

PATRICK PARKER REALTY

A stylized white graphic element consisting of three overlapping, curved, teardrop-like shapes that form a sense of motion or a swirl, positioned to the right of the word 'REALTY'.

Real Estate Expertise by the Shore



PATRICK PARKER REALTY



A Message from Patrick Parker...

You need a professional that understands real estate, is positioned to stay ahead of the game, and has experience in the local market. Our success has given us the expertise required to sell your home.

My team is dedicated to providing you the finest service available on the Jersey Shore.

Our expertise is along the Eastern Monmouth Coastline. From Oceanfront estates to charming beach escape's; from picturesque Victorians to quaint Colonials, our area proficiency is part of our commitment to providing you the first-class service you deserve.



WHAT'S IMPORTANT TO YOU?

Patrick Parker Realty, an independent boutique brokerage located in the heart of Bradley Beach is your local market leader. We understand the demands of a changing real estate market and avail ourselves of the latest industry information and tools to ensure excellent results.

Our seasoned Real Estate Agents constitute the area's most productive real estate sales force. Their competitive edge is based on turn-key service that takes you through every step of your transaction. Our Agents offer the guidance, feedback and expertise needed to ensure your complete satisfaction.

Superior Service - built on a foundation of drive, experience and education - is the cornerstone of Patrick Parker Realty's success. Our track record is proof that a focus on our client's needs, backed by the ability to deliver, remains as important as ever.

When it comes to understanding what's important to you as you embark on selling your house, you will benefit from our unwavering commitment to getting your home sold, for the best price, in the shortest timeframe.



YOUR COMPETITIVE MARKET ANALYSIS

The best price can only be determined by testing the market and challenging the competition. Your **Competitive Market Analysis** focuses on properties on the market competing for buyer attention.

A **Competitive Market Analysis** will provide you with the information you need to determine the present value of your home. The properties used for comparison come from current listings and recent sales in your own neighborhood.

We will price your house right the first time!

- ✓ Promote buyer and agent interest
- ✓ Generate home-viewings
- ✓ Create a sense of urgency
- ✓ Set the stage for multiple purchase offers during the first 60 days of marketing
- ✓ Purchase offers tend to be higher in relation to asking price
- ✓ Puts you in firm control of price negotiations
- ✓ Likely to result in a higher home selling price in a shorter time period

**PATRICK PARKER
REALTY** 

WHY PATRICK PARKER REALTY?





OUR SERVICES...

....YOUR PARTNER IN SUCCESS

A multitude of important services and steps are required in order to make the sale of your property a success. Patrick Parker Realty Agents perform over 250 processes, research steps and review stages necessary to guarantee 100% turn-key service designed to get your home sold at the best price in the quickest time possible.

Just a few of these critical services include:

- Prepare "Comparable Market Analysis" (CMA) to establish fair market value.
- Offer pricing strategy based on professional judgment and interpretation of current market conditions and projections.
- Perform detailed home assessment, exterior curb appeal assessment and provide advice and resource coordination.
- Confirm current public schools and explain impact of schools on market value.
- Develop and discuss custom marketing plan including print advertising, advanced online marketing, flyers, mailers, and more.
- Explain market power and benefits of Multiple Listing Service and Realtor.com; prepare all property details for posting.
- Explain market power of your customized Marketing Plan and Online Marketing.
- Explain the work the brokerage and agent do behind the scenes and agent's availability.
- Explain agent's role in taking inquiries to screen for qualified buyers and protect seller from curiosity seekers.
- Provide a written estimate of seller's equity and identify all usual expenses which you can expect to incur during the selling process..
- Review and explain all details and clauses in your Listing Contract.
- Record measurements of interior rooms, closets and storage, heated/air conditioned square footage and more.
- Take comprehensive photos of interior and exterior and community if applicable. Discuss efficacy of video and virtual tours.
- Arrange for installation of Patrick Parker Realty Yard Sign(s), install lockbox and avail keys.
- Prepare showing instructions for buyers' agents and agree on showing time window with seller.
- Host Public Open Houses and Broker Open Houses; promote via all ad channels and vast Community Affiliations
- Check assumability of buyer loan(s) and any special requirements, offer buying financing resources.
- Avail information on utilities; electricity suppliers, water suppliers, verify sewer/septic tank systems; offer estimated usage figures.
- Ascertain need for lead-based paint disclosure.
- Provide access to network of peripheral resources; Mortgage Lenders, Attorney's, Home Inspectors and more.
- Dedicated Marketing Department customizes a Marketing Plan specific to *your* property.
- Hands-on broker, Patrick Parker.



REAL ESTATE IS LOCAL...

....YOU NEED LOCAL EXPERTISE



Expertise by The Shore

When presented with the option of going with a national brokerage or a local firm consider how important it is to have someone representing you immersed in the very community in which you live.

You benefit from working with an agent who is...

- ✓ Invested in the community
- ✓ Knowledgeable of market trends
- ✓ Understanding of buyer potential
- ✓ Steadfast in using innovative marketing methods to attract buyers

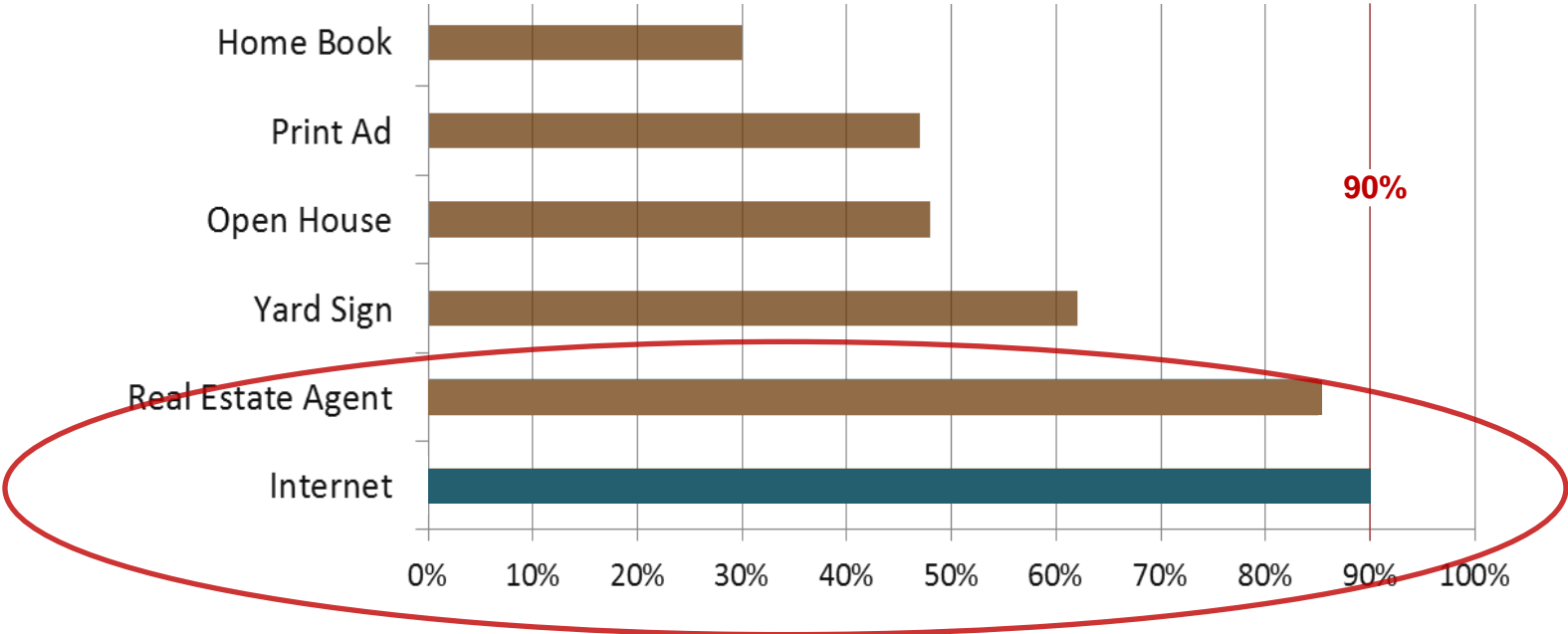


HOW BUYERS FIND HOMES

The Importance of The Internet

An overwhelming 90% of Home Buyers begin their search Online. To be competitive in today's marketplace, Agents who use new and innovative digital marketing practices are the ones who are getting more homes sold fast and for top dollar. An Agent may put your home "Online"... but will it be found?

Our in-house Online Marketing Department knows where to go to attract the widest audience of qualified buyers. Beyond entry into the MLS and featured positioning on PatrickParkerRealty.com, your listing will receive Realtor.com Enhanced Exposure, presence on hundreds of syndicated websites, extensive Social Media Marketing, Targeted Online Advertising and more.



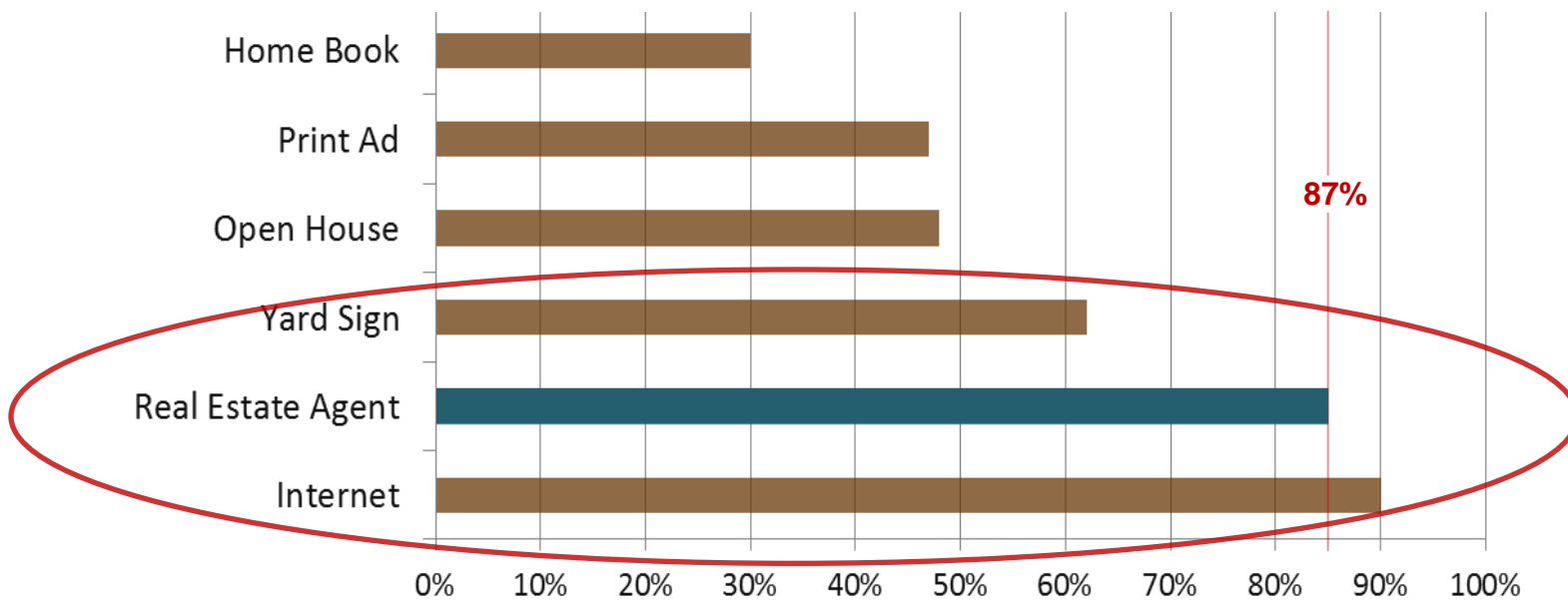


HOW WE FIND YOUR BUYER

Matching Buyers to Sellers

Given 87% of home buyers find their next home through real estate agents, having the knowledge to rapidly qualify buyers, especially in this market, is essential. We take this responsibility very seriously.

Our Agents are highly skilled at finding and quickly qualifying the hot buyer. We separate buyer lead types allowing us to match the most qualified buyer to your home. This technique means you'll spend less time on market and obtain top-dollar!





MARKETING YOUR HOME





OUR INNOVATIVE MARKETING MIX



Featured Listings

Your house will have premium positioning on the Patrick Parker Realty website, our many online listing destinations such as Trulia and Zillow, the MLS - the #1 real estate search site and REALTOR.com and Homes & Land Online and their powerful syndicated network of over 200 websites that reach more than 1.5 Million Home Shoppers.



Social Media Marketing

Patrick Parker Realty dedicates time and resources into promoting our brokerage *and your listing* through Social Media. Our Social Networks and Blogs create ripe Lead Generation opportunities as well as incentive to drive word-of-mouth through sharing



Forward Thinking Strategy

Patrick Parker Realty implements the most innovative marketing practices into your marketing mix including Smartphone Apps, QR Codes and Mobile Marketing.



Traditional Marketing

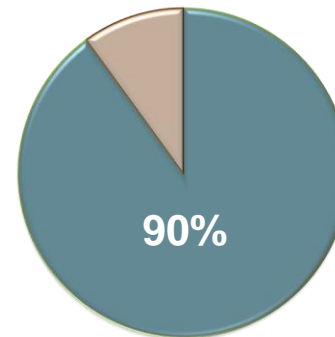
While Patrick Parker Realty stays atop marketing trends that work, there is always a need for more traditional practices such as Open Houses, Showings and Print Advertising. Your listing will be featured in many print outlets including The Real Estate Book, the Asbury Park Press and Homes & Land Print.



THE POWER OF THE INTERNET

Patrick Parker Realty is the only brokerage in the area that retains a full-time, dedicated Marketing Team. Combined with our Agent's expertise at finding qualified Buyers through a multitude of Real Estate Marketing Outlets, our Marketing Team is on hand to keep on top of all Marketing Trends that most effectively reach an audience of serious buyers.

90% of home buyers begin their home search Online - and this number is consistently growing. The value of the Internet proves Agents who market themselves and their listings online are the one's who are most successful at selling properties in the quickest time at optimum price.



Homebuyers Who Begin Their Home Search Online

Our Online Marketing Strategy has resulted in the following...

- ~ 42% of all in-market homebuyers have purchased a home listed by Patrick Parker Realty or have chosen Patrick Parker Realty to represent them as a Buyer's Agent to find them the perfect home.
- ~ 62% of all in-market homebuyers have contacted Patrick Parker Realty to view one of our listings.
- ~ 76% of all in-market homebuyers have driven buy a Patrick Parker Realty listing originally viewed online.

Source: The NATIONAL ASSOCIATION OF REALTORS®
Profile of Home Buyers & Sellers, 2013



YOUR 25 POINT LISTING PLAN OF ACTION

Of all of the services we provide, Patrick Parker Realty has singled out the key activities that comprise your 25 Point Listing Plan of Action. And, as all of our clients are different, and all our listings different... This is a marketing outline that is further customized to your unique needs.

1. Comparative Market Analysis
2. Complete Home Analysis with Photos
3. MLS Advertising
4. Patrick Parker Realty Featured Properties
5. Explain Marketing & Selling Practices
6. Provide Written Estimate of Seller's Equity
7. In-House Promotion
8. Broker Promotion
9. Matching Buyers to Your Home
10. Direct Mail, Networking & Referrals
11. Patrick Parker Realty Lawn Sign(s)
12. Brokers Open House
13. Public Open Houses
14. Schedule Showings & Provide Buyer Agent
15. Full-color Buyer Packet
16. Print and Online Advertising
17. Online Marketing
18. Custom Marketing Plan
19. Monitor the Market
20. Represent you at Negotiations
21. Pre-Approved Mortgages & Financial Guidance
22. Processing the Transaction
23. Follow-up on all Contract Contingencies
24. Liaise with your Attorneys and Other Professionals
25. Sold! We Deliver your Check at Closing

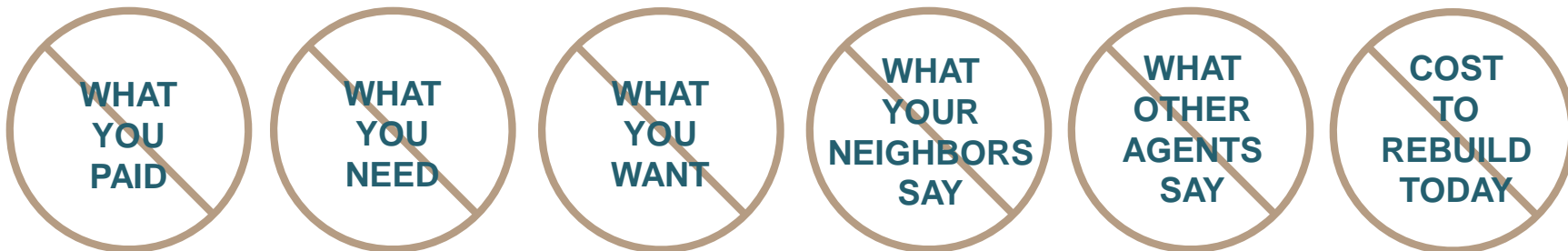
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**OBTAINING THE BEST PRICE IN THE
QUICKEST TIME FRAME**



THE VALUE OF YOUR HOME

It is very important to price your property at competitive market value at the signing of your listing agreement. A property attracts the most activity from the real estate community and potential buyers when it is first listed.



Buyers and Sellers Determine Value

The value of your property is determined by what the **Buyer** is willing to pay and the **Seller** is willing to accept in today's market. Buyers make their pricing decisions based on comparing your property to other properties sold in your area.

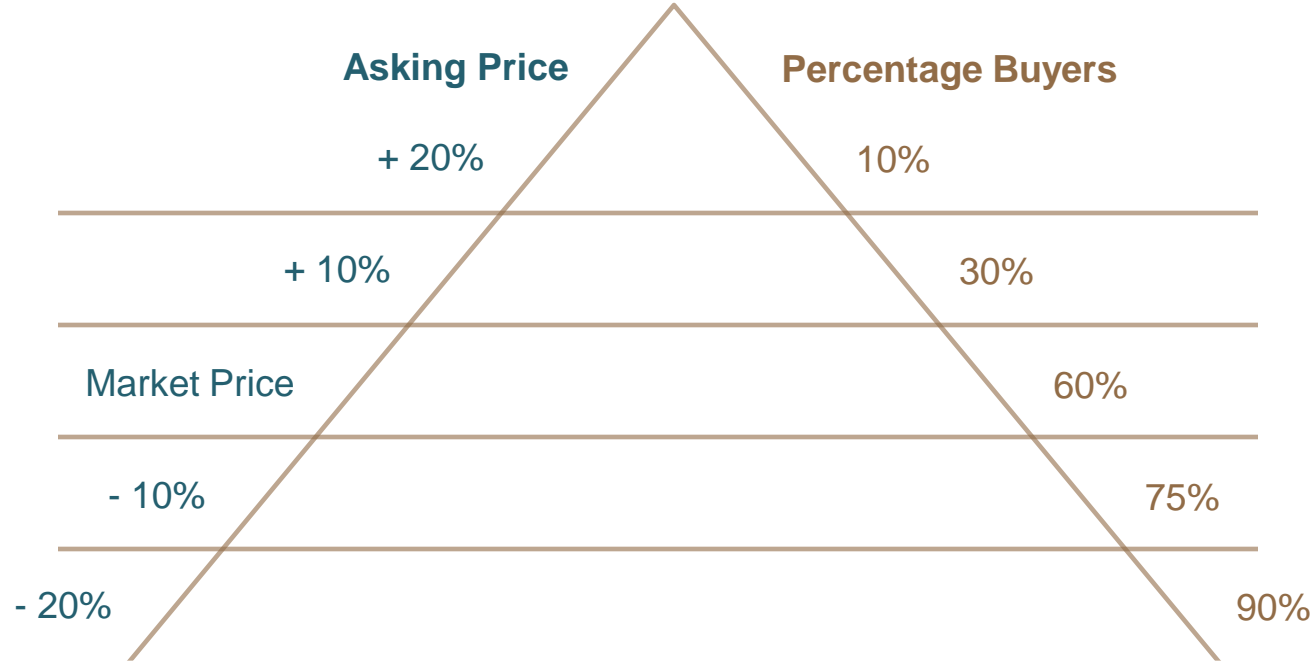


OBTAINING TOP-DOLLAR

The Importance of Right Pricing

More Buyers purchase their new homes at market value than above market value. If you price your home at market value you are exposing it to a much greater percentage of prospective buyers and increasing your opportunity for a sale.

Pricing is the most important aspect of selling your home and [Patrick Parker Realty](#) brings the extensive market knowledge needed to obtain top dollar for your home





SELLING IN THE QUICKEST TIMEFRAME

The Benefit of Right Pricing

Right pricing works to your benefit by resulting in a premium selling price in the shortest period of time. Pricing right means that more qualified buyers are viewing your property, you will save money by not chasing the market and you will avoid the stigma of being a 'stale' listing.



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THE SALES PROCESS

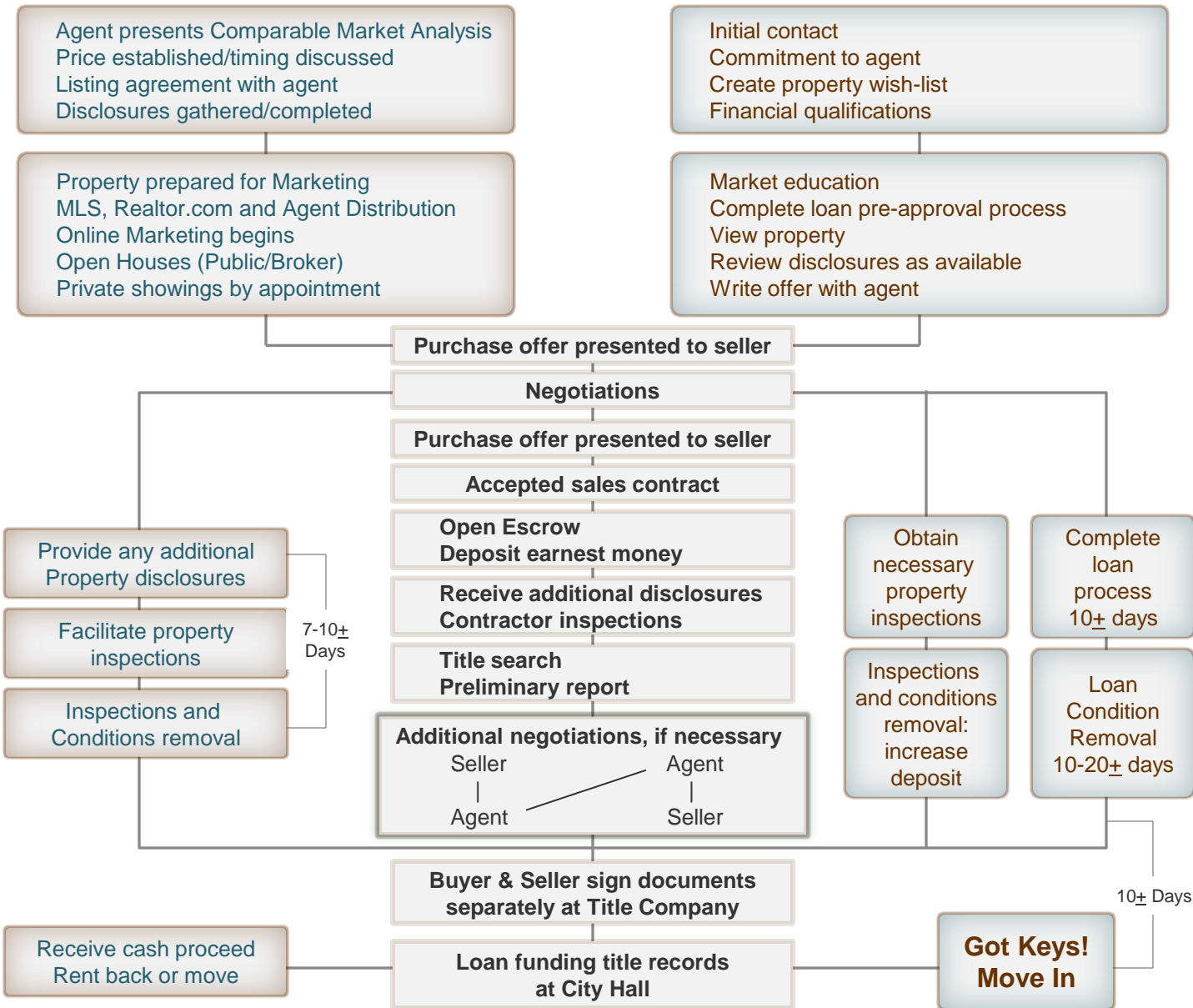




THE SALES PROCESS

Seller

Buyer



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