

## HOT BUTTON FLOW CHART

Hot Button

Description Dialogue

(It's a tool we have that...)

(...Would something like that to be of value to you?)

Hesitation it could handle

**TIMING  
ANALYSIS**

- ...gives you a birds eye view of the various time frames it takes to put your home on the market, get it sold, and get your money. Knowing this could help you avoid choosing the wrong timing and possibly costing yourself a small fortune.

Want to wait until...

**FINANCIAL  
RISK ANALYSIS**

- ...gives you a birds eye view of the finances you could risk when waiting to market your home. Knowing these factors can help you determine if waiting is in your best interest

In no hurry  
Want to fix it up first

**HIGHEST  
PRICE  
ANALYSIS**

- . . . gives you a bird's eye view of the current market conditions. Homes that sold, homes that are for sale and homes that didn't sell. It also includes an analysis of financial risks and a projection of timing and how these factors can affect your net.

Want to try a higher price  
Unsure of price

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#### REAL ESTATE TRENDS ANALYSIS

- ... gives you a bird's eye view of the numerical factors that affect real estate transactions and a projection of these factors into the not too distant future. Knowing these factors allows buyers and sellers to anticipate trends and how those trends might affect their decisions.

In no hurry  
 Want to wait for a better offer  
 Wait for rates to go down  
 Wait for prices to go back up

#### MARKETABILITY CHECKLIST

- ... gives you a bird's eye view of the factors that will cause a home to sell or not sell and make it more competitive in the market place. It will help pinpoint exactly why a home didn't sell, and help prevent you from making the same mistake twice.

Tried it before  
 Want to try higher price  
 Want you to lower the commission  
 Don't want a sign, or a warranty, or a lockbox

#### FSBO HELPKIT

- ...is a package of useful information designed to provide a FSBO, such as yourself, with tips, techniques and ideas that you may need to successfully sell your home.

Already a FSBO

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#### COMPARATIVE SHOPPING ANALYSIS

- ...Give you an aerial view perspective of different services, features, etc. of the best companies in the area, so you can choose who you KNOW will get you the maximum price.

Have a friend in Real Estate  
Want to talk to other brokers before deciding

#### BUY / SELL ANALYSIS

- ...gives you a complete perspective on how to control and maximize your negotiating position on both sides, so you don't end up doing the right thing at the wrong time, and risk costing yourself a small fortune.

Shop / Buy First

#### PRO / CON ANALYSIS

- It's an analysis of of the "Reasons For" vs the "Reasons Against" paying a full market commission, so that the wrong decision won't negatively effect the price.

Smaller Commission  
Unsure of long and short term effects of:  
Staying in the home vs short sale vs loan modification vs foreclosure

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**MORTGAGE  
RELIEF  
ANALYSIS**

- ...Give you a bird's eye view of your financial options when you are unsure of your mortgage situation, and allows you to compare the effect of each option and avoid making a decision that could cost you a small fortune.

Worried about foreclosure  
 Want to sell, but owe more than it's worth  
 Can't afford to stay in home