

Diamond Dave

David and Alicia di Prima
Realtor-Loan Officer
and Assistant

Century 21 Diamond Realty
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Dear Home Seller

Since becoming a REALTOR®, I have had to find a balance between two extremes common to many sales people.

I was drawn to real estate by the belief I could help people and put others first. But the way the industry worked, it seemed that you had to project confidence, knowledge, even a sense of superiority if you expected to succeed.

I soon learned successful agents did, indeed, put the customer first.

In fact, they seemed to put almost everyone else first - their family, their friends, even their competition is that made for a better situation for everyone involved. In other words, they had become servants. In the truest sense, they had learned to humble themselves.

I do this not because I like to put myself in the limelight, but to remind you that I'm still here, and intend to be here for many years to come, eager to serve you like no other REALTOR® in our area.

My enclosed Marketing Proposal can never take the place of a personal meeting but it will give you a chance to know a little bit about me, my beliefs and the step-by-step plan we use to get many homes sold in 90 days or less.

That way, when we do meet, I can place my full concentration on what's most important to you. Your special needs and, if you're buying a home, help find the one that's just right for you. Together we will determine the highest possible price the current market will bear and why.

Additionally, we will determine the targeted buyers for your home and develop marketing strategies to attract their interest. These targeted buyers are almost always willing to pay the highest price for your home. I'll explain this concept and strategy in more detail when we meet.

We are really looking forward to the very special opportunity to serve you in your real estate needs.

Most sincerely,

Dave di Prima

How to Interview a Real Estate Agent

There are hundreds of real estate licensees in our area. Choosing the right agent for your home can be confusing. It is especially difficult when you speak with several different agents; and they all seem so convincing.

There is a way to find an agent who will most likely succeed in getting your desired price and terms. The key is asking the right questions.

The following list provides you with questions to ask your prospective Realtor. The list will not only help you select the right Realtor, but also get you the very best from the one you choose...

1. Do you work as a *full-time Realtor*®?
2. Do you have a staff to see that no details are overlooked?
3. How many potential buyers and sellers do you talk with in a day? A week? A year?
4. In what ways will you encourage other Realtors® to sell my home?
5. Do you have a system to *follow-up* on other agents so that we get valuable *feedback* after every showing?
6. Are you on the Internet exposing my property to millions of buyers instantly?
7. What is my property worth? What listing price do you recommend? How did you arrive at this price?
8. How will you assist in my relocation plans?
9. Do you have a written marketing plan designed to sell my property quickly and for top dollar?

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It's Not Fair to Compare

Compare

	Dave di Prima	The Others
24 Hour Info-Quest Marketing	24 Hours!	Sorry 9-5!
Feedback Fax Follow-up System on every showing	YES!	Huh?
Telephone Marketing to Thousands of Buyers and Sellers	YES!	Floor time.
Team of trained Professionals to Meet Your Needs	YES!	Just me.
Easy Exit Listing Agreement	YES!	No way. You're locked in
Renter to Buyer Assistance Program	YES!	We don't work with renters!
Move-up Buyer System	YES!	Nope.
GUARANTEED SERVICES	YES!	NO WAY!
First in every marketing category possible	YES!	We just copy.
24 Hour Internet based updates via your own website setup by agent	YES!	Internet? What's that!

Talk to *Dave di Prima*

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Services Provided to the Seller

- ❖ **Assist in determining Fair Market Value by reviewing market demand, seasonality of sales, location and many other variables.**
- ❖ **Suggest ways to improve salability.**
- ❖ **Locate qualified buyers through the local and national multiple listing services, direct mail and phone contacts.**
- ❖ **Highlight showings by illustrating the your home's best features.**
- ❖ **Synchronize buyer/seller transactions including financial arrangements.**
- ❖ **Handle any and all complications that occur throughout this process from before the contract through the closing.**
- ❖ **Arrange to relocate sellers when applicable and take advantage of a vast referral network, which provides relocation services and nationwide referral to the top agent in every city and state in the U.S. and Canada.**

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Performance Campaign

My objectives are:

- 1) Getting as many agents and qualified buyers as possible into your home until it is **SOLD!**
- 2) Communicating the results of my activities to you in writing.
- 3) Assisting you in getting the highest possible dollar value for your property in the shortest period of time with the least amount of inconvenience to you.
- 4) Looking for the best possible ways to expose your property to potential qualified buyers in the market.
- 5) To earn your repeat and referral business forever.

Here is my "Performance Campaign" to market your property:

- 1) Submit your home to the Multiple Listing Service.
- 2) Hand deliver/mail 300 - 500 unique flyers alerting the Realtors® that your home is newly available.
- 3) Preview your property with my assistants to take detailed notes, brainstorm and target the potential buyer.
- 4) Promote your home by networking with other top agents in the area for maximum exposure.
- 5) Develop a list of features and benefits of your home for a color brochure to distribute to the cooperating agents to use with their potential buyers.
- 6) Suggest and advise you to any changes that you might want to make your property even more marketable to the buyer.

Update you to any recent sales so that you always know the position of your property in the current market.

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Thinking About What is Important?

- ❖ I want to act in your best interest.
- ❖ I am eager to have you share your concerns and expectations about the marketing of your property.
- ❖ Please take a moment to complete the survey below.

WHAT ARE YOU CONCERNED ABOUT?

	Not Concerned			Very Concerned		
	0	1	2	3	4	5
BUYER QUALIFICATIONS?	0	1	2	3	4	5
MULTIPLE LISTING?	0	1	2	3	4	5
BROKER COMMISSION?	0	1	2	3	4	5
SHOWING PROCEDURES?	0	1	2	3	4	5
ADVERTISING?	0	1	2	3	4	5
OPEN HOUSES?	0	1	2	3	4	5
INCONVENIENCES?	0	1	2	3	4	5
POSSESSION?	0	1	2	3	4	5
PRICING?	0	1	2	3	4	5
CLOSING COSTS?	0	1	2	3	4	5
SECURITY?	0	1	2	3	4	5
SALEABILITY?	0	1	2	3	4	5
FINANCING?	0	1	2	3	4	5
NEGOTIATIONS?	0	1	2	3	4	5

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Knowing Where the Buyers Are

Many people think to sell a home you place an ad in the paper and wait for a person to call and buy the home...NOT SO!! If that were true, real estate professionals would be out of work.

**The basic law of real estate is this...
ADS DON'T SELL HOMES...PEOPLE DO!!!**

We are trying to educate sellers and the public about the tremendous changes in Real Estate Marketing. A recent study by the National Association of Realtors® uncovered some interesting statistics about where buyers come from.

- 40%** Purchased because they recognized a SALESPERSON or firm name and were serviced by them.
- 20%** Purchased because they saw a sign in the lawn and approved of the home's exterior and location.
- 18%** Responded to an ad but eventually purchased a different home.
- 7%** Referred through a relocation service.
- 3%** Bought the home they saw advertised.
- 👉 1%** Bought the home they saw at an Open House.
- 3%** Bought for a combination of the above reasons.

ABOUT PRICE...

The best way to insure a quick sale is to price your home **COMPETITIVELY**. Buyers purchase homes by comparison and will usually make an offer on a fairly priced property **BEFORE** making a low offer on an overpriced listing. Price and possible terms are important buyer motivators.

Exposure You'll Love

Four Ways Your Home Will Be Exposed To The Greatest Number of Potential Buyers

- 1** By networking with, and marketing to other Top Agents

- 2** I target market to determine the most likely buyer who will pay the most money

- 3** With such a large listing inventory, I receive continuous calls from qualified buyers

- 4** By performing specialized work to develop additional buyers such as writing newsletters, maintaining computerized mailing lists and employing a Telemarketing staff to follow-up

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No Lookie-Lues

We Pre-Qualified/Approved Every Prospect

1 Some are in a hurry to move.

2 Some are serious,
but not in a hurry.

3 Some are bargain hunters.

4 Some will never buy.

***We Protect You From Unqualified
Strangers In Your Home!***

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Making the Right Choice

Today's real estate market presents unexpected obstacles and opportunities. Firms that led in less challenging times, often find themselves at a loss when confronting present day conditions.

That's because the business climate now requires seasoned troubleshooting performed with surgical precision. Something the smaller firms just weren't designed to do. *Dave di Prima* will focus his expertise on each challenge. *Dave di Prima* is a professional, who is among the market's most competent agents.

Dave di Prima has been helping buyers and sellers for a long time now. Isn't it your turn to have the BEST?

DAVE di PRIMA HAS THE DESIRE TO SERVE, THE TOOLS TO PERFORM, AND THE CONFIDENCE TO SUCCEED.

MAKE YOUR CHOICE

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More Good News...

I am a Full-Time Professional Agent

You won't find *ANYONE*
who will work *HARDER*
or more *PROFESSIONALLY*
to get you the *MOST* money,
the *QUICKEST* sale
and the FEWEST problems

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Reasons to Price Realistically

TIME

Chances are that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood for a timely sale with less inconveniences and greater monetary return.

COMPETITION

Buyers educate themselves by viewing many homes. They know what is a fair price. If your home is not competitive in value with those they have seen, it will not sell. Buyers typically look at homes within a \$10,000 price range. If your home is not priced within the correct range, it very likely will not be exposed to its potential or targeted buyers.

REPUTATION

Overpricing causes most homes to remain on the market too long. Buyers, aware of a long exposure period, are often hesitant to make an offer because they fear "something is wrong" with the house. Often homes on the market for a long time eventually sell for less than their fair market value.

CONVENIENCE

If overpricing keeps your home from selling promptly, you can end up owning two homes - the one you've already purchased and the one you're trying to sell. This can prove costly and worrisome, as well as inconvenient.

Eighty percent of the marketing of your home is done the night we decide at what price we list your home.

If you are unwilling to list your home at, or just below the current market value, you are better served to not put it on the market at all.

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Setting the Price on Your Home

The three factors to consider in selling your home are location, condition and price. They are all related.

1. Location

Your home's location and setting influence its value. A home inside a quiet subdivision sells for more than the identical home on a busy street. Remote areas typically sell for less than closed-in areas. Views, streams and trees usually enhance value. You obviously have no control over location.

2. Condition

New homes enjoy a marketing edge over resale homes because they are shiny and clean. And builders enhance their appeal by offering model homes (clean, bright, decorated in current colors and amenities) for buyers to examine.

Our goal is to make your home as close to a model home as possible. You have nearly complete control over condition and you can increase value and decrease marketing time by being sure your property is in the best possible condition.

3. Pricing

Your home must be priced within the appropriate range. You must actually "sell" your property twice: first to a buyer and then to an appraiser. The buyer is more subjective and compares the amenities of your home to those of other homes in the same price range. The appraiser is more objective and compares age, size and cost-identifiable features in your home against other properties that have sold.

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Sizing-up the Competition

On Average...

Buyers Inspect
12 Homes Before
Buying.

That Means
11 Other Home Owners
Are Competing
Against You!

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Two Ways to Sell Your Home

1.

Put up a sign.
Wait for an offer.
Wait for an offer.
Wait for an offer.
Get a real estate agent.
Wait for an offer.
Wait for an offer.
Wait for a serious offer.
Get a new real estate
agent.
Wait for an offer.
Wait for an offer.
Wait for an offer.
Reduce the sale price.
Wait for an offer.
Wait for an offer.
Wait for an offer.

2.

Hire

Dave di Prima

Start Packing!

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The Offer Procedure

- 1. The agent, who represents the buyer, presents an offer to you. I will attend to, ask, and answer questions for you.**

- 2. After the buyer's agent has answered all of our questions, we will privately review the offer and make a decision to accept, or counter the offer.**

- 3. Items to pay special attention to:**
 - a. The interest rate should be close to prevailing rates.**
 - b. The length of time for loan approval.**
 - c. Party responsible for the title insurance and escrow fees.**
 - d. Time frames on all inspections.**
 - e. Any limits of liability on all repair work.**
 - f. Party responsible for inspections and/or repairs.**
 - g. Length of contract.**

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Selling Facts, that Matter (1)

PRICE FACT

THE BEST CHANCE FOR SELLING YOUR PROPERTY IS WITHIN THE FIRST SEVEN WEEKS. STUDIES SHOW THAT THE LONGER A PROPERTY STAYS ON THE MARKET, THE LESS THE SELLER WILL NET.

It is very important to price your property at a competitive market value at the signing of the employment agreement. The market is so competitive that even overpricing by a few thousand could mean that your house will not sell. Interestingly, your first offer is usually your best offer. Here are reasons for pricing your property at the market value right from the start in order to net you the most amount of money in the shortest amount of time.

An overpriced home:

- ❖ Minimizes offers.
- ❖ Lowers agent response.
- ❖ Limits qualified buyers.
- ❖ Lowers showings.
- ❖ Lowers prospects.
- ❖ Limits financing.
- ❖ Wastes advertising dollars.
- ❖ Nets less for the seller.

CLEAN FACT

MOST PEOPLE ARE TURNED OFF BY UNCLEANLINESS OR ODOR WHEN BUYING A HOME. SELLERS LOSE THOUSANDS OF DOLLARS BECAUSE THEY DO NOT ADEQUATELY CLEAN.

If your house is squeaky clean, you will be able to sell your home faster and net hundreds, if not thousands more. If you are planning on moving, why not get rid of that old junk now so that your house will appear larger? Odors must be eliminated especially if you smoke, own pets or have young children in diapers. You may not notice the smell but buyers do!

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Selling Facts, that Matter (2)

ACCESS FACT

TOP SELLING AGENTS WILL NOT SHOW YOUR HOME IF BOTH THE KEY AND ACCESS ARE NOT READILY AVAILABLE. THEY DO NOT HAVE TIME TO RUN AROUND TOWN ALL DAY PICKING UP AND DROPPING OFF KEYS. THEY WANT TO SELL HOMES!

The greatest way to show a house is to have a key! When your house is being shown, please do the following:

- ❖ **Keep all lights on.**
- ❖ **Keep all drapes and shutters open.**
- ❖ **Keep all doors unlocked.**
- ❖ **Leave soft music playing.**
- ❖ **Leave the premises.**
- ❖ **Take a short walk with your children and pets.**
- ❖ **Let the buyer be at ease and the agents do their job.**

PAINT & CARPET FACT

PAINT IS YOUR BEST IMPROVEMENT INVESTMENT FOR GETTING GREATER RETURN ON YOUR MONEY.

Paint makes the whole house clean and neat. If your house has chipped paint, exposed wood or the paint looks faded, it is time to paint. If your carpet is worn, dirty, outdated or an unusual color, you may need to seriously consider replacing it. Many houses do not sell because of this problem. Don't think that buyers have more money than you to replace carpet. They don't. They will simply buy elsewhere.

YARD FACT

YOUR FRONT YARD IMMEDIATELY REFLECTS THE INSIDE CONDITION OF YOUR HOUSE TO THE BUYER.

People enjoy their yards. Make certain that the trees are trimmed so the house can be seen from the street. Have the grass mowed, trimmed and edged. Walkways should be swept. Clean away debris. Remove parked cars. If a buyer does not like the outside, that person simply drives on.

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Call Dave di Prima and Start Packin'

It's All Up To You
At This Point.
So Pick Up The
Phone and Say,

"Your Hired"

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Does your agent offer you a

“Love it
or
Leave It”

guarantee when you
buy your home from them?

DAVE di PRIMA

Delivers Satisfaction

Guaranteed

That's right. If you purchase your *next* home from **Dave di Prima**, move in, and find that you don't absolutely love it; **Dave di Prima** will sell it for free (for up to six months after C.O.E.). Why does **Dave di Prima** make such an offer? **Dave di Prima** is confident that he will find the "Perfect Home" for you. That's why he is willing to work for FREE if your new home isn't everything you expected it to be. You have nothing to lose,

IT'S GUARANTEED!



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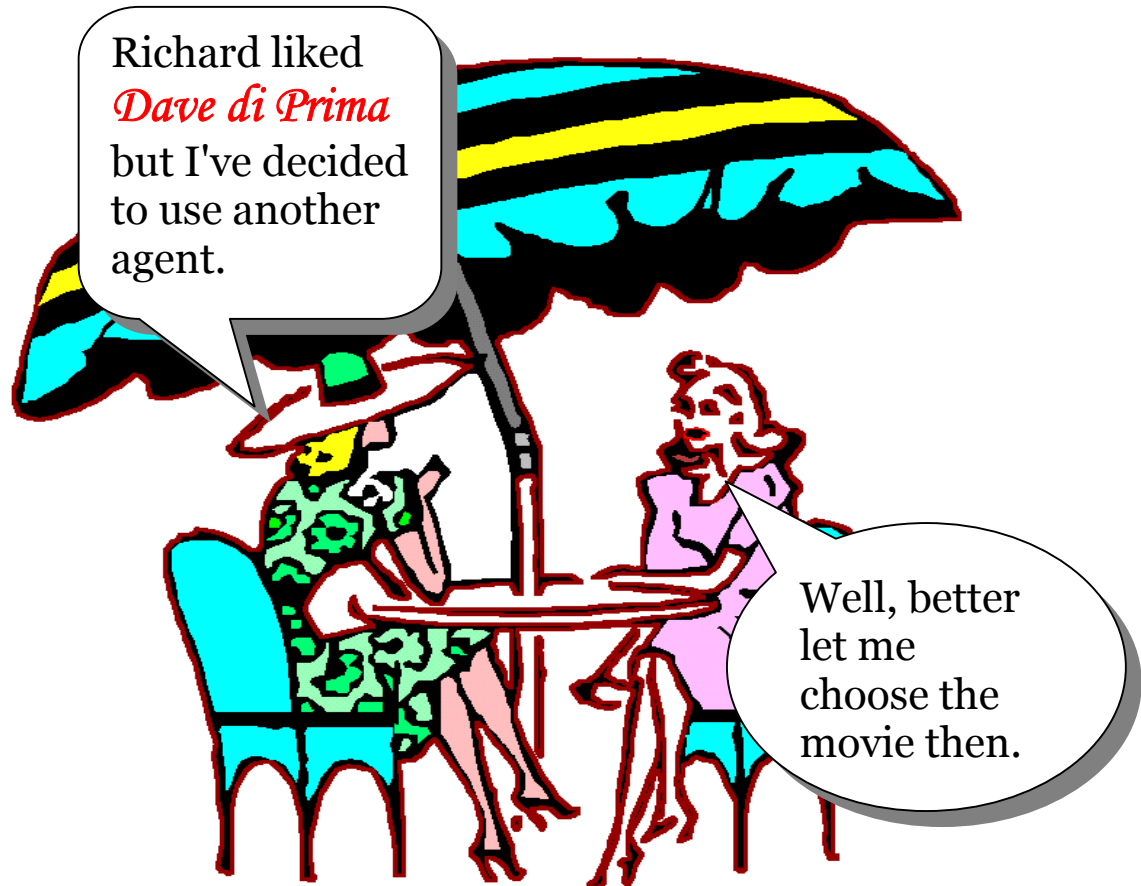
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Stella and Mary at Lunch



**MAKE YOUR FIRST CHOICE
THE RIGHT CHOICE...**

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