



# **The “Maximum Value – No Hassle” Home Marketing System**

**A Proven, Repeatable System to Get Your Home Sold  
for Top Dollar, In Less Time & Without the Hassles!**

Powered by



EACH KELLER WILLIAMS OFFICE IS INDEPENDENTLY OWNED AND OPERATED



# Put More Money in Your Pocket With Our “Hassle Free” Listing System

## No Pressure, Professional Services Presentation

*Unlike most real estate agents that will attempt to pressure you to list with them, we will simply present our services, show you our superior results and let you decide.*

## Exclusive Easy Exit Listing Agreement

*If you are not completely satisfied with our professional service for any reason whatsoever—you can Fire Us at any time!*

## Exclusive Performance Agreement for Sellers

*There are literally hundreds of tasks to execute once we list your home for sale. While most real estate agents don't have a proven process that they follow, our Performance Agreement for Sellers gives you the assurance that we are on top of every detail of the process.*

## Your Satisfaction is Guaranteed

*We are so confident in our services that we put our money where our mouth is—our Seller Satisfaction Guarantees make sure that we deliver on our promises or we pay you cash!*



# Top 20 Reasons Sellers May Not Go Back to Their Agent

1. Poor Communications
2. Long, Drawn-Out One-Year Contract
3. Promised a Selling Price Far From Reality
4. Promised Speed-Of-Sale Far From Reality
5. Were Less Experienced Than They Presented Themselves
6. Wasted A Lot Of Time Showing the Home To Unqualified Possible Buyers
7. Left Out A Critical Detail
8. Lack Of Professionalism
9. Hard To Get Hold Of
10. Didn't Market My Home Properly
11. Never Showed My Home
12. Too Pushy
13. Didn't Keep In Touch - No Feedback
14. Lack of Representation
15. Poor Negotiating Skills
16. Sold My Home For A Low Price
17. Too Busy
18. My Home Didn't Sell
19. Didn't Do Anything I Couldn't Have Done Myself!
20. Over Promised, Under Delivered



# Traditional Agents are Severely Disadvantaged

The average real estate agent in the area sells less than 3-4 homes per year — our industry has virtually no barriers to entry and does not have any performance standards to maintain a license—it's a scary fact!

## The traditional agent is a jack-of-all-trades, master of none

Most agents are solely responsible for all of the tasks that result in a successful sale.

80% of agents are out of the business within 24 months of getting their license.



# With the Dave Friedman Team's Ultimate Home Selling System

**You get a whole team of professionals working for you!**  
(versus a single agent)

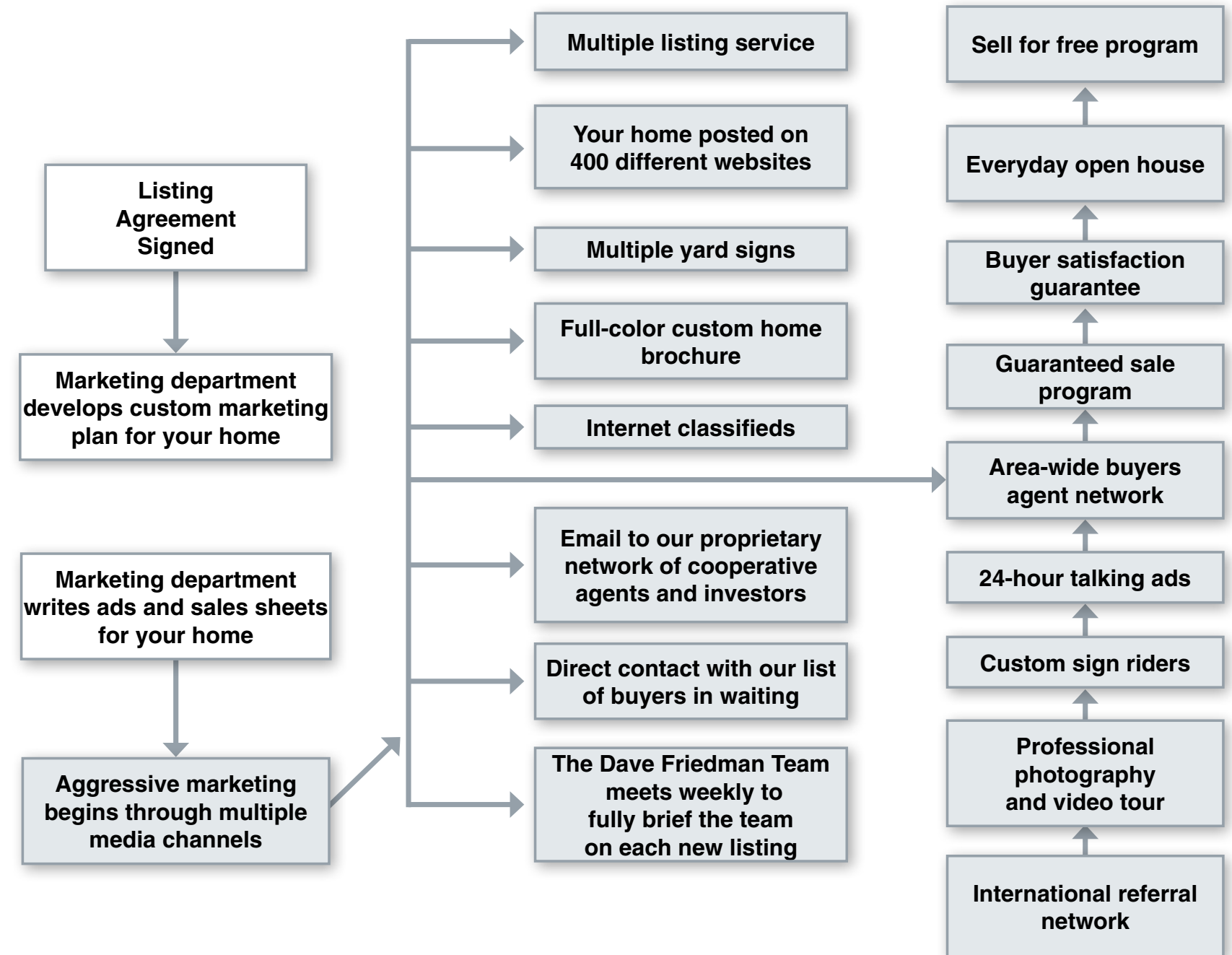
- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Listing Coordinator      | <input checked="" type="checkbox"/> Marketing Coordinator  |
| <input checked="" type="checkbox"/> Closing Coordinator      | <input checked="" type="checkbox"/> Accounting/Bookkeeping |
| <input checked="" type="checkbox"/> Operations Manager       | <input checked="" type="checkbox"/> Client Development     |
| <input checked="" type="checkbox"/> Administrative Assistant | <input checked="" type="checkbox"/> Listing Specialists    |
| <input checked="" type="checkbox"/> Market Researcher        | <input checked="" type="checkbox"/> Buyer Specialists      |
| <input checked="" type="checkbox"/> Client Care Specialist   | <input checked="" type="checkbox"/> Market Specialist      |





# Our Systems Are Your Solution to List Your Home!

**22 Key Systems**  
are activated within  
the first 72 hours  
of signing with  
the Dave Friedman Team!




# The Dave Friedman Team Gets Results in a Broken Industry!

In the last 12 months, 4 out of every 10 homes Failed to Sell—of the homes that did sell, they sold for almost 5% off the seller’s original asking price!

## 1—Your Home Is More Likely To Sell

National Average

60%



**95%**


The Dave Friedman Team sold **95% of the homes we listed** compared to the national average of only 60%!

Can you imagine any other industry where you only get a 6 out of 10 chance of being successful?

## 2—We Sell Homes For More Money

National Average

95%



**100%**


The Dave Friedman Team’s Median Original List Price to Sale Price is **100% vs. the national average of 95%**—that’s a 5% difference!

On a \$300,000 home, the dollar difference amounts to \$15,000 more money in our sellers’ pockets.

## 3—We Sell Homes Faster

National Average

73+ Days



**7 Days**

The Dave Friedman Team listings average **7 days on market vs. the national average of 73+ days.**

That’s at least 2 mortgage payments saved for our clients and less stress having their home on the market longer than it needs to be.

## 4—We Sell More Homes

National Average

3-4



**400+**

The Dave Friedman Team will sell over **400 homes this year** while the national average is just **3-4 homes a year per agent.**

The Dave Friedman Team has the resources to invest in doing things the right way while average agents just can’t provide the same level of service or get the same results.

# The Dave Friedman Team has a Proven, Repeatable Process for Selling Homes

## 1. Needs & Market Analysis

It's important that we understand your goals and objectives as well as outside threats such as real estate cycles, local market conditions and absorption rates.

## 2. Preparing Your Home for Market

Your greatest point of leverage in the home selling process is to prepare your home to attract buyers who will pay top dollar—we have one shot to make the best first impression to buyers!

## 3. Maximum Exposure

To attract the buyer that is willing to pay the most money you must allocate your marketing budget across market research proven areas that expose your homes benefits to the highest number of qualified buyers.

## 4. Buyer Attraction Systems

Our immediate response buyer attraction systems track all online and yard marketing buyer activity and allow immediate response to buyers interested in your home.

## 5. Broker Cooperation

Unlike traditional agents, we aggressively target coop agents to increase your homes visibility in the marketplace—we pride ourselves on having great relationships with other agents and agencies.

## 6. Negotiation Strategy & Skills

Most real estate agents have not been trained in negotiation—the disappointing truth is that most agents need to sell your home worse than you do making their advice biased and taking dollars away from your final proceeds.

## 7. Execution & Team Support

The real estate industry has failed to employ proven systems that provide a high quality consumer experience that is repeatable and produces results—plans and promises that are poorly executed will cost you time, money and stress.





# The Dave Friedman Team has a Proven, Repeatable Process for Selling Homes



## The Average Real Estate Agent



**Hope is not a strategy!**

# 1—What is Most Important to You?

Before we get into pricing advice or what we do to market your home, it's important that we thoroughly understand your goals and objectives for this process.

What is your reason for selling? What are your goals for the sale of this home?

What is your target sale date and what is the importance of your timeframe? What if the home doesn't sell, what is your Plan B?

Can you tell me about the last time you sold a home? Was that a good or bad experience? What do you want done differently this time?

What are the top 3 things you are looking for in the agent you hire to market and sell your home?

What topics do you want to make sure we cover during our time together today?



# 1—Understanding Outside Threats & Market Conditions

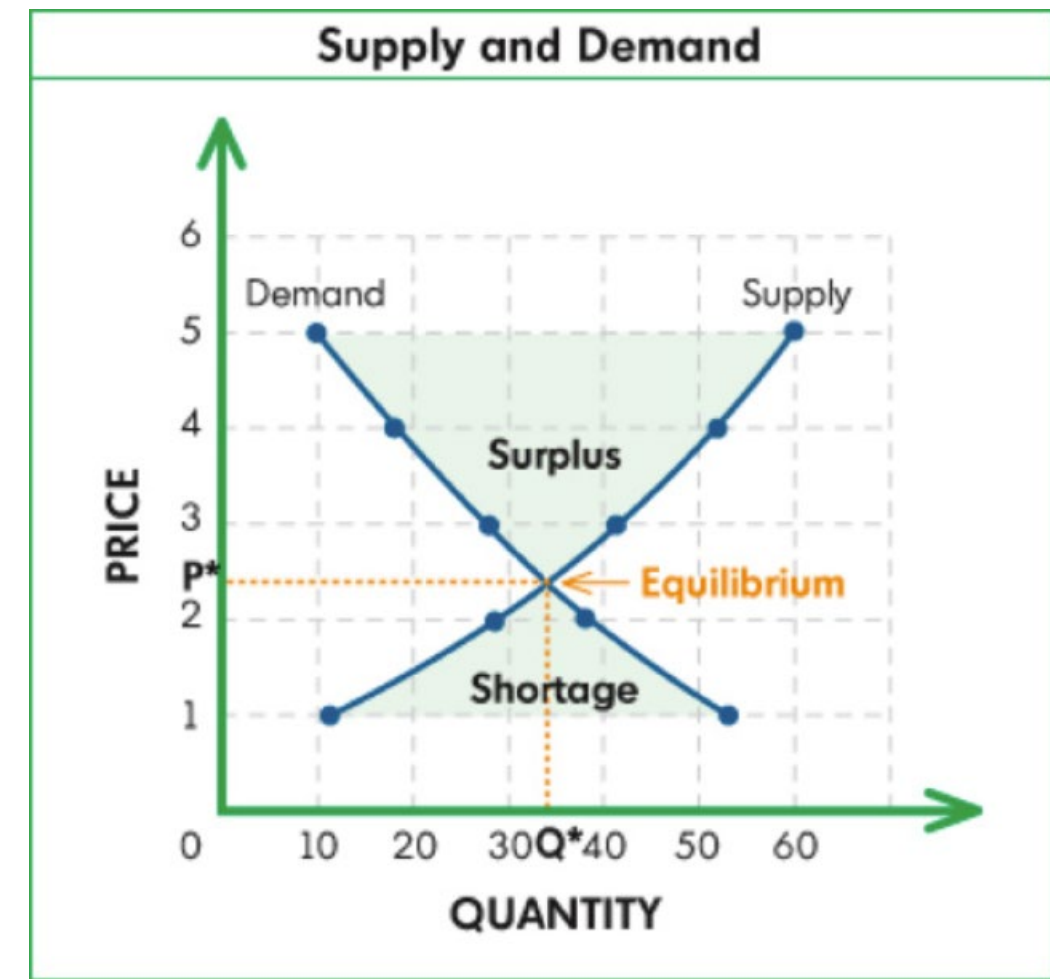
Giving you price before we fully analyze the market is like a doctor giving you a diagnosis before prognosis—we aren't afraid to have the hard conversations and look at the reality of the market.

**Evaluation of outside threats such as real estate cycles, local market conditions and absorption rates can help us meet your goals and objectives.**

The real estate market is just like any other market—there is supply and demand. When demand outweighs supply, prices go up. When supply exceeds demand, prices come down.

Real estate cycles and seasonal market changes are also a consideration for sellers looking to get top dollar for their homes.

New construction trends and area absorption rates also help us determine where the buyers are going to buy homes like yours.





# 2—Proper Preparation of Your Home is Critical to Success

Your greatest point of leverage in the home selling process is to prepare your home to attract buyers who will pay top dollar for your home—we have one shot to make the best first impression to buyers!


## Condition & Show-ability

*How your home shows in person, in pictures and online are all very important in getting top dollar for your home in today's market—"move in ready" homes attract higher offers.*



# 2—Proper Preparation of Your Home is Critical to Success

Your greatest point of leverage in the home selling process is to prepare your home to attract buyers who will pay top dollar for your home—we have one shot to make the best first impression to buyers!



DAVE FRIEDMAN  
TEAM  
EXPERT HOME ADVISORS

75 POINT CHECKLIST FOR PHOTOGRAPHY

Our goal is to present your home at its best. Your goal should be to present a clean, spacious, clutter-free home – the kind you’d like to buy! Photographs could possibly make or break the sale of your home, so we’ve created a checklist to help you prepare your home for photos:

**Curb Appeal**

1. Mow lawn and trim shrubs
2. Edge gardens and walkways
3. Remove all cars from driveway
4. Hide garbage cans inside garage
5. Sweep walkways and driveways, remove branches, litter, and toys
6. Add color and fill bare spots with plantings
7. Remove mildew or moss from walls or walks with bleach and water
8. Take stains off your driveway with cleaner or kitty litter
9. Stack woodpile neatly
10. Clean and repair patio and deck areas
11. Remove any outdoor furniture that is not in good shape

**General Interior Tips**

22. Add a fresh coat of interior paint in light, neutral colors
23. Shampoo carpeting, replace if necessary
24. Clean and wax hardwood floors, refinish if necessary
25. Clean and wash kitchen and bathroom floors
26. Wash all windows, vacuum blinds, wash window sills
27. Clean the fireplace
28. Clean out and organize closets, add extra space by packing clothes and items you won't need again until after you've moved

**Kitchen**

33. Make sure appliances are spotless inside and out (try baking soda for cleaning Formica stains)
34. Make sure all appliances are in working order
35. Clean often- forgotten spots on top of fridge and under sink

12. Make sure pool is sparkling clean
13. Replace old storm doors
14. Check for flat- fitting roof shingles
15. Repair broken windows/shutters, replace torn screens, make sure frames and seams have solid caulking
16. Hose off exterior wood and trim, replace damaged bricks or wood
17. Clean and remove rust from any window A/C units or store them away
18. Paint the front door and mailbox
19. Add a new front door mat and consider seasonal door decoration
20. Shine brass hardware on front door, exterior lighting fixtures, etc.
21. Make sure doorbell is in working order

29. Remove extra furniture, worn rugs, and items you don't use: put away papers, toys, etc., especially from stairs
30. Repair easy fixes: loose doorknobs, cracked molding, leaky taps and toilets, squeaky doors, closet or screen doors off their tracks, etc.
31. Add scented potpourri or drop of vanilla or bath oil on light bulbs for scent
32. Secure jewelry, cash, or other valuables

36. Wax or sponge floors to brilliant shine, clean baseboards
37. Organize items inside cabinets, pre-pack anything you won't be using before your move
38. Keep counters as clear and empty as possible

## Preparing for Photos & Showings

*According to the National Association of Staging Professionals, homes that are properly prepared sell for 5% more money and 29 days faster!*

Follow our 75 Point Photography Checklist carefully to prepare your home for sale and your home will stand out among the competition.

Remember that 92% of buyers search online—the photographs and online presentation of your home could make or break the sale!

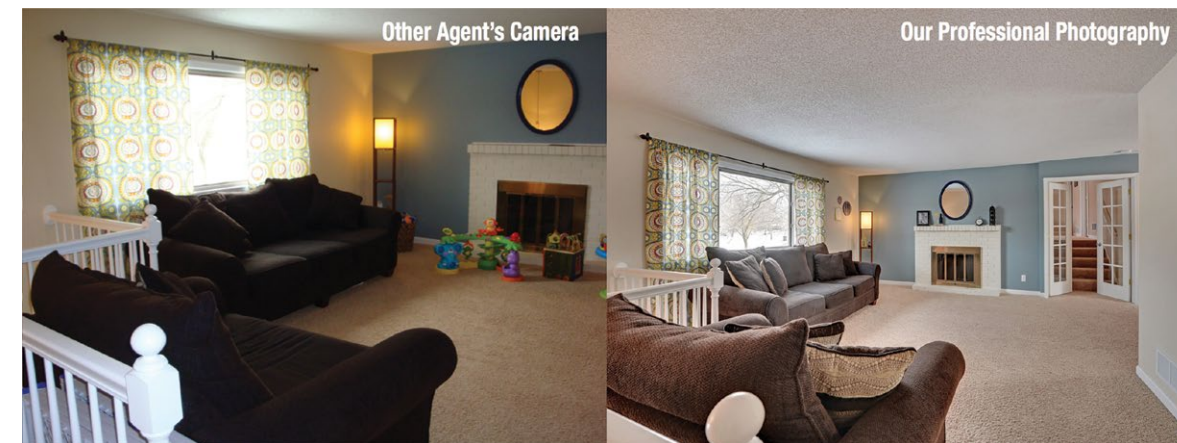


# 2—Your Home Photos Truly Matter to Your Bank Account

According to the Wall Street Journal, only 15% of listings use professional photos, yet it has been proven that these homes sell faster and for more money than comparable homes using non-professional listing photographs.

## Your Online Showing Is Your First Showing

*How your home shows in person, in pictures and online are critically important in getting top dollar for your home in today's market.*

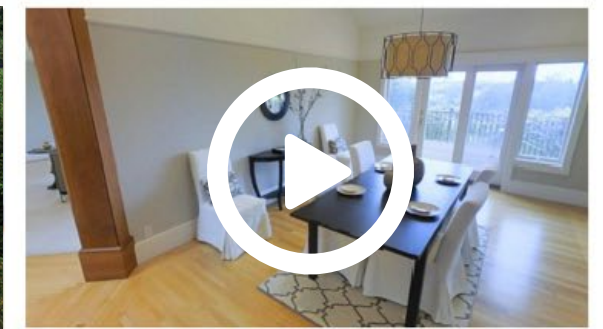
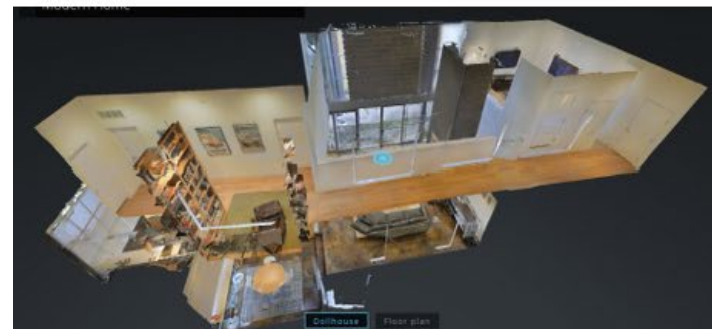


## State-of-the-Art 3D Showcase™ by Matterport

A 3D Showcase™ is an online experience that lets homebuyers move through a property and see it from any angle—even get a completely unique sense for the place with our “dollhouse” view—traditional agents don't offer this state-of-the-art technology.

## Aerial Drone Photography

Photographs of your home can often make or break the sale. When your unique location possesses features that need emphasizing, we offer drone technology that highlights your home in a unique and effective manner.





# 2—Proper Preparation of Your Home is Critical to Success

**Your greatest point of leverage in the home selling process is to prepare your home to attract buyers who will pay top dollar for your home—we have one shot to make the best first impression to buyers!**

## Pre-Negotiation Strategies

*80% of your home negotiation starts BEFORE you get the offer—the vast majority of sellers lack a proven strategy to negotiate from a position of strength.*

### Pre-Emptive Negotiation

- Fear of loss
- Opportunity for gain
- Negotiations start before the first showing
- Expectation of Offers
- Intel about buyers
- Educating Agents

### Pre-Inspection & Home Warranty

- A home inspection is the #1 reason offers fall apart—the goal is to identify deal killers before the buyer does
- We must position your home as “move in ready” with buyers.
- A home warranty gives buyers comfort and manages their expectations up front
- Substantially increase showing time
- 40% of buyer won't buy one
- Higher offers

# 2—Proper Preparation of Your Home is Critical to Success

Your greatest point of leverage in the home selling process is to prepare your home to attract buyers who will pay top dollar for your home—we have one shot to make the best first impression to buyers!

## Our Certified Pre-Owned Home Program

*Which home would you choose?*



### Home A

- To be negotiated

### Home B

- One Year Warranty
- Pre-Inspection Performed
- Professionally Staged
- Professional Photos



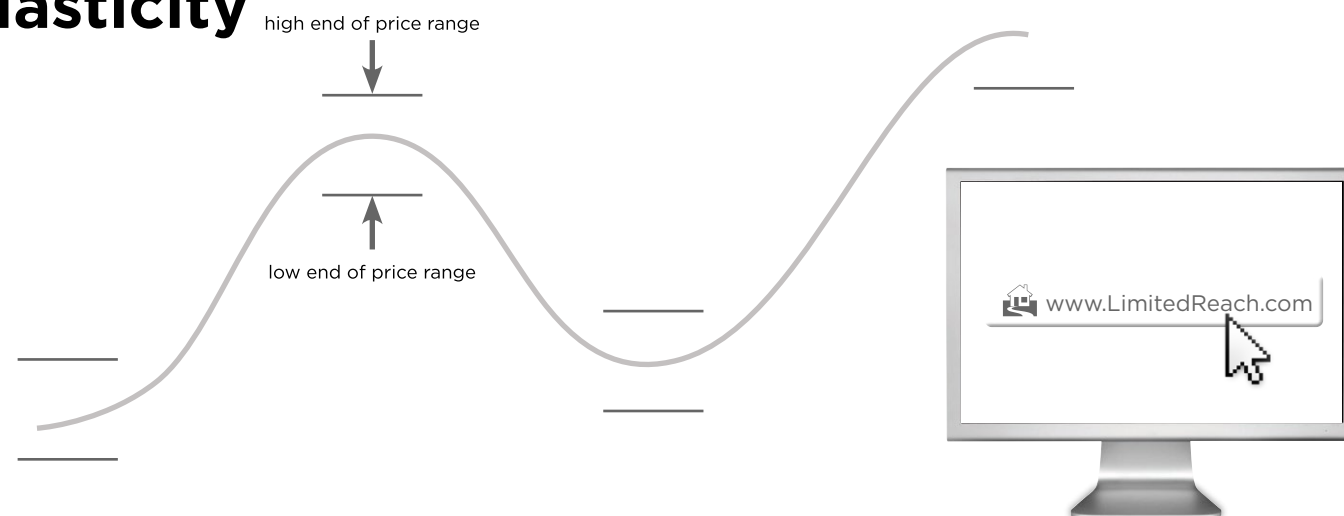
# 3—Our Marketing Drives More Buyer Traffic & More Demand

To attract the buyer that is willing to pay the most money you must allocate your marketing budget across market research proven areas that expose your homes benefits to the highest number of qualified buyers.

## Getting You Maximum Value...

The truth is there is no exact fixed selling price for a home. In any market condition, your home will sell within a price range. The question is: **“Do you want to get the high end of the range or the low end?”**

price  
elasticity



## ...By Investing In Your Success

In the last 12 months, The Dave Friedman Team invested more than \$1.1 million in marketing and advertising (plus salaries for dedicated marketing personnel). **Can a traditional agent match that marketing firepower?**

The Average agent's  
**Investment**  
on Marketing & \$105<sup>per month</sup>  
promotions is

Our Experts **Invest**  
**\$91,000** <sup>per month</sup> PLUS  
a full-time Marketing Coordinator




## ...With An Aggressive Marketing Plan To Expose Your Home to More Buyers Than Traditional Methods!

Most Internet Marketing in our industry is confined to a single website with limited visibility — we syndicate your listing to over 400+ real estate portals and competitor sites



# 3—Internet Marketing Expertise

- Premier member
- Upgraded profile for listings
- Own market share
- Highest traffic sites
- Long tail keyword searches

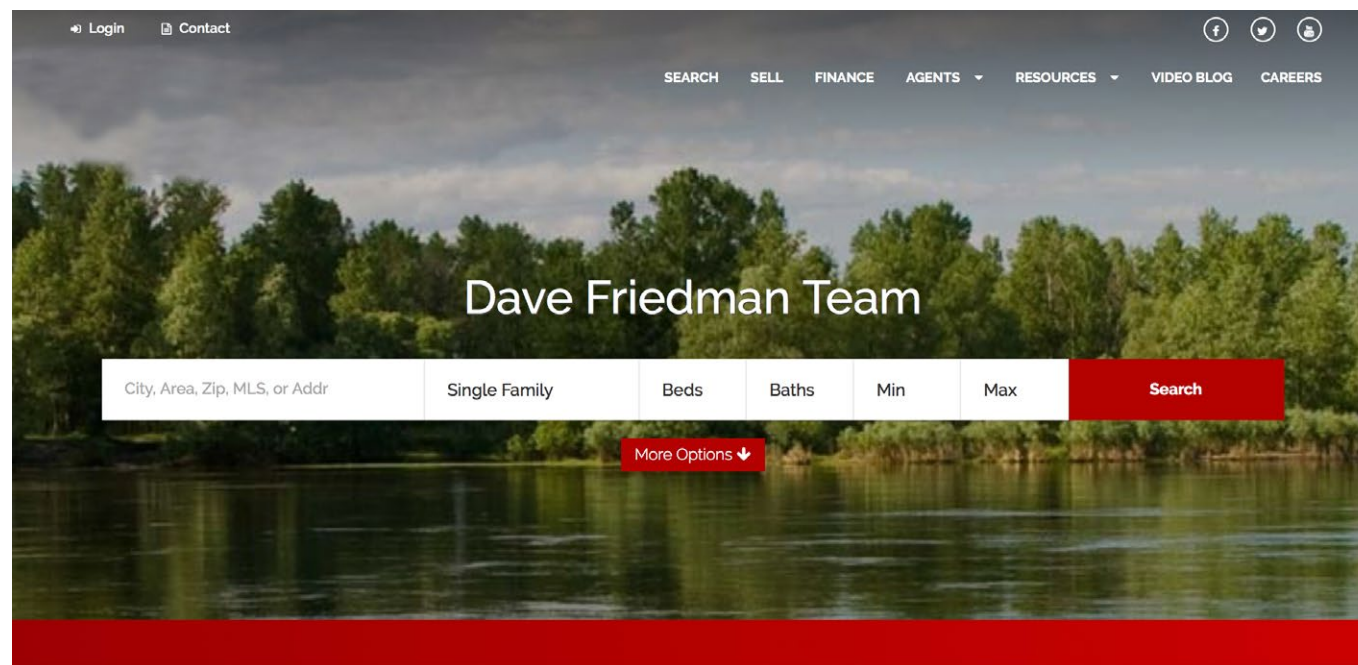


# 3—Our Marketing Focuses on Driving Buyer Demand

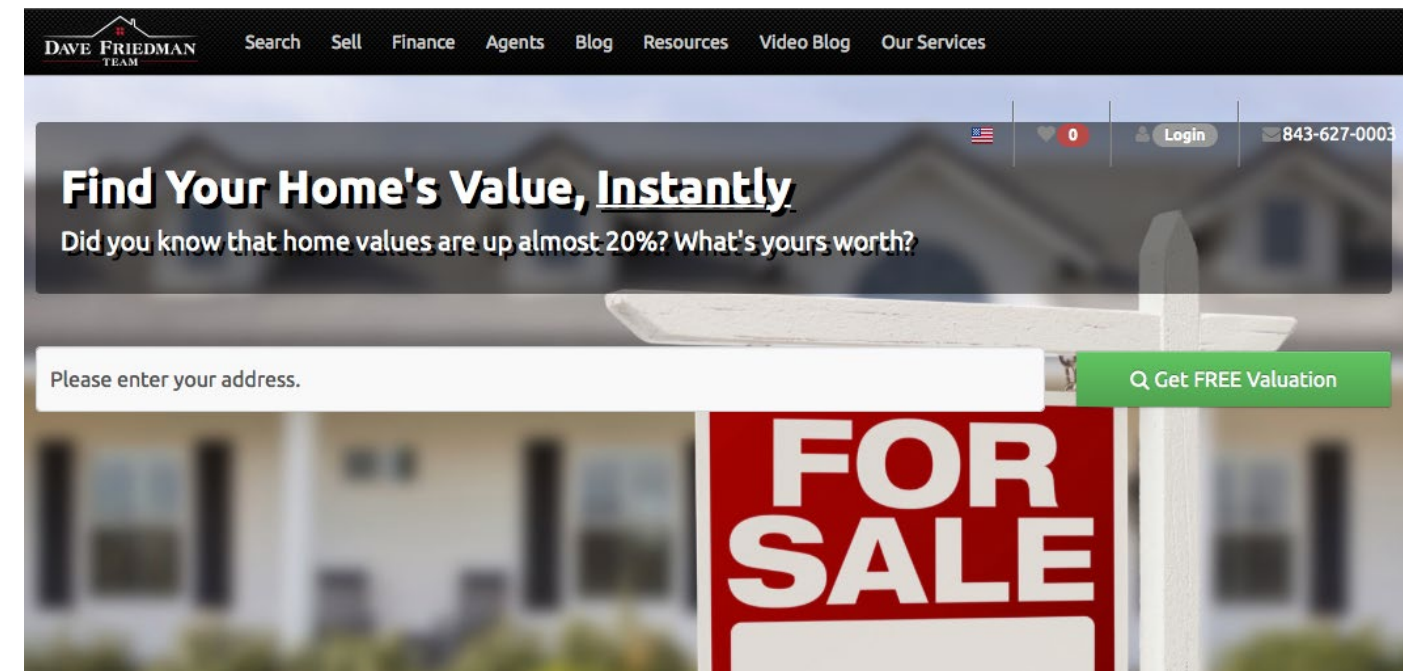
## We Operate Multiple Websites Marketed To Different Audiences

*We use a combination of branded and less-branded websites for different types of buyers—the result is more traffic to your listing online.*

### Branded Presence



### Less Branded Presence

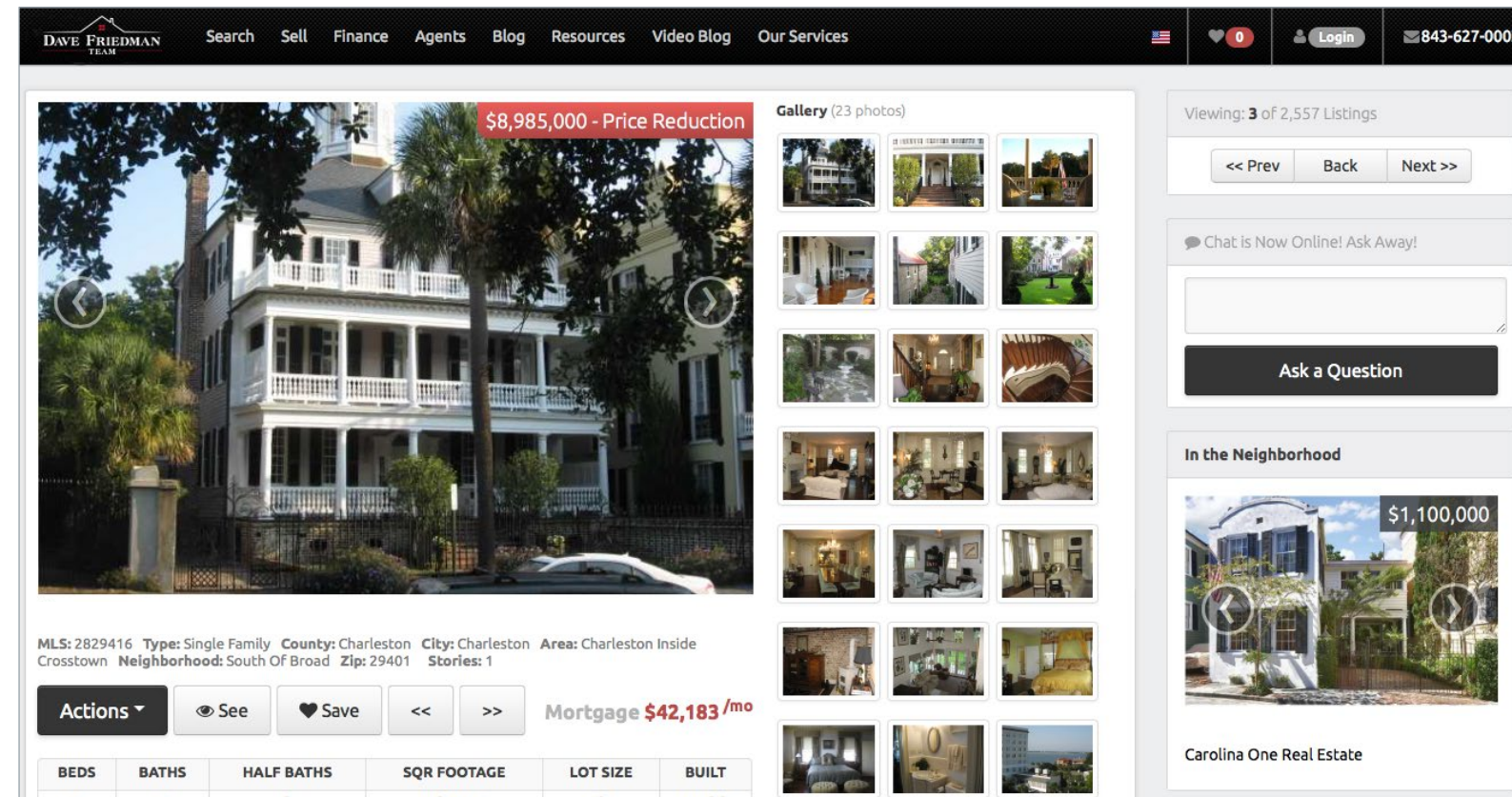


# 3—Our Marketing Focuses on Driving Buyer Demand

## Custom Property Site, Virtual Tour & YouTube Video

*According to NAR, over 92% of home buyers begin their search online—our Single Property Websites include dozens of pictures, capturing the interest of online buyers.*

***Single property websites and virtual tours on the internet are the ultimate in exposure.***





# 3—Our Marketing Focuses on Driving Buyer Demand

## Maximizing Social Media Marketing

*An aggressive Social Media strategy will get your home noticed by buyers.*



*The Dave Friedman Team's social media presence is leveraged to maximize the online exposure of our listings and drive buyer traffic to your home.*

# 4—Our Area's Most Powerful Property Search Engine

**DaveFriedmanTeam.com is the most advanced buyer lead generation platform in the industry—and nobody has been running this type of technology in the area as long as The Dave Friedman Team.**

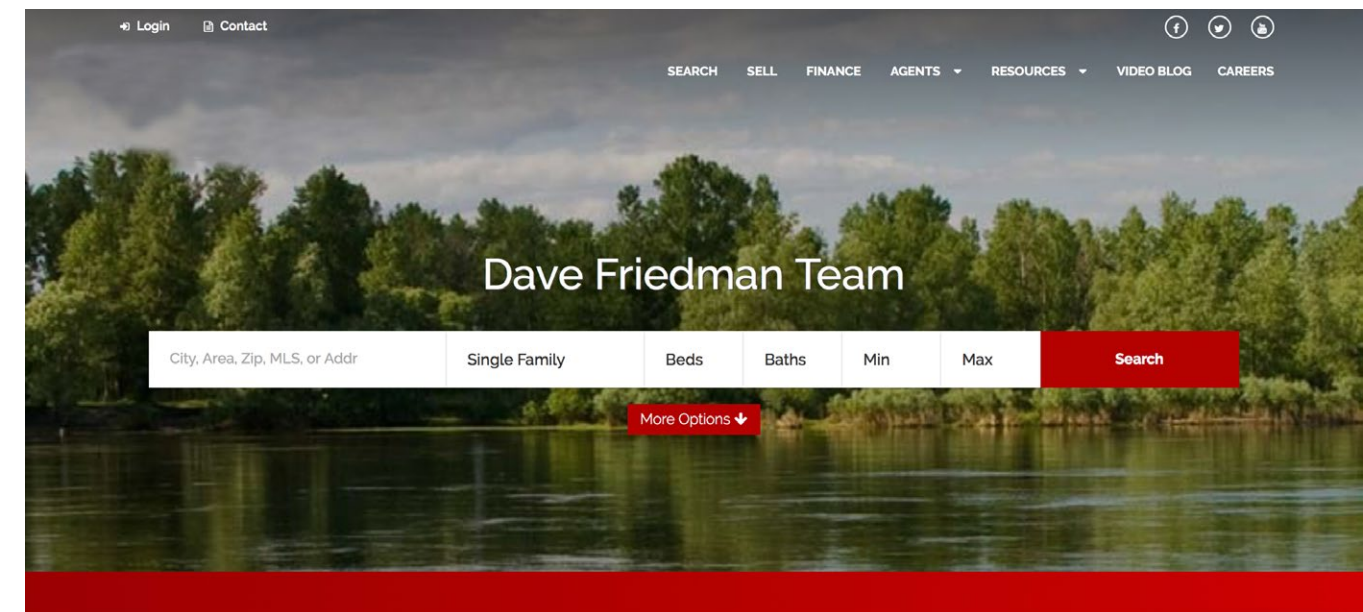
**Hope is not a strategy—aggressive buyer lead generation is!**

*Every day, we match our buyers with our sellers and our sellers with our buyers!*

In the last 12 months, 288,000 buyers visited our website (over 24,000 per month!) looking for information on our listings for sale.

**8,000 unique buyers registered on the site giving us their complete contact information! That's 600 new buyer leads per month for our sellers' homes!**

**Our immediate response systems track all buyer activity and allow immediate response to buyers interested in your home. Since we started using this platform, we have had over 60,000 buyers register on our site!**



# 4—Our Exclusive Yard Marketing Program Generates Buyers

Most agents have a single yard sign where calls are directed to a random Duty Agent that has no information about your home—our approach to yard signage involves multiple Calls-To-Action in your front yard which drives buyer interest.



*In the last year, 4,073 buyers called our office asking for information on our listings — that's 340 unique buyers calling us every month.*



## Why does this matter so much?

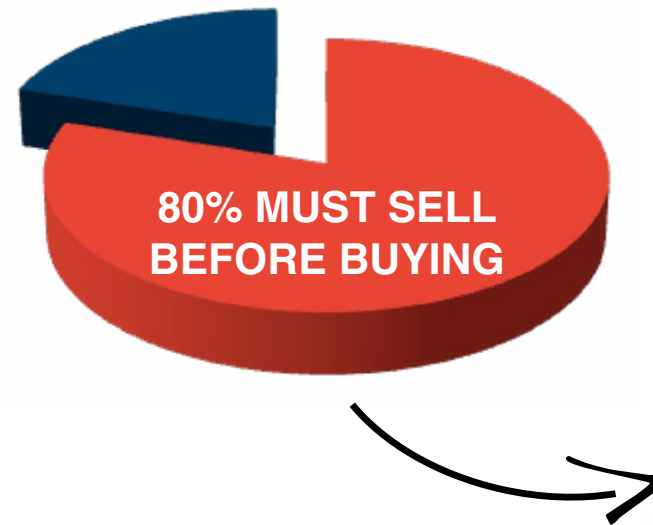
Every buyer that calls our office is put into our database and set up with a property search where we can cross sell our listings that match their home buying criteria.

**It's the difference between actively acquiring a buyer for your home and hoping a buyer finds your home like most agents do.**



# 4—Buy This Home and We'll Sell Yours for FREE!

80% of Buyers looking for a home need to sell theirs before buying another one!



No Buyer wants to get stuck with two homes.



1



2

Or, worse still, none at all...

## Our Guaranteed Sale Program

- We find a Buyer
- The Buyer Purchases Your Home
- We Sell the Buyer's Home for FREE!

## Benefits You

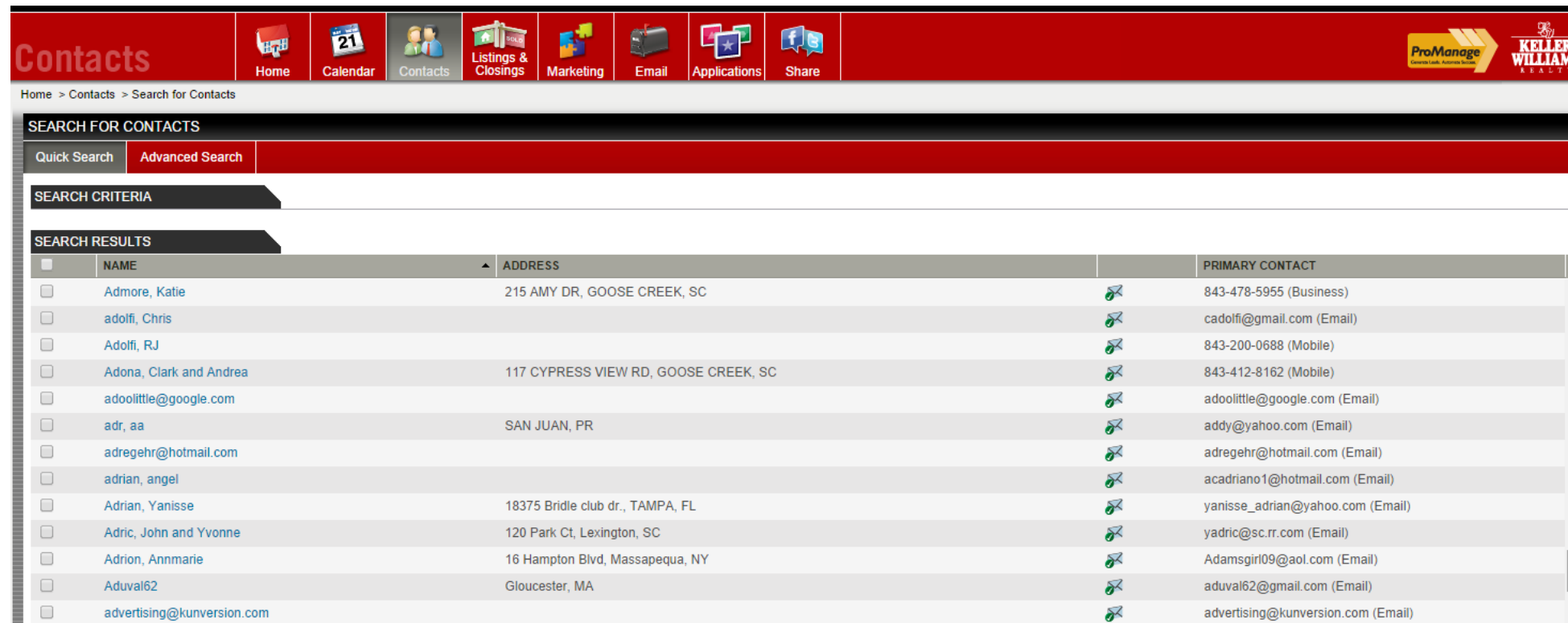
- Your home will stand out and draw the attention of buyers because it's easier to buy.
- More likely to get stronger offers from buyers because we are willing to sell their home for free!

Can you see how this USP can attract 100% of the buyers?

# 4—Our Exclusive “Buyers-In-Waiting” Program

Our innovative “Buyers-In-Waiting” program gives buyers working with our team priority access to new listings that match their home buying criteria.

In a single click, we can pull up every buyer in our database that is a potential purchaser for your home. We present the details of your property to our current buyers so they know about your home first.



The screenshot shows a web application titled 'Contacts' with a navigation bar including Home, Calendar, Contacts, Listings & Closings, Marketing, Email, Applications, and Share. Below the navigation bar is a search interface with 'Quick Search' and 'Advanced Search' tabs. The 'SEARCH RESULTS' section displays a table of potential buyers with columns for NAME, ADDRESS, and PRIMARY CONTACT. Each row includes a checkbox for selection and a small icon representing a contact method.

	NAME	ADDRESS	PRIMARY CONTACT
<input type="checkbox"/>	Admore, Katie	215 AMY DR, GOOSE CREEK, SC	843-478-5955 (Business)
<input type="checkbox"/>	adolf, Chris		cadolfi@gmail.com (Email)
<input type="checkbox"/>	Adolfi, RJ		843-200-0688 (Mobile)
<input type="checkbox"/>	Adona, Clark and Andrea	117 CYPRESS VIEW RD, GOOSE CREEK, SC	843-412-8162 (Mobile)
<input type="checkbox"/>	adoolittle@google.com		adoolittle@google.com (Email)
<input type="checkbox"/>	adr, aa	SAN JUAN, PR	addy@yahoo.com (Email)
<input type="checkbox"/>	adregehr@hotmail.com		adregehr@hotmail.com (Email)
<input type="checkbox"/>	adrian, angel		acadriano1@hotmail.com (Email)
<input type="checkbox"/>	Adrian, Yanisse	18375 Bridle club dr., TAMPA, FL	yanisse_adrian@yahoo.com (Email)
<input type="checkbox"/>	Adric, John and Yvonne	120 Park Ct, Lexington, SC	yadric@sc.rr.com (Email)
<input type="checkbox"/>	Adrian, Annmarie	16 Hampton Blvd, Massapequa, NY	Adamsgirl09@aol.com (Email)
<input type="checkbox"/>	Aduval62	Gloucester, MA	aduval62@gmail.com (Email)
<input type="checkbox"/>	advertising@kunversion.com		advertising@kunversion.com (Email)

We track every buyer and seller that comes through our websites, signs, and other marketing activities, plus past clients, sphere of influence contacts, and many others—we have tracked all of our incoming leads since we started in business.

# 4—Even More Exposure Means More Money for You!

## Our “Coming Soon” Program

Once we sign the listing documents, we begin the process of generating interest in your home through our “Coming Soon” program.

Our exclusive “Coming Soon” program focuses on “Buyers-In-Waiting” along with their agents, those eager and ready to buy the right property. Your home hits the market highly anticipated, thus motivating prospective buyers to act before they lose the chance. Our goal is to sell your home for a higher price with fewer days on the market.



1

2

3

4

5

6

7



# 4—Even More Exposure Means More Money for You!

## Mega Open House System

Only 3% of homes sell from traditional Open Houses—they are ineffective as they fail to generate buyer traffic into the home. Our exclusive Mega Open House system drives dozens of buyers through our listings each and every Open House.



**We generate hundreds of buyer leads every month through our Mega Open House system.**

# 4—How Can The Dave Friedman Team Handle So Many Buyers?

## We have a team of full-time Buyer Specialists!

Our Buyer Specialists only show property, write offers and negotiate contracts. They know the inventory, the ins and outs of financing alternatives and lenders that can save our buyer money. They show buyers what they want to see when they want to see it.

**You have the power of a sales team working to sell your property.**

## Dominant internet presence

We generate thousands of impressions each month on our buyer lead generation portal **DaveFriedmanTeam.com** every month. And our Buyer Specialist Team follow up with each and every lead that contacts us. We currently have several thousand buyers that are active on our site—what other agent can say that?

What's Your  
Online  
Marketing  
Strategy?



### Online Presence Checklist

- ☒ Keywords
- ☒ Citations
- ☒ Visibility
- ☒ Social Media
- ☒ Call-to-Action?
- ☒ Reviews
- ☒ Competition

## Our huge inventory of homes For Sale

The Dave Friedman Team is very fortunate to market many desirable homes, in a variety of areas and price ranges. This large inventory prompts calls from new and existing buyer prospects every day. Buyers know they will get the inside track to the freshest and most desirable listings that we offer. Also, this huge inventory allows us to advertise in the yards of hundreds of homes rather than the average agent who carries less than 4 listings.

## Hours Calling Buyers Per Week



Average  
Area Agent

1 Hour

200  
Hours

# 4—How Do We Keep In Touch With Potential Buyers?

Our Client Development Team of full-time specialists take incoming calls from potential buyers and they make calls to prospective buyers.

- Zero tolerance policy
- 5 minute response time=106x better odds
- Automated technology
- Auto notifications
- Team bonus
- 12 Specialists
- Coverage 8am to 9pm for Buyer Inquiries
- 7 days a week

## Response Time to Buyers

Average  
Area Agent

17 Hours



5 MINUTES



# 5—Our City Wide Buyer Agent Network

In addition to our Exclusive “Buyers-In-Waiting” program, we market to thousands of agents in the area—we pride ourselves on having great relationships with other agents and agencies.

There are 3 types of buyers: 1) In town, 2) Relocation and, 3) Working with another agent.

We target buyer specialists to increase showings from co-op agents and keep your home top of mind with buyers.

By marketing your home to the agent community, we expand our reach and exposure even more...

...thus reaching the maximum percentage of buyers that might be interested in your home.

Approximately 70% of homes are sold by cooperating (co-op) agents—unlike traditional agents, we aggressively target these agents to increase your homes visibility in the marketplace



# 6—The Art & Skill of Negotiating a Real Estate Transaction

**Most real estate agents have not been trained in negotiation—the disappointing truth is that most agents need to sell your home worse than you do, making their advice biased and taking dollars away from your final proceeds.**

**Negotiations can have an impact of more than 10% of the ultimate selling price of your home.** Our experience and sheer volume of homes sold is one of our biggest assets that you can leverage — more than 1,000 homes successfully negotiated and sold!

We use proven techniques and strategies and employ a non-emotional state of mind during the negotiation process — we are not anxious to “cut a deal” and leave your money on the table like less experienced agents.

## **Considerations when it comes to negotiating the sale of your home:**

- Proactive vs reactive negotiation strategy by setting expectations with the buyers agent
- Negotiating with authority by taking control of agent to agent discussions
- Eliminate unqualified buyers and bad surprises by probing for information
- Avoiding home inspection deal killers (the #1 reason a home sale falls through)



# 7-Traditional Agents are Severely Disadvantaged

The average real estate agent in the area sells less than 3-4 homes per year — our industry has virtually no barriers to entry and does not have any performance standards to maintain a license—it's a scary fact!

## Traditional agents lack the necessary training to get the best results

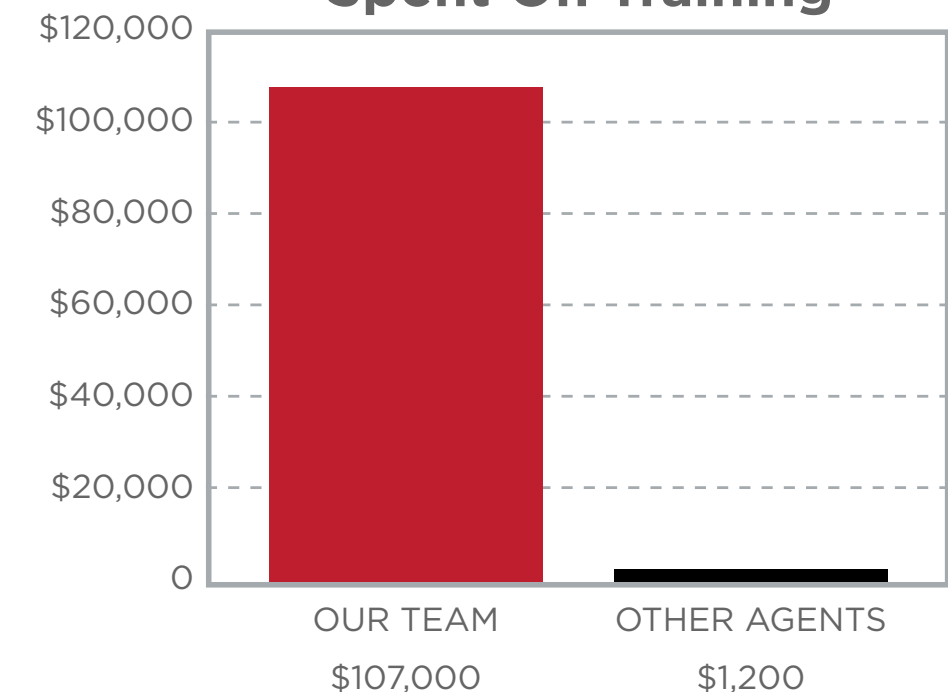
### Did you know It takes...

- 120 hours—Licensed truck driver
- 600 hours—Licensed nail tech
- 1,500 hours—Licensed beautician
- 2 years—Licensed mechanic
- 60 hours—Real Estate agents
- 80% of agents are out of the business within 24 month of getting their license.

### Our continued training...

- Our team meets weekly for 2-3 hours to discuss marketing strategies, new programs and capabilities, and client communications!
- The average agent spends the 8 hours/year mandated by the state practice and fundamentals
- The Dave Friedman Team, who are well-trained specialists, spend 100+ hours/year

### Real Estate Dollars Spent On Training





# 7—Our Proven, Repeatable System Yields Exceptional Results

The real estate industry has failed to employ proven systems that provide a high quality consumer experience that is repeatable and produces results—plans and promises that are poorly executed will cost you time, money and stress.

Our proven, repeatable system will sell your home for **MORE MONEY, IN LESS TIME AND WITH LESS HASSLES** than traditional real estate methods.



To ensure you get **maximum value** for your home and the **world class experience** you deserve, your agent must follow a proven, repeatable process and have a **great support team with leading edge expertise.**

**The Dave Friedman Team is unlike any other option in the market!**

# 7–We Stand Behind Our Services — Other Agents Simply Don’t Do This!

Our exclusive Seller Satisfaction Guarantees, Seller Performance Agreement and “Easy Exit” Listing Agreement give you confidence that we will deliver on our promises and put our money where our mouth is.



Most agents will give you a blank stare if you ask them about their service and satisfaction guarantees. As a home seller, you need to know if your interests are aligned.

Is your agent willing to stake his or her successful outcome with yours? Why shouldn’t your agent guarantee their performance?

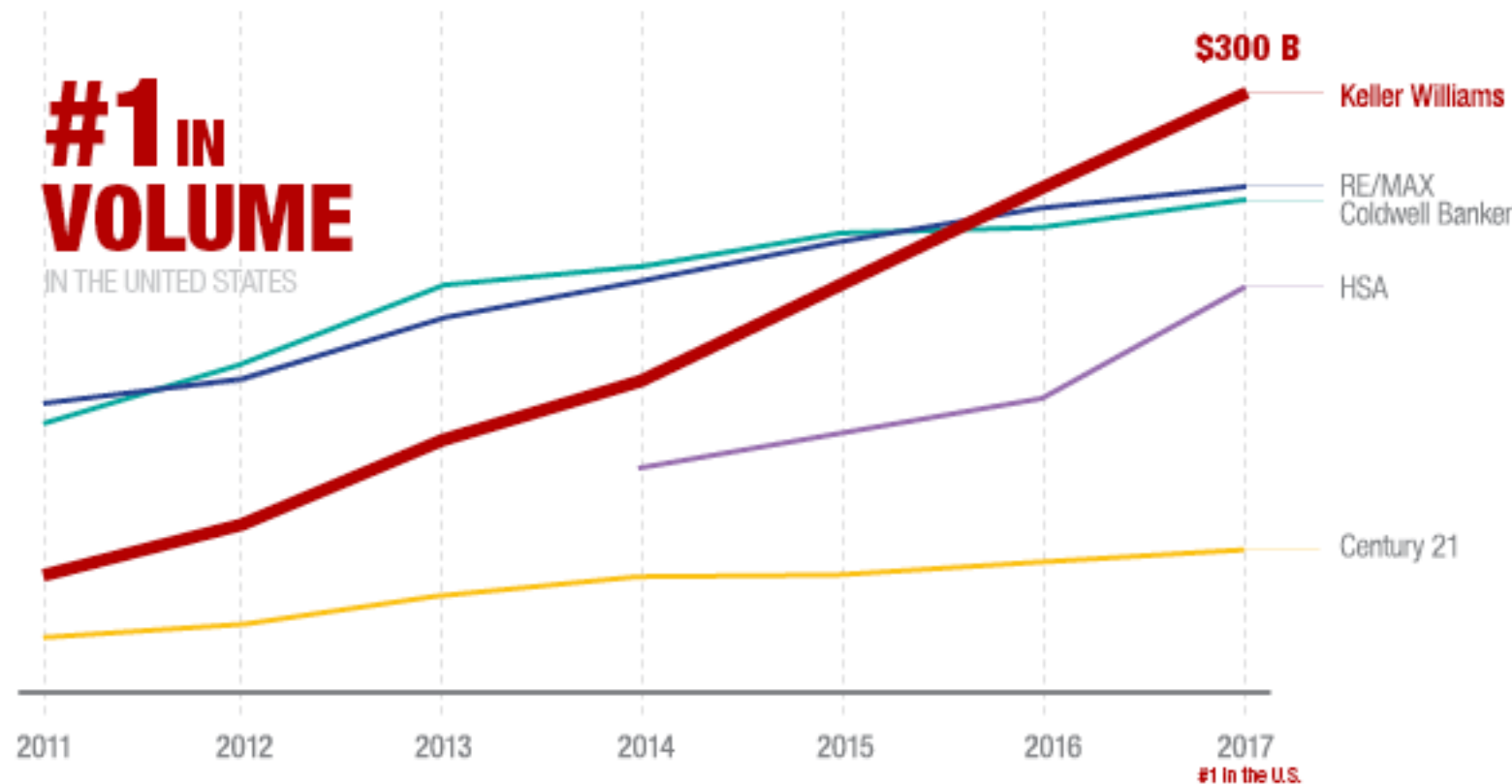
The Dave Friedman Team is so confident that we can perform for you because of our track record, experience, commitment and work ethic.

It’s smart marketing to guarantee our services—risk reversal gives our clients the comfort that they won’t buy into a sales pitch that’s not backed by performance.

# 7-Why Should Being #1 Matter To You?

The Dave Friedman Team is the #1 Team in the #1 Office for the #1 Real Estate Company in the world—our reach cannot be matched by any other real estate firm today!

With over \$1B of real estate sold in 2018, The Dave Friedman Team is part of the largest real estate group



\*Industry leader based on global agent count and U.S. closed volume and sales units. The data was compiled by Keller Williams Realty, Inc., from company websites, SEC filings, industry reports and other publicly available sources.



To help your home  
sell fast and for top  
dollar, The Dave  
Friedman Team  
leverages  
165,000 real  
estate professionals.



# We Must Take a Business Approach to Pricing — “Credible & Defensible”

**In order to secure your desired outcome of a successful home sale, we need a solid working relationship that results in teamwork—and we must be able to talk openly about the realities of the market.**

**If we execute every aspect of our process beautifully but our pricing is wrong—we will lose the opportunity for a sale and critical momentum. As a result, we are likely to end up with a lower price.**

## **Things for us to consider:**

- Are prices rising? What are absorption rates telling us?
- Do we have only a little or great competition?
- Is there strong motivation to sell? What is our plan B?
- Is our price credible & defensible? Are we viewing the market as a buyer would?

After we put your home on the market, new listings or new sales may affect our price—so we consistently communicate to you where we stand in the market and if we need to adjust anything.

**Remember, days on market is NOT a seller’s friend!**

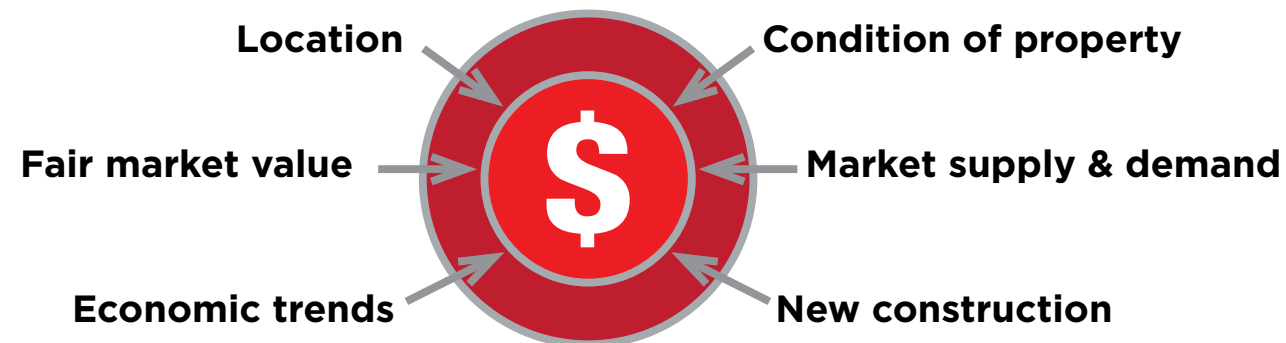
**Let’s review your home’s Equity Evaluation and discuss your thoughts on pricing...**



# The Next Step – Pricing Your Home for Maximum Value

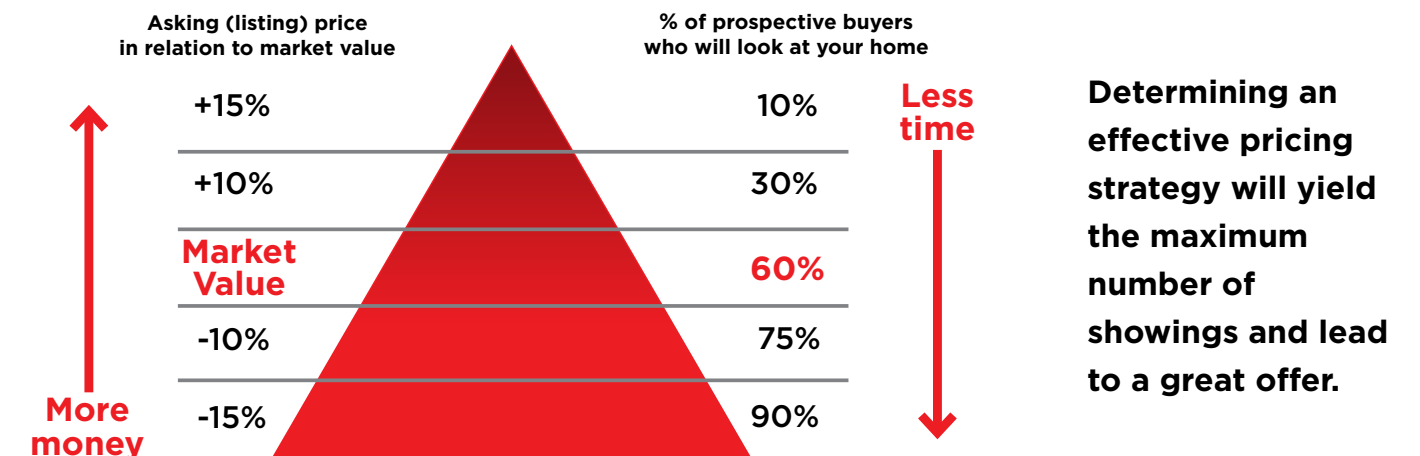
Choosing the correct initial asking price is critical to achieving maximum value for your home—the biggest mistake most sellers make is to overprice their home relative to current market conditions and comparable properties.

## What determines the price of your home?



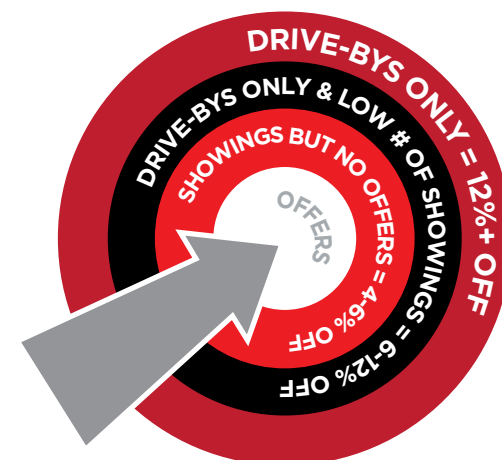
We can't control these variables, but we must consider them in setting the optimal listing price!

## What's important to you...time or money?



## The optimal listing price generates the best offers

This is how we gauge whether your price is attracting buyers in the current market. The market is constantly changing, and buyers ultimately determine market value.



## Our equity evaluation prices your home for maximum value

We prepare a customized Equity Evaluation to establish a market-competitive selling price for each of our listings. Our experienced researcher draws on data from multiple sources to conduct each of the analyses listed below:

- Comparative Market Analysis
- Internet Estimates
- Technical Analysis
- Square Footage Analysis

A summary of the research gives us a range for the optimal listing price.

# The Bottom Line—Our Goals Are Aligned!

**To get your home...**



- ✓ **for the MOST money**
- ✓ **in the SHORTEST time**
- ✓ **with the FEWEST HASSLES**




# The Dave Friedman Team Gets Results in a Broken Industry!

In the last 12 months, 4 out of every 10 homes Failed to Sell—of the homes that did sell, they sold for almost 5% off the seller’s original asking price!

## 1—Your Home Is More Likely To Sell

National Average

60%



**95%**

The Dave Friedman Team sold **95% of the homes we listed** compared to the national average of only 60%!

Can you imagine any other industry where you only get a 6 out of 10 chance of being successful?

## 2—We Sell Homes For More Money

National Average

95%



**100%**


The Dave Friedman Team’s Median Original List Price to Sale Price is **100% vs. the national average of 95%—that’s a 5% difference!**

On a \$300,000 home, the dollar difference amounts to \$15,000 more money in our sellers’ pockets.

## 3—We Sell Homes Faster

National Average

73+ Days



**7 Days**

The Dave Friedman Team listings average **7 days on market vs. the national average of 73+ days.**

That’s at least 2 mortgage payment saved for our clients and less stress having their home on the market longer than it needs to be.

## 4—We Sell More Homes

National Average

3-4



**400+**

The Dave Friedman Team will sell over **400 homes this year** while the national average is just **3-4 homes a year per agent.**

The Dave Friedman Team has the resources to invest in doing things the right way while average agents just can’t provide the same level of service or get the same results.

# To Recap — What Makes The Dave Friedman Team Different?

**Do you see how our...**

- ✓ **Results Driven Marketing**
- ✓ **Prospecting Approach**
- ✓ **Expert Advice & Guidance**
- ✓ **Proven Repeatable Process**
- ✓ **Team Structure**



**...will create more demand for your home, help it sell faster and for more money?**

# See Real Estate at its finest!

## Our Track Record of Success is Undeniable

Our single focus at The Dave Friedman Team is providing world-class real estate services to home sellers. It's what we thrive on and live for. We do everything in our power to make sure you have a great experience. Most agents operating the solo model just can't manage the transaction the way we can. Ask any agent you are considering working with to let you see testimonials from their happy clients.

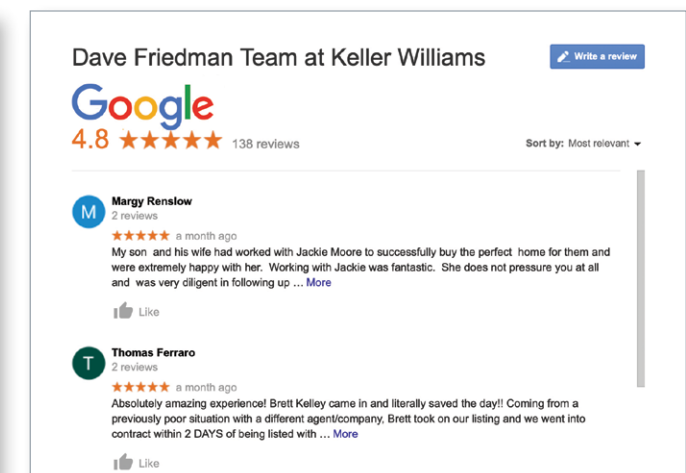
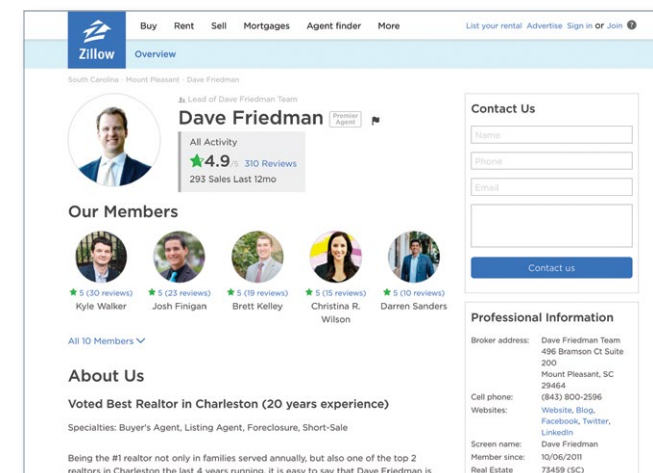
We hope you are seriously considering The Dave Friedman Team as your best option. To help you in your decision making, please see these client testimonials and visit our page on Zillow for many testimonials from raving fans.

**VISIT**  
**OUR ZILLOW PAGE**  
**AND GOOGLE REVIEWS**  
**FOR WORDS OF PRAISE FROM**  
**OUR HAPPY CLIENTS**

Check Out Our  
**500+ REVIEWS!**  
From Our Past Clients



**DAVE FRIEDMAN**  
**TEAM**  
EXPERT HOME ADVISORS





**And, If There Are No More Questions...**

**Let's put a win-win agreement in place...**



**and Let's Get Your Home Sold!**