

**Green Team:**

**Selling Power**

**At**

**Your Command**

**#1**

*in the*

*Mid-South!*

**CRYE-LEIKE, REALTORS®**

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**Wanting to  
Sell a Home--**



**But**

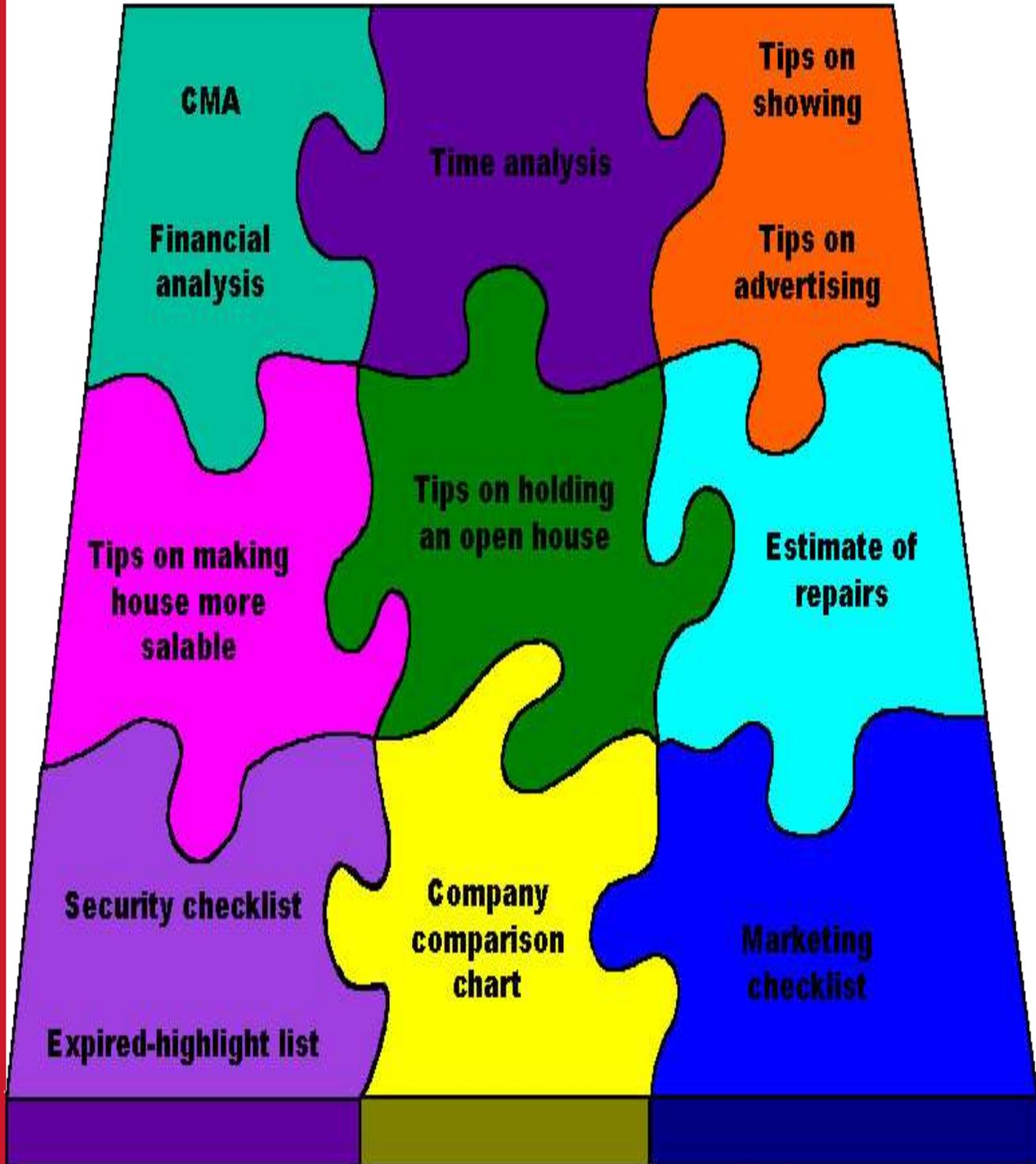
**Puzzled?**



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# The Green Team Solves Your Puzzle

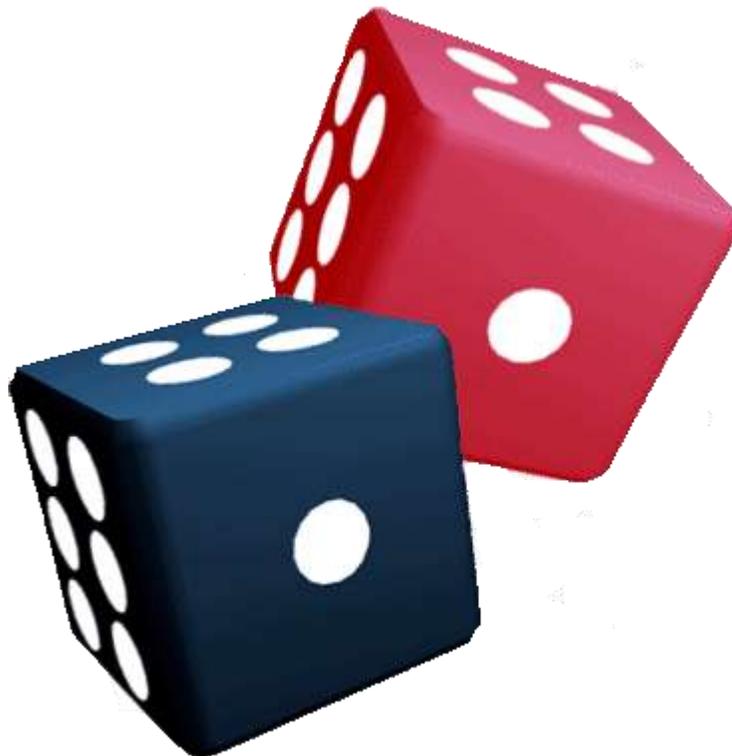


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# Home Marketing Program

**Don't Depend on the  
LUCK OF THE ROLL!!**

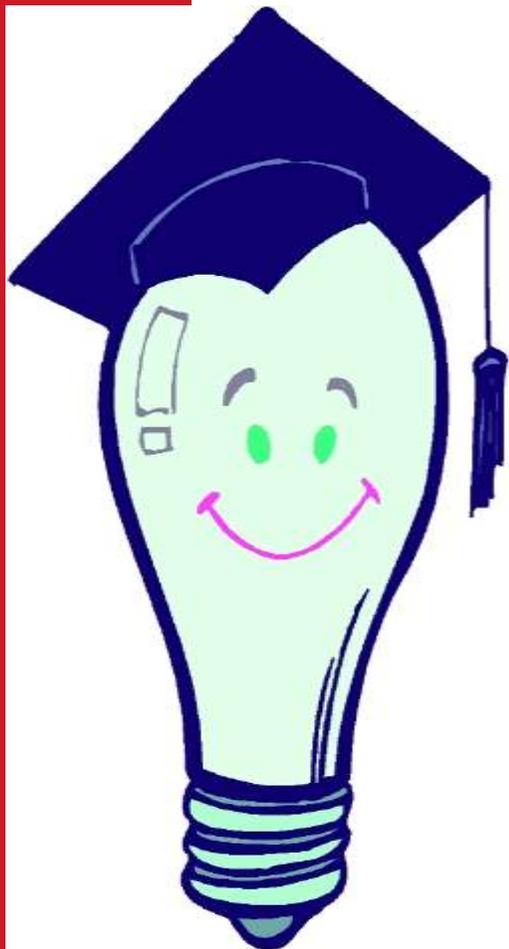


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Broker: This computer will cut your workload by 50%.

New Agent: That's great, I'll take two of them.



## CRYE-LEIKE Realtors®

A young broker had just started his own real estate office. He rented a beautiful office and had it furnished with antiques.

Sitting there, he saw a man come into the outer office. Wishing to appear the hot shot, the broker picked up the phone and started to pretend he had a big deal working.

He threw huge figures around and made giant commitments. Finally he hung up and asked the visitor, "Can I help you?"

The man said, "Yeah, I've come to activate your phone lines."

**#1 in Tennessee**

**The  
Smart Choice!**

When a real-estate agency hadn't sold our house, we decided to do it ourselves. I placed ads in the local papers, spray painted a "For Sale" message on a sign board and posted it outside.

When my husband came home that evening, he told me, laughing, that my sign was the most truthful one he had ever seen. Confused, I rushed outside to take a look. In my haste I had printed - "For Sale by Ower."

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# Marketing Program

I may not be the  
person who sells  
your home, but...

I will be the  
*r e a s o n*  
your home sells!

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*According to the National Association of Realtors, 96%  
of sales involve two agents cooperating in the sale.*



## Active Marketing

- ‘Out and About’
  - Apartment complexes
  - Knock on doors daily
  - Actively seek buyers

## AdImpact



**90%** of Realtors “hate to write ads”

**70%** of ads poorly written

Based on research by Stanford University

AdImpact ads receive **44%** higher readership

## Internet Exposure

- Multiple Listing Service
- Crye-Leike.com
- Realtor.com
- EppyGreen.com
- Others

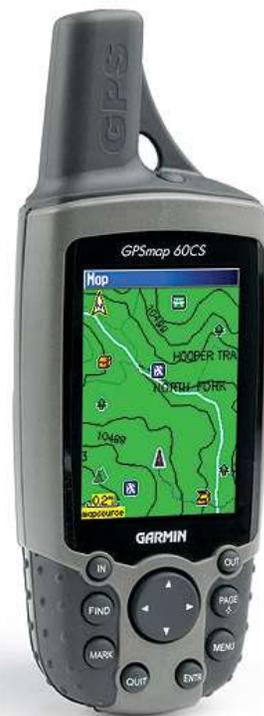


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# Tools of Technology--

To sell your house QUICKLY!



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## TECHNOLOGY MARKETING: Not Just A Web Site

### Search for a home:

77% of buyers use Internet (Our significant presence)  
71% of buyers use yard signs (Our 'Big Red')

### **First learned about home they purchased:**

24% identified the Internet (Our significant presence)  
36% from [real estate agent](#) (9 offices, 480+ agents)  
15% from yard signs (Our 'Big Red')  
7% or less from others (Newspapers, Home magazines, etc)

### **Internet resource rankings:**

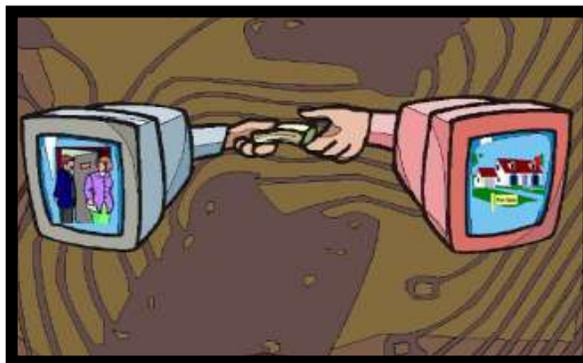
Realtor.com 54% (Our significant presence)  
MLS sites 50% (Our significant presence)  
[Real estate company](#) sites 38%(1,000,000+ hits per day)  
[Real estate agent](#) sites 31% (5 personal we manage)  
Local newspaper sites 15% (Times-Free Press)  
Other sites <15% (HomeTours.net)

### Proportion of time homebuyers spent searching online:

79% of total time searching other ways (Our Active Marketing)  
2 weeks, viewed only 6.2 homes before buying  
(7 weeks, viewed 14.5 homes before buying)  
80% used an agent in the buying process (480+ agents)  
[Google](#), Yahoo!, & MSN search engines most common  
(Our significant web presence)

### Most useful online features when searching:

Photos (Our quality and quantity)  
Property descriptions (Pictures Menu, AdImpact)  
[Virtual Tours](#) (Our Visual Tour Marketing System)



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## **TECHNOLOGY MARKETING: Owner's Advantage when Using a Realtor**

**Owners when selling often miss the consumer:**

- Consumers value online resources
- Owners rely heavily on traditional media

**Owners when selling often misjudge consumer marketing behavior:**

- 180 days – Consumer buying process
- 90 days – Owners perception of buying process

**Owners when selling often misjudge value of online marketing:**

- 18% - Owners estimate of their web site effectiveness
- 11% - Owners estimate of online listing effectiveness
- 25% - Actual effectiveness of both web site and Internet listing services effectiveness

**Owners when selling under estimate the budgetary importance of technology marketing:**

- 18% - Amount of budget Owners allocate to Internet-based media
- 50% - Amount of time online consumers spend using online media



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# **The Green Team's Investment in Selling Your Property**

***The Green Team budgets time value for your property's marketing program. It does not include a Realtor's normal overhead expenses.***

## **1. Value of Budgeted Marketing**

- a. Provide structured efforts
- b. Assure attention fairness
- c. Deliver effective marketing

## **2. Budgetary Activities**

- a. Market-Determined price (Interpolated)
- b. Time-on-market (Estimate)
- c. Specific marketing plan developed

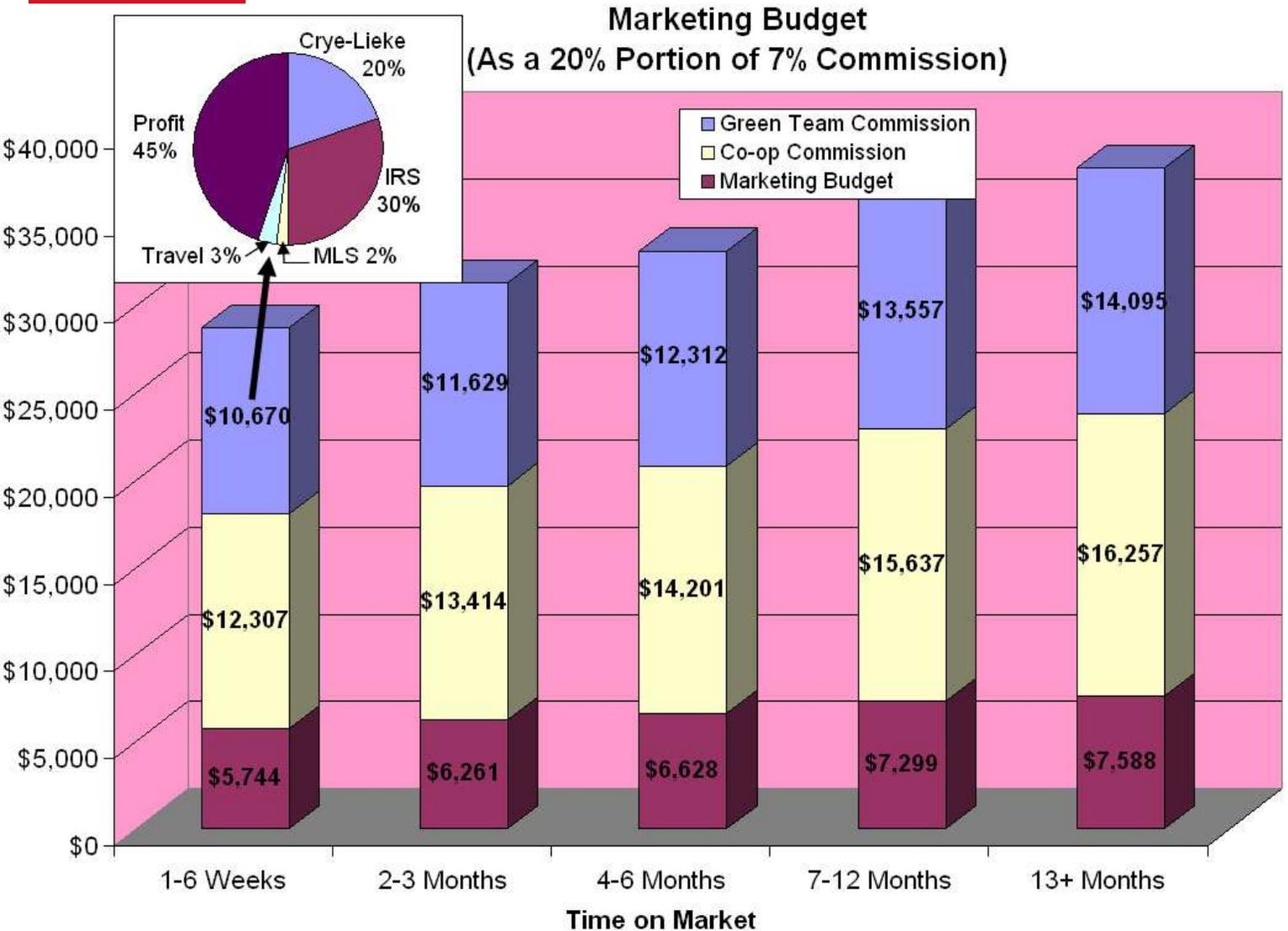
## **3. Client Benefits**

- a. Service equality
- b. Property-tailored marketing
- c. Defined marketing plan

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**The Green Team provides--**

**Exceptional  
marketing investment  
to meet YOUR timeframe**

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## Marketing Program for the Jolly Family

### Activity Development and Implementation

(Estimated for a 6-month marketing cycle)

	Pre-Listing	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
<b>Activity 1 Pre-Listing Research</b>													
1. Financial analysis	█												
2. Geographical analysis	█												
3. Demographic analysis	█												
4. Onsite analysis	█												
5. PricingInsight (22 variables)	█												
<b>Activity 2 Listing Process</b>													
1. MLS Submission		█											
2. Interior/exterior photos			█										
3. Sign		█											
4. Convenient Showings		█											
a. Appointment center		█											
b. Key/Lock box		█											
5. On-site information													
a. MLS information													
b. Enhanced fact sheet													
c. "What Makes...Special"													
6. PricingInsight (54 variables)													
7. AdImpact development		█											
<b>Activity 3 Tech Marketing</b>													
1. Visual Tours													
a. Property													
b. Neighborhood													
c. General area													
2. Home-A-ROM													
3. SmartLine													
4. Web site marketing													
5. Lead Generation Sites													
6. Your home's dedicated web domain													
<b>Activity 4 Active Marketing</b>													
1. Identify Realtors													
2. Individual Contact													
3. Realtor Tours													
4. Community Contacts													
5. Buyer/Agent assistance													
<b>Activity 5 Corporate Marketing</b>													
1. Intra-corporate awareness													
2. Individual contact													
3. Sales meeting tours													
<b>Activity 6 Open House</b>													
1. Select Sundays													
2. Widely advertise													
3. Open house													
<b>Activity 7 Closing Process</b>													
1. Offer assistance													
2. Offer presentation													
3. Contract assistance													
4. Contract-to-Closing													

Sample

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Sitting on the side of the highway waiting to catch speeding drivers, a State Police Officer sees a car puttering along at 22 MPH. He thinks to himself, "This driver is just as dangerous as a speeder!" So he turns on his lights and pulls the driver over.

Approaching the car, he notices that there are five old realtors -- two in the front seat and three in the back - eyes wide and white as ghosts.

The old realtor driving, obviously confused, says to him, "Officer, I don't understand, I was doing exactly the speed limit! What seems to be the problem?"

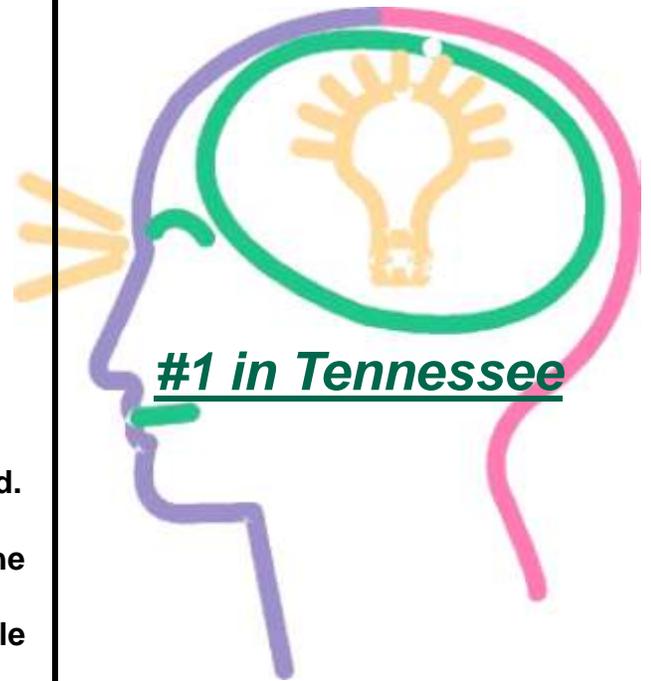
"Sir," the officer replies, "You weren't speeding, but you should know that driving slower than the speed limit can also be a danger to other drivers."

"Slower than the speed limit?" he asked. No sir, I was doing the speed limit exactly... Twenty-Two miles an hour!" the old realtor says a bit proudly. The State Police officer, trying to contain a chuckle explains to him that "22" was the route number, not the speed limit. A bit embarrassed, the old realtor grinned and thanked the officer for pointing out his error.

"But before I let you go, Sir, I have to ask... Is everyone in this car ok? These other realtors seem awfully shaken and they haven't muttered a single peep this whole time." the officer asks.

"Oh, they'll be alright in a minute officer. We just got off Route 119.

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