

MARKETING LISTING CONSULTATION



PROFESSIONAL PROFILE



Mike Nichols
Exp Realty



Born and raised in the Sacramento area, Mike has a deep knowledge of our unique areas and the best neighborhoods, ensuring him as your trusted resource for home selling, buying, and investing needs. In his market center, Mike has been in the top 5 realtors with properties sold and overall sales volume. He has received the prestigious 2015 and 2016 Masters Club Award and is a leader in our area with marketing and technology. Mike Nichols utilizes innovative marketing strategies no one else in our area is using. By staying ahead of the game with unique systems and technologies, combined with his determined work ethic, he will ensure a quality experience that delivers results for each client.

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INTERNET MARKETING



ALL ACRES

eLOOKyLoo.com

experience the nations largest home search network

CLOSE 2 HOMES
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Keyboom!
PRO™



Homes.com



Lands of America™



RealtyTrac®

Vast®

HomePath®

wikiREALTY®

HomeFinder.com

kahping

foreclosure.com™



Zillow® trulia®



realtor.com®
where home happens



Marketing



Active Buyers:

I have a personal database of over 10,000 buyers who are actively looking for homes, each listing I have gets sent out to these potential buyers that may be an immediate match for us. I also reverse prospect our MLS system for other buyer's and agents who are actively looking for your type of home.

Mailers:

I send out "just listed" mailers to homeowners in the area that may have family, co workers or friends that want to move to the area.

Open houses:

I have open houses at your home to ensure that buyers who are unable to view your home (due to schedule or otherwise) are able to view it and submit offers if they are interested

Social Media Marketing:

I pay for advertisements specifically for your home on social media, on apps and other unique systems to bring buyers to your home and generate interest





Professional Photography By:
KM3 Media



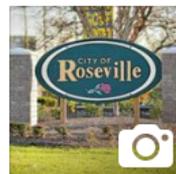


SOCIAL MEDIA



WE'RE ON FACEBOOK!

- Reach the influential
- Find "hidden buyers"
- Create Excitement
- Invitations to Open Houses



Royal Homes Of Roseville

@HomesOfRoseville



STAGING



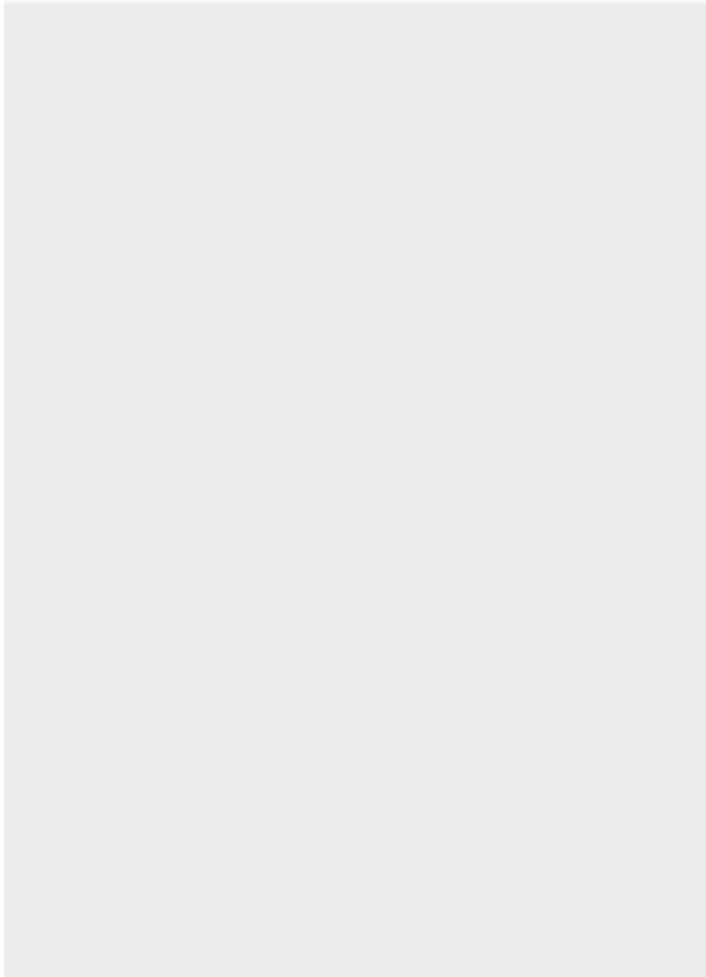
We want your home to be shown in the best possible light to prospective buyers to get you top dollar in the shortest amount of time.

We will create a warm and inviting environment focusing on the best architectural features and selling points of your home.





MARKET STATISTICS & THE HOME SELLING PROCESS





VALUE OF WEBSITES



What are buyers looking at online?

	VERY USEFUL	SOMEWHAT USEFUL	NOT USEFUL	DID NOT USE / NOT AVAIL
PHOTOS	84%	14%	1%	1%
DETAILED INFORMATION ABOUT PROPERTIES FOR SALE	79	19	1	1
VIRTUAL TOURS	45	33	10	12
REAL ESTATE AGENT CONTACT INFORMATION	44	34	13	10
INTERACTIVE MAPS	41	34	11	15
NEIGHBORHOOD INFORMATION	34	44	12	9
PENDING SALES/CONTRACT STATUS	30	35	19	17
DETAILED INFORMATION ABOUT RECENTLY SOLD PROPERTIES	33	41	15	11
INFORMATION ABOUT UPCOMING OPEN HOUSES	20	31	25	24
VIDEOS	21	33	20	27
REAL ESTATE ARTICLES	8	26	29	37



SOURCE: National Association of Realtors



General Selling Information



Reviewing Offers: Financing through big banks

Most of the largest banks in the country have strict lending guidelines making the qualification process more challenging. Also, with these additional guidelines, we often see delays that slow down the escrow. We want to take precautions when reviewing these as time maybe a concern.

Attachments: What stays, what goes?

If an item is connected to the wall in a way that will damage when removed, this is considered attached and not an item we can remove unless clarified with the buyer and properly removed. The best way to avoid all confusion is to remove these items before we go on the market. This way the buyer's will see whats included and not in the first showing.

Showings:

I always want the showings scheduled with yourself. At times I may not be accessible in a timely manner and we do not want to lose any opportunities to show your house. Your information is not displayed publicly and we can arrange that the buyers agent call or text you directly in advance.





The Home Selling Process



Initial Consultation:

- Define agency relationship
- Determine needs and wants
sign listing agreement



Home Preparation:

- Clean and organize home for pictures and any additional staging
- Pre market your home with other agents
- Review and prepare disclosures
- Make list of all upgrades and improvements



Go Live On The Market:

- Review final listing
- Send out marketing
- Prepare for showings/open house



Receive & Negotiate offers:

- Let me negotiate & get the best offer for your house



Pre-Opened Escrow:

- Escrow officer will order Preliminary Title Report and send copies to both agents and buyer's lender
- Buyer to deposit earnest money into escrow account within 3 business days

Prepare For Inspections & Appraisal:

- Make sure that all areas are accessible, including crawl spaces and attic accesses



Request For Repairs:

- Buyer will request that we repair, fix or credit for any concerns or issues discovered during inspections
- Negotiate the best scenario for you as the seller



Removal Of Contingencies:

- Buyer removes inspection and appraisal contingency



Loan Contingency:

- Loan is approved & underwriting is completed



Sign Documents:

- Sign loan documents and final closing statements



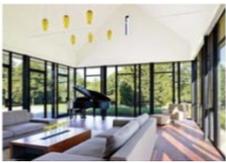
Loan Funding:

- Lender sends funds to escrow company



Record/Transfer Title & Closure Of Escrow:

- Deed is recorded by county recorder's office
- Buyer receives keys



Contingency



Inspection Contingency:

If the buyers have an inspection report come back with issues that they are not willing to proceed with they can cancel the contract. They do have an opportunity to ask us as the seller to make repairs.

Appraisal Contingency:

If the appraisal comes in over value, the buyer will not pay an additional amount, we will remain at our original offer price. If the appraisal comes in below our offer price then the buyers can negotiate with us to decrease the offer price. Sometimes we can negotiate and have them come in with the difference out of pocket.

Loan Contingency:

If the buyers run into an issue with financing before we close and are not able to obtain the loan they originally planned to, then they will cancel out contract.





PRICING

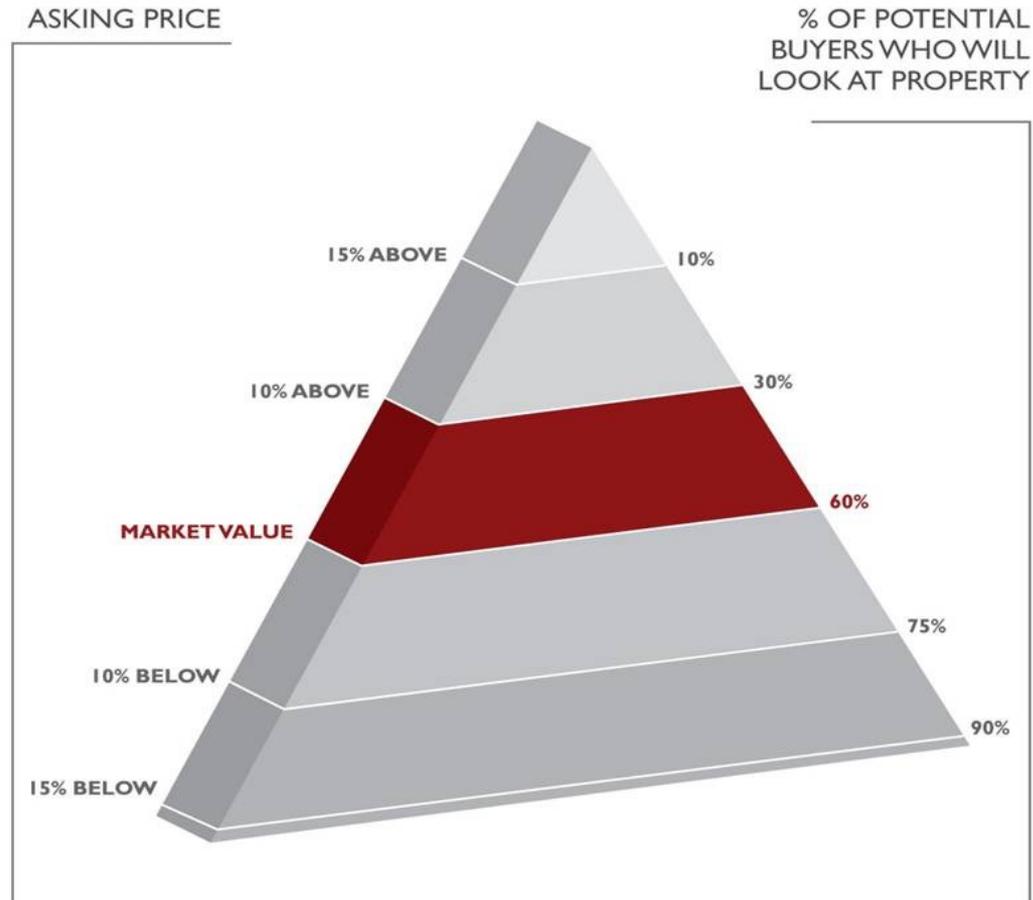




PRICE RIGHT – ATTRACT BUYERS



- **Pricing your property competitively** will generate the most activity from agents and buyers.
- **Pricing your property too high** may make it necessary to drop the price below market value to compete with new, well priced listings.



PRICED AHEAD OF THE MARKET



SELLER'S MARKET

In a market with rising home values, if a seller wants a price that's ahead of the market, the market may go up enough to make that price attractive for buyers. Time can cure some mistakes and make people look smart.



PRICED AHEAD OF THE MARKET



BUYER'S MARKET

If sellers fall behind a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reductions.

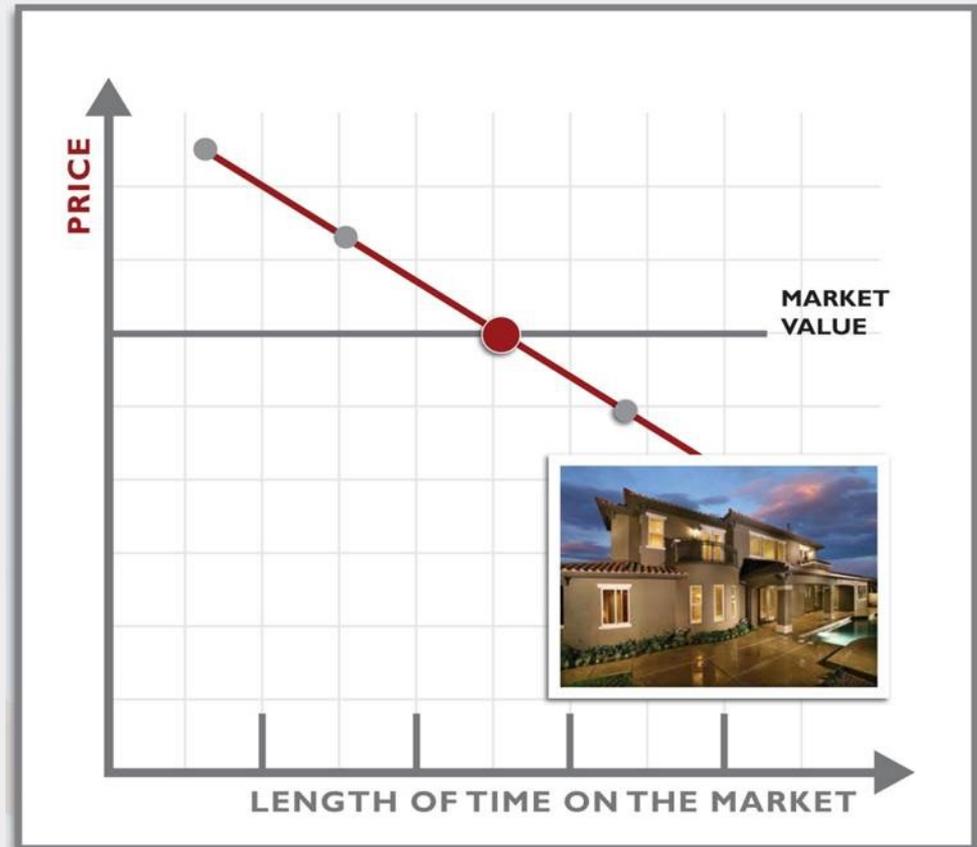


PRICE RIGHT – TIME ON THE MARKET WORKS AGAINST YOU



IF YOU WANT TO COMPETE, BE COMPETITIVE

- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.

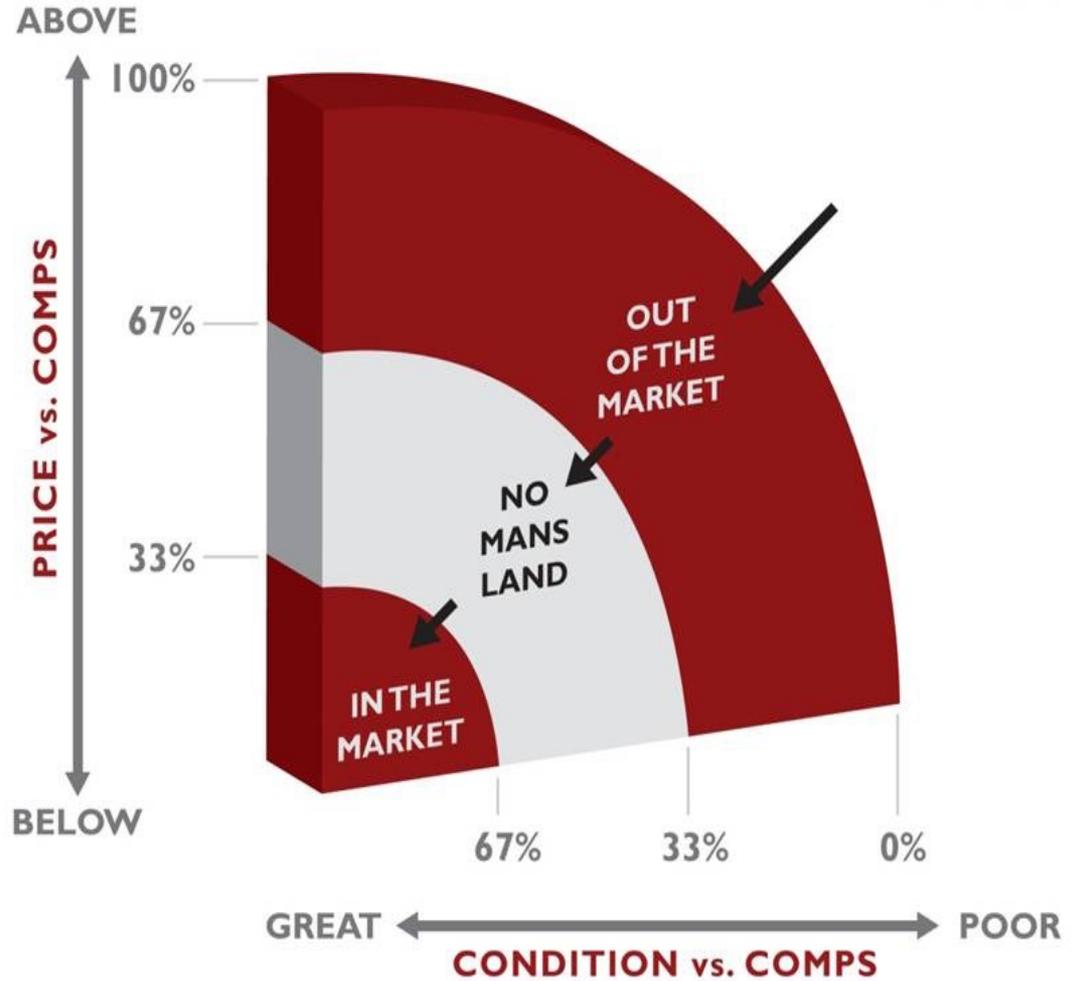




WHAT SELLS – RIGHT PRICE



- To get your home sold for the most money in the least amount of time, we have to price it “in the market”.

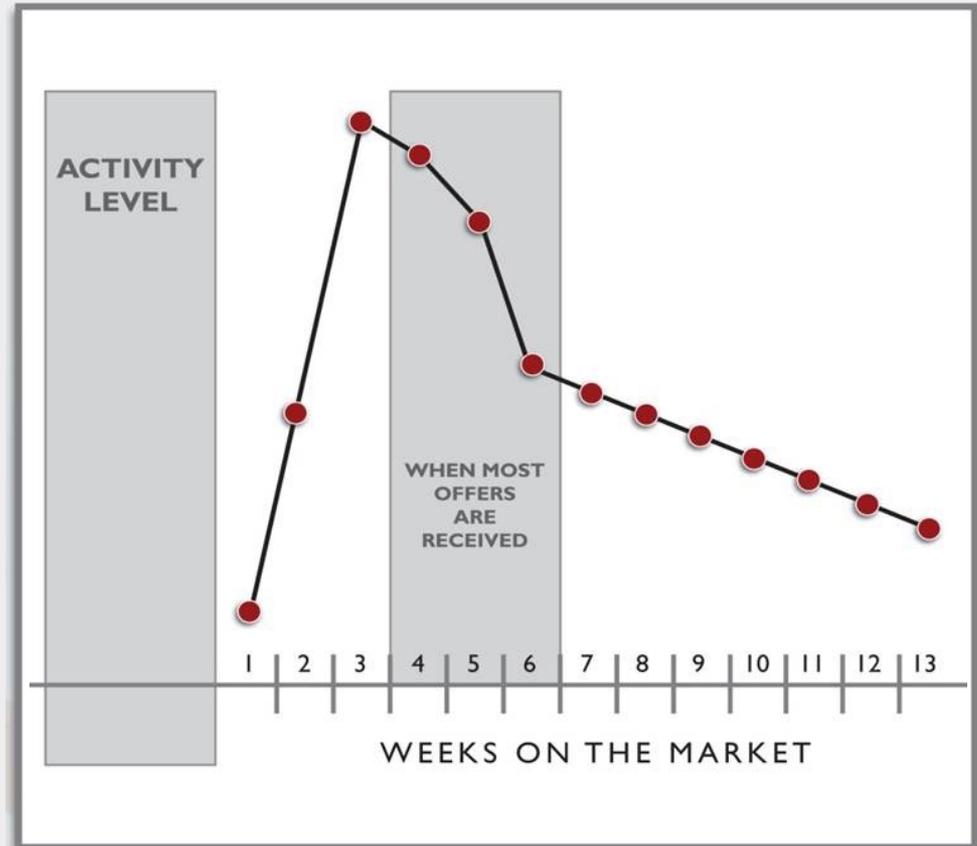


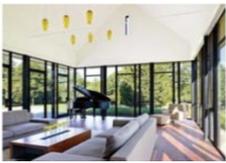
PRICE COMPETITIVELY – THE FIRST 30 DAYS ARE CRITICAL



THE RIGHT PRICE IS IMPORTANT

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.





Costs Of Selling A Home



Agent Fees:

The fee is paid to both the listing agent and the buyers agent at the close of escrow. If we do not close escrow, nether agent is paid.

Costs of buying a home that we may encounter when selling

Closing Costs:

These are typically paid or split with a buyer but can be requested in an offer that the seller pay all items. These include lender fees, transfer fees, escrow fees, title insurance, homeowners insurance, and prorated taxes that are needed to close. These range from 2.5-3% of the purchase price of the home. If a buyer requests we pay these items I will negotiate to have either the overall offer price increased or having the buyer pay these items.





Testimonials



Please also see my other views on Zillow.com and Truila.com

★★★★★ Highly likely to recommend



04/23/2016 - [kayalon](#)

Sold a Single Family home in 2015 for approximately \$325K in Birdcage Heights, Citrus Heights, CA.

- Local knowledge: ★★★★★
- Process expertise: ★★★★★
- Responsiveness: ★★★★★
- Negotiation skills: ★★★★★

Mike is an attentive and aggressive agent, always on time, always keeping me updated on the progress or lack of on the sale of my home and the purchase of another one. Yes i used mike for both, market and sell my house, and act as my agent to purchase another one. it was pretty tough for him balancing all the balls, he had to jump through a few hoops, however he handled them immediately, and everything worked out in the end. I will be using Mike again in about a year and half, once again to sell my home and find me another one to purchase. [Less ^](#)

★★★★★ Highly likely to recommend



05/07/2016 - [Natalie Grand](#)

Bought a home in 2015 in Hidden Valley, Granite Bay, CA 95746.

- Local knowledge: ★★★★★
- Process expertise: ☆☆☆☆☆
- Responsiveness: ★★★★★
- Negotiation skills: ★★★★★

I found Mike off the internet originally, I was interviewing a few other agents at the time. Mike was the quickest, kindest and most logical agent out of the batch. So I gave him a try and our first real estate transaction and it was so smooth and he was very diligent with searches and opening homes, that later I used him to find me two more homes within a year. He was helpful with letting me show homes to prospective tenants or letting contractors in during escrow. A highly recommend! [Less ^](#)

