

**5 THINGS
YOU NEED TO KNOW
BEFORE HIRING YOUR NEXT
REAL ESTATE AGENT**



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A BALISTRERI REALTY CLIENT-EDUCATION REPORT
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GET ANSWERS TO THESE FIVE IMPORTANT QUESTIONS!

**Even if you don't hire Balistreri Realty to sell your property,
don't hire your next agent until you have the answers
to these important questions.**

1. IS LOWERING THE PRICE THE ONLY OPTION IN TODAY'S MARKET?

With 24 to 36 months of inventory on the real estate market in South Florida, it's no secret that pricing will affect the outcome for sellers.

But pricing is only one component of a successful sales strategy. Without aggressive marketing – by the agent and the agent's firm – to create the broadest exposure possible for your property, it simply will languish among the clutter of thousands of other properties, at the mercy of "market forces" that most assuredly will drive its value down.

To move a property off the market that we've been experiencing, your agent and the firm with which he/she is affiliated have to know how to move traffic to it, and how to create and maintain momentum for the sale. It most certainly will take more than a yard sign and an ad in the newspaper.

The question isn't whether the property will sell. It is: "How do we maximize the inherent value of the property in current market conditions to excite the most buyers about it and get the seller the highest price possible in the shortest time possible?"

Proper pricing and comprehensive, aggressive marketing are a sure-fire formula for a better shot at success in the sale of a property.

BALISTRERI DELIVERS:

- Balistreri Realty first educates its clients about the realities of the real estate market, and prepares them proactively for the changes that are likely to occur during the sale period. We explore with them the differences between being on the market and in the market, and advise them on how best to protect their interests based on their choice.
- Our sales associates work cooperatively with sellers to formulate an aggressive pricing and marketing strategy that positions the property with a competitive edge in the marketplace. For example, we "humanize" the property in our marketing, focusing on the lifestyle it affords and the benefits it offers rather than the mundane description of its bedrooms, bathrooms and granite countertops.

2. IN ADDITION TO THE MLS, WHAT OTHER MARKETING TOOLS ARE NEEDED TO CREATE EXPOSURE FOR AND SALE OF MY PROPERTY?

The Multiple Listing Service (MLS) is a cooperative of member-brokers who store information about the properties they are representing in a central databank that is accessible to real estate professionals. It is one of the most effective ways to create exposure and demand for a property.

Many firms and real estate professionals, however, see the MLS as just that—a data depository. We at Balistreri Realty use it as a marketing tool. We post a property on the MLS with very detailed information and custom remarks, and with as many as 16 color photographs that capture its best selling points. We use the MLS to mobilize more than 30,000 local real estate agents, more than 100,000 statewide, and more than a million worldwide who are working with buyers for whom your home would be a perfect match.

But in today's market, the MLS, as valuable as it is, simply doesn't suffice as a comprehensive marketing plan for sellers.

BALISTRERI DELIVERS:

- Realtor.com: Our partnership with the No. 1 worldwide real estate Web site delivers 6.1 million visitors a month—more buyers for our sellers.
- Balistreri.com: Our own Web site promotes our properties with virtual tours and valuable community information.
- Balistreri Magazine: A sleek, highly produced magazine that showcases our clients' properties. It is mailed directly to tens of thousands of potential buyers and real estate professionals.
- PalmBeachPost.com: Added exposure to all buyers using The Palm Beach Post's Web site for their home search.
- A Full-Fledged Marketing Department: Many companies consider this an extraordinary, even unnecessary, burden. We believe it is essential to sales.
- EZ Access: Millions of AOL users are able to preview your property with just a few clicks.
- I-Lead: Driving 558 percent more traffic to client's properties with this property-enhancing technology. On average, our sellers' properties are viewed 800 to 1,200 times a month.
- Visual Tours: Buyers anywhere in the world have 24-7 access to your property. Visual tours increase traffic by 40 percent.

- Newspaper and Magazine ads: We maintain a pronounced presence in local newspapers and in nationally and internationally distributed magazines and periodicals.
- Sphere of Influence Program: Every three weeks, we expose clients' properties to tens of thousands of potential buyers.
- Residence Program: We capture the attention of local buyers in more than 120 subdivisions and condominiums.

3. ARE THE AGENT AND AGENCY I HIRE PART OF AN INTERNATIONAL NETWORK THAT CREATES EXPOSURE FOR MY PROPERTY BEYOND THE LOCAL MARKET?

Whether buying or selling, you'll want a firm with solid credentials handling your transaction. You'll want a firm that can give you the best advantage and the best results. You'll want a firm that is part of an awesome merchandising and marketing network that puts you on the world stage. You'll want Balistreri Realty, a listed member-firm of Leading Real Estate Companies of the World™

Leading Real Estate Companies of the World™ is a global network of the finest independent real estate firms that is a veritable juggernaut in practically every single category by which success in the real estate sector is measured. Through this network of cooperating brokers, we are able to merchandise our properties all over the United States and practically anywhere in the world.

BALISTRERI DELIVERS:

- More firms in the top 500 U.S. real estate companies than any other real estate organization or franchise;
- More transactions than any other real estate network—1.4 million transactions, valued at more than \$400 billion annually;
- More offices and associates than any franchise—650 firms with 5,500 offices and 160,000 associates; and
- Services in more locations than any competitor—in all 50 states, and in 40 other countries.

Should the property be \$1 million or more, we'll maximize exposure for it through the Luxury Portfolio Fine Property Collection™, the flagship luxury program of Leading Real Estate Companies of the World™ that markets to affluent buyers worldwide.

4. WILL THE AGENT I HIRE REPRESENT ME, THE BUYER, OR THE TRANSACTION?

You deserve the highest representation allowed by Florida law: Single Agency.

Florida Statute 475, Section 278, defines the relationship between the real estate broker or salesperson and the client, and spells out the corresponding duties that are owed to you.

“You should not assume that any real estate broker or salesperson represents you unless you agree to engage a real estate licensee in an authorized brokerage relationship, either as a single agent or transaction broker,” the law warns.

“You are advised not to disclose any information you want to be held in confidence until you make a decision on representation.”

As a single-agent firm, we at Balistreri Realty believe clients also should expect from us the added duties of loyalty, confidentiality, obedience and full disclosure.

Most major real estate firms can't make this claim. National franchises and huge regional companies tend to provide only limited representation — as transaction brokers. (Only when our firm is showing a buyer a Balistreri Realty listing does the law require transition to transaction brokerage.)

So, what are the differences between single agency and transaction brokerage, and why should they matter to you?

If you hire a single-agent Realtor® like Balistreri Realty, both the firm and the sales associate are obligated to dealing honestly and fairly with you — accounting for all funds; handling your transaction with skill, care and diligence; presenting all offers and counteroffers in a timely manner; and disclosing all known facts that materially affect the property's value.

You also are owed, and are entitled to, the firm's and the sales associate's loyalty, full confidentiality, obedience, and full disclosure.

Think about it: A transaction broker does not owe you loyalty — faithfulness that is steadfast in the face of any temptation to renounce, desert, or betray you and your interests in a real estate transaction. Nor is a transaction broker obligated to obey you. Loyalty and obedience are key duties, don't you agree?

In short, if you hire a transaction broker, you are giving up the undivided loyalty that is owed you.

BALISTRERI DELIVERS:

- We at Balistreri Realty are confident in our ability to represent you. Our firm and our associates, who are constantly upgrading their professional knowledge and skills, believe you deserve the highest form representation.

5. WILL THE AGENT I HIRE PROVIDE A TIER 1, TIER 2 OR TIER 3 MARKET-RESEARCH REPORT? WHAT ARE THE DIFFERENCES?

It is customary for a real estate agent to prepare for a seller a Comparative Market Analysis (CMA), also called a Pricing Analysis, in preparation for a sale. The CMA takes a thorough look at current listings and properties recently sold in the seller's neighborhood. It also shows which homes did not sell, and which expired off the market.

The CMA would reflect many factors that would have an impact on market conditions at a given time in a specific area. It defines the price range that buyers would consider paying for a property.

Unfortunately, many agents stop here. Balistreri Realty, on the other hand, uses a very sophisticated tiered pricing-analysis system that widens the window of opportunity and options for sellers.

BALISTRERI DELIVERS:

- Tier 1: A comparative market analysis that quantifies closed sales, as well as active and pending listings, for the last six months in subdivisions and building complexes in the subject property's immediate area.
- Tier 2: A comparative market analysis that quantifies closed sales, as well as active and pending listings, for the last six months in subdivisions and building complexes in areas adjoining the subject property.
- Tier 3: A comparative market analysis that quantifies closed sales, as well as active and pending listings, for the last six months in similar subdivisions and building complexes with amenities similar to the subject property but not adjoining or adjacent to it.

