

**DG**

*REALTOR DANNY G*

# HOW TO GAIN THE SELLERS EDGE

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Faith. Family. Integrity.



# PLANNED LISTING PRESENTATION





***Note:** Give or take 10% most Real Estate Agents do the same things to get a home sold.*

***80% of the marketing on your home is done when the proper pricing strategy is chosen.***

## **YOU HAVE TWO CHOICES:**

- 1) We can go through all of the marketing systems and activities we will use to get your home SOLD, or...
- 1) I can show and tell you about only those things we do differently from everyone else. This will show and tell you why 97% of the homes we list for sale end up **SOLD!**

# **PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY**



# Web Appeal

You Need Curb Appeal, But  
Now You Must Have Net Appeal

Over 95% Of Buyers  
Search The Internet.

We Get Them To Select  
Your Home With Professional  
Photos Exclusively  
Through Daniel Galan.



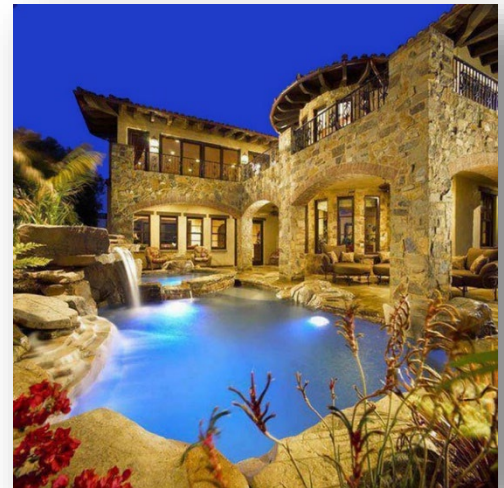
# Professional Photography

We Use Professional Photo Appeal to Attract Potential Buyers for Your Home!



# Twilight Photos

Another Way We Create A Demand for Your Home



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# **My Job Is to Mobilize The Entire Real Estate Community**



Of Course, We Use One of the Most Overlooked Yet Powerful Tools Available:



The image shows a close-up of a real estate listing board. The board is tilted and features a grid of property listings. Each listing includes a status (e.g., '\*\*\* SOLD \*\*\*'), an address, a style, and various features like 'Beds', 'Baths', 'Garage', and 'Basmt'. The board is titled 'MULTIPLE LISTING SERVICE' at the top right.

Status	Address	Style	Beds	Baths	Garage	Basmt
*** SOLD ***	152 Chestnut Ave	Colonial	4	2	2 car	yes
*** SOLD ***	133 Park St East	Ranch	2	1 1/2	2 car	no
*** SOLD ***	16-B River Ct	Ranch	3	2	1 car	no
*** SOLD ***	1 Hillside Pl	Townhouse	2	2 1/2	1 car	no
*** SOLD ***	24 Chestnut Ave	Victorian	6	3	no	crawl
*** SOLD ***	103 Market St	Colonial	3	3	2 car	yes
*** SOLD ***	12 Manor Ct	Row	3	1	no	no
*** SOLD ***	11-A River Ct	Colonial	4	1	2 car	yes
*** SOLD ***	214 Oak Ridge Ave	Townhouse	2	1	1 car	no
*** SOLD ***	25 Grove St	Colonial	3	2 1/2	2 car	no
** SOLD ***	89 Main St	Ranch	3	2	2 car	yes
* SOLD ***	184 Sycamore Ave	Row	3	1	no	no
SOLD ***	29 Park St	Split Level	4	2	2 car	no
SOLD ***	245 Market St	Colonial	5	2	2 car	no

# THE MULTIPLE LISTING SERVICE



# How the Multiple Listing Service Works:



**It is loaded with Sellers.**

However, these Sellers will soon become Buyers.



**Move-Up Sellers Represent 75-95%!**

Most Sellers will Buy a Home for more Money.



**We Target this Group of Soon-to-Be Home Buyers.**

Typically, a Home Seller will Purchase a Home for 20-25% Above What Their Home Sells For.

**We Target MLS Sellers Because Many  
Of Them Will Become Home Buyers**

# You Get a Lot More Than Just Me

## 1. My Company Is Working For You

Why? Because you need more than just one agent to expose your home to enough potential buyers in order for it to sell.

## 2. My Company's Agents Are Working For You

They stand willing and able to show and sell your home the minute any of their buyer prospects show an interest in your home.

## 3. The 5,000+ Companies and 35,000+ MLS Agents Are Working For You

We mobilize all of these agents and companies with our targeted marketing campaigns designed to provide them with the exact information they need to get their potential buyers excited about seeing your home.



**And most importantly...**

**I am working for you!**

**With So Many Agents Looking For A Buyer For Your Home...You Can Count On It Selling!**



## Once We Get Feedback From The Showing Agent We Will:



Call you **immediately** and tell you if there is an interest in your home or not.



If anything is suggested that might make **your home more saleable**. Plus, we will tell you what the showing agent thinks **your home will sell for**.

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# Internet Marketing And More...Lots More



# YOUR HOME IS PUBLISHED TO 100'S OF THE MOST ACTIVE WEBSITES ONLINE...



**BENEFIT:** Of course, this means your home is exposed to the highest possible number of potential home buyers online and off! More exposure leads to a quicker sale and, many times, a higher sales price.

# Electronic Key Box



**FACT: The Easier Your Home Is To Show, The More Likely It Is to Sell!**



- Tracks agent home entry and contact
- Information for timely follow-up
- Can be set for customized showing
- Makes it easy for every agent to show your home to their best home buyers!

**We Have a Plan.  
A Plan That Works.  
A Plan That We  
Work Just For You.**



# SELLERS EDGE

## Pre-Listing

1. Research Ownership
2. Research Legal Description
3. Assessment & Status
4. Research all currently Listed Properties
5. Research Previous Sales Activity
6. Order Property Prelim from Title Company
7. Review Property Profile
8. Assessors Tax Information Ordered
9. Assessors Tax Information Reviewed
10. Legal Names on Title Research
11. Complete Market Study Prepared
12. Enter in Daniel's Computer Base
13. Send Confirmation for Listing Appointment
14. Prepare Personal Listing Information
15. Present Total Market Overview
16. Present Strategic Master Marketing Plan to Seller
17. Discuss Preparation to Market Effectively
18. Plan Goals with Seller
19. Present Daniel's Plan of Action to Seller
20. Suggest Financing Alternatives, if applicable
21. Listing Contract signed by Seller
22. Hand Out Sellers' homework (Disclosures)

## Listing Checklist

23. Pre-Listing Checklist Completed
24. Advise Marketing Coordinator of New Listing
25. Review Current Title Information
26. Plot Map Ordered
27. Owners House Plans Received if Applicable
28. House Plans Reviewed
29. Organize File in Proper Order
30. Make Contact Cards for Marketing Coordinator
31. Put Into Letter Sequence
32. Order Just Listed Mailing Information and Reports
33. Prepare Flyers
34. Year Home was Built Researched
35. Property Disclosure Delivered
36. Property Data Sheet for Office
37. Showing Instructions Prepared, Office Notified
38. Loan Assumption Requirements Researched
39. Second Loan Company & Loan Number
40. Second Loan Information Verified with Lender
41. Review Current Appraisal if Available
42. Lot Information Researched for Size and Dimensions
43. Land Use Researched
44. Zoning Researched
45. Required Elementary School Researched
46. Required Junior High School Researched
47. Required High School Researched
48. Homeowner Association Manager Contacted
49. Homeowner Association Fee Verified
50. Copy of By-Laws Ordered

# SELLERS EDGE

## Listing Checklist cont'd

- 51. Homeowner Association Services Provided
- 52. Copy of Complex Lay-out
- 53. Have Extra Key for Lockbox
- 54. Lock Box Installed
- 55. Sign Ordered
- 56. Brochure Box Installed
- 57. Electricity Available in Research
- 58. Average Utilities Researched
- 59. Sewer/Septic System Researched
- 60. Water Availability Researched
- 61. Water Fees or Rates Researched
- 62. Well Status Confirmed with Well Report
- 63. Well Use Determined as Household or Domestic
- 64. Well Production Confirmed (G.P.M.)
- 65. Well Depth Verified
- 66. Natural Gas Availability Researched
- 67. Propane Tank Lease Term and Rate Verified
- 68. Mobile Home Foundation Confirmed Permanent
- 69. Mobile Home Title Purged as Necessary
- 70. Property Inclusions and Amenities are Noted
- 71. Property Inclusions are Noted
- 72. Ads generated
- 73. Color Photos Taken
- 74. Power of Attorney Reviewed and Filed
- 75. All Proration's are Researched and Noted
- 76. All Rents and Deposits are Verified
- 77. Copy of Leases Provided

## Listing Checklist cont'd

- 78. Copy of Leases Provided
- 79. Coordinate Showings with Tenant
- 80. First Right of Refusal Verified
- 81. Repairs and Maintenance Noted Completed
- 82. Homeowner Warranty Made Available
- 83. Homeowner Warranty Application Completed
- 84. Homeowner Warranty Application Emailed
- 85. Homeowner Warranty Received
- 86. Homeowner Warranty Filed
- 87. Note All Unrecorded Property Lines /Agreements
- 88. "New Listing Checklist" Completed
- 89. "Closing and Control" Checklist Completed
- 90. New Listing Entered Into MLS System
- 91. Make Copy of PFL for Buyer's Agent
- 92. Add Property to Our Active Listed Inventory List
- 93. Add Property to Our Current Production Book
- 94. Confirm Owner Has a Copy Listing Agreement
- 95. Proof MLS Computer Printout for office
- 96. Marketing Manager Materials Prepared
- 97. Email Marketing to All Agent Mailboxes Board Offices
- 98. Email Listing to Top 10% Agents
- 99. Promote at Board of Realtors
- 100. Mail Out "Just Listed" Announcements Neighborhood
- 101. Advise Our Network Referral Members

# SELLERS EDGE

## Listing Checklist cont'd

- 102. Follow-up on All Hotline Leads (Buyers Agents)
- 103. Email Blast "Hot Sheet" to Board Members
- 104. Provide Marketing Data to International Relocation
- 105. Provide Marketing Data to Incoming Referral Buyers
- 106. Post on ALL Social Media Sites
- 107. Post on Site and Schedule for Syndication
- 108. Loan Information Reviewed and Filed
- 109. Loan Information Updated if Necessary
- 110. Get Information From Electronic Key Boxes
- 111. Weekly Market Study Reviewed
- 112. Update Sellers on Marketing and Pricing
- 113. Pre-Approve all Buyers
- 114. Price Changes entered into MLS Computer
- 115. Price Changes Emailed to all agents
- 116. Price Changes on All Marketing
- 117. Refer Seller to Best Agents at their Destination

## Clients for Life

*We know that trust is earned. Give us the opportunity and we will work to earn your trust!*

# SELLERS EDGE

## Escrow

- 118. Advise Escrow Manager of New Listing in Escrow
- 119. Copies of Contract Emailed to Seller
- 120. Copies of Contract Emailed to Selling Agent
- 121. Copies of Contract in office file
- 122. Original Documents filed with agent obtaining offer
- 123. Sales in Progress Checklist completed
- 124. Earnest Money Deposit Recorded
- 125. Earnest Money is Deposited in Escrow Account
- 126. Closing File Forms and files updated
- 127. Showings are restricted if Seller Requests
- 128. Pending Sale posted in MLS
- 129. Coordinate with Selling Agent and Lender
- 130. Copies of Contract and Addendums to Lender
- 131. Confirm Purchaser is Pre-Approved
- 132. Review Credit Report Results
- 133. Provide Credit info to Seller if Owner Carry
- 134. Assist in Arranging Financing
- 135. Coordinate Discount Points locked with dates
- 136. Provide Comparable Sales for Appraiser
- 137. Schedule Appraisal
- 138. Follow-up on Appraisal
- 139. Appeal for Increase if Appraisal is low
- 140. Relay results of CRV to Seller
- 141. Confirm Verifications of APPROVED Loan
- 142. Follow Loan Processing to Underwriter

## Escrow

- 143. Contact Lender weekly to Track Processing
- 144. Email ALL Documents as We Receive to Seller
- 145. Email Control Form to Title Company
- 146. Confirm Loan Payoff Statement
- 147. Confirm Loan Assumption Statement Ordered
- 148. Contact Existing Lender-Assume Requirements
- 149. Compile all required items for Assumption
- 150. Submit all required items for Assumption
- 151. Order Title Insurance Commitment
- 152. Confirm if Turn-in Policy Available
- 153. Review Title Insurance Commitment
- 154. Confirm Purchaser received Title Commitment
- 155. Confirm Agent received Title Commitment

## EASY EXIT LISTING

*We GUARANTEE our services. Ask about our "EASY EXIT" Listing Program.*

# SELLERS EDGE

## Escrow

- \_\_156. Note Title Insurance Requirements
- \_\_157. Coordinate all Title Insurance Requirements
- \_\_158. Verify Buyers Hazard Insurance
- \_\_159. Provide "Homeowners Warranty" for Closing
- \_\_160. Coordinate Home Inspection
- \_\_161. Review the Home Inspection Results
- \_\_162. Negotiate Payment and Completion of all Repairs
- \_\_163. Inspection Clause Requirements Completed
- \_\_164. Septic Inspection Ordered
- \_\_165. Septic Report Received and Reviewed
- \_\_166. Copy of Septic Inspection Report Sent to All Parties
- \_\_167. Copy of Septic Report filed
- \_\_168. Well Flow Test Ordered
- \_\_169. Well Flow Test Report Received and Reviewed
- \_\_170. Copy of Well Flow Test Report Delivered to Parties
- \_\_171. Copy of Well Flow Test Report filed
- \_\_172. Water Potability Test Ordered
- \_\_173. Water Potability Test Received & Reviewed
- \_\_174. Copy of Water Potability Test Delivered to All Parties
- \_\_175. Copy of Water Potability Test filed
- \_\_176. Loan Approved
- \_\_177. Closing Date confirmed
- \_\_178. Closing Time Scheduled with Seller

## Escrow

- \_\_179. Closing Time Scheduled with Title Company
- \_\_180. Closing Time Scheduled with Lender
- \_\_181. Closing Time Scheduled with Selling Agent
- \_\_182. Closing Time Scheduled with Buyer
- \_\_183. Final Walk Through Scheduled for Buyer
- \_\_184. Closing figures from Title Company
- \_\_185. Closing Figures Received and Reviewed
- \_\_186. Closing Figures forwarded to Selling Agent
- \_\_187. Closing Figures forwarded to Buyer
- \_\_188. Closing Documents requested.
- \_\_189. Broker Review/Approve Closing Documents
- \_\_190. Forward Closing Documents to Sellers
- \_\_191. Oversee the Entire Closing Process
- \_\_192. Coordinate This Closing with Your next purchase
- \_\_193. Confirm Disperse of All Funds at Closing

**Fully Committed**

***We are 100% committed to selling your home for the most money possible, not the Least!***

# SELLERS EDGE

## Transaction Complete

- \_\_194. "Thank you" sent to client & buyer
- \_\_195. Follow-up Call Made to Client
- \_\_196. Follow-Up Call made to Buyer
- \_\_197. Client's New address & info entered in computer
- \_\_198. Entire Closed Package filed
- \_\_199. Send request to pick up sign
- \_\_200. Pick-up Key Box
- \_\_201. Pick up Display Materials
- \_\_202. Update Master Computer Records
- \_\_203. Remove Property from Property Roster
- \_\_204. Enter Client on the Sphere List
- \_\_205. Follow-up with Client on a Regular Basis
- \_\_206. Maintain a loyal relationship
- \_\_207 Set Buyer/Seller to Automated Follow-up

## Personal Service

### Guarantee The "Everything to Gain... Nothing to Lose" Personal Service Guarantee

"If at anytime we are not doing everything we promised to do, simply pick up the phone, tell us what we did wrong. If we cannot correct it to your satisfaction within 24 hours, we will cancel the listing ourselves and refer you to our best competitor!".

**Thank You**

**Serving You...**

**SATISFACTION GUARANTEED!**

# Helping You Negotiate With Buyers

## We Can Get You More Money!



- 1 Negotiating an offer is not always easy, for emotions can get in the way.
- 2 When sellers and buyers negotiate directly, there is a conflict of interest, as the seller wants the highest price and the buyer the lowest.
- 3 We serve as a third party and are in a much better position to maintain the buyer to current market value.



**We can use current market data to prove value to a buyer.**

## Announcing Daniel Galan's



What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry no more. Daniel takes the risk and the fear out of listing your home with a real estate agent. How? Through his **EASY EXIT Listing Agreement**.

When you list your home through Daniel's **EASY EXIT Listing Agreement**, you can cancel your listing with him at any time. No hassles. It's easy.

- **you can cancel your listing anytime**
- **you can relax, knowing you're not locked into a lengthy contract**
- **enjoy the caliber of service confident enough to make this offer**

**Daniel has strong opinions about real estate service. He believes that if you are unhappy with the service you receive, you should have the power to fire your agent.**

It takes a strong belief in the quality of one's service to make this kind of stand, but Daniel never settles for less than the highest professional standards from himself and his staff. He is confident you will be happy with his service and results. That's the simple truth.

***Daniel Galan Takes The Risk Out Of Listing Your Home With An Agent!***

# **80%** of the Marketing... **Is The Pricing Strategy!**



## ***AGENT NOTE:***

**After I finish showing them everything I do to get their home sold, I ask:**

"Do you see how all of this marketing I've just shown you will work to get your home sold? And do you also see how, if we do all of this and your home doesn't sell, the one and only thing that would be keeping your home from selling is the what?"

***CORRECT ANSWER:* That's right, it's the PRICE!**

Keeping You Informed About The Progress of Your Sale:

# I Will Not Abandon You Once You List With Me!



## 1. By Phone, Text or via Email!

- I promise to keep you up-to-date on the progress of your sale by communicating with you at least once a week.

## 2. Showing Feedback!

- In addition, we will communicate with you every time we receive **feedback** from home buyers and agents that have seen your home.
- We also share with you exactly what they are saying to us about your home.

**We Provide You With CONSTANT, ONGOING  
COMMUNICATION!**



# Making a Decision

**Hiring A Realtor Should be Based Upon The Plan They Show You...**

**Not the Price They Tell You!**

**We Have Just Reviewed my Plan to Sell Your Home:**

- Our Marketing Plan Sells 98% of the Homes We List for Sale.

**The Pricing Strategy:**

- There are lots of opinions but only one set of facts. We will examine the Facts of Record and, together, determine the pricing strategy that is best to sell your home for the most money, not the least!

**An Accurate Pricing Strategy is the Difference in  
Your Home Being For Sale and Being **SOLD!****

# A Very Special Service For Our Countries' Heroes



- **Receive \$2,000 in sellers credit**
- **Repurchase and receive 2%, up to \$21,000 in closing cost credit**
- **Move in with less than \$4,000 out of pocket**

**Our Veterans Have Spent Their Lives Serving Us, It's  
Time For Me To Serve Them**