

Proven & Guaranteed Real Estate Marketing Plan



Perry J. Corneau P. A., GRI, CPMS

Lic. Real Estate Broker / Lic. Mortgage Broker
Certified Property Management Specialist
Past President, Siesta Key Condominium Council
Graduate Realtor Institute
Member, Sarasota Association of Realtors
Member, Florida Association of Realtors
Member, National Association of Realtors
Realtor since 1988
Sarasota Resident since 1974
RE/MAX Platinum Club Member
Awarded 3rd Best Website in Florida by REALTOR MAGAZINE

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Satisfaction Guarantee

"If at any time during the term of your listing agreement you become dissatisfied, simply let my father know and he will release you from the agreement."



Katie Corneau

"Either way you come out smelling like roses."

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Client Testimonials

“We interviewed 3 other agents before selecting Perry Corneau to list our home. We chose Perry because he told us we could get more for our home than the other agents and because he was willing to tailor his marketing plan to fit our needs. We were very happy with the outcome as Perry produced a buyer willing to pay our price after only 30 days. He was also able to find us a rental near the beach for our use while we waited to move to our new home. We would highly recommend Perry to anyone and would happily use his services again.”

Ben and Janet Woelk

“I have been using Perry for my real estate needs for more than ten years. He sold my gulf front penthouse, handled the purchase and later sale of my Turtle Rock home and also the purchase of my new home in Silver Oak. He has been diligent, honest and reliable in all and has gone the extra mile in a difficult design and build of a custom home.”

Thomas Sheppard

Developer Builder - Vermont

“I have purchased a condominium on Anna Maria Island, Lido Key, Siesta Key and a home on Longboat Key all sight-unseen based only on Perry's recommendation. Perry handled the resale of each property in less than a year later; I turned a profit on all invested. A great accomplishment in a down turned economy. I plan to continue to invest in Sarasota real estate with the help of Perry Corneau.”

Frank Phillips

Investor

"Dear Perry, I wanted to commend you for your outstanding accomplishment in selling my condominium for a price that had never before been achieved in my complex. You sold it faster than I ever imagined plus you recommended a great mortgage broker who did an excellent job at finding me the lowest rate for my other home. I am highly recommending you whenever I get the chance. Thank you again."

Judy Risner

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My proven 31-point marketing plan is guaranteed to get results. The plan has been refined and honed over my 20-year career in Sarasota Real Estate. A detailed explanation of my proven and guaranteed marketing plan follows:

1. Flexible Listing Agreement
2. Prepare CMA to Establish Market Value
3. Take Digital Photos for E-Marketing
4. Place in MLS with 10 Pictures
5. Place Sign and Lockbox
6. Create full Color Property Brochures
7. Create 360x360 Virtual Tour for Web
8. Create Streaming Video Tour for Web
9. Create Interactive CD ROM or Disc with Virtual Tours
10. Immediate Inclusion in REALTOR.COM
11. Immediate Inclusion in Trulia.com
12. Immediate Inclusion in my many personal websites
13. E-mail Marketing to Top REALTORS
14. Network with other REALTORS, on a daily basis, by phone and mail
15. Schedule MLS Broker Tour & Schedule "Open House"
16. Mail "Just-Listed" Letters to Area Residents
17. Hold Open Houses
18. Direct mail brochures to REALTORS actively selling similar properties
19. Presentation to Past, Present & Future Clients
20. Place classified and Display adds in Local Newspapers
21. Place Photo Display in the Sarasota Herald Tribune's Buyer's Guide
22. Flyers in Home, On Sign & in Company Windows
23. Arrange Mortgage Options for Prospective Purchasers
24. Place in Homes & Land Magazine
25. Request Feedback From all Showings
26. Communicate Regularly with Progress Reports
27. Monitor all New Properties to Maintain Competitive Market Position
28. Handle all inquiries and Showings Personally
29. Assure Continuous Effort to Promote and Market Your Property
30. Negotiate Purchase Contract
31. Handle all Paperwork Through Closing

Proven & Guaranteed Real Estate Marketing Plan

➤ Flexible Listing Agreement

Many real estate companies require home sellers to sign a listing agreement obligating them to the agent for a minimum term of six months to as long as a year. I do not subscribe to this type of long-term obligatory relationship. I have found that most sellers, once having decided to sell their home, would like to do so within 90 days of placing their home on the market. In this light I believe a 90-day listing contract is in the best interest of most sellers. It is my belief that, in most cases, if a home is priced right and if the marketing agent performs diligently the home should sell within this time. Additionally, if a home does not sell in this timeframe and the seller feels that the agent has performed diligently, the home owner may renew the marketing agreement for an additional term.

➤ Prepare CMA to Establish Market Value

One of the most important things to do when successfully marketing a home is to properly ascertain the correct market value. The first few weeks of a marketing plan are the most active and it is very important that the initial price will capture the attention of the market. There are many buyers working with agents that have seen all available homes in their price range and are waiting for new selections to become available. In our market homes sell for an average of 97% of their listed price. For this reason it is important to correctly determine value. It is not advisable to build unnecessary "negotiating room" into a price.

Four factors determine how fast a home will sell. These factors are **Price**, **Location**, **Condition** and **Marketing**. You are in control of two of these factors. You can change the condition by investing money in improvements. In the end this affects price. You cannot change location so you must change marketing. That is where my proven marketing plan can help you. If your home has been on the market unsuccessfully in the past and your listing expired, many agents will be contacting you and pressing for a price reduction. I have often found that a price reduction is not necessary. The fact that a home may have been overpriced at the beginning of a previous marketing agreement does not mean that is now.

Whatever is true, a detailed Comparative Market Analysis will provide a comprehensive and illustrative view of the market by comparing your home and its attributes to similar actively listed homes, recently sold homes and those homes that were listed and failed to sell. Many agents do not provide effective counseling in the area of price as they are happy to take the listing at any price an owner will agree to.

➤ Take Digital Photos for E-Marketing

By making use of a digital camera and a wide-angle lens, pictures of every home marketed can be immediately distributed electronically to fellow REALTORS and prospective buyers. Special email servers are utilized to mass mail marketing materials to thousands of agents, past and current clients within minutes, and in a format that appears to have been sent to each recipient personally and individually.

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➤ Place in MLS with 10 Pictures

The Multiple Listing Services (MLS) is at the heart of every REALTOR's marketing plan. While its effectiveness is well known, it is what REALTORS do beyond the MLS that sets them apart. To help capture the initial interest of prospective buyers and REALTORS every home marketed is placed into the Multiple Listing Services with 10 pictures. When a home is first listed in MLS, agents looking for similar homes are notified automatically. For this reason it is important that digital photos are uploaded at the home's initial offering. Additionally, homes listed in MLS will also appear on the public websites of other individual agent websites and company websites through the Internet Data Exchange initiative known as IDX, regardless of agency affiliation.

➤ Place Sign and Lockbox

Buyers find it refreshing to reach the listing agent rather than a voice mail system or an office secretary. This is why I advertise my direct cell phone number on every advertisement and on my yard signs. By doing so buyers are sure to reach me when their interest levels are the highest. This allows me to personally and professionally handle each inquiry.

Home sellers can be assured that the yard sign marketing their home will be clean, professionally displayed on a 4x4 post with a flyer box for information distribution. The RE/MAX yard sign with its' red, white, and blue balloon logo is one of the most widely recognized and trusted trademarks in North American business and is spreading globally.

Today's electronic lockbox access system, which I utilize, provides convenient access while maintaining a detailed record of showing activity. Regular activity reports are provided to home sellers.

➤ Create full Color Property Brochures

Many buyers will drive through neighborhoods and select homes of interest before calling a REALTOR. By providing full color flyers in a flyer distribution box on our yard signs we are able to generate interest in your home. Additionally, the added service to buyers creates a perception of professionalism and increases the chance that they will call me to show your home.

➤ Create Virtual Tour for Web

Every home marketed receives the benefit of a "Virtual Tour." A virtual tour allows anyone with access to the internet or email to view full color interactive pictures depicting a full 360 degree rotating view of the front and back of a home as well as the interior of the home. This is a dramatic and effective way to show a home to a very large number of people. Virtual Tours are shown on all of my personal websites as well as in MLS and Real Estate Portal sites such as REALTOR.com. Additionally, Virtual Tours are emailed to my client list and to other REALTORS. REALTOR.com reports that a home with a virtual tour is 38% more likely to be viewed by prospective home buyers.

Proven & Guaranteed Real Estate Marketing Plan

➤ Immediate Inclusion in REALTOR.com®

In the past year 77% of Americans used the Internet regularly and almost half of them (31% of the American population over 12) report going online every day. The wealthiest Americans (\$100,00+ annual income) are the largest segment of the online population, with the average online shopper earning \$65,000 per year. For these reason, Internet technology is at the center of this proven marketing plan. One component is REALTOR.com® which has over 4.2 million unique users per month*, more than 10 times the number of unique users as its nearest competitor's "homes for sale" section. REALTOR.com® has more than 90% of U.S. single family REALTOR® listed homes, with daily updates of more than 80% of listings from over 800 Multiple Listing Services from all 50 states, Canada and Puerto Rico.

➤ Immediate Inclusion in Trulia.com

Trulia is a residential real estate search engine that helps consumers search for homes for sale, trends, neighborhood insights and other real estate information directly from hundreds of thousands of real estate broker Web sites. Buyers can create custom searches by price, number of bedrooms, neighborhood and more - without having to submit a lead form, provide personal information or wait to get contacted by a lead qualifier who may not handle the property listing. This new real estate portal is immensely popular among real estate buyers.

➤ Immediate Inclusion in my award winning websites

In addition to featuring my listings on the major real estate portals, every home I market is featured on each of my personal web sites including; sarasotaonthebeach.com perrycorneau.com & sarasotajustlisted.com. My websites are vigorously promoted through search engines, links from other popular sites, and on every printed piece and every email sent. In all, I have of 50 web domain names promoting various areas of Sarasota real estate in addition to my real estate blog, www.sarasotaexperience.com.

➤ Create Streaming Video Tour for Web

Video Tours are similar to Virtual Tours as they are also utilized and distributed electronically via the Internet and by CD ROM, but they differ in that the video tour is created with full motion and sound. The video tour allows me to show a home complete with professional voice over and music.

➤ Create Interactive CD ROM

Interactive CD ROM and/or DVDS, which include Video Tours as well as Virtual Tours, can be created to market homes. This type of electronic brochure is high impact as the packaging and electronic medium has a high-perceived value. A prospective buyer will not likely discard a computer disk as quickly as he or she would a poorly printed flyer.

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➤ E-mail Marketing to Top REALTORS

Because 80% of the homes sold by REALTORS are cooperative sales, I spend a great deal of energy and money marketing my listings to fellow REALTORS. One of the ways that I do this is to email an electronic presentation that includes virtual tours, copies of disclosures, surveys, income figures, and any other form of printed documents relevant to the home's value, which can be scanned and converted to adobe.pdf format. In doing so I am able to create an organized and comprehensive marketing package that can be sent to all of the top local REALTORS in my database. Other REALTORS will be more likely to show a home when having all the supporting documents in hand.

➤ Network with other REALTORS

In life, few things are as important as relationships. For this reason I continually network with other top REALTORS; sharing information about available listings and buyer's needs. Because of these valued professional relationships many home sales are transacted between the same agents. It is common for properties to be sold directly through these networking relationships rather than through the Multiple Listing Service.

➤ Schedule MLS Broker Tour & Schedule "Open House"

Each Thursday morning the Sarasota Association of REALTORS conducts a meeting at which REALTOR members have the opportunity to "pitch" their new listings. After this meeting REALTORS take time to visit new listings to become acquainted with them and to preview for the benefit of their buyer-clients. I regularly attend these meeting to market my listings and network with other REALTORS.

➤ Mail "Just-Listed" Letters to Area Residents

Because your neighbors are the only people that understand the benefits of owning a home in your neighborhood as well as you, I mail them "**Just Listed**" picture postcards of your home. This often produces leads in one or two ways. Many neighbors may know someone who would like to move into the area. Often neighbors who may have a growing family will need to move up to a larger home and would like to stay in the same neighborhood and or school district. Similarly, empty nesters may want to stay in the same neighborhood but would like to move to a smaller home.

➤ Hold Open Houses

Open houses can be an effective way of generating interest in a property. I will conduct open houses, which will be advertised in the Sarasota Herald Tribune and on the Internet. A complete information packet with all pertinent information as well as a virtual tours on disk is distributed at each open house so that visitors can "bring the home" to potential decision makers.

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➤ Direct mail brochures to REALTORS selling similar properties

Because 80% of the homes sold by REALTORS are cooperative sales, I spend a great deal of energy and money marketing my listings to fellow REALTORS. One of the Ways that I do this is by mailing picture postcards to the top REALTORS in the home's market area. Because a picture can say a thousand words, these picture postcards are highly effective.

➤ Presentation to Past, Present & Future Clients

Perry Corneau maintains an extensive database of past and present customers. Each of these clients receives a newsletter detailing information about Sarasota's real estate market and information about homes marketed by Perry Corneau. Additionally, properties are computer matched to the needs and wants of existing clients.

➤ Place Classified and Display Ads in Local Newspapers

When I market your home, can count on the fact that your home will gain maximum exposure through his aggressive use of classified and display advertising in the Sarasota Herald Tribune and The Pelican.

➤ Full page spread in the Sarasota Herald Tribune Buyer's Guide

The Sarasota Herald Tribune publishes a monthly Real Estate Buyers Guide. Every home I market is prominently displayed in a full-page spread of RE/MAX listings.

➤ Flyers in Home, On Sign & in Company Windows

Marketing of each home includes professionally designed full color print brochures and flyers which are prominently displayed on the sign post in front of the home as well as in the RE/MAX office windows on Siesta Key and in Palmer Ranch. The Siesta Key office is conveniently located in the heart of Siesta Village; this office enjoys tremendous walk-in traffic from Sarasota's seasonal guests. The Palmer Ranch office is located in the Plaza at Palmer Ranch, which is anchored by such stores as Target and Publix; this office enjoys unparallel market presence among the residents of the Palmer Ranch. The combination of these two offices provides unique access and exposure to Sarasota's local residents as well as visitors to Sarasota.

➤ Arrange Mortgage Options for Prospective Purchasers

With a close association to the best and most aggressive lending institutions and mortgage brokers, I can offer a wide variety of financing options. With attractive loan programs, your home will be affordable to more buyers. Sellers can be assured in the knowledge that their buyer has been pre-qualified and that the buyers will have access to the money needed for a successful closing.

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➤ Place in Homes & Land Magazine

“Homes & Land” is the premier marketing magazine for real estate. “Homes & Land” is used by real estate buyers virtually everywhere in America as a guide to real estate values. For REALTORS it is the single most successful print advertising outlet. Each month a new issue is published with a local circulation of 23,000 copies being distributed throughout 250 distribution points in our area including local restaurants, hotels, malls, stores, banks, real estate offices, the Chamber of Commerce and almost anywhere real estate buyers are likely to be.

➤ Communicate Regularly with Progress Reports

It can be frustrating when trying to sell a home without the benefit of market updates and feedback from each showing of your home. During the entire process of the marketing plan each home seller is provided with a list of showings and copies of the feedback forms, which are completed by each REALTOR who shows their home. This is an effective tool in evaluating the effectiveness of marketing efforts and the markets’ response to the home and its price.

➤ MyHome Client Extranet

The MyHome feature allows homeowners who have listed their properties with Perry Corneau to access up-to-the-minute information and exclusive resources regarding the sale of their property. If you have listed your property for sale with Perry Corneau you can access your personal MyHome webpage, by using your private login consisting of your email address and a password.

➤ Monitor all New Properties to Maintain Competitive Market Position

Home sellers are also provided with market activity updates showing recent sales of competing homes or new competing homes entering the market. Home sellers automatically receive email notices immediately when a home similar to theirs is listed in their neighborhood.

➤ Handle all inquiries and Showings Personally

All Inquiries and showings are handled personally to ensure the best opportunity for a sale. I include my cell phone number on every sign and advertisement regardless of media utilized. This insures that every inquiry is handled professionally and that prospective buyers can immediately get the information they need to make an informed buying decision.

➤ Assure Continuous Effort to Promote and Market Your Property

Throughout the marketing term of each home listed, I will monitor the market activity surrounding similar homes and maintain watch over showing feedback to ensure that all efforts are producing an appropriate market response to affect a sale.

X

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➤ Negotiate Purchase Contract

I have a keen understanding of market conditions and can be your strongest ally when negotiating a sale. With 14 years of experience in selling and negotiating home purchase on behalf of buyers and sellers, I will help you get the highest possible price.

➤ Handle all Paperwork Through Closing

With a 97% closing rate, I have in-place client support systems, and 18 years of experience, that will cover all details in advance and orchestrate all parties from contract to closing with a minimum of stress and inconvenience to you. I have assembled a complete team of support services to handle your real estate transaction; including mortgage brokers, title companies, real estate attorneys, home inspectors and appraisers.