



1st Class

The Shudnow Team

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Marketing:

Marketing is crucial to the sale of any product or service. Most home sellers just never consider it in the sale of their home. Think about how many ads you see in many different formats just to sell a car, wireless phone service. Why should your home, which is much more expensive be advertised any less? We here at The Shudnow Premier Property Team have developed The **“Great 8 Marketing Program”** to ensure our listed homes get sold. The Great 8 Marketing Program consists of 8 separate but coordinated marketing techniques to sell your home.

- 1) **RE/MAX international** – Its very simple, RE/MAX spends more money on TV advertising than all of its competitors combined. We utilize their marketing of buyers to push them toward your home.
- 2) **RE/MAX of Northern Illinois** – We spend more money on radio ads than any other Realtor. The ads push customers to www.IllinoisProperty.com which is now the 2nd largest searched web site in the Chicago Metro area. With our team, you will be showcased (I will explain later) on this site. RE/MAX of Northern Illinois was #1 in Chicago Metro last year (2006).

	<u># of homes sold</u>
RE/MAX	31,942
Coldwell Banker	20,946
Century 21	13,053
Baird & Warner	6,930

- 3) **Internet Marketing** – 86% of your buyers will search for the home themselves on line. Our job is to assist them in finding your home. With The Shudnow Premier Property Team, you will be on over 50 of the largest web sites, generating over 97% of the home searches in the Chicago Metro area. Realtor.com; IllinoisProperty.com; Remax.com; all 3 Chicago News Papers, Tribune, Times & Daily Herald; all 3 search engines, Google, Yahoo & MSN; and most of our competitors web sites’ Coldwell Banker, Century 21, Baird & Warner, Prudential and several others. Yes, you saw that correctly.

YOUR HOME WILL ACTUALLY BE LISTED ON MANY OF OUR COMPETITORS WEB SITES. Not only will it be listed, many of them will have multiple pictures and even allow us to have a full write up of your home. On 1 particular home in Arlington Heights, we were surrounded be 3 homes listed by Coldwell Banker. I went to the Coldwell Banker

NRT site and looked up the homes. Our listing was the only home with more than 1 picture, in fact we had 7 pictures and a great write up.

- 4) **Show Casing** – Not only is it important to be on as many web sites as possible, your home needs to stand out on them. The vast majority of homes on the 8 independent sites have just 1 picture and the write up consists of the following words, “single family home – county of cook”. Not much to look at or see. With us, your home will have multiple pictures, usually 7 to 9, a complete write up, and scrolling text (where permitted). Studies have shown that this show casing of homes drives 299% more traffic to your home.
- 5) **Visual Tour** – Many people will view the pictures and read our write up, but then what? They want to get a better feel for your home. That’s where the Visual Tour comes in. The Visual Tour will give the potential buyer a great fell for your home. It also pushes the show casing from 299% more effective to a whopping 427%.
- 6) **½ Point Rebate** – We put our money where our mouth is. Everywhere we are allowed to, we will let potential buyers know that if they buy your home through us, we will rebate ½ point back to them at closing plus a \$250 home depot card. This comes out of our pocket NOT yours. Buyers absolutely love this.
- 7) **Easy Access for Showings** – To many agents try and get a listing, will market the home ok, and then fall down on handling the showings. We have eliminated that problem. We hired a professional company that is 100% dedicated to handling showings. They operate Monday thru Saturday from 8:00am to 8:00pm and on Sundays from 8:00am to 6:00pm. Not only will they schedule the showings, they will contact you both by phone and email. After the showing, they will send a questionnaire to the showing agent asking them for information about your home. You will be given a user name and a password so that you can access the showings and questionnaires.
- 8) **Signage** – If you drive by a home and call the phone # on the sign, you will almost always get the main brokerage. A broker employee who handles 50 to 200 agents will answer the phone and absolutely have no idea about your home, will either stumble through or not care about helping your potential buyer. With us, our sign phone #s only come in to our offices. ONLY Shudnow Premier Property Team members answer our phones.

Home Staging:

Home staging is utterly crucial to the sale of your home. In today’s market, you must stand out from everyone else. We believe in the power of home staging so much, that we had 2 of our team members get certified and send them out for FREE to your home. Does it work? Yes!

5 Reasons Why Home Staging Pays

1. **You will make more money.**

Our staged homes sell for an average of \$5,200 more than a non-staged home.

2. **Your home will sell faster.**
Staged homes sell between 30% & 50% faster than non-staged homes.
 3. **The cost of staging, Doesn't have to cost that much.**
Our average client spends less than \$500 staging there home. Not a bad investment to gain \$5,200 and a faster sale.
 4. **Competitive Advantage**
Staged homes have a competitive advantage over other homes that are not staged.
 5. **More Second Showings**
Staged homes make a much better impression than non-staged homes. Most buyers make a decision on a home in the 1st minute they step inside. They will then spend the next 10 minutes trying to confirm that belief. No home is perfect, a staged home will help give that buyer a warmer feeling and invite buyers to come back for a 2nd look.
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Case Studies:

These 3 Case Studies illustrate why Home Staging and Marketing go hand in hand!

Case #1

Steve & Linda lived in very nice home in Des Plaines. They had another agent try and sell their home for 3 months. They had approximately 14 showings and NO offers. The Shudnow Premier Property Team came in and staged their home. The home needed a lot of staging work. We had them remove ½ their furniture, put flowers in the front & back, clean up the basement, and finally get rid of an old ugly swing set. We put the home back on the market, had 7 showings in the 1st 5 days and sold it in 6. (The list price was exactly the same.)

Case #2

Joanna had a townhome in Northbrook. She had 2 other agents try and sell her home over a 1 year period. She received NO offers. The Shudnow Premier Property Team came in and staged the home. We had her spend approximately \$450 on items to make the home look more friendly. We put the home up for exactly the same price as the previous 2 agents, and received 2 offers in the 1st 16 days of the listing and sold the home.

Case #3

Susan had a beautiful home on the North side of Chicago. She had another agent (a friend of hers) try and sell the home for her for many months to no avail. The Shudnow Premier Property Team came in and staged her home. The home was recently redone, but did not feel homey. We had her redecorate the main floor and spruce up the outside. We put the home up for exactly the same price as the previous agent and ended up selling it in 24 days.