

7 SECRETS THAT WILL SAVE YOU THOUSANDS

HOW ANYONE CAN **SAVE TONS**
WHEN SELLING THEIR HOME



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no matter the Market Condition

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TOUGH MARKET CHECKLIST

**HOW TO SELL YOUR HOME IN A
TOUGH MARKET**



YES. / NO

CHECKLIST

HOW TO SELL YOUR HOME IN A TOUGH MARKET

01

DECLUTTER AND DEPERSONALIZE YOUR HOME

YES

☐

NO

☐

02

HAVE THE HOME LOOK AS NEUTRAL AS POSSIBLE

YES

☐

NO

☐

03

HAVE A LOCKBOX (IF APPLICABLE) SO THE HOME CAN BE SHOWN AT ANY TIME

YES

☐

NO

☐

04

DO THE RESEARCH FOR POTENTIAL BUYERS; DO A PRIVATE APPRAISAL, HAVE MARKETING MATERIAL, AND INSPECTION REPORT.

YES

☐

NO

☐

05

HAVE LANDSCAPERS CLEAN UP THE OUTSIDE OF THE HOME

YES

☐

NO

☐

06

HAVE PROFESSIONAL PHOTOS DONE AND A VIRTUAL TOUR

YES

☐

NO

☐

07

POST YOUR HOME TO AS MANY WEBSITES AS POSSIBLE

YES

☐

NO

☐

08

USE AN EVEN PRICE (25K INCREMENTS)
EXAMPLE: 300K 325K 350K 375K 400K.

YES

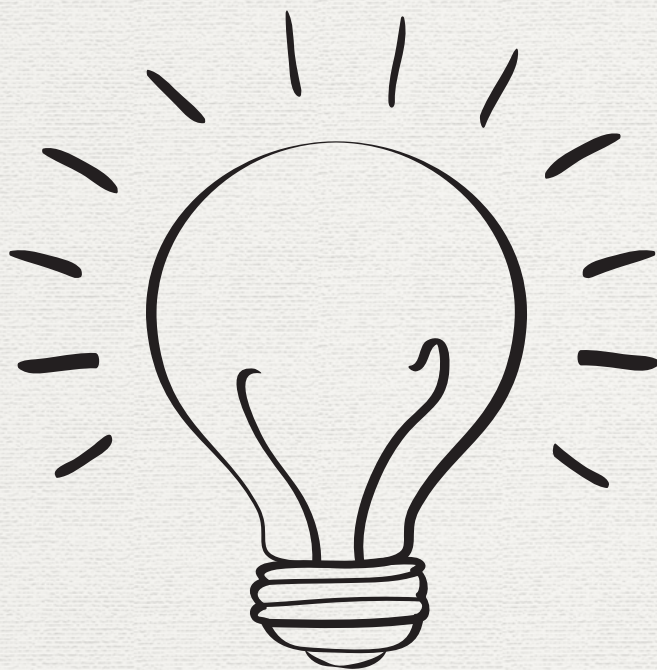
☐

NO

☐

NO SHOWINGS NO PROBLEM

HOW TO **SELL** YOUR HOME WITH **NO**
ONE BOTHERING YOU BLUEPRINT



BLUEPRINT

NO SHOWINGS NO PROBLEM

HOW TO SELL YOUR HOME WITH NO ONE BOTHERING YOU BLUEPRINT

- 01** HAVE CLEANERS TIDY UP THE HOME AND DECLUTTER IT
 - THIS ALLOWS FOR BETTER ONLINE VISIBILITY

- 02** HAVE PROFESSIONAL PHOTOS + VIRTUAL TOUR OF YOUR HOME
 - **INCREASE** SELLABILITY BY **96%**

- 03** HAVE AN INSPECTION REPORT DONE + PRIVATE APPRAISAL
 - **INCREASE** IN ONLINE BUYER CONFIDENCE BY **84%**

- 04** CREATE 3-5 DIFFERENT PHYSICAL MARKETING MATERIALS TO MAIL
 - CREATE A BUZZ AROUND YOUR HOME

- 05** RECORD SOCIAL MEDIA CONTENT FOR YOUR HOME
 - **90%** OF HOME PURCHASES COME FROM THE BUYER SEEING THE HOME **ONLINE**

- 06** 1 ON 1 VIDEO CALL APPOINTMENT BOOKING SYSTEM
 - QUALIFIED BUYERS CAN WALK (NOT LITERALLY) THE HOME THROUGH YOUR EYES

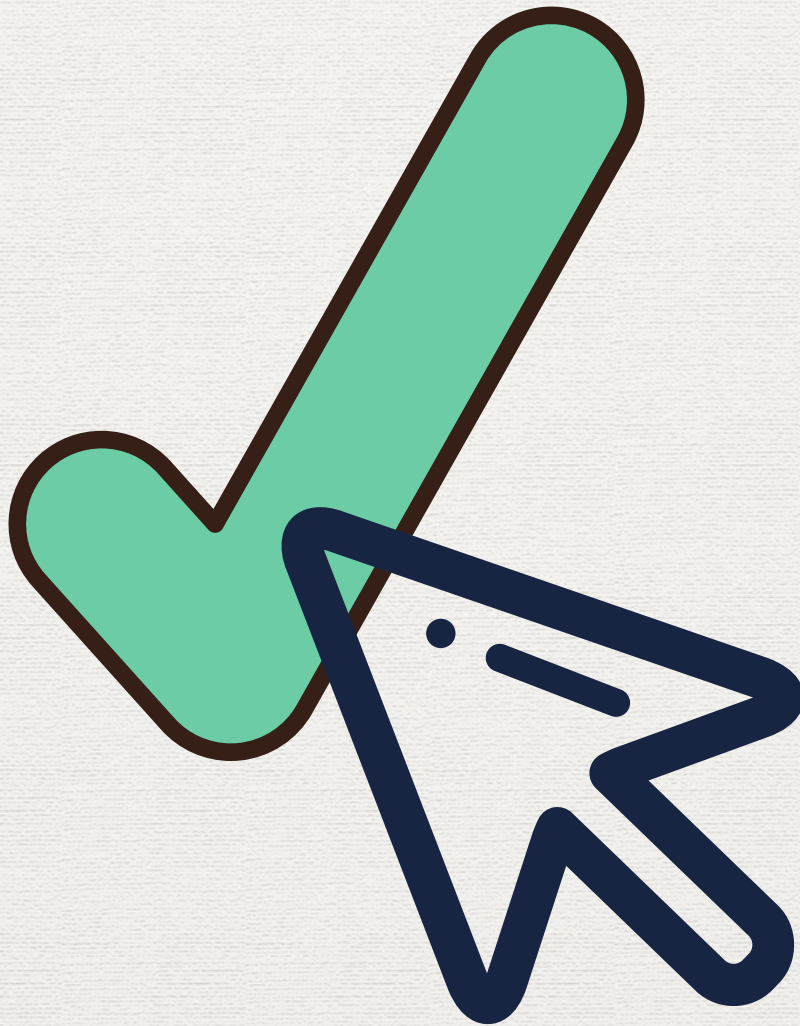
- 07** LIST YOUR HOME ACROSS ALL POSSIBLE HOME PLATFORMS
 - MANY SERVICES ARE **FREE** AND MAXIMIZE YOUR EXPOSURE

- 08** CALL YOUR COMMUNITY
 - MANY FRIENDS AND FAMILY MOVE NEXT TO EACHOTHER

- 09** RUN A LEAD GATHERING ADVERTISING CAMPAIGN ON FACEBOOK AND GOOGLE
 - GAIN **1,000-16,000** IMPRESSIONS OR EYEBALLS ON YOUR HOME

NO MORE LOOKEYLOOS GUIDE

**HOW TO GET *ULTRA-QUALIFIED*
BUYERS FOR YOUR HOME**



NO MORE LOOKEYLOOS GUIDE

HOW TO GET **ULTRA-QUALIFIED** BUYERS FOR YOUR HOME

01

TAKE THEM BY THE HAND WITH 1 ON 1 SHOWINGS

- WE WILL ACCOMPANY BUYERS FOR ALL SHOWINGS NO MATTER THE TIME OR DAY

02

PROVIDE ALL MATERIALS BEFOREHAND

- INSPECTION REPORT+PRIVATE APPRISAL+MEMORABLE MATERIAL
- **INCREASE** BUYER CONFIDENCE BY **65%**

03

REQUIRE PROOF BEFORE BOOKING AN APPOINTMENT

- BUYERS MUST SUBMIT A **PRE-APPROVAL LETTER** OR **PROOF OF FUNDS** BEFORE COMING BY

04

ONE OF A KIND 10 QUESTION QUIZ ESTABLISHING TIMELINE, MOTIVATION AND GETS APPROVED BY YOU

- FILTERS OUT LOOKEYLOOS BY **71%**

05

BUYER MUST GET APPROVED BY OUR LENDER AS WELL

- **LOWERS** BUYER BACK-OUT BY **54%**

06

BUYERS AGENT INCENTIVE OF \$10,000 GIVEAWAY

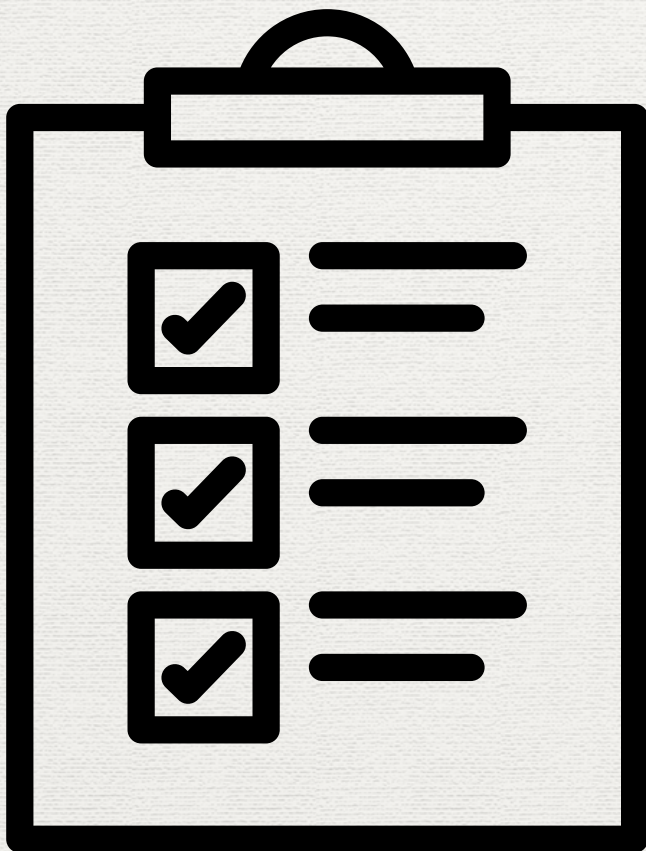
- GENERATES **1.35X** MORE SHOWINGS IN THE FIRST **14 DAYS**

\$3,499 VALUE
GIVEN TO YOU FOR FREE WITH OUR WHITE GLOVE SERVICE

CALL NOW TO FIND OUT IF WE ARE A GOOD FIT
702-812-1432

CHOOSE THE RIGHT AGENT CHECKLIST

HOW TO CHOOSE THE RIGHT
AGENT TO **SELL** YOUR HOME



CHOOSE THE RIGHT AGENT CHECKLIST

HOW TO CHOOSE THE RIGHT AGENT TO SELL YOUR HOME

01 HOW LONG HAVE YOU BEEN IN THE BUSINESS AND HOW MANY HOMES HAVE YOU SOLD IN THAT TIME?

02 HOW WOULD YOU HANDLE THE SALE OF MY HOME SPECIFICALLY?

03 WHAT MAKES YOU DIFFERENT FROM ANY OTHER AGENT?

04 CAN YOU EXPLAIN THE PROCESS FROM START TO FINISH, INCLUDING KEY MILESTONES AND TIMELINES?

05 HOW WOULD YOU MARKET MY HOME AND WHAT CHANNELS WILL YOU USE?

06 WHY DID YOU CHOOSE A CAREER IN REAL ESTATE?

07 WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS?

FREE CHEATSHEET OF WHAT TO LOOK FOR FOUND BELOW

CHOOSE THE RIGHT AGENT CHEETSHEET

CHOOSING THE RIGHT AGENT CHEATSHEET

01

HOW LONG HAVE YOU BEEN IN THE BUSINESS AND HOW MANY HOMES HAVE YOU SOLD IN THAT TIME?

- MY TEAM AND I HAVE A COMBINED EXPERIENCE OF **7 YEARS** AND WE HAVE SOLD **12** HOMES IN THE PAST **6 MONTHS** RANGING FROM 250K - 1.3 MILLION. OUR EXPERIENCE DOESN'T COME FROM ONLY REAL ESTATE BUT THE **DIGITAL MARKETING** WORLD AS WELL THAT WE LEVERAGE IN ANY BUSINESS INTERACTION.
-

02

HOW WOULD YOU HANDLE THE SALE OF MY HOME SPECIFICALLY?

- NO TWO HOMES ARE THE SAME BUT HERE IS OUR APPROACH...
 - 1 ON 1 ORIENTATION GOING OVER OUR SPRING'S SOLD IN 30 DAYS SOLUTION (\$6,799 VALUE FOR **FREE**)
 - P.S-WE ACTUALLY OUTLINE EVERY SINGLE STEP FOR **FREE**, WETHER YOU PARTNER WITH US OR NOT :)
-

CHOOSE THE RIGHT AGENT CHEETSHEET

CHOOSING THE RIGHT AGENT CHEATSHEET

03

WHAT MAKES YOU DIFFERENT FROM ANY OTHER AGENT?

- IT'S TOUGH TO NARROW IT DOWN TO A FEW...
 - **FREE** HOME TOUCH UP BLUEPRINT (\$399 VALUE)
 - **NO HANDCUFF** LISTING GAURENTEE
 - ULTRA-QUALIFIED BUYER SYSTEM (**FREE** INSPECTION+APPRAISAL INCLUDED) (\$199 VALUE)
 - STREAMLINED STRES-FREE SELLER SYSTEM (\$249 VALUE)

P.S- ONCE AGAIN IT'S ALL **FREE**

04

CAN YOU EXPLAIN THE PROCESS FROM START TO FINISH, INCLUDING KEY MILESTONES AND TIMELINES?

- YOU CAN REFER TO OUR **FREE SELLER'S TIMELINE** WHERE YOU SEE ALL OF THE DATES AND KNOW EXACTLY WHAT TO EXPECT.
-

CHOOSE THE RIGHT AGENT CHEETSHEET

CHOOSING THE RIGHT AGENT CHEATSHEET

05

HOW WOULD YOU MARKET MY HOME AND WHAT CHANNELS WILL YOU USE?

- WE USE A MULTIPLE MARKETING CHANNELS
 - WE HARNESS THE POWER OF SOCIAL MEDIA
 - 50,000-60,000 IMPRESSIONS OR EYEBALLS WILL SEE YOU HOME FROM YOUTUBE TO TIK-TOK
 - **FREE** VIRTUAL HOME STAGING, 3D TOURS, PROFESSIONAL DRONE + INTERIOR PHOTOS...
 - 500 PHYSICAL MAILERS AND THOUSANDS OF PHONE CALLS TO YOUR COMMUNITY AND OUR E-BUYERS
 - THERE IS TONS MORE ON MARKETING IN OUR SPRING'S SELL IN 30 DAYS SOLUTION GUIDE
-

06

WHY DID YOU CHOOSE A CAREER IN REAL ESTATE?

- TWO WORDS, HELPING PEOPLE. WE HOPE THAT BY PROVIDING ALL OUR YEARS OF KNOWLEDGE UP FRONT, YOU CAN MAKE THE RIGHT DECISION THAT BEST SUITS YOU, WE AIM TO BUILD TRUST WHILE PROVIDING VALUE.
-

CHOOSE THE RIGHT AGENT CHEETSHEET

CHOOSING THE RIGHT AGENT CHEATSHEET

07

WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS?

- BUILDING OFF THE LAST POINT, WE HOPE TO GAIN YOUR TRUST BY PROVIDING VALUE, SOMETHING OUR INDUSTRY LACKS. THAT IS WHY I'VE SPENT **1,000 HOURS** CRAFTING ALL OF THESE GUIDES AND CHECKLISTS FOR YOU. WITHIN 5 YEARS WE HOPE TO CHANGE THE INDUSTRY TO A VALUE DRIVEN ONE, PUTTING CLIENTS FIRST. WE HOPE YOU CAN ACHIEVE YOUR GOALS WITH OR WITHOUT US.
 - BUT, IF YOU ARE A MOTIVATED HOMEOWNER LOOKING TO SELL WITHIN **30** DAYS WE WOULD LOVE TO PARTNER WITH YOU.
-

CALL NOW TO FIND OUT IF WE ARE A
GOOD FIT
702-812-1432

**MUST DO
UPGRADES
BEFORE SELLING
YOUR HOME...**

**DIY FRIENDLY AND
GUARANTEED TO
MAKE YOU MORE MONEY**



CHECKLIST

CHECKLIST

MUST DO UPGRADES BEFORE SELLING YOUR HOME...

01	EVERY WALL IN THE HOUSE IS IN A UNIFORM NEUTRAL COLOR	YES <input type="checkbox"/>	NO <input type="checkbox"/>
02	OUTSIDE OF THE HOME IS PRESSURE WASHED AND LANDSCAPED	YES <input type="checkbox"/>	NO <input type="checkbox"/>
03	LIGHTING IMPROVEMENT: PUT IN WHITE LIGHT LEDS	YES <input type="checkbox"/>	NO <input type="checkbox"/>
04	DEEP CLEAN OR REPLACE WORN CARPET, TILE, WOOD FLOORING, ETC.	YES <input type="checkbox"/>	NO <input type="checkbox"/>
05	DECLUTTER AND DEPERSONALIZE YOUR HOME	YES <input type="checkbox"/>	NO <input type="checkbox"/>
06	REFRESH KITCHEN BY CHANGING WORN OR OUTDATED HARDWARE	YES <input type="checkbox"/>	NO <input type="checkbox"/>
07	REPLACE OUTDATED FIXTURES IN BATHROOMS AND KITCHEN	YES <input type="checkbox"/>	NO <input type="checkbox"/>
08	ADD A FRESH COAT OF PAINT TO THE BASEBOARDS	YES <input type="checkbox"/>	NO <input type="checkbox"/>

CLOSING COST TAX **LOOPHOLES**

ALL INFORMATION IS NOT TO BE
TAKEN AS LEGAL ADVICE

CONFIDENTIAL

KEY HACKS

CLOSING COST TAX LOOPHOLES

01

Mortgage Interest Deductions

The mortgage interest you pay on your primary residence may be tax-deductible, including any interest paid at closing. Deducting mortgage interest including any interest you pay on a loan secured by your primary residence or second home. This means a mortgage, a second mortgage, a home equity loan or a home equity line of credit (HELOC). A potential **\$3,609** in savings



02

Property Tax Deductions

Property taxes paid at closing may also be deductible on your federal income taxes. This deduction allows you to deduct state and property taxes paid during the tax year. Average tax rate of .57% results in **\$2,479** in savings on average



Savings: **\$3,234 on AVG**



ZORANOVIC GROUP

UP-FRONT INSPECTION AND APPRAISAL

YOUR CARFAX OF REAL ESTATE



KEY HACKS

FREE UP-FRONT INSPECTION AND APPRAISAL

01

Pre-Inspection

By ordering a pre-inspection for your home we achieve three things; We incur the expense (\$400 value) saving you money, we increase buyer confidence and quality by 45%, and almost completely eliminate buyer back out during escrow (saving you 2 PITI payments ~\$4,500 value). Totaling up the savings to around \$4,900 that you get to keep in your pocket since for you it is free.



02

Pre-appraisal or private appraisal

Working in combination with the pre-inspection, we order the pre appraisal so you don't ever have to. This further increases quality of buyers coming through your home by 24% and generate you higher offers an average 74% of the time (average \$5,600 value). Once again all for free.



Savings: \$10,500 on AVG



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WANT MORE?



GLAD YOU MADE IT!

FREE BONUS: QUIZZES AND CALCULATORS FOUND HERE!

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