

**"EXPERIENCE THE TEAM ADVANTAGE!"** 



### **TEAM MISSION STATEMENT**

We are committed to helping people fulfill their *DREAMS* through real estate!

Dedication • Relationships • Education Authenticity • Motivation

& Service!



THE O'BRIEN HOME TEAM OFFERS AN EXCLUSIVE WORRY FREE LISTING HOME MARKETING SYSTEM

#### Selling Made Easy Your Personal Full-Service Listing Agent

The most innovative, customer friendly, home selling system available.

We combine the most innovative consumer guarantees in the industry, flexible commission rates, and extremely aggressive advertising campaigns to make up the perfect home selling system. We don't list homes, we sell homes!

#### **O'BRIEN** HOME TEAM

The Average Real Estate Agent handles 6-8 transactions per year.

Our **Buyer Specialists** handle **30-40** transactions per year. Our **Listing Specialists** handle **40-60** transactions per year.



#### Because of our TEAM MODEL our agents have

### **5-8x** MORE EXPERIENCE!

WHO DO YOU WANT TO BE YOUR. TRUSTED ADVISOR?



### THE O'BRIEN HOME TEAM APPROACH

#### The O'Brien Home Team

A group of over 30 specialists dedicated to providing the highest quality experience possible. This includes listing agents, buyer agents, listing coordinators, transaction managers, photographers, graphic designers, computer techs, and other service providers!

#### BENEFITS FOR YOU

- Larger marketing budget with expert utilization
- Greater negotiating power than stand alone agents
- Your calls answered and returned PROMPTLY
- Your home seen by more potential buyers
- Your home sold for top dollar



### NO RISK OR OBLIGATION TO YOU

#### **GUARANTEED SALE PROGRAM**

Buy first or sell first? Either way the risk is high; you could end up owning two homes, or none at all! We've got you covered: *If your home doesn't sell in time to buy your next one, we'll purchase it from you.* Here at The O'Brien Home Team we will also

offer to guarantee the sale of the buyers home, greatly increasing the number of buyers available to make a firm, non-contingent offer on yours.

#### LOVE IT OR LEAVE IT GUARANTEE

Buying a home is a big commitment and ensuring your satisfaction is our number one priority. *Buy a home with confidence, knowing that if you don't absolutely love it within the first 12 months, we will sell it (and help you find a new one) completely for free!* 

#### **13 MONTH HOME WARRANTY INCLUDED**

Think of your systems and appliances like the heartbeat of your home, working in the background to support your busy lifestyle. Available 24 hours a day, 365 days per year, our network of

service providers takes the guesswork out of choosing a technician. When they break,

you can rest easy knowing that Old Republic Home Warranty is there for you with comprehensive repair and replacement coverage.

RISK FREE

### **FLEXIBLE COMMISSIONS!**

We put more money in your pocket with our exclusive Worry Free Listing Home Marketing System! Most brokers charge the same fee even if YOU find the buyer. With the O'Brien Home Team we offer options that range from *Full Service to Do-It-Yourself.* 



### We have multiple marketing plans for you to choose from:

Our full range of marketing options is available to you, the customer, through our various plans. You can decide how you want your home marketed by selecting the plan that suits your needs as a seller. *The choice is totally yours!* 

### CANCEL ANYTIME!

### *What are your biggest fears when listing with a real estate agent?*

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If you're anything like most home sellers, you worry about being trapped in a lengthy contract with a less than competent realtor. This can be more than frustrating; **it can cost you thousands of dollars, valuable time and create negative exposure** for your home on the housing market!

How do you protect yourself from this all too common real estate experience?

Our Cancellation Guarantee is the solution. We can offer you complete, 100% assurance of our services before we put your property on the market for sale.

Our Guarantee puts YOU in control and makes us accountable to you. At the O'Brien Home Team we'll give you more than empty promises, *we have such confidence in our expert agents, we guarantee their quality in writing!* 

### "IF YOU'RE NOT HAPPY, FIRE US!"

### MAXIMUM MARKETING GUARANTEE

#### A winning marketing plan is required to sell homes in today's market. Our comprehensive plan includes:

- Highly Visible Neighborhood Signage
- Professional Photography & Digital Staging
- 24/7 Phone Coverage For YOUR Buyer Call-Ins
- Full Color Professional Print Marketing
- Anytime Open Houses You Decide When To Show Your Home
- Automatic Syndication Across EVERY Property Listing Platform
- Enhanced Listings on Zillow, Realtor.com & Google!

We spend thousands monthly on Google, Bing! & Yahoo advertising to drive buyer traffic to websites where your home is featured. We guarantee you will not find another team that will market your home more than we do!

*In the event that you do find an agent who will market your home beyond our promises, our team will sell your home for FREE!* 

# 4 BIG REASONS TO HAVE THE O'BRIEN HOME TEAM SELL YOUR HOME



### **TOP SERVICE - TOP DOLLAR**

With the O'Brien Home Team, you can be sure of our commitment to maximizing your equity. Due to our combined experience of over 30 years in the industry, while most agents sell homes for 93.8% of asking price, our team sell on average for 97.1% of asking price. That's 3.3% more money direct to your pocket!

### Our EXPERT Listing Agents MAXIMIZE Your SELLING POWER!







It's a known fact that homes on the market for longer than 30 days sell for less money and are more likely to meet buyer demands over the sellers! In hot markets or slow markets, across all of Southwest Florida, the selling speed of the O'Brien Home Team is well known. We pride ourselves on maintaining a 28 day average from listing to close, an average you'll find nowhere else!





### **GREATER LIKELIHOOD OF EASY SALE**

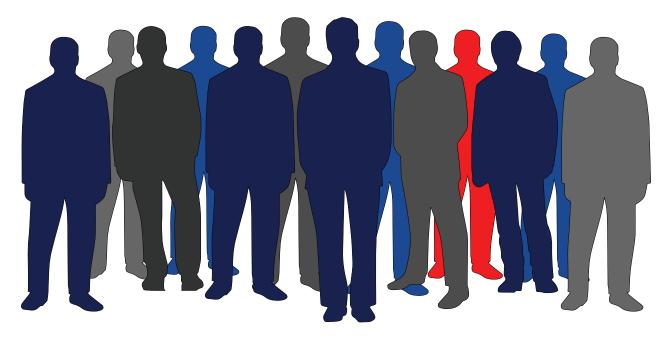
The Worry Free Listing Home Marketing System is more than a mouthful of a name. When you decide to work with the O'Brien Home Team, you choose convenience and peace of mind. Our blueprint to fast and easy home selling is so successful, that properties listed with us have a 94% chance of selling at or above asking price! That's 9.3% higher than homes listed with other teams!



#### **O'BRIEN** HOME TEAM

### **HIGH QUALITY DATABASE OF BUYERS**

With our aggressive marketing tactics and trademarked home buyer support programs, it's no wonder we've been able to generate nearly 12,000 buyer leads in the past 6 months alone! Our dedicated team of Inside Sales Agents meticulously maintains and nurtures this database of buyers, continuously inspecting the qualifications of each and every lead to find the best match for your property and price point!



Qualified, ready to act buyers are waiting for a home just like yours. Your home may already be sold!

#### **O'BRIEN** HOME TEAM

### HOW WE CURATED SO MANY BUYERS

#### FULL-TIME BUYER SPECIALISTS

Our Buyer Specialists are just that: a highly trained group of agents focused only on the needs and interests of the purchaser. They are fully educated on the market inventory, the ins and outs of financing and the right loan program for every situation. Lessen the risk and find the home of your dreams with a dedicated Buyers Agent.

#### **HUGE INTERNET PRESENCE**

In just the past 10 years the number of house hunters turning to the Internet has jumped from 44% to nearly 95% of buyers! The Maximum Marketing Guarantee is built on having the highest Internet presence possible. Google SEO, Social Marketing and targeted digital advertising are just a few of the ways we keep the O'Brien Home Team and its clients top of mind on the web!

#### **ISA CALL CENTER**

Our Inside Sales Agents cover the phones 24/7, proactively contacting hundreds of potential clients in order to determine their position as buyers. They work to help people get

pre-approved and connect qualified buyers with our Buyer Specialists. This ensures that we are able to match each and every home for sale with the appropriate buyer for that property.







### THE IMMEDIATE BUYOUT PROGRAM

Instant offer, immediate sale... Sometimes homeowners want a more certain and predictable sale of their property without any of the hassle of the traditional listing process. That's why the O'Brien Home Team developed the Immediate Buyout Program.

Get an all cash, market competitive offer on your home in less than 72 hours with no marketing, no staging and no open houses! **Sell on your time line and your terms, obligation (and worry) free!** 

Robert and Rebecca had their home listed with Purple Bricks for almost 90 days. They only had five showings and no offers <u>at all.</u> Purple Bricks put a sign in the yard, listed it on the MLS, and took a check for \$3,500. The owners expected the quick and easy promise of the Internet, instead they got stuck in a home with no buyer interest and no offers.

After 90 days Robert and Rebecca were desperate to get rid of their property, so they turned to the Immediate Buyout Program. In 48 hours we brought them a fair market offer and in 10 days they had cash in hand!



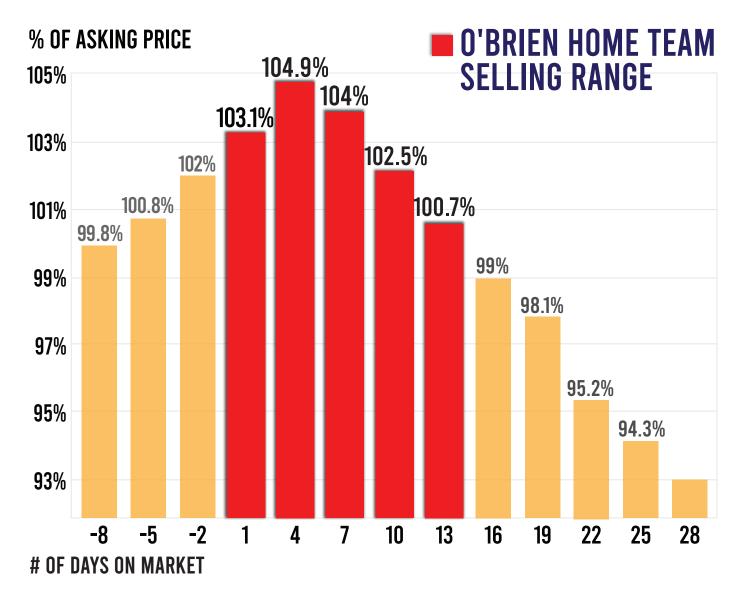
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Don't be overwhelmed by the considerable leg work of traditional home selling. A no obligation, immediate cash offer may just be the right choice for your situation!

# THE WORRY FREE LISTING PRICING STRATEGY

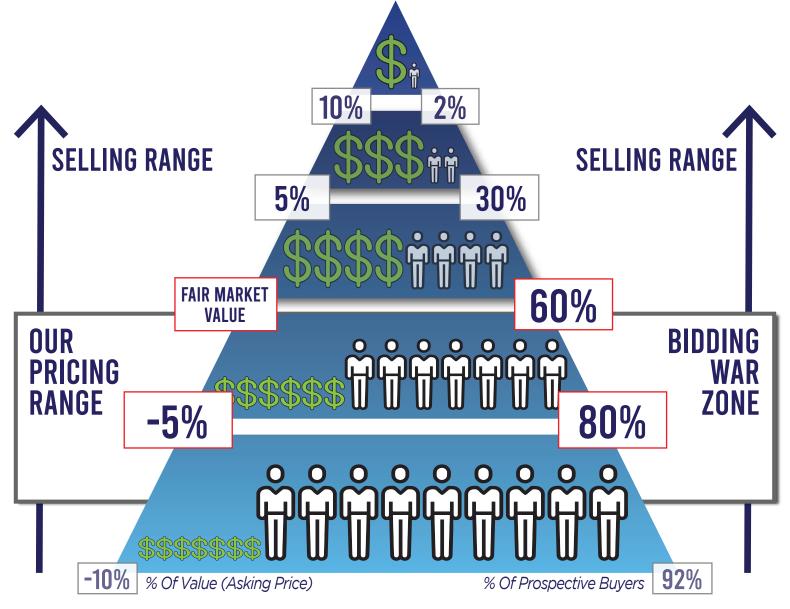
### **OUR PRICING STRATEGY**

Homes sell for the highest portion of the asking price between days 7 and 11. To ensure you get the most out of this time, we PRE-MARKET your home to drive up buyer interest.



A home with high online traffic is more likely to generate a bidding war, resulting in a higher closing price and more money in your pocket! Because your home will have the majority of showings in Week 1, pre-advertising is imperative to ensuring you get the most publicity. Most agents don't make use of the time before a home hits the market, *we do!* 

#### **TOO FAR ABOVE MARKET VALUE = FEW INTERESTED BUYERS**



#### **BELOW MARKET VALUE ADVERTISING = OVERFLOW OF EAGER BUYERS**

Is the Price right? O'Brien Home Team agents target a range of buyers that are eager, qualified and willing to pay more for the right property. By advertising your home below the competition, we drive the majority of buyers to your "bargain" property. Your expert agent then uses this interest as a tool to push the final sale price of your home above the market value! *Our pricing strategy has been multi-market tested to ensure the highest possible result on your home sale.* 

## THE **BIG** NUMBERS



Place your asking price where the *"most likely to buy"* buyers are looking.



#### Pricing Your Home To Sell: The Impact Of Overpricing

How you price your home directly determines the quality of your home sale! Pricing your home incorrectly not only helps your competition, but also attracts the wrong kind of buyers. More than that, a poorly priced home reduces the number of agents willing to put your home in front of their buyers and leads to extended time on market - one of the key indicators buyers use when determining the offer they submit on a property.

### The moral of the story is: when pricing your home, leave it to the experts at the O'Brien Home Team.

#### **O'BRIEN** HOME TEAM

### **GET PROTECTED AND EMPOWERED**

# Don't let a legal matter stand between you and your dream home.

#### WHO WE ARE

LegalShield has been a pioneer in providing legal plans for over 45 years, and our mission has been a straightforward, practical approach. In a perfect world, you'd never need a lawyer, but in an unpredictable world it helps to have a team of lawyers on your side. LegalShield has made smart legal coverage simple - in the form of accessible, affordable, full-service coverage.

#### **A TEAM OF LAWYERS**

LegalShield has a network of dedicated law firms in 50 states and all Canadian provinces made up of seasoned lawyers with an average of 22 years' experience. Our Provider Law Firms provide legal protection to over a million members, even in covered emergency situations, 24/7/365 days a year.

#### WHY LEGALSHIELD

People need legal coverage without the complexity because life can be unpredictable and the law can be complicated. LegalShield created a model for legal coverage in which you know exactly what you're getting and precisely how much you're paying for it. Once you sign up, you can sit back, relax, and know you're covered by an entire law firm.

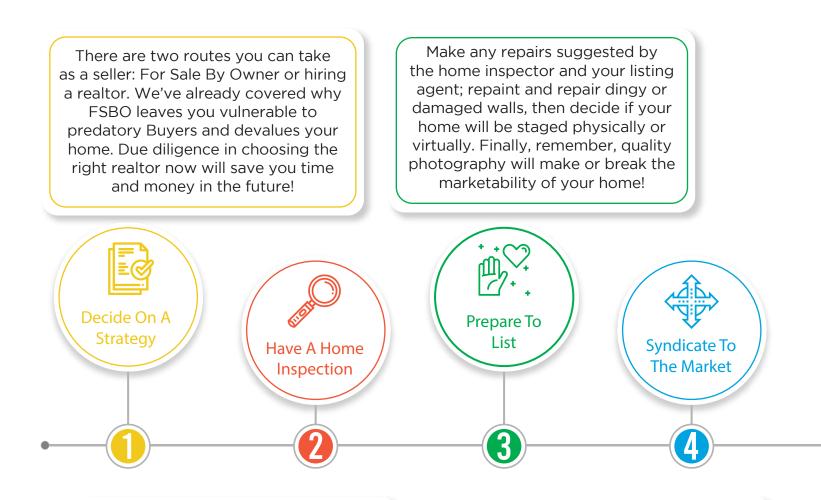
#### LegalShield

**I** IDShield

# **8 STAGES TO SELING A HOME**

#### **O'BRIEN** HOME TEAM

### THE HOME SELLERS JOURNEY



Home inspectors help assess your home for anything that could negatively impact its value. Once finished, they give you a report of any issues found. Your agent will be there to help you decide what needs fixing and what the buyers will ultimately be responsible for. The time has come! Your listing agent will write an enticing description for your property and upload details to the MLS. Instantly your home is presented to hundreds of buyers across the market! Expert agents will also post physical listing details in the form of signage, mailers and brochures. At this point, you can decide whether or not to host an open house.

#### **<sup>©</sup>**'BRIEN HOME TEAM



disclosures, negotiate additional repairs and closing costs, request release of buyer contingencies and all other details of your home sale.

guarantee you Service For Life! CONGRATULATIONS!

# **BRIEN** HOME TEAM

**"EXPERIENCE THE TEAM ADVANTAGE!"** 

#### **O'Brien Home Team**

by eXp Realty of Florida 5039 Ocean Blvd. Siesta Key, FL 34242 License #SL3473780

Sell your home fast, for the most amount of money and in the least amount of time. Visit www.SoldByKenOBrien.com to learn more!

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