

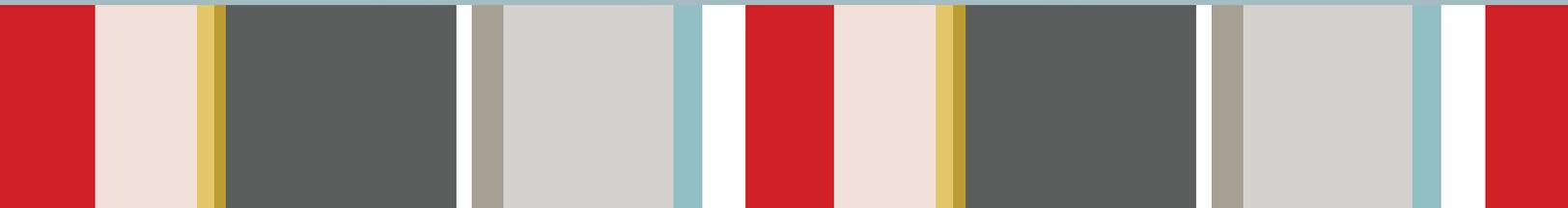


CLOSING *TIME*



7 STEPS
TO SELL YOUR
HOME FAST
AND FOR TOP
DOLLAR

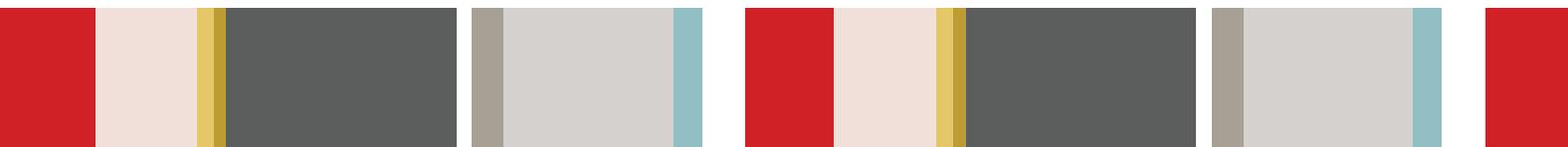
SELLER'S *GUIDE*





Whether you're downsizing, upgrading or relocating, selling your home can be a challenge. You want to get everything and more from the huge investment you made. We created this **CANZELL** Home Seller's Guide to help you get started and maybe make things a little easier. It's everything you need to know in 7 easy steps.

READY? SET. CANZELL IT!



THE CANZELL DIFFERENCE

At **CANZELL**, we sell a home every two hours! Choose to work with an agent that has a track record for success with providing the best client experience possible, every single time.



ZELL your home for free if you don't love it in the first 90 days.

Don't love your home the first 90-days? We have you covered! We will waive our commission if you decide you want to move in the first 90 days.



EASY EXIT with no long-term contracts.

If you are unhappy with our service, you can "Fire Me," anytime.



LIVE agent available from 8 AM - 9 PM every day.

Tired of not being able to get a hold of an agent when you need help? We have live agents available 7 days a week from 8 AM to 9 PM. This way, we never miss a call!



LOVE giving back to your charity of your choice with one click.

Do you love giving back to the community? I know we do! If you buy or sell with us, we will donate 10% of every dollar that comes in our doors to your choice of one of ten charities! Nothing comes out of the agent's pocket.

1

FIX'ER UP *MAKE NEEDED REPAIRS*

Unless you're selling your home "As-Is" or as a "fixer-upper," you've probably got some work to do. All the little nicks, dents and cosmetic problems with your home - and all the big things, too - will add up to make your home less attractive to buyers. If your goal is to sell it fast for a higher price, a little elbow grease and even some professional help are in order.



PAINT & CLEAN



HVAC, PLUMBING,
ELECTRICAL



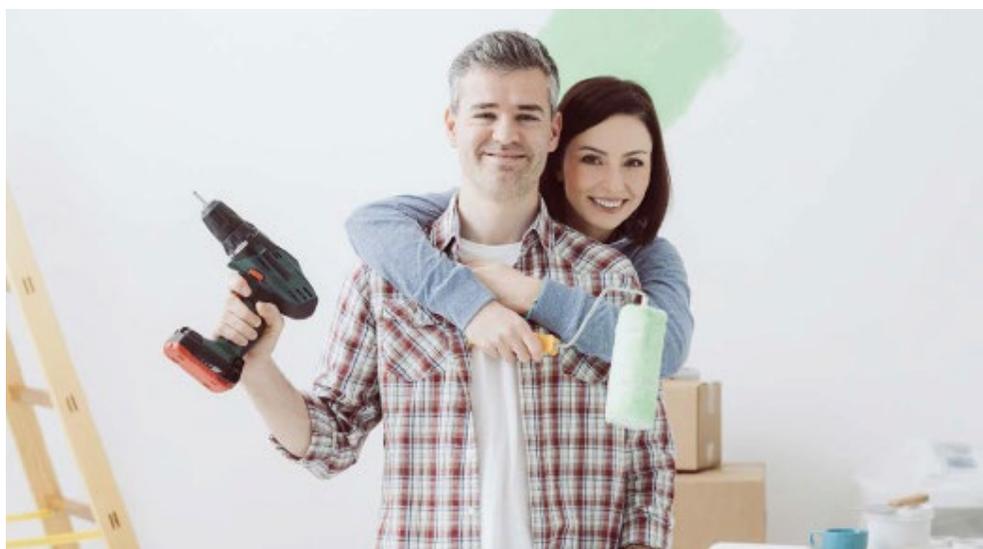
LEAKS,
MOLD, ROT

Take care of what you can.

Go room by room and make a list. Tackle all the cosmetic things you can. A coat of fresh neutral paint, a good deep cleaning and landscaping go a long way.

The big difference.

Now take a look at the big stuff. Are there problems with the HVAC system or plumbing? What about mold, leaks, wood rot? How old is your water heater? Is the electrical system up to code? Nothing kills a pending deal faster than a fatal mechanical flaw in your home. Take care of what you can. It will make a difference.



2

HIRE AN AGENT *YOUR KEY TO SUCCESS*

A seasoned real estate agent with a successful track record in the local real estate market will be a big key to your success. Lucky for you CanZell employs about 200 of them in the Hampton Roads market alone. The best way to select a real estate agent is to find the person with the best strategy for marketing your home.

50
YEARS

COMBINED
EXPERIENCE

74%

FASTER THAN
OTHER REALTORS

15
DAYS

AVERAGE
ON MARKET

What makes CanZell different?

Our goal is to change the way real estate is done in our country. We strive to deliver the same positive experience to each and every customer, from location to location, agent to agent! CanZell Realty has the systems, resources, and processes in place to sell your home. We have live agent in the office from 8 am to 9pm every day so you can get your questions answered and your home will never miss a showing opportunity.

Here's how our agents will help:

- Expert market analysis
- Strategic price setting
- Standout marketing
- Home staging and showing advice
- Carefully orchestrated showings and open houses
- Competitive offer evaluation
- Skilled Negotiating for higher prices and better terms
- Contract, title and transactional detailsmechanical flaw in your home. Take care of what you can. It will make a difference.

3

SET THE PRICE

TARGETING THE RIGHT PRICE

When selling your home, one of the hardest things can be deciding on the price. You've called us in as experts to sell your home and to help you price it so it will sell. We're truly dedicated to getting you the most money you can receive from that sale. In addition, we recognize there are many reasons you may already have a certain price in mind. You may be considering your original purchase price, improvements, your need for money or the cost to rebuild your home today.

Your CanZell agent will develop a full Comparative Market Analysis on your home, using Multiple Listing Service data to determine how similar homes performed in the marketplace. You'll get a good idea how a home like yours will be viewed by homebuyers so you can price your home strategically, and get it sold.



MARKET VALUE



CONDITION OF PROPERTY



COMPARABLE SALES



TARGETING THE RIGHT PRICE

Setting the price for your home is no easy task. Price it too low and maybe you'll sell it quickly, but you won't get the most from your investment. Price it too high, it might sit on the market or not sell at all.



- **Goal:** To select a price that is right on target and gets your home sold!
- **Rules of Thumb:** If you are getting showings but no one is writing an offer, it generally means that you are in the range of four to six percent above market price.
- If your number of showings is low and you're experiencing a lot of drive-ups but the buyers don't come in to see the home, then your home is six to twelve percent overpriced.
- ⊘ If no showings are happening at all, then your house is likely priced twelve percent or more above what the market will bear for your property.

Effects of Overpricing

- You will lose the excitement that a new listing generates
- You will lose the most qualified prospects
- Overpricing helps sell other more competitively priced homes first
- Your home may become stale on the market
- You lose a strong negotiating position
- If you do get an offer, the contract may fall through because of appraisal problems

MARKET VALUE

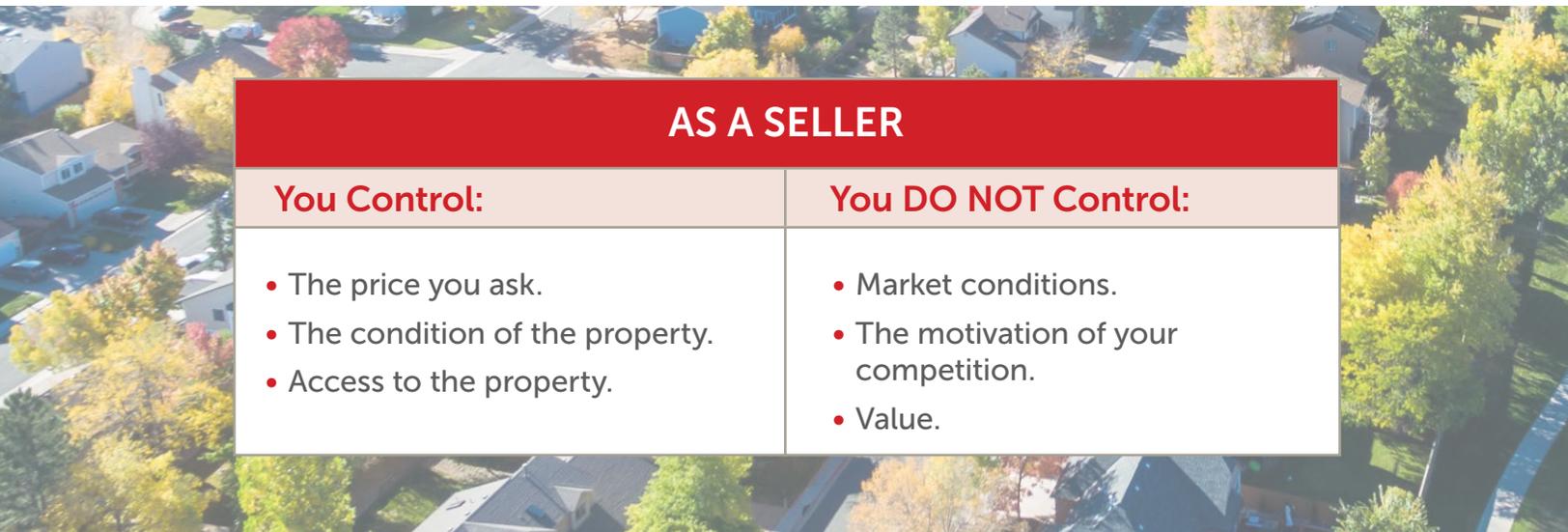
WHAT YOUR HOME *IS* WORTH

The TRUE Market Value of Your Home is What a Buyer is Willing to Pay—Based on:

- Today's market
- Today's competition
- Today's financing
- Today's economic condition
- The buyer's perception of the condition
- The condition
- Normal marketing time
- Showing accessibility

On a scale of 1-10, the properties selling in today's market are the "10's!"
Make your property a 10 by:

- Improving the condition dramatically
- Offering good terms
- Improving the way the home shows
- Adjusting the price



AS A SELLER	
You Control:	You DO NOT Control:
<ul style="list-style-type: none">• The price you ask.• The condition of the property.• Access to the property.	<ul style="list-style-type: none">• Market conditions.• The motivation of your competition.• Value.

4

MARKETING, MARKETING, MARKETING

At **CanZell** we market and sell homes more aggressively than any other real estate company in the region. For a good reason: **It works.** But putting your listing on umpteen websites simply isn't enough. You need an agent on the ground ready to field and respond to the inquiries that your marketing brings. That's why **CanZell** not only lists homes on more than 60 major websites, our agents and assistants are available 24 hours-a-day, and in the office after-hours, seven days a week. So we never miss a lead.



GET THE
WORD OUT



LEVERAGE
ONLINE TOOLS



OPEN HOUSES

Help them picture it

These days, it's essential to have a strong and visual online marketing package available anytime someone wants to see it. No matter what device a buyer is looking on your listing on **CanZell** will fit the viewers screen perfectly, and present your home in the best possible light.

We offer:

- Custom digital photography
- Accurate and detailed property information
- Virtual video tours
- Neighborhood features and details
- Contact information



5

SHOWTIME! STAGING YOUR HOME

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CLEAR
THE CLUTTER



CURB APPEAL



STAGE A
VACANT HOUSE

Take care of what you can.

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6

NEGOTIATING OFFERS

Once you receive an offer you like, it should easily move to closing. Yet sometimes there are hiccups and disagreements you didn't see coming. That's where your agent comes in. When a potential buyer submits a contract, it will include a proposed price, and other terms such as closing and possession dates, deposit amounts and other components. Now it's in your hands.



AVOID
THE PITFALLS



UNDERSTAND
THE TERMS



YOUR AGENT IS
YOUR ADVOCATE

Almost home!

With an offer in hand, it's up to you whether to accept it, reject it, or counter. Counter-negotiations can center on price and other conditions such as home inspections or the ability of a buyer to secure financing. Your **CanZell** agent will help lead you through the negotiation process with great tips, insight and advice so you can reach a final and successful agreement.



7

CLOSING *THE DEAL!*

Providing you and the buyer have met all your contractual obligations, your home sale should go through without a problem. Your sales agreement will include all of the special conditions and contingencies you and the buyer must meet by a set closing date, which usually falls 30 to 60 days from the date the sales agreement is signed.



YOU ARE
OUR PRIORITY



YOU ARE
100% SATISFIED



CLOSING
THE DEAL

The final transaction

At closing, a closing agent - oftentimes a lawyer - will review the sales agreement, determine the final amount due from the buyer and collect the check. He or she will also:

- Determine adjustments such as seller pre-paid utilities and taxes.
- Make sure closing, legal fees and other transaction costs are paid. Witnesses the seller's signing of the property title and all other documentation.
- Collect the keys and other items from the seller.
- Provide you with the net proceeds and copies of the sale documentation.
- Ensure that buyer's title and any mortgage liens are properly recorded

Possession date

You can expect the possession date to fall within a few days of the closing date. And that's it.

CONGRATULATIONS!

You just sold your home.



10% FOR 10 CAUSES – crcares.org

We want to partner with you to help the causes that you are most passionate about. When you close a home with us, you can choose from one of 10 different charities. We will give 10% of our profit directly to that cause.

Maybe you're passionate about helping the homeless or maybe the crisis pregnancy center, or orphans overseas. Everybody has a cause that's near and dear to their heart, and this is your chance to make a difference.



FOSTER CARE

Help a child find a new home.

We love to partner with organizations who raise awareness for children in need of foster care.



YOUNG LIFE

Young Life doesn't start with a program. It starts with adults who are concerned enough about kids to go to them, on their turf and in their culture, building bridges of authentic friendship



HOMELESSNESS

We are passionate about partnering with various organizations who provide food, clothing shelter & medical care to those in need.



VARIOUS CHARITIES

We work with dozens of charities to meet physical needs of the widows, orphans, homeless and disabled, by meeting them right where they are.



BEYOND THE BORDERS

Compassion International has helped meet the physical needs of over 1.9 million children in extreme poverty all over the world.



CR CARES

To support CR associates in our local community who encounter sudden hardships.



PREGNANCY CENTERS

Crisis Pregnancy Centers support families in crisis-related pregnancies by offering real help for the present, hope for the future and healing from the past.



OPERATION CHRISTMAS CHILD

A project of Samaritan's Purse

International, Operation Christmas Child has delivered 157 million gift-filled shoe boxes to boys & girls around the world.



VARIOUS CHURCHES

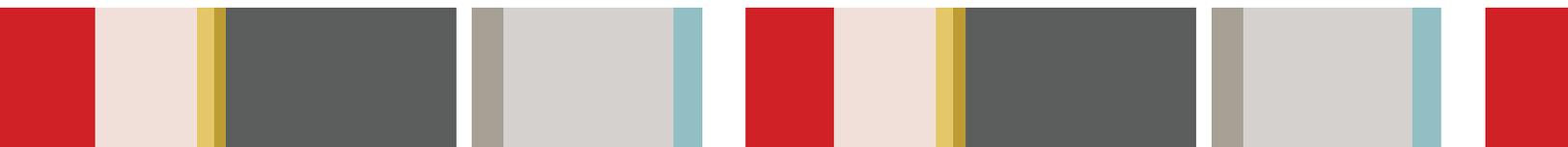
Churches play a crucial part in meeting spiritual & physical needs in our

communities and we are passionate about partnering with them to change lives, both inside & out.



URGENT NEED

Our board of directors will assess the needs of approved churches and charities and allocate donation to the organization that has the most pressing needs at the time.





MISSION *STATEMENT*

To glorify God by putting our clients' interests above our own.

VISION *STATEMENT*

To change the lives of the communities we serve through abundant giving.

OUR *CORE VALUES*

- 1 Think win/win
- 2 Be a go getter
- 3 Follow up & follow through
- 4 Address issues head on
- 5 Do the right thing
- 6 Let your yes be yes and no be no.
- 7 Drive the bus, land the plane.

TO LEARN MORE ABOUT CR, VISIT:

CanZell.com