



**George Huertas**  
REAL ESTATE

*Enriching Lives through Real Estate*

**Prelist Interview.** For Seller to determine marketing strategy prior to meeting at property\*\* Law of **EXPERTISE**

*The 7 Laws that we must manage when marketing homes*

1. Exposure
2. Execution
3. Negotiation
4. Buyer Acquisition
5. Expertise
6. Differentiation
7. Cooperation

**Absorption Rate Positioning Report.** 100% of agents perform a “CMA” (Comparative Market Analysis). The most critical factor for you to get your home sold is price, yet utilizing this outdated approach results in a 50/50 chance of your home selling. We use an exclusive report called an Absorption Analysis which analyzes the Supply and Demand of any market segment; Truly revolutionary in the approach. NO ONE provides more data on the demand in the market place. \*\* Law of **EXPERTISE**

**Prepare and sign listing contract** \*\* Law of **EXECUTION**

**Professional Color Photos.** Multiple photos taken of each room with VHT Services and Terry Iverson Photography. \*\* Law of **EXPOSURE**

**Virtual Tour Photo slideshow** \*\* Law of **EXPOSURE**

**VHT Youtube.com video program** \*\* Law of **EXPOSURE**

**\*Pre-Inspection.** We will have the major systems in your house inspected to reduce your risk of any surprises when negotiating with a buyer and to make your transaction smoother. I will pay for these inspections as part of my service to you. \*\* Law of **DIFFERENTIATION & EXECUTION**

**Free AHS Home Warranty.** For duration of your listing you are fully covered, \*I’ll even pay for a one year warranty for the buyer all at my expense with the Smart Moves Program! \*\* Law of **DIFFERENTIATION**

**Full Color Brochure Flyer.** To save money, some agents are utilizing a new product called an ECO Flyer. Great concept and occasionally, this is the best approach, however, we’ve discovered that more buyers will call when they have something they can take with them. More calls, more opportunities for a sale. The Brochures are strategically designed to elicit buyer calls so we can employ advanced conversion techniques. \*\* Law of **DIFFERENTIATION**

**Arrange viewings** for other agents and buyers \*\* Law of **EXECUTION**

**24/7 marketing** strategies put into place with 800 hotline and text systems \*\* Law of **EXPOSURE & ACQUISITION**

**Market** to my active and passive buyer pool. \*\* Law of **EXPOSURE**

**Global Marketing System.** We will enter your home into the Global Berkshire Hathaway marketing & information system. Berkshire Hathaway earns the highest average sales price in the nation including Online Seller Advantage. \*\* Law of **EXPOSURE**

**Relocation Program.** Information on your property will be put in the Relocation packages that go to major employers. This will increase your exposure to relocating buyers. \*\* Law of **EXPOSURE & ACQUISITION**

**Berkshire Hathaway Signage.** We will place one of award-winning signs on your property. \*\* Law of **EXPOSURE**

**Color Brochure.** We will have your home professionally photographed and a full color brochure prepared. \*\* Law of **EXPOSURE**

**Brochure Box.** We will place a brochure box on the sign post. We will provide you with extra brochures to refill the box. \*\* Law of **EXPOSURE**

**Lock Box.** We will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home. \*\* Law of **EXECUTION**

**Multiple Listing Service (MLS).** We will enter your home’s information into the MLS, giving your home exposure to over 6000 Realtors in Portland and surrounding markets. \*\* Law of **COOPERATION**

**Internet.** We will enter your home’s information on REALTOR.com, the nation’s largest real estate web site as well as up to 30 other web sites including craigslist with your single property website. \*\* Law of **EXPOSURE**

**SEO Marketing** Investment for the team website. \*\* Law of **EXPOSURE**

**Single Property Website** fully interactive and ready to go! \*\* Law of **EXPOSURE**

**Contact Realtors with Buyers.** We will email a color e-card to the Realtors who have buyers in your price range (taken from The MLS base of showings by price point). \*\* Law of **COOPERATION**

**Mail to Neighbors.** We will mail a color postcard of your home to 100 neighbors closest to your home\*. \*\* Law of **EXPOSURE**

**Seller’s Edge Counter Display.** We will prepare an informational notebook containing most things a buyer will want to know – survey, school information, utilities, homeowner’s association, pre-inspection information, contract, etc. This information will give buyer’s the confidence to write a contract. \*\* Law of **EXECUTION**

**Open House.** I will arrange to have your house open (with your permission). Approximately five days before the open house, I will place a sign in front of your home promoting the informational and/or foreclosure open house. \*\* Law of **EXPOSURE**

**Transaction Management.** Our full-time transaction managers will manage the details of your transaction to ensure that your contract closes on time – and you can move on time. Over 90% of our contracts close on or before the date written in the contract compared to an industry average of less than 50%. \*\* Law of **EXECUTION**

**Personal Contact.** I will personally speak to each buyer that shows interest in your home and provide the most accurate feedback. \*\* Law of **COOPERATION**

**Buyer/Realtor Survey.** Our exclusive technology, we will have a survey card for Realtors and their buyers to fill out and give us feedback on their showing of your home sent five times until we get their feedback. \*\* Law of **COOPERATION**

**Strategy Session Communication.** I will contact you weekly via email, monthly via phone, and face to face every two months to give you an update on the marketing of your home and answer any questions you may have. These are what we call "Strategy Sessions" in which we review all marketing strategies and feedback. This marketing plan shall become a part of the listing agreement. \*\* Law of **NEGOTIATION**

**HSOA Lending Prequalification.** Of any potential buyers of interest for a smooth sale. \*\* Law of **EXECUTION**

**Buyer Incubation and Conversion systems.** Automated and efficient, our systems allow us to work with a large number of buyers at any given time, so we could have your buyer before we've even listed your home. \*\* Law of **BUYER ACQUISITION**

**Buyer Agent Compensation.** Statistically proven that when I pay the buyer's agent a good wage, they are more apt to sell your home. Some agents cut their commission... would you be excited to sell someone's home for 75% of what you would normally get paid? \*\* Law of **COOPERATION & NEGOTIATION**

**\*Smart Moves Program.** This exclusive program will deliver maximum value to your home by positioning your home in the best possible light and allowing us to negotiate from a position of strength. \*\* Law of **NEGOTIATION AND DIFFERENTIATION**

**Coming Soon Listing Program.** No reason to lose money and valuable market time while getting your home ready to be placed on the market. We can place a sign in the yard, and get everything in top shape all the while getting buyers to line up to view your home. We don't allow any viewings until you are ready \*\* Law of **EXPOSURE**

**Membership in HomeservicesNW.com Contractor service.** Totally free to you. You have access to a full range of contractors at your disposal complete with discounts and excellent service for any item, repair, or service you

would need to get your home sold and handles any repairs. \*\* Law of **EXECUTION**

**Social Media Integration.** We have extensive social media connections and will utilize them to market your home to our selected clientele. \*\* Law of **EXPOSURE**

**Mega Open House Program.** An old technique we are resurrecting. We have some of the best agents present your home to the potential buyers. \*As needed and market specific \*\* \*\* Law of **EXPOSURE**

**After Sale Website** letting your loved ones where you've moved for your convenience upon request. A great time saver! \*\*\*\* Law of **EXECUTION**

**Co-Op Agent Marketing program** to cooperating agents. Nearly 80% of all buyers are represented by cooperating agents. I have a system to market directly to agents... the largest pool of perspective buyers. \*\*\*Law of **EXPOSURE and COOPERATION**

**Unique Team Approach.** Agents juggle nearly every task to get deals done. At some point, one of the balls being juggled will drop. I hire experts in their field to execute and get our clients taken care of. You pay me to negotiate on your behalf, not deliver fliers, design postcards, and sit back and wait. You hire me to get you Maximum dollar. \*\*\*\* Law of **EXECUTION**

**\*Complimentary Stager Consultation.** I have chosen to align myself with a very experienced stager named Rebecca Abraham to provide an additional resource for my sellers and clients. She will provide **expert advice** on staging your home for sale. It is statistically proven that professional staging results in faster sales for more money. \*\*\*\* Law of **EXECUTION**

**Program Advantages:**

1. Strategic Negotiation Experience
2. Marketing Investment
3. Allied Resources and strategic alliances. Commercial Real Estate Division, Property Management Company, Short Sale Resource Service
4. Home Services NW. Contractor resources access to which is totally free to you with discounts and loyalty benefits.
5. Technology Firm Ownership, Reliance Tech Systems
6. Hire a full team of professionals for the same price
7. Quality Service Certification
8. Cancellation Guarantee
9. Communication Guarantee
10. Berkshire Hathaway financial power

**Value Range Marketing.** A signature program from the 1980's. Not sure what your price should be and you want to maximize the amount you can get? Let's not even place a price on your home; simply apply a range and let's see what the buyer brings to the table. Don't worry you never have to accept any offer. The benefit is that it creates an auction effect, causing buyers to negotiate upward in price. \*\* Law of **EXPOSURE**

**Happy Clients**

**"Sold at 98.6% of asking price in 3 days!"**

*So, here's the news. We put our house on the market on Thursday and we signed an agreement to sell today. We got what we wanted with very little concession. I cannot even begin to tell you how awesome our real estate guy is. If you are in Portland and you need someone to help you find or sell a house, call George Huertas. He's the bomb. The bees knees, etc. etc..D -April Gallaty. Portland*

**"\$10,400 over asking price in less than 3 days!"**

*After some consideration to go fsbo, and interviewing several agents, we received a referral to George Huertas from an old Realtor friend of ours who was no longer in the business. We met with George and after he laid out his structured & systematic way of selling homes, we chose to list with him, and I am glad we did! We sold homes before in the past, and this was by far the smoothest sale ever. Within 3 days we had multiple offers and settled on one offer that landed us an extra \$10,400 over our sale price! He and his team handled every aspect of the negotiations and processes and kept us in the loop all along the way. We even had the chance to meet the buyer who would be living in the home we treasured and raised our children in. We were impressed with his systems, approach, professionalism and consideration to our needs and concerns. It was a great experience and his team made it happen. -Mike and Rhonda Chamberlain.*

**"Our home sold in one day for \$14,999 over the asking price!"**

*As first time home sellers, we were unsure of what to do, or where to start when we decided to sell our home. We met with George Huertas to go over the process and his marketing systems. He had all the contacts, experience and team to make things happen. Within one day of going on the market, we received multiple offers and settled on one that was \$14,999 over asking price! The sale was smooth and he was in contact with us till the last day. Having George handle everything was invaluable to us. It created a stress-free transition and eliminated much of the 'run-around' that one would expect. George's open communication style and use of technology allowed for our generation of tech-savvy homeowners to view and handle paperwork, communicate, and schedule far easier than what exists in today's conventional business environment. -Jereme and Sylvia Coker,*