

THE STELLAR SELLER'S PACKET



THERE'S NO PLACE
LIKE YOUR HOME

WWW.BETHANNHOMES.COM

Prepared Especially For You By:

BethAnn Long 

509.362.4607

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RE/MAX[®]

Inland Empire

CLIENT SERVICES FOR YOU

BethAnn's Comprehensive 20 point Pro-Active Marketing Strategy

1. Listing Consultation- Walk-through, Careful evaluation of your goals
2. Market Analysis; A Detailed Written Report on the Current Market Value of your home
3. Complimentary Staging Consultation – Tips to get your home market ready! and Complimentary Membership to House.Tie.com (Offering: The quickest and easiest way for your sellers to prepare their property — inside and out)
4. Professional Photography
5. Title Information for your Review
6. RE/MAX sign ~ The World's most recognizable Logo!
7. Lock Box – secure entry for licensed agents only
8. Full color Flyers for inside your home with a QR code for the virtual tour link. Sign flyer box or permanent exo-friendly exterior flyer on sign if desired.
9. MLS Listing- the Multiple Listing Service will expose your home to over 1500 REALTORS®, each with their own set of buyers
10. Virtual Tour of your lovely home via TourFactory.com which is featured on dozens of websites, and web-channels. You will receive a weekly seller's report from tourfactory.com
11. Agent / Client Showing Feedback – I will follow up on every single showing and provide you with that feedback
12. Enhanced Realtor.com
13. Your home will be syndicated to literally hundreds of websites
14. My website (Your Home will be featured on my Premiere website.) www.BethAnnHomes.com
15. Social Media Exposure including Facebook, Twitter, Pinterest and Active Rain Real Estate Network (my blog)
16. Open House at seller's request (depending on location)
17. Broker's Open - I am happy to host an Open House and invite all area agents
18. All area agent E-flyer (e-mailing a paid advertisement of your home to every REALTOR'S® inbox)
19. Custom Marketing for your individual home needs, i.e. farm-land, luxury property, etc.
20. Transaction Management - including all paperwork, legal timelines, negotiations, and communications with title company, lenders, closing agents, inspectors, and buyers agent.



BethAnn Long 509-362-4607 --- bethannlong@gmail.com --- bethannhomes.com



MY RESUME

BethAnn Long, REALTOR® e-PRO



Experience

12 years of Proven Experience in Spokane Real Estate
Consistent Leader and award winning Realtor® in Spokane Real Estate market
Formerly worked at Nordstrom and Donna Karan of New York

Affiliations

Spokane Association of REALTORS®
Washington Association of REALTORS®
National Association of REALTORS®
Certified Residential Specialists
VisitSpokane.com

Community

Attended Spokane Falls Community College
Active in my church Summit on Spokane's South Hill
Christ Kitchen, Meals on Wheels, Ronald McDonland House

Personal :

Married 35+ years
5 amazing children
Professional Musician
Worship Leader
Cancer Survivor
Enjoys hiking, music, traveling, reading, the outdoors, family

Awards

Taking the real estate market by storm in 2004, BethAnn received the coveted "Rookie of the Year award" given by my first Broker.
In 2005,2006, 2007,and 2009 BethAnn earned her place in the Brokerage "PRESIDENTS CLUB"
2006 Prestigious Platinum award winner- Spokane Association of REALTORS®.
August 2007 and November 2009 Sales person of the Month
2007 Spokane Association of REALTORS® GOLD award winner for outstanding volume.
2012 and 2013 named as one of Spokane/CD'A TOP REALTORS® in Spokane Coeur d'Alene Living magazine
Sept. 2013 #5 in sales out of over 1400 area agents
2013 International President's Circle Award
2015 November: Top #10 agents in Spokane
2015 Top 5% of all Spokane area REALTORS



**BethAnn specializes in working
with people Relocating to Spokane WA.**



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TOURFACTORY.COM



tourfactory™

VIRTUAL TOURS

Multiple color combinations, around the clock updatibility, custom audio, extensive tour tools that include agent inventory and maps, a prominent customizable personal header, and two viewing modes which includes our new "Widescreen" mode, make this Virtual Tour type the industry heavy hitter

The TourFactory Marketing Engine is a comprehensive plan that helps agents acquire and sell more listings. As with any engine, the TourFactory Marketing Engine is comprised of parts that work together to bring everyone to the table and close the deal.



*VisiStat is a suite of powerful, easy-to-use Website tracking tools that provide lead generation, and measure the effectiveness of your Website performance, from pay-per click & online marketing to search engine optimization. Real-time & presentation ready... no experience required!

and

**WEEKLY
SELLERS REPORT**

Sent directly to seller via email



2016 Listing Special from BethAnn Long:

I am giving all of my sellers a **"Home Warranty"** which includes seller coverage for the duration of my listing in 2016!

This is not only some assurance for you as a seller, but it is a great marketing tool to attract Buyer's to your home. ASK ME FOR DETAILS !



BethAnn follows up on each and every showing of your home and will provide you with any feedback.



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HAPPY CLIENTS

BethAnn, Just wanted to take the time to write you a say thank you so much for helping us buy our first home! We definitely feel like the shoe fits! BethAnn made buying our first home as smooth as possible. She is a very strong woman who put us first no matter what day it was or time even driving us around in snow storms looking at not only what she picked but what we wanted to look at as well. Her communication skills are second to none she always kept us in the loop as well as communicating to our lender. We interviewed five different agents and we hired her because she was very honest and up front with us; furthermore, she understood our budget and stuck to it along with our expectations and style of homes we were interested in. We were in the market looking for a home about 2 months and in that time we never felt pressured by her to buy at any time. Also because of her extensive experience in this business she negotiated a large sewer connection fee to be paid for by our seller along with the closing costs. BethAnn- thank you for working hard for us we love our new home and most of all thank you for treating us like not just a customer but a friend who always had our best interest at heart through the whole experience. Sincerely,
Ismael & Danielle R. (BUYERS)

Anyone thinking of buying or selling their home should seriously consider using BethAnn Long. Being new to Spokane I had no idea what to expect from the housing market here. She spent time educating my wife and I on what to expect, came up with a plan for our budget and most importantly looked for houses that fit our family's needs. BethAnn was tireless in her search for us. It didn't matter when, where or how; when we wanted to see a house she made it happen. She battled for us during negotiations and was able to secure several extras in the deal including closing costs. In the end, we found a great house in an awesome neighborhood at an affordable price. Without a doubt, BethAnn was the reason we got such a great deal. You're welcome to call me if you have any questions. Sincerely, Mike G. (BUYERS)

To whom it may concern: BethAnn Long represented us in a recent home purchase. We've bought and sold several homes and this was, without question, the best real estate experience we've ever had. These are the traits she demonstrated that impressed us so much: . Extremely attentive without being pushy. . Anticipated our needs, such as arranging a meeting with the principal at our prospective school. . Completely knowledgeable. . Always professional in both her actions and appearance. . Thorough, in her research and paperwork. . Real and authentic in her interaction. . Genuinely caring and interested. . Honest and ethical. . Always willing to go above and beyond the call of duty. . And last but not least, she was great company as we drove all over the city! We would recommend BethAnn to anyone for their real estate transaction without reservation. She is a kind, funny, efficient, and highly intelligent woman who deserves great success in her career. Sincerely, Paul & Renee H. Sandy, Oregon (BUYERS)

"BethAnn was far and away the best Real Estate Agent that I have ever worked with. If you want someone that does a great job making sure that you are getting the right value for your home, follows through, and into the details, I highly recommend her. Her outstanding spirit and passion for her business are infectious!!" Marcea M.

"We were amazed at the energy and enthusiasm BethAnn put into selling our house. She made us feel like we were her only clients!" Jerry P. and Kris C. (SELLER)

BethAnn is a personable, professional and honest Realtor. She is innovative in her sales approach and makes selling and buying a home a pleasurable experience. We hired a Realtor, and ended up with a friend. (Harry and Leslie R.-retired pharmacist and Sandra R.- Teacher)
(SELLER and BUYER)

BethAnn is a fantastic Realtor who I would highly recommend to everyone wanting to sell or buy a home! She sold our Spokane home in just days in a really difficult market in 2012. She set up a Realtor Open right away, made beautiful flyers, and she is so tech savvy my home showed beautifully online! BethAnn was so professional and easy to work with. She helped us feel confident in the process made us feel we were her most important clients. She is obviously passionate about her work! Liz and Greg J. (SELLER)











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RE/MAX vs. the Industry

RE/MAX is #1 in U.S. market share. Nobody sells more real estate than RE/MAX.

	TRANSACTION SIDES PER AGENT LARGE BROKERAGES ONLY ¹	U.S. RESIDENTIAL TRANSACTION SIDES ²	U.S. NATIONAL TV SHARE OF VOICE ³	COUNTRIES ⁴	OFFICES WORLDWIDE	AGENTS WORLDWIDE
	16.6	890,000+	53%	95+	6,751	98,010
	9.0	116,533	0%	30	2,300	33,400
	8.5	705,322	11%	37	3,000	86,000
	7.6	Not released	32%	1	1,100	35,000
	7.5	394,989	4%	65	6,900	101,200
	6.7	700,000+	0%	11	700	112,000
	6.7	57,335	0%	2	280	9,150
Sotheby's	6.1	87,420	0%	44	760	16,600
	No data	Not released	0%	1	388	18,000

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20 Tips For Selling Your Home

As a homeowner, you can play an important part in the timely sale of your property. When you take the following steps, you'll help your RE/MAX Sales Agent sell your home faster, at the best possible price.

1. **Make the Most of that First Impression** - A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. So does a freshly painted, or at least freshly scrubbed, front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.
2. **Invest a Few Hours for Future Dividends** - Here's your chance to clean up in real estate. Clean up in the living room, the bathroom, the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor redecoration. Fresh wallpaper adds charm and value to your property. Prospects would rather see how great your home really looks than hear how great it could look, "with a little work."
3. **Check Faucets and Bulbs** - Dripping water rattles the nerves, discolors sinks and suggests faulty or worn-out plumbing. Burned out bulbs leave prospects in the dark. Don't let little problems detract from what's right with your home.
4. **Don't Shut Out a Sale** - If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily plane them away. A little effort on your part can smooth the way toward a closing.
5. **Think Safety** - Homeowners learn to live with all kinds of self-set booby traps: roller skates on the stairs, festooned extension cords, slippery throw rugs and low hanging overhead lights. Make your residence as non-perilous as possible for uninitiated visitors.
6. **Make Room for Space** - Remember, potential buyers are looking for more than just comfortable living space. They're looking for storage space, too. Make sure your attic and basement are clean and free of unnecessary items.
7. **Consider Your Closets** - The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.
8. **Make Your Bathrooms Sparkle** - Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats and shower curtains.
9. **Create Dream Bedrooms** - Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are a must.
10. **Open up in the Daytime** - Let the sun shine in! Pull back your curtains and drapes so prospects can see how bright and cheery your home is.
11. **Lighten up at Night** - Turn on the excitement by turning on all your lights, both inside and outside, when showing your home in the evening. Lights add color and warmth, and make prospects feel welcome.
12. **Avoid Crowd Scenes** - Potential buyers often feel like intruders when they enter a home filled with people. Rather than giving your house the attention it deserves, they're likely to hurry through. Keep the company present to a minimum.
13. **Watch Your Pets** - Dogs and cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot. So do everybody a favor: Keep Kitty and Spot outside, or at least out of the way.
14. **Think Volume** - Rock-and-roll will never die. But it might kill a real estate transaction. When it's time to show your home, it's time to turn down the stereo or TV.
15. **Relax** - Be friendly, but don't try to force conversation. Prospects want to view your home with a minimum of distraction.
16. **Don't Apologize** - No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a derogatory comment about your home's appearance, let your experienced RE/MAX Agent handle the situation.
17. **Keep a Low Profile** - Nobody knows your home as well as you do. But RE/MAX Sales Agents know buyers - what they need and what they want. Your RE/MAX Agent will have an easier time articulating the virtues of your home if you stay in the background.
18. **Don't Turn Your Home into a Second-Hand Store** - When prospects come to view your home, don't distract them with offers to sell those furnishings you no longer need. You may lose the biggest sale of all.
19. **Defer to Experience** - When prospects want to talk price, terms, or other real estate matters, let them speak to an expert - your RE/MAX Sales Agent.
20. **Help Your Agent** - Your RE/MAX Agent will have an easier time selling your home if showings are scheduled through his or her office. You'll appreciate the results!



BethAnn Long, CRS, e-Pro

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Each Office Independently Owned and Operated.



Beth Ann Long, Realtor CRS, e-PRO

RE/MAX Inland Empire

ESTIMATED SELLING COSTS IN when listing with me are:

6% Commissions/ split 4 ways between Listing agency and agent, and Buyer agency and agent.

1.78% Washington State Excise Tax

Seller Title insurance (based on sales price)

Escrow/Closer Fee (based on sales price)

Water Holdback (generally 250.00) any unused portion is refunded to you.

Optional/Negotiable/Occasional costs are:

Inspection Repairs

Home Warranty

Buyer closing costs paid by seller if negotiated in contract)

Assessments due

In addition, Taxes will be on the closing statement, and prorated to the day of closing.

HOA fees

This is an estimate of costs only. Your escrow officer, Title Company or closing company/attorney will provide you with a detailed statement prior to closing.

THANK YOU

Dear Stellar Seller,

Thank you so much for allowing me the opportunity to speak with you about marketing your home. Choosing the right REALTOR® is an important decision, and I am glad to see you are putting so much thought into it!

I am passionate about what I do. My style is very proactive and straight forward. I want to assist you in attaining your goals in a timely fashion and support you professionally in the process.

Each home sale is unique. I pride myself in creative and custom marketing for your home. I have a proven track record and an incredible support team behind me at RE/MAX Inland Empire.

I hope you find the enclosed information valuable.

Please know that my style is both high touch (personal/proactive service) and high tech (achieving the best from today's technology!)

I understand today's market, and I am ready to work for you!

BethAnn Long

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