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# Price and Exposure

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## MARKETING:

- Professional Photographer
- Staging - Returns higher sales price
- Install Yard Sign
- Place Home in MLS
- Advertise Home on 50+ Beneficial Websites
- Advertise the listing with 3000+ Agents
- Advertise the listing with 50,000 + Contacts in my Database
- Open House
- Door Knock 20 - 50 Closest Neighbors (So that they can alert friends and family who want to live close by)
- Mail Just Listed Cards to 200 Neighbors who want to move up
- Advertise on my personal and eXp Social Media Sites
- Promote the listing with other brokers such as RE/MAX, Ebby Halliday, Century 21, Williams Trew, Keller Williams, Fathom, eXp, and many more!

## ROLES AND EXPECTATIONS:

- Treat all parties honestly!
- Win-Win Relationship!
- Represent your best interest in any and all negotiations!
- Put your best interest above all others, including my own!
- Provide continuous comprehensive market information and recommend the best pricing strategy!
- Help prepare your home for effective staging and showing!
- Not to disclose any confidential information that will affect the sale of your home!
- Respond to and resolve all issues quickly and timely!
- Follow up with agents who show your home!
- Provide post-closing information, consulting services, and assist you with all future real estate needs!

Aaron Kile



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# Unique Soundbar Formula

Each home has it's own unique formula consisting of different levels of the below components:

- Home's Current Condition
- Current Market Trends
- Marketing
- Sales Price
- Market Feedback



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# Staging

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# Customized Listing Video for Social Media



[aaronkile.com/videos](https://aaronkile.com/videos)



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# Homework

Task:

Complete

1. Seller's Disclosure - Complete, initial, and sign next to buyer or seller.
2. Survey - Provide existing survey.
3. T-47 - Form used to convey survey. Complete, sign, and notarize in front of a notary (bank or any title company). Do not sign ahead of time.


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# If I Were The Buyer

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If I were the buyer....

What features would excite me about your property?

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