

NESTING
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Real Estate Blog

SELLING YOUR HOME

real estate representation that works

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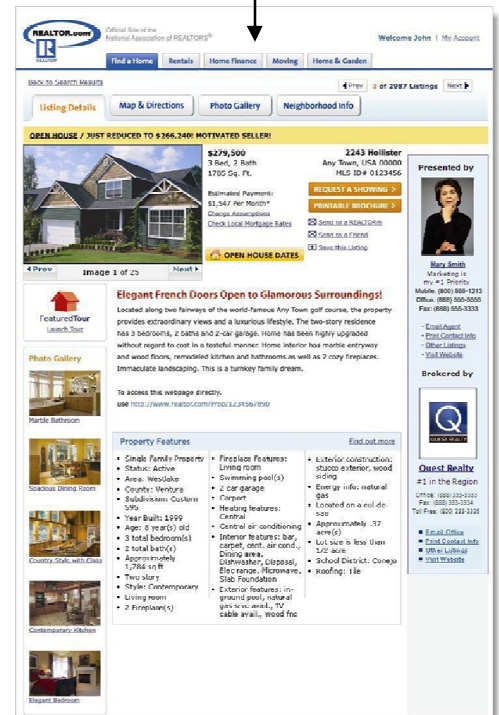
MARKETING PLAN

.... More than just a sign in the yard....

- The Most Complete Pricing Analysis Run 5 Ways!
 - Realtracs Macro Comparison
 - Realtracs Micro Comparison
 - Tax Appraisal Comparison
 - Trend Graphix Report
 - Zillow "Zestimate"
- Professional Photography (25 web-ready shots plus virtual tour).
- Privately Domained URL Website. ([sample](#))
- Enhanced Realtor.com "Showcase Listing" status
- Open House if requested.
- Custom Color Flyers.
- Post-Ups at each office board.
- Custom [YouTube video](#)
- Realtor e-Blast to the areas top 2000 agents.
- 100 *Just Listed* postcards to your nearest neighbors.
- Inclusion in [Nashville Now! e-newsletter](#).
- FREE *First-American* Home Listing Warranty.
- Recognizable Zeitlin yard sign.
- New, secure *Sentri* lockbox.
- 24 hour Appointment Center @ Showings.com with feedback notifications.
- Quarterly Print Ads in City Paper & Nashville Business Journal.
- Personal agent contact—all calls go directly to my cell phone.
- Weekly updates regarding inquiries and website hits.
- Honest & pleasant negotiating tactics and recommendations.



or





SYNDICATION

Welcome to 2009. The contracts may look the same, but the world of marketing a home is now completely different. Did you know that almost 90% of buyers now turn to the internet when searching for a home? Those buyers for whom the internet was not a factor typically bought from a family member, a builder, or were cash investors.

Selling a home in the resale marketplace doesn't have as much to do with how many newspapers are sold but how many hits a website gets. When you list with the Nesting In Nashville team we take the time to syndicate your home listing with **20 professional photos** to as many sites as possible. Here are a few:

Affiliates:

NestingInNashville.com

ZeitlinRealtors.com

ZeitlinInTown.com

Regionally:

Realtracs.net

Realtracs.com

Tennessean.com

Craigslist

BackPage

TheCityPaper

NashvilleHomes.com

Crye-Leike

Bob Parks

Realty Association

Fridrich & Clark

French, Christianson, Patterson

Village Real Estate

BrokerSouth

MyNashvilleMLS.com

Nationally:

Realtor.com

Homes.com

Trulia

Zillow

Postlets

FrontDoor

TheDailyClassified

RealBird

Google.Base

Point2Technologies

CyberHomes (AOL)

RealEstate.Yahoo

Luxury Portfolio

Oodle

Vast

Enormo

Lycos

ReloHomeSearch

ReloDirect

LeadingRE

ShowcaseByAgent

Re/Max

Century 21

Coldwell Banker

Weichert

Exit

Keller Williams

Prudential

Realty Executives

Long & Foster

Southeby's

Real Living

LeadingRE

Social Networking:

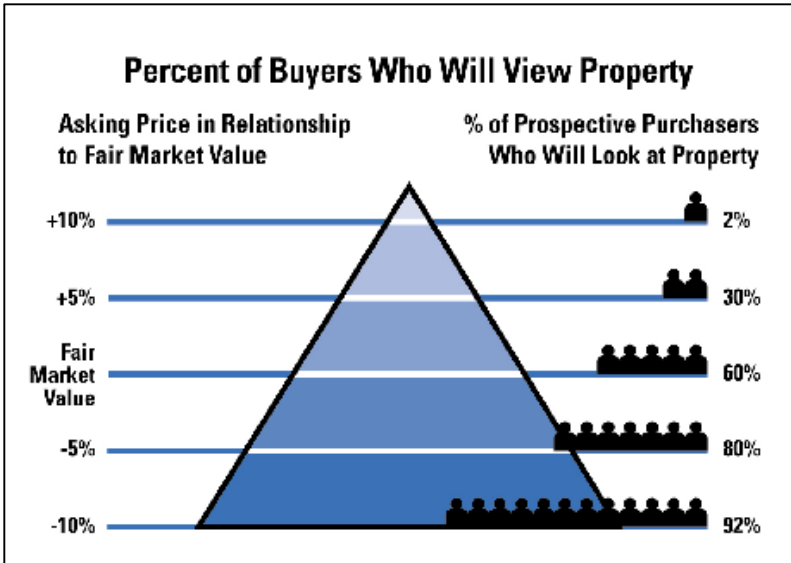
Facebook

LinkedIn

Twitter



PRICE IT RIGHT!

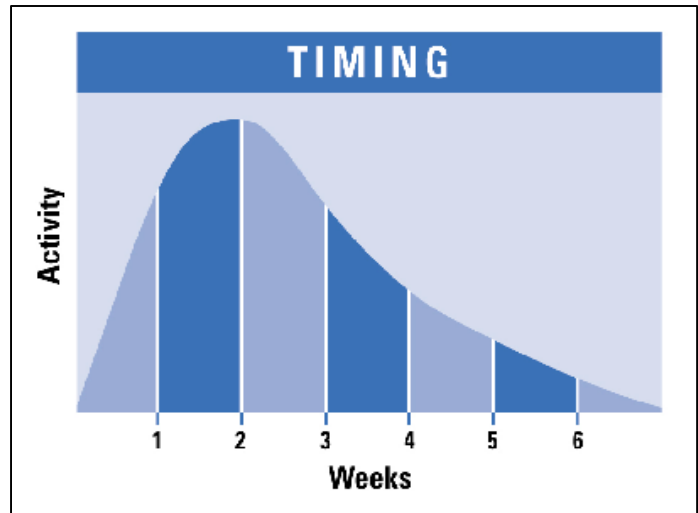


What sets your home apart?

In order to achieve a successful sale a home will need to compete on one or more of the following points:

- Condition
- Location
- Price

Statistics show that properties receive the most attention and showing activity within the first three weeks of exposure to the market. Initially pricing a home high will cut those showings to a dribble. After a few weeks on the market a reduction will become necessary, but by that time the home will be "shop-worn". Buyers will wonder why the listing has been Active so long and assume the worst about the home. After all, you would you offer full price on a home that had been listed for 90 or 120 days?



The First Offer is Often the Best!



APPOINTMENTS

The Zeitlin Appointment Center is a great addition to our continued effort in delivering the highest level of customer service to our clients. This unique service allows all showings to be booked through one centralized office, keeping accuracy and efficiency at the forefront. Agents can even book appointments online! The extended hours of the call center allow more time for potential buyers to see any Zeitlin listing. Our appointment center is one way that we can provide added convenience and unsurpassed customer service. Helping you to sell your home is the main goal of our dedicated staff.

Appointment Center Hours:

8:00 AM–8:00 PM (Monday–Friday)

7:30 AM–6:00 PM (Saturday)

9:00 AM–6:00 PM (Sunday)

Book Online 24/7

Appointment Center Telephone Number:

(615) 327-0101

www.Showings.com

After your showing is booked a feedback questionnaire is e-mailed to the showing agent. Feedback is a vital tool in assessing how your property compares to similar listings in your area. You will have unfiltered access to the responses. This will then help us overcome any objections buyers might see in your property. You will **NEVER** be out of the loop as to how and when your home is being shown, and what buyers are thinking about it!



ABOUT STEPH

"My clients are my top priority. This is my full-time profession. I expect you to be so pleased with my service that you refer me to others!"

Real Estate Credentials

Member:

- National Association of Realtors®
- Tennessee Association of Realtors®
- Greater Nashville Association of Realtors®.

Training and Certifications:

- Affiliate Broker Status
- e-PRO (Technology Certification held by less than 5% of Realtors®)
- TREC Core Certified
- Code of Ethics certified
- Graduate Realtor Institute Financing, Marketing & Negotiating Graduate
- TN Trees Real Estate Educational Systems graduate
- Graduate of Middle Tennessee State University, cum laude honors

Awards:

- Multi-Million Dollar Club—2004, 2005, 2006, 2007, 2008
- Realtor Ratings® Top Twenty-Five Nashville Agents—2005, 2006, 2007, 2008
- Best Village Website honors, 2005

Other:

- GNAR Convention Committee
- Habitat for Humanity participant
- RealTalk Local Expert
- Angie's List participant
- Active participant: Trulia, Zillow, ActiveRain, Wordpress Blog, Twitter, *Agent Genius*, REbarCamp, & Facebook



MAY WE REFER YOU?

The Zeitlin Relocation Department is one of the largest and best-know RELO divisions in the south. Starting in 1973 Shirley Zeitlin's goal was to create a full-service real estate company that offered world-class service. Through our affiliation with the *Leading Real Estate Companies of the World* organization her dream has become a reality.

Zeitlin now has more corporate RELO accounts than any other mid-state agency. Whether your upcoming move is a paid corporate relocation or a move across the state to be near family, our six person team can make your move a breeze. Please let me know if you would like us to make a referral to a quality agent in your new city.

Corporate Clients:

A.O. Smith Industries	Gallagher Financial Services	Nashville Predators
Akzo Nobel/Interpon Powder Coatings	Genesco, Inc.	O'Charley's
Asurion	Gibson Musical Instruments	Saint Thomas Hospital
Bank of America	HCA	Saint Thomas Medical Group
Bank of New York TPC	Health Net, Inc.	Spheris
Barbershop Harmony Society	Healthways	SunTrust Bank
Bass, Berry & Sims	Ingram Barge	Tennessee Valley Authority
Caremark	Ingram Entertainment	United Methodist Communications
CFP Group	Ingram Industries	United Methodist General Board of Discipleship
Delek (MapCo Express)	LifeWay Christian Resources	United Methodist Publishing House
Dell Computers, Inc.	Marriott International	Vanderbilt Medical Center
Dollar General Corporation	Messer Construction	Vanderbilt University
EdgeNet	Metropolitan Nashville Airport	Vanguard Health Systems
FORBA	Mobility Services International	

Relocation Companies Served:

Altair Global Relocation	Global Relocation	Prudential Relocation
Americorp	Graebel Relocation	RELO Action
Burnet Relocation	Long and Foster Relocation	RELO Direct
Capitol Relocation	Moving Stations	Relocation America
Cartus	MSI	Resource Referrals
Cornerstone Relocation	National Equity, Inc.	SIRVA
Corporate Relocation Management	NEI Global Relocation	U.S. Relocation
Crown Relocation	Oxford Relocation	Weichert Relocation
GMAC Relocation Services	Primacy Relocation	WHR Group



PREPARING FOR INSPECTION

- Remove grade or mulch from contact with siding. Six inches on clearance is recommended.
- Clean dirty gutters and clear debris from roof and perimeter. Consider hiring a pressure-washer.
- Divert all water away from the home via downspouts, sump pump, condensation drains, and the like. Grading should slope away from the structure.
- Trim trees, bushes and shrubbery.
- Clear any growth or nests from foundation, siding, roof and chimney.
- Paint all weathered exterior wood and caulk around trim, windows and doors.
- Test all smoke and carbon monoxide detectors for functionality.
- Ensure that all doors and windows are in proper operation condition. Replace any cracked panes.
- Ensure that all plumbing fixtures (toilet, tub, shower, sinks) are in proper working order and are drip-free. Caulk fixtures if necessary.
- Make sure all electrical plates are secure in their junction boxes.
- Insure that all switch plates are covered.
- Ensure that all locks of doors and windows have proper functionality.
- Apply a fresh coat of paint to worn areas.
- Ensure adequate attic ventilation.
- Ensure proper dryer ventilation.
- Clean or replace HVAC filter.
- Shore up any failing mortar in bricks or blocks.
- Install any missing handrails.

Repairs can make a big difference.

Most buyers believe there are 10 problems they haven't noticed for every one they do see. Consider hiring a home inspector to do a comprehensive inspection prior to listing your home. It's a great marketing tool!

Ask for sample inspection report for expectations

First Impressions are lasting!

The mailbox and the front door greet prospective buyers; make sure they're looking great. Keep lawn trimmed and edged, and free of debris. Update your landscaping with fresh mulch and seasonal colorful flowers.

Decorate for a quick sale!

You don't live in a house they way you sell it. Don't be offended if I offer pointers in décor or staging.

Let the sun shine in!

Clean your windows inside and out! Open draperies and blinds to showcase your natural light. Always turn accent lighting on before a showing, even if it is the middle of the day!

Look at all that space!

Display the full value of your attic, garage, and closets by removing unnecessary articles. Short-term, offsite storage areas are relatively inexpensive. Many experts believe that personal brick-a-brack and family photos should be stored out of site.

Safety first!

Keep all stairways clear. Make sure your pull-down attic door stairs are in top-notch working order. Make sure all light bulbs are working. In the winter, keep walkways cleared with *IceMelt* on your sidewalk.

Get Organized!

Well organized closets, cabinets, pantries, drawers and garages are aesthetically pleasing to buyers. Empty out your master bedroom closet. When a buyer sees a closet that is only 75% full with open spaces for more storage, they psychologically say to themselves "I have more stuff than that....and it will all fit!"

Harmonize the elements.

Keep the radio or stereo on softly (classical, easy-listening or jazz is best). Always turn the TV off. If it's hot, cool it. If it's cold, light a fire. Invest in candles and air fresheners. Studies show that orange/lemon/citrus smells are best; they convey cleanliness and attention to detail.

Call in the professionals!

If a professional stager is within your budget, I can make qualified recommendations.

- **Q. Do we have to leave when the house is being shown?**
- A. It is best to be away while potential buyers are viewing the home. Sometimes, however, it is not possible. If you must remain home, try to occupy your self in a different area than the buyers. Your presence inhibits them from making comments, looking in closets, etc. Be polite, but only engage in conversation if the buyer or their agent approaches you. Please refer any questions about price and/or terms to me.
- **Q. How do I answer questions from an agent?**
- A. You'd be surprised how much of "your hand" you can give away by talking with an agent. I can't tell you how many stories we've heard about owners un-selling their homes. Be very careful not to talk about value or desirability of features. Any comment mentioned about your financial needs could be used against you in negotiations. Please discuss this with your children also.
- **Q. How much notice will I receive before showings?**
- A. As much notice as we get. Our office will call you just as soon as the appointment is requested. Whenever you leave, try to make sure the house is as "showable" as possible—a last minute request could be made.
- **Q. What should I do if an unexpected Realtor requests to show or preview the home?**
- A. First ask for a business card. It is your home and you have the right to request they set an appointment. Since you are serious about selling your home, try to accommodate their request. If you need a few minutes to straighten up, ask that they return in 10-15 minutes.
- **Q. What if an unexpected buyer knocks?**
- A. If a buyer is alone, DO NOT LET THEM IN. This is for your protection. Slip them a business card or brochure through the door and ask that they call your agent. Please advise children of this policy.
- **Q. What about pets?**
- A. I adore them myself, but many people have differing views. It's best to take dogs for a walk, or have them caged or fenced. Cats are generally acceptable in a home. If it is convenient for you to seclude your pet, then please do so. Do not ask an agent to restrain your pet. Safety of adults and children should be considered.
- **Q. How do I get feedback after a showing?**
- A. It is crucial to know how potential buyers are experiencing your home. Each showing agent will automatically be sent a feedback request via e-mail. You will be provided with a log-in and password to access the system,. Most agents are happy to cooperate.

- **Q. What happens when a buyer makes an offer?**
- A. Most real estate transactions involve two agents. The agent working for the buyer will draw up a sales contract and contact us. Usually, that agent will deliver the offer to my office or perhaps by fax. I will review the offer and determine the net and terms applicable to you. I will present the offer to you in person when possible and we can decide on a course of action between acceptance, countering and rejection. I am ethically required to formally present all offer to you regardless of terms. As a rule of business, I request that all agents submit offers on TAR accepted forms. Verbal negotiations are not acceptable.

- **Q. Will I be expected to make repairs to my home before closing?**
- A. Perhaps. There are several issues involved here:
 - As a seller you are responsible for having MAJOR systems (heating, cooling, plumbing, electrical) in working order at the time of closing. Working order does not necessarily mean perfect order. I will not encourage unneeded services of these systems. It is extremely important to tell me about faults of the home including roof leaks, wet basements, impending assessments, easements, etc. So we can disclose these issues to buyers. Liability for non-disclosure can be a messy situation for you, me, and Zeitlin.
 - A buyer can ask for ANYTHING in the contract, and if both parties agree, it becomes binding.
 - Buyers may ask an engineer and/or inspector to review the home. Generally buyers will write an offer CONINGENT on an acceptable inspection. Should the report reveal unknown problems, the buyers would have an "out" from the contract, or further negotiations could come to term.
 - If the buyer plans to use an FHA or VA loan product, their mortgage company may request it's own inspection. The mortgage company could request certain repairs as a condition of loan approval. Most agents know what these inspectors are looking for—cracked windows, missing safety railing, peeling paint, rotted wood. If requested, these repairs would be your responsibility.
 - The home is expected to be in the same or better condition at closing as it was when the offer was made. Many buyers request a final walk-through the day of closing.
 - The home should be conveyed in "broom clean" condition. That means that all trash and debris is to be removed from the home property.

- **Q. What if an offer comes in the first week? Did we price it too low?**
- A. Absolutely not! Every once in a while a buyer is just waiting for something like your home to pop onto the market. If we bring you an offer tomorrow - CELEBRATE! Historical data shows that the best buyers and the best offers come in the first thirty days. We will not win by pricing it higher and holding out for an offer. The longer a home remains on the market, the less it will bring.



VACANT HOMES

Once every week or so, I or someone from my team will stop by your home to
Fluff & Flush.

This service includes:

- Checking yard sign position and cleanliness
- Restocking flyers
- Securing lockbox
- Checking windows
- Checking all doors (including garage door)
- Sweeping sidewalk/door way
- Front porch light ON
- Power ON
- Gather mail/newspaper

I always carry the following in my car:

- Extra light bulbs
- An assortment of batteries
- Trash bags
- Dust cloths
- Windex
- Broom
- Dirt Devil
- Bug killer

What arrangements should be made if:

- The lawn needs watering?
- The lawn needs mowing?
- Snow needs removing?
- Leaves need blowing?
- Bugs intrude?



TESTIMONIALS

"Our growing family needed room to expand. Steph listed our town home and quickly sold it for a great price. She then helped us locate and purchase exactly the home we needed. From finding the right schools to figuring out which floor plan fit our family, Steph's expertise made to move painless. Whether buying or selling I would happily refer anyone in need of a great real estate professional to Stephanie Lawrence"

- **Christina and Joshua Williams**

"Steph, you rock!!! I love, love, love my new condo!"

- **Carla Wiseman**

"My house needed a lot of work and I didn't think that we could turn a profit, but [Stephanie] got us out from under it AND left us with a little cash—Thanks Steph!"

- **Angela Hurt**

"Stephanie, ...thank you so much for working with the relocation company. You made the process a breeze!"

- **Jackie Torosian**

"I can't believe the deal we got! Thanks for swaying us, Row 8.9 gave us the instant equity we needed."

- **Lucas and Lindsey Allmon**

"Thanks for all your help in making the process of buying my first home seamless. I appreciate all of your hard work—job well done!"

- **Judith Foppiano**

"Just dropping a note to tell you how great we think your customer service is!! You do a lot of 'hand-holding,' which means the world to us...you go out of your way to answer some questions more than once, yet we never sense any frustration or impatience as you carefully try once again to offer answers so that we feel secure and might better understand.

Thanks for the ambience you seem to exemplify of the 'Nesting In Nashville' concept. We wish you much success in your profession, and sincerely admire how you combine professionalism with graciousness and 'southern hospitality' to paint a memorable portrait of Nashville and vicinity for us!!"

- **Jim & Ann Romer**