



My for**WARD** THINKING Marketing Plan



PREPARED BY:

James Ward | Shore Points Vacations & Sales
Keller Williams Realty Ocean Living





kw OCEAN LIVING

KELLERWILLIAMS® REALTY



About Me



James Ward, Broker Associate, ALHS, RSPS, e-PRO, ABR
Keller Williams Realty Ocean Living
Founder: Shore Points Vacations & Sales
www.ShorePointsNJ.com

With experience since 2001 as a top producing real estate agent, James will be the right choice for all of your real estate needs. James holds the esteemed designations of Accredited Luxury Home Specialist (ALHS), Resort & Second Home Specialist (RSPS), Accredited Buyers Representative (ABR) & is also e-PRO certified. Additionally, James is a NJAR Circle of Excellence Sales Award winner, was voted "BEST REAL ESTATE AGENT in OCEAN COUNTY" by the Asbury Park Press Readers Choice Contest, AGENT OF THE YEAR in Ocean County by Rate My Agent, and you may even have seen him on HGTVs "Beachfront Bargain Hunt"!

James Ward leads the dynamic [Shore Points Vacations & Sales](#) at Keller Williams Realty Ocean Living, serving the entire New Jersey Shore region. Forged by 4 generations of real estate excellence, James was first licensed in 2001 for his family owned & operated real estate office in Point Pleasant Beach. Working for a small boutique firm, James beat the odds and excelled in real estate sales and rentals immediately earning accomplishments such as the prestigious NJR Circle of Excellence Sales Award, was voted the "#1 Real Estate Agent in Ocean County" and has even been featured on HGTV! James has the experience & background to synergize yesterday's traditional business practices with the tools and technology of today. Now with the backing of the largest and most innovative real estate brokerage in the world, Keller Williams Realty – James and the [Shore Points Vacations & Sales](#) are poised to expand on his strategic plan and commitment to grow along the entire New Jersey Shore. James was born and resides in Point Pleasant with his beautiful wife Lysbeth, and 4 kids. For ALL of your real estate needs, look no further than James and the Shore Points Vacations & Sales!



Testimonials



•We have been using James Ward for the past 10 years. James has been a pleasure to work with both personally and professionally. We recommend James to anyone looking to real estate in Point Pleasant Beach (PPB)!

•It was a pleasure to work with James during our purchase in Pt. Pleasant Beach. He is both knowledgeable and very professional. I would recommend him without reservation.

•We had an excellent experience dealing with James when we sold our home. James and his team are such a refreshing change from the super-corporation type offices that have become so commonplace that we sometimes forget what it's like to have someone actually give true personalized service. I have nothing but great things to say about James and will HIGHLY recommend him to anyone who asks!

•Working with James was a pleasure. We looked for over 1 year with other agents but James found us our dream summer vacation house. The Ward family both father and son not only sold us our home but in the process become friends.

•I have had nothing but great experiences with James. He is always able to answer all my questions, he's always prepared and able to zero in on my needs. I highly recommend him and do so to all my friends and family.



My Awards & Designations



- NJAR Licensed Real Estate Broker
- ABR (Accredited Buyers Representative)
- e-PRO Realtor Certified
- RSPS (Resort & Second Home Specialist)
- ALHS (Accredited Luxury Home Specialist)
- NJR Circle of Excellence Sales Award Winner,
PLATINUM LEVEL
- Keller Williams “**BOLD!**” Graduate (5x)
- Voted “*Best Real Estate Agent in Ocean County*”~**Asbury Park Press Readers Choice**
- “Agent of the Year”: Ocean County by **Rate My Agent**
- Featured on **HGTV's** “Beachfront Bargain Hunt”
- Among top ranked teams in the NATION, closed sales & units



My Recent Sales Performance



- Average Days on Market: **16**
- Average ORIGINAL List Price to Sold Price ratio: **110.88%**
- My Average Sales Price: **\$799,853**
- Performance in our local MLS: **Top 1%**
- My Reviews on Google, Zillow, Yelp, Realtor, Rate My Agent: *******!**

Step by Step Guide to the Selling Process

Step 1 - REALTOR® Interviews & the Comparative Market Analysis (CMA)

There are hundreds of critical mistakes you can make when selling your home, however there is a universal cure for them all . . . qualifying and choosing the right agent. Ask your agent lots of questions to ensure their motives are in the right place and they have the ability to properly represent you. Furthermore, you need to find out if you are comfortable with this person's style of business.

In addition to an interview with an agent, have them look at your house and give you an idea of value. The agent will then assess the other homes in the area that are comparable to yours, make financial adjustments for the differences and give you an approximate value. This process is called a CMA.

Step 2 - Document & Material Preparation

In order to sell, there are certain documents and materials that you should obtain. These include an updated survey of your property (you likely have one from when you bought the home), any relevant repair receipts (such as a new roof or furnace), any home warranty documents, a spare set of keys, relevant rental or lease agreements, etc. If you live in a condo, pull all the documents you have received from the board or management company. Your REALTOR® should help you with the rest.

Step 3 - Home Preparation

If there are major repairs that need to be made, consider fixing them before you sell, or offering a credit to a buyer for the repair. If you try to hide it or don't address the issue, then in the buyer's mind it will drastically reduce the quality and price of the property. "If this is wrong, then what else is wrong". In terms of a simple cleaning, the key is to de-clutter rooms (knick-knacks and excess furniture), and make sure the house looks clean and well maintained.

Step 4 - The Listing Documents

When you sign the listing documents, be sure that you understand you are signing a legal contract. Your REALTOR® should clearly explain each clause and the implications. When does the contract begin and how does the contract end? What are my rights and responsibilities within the agreement? Most standard contracts are written to protect you (the seller) and the brokerage as well.

Step 5 - Marketing

Be sure your agent mentions all the features of the house that convinced you to initially make your purchase, because other buyers will likely feel the same way. Look over the marketing materials and if you have any suggestions for additional information, feel free to let us know. Any house will sell if the value exists or is perceived in the mind of the buyer . . . this is the key.



Selling Process Continued...

Step 6 - Showings

No one likes to be forced out of their home, but it is extremely uncomfortable for a buyer if you are present during a showing. If possible, make arrangements with a friend, neighbor or relative to escape during showings. The more flexible you can be the better, however if there are specific times that will not work, or if you want a break, simply tell your REALTOR®. We are all human and buyers will understand that the home will not be accessible 24/7.

Step 7 - Strategy Assessment

After a couple of weeks on the market, we should have enough feedback to assess the current marketing strategy, and it may be time to make some adjustments. This may include changing the marketing medium (newspaper vs websites, etc), the features that are focused on, price, agent incentives, etc. Your agent should remain proactive so the listing doesn't go stale.

Step 8 - Offer & Negotiation

When someone decides to write an offer, you will be contacted by your REALTOR® and a time will be set to present it to you. The agent bringing the offer may want to present in person, however you ultimately have the choice. After some negotiations, signatures and initials will be required to finalize a contract of sale. The goal in a successful negotiation is to come to a win-win solution. Remember, people will pay your price if they feel they are getting the value somewhere else.

Step 10 – Contract & Attorney review

You might think once the contract is signed the sales process is complete. In actuality the most complex aspects of the transaction are just beginning! Purchase price and also very important terms & conditions are set. Purchaser financing, home inspection & responsibilities to cure, title search & survey, items included or excluded and more. The REALTOR® typically arranges any inspections & preparations for closing including any required certificate of occupancy inspections or smoke detector certifications. Attorney's or Title Companies as appointed by purchaser or seller aid during this "attorney review period" and once concluded, the contract is binding.

Step 11 - Closing and Possession

Closing (also known as "settlement" or "escrow") is essentially a meeting where attorney or closing agent takes in funds from purchaser, pays out monies to seller and ensures purchaser's title is properly recorded in local records along with any mortgage liens. Credits and debits to parties are reviewed on the HUD-1 closing statement detailing final charges, transaction costs etc. It is customary for a final walk-through to have taken place by purchaser as well. With everything in order and your pen firmly in hand, dozens of documents are signed until you put your signature on that final dotted line...your house is sold! Don't forget to hand over your keys, CONGRATULATIONS!



Cooperating Compensation

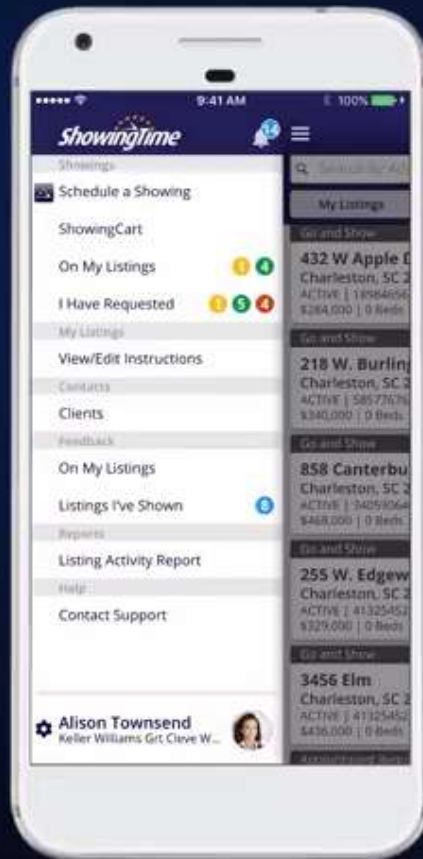


Why Choose to Compensate Buyer Brokerages?

- 4 out of 10 home buyers cannot afford to pay a buyer commission
- Buyers can and will FILTER OUT properties not offering co-op commissions to buyer agents
- Unrepresented buyer transactions FALL THROUGH 70% of the time
- Ensuring ALL BUYERS have the opportunity to buy is crucial to get best price, best terms, best deal!
- If you are going to be buying a property how do you feel about this?!



Professional Appointment Service



Listing Agents and Sellers are able to:



Confirm upcoming appointments



View detailed reports



Manage feedback

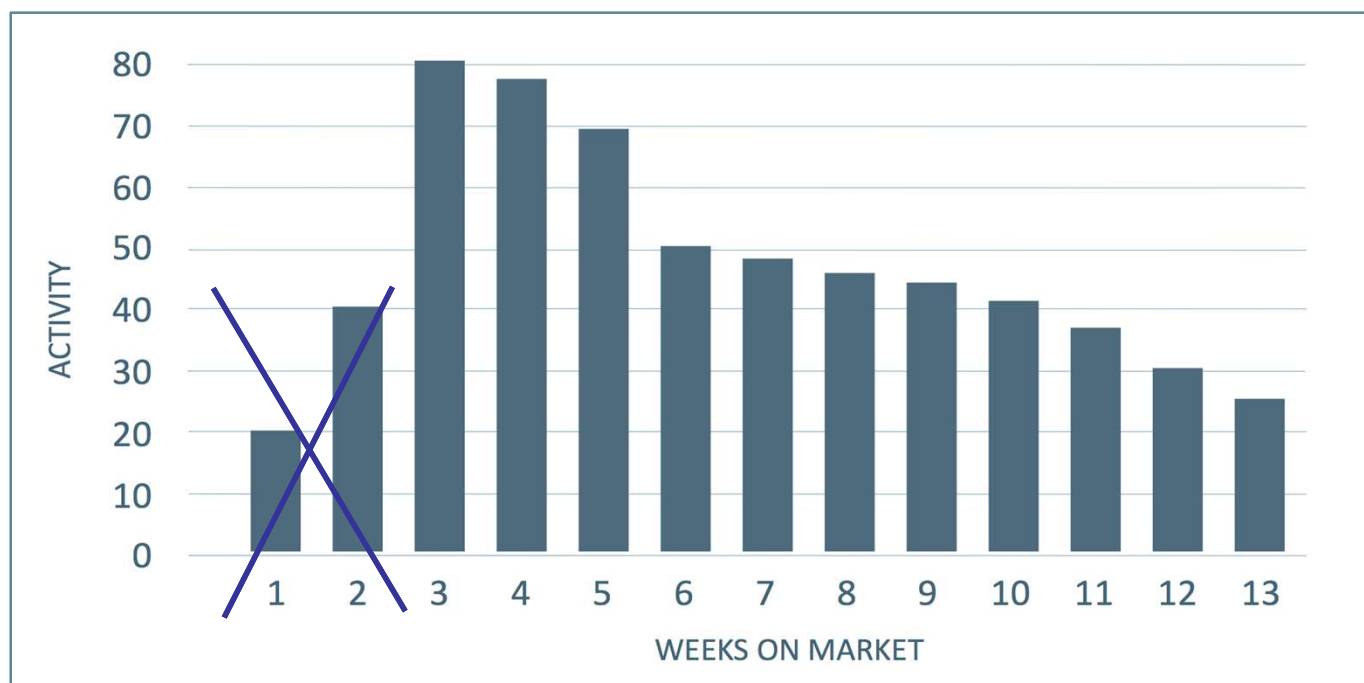


Update their profiles



Critical Timeframes for Listing

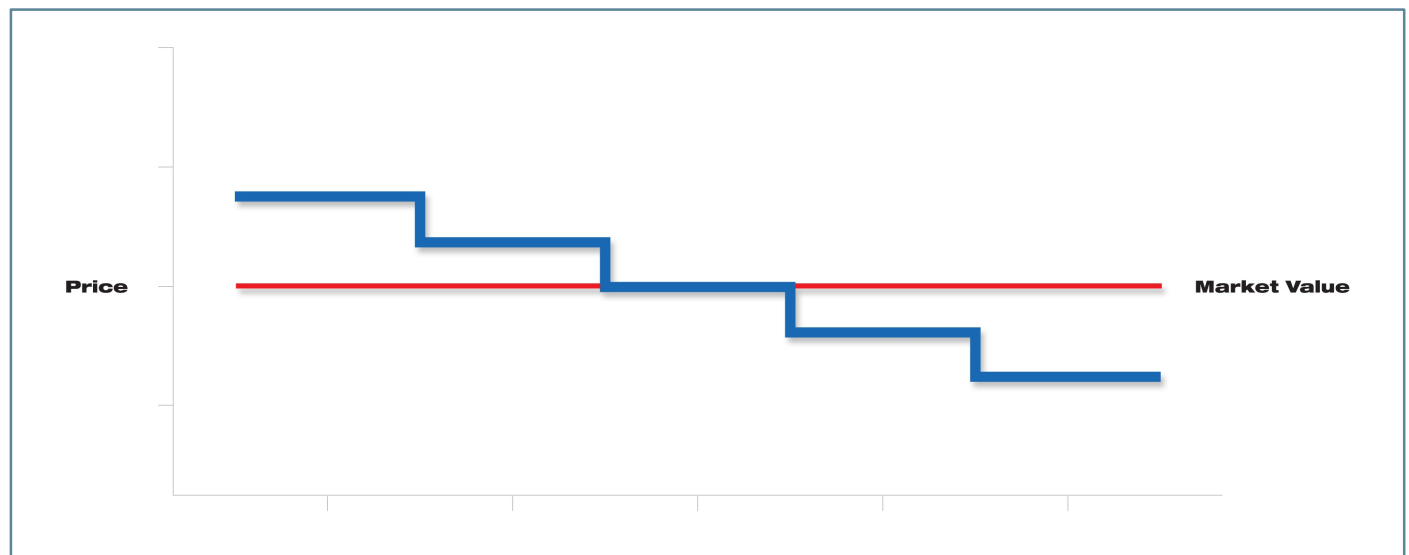
We will make a big splash, with strategy involved in everything from listing day of the week to price... capitalizing on this limited window is **CRUCIAL**, yet most agents do not have a plan for this



Importance of Pricing



I will negotiate on your behalf to help get the best price at the best terms in the shortest amount of time.



Over time a home that has not been sold may attract offers below market value.

Is the “ASKING PRICE” extinct?



Strategically pricing your home to get it sold for the most money in the least amount of time



Buyers are conditioned to offer at/over ask on newly listed properties. If they do not see value, they aren't even coming through the door!

Preview of Your Home



In addition to my efforts, the associates in my office may be assisting me in locating buyers, showing and selling your home. ALL team members will become personally acquainted with your home!

Additionally we will hold a “Broker Open House” inviting ALL local agents into the home to preview for the buyers they are already working with!

Your Home...
Everywhere!

- Listing syndication to the most popular real estate websites!

EXPOSURE!

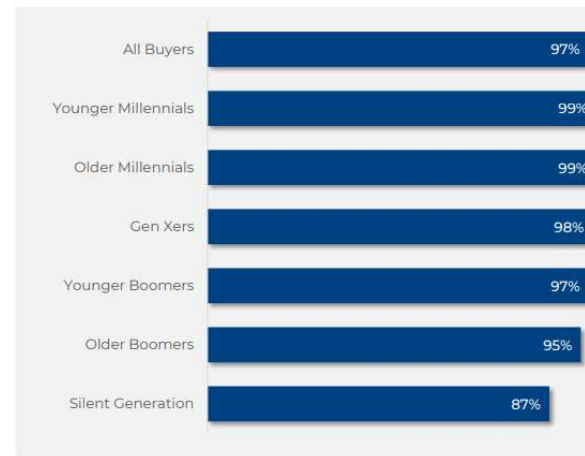


*Your listing on hundreds of websites
to get maximum exposure to potential customers!
These websites receive over 200 million hits per DAY!*

Where Buyers Found Homes

- 97% of home buyers use the internet as the 1st step in finding a home!
- Internet presence is crucial!
- * As you can see the first 3 ways buyers found their home were all real estate agent related!*

Use of Internet in Home Search



While the expertise of REALTORS® remains vital to the home buying and selling process, the internet serves as a tool for all generations of home buyers.



Where Buyer Found Home They Purchased



All generations except the Silent Generation were most likely to have found the home they ultimately purchased online. The Silent Generation were most likely to find their home first from their real estate agent.



Social Networking



I will use social networking as a non-intrusive way to keep my network apprised of your listing

Additionally, I will use targeted advertising to reach potential buyers for YOUR HOME

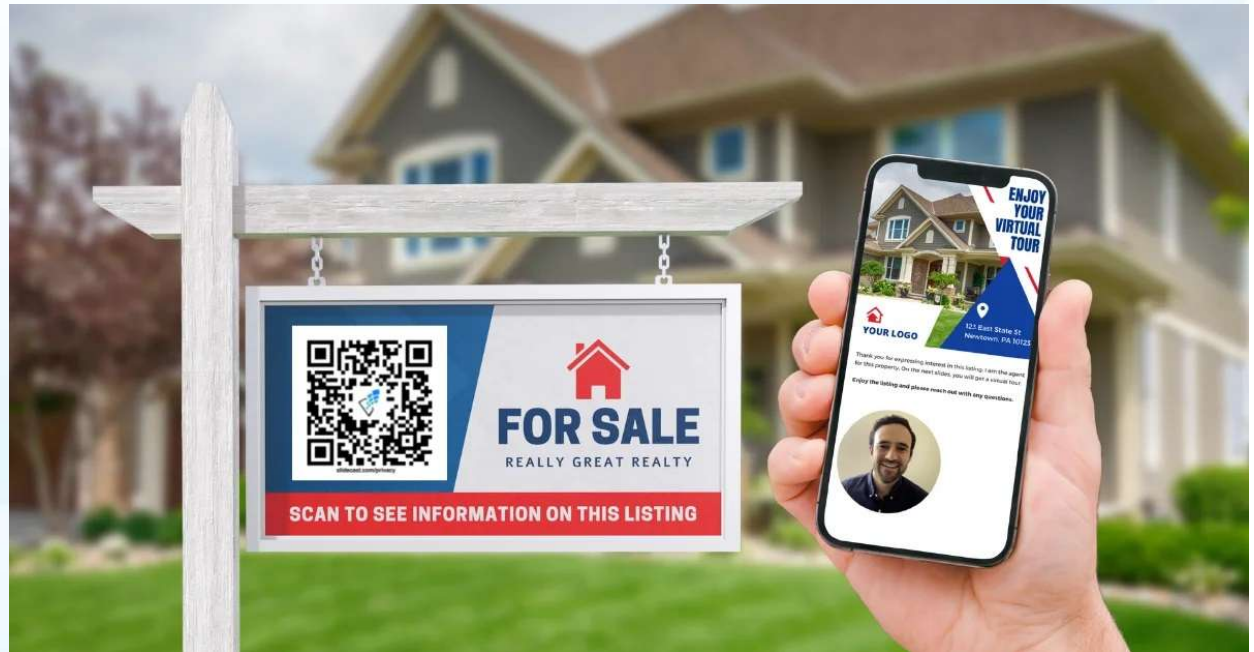


Mobile Websites & Applications



Mobile Marketing

- Buyers searching on mobile devices can easily navigate today's "mobile optimized" websites
- Buyers driving through the neighborhood can:
 - Find your home, get directions and a map
 - Connect with me in one "click" to get details and make an appointment



Buyers who are searching in this neighborhood can find me through various real estate apps (Homes.com, Zillow, realtor.com), our mobile optimized website & view updated info/photos of your home & they can even scan a QR code for instant information!

In today's
challenging real
estate market...

I will make yours
stand out!



You only get
1 CHANCE
For a *GREAT*
1st Impression!

Professional
media receives 87%
more views than
those without across
all price tiers!

47% Higher price/sf!

Virtual Floorplan?

Virtual Staging?

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Aerial Photo/Video



Dusk & other
edits/enhancements



Virtual Staging



Professional Media



How will I showcase your home to the most buyers?

- I will make your home stand out with a photo/video virtual tour in addition to professional photographs

Close to 173 million Americans watch videos on the internet every month¹

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Video Tours



Professional Photos



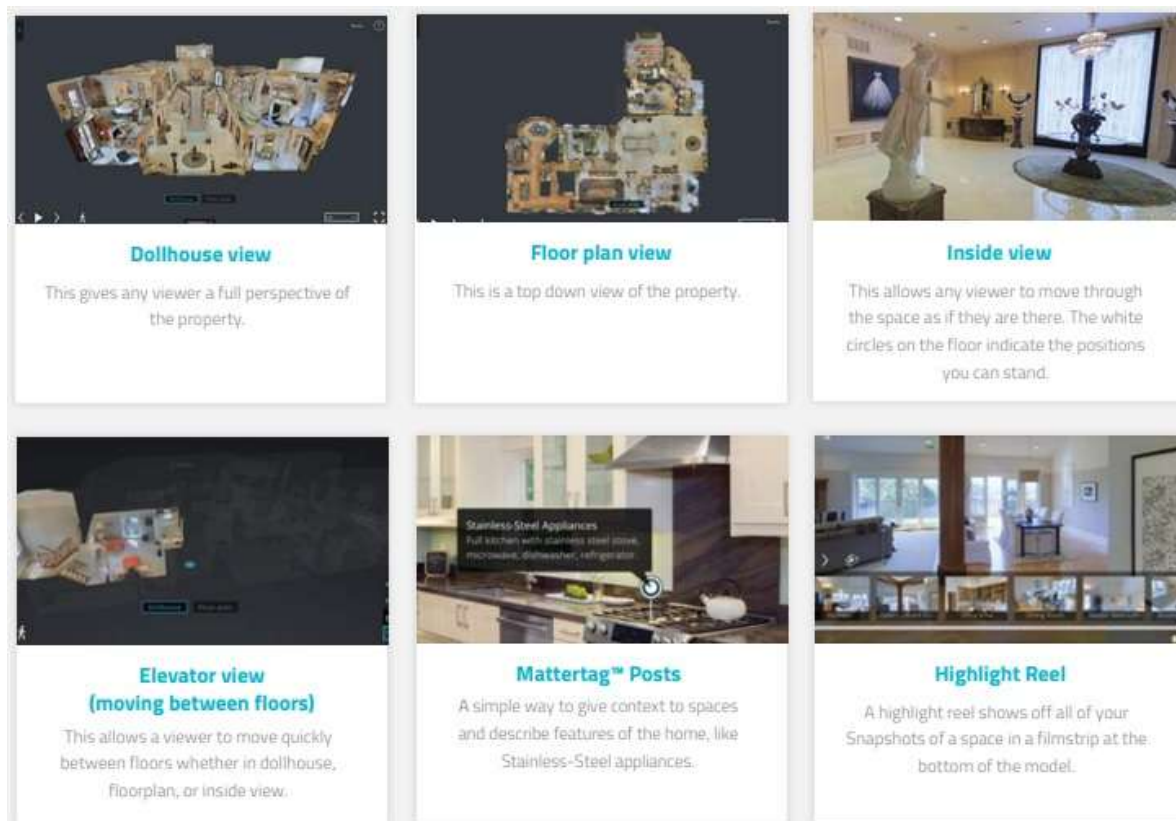
VIRTUAL/3D Walkthrough



Floorplans are among the TOP 3 desired features for home shoppers!!!

- 95% of listings with a 3D virtual tour are likely to receive a call about the property
- 71% of home shoppers would make an offer after viewing a 3D virtual tour
- Listings with a 3D virtual tour sell at a 9% higher sales price
- Buyers spend 3x-6x more time viewing properties with these tours
- Properties with these tours receive 49% more qualified leads
- Build a real connection with buyers before they even enter – also attract the RIGHT BUYERS!

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Matterport 3D Tours



Public Open House



Open Houses

- Local and regional buyers make up half of the market
- I will post your Open House on the best websites where more consumers are doing research
- Those who know the neighborhood may refer their friends to your Open House



Why use a professional REALTOR® like me?

- Not all real estate practitioners are REALTORS®.

- The term REALTOR® is a registered trademark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION of REALTORS® and subscribes to its strict Code of Ethics.

- Here are the reasons why it pays to work with a REALTOR®

“Would you canoe without a paddle?!”
-Phil Dunphy, TV Realtor:
Modern Family

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- **Navigate a complicated process.** Buying or selling a home usually requires disclosure forms, inspection reports, mortgage documents, insurance policies, deeds, and multipage settlement statements. A knowledgeable expert will help you prepare the best deal, and avoid delays or costly mistakes.

- **Information and opinions.** REALTORS® can provide local community information on utilities, zoning, schools, and more. They'll also be able to provide objective information about each property. A professional will be able to help you answer these two important questions: Will the property provide the environment I want for a home or investment? Second, will the property have resale value when I am ready to sell?

- **Help finding the best property out there.** Sometimes the property you are seeking is available but not actively advertised in the market, and it will take some investigation by your REALTOR® to find all available properties.

- **Negotiating skills.** There are many negotiating factors, including but not limited to price, financing, terms, date of possession, and inclusion or exclusion of repairs, furnishings, or equipment. In addition, the purchase agreement should provide a period of time for you to complete appropriate inspections and investigations of the property before you are bound to complete the purchase. Your agent can advise you as to which investigations and inspections are recommended or required.

- **Property marketing power.** Real estate doesn't sell due to advertising alone. In fact, a large share of real estate sales comes as the result of a practitioner's contacts through previous clients, referrals, friends, and family. When a property is marketed with the help of a REALTOR®, you do not have to allow strangers into your home. Your REALTOR® will generally prescreen and accompany qualified prospects through your property.

- **Someone who speaks the language.** If you don't know a CMA from a PUD, you can understand why it's important to work with a professional who is immersed in the industry and knows the real estate language.

- **Experience.** Most people buy and sell only a few homes in a lifetime, usually with quite a few years in between each purchase. Even if you have done it before, laws and regulations change. REALTORS®, on the other hand, handle hundreds of real estate transactions over the course of their career. Having an expert on your side is critical.

- **Objective voice.** A home often symbolizes family, rest, and security — it's not just four walls and a roof. Because of this, homebuying and selling can be an emotional undertaking. And for most people, a home is the biggest purchase they'll ever make. Having a concerned, but objective, third party helps you stay focused on both the emotional and financial issues most important to you.

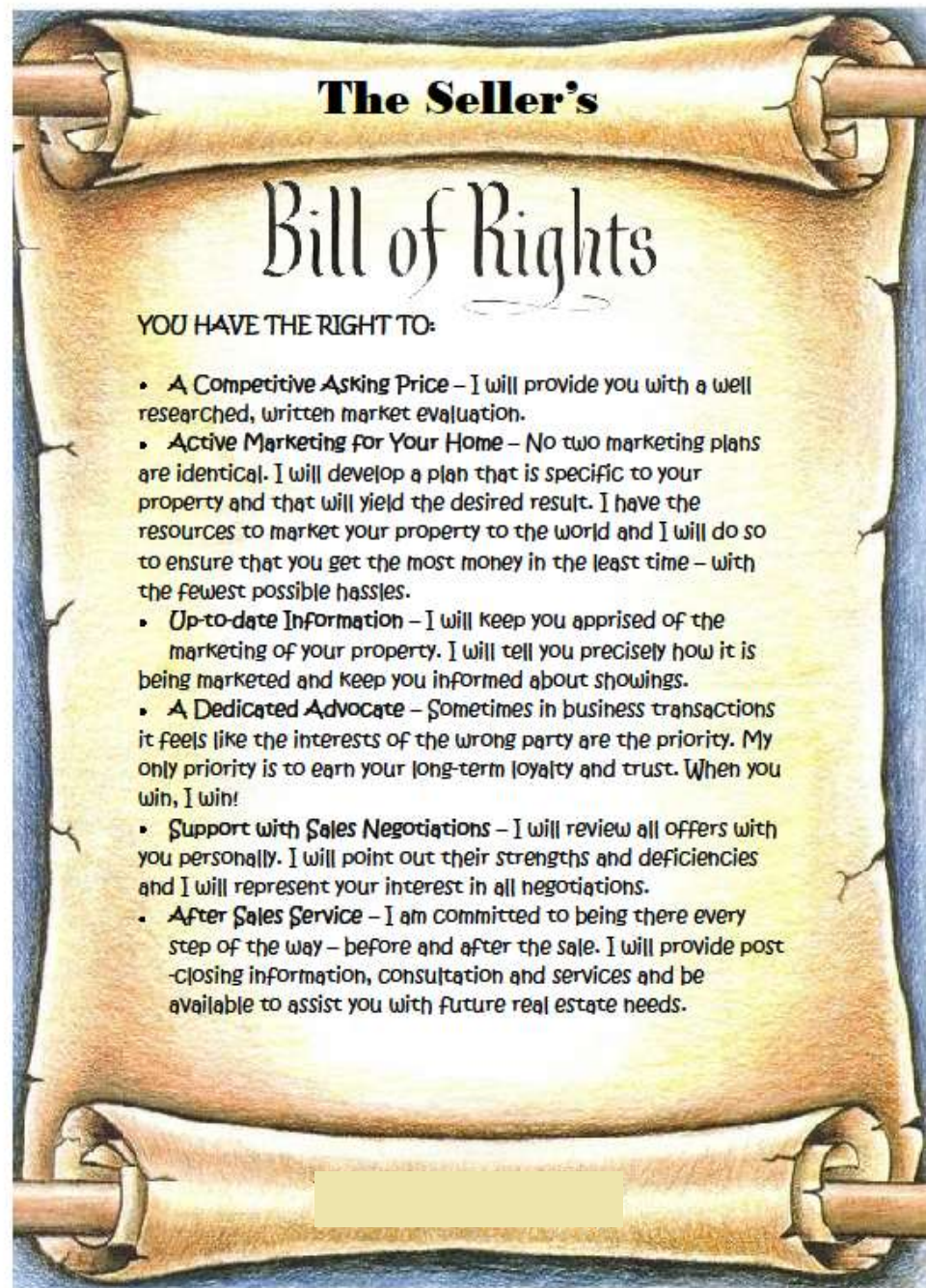
Tips For Better Home Showings

•First Impressions Are Everything!

- Remove clutter and clear off counters. Throw out stacks of newspapers and magazines and stow away most of your small decorative items. Put excess furniture in storage, and remove out-of-season clothing items that are cramping closet space. Don't forget to clean out the garage, too.
- Wash your windows and screens. This will help get more light into the interior of the home.
- Keep everything extra clean. A clean house will make a strong first impression and send a message to buyers that the home has been well-cared for. Wash fingerprints from light switch plates, mop and wax floors, and clean the stove and refrigerator. It's worth hiring a cleaning service if you can afford it.
- Get rid of smells. Clean carpeting and drapes to eliminate cooking odors, smoke, and pet smells. Open the windows to air out the house. Potpourri or scented plug-ins can help.
- Brighten your rooms. Put higher wattage bulbs in light fixtures to brighten up rooms and basements. Replace any burned-out bulbs in closets. Clean the walls, or better yet, brush on a fresh coat of neutral color paint.
- Don't disregard minor repairs. Small problems such as sticky doors, torn screens, cracked caulking, or a dripping faucet may seem trivial, but they'll give buyers the impression that the house isn't well-maintained.
- Tidy your yard. Cut the grass, rake the leaves, add new mulch, trim the bushes, edge the walk-ways, and clean the gutters. For added curb appeal, place a pot of bright flowers near the entry-way.
- Patch holes. Repair any holes in your driveway and reapply sealant, if applicable.
- Add a touch of color in the living room. A colored afghan or throw on the couch will jazz up a dull room. Buy new accent pillows for the sofa.
- Make centerpieces for your tables. Use brightly colored fruit or flowers.
- Set the scene. Set the table with fancy dishes and candles, and create other vignettes throughout the home to help buyers picture living there. For example, in the basement you might display a chess game in progress.
- Replace heavy curtains with sheer ones that let in more light. Show off the view if you have one.
- Accentuate the fireplace. Lay fresh logs in the fireplace or put a basket of flowers there if it's not in use.
- Make the bathrooms feel luxurious. Put away those old towels and toothbrushes. When buyers enter your bathroom, they should feel pampered. Add a new shower curtain, new towels, and fancy guest soaps. Make sure your personal toiletry items are out of sight.
- Send your pets to a neighbor or take them outside. If that's not possible, crate them or confine them to one room, and let the real estate practitioner know where they'll be to eliminate surprises.
- Lock up valuables, jewelry, and money. While a real estate salesperson will be on site during the showing or open house, it's impossible to watch everyone all the time.
- Leave the home. It's usually best if the sellers are not at home. It's awkward for prospective buyers to look in your closets and express their opinions of your home with you there.

Your Rights As A Seller

WE THE PEOPLE of the Shore Points Vacations & Sales Team believe that real estate sellers of the New Jersey Shore have certain inalienable rights owed to them in the pursuit of the sale of their home...



Mutual Commitment

Our Commitment To You

- ❖ I will always be respectful of your time and will work to accommodate your schedule.
- ❖ I will respond to your call or email as soon as possible.
- ❖ I will listen to your wants and needs for a home.
- ❖ I will be honest with you, even when I have information that you may not want to hear.
- ❖ I will keep your information confidential.
- ❖ I will continually search the MLS to keep up to date on the market and comparable properties.
- ❖ I will continually prospect for buyers.
- ❖ I will educate you on the contract and all of its terms.
- ❖ I will negotiate with the buyer's agent to serve your best interest.
- ❖ I will recommend professionals for inspections and title work.
- ❖ I will assist you in obtaining bids on insurance and repairs if necessary.
- ❖ I will review and explain the settlement statement before closing.
- ❖ I will guide you through the entire process to ensure a smooth and more enjoyable closing.

In return, I ask that you make the following commitment.

- ❖ Be honest in all things.
- ❖ Communicate with me.
- ❖ Let me know if your wants and needs or financial situation changes.
- ❖ Call me first if you want to tour a property.
- ❖ Let me know if I can help your family, friends, or co-workers with their real estate needs.
- ❖ Agree to post reviews on a few important sites just before or after closing



*Thank You for entrusting
myself & the
Shore Points Vacations
& Sales Team to get
your home **SOLD!***

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