



RICK WANDRYCH'S LISTING INFORMATION PACKET



YOUR MARKETING PLAN

The best marketing plan is the plan that provides your home the most exposure to potential buyers.

TRADITIONAL TOOLS

MLS LISTED



Your home will be listed on MLS on the start date. Many realtors only provide the most basic information regarding a home they are listing. In fact, sometimes they don't even include the basic info such as directions to your home. Not US! At Symmetry Realty we provide the most complete information we can regarding your home, along with a minimum of 15 photos. We treat other Realtors as potential clients. After all, their client may be the one that purchases your home!

YARD SIGNS



Yard signs serve multiple uses. They provide guidance to other Realtors looking for your house to show one of their clients. In addition, they provide anyone who sees the sign additional information on your property.

OPEN HOUSES



Some realtors will say the only reason to have an open house is for the realtor to find buyers. As I mentioned, there is no such thing as bad exposure. Therefore, with your permission, we will conduct Open Houses. After, if we find the buyer, you save money (See our Risk Free Listing on the last page of this proposal).

JUST LISTED POST CARDS



Some of the best buyers come from your neighbors. As a result, each of your neighbors will receive a post card with a photo of your home, its features, along with the price. If you want, you will have the opportunity to review the post card prior to mailing.

UNIQUE TOOLS

We use a variety of unique tools and processes to sell your home. While other agents rush through the listing and pricing process, we take our time to be sure all the "I"s are dotted and "T"s are crossed to ensure as smooth a sale as possible. We are all about accountability. The tools we use provide you the opportunity to ensure all promises are kept during the process from beginning to end.

DETERMINING LIST PRICE



We take pricing your home seriously. A quick glance at MLS will not suffice for us. We use an historical analysis to accurately and fairly price your home. This analysis consists of three steps:

We gather and analyze MLS data to estimate the value of your home.

We gather and analyze the tax records to estimate the value of your home.

We visit your competition to determine how each of them compare to your home. This is imperative to determine the best pricing strategy. LOOKING AT THE MLS PICTURES IS NOT ENOUGH. Pictures are deceiving.

Once these steps are complete and we have an opportunity to tour your home, we are prepared to discuss pricing strategy with you. The BEST list price will lead to the BEST sales price.

TEXT MESSAGING MARKETING



Some of the best buyers come from someone that is parked in front of your home and want to see inside. These folks will have the option of calling us directly, using the QR code with their cell phone or texting the number on the rider with YOUR home code. They will automatically receive all the info on your home, along with a tour of the inside. We believe in letting the customer determine how they want to communicate with us.

TRY IT NOW... TEXT HOME5007 TO 88000 and see the demo.

INTERNET ADVERTISING



Here are a few of the websites and social media YOUR home will be featured on, with multiple photos & a Virtual Tour, when you list your home with the Symmetry Realty. Our listings are on over 150 major real estate websites including premium placements on all high traffic sites such as "Zillow", "AZCentral", and "Realtor.com".

EMAIL TO OPT IN DISTRIBUTION LIST



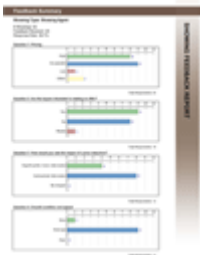
Some buyers might just turn out to be your neighbors. As a result, each of your neighbors will receive a post card with a photo of your home, its features, and the list price. If you want, you will have the opportunity to review the post card prior to mailing.

EMAIL REALTOR MARKETING



With over 40,000 licensed Realtors in Maricopa County, it is important that ALL of them know your home is on the market. Symmetry Realty will info each Realtor via email with a email brochure with all of the features and photos necessary to market your home.

ONLINE SHOWING FEEDBACK SYSTEM



We use an online home feedback process for showing agents and buyers to provide feedback on your home. This online tool provides an over 60 percent response rate, as opposed to a 20 percent response rate with traditional home feedback follow-up over the phone. The feedback left behind by visiting buyers and agents is incredibly valuable. Not only do we use it, we also empower our clients to view the feedback as a way to gauge how the process is going. When we put your home on the market, you will receive your own personalized, secure feedback page via our Web site.