



Tracy Jones, Broker
ERA Northwest Professional Realty
Salem, Oregon



...Structuring & Closing Winning Transactions
for Buyers & Sellers



Tracy Jones
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TracyJonesBroker.com
ERA Northwest Professional Realty
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Your 100% Satisfaction Guarantee

When you list your property with me, you can do so with unbridled confidence.

If I fail to perform in securing a prospective buyer for your property, you can cancel your listing agreement at any time, even prior-to the expiration period.

If I fail to represent you properly, or, to your satisfaction in a purchase transaction, you can terminate my representation without penalty.

You must be 100% satisfied with your experience. Period.

Premium Listing Service

Every property requires a different approach to market and sell. Your property has unique characteristics I'll uncover, allowing me to position it properly in the marketplace. My approach to marketing your property will be as unique as the property itself. My goal is to bring you a qualified buyer to the table as quickly as possible. Here are a few of the avenues I take to get this done efficiently and effectively:

- Help determine your pricing position. You'll see what's happening in the market and how that affects your property in particular.
- Check zoning, usage and tax information. Does your property appeal to more than just an average homeowner because of zoning, location or even a tax-advantaged situation?
- Individualize the marketing strategies to target a specific group of buyers.
- Pitch your listing to a core group of agents who work primarily with buyers.
- Email all agents in the WVMLS a copy of your color flyer.
- Recommend possible improvements to yield the highest price the market will allow.
- Provide showing appointment tips and discuss showing options including the 24-hour notice.
- Provide a clean lockbox.
- Provide clean, easy-to-read signage.
- Staging: I'll provide specific recommendations for staging your property for maximum effectiveness.
- Look at print advertising options.
- Explain the different sites of internet exposure, including my personal website and ERA.com.
- Input property data in the Multiple Listing Service with the maximum amount of pictures allowed.
- Mail 100 "Just-Listed" letters to the surrounding neighborhood.
- Explain ERA's Home Warranty Program.
- Design full color flyers with sheet protectors using compelling sales copy to engage interested prospects.
- Provide a Seller's "net sheet" showing your net proceeds from the sale of your property.

ERA's Standard Residential Listing Fee

Some clients like to know what the standard residential listing fee is before they meet with me.

ERA's standard residential listing fee is 6% of the property's final selling price. On bare, or raw land, the listing fee is 10%.

50% of the listing fee is paid to the other co-operating broker as compensation should one secure a buyer for your property. They in turn split that amount with their brokerage.

The balance is split between ERA Northwest Professional Realty and myself. The portion I keep covers my salary and my business expenses to sell your property even before a buyer is found. Business expenses include the following:

- Home Fax
- Postage
- Dues and Subscriptions
- Printing
- Supplies
- Business Auto Expenses
- Education and Training
- Legal and Professional Fees
- Business Insurance
- Advertising
- Artwork/Design
- Flyers and Handouts
- Photography
- Direct Mail
- Print Advertising
- Web Site

How Is Your Property Advertised?

Within 24 hours of listing your property with me, your home or land will be advertised on many different Websites, including:

TracyJonesBroker.com (advertised & promoted regionally in professional newsletters)

ERA.com

Realtor.com

Willamette Valley Multiple Listing Service

Craigslist.com

Facebook

Twitter

FrontDoor

MySpace

Hotpads

Zillow

...and more.

I also utilize:

Print Media

Home Seekers Magazine

The Real Estate Press

Statesman Journal

Full Color Flyers

ERA For Sale signs

Plus, custom advertising available depending on your needs.

Top Ten Favorite Features

This is your opportunity to make sure I know the best features of your house or property. Please be as descriptive and wordy as possible. This will help me produce the best marketing materials and positioning for your property. Some features to consider are the location, views, custom features, RV parking, outdoor features and buildings, as well as any updates. Feel free to write down more than ten features if you can. Think in terms of BENEFITS your property offers a potential buyer, such as, "Close to public transportation, etc."

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- 10.

Signature _____ Date _____

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