



Pre-Listing Presentation

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Our Team

Our Vision

To be the most knowledgeable, professional and hardworking Realtors in Kansas City; serving our clients by listening to their needs and using all available resources to help them meet their needs.

Our Mission

To serve our clients and their best interests, not ours. Build long lasting relationships based upon trust, honesty, integrity and respect.



Tim & Lisa
Moore

Lisa is a former hair salon owner turned realtor. Lisa started Salon Elite in Olathe in 1984 and built a very successful business and loyal following. She took her hard work, customer focus and desire to serve and started a career in Real Estate.

In her first year, she was "Rookie of the year" for her company and has never looked back. It is her desire to serve her clients that have made her successful and keep the referrals coming in. Her ability to build trust with her clients and follow through on her commitments is a key element of her continued success.

In just 5 short years, her business grew to a point where she could not continue to offer the level of service she expected, so she started to build a team to better serve her growing client base.

In 2005, Tim joined Lisa to help put the people and systems in place to provide outrageous customer care and best serve our clients. Tim has over 15 years in customer care, most recently as the VP of Customer Care for a local telecom company. His passion for serving the client is seen in all we do and it is the little things we do that make the difference.

Tim & Lisa love what they do and love the fact that they have the opportunity to work together, serve other families and get to spend time traveling as a family.



**Our Team,
Con't**

Julie
Kyle

Julie is the “glue” that keeps the team together. With over 12 years of real estate experience, Julie serves as the team manager and transaction coordinator for the team.

Julie is a vital part of our team. She ensures all the paperwork is complete and accurate, coordinates all the activities required once a contract is signed, and much, much more. You will love working with her.

Angela
Anderson

Angela joined the Moore Homes team in 2005 as well. After a number of years in the health industry, she obtained her Real Estate license. Not only does Angela understand real estate, she also supports the team by serving at one of the new home communities we represent. Therefore, no matter if you want to buy an existing home or build a new one, Angela is qualified to help you. Angela wants everything to be just right for her clients; you will appreciate the extra effort.

Theresa
Sill

Theresa is the newest member of the team. With over 6 years of customer service experience, she is a natural addition to our team. Her desire to serve our clients and build relationships based on trust, honesty and integrity, she understands what it takes to be successful. Her enthusiasm and optimism are contagious!

Stephanie
Stoddard

Stephanie joined our team in 2005 after 5 years as a buyer specialist. She focuses primarily on helping our clients who are looking to buy a home. She shows them all the homes that meet their criteria, assists with writing the contract and then negotiating the best deal. Everyone just loves Stephanie; not only is she knowledgeable, but she is so sweet and kind as well.



Marketing Your Home

Why would someone want to market their home with a professional?

Exposure- We can afford to spend the money to market your home on the internet, in magazines and the news paper. We can defray the cost of advertising across all of the properties we have listed. Our team spends thousands of dollars a year to market the properties we are helping our clients sell. 90% of all homes sold are marketed by a real estate professional.

Price- Statistics show that the homes with the greatest exposure bring the greatest price. This is one of the greatest challenges with unrepresented sellers; people who try to market their homes themselves. Buyers understand that unrepresented sellers are not paying a commission; therefore, if someone does make an offer, they automatically deduct the amount of the commission from the asking price. Consequently, homes sold by professionals will often time sell for more than homes sold by unrepresented sellers.

Negotiation expertise- We understand the psychology of selling and are able to help you negotiate the best price for your home. We use a win-win negotiation technique that allows everyone to feel like they have won. Deals are less likely to fall apart when the person buying the home feels like they have gotten a good deal.

Experience- We sell real estate, this is what we do everyday. We study the market and the industry to stay current on what is going on that affects our clients. We have the know-how to help our clients get the best price for their home, in the shortest amount of time and with the least amount of inconvenience.

Why Should You Choose Reece & Nichols?

Market Share- Reece & Nichols has over 50% market share in Kansas City. In 2004, R&N sold more real estate than the next 24 companies COMBINED! If you were going to sell hamburgers, wouldn't you want to be a McDonald's? The same is true when selling your home.

Internet- Reece & Nichols has the #1 website in Kansas City, not just in the real estate industry. This is important because 80% of all buyers are looking on the internet for their next home. You want to make sure you are with a company that has a good internet presence and R&N has the best.





Tools- Our sellers will have their own, personal website. You can log-on 24/7 to see what is going on; how many people have seen your home on the internet, how many showings you have had, how many virtual tours have been taken, open house information, marketing information, etc.

Convenience- Reece and Nichols is a one stop shop for buyers. In addition to selling real estate, R&N offers a family of services for your buyer. They have lending, insurance and title services, thus, making it easier for your potential buyer to buy your home.

Bigger & Better Market- Reece & Nichols is the largest relocation partner in Kansas City. Not only do we have local buyers looking at our properties, but we will also expose your property to out of state buyers as well. No other real estate company can make this claim.

Why Should You Choose The Moore Homes Team?

Work Ethic- We pride ourselves on working hard and no one will work harder to sell your home than we will. We are full-time agents, committed to doing the little things other agents may not be willing to do.

Communication- We have systems in place to ensure we are communicating well. This is critical to a successful transaction and we strive to exceed our client's expectations and keep them informed about what is going on.

Service- Our goal is to serve you so well and create such a good experience; you will be compelled to refer others to us. It is the small things we do that separate us from the others. Others talk about service, we deliver.

Experience- We are full-time realtors with a successful track record. Why would you consider someone who has not yet proven themselves? We helped our clients buy or sell over \$22.2M of Real Estate in 2005.

Team- Together Each Accomplish More. You will have everyone on our team helping to sell your house. Although you will have main point of contact, we have a small army of agents who are working hard to sell your home.





The Market

Your Competition

Although homes sold in your neighborhood provide good historical data, it is the homes currently on the market that are most important. Active homes are going to be your competition and what buyers will be comparing your home to.

Therefore, it is important we understand how your home compares to the others currently available.

Comparative Market Analysis which will include:

- Sold
- Active

Based on the competition and the market conditions, there will be a price range in which your home will fall into. You don't necessarily have to be the lowest price home in the range; however, people will assess the value of your home compared to the others on the market. We help you determine the best price for your home based upon condition, location, updates, floor plan, etc.

We will bring this information with us to the interview.



Marketing Packages

We have developed two marketing packages to assist our clients in selling their home. We will discuss together which package may be best for the given situation. Depending on some key variables, one package could be better than the other.

We have found there are things we can do to get the home sold more quickly and for more money, especially when there is a lot of inventory available. When there are more homes on the market (a buyer's market), you really need a team who can make your home stand out from the rest. Consequently, we have developed these packages to allow for a choice when marketing your home.

SMART Move- 6% commission

This package is a 4 month (120 day) agreement and includes:

1. **Internet Exposure-** R&N, Realtor.com, therealestatebook.com or similar publication website, moorehomes4u.com and many more real estate websites
2. **MLS exposure-** your home will be advertised in MLS so all agents/buyers will be able to see it
3. **Print exposure-** your home will be featured in the Kansas Homes a monthly Real Estate magazine, as well as, open house ads in the KC Star
4. **Negotiation Expertise-** our experience and negotiation techniques will help you get the most for your home
5. **Flyers-** we will create full color buyer packets for inside of your home. These packets will include everything a buyer will need to write an offer
6. **e-Tour-** your home will be presented to over 100 agents in our office via a PowerPoint presentation and we will do an infomercial on your home
7. **Just Listed postcards-** we will be sending out 20 Just Listed post cards to your neighbors, followed up with a Just Listed letter from the Moore Homes team
8. **Personal Website-** you will be set-up with your personal website to track all the things going on with your listing. This website is exclusive of Reece and Nichols for you
9. **Virtual Tour-** we use a professional company to come in and shoot a virtual tour of your property for the web; they cost a little more but the quality is worth it
10. **Open House-** although more and more buyers are using the web to see homes, there may be a time when an Open House may be warranted





BETTER Move- 7% Commission

Why would I want to pay a higher commission?

Depending on the situation many sellers have selected to go with this package. Although the commission is higher, the cost is actually lower. With this package, many of the items that are traditionally done **after** an offer is accepted are done before and paid for by the Moore Homes team. We have found by partnering with our seller to get the home in tip-top shape prior to allowing showings, can pay off in higher sales prices and quicker sales.

We don't set the price your home will sell for, the market will. Therefore, our job is to help you to prepare your home for the greatest appeal to the maximum number of buyers who are exposed to your home.

After the listing agreement is signed, **Moore Homes pays** to have some things done prior to putting the home on the market. We target to have your home ready to show within 10 days after we have a signed listing agreement.

What's included?

This package is a 6 month (180 day) agreement and includes:

Pre-Inspection- Moore Homes will pay to have a professional inspector come and inspect the property. We ask that our seller agree to take care of any issue identified on the report or offer a credit in lieu of repairs. We want to remove any doubt from the buyer's mind.

Buyers don't know how much something costs, often times they think the repairs will cost much more than they actually do. Therefore, if we wait for these issues to be identified on a buyer's inspection, the seller may end up conceding more than they need to.

Staging- Moore Homes will pay to have an interior designer to come in and "stage" the property to show its best. The designer may make recommendations about moving furniture, removing items, etc. We ask that our seller be willing to accept the recommendations of our professional designer and work with them to ensure the property show its best.

We want buyer's to be able to see themselves in your property and the designer will help us in making your home warm and inviting.





Professional Cleaning- Although a buyer's home may not be clean, they expect it of the homes they are viewing. Consequently, **Moore Homes will pay** for a professional cleaning company to come in and thoroughly clean your home, top to bottom. Additionally, the carpet will be professionally cleaned in the main living areas.

Property Lock- Moore Homes will work with a local lender to "lock-in" an interest rate for 60 days on a variety of loan products. Therefore, making your home more desirable when rates are going up and other homes don't have rates locked in.

Depending on the situation, the seller may choose to buy-down the rate even more, giving them an added advantage in the market place. We will discuss when this may be a good option to explore.

Run the Numbers

Smart Move

Asking Price	\$ 200,000.00
% of Asking	97%
Adjusted Sales Price	\$ 194,000.00
Commission- 6%	\$ 11,640.00
Adj. Sales Price minus comm	\$ 182,360.00

Better Move

Asking Price- 2.5% more	\$ 205,000.00
% of Asking	98%
Adjusted Sales Price	\$ 200,900.00
Commission- 7%	\$ 14,063.00
Adj. Sales Price minus comm	\$ 186,837.00

Difference \$ 4,477.00 more with Better Move

As you can see, a higher commission rate actually costs less when you consider your home will sell for more when time is taken to get it prepared to go to market. We want to help you get the most for your home, but ultimately it is up to you.

We'll see you soon!

