



Listing and Marketing Consultation

Understanding The Principles

- The Greg Ellingson Team at Ellingson Properties
 - Consultant Vs. Agent
 - Key Objectives
 - Sources of Buyers
 - Marketing
 - Controlling Factors
 - Preparing for the Offer
 - Processing the Sale
 - Pricing Factors



"Exceptional Service, Exceptional Results"



Agency Relationships

When real estate professionals work with sellers and buyers, "agency" relationships are established. As you start working with a real estate professional, please ask for a clear explanation of the current agency laws in Florida, so that you understand these important issues.

There are three kinds of agency relationships:

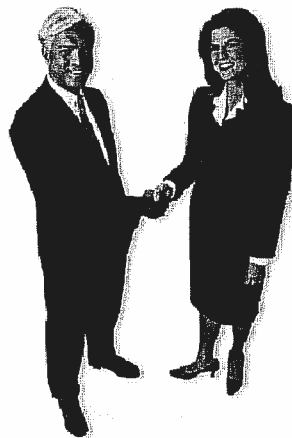
- **Seller's Agent**
"Seller's Agent" represents the interests of the seller and has a fiduciary responsibility of reasonable care, loyalty, confidentiality and disclosure to the seller. A seller's real estate professional (agent) works to assist the seller in locating a buyer and in negotiating a transaction suitable to the seller's specific needs.
- **Buyer's Agent**
"Buyer's Agent" represents the buyer during the home buying process. The buyer's real estate professional (agent) has a fiduciary responsibility to represent the buyer's best interests including reasonable care, loyalty and confidentiality.
- **Transaction Agent**
"Transaction Agent" represents the interests of both the seller and the buyer, during the same transaction. A "Transaction Agent" has responsibilities to both seller and buyer and must act in the best interests of both parties.

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The Greg Ellingson Team

- Win-Win** — or no deal
- Integrity** — do the right thing
- Commitment** — in all things
- Communication** — seek first to understand
- Creativity** — ideas before results
- Customers** — always come first
- Teamwork** — together everyone achieves more
- Trust** — starts with honesty
- Success** — results through people



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What you can expect from The Greg Ellingson Team as your Real Estate Consultant

- Treat all parties honestly!
- Communicate openly and frequently.
- Always ensure we keep a win-win-relationship.
- Respect your time, needs and finances.
- Represent your best interest in any and all negotiations.
- Develop and implement a complete negotiation strategy.
- Consult you throughout the selling process to an intelligent, informed, decision based upon your needs.
- Stay focused on the goal of satisfying your needs.
- Always put your needs above the "unit".
- Put you interest above all others, including my own!
- Help relieve you from the details of selling your home.
- Provide comprehensive market information and recommend the best pricing strategy.
- Respond to and resolve all issues quickly and timely.
- Follow up with other agents who show your home.
- Provide post-closing information, consulting services, and assist you with all future real estate needs!

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Our Office

Team of 8 Indispensable Performers

Broker: Greg Ellingson

Broker Associate: Jenny Walker, GRI

Senior Specialist: Paula Warwick

Buyer's Specialist: Erin Fisher

Expired Listing Lead: Ricky Melo

FSBO Listing Lead: Cynthia Abbey

Executive Assistant: Susan Tesar

Website Technician: John Meikle

Address: 1384 Heritage Acres Blvd, Suite A
Rockledge, FL 32955

Phone: 321 - 632-2800

Fax: 321 - 632-2836



Greg Ellingson
321-794-6203

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Consultant Vs. Agent

Fiduciary (Consultant)

- Advises and Consults
- Educates and Guides
- Involved in Decision Process
- Uses Judgment and Experience
- Irreplaceable
- Highly Compensated



Functionary (Agent)

- Delivers Information
- Tells and Sells
- Stays out of Process
- Follows the Rules and Procedures
- Replaceable
- Minimally Paid

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Key Objectives

- **PRICING...** your home at the property's fair market value.
- **TIMING...** in the desired time period.
- **CONVENIENCE...** selling your home with the least amount of inconvenience.

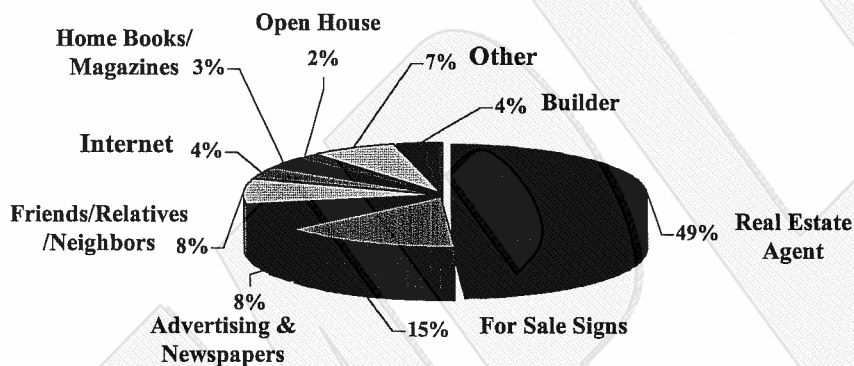


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Learning About The Home

WHERE BUYERS FIRST LEARNED ABOUT HOME PURCHASED



Compiled from 2000 NAR survey whose data is believed to be accurate.

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Marketing Plan

- Targeted Advertising
 - To the public
 - To the REALTOR® community
- Ellingson Properties Professional Real Estate Consultants
 - Office Tours
 - MLS Area Tours
- Yard Signs
 - Highly recognized
 - Calls come from our signs
- Agent Marketing Action Plan
- Florida Today Newspaper
- Internet Web Sites
 - GregEllingson.com
 - MLS
 - Homesandland.com
 - Realtor.com
 - EllingsonProperties.com
 - Local/International Internet Sites



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Marketing Your Home

Our Respective Duties

Agent

- Input your listing to MLS.
- Install nationally recognized sign.
- Provide information fliers.
- Pricing Guidance.
- Prepare Advertising.
- Hold Broker Open House.
- Give Feedback on showings.
- Review contracts and represent you in negotiations.
- Guidance in staging your property.

Client

- Complete all repairs and cleaning.
- "Stage" your home to be appealing.
- Hide valuables (also prescriptions).
- Keep marketing information out for prospective buyers.
- Call me if information is depleted.
- Leave premises for showings.
- Call me with any questions.
- Refer friends and acquaintances who might be interested in your property.
- Refuse to discuss terms with prospective buyers or their agents.

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The Website

- Over 300,000 hits per month
- World wide exposure
- 25 Emails a week
- 5 Quality clients a week

CLICK HERE! for our new luxury site

Mortgage Calculator Contact Us

GOLDEN REALTY
The Greg Hillingson Team

SEARCH BY CITY:

Scottsdale
Aliso Viejo
Tampa
Orlando
Fort Lauderdale
Miami
West Palm Beach
Boca Raton
Deltona
Kissimmee
Winter Springs
Winter Park
Winter Garden
Winter
Lake Wales
Titusville
Cocoa
Cocoa Beach
Cocoa
Cape Canaveral
Cocoa Beach
Fort Pierce
Fort St. John
Palm Bay
Satellite Beach
Titusville
Indian Harbour Beach
Melbourne
West Melbourne
Melbourne
Palm Bay
Titusville
Cocoa
Cocoa Beach
Cocoa
Cape Canaveral

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PROPERTIES IN THE SPOTLIGHT

Greg Hillingson
"Bringing Florida homes to the global marketplace"

REALTOR®

EQUAL HOUSING OPPORTUNITY

HILLINGSON PROPERTIES

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Marketing Expenses

- Traditional Realtor Expenses
- Florida Today Newspaper
 - Direct Weekend Advertising \$200 per week
 - Large Exclusive Ads \$400 per month
 - Open House Ads \$300 per month
 - Open House support \$400 per month
- Internet Web Site
 - www.GregEllingson.com \$22,000.00
 - www.LuxuryRealEstate.com \$3000 per year
 - Yahoo and Google Rankings \$4000 per year
 - Homes and Land full page ad \$625 per month
 - Luxury Homes Magazine \$800 per month
 - Luxury Real Estate Magazine \$650 per quarter
 - Realtor.com Showcase Listings \$2500 per year
 - SEO Company \$14,000 per year



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Luxury Real Estate.com

THE MOST VIEWED LUXURY REAL ESTATE WEB SITE IN THE WORLD

LuxuryRealEstate.com provides access to the world's largest database of fine and luxury properties from around the world. The Web site has been named "Best of the Web" and a "Yahoo Favorite" by Yahoo.com multiple times for six consecutive years. Additionally, LuxuryRealEstate.com is ranked #1 in searches for Luxury Real Estate on popular search engines, such as Google, Yahoo and MSN.

TOP 5 VISITING COUNTRIES

- United States
- Canada
- Australia
- United Kingdom
- Italy

Total visiting Countries 126

LUXURYREAL ESTATE.COM

WWW drive traffic to your property

Alexa is the premier Internet ranking service in the world. Statistics current as of February 1, 2006. www.alexa.com (the lower the ranking, the more popular the site)

ALEXA RANKINGS

Yahoo.com	1
Realtor.com	282
LuxuryRealEstate.com	6,223
RealEstate.com	15,234
SothebysRealty.com	34,101
ChristiesGreatEstates.com	80,417
LuxuryHomes.com	126,663
LuxuryPortfolio.com	319,404
LeadingEstatesoftheWorld.com	375,365

WEB SITE STATISTICS - JANUARY, 2006*

	HITS	PAGE VIEWS	VISITORS
Daily	1,472,964	205,628	5,942
Monthly	45,661,882	6,374,466	184,222

OTHER STATISTICS

Active Listings on LuxuryRealEstate.com	36,815
Average Residential Listing Price	\$2,165,455
Number of Countries with Active Listings	64
Total Dollars on LuxuryRealEstate.com	\$62,024,390,344

*Actual numbers provided by LinkIt v.5

2110 Westline Avenue, Naples, FL 34121
501.483.4966

John Brian Cook, Chairman
jbc@luxuryrealestate.com

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What You Do & Don't Control

Seller Controls:

- Property Condition
- Availability for Showing
- Price
- Home Warranty

Seller Doesn't Control:

- Competition
- Buyer's or Seller's Market
- Interest Rates
- When The Perfect Buyer Walks Thru Door

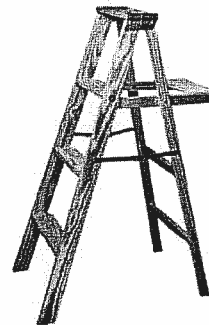


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Home Warranty Plans

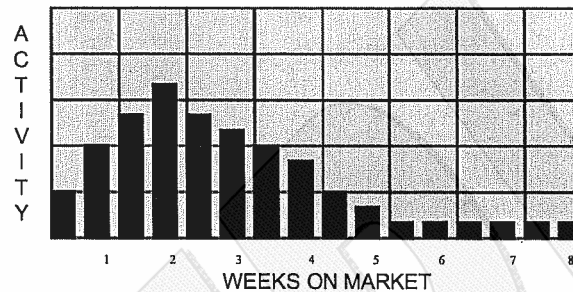
Home warranty plans go a long way to alleviate some risks and concerns. For a modest price, the seller can provide to the buyer a one year warranty covering specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans commences at closing. In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage).



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Selling Price Vs. Timing



- Timing is extremely important in the real estate market.
- A property attracts the most activity from the real estate community and potential buyers when it is first listed.
- It has the greatest opportunity to sell when it is new on the market.

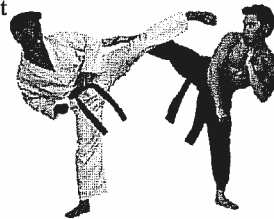
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Preparing For The Offer

In slow economic times, offers to purchase routinely come in "low" whereas in healthy economic times, offers are closer to the asking price. Do not be offended by any offer received. Be offended by buyers who tour your property and don't submit an offer.

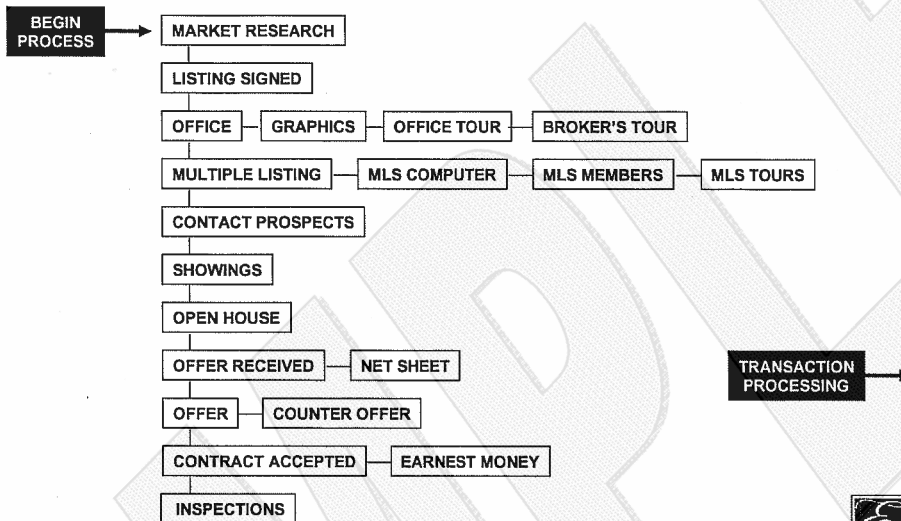
- **ACCEPTANCE.** Signed by all parties, dated, delivered... congratulations, you're on your way to having your property sold!
- **REJECTION.** Unconditional... unfortunately, your home is still on the market.
- **COUNTER OFFER.** Any change to the contract constitutes a counter offer. You are now in the renegotiation stage.
- **NO ACTION.** Equals rejection. Your home is still on the market.



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Home Selling Process



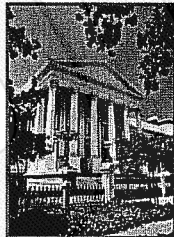
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Inspections

Inspections and potential repairs are the number one reason sales don't close. Typically, buyers have a certain number of days in which to inspect the property and accept or reject the property based upon these mechanical and structural inspections.

**SELLER
SEES THEIR HOUSE**



**BUYER
SEES YOUR HOUSE**



**INSPECTOR
SEES THE HOUSE**

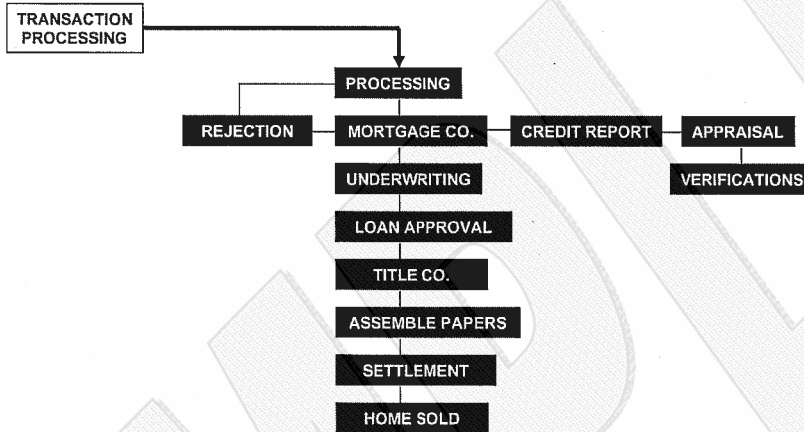


Save Yourself Time, Money and Disappointment — Do Deferred Maintenance Now!

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Contract To Close

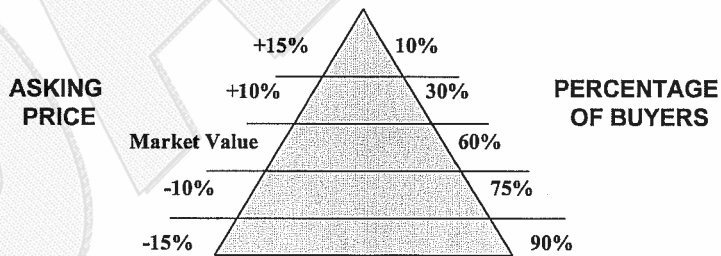


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Pricing Factors

IMPORTANCE OF INTELLIGENT PRICING



As the triangle graph illustrates, more buyers purchase their properties at market value than above market value. If you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your opportunity for a sale.

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Pricing Misconceptions

It is very important to price your property at competitive market value at the signing of the listing agreement. Historically, your first offer is usually your best offer.



Buyers & Sellers Determine Value

The value of your property is determined by what a **BUYER** is willing to pay and a **SELLER** is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other property **SOLD** in your area.



Competitive Market Analysis

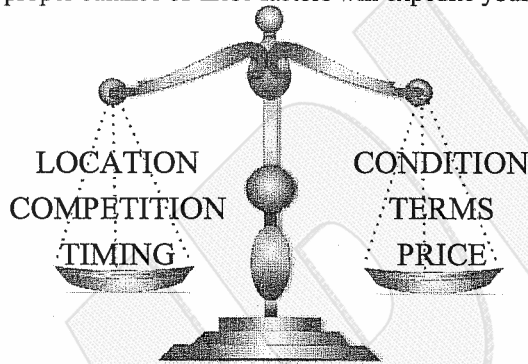
- **Recent Sales** 
- **Current Listings = Competition** 
- **Expired Listings = What has not sold** 

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Focusing On Results

The proper balance of these factors will expedite your sale.

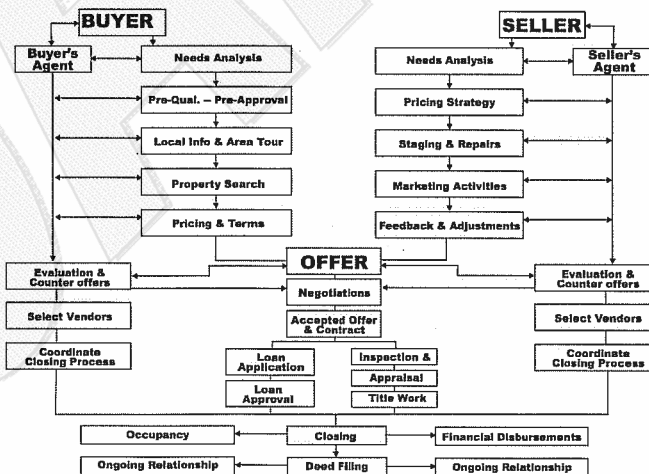


SOLD

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Our Service Process



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