

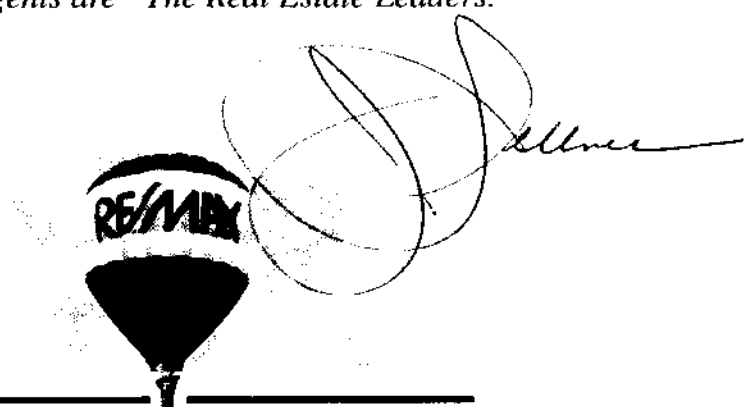


TO MY CLIENTS

Our homes are lifetime investments ranking highly among my clients' most important financial investments. Moreover, our homes so frequently evoke personal memories of cherished family experiences that the impending sale of a home becomes an especially strenuous endeavor to my clients. It causes me to approach my task with special sensitivity, concern and professional competence.

Over and over, we at RE/MAX find that our policy of conducting a diligently prepared market analysis of the property and reviewing it in detail with the owner reduces the time spent on trial and error and leads to a faster sale, at a better price and with less inconvenience to our seller.

Thank you for this opportunity. My presentation is a measure of the quality of service which you can expect from me until your home is sold. It is another reason why RE/MAX agents are "The Real Estate Leaders!"



The Real Estate LeadersSM

RE/MAX[®] Premier Market Presence

**#1 in the Houston Area...
and still on the rise!**

RE/MAX 
Outstanding Agents
Outstanding Results.
sm

RE/MAX[®] 27.69 %

Coldwell Banker 9.03 %

Prudential 7.87 %

Keller Williams 7.53 %

Century 21 5.84 %

Heritage Texas 2.53 %

Market Share by Listing Units Sold
281-828-8888 • www.remax-texas.com

RE/MAX[®] Premier Market Presence

**#1 in the Kingwood Area...
and still on the rise!**

RE/MAX 
Outstanding Agents
Outstanding Results.
SM

RE/MAX[®] 49.79 %

Keller Williams 24.49 %

D-J Investment Prop. 4.81 %

Coldwell Banker 4.01 %

Prudential 4.01 %

Kingwood Sales Assoc. 1.60 %

Market Share by Listing Units Sold
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WHEN YOU BECOME A RE/MAX CLIENT

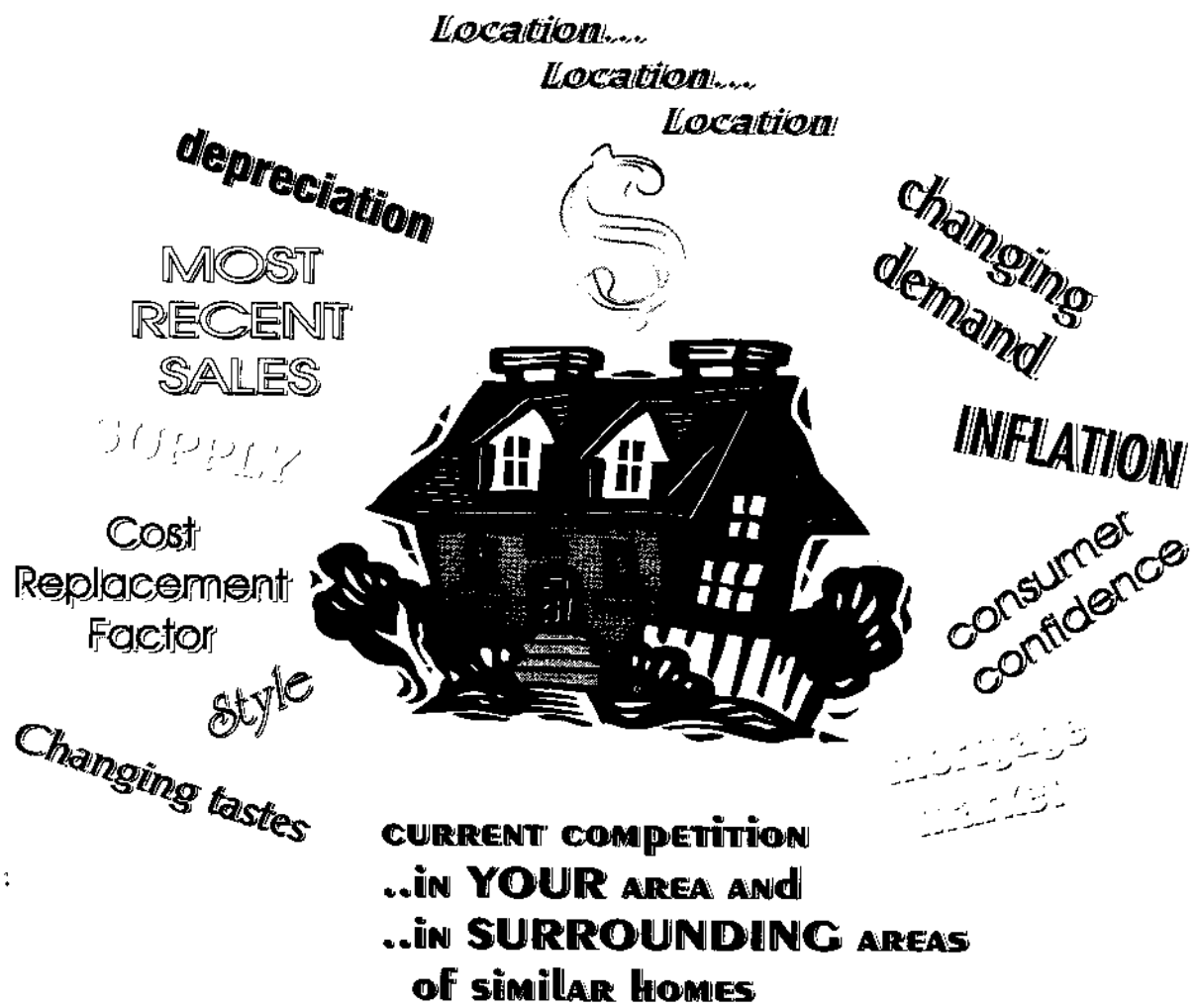
1. **LISTING SHEET** I will prepare the pertinent information about your home (room sizes, price, personal property, special features, taxes, mortgage info, lot, etc.) for marketing purposes.
2. **SIGN** A RE/MAX sign with my name on it will be promptly placed on your property. I shall be marketing your home in a number of ways but the strong RE/MAX sign is a proven winner in attracting prospective buyers. My name appears to ensure that interested callers will be directed straight to the agent who knows more about your home than anyone.
3. **MULTIPLE LISTING SERVICE** In addition to notifying all of the RE/MAX agents in the area, I will quickly advise the MLS of the availability of your home and encourage our cooperating brokers to show your home.
4. **PHOTOGRAPHER** A photographer will take an exterior photograph of your home within a few days. This will be used with the listing sheet and display advertising. For the best pictures, try to keep the garage door closed, the yard neat, and cars out of the driveway.
5. **TOUR DAY** An inspection tour by local Multiple Listing Service salespersons will be scheduled on Tuesday from 9:00 to 2:00. This is an outstanding opportunity to provide your home early, excellent exposure to salespeople who are working with today's buyers.
6. **SHOWINGS** Salespersons from my company as well as our cooperating brokers will want to show your home. An appointment will always be made in advance. You will have the name of the agent and an approximate arrival time.
7. **FOLLOW-UP ON SHOWINGS** You may call my office at any time if you have any information which you believe will be helpful. I will follow-up on showings to establish interest and to elicit any meaningful feedback from the showing agent. It may take some time to contact the other agent since we may both be in and out of our offices, but I will follow-up and call you when the feedback is pertinent.
8. **PROMOTING YOUR HOME** RE/MAX clients enjoy a wide spectrum of full media classified and display advertising opportunities in which homes in your price range are continually advertised. In addition, I have my own marketing and advertising programs in which your home will participate. In all, your home will enjoy the full impact of our broad, professional coverage including:
 - ✓ Display Advertising
 - ✓ Institutional Advertising (TV, Radio, Billboards)
 - ✓ Classified Advertising
 - ✓ Internet and Multimedia Exposure
 - ✓ International Relocation Transferee
 - ✓ Neighbor Card Mailings
 - ✓ Open Houses
 - ✓ Lawn Signs
 - ✓ Multiple Listing Services

 *I'll be there...*

We will be partners till the day you settle...and thereafter. You can be confident that when you need help, or advice, or need to discuss your home, I'll be there.



**JUST HOW MUCH
WILL PEOPLE BE WILLING
TO PAY FOR A HOME LIKE YOURS?
IT DEPENDS...
...THERE ARE MANY FACTORS!**

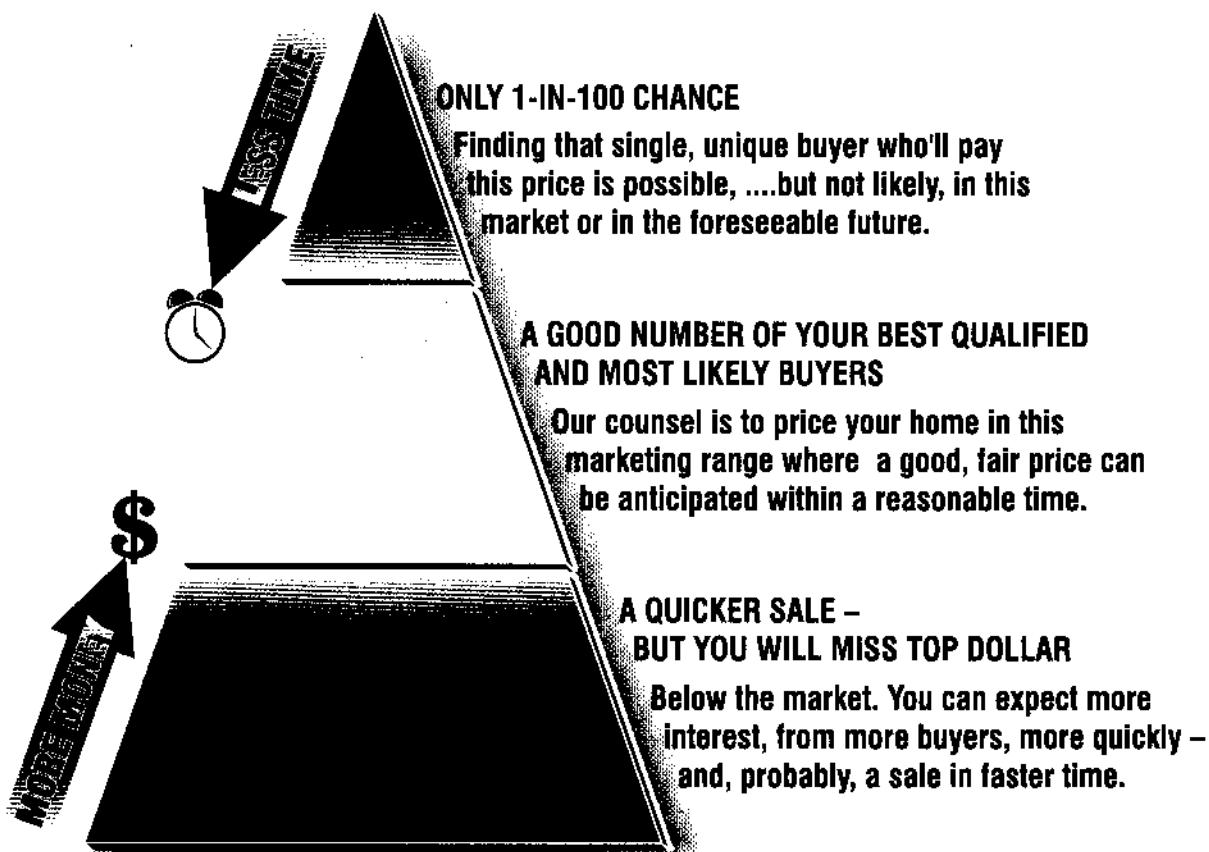


I will prepare a professional Comparative Market Analysis that will consider recently sold, comparable homes as well as homes with which your home may be competing. It will point to a marketing price that will allow you the opportunity to sell for top price without pricing yourself out of the market.



Pricing it Right...at the Beginning!

FOR THE BEST PRICE, IN A REASONABLE PERIOD...

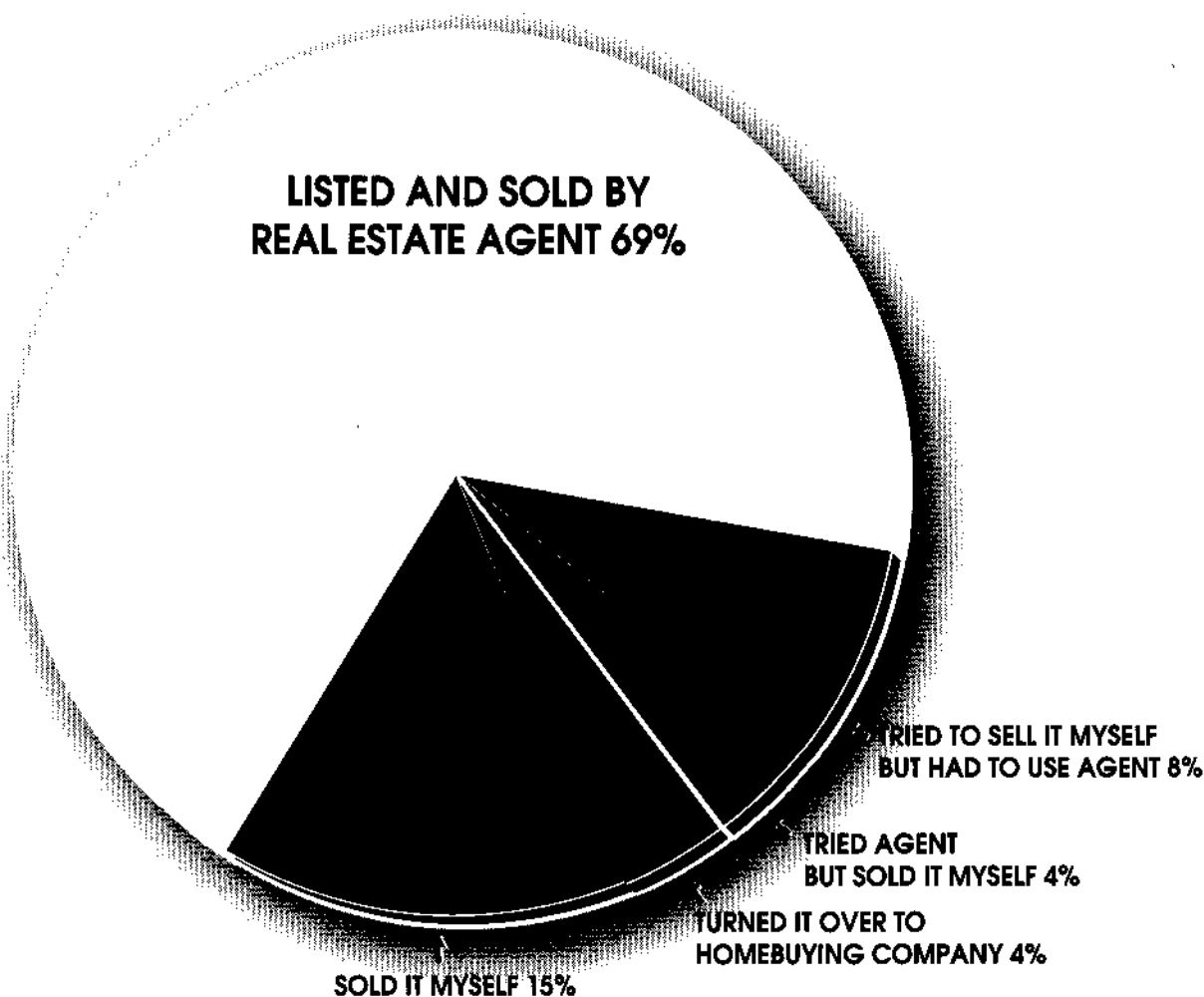


A well priced listing is the most important factor in marketing the property for top price. Naturally, listing a property too low will preclude the opportunity for getting top dollar. On the other hand, setting the price too high discourages showings and tends to eliminate the most likely buyers from viewing the property.



REAL ESTATE BROKERAGE WORKS!

The Real Estate Broker is five times more successful
than an individual in selling homes.



Source: The Home Buying and Selling Process

The real estate industry has proven itself to be the very best and most effective system to market residential real estate. We have marketing tools that are not available to a home owner, including: ① the MLS, ② continuing advertising programs, ③ national relocation system and ④ personal contacts with many other professional real estate brokers.



GETTING YOUR HOME READY

Inside

CLEAN! CLEAN! Have the carpet shampooed; wax the floors, wash the walls, windows, blinds, drapes and lighting fixtures. Consider engaging a cleaning service, recognizing that it is a justified moving expense.

KITCHEN AND BATHROOMS Clear off counter tops. Leave your canisters and little else. Maximize the available counter space. These rooms should be gleaming. If unsightly, have the tub re-caulked and remove mineral deposits and grime from the shower walls. Clean the stove, microwave and refrigerator.

PRIMARY STORAGE AREA Like the garage, its time has come to be liberated. Remember, you can do it now and benefit with a more attractive home on the market, or you can do it several months from now, in the process of moving when there is no advantage. Do it now.

REPAIRS Identify and repair dripping faucets, sticking or creaking doors, etc. When people see areas of disrepair they begin to wonder whether there may be other unseen problems.

CLOSETS Remove out of season clothing. Organize your clothing and the shoes on the floor. Remove all clutter from cabinets and closets.

FURNITURE The less furniture, the larger a room appears to be.

A LIGHT APPEARANCE As a rule, do everything to lighten the appearance of the home. Raise the blinds, open the drapes and use light colors. Repaint any room beginning to look shabby.

Outside

Walk the property with a pad and pencil. List anything that you think is less than satisfactory without regard to cost or time. You can review the list afterwards to determine what you can and can't repair.


THE HOUSE Take a close look as you walk the property. Clean anything that looks unkempt or dirty; repair or replace anything that looks loose, dingy, rusted or broken. Make sure the door bell works. Replace a tired-looking mail box; clean the exterior light fixtures and wash the windows. Try to spot hanging or rusty gutters, crooked antenna, loose shingles or shutters.

THE YARD Turn and weed the beds; trim the trees and shrubs. Lay in ground cover. Mend the fence, fix the gate latch. Pick up litter. Consider a landscaping/lawn service.

OUTDOOR FURNITURE Examine and spot paint your out door furniture. If it's rusty or un-repairable consider disposing of the pieces.

FRONT ENTRY It's the first thing your buyers see as they stand and wait for the door to open. It's worth the extra effort to spruce it up.

THE GARAGE The time has come. Discard virtually everything in the garage that hasn't been used for a year. Wash it down.

 *Think in terms of a home that is sparkling clean, uncluttered and spacious.*



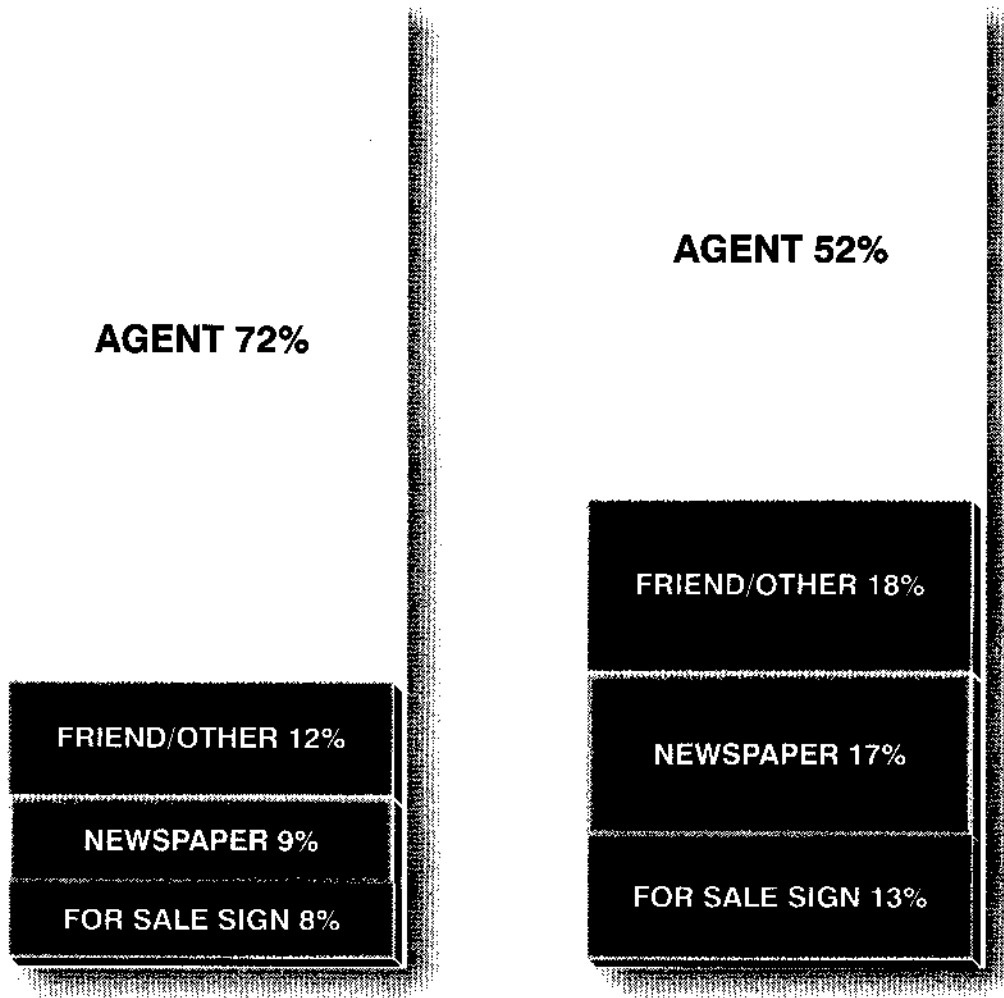
WHERE BUYERS COME FROM

Q: How does the performance of a qualified Real Estate Agent stack up against other methods of bringing Buyer and Seller together?

A: On top.

Out-of-Town Buyers

Local Buyers



Source: NAR National Homebuying Survey

The real estate agent is, by far, the most important source of buyers for anyone selling a home. Without an agent, and after calling friends and neighbors, the only viable sources of buyers for an individual are a "For Sale" sign in the yard and a classified ad in the newspaper — not enough.



PREPARING FOR A SHOWING

HOMES TEND TO SELL MORE QUICKLY
AND FOR HIGHER PRICES
WHEN THEY SHOW THEIR BEST!

It's very important that your home shows well. We're also aware that it can't always be perfect. After all, you and your family must live there, too. Develop a routine that will allow you to pick up and be prepared to show in a reasonable period without duress...a 45 minute countdown, for example. This means that certain things must be done in advance. For example, beds should be made up first thing in the morning and dirty dishes placed in the dishwasher after use so that you needn't rush around tending to this matter at the last moment. This way you can prepare for each showing in an organized, un-hassled routine.

BEFORE EACH SHOWING...

PICK UP EVERY ROOM Check counters, floors, halls and stairs. Straighten up or remove newspapers, magazines, mail, toys, clothing, recreation gear, snack glasses and dishes.

TURN ON ALL LIGHTS Even those in closets and storage rooms. Electric lights have an amazing capability for creating an illusion of lightness, airiness and largeness.

OPEN ALL DRAPES, SHADES AND BLINDS

Do all that you can to create a bright and light ambiance. **THE BEDROOMS** Make up the beds, neatly and attractively, early in the morning. This is a job you don't want to have to do when you learn that the buyers will be there within the hour.

THE KITCHEN Be sure all countertops are clear and "squeaky clean". Wipe down appliances. Be sure all dishes are in the dishwasher or cleaned and put away. The sink should be clear and clean.

CLEAN AIR Keep air fresheners in closets, bathrooms and kitchen. Be especially careful to keep kitchen odors fresh: coffee brewing or a cinnamon coffee cake baking in the oven have a lasting, inviting effect.

MUSIC, MUSIC, MUSIC Perhaps you can't have something baking in the oven every time, but soft, pleasant background music may be very effective.

FIREPLACE A warm, cozy fire may be just the extra touch that turns the trick.

AIR CONDITIONING If the weather is warm and sultry, have it operating.

THE BATHROOMS Keep a set of fresh, attractive towels in each room that you can change instantly.

THE ENTRYWAY It's the first and last impression that your buyers will have of your home - make it a good one! Check it regularly for sharpness.

 *Prepare well for your showings!*

*Set the stage to make
the best impression on each
prospective buyer.*



"THE SHOWING"

Everything is going to be fine. The agent has called in advance and you have made your last minute preparations as indicated in "Preparing For A Showing".

RELAX There is nothing more to do. Pick up a magazine while you are waiting. Try to be understanding; the agent may have several home showings scheduled and he or she may be a bit early or late. It's very difficult to be perfectly precise.

THE DOG Keep Fido away. Pet lovers will be distracted by your fun pet. For those who do not have pets, it may be bothersome.

CHILDREN SHOULD BE SEEN AND NOT HEARD This is a new experience for the kids. Naturally, they are excited, but they will disturb the professional flow of the showing. Ask them to remain away from the agent and buyers, to go outside, or to watch TV.

DING DONG Answer the door as you would for any welcome guest. The agent will take care of the introductions. If there is a situation that needs mentioning, perhaps a sick child in the second bedroom, do so now. You may invite the agent to begin showing the home and then you may excuse yourself.


LOW PROFILE Discreetly remain away from the buyers. As helpful as you wish to be, your presence will be intimidating. They need to be able to discuss the home freely with one another. And the agent needs to learn from the buyers how they are responding to your home. Your presence can limit that free communication.

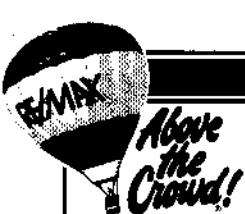
WHAT SHOULD YOU DO? Read a magazine; watch a TV program; take a walk outside; continue with a chore. Pick a room and settle down. When they stop to preview that room, you may leave, but it's not really necessary. After all, they don't want to feel that they are chasing you around the house. If there's a room that you should try not to be in, it would be the kitchen since buyers, generally, spend more time there as they evaluate appliances, counter space, cabinets, etc.

CONVERSING WITH THE BUYERS If you are asked a question about the neighborhood, schools, etc., by all means answer pleasantly. However, avoid becoming engaged in a conversation. Questions regarding terms of sale should be referred to the agent. If the agent is a cooperating broker and does not have the answers, advise him or her that I, your agent, will contact him.

INCLUSIONS The listing sheet should clearly identify items that are included and excluded in the offered property. Don't initiate conversations about other personal property that you may be interested in negotiating. It rarely is a deal clincher, may be distracting, and besides, there will be time to discuss this at the offer presentation time.

LET THE "PRO" WORK As much as you love your home, don't be tempted into doing the agent's job. He or she has been working with the buyers and should know what is important to them. Whether the agent mentions your new refrigerator now, or after they leave, is in his hands.

 *You've done all that you can. Now, relax as we do our job.
Soon, I'll be calling you to say
"Congratulations...we have an offer to present to you."*

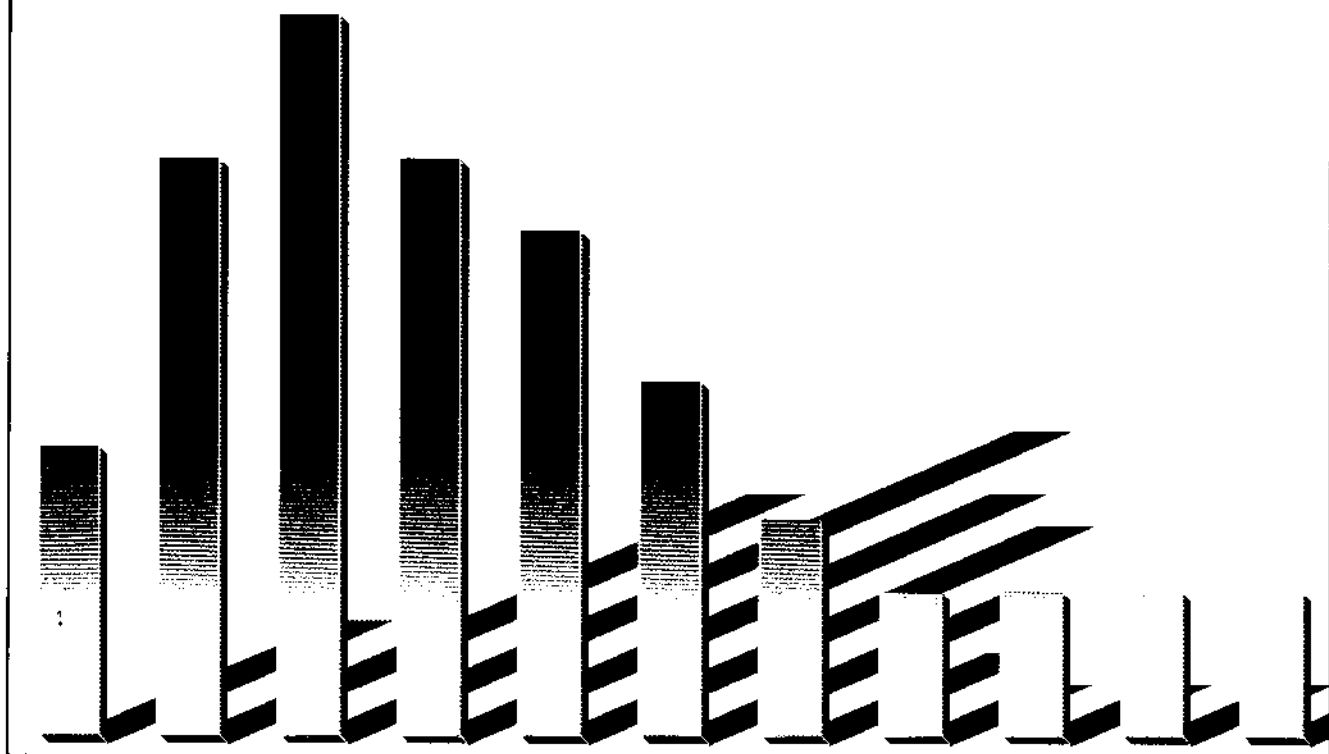


Pricing it Right...at the Beginning!

WHEN MOST OF YOUR SHOWINGS WILL OCCUR

The prime marketing time occurs during the first few weeks.

Make sure your home is priced right from the very beginning.



SHOWINGS PER WEEK

A new listing should be correctly priced on the first day. A brand, new listing is exciting, is shown more and, generally, SELLS FOR A HIGHER PRICE than older listings. Later, fair or not, prospective buyers begin to wonder why it hasn't already been sold.



WHEN AN OFFER IS MADE

1. PRESENTING THE OFFER

Be assured that as soon as I am aware that a written offer to purchase has been signed, I will contact you immediately. The timing may be inopportune but it's usually best to move ahead rapidly to consider the contract. Please note that when I call you, I may or may not yet be aware of the terms of the offer. When I have the contract in hand, I will study it closely and review each of the terms and conditions with you to your complete understanding and satisfaction.

2. THREE OPTIONS TO CONSIDER

When we consider the terms of the contract, remember that you are in charge. You are free to deal with the contract as you choose, and I will be there to assist you. Generally, there are three options available to you:

- A. Accept the offer as presented. I will convey your acceptance and the home is SOLD!
- B. Make a counter proposal – Propose changes to the offer, i.e. price, personal property, closing or possession dates, etc. so that it is acceptable to you. Be aware, however, that when you change anything, the buyer is completely freed from the earlier commitment to buy. I will convey the terms of your proposal and the prospective purchaser may either accept, reject or offer a new proposal.
- C. Reject the offer.

3. DELIVERY OF THE CONTRACT

A copy of the finalized contract will be delivered to both buyer and seller by their respective real estate agents.

4. FINALIZING ALL CONDITIONS

A. BUYER'S FINANCING: If the contract states that the buyer has a specific number of days to secure financing for the home, it is his responsibility to apply for and to secure a loan commitment within that time period.

The lending institution must...

- 1) verify that the buyer has the ability to meet the monthly loan payment. They will examine the buyer's credit history, employment records, etc.

- 2) verify that the value of your home is enough to ensure the safety of their loan. An appraiser, assigned by the lender, will visit your home to affirm that its value, based upon a study of comparable homes, adequately secures the loan that they are making to your buyer. The mortgage loan underwriter will approve the loan based upon a satisfactory review of the above information.

- B. After the loan is approved, more legal work is necessary, though you will have very little involvement. The property title will be searched, title insurance will be ordered and an updated survey of the property may need to be ordered. If the property is a condominium, the Association may be contacted.
- C. When the paperwork is in order, the time and place of settlement will be agreed to by all parties involved. We will cooperate totally to insure a smooth and timely closing.
- D. Prior to the time of closing, the buyer may request a physical inspection of the home. The buyers may or may not be accompanied by a property inspector whom they have engaged at their expense.
- E. Keys will be delivered to the buyer at the closing, or whenever possession of the property has been agreed upon.
- F. At closing, all documents finalizing the sale will be signed by all parties and all funds will be disbursed.

MY RESPONSIBILITIES

My responsibilities are not fulfilled until the transaction is completed.

- A. I will follow the transaction's progress and inform you of significant developments.
- B. I will do everything in my power to work with your lender, accountant, lawyer, etc. to ensure a timely and highly satisfactory settlement for you.
- C. Know that, beyond the above, I am here to answer any question and to resolve any problem or uncertainty that you may have. I want this to be a positive experience for you.



SELLER'S CHECKLIST

Please provide me the following items as soon as possible!

DOCUMENTS

- Evidence of Title (title policy, abstract, etc.)
- Property survey
- Most recent property tax bill
- Mortgage instrument
- Mortgage note
- _____
- _____
- _____
- Lender's name, address, phone, contact person, mortgage account number, and present balance
- If there are other loans/mortgages against the property, supply same information as above
- If property is held in trust, provide name of trustee, trust account number and contact information
- Your attorney's name, address and phone number
- House keys

CONTACT INFORMATION

- Your work number
- Spouse work number
- Neighbor phone
- Utility bills (electric, gas, water)
- Brochures/information about your property
- Attractive, exterior photos of home in other seasons
- Your thoughts on special features of your home or community
- Personal property which may be included in the sale – whatever you feel might have special marketing value to the average buyer

FOR CONDOMINIUM OR TOWNHOUSE

- Association Declaration and By-laws
- Association certificate of Insurance
- Association current budget

OTHER REQUIREMENTS

- _____
- _____
- _____