

Marketing Your House



More exposure =

More potential buyers =

***Highest possible price
in the shortest amount of time
with the least amount of hassle.***

**GREG
POWERS**
REALTOR®

CELL: 603-716-0254
GREGPOWERS@KW.COM
OFFICE: 603-232-8282
GREGPOWERSHOMES.COM

kw METROPOLITAN
KELLERWILLIAMS. REALTY
168 S. RIVER ROAD
BEDFORD NH 03110

Price

Pricing your home accurately is the most important part of the marketing plan.

By analyzing comparable sold properties, your current competition, properties that expired without selling, and current market data and trends, we can position your property so that buyers see it as a value.

The goal is to have as many showings as possible, in order to potentially generate multiple offers.

PRICE ADJUSTED COMPARABLES

Prepared For: **Shaun & Kelly Sutherland**

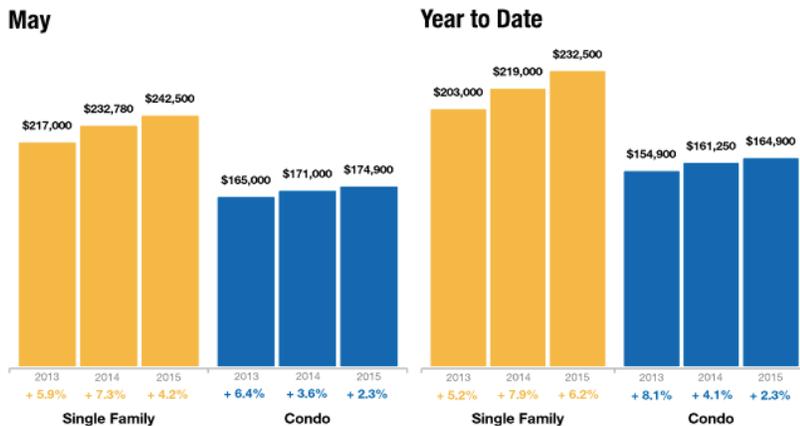
* Enter Adjustment Factors in the Subject Property column to calculate adjustment values for Comp

295 Prospect Street		57 Kennard		371 Blodgett		80 Smyth Road	
MLS #	DATA	COMP	Adjust Values	COMP	Adjust Values	COMP	Adjust Values
Status		C		C		C	
List Price		\$189,000		\$209,000		\$228,000	
Sale Price		\$178,000	178000	\$209,000	209000	\$200,000	200000
Sale/Lst%		94.18%		100.00%		87.72%	
DOM		31		14		151	
Sale Date		09/29/2014		09/17/2014		11/17/2014	
Apprec.		.03					
Bedrooms	2	2	0	2	0	3	0
Full Baths	2	3500	1	3500	1	3500	1
1/2 Baths		1500	1	-1500	0	0	0
3/4 Baths		00	0	0	0	0	0
Fin AG SF	1208	40	1,082	5040	1,208	0	1,500
Fin BG SF		15	500	-7500	0	0	0
\$/SF (AG)		164.51		173.01		133.33	
Est. Yr Bit	1930	1920		1942		1951	
Misc. Feat.	Det Garg						-5000
Misc. Feat.	Fireplac		2000				2000
Misc. Feat.	Scr Pch			-2000			
Misc. Feat.							
Misc. Feat.							
Average Adjusted Value		Adj. Total	\$181,719	Adj. Total	\$213,214	Adj. Total	\$190,414
			\$195,116				

Manchester				
Active	UAG	12 Months Sold	Pending Ratio	Months Supply
1	3	26	75%	1.8
68	67	400	50%	4.1
86	63	308	42%	5.8
50	20	41	29%	20.5
7	7	4	50%	42.0
1	0	5	0%	2.4
0	0	0	0%	0.0
0	0	0	0%	0.0
0	0	0	0%	0.0
1	0	0	0%	0.0
214	160	784	43%	5.7

NH Median Sales Price

Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



The MLS Listing

Not all MLS listings are created equal

I include as much accurate, detailed information as the system will allow.

- Professional photography
- Maximum number of photos
- Room sizes
- Accurate mapping
- School information
- Tie features to benefits in the blurb

NON-PUBLIC DISPLAY, display to your client allowed

Residential		146 FORDWAY EXTENSION		L \$345,000
886081 Closed		Derry, New Hampshire 03038		C\$343,000



Zoning: LMDR	Rooms: 9
Year Built: 2000	Bedrooms: 4
Color: BEIGE	Total Baths: 3
Gross Taxes: \$ 6,902.70	Full: 2
Taxes TBD:	3/4 Baths: 0
Tax Year: 2003	1/2 Baths: 1
Monthly Assoc. \$: \$	Garage Capacity: 2
Lot Area: 2.15	Garage Type: Attached
Lot SqFt: 93,654	Total Fin SqFt: 2,584
Common Land Acres: 2.15	Apx Fin Above Grd:
Road Frontage: 217.204	Apx Fin Below Grd:
Water Frontage:	Foot Print: 36X28+22X24
Water Acc Type:	Flood Zone: No
# of Stories:	Style: Colonial
Basement: TBD	Seasonal: No

Water Body Type:	Water Body Restr.:	Surveyed: Unknown	Seasonal: No
Water Body Name:	Current/Land Use:	Land Gains:	Owned Land:

Parcel Access ROW:	ROW for other Parcel:	ROW Width:	ROW Length:
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Public Rems: FRESH, SPACIOUS COLONIAL ON 2+ACRES, 24X21 GREAT RM, EAT IN KITCHEN, NEW SELF-CLEANING HTR INGRND POOL, SEC SYS, SPRINKER SYS, FORMAL LR W/FRPLG, WALK-UP 3RD FLR FOR FUTURE EXPANSION. SHOWINGS BEGIN MARCH 21, ** 24 HOUR NOTICE TO SHOW!

Directions: EXIT 4 OFF 93, EAST ON RT 102 (BROADWAY), RIGHT ON FORDWAY

ROOM	DIMS	LEVEL	ROOM	DIMS	LEVEL	FLOOR	BR	FB	3/4	1/2	1/4
Living Rm	13X13	1	Master BR	13X13	2	1st	0	2	0	0	0
Kitchen	27X13	1	2nd BR	12X12	2	2nd	4	0	0	0	0
Dining Rm			3rd BR	12X12	2	3rd	0	0	0	0	0
Family Rm	13X13	1	4th BR	9X8	2	4th					
Office/Study			5th BR			Bemt	0	0	0	0	1
Utility Rm			Den								
Other Rm 1	24X21	1	Other Rm 3								
Other Rm 2											

Assoc Amenities:	Possession:
Interior Feat.: 1st Floor Laundry , Attic , Cathedral Ceilings , Fireplace-Wood , Master BR with BA	
Exterior Feat.: Deck , Pool-In Ground	
Basement: Bulkhead , Full , Unfinished , Walk Out	
Equip./Appl.: Security System	Electric: 200 Amp , Circuit Breaker(s)
Driveway: Paved	Exterior: Vinyl
Financing:	Foundation: Concrete
Floors:	Heating/Cool: Hot Water
Garage/Park: Attached	Lot Desc: Level , Wooded
Heat Fuel: Oil	Occ. Restrictions: Shingle-Other
Roads: Public	Water: Public
Sewer: Private , Septic	Water Heater: Off Boiler
Suitable Land Use:	Building Certs:
Fee Includes:	Docs Available:
Disability:	
Negotiable:	

Excl Sale: CHANDELIER IN GREAT ROOM, WASHER DRYER, REFRIGER	Assmt Yr: 2000
Tax Rate: \$25.95	Assmt: \$266,000.00
Tax Class: No	Source SqFt: 3516/ 883
Covenant: No	Book/Pg:
Recorded Deed:	Property ID:
Map/Block/Lot: 001/ 014/ 007	Const. Status: Pinkerton Academy
Devel/Subdiv:	High Sch:
District: Derry Cooperative	Cable:
Elem Sch: South Range Elem School	Phone Co:
Fuel Co:	# Weeks:
Timeshare/Fract. Ownrshp: No	Short Sale:

List Off: RE/MAX Omega Group	List Agt: Agent15550 House
Firm/Office: 1555/ 0	Agent#: 614232
Phone/Fax: (603) 622-2200 / (603) 668-7308	Phone: (603) 622-2200 Ext:
	Email: noemail@nneren.com
	Cell: () -
	Fax: (603) 668-7308

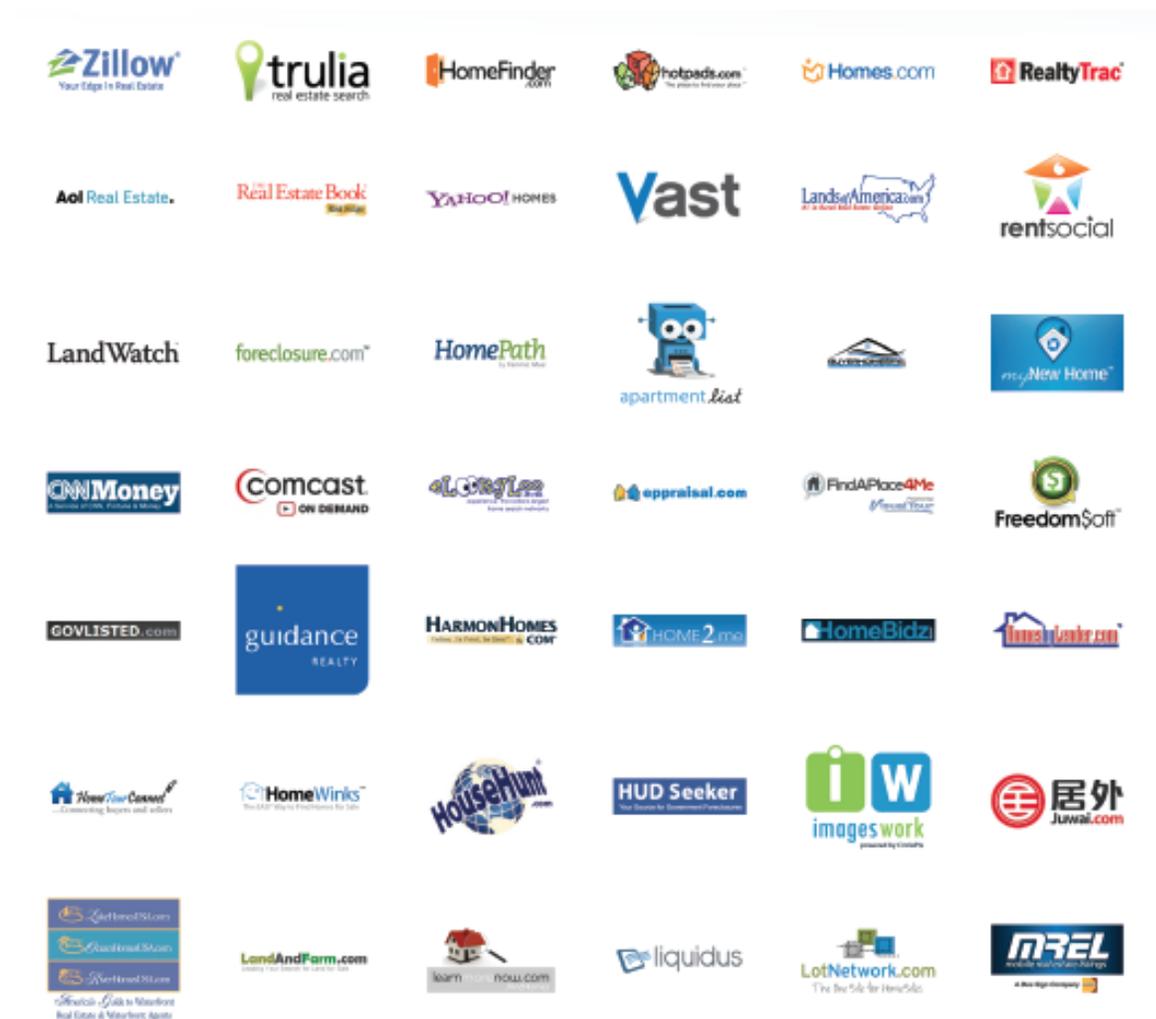
This information populates almost every web site, and 92% of buyers start their search online.

Accuracy and detail here are critical!

The MLS Listing continued

I submit your listing to 140 publishers, whose network comprises over 900 web sites.

Your home's online presence is guaranteed!



Your Neighbors

Any agent worth their salt will send Just Listed postcards to your neighbors, since they may know someone who might like to live in that neighborhood.



Just Listed!

206 Wilkins St. \$235,000
3 beds, 2 baths, 1831 sq. ft., wood fireplace, hardwood floors

www.gregpowershomes.com/206-wilkins-street

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I also personally invite your neighbors to an Open House, if you choose to have one, to more directly exploit that source of potential buyers.

My Colleagues

- Immediate electronic notification to KW agents
I can email flyers to our agents, and post an announcement on our intranet and Facebook page
- Announce the listing at our weekly office meeting.
We might have a buyer before the house hits the MLS
- Can email all the agents in the Greater Manchester/Nashua Board of REALTORS®

The Blend



OPEN HOUSE
TOWNSEND, MA Open House- Today- 11am-1pm (Send your Buyers!) - Sat, 02/21
February 21, 2015 - If you have buyers looking for acreage and a lot of house please send them to 41 Worcester Road, Townsend, MA today from 11am-1pm!!!



Author: Hollie Gaudette 0 Comments 0 Views



ASSOCIATE ANNOUNCEMENT
Looking for a Property in Windstone - Bedford
February 20, 2015 - If you have anything coming soon in Windstone in Bedford, please let me know....thanks!Siobhan603-512-1407SBennett@kw.com



Author: Siobhan Bennett 0 Comments 0 Views



ASSOCIATE ANNOUNCEMENT
Looking for a Bedford or Londonderry Home!
February 20, 2015 - Does anyone have a listing coming soon, \$300K or under, 3+ Bedrooms in Bedford or Londonderry? Have Buyers but nothing to sell them!!!Thanks!Siobhan603-512-1407SBennett@kw.com



Author: Siobhan Bennett 1 Comment 1 View



WANT BUYER/VENDOR
Bedford - 479,900
February 20, 2015 - 74 Perry Rd is back after updating. 4 bedrooms, huge bonus room, 5 beautiful acres, barn with concrete flooring. info@johnmrealty.com for more details.



Author: John Moscillo 0 Comments 0 Views

Yard Sign

Hardly worth mentioning, since every agent would put their sign in your yard with their office and cell phone number.

My professionally-installed sign would include a text code that anyone could use which brings them directly to a web site with the MLS information.

This also sends a text message to me so I can follow up with any buyer expressing an interest in the property.



I also use directional signs at major cross streets to draw more attention to the home.

Open Houses

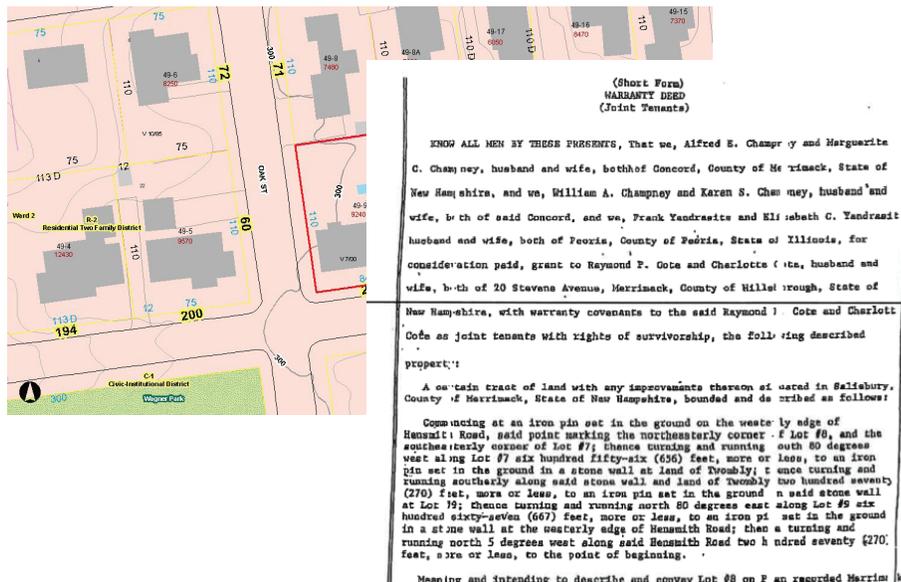


According to the National Association of REALTORS, 48% of buyers attend open houses as one part of their search for a home, and 4% of buyers found the home they purchased through visiting an open house --which means if you don't want to have open houses, you have a 96% chance of selling your home, instead of 100% chance. As "old school" as they sound in our digital age, the experience of agents in our office strongly suggests that open houses work.

Another option is to have a Broker Open House, in which only other agents are invited, not the general public. Those agents can preview the house for their current or future buyers, as well as provide valuable feedback about pricing and other concerns.

The Listing Package

A full Listing Package—all the documents and information anyone would need to make a decision on your property, as well as property details that might not fit in the MLS—would be available for anyone who visits, and available by email and on the dedicated web site.



- MLS Listing Sheet
- Lead Paint Disclosures
- Area Disclosures
- Plot Plan
- Copy of Recent Tax Bill
- Seller Disclosures
- Tax Map
- Assessor's Card
- School & Community Info
- Deed

Dedicated Web Site

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Home Sell Buy Invest Bio Testimonials Contact Snapshot

1028 Union Street
Manchester NH



Rear of the house from the southwest corner of backyard

View from south east corner, with front gardens

This stately Gambrel is one of the "grand dames" of Manchester's prestigious Union Street. Although the city tax assessor gives a construction date of 1920, it was more probably built around 1906-07, by James H. Mendell, one of the most prominent builders in New Hampshire in the beginning of the 20th century. The J.H. Mendell firm was also responsible for the YMCA building on Mechanics street, the Hillsborough County court house in Manchester, the Chandler, Maynard, and Brown schools, and the residences of Mrs. George Chandler and Dr. John Gleason in the North End.



The current owners have cultivated beautiful gardens and landscaping around the property, and the grounds serve as a showcase to emphasize the grandeur of the home.

The MLS allows for 36 photos and a single virtual tour. With a dedicated mobile-friendly web site we can post even more pictures, videos of the neighborhood, and provide more information and highlight more features than the MLS will allow.

The URL or a QR code would be included in all marketing materials.

For an example, visit gregpowershomes.com/1028-union

Virtual Tour

A virtual tour is a great way to showcase your property and make it stand out in the MLS.

Some agents rely on the "free" version, which is simply static photos from MLS. I use Nashua Video Tours, who create a professional video of your home and provide you the opportunity to explain what is special to you about the property. It can be posted anywhere, and is mobile optimized.



Targeted Social Media

I can place your listing in front of a targeted audience online, to potentially bring in buyers who didn't know they were interested, or whose friends might be interested.

 **Greg Powers, Real Estate**
October 1, 2015 · 🌐

Just listed in Francess town, NH. Walk to the golf course, drive three minutes to the ski slopes, watch the wildlife, or tend your bountiful gardens!



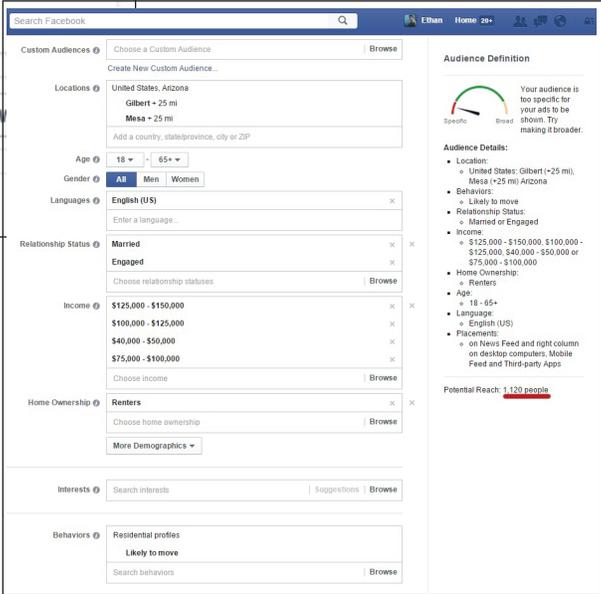
Greg Powers REALTOR | 1052 2nd NH Tpke North
Courtesy, Integrity, Service, Results--these are the pillars of my real estate practice. Serving buyers, sellers, and investors in Southern New Hampshire.
GREGPOWERSHOMES.COM

10,318 people reached

Like Comment Share

All posts include a link to the web site, where buyers can access full information about the property.

It's very simple for people to share the post or tag their friends and family. You can also share the post on your own personal page (if you're on Facebook).



Search Facebook

Custom Audiences

Create New Custom Audience...

Locations
Gilbert - 25 mi
Mesa - 25 mi
Add a country, state/province, city or ZIP

Age

Gender

Languages
Enter a language...

Relationship Status
Choose relationship statuses

Income
Choose income

Home Ownership
Choose home ownership

Interests

Behaviors

Audience Definition

Your audience is too specific for your ads to be shown. Try making it broader.

Audience Details:

- Location
 - United States: Gilbert (+25 mi), Mesa (+25 mi), Arizona
- Behaviors
 - Likely to move
- Relationship Status
 - Married or Engaged
- Income
 - \$125,000 - \$150,000, \$100,000 - \$125,000, \$40,000 - \$50,000 or \$75,000 - \$100,000
- Home Ownership
 - Renters
- Age
 - 18 - 65+
- Language
 - English (US)
- Placements
 - on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps

Potential Reach: 1,120 people



Courtesy

Integrity

Service

Results

Let's get you where you want to be,
when you want to be there.