



LISTING CONSULTATION

Presented by



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BRAD LARSEN, Broker

- One of the Top 50 agents in San Antonio according to the San Antonio Business Journal for 2006, 2007, 2008. Nominated in 2009, 2010.
- Platinum Top 50 Winner for 2008.
- Earned Rookie of the Year award from Sterling Group Realty, 2004.
- Realtor since July 2003, Broker since October 2005
- Graduate Realtor Institute (GRI), 2005
- Council of Residential Specialists Designee (CRS), 2006
- Accredited Buyer's Representative Designee (ABR), 2007
- Graduate of the Texas Property Management Course
- Bachelors Degree - Morningside College, Sioux City, Iowa - 1998
- Associate's Degree -New Mexico Military Institute, Roswell, NM – 1996
- Master's of Business – University of Phoenix, San Antonio – 2011
- **Former Army Infantry Officer with 10 years of service.**



Key Objectives

- **PRICING...** your home at the property's fair market value.
- **TIMING...** in the desired time period.
- **CONVENIENCE...** selling your home with the least amount of inconvenience.

Competitive Market Analysis

- **Recent Sales**



- **Current Listings = Competition**



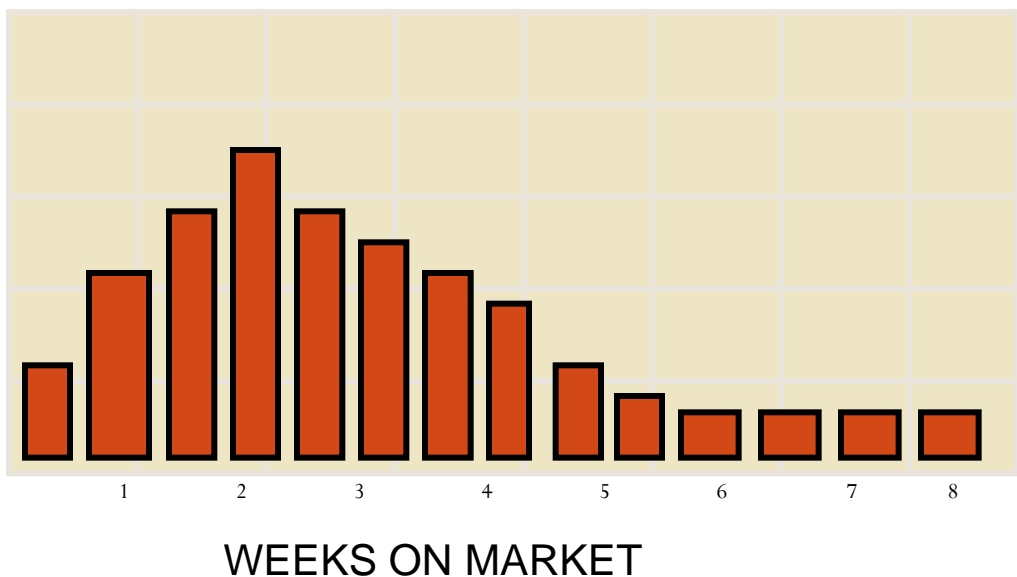
- **Expired Listings = What has not sold**



Selling Price Vs. Timing

- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.

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Marketing Your Home

- Input your listing to MLS.
- Install professional yard sign.
- Pricing Guidance.
- Prepare Advertising.
- Open House upon request.
- Give Feedback on showings.
- Review contracts and represents you in negotiations.
- Guidance in staging your property.
- Complete all repairs and cleaning.
- “Stage” your home to be appealing.
- Hide valuables (also prescriptions).
- Keep marketing information out for prospective buyers.
- Leave premises for showings.
- Refer friends and acquaintances who might be interested in your property.
- Refuse to discuss terms with prospective buyers or their agents.

Marketing Plan

- **Targeted Advertising**
 - To the public
 - To the REALTOR[®] community
- **Yard Signs**
 - Professional signs – Direct Number!
 - Calls come from our signs
- **Agent Marketing Action Plan**
 - Digital Photos – 25 on MLS
 - VIDEO Tour of Home on Multiple Sites
- **Multiple Internet Web Sites**
 - MLS
 - Realtor.com
 - www.SABrad.com
 - Hundreds of Mirror Web Sites!





Client Services Pledge

- I will keep my clients fully informed and consistently updated.
- I will respond to all my client's inquiries and concerns.
- I will protect my client's interest.
- I will quality control all other parties to the transaction.
- I will assure the accuracy of all paperwork.
- I will continually seek feedback and assure my client's satisfaction.
- I will respond to and resolve all problems and issues, quickly.
- I will make each real estate transaction a positive experience.
- I will always be the calmest person in the transaction.
- I will answer or return phone calls in a prompt manner.



Sellers Beware!

In most states and especially in Texas, Sellers are required to make a disclosure statement regarding any known defects in a home. Sellers are required to disclose “factual” information about the home.

Buyers typically take the Seller’s word and disclosure statement as a true representation of the property. Buyers are encouraged to utilize the expertise of a qualified Home Inspector prior to closing on the sale to satisfy their need to know about the physical condition of a home. Typically Buyers have 10 days in which to inspect the property and accept or reject the property based upon these inspections.

A Seller can sell a home with defects as long as the defects are fully disclosed. It is possible, however, that a mortgage company may elect NOT to loan money to a Buyer once the defects are disclosed. It is also quite possible that for a Seller to sell a property, certain repairs may have to be made to satisfy the requirements of the mortgage company.

What You Do & Don't Control

Seller Controls:

- **Property Condition**
- **Availability for Showing**
- **Price**
- **Home Warranty**



Seller Doesn't Control:

- **Competition**
- **Buyer's or Seller's Market**
- **Interest Rates**
- **When The Perfect Buyer Walks Thru Door**

Home Warranty Plans

Home warranty plans go a long way to alleviate some risks and concerns. For a modest price, the seller can provide to the buyer a one year warranty covering specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans commences at closing. In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage).





Preparing For The Offer

In slow economic times, offers to purchase routinely come in “low” whereas in healthy economic times, offers are closer to the asking price. Do not be offended by any offer received. Do not be offended by buyers who tour your property and don't submit an offer.

- **ACCEPTANCE.** Signed by all parties, dated, delivered... congratulations, you're on your way to having your property sold!
- **REJECTION.** Unconditional... unfortunately, your home is still on the market.
- **COUNTER OFFER.** Any change to the contract constitutes a counter offer. You are now in the renegotiation stage.
- **NO ACTION.** Equals rejection. Your home is still on the market.



Inspections

Inspections and potential repairs are the number one reason sales don't close. Typically, buyers have a certain number of days in which to inspect the property and accept or reject the property based upon these mechanical and structural inspections.

**SELLER
SEES THEIR HOUSE**



**BUYER
SEES YOUR HOUSE**



**INSPECTOR
SEES THE HOUSE**



**Save Yourself Time, Money and Disappointment — Do Deferred
Maintenance Now!**



PROPERTY MANAGEMENT

***Investors**

***Owners**

I charge SUBSTANTIALLY less than other property managers!

FEES:

--One month's rent equivalent for a 12 month agreement.

--One Half month's rent for lease extensions after that.

--NO MONTHLY PERCENTAGE!

EXAMPLE: - \$1200 a month home – One Year Lease

Other Property Managers

\$600 up front (One Half)

\$120 per month (10%)

One year Total: \$2,040

Brad Larsen PM

\$1200 TOTAL

- No Monthly Fees!



PROPERTY MANAGEMENT

***Full Service Property Management**

***Internet Marketing**

***Assistance in determining rental value**

***Tenant Screening to include Credit Checks, Employment Verification and Rental History**

***Emergency Services 24 hours a day**

***Video Marketing**

***Direct Deposit Rent Payments!**