

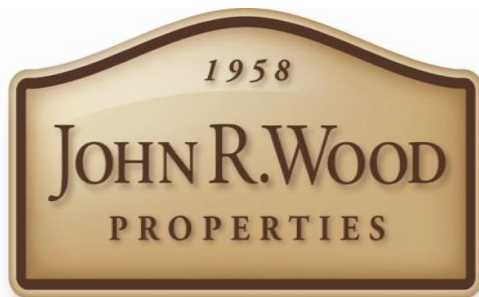
## The Gerard Team Pre-Listing Package

We have been fortunate to help owners like you realize their goal of selling their property quickly for the most market dollars.

We would be grateful for the opportunity to show you how we market and sell properties as The Gerard Team. Here is some introductory information about our team and how we can make your life easier.

Monte Gerard, MBA, GRI  
[mgerard@johnrwood.com](mailto:mgerard@johnrwood.com)  
239-784-4437 cell  
[www.naplesliving365.com](http://www.naplesliving365.com)

Kathie Eberhard, REALTOR  
[keberhard@johnrwood.com](mailto:keberhard@johnrwood.com)  
239-877-0546 cell



[mgerard@johnrwood.com](mailto:mgerard@johnrwood.com)  
239-784-4437

# Key Market Factors

The proper balance of these factors will expedite your sale.

- 1. Location** is the single greatest factor affecting value. A neighborhood's desirability is basic to a property's fair market value.
- 2. Competition.** Buyers compare your property against other in your neighborhood. They interpret value based on available properties on the market.
- 3. Timing.** The real estate market may reflect a "buyers" or "sellers" market. Market conditions cannot be manipulated; an individually tailored marketing plan of action must be developed for each property.
- 4. Condition.** The property condition will affect price and speed of sale. Optimizing physical appearance and advance preparation for marketing maximized value.
- 5. Terms.** The more terms available, the larger the market, the quicker the sale and the higher the price. Terms structured to meet your objectives are important to successful marketing.
- 6. Price.** If the property is not properly priced, a sale may be delayed or even prevented. Reviewing the Comparative Market Analysis assists you in determining the best possible price.

# Advantages of John R. Wood Properties

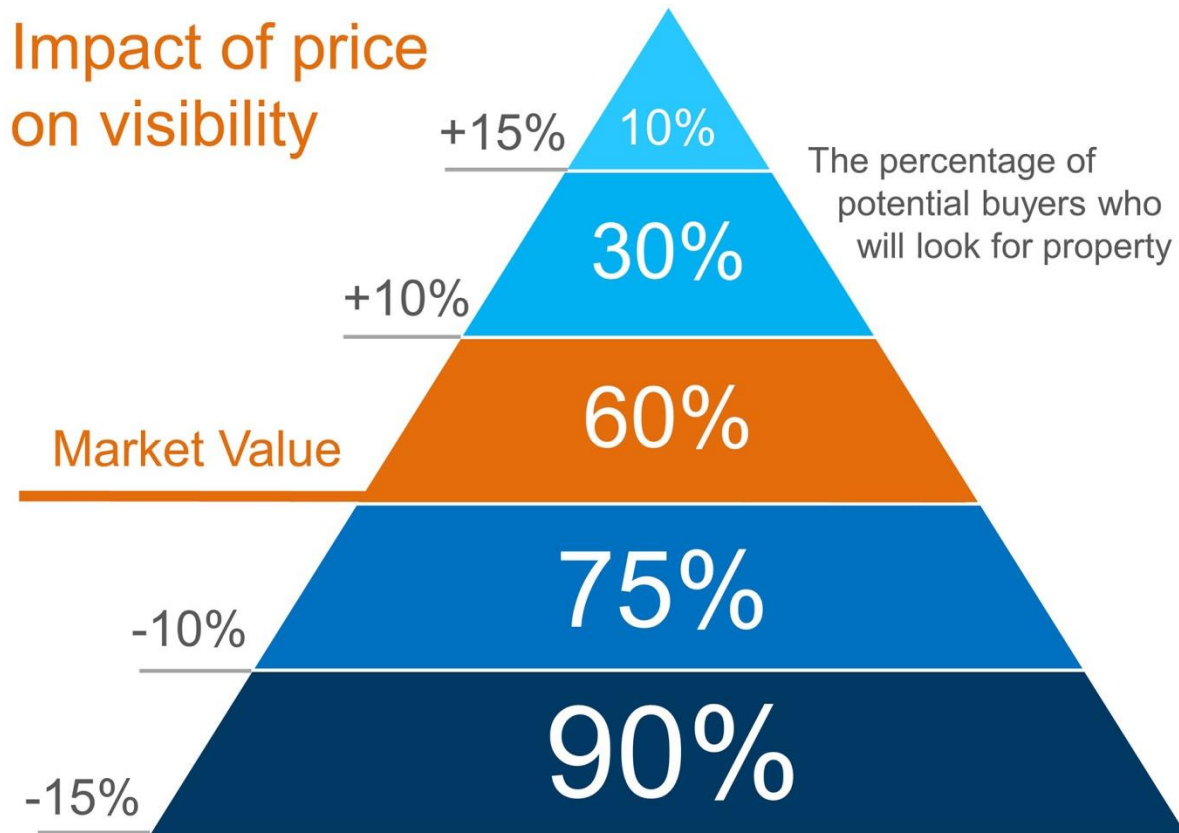
1. JRW is the #1 leader in per agent sales in Florida. #13 nationwide.
2. Has more top agents than any other company in the area.
3. Has a comprehensive print, TV, Internet and Direct Mail program presence.
4. Is a member of the #1 international relocation network.
5. Has a corporate commitment to excellence in all areas of the real estate business.
6. Has a client objective to have your home sold for the best price, in the shortest amount of time, with the least inconvenience to you.



*Bring Your Highest Expectations™*

mgerard@johnrwood.com  
239-784-4437

# The Impact of Price on Visibility

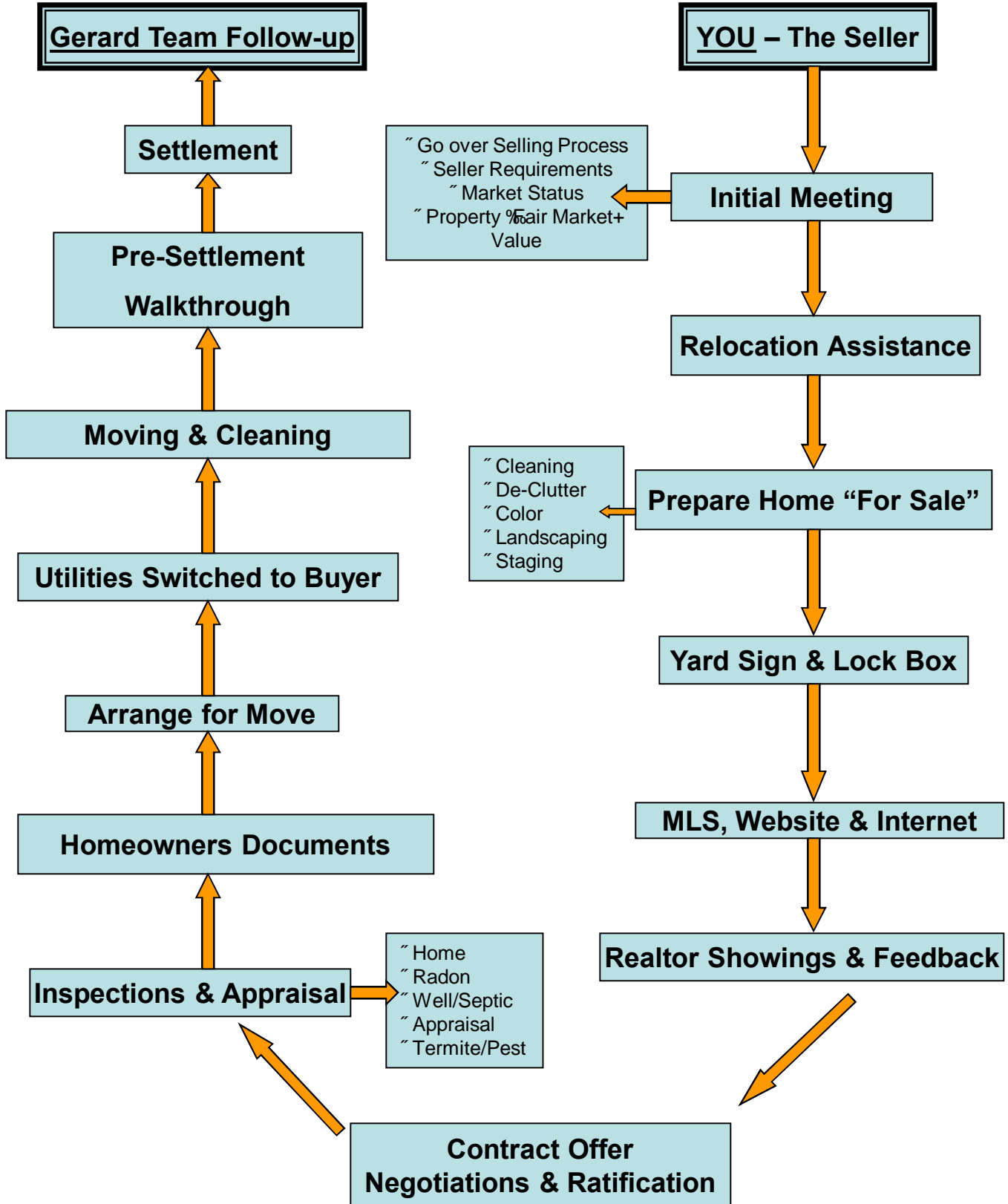


NAR from Move Sales, Inc.

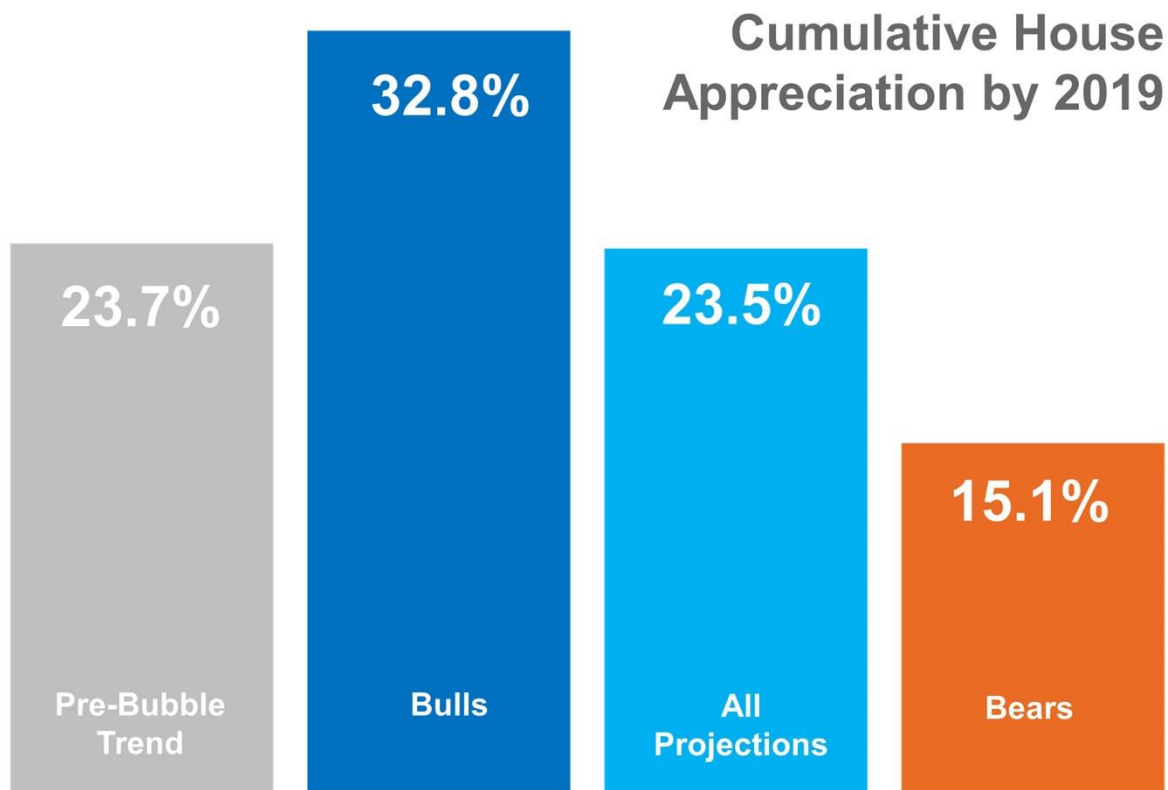
If your home is priced at or below market value, it dramatically affects the showings and visibility of the home. The market will drive it up to the current value and isn't it better to get more than one offer quickly than none?

mgerard@johnrwood.com  
239-784-4437

# The Home Selling Process

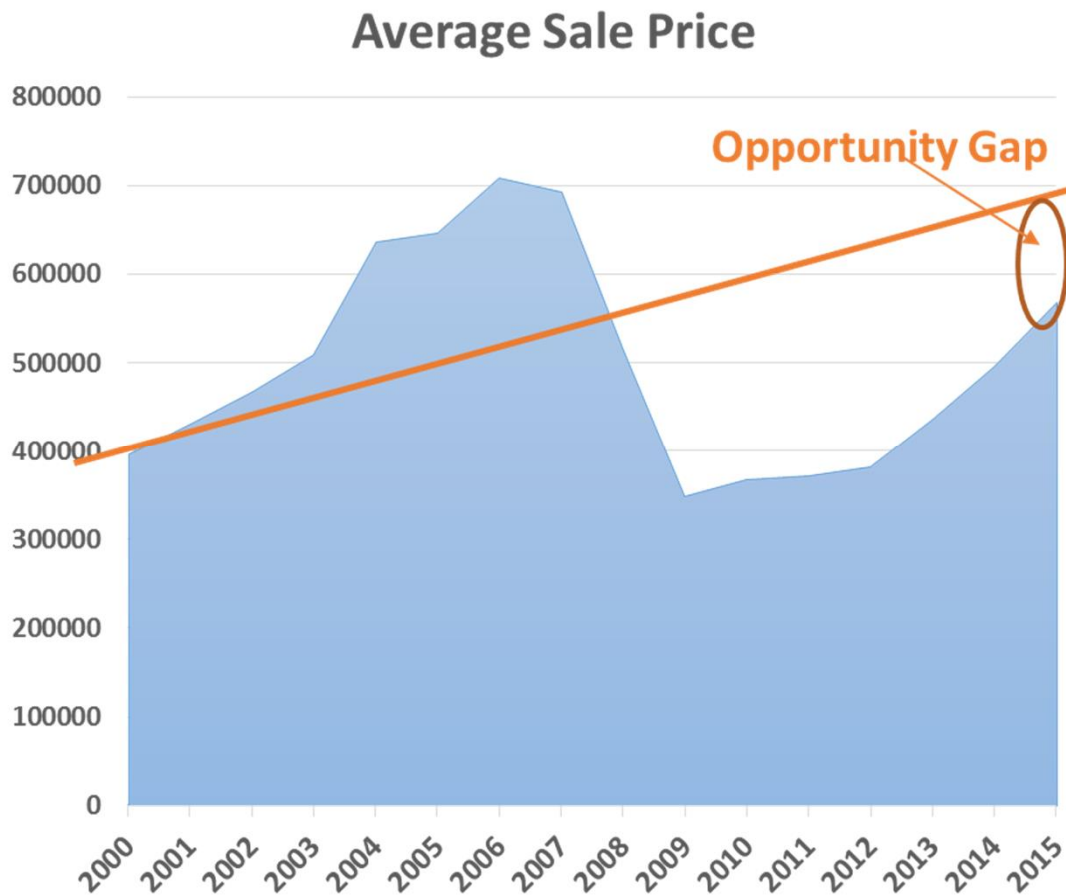


# Sell on the RIGHT Side of the Next Bubble!



Home Price Expectation Survey 2014 4Q

# The Opportunity Gap



It may be time for you to sell on the upswing and upsize or change to another home before the market hits the next HIGH.

## **Let's get Buyers excited about your home!**

**Our marketing is designed to show buyers what makes your home unique.**

1. What makes your home a special place?
2. What would you tell a potential buyer?
3. Why did you decide to buy this home yourself? Ie. Schools, amenities, views, convenience?
4. Which features of your home would excite buyers? What "hidden features" of your home might a buyer overlook if they saw it quickly?
5. How did these features make your life easier?
6. Why will it be hard for you to leave this home?
7. What would you tell buyers about the neighborhood?

**This helps us with the copy description we'll use to sell your home.  
We need to appeal to emotions.**



## What's Most Important to You?

**Your questions deserve answers! Let us know what's important to you?  
Thank you. These answers help us in selling your home for the best possible price!  
This is the most important page to have completed in the package.**

**It's very helpful to have this ready when we meet.**

	Not important					Very Important
	0	1	2	3	4	5
Pre-qualifying Buyers	0	1	2	3	4	5
Showing Schedule	0	1	2	3	4	5
Commission	0	1	2	3	4	5
Open Houses	0	1	2	3	4	5
Personal Inconvenience	0	1	2	3	4	5
Home Preparation	0	1	2	3	4	5
Closing/Possession/Relocation Date	0	1	2	3	4	5
Agent's Marketing Plan	0	1	2	3	4	5
Pricing Your Home	0	1	2	3	4	5
Closing Costs	0	1	2	3	4	5
Lock Boxes & Security	0	1	2	3	4	5
Will I be able to sell in today's market?	0	1	2	3	4	5
Working with the market leaders	0	1	2	3	4	5
Concerned about finding the next home	0	1	2	3	4	5
Communication with the Agent	0	1	2	3	4	5
Property Brochures	0	1	2	3	4	5
Showing Feedback	0	1	2	3	4	5
Agent's Experience	0	1	2	3	4	5

## Utility Information

Please fill in the following information

**PROPERTY ADDRESS** \_\_\_\_\_

**MASTER HOA FEE:** \$ \_\_\_\_\_. *Paid annually monthly quarterly*

**SUBDIVISION HOA FEE:** \$ \_\_\_\_\_. *Paid annually monthly quarterly*

Provide the following for the past 12 months

**ELECTRIC PROVIDER:** \_\_\_\_\_

**HIGH:** \_\_\_\_\_ **LOW:** \_\_\_\_\_ **AVERAGE:** \_\_\_\_\_

**POOL CLEANING PROVIDER:** \_\_\_\_\_

**HIGH:** \_\_\_\_\_ **LOW:** \_\_\_\_\_ **AVERAGE:** \_\_\_\_\_

**CABLE/INTERNET PROVIDER:** \_\_\_\_\_

**HIGH:** \_\_\_\_\_ **LOW:** \_\_\_\_\_ **AVERAGE:** \_\_\_\_\_

**WATER PROVIDER:** \_\_\_\_\_

**HIGH:** \_\_\_\_\_ **LOW:** \_\_\_\_\_ **AVERAGE:** \_\_\_\_\_

**OTHER PROVIDERS:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**This is helpful to prospective buyers.**

mgerard@johnrwood.com  
239-784-4437

## Gerard Team Bios

**Monte Gerard** is a licensed Florida Real Estate Agent. She has a background in residential and commercial financing as well as senior level management skills. She represents both buyer and sellers in the pursuit and disposition of property in Naples. Her certifications include an MBA from Notre Dame University, a GRI (Graduate Realtor Institute), and a CLHMS (Certified Luxury Home Marketing Specialist). She also holds a B.A. in Communications from the University of Tennessee. She has been a full time realtor since 2004 and an investor in Naples property since 2000.

**Kathleen Eberhard** is a licensed Florida Real Estate Agent and is our Buyer Specialist. She researches and visits many homes to find great investments and works with potential buyers for the Naples area. She also specializes in new construction opportunities, neighborhoods and amenities. She holds a B.S. in Marketing from Indiana University. She is a Member of the National Association of Realtors, Naples Area Board of Realtors and Florida Association of Realtors. She has been a full time realtor since 2002.

# Team Testimonials

Monte was very personable and gave us lots of choices and direction regarding purchasing a home. She was very responsive to us and professional. As Canadians, she kept in touch with us throughout the year until we came to Florida. She was able to do business remotely while we were travelling in Florida (closing the deal) which was very helpful to us. She gave us honest and accurate advice on market level pricing. We would highly recommend the services of Monte to others.

*Our search for our first home lasted over two years and Monte Gerard was very helpful throughout the process. We put in offers on all types of properties including foreclosures, and short sales and she was very knowledgeable in every situation we encountered.*

*We were seeking a realtor agent who would listen to our desired home criteria and help us with an efficient search. Monte was the perfect match for us. She immediately identified candidate properties and guided us with important location considerations. Her experience removed the uncertainty and stress through the entire process. It actually became a fun experience. We certainly recommend Monte without reservation.*

*Monte helped as I looked at buying a home in Naples over 2 years - she was always in touch with me and gave me good, honest advice and guidance. She is the best !! She continued to support me after the sale as I settled into my new home. I can not imagine having made this huge investment without her at my side.*

Monte is very professional. kept us informed throughout the listing process. gets results. held many open houses that were very productive. managed the buyers agent in an effective way. provided excellent and reasoned guidance on pricing our home for the market. beautiful marketing materials. professional photography to show our home. excellent follow up on all leads.