

Firms do not sell houses, brokers do. Any firm with a lot of agents who consequently have a lot of signs displayed and may do a lot of business is no guarantee that each or any individual in that brokerage firm knows what he or she is doing. Few, in fact, do. Please see below what activities contribute most to the sale of properties and then ask yourself, "Whom do I want to hire to market, negotiate, and close the sale of my property."

| Service Rendered                                           | Which Real Estate Agents Offer What |     |      |      |     |
|------------------------------------------------------------|-------------------------------------|-----|------|------|-----|
|                                                            | All                                 | Jim | Most | Many | Few |
| Post Listing to MLS                                        | ✓                                   |     |      |      |     |
| Enhanced <sup>1</sup> , Accurate <sup>2</sup> MLS Listings |                                     | ✓   |      |      | ✓   |
| 0-30 Photos                                                |                                     | ✓   |      | ✓    |     |
| 31+ Photos                                                 |                                     | ✓   |      |      | ✓   |
| Virtual Tour aka Slide Show                                |                                     | ✓   |      | ✓    |     |
| Interior Video Tour                                        |                                     | ✓   |      |      | ✓   |
| Exterior Video Tour                                        |                                     | ✓   |      |      |     |
| Custom <sup>3</sup> Color Brochures                        |                                     | ✓   |      |      | ✓   |
| Infobox with Color Brochures                               |                                     | ✓   |      |      |     |
| Custom Web Site                                            |                                     | ✓   |      |      |     |
| Zillow Top Billing                                         |                                     | ✓   |      |      | ✓   |
| Enhanced Zillow Listing                                    |                                     | ✓   |      |      | ✓   |
| Enhanced Trulia Listing                                    |                                     | ✓   |      |      | ✓   |
| Daily or Weekly Feedback                                   |                                     | ✓   |      |      | ✓   |
| Real-Time Market Updates                                   |                                     | ✓   |      |      | ✓   |
| Broker Open House                                          |                                     | ✓   |      | ✓    |     |
| Public Open Houses                                         |                                     | ✓   | ✓    |      |     |
| QR Coded Marketing                                         |                                     | ✓   |      |      |     |
| 24 Hour Information Hotline                                |                                     | ✓   |      |      |     |
| WOW's Client Every Time                                    |                                     | ✓   |      |      |     |
| Global Marketing <sup>4</sup>                              |                                     | ✓   |      |      |     |
| In-Depth Analysis of Property <sup>5</sup>                 |                                     | ✓   |      |      | ✓   |
| 30 Yrs Problem-Solving Experience                          |                                     | ✓   |      |      | ✓   |

<sup>1</sup> Includes Association Documents, Lead-Base Paint Disclosure, Seller Disclosure (if provided), Color Brochure, Floor Plan, etc.

<sup>2</sup> Absolutely mindboggling how much incorrect or missing information is in MLS listings.

<sup>3</sup> Most agents only provide sketchy printouts from the MLS.

<sup>4</sup> Listings priced over \$1 Million or which have international appeal are marketed to and and, in turn, by co-brokers in their local California, Texas, Canada, and Europe markets.

<sup>5</sup> A property's assets are accentuated in order to build value and to justify the asking price while each of its negatives, perceived or real, needs to be acknowledged, evaluated, and not just down played or ignored; but rather, turned into a positive!