

Home Seller

Guidebook



A guide to the
marketing and sale
of your property.

Real Living Realty Group



You deserve it.SM

Real Living Real Estate

Our Company

Real Living Real Estate is a network brand of HSF Affiliates LLC, which is majority owned by HomeServices of America, Inc.™, a Berkshire Hathaway affiliate.

We are part of one of the largest Real Estate organizations in the nation, and have a wide range of resources we can draw upon to help sell your home.



Real Living Real Estate

Our History

- 2002 — Launched as the 7th largest real estate brokerage in America
- 2006 — Earned the Inman Innovator Award as the *Most Innovative Real Estate Franchise*
- 2008 — Named the *Most Productive Agents In The Nation* – REALTOR[®] Magazine and *The Most Promising New Brand* - the Swanepoel TRENDS Report
- 2009 — *Top 10 Newsmakers* – the Swanepoel TRENDS Report
- 2011 — Named the *Fastest Growing Real Estate Brand* by REALTOR[®] Magazine*
- 2012 — *CEO, CMO and COO recognized in Inman Top 100 Leaders*
- 2015 — President, CEO, COO and other Executives named in “*Swanepoel Power 200*” list of Real Estate Leaders
- 2016 — Named “*Brand of the Year*” and “*Most Loved Brand*” in Harris Poll EquiTrend[®] study.**



*Based on net offices opened/closed between 2009-2011 as shown NAR's July/August REALTOR[®] Magazine 2011 Franchise Report
**Real Living Real Estate received the highest numerical Equity Score among Real Estate Agencies included in the 2016 Harris Poll EquiTrend[®] Study.

Real Living Real Estate

HSF Affiliates LLC

Real Living brands comprise:

- Over 44,000 real estate professionals
- More than 1,500 offices across the USA

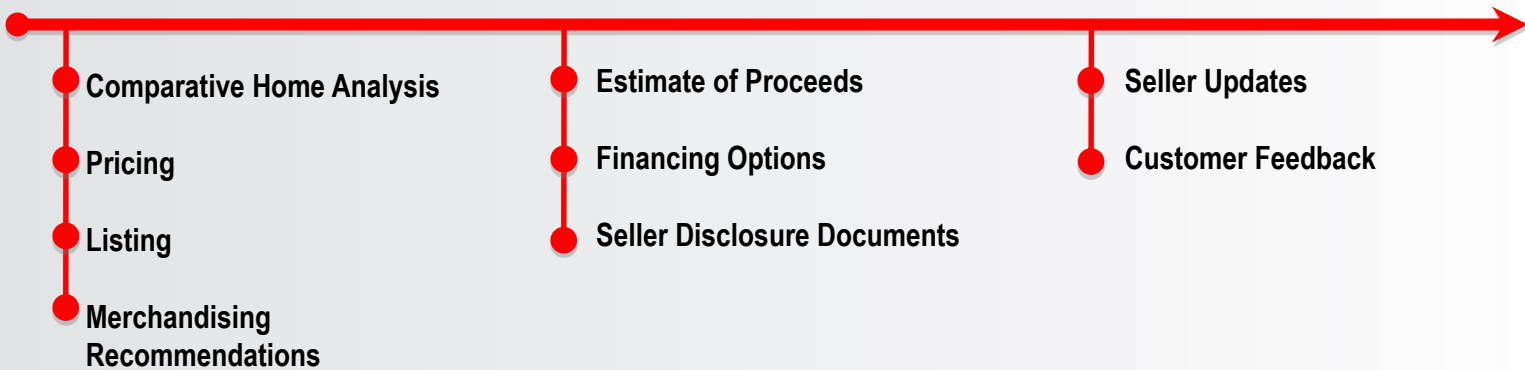


My Roles & Responsibilities

Real Living 360 Service

Trusted AdvisorSM

I will listen to your goals, always be responsive, share customer feedback promptly and use my professional skills to assure your home sells quickly.



My Roles & Responsibilities

Real Living 360 Service

Skilled NegotiatorSM

I will help you evaluate offers and steadfastly represent your interests throughout the sale, always respecting your confidentiality.



Review Offers

Answer Objections

Expedite Buyer's Offer

Negotiate Price and Terms

Contract Contingencies

Finalize Purchase Agreement

Complete Negotiations



My Roles & Responsibilities

Real Living 360 Service

Expert FacilitatorSM

I will develop and implement a Marketing plan utilizing all channels that are appropriate for your property, and work to ensure that the sale is finalized, smoothly and efficiently to your satisfaction.

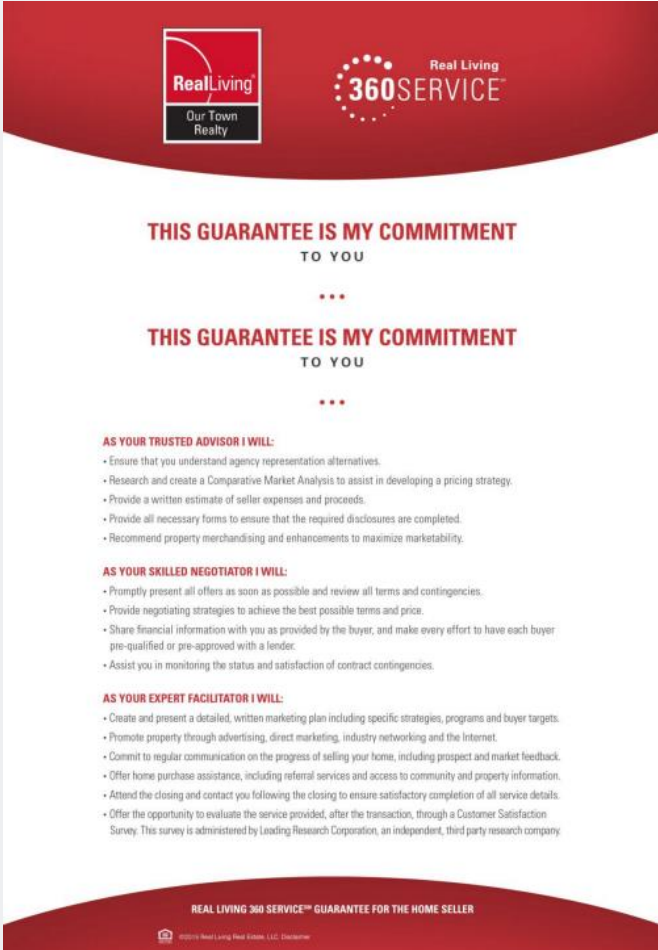


Real Living 360 Service Commitment

Real Living 360 Service

Real Living 360 Service Promise

- Listen to your needs.
I will deliver a service experience based on your needs and desires.
- Establish clear expectations.
I will explain the roles I play and how we will work together.
- Commit to a plan.
I will design a plan to deliver on those expectations.
- Perform the service.
I will deliver on my commitment.
- Solicit your feedback.
You will be asked to complete a survey, which will be used to measure and evaluate my performance.



The image shows a document titled "Real Living 360 Service Guarantee for the Home Seller". At the top left is the Real Living logo with the tagline "Our Town Realty". To the right is the "360 SERVICE" logo. The document contains the following text:

THIS GUARANTEE IS MY COMMITMENT TO YOU

...

THIS GUARANTEE IS MY COMMITMENT TO YOU

...

AS YOUR TRUSTED ADVISOR I WILL:

- Ensure that you understand agency representation alternatives.
- Research and create a Comparative Market Analysis to assist in developing a pricing strategy.
- Provide a written estimate of seller expenses and proceeds.
- Provide all necessary forms to ensure that the required disclosures are completed.
- Recommend property merchandising and enhancements to maximize marketability.

AS YOUR SKILLED NEGOTIATOR I WILL:

- Promptly present all offers as soon as possible and review all terms and contingencies.
- Provide negotiating strategies to achieve the best possible terms and price.
- Share financial information with you as provided by the buyer, and make every effort to have each buyer pre-qualified or pre-approved with a lender.
- Assist you in monitoring the status and satisfaction of contract contingencies.

AS YOUR EXPERT FACILITATOR I WILL:

- Create and present a detailed, written marketing plan including specific strategies, programs and buyer targets.
- Promote property through advertising, direct marketing, industry networking and the Internet.
- Commit to regular communication on the progress of selling your home, including prospect and market feedback.
- Offer home purchase assistance, including referral services and access to community and property information.
- Attend the closing and contact you following the closing to ensure satisfactory completion of all service details.
- Offer the opportunity to evaluate the service provided, after the transaction, through a Customer Satisfaction Survey. This survey is administered by Leading Research Corporation, an independent, third party research company.

REAL LIVING 360 SERVICE™ GUARANTEE FOR THE HOME SELLER

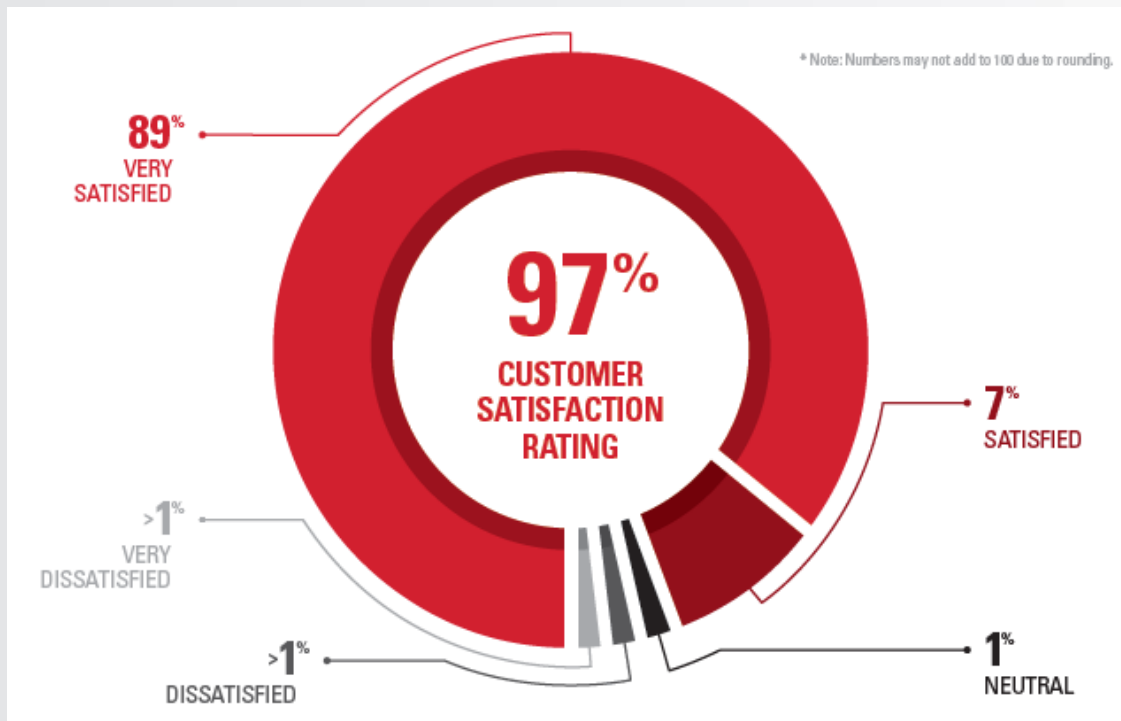
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Our National Satisfaction Rating - 2014

Real Living 360 Service

Real Living continues to lead the industry with a 97% national customer satisfaction rating – the best in the industry!



*Source: 2015 Real Living Real Estate Customer Satisfaction Survey administered by Leading Research Corporation.

A Successful Home Sale

Selling Your Home

Selling your house is a complex process



We are with you every step of the way.



Real Estate Consumers

Online Buyers

90% of buyers start online

87% of buyers rely on a real estate agent and their resources

65% of buyers 25-44 use mobile devices during their home search

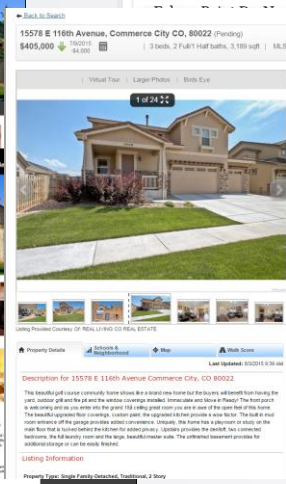
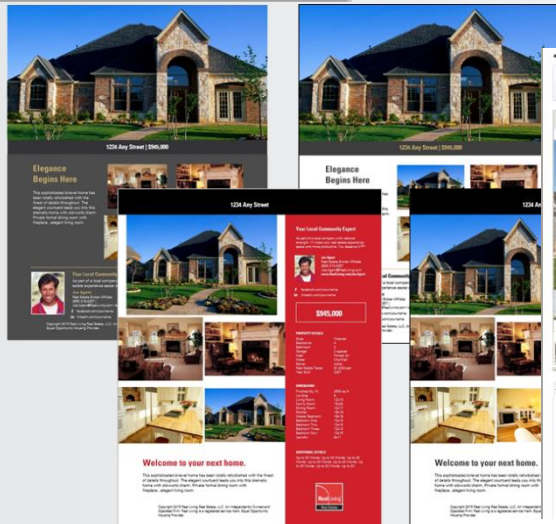
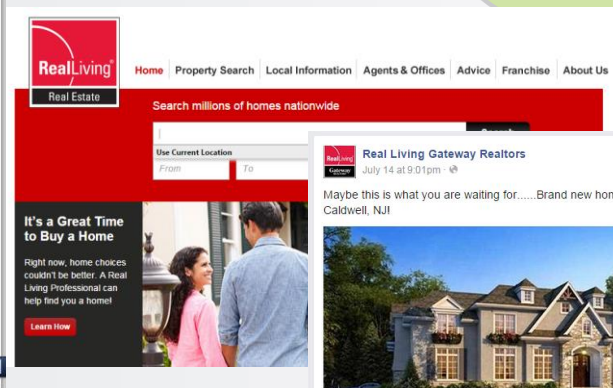


Real Living Marketing System

Communication Methods

Choosing from a large universe of possible channels, Real Living agents create the right mix of communication methods for your market and your property.

Get to the
Market
First & Fast



Put Your Listing Across the Internet

Your listings will appear on over 400 sites, including the Internet's most popular spaces and hundreds of regional sites, where more than 150 million visitors search for real estate each month.

realtor.com® Zillow® trulia

HomeFinder.com Homes.com hotpads. MOVOTO

YAHOO! AOL. HGTV LUXURYREALESTATE.COM
WHO'S WHO IN LUXURY REAL ESTATE

Kiplinger CNN Money Bloomberg

StreetEasy Ask.com GREAT!SCHOOLS

areavibes msn topix local.com

AmericanTowns.com trovit LEJU Patch



Information current as of October 2015. Service Marks are the properties of their respective owners.

Social Media

Marketing Choices

- Facebook address
- Twitter address:
- LinkedIn:
- YouTube:
- Pinterest:
- (list how to find you on various social media)



Mobile Marketing

Marketing Choices

Anytime, Anywhere Convenience.

I can send photos and information to a potential buyer's computer, smart phone or tablet.

Our internet sites are optimized to detect a searcher's device type and deliver our content for smart phone, tablet and pad or desk top computer.

