

*Move Forward
with ConfidenceSM*





Moving forward with confidence begins by gathering the intelligence necessary to succeed at reaching the goals you have set for the sale of your property and having your personal needs met in the process as well.

Our goal in this meeting is to outline the entire process of what is necessary to successfully sell your home - from contract to closing costs and everything in between.

We plan to provide you with everything you need to know to feel confident and secure in every decision you make during the sale of your home.

We must first begin with a full understanding of your needs and goals.





Your Needs and Goals

The successful sale of your property starts with allowing your agent to fully understand your needs, goals and expectations in regards to your decision to sell your home. Our REALTOR® Code of Ethics requires that all information provided remains confidential. The following information will be very helpful in our ability to represent your real estate related informational needs in a manner that serves you and all those affected by the move in the best possible way.

1. What life situation has prompted considering the sale of your property at this time?
2. What would be your preferred transactional time frame? Is there a specific time in which your property needs to be sold? If so, will you have a new home waiting and when will it be ready to move into?
3. Will you be moving into a new home close by or relocating out of the area? Are you in need of assistance in finding a new home?
4. Who else might be involved in your property sale decision, such as other family members, an attorney or financial advisor?
5. What level of experience do you have selling property? Regarding that experience, what were the most positive aspects of that experience, as well as, the unsatisfactory experiences you would prefer to avoid during this transaction.
6. Do you have any questions or concerns about the sales process before we begin our presentation? Is there any specific topic, in which you would like to focus?
7. What are your current expectations of a real estate professional? What specific service and support do you look forward to receiving?
8. What is your preferred method and frequency of communication?





Your Property

You know your property better than anyone, please share your thoughts about the home you are selling so we can come to understand the unique nature of your property and how best to serve you.

1. What features first attracted you to your home?
2. Which of your favorite features do you believe should be highlighted in the marketing of your home?
3. Which features make your home unique?
4. If you could change anything about your home to make it more attractive to a potential buyer, what changes would you make?
5. What do you like most about your neighborhood and community?
6. What type of buyer do you think is best for your home?
7. Is there anything regarding the sale of your property that we should be aware of, any problems or issues, personal property to be excluded, etc.?





Move Forward with Confidence

Current Market Condition

We like to begin by presenting the big picture and analyze how it relates to your specific market. We believe in using the most up to date data, accurate and unbiased statistics available. We receive data on current local market conditions every week for our clients.

Our Goal is Simple...To Help You Reach YoursSM





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The Pricing Formula

Current Market Conditions
+ Accurate Analysis of Comps
+ Unique Home Features
+ Seller Needs

= A Successful Sales Price



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Move Forward with Confidence

The Marketing Action Plan

Each home, each neighborhood and each potential buyer is unique. Each property is best marketed with this fact in mind. Insist on seeing a customized marketing plan designed specifically for the needs of you, your property and your potential buyer. We call it at Sierra Nevada Properties our SNP MAPSM.



■ On Pricing

This is the most important decision we make in our marketing strategy, and every great strategy starts with thorough research.

Informal research: Chatting with the neighbors, paying attention to the news on market conditions, doing a google search on the topic, checking out what sites like Zillow.com say your home is worth for example.

Secondary research: Compiling the actual data reported by the county assessors office, the Multiple Listing Service (MLS) on comparable homes for sale, the title office data on actual home sales, and government data on current market conditions and trends.

Primary research: Going to open houses in your neighborhood and those comparable to your own home. View in person the competition. Then compile the actual feedback on your own home during your open houses.

Personal needs research: As your agent, it is essential that we know your true needs and apply them to our pricing strategy. How quickly do you need to sell? Do you have time to wait for a higher price or is time of the essence for example?

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■ On Property

Along with this Marketing Action Plan, you will also be receiving our custom Staging Report. This report is our tool to get the actual property (your product) into mint market condition.

Staging: Are you a do-it-yourselfer or do you like to hire professionals? Our professional customized Staging Report will give you a detailed To Do List to get your property ready to show.

Signs: All signs are not created equal. From a standard yard sign to additional riders, readers or feathers, we will capture the drive by attention you are looking for.

Open Houses: An essential tool in our marketing mix. It helps us gather real-time feedback that is the primary research data that we need to capture our first offer or make the adjustments necessary to achieve a successful sale.

■ On Content

The images and descriptions of your property will be used to capture and keep the attention of your ideal buyer. We use high quality images and artfully created copy to not only intrigue potential buyers, but to get found on the Internet. The proper use of key words used by your ideal buyer can make or break whether they are able to find you in an online search.

Target Buyer: Together we determine your ideal buyer.

Features Focus: We focus on the most sellable features of your home.

Photography: We use attractive images that show your entire home at its best.

Copy: Artfully crafted copy focusing on the benefits of living in your home, not just its features.

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■ Online

Over 90% of individuals, that are in the market to buy a home, searched online during the process.¹ Real estate related searches on Google.com have grown 253% over the past 4 years.²

Multiple Listing Service: We will submit the MLS input form with the maximum number of photographs allowed and professional copy which will automatically be posted to List Hub which syndicates your properties online listing to over 50 online sites including Zillow.com, Trulia.com, Realtor.com.

List Hub Premium Service: Sierra Nevada Properties pays additional fees to give our clients expanded exposure by increasing our listings rankings in searches - meaning that your listing will appear above those who have not paid the additional fee. We are also able to obtain the analytics or report on how well your listing is performing, for example, how many visitors clicked on your listing, which photos did they look at most, how long did they stay on the listing, etc. This helps us to determine if there is anything we can modify to make the listing perform even better. For example, put the favorite photo up front or write more about a specific feature.

Zillow Premium Service: Because we also pay for additional fees to Zillow, we are afforded their Featured Listings location with higher rankings in search results for your property as well.

Online Virtual Tour: Your home will have its own Virtual Tour on YouTube.com and SNPhomes.com, which tie back into the List Hub feed increasing not only a first class presentation of your property, but significantly increased online exposure.

Social Media: Your property will be posted on Sierra Nevada Properties' Facebook, Twitter and Pinterest pages to increase "digital word of mouth" exposure.

Source: 1. 2012 Profile of Home Buyers and Sellers 2. Google Internal Data, Q3 2012



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■ On going

As your agent, I am your advocate everywhere I go. Our team at Sierra Nevada Properties promotes your property in all that we do as well. The Internet is a very powerful tool, but nothing beats the recommendation of a trusted friend. Our connections in the community span hundreds of professional, social, volunteer and philanthropic organizations. One of the things we do best is connect.

Texting: Each new listing is immediately Texted to all of our SNP agents

Email Blast: Each new listing is emailed to all of the real estate agents working in our region.

Craigslist: We upload your property's information onto Craigslist within 24 hours.

Centralized Showing Service: We use a centralized showing service that allows for all real estate agents in our region to set an appointment to show your home. You will be alerted when there is a showing appointment request for your house. You can choose to receive this message by phone, email or text.

Monthly Team Rally: We present our new listings at our monthly team meetings to rally our team in support of the swift sale of your home.

Postcards to the Neighbors: As a courtesy, we like to send postcards to the neighbors to let them know you are planning on selling your home and to invite them to your Open House. The recommendation of a neighbor to a friend or family member has frequently resulted in a sale.

Personal and Company Facebook Pages: Everyone now acknowledges the value of social media in spreading the word. We frequently use our company Facebook page as well as the pages of our agents to spread the word for our clients.

Follow Through Confirmation: Our Office Coordinator sends your agent a follow through confirmation email to ensure and assure that all our action plan steps have been completed.

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Play Smart and Mitigate Risk

With hundreds of years of combined experience, our real estate team has learned how to maximize positive outcomes and minimize the negative — by taking actions that avoid potential risk all together.

■ Steps on Playing Smart:

- Price properly
- Provide Home Protection Plan Coverage - a \$465 value at no cost to you
- Work with trusted partners
- Provide clients with trusted resources
- Be present during inspections
- Be able to understand, write and evaluate proposals, agreements and contracts
- Help you understand all costs involved





Closing Costs

Understanding all the costs involved in the sale of your home up front and in advance will help you financially and psychologically prepare. Knowing the average numbers will significantly reduce the number of stress inducing surprises and make the successful sale of your home a true success story.

So, how do you figure out the net profit you'll walk away with? Once you receive an offer, you can request a Seller's Estimated Net Proceeds sheet from your real estate agent, with a list of the expenses that will be deducted upon closing.

You can also itemize and roughly figure it out yourself. So, how do you figure out the net profit you'll walk away with? Costs vary from state to state, in Nevada these are some of the closing fees you may encounter:

Mortgage Payoff

These costs include your own home loan, second mortgages and home-equity-related lines of credit. They'll differ from case to case. There are sometimes fees associated with paying off a loan early, which you should look into.

Agent Comissions

The seller is responsible for paying agents on both sides for making the sale of your house. If you're using a full-service brokerage firm, expect to pay, on average, 6 percent of the sales price. You can negotiate the commission fee. Usually, however, if you have chosen an experienced, hard working agent, they will usually stand firm on their compensation.

Notary Fees

Document Preparation Fee, as well as the fee charged by a notary to verify your identity and to make sure the documents are prepared and



executed properly. Typically \$50 to \$150.

Attorney Fees

If you need extra legal guidance, an extra attorney consultation usually runs \$200-500 per hour.

Escrow Fees

The escrow company stands between you and the buyer, ensuring that the money being transferred is handled properly and securely. The escrow company receives money from the buyer or their lender, pays off your mortgage and closing costs, and gives the proceeds to you. These fees are often shared with the buyer. A ballpark estimate is \$350 + \$2 per \$1000 of sale price.

Title Company Fees

Title companies search and assemble public records to come up with a title insurance commitment, which confirms that you own the home, as well as detailing anything else that may affect the title, such as mortgages, liens, easements and restrictions. Expect this fee to be approximately 1% of the sales price.

Title Insurance

In most states, the seller must provide a policy of title insurance for the buyer. The cost of the policy depends on the sales price of the home and can vary from a couple hundred dollars to several thousand. Ask your agent for details – or call your title company directly.

Seller Concession

A seller concession is an agreed-upon amount that helps buyers pay their closing costs. If the buyer asks you for a concession of 2 percent, you will give back that 2 percent to the buyer to help cover closing costs. Ask your agent about this for negotiations.

Repairs

You may be required to pay for repairs, either by negotiation with the buyer or by a condition of the lender or the city. Then again, if your house is in great shape, you may not.

Home warranty

Sometimes a seller will agree to pay for a home warranty that offers a protection plan for the buyer's first year in the home. This is often around \$400 to \$650.



Home Inspections

The cost of a home inspection varies based upon a number of factors, including the size and age of a home, as well as, special services requested. Typically, the cost is usually \$200 - \$500, although the fees can go higher.

Cost of the Survey

The price for a plat survey generally ranges from \$150 to \$600. Some states require one, though many do not. The need for a survey generally occurs when the property is large and the boundaries are not well defined.

Recorded Release of Mortgage

This verifies that your mortgage has been completely paid off by the sale proceeds and usually costs between \$20 to \$100.

Transfer Tax

Property transfer taxes can range from nothing, depending on the area you live in, to \$10 per \$1,000 of the sales price or more – or you may be charged a flat fee. In Nevada, transfer taxes range between \$3.90 to \$4.10 per thousand. Also, in some states, you have to pay a tax on the capital gains generated by the sale of your home. Ask your agent or lawyer for details.

Credit to the Buyer of Unpaid Real Estate Taxes

Depending on how and when property taxes are billed in your state, you may have to credit the buyer for real estate taxes that were incurred during the time period you owned the home, but will be billed after the closing date of the sale of your home. This one might be a question for your lawyer or CPA.



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Sierra Nevada Properties



Sierra Nevada Properties is proud to be celebrating its 35th anniversary in 2014. As a family owned and operated independent brokerage firm with roots that go back four generations, Darrell Plummer, SNP's Owner, offers a depth of regional real estate expertise and broad base of connections that is matched by a select few in northern Nevada. He is passionate about helping others achieve big goals, whether it is completing a hundred mile bike ride over the mountains with his young sons, training new real estate agents to be the best in the industry, or assisting his company's clients achieve the goals they have set to buy or sell a home.

Darrell is devoted to the success of locally owned businesses including those of his own sales associates with tireless encouragement and training. His community service commitments in organizations like WIN (Western Industrial Nevada), where he currently serves as President, encourage positive and sustainable economic development throughout our region.

Darrell welcomes brilliant, big hearted agents onto the SNP team and offers three office locations to serve clients in Reno, Incline Village, and Fernley.

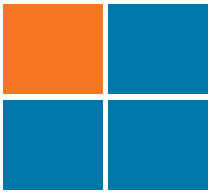
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My Service Commitment

- 1** Provide experienced guidance throughout the entire sales cycle.
- 2** Assist you in determining the best selling price for your home.
- 2** Provide on-going communications to keep you up to date at all times.
- 4** Provide you with all necessary safeguards to protect your greatest asset.
- 5** Develop and implement a customized marketing plan for your property.
- 6** Provide you with our free custom staging report.
- 7** Present all offers promptly and assist in their evaluation.
- 8** Monitor progress toward closing when a contract is accepted.
- 9** Monitor the appraisal and buyer's loan approval.
- 10** Mitigate potential issues that may block a smooth closing process.
- 11** Coordinate and monitor the settlement process.
- 12** Continue to keep in touch to address any of your future real estate needs.



Move Forward with Confidence

Sierra Nevada Properties Commitment

If you choose to list your property with us, and you are ready to move forward, these are our next steps.

- 1 Schedule a meeting to visit your home
- 2 Schedule a meeting to deliver the custom SNP Marketing Action Plan and custom SNP Staging Plan
- 3 Sign the necessary paperwork to get started, including but not limited to; Listing agreement, Corporate Disclosure, Duties Owed, Home Warranty Disclosure, Residential Disclosure Guide
- 4 AND when we've successfully sold your home and your ready to move, we would like to offer our moving trucks for your complimentary use if needed.



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Three Northern Nevada Locations to Serve You:

Reno

**Sierra Nevada Properties
6990 South McCarran Blvd, Suite 300
Reno, NV 89509
Office: (775) 689-8228**

Incline Village/Lake Tahoe

**Sierra Nevada Properties
110 Country Club Drive, Suite 100
Incline Village, NV 89451
Office: (775) 831-7767**

Fernley

**Sierra Nevada Properties
150 Main Street, Suite 120
Fernley, NV 89408
Office: (775) 689-8228**