

Your Home **SOLD
for the highest price.**

NO EXCEPTIONS. NO EXCUSES.



"WHEN NO ONE COULD, RHODA WOOD"

mobile (504) 237-4212 | office (504) 309-1802

rhoda@rhodawood.com

rhodawood.com



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MY QUALIFICATIONS & ABILITIES TO SELL YOUR HOME

Thank you for the opportunity to present my qualifications and marketing plan to sell your property. I have set forth minimum standards to ensure I am fulfilling my commitment to you, as my client, to sell your home while constantly striving to provide exceptional customer service and communication. The hand-on approach I use to sell homes has resulted in the sale of 156 sold homes for my clients during the last 18 months.

As part of my initial commitment to you, I have included the following information for you to review:

- MY RECENT SALES
- MY COMMITMENTS TO YOU
- THE LISTING PROCESS
- MARKETING PLAN OF ACTION
- MY NO RISK LISTING PROGRAM
- CLIENT TESTIMONIALS

RECENT SALES

	<u>COUNT</u>	<u>LIST \$ VOLUME</u>	<u>SOLD \$ VOLUME</u>	<u>SP % LP</u>
LISTED SOLD	22	\$ 3,556,300	\$3.404.150	96%
LISTED COOP SOLD	88	\$ 15,108,200	\$14.737.119	98%
COOP LISTED SOLD	36	\$8,865,900	\$8.382.599	95%
TOTAL	146	\$27,530,400	\$26.523.868	96%

MY COMMITMENTS TO YOU

- 1. I will always provide you with expert advice and consulting so that you're able to make the best decision for yourself and your family.**
- 2. I will always be 100% forthcoming about the price of your home, its condition and what it will take to get it sold.**
- 3. I will always give you the truth regardless of the situation.**
- 4. I will always do what is right for your best interest.**
- 5. I will fight to ensure you get the most for your home in the right amount of time.**
- 6. I will always use the most effective strategies to market your home.**
- 7. I will always communicate with you pro-actively.**
- 8. I will always return your phone calls, e-mails, and text messages with urgency.**
- 9. I will pro-actively spend every day aggressively searching for qualified buyers for your home.**
- 10. I will never lock you down to a long-term contract.**

MISSION STATEMENT

It is my mission to provide an experience that is so positive that you'll feel the trust, comfort, and confidence in securing a real estate agent for life. I believe that working hard at something you love to do, with people you trust, is one of the greatest experiences in life. As a result, I provide some of the most professional, loyal, and dedicated service in the industry. The best interest of my clients will always come first as I am dedicated to the development of long-term relationships, and earning the referrals of the people my clients care most about.

PHOTOGRAPHY

In today's market, the first showing takes place online. The better photos you have online, the more buyer interest you'll have. If an agent takes their own photos with their phone or their camera and doesn't have a professional photographer, that should throw up a red flag immediately.



POOR EXAMPLES vs OUR EXAMPLES



**STUDIES SHOW HOMES WITH
PROFESSIONAL PHOTOGRAPHS
SELL 32% FASTER
& FOR MORE MONEY**

THE LISTING PROCESS

1. SIGN THE LISTING AGREEMENT AND COMPLETE SELLER HOMEWORK
2. INSTALL LOCKBOX WITH SPARE KEY
3. ORDER YARD SIGN
4. SCHEDULE AND COORDINATE PHOTOGRAPHER
5. CREATE THE MLS LISTING AND REVIEW IT WITH YOU BEFORE WE HIT THE MARKET
6. GO LIVE!
7. COORDINATE & PRE-QUALIFY ALL SHOWINGS
8. COORDINATE WITH THE TITLE COMPANY, LENDER, INSPECTOR & APPRAISER
9. PRE-QUALIFY ALL BUYER OFFERS BEFORE PRESENTING AN OFFER TO YOU
10. OFFER CONSULTATION & NEGOTIATE ALL OFFERS
11. UPDATE YOU EVERY WEEK WITH FEEDBACK FROM BUYERS AGENTS
12. COORDINATE & SCHEDULE CLOSING
13. REVIEW THE FINAL NUMBERS BEFORE CLOSING
14. BUYERS FINAL WALK THROUGH
15. CLOSING!

MARKETING PLAN OF ACTION



COMPLETE THE PRE-LISTING HOME FEATURE SHEET TOGETHER ALONG WITH THE LISTING PAPERWORK & SELLER DISCLOSURES



INSTALL LOCK BOX WITH EXTRA KEYS



ORDER 'FOR SALE' YARD SIGN



COORDINATE PROFESSIONAL PHOTO SHOOT



CREATE PROPERTY FLYERS



CREATE & DEVELOP YOUR OWN PROPERTY WEBSITE



CREATE A FULL MLS LISTING AND GIVE YOU FULL ACCESS TO REVIEW BEFORE LISTING IS LIVE ON THE MARKET



PREMIUM LISTING ADVERTISING ON ZILLOW, TRULIA, AND REALTOR.COM



SYNDICATE YOUR LISTING TO ALL MAJOR REAL ESTATE WEBSITES INCLUDING ZILLOW, TRULIA & REALTOR.COM



CONDUCT A FULL ANALYSIS OF THE AGENTS WHO MAY BE WORKING WITH BUYERS THAT ARE INTERESTED IN HOMES LIKE YOURS



IDENTIFY AND CONTACT TOP LOCAL AGENTS IN THE AREA TO PROMOTE YOUR PROPERTY



SEND OUT 'JUST LISTED' CAMPAIGN TO MY ENTIRE SOCIAL MEDIA AND DATABASE



TARGET FACEBOOK BUYER DATABASE & FULL SOCIAL MEDIA & INTERNET MARKETING CAMPAIGN



SEND OUT 'JUST LISTED' POSTCARDS TO THE NEIGHBORHOOD



SEND OUT 'JUST LISTED' POSTCARDS TO THE NEIGHBORHOOD



SET UP SHOWING TIME TO PROVIDE SELLER WITH REAL TIME BUYER AND AGENT FEEDBACK



PRE-QUALIFY ALL BUYERS BEFORE PRIVATE SHOWINGS



CONDUCT MEGA OPEN HOUSE EVENT UPON SELLER'S REQUEST



CREATE PROPERTY 'THANK YOU' CARDS FOR EVERY BUYER AND AGENT WHO SHOWS YOUR HOME



WEEKLY UPDATES TO TALK ABOUT ALL THAT IS GOING ON WITH YOUR LISTING AND THE SALE OF YOUR HOME



NET PROCEEDS

Sellers Name:

Address:

Proposed Sale Price:

Parish:

SETTLEMENT CHARGES

Mortgage Payoff 1:

Mortgage Payoff 2:

Realtor Commission:

Settlement Fee (Closing Fee):

Release/Cancellation of Mortgage 1:

Release/Cancellation of Mortgage 2:

Cost of Certificates (Run and Update):

Federal Express/Courier Fees for Mortgage Payoff:

Pro-rotation of Property Taxes:

Document Transaction Tax (City of N.O. Only):

Home Warranty:

Condo/Homeowners Association Dues:

Credits to Buyer's Closing Costs:

Other (repairs, inspections, etc.):

Seller's Total Fees:

Gross Amount:

Sellers Net After Closing:

MY NO RISK LISTING PROGRAM



EASY EXIT AGREEMENT

Unlike most other agents, I don't lock you down to any long-term listing contracts. I believe that I need to earn your business every day that I am working for you. If there's ever a time where you're not happy with the service in which I provide, just let me know and we can shake hands as friends and go our separate ways.



SMART SELLER PROGRAM

For a lot of people, they would still like the option of selling their own home and saving money on realtor commissions if they can. I believe they should be able to do that very thing even while listed with me. My Smart Seller Program allows you to market your own home to your friends, family and co-workers. If you find the buyer, you'll pay 1% to have me process the entire transaction for both you and the buyer. I believe this is a win-win scenario for you.

FLEXIBLE COMMISSION PROGRAM

3%

YOU FIND THE BUYER & I HANDLE THE ENTIRE TRANSACTION

5%

IF I FIND THE BUYER

6%

IF ANOTHER AGENT BRINGS THE BUYER

PAST CLIENT TESTIMONIALS

★★★★★

Charles D.
Metairie, LA

“Rhoda was fantastic and I greatly appreciate the excellent level of customer service she provided me throughout this entire process...it was far above and beyond any of my previous experience in Real Estate transactions. I will definitely be recommending Rhoda to anyone I know who is looking to buy/sell a property.”

★★★★★

Melanie & Donald T.
Terrytown, LA

With your expert guidance, we were able to sell our house in just 12 days in a down real estate market. We want to thank you for a professional job in handling our transaction.

★★★★★

Robert & Kim G.
Metairie, LA

Rhoda was wonderful. We told Rhoda what we were looking for and she listened. Almost immediately we were provided with a list of about a dozen houses that fit our desires for location, style and price. Rhoda did a fantastic job of showing them...no pressure at all and she was sincere with her desire to give us the ‘right fit’ and she did and we love it here!

★★★★★

Karl & Katherine B.
New Orleans, LA

Rhoda was well versed on a broad range of comps in our immediate and surrounding neighborhood a sales contract was readily ratified over asking price in a market that made such a transaction unlikely.

★★★★★

Hugh & Theresa B.
Burke, VA

“...Rhoda kept us aware of every step!”

★★★★★

Chris S.
New Orleans, LA

We had heard “if you want to sell your house, go with Rhoda Wood.” In our market we needed the best realtor – so we signed with Rhoda. We were amazed that within 3 weeks Rhoda got us not one, but TWO offers on our house! In the current market, that is unheard of. Thanks for Rhoda we are able to fulfill our dream of moving closer to family.



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I'm looking forward to hearing from you and helping you successfully sell your home and providing you with a world-class experience!

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Independently Owned & Operated
1365 Seminole Ave. Metairie, LA 70005
Licensed in Louisiana