

Prominent
Properties

Sotheby's
INTERNATIONAL REALTY

Mission Statement:

Our vision is to provide remarkably outstanding service and skills to our clients; foster a culture of ethics, collegiality, community, and diversity; while simultaneously seeking to optimize the career potential for our associates, administrative staff and management team.

Company Profile:

- 10 Regional Offices Serving Northern and Central New Jersey
- Approximately 400 Regional Sales & Marketing Associates
- Highly Accomplished Administrative Staff
- Experienced and Innovative Management Team



Call today for all your Real Estate Questions



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If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully. Each Office Is Independently Owned And Operated.



Marketing Your Home At The Highest Level



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Northern and Central New Jersey
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Each year throughout North America, regrettably, countless home owners experience the negative consequences resulting from homes not selling.

*When a property does not sell, it unsurprisingly leads many home sellers to ponder... **why?** The purpose of this informational piece is to comprehensively address that important question by...*

- *Enlightening homeowners/sellers of what is truly and fully required to maximize home marketing/sales results.*
- *Respectfully encouraging prospective home sellers to consider selecting a Prominent Properties Sotheby's International Realty Associate when seeking optimum results.*

Thank you for your kind attention,



Charles Oppler

Charles Oppler
Chief Operating Officer



Randy Ketive

Randy Ketive
Chief Executive Officer

**"Marketing New Jersey Real Estate
at the Highest LevelSM"**

4 Major Factors that Determine Home Marketing Success

The 4P's of Real Estate Marketing

The 4 P's of Marketing are considered by most marketing experts as the cornerstone, or DNA of any successful "marketing mix." While this comprehensive marketing approach is admittedly less frequently referred to within the real estate industry, we at PPSIR resoundingly believe that when the 4 P's of Marketing are properly applied to real estate, they serve as a very effective marketing checklist for homeowners and real estate professionals alike.

Price... When a property is not strategically and realistically priced the prospects of it selling become significantly diminished.

Product... When a home is not physically or aesthetically properly presented/staged its selling success... is in jeopardy.

Placement... When a property/lifestyle is not strategically "placed" on the web, its ability to reach and influence prospective buyers is impaired.

Promotion... When a property is not properly promoted by a company and sales associate the likelihood of a successful sales outcome is in doubt.

Any one of the aforementioned... 4 P's of marketing can contribute to a property going unsold. The following information provides you with a more detailed breakdown of each of the four components that contribute to "Marketing Real Estate at the Highest LevelSM."

Proper Pricing Is Paramount

Your Home Needs To Be "IN" The Market Rather Than "ON" The Market

Selecting the appropriate price when marketing your property is vitally important. Of paramount importance is the need for homeowners to resolve an age old, and inevitable conflict. That being to reconcile their subjective view of the property... and thus its value, along with objective marketplace data. Given the subjective element attached to all homes along with their individuality, it is only to be expected that often times pricing recommendations from an appraiser, buyer, seller, tax assessor, a REALTOR® and home seller may significantly vary .

How We Approach Pricing...

The all-important pricing process begins by us asking home sellers to recognize that they often times, understandably possess, a highly subjective view of their property... and correspondingly its value. Please remember that most homeowners previously outbid the rest of the market, for their home... the very home that they are now looking to sell. Such understandable subjectivity explains why home sellers need to devote particular attention to all objective and relevant real estate market data... and to review recommendations of a skilled and, marketplace-knowledgeable real estate professional. When we help a client price their property, some of the information we include is:

- How long homes are taking to sell in a particular price range
- Price reduction to sales ratio
- Potential zoning changes
- Overall economic and financial environment
- Online price positioning strategy to optimize web traffic
- Absorption rates
- The list-to-sales price differential
- How specific price ranges, age and styles of homes are price trending
- Pending sales data where available and all other "price predictive" and relevant real estate data should be included in any pricing strategy

After you carefully review the subject of pricing, you should now move on to determining what your customized pricing strategy should be, strategic pricing needs to be designed specifically for your home. This is where home sellers need to take into consideration their timing, motivation for selling, financial circumstances and risk reward threshold.

We respectfully recommend that our home seller clients price their property at "the highest realistic price" rather than the highest possible price.

Product Staging / Merchandising

Decorating For Living Is Different From Staging For Selling

Homeowners decorate their home based upon how they want to live. Homeowners when looking to sell their home need to stage their property based upon what will most likely increase buyer competition.

Unfortunately many home sellers, and real estate professionals alike, often times overlook the immense importance of properly preparing a property before introducing the home to the broader market. The process of preparing a home for showing is commonly referred to as staging... or home merchandising. When homes go unsold, one reason might be that the property's physical appearance was not sufficiently addressed by either the homeowner and/or the real estate representative in accordance with what present day buyers value most. Prominent Properties Sotheby's International Realty's (PPSIR) purpose at this time is not to arbitrarily instruct home sellers on how to most effectively stage their home... but rather to raise awareness to the importance of this particular "P" (Product Staging) as one of the four P's of marketing.

PPSIR through our *Customized Home Marketing System*SM is prepared to help you to effectively stage... or "re-stage" your home.

The illustration below highlights the significance that staging enjoys within our overall *Customized Home Marketing System*SM



We encourage you to ask your PPSIR Associate, for staging suggestions both in terms of what may require little or no money, as well as what small or large investment you might want to make to increase the salability and value of your home.

Placement

Marketing and Networking Your Property Off And Online

When home sellers are no longer contractually obligated to their former real estate company and now look to us to "Re-Market" their home, one of the areas of our analysis has to do with internet marketing.

***Editor's Note: very tellingly most real estate companies still refer to "Re-listing" a home versus "Re-marketing" a home.**

In today's robust web environment, home sellers can, and should expect that their property will be digitally displayed to the world through the power of search engines, real estate company websites and IDX (Internet Data Exchange- the transferring of data from the Multiple Listing Service to websites). IDX enables properties to be placed on essentially all real estate companies' websites in order to maximize range, reach, and influence to a world of real estate consumers. The IDX functions as a veritable internet MLS System.

Over and above how PPSIR has joined with all other major real estate companies to jointly market real estate on multiple websites, there are some monumentally important additional services and systems that separate our home marketing from all others.

Our *Customized Home Marketing System*SM includes but is not limited to:

- Home Seller Perspective
- Photo Marketing System
- Internet Marketing System
- Referrals and Social Networks
- Extra Brand Value (Sotheby's International Realty)
- Home Staging/Merchandising System
- Professional Negotiating

Moreover the greatest value we provide our clients is due to our highly skilled company Associates. Most real estate companies, expectedly, exclaim, how they deliver great service; with lesser attention being devoted to the importance of professional skills. At PPSIR we are renowned for how we embody both high level service... and professional skills.

Promotion And Negotiating

You And Your Home Deserves The Very Best

We believe the manner in which a real estate professional promotes any property, should also include effective negotiating on behalf of their home seller client. Unless an agent possesses a deep and thorough understanding of your property's distinctiveness, along with a complete grasp of how the market is trending,

it can become difficult for them to effectively negotiate or promote a property at the highest level. Real estate agents need to be especially proficient at promoting the value of property both to buyer agents and their clients. The negotiating skill of a real estate representative (our PPSIR Associate will explain agency representation in full when they meet with you) is extremely important.

Average Sales Price

#1 in New Jersey

#17 in the Nation

PPSIR would not assert that we "Market New Jersey Real Estate at the Highest LevelSM" however, if our claim only included statistical verification...

which we make available, (scan the QR code or visit realtrends.com). "Real Trends Average Price Chart"



Instead the additional reason for why we proclaim that we "Market New Jersey Real Estate at the Highest LevelSM" is also due to our commitment and competency in negotiating. We also believe it is often due to ineffective negotiating, that leads to homes not selling! PPSIR Associates are prepared to coach, guide, and work with home sellers in order to establish an important negotiating partnership.

In summary we have endeavored to respectfully inform homeowners to the following reality. When considering how their home should be marketed, or why it has not sold, that a comprehensive analysis be employed. Specifically we suggest that rather than isolating any one of the 4P's of marketing that you instead determine how they work in concert. Conversely, instead of only pointing to **price, product, placement, or promotion** that you instead use all four as a basis for how your home should be marketed.

One dimensional, and thus limited thinking, is often times utilized as a convenient rationalization by some real estate agents or companies who lack the overall sophistication, skill, or required commitment to undertake a more comprehensive approach to real estate marketing.

***Editor's Note: Whether our published average sales price is higher or lower than what you believe your home may be worth please be assured that PPSIR excels at marketing properties in all price ranges.**

If you would like to learn more about the *Prominent Properties Sotheby's International Realty Customized Home Marketing System*SM, and what we will do to "Market Your Property at the Highest LevelSM," then please contact the Associate who presented this information to you.