

## Zillow "Top 10 Most Tech-Savvy Agent Award"

Top 1% of Indiana Real Estate Agents

#1 Independent Brokerage in Service Area



# PATRICK'S FAIL-SAFE MARKETING PLAN



### Selling Objectives

- To expose your home to the maximum number of interested and capable buyers
- To educate all interested prospects on the unique features and lifestyle benefits your home offers
- To help you get the highest possible sales price for your home
- To make the listing and sales process easy, convenient, and problem-free for you

### Marketing Plan Benefits (Items in Bold and Italicized are Optional):

1. Present you with professional advice on presenting your home to show exceptionally well, and sell for the greatest possible price.
  - a. ***According to NAR, homes that are staged are on the market for less than 30 days, and for every \$100 you invest, you receive \$400 in return.***
2. Professional photography and Zillow Marketing Boost (both are free on all listings).
3. Submit your home listing for exposure to over 7,000 active agents with 27 registered buyers per agent (on average) in the Multiple Listing Service system.
4. Personally speak with a minimum of 100 of your neighbors about your home, neighborhood benefits, and their knowledge of potential buyers through phone calls.
5. Share your listing with our company's agents who sell more than 150+ homes every six months!
6. ***\*\* Place your home on a broker's open tour for the area's top agents to admire and give constructive feedback. \*\****
7. Promote your home on our company-exclusive "top 250 selling agent's" personalized mailing list.

8. Promote your home on our company-exclusive lead database system which pulls in 6-12 buyer leads per day.
9. Maximize showing exposure through professional signage.
10. Enhance the convenience of buyer viewing by placing a home on a key safe.
11. ***\*\*Promote your home to the public through Open Houses.\*\****
12. Promote your home using our amazing social media presence and promote your home using a **coming soon listing** (if available/allowed by MLS).
13. Educate you and potential buyers on the numerous methods of financing the purchase of your home with our preferred lender.
14. Keep you educated and up-to-date on listing and selling market conditions in your area.
15. Update you on all activity regarding your home: agent showings, open house attendance, agent tours, sign inquiries, etc.
16. Track all home showing agents using Centralized Showing Service.
17. Follow-up on all agents who have shown your home to answer questions, and further motivate buyer interest.
18. Ensure that any offers from buyers are pre-qualified and capable of closing on the purchase.
19. Represent you in contract negotiations with buyers to help generate the highest selling price for the home.
20. Coordinate escrow, financing, and closing activities on your behalf to ensure a smooth, hassle-free closing.
21. Be present with you at closing, and when your check is given to you!

**P.S. - Average price reductions in our market are 5-10% By following this fail-safe marketing plan with me, we can avoid this!**



### **CANCEL ANYTIME!**

In our experience, the biggest fear most sellers have when listing their home with a real estate agent is whether they're choosing the right one. They wonder, "Will this agent do a good job?" "Will this agent represent my interests before their own?" "Will this agent communicate well with us?"

In an effort to remove some of the fear from your choice to work with me and my team, we've instituted a Listing Cancellation Policy. It's very simple - no fancy language, and no small print.

Here it is:

1. When you list a home with CrestPoint Real Estate (my team), you can cancel your listing contract with us at any time.
2. Simply call us and it will be removed from the MLS system within 48 hours.
3. That's it! Could it be any easier or more stress-free?
4. We stand behind our service. If you're unhappy for any reason, you are released from your contract with us.

In all of the homes that we have sold, and all of the years practicing real estate we have never had anyone ask for a release from listing their Indianapolis area home with us. We work hard to keep that from happening. You have our word on it.



# PATRICK'S ★★★★★ STAR

## CLIENT REVIEWS



**READ MORE ONLINE AT [ZILLOW.COM/PATRICKMKELLER](https://www.zillow.com/patrickmkeller) or on Google - Patrick Keller Realtor**

Patrick and his team truly go above and beyond! As first time buyers we were put at ease under his fantastic guidance! We are currently building our new home and Patrick has been with us throughout the process supporting us. Would not recommend anyone EXCEPT Patrick and his team at Crestpoint, we are blessed to have such a great team representing us!

Patrick and his team have been incredible, start to finish. They are kind, prompt in their replies/communications, and trustworthy straight shooters when it comes to letting you know what you need to know, even about things you wouldn't even think to ask! They have been excellent at understanding what my wife and my needs are and giving clarity and quality insight throughout the whole process. Buying/selling a home is stressful enough, but having Patrick and his team's support has made it so much smoother. 10/10 Quality service.

Patrick was awesome to work with and helped us find the perfect home to start our family with! He was so helpful throughout the entire process and made a very stressful situation easy to handle!

Patrick and his team were outstanding through our whole process. It was nice to have such a great smooth process compared to a previous buy we had. This team is highly knowledgeable of the industry and they do their homework. I highly recommend him and his team!

Patrick was wonderful!! He was always there when we needed him. He answered all of our questions and kept us in the loop throughout the entire process. He is super nice and I would definitely recommend working with him!!

I am a first-time home buyer thanks to Patrick! As many can imagine I had no idea what to expect being a first-time homebuyer and I definitely got lucky having Patrick as my realtor. Patrick worked with me through my credit issues and when it was time for me to find the perfect house he listened.

Very helpful and understanding in whatever needs/wants I had. Great communication skills and quick responses to phone calls or emails. His loyalty to you as a customer is unmatched!

Patrick and his team provided top notch service for us during the sale of our home. They were always responsive, polite, and they listened to us in terms of our goals for the process. They coached us in areas we were not familiar with. We had zero issues and his tools, processes, and competitive nature made for a successful transaction.

Patrick was amazing through the whole home buying process! One thing I loved was the fact that he was so responsive to our questions and concerns. He also got us a great deal on our home. Home buying was an exciting and scary process but he did everything he could to make it easier for us!

Working with Patrick and his team was a fantastic experience. Pat got us into the house of our dreams and made the whole experience easy and smooth! The whole team went the extra mile to field any and all of our questions and concerns any time of the day!!

Patrick Keller has been our lifeline during this lengthy process selling our family estate. Patrick and his team are the utmost in patience, professionalism and doing a thorough job. We can't say enough about how wonderful it is working with Patrick and we highly recommend him for all of your Real Estate needs.

Very helpful and understanding in whatever needs/want I had. Great communication skills and quick responses to phone calls or emails. His loyalty to you as a customer is unmatched.

I have enjoyed working with Patrick for the selling of our current home and looking for our new home. He is quick with all responses and is patient and kind with all the many requests we have had in tweaking the desired location of our new home and our needs and wants. Definitely would recommend it!

I would recommend Patrick to anyone. He is always professional and at times went above and beyond. Patrick found us the perfect house to purchase and is actively helping us find a buyer for our other home.

It was absolutely wonderful working with Patrick, he got me an awesome deal! He looks out for the best interest of both parties. He's easy to work with and worked hard for me on my first home purchase. I'll most definitely be sending my family and friends his way.

Patrick is Awesome! He is very professional and honest. His team was also amazing to work with. He was very patient and helpful throughout the whole process. ( I had a million questions ??) I would definitely recommend Patrick to anyone purchasing a new home! He made the process stress free!