

Selling Success with RE/MAX: Your Ultimate Guide to Listing



Agent Name
REALTOR®

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AgentWebsite.com

Premier Service: Your Real Estate Partner Matters!

GUIDANCE & ADVISEMENT

Personalized support at every stage is the key to success. Understanding your needs and informing you of every step ensures satisfaction in the sale of your home.

ANALYZE & PRESENT ALL OFFERS

We carefully review all offers and provide you with detailed assesment of the key components of all offers. This step is esesential in determining if, where, and how to negotiate the offer.

EXPERT NEGOTIATIONS

With decades of experience, negotiation is one of our strongest skills. We manage all negotiations on your behalf, ensuring you get the best price and terms possible.

NETWORK OF PROFESSIONALS

We work with vetted mortgage lenders, inspectors, insurance providers, title officers, and more to ensure a seamless process from offer to closing.

ENSURING A SUCCESSFUL SALE OF YOUR HOME

From the marketing phase to reviewing offers, negotiations, due diligence, appraisals, and finally to settlement, we manage every detail, ensuring a smooth and successful sale. Your satisfaction is our top priority.

RE/MAX vs The Industry

2024 UTAH



Choose the brand with outstanding agents, leading brand awareness, and an unmatched global presence.

	MAJOR, FULL-SERVICE BROKERAGE BRANDS					
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) ¹	U.S. TRANSACTION SIDES ²	U.S. BRAND AWARENESS (UNDAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	11.8	629,373	36.4%	110+	9,022	144,835
BERKSHIRE HATHAWAY HOMESERVICES	5.8	N/A	7.3%	13	1,600	51,000
kw	5.6	N/A	14.5%	59	1,100	189,000
Sotheby's INTERNATIONAL REALTY	5.3	112,582	3.3%	84	1,100	26,600
CB	5.0	486,273	21.2%	40	2,900	101,000
CENTURY 21	5.0	233,374	30.9%	84	12,000	135,000
real	4.0	48,905	N/A	2	N/A	12,207
FATHOM REALTY	3.2	38,126	0.1%	1	N/A	11,795
equity REAL ESTATE	2.6	9,011	N/A	1	52	3,521

Data is full-year or as of year-end 2023, as applicable. Except as noted, Coldwell Banker, Sotheby's and Century 21 data is as reported by Anywhere Real Estate Inc. on SEC 10-K, Annual Report for 2023; other competitor data is from company websites and industry reports. Transactions sides per agent calculated by RE/MAX based on data from 2024 RealTrends Verified Best Brokerages, citing 2023 transactions sides for the 1,327 participating U.S. brokerages that closed 500 transactions sides, excluding 65 who did not report or publish active licenses. Coldwell Banker includes Anywhere fAdvisors Group. For the following competitors, averages were calculated by RE/MAX based on the 2024 RISMedia Power Broker Top 1,000, citing 2023 totals for residential transactions sides and agents for the 1,000 largest participating U.S. brokerages ranked by sales volume: Equity Real Estate, Real Brokerage. Totals for Coldwell Banker, Century21, Sotheby's, and RE/MAX include commercial transactions. MMR Strategy Group's study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated 24_310

RE/MAX Associates: Hustle Stats

When it comes to delivering results,
our track record is our guarantee.



96%

LIST PRICE TO
SOLD PRICE RATIO

2,455

CLOSED SALES

\$599,400

AVERAGE
SALES PRICE

47

AVERAGE
DAYS ON MARKET

\$1.4 B

IN VOLUME

Market Value: Understanding What Your Home is Worth

MARKET TRENDS



The real estate market fluctuates. We stay on top of market conditions, helping you understand whether it's a buyer's or seller's market, and advising you on when to make your move for the best value.

COMPARE VALUES



We research comparable homes on the market and analyze similar properties in terms of price, size, and location. Accurate pricing data empowers you to make informed financial decisions, ensuring you list your property at the right price.

PROPERTY CONDITION



Your home's condition greatly influences its value. Well-maintained homes with recent upgrades tend to attract higher offers. We'll help identify areas that may need attention before listing to maximize your home's value.

FEATURES THAT MATTER



Every home has unique features that can add value, from a newly renovated kitchen to a large backyard. We make sure these standout elements are highlighted in our marketing strategy.



Market Conditions: How the Market Influences Your Home's Value



SELLER'S MARKET

In a seller's market, there are more buyers than available homes, which can drive up prices and result in quicker sales. In this scenario, you may receive multiple offers, often above the asking price, giving you more leverage in negotiations.



BUYER'S MARKET

A buyer's market occurs when there are more homes for sale than there are buyers. This can lead to longer listing times and more competition among sellers. In this case, pricing your home competitively and being open to negotiations is crucial to attracting buyers.



BALANCED MARKET

A balanced market exists when the number of homes on the market is roughly equal to the number of buyers. In this situation, homes typically sell for close to their asking price, and there may be fewer bidding wars. A strategic marketing plan and realistic pricing are essential in this type of market.

Increasing Market Value: Tips for Homeowners



ENHANCE CURB APPEAL

Refresh landscaping, repaint the front door, and add outdoor lighting to make a strong first impression.



UPDATE THE KITCHEN

Modernize with new cabinet hardware and a fresh coat of paint or backsplash.



MODERNIZE BATHROOMS

Install new fixtures, re-grout tiles, and consider new paint or flooring to update the space.



DEPERSONALIZE

Remove personal photos and items to help buyers envision themselves in the space.



ENERGY EFFICIENCY

Seal windows and doors, install a programmable thermostat, and upgrade to energy-efficient windows.



NEUTRALIZE COLORS

Repaint with neutral shades, use light colors in small spaces, and ensure paint is fresh and clean.



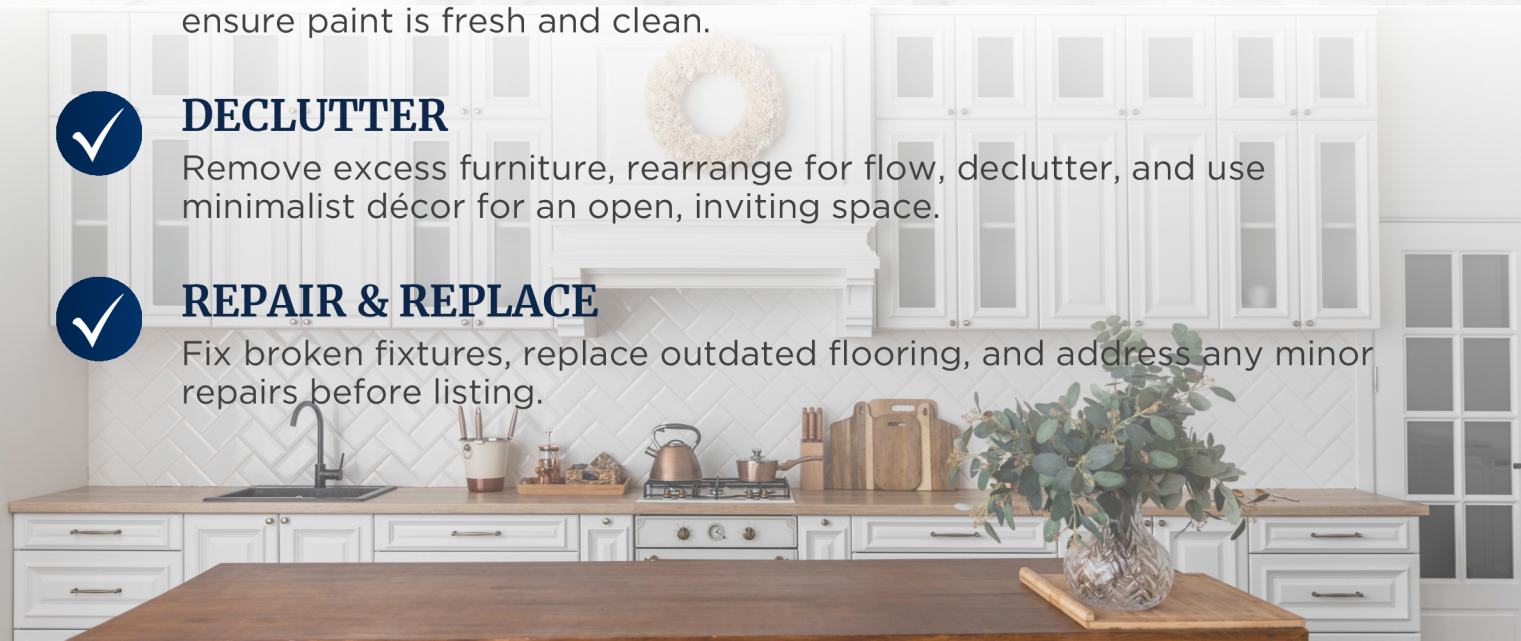
DECLUTTER

Remove excess furniture, rearrange for flow, declutter, and use minimalist décor for an open, inviting space.



REPAIR & REPLACE

Fix broken fixtures, replace outdated flooring, and address any minor repairs before listing.



Strategic Marketing: Plan for Maximum Exposure



1

PROFESSIONAL PHOTOGRAPHY

Capture your property's best features with high-resolution photos by professional real estate photographers, including interior, exterior, and aerial shots.

2

VIRTUAL TOURS

Our virtual tours, drone videos or 3D walkthroughs (if selected) offer an immersive experience, allowing buyers to explore your home from anywhere, as if they were there in person. Perfect for out-of-town buyers.



3

SOCIAL MEDIA CAMPAIGN

Increase visibility and engagement by creating targeted ads on social media. These ads are tailored to reach potential buyers that are interested in your area.



4

EMAIL MARKETING

Directly reach potential buyers and agents with a series of professionally designed email newsletters. These emails will highlight your property's features and provide details on upcoming open houses.



5

OPEN HOUSES AND PRIVATE SHOWINGS

Provide opportunities for in-person viewing by our well established open house kit which strategically timed for maximum attendance. Private showings are offered to qualified buyers at their convenience.



6



PRINT ADVERTISING

Reach local buyers through high-quality "Just Listed" postcards, brochures, and flyers to your neighbors and targeted potential buyers.

7

ONLINE LISTINGS

Ensure visibility on top real estate websites by listing your home on the MLS and syndicating it to over 130+ sites, including Zillow, Realtor.com, and Trulia, with compelling descriptions and professional photos.



8

SOLD

BRAND SIGNAGE AND LOCAL MARKETING

Boost local awareness of your listing with a recognizable RE/MAX "For Sale" sign, the most trusted symbol in real estate worldwide. The sign instantly attracts serious buyers with unmatched credibility.

Nobody Sells More Real Estate Than RE/MAX.



AGENT NAME
801-555-5555

RE/MAX
ASSOCIATES

Additional Networking: Unmatched Network & Resources

we are
GOLD NATION

2,700+
AGENTS

118 Offices Serving throughout
Arizona, California, Nevada,
Oregon, Utah and Washington.



Giving Back: Miracle Agents & Staff

At RE/MAX Associates, we believe in making a difference, not just in the lives of our clients but also in our community. That's why we proudly donate to the Children's Miracle Network Hospitals on your behalf when you choose us to list your home.



\$210+
MILLION RAISED

SINCE 1992



AGENT NAME: REALTOR®



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My goal as a real estate agent is to help my clients understand every aspect of their home goals. I am fueled by my passion for giving my clients the best possible experience in real estate.

I am actively advancing my knowledge of the industry every day to help clients make well-informed decisions. I will work hard to insure my client's vision of a home sale, or finding their next home.

We couldn't have asked for a better REALTOR! Agent really helped move our house quickly. Their team was excellent, and we would recommend them to anyone.
-Terri Green

I was worried my home wouldn't sell quickly, Agent convinced me otherwise. Our home sold in a matter of days. Love our Agent!
-Chester Clark