

Summit

Sotheby's

INTERNATIONAL REALTY



OUR MARKETING PLAN TO SELL YOUR PROPERTY

# Past performance is a guarantee of future success.

This packet is to answer questions you may have about who we are and how our performance has brought us success.

You may have questions like “What am I going to get for my property?” or “How long will it take to sell my property?” When you meet with us, we will be able to determine the answers to the above questions. Our experience have proven to drive success even in the toughest markets.

At your convenience, please continue to read through this packet so you can view the tools we use to successfully sell your home.

If you are actively interviewing realtors, we have created an “Agent Report Card” to help you find the best possible solution to sell your property. [View it here](#)

Sincerely,

## *Marny Schlopy*

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# TOP 10 REASONS TO LIST WITH TEAM SCHLOPY

1. Locals since 1992
2. Among Park City's top agents since 1997
3. Our written marketing plan
4. Extensive database with over 5,000 clients with referring capabilities
5. We average over 80 transactions annually
6. 97% List to Sales Price
7. Our phones are answered 7 days a week
8. We prospect 20 New Contacts Daily
9. Studies the market 2–3 hours every day to always be on top of market changes
10. Team Schlopy sells 75% of our listing inventory (to date).

FOR MORE REASONS CLICK HERE

# WE AVERAGE OVER 80 TRANSACTIONS ANNUALLY.

Team Schlopy has proven time and time again that we get things done. We use our network of 5,000+ contacts to advertise your property. This isn't the only thing that sets us apart. What else sets us apart is we put your property consistently in front of our contacts. We guarantee to call at least 25 people every business day to actively find a buyer for your property.

Take a look at our previous sales to view our results and ability to sell your property. Click the button below to view by category

[View Listings Sold by Area](#)

[View Listings Sold by  
Price over \\$1.5M](#)



## GLOBAL PROPERTY DISTRIBUTION

To provide even more exposure for the listings our network represents, property brochures are distributed via our exclusive Global Property Distribution program to hundreds of real estate and Auction House Locations around the world.

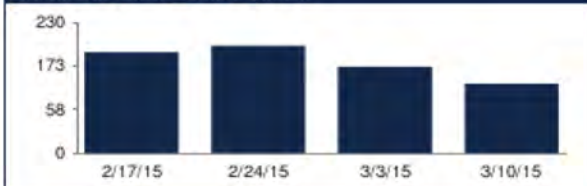


## DISTRIBUTION RESULTS

To Measure results, the Sotheby's International Realty brand provides a property view report including view and inquiry statistics for each partner site a property is distributed to. Sotheby's International Realty properties are viewed an astounding 60,000,000 times across all our partner sites annually.



Number of Views - Last 4 Weeks




Top Cities

City	Property Views
Park City, UT	14
Salt Lake City, UT	14
Ogden, UT	9
Gallus, Centre, FR	8
London, London, GB	8
New York, NY	7
Chicago, IL	6
Houston, TX	6
Laval, Quebec, CA	5
San Francisco, CA	5

Terms Used

**Property Views** - Occurs when a consumer views the full property detail page for your listing on a marketing website.

**Top Cities** - The cities from which the greatest number of consumers live that are viewing your listing.

 - indicates that the traffic reported by the site includes traffic from mobile applications.





*\*Although your property listing is being displayed on these websites, we are currently unable to track the property views and inquiries for these websites.*



**Marny Schlopy**

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Website Traffic Comparison

Website	Property Views
Zillow 	1,361
JamesEdition	404
realtor.com 	271
LuxuryRealEstate.com	167
Trulia 	144
SIR Network	98
<a href="http://www.summitsothebysrealty.com">www.summitsothebysrealty.com</a>	39
Homes.com	36
NY Times	33
LuxuryEstate.com	17
Real-Buzz	2
Wall Street Journal	1
HomeAdverts	0
HomeFinder.com 	0
PropGOLuxury	0
RealtyTrac	0
<b>Total</b>	<b>2,573</b>

Your listing was also sent to\*



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# PROFESSIONAL PHOTOGRAPHY

The way your home is presented determines the showings it receives, therefore Summit Sotheby's International Realty provides professional photography on all its listings.





# WORKING WITH A TEAM

YOU HAVE MORE THAN ONE DRIVING FORCE TO SELL YOUR PROPERTY

View the Advantages of working with a team by clicking play





# INFLUENCING THE SALE OF YOUR PROPERTY

## YOU HAVE CONTROL OVER

Price

Condition

Access to Property

AGENT SELECTION

## YOU HAVE NO CONTROL OVER

Market Conditions

Neighbor's Motivation

Location of Home



# TEAM SCHLOPY MARKETING PLAN

## OUR OBJECTIVES

- To get as many qualified buyers into your property until it is SOLD!
- To communicate with you on a consistent basis
- To assist you in getting the highest possible dollar value for your property with the least amount of problems and in an efficient manner

## OUR PLAN FOR SELLING YOUR HOME:

1. Help you price your home to sell
  - A. Present you with a Comparative Market Analysis (CMA)
  - B. Price your property competitively so it is the best option in today's market
  - C. Suggest and advise as to any changes you may want to make in your property to make it more saleable
2. Actively market your home until it is SOLD!
  - A. Call or visit at least 25 people every business day and tell them about your home to actively find a buyer for your property
  - B. Send an email "E-Blast" to all Park City MLS agents with the new listing or when any terms change for the listing
  - C. Contact over the term of our listing our database clientele to expose your property
  - D. Submit your property to the Park City Multiple Listing Service and the Wasatch Front Multiple Listing Service
  - E. Place a professional "For Sale" sign on your property AND a recyclable "Green" sign, if applicable
  - F. If terms are acceptable to the broker, advertise in the Summit Sotheby's Collections Magazine
  - G. Maintain a web presence on Realtor.com, TeamSchlopy.com, summitsothebysrealty.com, sothebysrealty.com and other proven affiliated sites and agencies
  - H. Communicate with [www.parkcityhomesnow.com](http://www.parkcityhomesnow.com) leads to expose your property to buyers
3. Keep you informed
  - A. Contact every agent that shows your property and provide you with his/her feedback through our transaction report system, if we're able to obtain the information from the showing agent
  - B. Invite you to register at [www.parkcityhomesnow.com](http://www.parkcityhomesnow.com) which will search the MLS and notify you of any changes in activity within your subdivision (Sales, New Listings, New Pending, Price Changes)
  - C. Provide you with a copy of all advertising via the transaction report
  - D. Constantly update you with any changes in the market that may affect the sale of your home
4. Negotiate all contracts
  - A. Present ALL offers
  - B. Represent YOU in the negotiating process to get the highest possible price!
5. Close the Sale once a contract has been negotiated
  - A. Keep track of crucial dates in the real estate purchase contract
  - B. Follow up with the Mortgage Co, Title Co, and other agent, and keep you informed of the closing process
  - C. A team member will accompany you to the closing if done locally
  - D. Review Sellers Proceeds and Settlement documents prior to closing
  - E. Foresee and avoid the "Pitfalls" to ensure a successful closing on your property





Our mission is to empower consumers to make **SMART DECISIONS** about their future or current **HOME**

Summit | Sotheby's  
INTERNATIONAL REALTY

Team  
Schlopy | park city's  
performance-driven  
real estate team