

# HOME SELLING PROPOSAL

We understand that selling your home is an important decision for you. Our goal is to help you sell your property for the highest market price, within the time frame that fits your plans, and to make the home selling process as efficient, stress-free and successful as possible.

The purpose of this Home Selling Proposal is to help you understand the marketing process, to acquaint you with the current market activity in this area, and to explain how Prudential Americana and the Goodman Team can assist you in achieving the sale of your property. Our hope is that you will be *delighted* with your home selling experience.

Since this is the first stage of the selling process, we want to summarize what will happen after you have reviewed the information contained in this proposal:

1. I will call you before our meeting to note any questions you may have.
2. During our meeting I will answer all of your questions about the sale of your home.
3. After all your questions have been answered, and you feel comfortable and confident that I can *SELL YOUR HOME*, we will enter into a listing agreement so we can immediately begin attracting qualified buyers for your home.
4. During the listing term we will keep in contact with you concerning the state of the market, and the results of marketing your home.

At our meeting I will bring:

1. Tax records from the County
2. A Comparative Market Analysis
3. Estimated net proceeds
4. A listing contract

Please take some time to review all of the information provided, and write down any questions you may have. I want to be sure that all of your questions are answered as we move forward.

Sincerely

Paul Goodman

The Goodman Team

Prudential Americana Group, 871 Coronado Center Dr, Suite 100, Henderson NV 89052

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Website: [www.GoodmanLasVegas.com](http://www.GoodmanLasVegas.com)

# COMPARATIVE MARKET ANALYSIS

Our main goal is to help you set a list price for your home, that represents top market value, without falling into the trap of pricing too high, so the property does not sell at all. Overpricing is the #1 reason why sellers lose equity. Setting the correct list price can only be achieved by analyzing current and recent comparables.

The *CORRECT SELLING PRICE* of a home is the highest price the market will bear. This is what serious buyers will look at. To assist you in determining the correct asking price, we have prepared a comprehensive market analysis of comparable properties in and around your neighborhood.

This market analysis is divided into 2 categories:

1. Similar properties that are currently listed
2. Similar properties that have sold recently

By looking at the properties *CURRENTLY LISTED* we can see what alternatives a buyer has to choose from. Any property that has been on the market for more than 30 days is considered “overpriced” in the eyes of a buyer. Correctly priced properties generate *IMMEDIATE* interest among buyers and buyers’ agents. If the price is too high ... that excitement never happens. Reducing the price later will not generate the same enthusiasm.

By looking at the properties which have *RECENTLY SOLD* we can see what homeowners have actually received for their properties. This is the “acid test” used by buyers and appraisers to determine the true value of a home in today’s market.

Obviously we want to get top market price for your home, but there is always a point at which the price is too high to attract serious buyers. By studying these comparables, we can get you the maximum market price in as short a time as possible.

# FROM OFFER TO COMPLETED SALE

When our marketing efforts bring a purchase offer, we will:

- Explain the offer to you, and answer your questions.
- Most documentation can be signed remotely with digital signatures, using our DocuSign program. No need for you to print / fax / scan:

DocuSign Envelope ID: 5981F2EE-2372-48AC-8B89-F763A48A6632

**Earnest Money Receipt**

1 BUYER'S AGENT ACKNOWLEDGES RECEIPT FROM BUYER HEREIN of the sum of \$ 50,000.00  
 2 evidenced by  Cash,  Cashier's Check,  Personal Check, or  Other  
 3 payable to HELLA Co.  
 4 Upon Acceptance, Earnest Money to be deposited within ONE (1) business  
 5 day, with  Escrow Holder,  Buyer's Broker's Trust Account, -OR-  Seller's Broker's Trust Account  
 6  
 7 Date: 10/04/2010 Signed: [Signature] Buyer's Agent  
 8 Mr. Agent

**Buyer's Acknowledgement of Offer**

11 Upon Acceptance, Buyer agrees to be bound by each provision of this Agreement, and all signed addenda, disclosures, and  
 12 attachments.  
 13  
 14 Buyer's Signature: [Signature] Mr. Buyer 10/05/2010 3:30  AM  PM  
 15 Buyer's Printed Name Date Time  
 16  
 17 Buyer's Signature: \_\_\_\_\_ Buyer's Printed Name \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_  AM  PM  
 18  
 19 Seller must respond by: 5  AM  PM on (month) October, (day) 5, (year) 2010. Unless this  
 20 Agreement is accepted, rejected or countered below and delivered to the Buyer's Broker before the above date and  
 21 time, this offer shall lapse and be of no further force and effect.  
 22  
 23 Confirmation of Representation: The Buyer is represented in this transaction by:  
 24  
 25 Buyer's Broker: Mr. Broker Agent's Name: Mr. Agent  
 26 Company Name: Real Estate Co. Office Address:  Henderson  
 27 Phone: (702) 123-4567 Fax: (702) 123-4568  
 28 Email: broker@realestate.com

**Seller's Response**

33  ACCEPTANCE: Seller(s) acknowledges that he/she accepts and agrees to be bound by each provision of this Agreement,  
 34 and all signed addenda, disclosures, and attachments.  
 35  COUNTER OFFER: Seller accepts the terms of this Agreement subject to the attached Counter Offer #1.  
 36  REJECTION: In accordance with NAC 645.631, Seller hereby informs Buyer the offer presented herein is not accepted.  
 37  
 38 Mr. Seller 10/05/2010 4:00  AM  PM  
 39 Seller's Signature: [Signature] Seller's Printed Name Date Time  
 40  
 41 Mrs. Seller 10/05/2010 4:00  AM  PM  
 42 Seller's Signature: [Signature] Seller's Printed Name Date Time  
 43  
 44 Confirmation of Representation: The Seller is represented in this transaction by:  
 45  
 46 Seller's Broker: Forrest Barbee Agent's Name: Paul Goodman  
 47 Company Name: Residential Americans Office Address: 974 Coronado Center Dr Suite 100  
 48 Phone: (702) 461-1110 Fax: (702) 926-7811  
 49 Email: paul.goodman@lasvegas.com

Each party acknowledges that he/she has read, understood, and agree to each and every provision of this page unless a  
 particular paragraph is otherwise modified by addendum or counteroffer.

Buyer's Name: Mr. Buyer BUYER(S) INITIALS: [Initials]  
 Property Address: 83 Quail Run Rd Henderson, NV 89014 SELLER(S) INITIALS: [Initials]  
 Rev. 6/09 ©2009 Greater Las Vegas Association of REALTORS® Page 11 of 11  
 Produced with DocuSign by eSign: 1620 Blue Hills Road, Foster, Michigan 48306 www.docu.com

- Help you determine the best course of action by pointing out potential advantages and disadvantages of the offer and clarifying the choices available to you.
- Prepare an Estimate of Net Proceeds based on the proposed price and terms.
- Negotiate through the buyer's agent, and handle possible counter offers, to reach a final agreement that is favorable to you.

## Complete the transaction

- Explain to you in detail all the steps that will occur for a successful closing, and answer any questions you might have.
- Work with the buyer's broker, settlement officer, title officer and others to help coordinate their activities and keep the transaction moving forward ... and get the deal closed!
- Monitor progress of inspections, the buyer's loan and other contingencies as called for in the purchase contract. Resolve questions or problems that might arise, in order to ensure a timely closing.
- Communicate with you on a regular basis so that you can stay informed and is worry-free as possible.

# MARKETING PLAN OF ACTION

1. Expose your property to thousands of buyers from around the world using the power of the internet and the Prudential brand.
2. Expose your property local, national, and international buyers by contacting the top Buyer's Agents in the area and letting them know that your property is for sale.

**Potential buyers will have instant access to information about your property through our industry-leading website network.**

- The Goodman Team will advertise your home with popular real estate Web sites such as Trulia, Zillow and Yahoo! Real Estate and many more. This means our listings receive more exposure to online buyers who are looking for a home just like yours.
- Through our own website's cutting edge lead generation tools all Sales Associates are notified immediately of prospective Buyers looking at your property.
- Multiple advertisements across the web redirect buyers to [www.goodmanlasvegas.com](http://www.goodmanlasvegas.com) to further maximize your property's exposure.
- OSA - Online Seller Advantage program will send prospective buyers directly to the property details for your listing and send you alerts letting you know when your property is viewed by perspective buyers.

The Goodman Team  
Las Vegas & Henderson Real Estate Specialists

Prudential  
Americana Group,  
REALTORS®

Contact Info - Tel: 7024658120 / Fax: 8009297815 / Dir: 7024658120 / Send eMail

Friday, October

WELCOME LAS VEGAS NEVADA

Finance Center Mortgage Calculators See the BEST Rates Get Pre-Qualified NOW!

Home  
Property Search  
New Build Homes  
Quick Finance  
Sellers  
Avoid Foreclosure  
Community Info  
About Us  
Contact

NEW Click Here to Use the Interactive Map  
CIRRUS HOME SEARCH

SEARCH for that perfect home  
FIND OUT your home's value  
SHOWCASE homes featured here

FREE VIP Membership Sign-In  
24 Hour Property Watch click here

WELCOME TO THE GOODMAN TEAM WEBSITE.

VIP HOMES available here

# LOCAL MARKETING AND PROMOTION

**Our innovative and aggressive marketing activities will help attract qualified buyers to your property.**

- Prudential Americana publishes a Full Company Inventory magazine that features every Prudential Americana listing. Our Buyers Guide is the most widely distributed and read real estate magazine in Southern Nevada. Your listing will receive continuous exposure in this publication until it's sold.
- **“On The Road With Prudential”**- this program provides instant property information. Potential Buyers are now able to call and receive information on your home by voice or text instantly. Your Agent is then immediately notified of the potential Buyers contact information for fast follow-up.
- Prudential Sales Executives have access to a steady stream of relocating families throughout a network of the nation's top real estate and relocation companies. Our network is the Prudential Referral Services, part of Prudential Real Estate Affiliates with approximately 64,000 Sales Professionals and nearly 1,940 offices. Prudential Relocation represents approximately 700 active clients and 42,000 relocating employees and their families. Nationwide, there are over 100,000 Broker to Broker referrals handled annually.

# INTERNATIONAL MARKETING AND PROMOTION

The Goodman Team has personal networking relationships with some of the leading international real estate companies in the UK - London and Manchester. Spain – Madrid, Barcelona, Marbella. Channel Islands – Jersey, Guernsey. France – Monaco, Cannes. The Far East – China (Shenzhen / Hong Kong). The Middle East – Dubai.



# AN INTEGRATED MARKETING PLAN FOR SELLING YOUR HOME

*The following marketing activities will promote your property to prospective buyers and their real estate professionals.*

Install lock box with key

Take photos

Install yard sign and “text” rider (if allowed by HOA)

Buyers will be able to pull up property details and pictures by texting “GOOD” to 32323:



Submit property information through our network of web-based marketing sites

Submit property information to Multiple Listing Service

Promote to Prudential Real Estate sales professionals at office meetings

Submit property information to network of international real estate companies.

Call around neighborhood and SOI (sphere of influence) ... My team will be on the phone contacting prospective buyers asking them if they would like to buy your home, or if they know someone who would like to buy your home.


Provide a home warranty effective from the list date until close of escrow  
 ...FREE OF CHARGE:




Post property info on social network and classified advertising websites.



Provide regular analysis of potential buyers through the Online Seller's Advantage Program:



**The Prudential Real Estate Online Advantage**



**Prepared By:**  
 Paul Goodman  
 Prudential American Group, REALTORS®  
 Personal Cell: 702-465-8120  
 paul@paulmattrealty.com

**Prepared For:**  
 Ron Walden  
 63 Quail Run Road  
 Henderson, NV 89014

**Unsurpassed Web Presence**

Prudential Real Estate leads the industry.

Listing with Prudential American Group, REALTORS® provides the best exposure the Web has to offer – homebuyers can find your house through Prudential Real Estate's web presence.

Prudential Real Estate's website (Online Advantage) is designed with a consistent look, feel, and functionality that has united over 4 million listings in 50 states.


Regular system updates and industry leading tools present today's buyer with the knowledge and information they need to find your house.

With more than 3,200,000 registered buyers, Prudential Real Estate brings serious homebuyers to you.

**Current Real Estate Activity**

- ✓ In Your Market, 50,403 buyers have registered for an account.
- ✓ In the last 30 days, 6,023 searches have been made for properties in your price range.
- ✓ In Your Market, 20 registered buyers have requested a notification when a property like yours enters the market in your area. Also, 35 registered buyers are actively monitoring the 927 listings in your area.
- ✓ Yesterday, there were 0 searches for a property like yours in your ZIP code.
- ✓ Last week, there were 67 searches for a property like yours in your ZIP code.
- ✓ In the last 30 days, there were 289 searches for a property like yours in your ZIP code.

**Competitive Overview**



**Your Listing**

1. 796 Quail Run Road, Henderson, NV 89014 - \$1,340,000
2. 78 Quail Run Road, Henderson, NV 89014 - \$1,300,000
3. 56 Quail Run Road, Henderson, NV 89014 - \$1,250,000
4. 4052 Village Court, Henderson, NV 89014 - \$1,250,000
5. 7961 Village Court, Henderson, NV 89014 - \$1,474,000
6. 3330 La Mesa Avenue, Las Vegas, NV 89121 - \$998,000
7. 7222 New York Street, Las Vegas, NV 89120 - \$598,800

# WHY CHOOSE US?

Because:

- We watch and analyze the market to keep you up to date with current trends
- We provide the most effective exposure for your property
- We are better trained and more educated ... we are business people, not just agents
- We have access to the top agents around the country through the Prudential real estate network
- We understand the power of pro-active prospecting to get your home sold
- We are not afraid to deal with reality and tell our clients the truth
- We are always on the look-out for new, non-traditional, cutting-edge marketing opportunities
- We pride ourselves in 100% customer satisfaction, honesty and strong work ethics
- We understand how important this business transaction is for you
- We have the experience, knowledge, and results ... a proven track record
- We get the job done!

**IF YOUR HOME IS “UNDER WATER”  
WE CAN PROVIDE A COMPLETE  
SHORT SALE SERVICE... WE HAVE A  
100% SUCCESS RECORD!**

We have successfully negotiated short sales on behalf of clients, with the following lending institutions:





# PROPERTIES LISTED/SOLD BY THE GOODMAN TEAM:

10005 SNOW CREST	2416 BASSLER ST	5608 LITTLE DOE
1009 SABLE MIST	2420 BASSLER ST	563 BROKEN SHALE
10268 VINCES LAKE	2439 KAYMIN RIDGE	5974 AURORA BEAM
10305 GLIMMERING STAR	3074 MAJELLA AVE	6210 WINDY WATERS
105 PEAK VILLA	3495 HALTER	6287 FELICITAS
10877 CALCEDONIAN	356 JOLLY JANUARY	653 CALAMUS PALM
1090 PARADISE COACH	3716 STRATTON	6583 BUSTER BROWN
1094 HAVENWORTH	398 GLOCKER	6584 BUSTER BROWN
11009 DORNOCH CASTLE	4992 WEST MOBERLY	6630 BOOMTOWN
1133 VIA MILAN	5137 TEAL PETALS	6655 DRY HOLLOW
1145 VIA ROCCA	5139 GIBSON FALLS	67 LAYING UP
1156 PARADISE HOME	5258 AURORA BEAM	728 BOOTED EAGLE
1223 OAK VILLAGE	5260 FIRE NIGHT	753 FEATHER RIDGE
1346 CRYSTAL HILL	5264 FIRE NIGHT	7725 ISLAND RAIL
136 LEMONGOLD	5287 FIRENIGHT	773 RUSTIC DESERT
145 SPUR RANCH	5292 TIPPER	7850 SODA CANYON
1548 RED CANAL	5320 BRIGHT SUN	2202 MONTANA PINE
1570 JAMIELINN	5409 GOLD COUNTRY	8620 RIVER RIDGE
1633 ORANGE DAISY	5440 GOLD COUNTRY	8828 STORM CLOUD
1636 WHITE MESQUITE	5443 COLBERTSON	92 PETTSWOOD
1786 TANNER CIRCLE	5493 OVANDO	9359 MAPLE RED
2105 ANSERVILLE AVE	5529 STACKED CHIPS	8240 WUTHERING HEIGHTS
10005 SNOW CREST	2416 BASSLER ST	5608 LITTLE DOE
1009 SABLE MIST	2420 BASSLER ST	563 BROKEN SHALE
10268 VINCES LAKE	2439 KAYMIN RIDGE	5974 AURORA BEAM
10305 GLIMMERING STAR	3074 MAJELLA AVE	6210 WINDY WATERS
105 PEAK VILLA	3495 HALTER	6287 FELICITAS
1825 DAVID	2779 FORT MYER	304 DELAMAR
4730 E CRAIG	5318 HOLLYMEAD	5538 PROSPECTORS CREEK
920 ROCKVIEW	114 ASH	5426 CROSS MEADOWS

# **PRUDENTIAL Americana Group, REALTORS®**

## **What distinguishes Prudential Americana Group, REALTORS® from others?**

- In business in the Las Vegas area since 1979 and are now Celebrating over 31 Years of Excellent Service.
- Thousands of buyers have found their homes with our help. In 2008 we closed 6,461 units and \$1,789,782,321 in Sales Volume.
- Prudential Americana sells more properties in Las Vegas, NV than any other company.
- Sellers prefer Prudential Americana more than 2 to 1 over our next closest competitor.
- Research indicates that over 80% of local consumers know us and would refer home buyers to us.
- We have seven offices to serve you in the Greater Las Vegas Area.
- 1700 other Prudential brokers around the country to refer buyers to your home

## **Paul Goodman, REALTOR®**

- 1987-1994: private developer of high-end homes in Jersey Channel Islands
- 1995-2005: private developer of high-end homes in Southern Spain.
- 1995-2005: owner/broker of Star Homes Real Estate in Marbella, Spain.
- 2006-2010: real estate agent with Century 21 Moneyworld
- 2007-2009: finished #2 top producing individual at branch level
- 2010-present: real estate agent with Prudential Americana Group
- 2009-present: Aaron Goodman joined team
- We specialize in traditional and short sale listings and selling homes with owner finance
- Our team has Prudential Relocation and eCommerce designations

# FREQUENTLY ASKED QUESTIONS

Q. Why shouldn't I save the commission and sell the home myself?

A. Buyers know you're not paying any commission, so they'll just knock 6% off the price, and then negotiate downwards from there.

Q. Is selling my home privately an effective option?

A. Only 2% of all for-sale-by-owner homes actually sell ... the other 98% are sold by real estate agents. Can you really afford to only give yourself a 2% chance of selling your home?

Q. I have a friend/relative who is a Realtor. Why shouldn't I list my home with them?

A. Selling your home is an important business transaction. Maximizing the amount of money you put in your pocket, in the shortest possible time, should be your main motivation. Friends or relatives are not that easy to fire if things do not go to plan.

Q. Why not list the home high...we need to leave room to negotiate with a buyer?

A. Most people won't even bother looking at properties that are priced too high ... would you rather have a bidding war on your home ... or not have an opportunity to negotiate any offers at all?

Q. What if another agent says they can get me more money for my home?

A. There are plenty of agents that will list your property, overpriced. They assume they can take the listing now, and then shortly after, they start beating you up on the price, until you reduce it to where it should have been in the first place. They're simply afraid to tell you the truth up front.

Q. Why don't you just bring me a buyer, and I will pay you 3%?

A. Buyer's agents receive half of the commission that the seller pays the listing agent. Without a listing agreement in place, buyer's agents won't show their clients your home, because there's no guarantee they'll get paid. By not listing your home, you are missing out on the 1000s of agents actively representing qualified buyers.

Q. Why shouldn't I just wait for the market to come back before selling?

A. In today's economy the market is going to do one of two things ... either remain the same or continue to go down. With interest rates at record lows, there are plenty of buyers around now. Who knows what may happen in the future, so waiting just doesn't help.

Q. Will you be advertising my home?

A. No. Holding open houses, sending out flyers or postcards and advertising in the newspaper is passive marketing ... basically sitting around with fingers crossed hoping a buyer will randomly come along and buy your home. Active marketing on the other hand is much more aggressive, and very predictable. When you sign the listing agreement we will begin aggressively marketing your home.

Q. Is offering my home with seller finance a viable solution in today's market?

A. Absolutely! At any given time, The Goodman Team are working with at least 100 active buyers, all looking for homes with owner finance, and they all have verified funds for a good size down payment. Even if you do not own your home free and clear, seller finance can still be the ideal solution to get your home sold quickly.

