

MARY ST. GEORGE
Lic. Assoc. R.E. Broker
Local Expertise,
National Success,
Globally Connected



Guide to a Successful Sale



LAKE HOMES REALTY

LAKEHOMES.COM

Finger Lakes Region

Mary St. George, An Introduction



With local knowledge of the Finger Lakes Region of New York and marketing expertise, Mary St. George brings a unique and effective combination of skill sets to both buyers and sellers.

Mary has a proven track record of successfully listing and selling homes in the Finger Lakes Region of New York. Her home office is based on Keuka Lake, but she has been known to go the length and breadth of the Finger Lakes helping people find their ‘Wow!’ home and over the years she has achieved many awards for sales and service.

Mary has been on the Finger Lakes since 1988, and has a detailed comprehension of the local neighborhoods, area attractions and schools. Mary’s clients look to her for her marketing expertise, bold sales strategies and close client communication.

From homes with lake views to vineyards and everything in between, Mary finds the perfect fit for any buyer. Mary has an A.S. Degree in Marketing, Retail and Training responsibility gained from multiple years as Postmaster for the Post Office. She uses these skills today to market her clients’ listings successfully.

Before joining Lake Homes Realty, Mary worked in the direct mail business for numerous years and then moved on to the postal system. As Postmaster of Keuka Park post office, a lakeside community, it gave Mary the opportunity to work closely with successful business people as well as getting to know the local residents on the lake better. To develop a distinct connection to the pulse of the lake communities of the Finger Lakes Mary has been involved with various

Chambers of Commerce and she is on the board of the YMCA Camp Cory on Keuka Lake. She is the mother of two sons and a doting grandma of one grandson.

Look for Mary as *Lakefront Mary* by *Mary St. George* in the local paper. There are weekly pieces featuring information about lake properties and an occasional *Ask Mary* column to answer questions by her dedicated readers. You can also find Mary on area radio stations talking about #LakeLife.

Mary has been so popular in selling lakefront real estate that other realtors feel confident giving referrals to Mary for their clients.

Top Level Training:

New York Real Estate Broker’s License

A real estate broker’s license is the highest level license in the real estate industry. Mary earned her New York real estate broker’s license (date), which consists of 72 hours in classroom intensive training of : contracts, brokerage procedures, residential and commercial appraisals, fair housing regulations, closing procedures, business valuations, real estate law, tax prorations and more. Mary passed the state examination (which has a 54% passing rate) and continues training in ethics and law.

Tom Ferry Coaching Program

Mary is a member of the Tom Ferry Coaching Program which connects real estate agents with the best possible marketing tools and client services. Thousands of the world’s top agents communicate daily with coaches and each other on how to solve problems for clients and offer top of the line service.



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Thank you for giving me the opportunity to present my professional services to you. I take the responsibility of selling property for my clients and working with buyers seriously. The purpose of this *Preparing for a Successful Sale Packet* is to demonstrate to you that I am a professional who uses effective techniques and skills to sell properties and help my clients. My goal is to use my skill set to help you achieve your real estate goals. If you choose to sell your property, I hope that you will understand my approach and hire me for the job. Whether it is to sell your home within a certain time frame, sell it with the least

amount of inconvenience, or sell it for top dollar, my strategies are designed to help clients just like you. I have included information in this packet to reinforce the fact that I get results by being hardworking, aggressive and tactical.

My goals and your goals for your property are aligned as one.

It doesn't matter if we are in a buyers' or sellers' market,

there is always fierce competition among properties on the market for the few, "qualified buyers". Sellers need aggressive, effective real estate agents to direct those buyers to their property and get it sold on their price and terms.

My entire selling system is based upon the foundation of customer service. I have your personal, financial and family need as the singular driver for every action taken.

I look forward to working with you to achieve your goals.

Mary



What makes me different?

1 Active vs. Passive Sales

My approach to selling real estate differs from many other agents. While many sit back and wait for the market to sell their listings, I take a completely different approach. I consider each listing a product that I need to sell. I contact neighbors and homeowners in the area to see if they have any friends or family interested in moving to the neighborhood.

2 Phenomenal Follow-up

- I keep spreadsheets of
- every single inquiry on your
- property. For every open
- house walk-in, yard sign call,
- and showing, we will contact
- those individuals at a minimum
- 3 times to answer any
- questions and handle any
- objections. If a buyer shows
- strong interest, we
- communicate immediately and
- continuously from showing to
- close.



3 Don't forget other realtors

I contact all the agents who have been involved in transactions in the neighborhood during the past 12 months to see if there are any other buyers who may be interested. Every active realtor has access to multiple prospective buyers and utilizing their access helps increase the awareness of your property.

4 A Photo says 1,000 words

For every single property I list, a professional photographer is hired. Photography is the starting point for every piece of marketing I do, and it is the catalyst to encourage showings, then offers. Every client, at every price point gets the benefit of having their property marketed like a multi-million-dollar property.

Referral, the highest compliment

Successfully selling your property is based 100% on customer satisfaction. Everything we do revolves around getting your property sold for the highest possible price, with the least amount of hassle and under the best terms. Every step we take has your best interest in mind to help with your needs, your finances and your family.

Client referrals are a key part of my business and I hope to earn your referral after a successful closing.

The Team Behind Mary

When you hire me you don't only get my service, but the services of these professionals to carry out the marketing and transaction:

- Director of Marketing
- Director of Advertising
- MLS Coordinator
- Social Media Director
- Transaction Coordinator
- Concierge/Showing Scheduler

10 Pledges



The marketing and sales approaches I employ are effective, but the way I interact with my clients building a personal relationship is what I want to be remembered by. Our entire system is based on customer satisfaction. We will do anything possible to make sure your interests and needs are a priority at every step.

10+ Pledges to provide the highest customer service to you. As your chosen Realtor, I promise to uphold and execute the following practices:

1. Take time to understand your wants, needs and expectations during the entire selling process
2. Quickly return all calls/emails/texts
3. Help you obtain the highest possible price in the shortest amount of time
4. Advise you on pricing and staging your property
5. Market your property to the highest number of qualified buyers
6. Present all offers on your behalf
7. Negotiate offers on your behalf
8. Schedule and coordinate completion of contingencies and inspections
9. Monitor buyer's loan process if they are obtaining financing
10. Coordinate and supervise the preparation of all closing documents and guide you through the closing process

Average Agent

VS.

Mary St. George

- Take a listing at any price, even if it's not in client's best interest
- Take pictures of property with smart phone
- Upload pictures and info onto local MLS
- Place sign in yard and hope for offers
- Hold an open house, hope for an offer
- Hope for an offer
- Wish for an offer
- Still hoping for an offer
- Cross fingers for an offer
- Wish for an offer again
- Cost the seller money with too many days on the market
- Receive an offer and beg buyer to come up on price
- Rely on title company to handle transaction
- Sit back and let the title company handle the rest of the transaction
- Hope there are no problems with the transfer of title

- Analyze market of active properties and past sales to determine fair market listing price
- Personally hire professional photographer who specialize in luxury real estate
- Place listing on MLS for Greater Rochester, Elmira-Corning and Ithaca
- Place sign in yard and respond to every inquiry immediately
- Publish listing in local newspapers and brochures, as well as, private invitations
- Showcase property on LakeHomes.com, homesteadnet.com and realtor.com
- Contact homeowners in the neighborhood
- Contact other real estate agents involved in transactions in the area who may have buyers
- Receive an offer and give buyer's agent full analysis to justify price including other active properties and recent sales
- Give seller a closing statement showing all costs, taxes and final monies to seller
- Negotiate offer and accept terms and price
- Verify every step of the transaction, account for all funds

What to Expect

First Meeting

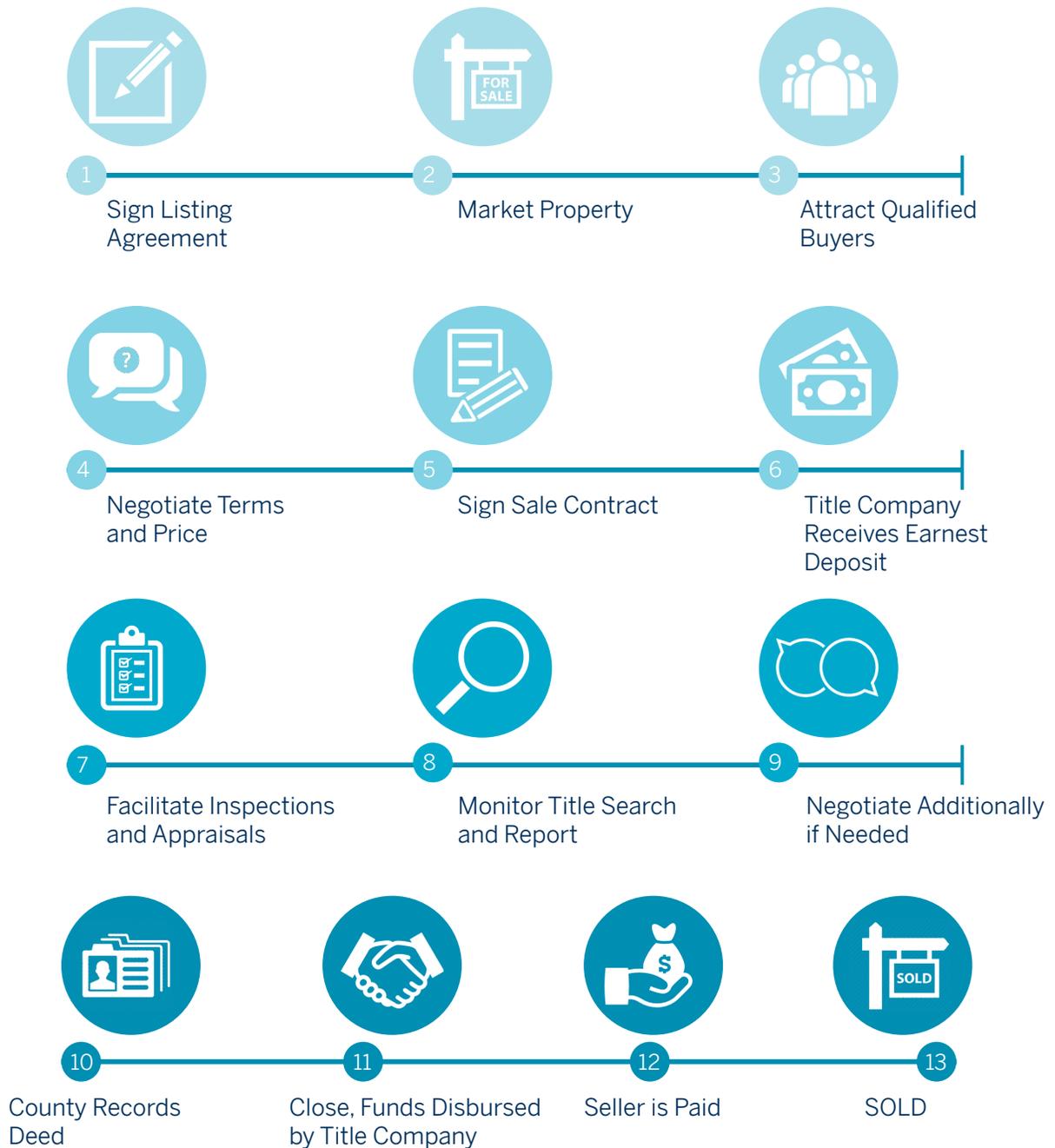
- Tour property, take notes on desirable features
- Examine why you purchased this home and what made it special for you
- Discuss why you decided to sell the home, how the property fits into your life and how I can help
- Review condition of: roof, AC, hot-water heater, plumbing, electric, association status, tenants
- Find out if there are open permits, defects with home
- Review if you have a mortgage or any other loans on the property
- Discuss a demographic profile of likely prospective buyers and how I will reach them
- Present strategic marketing plan customized for your property and buyer profile
- Give you a professional assessment of market conditions
- Review Comparative Market Analysis
- Offer pricing strategy based on sold, active and pending listings
- Give professional judgment and interpretation of market data
- Review likely time to market the property, secure buyer and close
- Present listing agreement, review all questions, concerns together
- Sign listing agreement
- Sign sellers Property Condition Disclosure
- Sign lead based paint disclosure (if built prior to 1978)
- Obtain survey of home if applicable
- Discuss if a home pre-market inspection is appropriate
- Ask for a set of keys
- Ask about insurance, utility costs, security system
- Discuss together most appropriate way to show home
- Discuss using lock box if appropriate
- Give me contact information for anyone using property, family/guests/tenants
- Give me contact information of property management company
- Together, determine if open houses are appropriate
- Together choose law firm to handle transaction

Marketing Checklist



- Take iPhone pictures for preview
- Order, arrange for photoshoot. Order video/aerials if applicable
- Fill in input forms for Rochester MLS
- Fill in input forms for Elmira/Corning MLS
- Fill in input forms for Ithaca MLS
- Choose primary photo
- Order glossy flyers from printer
- Call local homeowners in your neighborhood/building seeking a buyer
- Social media post preview
- Include email in weekly email newsletter to database
- Bring yard sign, printed MLS sheets, info box, business cards, glossy flyers, plastic sign to your listing
- Follow up with all prospects 2 or more times requesting feedback
- Communicate to all prospects if there is a price adjustment

Framework of a Successful Sale



Online Presence

90% of
buyers

searched online during the home buying process. Lake Homes Realty offers more online resources than any other local brokerage.

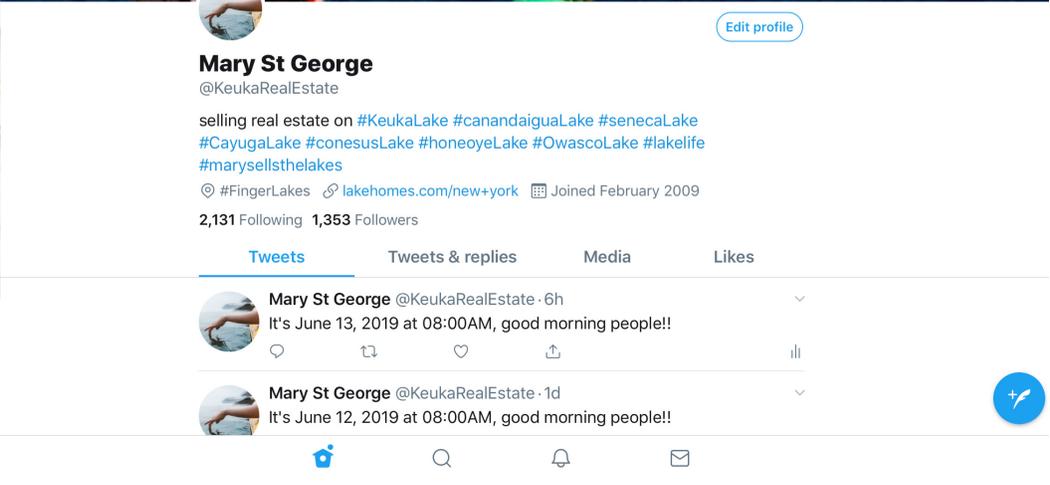
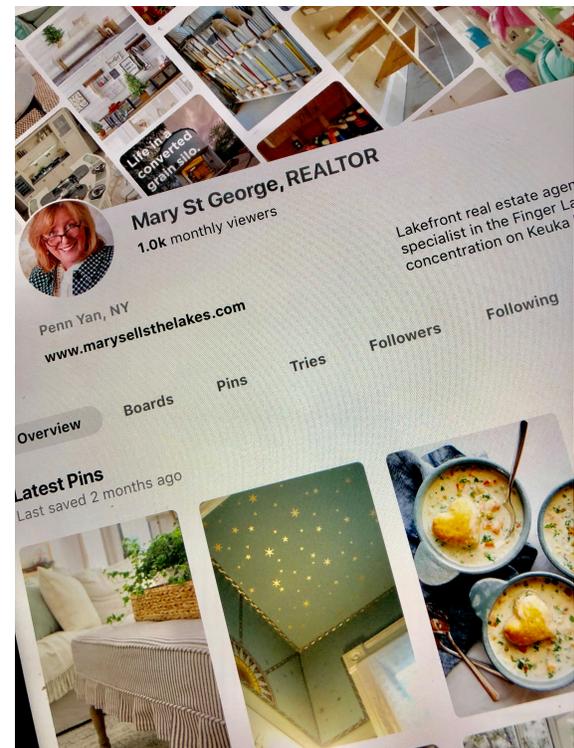
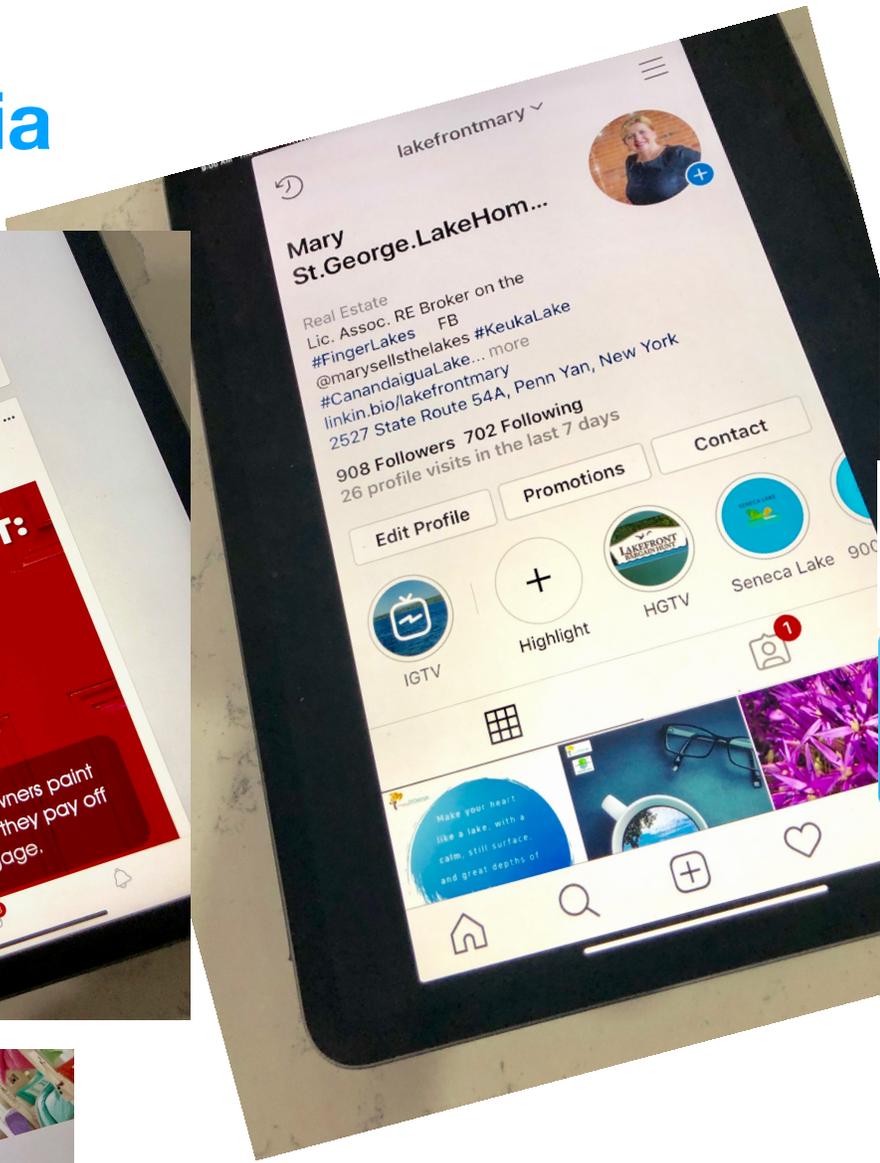
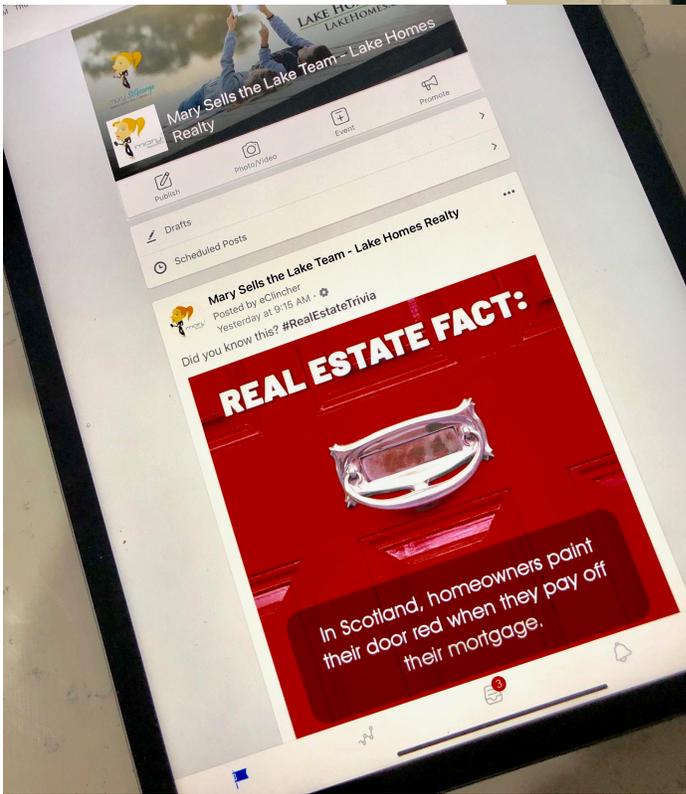
The Lake Homes Realty Advantage



Direct Mail

Your property deserves the highest quality professional photos and a marketing plan that speaks to its character and uniqueness. I order professional marketing materials that combine stunning photography and attention-grabbing narrative to attract qualified buyers.

Social Media



Pricing

How to Approach Pricing

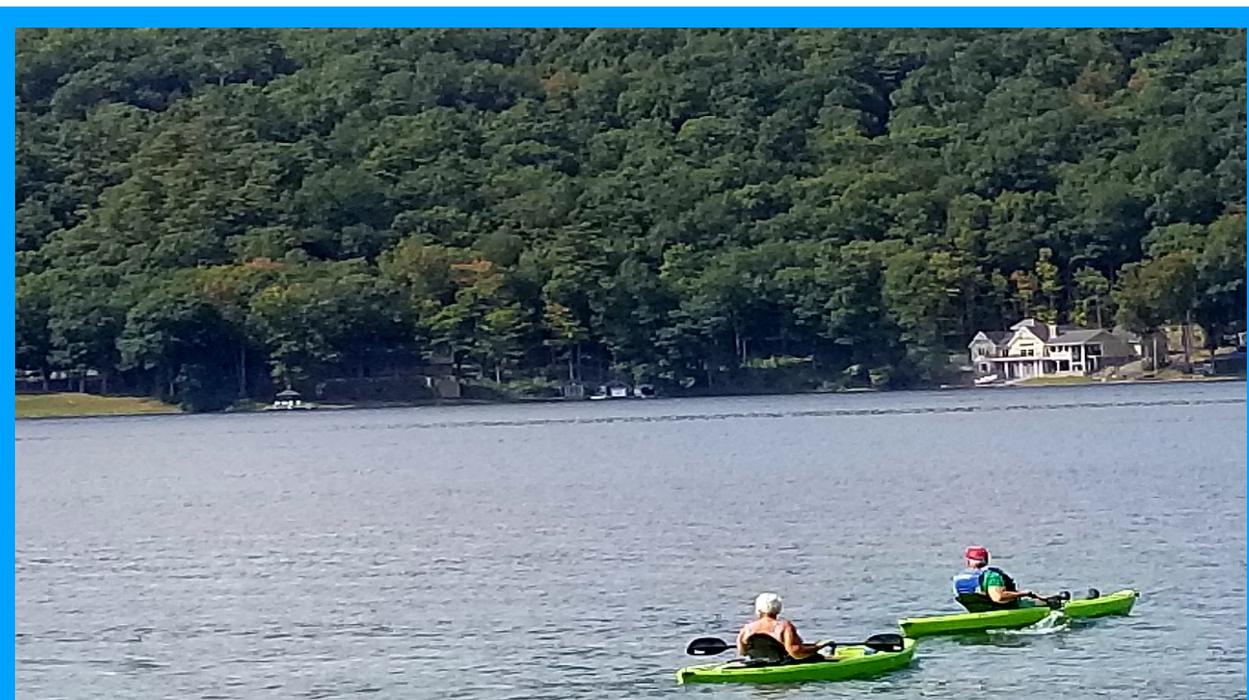
To sell properties effectively we examine every detail from the perspective of buyers because the strength of their demand will ultimately determine the sale price. The first question every buyers asks is based on price, and if a property is even slightly over-priced it could be eliminated from their options. Aggressive and accurate pricing is the most effective way to ensure a successful sale.

The marketing I carry out is effective to increase showings, however after that a competitive price is necessary to generate offers.

To sell property against the competition, it must stand out as a superior value from others by it's price or by it's features. If a property lacks sought after features, the only option is to compete is with a lower price.

Results of Over-Pricing That Cost Homeowners Thousand:

- Buyers won't see the property because it is outside of their budget
- Other properties for sale (the competition) look like great deals
- Losing the "new listing" buzz overtime, decreasing the number of showings
- Falling in the new listing order online, and becoming less noticeable for buyers looking for new listings
- Being forced to sell well below market value because of lack of interest
- Missing the next property or opportunity because the first property remains unsold
- Remaining locked into paying taxes, insurance, maintenance or HOA fees
- Causing problems with buyers who need sound appraisals to obtain financing
- Giving buyers the perception that the price can't be negotiated





Factors that influence market value

- Recent sales of other properties based on similarities and/or features
- Properties currently on the market
- Buyer's perception of value
- Local and global economic conditions
- Location, features
- Age/condition of property
- Construction costs
- Availability of credit, interest rates

Factors with little or no influence on market value

- The price the current owner paid for the property
- The balance the owner has with the mortgage lender or bank
- Maintenance costs over the years
- Prices other real estate agents promised to sell it for



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Local Knowledge,
Global Reach



Lake Homes Realty

