



BERKSHIRE  
HATHAWAY  
HomeServices  
PenFed Realty

*Marketing*  
YOUR PROPERTY

# CHARACTERISTICS OF HOME BUYERS

Home buyers may use several information sources in the search for their new home, however, they are most likely to find the home they actually purchase through a real estate sales professional.

33%

First-time buyers made up 33 percent of all home buyers.

46

years old

In 2017, the typical buyer was 46 years, and the median household income was \$91,600.

63%

Sixty-three percent of recent buyers were married couples, 18 percent were single females, nine percent were single males, and eight percent were unmarried couples.

82%

Detached single-family homes continued to be the most popular home type for recent buyers at 82 percent

44%

For 44 percent of recent buyers, the first step that they took in the home buying process was to look online at properties for sale.

10

weeks

Buyers typically searched for 10 weeks and looked at a median of 10 homes.

87%

Eighty-seven percent of buyers recently purchased their home through a real estate agent or broker.

88%

Eighty-eight percent of recent buyers financed their home purchase. Those who financed their home purchase typically financed 87 percent.

3

weeks

Recently sold homes were on the market for a median of three weeks.

44%

Forty-four percent of all sellers offered incentives to attract buyers.

Source: National Association of REALTORS® 2018 Profile of Home Buyers and Sellers



# TRADITIONAL MARKETING

The objective of any good marketing plan is to expose your property to a pool of the most motivated and qualified buyers. While many home sellers believe newspaper ads are essential to attracting buyers, the reality is that the overwhelming majority of buyers come from other real estate professionals.

We focus our efforts and our dollars where they bring the greatest return. By taking advantage of our internal channels and concurrently publishing information directly to the entire real estate community, we are able to effectively reach and appeal to the prospective buyer.

## Visible Signage

Our distinctive brand sign acts as a magnet to prospective buyers 24 hours a day. With 98% national name recognition, this is more than just a sign, it is a powerful advertisement.

## Brochure Box

Home brochure distribution boxes contain enticing information about your home.

## Lock Box

The key box allows cooperating Sales Professionals easy, secure access to your home for potential buyer showings. Property access is vital to a successful sale.

## Open House

Depending on market conditions and the location of your property, an open house may be an appropriate and effective means of increasing exposure.



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**Open House**

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# SALES PROFESSIONAL MARKETING

We enlist the efforts of other real estate professionals to maximize exposure to your home.



## MULTIPLE LISTING SERVICE

We participate in multiple list systems that are constantly updating databases of properties that are currently on the market in any given area.



## COOPERATING BROKERS

All brokers utilizing the multiple listing service will have the opportunity to cooperate in the sale of your home.



## OFFICE PROPERTY TOUR/BROKERS OPEN

Berkshire Hathaway HomeServices PenFed Realty sales professionals may visit your property and provide feedback on price, terms and condition. We also invite other brokers to tour your property.



## NETWORKING EVENTS

A large percentage of buyers are represented by other real estate professionals. Local and national networking functions, brokers' property tours, direct mail, e-mail, trade shows and telephone calls put your home in front of the most productive Sales Professionals.

# PRINT MARKETING

Strategically targeted announcements can alert selected individuals, neighborhoods and the real estate community to the availability of your property. The following brochures, postcards and advertising opportunities can help spread the news in a professional and timely manner.

"For Sale" cards announcing your home is available for sale.

Monthly mailings to my Sphere of Influence.

Property flyers will be prepared. Open house handouts and direct mail pieces when appropriate.



# INTERNET MARKETING

Internet technology has changed the way Real Estate is bought and sold.

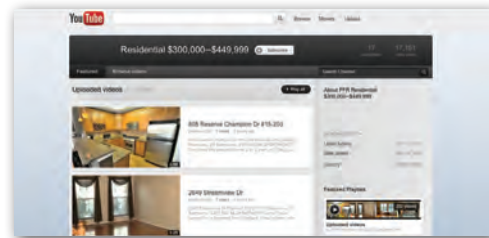
Did you know...

- \* Over 89% of buyers start their home buying process online.
- \* 72% of internet home buyers drove by or viewed a home they saw online.



Berkshire Hathaway HomeServices PenFed Realty believes in the power of the internet. Every week, thousands of potential home buyers and sellers visit PenFedRealty.com.

## COMPANY WEB SITE



Automatically created and uploaded to YouTube pulled daily from MLS. YouTube mobile gets over 100 million views per day.

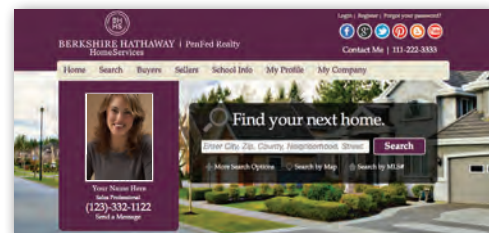
## PROPERTY VIDEOS

## HOME WATCH & QUARTERLY SUMMARY

This search(es) updates daily when a property goes on the market, is reduced or has sold generating an email with the details. You can also receive a Quarterly Summary for the activity of the current quarter.

## SALES PROFESSIONAL WEB SITES

Every Berkshire Hathaway HomeServices PenFed Realty sales professional has their own web address. Your property will be advertised on every one of our 1,700+ Sales Professional's web sites at no additional charge. The web sites feature numerous on-line tools such as Property Search, HomeWatch, financial calculators, useful links, area information and a unique URL.





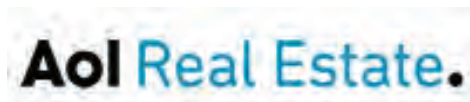
# STRATEGIC INTERNET MARKETING

## Berkshire Hathaway HomeServices Online Marketing Strategy

Our online marketing strategy leverages the power of the Internet to drive consumers to our listings. The strategy includes many new web alliances, online media partners and consumer resources. It reinforces Berkshire Hathaway HomeServices PenFed Realty as a leading interactive real estate company and positions our company as a trusted source for real estate information.

The bottom line: No one offers such a comprehensive lineup of integrated, online alliances and resources. Our Online Marketing Strategy places our listings in all the hot spots on the web, in front of millions of consumers, offering information consumers want most.

These sites include but are not limited to...



## Berkshire Hathaway HomeServices Real Estate Intranet

Berkshire Hathaway HomeServices Real Estate's Intranet allows sales associates to share information with over 58,000 fellow real estate professionals throughout North America, putting your home in front of millions of potential home buyers.

## Virtual Tours

A virtual tour will enhance and increase the visibility of your property online. The availability of a virtual tour and multiple photographs will contribute to the success of selling your property.

Berkshire Hathaway HomeServices PenFed Realty will open your home to a global market. Buyers can be on your doorstep with just a click of their mouse.



# GLOBAL LISTING EXPOSURE

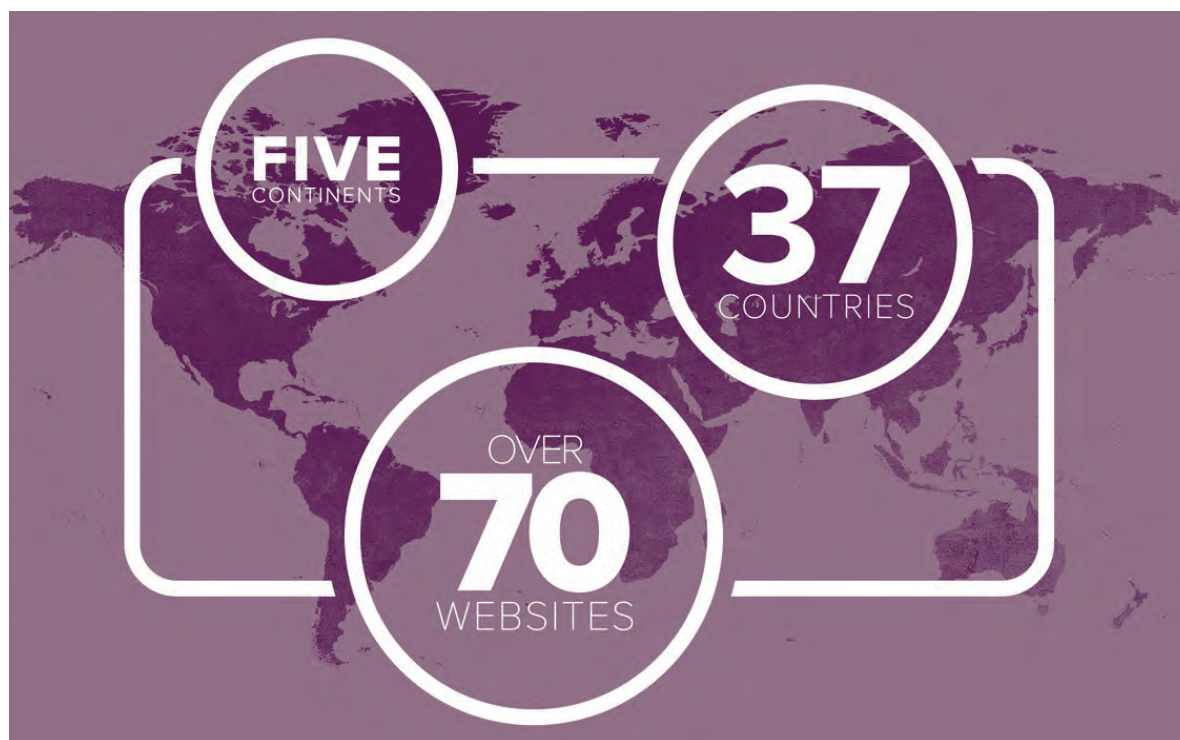
Berkshire Hathaway HomeServices broadcasts your property to more than 70 websites worldwide which are viewed by potential buyers in 37 countries across five continents. The countries where your property will be visible include:

Algeria  
Canada  
Czech Republic  
French Polynesia  
Israel  
Monaco  
Peru  
Russia  
Turkey  
Venezuela

Argentina  
Chile  
Denmark  
Germany  
Italy  
Morocco  
Portugal  
Spain  
United Arab Emirates

Belgium  
China  
Dominican Republic  
Greece  
Luxembourg  
New Caledonia  
Qatar  
Thailand  
United Kingdom

Brazil  
Colombia  
France  
India  
Mexico  
Panama  
Romania  
Tunisia  
Uruguay



\*Includes all residential, condominium, townhome, single family, single family detached, ranch over \$200K. Websites subject to change.



# INTERNET MARKETING: PUBLISHER SYNDICATION



## AND MUCH MORE!

# NATIONAL ADVERTISING

Berkshire Hathaway HomeServices and its network members spend millions of dollars each year so home buyers know the sign in your front yard. We advertise on high profile venues creating millions of impressions with potential home buyers and sellers.

## From Television To Print

Berkshire Hathaway HomeServices focuses considerable resources on creating lasting impressions for consumers across North America.

Positioning Berkshire Hathaway HomeServices on a robust national cable media schedule during the peak buying months of the year, our 'Good to Know' and 'Harris Poll Award' commercials can be seen on many networks, including these cable channels.



Attracting the right audience through print is an important part of our national print strategy. Our partnership with The Wall Street Journal (online and in print) plus our full color ads in top quality magazines assist in bringing buyers to your door.



Our brand campaign positions Berkshire Hathaway HomeServices as a company to be associated with as you enhance and grow your career.



\*Berkshire Hathaway HomeServices recommends the above publications. Each individual Berkshire Hathaway HomeServices Sales Professional may choose to advertise your listing in similar or different publications.



# HOME WARRANTY PLAN

A home warranty plan is a residential service contract that helps protect the homeowner in the event of a mechanical breakdown of a covered component.

8 out of 10 buyers prefer a warranted home. Homes with warranties sell up to 50% faster than those with no warranty.

## Why is a home warranty plan important to the seller?

To  
reduce  
litigation.

The seller is  
protected while  
their home is on  
the market.

People prefer  
to buy homes  
that are  
protected by a  
warranty.

There are no  
caps or age  
limitations on  
any of the items  
covered in the  
policy.

Vacant homes  
can be covered  
provided that all  
utilities remain  
on and the  
home stays in  
show condition.



**HMS**<sup>®</sup>  
HOME WARRANTY



MLS

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HomeServices

PenFed Realty



# INTERIOR & EXTERIOR PRESENTATION

**You only have one chance to make a positive first impression.** No one has a more important role in the home selling process than you. Staging your home will present it at its best, resulting in a successful sale at the highest price. The key words to remember in preparing your house for sale are neat and sparkling clean. Take a tour of your house as if you were the buyer. Make a list of jobs and begin the work today.

How will buyers see your property? A comparatively small investment in time, money and effort can remove many distractions and lead to strong offers from buyers.

## Interior Improvements

- Remove all unnecessary furniture
- Remove clutter throughout
- Curtains and draperies should be freshly laundered
- Clean all blinds
- Make sure your carpets are clean and odor-free
- Clean and wax hardwood flooring
- Organize closets and cupboards
- Make sure windows, screens and doors are sparkling clean
- Be certain that all windows, screens and doors are in proper working order
- Replace all broken glass
- Clean the oven and the dishwasher, inside and out
- Clean all other appliances and make sure they are in proper working order
- Oil noisy appliances and ceiling fans
- Run a lemon through the garbage disposal
- Brighten interior walls with a coat of neutral paint
- Repair cracked or peeling paint, wallpaper and woodwork
- Wash wall smudges and polish mirrors
- Check all light bulbs
- Clean the fireplace and/or wood stove
- Clean the furnace and replace filters
- Test all smoke & carbon dioxide detectors
- Tighten loose door knobs, towel racks, cabinet handles and switch plates
- Tighten loose banisters
- Repair sticking doors and windows and warped drawers
- Eliminate water discoloration in sinks and bathtubs
- Check the entire house for musty or distasteful odors
- Remove all rust and mildew
- Be sure your home is well aired and clean smelling
- Replace loose caulking or grout
- Make sure all plumbing fixtures are in proper working order
- Clean the garage so a car will fit into the proper space
- Clean oily cement floors
- Throw away unnecessary items
- Have the water conditioner serviced



# INTERIOR & EXTERIOR PRESENTATION CONTINUED

A comparatively small investment in time, money and effort can remove many distractions and lead to strong offers from buyers.

## **Exterior Improvements**

- Trim trees, hedges and shrubs
- Remove dead or dying flowers inside and out
- Put away outdoor tools and equipment
- Remove stains and clutter from the driveway
- Repair the driveway, sidewalks and stairs
- Remove mildew or moss from walls and walks
- Touch up exterior paint
- Paint the front door and the garage door
- Replace faded house numbers
- Replace old door mats
- Replace or paint weather-beaten mailbox
- Make sure the doorbell works
- Clean outdoor light fixtures
- Shine outside brass fixtures
- Clean and repair patio and deck areas
- Repair fences and gates
- Check roof shingles and replace or repair if necessary
- Remove debris from the roof
- Clean gutters
- Replace damaged bricks and rotted wood
- Clean basement entry drains
- Clean the chimney
- Stack the wood pile neatly
- Replace or repair anything that sticks, squeaks or drips



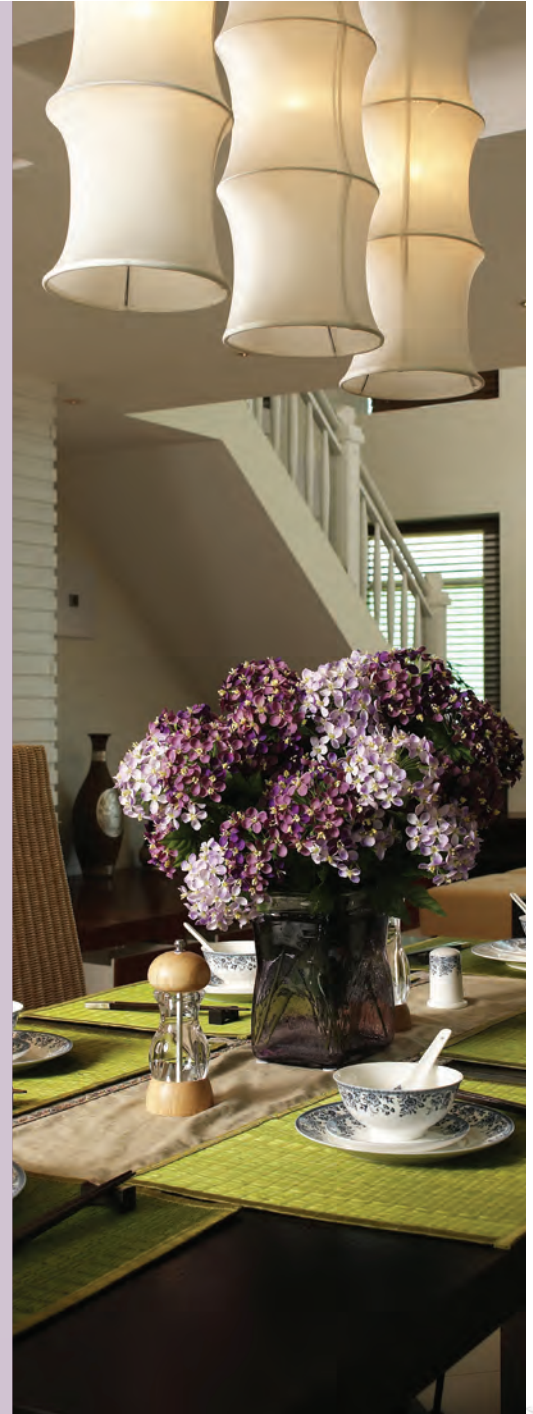


# IT'S SHOW TIME!

How to stage your home to sell!

## GENERAL EXTERIOR INTERIOR

- Make beds
  - Clean up dishes
  - Empty wastebaskets
  - Turn off televisions and music
  - Put away clothing
  - Display decorative towels in bathrooms
  - Open drapes and shades
  - Turn on lights
  - Make sure pet areas are clean and odor-free
  - Empty litter boxes
  - Make a fire in the fireplace
  - Make sure the kitchen is clean
  - Pick up toys and clutter
  - Add a sanitizer to toilet bowls and keep lids down
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- Keep the lawn trimmed and edged
  - Weed flower gardens
  - Pick up debris, toys and lawn equipment
  - Tidy up after pets
  - Park vehicles in the garage or on the street
  - Add color with flowers and potted plants
  - Turn on outside lighting after dark
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- During showings, try to leave the property
  - Silence is golden if you are present for the showing
  - Always put away your valuable items
  - Be flexible in the scheduling of showings
  - Set a comfortable temperature on the thermostat
  - Fresh flowers are a nice touch
  - Make sure all pets are confined to a safe and out-of-the-way place
  - Only show the home when a Sales Professional is present
  - Make sure all outside trash is contained in covered bins
  - Maintain the property in ready-to-show condition
  - Showcase your home as if you are receiving guests







THE JEFF WASHO TEAM

"It's Your City, Own It"

### **Working Together to Get Your Home Out On Social Media**

**With so much of our days spent using technology it is important to create a presence for your home on social media. We will promote it through our online media but the power you have to disseminate the information is great and working together we can get it blasted out to the highest possible number of people.**

**Step 1: Create a list of the people and pages you interact with on social media and personally almost daily. These should be people you trust and that you are not afraid to ask to help you throughout your home selling process.**

**People**

**Pages**

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- **Start a conversation with these people. Ask them if they will be willing to share posts, comment and like already existing posts. Ask them to like the Jeff Washo Page so when we post about your home they can interact with it to increase our reach of the post.**
- **Think about pages where an audience who might like your home may be. These groups should be ones you will post to when your listing goes live and/or if we have an open house. If you don't have many pages that fit this talk to your friends who may. See if they would be willing to share with their groups.**

**Step 2: Make a list of things that you want people to know about your home. We can make decisions on what to say about it but it's based on walk throughs and pictures, not actually experiencing your home and living there. (use these when you post about your home or share our posts and share with us)**

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**Remember: You can post too much about your home and then posts may be ignored. By doing the above and working with the times we post (about 1-5 times throughout the sale of your home) you can maximize the depth and breadth of social media.**