

When you want to make absolutely certain more qualified buyers see your home so it sells **FASTER** and for **MORE MONEY!**



# MARKETING PROPOSAL

Allen Pedersen



**Allen Pedersen**

**208-703-3499**

**Allen@Findhomesinidaho.com**



**Contact Me Today!**

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## **A Personal Note...**

Dear Home Seller,

Since becoming a Realtor, I have had to find a balance between two extremes common to many salespeople.

I was drawn to real estate because it is a “people” business...and I knew that helping people was essential to my career. But the way this industry works seems contradictory to that. It seems that you have to project confidence and knowledge, which is ok, but even more, it seems that you even need a sense of superiority, a huge ego to succeed, since most agents attract business by telling prospects how great they are.

I learned that these were thought to be the qualities of the stereotypical “top-producing” real estate agent, when in actuality, the most successful agents do put customers first.

In fact, they seemed to put almost everyone else first, family, friends, even their competition if that made the situation better for everyone involved. In other words, they became servants and in the truest sense, humbled themselves.

Strange words, you’re probably thinking, from someone who promotes himself as much as I do. I promote myself not to put myself in the limelight, but to remind you that I am here, intend to be for years to come, and am eager to serve you like no other Realtor you will meet.

The following Pre-Marketing Package can never take the place of a personal meeting, but it will give you a chance to know a little more about me, my beliefs, and the step-by-step plan we use to successfully sell each home that we market.

That way, when we do meet, I can place my full concentration on what’s most important to you, to your needs. Together we will determine the highest possible price the current market will bear, and determine who the targeted Buyers for your home may be and develop the marketing strategies to attract them. These targeted Buyers are almost always willing to pay the highest price for your home. I’ll explain this concept and strategy when we meet.

I am looking forward to the opportunity to meet and assist you.

Sincerely, Allen Pedersen



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## Mission Statement

**Pedersen Real Estate Group LLC** understands that buying or selling a home is more than just a transaction: it's a life-changing experience. That's why our team of highly-seasoned real estate professionals is dedicated to providing exceptional, personalized service for all of our clients. We take great pride in the relationships we build and always work relentlessly on the client's behalf to help them achieve their real estate goals.

Our team of experts represents the best and brightest in the industry, and we're always striving to lead the field in research, innovation, and consumer education. Today's buyers and sellers need a trusted resource that can guide them through the complex world of real estate. With our extensive knowledge and commitment to providing only the best and most timely information to our clients, we are your go-to source for real estate industry insight and advice.

### **Our Mission Statement:**

Our philosophy is simple: clients come first. We pledge to be in constant communication with our clients, keeping them fully informed throughout the entire buying or selling process. We believe that if you're not left with an amazing experience, we haven't done our job. We don't measure success through achievements or awards, but through the satisfaction of our clients.

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## **My Commitment**

Today's real estate market presents unexpected obstacles and opportunities. Firms that led in less challenging times often find themselves at a loss when confronting present day conditions.

That's because the business climate now requires seasoned troubleshooting, performed with surgical precision...something that many agents just are not prepared for.

Allen will focus his expertise on each challenge. A professional who is among the market's most experienced and successful agent, his work is backed by an aggressive team of knowledgeable professionals tapping unique resources. Allen Pedersen has been helping buyers and sellers for many years. Isn't it your turn to have the BEST?

**Allen Pedersen has the desire to serve, the tools to perform, the expertise in your unique market, and the confidence to succeed.**

### **MAKE YOUR CHOICE:**

"I am a full time professional, fortunate enough to be associated with one of the most technologically advanced real estate companies, Silvercreek Realty Group in the U.S., but I am also an agent who can adapt, make changes and get the job done with the flexibility of our brokerage. Silvercreek sell more homes than anyone in our market, and you will not find anyone who will work harder, or more professionally to get you the most money for your home."



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## Why Should You Price Your Home Realistically?

**Time:** Chances are that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood for a timely sale with less inconveniences and greater monetary return.

**Competition:** Buyers educate themselves by viewing many homes. They know what is a fair price. If your home is not competitive in value with those they have seen, it will not sell. Buyers typically look at a home within a \$25,000 price range. If your home is not priced within the correct range, it very likely will not be exposed to its potential or targeted buyers.

**Reputation:** Overpricing causes most homes to remain on the market too long. Buyers, aware of a long exposure period, are often hesitant to make an offer because they fear "something is wrong" with the house. Often homes that are on the market for a long time eventually sell for less than their fair market value.

**Inconvenience:** If overpricing keeps your home from selling promptly, you can end up owning two homes - the one you've already purchased and the one you're trying to sell. This can prove costly and worrisome, as well as inconvenient.

**EIGHTY PERCENT OF THE MARKETING OF YOUR HOME IS DONE THE NIGHT WE DECIDE AT WHAT PRICE WE WILL LIST YOUR HOME.**

**If you are unwilling to list your home at, or just below, the current market value, you are better served to NOT put it on the market at all.**



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## **Services Allen Pedersen Provides to The Seller**

- ✓ Assist in determining Fair Market Value by reviewing market demand, seasonality of sales, location and many other variables, which often alter your home's value.
- ✓ Suggest ways to improve salability based on Fair Market Value.
- ✓ Locate qualified Buyers who want homes like yours, through the local and national multiple listing services, the Silvercreek Network, internet marketing direct mail and phone contacts.
- ✓ Keep you, the Seller, informed.
- ✓ Highlight showings by illustrating the best features.
- ✓ Present an objective, third party viewpoint.
- ✓ Qualify and counsel serious buyers toward a decision. Buyers need answers to countless questions, not only on your property, but also on other technical matters such as financing, payments, insurance and title clearance. As your Realtor, I will have the answers, make detailed arrangements for financing and serve the buyer in dozens of ways to make it easy for him/her to complete the purchase of your home.
- ✓ Keep up-to-date with the best financing available.
- ✓ Synchronize buyer/seller transactions.
- ✓ Assist with all the steps involved with the closing.
- ✓ Handle any and all complications that occur throughout this process...from before the contract to after the closing.
- ✓ Arrange to relocate sellers when applicable and take advantage of the Prudential's Huge Network, which provides relocation services and nationwide referral to the top agent in every city and state in the US and Canada.



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## Services Allen Pedersen Provides to The Buyer

- ✓ Qualify the buyer for Conventional, FHA, VA and other special financing to determine the maximum mortgage a lender will allow the buyer to handle and find the payment the buyer will be comfortable with. Thus, you are able to find the best home in the shortest time.
- ✓ Determine the needs and preferences of the buyer by conversations and actual showings.
- ✓ Locate homes available in the style, price and location, for the buyers to preview, through the use of the Multiple Listing Service, my current listings and networking with agents from other companies.
- ✓ Help determine the most economical type of financing for the buyer's particular situation.
- ✓ Assist the buyer in making a decision and prepare the contract offer to be presented to the seller.
- ✓ Help the buyer and the seller come to terms that satisfy both of you.
- ✓ Fairly negotiate the differences you and the seller have about your offer by presenting an objective, third party viewpoint.
- ✓ Keep up-to-date with the best financing available.
- ✓ Help you arrange financing specifically tailored to your needs.
- ✓ Handle any and all complications that occur throughout the buying process...from before the contract to after the close of escrow; thus, eliminating possible barriers for you.
- ✓ Help you and the seller arrange the closing and help synchronize buyer/seller transactions.
- ✓ Check back with you periodically to make sure you're satisfied with your new home.
- ✓ Work full-time, ALL THE TIME, to find the home of your expectations.



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# **Right Now Serious Buyers Go to a Realtor®...**

## **Why?**

**Because 98.3% Of  
The Homes for Sale  
Are Listed By A  
Realtor®**

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## Why Does Allen Pedersen Provide Decorators For You?

**The Problem** – Most homeowners don't really have an objective view of their home. Living in it on a daily basis skews their opinion. Often there are simple solutions to making a home show better.

**The Solution** – Have a professional, objective point of view! Not just an agent, but an experienced agent teamed with a professional decorator. You are given advice, guidance and solutions to showing your home at its best!

### **The Rules**

The Decorating Team attempts to sell you absolutely nothing!

The Decorating Team attempts to lease you absolutely nothing!

The Decorators advise you on how to show your home at its best with your belongings and furnishings

The Decorators advise you on details from hanging pictures to showing procedures

### **The Benefit to You**

You receive advice in a professional, straightforward manner. You are not dealing with an agent who is afraid of hurting your feelings, thus you get the best advice possible.

You can depend on the fact that professionals with extensive experience are advising you. You are not getting general opinions.

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## Why Does Allen Pedersen Provide A Handyman For You?

**The Problem** – Most homeowners have a few simple items that need to be corrected to put their home in tip-top shape. For most people, there just isn't enough time to get these things done.

**The Solution** – I provide the services of a skilled professional to address those little things you never had time to repair. Painting that room that you had been meaning to get around to, or fixing the deck that has become an eye-sore. You're free to take care of the numerous tasks to get ready for your move while I take care of the rest.

### **BENEFIT TO YOU**

- \* Your buyer doesn't have to spend time & effort to fix items that could have already been done.
- \* Buyers want a turn-key solution to their home purchase... that is why new homes are so popular. They are closer to getting that with your home.
- \* Your buyer prospects can see that you take care of the small things, and therefore can rest easier about the big things.

### **BENEFIT TO YOUR BUYER**

- \* You don't have to worry about the 101 little things that should be done for your home to show its very best.
- \* You know that the first impression a buyer has of your home will not include a list of repairs that they must complete after closing!
- \* You know that your price will not be negotiated down because of nit-picky little repairs.

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**On The Average...**

**Buyers Inspect  
12 Homes Before  
Deciding.**

**That Means 11  
Other Homes Are  
Competing  
Against Yours!**

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## THE FACT OF THE MATTER

### PRICE FACT

THE BEST CHANCE FOR SELLING YOUR PROPERTY IS WITHIN THE FIRST SEVEN WEEKS. STUDIES SHOW THAT THE LONGER A PROPERTY STAYS ON THE MARKET, THE LESS THE SELLER WILL NET.

It is very important to price your property at a competitive market value at the signing of the employment agreement. The market is so competitive that even overpricing by a few thousand could mean that your house will not sell.

Interestingly, your first offer is usually your best offer. Here are reasons for pricing your property at the market value right from the start in order to net you the most amount of money in the shortest amount of time.

An overpriced home:

- ❖ Minimizes offers.
- ❖ Lowers agent response.
- ❖ Limits qualified buyers.
- ❖ Lowers showings.
- ❖ Lowers prospects.
- ❖ Limits financing.
- ❖ Wastes advertising dollars.
- ❖ Nets less for the seller.

### CLEAN FACT

MOST PEOPLE ARE TURNED OFF BY EVEN THE SMALLEST AMOUNT OF UNCLEANLINESS OR ODOR. WHEN BUYING A HOME SELLERS LOSE THOUSANDS OF DOLLARS BECAUSE THEY DO NOT ADEQUATELY CLEAN.

If your house is squeaky clean, you will be able to sell your home faster and net hundreds, if not thousands of dollars more. If you are planning on moving, why not get rid of that old junk now so that your house will appear larger? Make more space.

Odors must be eliminated especially if you have dogs, cats, young children in diapers or if you are a smoker. You may not notice the smell, but buyers do! Most agents have a difficult time communicating to their sellers about odor. By employing me to get the most amount of money for you, the seller, do not take offense if I must confront you about odor problems.



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## THE FACT OF THE MATTER

**ACCESS FACT** TOP SELLING AGENTS WILL NOT SHOW YOUR HOME IF BOTH THE KEY AND ACCESS ARE NOT READILY AVAILABLE. THEY DO NOT HAVE TIME TO RUN AROUND TOWN ALL DAY PICKING UP AND DROPPING OFF KEYS. THEY WANT TO SELL A HOME!

The greatest way to show a house is to have access to a key! When your house is being shown, please do the following:

- ❖ Keep all lights on.
- ❖ Keep all drapes and shutters open.
- ❖ Keep all doors unlocked.
- ❖ Leave soft music playing.
- ❖ Leave the premises.
- ❖ Take a short walk with your children and pets.
- ❖ Let the buyer be at ease and let the agents do their job.

**PAINT & CARPET FACT** PAINT IS YOUR BEST IMPROVEMENT INVESTMENT FOR GETTING GREATER RETURN ON YOUR MONEY.

Paint makes the whole house smell clean and look neat. If your house has chipped paint, exposed wood or the paint looks faded, it is time to paint. If your carpet is worn, dirty, outdated or an unusual color, you may need to seriously consider replacing it. Many houses do not sell because of this problem. Don't think that buyers have more money than you have to replace carpet. They don't. They simply buy elsewhere.

**YARD FACT** YOUR FRONT YARD IMMEDIATELY REFLECTS THE INSIDE CONDITION OF YOUR HOUSE TO THE BUYER.

Our area has a good climate therefore outside activities are important. People enjoy their yards. Make certain that the trees are trimmed so the house can be seen from the street. Have the grass mowed, trimmed and edged. Walkways should be swept. Clean away debris. Remove parked cars. These all add to curb appeal. If a buyer does not like the outside, that person simply drives on.

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## Here Are Just Some Of The Ways We Expose Your Home To The Greatest Number Of Buyers...

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- 1** By networking with, and marketing to, other Top Agents
- 2** Your Home is "Target Marketed" to determine who the most likely buyer will be - they will pay the most money.
- 3** With such aggressive online marketing, your home receives continuous inquiries from qualified buyers.
- 4** I perform specialized work to develop additional buyers such as e-mail marketing, and , maintaining computerized mailing lists of potential prospects.



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## Target Marketing...

Every agent makes great claims about their company's marketing, or their personal marketing. Every agent is convinced that their marketing will find that "right" buyer for you. To make your decision a little easier, consider the following:



- If the broker is not investing in **ads specifically targeted to buyers** who want homes with views, how much less is their chance to find that "right" buyer " **with marketing specific to buyers who want homes like yours?**
- How could starting a marketing program when your home is listed be more effective than a **program that has been in place, and steadily attracting buyers for homes like yours ?**
- How much more effective in attracting buyers for a home like yours is a marketing **program is designed to consistently and systematically attract buyers who want a home like yours**, than a generic marketing program that attracts all kinds of buyers?
- How much more effective is offering incentives such as a **GUARANTEE Move-Up** program to attract buyers for your home. Check out our **Move Up Program**.
- How much more effective is a marketing program in attracting buyers if that **program includes the marketing of ten, twenty or thirty homes like yours** than a program that includes just your home which happens be on an acre or more, along with all kinds of other homes, condos etc.

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## Why Settle For Less Than 24 Hour Service?

**The Problem:** Today's real estate consumers want information and they want it fast. Calls to real estate offices have decreased to the lowest levels ever!

**The Solution:** Have an easy, non-threatening, source of information for prospects to get all the details they want and need about your home.

Place a Text "Hotline" in marketing material for your buyers to access.

**FOR PRICING & PHOTOS**

**TEXT: SS98501  
TO: 59769**

### The Benefit to You

Your buyers have 24/7 access to complete details about your home.

Your buyers get the details they want even if your agent is not immediately available.

Your agent is notified of every single prospect call made to the toll free number.

Your text number can be used in a variety of marketing venues.

### The Benefit to Buyers

They have text access to call for information 24/7.

They have access to details about your home immediately.

They can receive follow up information by fax or online.

They don't even have to talk to an agent.

**It Costs you NOTHING!**



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## The Real Estate Sign Placed In Your Yare Impacts Your Marketing More Than You Know...

**The Problem:** The phone number on your sign is often answered by a “staff person” or an agent sitting on “floor time”. The person who knows the most about your home does not even take those calls.

**The Solution:** Place a “direct” phone number to the agent on that sign instead of the phone number to the real estate office.

### The Benefit to You

Your buyers have direct to your real estate agent.

Your agent handles the calls regarding your home instead of an agent who may have never seen it.

Your agent is much more likely to “show” your home to prospects.

Your agent represents your best best interests even when helping the prospect.

### The Benefit to Buyers

They have direct access to access the agent who knows your home best.

They have access to details about your home immediately.

They do not have to avoid giving their personal info to an agent who just wants to sell them a house.

They don't have to wait to find out details, status or price.

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## Targeted Online Marketing

Targeted Online Marketing means attracting and following up with the prospects who want a home like yours!

A Specific URL for YOUR home results in MORE qualified buyers seeing your home... @ [www.yourhomeaddress.com](http://www.yourhomeaddress.com)

**3925 Sapphire Loop ... Round Rock, TX  
MayField Ranch**

When you drive into this exclusive section of Mayfield Ranch up and see the quality, executive homes, you will feel secure and confident that this location will be a great place to live because all of the homes, just like 3925 Sapphire Loop, are beautifully manicured and maintained and this "Loop Street" has only 1 way in and 1 way out... **virtually no traffic except neighbors coming home!**

As you approach the home, you may notice the lush lawn, meticulous landscape, the combination of stucco, you realize these owners take pride in this home, the way you wish more people would. You note there is plenty of room for the kids to play basketball too and the quiet streets make it great for riding bicycles!

**Testimonials**  
Avg. Rating: ★★★★★ 5.0/5.0 (9 Reviews)  
\*\* Stuart knew our neighborhood market was very knowledgeable and gave good advise in making our home more marketable

Your online flyer consists of LOTS of pictures, a video tour, a detailed walk-through of the home, and rest assured, your prospects cannot get this level of information ANYWHERE else!



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## Online Ads

Online ads should be run for the specific purpose of generating prospects for your home!

**Market studies show that real estate buyers pay the most money for the home that offers what they want!**

Ads run with vague, generic language and no price, provide little benefit to you.



An ad that directly describes your home and includes the price will attract inquiries from buyers who want the type of home that you have. Your best chance of converting that inquiry into a prospect and an actual showing will be when prospects receive qualified, professional assistance when calling.

**Your ads should direct the inquirer to a video tour online or to a direct phone line where they can get all the information they want and need.**



Keep in mind that any ad run with no price is simply an attempt to draw inquiries and to convert those callers to clients. **Surveys show that over 51% of prospects do not even continue reading ads with no prices.** They assume that they will have to make an effort to find out the price and it is just not worth it to most prospects anymore... especially with so much available information online.

**Our ads will assist the prospects by providing them the price, and giving them access to the virtual tour** so that they can see the home inside and out. Our ads bring high quality responses, and result in consistent inquiries from viable prospects.



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## The Internet Doesn't Sell Homes ... People Do!

Many people think that to sell a home, you simply place it in the MLS and on the Internet and the right person to call and buy it... NOT SO! If that were true, real estate professionals would be out of work.

The basic law of real estate is this...

### THE INTERNET DOESN'T SELL HOMES... PEOPLE DO!

We are trying to educate home sellers and the public about the tremendous changes in real estate marketing.

Anyone can put your home online, **but not anyone can properly place homes online to get the most effective response from home buyers.**

1. Proper preparation for the most possible views by buyers looking for a home like yours. (**We even prepare the pictures for search results**)
2. **Multiple video tours** and maximum PROFESSIONALLY photos so your home is presented at its BEST
3. Buyers actually **have access to your agent** for help.
4. **Google rankings that result in multiple first page placements for your home.**
5. Facebook and other online ad programs that get **double the response of other agents.**



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**Just A Presence On The Internet  
Is NOT Enough Anymore!**

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**Professional Photography**

**We Use Professional Photo Appeal to  
Attract Potential Buyers for Your Home!**

The graphic features a central text area with a light blue background and a decorative border. It includes six small inset photographs showing various interior and exterior views of a home, such as a living room, dining room, kitchen, and bedroom.



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## Just A Presence On The Internet Is NOT Enough Anymore!

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### MOBILE BUYER MARKETING PLAN

Buyers driving through the neighborhood can:



- Find your home, get directions and a map
- Connect with me in **one "click"** to get details and make an appointment

**QR Codes: Another Way to Expose Your Home to Home Buyers At the Peek of Their Interest**



FREE List of Homes



FREE Home Valuation



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## **You Deserve For Your Agent To Make Every Effort To Find Your Buyer ... Saving You Money!**

Your Agent's objective should be to generate prospective buyers for your home, NOT to just wait for another agent to bring your buyer.

If your home is marketed properly and aggressively, this is a real possibility.

NO ONE knows your home better and no one has a better chance of making certain a qualified buyer sees it when they are ready to see it.

Keep in mind that when a buyer responds to our marketing, an appointment is confirmed and one of us will accompany that buyer to your home. We always represent you, and we make certain the buyer is aware of this, as the law states.

The fact that we represent you should in no way hinder our attempts to find a buyer for your home. Too many agents claim they are just listing agents and make little attempt to fulfill their ultimate responsibility to you, to secure a buyer for your home. We continually strive to do so.

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## FeedBack

**FEEDBACK**

*Keeping You Informed*

We have learned that one thing you expect from your real estate agent is **COMMUNICATION.**

That is why we have developed a system designed to give you exactly what you want and need...Feedback.

Feedback every time your home is shown and/or previewed by a real estate agent.

Here is how it works to your **BENEFIT:**

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## Two Ways To Sell Your Home

# 1

Put up a sign.  
Wait for an offer.  
Wait for an offer.  
Wait for an offer.  
Get a real estate agent.  
Wait for an offer.  
Wait for an offer.  
Wait for a serious offer.  
Get a new real estate agent.  
Wait for an offer.  
Wait for an offer.  
Wait for an offer.  
Reduce the sale price.  
Wait for an offer.  
Wait for an offer.  
Wait for an offer.

# 2

**Hire  
Allen  
Pedersen  
and  
*Start  
Packing!***



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[Allen@Findhomesinidaho.com](mailto:Allen@Findhomesinidaho.com)

When you want to make absolutely certain more qualified buyers see your home so it sells **FASTER** and for **MORE MONEY!**



## **We Don't Make Empty Promises ... We Make Commitments And EACH Commitment Is Made To You In WRITING!**

Isn't that the way you want to do business, with everything clarified in writing. Your listing agreement, purchase contract, title work, and other legal documents are in writing. **Shouldn't the commitments made to you by your real estate agent be in writing too?**

My 60 day sale plan, my "Easy Exit" listing agreement, my entire marketing plan, information about our advertising, and all commitments made to you are in writing. You should never settle for less.

Additionally, communication is in writing as your marketing and sale progress. When ads are run, inquiries handled, e-mail promotions implemented, personal promotion completed, 800 hotline calls followed up, you receive written correspondence.

**I tell you what I am going to do, then I do it, then I tell you I did it and what the results are!**

You don't have to guess about what is going on with the marketing of your home. You don't have to try to remember what promises were made, you don't have to wonder if anything is actually being done. You know in advance, during and after. Isn't that the way you want to do business?

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## Easy - Exit Listing Agreement

What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry no more! Allen Pedersen takes the risk and the fear out of listing your home with a real estate agent. How? Through his INSTANT AMNESTY Listing Agreement.



When you list your home through Allen Pedersen's INSTANT AMNESTY Listing Agreement, you can cancel your listing at any time. No hassles. It's easy.

- You can cancel your listing anytime.
- You can relax, knowing you won't be locked into a lengthy contract.
- Enjoy the caliber of service confident enough to make this offer.

Allen Pedersen has strong opinions about real estate service. He believes if you are unhappy with the service you receive, you should have the power to fire your agent.

It takes a strong belief in the quality of one's service to make this kind of stand, but Allen Pedersen never settles for less than the highest professional standards from him and his staff. He is confident you will be happy with his service and results. That's the simple truth. He always stands behind his service. Call Allen Pedersen today to find out more about how his unique service can make the difference in your home sale.

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*Cancel Your Listing ANYTIME!*

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## Allen Pedersen Takes The Risk Out Of Listing Your Home With An Agent!

**Communication** with your real estate agent is VITAL. I can't even begin to tell you how many homeowners I have met who shared that their single biggest complaint about previous real estate experiences was the communication. So here is how we solved that for you.

### **PRIVATE WEB PAGE:**

Each and every one of our clients has access to a password protected web page where they can see updates regarding their home's marketing 24/7. They know when ads run, when online promotions take place and even the results of showings and previews from agents and buyers. You will never wonder what is going on with your marketing!

### **PRIVATE PHONE LINE:**

Each and every client also has access to a private phone line. This phone line is never advertised or promoted in any way. **ONLY** our clients have this phone #. We know that when that phone rings, it is one of our clients needing assistance. We will always be available for you.

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## The Offer Process ... A Quick Overview

1. The offer is presented to me by the agent representing the buyer. I will ask very detailed questions so you are well prepared.
2. After all of our questions have been answered by the buyer's agent, we will privately review the offer and make a decision to accept, or counter the offer.
3. Items to pay special attention to:
  - a. Interest rate should be close to prevailing rates.
  - b. What is the length of time for loan approval?
  - c. Who is paying for the title insurance and escrow fees?
  - d. Time frames on all inspections.
  - e. Who Pays for a survey (you can get caught with this expense even though you think you are covered)
  - f. Who is paying for inspections and/or repairs?
  - g. Length of contract.
  - h. What is the amount of the option fee and the term of the option period?
  - i. What is your bottom-line net? You should ALWAYS know this before accepting an offer!

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## We Make Sure Only **QUALIFIED** Buyers Look At Your Home

We use our own extra cautionary, 3<sup>rd</sup> degree level of making sure your buyers are qualified **EVEN IF** they are Pre-Qualified or Pre-Approved.

Why? Because pre-qualification letters are often not worth the paper they are written on. We implement a strenuous investigation to make certain your buyer will qualify to close your home! You see, buyers often just want to get the contract done because:

- 1** Some are in a hurry to move.
- 2** Some are serious but not in a hurry.
- 3** Some are bargain hunters.
- 4** Some will never buy.

## We Protect You From Unqualified "Strangers" In Your Home!



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# **I Help Find Buyers Mortgage Money When Necessary**

**I might save  
your sale, when  
the buyer needs  
a little help.**



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## Compare ... It's Not Even Fair! Find Out How Different Agents Stack Up

Allen Pedersen

	Allen Pedersen	Other Agent
* <b>"Easy Exit" Listing</b> giving you complete control of your listing	YES	Easy What?
* <b>24 Hour Info Hotline</b> giving your buyers easy access to information about your home	YES	24 hours a day?!
* Yard sign with <b>direct line to your agent</b>	YES	Nope
* Presence on at least 35 <b>real estate web sites</b>	YES	Maybe one
* <b>A private phone line directly to me.</b> You always have access to your agent!	YES	Keep Trying!
* <b>Your home on the FIRST page of Google!</b>	YES	Company
* <b>A private web site</b> so you can personally monitor every step until your home is sold and closed	YES	How?
* Email marketing and promotion <b>includes full color picture flyers sent to targeted databases</b>	YES	We try!
* <b>Targeted marketing to real estate agents</b> online and offline!	YES	Nope
* <b>Your home's ad will run every single week</b> on Facebook & Instagram	YES	No Way!



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## There is no other agent who does as much to get your home sold!

**It takes pro-active and aggressive marketing...  
not passive, hopeful selling!**

In today's real estate market you need an agent who will actively market your home at all times. You need a Realtor who earns the commission you pay and works hard to get your home SOLD!

Most real estate agents participate in "**Passive Marketing**" – that is listing your home for 90 days in the MLS, sticking a sign in the yard, having an occasional open house, or making a flyer, while waiting and hoping for a buyer or another agent with a buyer. These passive methods just do not work in today's real estate market.

My team and I implement "**Active Marketing**". We literally search for and follow up with your potential buyers via many traditional methods **AND** many cutting edge methods that are not used by many agents today. I feel obligated to actively try to find buyers for my sellers each and every day. That is what you are paying me to do! We also search for sellers? Why does that help you? Because the more signs I have out, the more potential buyers will call me, which means more potential buyers I can tell about your home. Ads and flyers do not sell homes...People sell homes.

**It is more critical than ever to expose your home to as many targeted buyers as possible in order to get it SOLD! The best way for that to happen is with "Pro-active Marketing"**

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## **About Allen & Kate Pedersen**

Allen transitioned to real estate after more than 30 years in sales and business entrepreneur. He has enviable experience when it comes to negotiations, educating homebuyers and sellers, and the ability to accurately price and market a home. He knows how to maximize profit to his clients' benefit. Allen earns the respect of his clients by working tirelessly on their behalf and by always offering them candid advice.

Kate has a master's degree in business management with a professional finance background for one of the 500 fortune companies. She is communicative, analytical, and detail-oriented. You can rely on her to attend to every degree of a project, whether it be searching for your first home, building your dream home, or market analysis and preparing your home for

sale. Kate will be alongside you every step of the way.

The professional consistency and balance between Allen and Kate possess are evident, complementing one another to assist their real estate clients through the home buying and selling process. They understand that home is where family is, which is why they treat your home sale or purchase as if it were their own.

**Own the Real Estate Team of Pedersen Real Estate Group**

**Successfully closed over 115 real estate transactions since 2015**

**2021 sold 14 homes and over 10 million in volume**

**Licensed under the Silvercreek Realty Group, the #1 independent Brokerage in Idaho**



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## I'm Not Just a One Person Show

I have a full-time Team of Highly Qualified Professionals who work with me and have one goal... "Serve our clients so that they will never want to use any other real estate agent ever again!" The results come from our clients who rave about each person on our team. Keep in mind that you ALWAYS work with me personally... my team keeps things going behind the scenes. I do not pass you on and forget about you!

- ❖ **Kate Pedersen, Team Member** – is analytical, and detail-oriented she double checks important paperwork and makes sure schedules and deadlines are met.
- ❖ **Mark Fleischer, Construction Manager**– has been in the construction business for decades very detail oriented and tons of remodeling experience.
- ❖ **Corey Newell, Sr. Loan Officer** – With Evergreen Home Loans, helps find hidden **buyers** that need conventional or special financing.
- ❖ **Andrew Fullmer, Sr. Loan Officer** – With Willamette Valley Bank, experience in jumbo loans, refinancing equity loans Andy can get things done for the sellers and buyers.
- ❖ **Christine Whittington, Sr Escrow Officer** with TitleOne in Eagle Idaho. Handles the preparation and closing documents, she has years of experience. TitleOne is one of the largest title companies in America. Five offices in the Treasure Valley.



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*Call Allen Pedersen & Start Packing!*

**It's All Up To You At This  
Point. So Pick Up The  
Phone and Say:**

**"You're  
Hired!"**

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## A Seller's Guide To Interviewing A Real Estate Agent To Sell Your Home

There are over 5,700 real estate licensees in our area. Choosing the right agent for your home can be confusing. It is especially difficult when you speak with several agents and they all seem so convincing.

There is a way to determine who is most likely to succeed in getting your price and terms. The key is knowing the right questions to ask. This is especially important now, as homes are selling more slowly.

The following list provides you with some questions to ask prospective agents. This list will not only help you select the right agent, but also get the very best from the one you choose!

- 1) **Do you work as a Full-Time" Realtor?**
- 2) How many listings of homes on acreage do you have at this time? (more listings means more buyer inquiries for your home.)
- 3) Do you have a staff to insure that all details are handled?
- 4) How many potential buyers for homes on acreage do you talk to daily?
- 5) How will you encourage other Realtors to show my home?
- 6) Do you have a system of **follow up, so that we get valuable feedback** from agents and buyers after showings?
- 7) How many properties have you sold in the past 90 days? (6 mo)
- 8) Do you have references that I may check?
- 9) How do you promote buyers for homes on acreage differently?
- 10) How do you expose my property on the **Internet?**
- 11) Do you have a **Specific Marketing Plan** to sell my home?
- 12) Do you have a **Specific Pricing Strategy** to get me top dollar?
- 13) Do you use a Text service to provide instant information on my home?
- 14) What is the difference between "passive" and "Pro-Active" Marketing?"
- 15) Do you believe in "Target Marketing" (marketing to the buyers who want what your home offers)
- 17) What marketing systems do you use that no one else has available?

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## Three Factors To Consider When Selling Your Home

The three factors to consider in selling your home are location, condition and price...and they are all related.

**1. Location:** Your home's location and setting influences its value. A home inside a quiet subdivision sells for more than the identical home on a busy street. Remote areas typically sell for less than closed-in area. Views, streams and trees usually enhance value. You obviously have no control over location.

**2. Condition:** New homes enjoy a marketing edge over resale homes because they are shiny and clean. And builders enhance their appeal by offering model homes (clean, bright, decorated in current colors and amenities) for buyers to examine.

Our goal is to make your home as close to a model home as possible...being sensitive to costs. You have nearly complete control over condition and you can increase value and decrease marketing time by being sure your property is in the best possible condition.

**3. Pricing:** If Micron stock is trading between 56 and 60, it does no good to insist on selling at 71. Likewise, your home must be priced within the appropriate range. You must actually "sell" your property twice: first to a buyer and then to an appraiser. The buyer is more subjective and compares the amenities of your home to those of other homes in the same price range. The appraiser is more objective and compares age, size and cost-identifiable features in your home against other properties that have sold.

Allen Pedersen uses his experience and expertise to fine-tune the price by taking into consideration all of these variables.

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## **Please Call My References**

I insist you contact at least 3 references so you can be comfortable and assured that the decision you make in hiring your next real estate professional is a wise one! Consider asking these questions:

1. How was your experience with Allen Pedersen
2. Did he always put your interests first?
3. I am about to become one of Allen Pedersen's clients, what is the best single service that he will provide to me?

Name: Stacey & Ryan Waite  
Phone: 858-349-4090

Name: Dave & Kathy Jacobs  
Phone: 714-388-2219

Name: Richard & Debra Tortolini  
Phone: 858-705-2700

Name: Dylan & Bri Lemmon  
Phone: 605-380-4313

Name: Mark & Bonnie Lemmon  
Phone: 605-824-0782

**Some sellers have moved out of town, please recognize there are time zone differences when calling.**

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## There's No Place Like Home ... Tell Me Why Your Home Is Special

We're sure you have enjoyed living in your home and have been pleased with its many features. I want to make sure we tell prospective buyers about all the special features of your home. Please fill in the items below so that I can target our marketing efforts to those prospects most likely to buy your home.

### Home features that we have really enjoyed:

---

---

---

I think my home is well suited to a: \_\_\_\_\_  
(family, couple, single etc)

### Because it has these features:

---

---

---

---

### What advertising did you use when you were looking for a home?

\_\_\_\_ Local Paper    \_\_\_\_ Yard Signs    \_\_\_\_ Internet  
\_\_\_\_ Agent Reputations    \_\_\_\_ Realty Magazines  
Other: \_\_\_\_\_

Your Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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## Thinking About Selling?

I want to act in your best interest, and am eager to have you share your concerns and expectations about the marketing of your property. Please take a moment to complete the survey below.

### WHAT ARE YOU CONCERNED ABOUT?

	Not Concerned			Very Concerned		
	0	1	2	3	4	5
Buyer Qualifications?	0	1	2	3	4	5
Multiple Listing?	0	1	2	3	4	5
Broker Commissions?	0	1	2	3	4	5
Showing Procedures?	0	1	2	3	4	5
Advertising?	0	1	2	3	4	5
Open houses?	0	1	2	3	4	5
Agent Communication?	0	1	2	3	4	5
Inconveniences?	0	1	2	3	4	5
Possession?	0	1	2	3	4	5
Closing Costs?	0	1	2	3	4	5
Security?	0	1	2	3	4	5
Salability?	0	1	2	3	4	5
Financing?	0	1	2	3	4	5
Negotiations?	0	1	2	3	4	5
Buying your next home?	0	1	2	3	4	5

**Thank you and see you soon!**



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