

The MAXIMUM PAYOFF
GUIDE

“MY INNOVATIVE
APPROACH IS THE
DIFFERENCE IN LISTING
YOUR HOME VERSUS
SELLING YOUR HOME.”

- ADAM STRADT

The MAXIMUM PAYOFF GUIDE For *Sellers*



HOW TO SELL YOUR HOME AT THE
TOP OF THE MARKET

48% OF HOMES **EXPIRE**

[THE FIRST TIME ON THE MARKET]



EXP

1,861
Homes Failed to Sell

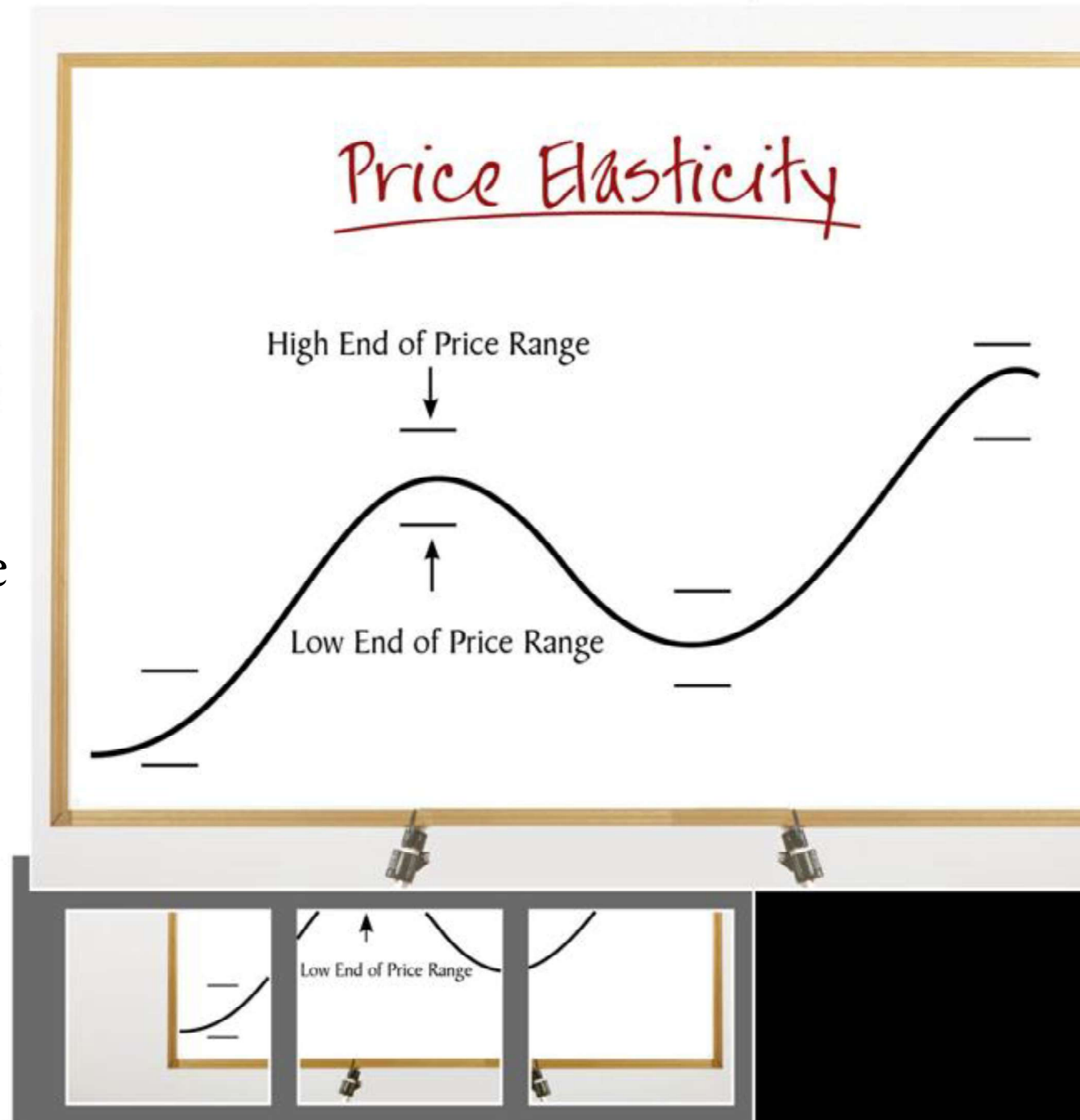
208 s hill rd
16099 w gore blvd
164 matthey rd
393 nw logue rd
409 nw pecan ave
4 pritchard dr
1119 n 10th st
216 w walnut
3325 w beech
210 3rd st
~~302 2nd st~~
420 h st
L1, B1 hwy 17
204 tennessee
402 s selby st
8566 ne 150th st
rt 1 box 2325
1123 n 15th
317 11th st
320 s 12th st
306 oklahoma
25575 nw holsey acres
301 bigbow st
1002 sw h ave
1006 sw 28th st
1007 sw roosevelt
101 chebahtah st
1115 sw g ave
1116 nw taylor
1119 nw 31st

513 n willard
1201 sw 25th place
1203 nw cheswick
1203 sw j ave
1208 sw l ave
1210 nw baldwin
1211 nw columbia
1213 nw lincoln
1224 sw 25th st
1225 sw 25th place
1303 nw bessie
1303 nw taylor
~~1305 & 1307 sw l ave~~
~~1309 sw 5th st~~
1311 sw 9th st
1311 sw h ave
1318 sw georgia
1402 sw l ave
1403 nw ozmun
1411 sw 10th ave
1417 nw logan
1503 nw lake
1506 nw 47th st
1507 nw irwin
1507 sw irwin
1512 nw 19th st
1516 nw taft
1602 sw d ave
1605 nw bell
1611 sw h ave
17 lakenwood dr

17 sandy trail k
1704 sw a ave
1704 sw a ave
1704 sw a ave
1706 nw pollard ave
1707 nw euclid
1707 nw smith
1707 sw f ave
1716 nw kingsbury
1729 sw 12th
1801 nw arlington
1802 se 165th st
1803 nw dearborn ave
1804 nw bell
1806 nw kingsbury
1811 nw bell ave
1815 nw bell
1822 nw 22nd st
1905 nw lawton ave
1906 nw bell ave
1908 nw liberty
1910 nw ozmun
1915 nw ozmun
1916 nw lindy
2005 sw c ave
2007 sw b ave
2008 nw 23rd st
2008 nw smith
2016 sw b ave
2025 nw 24th st

PRICING HOMES TO *Sell*

Any Home can sell at the top of the market or the bottom of the market





4 FACTORS

INVOLVED IN SELLING
YOUR HOME AT THE
TOP OF THE
MARKET

1. Positioning
2. Exposure
3. Negotiation
4. Execution



High End of Price Range



Low End of Price Range



POSITIONING:

“You’ve lost **80%** of your negotiating power once you have the offer.”





EXPOSURE:

- 1** SUPERIOR PRINT ADVERTISING
- 2** LEADING EDGE TECHNOLOGY
- 3** DOMINANT COMMUNITY PRESENCE
- 4** MULTI-MEDIA ADVERTISING



LEADING EDGE TECHNOLOGY *Programs*

❑ Search Engines

An interactive view of your home for potential buyers to see your home

❑ Buyer Incubation

Buyers want one place to search for homes online and I have it

❑ Multiple Property Photos

Buyers want to see your home and I provide them with multiple angles

❑ Quality Lead Conversion

My pipeline is full of buyers waiting to purchase their home

❑ Real Estate Websites

Maximum exposure on all major Real Estate Websites



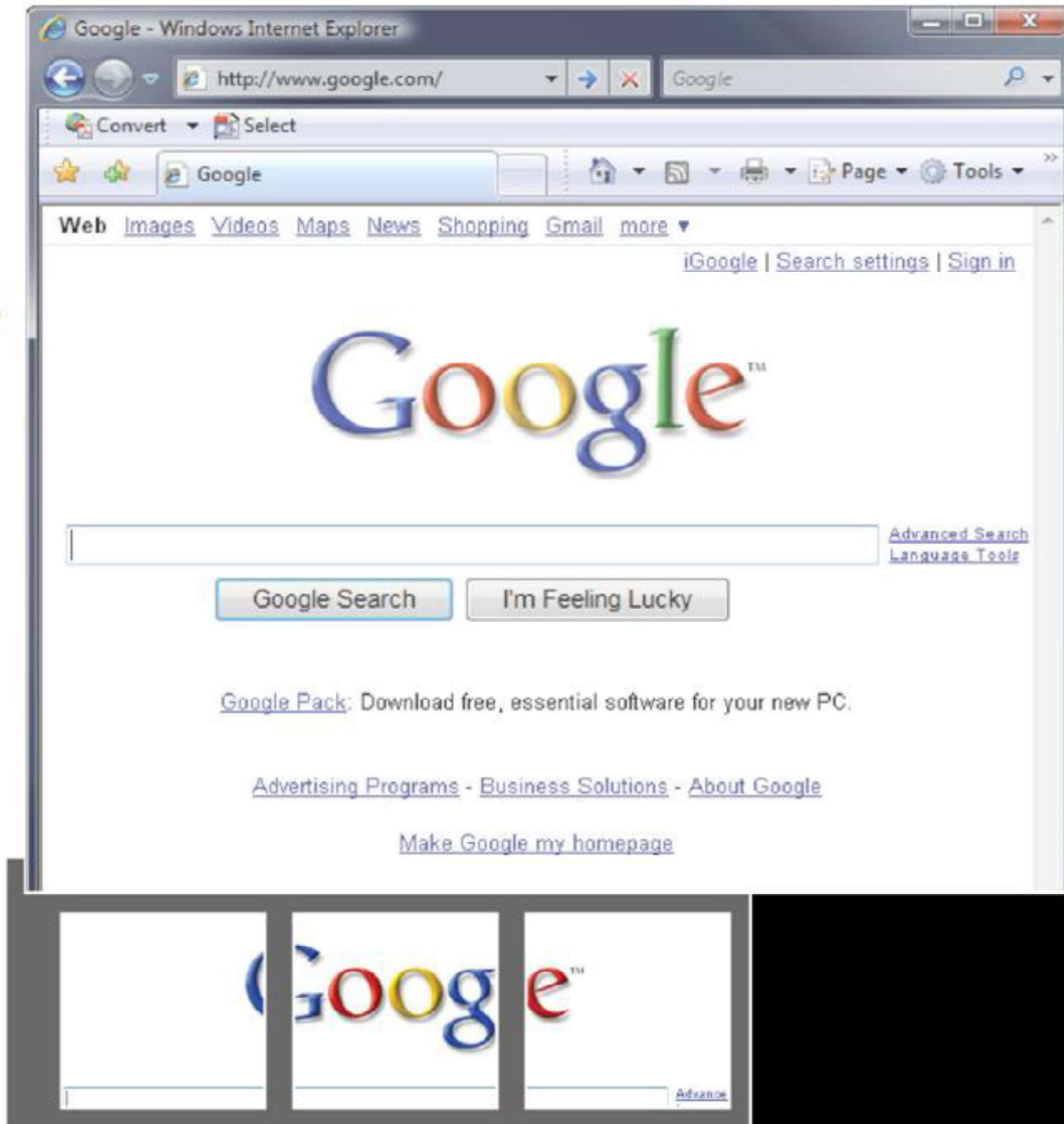
DOMINATING SEARCH *Engines*

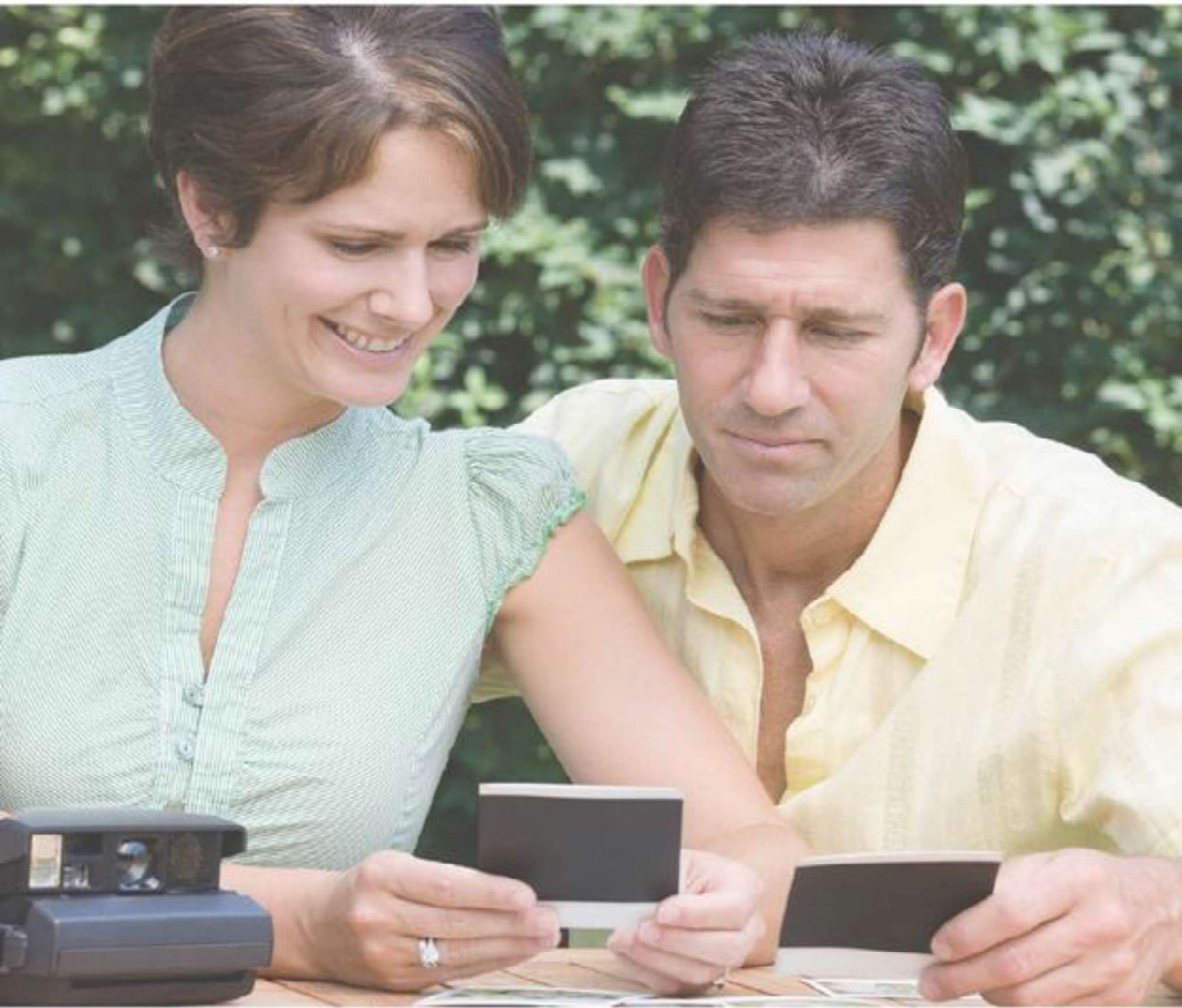
PROBLEM:

84% of buyers are searching on the Internet and when they search for homes in the Cedar Rapids area, how to I know they will find my home?

SOLUTION:

Google and Yahoo are the largest search engines and I have great exposure on BOTH! As buyers begin their search online, I appear in the top of the search engines when they search "Cedar Rapids Real Estate", "Your Specific Home Address", or many more search terms to capture the attention of most buyers trying to find your home/a home online.





MULTIPLE PROPERTY *Photos*

PROBLEM:

When searching for a home, buyers buy based on what they see. If your home is being advertised without property photos, your is being overlooked 75% of the time by potential buyers.

SOLUTION:

I understand how buyers think and where they look to find a home. 84% of buyers begin searching online and they usually search based on pictures before reading descriptions.





EFFECTIVE REAL ESTATE WEBSITES *Websites*

**84% OF BUYERS
START THEIR
SEARCH ONLINE.**

YAHOO!  **Zillow.com.**
Your Edge in Real Estate

overture
a YAHOO! company

AOL.COM

Google

MULTIPLE LISTING SERVICE
MLS

REALTOR.COM

HOMESEEKERS.com

RealEstate.com
inventing a better way

SMARTpages.com
Your online Yellow Pages - and more!

sell.comclassifieds

K-LAW

homestore.com

HOMES.COM

EFFECTIVE REAL ESTATE REAL ESTATE Websites



WWW.VIRTUALTOUR.COM



WWW.REALTOR.COM



WWW.HOMES.COM



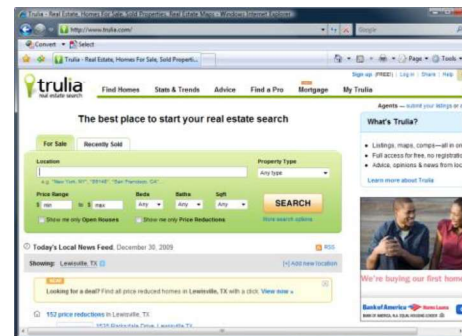
WWW.HOMEGAIN.COM



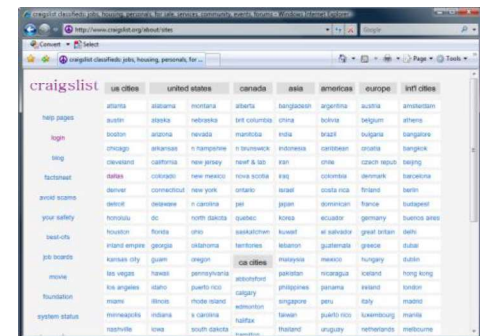
WWW.HOUSEHUNT.COM



WWW.ZILLOW.COM



WWW.TRULIA.COM



WWW.CRAIGSLIST.COM



WWW.LENDINGTREE.COM



WWW.FRONTDOOR.COM



WWW.RELOHOMESearch.COM



WWW.JUSTLISTED.COM

EFFECTIVE REAL ESTATE REAL ESTATE Websites



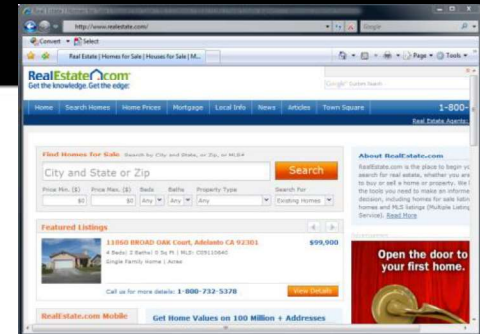
WWW.HARMONHOMES.COM



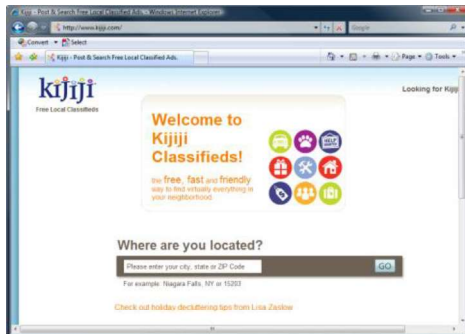
WWW.OODLE.COM



WWW.HOMESEEKERS.COM



WWW.REALESTATE.COM



WWW.KIJJI.COM



WWW.MOVE.COM



WWW.HOMEPAGES.COM



WWW.IMMOBEL.COM



WWW.YAHOO.COM



WWW.AOL.COM



WWW.MSN.COM



WWW.GOOGLE.COM



NEGOTIATION:

**“Pre-emptive negotiation
(increase your net profit by up to 5%)”**

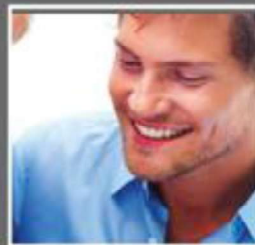




*“The average agent only
sells 4 homes a year.”*

SKILLED NEGOTIATOR

- Positioning your home to the agent
- Managing the expectation of the buyer
- Knowing the deal killers
- Possibility of other offers



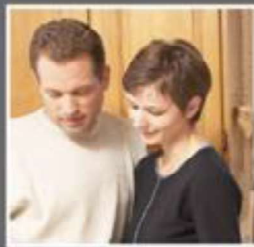
BUYER'S ADVANTAGE *Program*

PROBLEM:

90% of homebuyers are not interested in the home the Realtor wants to show.

SOLUTION:

My unique computer system will send potential buyers regular information by email or fax about homes that match their exact criteria. I stay in direct contact with a HIGE group of buyers, many of whom are potential purchasers of YOUR property.



AdamStradt.com