



Get 'Real' Estate with Ralph and Tricia

The Most Effective Marketing Plan in Real Estate!

OUR OBJECTIVES ARE THE FOLLOWING:

- ✓ To get as many qualified buyers as possible into your home until it is SOLD.
- ✓ To communicate the results of my activities weekly to you.
- ✓ To assist you in getting the highest possible price for your property with the least amount of problems.
- ✓ To constantly look for the best possible methods of exposing your property to the potential buyers in the market.

ACTIONS:

1. **Enter Your Property In The MLS System**-The MLS is a very powerful tool that exposes your house to thousands of Realtors, as well as, the public.
2. **Prudential Arizona Properties Yard Sign** - Yard Sign in your front with a Rider attached that has Property Website noted (www.123streetname.com) in lieu of outside flyers.
3. **Virtual Tours**-Property Website created with a custom virtual tour, and published to the internet. (www.123streetname.com)
4. **Web site promotion**-www.RalphandTricia.com is promoted on all-marketing materials and advertising, which translates to more exposure for you!

Our website has a high positioning with all of the top search engines, such as Yahoo, MSN &, Google. We also receive hundreds of visitors per week, world-wide, seeking information about Phoenix Metro real estate.

5. **Online Presence**-Our listings are also listed at Homes.com, Realtor.com, PruAz.com, Zillow.com, to name a few. You will also see your home listed on all Social Media.
6. **Past & Present Clients**-I market my new listings to a large database of past & present clients by email via my monthly Newsletter.
7. **Honest Feedback**-After each showing directly from the showing agent to you in real time online.
8. **MLS Tour**-your home scheduled for tour by local Realtors.
9. **Easy Communications** - We are available 8:00 to 9:00 every week day and 9:00 to 6:00 on Saturday and Sunday. Our philosophy is that our business is like a owning a store, if the store is not open a sale can't be made, therefore, if someone is interested in a property I have listed they will be able to talk to me right away.
10. **Pre-Qualify All Potential Buyers**-It is of utmost importance to insure that a potential home buyer is pre-approved before a purchase agreement is written on your house. We get a pre-approval letter from a lender before we take your house off of the market.
11. **Negotiating the Best Possible Contract**-This is where the rubber meets the road. It doesn't matter how good the marketing program is, or how many offers you get, if your agent is not a good negotiator not only will you not get the best deal, but often the house won't get sold. We take pride in our excellent negotiating skills.
12. **Following Through After an Accepted Contract**-This is another very important part of the real estate transaction. There are literally dozens of things that can cause a real estate transaction to fall apart. If the agent is not experienced in having closed hundreds of transactions, and having the hands on experience in this area, this could cause a fall out at the last minute.
13. **Keeping You Informed**-We offer an individualized Check List of the Listing-to-Sale process. All transaction documents are available to you through SureClose (Transaction Management Online System). These two things allow you to monitor your listing from initial agreement to the check in your hand from the proceeds of your sale!

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