



**"WHY SHOULD I
LIST WITH YOU?"**

ANSWER –

**BECAUSE WE SELL MORE
HOMES, FASTER, WITH A
ZILLOW 5-STAR RATING.**

#TRUTH –

- **SOLD OVER 1,000 HOMES**
- **HELPED HUNDREDS OF BUYERS**
- **HAVE OVER 100 POSITIVE REVIEWS**
- **20+ YEARS LOCAL EXPERIENCE**

Tonya Michael
Courtlyn Michael Polson
PROPERTY EMPIRE REAL ESTATE
www.propertyempire.com





HOW



FIRST, coffee.

We want to have a conversation...
get to know you, your goals and
expectations so we can deliver you
the most effective, efficient, and
successful experience.

**PROPERTY EMPIRE
REAL ESTATE**

SECOND,

pricing your home.

The data is what it is. The most accurate indicator of what your home may sell for is recently sold comparable homes.

Consider these 3 approaches:

- **PRICE IT AS HIGH AS POSSIBLE** - However, it may sit on the market with no showings or offers and become stale.
- **PRICE IT AT FAIR MARKET VALUE** - The most popular but, comparable homes are in direct competition with yours.
- **PRICE IT JUST SHY OF MARKET VALUE** - This could position your home for immediate attention from buyers & agents due to it's attractive pricing.

What would you like to do?

#TRUTH

Truth is, no buyer is going to pay more for a home than it's worth. No bank is going to finance a home for more than its worth.

Any agent that tries to convince you otherwise is looking to win your listing, **not sell your home.**

We will

pull data on comparable homes that have sold recently, **and** look at comparable homes on the market that may compete with yours.

This approach provides the data needed to arrive at a performing list price.

THIRD,

crafting your home's marketing presentation.

This is an area where we excel. Our listing lab has over twenty years experience in real estate marketing and has crafted thousands of residential marketing strategies for agents across the nation.

WE HAVE BETTER TOOLS -

- Amazing, Easy To Use Website
- Professional, High Resolution Photography
- 360 Degree Virtual Home Tours
- Online Floor Plans
- Online "Doll House" Views
- Attribute Rich, Descriptive Ad Copy
- Walk-thru Video
- Extensive Mapping
- Online Associated Document Access
- Call To Action Strategies
- Local Lifestyle Information
- Trained Social Media Specialist On-staff

FOURTH,

getting your home seen – we have it down to an art.

- **Instant** exposure of your property via our social media profiles of over **16,000 followers** on Facebook, LinkedIn, Instagram, and others.
- We advertise homes on the nations **TOP 3 Real Estate websites, Zillow, Trulia, and Realtor.**
- We utilize a **National MLS** – Multiple Listing Service
- Thru syndication, **our listings are advertised on hundreds of real estate websites** across the nation.
- Paid social media advertising in our market region allows us to **reach over 100,000.**
- Exposure on our **high traffic, attractive website.**



January 2020 our social media content was seen over 50,000 times.

The background of the entire image is a dark, textured wooden surface. Scattered across this surface are various construction-related items: a yellow-handled hand saw with a black blade, a yellow measuring tape, a yellow pencil, a spiral-bound notebook, a hammer, and a pair of yellow work gloves. The lighting is dramatic, with strong highlights and deep shadows.

FIFTH,

the journey to **SOLD**... we've done it over 1,000 times. Negotiating offers, legalese of contracts, we've been doing this for over 20 years.

Dealing with:

- Attorneys
- Home Inspectors
- Lenders
- Appraisers
- Real Estate Agents
- Surveyors
- Septic Inspections
- Water Tests
- Utility Companies
- Soil Testing
- Contractors
- Government Entities

WE CAN CLOSE.

FYI



- Chosen as Best Real Estate Agent
- Chosen as Best Real Estate Company
- Certified Home Staging Expert
- Certified Real Estate Negotiator
- Zillow Premier Agent
- Zillow 5 Star Agent
- Over 100 Positive Client Reviews

**PLUS, we have
a cool office!**

We converted an early 1900's gas station into office space for Property Empire.



A photograph of two women standing in front of a white house with a dark door. The woman on the left is sitting on a yellow armchair, wearing a black blazer over a blue shirt and black pants. The woman on the right is standing, wearing a blue dress with a brown belt and glasses. The house has a green door number '19' and a lantern on the wall.

May we help you?

Tonya Michael

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www.propertyempire.com

Property Empire LLC

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Broker In Charge: Howard R Michael





- *"within a week, presented us 2 offers"*
- *"found a buyer in less than a week"*
- *"couldn't have found anyone better"*

WE HAVE A LIST OF BUYERS THAT HAVE INDICATED:

- Type Home They Want
- How Much They Can Spend
- When They Plan To Buy



One of our first tasks after listing a home is to check our Buyers List for a match.

95%

Over 95% of home buyers start their search on the internet, a large percentage end up at 3 websites – we spend thousands annually to make sure our listings are there.