



A Marketing Guide from *SUCCESS!*

THE TOP SELLING REAL ESTATE OFFICE on the SOUTH SHORE in 2006

Thank You for your interest in **SUCCESS!** Real Estate and Mortgages. I hope you find this **Marketing Guide** helpful.

As you read through your guide, you will discover valuable facts about our very popular **SUCCESS!** Home Marketing Program with Kristen Dailey. In just a few moments you'll understand why **SUCCESS!** is the top selling real estate firm on the South Shore!

I specialize in selling homes *fast* and for *top dollar*. My expert internet marketing combined with value added services like our free moving truck simply can't be touched by the competition. For additional information, please visit our website, www.successrealestate.com. We think you will be impressed.

We look forward to the opportunity to serve you.

To Your **SUCCESS!**

Kristen Dailey





Kristen Dailey and **SUCCESS!**

THE HOME MARKETING SYSTEM

1 Cancel the Listing Anytime Either you or I can cancel by calling and saying "I want to cancel the listing". It's that simple. The cancellation becomes effective at the time you call. Please allow 3 business days to have the sign removed and the listing withdrawn from the multiple listing service.

2 No Advance Fees of Any Kind You only pay if I procure an offer that is acceptable to you. This offer may come from my team or other real estate agents.

3 No Pressure Presentation I will never allow you to be "pressured" by the buyer's agent. All offers will be faxed or delivered to my office, and presented to you in person or by phone so you can make your decisions privately.

Q How does Kristen Dailey and **SUCCESS! have so many buyers?**

A We take full advantage of the internet!
Did you know that most Real Estate Agents simply put your home in the MLS and then pray? Most Real Estate agents simply have no idea how to properly market their listings over the internet. We have spent thousands on sophisticated internet marketing tools specifically designed to promote your property to the masses. Lesson #1 in real estate sales is the more people you expose the listing to the greater likelihood that you will receive the price and terms you want.

Q OK, Kristen, what do you do differently than other agents?

A I use the latest technology and tools. No one has spent more time investigating and mastering the new world of Internet Marketing. You could say that I am an Internet Geek when it comes to promoting and selling Real Estate. Included in this guide is a sampling of the latest internet products that I will be using to sell your house.

SUCCESS! Real Estate



Realtor.com

Every Realtor has the opportunity to purchase added products from Realtor.com like multiple photos, scrolling text and banner headlines to really make your property stand out. Very few Realtors invest in this because it costs EXTRA money. Purchasing upgraded listings is an investment I have committed to for my clients. You will notice the difference when you see your **SUCCESS!** listing on Realtor.com vs. the competition.



Boston.com

I have invested thousands of dollars promoting my properties on the largest Massachusetts Real Estate website out there - Boston.com. If you visit Boston.com you will notice that my properties have multiple photos and enhanced property information. If your property has an open house that open house is advertised on Boston.com as well. In order to do this I spend more on internet advertising in a month than most Real Estate companies do in a year - but the bottom line is more internet advertising means more Buyers for my clients and a higher sales price!



SuccessRealEstate.com

Thousands of people flock to Successrealestate.com every day! There they will find detailed information on your property as well as some nifty tools to help them in their real estate search.



MLS Assistant

This product gives our clients the opportunity to be e-mailed a list of properties that are currently on the market. This way you can determine if the price you have chosen is competitive with the market place. It also allows us to capture leads and track what buyers are looking at online. MLS Assistant is one of our key marketing and sales tools.

SUCCESS! Real Estate



MLSPin

Your home will be placed in the MLS system within 24 hrs and up to 30 pictures of the house will be available to Realtors and buyers. This instantly exposes your property to thousands of potential Buyers!



Open House

Open Houses

With your permission I may from time to time hold your house "Open". This can be a very useful tool if promoted the right way.



Direct Marketing

The very moment your listing is added to the MLS Database our direct mail partner, MLS Mailings.com will send 100 postcards announcing the sale to 100 of the closest homes in your area. I get the word out FAST!



Our Offices

We have 2 "mega offices", one in Braintree and the other in Marshfield. Each office is equipped with dozens of high tech computers and all the tools our Agents and staff could ever need. Both offices more than cover the entire South Shore.



SUCCESS! Mortgage

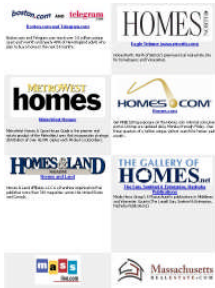
Our mortgage company is a great asset for our clients. They can issue free pre-approvals and advise you on all the various programs available to you. It is also important when selling your house because we can thoroughly screen any potential buyers.

SUCCESS! Real Estate



Showing Desk

With Showing Desk software, our staff has access to all the information on the homes we are selling instantaneously. All your contact information is there along with any specific instructions or preferences for showing your home. You will also get an E-Mail every time someone makes an appointment to see your home. The software also provides security by verifying that any person showing your house is in fact a licensed Realtor. You would be surprised how many companies do not do this!



3rd Party Transfers

SUCCESS! allows hundreds of other publications and internet sites to print and publish your listing information. Simply by listing your property with me you will automatically be included in these widely read publications.



Agents

I am a part of one of the largest and most productive sales staff in all of Massachusetts. That's why we are proud to report no one sells more on the South Shore than **SUCCESS!** - and no one will work harder for **YOUR SUCCESS!** in Real Estate.



What **SUCCESS!** Will Do For YOU!

THE BOTTOM LINE

Helping You Get Top Dollar

As your agent, my duty is to help negotiate the best possible price and terms for you. Because of our volume of transactions, I have both the experience and awareness of the marketplace to guide your decisions.

Complete Market Analysis

Anybody can churn data out of a computer showing “comps” – in fact there are a number of online programs for the home seller to do just that. While it is important to know what has sold, equally important is what the current competition is, as well as what failed to sell. This information becomes even more meaningful when interpreted through the eyes of experience. Much like evaluating x-rays, without the doctor’s experience and training the information can be misdiagnosed. Likewise, we will evaluate the supply/demand ratios of your neighborhood. This is how we determine the ceiling of what the market will bear, as well as the average marketing time for your neighborhood.

Setting the Right Price

No marketing on earth can overcome a bad price. Key components to a fast sale include: pricing correctly, the home on a lockbox, and correct information in the MLS. Add to that a knowledgeable, skilled agent and your home WILL sell!

Our Team Effort

Our highly trained and specialized team approach is guaranteed to save you TIME and MONEY!

Instead of one person being responsible for many of the tasks necessary in a Real Estate transaction, we have created a “team” of specialized people to assist our agents in delivering exemplary service. When you allow me to represent your real estate interests, you get the entire **SUCCESS!** team for the same price!

Your real estate transaction includes many **SUCCESS!** team members that will handle all of the details of your relationship with us.

Meet Our Team

Call Coordinators



Our Call Coordinators are located in both our Braintree and Marshfield offices. You can be sure that a friendly, reliable, and highly trained staff member will always be available to take your calls 7 days a week.

Escrow Manager



Our in-house Escrow Manager, Kristen Rehs, will handle all monetary aspects of your transaction. She will also help coordinate the final numbers for your closing.



Professional Assistants

My team of Assistants will help me show your property and assist me in the day to day details of marketing your home to the masses. 7 Days a week we are covered by these very important people!

Technology Coordinator



Christine Pierce is an expert at Internet and Computer Technology. She even conducts in-house technology courses for our Agents and Staff. Christine will help us get your property exposed and positioned so it receives maximum internet presence.
