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Step 2. [View detailed instructions](#) - you can customize colors, icons and more

We created this presentation for you - use parts or all of it in your own presentation. It is heavy on content and what buyers want (and how we and you can help)

- Add or remove slides you do not want or that are not applicable to you
- Give a copy to your prospective sellers - google makes it easy to make a copy and then share that specific presentation.

[delete this slide when done editing]

Upload your logo
[insert/image]

Seller's Name

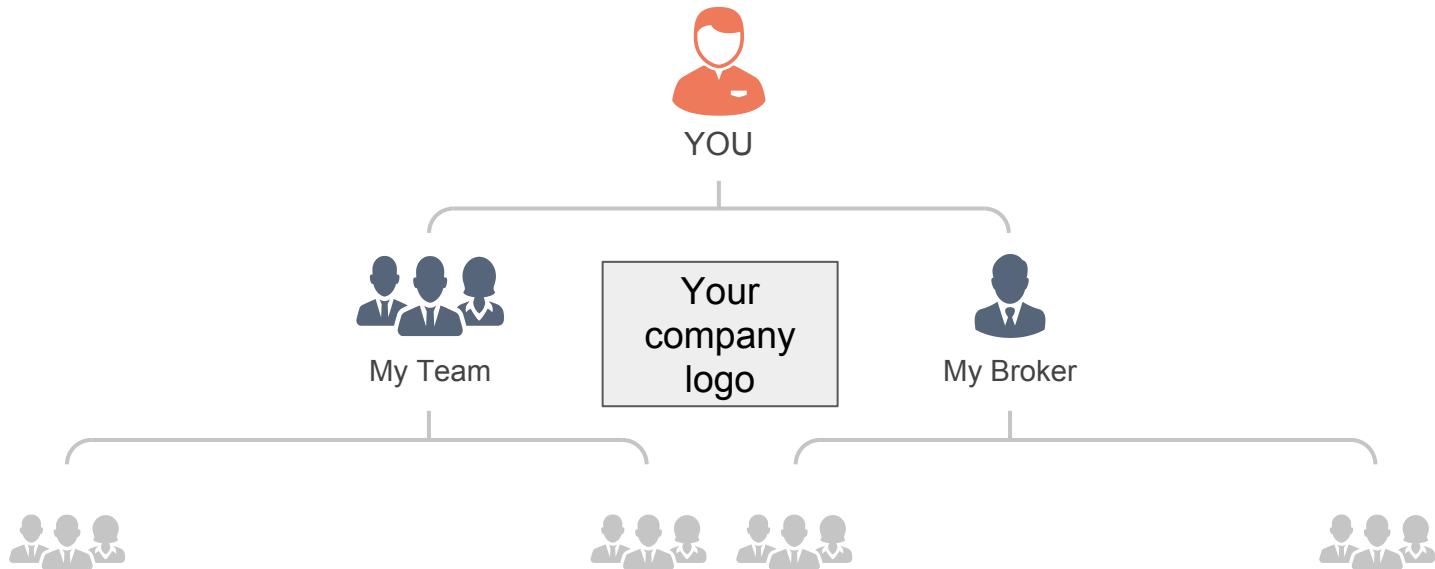
Upload
your photo
[insert/image]

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 1 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.

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Add your photo here

[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 shepherd 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

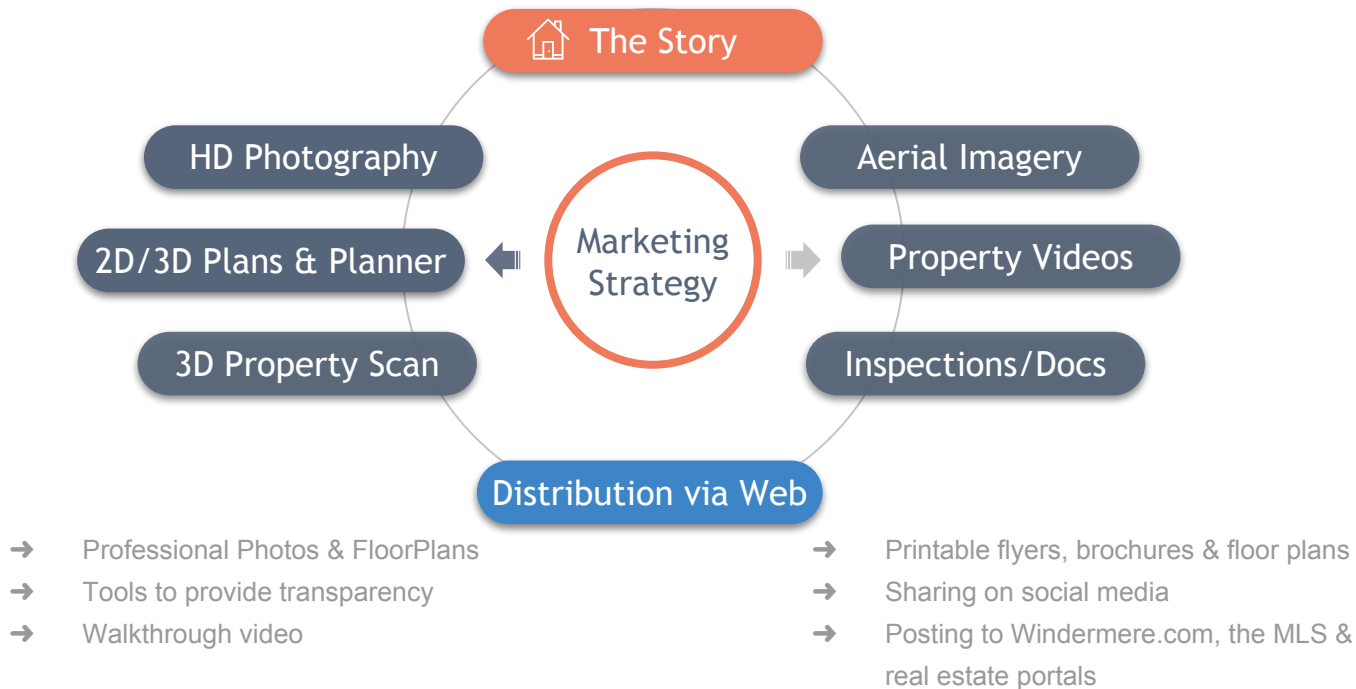
99% search online

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!



How to Effectively Market Your Home

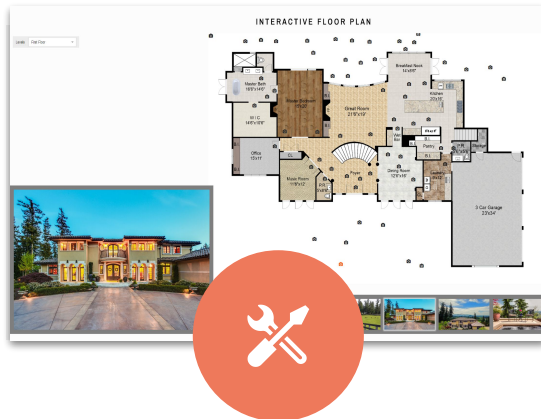
Different buyers like different kinds of listing media. We provide all kinds, to appeal to all buyers.

HD Photography



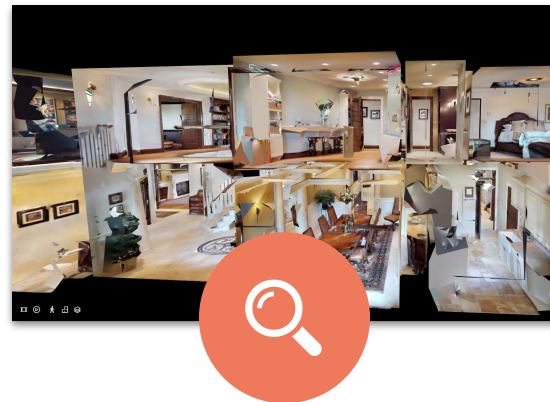
We will showcase your home with large, HD sized images. Potential buyers can quickly view the gallery or tap for full screen imagery.

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.

See a **Sample Story**

Agents - sign up and get a
free demo tour with your
branding to show live
[delete this callout when you customize]

Your logo
here

VIDEO

3D WALKTHROUGH

FLOOR PLAN

3D FLOOR PLAN

PHOTOS

MENU

A Dedicated website for Your Home

ASKING \$2,500,000

MAJESTIC MOUNTAIN VIEWS

37717 265TH PLACE SOUTHEAST, ENUMCLAW, WA

\$2,500,000
ASKING

5,502
SQUARE FEET

5
BED

6
BATH

7.62 ACRES
LOT SIZE

Slideshow or Custom **Video**

PROPERTY OVERVIEW

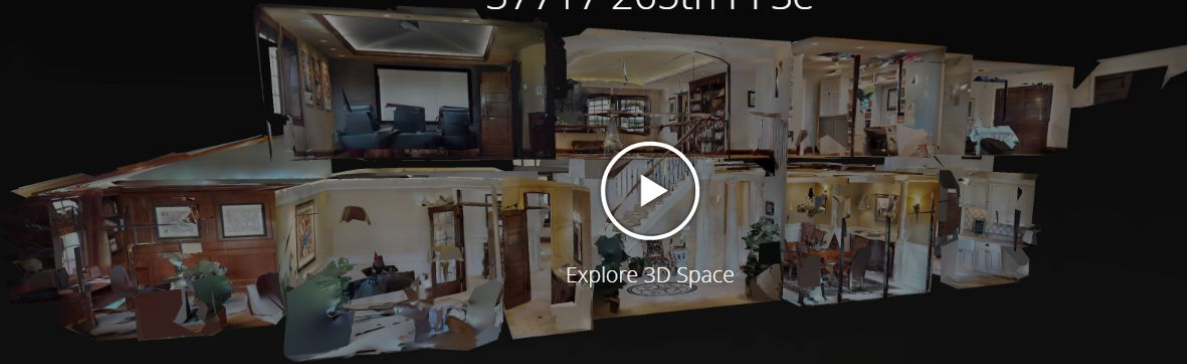
MENU



3D Property Scan

360 WALKTHROUGH

37717 265th Pl Se



Explore 3D Space

2D FloorPlan

INTERACTIVE FLOOR PLAN

Levels First Floor



Show Images

3D Model & SpacePlanner

3D FLOOR PLAN

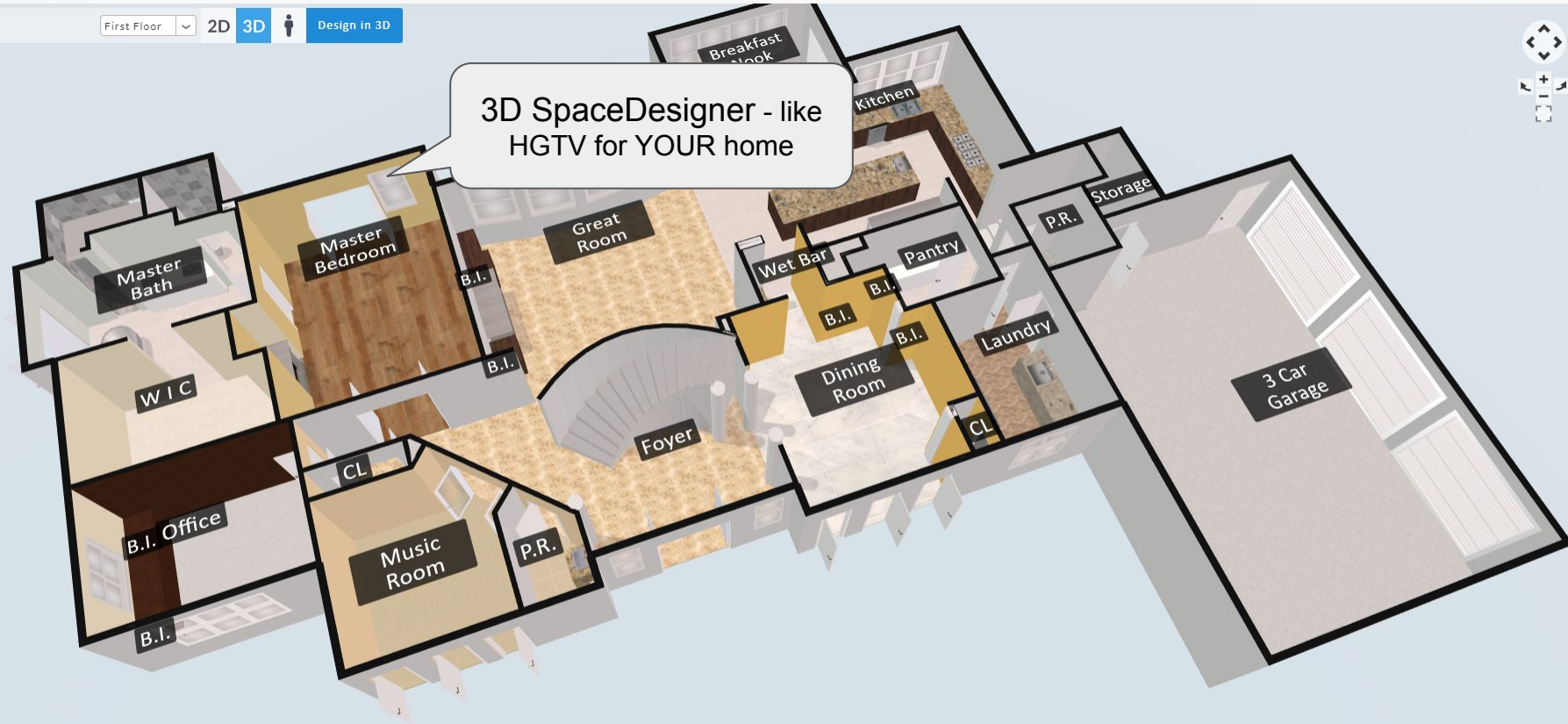


Photo Gallery

PHOTO GALLERY

Tap any photo for a full screen slide show.

MENU



Details & Documents

PROPERTY DETAILS

Listing ID	1283052	Tour ID	267010	Listing Type	For Sale
Price	\$2,500,000	Bedrooms	5	Full Bathrooms	6
Garage bays	3	Square Feet	5,502	Property Type	Single Family
Lot Size	7.62 acres				

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 FloorPlan



Multi Page Floor Plan



Agent **Contact Info**

So I can handle all of those offers!

PRESENTED BY

Upload your logo

NAME

EMAIL

COMMENTS

CONTACT AGENT

Your Name

Your company

Your address

☎ direct:555-555-5556

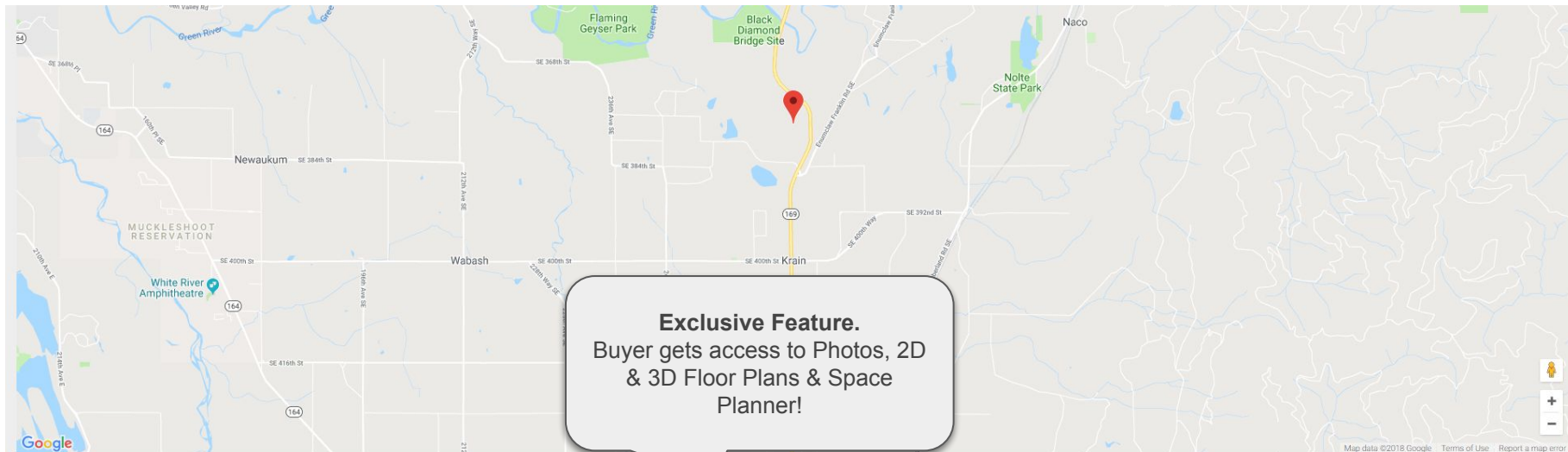
☎ Office:555-555-5555

📅 Mobile:555-555-5557

✉ me@myemail.com

Upload your photo

Claim Home



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



with local service by:



Any floor plans provided are not intended to be, nor should they be relied on as, official architectural drawings or similar renderings of a floor plan by a licensed, professional architect. [Full disclaimer](#)



We hit the Mark with Content Buyers want

Per Research* over 80% of buyers ranked these listing features as “useful” or “very useful”

1.Photos 2.Detailed Property Info 3.Floor Plans 4.Virtual Tours



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!

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.

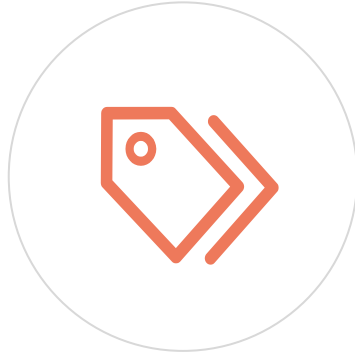
Offer & Acceptance

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

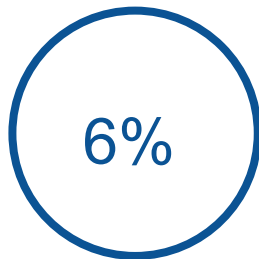
A menu of options & strategies to get ultimate exposure and top dollar for your home

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



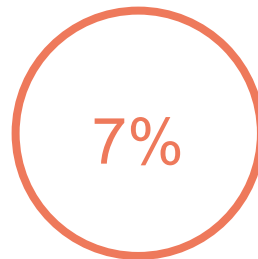
Standard

Pro Photography distributed to MLS and Portals via The Story



Premium

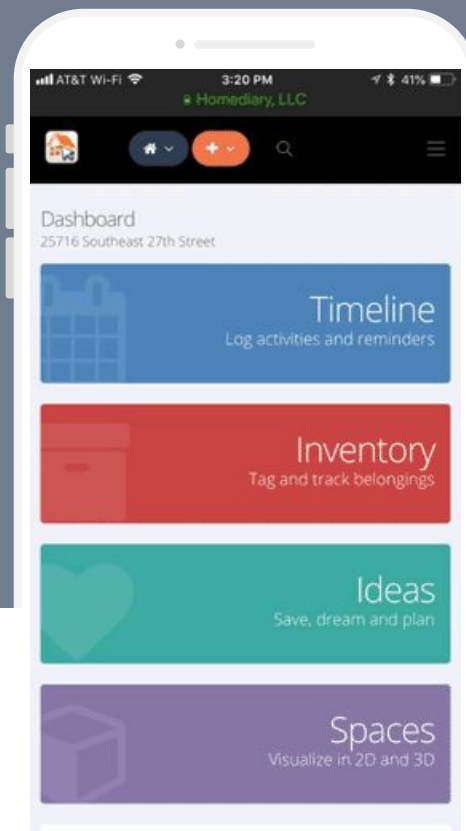
Standard plus Floor Plan with 3D Space Planner and advanced Buyer tools



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.



An App for the Buyer

Every Home has a Story to Tell™

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!

Exclusive Claim Home feature

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



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

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



This is a sample text. Insert your desired text here.

Transaction Sides 9,999



This is a sample text. Insert your desired text here.

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



[yourwebsitehere.com](#)



[google.com/+youruser](#)



[twitter.com/youruser](#)



[facebook.com/youruser](#)



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.

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Open in Google Slides

Please navigate to the **File** menu and select **Make a copy**.

A new Google Slides Editor will open with an editable copy of the template. This copy will be created in your Google Drive® account.

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Open in PowerPoint

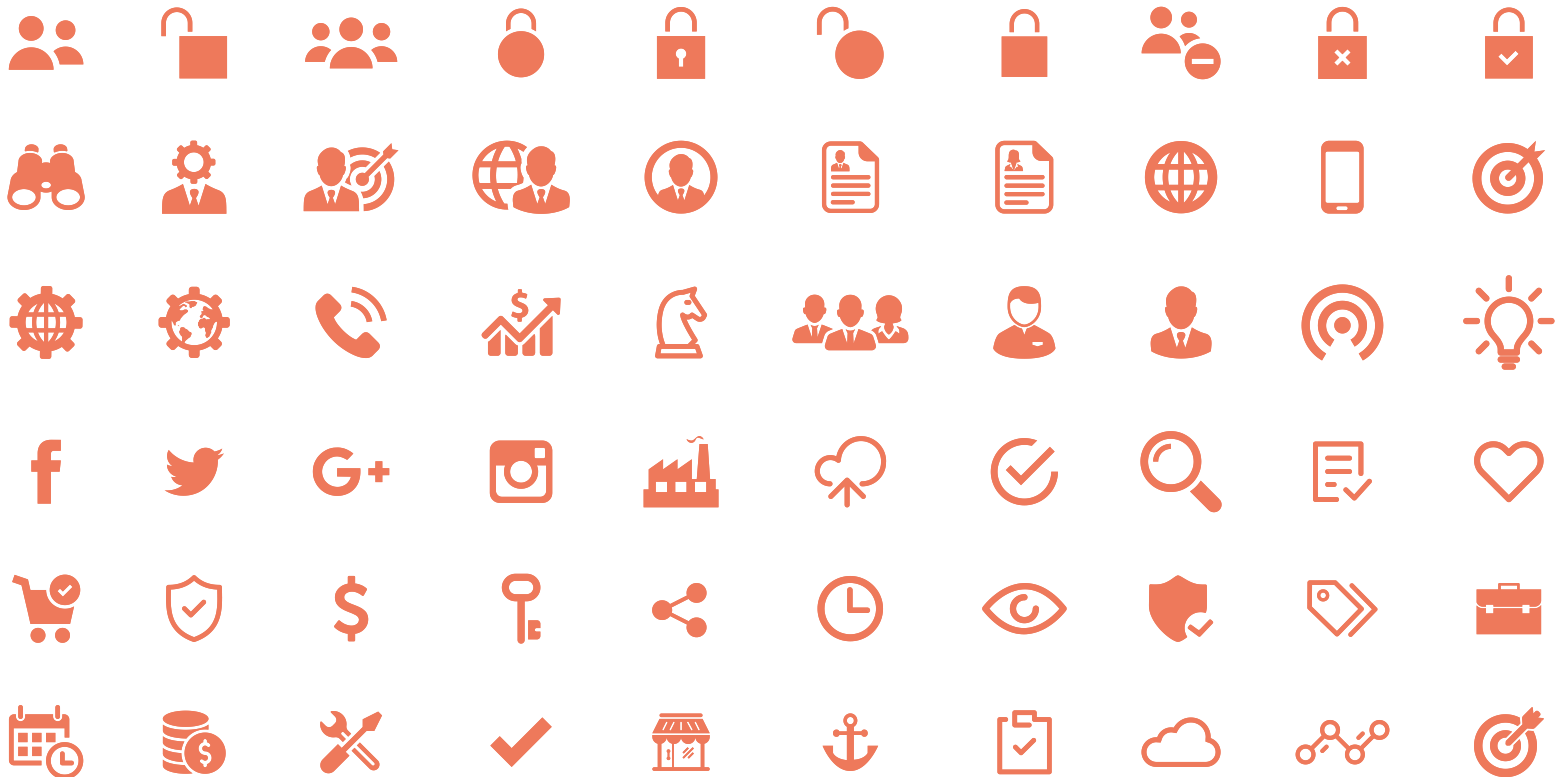
Navigate to the **File** menu and select **Download as Microsoft PowerPoint**. You will download a .pptx file that you can open in PowerPoint.

Note: You will need to install the fonts used in this presentation. Links to the fonts are provided at the end of this presentation.



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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)

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

* Less than 1 percent

THE HOME SEARCH PROCESS

Exhibit 3-09

VALUE OF WEBSITE FEATURES

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

"Very useful" only.
Add in useful and
over 80% per NAR

[for Realtor education only.
Delete after viewing]

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

The top 4 content items:

1. Photos
2. Property info
3. Floor plans
4. A Virtual Tour

Icons & Shapes

Vector Icons

Free Google Slides Templates uses Vectorial Icons from the most popular Free Sources.



Resize the Icons


All Icons are resizable. Change the icons size without losing resolution.



Edit the colors

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Credits Slide

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You can download the fonts from the following url: <https://www.google.com/fonts/>

Backgrounds

The backgrounds were created by **FloorPlanOnline**

Color Palette

The Template provides a theme with four basic colors:

#566579ff

#666666ff

#ee795bff

#d8d8d8c7

Images

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