

a guide

to selling your home

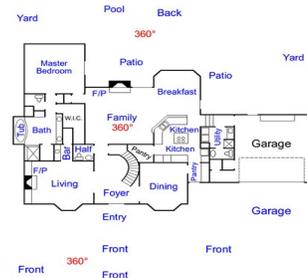
the
plan

Ted and Lesley Lorenz

Our results-focused marketing plan

is specifically designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer: Prospective homebuyers, local real estate agents and investors.

1. **Price** your home **strategically** to be competitive with the current market and current price trends.
2. **Professionally stage** your home to showcase features in which buyers are most interested.
3. Place *For Sale* signage, complete with property flyers that are accessible to **drive-by prospects**.
4. Distribute **Just Listed marketing** to neighbors, encouraging them to tell their family and friends about your home.
5. Optimize your home's **Internet presence** by posting it on local and global MLS systems and popular search sites like realtor.com, austinhomesearch.com, kellerwilliams.com, etc. and adding multiple photographs, virtual tours and enticing descriptions.
6. Create a **virtual tour** of your home and place it on multiple websites to attract local and out-of-town buyers.
7. Notify over **4,000** agents of your home's availability through attractive **HTML e-mails** showcasing your home with photos and links.
8. Distribute **printed marketing materials** to over **4,000** active real estate agents
9. Include your home in both our company and MLS **Realtor tours** to encourage other agents to see your home first hand.
10. Promote your home to thousands of potential buyers through several **real estate magazines**, **neighborhood newsletter** and **direct mail** campaigns.
11. Create an **Open House** schedule to promote your home to prospective buyers.
12. Target our marketing to active buyers and investors in our **database** that are looking for homes in your price range and area.
13. Provide you with frequent **updates** detailing our marketing efforts, including comments from prospective buyers and agents that have visited your home.



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REALTY

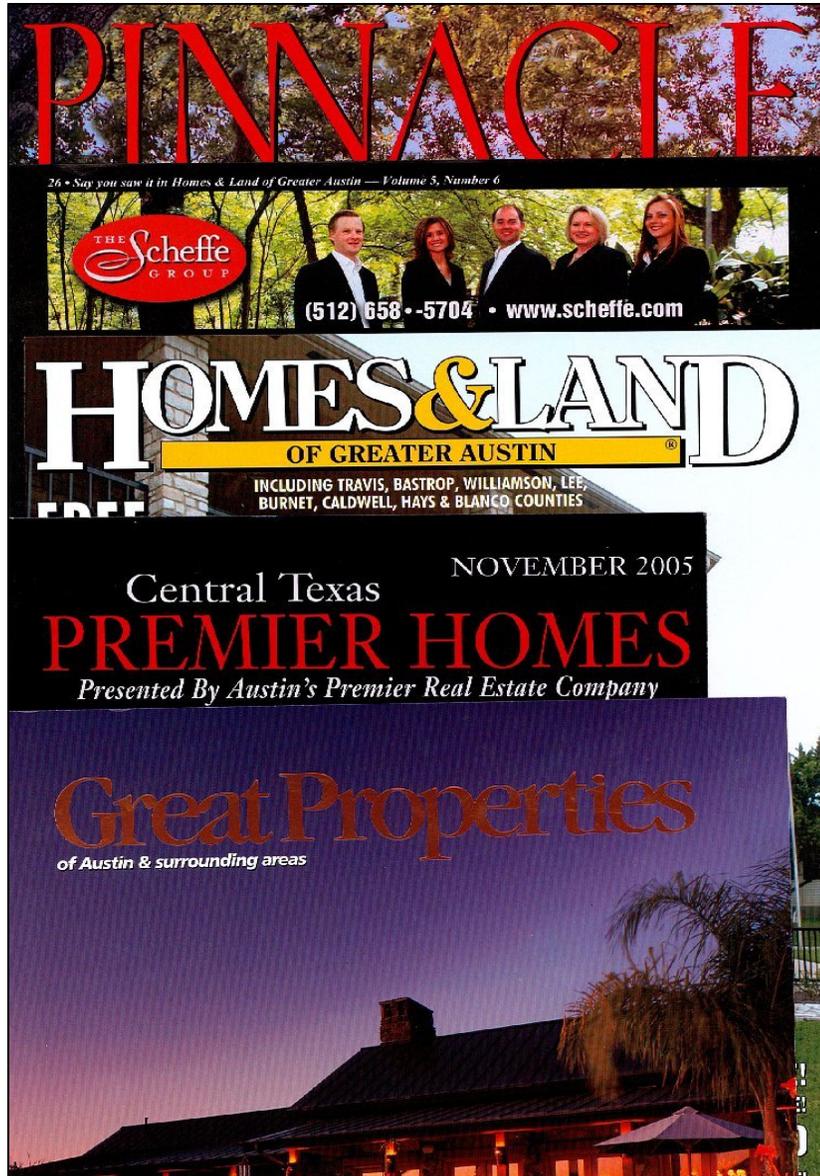
Each office independently owned and operated

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real estate magazines



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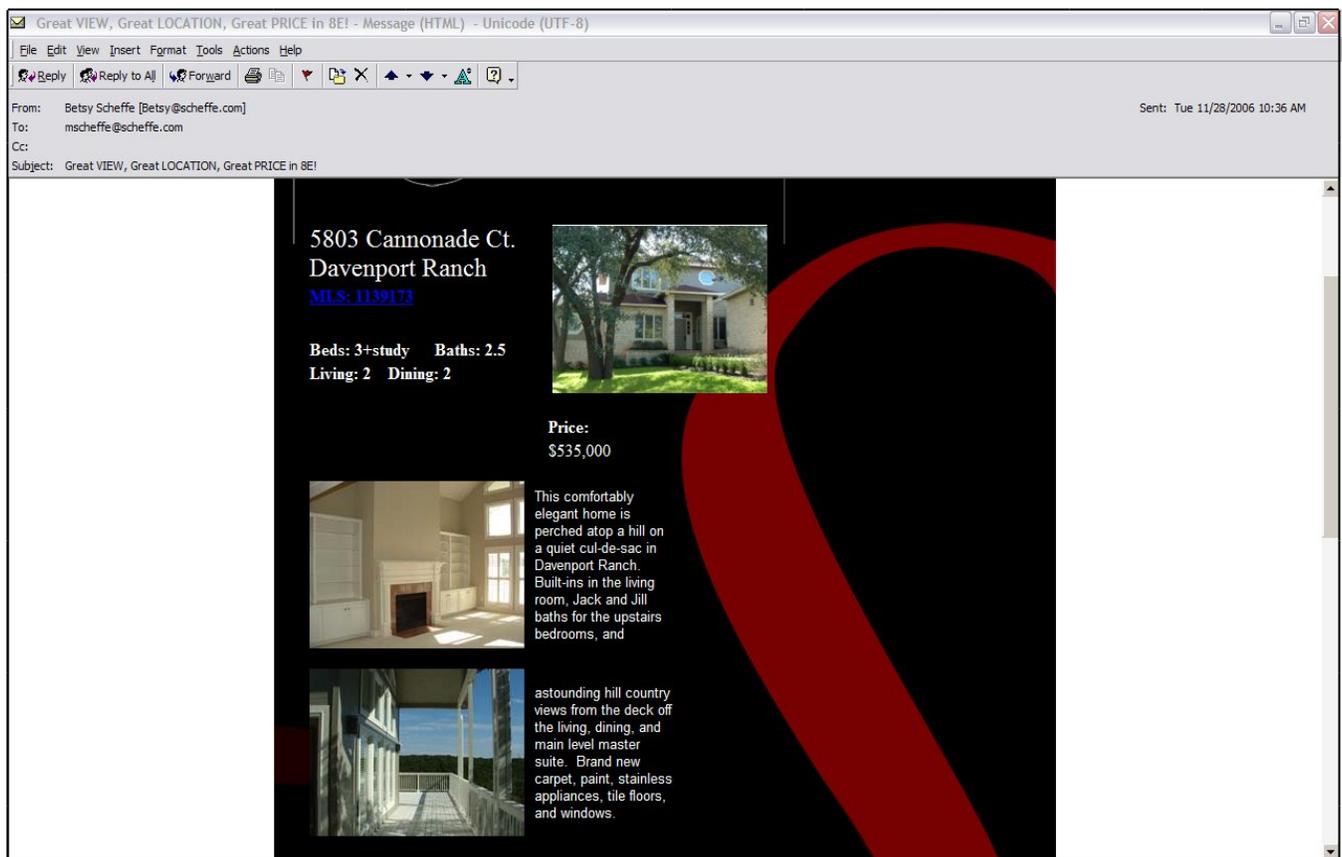
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Beautiful HTML e-mail campaigns

promoting your home designed, produced and delivered to over 4,000 agents and prospective buyers on a pre-determined schedule.



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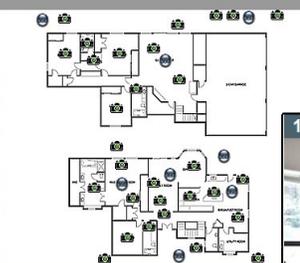
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Attractive and intuitive virtual tours

posted on countless real estate websites,
including popular Austin search engines
austinhomesearch.com and realtor.com

6 Hedge Lane



Navigate through tours and photos by clicking on the areas of the floorplan >>

5 Bedroom 4.5 Bath Home MLS#: 5362213 Priced at: \$1,350,000

Located on a coveted private drive atop one of the highest points in exclusive Rob Roy, this sprawling 1.3 acre estate boasts stunning hill country and city views from almost every vantage point. The elegantly updated home features gleaming hardwood floors, mahogany cabinetry, granite countertops, stainless steel appliances, and a spacious main-level master suite. A full size sport court, shimmering pool and spa, outdoor barbecue, sweeping verandas, and handsomely-manicured grounds, make this fine estate truly exceptional.

Marketed By: The Scheffe Group

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1306 Possum Trot



2 Bedroom 2 Bath Home MLS#: 7196661

* Beautifully remodeled 50's-era ranch on large 100x90 tree-shaded lot * Home features granite, travertine, berber, saltillo tile, wood flooring, stainless appliances, hand-troweled wall finishes, vintage casement windows, french doors, frosted glass vessel sinks, recessed and accent lighting, wood-burning fireplace, and more. * The handsome eat-in kitchen adjacent to the formal dining and den features stainless appliances, gas cooking, recessed lighting, custom cabinetry, and views into the backyard. * The backyard showcases a heated in-ground pool and spa with limestone tiling and patio surrounded by

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3116 Cavalcade Ct



Navigate through tours and photos by clicking on the areas of the floorplan >>

4 Bedroom 3.5 Bath Home MLS#: 1139173 Priced at: \$775,000

"Breathtaking Traditional in Davenport Ranch!" Behind wrought-iron gates on a cul-de-sac in exclusive Davenport Ranch sits this quintessential traditional residence. The home is a perfect balance of classic craftsmanship, comfortable elegance, and modern sophistication. From the stately brick fireplaces and double-hung wood windows to the stunning foyer with its winding staircase, the home's Southern charm is captivating. The gracious kitchen features sparkling ceramic tile countertops, a cozy fireplace with raised hearth, a large butcher-block center island, glass-front cabinets, and recessed lighting. The master bedroom features hardwood floors, crown molding, and a full bath.

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