

Summary Marketing & Sales Plan

Vanguard Real Estate Group

DEVELOPING THE RIGHT STRATEGY

- Experience: Our broad experience sells your home faster and for more money.
- Flexibility: We tailor our marketing plan to your home and your needs.
- Compassion: Our approach is sensitive to the needs of Sellers and Buyers.

CONDITION & APPEAL OF THE HOME

- Inspections: We cover the cost of many initial inspections, this saves you money.
- Evaluations: We evaluate the inspections to help you develop the best selling plan.
- Preparing the Home: We help you save more money, by doing simple repairs, painting, and upgrades. We help you to focus your budget for the best return on investment.
- Staging for Effect: We offer a wide array of staging furniture, decorations, and experience at no cost to you; typically these are all that is needed to showcase your home.

SETTING THE PRICE

- Evaluate the Home's Potential: We evaluate strengths and limitations of the home and area.
- Understand Buyer Trends: We study buying trends and evaluate recent and historical sales.
- We introduce the home with a catered Brokers Tour (open house). We ask agents to play our Predict Your Fortune game, where agents are well rewarded for predicting the sales price.
- Will your home meet FHA Standards? Up to 96.5% loans are available to \$729,750.

ADVERTISING THE HOME

- Marketing to Agents: Attracting Buyers' Agents is the most likely way to sell. The MLS provides information to most agents, this is our most valuable resource. We visit vacant listings in your price range to identify agents by their cards and analyze MLS data to target high producers. These agents receive mailers, emails and phone calls.
- Direct Marketing to Buyers: This brings buyers directly to us and to your home.
- Internet Advertising: An effective way to directly reach younger and affluent buyers.
- Printed Materials: Flyers, post cards, booklets - directly or by mail to neighbors, investors and key agents.
- Photography: This is an important visual for both internet and printed advertising. We do an initial and final photo-shoot. Based on studying the initial photos, we stage and light the home, then shoot hundreds of photos for different uses, including flyers, website and virtual tours.
- Dedicated Web pages: Internet and advertising ties to your home's web pages on our site.
- Signage: We attract agents and buyers with different signs during various phases of the plan.

THE DEAL & ESCROW

- Negotiating Price and Terms: Our experience and style will get you the best price.
- Buyer Inspections and Requests: We know what is real and what is foolish.
- Seller Disclosures: Our disclosures limit your liability and meets state disclosure laws.
- Financing and Appraisal: We monitor progress to keep the deal moving at the highest value.

Market Value Strategies

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Pricing your home is a complex task that requires the expertise of an experienced real estate professional. Consider the following:

- If the listing price is set outside of the proper parameters, potential buyers may be deterred from considering your home
- Arriving at the optimal price requires evaluation and understanding of current marketing conditions, the marketable features of your home and recent trends in the real estate market
- The closer your home is priced to fair market value when it first comes on the market, the more likely it will sell quickly at the highest price
- The higher your home is priced above market value, the fewer number of available buyers

The seller can only set the asking price. The buyers will set the sale price. We will advise you of the following factors when assisting you in determining a listing price for your home:

- What have buyers recently paid for similar properties?
- Will this price attract enough attention by buyers to generate showings and acceptable offers?
- What properties are competing for the attention of buyers right now?
- What properties have not sold, indicating what prices buyers are unwilling to pay under current market conditions?

Overpricing your home will attract fewer potential buyers and may cause it to sit on the market for longer than desired. Consider the graphic example; a high price will reduce the amount of people who visit your home, and decreases the opportunity for multiple bids. Ratios will vary with each home and the demand in the market.

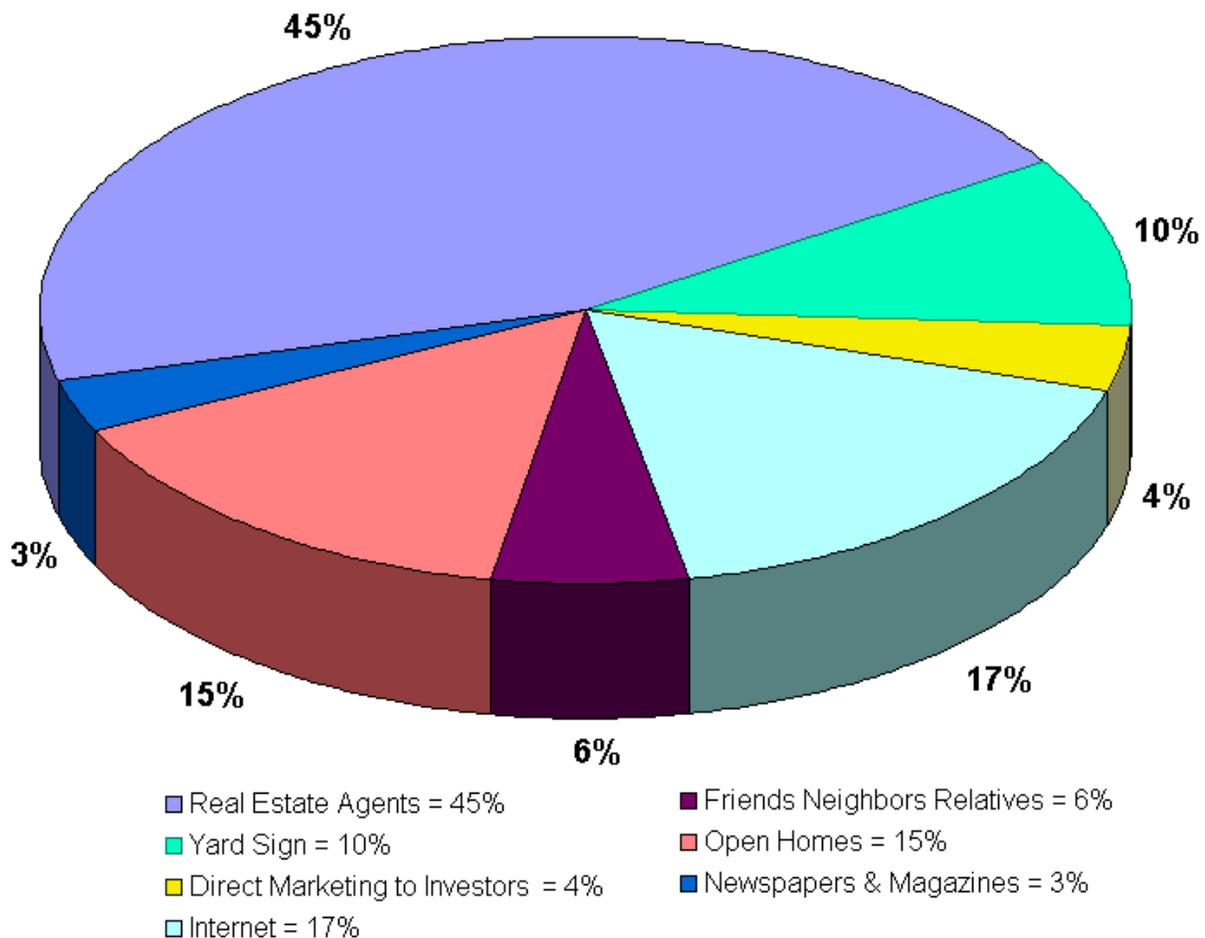


Reaching Out to Buyers

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Over the years we have studied what makes an effective promotional program for selling your home. You get the best results by getting as many potential buyers as possible to visit your home.

- We use many forms of advertising, but we focus our resources where we will get the best results for you.
- The graph below shows data from industry research and personal experience.
- The most effective promotional mix will vary from home to home.
- Younger buyers and more affluent buyers are more likely to use the internet.
- Less affluent and younger buyers are more likely to explore opportunities on their own, while older and more affluent buyers use agents earlier in the process.
- Many traditional media such as real estate magazines and local newspapers have become ineffective.
- Postcards to neighbors and emails to agents and investors have become very effective.



Complimentary Staging

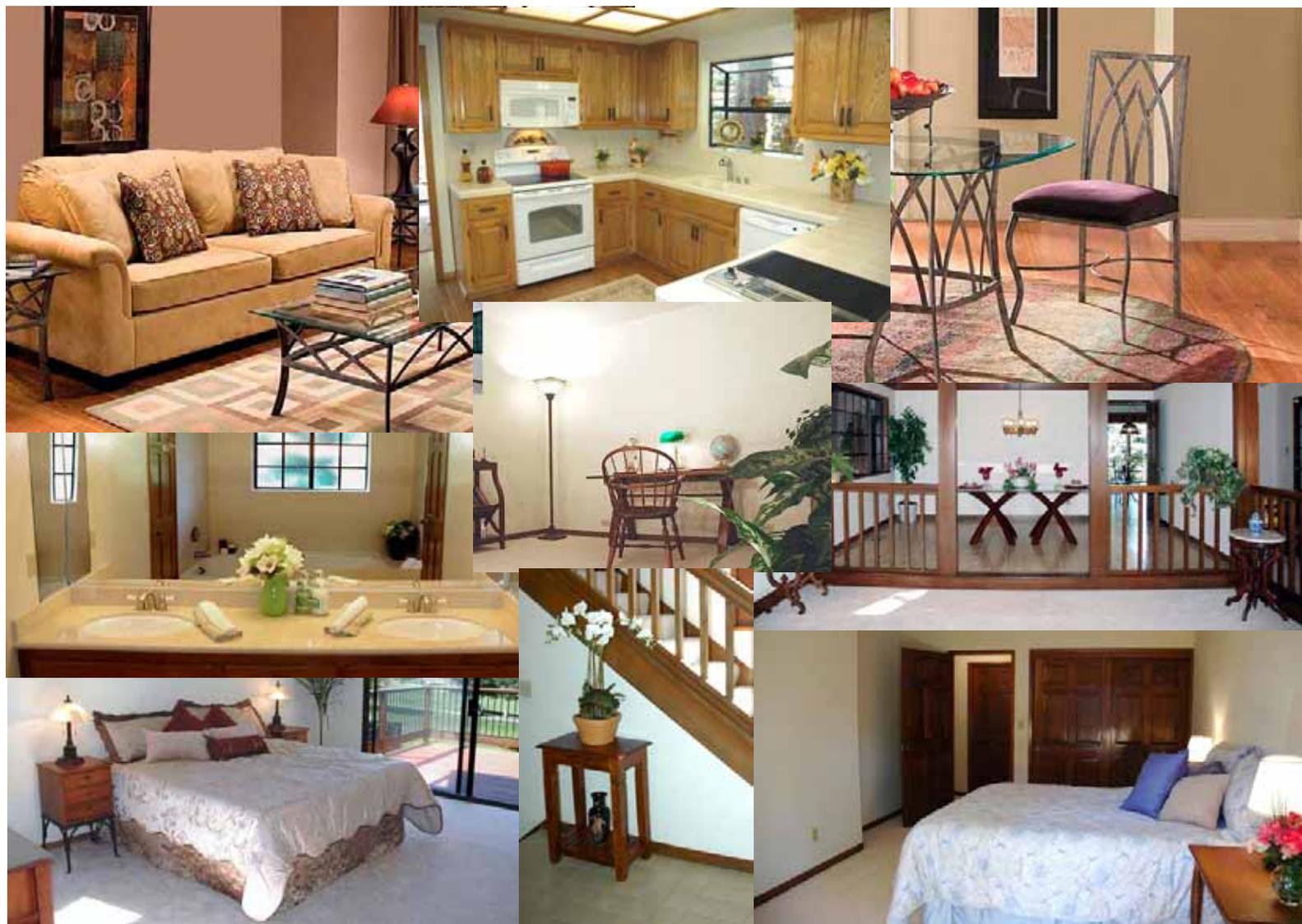
Vanguard Real Estate Group

Our complimentary staging (no-cost) includes beds & bedding for all bedrooms, along with appropriate night stands and supplemental furniture. Typically we set up an office in a bedroom or alcove area. We include dining room and kitchen tables, along with décor items for all bathrooms, counters, mantles, bookcases, etc. We also provide area rugs and wall-art.

Effective staging encourages imagination and leads to a vision of what the home can be. Staging should be a gentle guide rather than a jarring effect. If buyers focus on the staging, they often miss the home. The goal is to achieve a quick sale for the highest price.

Effective staging fades into the background:

- It should accent but not dominate
- The decor should suggest comfort, but not limit the Buyer's vision
- There should be a natural feel and harmony with the space
- Neutral styles should not conflict with the Buyer's sense of style



Mail Marketing Program

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We do direct mailings on our listings to let neighbors, investors, and key agents in the community know about our introductory open house viewings. We find that neighbors are an excellent source of buyer referrals, since many people like to get their friends and relatives to live close by. We typically mail about 100 - 150 postcards to the surrounding homes, and about 50 more to key agents and investors.

We send 5" x 8" cards in vibrant colors as shown below. We typically include five pictures, with the front of the home featured on the front of the card, and four key pictures on the back. All of the key information about the home is included along with a link to the website dedicated to your home, and with our contact information.



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| | <p>1655 Arlington Way, Concord - \$699,000 Open House – Sunday May 16th</p> <p>Nearly new Crystyl Ranch, with a classic style, and many upgrades. This 7 year-old home is in one of Concord's finest neighborhoods, close to exceptional schools and with views of Mt Diablo and open space.</p> <p>The large quarter acre lot is fully landscaped with several mature trees.</p> <ul style="list-style-type: none"> • Five Bedrooms • Three Baths • 2,687 Square Feet • Many Upgrades • Gourmet Kitchen • Great Room • Two Fireplaces • Formal Dining • 3 Car Garage • Huge ¼ Acre Lot • Mature Trees • Pool Potential <p>Details & Tour: www.Web4Homes.com/arlinton</p> | |
| <p>Vanguard Real Estate Group</p> <p>Kevin Murray MBA Desk: (925) 279-1190 Cell: (925) 285-7526 FAX: (925) 279-1191</p> <p>kevinmurray@sbcglobal.net</p> | | |

MLS Marketing

Vanguard Real Estate Group

MLS stands for Multiple Listing Service, which is a cooperative exchange of listing information among local real estate brokerages.

- Our MLS region includes Contra Costa and Alameda counties.
- We also belong to the Solano and Marin county system and the system including Santa Clara county and San Francisco Peninsula communities.
- Our MLS coverage rings the Bay, and your listing gets full exposure on all of these MLS systems.
- This is the key exposure of your home to the market.
- Not only is this what agents see and provide to their buyer clients, but Buyer Portals such as Realtor.com, Zillow.com, Refin.com, CaliforniaMoves.com, and Trulia.com, draw their information and photos directly from the MLS.
- Most other brokerages also display our listings on their websites.
- Having accurate information and stunning photos makes your home stand out.
- All of our MLS listings link to a Custom Website on your home and typically a Virtual Tour.

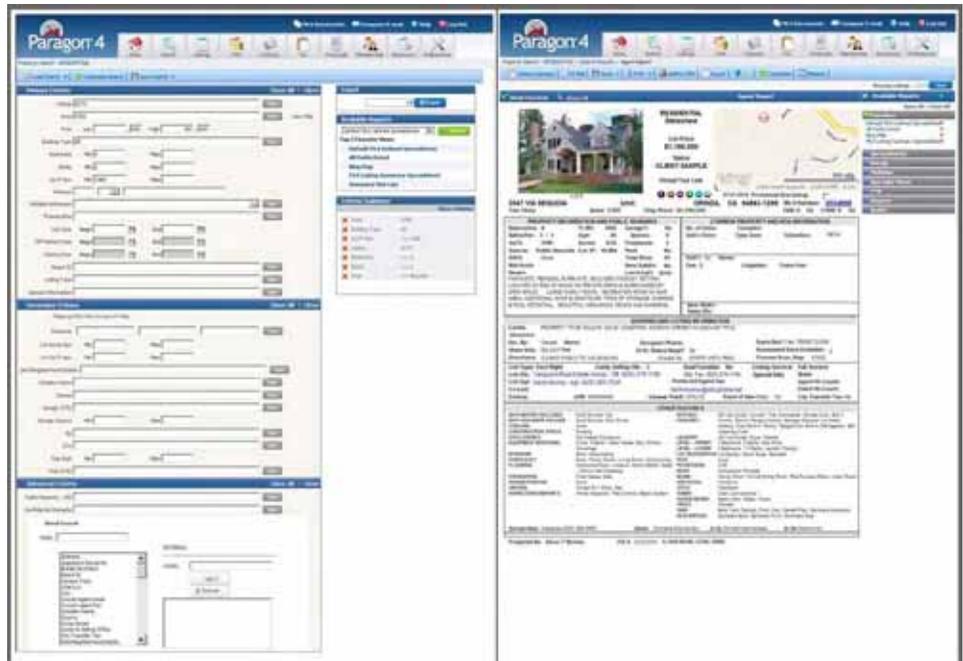
MLS Example

The sample images (right) show what agents see when they perform an MLS search.

The image on the left is the search screen where agents select the search parameters. On the right is the result page they see for each property, which describes the property, includes a series of up to nine photos, and displays a map to the home.

This listing links to your home's custom website and typically a virtual tour.

Buyer portals such as Realtor.com, Zillow.com, Refin.com, CaliforniaMoves.com, and Trulia.com, draw their information and photos directly from the MLS.



Online Marketing

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All of our print and online advertising links to a Virtual Tour or Custom Website on your home. In some cases we do both.

We tailor the presentation to fit the home. Some homes benefit from lots of pictures, but with others less is truly more. We work with you on developing the best strategy for your home's needs.

Online Virtual Tours

The sample images (right) shows the key pages of a virtual tour dedicated to your home.

On most homes a virtual tour provides useful information, especially for homes in good condition.

However, sometimes less is more, and a virtual tour can backfire. This is rare.



Website Design

For some homes we take a different approach and construct a custom website. Typically offer a website and virtual tour can be overwhelming.

The sample images (right) shows the typical structure of a website dedicated to your home. The webpage is published on all printed advertising and can be sent out in emails and appear on many online ads.

We typically have a home page with several key photos and a summary of information on the home. This links to detail pages about the features of the home. There is no limit to the number of pages we provide, but typically about nine pages display most homes well.

Custom Website:

Homes are different so we customize a website for each of our listings, typically with the 9-Page format shown below. We build a home page with a general description, with links to 8 or more detail pages with many pictures of the interior and exterior of the home:



- Kitchen Area
- Master Suite
- Living & Dining
- Floor Plan
- Exterior Features
- Interior Features
- View & Yard
- Bathrooms