good sense of your property and its best features. They click over these thumb nail pictures and they automatically enlarge so they can see all the interior shots of your home. Compare this advertisement with a typical newspaper ad on a property. How does this compare?

[Engage the Sellers in a conversation on how superior an internet ad is over newspaper. It's up 24 hours a day, 7 days a week. There are more pictures. You can print it, save it, eMail it, look up your monthly payment, call Weichert with questions, etc .]

Benefit: With online advertising we can provide just enough information and these beautiful shots to entice buyers to contact us so we can show them your home in person. By marketing online, we also give them the ability to eMail a friend, save the listing, and inquire on what the monthly payment would be. Online advertising is an interactive experience for buyers.

Feature/Fact: We also give customers the ability to receive automatic eMails. As properties come on the market that meets their criteria, they are notified of those properties.

Benefit: This means that buyers won't inadvertently miss your listing. The system will eMail them a link directly to your property page that looks just like this.

Suggested Dialogue

And at Weichert we realize how important it is to get buyers to return to the site. Features like school reports, neighborhood reports and maps to Open Houses keep buyers coming back to the site. In fact, Weichert.com has an average visit duration of more than thirteen minutes. This tops all of our major competitors.

Close: Would you like your home presented online like this?

Transition: Once a buyer finds your home online – then what? We have a unique answer to that question...

Page 10: Our Solution. We capture more buyers.

INTERNET

Our Solution

We capture more buyers.

No other real estate company wins over online shoppers by speaking to them directly.



- 

1 Customer finds your home on weichert.com
- 

2 Customer speaks with our Contact Center by calling 1-800-USA-SOLD or submitting a web request
- 

3 Caller is transferred to a local Sales Associate, usually in minutes
- 

4 Sales Associate sets up appointment and shows your home

Unique contact center turns many more browsers into buyers than the industry average:

- Staffed by knowledgeable service specialists who qualify serious prospects 7 days a week
- While other real estate companies allow up to 24 hours; we know Internet users demand instant gratification, so we respond in minutes*
- Scheduled follow-up reminds buyers of your home's availability

YOU SHOULD KNOW

All qualified buyers are instantly connected to a local Sales Associate like me.

*Based on 2005 REACTOR Technology (Survey) Study by National Association of REALTORS®. Each WECHERT® franchise office is independently owned and operated. Weichert® is a federally registered trademark owned by Weichert Co. All other trademarks are the property of their respective owners. REACTOR is a federally registered collective membership mark which identifies a real estate professional who is a member of the REALTOR® (NAR) and is not affiliated with any other trade or industry.

Weichert Realtors

Page 10: Our Solution. We capture more buyers.

Key Points

Weichert's **exclusive** Contact Center

From buyer to Contact Center Specialist directly to Live Agent, **immediately – usually in minutes**

7 days a week buyers can call us through an 800 number or complete an electronic form

Hundreds of buyers each day are connected to a live salesperson who can make an appointment to show your home

Suggested Dialogue

When internet buyers request information online most expect a response within two hours. Unfortunately, 50% of these requests go unanswered. The majority of the Realtors that do respond take at least two days to do so. (Source: 2006 Realtor Technology Survey)

At Weichert, we understand how demanding the internet consumer is and we do everything to ensure the customers who are shopping online and interested in your home can have their questions answered as quickly as possible. We have a call center that is open 7 days a week.

Feature/Fact: When buyers search online, we connect them directly to a sales associate like me.

Benefit: Our response time to interested buyers is minutes compared to days, getting more buyers previewing your property sooner. No other national real estate broker can provide you with this service.

Suggested Dialogue

Here's how the process works:

Step 1: A buyer sees your home on Weichert.com, or any number of other internet sites that Weichert provides listing information to. Then they call or fill out an online form for more information.

Step 2: We have licensed professionals on our team who are there to take buyers' calls 7 days a week. This means if there's someone interested in your home and they reach out online or via phone, we will speak to them **in person** right away.

When I say right away, I mean right away. We've learned that someone online interested in a specific home like yours wants an immediate response or they're gone. No one gets left behind. Anyone who contacts us through our toll-free number or via an electronic inquiry gets to speak to a Contact Center Specialist who qualifies them and connects them right then and there to a local Weichert Sales Associate. There's no other full-service, national real estate company with Contact Center Specialists whose only job is to assess and stay with browsers until they turn into buyers.

Step 3: The buyer is immediately connected to a sales associate like me.

Step 4: Then an appointment is set up to show the home.

So we're here in your neighborhood marketing your home AND we're on the Internet capturing all the buyers who want to work online . . . leading them all to your property.

Close: Do you see how comprehensive our Internet marketing strategy is? Do you feel this is a distinct advantage for buyers who call about your home?

Transition: I'd like to talk to you about how we have been building our brand and why that's important to selling your house...


Page 11: Our Name. Weichert will interest more buyers in your home.

MARKETING

Our Name

Weichert® will interest more buyers in your home.

Weichert has established a track record for attracting buyers in the area by using print media, radio and outdoor advertising as well as our highly recognizable signs.



**Invite us in.
We'll bring results.
weichert.com**

- 63% of all buyers respond to yard signs*
- More than half of all calls to Weichert offices are in response to a yard sign**
- Weichert advertises home listings in over 300 different publications

YOU SHOULD KNOW

Because we have such a prominent local presence, active buyers quickly realize that **Weichert** is their most dependable source of homes.

2006 National Association of REALTORS® Profile of Home Buyers and Sellers. *These study conducted by Weichert Realtors. Each office/office/branch/office is independently owned and operated. Weichert® is a federally registered trademark owned by Weichert Co. All other trademarks are the property of their respective owners. REALTOR® is a federally registered collective membership mark which identifies real estate professionals who are members of the National Association of REALTORS® and who adhere to its strict Code of Ethics.

**Weichert
Realtors**

Page 11: Our Name. Weichert will interest more buyers...

Key Points

Marketing through a variety of media to have the greatest impact; through yard signs, websites, billboards, bus stations, newspapers, home magazines

Building the brand that people recognize and trust for all their real estate needs

Suggested Dialogue

NOTE: Choose the question below you're most comfortable with to engage the client and open the dialogue for the value of advertising and strengthening a brand.

Whether you buy Coca Cola, Disney Videos, or shop at Nordstroms . . . the power of a good brand is significant. What's your favorite brand? Why do you like it?

OR

When I say the word "Kleenex," what do you think? (This brand is so strong that people translate "tissue" as "Kleenex" which is actually a brand name.)

OR

If I ask you to Xerox something, what do I want? This is the power of a strong brand. People immediately think of copying when you say "Xerox." This is branding at its best, where you associate the product with the brand. Weichert elicits a similar response and we're continually building on this success. We want everyone to associate Weichert with a real estate company they can trust and that brings results.

Feature/Fact: Mr. & Mrs. Seller, because of our strong advertising, buyers know Weichert is the real estate company they can depend on to find their new home. With our billboards, yard signs, website, internet presence, real estate magazine ads and targeted newspaper advertising, buyers are attracted to our company listings.

Benefit: This translates to more people recognizing Weichert, more people looking for your yard sign, more people exposed to your home. Plus, you benefit from the power of all our advertising. People shop by comparison. When they see a Weichert property similar to yours advertised in the paper, they will see that property AND yours because they want to compare. You benefit from all the advertising we do on any property like yours in this town.

Tip

Help the Seller see their emotional connections to the brand and their loyalty to the brand. The reason they like the brand guides them in their decision and a desire to continue to purchase through that brand. The same holds true with Weichert and the brand we're building.

Pull out copies of all the newspapers or publications as well as home magazines that can be used in your area to advertise the Seller's home. Specifically have several copies of the Weichert pages and keep them current. Spread them out across the kitchen table to emphasize the scope of all the advertising we do.

Close: Can you see how advertising your house in this way will help us market and sell your property?

Transition: We also promote your home through local mailings and calls into the neighborhood...

Page 12: Your News. We customize our marketing...

Key Points

The typical distance homebuyers move is within a thirteen-mile radius of where they live now. Local, direct mail reaches them.

Direct Mail and local marketing bring results

Calling into the neighborhood after we send a mailing is a proven method of surfacing buyers

Suggested Dialogue

Remember when I first met with you and I asked several questions while you were showing me your house?

Here is how I used that information. At Weichert, we have in-house marketing specialists who produce professional quality marketing pieces to showcase your house. As a full service company, we understand how important effective direct mail marketing is to selling your home at the maximum price. I took the liberty of having several pieces created for you.

Mr. & Mrs. Seller, here's a sample card. Are there any changes you would like to make?

Feature/Fact: The National Association of Realtors surveyed buyers throughout the country and found the average person moves within 13 miles of their current residence. Weichert takes this fact into account when planning our direct marketing.

Benefit: You can be sure I'm reaching out to all your neighbors within the community who may be interested in your home or have a relative or friend that may be interested in moving here. I combine my mailings with calling to follow up on the cards and to see if the neighbors have friends in mind that we should invite to the open house. This increases the buyer pool for your property.

Mr. & Mrs. Seller, I also had special business cards made just for your house. My job is not only to market to the public, but to my fellow Sales Associates – within the Weichert network and beyond. I network with many Agents within Weichert as well as other companies. I hand out your card to bring your house to their attention. I know you want your Realtor to be proactive and really go after the business, don't you? Here are some cards for you to hand out as well.

Tips

Discuss your specific direct mail plan. Review who you will mail to; your Sphere of Influence, Pure Gold, other neighborhoods of smaller homes, etc. Don't mention "I-Mail" to the client. Refer to it as direct mail.

Close: Would you like to have a direct mail campaign to promote your property?

Transition: We also have connections to buyers who may be transferring into your area...


Page 13: My Connection. I'll tap into transferees nationally and internationally.

MARKETING

My Connection

I'll tap into transferees nationally and internationally.

Our relocation firm consistently sends us people relocating for their work who need to buy a home right away.



- Among the world's leading corporate relocation companies with offices around the US and in London, Toronto, Calgary, and Hong Kong
- No other privately-owned real estate company in America works with as many buyers relocating to new areas
- Serving approximately 500 clients worldwide, including such well-known brands as:

Best Buy	Home Depot	MetLife
Capital One	Ikea	Philip Morris
Colgate Palmolive	L'Oreal	Schering-Plough
Foot Locker	Mars, Inc.	The Boeing Company
Gap, Inc.	MasterCard	Wm. Wrigley & Co.

YOU SHOULD KNOW

Transferees not only need to buy a new home quickly, but they typically qualify for company benefits that make it easier to purchase a home.

Weichert Realtors

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Page 13: My Connection. I'll tap into transferees...

Key Points

Weichert Relocation exposes even more buyers to the Seller's property – another pool of buyers who need to relocate for their work and usually need to move right away

Assisting more than 27,000 relocating employees a year

Worldwide, recognizable clients

Suggested Dialogue

Have you ever relocated with your employer or know someone who has?

We have thousands of buyers we work with every day to help them in their relocating needs. Relocation buyers are considered by many to be the best buyers because they are highly motivated and buy quickly.

Weichert is one of the nation's largest relocation companies working with corporations to move their employees.

Facts: Over 455 major corporations who transfer over 27,000 employees a year have chosen Weichert to help them through the home selling and home buying process.

Benefit: Being awarded this business is a lengthy and detailed process in which our service is under unbelievable scrutiny. They believe we can do the best job for them. I know we can do a great job for you.

Tips

Find the names of the companies in your area who are a part of relocation services Leading Real Estate Companies Of The World. Share these company names with the client and discuss how we also have access to these buyers so we can connect them to the Seller's home.

Look up other Leading Real Estate Companies Of The World Members at www.LeadingRE.com - under Member Directory.

Provide a partial relocation client list to show the volume of transferees we service. Highlight companies within the general area of the listing.

If there is not a huge number of companies transferring employees into your area, emphasize the fact that we have passed the service "test" in being awarded the business and the seller should feel a certain level of confidence in our quality and commitment to service.

Close: Can you see how these additional avenues can help bring more buyers to your home?

The additional pool of buyers who are relocating into this area would be another source for purchasing your home. Is this a service you would want?

Transition: Another powerful strategy we have perfected at Weichert is our Open House program...


Page 14: Our Program. We attract countless homebuyers to Open Houses.

OPEN HOUSES

Our Program

We attract countless homebuyers to Open Houses.

We are the undisputed industry leader with the strongest commitment to an extensive Open House program.



- 73% of homebuyers visit at least one Open House*
- 1 out of every 3 Weichert Open Houses leads directly to a sale*

YOU SHOULD KNOW

Last year, over a million potential buyers visited **Weichert Open Houses.***

*Based on a survey study conducted by Weichert. Realtime® Each WEICHERT® franchise office is independently owned and operated. Weichert® is a federally registered trademark owned by Weichert Co. All other trademarks are the property of their respective owners. REALTOR® is a federally registered collective membership mark which identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and adheres to its strict Code of Ethics.

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**Weichert
Realtors**

Page 14: Our Program. We attract countless homebuyers...

Key Points

- 73% of buyers visit **at least one** Open House
- One out of three Weichert Open Houses leads directly to a sale
- Last year, over a million potential buyers visited Weichert Open Houses

Suggested Dialogue

NOTE: Choose the questions below you're most comfortable with to engage the client and open the dialogue for Open Houses.

Have you seen our signs and balloons in the area, especially on Sunday afternoons?

Have you ever stopped into one of our Open Houses? What did you think?

What have you heard about Open Houses?

Don't you want to take advantage of a proven sales method that brings us one third of our buyers, resulting in thousands of home sales each year?

Facts: We spoke earlier about how buyers find their homes. Open Houses are an effective way to get your property previewed by buyers. Statistics show that 73% of homebuyers visit at least one Open House and 73% of Buyers respond to yard signs. Buyers, through our ads, signs and balloons recognize the Weichert Open House Program.

Benefits:

- Our approach is to use an Open House as a way to debut your house to the market.
- It encourages buyers who are not currently working with a Sales Associate to see your property.
- Have you ever visited an open house, fell in love with the house and then had this sinking feeling when you saw other prospective buyers walk in? The chance they might feel the same way led you to take action a little faster. A Weichert Open House creates competition among perspective buyers.
- Open Houses motivate interested buyers to make offers before the Open House. It creates a sense of urgency for a buyer truly interested in your home, but may be a bit on the fence about it.
- Precisely scheduled Open Houses help augment initial "Just Listed" buzz about your home.
- Weichert Open Houses create interest and bring more visitors.
- Nearly one third of all Weichert Open Houses results in a sale.

Tip

Listen carefully to the client's response. It will provide you with a wealth of information about their insights and feelings on Open Houses. Use this to emphasize key points in your presentation.

Close: The bottom line here . . . your house and another house are up for sale on this block. You hold your house open and 6 potential buyers walk through. The other house doesn't. No one visits the house. Who has a better chance of selling by the end of the week?

Transition: I'd like to share with you the steps I'll take to make sure your Open House is a success...

Page 15: Our Program. Our Open Houses lead more directly to success.

OPEN HOUSES

Our Program

Our Open Houses lead more directly to success.



BEFORE, I WILL:

- Display a minimum of 8 directional signs*
- Promote your Open House on real estate web sites
- Feature your home with driving directions on weichert.com
- Use highly recognizable local publications to attract the most buyers
- Invite people in your area

DURING, I WILL:

- Register all guests
- Sell your home's benefits as I escort guests through the property
- Advertise your home's affordability through Weichert Gold[®] Services

AFTER, I WILL:

- Follow up with all prospects
- Answer questions, gauge interest and arrange for private visits
- Contact you frequently with feedback

YOU SHOULD KNOW

My commitment to your Open House will result in the proactive personal service necessary to attract and win over buyers.

*Follow guidelines for accessibility.
Each office/agent's business office is independently owned and operated.
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**Weichert
Realtors**

Page 15: Our Program. Our Open Houses lead more...

Key Points

The “How” of Weichert’s Open Houses – the difference
What we will do before, during and after to bring results

Suggested Dialogue

Everything that I do before, during and after the Open House is what makes our Open House Program so successful . . . and what makes Weichert Open Houses different from all others.

Before the Open House I will promote your property on the real estate web sites and feature your home in Weichert Weekends on Weichert.com with driving directions. I will put up directional signs to guide buyers to your house easily. And I will call your neighbors to invite people to your Open House.

NOTE: *Don't discuss putting up signs if the town does not permit them.*

Part of the program is inviting the neighbors to attend, encouraging them to bring people they know who would love to live in your neighborhood. Do you see how this could help get the buyers to your house?

During the Open House, I register all guests. Then I discuss the benefits of your home as I escort the visitors through your house. We also advertise the affordability of your home for buyers through our Gold Services financial worksheet.

After the Open House, we follow up with all prospects to answer questions, assess interest and arrange appointments for private visits. I will call you with the feedback received from the visitors of the Open House. My thorough follow up with all buyers and with you ensure this program works most effectively.

Did you know we also hold Broker Open Houses? These expose your property to every local broker who is also working with buyers who want to move into your neighborhood.

No other company holds as many Open Houses as Weichert. We're the indisputable leader in delivering effective Open Houses that will get you the results you're looking for.

Fact: When we hold our first Open House for your property, I can have an average of *(insert the average number of guests you have here)* guests come through and preview.

Benefit: By holding an Open House, you're making the preview of your property so much more efficient and convenient for you and the buyers. Those guests come through on a Sunday and you avoid having to get your house ready for all those different appointments for buyers previewing your property separately.

Tip

Here's a good opportunity to show the guest registry and the Property Highlights Sheet that you will have available at the Open House. Also share any other marketing materials you would prepare especially for showing at their Open House. Engage the client. Allow them to review the materials and ask questions.

Close: Is this a service you would want? If you'd like, we can schedule your first Open House for this Sunday or would next week be better for you?

OR


Do you see why our Open House Program is so effective?

Transition: I'd like to share some important research that connects this marketing plan with where we find buyers...

Page 16: The Presence. No one puts more into the sources buyers use most.


Our Presence

No one puts more into the sources buyers use most.




Internet

- Weichert has over 2.8 million visitors a month, 100,000 visits a day.*
- More than 350,000 search terms attract users to our site.
- The average visit duration to Weichert.com of 13 minutes is better than all other major real estate companies and, in some cases, nearly double.*
- Unique contact center responds immediately to online buyers.




Local Marketing

- Weichert advertises home listings in over 300 different publications.
- 63% of all buyers respond to yard signs** & Weichert's yellow signs are among the most recognizable in real estate.
- Weichert's direct mail program sends out over 12 million postcards a year.



Open Houses

- Weichert's Open House Program is the industry leader.
- More than 1 million potential homebuyers visited a Weichert Open House in 2006.***



The Weichert® Name


- Weichert has more than 19,300 Sales Associates in over 500 company-owned and franchised sales offices.
- More than 27,000 transferees a year can be referred by agents of Weichert Relocation Resources Inc., one of the world's largest companies of its kind.

* Weichert Lead Network. **2006 National Association of REALTORS® Profile of Home Buyers and Sellers. ***Private study by Weichert, Realtors.

YOU SHOULD KNOW

Only Weichert does so much to leverage each of the best sources of buyers for your home.

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Page 16: The Presence. No one puts more into...

Key Points

Review of the best sources for finding buyers; Internet, Local Marketing, Open Houses and the Weichert Name (the Brand)

Suggested Dialogue

This page highlights and summarizes the strength of the marketing plan I propose for your property, and how I will use it to continually drive buyers to your house until it is sold.

According to a recent National Association of Realtors Survey, buyers find their home in primarily four areas:

- The Internet – 80% of buyers search online
- Local Marketing – this includes the yard sign, direct mail campaign and newspaper advertising
- Open Houses – remember, 1 out of 3 Weichert Open Houses results in a sale
- Real Estate Agents Like Me – At Weichert, we're over 18,000 strong

Tips

Give the sellers a chance to read through the points. Then highlight the key strengths and discuss how Weichert goes beyond the basic requirements and provides added value through 95,000 hits a day to Weichert.com web site, Direct Mail (12 million postcards a year), advertising in over 300 publications, etc.

Close: Can you see how Weichert's marketing strategy lines up with how buyers find their homes?

Transition: Let me show you how we make it as easy as possible for buyers to purchase your home...

Page 17: One Source. Our solutions address all your...

Key Points

- Gold Services for Sellers - we do it all for you and for your buyers to ensure a successful close
- Personalized service 7 days a week
- Quick, secure certified Buyer Pre-Approvals
- Introduce Gold Services Manager and encourage an immediate connection

Suggested Dialogue

Facts: Mr. & Mrs. Seller, we've put together a program that works with the buyer to ensure a seamless transaction. We call it our One-Stop Gold Services Program. We guarantee that we will have everything in place for the closing to occur on time!*

Benefits: Another advantage of working with me over other Associates is that we have it all for you in one company. We have a qualified financial expert in our office, seven days a week providing service to Sellers like you and buyers who want to purchase your house. My Gold Service Manager, _____, will pre-approve buyers so you can be comfortable when we are looking at offers on your house that these buyers are not a risk and have the ability to purchase your home and actually get to settlement on time.

Gold Services for Sellers includes:

- Personal service, 7 days a week
- Quick, secure certified Buyer Pre-Approvals
- Moving Consultation/Services and Utility Connections
 - Weichert UtilitiesPlus Program – Order, change or transfer your utilities such as electric, gas, telephone service and much more through the UtilitiesPlus program available at the Weichert Gold Services section of Weichert.com
 - Weichert Move Manager (to help with your move-related needs)
 - Gold Services Coordinator will take care of everything
- Bridge Loan Financing
- Weichert Home Protection Plan (protect home appliances for a hassle free closing)
- \$5000 Performance Guarantee to ensure the house closes on time

This is all part of the full package of services we provide our clients.

Our Weichert Gold Services Manager is the point person for mortgage, insurance, title and Weichert Home Protection Plan. Here is the business card of my office's Gold Services Manager, _____.

**\$5000 Guarantee requires Seller to register in Gold with the Gold Services Manager. Contract with a "Gold Guaranteed" Buyer who gets title, mortgage, insurance through Weichert.*

Tip

Pull out your GSM's business card right now and hand it to the Seller.

Close: Let's arrange a meeting with the GSM. S/he is ready to answer any questions you may have.

Transition: A major consideration of buyers is the monthly mortgage payment. We can help your buyers with that concern...

Page 18: The Opportunity. I'll highlight your home's affordability.

GOLD SERVICES

The Opportunity

I'll highlight your home's affordability.


Weichert Gold® Services
one stop, many solutions | Mortgages, insurance, home warranties,
moving and related home services.

Let's explore the affordability of
**123 Anytown Road,
Anytown, USA 01234**


YOURS FOR AS LOW AS \$1,662.50 per month

Loan Program	Loan Amount	Interest Rate / APR	Points	Monthly Payment
Conventional 5/1 ARM EO	\$420,000	4.750% / 4.793%	0	\$1,662.50
Conventional 5/1 ARM EO	\$420,000	5.000% / 5.044%	0	\$1,750.00
30-Year Fixed - Jumbo	\$420,000	6.000% / 6.047%	0	\$2,518.11

Allow us to help you find the perfect financing option for you.



Sally Woods
Sales Representative
Weichert, Realtors®
Anytown Office
Office: 000-000-0000
email@address





Financing available through:
John Smith
Weichert Gold Services Manager
Weichert Financial Services

225 Littleton Road, Morris Plains, N.J. 07950 1-800-837-4577

YOU SHOULD KNOW

The Weichert Gold® Services Manager on my team offers over 300 financing options to help qualified buyers afford your home.

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Page 18: The Opportunity. I'll highlight your home's...

Key Points

Breaking the price into monthly payments gives buyers attractive options to afford the Seller's home

Over 360 financing options make it easy to buy the Seller's home

Suggested Dialogue

Mr. & Mrs. Seller, if you were looking for a home today, would it help you to have information on monthly costs and financing options?

Fact: Jim Weichert realized that people budget their money on a monthly basis. That's why we have the Weichert Gold Services display, which shares per month costs with all prospective buyers.

Benefit: It helps your buyers make a decision faster - and that will mean more offers for you.

Features/Facts: Earlier I spoke of Weichert's distinct advantages, one of which is our Gold Services program. Weichert offers over 360 financing options for buyers today, and can use innovative financing options to make your house affordable to the greatest number of buyers. This is a sample of the financing options I will display in your house. During the Open House this information can be a deciding factor to a buyer.

Benefit: Once a buyer sees what the monthly cost will be with one of our loan programs and realizes this is within their budget, they could decide to purchase your home right then and there.

Tip

If you haven't already done so, take out a Weichert brochure. Open to the Gold Services section (the Gold section). "When we're done here today, I'll leave this with you so you can review the full array of services we offer."

Close: Would you want a fact sheet like this on your property that outlines some monthly payment options for prospective buyers? My Gold Services Manager will prepare this for you and we can have it ready for your first Open House.

Transition: Setting the sale price for your house is key. Let me share our exclusive formula for evaluating your home's worth...

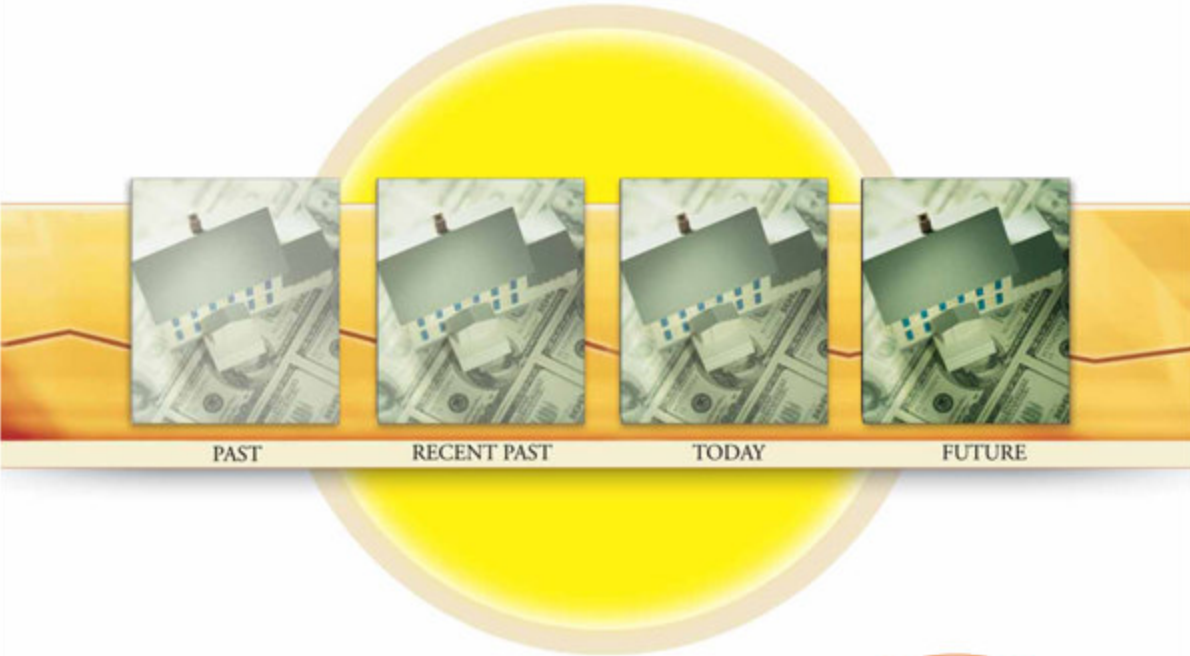
Page 19: One Aim. Determining your best asking price.

PRICING

One Aim

Determining your best asking price.

Our unique method goes beyond the traditional assessment of comparable home prices by anticipating changing market conditions in your area.



PAST RECENT PAST TODAY FUTURE

YOU SHOULD KNOW

Only the **Weichert Price Trend Analysis** projects local trends to help you sell for the best price as quickly as possible.

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**Weichert
Realtors**

Page 19: One Aim. Determining your best asking price.

Key Points

Price Trend Analysis is a unique approach to valuing your home. It's not just past comparables from a couple months back. The Price Trend Analysis allows Sellers to see the trend and factor in the direction of prices in your market in order to maximize the Seller's investment.

Using Price Trend Analysis valuation helps get the most money for the home

Suggested Dialogue

Weichert has developed a unique pricing strategy to project local trends in order to help you price your home properly from the start. Not all companies use this strategy since it requires additional research. I've prepared a Price Trend Analysis specifically for your home. I will share that with you in a few minutes.

This is another distinct advantage of working with Weichert.

Tip

Point out that this is a cutting edge tool, not used by other companies. Do Not Talk Price at this time. Explain that you will share the Price Trend Analysis with the Seller in just a few minutes.

Close: Would helping you assess the marketplace to determine pricing trends be of value?


Transition: I'd like to tell you a little bit about myself since our working relationship will be key throughout this process...

Page 20: Your Specialist. I know the local market thoroughly.

NEIGHBORHOOD SPECIALIST

Your Specialist

I know the local market thoroughly.



By staying in constant contact every week until your home is sold, I can help you:

- Understand current market conditions and pricing trends in your neighborhood
- Keep track of the inventory of comparable local homes
- Analyze feedback from prospective buyers
- Negotiate the best sale price the current market will bear

YOU SHOULD KNOW

I will commit all my skills
as a Neighborhood
Specialist to sell
your home for the best
price possible.

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Weichert
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Page 20: Your Specialist. I know the local market...

Key Points

- Highlights you as the Neighborhood Specialist
- You have local market knowledge
- Spotlights your community involvement
- Being the Specialist gives you an edge when negotiating

Suggested Dialogue

Facts: I keep myself updated on what's happening in the market and I analyze local market trends. I'll keep track of any competing properties that come on the market and will alert you to these all throughout the listing period. As I take prospective buyers through your home and show your house at open houses, I'll be sure to keep you updated with their feedback and interest. When an offer comes in I'll work with my Gold Services Manager to ensure the buyer is pre-approved and financially able to purchase your home. Finally, I'll negotiate on your behalf and ensure you get the best sale price possible.

Benefit: I share this with you so you know everything I will do on your behalf. I want you to feel comfortable that I have the knowledge and experience in this business to provide you with the best service and guidance.

Close: Are these the kinds of services you would want from a real estate agent?

Transition: Here's some background on my experience...

Page 21: Your Specialist. I'll serve your needs personally.

Key Points

- Your background, experience and personal commitment to service
- You will handle the entire home sale process

Suggested Dialogue

This provides a little bit of background on who I am and what I've accomplished. My personal commitment to service is really how I have grown my business and become successful at Weichert.

Tip

If you have not shared your personal brochure and/or resume prior to your meeting, do so now.

Emphasize different points depending upon your tenure in real estate . . .

<i>New Sales Associate</i>	<i>Experienced Sales Associate</i>
<i>Local Knowledge</i>	<i>Real Estate track record</i>
<i>Community Involvement</i>	<i>Years of successful experience</i>
<i>Years living in the town</i>	<i>History with Weichert and community</i>
<i>Years in sales</i>	<i>Awards and credentials in real estate</i>
<i>Key skills: sales, negotiation, effective communication and presentation skills</i>	<i>Levels of achievement</i>
<i>Personal interests and hobbies</i>	

If you are a certified Mentor, affix the Gold Seal here and discuss the following: "You may have noticed this Gold Seal. I earned this seal when I became a certified mentor for my office. I coach, teach and guide other Associates. I help them learn about the real estate business and how to provide service to our customers. I consider it an honor to be regarded in my office as someone people can rely on for answers and help."

Close: It would be my privilege to be able to work with you and handle every aspect of selling your home.

Transition: Another way my expertise and background in real estate comes into play is how I deal with any problems...

Page 22: Your Resource. I handle problems from contract to closing.

NEIGHBORHOOD SPECIALIST

Your Resource

I handle problems from contract to closing.

Selling a home is a complicated process.

DEED RESTRICTIONS

PROPERTY LINES AND CONDITIONS

LOCAL ZONING ORDINANCES

SMOKE DETECTOR AND CARBON MONOXIDE ALARM

WATER LEAKAGE

CRACKS AND BULGES

MORTGAGE CONTINGENCY

PROPER BUILDING PERMITS AND APPROVALS

WOOD-DESTROYING INSECT INSPECTION

Protect Your Family from Lead in Your Home

For Your Protection Get a Home Inspection

YOU SHOULD KNOW

A surprising amount of my efforts and expertise come into play between your signed offer and your closing.

Weichert Realtors

22

Page 22: Your Resource. I handle problems from contract...

Key Points

Real estate transactions are a complex process

Your expertise will take this process through ALL phases of the transaction, contract to settlement

There are many points during a transaction that can require negotiation

You are uniquely and thoroughly trained to handle these negotiations

Suggested Dialogue

What's your initial reaction to this page?

Out of all the issues highlighted here, are there any that you're particularly concerned about?
Do you recall any issues when you sold or bought a home before?

Well, that's where I come in.

Here is where our on-going commitment to training separates us from the competition. I am with you through the entire process working for you behind the scenes on issues that may come up on any transaction.

Selling your house can be a complex affair. You'll need a knowledgeable professional who has the industry experience to navigate that complexity. I will not only market and sell your home, but see you through every detail involved in completing the transaction all the way to a successful closing.

It's my job to simplify this for you.

Tip

Share an example of a complicated transaction you or someone in your office encountered. Stress how your expertise helped bring this transaction to a successful close.

Use the following dialogue with Sellers who have communicated their intent to try to sell their home on their own.

"Mr. & Mrs. Seller, you mentioned that you were thinking of selling your house on your own. I just want to make sure you are aware of the various disclosures you will need to make to prospective buyers. The law does not recognize the fact that you are not licensed as a real estate agent when it comes to the rights of the buyer. Your attorney can review these forms with you. Remember, they usually charge for their time."

Close: Is it of value to you to have someone on your side handling any issues or problems that might arise through the selling process?

Transition: There are a number of steps involved in selling a house...

Page 23: The Process. I'll guide you every step of the way.

NEIGHBORHOOD SPECIALIST

The Process

I'll guide you every step of the way.

- 1 Your Local Weichert Office**
Call or stop by to receive us.
- 2 Initial Visit**
Your Weichert Sales Associate gets acquainted with you and your home to preparation for presentation of services.
- 3 Recommendations**
Associate may suggest simple ways to make your home more marketable and attract a better price.
- 4 Marketing Plan**
Your Weichert Sales Associate presents a custom marketing plan, along with marketing pieces that will decrease your time to buyers.
- 5 Price Evaluation**
Associate will use the unique Weichert Price-Trend Analyzer to project activity in your local market in order to help you set a price.
- 6 Listing Agreement**
Listing Agreement is reviewed. You supply home keys as well as copies of your deed, survey, and the title policy, if available.
- 7 Home Protection Plan**
The advantages of the optional Weichert Home Protection Plan as a buyer incentive will be explained to you.
- 8 Weichert Gold Services**
Your Weichert Sales Associate will review how Weichert Gold Services can make the transition to your next home easier.
- 9 "For Sale" Signs**
Weichert's highly visible and most recognizable "For Sale" signs is placed on your property, an important tool buyers frequently use to find their homes.
- 10 Lockbox**
With your consent, a lockbox is placed on your door to allow access by licensed real estate professionals.
- 11 Multiple Listing Service(s)**
Your property is placed on the Multiple Listing Service(s) to appropriate to expose it to other buyers and their real estate.
- 12 weichert.com**
Through our state-of-the-art content center, online buyers interested in your home can immediately contact a Weichert Sales Associate who can answer questions and arrange an appointment.
- 13 Neighborhood Calling**
Neighborhood calling by your Weichert Sales Associate lets your neighbors - often a source for buyers - know your home is for sale.
- 14 Financing Sheet**
A financing booklet prepared specifically for your home shows buyers how affordable your home fits into their monthly budget.
- 15 Mortgage Credit Approval**
Weichert Financial Services can give buyers mortgage credit decisions to increase so that you can have confidence in a buyer's ability to complete a purchase.
- 16 Weichert Caravan**
Associates from surrounding Weichert offices preview your home on the scheduled "Caravan" day.
- 17 Broker Open House**
Associate takes your home to other areas and estate brokers.
- 18 Open House**
Thousands of Weichert Open Houses lead to a sale - That's because your Weichert Sales Associate follows a ready-made guide for your public Open House - from sending invitations by mail and by phone to 24-hour follow-up.
- 19 Inter-office Referrals**
Our local Weichert office receives referrals of potential buyers for your home through Weichert's powerful network of more than 18,500 Weichert Sales Associates in over 300 company-owned and franchised sales offices.
- 20 "Just Listed" Cards**
As soon as your home is listed, we send to hundreds of potential buyers a direct mail card that lets them know your home's available.
- 21 Weichert Relocation Resources Inc.**
Your Weichert Sales Associate enlists Weichert Relocation Resources, whose corporate contacts and participation in the Leading Real Estate Companies of the World™ engage your home to buyers relocating into your area.
- 22 In-house Promotions**
Your home's listing is reviewed at Weichert office meetings to generate more showings.
- 23 Advertising**
Your Weichert Sales Associate gets the word out through a combination of direct mail, newspaper and internet advertising, and neighborhood calling targeted to each your most likely buyers.
- 24 Monthly Payment in Ad**
Monthly payments to Weichert ads encourage calls from buyers who see they can afford homes in your home's price range.
- 25 Follow-up Feedback**
Your Weichert Sales Associate regularly reports on progress and gives you feedback from prospective buyers and brokers who have seen your home.
- 26 If You Are Also Buying**
If you plan to purchase another home, your Weichert Sales Associate can explain how Weichert Gold Services can ease your way in closing, with financing, home warranty insurance, title insurance, a home protection plan, and home connections like utilities and security systems.
- 27 Relocation Assistance**
If you are relocating, your Weichert Sales Associate will get you in contact with the local Weichert office in that area or with Weichert Relocation Resources.
- 28 Periodic Review**
At regular intervals, your Weichert Sales Associate will review market activity to determine if a price adjustment is appropriate.
- 29 Manager's Review**
Your Weichert Sales Associate may arrange a "Manager Review" by the Weichert office manager to assess your home's progress.
- 30 Offer Made**
Your Weichert Sales Associate advises you of all offers and helps you negotiate any counter offers you may make.
- 31 Agreement**
Working through your Weichert Sales Associate, you and the buyer agree on price and terms, including a closing/settlement date.
- 32 Contract of Sale**
Final deposit is placed in a trust account. In some areas, an attorney review is customary.
- 33 Notifications**
Your Weichert Sales Associate notifies Multiple Listing Service(s), if applicable.
- 34 Inspections and Follow-up**
Your Weichert Sales Associate keeps you advised on progress of pre-closing prep and structure of inspections, if applicable, and follows up on details as necessary to bring your sale to final closing/settlement.
- 35 Mortgage Commitment**
Your Weichert Sales Associate advises you upon confirmation of closing/settlement date and location are confirmed.
- 36 Closing/Settlement**
Adjustments made for interest/finance items (taxes, heating oil, etc.). You are paid and give the buyer title (see deed) and keys.

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Page 23: The Process. I'll guide you every step of the way.

Key Points

There are many steps and you'll be the Seller's guide through each one of them
You are there through each stage of the transaction until settlement
Discuss Price and provide the Leave Behind piece

Suggested Dialogue

There are many other steps along the way to ensure a smooth closing. We're already on Step 4.

Take a quick look at these . . . do you have any questions on any of these steps?

Tips


With each step, address any concerns the Seller may have and how you will handle these concerns.

Refer to this pull-out from the Weichert Brochure so the Seller can review later.


Page 24: The Sale. I look forward to your success.

The Sale


I look forward to your success.



Thank you, Homeowners name,
for inviting me in. I promise to bring results.




Joseph Associate



YOU SHOULD KNOW

You and I have one goal:
to get you the best price
and terms for your home as
quickly and smoothly
as possible.



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Page 24: The Sale. I look forward to your success.

Key Points

Summarize the value story here. Connect again to the Seller's situation, the Seller's goals and the Seller's key priorities.

Goal is to make selling the house a seamless experience for the Seller: 1) maximizing the return on the sale of their home, 2) sell it quickly or according to the Seller's timeline, 3) least amount of stress or inconvenience.

Summarize the Value You Provide

Mr. & Mrs. Seller, let's recap what we've just discussed.

I will use a well-executed, customized marketing plan that clearly demonstrates your home's unique value. This will be designed to target buyers relocating into the area or buying locally.

Throughout the entire Marketing of your house, I will communicate with you.

I will use my strong negotiating skills to get you the best price and terms.

We can pre-approve your buyer for a mortgage and coordinate all of the services they will need so you will both close on time.

I will stay with you throughout the process, offering quality advice, to keep it on track and make it as stress free as possible for you.

Our goal is to get your house sold for the best possible price and terms, according to your schedule, with minimal inconvenience to you.

NOTE: Connect back to the Seller's key priorities and how the plan addresses these.

Tips

Based on reaction to the presentation – sum up any concerns the homeowner expressed, and reiterate your “solutions.”

You may also want to summarize the presentation by returning to The Advantage (page 6) in which you highlight the six distinct advantages of working with you and Weichert. Use this page to summarize the unique marketing strategies. Point to the six advantages and ask the Sellers which of these they believe would be of most benefit to them in selling their home. Ask if they have any questions on any of the other strategies you discussed. Answer their questions and concerns.

Close: Before we discuss price, I'd like to ask if you feel comfortable with the marketing plan I've prepared for you? . . . Good. So the only thing left to do is determine the price and get started.

Share Leave-Behind

Once we get all the paperwork completed, I have a leave-behind brochure that summarizes the entire marketing plan. There are also some tips in here to help you in preparing your home to sell.

Tips for an Effective Pricing Discussion

Preparing for the Pricing Discussion

An effective discussion relies on effective preparation. Take the time to pull together all the key statistics and comparables you'll need to help guide the sellers.

If you are challenged with selecting the "right" comparables, consider building the story with MORE data. For example, pull **ALL** 4 BR, 2.5 BATH properties in a given town from 12 months ago, 6 months ago, what's under contract in the past 3 months and what's current now. Average the sold/list prices and days on market to show the trend with all properties that have these basic features. Enter the summary data on one line of each box of the PTA. You can tell the sellers, "I've included ALL comparables to give you a complete picture of what's happening in the market."

Print out a list of all Expireds and Withdrawns that match the sellers' home. State, "I brought these so you can see what buyers were unwilling to pay for in this market. No buyers came forward on these listings – they either expired or were withdrawn from the market. This is useful information to have as you consider price. I've averaged the list price and days on market until these properties either expired or were withdrawn."

Calculate the market absorption rate. Print out the Market Absorption rate grid from Weichert University so you can show the sellers the kind of market in which they're selling.

DURING the Pricing Discussion

Follow the steps outlined in the Weichert Pricing Discussion Self-Diagnostic Checklist (next page).

Engage the Seller – invite their questions and reactions. This will guide you in determining what you need to clarify or explain.

Give the Seller time to read the data and information. They may not be used to reviewing comparables printed off the Multiple Listing Service and may need some guidance on how to read these. Using a highlighter to point out key data is one way to help them focus.

AFTER the Pricing Discussion

Ask for the listing. "It would be my honor to work with you and your family. Shall we get started?"

As soon as the pricing discussion is concluded, have a pen ready. Hand pen and listing agreement to homeowner, with a smile.

Thank the Seller for their time and hospitality.

Say goodbye to their children if appropriate.

Express your pleasure at having met them.

Pay them a compliment as you leave – for example, "You have such a lovely dining room set."

If they didn't sign the listing agreement right away, set a specific time to follow up with them.

Weichert Pricing Discussion Self-Diagnostic Checklist

Key Behaviors Checklist	Y	N	N/A
1. Share the BIG Picture			
Shared approach: "I'd like to talk to you now about our approach for pricing homes. We not only look at comparable homes in the local marketplace, we research trends from 12 months ago, 6 months, what's under contract and what's currently active."			
Shared the "Snapshot": "Before we look at the boxes across the page, let me direct you to what I consider is the executive summary of what's happening in this market, the Current Inventory Analysis Snapshot. At the bottom of the page, you'll see . . ."			
Reviewed the Current Inventory Analysis Snapshot. Discussed the rate at which houses are selling in the neighborhood. Explained Market Absorption Rate and how this affects price.			
2. Review the Boxes Across the Price Trend Analysis			
Engaged the seller into reviewing and analyzing the data.			
Reviewed the boxes on the PTA (12 months ago, 6 months ago, etc.).			
Explained the implications of the data on how it affects price.			
3. Drill Down on the Facts (Review back-up Comparables, Expireds, etc.)			
Showed the seller comparables and discuss the features of the properties, location, etc. and how that affects price. Demonstrated neighborhood knowledge and knowledge of inventory.			
Showed the seller houses that went under contract quickly because they were priced right.			
Provided other supporting material to give the seller information to price their house appropriately. (e.g., Showed Expireds and Withdrawns – "Here are sellers with asking prices that were not aligned with the market. These houses did not sell at the list prices you see here.")			
4. Ask the Seller for a Price Range for their Property			
Asked the Seller: "Based on all these facts and the Price Trend Analysis we just reviewed, what price or range are you comfortable with at this point?"			
Affirmed the sellers' decision OR asked, "That's interesting . . . What facts and information are you using to support that price?" (Deflected appropriately so seller "owns" the price.)			
"Based on the Price Trend Analysis and the comparable properties in this area, the range is more realistically here, wouldn't you agree?" (Involved the seller in setting price.)			
5. Agree on Price and Close for the Listing			
"Since we both agree this price is the most aggressive, let's try for this and evaluate where we are in two weeks. I will have my well-respected, experienced colleagues come through your home for a preview for all their buyers. At that time they will give me a price opinion on your home and we can discuss further whether the price needs to be adjusted or not."			
Set stage for price improvement: "We'll be monitoring how the market responds to the property and price in three ways: 1) Agent Opinions as the property is previewed 2) # of Showings and Buyer Feedback and 3) Offers made in the first 2-4 weeks . . ."			
"I'm looking forward to working with you. Let's write up the listing agreement now."			
Summarized next steps (scheduling of broker open house, first open house, confirming information for the multiple listing service, etc.)			
"Thank you for your business. I look forward to working with you!"			

Additional Tips For Pricing

What to Consider When Selecting Comparable Properties:

Comparable properties are those properties that most closely match the characteristics of your sellers' property. Think of comparing "apples to apples" to uncover properties that are your sellers' competition in the market and that will attract the same pool of buyers.

- Because you are the expert in your local market area, you select comparables carefully by looking at location, style, size, number of bedrooms, number of baths, number of garages, condition, age and property size.
- Also consider other property characteristics such as amenities, size of rooms, improvements, etc.
- Be sure to visit comparable properties that are your subject property's competition. The more you know about the properties in your market area, the better you become at pricing.
- It's essential to use the Price Trend Analysis, because it shows a number of representative comparable properties and presents them in such a fashion as to provide sellers with a concise, executive summary of what's happening in the market.
- Your sellers may suggest a property upon which they want to base their entire pricing decision. *Remember, the pricing of a single house is not representative of a market.*
- If you are challenged with finding comparables in your search, you may need to expand the market area, be more flexible on property type, or make adjustments on property characteristics. Consider what parameters you can change to broaden your scope. The purpose of the analysis is to give your sellers the information they need to make an intelligent decision on price. Just be sure to explain what you did and the reason you expanded your search. Seek their agreement on the parameters you choose.
- Learn as much as you can about how properties in your market area are assessed. If there is consistency between the assessed values from comparable to comparable, it further strengthens your selection. Of course, there will be variations for new construction or improvements. There are also market-specific methods for assessed value that you need to know to truly be the Neighborhood Specialist.

Choose Comparables to the Subject Property, NOT a Preconceived Range:

Be careful to objectively conduct the pricing process and selection of comparables. A common pricing pitfall is to become the sellers' advocate for their preconceived notion of price. You should avoid any analysis that tries to prove a theory. The best advice is NOT to take any position, but let the market form the analysis.

- Avoid being influenced by your sellers. Your attachment to them developed in the process of understanding their wants, motivations and concerns, and may influence you to think like them in your approach to pricing their home.
- Don't try to justify the sellers' thinking. Simply taking the price the sellers want and looking for comparables that fall within that price range can lead to negative outcomes. If the price is not in line with the market, the listing can linger and eventually expire. No one's interests are served in such a scenario.

Think Competitives, Not Just Comparables:

The most competitively priced homes on the market will sell first and that is something sellers should consider when setting their asking price.

- See the home through the buyers' eyes. If your subject property is a 4-bedroom, 2.5-bathroom colonial on a quiet residential street and there are ten other similar homes in the area on similarly quiet streets, which one do you think the buyers will bid on first? Most likely the competitively priced one.
- Place the most competitively priced comparables in the Active Listings box of the Price Trend Analysis. These will sell first and give a more realistic picture of market activity to sellers.

Know Your Market Absorption Rate:

Market absorption rate is the number of months projected to totally deplete the existing inventory level based on current monthly sales. This is important information to help you set expectations with your seller.

- The higher the absorption rate, the longer it will take to sell off the current supply of homes. Those most competitively priced will sell first.
- In a market where there is an abundance of inventory, commanding the upper end for a property translates to waiting longer for it to sell. If the sellers are on a right timeline, then pricing just under the market could be the smart strategy to ensure the house gets sold according to the seller's timeframe.
- During the "Getting To Know You" step of the listing process ask the sellers if they had a price in mind. Consider sharing market absorption with sellers. It will demonstrate your expertise and will "plant the seed" for the pricing discussion.

Additional Resources

For more information log onto www.WeichertOne.com and Weichert University to access the following:

For more Tips and Techniques, log into the Weichert Toolkit and access:

Asking For the Price Improvement	Price Trend Analysis
Customized Weichert Listing Presentation	Price Trend Analysis Calculator
"Getting To Know You" Brochure	Weichert Gold Services Folio of Services
Market Update	Weichert Brochure
Open House Tips	

Take these Online Courses to expand your expertise and increase your knowledge:

First Step in the Listing Process: Getting To Know You	The Weichert Listing Process: Effective Closing Techniques
Gold Series: Discover Gold	The Weichert Listing Process: Dialogue and Tips
Gold Series: Turn Your Listings Into Gold	Working With The Seller: A Step-by-Step Process
Overcoming Common Seller Objections	Pricing It Right
Overcoming the Commission Objection	