

LET US TAKE CARE OF YOUR

HOME MARKETING



ATLANTA'S PREMIER LOCAL REAL ESTATE BRAND







ABOUT

ATLANTA COMMUNITIES

Atlanta Communities is a leading real estate firm in Metro Atlanta. We combine our knowledge of the local market as well as our expertise in marketing properties to be Atlanta's Premier Local Real Estate Brand!

As a company we have one simple goal—to be the best real estate company in Atlanta.

Atlanta Communities recognizes our greatest assets are our Realtors®, Sales Associates, Associate Brokers, Managers, Supporting Staff and clients with whom we hope to sustain mutually satisfying, productive and lasting relationships. We offer the best training, resources, tools and leadership in the industry, all with one goal in mind: to deliver exceptional service to clients and customers.

Through our creative marketing, cutting edge technology, commitment to quality and unmatched service, our agents walk in the confidence that they are a part of the best real estate brokerage in the Atlanta market.

At Atlanta Communities, we believe...

- We must hold ourselves accountable to the highest professional standards in serving our clients
- We must clearly understand our clients' objectives
- We must develop and communicate a plan for success
- We must be honest and straight forward in our communications
- Market knowledge and customer service is our competitive advantage
- We only succeed when our clients' achieve their goals
- In the value of long term relationships

CHOOSING THE

RIGHT REALTOR

You must have confidence in your agent's abilities, accept their expert opinion and come to a conclusion as a team about pricing, desired timing of the sale, and how best to prepare your home for market.



Beth Nix, REALTOR

I understand the marketing and sale of properties down to every detail. Sellers benefit from effective marketing that helps ensure their properties' broad exposure. By maintaining close communications with clients, meeting individual needs, and often exceeding expectations, I follow through with a "customer for life" philosophy.

I believe for a real estate agent to do what is right for you, they must first seek to understand your goals and objective and then to provide you the necessary information so that you can make an intelligent, informed decision based upon facts... not hype or salesmanship.

Assumptions are sometimes made that my job as your Realtor is to find a buyer for your home. But that's only one facet of my job. There are many other responsibilities I have that I perform on your behalf.

Explain real estate principles

- The process of selling a home
- Agency relationships
- Listing your property on the Multiple Listing Service(s)
- The purchase and sale agreement

Research your homes value

- Provide you a comprehensive market analysis
- Assist in determining a price that will provide you the highest return in the shortest period of time

Negotiate the purchase

- Negotiate the terms of the contract with the buyer and buyer's agent
- Assist you in fulfilling the terms of the purchase and sale agreement
- Track contingencies and make certain deadlines are met

Help close the transaction

- Work with the closing attorney and buyer's agent to ensure all the documents needed are in order and are completed in a timely manner

MY PLEDGE

When we discuss the sale of your property, you will be deciding to trust your important asset to us. Our goal is to provide you with enough information about the market, our qualifications and our marketing strategies to help you make an informed decision about representation in this significant real estate transaction.

Our pledge is to provide...

- Personalized attention backed by an experienced selling team.
- Experience in marketing, prequalifying buyers, facilitating showings, negotiating offers and closing the deal.
- Extraordinary combination of knowledge and marketing tools to maximize exposure of your home.
- A large referral system and support of over 1400+ Atlanta Communities' agents.
- Responsiveness in keeping you informed and attending to details.
- A dedication to providing superior customer service that is guaranteed in writing.



PLACE YOUR TRUST IN AN AGENT WHO SHOWS A COMMITMENT TO EDUCATE YOU ON EVERY ASPECT OF THE SALE OF YOUR HOME.

UNDERSTANDING THE

PROCESS OF SELLING

1 NEEDS ANALYSIS

The needs analysis is about knowing your timing, pricing and lifestyle goals that will help us advocate for you amidst every step of the transaction.

2 STAGING & REPAIRS

By performing our own thorough inspection we avoid surprises and gain the opportunity to address the repairs. Additionally, staging can create clean and simple living spaces that attract buyers

3 PRICING STRATEGY

Buyers still determine the value of a home by comparison shopping. If your home is over-priced, you simply assist others in the quicker sale of their home.

4 MARKETING ACTIVITIES

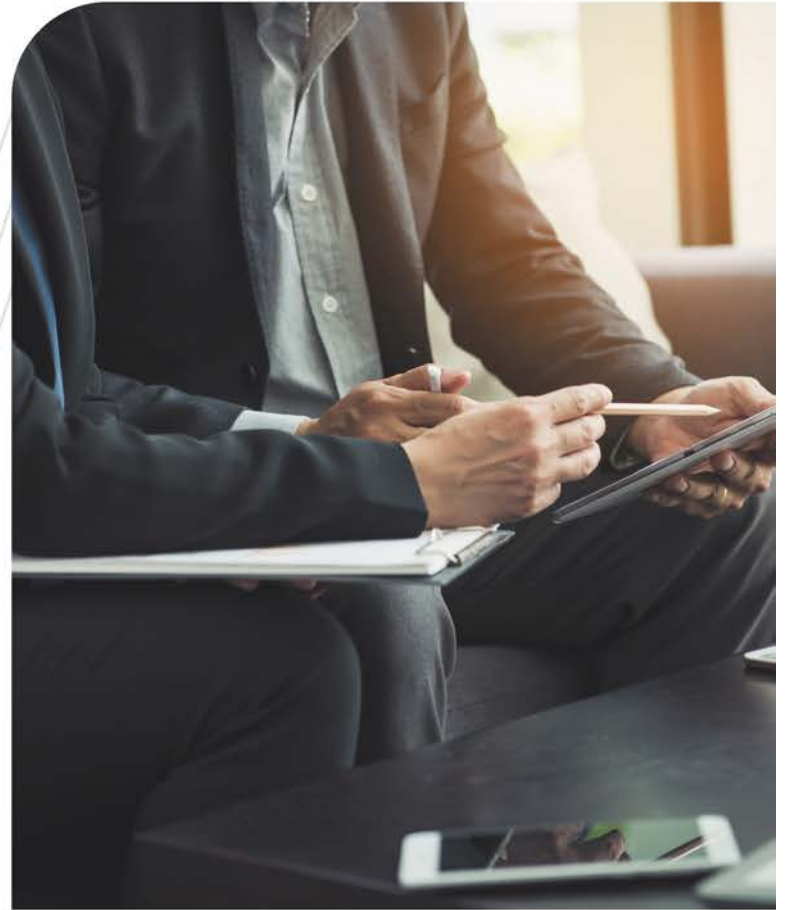
Our strong marketing techniques often bring higher prices in a seller's market and make the difference between "sold" or "expired" in a buyer's market.

5 OFFERS & NEGOTIATIONS

A clear goal will shape the terms you push for and the concessions you offer. We then work together to cater the negotiations to achieve that goal.

6 SHOWINGS, FEEDBACK & ADJUSTMENTS

Agent showings and buyer feedback provide insight about market perceptions and necessary adjustments that could make the home sell faster and for more money.





WHETHER IT IS A CHOICE OR NECESSITY, THE SELLING PROCESS IS OFTEN FILLED WITH CHALLENGING DECISIONS AND A WIDE RANGE OF EMOTIONS.

7

BINDING CONTRACT

A real estate purchase agreement is an essential step in the real estate process that outlines prices and terms of the transaction.

8

INSPECTION & APPRAISAL

Most buyers will have the property inspected by a home inspector, and if the agreement is conditional upon financing, then the property will likely be appraised by a licensed appraiser.

9

REMOVAL OF CONTINGENCIES

Contingencies are removed in writing, and it is essential to meet the deadlines specified for each contingency in the purchase agreement.

10

PRECLOSING / TITLEWORK

Review lenders instructions and requirements, reviews legal and loan documents, assembles charges, prepares closing statements, and schedules the closing.

11

LOAN APPROVAL / FUNDING

The closing disclosure must be provided to the borrower at least three business days before closing. The final figures are then completed and the closing package is sent to the settlement company.

12

CLOSING

On the day of closing the attorney explains closing documents and obtains signatures from the borrower and seller. Funds are then received and the deed and mortgage are recorded.

THE STANDARDS AND GOING BEYOND



THE STANDARDS OF PRACTICE

Even in today's ever changing real estate market, many real estate agents are still practicing like they've always done.

- Placing a sign in the yard and lockbox on the door
- Take some photos and put the house on the MLS
- Hold an Open House or Broker Caravan and wait

Following standard real estate practices is not a question of right or wrong, but whether they are effective or not.

MY BUSINESS IS BACKED WITH SUPERIOR SERVICE AND POWERFUL TOOLS. WE GO BEYOND THE STANDARD REAL ESTATE SERVICES THAT MOST AGENTS PROVIDE.

Taking a proactive position to move beyond the traditional practices, particularly during challenging markets, separates the good real estate professional from the average real estate agent.

What consumers often think of as marketing is what they see on a daily basis: real estate signs, open houses, home magazines, flyers, and websites. What they often don't recognize is that marketing goes beyond what they see.

We put time into analyzing, planning, executing, and evaluating each message and marketing tool. The marketing plan must take into account the current market, the competitive landscape, potential buyers, and include a strategy to maximize exposure for your home using the most effective methods and advertising tools.

This strategy encompasses what is commonly known as "The 4 P's of Marketing: Product, Price, Place, and Promotion." If you get just one element wrong, it can significantly impact the sale of your home. For example, overpricing can ruin the impact of promotion, placement, and possible interest in the product — your home.



OUR 4 POINT

MARKETING APPROACH



PRODUCT

Your home, when placed on the market, becomes the product. Its physical attributes, location, unique selling features, weaknesses, and condition all affect its salability.

PRICE

It is very important for us to determine a realistic and accurate market value for your home. We want to set the price of your home high enough to ensure a maximum return to you, yet still appear attractive to buyers when compared to similar homes.



PLACE

We will use our many powerful marketing resources and will fully customize our plan to best promote your home's most desirable qualities. The result is a highly favorable perception of your home reaching a greater pool of potential buyers.

PROMOTION

Promotion involves maximizing exposure with advertising; engaging the buyer's emotions upon first seeing your home, whether online, at the curb, or initial showing.

THE 4 P'S MARKETING MIX

PRODUCT



VALUE

Establishing value goes beyond the current market conditions, trends and comparable properties. Value is, more specifically, determined by the combination of your home's condition and present market situation versus a buyer's individual circumstances and overall perception of your home.

FEATURES

To give your home a competitive edge in the real estate market and maximize its marketability involves emphasizing the home's best selling features, address any areas that need attention, and present a well-maintained and project-free home.

CONDITION

Condition affects the pricing of your home, either positively or negatively. If your home is in immaculate condition or has features that make it more desirable than competing homes, it will likely realize a higher selling price.

APPEAL

For your home to appeal to the broadest array of potential buyers it must have multiple, beautifully staged pictures that make it memorable, and creates a presentation that entices the buyer to want to see it first-hand.

THE 4 P'S MARKETING MIX

PRICE

Establishing the proper price for your home is critical to a successful sale. And a thorough understanding of the market and how your home compares to the competition will lead to an effective pricing strategy.



There are two major factors in selling your home:

- **Price**
- **Effective Marketing**

Eighty percent is how your home is priced, and 20 percent is effectively marketing your property to buyers and other real estate agents.

Because your home is not the only one on the market, pricing it comparably to other competing homes is vital to getting it sold. Without a doubt, the price of the home plays the biggest role in the buyer's decision.

How do buyers determine value?

When you bought this home, how did you establish value? By comparing your home to others that were for sale at the time? Buyers still determine the value of a home by comparison shopping. If your home is over-priced, you simply assist others in the quicker sale of their home.

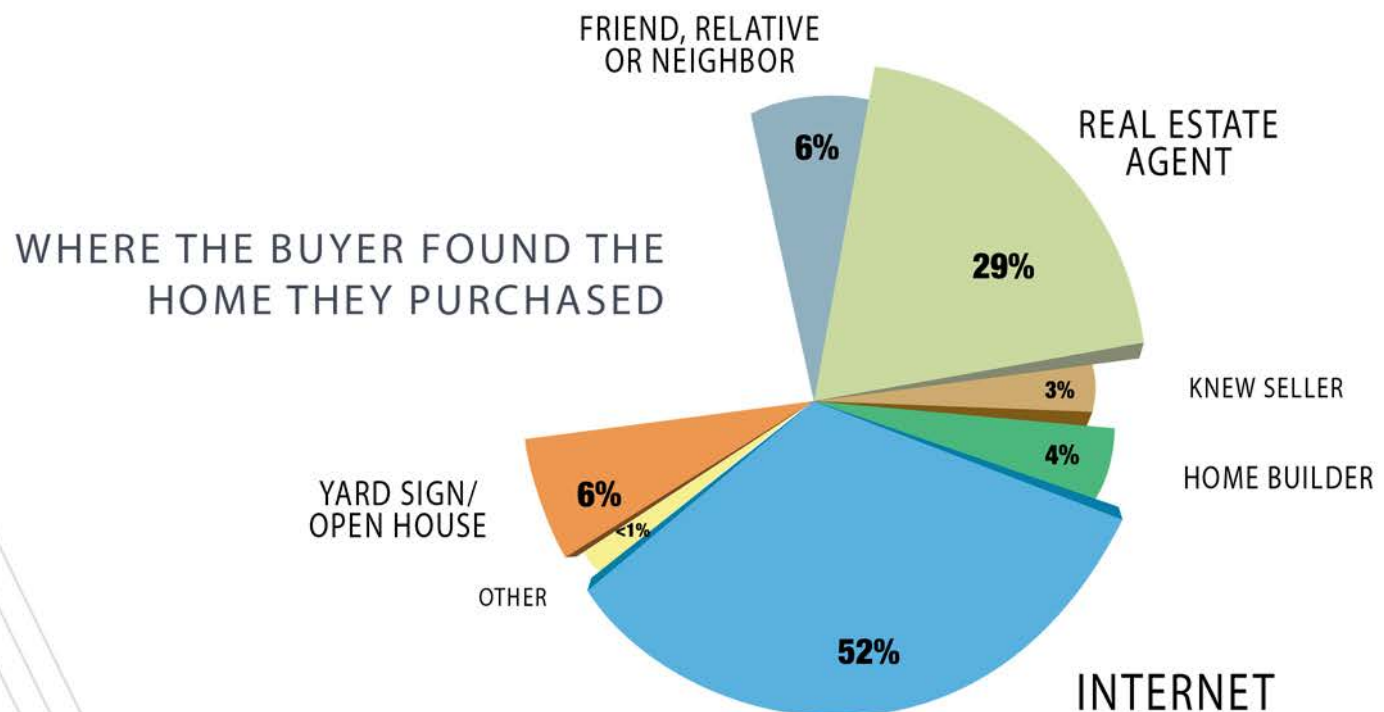


THE 4 P'S MARKETING MIX

PLACE

WE GUARANTEE TO MARKET YOUR HOME IN THE PLACES BUYERS ARE LOOKING.

Knowing where buyers find the home they purchase has enabled us to develop a very comprehensive, focused and effective marketing plan. We will use our many powerful marketing resources and will fully customize our plan to best promote your home's most desirable qualities. The result is a highly favorable perception of your home reaching a greater pool of potential buyers.



THE INTERNET IS THE
PLACE TO BE AND
ATLANTA COMMUNITIES
IS THERE!

When it comes to online marketing,
many agents will try to convince you they
have something no one else has.

The fact is, every agent's listing is
syndicated out by the MLS to hundreds, if
not thousands, of web sites.

SUPERIOR REACH ACROSS THE INTERNET

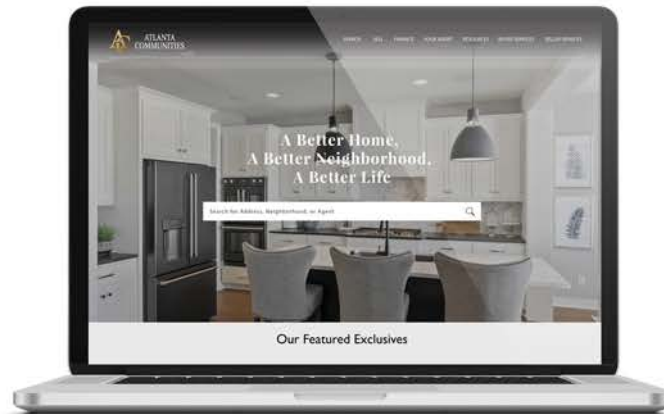
Zillow

MULTIPLE LISTING SERVICE
MLS

ListHub



IMMEDIATE DISTRIBUTION



WEBSITE DISTRIBUTION VIA SYNDICATION
AND BROKER RECIPROCITY



Homes.com

wikiREALTY

HomeSpotter

LandWatch

foreclosure.com

Keyboom!

HomePath

RealtyTrac

LotNetwork.com

AdWorx for Real Estate

Amarki

apartmentlist

RACK AT YOU

FASTAPP

b

Clayton

Comcast
ON DEMAND

condo.com

gh

list

EQUATOR

Find a CRS

FindAPlace4Me

ES

HOME2me

HomeBidz

HomeFinder

HomePriceTrends

HOMES

HomeSteps

House ValueStore

HomeWinks



The truth: If a buyer is house shopping online and your home matches their criteria, it would be almost impossible for them not to find your home.

THE 4 P'S MARKETING MIX

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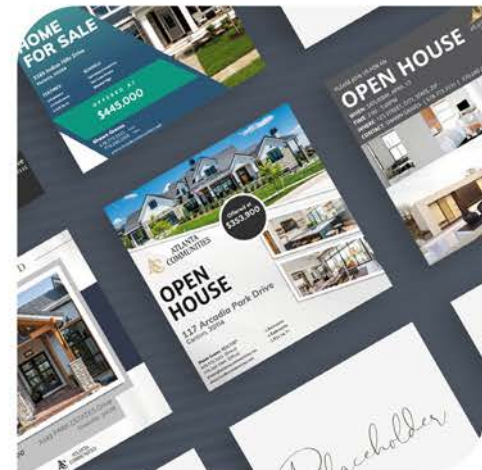


Best In-Class Photography

Don't underestimate the power of superb pictures. Beautiful photography sets our homes apart. And a potential homebuyer will not be thinking about why they love a photo; they will only know they love it.

Social Media

We successfully utilize social media channels like YouTube, Facebook, and many other applications to market your property listing in an effort to find the right buyer for your home. Considering that hundreds of millions of people use these sites on a daily basis, it is important for your home to be included.



Single Property Website

By creating a Unique Property Site for each listing, we are able to attract online buyers as well as provide local buyers with fast and comprehensive information about your property. Our custom websites showcase your home with video embed functionalities, a complete high-resolution photo gallery, and detailed descriptions and photo captions.

Brochure Distribution

We design fine quality brochures and HomeBooks that articulate your property's unique features and style. Every single piece creates a unique and lasting impression around your property and elevates it to a superior status amongst other competing homes.



Direct Marketing

The same high quality standards are reflected throughout our direct marketing which includes a targeted announcement of your property's features, availability and offering. this focused approach is intended to facilitate buyers' awareness of a property through the support of friends and family members already living in the neighborhood.

Digital Reach

Atlanta Communities' online distribution of property listings to real estate and targeted media web sites. Our listings receive placement on the most visited property search websites and through our syndicated data feed, our listings share the same high resolution, professional quality imagery.



Email Campaigns

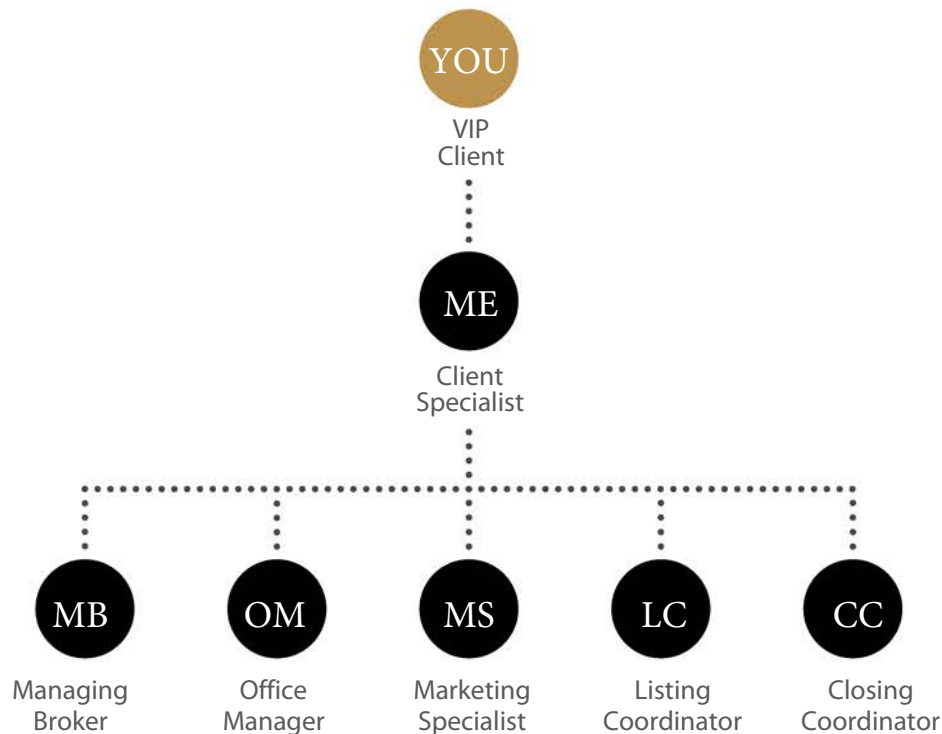
Your property presents a energizing experience in in-boxes everywhere with our beautiful crafted, responsive designs. These messages reach not only buyers, but other brokers and their most pertinent clients through our reverse prospecting tool.

MY TEAM OF

PROFESSIONALS

My team is comprised of individuals working with me who each offer a skill and training that specializes in specific aspects of the transaction, ensuring everything is done for you properly and in a timely manner.

While I believe my team is extremely competent and possess the ability to professional engage with clients, you will not be “handed off” to someone else once you have made the commitment to use my services. I have enlisted their expertise to handle the details at the office so I can pay personal attention to you.



Professional Photographer

For all of our listings, we have a professional real estate photographer who takes photos of your home, neighborhood highlights and the lifestyle your home provides (amenities, nearby parks, etc.). This superb photography allows your home to be showcased on-line and in print, standing out from other listings.

Home Staging

There are cases home staging is necessary to maximize the space and to help buyers visualize their future home. Staging offers a warm and inviting environment focusing on the best architectural features and selling points of your home. Whether the process of staging is done virtually or in the home, we partner with the best to get your home first noticed, and then sold!

EFFECTIVE

COMMUNICATION

Succeeding as your Realtor involves communicating with you in a timely and sufficient manner so that you remain informed of the market conditions and on the activity regarding your home. This process involves:

- Understanding your expectations from the beginning and any changes along the way.
- Collecting and tracking basic details to optimize the exposure of your home.
- Keep you informed of feedback on your property, particularly comments or concerns relating to its condition.
- Present all offers received as soon as possible.
- Keep you informed of progress, deadlines and milestones after a purchase agreement is accepted, all the way through closing.
- Report any changes or conditions affecting the sale, without delay.

**WE ARE DEDICATED TO PROVIDING YOU WITH SERVICE THAT IS
PROFESSIONAL, COURTEOUS AND RESPONSIVE.**





ATLANTA • ALPHARETTA • BROOKHAVEN • CARTERSVILLE • EAST COBB • WEST COBB • WOODSTOCK