

Listing Presentation

Prepared especially for

Presented by
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Introducing Jeff Kessler ABR,GRI

Jeff Kessler ABR,GRI, Realtor®, offers the highest quality of Real Estate on the market today. Since 1997, he has provided superior service to his customers and have assisted them in achieving their goals. He has over 11 years of experience and has been a part of over 700+ Closings.



My Recommendations

“Jeff provided us with excellent service and saved us a lot of money. His rebate program allowed us to receive his high quality service as a Realtor and put money back in our pockets. He is a professional dedicated Realtor and I highly recommend him.” March 5, 2009

Top qualities: Great Results, Personable, High Integrity
[Paul Hopingardner](#)

hired Jeff as a Real Estate Agent in 2007

“I can highly recommend Jeff for the help that he provided for my first house purchase in the US. He was knowledgeable about the process and always accessible. Jeff also operates a rebate system where he sets some of the agent fees paid by the seller against the closing costs (we got 2% of the house price back) that makes the numbers at closing a lot more palatable!” January 5, 2009

Top qualities: Personable, Expert, Good Value
[Gareth Hillier](#)

hired Jeff as a Real Estate Agent in 2007

“Jeff is kind, generous, understanding and patient. You'll feel comfortable working with him. Jeff is knowledgeable and has more than a decade of experience and real estate contacts across the United States. Call Jeff at (512) 801-5666 to learn how his innovative concept of collaborative partnership will MAKE YOU MONEY when he gives you some of his commission. If you love to get rebates on your purchases then you'll love Jeff! Check out his site at <http://www.rebateontexashomes.com/>” December 31, 2008

[Maya Marie Thomas](#), *Realtor, Exit Realty Old Island Key West*

was with another company when working with Jeff at Austin Homes Realtors

“Jeff is a leader, well organized, high on customer satisfaction. I know Jeff to be on the cutting edge of his field and a person of high integrity.” July 28, 2008

[Alan Kirkpatrick](#), *Realtor, Austin Texas Homes*

worked directly with Jeff at Austin Homes Realtors

- **Title Sales Counselor**
 - [KB Home](#)
 - “Jeff, is a very talented and devoted person who was outstanding at his job at KB Homes. Jeff and I worked together selling homes and he was always dedicated to doing whatever it takes to get the job done. The one thing I remember most about him was staying until after 10:00pm with customers trying to get a home sold. Jeff's tenacious attitude and dedication will be a tremendous asset to an organization seeking a hard worker.” June 18, 2008
 - [Dyron Taylor](#), *Sales Counselor, KB Home*
worked directly with Jeff at KB Home

Property Profile (page 1)

Dear Mr. And Mrs.

Re:

Home Phone: _____

Fax: _____

Work Phone: _____

Work Phone: _____

Email: _____

To make our time together more effective, please have the following items ready(if you have them) at the time of our appointment.

- Prior Title Policy
- Survey
- Any recent appraisals
- Invoices for repairs and or improvements
- Lien waivers for any work done by a contractor in the last 12 months
- Any pictures of the inside or outside of the home
- Copies of current utilities bills
- Names and types of pets

- Information on trash service

Property Profile (page 2)

Homeowners or condominium association information (if applicable)

- Amount of yearly fee \$ _____
- Management Company _____
- Address _____
- Contact name _____
- Phone number _____

A List of inclusions and exclusions from the sale.

Inclusions:

Exclusions:

Property Profile (page 3)

What is the source of Water? _____

•How many fireplaces? Wood or Gas? _____

•Number of garage door openers? _____

•What is the approximate age and type of the following: (Mark all that apply)

•Roof _____

•Water Heater _____

•Heating System _____

•Air Conditioner _____

•Plumbing _____

•Wiring _____

•Pool _____

•Sprinkler System _____

•Well _____

•Septic _____

•Recent Remodeling _____

•Other Improvements _____

•Comments _____

• _____

• _____

• _____

• _____

Energy Conservation Audit and Disclosure (ECAD) Ordinance for Single-Family Homes

The Energy Conservation Audit and Disclosure (ECAD) ordinance requires that before the sale of their home, owners of a single-family home must have an energy audit performed on the property. To see if your home needs an energy audit,

[answer the questions in our online tool, the ECAD Audit Self Check.](#)

If a home needs an audit, the seller must provide a copy of the audit to the purchaser or prospective purchaser. The auditor must provide a copy of the audit to Austin Energy.

Note: Austin Energy has conducted training sessions with many Austin area real estate brokers and agents. These real estate professionals can provide sellers with valuable additional guidance and information about the disclosure requirement and its operation.

- **Exemptions**

A home seller is not subject to the requirements of the Energy Conservation Audit and Disclosure Ordinance (No. 20081106-047) if any of the following conditions applies:

Property is located outside of the city limits of Austin.

- Property does not receive electric service from Austin Energy.
- Property was constructed within 10 years of the time of sale.
- Property is classified as manufactured housing built on a permanent chassis and designed to be used without a permanent foundation.
- Property participated in Austin Energy Rebate Programs within 10 years of the time of sale and either:
 - Received \$500 or more in rebates, or
 - Performed three energy efficiency measures.
- Property participated in Austin Energy Free Weatherization Program not more than 10 years before the time of sale.
- Transfer of title to the property occurs under one of the following:
 - Foreclosure sale, Trustee's sale, or deed in lieu of foreclosure.
 - Pre-Foreclosure sale.
 - Exercise or threat of Eminent Domain.
 - Transfer from one family member to another family member, without payment.
 - Court order or probate proceedings.
 - Decree of legal separation or dissolution of marriage, or property settlement agreement incidental to such a decree.
- Purchaser of the property qualifies for, and has signed an agreement to participate in, the Austin Energy Free Weatherization Program not later than six months after the time of sale.

Marketing plan

What I will do to market your home:

- Put up a “For Sale” sign in your yard with all my contact info. I will be available to answer any questions from house hunters from morning till night seven days a week.
- Fliers that include a picture of your home and a description of its size and features. A box of fliers can be attached to the For Sale sign.
- I will list your home in the Multiple Listing Service (MLS), which is a database of all the homes in a given area that are listed by registered users (which includes the vast majority of agents).
- I will Advertise in local online ads, and the Internet, which can generate viewings of your home by house-hunters. According to a 2003 survey of homebuyers and sellers conducted by the National Association of REALTORS®, 93 percent of homebuyers use the Internet to search for homes.
- Open houses which – like ads – are meant to generate traffic through your home, and create some word-of-mouth interest.
- Showings of your home. I will coordinate times to show it to potential buyers and for other agents and their clients to see the house. I will give you enough warning that viewers are coming so that you can tidy up the house. I will also give you feedback from the people that tour your home, which will help you improve it for the next showing.

Offers and closing

Soon after your home goes on the market, offers should begin to come in. I will ensure that potential buyers have adequate financing, and to make sure the Buyers have a pre-approval from a lending institution. I will make sure the closing process runs smoothly and answer all your questions.

How a Commission is Divided

First I offer 3% of the commission to the other co-operating brokers as compensation if one of them secures a buyer for your home. They in turn split that amount with their company. The balance is split between my company and myself. The portion that I keep helps to cover my salary and all my business expenses to sell your home. Here is a list of my risk capital and business expenses:

My Risk Capital

(Money that I put to work for you even before a buyer is found)

- Telephone
- Mobile Phone, Fax
- Office Postage
- Dues and Subscriptions
- Printing
- Supplies
- Business Auto Expense
- Education and Training
- Legal and Professional Fees
- Advertising
- Artwork and Design
- Flyers and Handouts
- Direct Mail

Presentation Review Checklist

Did I remember to explain?

- _____ Information about Brokerage Services
- _____ Company Marketing Program
- _____ Market Analysis
- _____ Listing Contract
- _____ Home Warranty Program
- _____ Preparing The Home for Showings
- _____ Showing Appointment Instructions
- _____ Showing Reports
- _____ Open Houses
- _____ Permission to Send Just Listed/Just Sold Cards
- _____ Lockbox
- _____ Sign Installation
- _____ MLS Protocol
- _____ Title Policy
- _____ Lien Waivers
- _____ Code Compliance
- _____ Possible Appraisal Problems
- _____ Offer to Purchase