

***“The best representation
Will provide the expected results
Only with mutual cooperation
And understanding between the
Realtor and the Realtor’s client.”***



FLAGSHIP
REAL ESTATE

Representing Marco Island and Naples since 1973

Professional policies:

To effectively market a property, there are several factors to be considered; and it is our policy to maximize the salability of each property for which we are employed to market.

To maximize the effectiveness of our efforts and to best expose a residential property to the greatest amount of potential buyers, we have adopted the following policies:

- **“Gold Star” Standards.** As your representative, we will address all items that allow property to be listed as a “Gold Star” property and are proven to maximize the salability of the property. All items identified will be cost effective to insure minimum investment to the property owner and to insure a return equal to, or greater than, the investment and assure a shorter time on the market.
- **Buyers Homes Warranty.** It has been proven that a Buyer’s Home Warranty increases the salability of a property and the property typically sells at a 2% higher rate and 3 to 6 months more quickly. Cost to owner: \$425.00 (house); \$385.00 (condo). Payable only when sold and at closing.
- **Proper Pricing.** It is important to price the property correctly when first placed on the market. If a property is not within a range to attract buyers, no amount of marketing efforts will motivate a buyer. A property should be offered at a price within five percent (5%) of the market, as established from an up-to-date comparative marketing analysis (CMA).
- **Marketing Fee.** We believe that as the owner of a property you should have the right to choose, not only the representative, but a program that you feel satisfies your goals. Therefore, we offer two marketing programs within which I can operate and effectively provide results (see Professional Marketing Programs).
- **Marketing Timeframe.** Most real estate marketing programs aren’t fully implemented immediately. While many can be satisfied within a few days, some may take a few weeks before full implementation is complete. Therefore, it is our policy to provide my services within a marketing agreement that continues for a minimum of 180 days.
- **Guarantee of Satisfaction.** When employed to represent a property, we make a commitment to effectively and professionally market the property to maximize exposure. If we don’t meet that commitment, as the owner, you have a right to fire us with no “strings”.
- **Right to Cancel.** A marketing agreement at a bi-lateral agreement whereby two parties make commitments. While we commit to a property owner’s right to cancel the agreement, we as the marketing agent, also reserve the right to cancel if full cooperation does not exist.

Maru Needles,

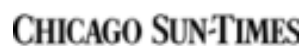
Broker/Owner



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The Internet is the marketing focus of tomorrow and today. The below listed websites are only a few of those where prospective buyers can find the properties we choose to market.



Plus many more are being added.



Signage & Marketing.

Signage and other marketing materials are not designed to sell real estate, but to generate contacts with the marketing agent. It is then the agent's responsibility to create an interest in the property, and establish an appointment to see the property.

Balloons and other "attention getters" aren't legal in most communities and therefore are not implemented. Flyer boxes, also, aren't utilized since they tend to reduce the number of calls and TXT inquiries. The term "FOR SALE" is assumed by most prospects; and the space is better used to generate contacts.



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The Process

Marketing Management.

- Experience in marketing.
- Production.
- Performance Standards.
- Past Clients.
- Support Staff.
- Availability to representative.
- Communications.

Exposure to Realtors.

- In house.
- Outside agents (non ERA Flagship).

Exposure to prospects.

- Prospects in the market.
- Prospects “new” to market.

Demonstrative home.

- Preparation (staging).
- Pre-showing (before prospect arrives).
- Show, tell and demonstrate.

Agreement for purchase and sale.

- Review of standard form.
- Standards.
- Inspections.
- Negotiating (not just price).

From contract to closing.



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Guarantee of Satisfaction

We're so sure that you will be 100% satisfied, we guarantee it.

If, after 30 days, you have reason to feel that the ERA Flagship Team and I have not followed through with our marketing commitment, contact me and let me know of your concerns.

If you are not satisfied with my response to your concerns and you wish to cancel your agreement with ERA Flagship, with written notice we will immediately release you from any future obligations to ERA Flagship Real Estate. *

Maru Needles

Broker / Owner

* Any named contacts or prospective buyers are exempt.



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