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[delete this slide when done editing]
Seller’s Name

Presentation by [your name]

List with the Best
Our Team

Add your own subtitle here - replace icons with photos if desired. Quick stats about your company, etc...

[Option I for About us]
Who We Are

Add your own subtitle here.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. Lorem Ipsum is simply dummy text of the printing and typesetting industry.

[Option II for About us - add photos and bio, details about your experience, etc.]
I’m here to Help you

Expert Pricing
A thorough price evaluation of your home is a must. We’ll set the selling price together based on comparable sales in your area and how quickly you want your home sold. We can also provide suggestions for pre-sale home improvement you can make and services like professional staging to market your home in the best light and to maximize the selling price.

Amazing Marketing
We give buyers everything they are looking for when home shopping to help attract more people from more places, which will help expedite the sale of your home. HD professional photos, floor plans, and a virtual tour have all been proven to increase activity and the resulting sales price of properties. Let’s do it for your home!

Global Reach
We want to make sure your home listing presents beautifully where buyers are shopping. National listing portals like Realtor.com, Zillow and Trulia will give your home great exposure - thousands of monthly visitors. Additionally, placing your home on the multiple listing service will get it in front of all local real estate agents and distribute it to hundreds of brokerage and agent websites as well.

Negotiate & Navigate the Transaction
Once all of the marketing is in place, it’s my job to bring you offers, help negotiate the sale on your behalf, and usher you through the entire transaction process through to closing - over 90 different steps in all. I am here to shepard you through the process.
Today’s Buyer

Millennials/Gen X Buyers represent close to 50% of the market

They want to see big, vibrant photos & floor plans, all wrapped in a virtual tour.

Want Transparency
Photos, floor plans & tours

Use Internet
99% search online

Go Mobile
>80% use mobile search
Our Listing **Strategy**

We help your home stand out from the crowd to sell quickly, efficiently for the most amount of money!

**Marketing Strategy**

- **The Story**
- **Aerial Imagery**
- **Property Videos**
- **Inspections/Docs**

**Distribution via Web**

- Professional Photos & FloorPlans
- Tools to provide transparency
- Walkthrough video

- Printable flyers, brochures & floor plans
- Sharing on social media
- Posting to Windermere.com, the MLS & real estate portals
How to Effectively Market Your Home

Different buyers like different kinds of listing media. We provide all kinds, to appeal to all buyers.

**HD Photography**

We will showcase your home with large, HD sized images. Potential buyers can quickly view the gallery or tap for full screen imagery.

**2D/3D Floor Plans**

Buyers can point and click their way through the home, or experiment with remodeling ideas and furniture placement with an exclusive 3D Space Planner.

**3D Property Scan**

Using a 3D tour is like a 24/7 virtual open house. Buyers can completely explore your home online before they ever walk through the front door.

All content, including videos, brochures and more, are published in a dedicated website for your home and distributed throughout the Internet.
INTERACTIVE FLOOR PLAN

2D FloorPlan
3D Model & SpacePlanner

3D SpaceDesigner - like HGTV for YOUR home
Details & Documents

PROPERTY DETAILS

Listing ID: 1283052  
Price: $2,500,000  
Bedrooms: 5  
Square Feet: 5,502  
Lot Size: 7.62 acres  
Tour ID: 267010  
Full Bathrooms: 6  
Property Type: Single Family

Interior Features
- Fireplace
- Kitchen Island
- Granite countertops
- Office / den
- Kitchen gas cooking
- Walk-in closet

Exterior & Area Features
- Fenced yard
- View
- Hot Tub
- Pool

Brochure  
Single Page Floor Plan  
Multi Page Floor Plan
Exclusive Feature. Buyer gets access to Photos, 2D & 3D Floor Plans & Space Planner!

Bought this Home? Claim it to unlock its HomeDiary.
Get exclusive access to the photos, floor plans, and 3D space planner, all in your own private HomeDiary account. Use it to plan spaces, ideas, and even log paint colors, receipts, and more.

Claim Home
Plus, over 80% of Buyers found their home using the Internet and/or the Agent - give them the content they want, which also helps sell your home faster and for more money!

*Per the National Association of Realtors® research [2018 Home Buyers & Sellers Generational Trends](https://www.nar.realtor/research-and-statistics/home-buyer-seller-trends) & discussions with NAR research personnel
The **Selling Process**

**Pre-Sale Activities**
Home improvements, staging, decluttering and other activities to get the property ready for marketing.

**Marketing Timeline**
Photography, floor plans and other marketing content created. Media added to the MLS & distributed to websites as photos & virtual tour. Maximize exposure and minimize in person showing hassles.

**Listing Period**
Pricing determined. Open houses, social media and other marketing help increase exposure and create buzz around your home.

**Offer & Acceptance**
Negotiations to get the most amount of money and the most favorable terms.

**Closing & Cooperation with Buyer**
Inspections, financing, appraisal, and other contingencies are satisfied, and then you will proceed to settlement.
Add slides on pricing or your CMA for the seller
My Business Model

A menu of options & strategies to get ultimate exposure and top dollar for your home

[suggested way to communicate your commission structure - more activities and marketing justifies a higher commission]

5%

Standard

Pro Photography distributed to MLS and Portals via The Story

6%

Premium

Standard plus Floor Plan with 3D Space Planner and advanced Buyer tools

7%

VIP

Premium plus 3D property scan, custom HD video (aerial optional)

All options include The Story with handoff to HomeDiary for the buyer & access to amazing homeowner tools, including the app and 3D SpacePlanner.
We help you tell the story & extend the great content created to sell your home into the living phase of ownership by allowing the Buyer to Claim it!

Bought this Home? Claim it to unlock its HomeDiary. Get exclusive access to the photos, floor plans, and 3D space planner, all in your own private HomeDiary account. Use it to plan spaces, ideas, and even log paint colors, receipts, and more.

With HomeDiary, owners log home-related activity in the secure cloud & get a free 3D Space Planner for their own home, just like on those HGTV shows. It’s free, compliments of me!

Learn more at [www.homediary.com](http://www.homediary.com)
A Story about HomeDiary for a new owner

To view, place in slideshow mode. Download this video here.

[NOTE to Agent: You may want this in the appendix and just tell the seller I will email you a copy, be sure to watch the cute video on how HomeDiary can help the buyer of your home]
My Company

Transaction Volume $999,999,999

Transaction Sides 9,999

Agents 999

This is a sample text. Insert your desired text here.
My Contact Info

Address
1234 This is Your Street
Your City, Your State
56789 (US)

Phone
+1 123-654-0987

Email
yourmail@domain.com

www.companyname.com
[change under View/Slide Master]
Thank you!

We strive to provide the best service to sell your home quickly and for list price, or above!
Reference Slides

-- For the agent only --

Delete the following slides after your own review and customization
Agents - get your own sample Demo House

Sign up for an account, add your photo, logo and contact info, and your sample demo house will reflect your own branding. You can then make your own screenshots that reflect your branding.

A great free tool to use for PCs is jing ([Download Jing here](#)) or for Mac, try Monosnap.

iPad users - make screen shots with Power/Home button.
**Instructions to edit this template**

**How to work with this template?**
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- **Open in PowerPoint**
  - Navigate to the **File** menu and select **Download as Microsoft PowerPoint**. You will download a .pptx file that you can open in PowerPoint.
  - **Note**: You will need to install the fonts used in this presentation. Links to the fonts are provided at the end of this presentation.

**You DO NOT** have to request access to this presentation - just **Make a Copy** and then you can edit it.

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Excerpt from the NAR Research Report - for Agent Education Only…
key stat is “Very Useful” - the highest selection option of respondents
[delete when done]

## WHAT SELLERS MOST WANT FROM REAL ESTATE AGENTS, BY LEVEL OF
SERVICE PROVIDED BY THE AGENT

(Percentage Distribution)

<table>
<thead>
<tr>
<th>Service</th>
<th>All Sellers</th>
<th>37 and younger</th>
<th>38 to 52</th>
<th>53 to 62</th>
<th>63 to 71</th>
<th>72 to 92</th>
</tr>
</thead>
<tbody>
<tr>
<td>Help seller market home to potential buyers</td>
<td>21%</td>
<td>18%</td>
<td>18%</td>
<td>22%</td>
<td>24%</td>
<td>23%</td>
</tr>
<tr>
<td>Help sell the home within specific timeframe</td>
<td>20</td>
<td>21</td>
<td>21</td>
<td>19</td>
<td>20</td>
<td>14</td>
</tr>
<tr>
<td>Help price home competitively</td>
<td>18</td>
<td>22</td>
<td>16</td>
<td>15</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>Help find a buyer for home</td>
<td>15</td>
<td>10</td>
<td>13</td>
<td>19</td>
<td>16</td>
<td>23</td>
</tr>
<tr>
<td>Help seller find ways to fix up home to sell it for more</td>
<td>15</td>
<td>18</td>
<td>18</td>
<td>14</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Help with negotiation and dealing with buyers</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Help with paperwork/inspections/preparing for settlement</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Help seller see homes available to purchase</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Help create and post videos to provide tour of my home</td>
<td>1</td>
<td>*</td>
<td>1</td>
<td>*</td>
<td>*</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>*</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

* Less than 1 percent

Per the National Association of Realtors® research 2018 Home Buyers & Sellers Generational Trends & discussions with NAR research personnel
### The Home Search Process

#### Exhibit 3-09

**Value of Website Features**

(Percentage Ranking Feature “Very Useful” Among Buyers Who Used the Internet)

<table>
<thead>
<tr>
<th></th>
<th>All Buyers</th>
<th>37 and younger</th>
<th>38 to 52</th>
<th>53 to 62</th>
<th>63 to 71</th>
<th>72 to 92</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos</td>
<td>89%</td>
<td>91%</td>
<td>91%</td>
<td>88%</td>
<td>83%</td>
<td>72%</td>
</tr>
<tr>
<td>Detailed information about properties for sale</td>
<td>84</td>
<td>85</td>
<td>86</td>
<td>84</td>
<td>83</td>
<td>74</td>
</tr>
<tr>
<td>Floor Plans</td>
<td>51</td>
<td>50</td>
<td>52</td>
<td>50</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>Virtual tours</td>
<td>48</td>
<td>53</td>
<td>48</td>
<td>48</td>
<td>49</td>
<td></td>
</tr>
<tr>
<td>Real estate agent contact information</td>
<td>42</td>
<td>38</td>
<td></td>
<td></td>
<td>53</td>
<td>49</td>
</tr>
<tr>
<td>Detailed information about recently sold properties</td>
<td>41</td>
<td>42</td>
<td></td>
<td></td>
<td>33</td>
<td>27</td>
</tr>
<tr>
<td>Neighborhood information</td>
<td>41</td>
<td>44</td>
<td></td>
<td></td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>Interactive maps</td>
<td>38</td>
<td>39</td>
<td>34</td>
<td>33</td>
<td>31</td>
<td>21</td>
</tr>
<tr>
<td>Pending sales/contract status</td>
<td>38</td>
<td>42</td>
<td>44</td>
<td>34</td>
<td>25</td>
<td>19</td>
</tr>
<tr>
<td>Videos</td>
<td>27</td>
<td>26</td>
<td>28</td>
<td>30</td>
<td>27</td>
<td>26</td>
</tr>
<tr>
<td>Information about upcoming open houses</td>
<td>26</td>
<td>28</td>
<td>29</td>
<td>27</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>Real estate news or articles</td>
<td>8</td>
<td>8</td>
<td>9</td>
<td>8</td>
<td>7</td>
<td>10</td>
</tr>
</tbody>
</table>

The top 4 content items:
1. Photos
2. Property info
3. Floor plans
4. A Virtual Tour

*Per the National Association of Realtors® research 2018 Home Buyers & Sellers Generational Trends & discussions with NAR research personnel*
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Backgrounds
The backgrounds were created by FloorPlanOnline

Images
Photos in this template were downloaded from FloorPlanOnline materials.

Color Palette
The Template provides a theme with four basic colors:

#566579ff  #666666ff
#ee795bff   #d8d8d8c7

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