

Mike Nailling's

PRE-LISTING
INFORMATION
PACKAGE

Enclosed is information about my 79-Step Method for getting your home sold fast for top dollar, my background, my guarantee to you, some real estate myths, and a list of questions you should ask *ANY* Realtor before you sign *ANYTHING!*

Please review this package before our appointment.

Thank you for taking the time to review this package. These materials have been sent to you in advance of our meeting so you will know a little more about me, my services, and how they will benefit you.

At this point, I don't know all of your particular needs and objectives, nor do I know your financial and family situation. I do know selling a home can either be an emotionally trying time, or a very exciting one. My job is to provide you with enough solid information so you can make an honest, informed decision based upon facts, not hype.

As you look through this package, use the forms at the back to note any questions you may have so we will not forget to address them at our meeting. I am preparing a complete presentation and market analysis for our meeting. I will cover many important items including:

- ✓ My proven 79-Step Home Selling System
- ✓ A little-known pricing technique that gets a lot more showings
- ✓ The 2 things that will kill a home sale before it gets started
- ✓ ...and much more

Selling your home is a complicated task, so it is crucial for you to have every possible advantage...including the right Realtor! I look forward to meeting with you.

Sincerely,

Mike Nailling
Real Estate Broker



Mike Nailing's

MISSION STATEMENT

It is my mission to consistently provide the highest quality, most innovative and exceptional real estate service available anywhere in Orange County.

I will strive to always provide value far in excess of my clients' expectations. My constant goal is to develop long-term, mutually respectful relationships beneficial to all parties.

I will be positive, helpful, and enthusiastic at all times – always focusing on solutions, not challenges. I will run an organized, efficient business that adheres to the highest standards of integrity and ethics yet is a fun, enjoyable environment.

I will constantly strive to create, develop, and implement new ideas, strategies, and services that will benefit you. I will continually educate myself in all aspects of the ever-evolving real estate profession so the level of client service I offer continues to be cutting edge.

Core Values

- Honesty and integrity at all times in all situations.
- Continually improved services exceeding my clients' expectations.
- Work with only the most enjoyable and motivated clients and co-workers.
- Tirelessly pursue personal growth while achieving professional goals.

“Mike Nailling’s Amazing 79-Step System to Get Your Home Sold Fast and For Top Dollar”

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyers’ agents on MLS printout.
2. Provide Home Audit to suggest constructive “home staging” sales techniques designed to appeal emotionally to buyers and yield the highest possible price offers.
3. Provide home showing guidelines to help you prepare your home for appointments. (i.e., lighting, soft music, etc.)
4. Obtain and verify accurate methods of contacting you.
5. Gather information to help assess your needs.
6. Assess your timing.
7. Assess your motivation.
8. Assess your immediate concerns.
9. Ask you questions about you and your property to learn how to better serve you and provide helpful information as needed.
10. Discuss your purchase plans and determine whether I can assist you in your next purchase or if we can research and find a qualified agent to assist you in your new location.
11. Provide you with relocation information if needed.
12. Determine how quickly you need to move.
13. Obtain information that will help me to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your home in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What do you think your home is worth? How much do you owe on your property?

14. You can help me with your home sale by having the following ready: (a) copy of deed, (b) copy of current tax bill, (c) copy of title policy and survey, (d) 2 sets of keys (one for the lockbox and one for my office in case there is a problem with the first set)..
15. I will electronically measure home / rooms for MLS printout.
16. Using the information gathered in our initial meeting and tour of the property, I will research the market value of your home.
17. I will research competitive properties currently on the market.
18. I will research competitive properties that have been withdrawn from the market.
19. I will research competitive properties currently under contract.
20. I will research expired listings (properties that did not sell during their time on the market).
21. I will research competitive properties that have sold in the past six months.
22. I will call other agents, as necessary, to discuss activity of the comparable properties they have listed in the area.
23. I will research any previous sales activity of your home.
24. I will enter your name and address in my computer system to keep you informed of market changes, mortgage rate fluctuations, sales trends or anything else that may affect the value and marketability of your property.
- 25. I will strategically price your home to enable it to show up on more MLS Searches.**
26. I will prepare an equity analysis to show you expenses, closing costs and net proceeds.
27. I will explain the use of the (SPDS) Seller Property Disclosure Statement you will complete which is presented to the buyer of your home. This will help you avoid **devastating setbacks** and preserve your legal rights.
28. I will take full color digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.
29. I will electronically submit your home listing information to the Southern California Multiple Listing Service for exposure to over 16,000 active real estate agents.



30. I will immediately submit digital photos of the interior and exterior of your home to the MLS at the same time your listing is input so buyers and agents can view pictures of your home when deciding which homes they will tour.

31. I will negotiate with the Buyer or Buyer's Agent to split the cost of new required compliances.

32. I will set up Home Warranty coverage, if you choose, to protect your home during the listing period and for 12 months after the sale to reassure buyer of the quality of your home.

33. I will install a high-tech lockbox to allow buyers and their agents to view your home conveniently **but does not compromise your family's security.**

34. I will enter remarks within the MLS system specifying how you want the property to be shown.

35. I will arrange a free 30-minute consultation with a financial advisor to go over details of this transaction and financial consequences.

36. I will search the MLS System for Realtors most likely working with interested and capable buyers for your home, then fax or e-mail copies of your home listing information for them to review immediately.

37. I will maximize showing potential with professional signage.

38. I will have a sign installed in your front yard.

39. I will include a "sign rider" when allowed.

40. I will create compelling "teaser" flyers to stimulate calls on your home.

41. I will target market to determine the most likely buyers.

42. I will discuss marketing ideas with the "Mastermind" group of top Realtors from across the country.

43. I will create a property brochure of features and lifestyle benefits of your home for use by buyer's agents showing your home. This will be prominently displayed in your kitchen or dining room.

44. I will attach an information box under the "For Sale" sign for feature sheets so they are available to passers by.

45. I will use other marketing techniques such as offering free reports to multiply chances of buyers calling in, discussing, prequalifying for, and touring your home.
46. I will help you prepare the Homeowner's Information Sheet which includes information on utilities and services the buyer will need to know when transferring services after closing.
47. I will prepare a financing sheet with several financing plans to educate buyers on the various methods of purchasing your home.
48. I will create a custom "Information Sheet" to be placed in your home for buyers and buyer's agents to reference home features, area map, plat/lot map, floor plan (if available), tax information, and other possible buyer benefits.

49. I will advertise in the OCRegister.com

50. I will advertise in LATimes.com

51. I will advertise your home to my V.I.P. Buyers as well as all qualified buyers in my database.

52. I will submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home – available on my website at Realtor.com and linked to several other sites.

53. I will distribute your home flyer to other agents in my office and throughout the Board of Realtors membership.

54. I will promote your home by distributing flyers and brochures to local lenders and local Chambers of Commerce who mail to people relocating to our area.

55. I will deliver copies of advertisements and marketing material of your home to you for your review.

56. I will log in all home showings to keep a record of marketing activity and potential purchasers.

57. I will follow up with all the agents who have shown your home to answer any questions they may have.

58. I will make forms available to entice other Realtors to relay buyer impressions of showings of your home.

59. I will send a personalized letter to residents in your immediate neighborhood promoting the features and lifestyle benefits of your home. Often neighbors know of friends or family members who would like to move into your neighborhood.

60. I will provide you with a bi-weekly market analysis update of any activity in your neighborhood (i.e., new homes on the market, homes that have sold, etc) to keep you informed about key market conditions within your area.

61. I will pre-qualify all buyers before showings to avoid wasting your time with unqualified showings and buyers.

62. I will discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing the sale.

63. I will provide Open Houses with a licensed Realtor by request.

64. Cancellation Guarantee. 100% Satisfaction GUARANTEE.

65. I will handle paperwork if a price adjustment is needed.

66. I will receive all offers and review important details of the contract to determine our best negotiating position.

67. I will explain all aspects of the real estate sales contract, all counter offers, lead-based paint, verify and follow-up with attorneys, verify pre-qualification, verify earnest money deposit, etc.

68. I will negotiate for the highest price and best terms for you and your situation.

69. I am a *Dedicated, full-time REALTOR®* - not a part-time real estate agent.

70. I have a highly-trained office staff to process and track the entire closing process.

71. I will coordinate the scheduling of the buyer's appraisal and will supply comparable sales if needed.

72. I will coordinate the scheduling of the termite inspection.

73. I will coordinate the scheduling of the Home Inspection with the buyer's agent and **handle contingencies** if any.

74. I will coordinate and review with you any buyer requested inspections and assist the buyer's agent with any problems that may arise relative to your home sale.

75. I will coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth closing.
76. I will set up the final Walk Through of your home for buyer's and their agent.
77. I will assist in scheduling the closing date for you and all parties.
78. I will arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures, etc.).
79. I will help you relocate locally, or out-of-area, with highly experienced agents across the globe; you are sure to have the highest quality agent help you on both sides of your move to make it worry and stress free.

Is there any doubt why I often sell homes for 99% of the asking price? Compare this to the local agency averages and you can see why my “79-Step System” is so effective.

All Agents are NOT equal!

Announcing Mike Nailling's

EASY EXIT

LISTING AGREEMENT

What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing you valuable time and exposure on the market.

Well, worry no longer. I take the risk and the fear out of listing your home with a real estate agent. How? My EASY EXIT Listing Agreement.

When you list your home with me and my EASY EXIT Listing Agreement, **you can cancel your listing at any time.** No hassles. It's easy.

- You can cancel your listing any time.
- You can relax, knowing you won't be locked into a lengthy contract.
- Enjoy the caliber of service confident enough to make this offer.

Only one restriction applies... I ask that you voice your concern and give me seven (7) days to resolve the problem. That seems fair, doesn't it? If I can't smooth any concerns you may have within the seven day period, you are free to withdraw your listing.

I feel so strongly that you should be able to fire a real estate agent if there is dissatisfaction with the service, that I give you my EASY EXIT GUARANTEE.

Mike Nailling
Real Estate Broker

(714) 960-5389



SUGGESTED QUESTIONS FOR LISTING AGENTS

1. Do you work as a full-time Realtor®?
2. How many potential buyers and sellers do you talk within a week? A month? Of those you speak with, how many actually contact you as opposed to cold-calling?
3. How many buyers are you currently working with?
4. In what ways will you encourage other Realtors® to show and sell my home?
5. What can you tell me about the real estate market in this area?
6. What price do you recommend for my home, and what is it based on?
7. What are your average days on market?
8. What is your list to sales price ratio?
9. What kind of advertising do you do?
10. How often will my home be advertised, and where?
11. How do you attract buyers from outside the local area?
12. Will you prepare an informative feature sheet for my property? May I see a sample?
13. Where and how will the feature sheets be distributed and to whom?

14. Do you have a system to follow-up with other agents and brokers so that we get valuable feedback after every showing?
15. How often and in what way will I be kept informed?
16. Are you associated with a national referral network that refers their buyers to you and gives you the opportunity to refer me to the top agent in the town or state I may be moving to?
17. Do you have a way to market my home through the Internet or Virtual Tours?
18. Do you have a specific Marketing Plan designed to sell my property quickly and for top dollar? How does it go beyond placing a sign in my yard, an ad in the paper, and notifying the Multiple Listing Service?
19. How many homes have you sold in the past 6 months? Year?
22. Do you have references that I may call?
23. What happens if I am not happy with your service? Do you have a 100% satisfaction guarantee policy? Can I cancel my listing if I am not satisfied or am I locked in?

FACT...

On the average... Buyers inspect 12 homes before making an offer.

That means 11 other homes are competing against yours.

What that means to you is...

In today's market, buyers are increasingly savvy. Many sellers are "testing the market" resulting in a high number of listings. This means the competition is stiff!

Working together, we can make sure your home gets the attention it needs to stand out from the pack.

Your job is to make your home bright, shiny, and clean—as close to a "model" home as possible. My job is to 'tell the world' and work to gain maximum market exposure.

There are 5 essential ingredients that comprise the formula for a successful sale of your home.

CONDITION

LOCATION

MARKET

TERMS

PRICE

Your home will sell at highest profit and in the quickest amount of time when all the ingredients are combined perfectly.

If only one ingredient is left out of the formula or is out of proportion to the others...

Your home will take longer to sell and will, quite possibly, COST YOU MONEY

LOCATION

The pricing of your home must reflect its location. The better the location, the higher the acceptable price. School districts, high or low traffic, and highway accessibility, all need to be considered in determining the value of your home's location. We cannot control the location.

CONDITION

The pricing of your home must accurately reflect its condition. The general upkeep and presentation of your home is critical to obtaining the highest value for your home. Roof, plumbing, carpets, and paint all relate to condition. Basic rule: If we can smell it...we can't sell it!

MARKET

Recession, inflation, interest rates, mortgage availability, competition, and the public's perception of the general economy all make up the market. It may be a buyer's market or a seller's market. The pricing of your home must reflect the current nature of the market because we cannot influence the market. We can, however, take advantage of the market.

TERMS

The more financing terms and options you accept, the more potential buyers there will be for your property. The pricing of your home must reflect the terms available. The easier the terms, the more valuable your property becomes. (And this is where I really shine... by offering a broad, full spectrum of mortgage products and options to you and all potential buyers!)

PRICE is the #1 most important factor in the sale of your home.

The consequences of making the wrong decision are painful. If you price your home too low, you will literally give away thousands of dollars that could have been in your pocket.

Price it too high, and your home will sit unsold for months, developing the reputation of a problem property (everyone will think there is something wrong with it).

Failure to understand market conditions and properly price your home can cost you thousands of dollars and cause your home not to sell... fouling up all of your plans.

Setting the proper asking price for your home is the single biggest factor that will determine the success or failure of your home sale.

I Won't Let This Happen To You!

Utilizing the latest computer technology and my in-depth knowledge of the market, I will analyze current market conditions in combination with your personal time requirements to identify the correct price range for your home.

You can't afford any "guesswork" in this critical step!

PRICING GUIDELINES

- What you paid for your property does not affect its value.
- The amount of money you need to get out of the sale of your property does not affect its value.
- What you think it should be worth has no affect on value.
- What another real estate agent says your property is worth does not affect its value.
- An appraisal does not always indicate what your property is worth on the open market.

The value of your property is determined by what a *ready, willing, and able buyer* will pay for it in the open market, which will be based upon the value of other recent closed sales. **BUYERS DETERMINE VALUE!!**

DO NOT automatically list with the agent who gives you the highest price. Consumer Reports, July 2005 stated...

“Expect the agent to suggest a price range, but don’t let that frame you in. Be aware that some devious agents will, at first, suggest a very handsome price. Then, after they have the listing and the house hasn’t sold, they’ll come back with a pitch to lower the price.”

Thinking about selling?

When you work with me, I want to act in YOUR best interests.
I'm eager to have you share your concerns and expectations about the sale of your home.

*Please take a moment to complete the survey below...

What are you most concerned about?

	Not Concerned		Very	Concerned	
	0	1	2	3	4
Advertising?	0	1	2	3	4
Open Houses?	0	1	2	3	4
Showing Procedures?	0	1	2	3	4
Multiple Listing Services?	0	1	2	3	4
Pricing?	0	1	2	3	4
Closing Costs?	0	1	2	3	4
Commissions?	0	1	2	3	4
Security?	0	1	2	3	4
Buyer Qualifications?	0	1	2	3	4
Marketability?	0	1	2	3	4
Financing?	0	1	2	3	4
Negotiations?	0	1	2	3	4
Communications?	0	1	2	3	4

BENEFITS OF PROPER PRICING

- **FASTER SALE:** The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurance, and other carrying costs.
- **LESS INCONVENIENCE:** As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.
- **INCREASED SALESPERSON RESPONSE:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.
- **EXPOSURE TO MORE PROSPECTS:** Pricing at market value will open your home up to more people who can afford it.
- **BETTER RESPONSE FROM ADVERTISING:** Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.
- **HIGHER OFFERS:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.
- **MORE MONEY TO SELLERS:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

DRAWBACKS OF OVERPRICING

- **REDUCES ACTIVITY:** Agents won't show the property if they feel it is priced too high.
- **LOWER ADVERTISING RESPONSE:** Buyer excitement will be directed to other properties that offer better value.
- **LOSS OF INTERESTED BUYERS:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.
- **ATTRACTS THE WRONG PROSPECTS:** Serious buyers will feel that they should be getting more for their money.
- **HELPS THE COMPETITION:** The high price makes the others look like a good deal.
- **ELIMINATES OFFERS:** Since a fair-price offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.
- **CAUSES APPRAISAL PROBLEMS:** Appraisers must base their value on what comparable properties have sold for.
- **LOWER NET PROCEEDS:** Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

INTERNET EXPOSURE

175+ COUNTRIES
100+ MILLION PEOPLE

In keeping pace with innovation and advancements in computer technology, I now will place your home on my Internet sites.

I am constantly looking for ways to give my clients advantages over competitors in the marketplace that go beyond the traditional methods of marketing and promotion.

Full color pictures and a detailed description of your home, where targeted areas of your home will be highlighted. These amazing digital photo montages will be available to well over 100 million people worldwide, to anyone with access to the Internet on their computer!



And the best part... I will take these digital photos immediately and they will be submitted the same day your home hits the MLS!!!

REFERRALS / RELOCATION

Significant portions of our buyers come from outside the local area. These are often job transfers and corporate relocations.

As a member of several relocation and referral networks, I get the information on these buyers before anyone else.

This provides more potential buyers for your home.

CONTRACT & NEGOTIATION

When an offer is presented on your home, you will have three basic choices in deciding how to respond.

1. **Accept the offer.**
2. **Reject the offer.**
3. **Make a counter offer.**

Together we will thoroughly analyze the offer, and discuss its strengths and weaknesses. After studying the entire contract, I will give you my recommendation and you will decide how to respond.

This is where a competent agent can be worth their weight in gold... having the right wording or contingency clause in the contract can mean the difference between a smooth transaction and a **messy court battle**.

Being intricately familiar with real estate contracts, I know how to protect your best interests. My vast experience in contracts and negotiation will benefit you!

COMMON REAL ESTATE MYTHS

MYTH:

Mike Nailling sells a lot of real estate. Perhaps he is too busy to pay attention to my listing.

TRUTH:

Just as great restaurants are always busy and superior doctors have a heavy patient load, my success in marketing and selling homes has resulted in a busy schedule. But, like good restaurants and doctors, I have assembled a team of top-notch people to assist with all of the details. The result is outstanding customer service and support. The long list of satisfied clients speaks for itself.

MYTH:

A “discount” broker can do just as well and save me money.

TRUTH:

Successfully marketing a property in our competitive marketplace takes skill and resources. All of the promotional costs such as photos, brochures, printing, signs, advertisements, MLS fees, direct mail, etc. are paid for by me. How will a discount broker offer such a complete marketing campaign? Does the discount broker have a team to personally tend to your specific needs? Does he have a proven track record of success, or is he just using the lower commission to try to win your business? Does he have the expertise to guide you through the problems that often develop during the closing process?

Remember, you only actually pay a brokerage fee if and when your property sells. Many sellers have found that their commission with a discount broker was really zero, because their property never sold! It is interesting to note that a discount broker does not have a dominant market share in any major city in the country.

MYTH:

I should select the agent who suggests the highest list price.

TRUTH:

This is the oldest scam in real estate sales; tell the seller what they want to hear, compliment the home, and agree to list it at an unrealistically high price just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price.

I don't play any games. I provide a well researched computerized market analysis to determine the true realistic price that your home will bear in today's marketplace. The decisions of which agent to list with and what price to ask are **two completely separate decisions.**

Never select an agent based on the price he suggests; rather, select your agent based on CREDENTIALS and MARKETING PLAN, and then decide on price together!

MYTH:

Property condition is not that important to buyers.

TRUTH:

WRONG! A property in superior condition will sell faster and for a higher price than a home in average condition. Buyers purchase properties that are most appealing, and a home in great condition with a reasonable asking price always tops the list. Sellers that invest in necessary repairs and keep their home clean and fresh always reap the rewards!

MYTH:

Empty homes are harder to sell than occupied homes.

TRUTH:

Vacant homes often sell faster for several reasons, mostly, it depends on condition. A vacant home that is clean, in good repair, and priced fairly, will sometimes sell fast because the rooms will appear larger without furniture and clutter. Buyers can easily visualize their furnishings in the home, and most agents prefer to show vacant homes because they can go anytime without worrying about making appointments, etc.

MYTH:

Pricing a home for sale is a mysterious process.

TRUTH:

Your home will sell for what the market will bear. To determine the range of value for your home, it takes a solid knowledge of the market. Because every home is unique, your home will sell near the high or low end of the range depending on its specific attributes like location and condition. I utilize a computer database along with 38 years of experience to help you decide where to set the price. It is not simple, but it isn't mysterious.

QUESTIONS

Selling your home is a complex process, and it's only natural for you to have some questions and concerns. Please don't hesitate to ask any question you may have. When it comes to selling your home, there is no such thing as a dumb question!

Please note any questions you have, so that we can address them during our meeting:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____

When you purchased this house, you did so for very specific reasons. Reasons that might sell it as well!

IF...

**someone was looking at your home,
what specific things would you want
to point out to them?**
