



Dear Future Homeowner,

The purpose of this Pre-Listing Package is to make you aware of some of the steps in the selling process as well as how we go about marketing and selling a property.

This is a very competitive market so one of the important elements is how the listing agent approaches the marketing and selling of your home. Most importantly is assisting you, the seller in positioning your property in this highly competitive market.

If you have any questions, please write them down so we can address them one-by-one.

Kind Regards,

Michael McGirr, P.A.

Broker Associate, GRI, e-PRO

The Kuhns Real Estate Group



The real estate market became a dynamic economic force in the county these past few years. The market responded vigorously to low interest rates greatly increasing the price of homes. Brevard for too long was an undervalued market, now it has been discovered. There is still opportunity in today's market for those who are prepared and have a plan to achieve their real estate goals.

As your Realtor[®], it is my job to understand your needs and respond to them promptly, professionally, and with integrity. It is my pledge to provide you with sound real estate advice, helping you to understand the wisdom of the decisions you make.

It is not only my business philosophy, but also a commitment to provide you with exemplary personalized service beyond your expectations. My practice is to listen, hear and truly understand your needs; a quality of business conduct that often seems to have been forgotten in today's fast paced, highly automated society.

Kuhns Real Estate Group Mission Statement

The Kuhns Real Estate Group is a team of diverse professionals with a single minded commitment to the provision of Extraordinary Customer Service, every time. Our mission is to provide current relevant information and counsel to help you achieve your real estate goals.



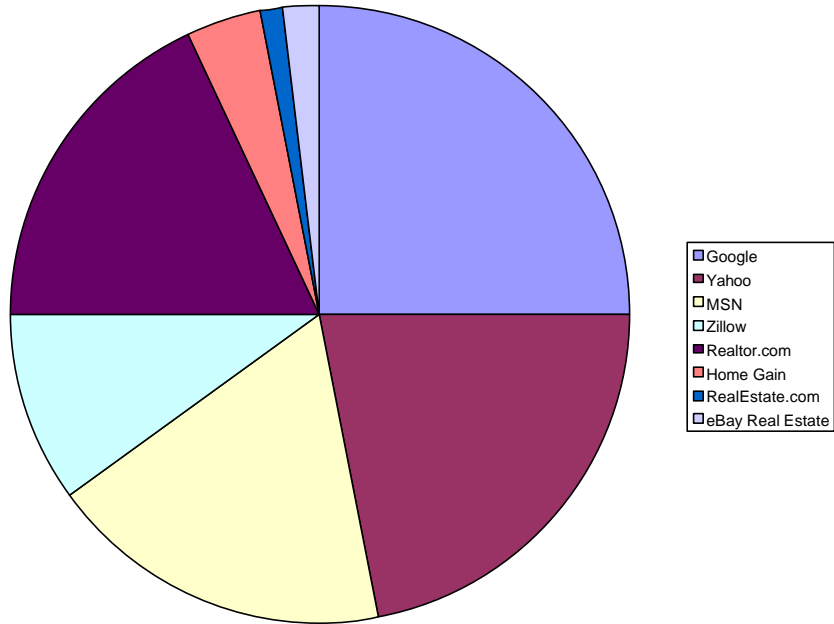


Listing property with The Kuhns Real Estate Group and **KELLER WILLIAMS®**
means receiving the following benefits:

1. Experience... Integrity... Skill... Effectiveness...
2. Advanced Techniques and Support...
3. Intimate Knowledge of the Marketplace...
4. Financial Counsel and Assistance.

KELLER WILLIAMS® FACTS:

- Founded in Austin, Texas, on October 18, 1983.
- KELLER WILLIAMS® Realty is the fifth largest and fastest growing real estate company in the U.S.A.
- KELLER WILLIAMS® Realty laid the foundation for agents to become real estate business people.
- Mo Anderson owned the #3 franchise in the largest real estate company in the world.
- Gary Keller was chosen by Realtors across the U.S. as one of five of the “Most Admired” REALTORS® in the nation.
- “Most Innovative Real Estate Company” – Inman News Features
- 55,000+ real estate consultants.
- 520 offices in the U.S. and Canada.
- 50 Major Markets.
- Excellence in real estate consultation training.



93% of ALL Buyers Start on the Internet

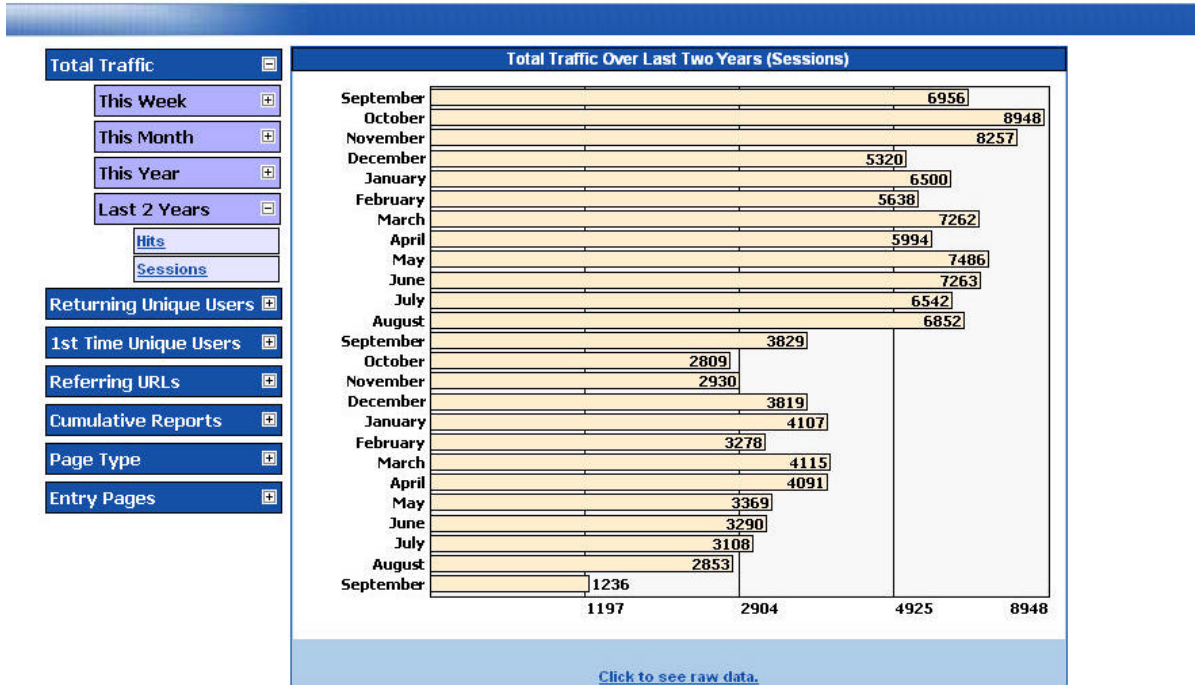
They search for the homes that meet their needs

**THEN, they look for a Realtor to represent them
in the transaction**

We Measure – So We Can Improve



2 Year Web Sessions @ WeKnowBrevard.com





THE COMPLETE SELLER'S GUIDE to Interviewing a Real Estate Broker

1. Do you work as a full-time Realtor? **YES, There are 5 full time REALTORS in our Group**
2. Do you have a full-time assistant? **YES, 2 FULL TIME and 2 Part Time**
3. What area and in what aspect of the market do you specialize? **RESIDENTIAL AND COMMERCIAL REAL ESTATE IN BREVARD COUNTY**
4. Do you have a written marketing plan specifically designed to sell my house? **YES**
5. How often do you market properties directly to buyers? **EVERYDAY**
6. What was your sales volume last year? **\$10 MILLION PLUS**
7. Will you produce a professional flyer of my home with a picture displaying my home? **YES**
8. Do you have a written business plan and mission statement? **YES**
9. How often will I hear from you after my home is listed with you? **BI-Monthly** May I cancel the listing if I don't hear from you as the schedule dictates? **YES**
10. What software do you use to track those activities being used to market my home? **TOP PRODUCER, once in Contract: The Settlement Room**
11. How do you find potential buyers? **Multiple Listing Service, SIGNS, 15 WEBSITES, MAGAZINES, NEWSPAPER**
Do you have a system to identify potential buyers? **YES WITH A DATABASE**
12. What other marketing techniques will you use to get my property sold? **OPEN HOUSES, VIRTUAL TOURS, BROCHURES, BROKER OPEN HOUSES, Realtor Caravans**
13. How many listings do you have? **30+** What percentages of them sell? **MAJORITY**
14. Do you have a personal marketing plan? **YES**
15. Do you have a personal website? www.WeKnowBrevard.com, www.WeKnowSuntree.com, www.WeKnowViera.com, www.WeknowRockledge.com, www.WeKnowBrevardBeaches.com, www.WeKnowCocoaBeach.com, www.WeKnowSatelliteBeach.com, www.WeKnowMelbourne.com, www.WeKnowCapeCanaveral.com, www.WeKnowMelbournBeach.com, www.WeKnowMerrittIsland.com, www.WeKnowTitusville.com, www.WeKnowPalmBay.com, www.WeKnowCommercialRealEstate.com, www.FloridaSpaceCoastHomes.com, www.BradKuhns.net, www.MikeMcGirr.com
16. Do you have a permanent E-mail address? Mike@WeKnowBrevard.com
17. What presence have you developed through your marketing? **KELLER WILLIAMS Realty of Brevard TOP TEAM**
18. Does your company have a website? www.KW.com
19. Who does your website link to? **REALTOR.COM, KW.COM, FLORIDALIVING.NET, HOMES&LAND.COM, BREVARDMLS.COM, ZILLOW.COM, ETC**
20. Do you have listings on Realtor.com? **YES, SHOWCASE LISTINGS (AN ENHANCED VERSION)**
21. Do you have a Realtor.com home page? **YES**
22. Does it link to your personal website or homepages? **YES**
23. Do you have a list of references I can call? **YES**
24. Do you have a database of qualified buyers for my home? **YES**

When interviewing agents, understand what services they offer and what services you are interested in. These questions are designed to tell you if an agent is taking the listing for another reason than getting your property SOLD!



MARKETING ACTION PLAN

FIRST DAYS:

1. **Install Electronic Lockbox (ELB)** to provide instant controlled, qualified access. “ELB” activity is monitored and tracked.
2. **Take pictures of the inside and outside** of your property for brochures, flyers, slide show and web based visual home tour.
3. **Enter on the Multiple Listing Service (MLS)** making it known to hundreds of local realtors.
4. Write Magazine Ads:
 - a. Homes & Land
5. Have “For Sale” sign installed wherever appropriate.
6. Enter property information On-Line, accessible via:
 - a. www.Realtor.com
 - i. Show Case Homes
 - b. <http://realestatecenter.BankofAmerica.com>
 - c. www.WeKnowBrevard.com
 - d. www.FloridaSpaceCoastHomes.com
 - e. www.Zillow.com
 - f. www.Fl.Living.net
 - g. www.HomesandLand.com
 - h. For Properties listed at \$750,000 and greater
 - i. www.NewYorkTimes.com
 - ii. www.BostonGlobe.com
 - iii. www.LuxuryHomesandProperties.com
 - i. www.Homes.com
 - j. www.KW.com
 - k. www.HB1.com (Home Buyer’s Scouting Report)
 - l. www.visualtour.com
 - m. www.Yahoo.com
 - n. www.msn.com
 - o. www.Google.com
7. Update the qualified buyers we are working with your property information.



SECOND WEEK:

1. Schedule Realtor's® / Broker's Open House where appropriate
2. Design Property Information Flyers
3. Deliver and Send Flyers to All Brokers and Realtors® who work in your area
4. Develop an information brochure for buyer showings.
5. Review Advertising Schedule with Advertising Department
6. Promote Weekly at Office Sales Meetings
7. Schedule "Open House" as and if necessary.

THIRD WEEK and AFTER:

1. Special Mailings to Targeted Buyers
2. Update my bank of Buyers with your property information
3. Special Mailings to Targeted Brokers/Agents
4. Track Advertising
5. Conduct "Open House" for Brokers and Buyers as needed.

ONGOING:

1. Communicate Regularly with You
 - a. We will communicate no less than Bi-monthly at a time we mutually agree upon.
2. Work to qualify prospective buyers and assist them in obtaining suitable mortgage financing.
3. Respond to Buyers/Agents Questions - Provide Information
4. Follow Up with Agents Showings
5. Provide You with Feedback from Prospective Buyers with Sellers
6. Keep You Advised of Activity and Trends in Your Market
7. Rewrite Advertisements to Keep them Fresh



FACTORS THAT DON'T AFFECT THE VALUE OF YOUR PROPERTY

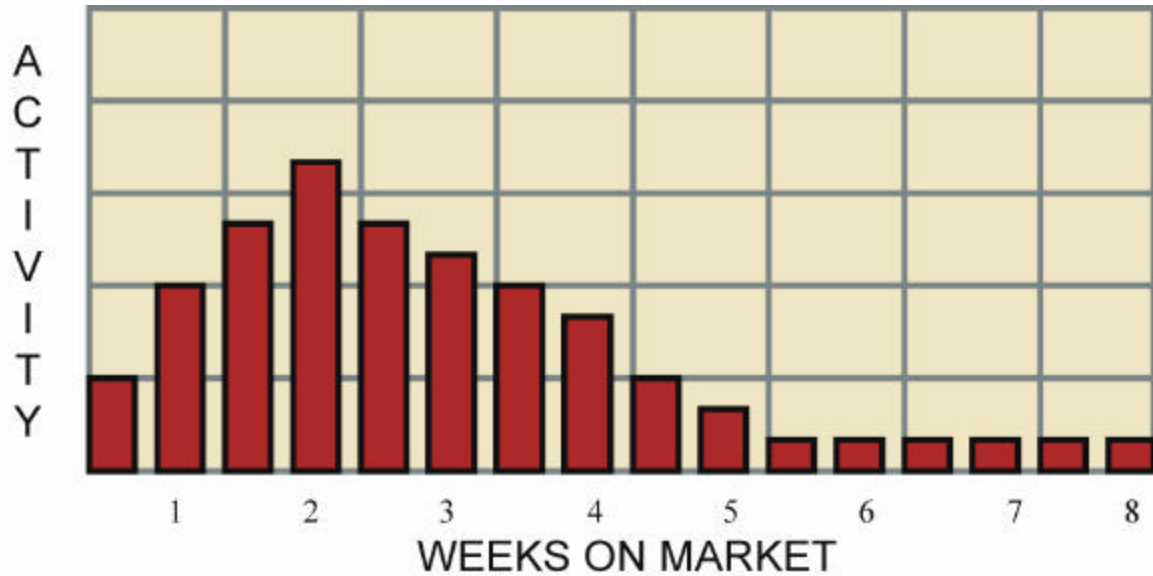


The value of your property is determined by
**what a BUYER is willing to pay in today's market
based on comparing your property to others
SOLD in your area.**

Buyers ALWAYS Determine Value!



Activity Versus Time



- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.



Preparing Your Home For Sale

With a little effort on your part, your home can be sold more quickly and at a better price. The following tips have proved invaluable to owners and are worth your special attention:

Preparation For Showing:

1. First impressions are lasting! The front door greets the prospect. Make sure it is fresh, clean, and paint the trim.
2. Keep lawn trimmed and edged, and the yard free of refuse. Reseed the lawn and fertilize if necessary, weed the gardens, and add mulch. Deep green grass makes a lasting impression. In winter, be sure snow and ice is removed from walks and steps.
3. Decorate for a quick sale. Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show him by redecorating? A quicker sale at a higher price will result. An investment in neutral new kitchen wallpaper will pay dividends.
4. Let the sun shine in. Open draperies and curtains and let the prospect see how cheerful your home can be. (Dark rooms do not appeal)
5. Do the windows and window screens work well and look good? Have the windows spotless.
6. Are the appliances operating properly and sparkling?
7. Fix the faucet! Dripping water discolors sinks and suggests faulty plumbing.
8. Repairs can make a big difference. Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.
9. From top to bottom. Display the full value of your attic, basement and other utility space by removing all unnecessary articles. Brighten dark, dull basements by painting walls and adding brighter light bulbs.
10. Safety first. Keep stairways clear. Avoid cluttered appearances and possible injuries.
11. Pack excess linens and clothing to make closets look bigger. Neat, well-ordered closets show the space is ample.
12. Bathrooms help sell homes. Check and repair grout in bathtubs and showers. Make this room sparkle. Don't let the Handy Man add gobs of caulking when grout is what you need.
13. Arrange bedrooms neatly. Remove excess furniture. Use attractive bedspreads and fresh looking window coverings.
14. Have I removed or mentioned to my realtor any attached items that are not included, such as special chandeliers, shelving or garden plants?
15. Am I familiar with similar homes on the market that I may be competing against?
16. Have I asked my realtor for a list of ways I can improve the "marketability" of my home without wasting time and money?
17. Can you see the light? Illumination is like a welcome sign. The potential buyer will feel a glowing evening when you turn on all your lights for an evening inspection.
18. Am I ready to disclose any structural defects such as roof, foundation or wiring problems?
19. Have I started looking for my new home? Do I know what I want in another home?
20. What do I need to do to prepare for my upcoming move?



Showing The House:

1. Whenever possible leave your house for showings, if not, follow the tips below.
2. Three's a crowd. Avoid having too many people present during showings. The potential buyer will feel like an intruder and will hurry through the house.
3. Music is mellow. But not when showing a house. Turn off the blaring radio or television. Let the agent and buyer talk, free of disturbances.
4. Pets underfoot? Keep them out of the way--preferably out of the house.
5. Silence is golden. Be courteous but don't force conversation with the potential buyer. He wants to inspect your house--not to pay a social call.
6. Be it ever so humble. Never apologize for the appearance of your home. After all, it has been lived in. Let the trained agent answer any objections. This is his/her job.
7. Remain in the background. The agent knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed. Allow the buyers to take "psychological possession."
8. Why put the cart before the horse? Trying to dispose of furniture and furnishings to the potential buyer before he has purchased the house often loses a sale.
9. A word to the wise. Let your Realtor discuss price, terms, possession and other factors with the customer. They are eminently qualified to bring negotiations to a favorable conclusion.
10. Use Keller Williams Realty. We ask that you show your home to prospective customers only by appointment through this office. Your cooperation will be appreciated and will help us close the sale more quickly.



Preliminary Property Information

Most title and abstract companies will provide you with preliminary property information, including but not limited to:

1. Warranty Deed
2. Deed of Trust
3. Restrictions
4. Plat Tax Information

Property Information Needed for the Listing

1. Have you re-financed your property recently?
2. What is your mortgage balance?
3. Do you have a floor plan?
4. Do you have a survey?
5. Do you have a termite bond or treatment plan in place?
6. Is your hot water heater leased or owned?
7. If you have a security system; is it leased or owned?