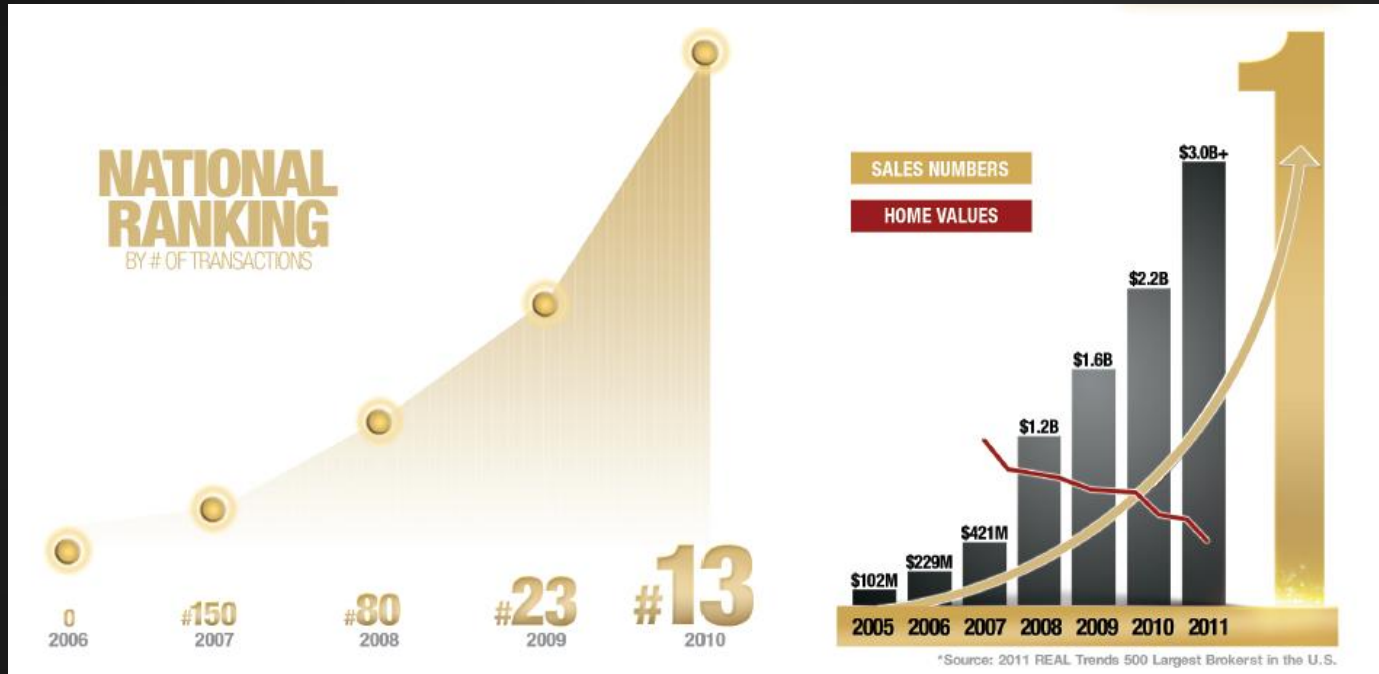




Marketing Proposal

Realty ONE Group



With over 16,000 closed transactions and sales of over \$2.7 billion in 2011, Realty ONE boasts nearly 3,300 professional agents in the tri-state area (NV, AZ, CA). Realty ONE was named by Inc. 500 as one of the fastest growing companies in America, for three consecutive years (2009-2011)

#1 Fastest Growing Company in California & Arizona



- **Realty ONE Group is #2 in Arizona - UP 3 Spots Since Last Year**
- **25,000 CLOSED TRANSACTIONS AND**
- **\$6.5 BILLION in SALES in 2013**

Why Choose Joe at OnQ Realty Group?

- **Over 18+ years of Real Estate Marketing & Pricing Experience**
- **Four-time Award winner of President's, Executive and 100% Clubs in Sales**
- **ASU Communications Studies (Bachelor of Science) Graduate**
- **My Un-Ending Personal Commitment of always staying in touch, advising and helping you navigate the home sales process**



Testimonials

“I haven’t known Joe very long, but a friend of mine told me that if I wanted a realtor that was honest and fair with the seller, that Joe was my person. Joe is all that and then some. He has kept me informed of all progress with the property and would you believe he had my house sold with-in a month of meeting with him and putting it on the market. He has become a very good friend. I would recommend him always.” Previously listed with other agent for 117 days – SOLD and Closed with Joe in 29 days with 3 offers in the first 7 days of new listing)
~ Maxine Fulton

“We were having such a hard time reaching our Realtor when trying to sell our house and were ready to give up. Joe called us one day to come by to preview our home for one of his clients. After we met Joe, we were impressed with his integrity and the way he seemed to care for his clients. We kept his card and was one of the first we called to re-list our home after our listing expired. After losing months of prime market time, it was a relief to have Joe sell our house in just under 4 weeks.”
~ Pam & Les F.

“Joe’s ability to communicate the home selling process has been great. He gave us excellent advice about preparing our home before putting it up for sale. As nervous as I was about selling my first home, Joe put me at ease and had my home sold for full price in less than a month! I only wish I had him involved in the purchase of our new home. I won’t make that mistake again!”
~ Sara S.

“Just a word of appreciation for the way you handled our sale in Arrowhead Ranch. When we tried to sell on our own, you were the only Realtor who dropped by to offer help. When we realized we didn’t want the hassle of selling ourselves, we called upon you to take over. You always responded to us in a timely fashion, and kept us up to date on your marketing. Your materials were really great and showcased our home quite well. Many thanks for helping us get it sold quickly!”
~ Barb & Richard S.

“Joe’s attentiveness to my needs when selling my home has been superior. He went the extra mile to suggest ideas and give alternatives, shows concern and understanding and was always willing to assist. He consistently stayed in touch throughout the entire process and got us on our way back to Massachusetts.”
~ Sheila G.



Marketing Plan - The Industry Standard

- **Multiple Listing Service**
- **Listing on www.OnQRealtyGroup.com**
- **Attractive Realty ONE Group Yard Sign**
- **Multiple Digital Photos of Property**
- **Detailed Full Color Property Brochures available on Sign Post with Immediate access to information by smartphone**
- **Virtual Tours on Multiple Websites**
- **Multiple Open Houses**



Marketing Plan - My Standard

Have you ever wondered what a serious, proactive and hard-working Realtor will do to sell your home in days instead of weeks and months (if at all)? There are homes under contract right now that have found a buyer in days. Have you ever wondered what it takes to have a GREAT Marketing Plan to sell your home?

- **Write** a Great Property Description that will GRAB the buyer's attention immediately
- **Take** 5-10 Good photos of the home showing its BEST assets. Good photography wins!
- **Enter** the property information into MLS and make it IMMEDIATELY available to all Arizona agents.
- **Utilize** my ever-expanding active buyer contact list from all my previous property marketing
- **Send** out E-mails and Texts about the new listing to my active buyer's list
- **Post** ads about Your property to Craigslist and Backpage.com - 3 times daily 9-12-5
- **Include** on ListHub & Postlets to Broadcast the listing to over 60 national e-publishers that includes a network of over 900 high ranking Real Estate websites like Realtor.com, Trulia & Zillow!
- **Produce** a Video Virtual Tour of Your property & post on YouTube & Facebook
- **Place** an attention getting ad on the Real Estate Facebook page with a link to the YouTube Video



Marketing Plan - My Standard - pt2

Have you ever wondered what a serious, proactive and hard-working Realtor will do to sell your home in days instead of weeks and months (if at all)? There are homes under contract right now that have found a buyer in days. Have you ever wondered what it takes to have a GREAT Marketing Plan to sell your home?

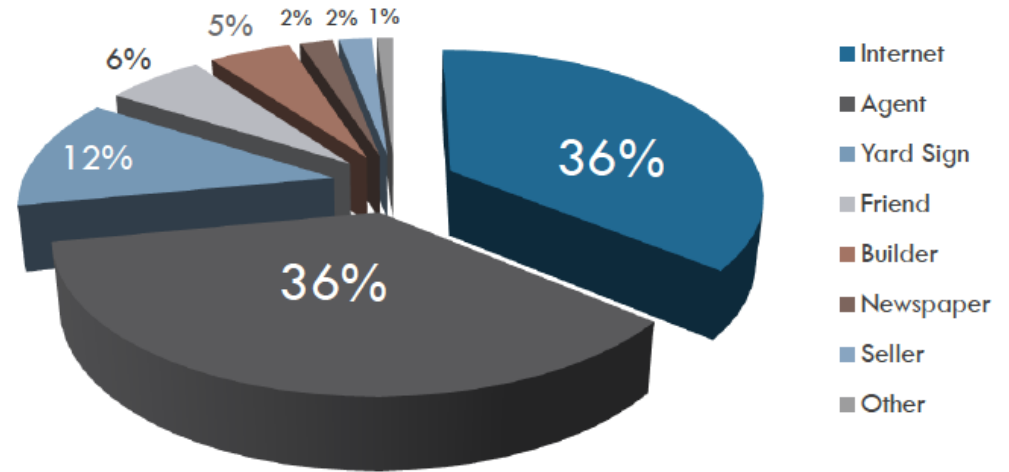
- **Install** an Electronic Safety Lockbox That records ALL showings so buyer's agents will have a "We Are Open for Business" access to the property
- **Provide** an attractive sign that tells visitors in the area that your house is "For Sale!" Include a "QR" code and a specific "Text Me for More Information on This Listing"
- **Create** color flyers with web-links to the property's own website page(s) with the home's current financing options on the back as well as links to its website and keep them stocked in a flyer box.
- **Place** directional for sale signs at the subdivision intersections (where allowable)
- **Send** Flyers to the neighborhood allowing them the opportunity to choose their new neighbors
- **Market** by sending e-Flyers to all of our company's 5000+ (and counting) agents as well as to all the agents in Maricopa County with clickable links to get full information and how to show the property
- **Start** a buzz in the neighborhood by contacting the neighbors prior to any Open Houses scheduled on selected Sundays
- **Provide** You with Consistent follow-up on all agent showings, open house visitors, ads, sign calls and general inquiries.



Where Do Buyers Come From?

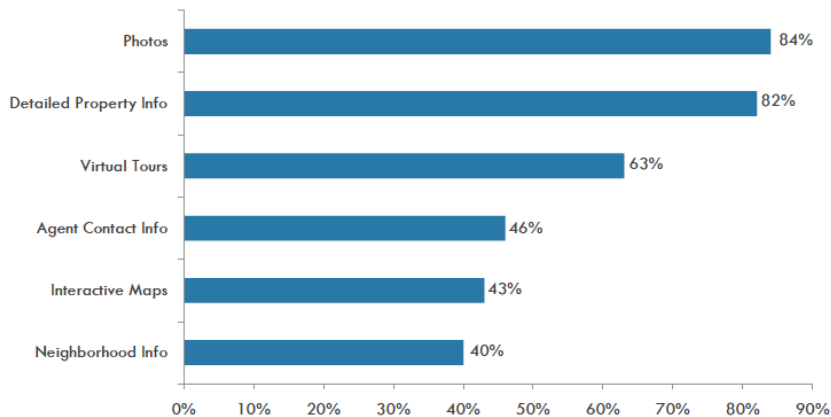
Where Buyers Come From

Where Buyer Found the Home they Purchased



What Buyers Like

What buyers deem "Very Useful"

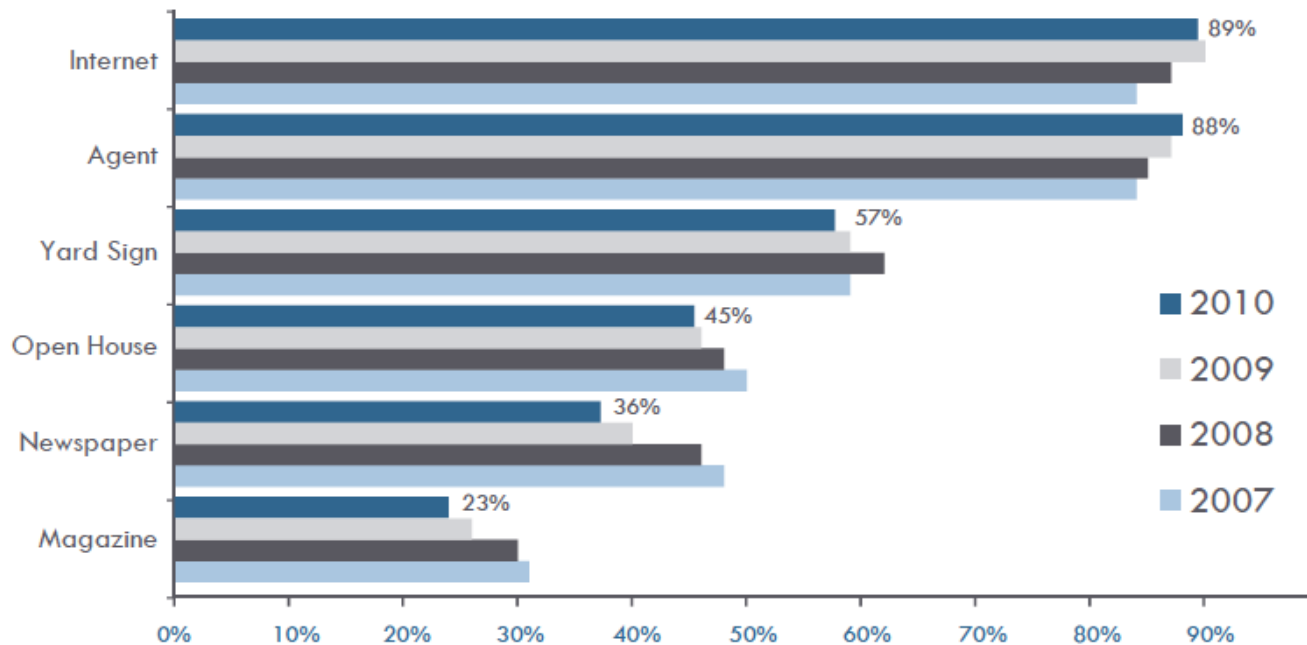


How Buyers Search for Property?

How Buyers Search for Property

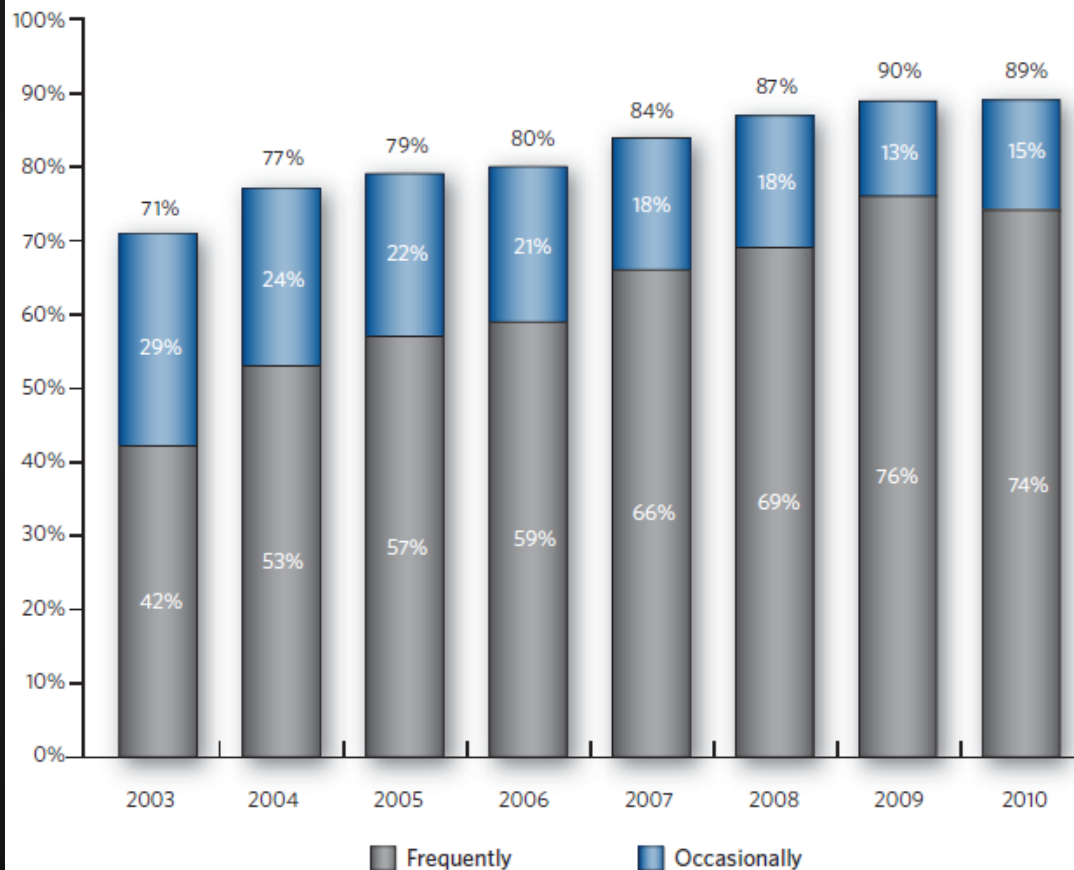
Information Sources used in Home Search

Profile of Home Buyers and Sellers 2010



Use of Internet for Home Search

Exhibit 3-13 USE OF INTERNET TO SEARCH FOR HOMES, 2003-2010



The typical buyer searches for 12 weeks and views 12 homes during the process. Buyers find visuals on the Internet particularly useful - pictures of the property, detailed information about the property for sale, and virtual tours all aid buyers.

We Maximize Exposure for Your Property Online!



Your Listing will be advertised on 50 national sites.
 Total coverage for the whole ListHub network is more than 800 Web sites all over the nation.

NATIONAL CHANNEL PARTNERS

Your Listing Featured on...

REALTOR.com Official Site of the National Association of REALTORS®

Find Homes Find REALTORS®^{NEW} Finance Moving Home & Garden

Find a home

The most comprehensive source for real estate listings.
 106,042,172 Properties • 3,343,522 Homes for Sale
 • 155,934 Homes for Rent

Home Type: Homes for Sale Location: Las Vegas, NV

Price Range: 195000 to 195000 Beds: 3+ Baths: 2+ Search on Map **Search**

Search by MLS # Search Assist Advanced Search **57 Listings Found**

trulia real estate search Buy Rent Advice Mortgage Stats & Trends Find a Pro

Smart search to find a home — now with rentals!

For Sale For Rent Recently Sold Submit your listings >

Location: las vegas nv Property Type: Any type
e.g. "New York, NY", "90148", "San Francisco, CA"...

Price Range: \$ min to \$ max Beds: Any Baths: Any Sqft: Any **SEARCH**

Show me only Open Houses Show me only Price Reductions [More search options](#)

Zillow.com Your Edge in Real Estate

Homes Mortgage Advice Directory Local Info More >

Find home values and listings

Address or Neighborhood or City or ZIP **GO**

Price (optional): Min - Max Beds (optional): Any Baths (optional): Any

All Homes: 101,447,748
 For Sale: 3,970,873
 For Rent: 167,419
 Recently Sold: 2,409,498

Los Angeles Homes For Sale

16213 Halsted St, Northridge, CA
Home For Sale: \$389,000
 Beds: 3 Sqft: 1,344
 Baths: 2.0 Lot: 7,405

700 Main Street Venice, CA # 90
Home For Sale: \$819,000
 Beds: 3 Sqft: 3,383
 Baths: 2.0 Lot: 1,524,600

The Lakes Home Values

2006 2007 2008 2009 2010

Nevada Mortgage Rates

Zillow Mortgage Marketplace	Today	Last
30 Year Fixed	4.38%	4.31%
15 Year Fixed	3.70%	3.71%
5/1 ARM	3.06%	3.09%

Compare Mortgage Rates on Zillow

REALTY ONE GROUP A Team of Professionals™

California's #1 Growing Residential Real Estate Brokerage

BUYING A HOME? SELLING YOUR HOME? CAREERS ABOUT US

Login or Register to get updates, save listings and more.

Search Results Map Details

Enter Location, Address or MLS# **View Results (23,822)**

Save this search or Reset your search

PROPERTY TYPES

- Residential for Sale (All)
- Single Family for Sale
- Apartment for Sale
- Condo for Sale
- Townhouse for Sale
- Loft for Sale
- Residential Income
- Lot / Land
- Residential for Lease (All)
- Single Family for Lease
- Apartment for Lease
- Condo for Lease
- Loft for Lease

FrontDoor.com

The screenshot shows the FrontDoor.com website interface. At the top, there is a navigation bar with links for **HOMEPAGE**, **BUY**, **SELL**, **MOVE**, **HOME FINANCE**, **TOOLS**, and **VIDEO**. The main content area is divided into several sections:

- find houses for sale**: A search box with the placeholder text "City and State, or Zip Code" and a "SEARCH" button. Below the search box are filters for Price Min. (\$), Price Max. (\$), Bedrooms, Bathrooms, and Type, each with a dropdown menu set to "Any".
- editor's picks**: A section with a "news" tab and a list of articles:
 - Tips for Buying a Home in 2008
 - What's Your Home Worth in a Declining Market?
 - Mortgage Fees Get More Expensive
 - New Year's Resolutions for Home Sellers
 - Condo Owners Need Multiple Insurance Policies
- feature**: A section titled "Add an Inspection Contingency" with a photo of two men looking at a house. Below the photo is the text: "Six hidden property flaws to look for when buying a home. MORE..."
- frontdoor.com guides**: A section with the text "Smart real estate advice for buying a home, selling a home, and making mortgage options work for you." Below this are four icons labeled "Saw", "Buyer's", "Seller's", and "Finance".

On the right side of the main content area, there is a vertical list of four items:

- 1 FRONTDOOR TOP 10
- 2 COOL HOUSES DAILY
- 3 REWRAP WEB SHOW
- 4 2008: YEAR OF REFINANCE

Below the search box and filters, there is a large image showing hands signing a document on a desk with a calculator. Below the image is the text: "2008: Year of Refinance. With ARMs about to reset, homeowners need to make these mortgage moves. MORE..."

Our listings are also featured on FrontDoor.com Capitalizing on HGTV's loyal cable TV audience!

Your Listing Featured on...

Joe Q. - Realty One Group
623-695-3662
OnQRealtyGroup@gmail.com

Home Search Contact Us Current Rates Find Your New Home What's My Home Worth?

Buying?
Start your search here!
Search the latest homes and properties on the market.
[Search Homes](#)

Selling?
What's your home worth?
Get a free comparative market analysis of your home.
[Request Value](#)

Featured Listings
3800 E. Foothill Drive North
Price: \$20,000,000
[View More Listings](#)

Quick Contact
Enter your phone number and I'll call you now.

Email Agent
Enter your email address and I'll reply as soon as possible.

5800 E. Foothill Drive North
Paradise Valley, AZ 85253
Price: \$30,000,000
Square Ft: 12,460
Bedrooms: 8
Bathrooms: 12
Year Built: 1999
[View Map](#)
[Request More Info](#)
[Local Schools](#)
[Printable Flyer](#)

40 Acre Private Hummy Mountain Estate
Enter through electronic gates to a dramatic long drive past gorgeous landscaping, citrus grove and panoramic city and mountain views to an extraordinary 13,000 s.f. estate on large grounds. This home features 18 ft. high ceilings, floor-to-ceiling windows, telescoping doors, a 33 ft. game room with its own complete kitchen, lavish theater, a dining rm with floor-to-ceiling mahogany wall, 2 family rooms, 7 bedrooms, 12 baths, wide elegant hallways, library, craft rm, exercise rm, and extensive patios. Grounds here magnificent plantings, large circular pool, rolling lawns, mini golf course, picnic area with a barbecue and mountain waterfall. The property also has been platted and recorded for 6 lots! Listing courtesy of Realty One Group and ARMLS

Calculator
Loan Amount: \$200,000.00
Term (Years): 30
Interest Rate: 4.0 %
Estimated Payment

Newsletter
Sign up to receive my monthly newsletter right in your inbox.
Name:
Email:

Tell a Friend
Enter your friend's email address and I'll email them a link to my website.

Home
Home Search
Featured Homes for Sale
Contact Us
Loan Calculators
Current Rates
Find Your New Home
Please Find Me a Rental
Neighborhood Schools

Map Satellite Hybrid

www.OnQRealtyGroup.com

Your home will be prominently featured on OnQRealtyGroup.com with Multiple Pictures, Virtual tours, Extensive Information on your property, schools, neighborhood, attractions, parks, shopping, maps, mortgage calculators, informational videos and so much more!

Your Listing Also Featured on...

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A Team of Professionals™

BUYING A HOME? SELLING YOUR HOME? CAREERS ABOUT US

#1 in Nevada and #1 Fastest Growing in California and Arizona

PROPERTY AGENT / OFFICE

LOCATION
Las Vegas, NV

MIN PRICE Any MAX PRICE Any

MIN SQ. FT. MIN BEDS MIN BATHS
Any Any Any

SEARCH

INCLUDE JUST
 BANK OWNED PRE-FORECLOSURE

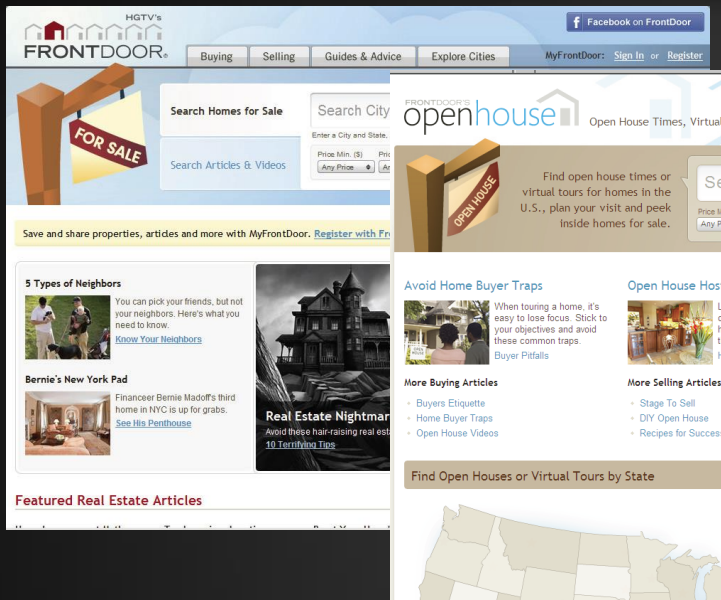
3290 E MAULE AV, LAS VEGAS NV, 89120

CA NV AZ

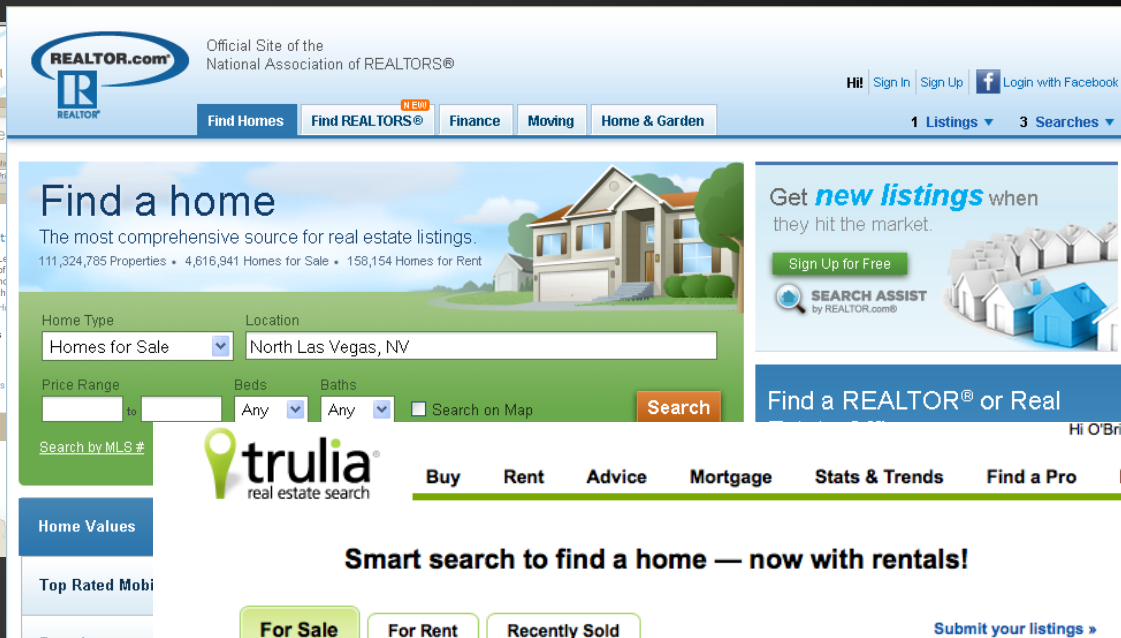
Your home will be featured on RealtyONEGroup.com also featuring Multiple Pictures, Virtual tours, Extensive Information on your property, schools, neighborhood, attractions, parks, shopping, maps, mortgage calculators as well as our blog and/or social media sites...Facebook.com, Vflyer.com, Craigslist, Postlets.com

www.RealtyONEGroup.com

Showcasing Open Houses Online

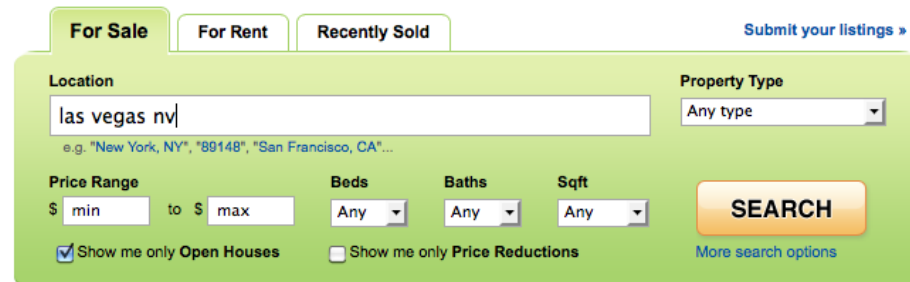


FrontDoor.com website interface. The header includes the HGTV's FrontDoor logo, navigation tabs for Buying, Selling, Guides & Advice, and Explore Cities, and a Facebook link. The main content area features a search bar for homes for sale and articles, a 'FOR SALE' sign graphic, and a section for 'Open House Times, Virtual Tours'. A sidebar on the left lists '5 Types of Neighbors' and 'Bernie's New York Pad'. A map at the bottom shows the United States with a state highlighted.



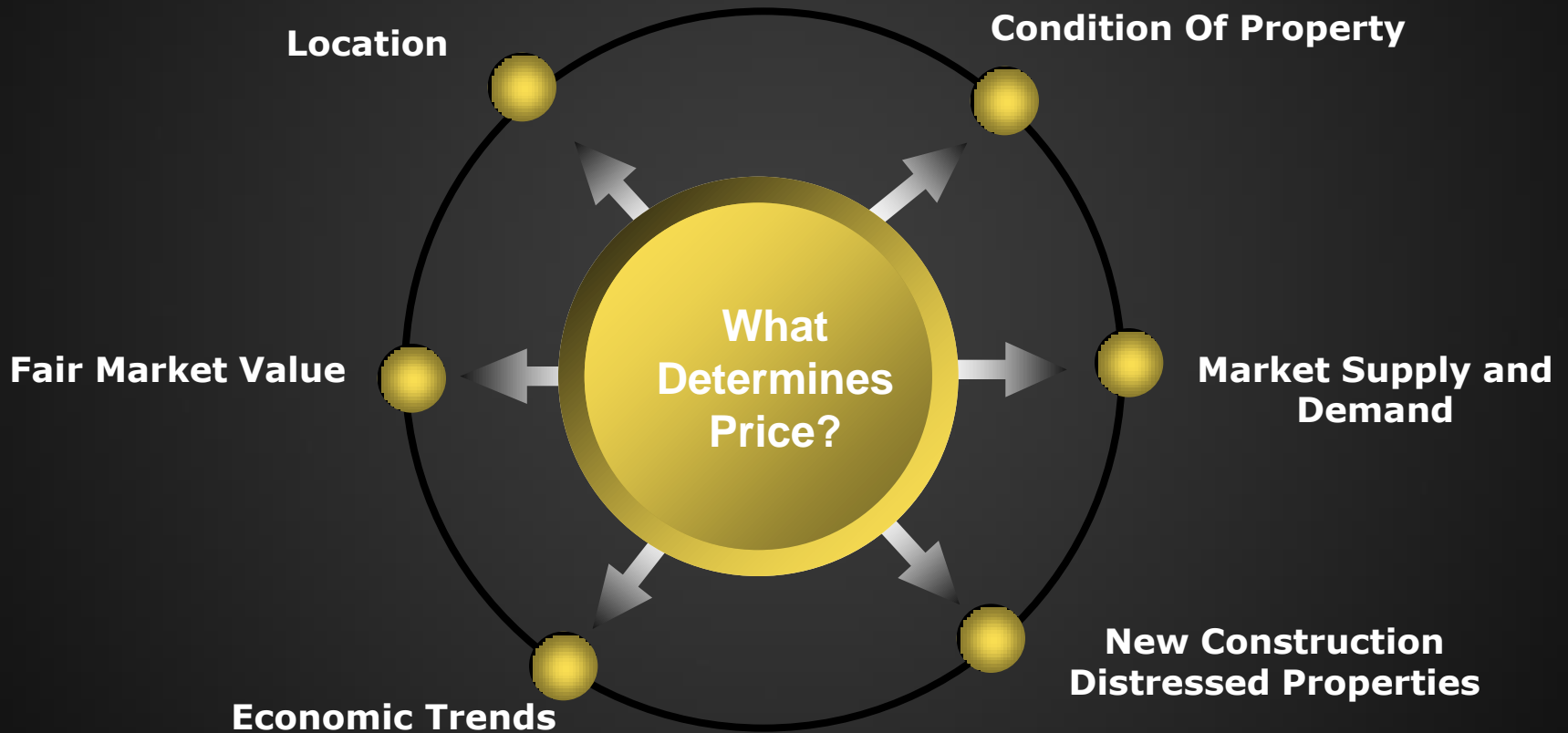
Realtor.com website interface. The header includes the REALTOR.com logo, the text 'Official Site of the National Association of REALTORS®', and navigation tabs for Find Homes, Find REALTORS®, Finance, Moving, and Home & Garden. The main content area features a 'Find a home' section with a search bar for 'Homes for Sale' in 'North Las Vegas, NV'. A sidebar on the right includes a 'Get new listings' section and a 'SEARCH ASSIST' button. A 'trulia' logo is visible at the bottom of the screenshot.

Realtor.com
FrontDoor.com
OpenHouse.com
Trulia.com

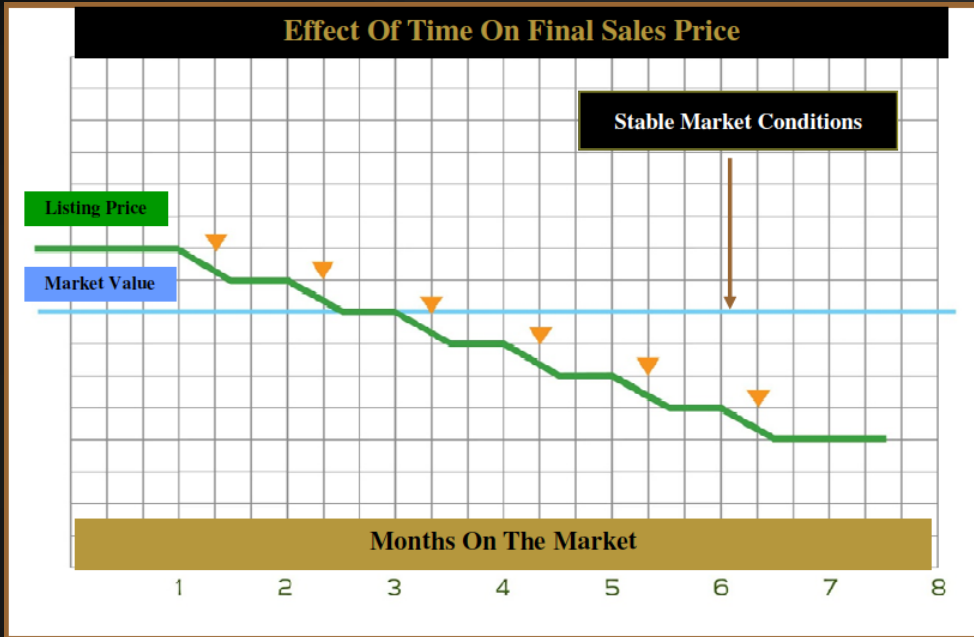


Trulia search form interface. The form includes tabs for 'For Sale', 'For Rent', and 'Recently Sold'. The 'Location' field contains 'las vegas nv'. The 'Property Type' dropdown is set to 'Any type'. The 'Price Range' section has 'min' and 'max' fields. The 'Beds', 'Baths', and 'Sqft' sections have dropdown menus set to 'Any'. A 'SEARCH' button is present, along with checkboxes for 'Show me only Open Houses' and 'Show me only Price Reductions'.

Pricing Your Home to SELL



Time & Price are Important



Property has highest chance of sale when it is newer on the market.

Pricing your property at or slightly below market value exposes it to largest percentage of prospective buyers and increases chances for a quicker sale.



Next Action Steps

- Review of Your Comparative Market Analysis
- Determine List Price
- Complete Listing Agreement & Disclosures
- Install Electronic Lockbox
- Initiate the Marketing Plan
- Communication & Updates

