



*Sell Your Home Quickly & Hassle-Free
Using My 201 Point Marketing Plan!*

John Mazzara's “201 Step System to Sell Your Home Fast & For Top Dollar”

1. Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout.
2. Research property's ownership
3. Research property's public record information for lot size & dimensions
4. Research and verify legal description
5. Research property's land use coding and deed restrictions
6. Research property's current use and zoning
7. Verify legal name(s) of owner(s) in county's public property records
8. Research sales activity for past 6-18 months from MLS and public records databases
9. Research “Average Days on Market” for property of this type, price range, and location
10. Research competitive properties that are currently on the market.
11. Research competitive properties that have been withdrawn or canceled.
12. Research competitive properties that are currently under pending sold-under contract.
13. Research expired properties (properties that did not sell during their time on the market).
14. Research competitive properties that have sold in the past six months.
15. Call other agents, if needed or applicable, to discuss the activity of comparable properties they have listed in the area.
16. Research the previous sales activity (if any) on your home.
17. Download and review property tax roll information and check for accuracy
18. Prepare & review with you a “Comparable Market Analysis” to establish market value



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19. Obtain and verify accurate methods of contacting you.
20. Gather information to help assess your housing needs.
21. Review current title information.
22. Measure interior room sizes.
23. Confirm your lot size with your copy of a certified survey, if available.
24. Obtain copy of your floor and pool plans, if available
25. Review current appraisal, if available.
26. Identify Home Owner Association manager, if applicable
27. Verify Home Owner Association fees, if applicable
28. Help direct you in gathering current rules, regulations, and bylaws for your Association.
29. Verify security system, current term of service and whether it is owned or leased.
30. Ascertain need for lead-based paint disclosure
31. Verify if property has rental units involved; if so, make copies of all leases, verify all rent and deposits, inform tenants of listing and discuss how showings will be handled.
32. Compile list of repairs and maintenance items.
33. Prepare showing instructions for buyers' agents and agree on showing time window with you.
34. Assess your timing.
35. Assess your motivation.
36. Assess your immediate concerns.
37. Ask you questions about the property and yourselves to learn how to better serve and provide helpful information if needed. We have a "Seller's Homework Form"
38. Discuss your purchase plans and determine how John Mazzara, and his RE/MAX Results team can assist you in your next purchase (local, new home construction, investment, or relocation) or if we can research and find a qualified agent to assist you in your new location.
39. Determine how quickly you need to move.



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40. Obtain information that will help John Mazzara to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years?
41. What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What do you think the home is worth? How much do you owe on the property?
42. Coordinate the gathering of your home's information: to have copy of deed, current tax bill, copy of a survey, copy of your title policy available (this could potential save you money if you purchased less than three years ago).
43. Obtain one set of keys which will be inserted in the lockbox.
44. Perform Interior Décor Assessment
45. Review results of Interior Décor Assessment and suggest changes to shorten time on market.
46. Perform exterior "Curb Appeal Assessment" of subject property.
47. Review results of Curb Appeal Assessment with seller and provide suggestions to improve salability.
48. Based on showing feedback, I will provide Home Audit to discuss constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
49. Provide you with home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)
50. Review and explain all clauses in Listing Agreement (and addendums, if applicable).
51. Enter your name, address, phone number, and email address into Lowe's Realtor Benefits Program so you can get a discount coupon of up to 10% off (maximum of \$1000). We will also add you to our real estate and mortgage newsletters.
52. Compile and assemble a formal file on property
53. Review with you the Truth In Housing/Time Of Sale requirements for your community
54. Offer pricing strategy based on professional judgment and interpretation of current market conditions.



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55. Assist you in strategically pricing your home to enable it to show up on more MLS Searches.
56. MAXIMIZE your home's exposure on the internet with pictures & OBEO virtual tour
57. Discuss and present "Just So You Know How I Work" so we have the same expectations.
58. Review pricing your property to bring buyers to your property quickly based on competition from natural sales and comparable homes being sold within the distressed marketplace.
59. Present and discuss my competitive advantage within the RE/MAX Results system to market your home the most effectively.
60. Explore the option of marketing your home with a financing incentive-for example, closing costs on the buyers' loan; potential results are: you retain a higher agreed upon price (which results in more proceeds to you) and the buyer can buy your home TODAY.
61. Prepare a sales proceeds sheet to show your expenses, closing costs and net proceeds.
62. Explain the use of the Seller's Property Disclosure Statement and the optional buyer arbitration form. You will review and be asked to complete these forms as part of your listing/sale and these will be presented to the buyer of your home. Proper disclosure and understanding could help you avoid devastating setbacks and preserve your legal rights.
63. Take full color digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.
64. Discuss marketing with a Home Warranty, if you choose, to protect your home during listing period and for 12 months after the sale to reassure buyer of the quality of your home.
65. Install hi-tech lockbox or traditional lock box. The Electronic box allows buyers and their agents to view your home conveniently but does not compromise your family's security.
66. Write remarks within the MLS system specifying how you want the property to be shown.
67. Prepare showing instructions for buyers' agents and agree on showing time window with you.
68. Prepare detailed list of property amenities to have readily available at your home, to include as supplements within the MLS.
69. Prepare MLS property Profile Sheet for your home
70. Proofread MLS database listing for accuracy – including proper placement in mapping function.



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71. Enter property data from Profile Sheet into MLS Listing Database
72. Electronically submit your home listing information to The Multiple Listing Service for exposure to all active real estate agents in the area.
73. Immediately submit digital photos of the interior and exterior of your home to the MLS at the same time listing is added, allowing buyers and agents to view pictures. These later will be upgraded and replaced with professional photos from the OBEO tour.
74. Add property to RE/MAX Results Active Listings list distributed to our agents daily
75. Provide you with signed copies of Listing Agreement and the MLS Profile Data Sheet
76. Explain marketing benefits and personal experience of a Home Owner Warranty.
77. Assist you with completion of Home Owner Warranty application if you choose to offer one.
78. Submit Home Warranty application for conveyance at time of sale if one is purchased.
79. Coordinate the OBEO virtual tour-done at my expense. The tour link can be used to distribute to your sphere of influence to help market your home .
80. Post your home on other sites throughout the internet.
81. Make sure your home has representation on Realtor.com as well as other syndication sites such as ListHub.com, Zillow and Trulia to name a few of the places.
82. Forward and review with you all agent feedback about your home-good, bad or ugly.
83. Create an RPR neighborhood report for your home discussing the area and demographic information surrounding your neighborhood. This is displayed at your property.
84. Be available and open to making constructive changes with your marketing material.
85. Prepare mailing and contact lists used to notify others about your home's availability.
86. Post a marketing brochure in an area designated by your association if applicable
87. Create, print, assemble, compelling brochure for your home.



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88. Generate buyer leads from my own network of approximately 50 static sites with real estate and mortgage keyword specific URL's.
89. Provide marketing data to any buyers coming from a referral network
90. Create a marketing property brochure of features and lifestyle benefits of your home for use by buyer agents showing your home. This will be prominently displayed in your kitchen or dining room in a lucite stand. I also will have a "Remove Shoes" sign in the entry.
91. Prepare copies of Seller's Disclosures and Home Owner's Disclosures to be placed in your home to be available for buyers; these are to be included in a contract.
92. Create a custom supplement in the mls listing based on your "Seller's Homework" sheet. This is placed on the MLS and in your home
93. Deliver all marketing material to your property and display in prominent location for buyers' easy access. I also make this available to other agents buyers upon request.
94. Respond to all inquiries about your home to either a buyer or other Realtor-usually within 2 hours, but definitely within 24 hours.
95. Remember that over 84% of all inquiries come from the Internet. My marketing keeps your home in their focus.
96. Convey all price changes promptly to Internet real estate sites
97. Capture feedback from Realtors® after all showings-done via email and forwarded to you.
98. Place regular update calls or emails to you to discuss all showings, marketing, and pricing.
99. Research and keep abreast of current laws, interest rates, and insurance conditions as it relates to the housing industry, and specifically how it impacts the sale of your property.
100. Notify you immediately of any offers, potential offers, or needs.
101. Discuss feedback from showing agents with you to determine if changes will accelerate the sale. Make recommendations for contractors, resources and outlets to complete any work that might need to be done.



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102. Utilize the reverse prospecting within the MLS System for Realtors most likely working with interested and capable buyers matching your home, then email copies of your home listing information for them to review.
103. Maximize showing potential through professional signage. RE/MAX has the most recognizable logo and trademark in real estate.
104. Install a RE/MAX sign in front yard when allowed by Home Owners Association.
105. Market your home across the entire internet -sites and blogs besides REMAX.COM. John Mazzara is the exclusive Realtor® for <http://www.MinneapolisStPaulHomes.com>
106. Submit a crisp, clean digital montage of professional photos from the OBEO photographer for use on all websites.
107. No open houses will be arranged. They don't sell houses. If they did I'd do one every Sunday. Instead, we market and present your home in the most efficient manner.
108. Determine who the most likely buyer willing to pay the highest price will be, then make sure we are presenting and highlighting the features that they will find most appealing.
109. Continue to learn cutting edge marketing ideas with "Mastermind" group of top Realtors from across country. We will apply new ideas to your marketing when applicable.
110. Deliver copies of advertisements and marketing material of your home to you for your review and distribution.
111. Utilize our RE/MAX Results Intra -Net to market your home-when appropriate.
112. Use other marketing techniques such as teaching classes and offering offering free reports to multiply the chances of finding buyers-some of whom may want to view your home.
113. Help you to prepare the Homeowner's Information Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.
114. As president of formerly licensed mortgage broker-Venture Development 1995-2014, I know what mortgage programs are available and how they might be utilized to sell your home. Understanding mortgage financing options allows me to put together and keep together more transactions-John Mazzara (NMLS #332556) .



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115. Maintain a relocation presence on the internet, with our relocation director, and relocation based websites to connect your home with relo buyers. I am one of **few** CRP (Certified Relocation Professional) designees who have this expertise.
116. Maintain a working knowledge of mortgage products and programs. This keeps me abreast of most mortgage options. I can recognize different ways to complete your transaction.
117. Promote your property with the maximum number of picture, virtual tour and supplements.
118. Deliver copies of advertisements and marketing material of your home to you for your review and then make changes if necessary until we have it to your liking.
119. Promote your home to Realtors and their client in other areas-utilizing a primary and secondary listing area so that it might be found more often.
120. Log in all home showings to keep record of marketing activity and potential purchasers which we will later notify should there be a price reduction.
121. Be available for personal follow up with all the agents who have shown your home to answer questions they may have. I don't delegate this, since I am the one who knows your property and situation best.
122. Provide you with an electronic copy (pdf) of your home flyer and OBEO tour link to provide to your friends and family.
123. Make myself personally available to show your home to anyone in your immediate neighborhood, friends or family so I can personally promote the benefits of your home.
124. Prepare a monthly market analysis update of any activity in your neighborhood (i.e.: new homes on the market, homes that have sold etc) to keep you informed about key market conditions within your area.
125. Pre-qualify all buyers who call to view your home. I will review the buyers situation to avoid wasting your time with unqualified buyer showings.
126. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
127. Provide easy access to myself via email, phone, or text.
128. Handle paperwork if price adjustment needed.



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129. Take calls from all buyers, but screen out for qualified buyers before showing
130. Receive & review all offers before presenting them to you
131. Contact Buyer's agent to review buyers qualifications
132. Evaluate offer(s) and prepare a "net sheet" on each offer
133. Counsel you on offers. Explain merits and weakness of each component of each offer
134. Maintain Seller's Disclosure form as an MLS supplement for buyer's agent
135. Once an offer is received, confirm buyer is pre-qualified by calling their Loan Officer
136. Obtain and review pre-qualification letter on buyer from Loan Officer
137. Negotiate highest price and best terms for you based on your situation.
138. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent
139. Coordinate delivery of the purchase contract and all addendums to closing title company.
140. After acceptance by all parties and signed by you, I will deliver the signed contract to the buyer's agent and other parties-such as mortgage and title.
141. Record and promptly deposit buyer's earnest money in escrow account.
142. Deliver copies of fully signed purchase contract to you-the seller
143. Deliver copies of purchase contract to selling agent representing the buyer
144. Deliver copies of purchase contract to lender
145. Provide copies of signed purchase contract for office file
146. Provide copies of signed purchase contract to the closing/title company
147. Advise you in handling any additional offers to purchase that may be submitted
148. Change status in MLS to "Sale Pending"
149. If given the automated mortgage findings, I can advise of the worst and best case scenarios
150. Assist buyer with obtaining financing, if applicable and follow-up as necessary
151. I will review the rate being locked in with lock dates as well as the loan program guidelines.
152. Deliver unrecorded property information to buyer
153. Help you coordinate the septic or well system inspection or well removal, if applicable



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154. Receive and Review septic system report and assess any possible impact on the sale
155. Deliver copy of septic system inspection if one is required
156. Coordinate home inspection or time of sale report
157. Coordinate mold inspection, radon or any other inspection ordered, if required
158. Coordinate seller home inspection and help recommend a solution to any problems
159. I will follow up with the loan officer can confirm that the file is being underwritten
160. I will follow up with the loan officer to identify any problems identified in underwriting
161. I will contact the loan officer periodically to ensure the processing is on track
162. Relay final approval of buyer's loan application to you
163. Coordinate buyer's professional home inspection with you
164. Review home inspector's report
165. Assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs
166. Help coordinate the scheduling of an appraisal with our front desk appointment platform
167. If requested, I will provide comparable sales used in market pricing
168. If there is a BPO required, I will review your property with the other agent
169. Assist seller in determining options if the appraisal report if it seems too low
170. Coordinate closing process with all parties-seller, buyer, buyer's agent and lender
171. Update closing forms & files to reflect changes as they occur
172. Ensure all parties have all forms and information needed to close the sale on time
173. Confirm closing date and time and notify all parties
174. Where I can, I will assist in solving any title problems (boundary disputes, easements)
175. Work with buyer's agent in scheduling & conducting buyer's Walk-Thru prior to closing
176. Provide information about all tax, HOA, utility and other applicable pro-rations
177. Request final closing figures from closing agent to review
178. Receive & carefully review closing figures on CD (closing disclosure) statement to ensure accuracy of preparation
179. Review final figures on CD statement with you before closing



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180. Forward verified closing figures to buyer's agent
181. Request copy of closing documents from closing agent
182. Confirm buyer and buyer's agent have received title insurance commitment
183. If applicable, provide "Home Owners Warranty" for availability at closing
184. Review all closing documents carefully for errors
185. Forward closing documents to absentee seller as requested
186. Review documents with closing agent
187. Provide proof of earnest money deposit check from escrow account to closing agent
188. Help coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth closing.
189. Assist in scheduling the closing date for you and all parties.
190. Set up final walk-through of your home for buyers and their agent if requested.
191. Coordinate closing with your next purchase and resolve any timing problems
192. Remind everyone to arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.).
193. Have a "no surprises" closing and present seller a net proceeds check at closing
194. Change MLS listing status to Sold. Enter sale date and price, selling broker and agent's ID numbers, etc.
195. Answer questions about filing claims with Home Owner Warranty company if requested
196. Attempt to clarify and resolve any conflicts about repairs if buyer is not satisfied
197. Respond to any follow-on calls and provide any additional information required from office files.
198. Help you relocate locally, or out of area with highly experienced RE/MAX agents across the globe - you are sure to have the highest quality agent to help you on both sides of your move to make it worry and stress free.



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199. I contribute a percentage of each sale to Children's Miracle Network. Know that you are making this possible by doing business with me. It is a way for us all to win and do something positive for someone else. Visit <http://www.ChildrensMiracleNetwork.org>
200. RE/MAX Results, Inc. is the largest RE/MAX franchise in the State of Minnesota. You benefit from the experience, technology and contacts of all of our agents. In my opinion, RE/MAX has more professional, exceptional Realtors® available to you than anyone!
201. John Mazzara CFP CLU RICP ChFC CEBS CMB MBA MS AIF is a devoted and experienced REALTOR® and Broker Associate. **John has been selling real estate since 1986 AND HAS SOLD OVER 1000 HOMES!** Besides his extensive business, financial planning and mortgage background -and the value that it can bring to every real estate transaction- he has completed **MANY** advanced real estate trainings and certifications. The next page lists the real estate certifications and copy of the book he wrote on real estate investing. I don't believe you will find some one more qualified to represent you in your home sale and purchase.

EXPERIENCE COUNTS!

HOW CAN I HELP YOU TODAY?



Is there any question how **The John Mazzara and his Team** compares to other Realtors? When can we begin to help you buy and sell your next home? Let me put my "201 Step System" and extensive marketing expertise to work for YOU.





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SOME OF MY REAL ESTATE DESIGNATIONS AND AFFILIATIONS:



CERTIFIED DISTRESSED
PROPERTY EXPERT





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Within the RE/MAX system, John Mazzara has achieved the following awards based on sales production. These are top sales awards which would not be possible without having satisfied clients.

100% Club
Platinum Club
RE/MAX Hall Of Fame
RE/MAX Lifetime Achievement Award

Read recent client testimonials at:

<http://localreviewdirectory.com/real-estate-agents-brokers/mn/edina/re-max-results-john-mazzara>

RE/MAX[®]

**Outstanding Agents
Outstanding Results[®]**



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ASK ME ABOUT HOW YOU CAN GET A COPY OF MY BOOK-
BUY RENTAL PROPERTY WITH THE RIGHT INFORMATION.

By JOHN MAZZARA CFP CLU CHFC CEBS CMB MBA MS

Reality Based Real Estate Investing

<http://www.RealityBasedRealEstateInvesting.com>



KNOWLEDGE IS POWERFUL

**THESE TIPS AND TECHNIQUES MAY
LEAD TO BETTER DECISIONS**



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EASY EXIT Listing Agreement

What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry no more. The John Mazzara Team takes the risk and the fear out of listing your home with a real estate agent. How?

Through our EASY EXIT Listing Agreement. When you list your home through our EASY EXIT Listing Agreement, you can cancel your listing with us at any time. No hassles. It's easy.

You can cancel your listing anytime

**You can relax, knowing you won't be locked into a lengthy contract
Enjoy the caliber of service confident enough to make this offer**

Only one restriction applies...we ask that you voice your concern and give us seven (7) days to try and fix the problem. That seems fair, doesn't it? If we can't fix any concerns within the seven day period, you are free to withdraw your listing.

John Mazzara and his team have strong opinions about his real estate service and your satisfaction. Simply put, John believes that if you are unhappy with the service you receive, you should have the power to fire him .

All of my services come with your satisfaction GUARANTEED!



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There are 5 essential ingredients that comprise the formula for a successful sale of your home

1. Condition
2. Location
3. Market
4. Terms
5. Price

**Your home will sell at highest profit and
in the quickest amount of time when all
the ingredients are combined perfectly.**

**If only one ingredient is left out of
the formula or is out of proportion
to the others...**

**Your home will take longer to sell and
will, quite possibly COST YOU MONEY**



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Price Is The #1 Most Important Factor In The Sale Of Your Home

Pricing Guidelines:

What YOU paid for your property does not effect its value.

The amount of money you owe on your mortgage or that you feel you need to get out of the sale of your property does not effect its value.

What YOU think your home SHOULD be worth by establishing the sale price based upon improvements you've made may have no bearing on actual value.

What another real estate agent, neighbor, relative or friend says your property is worth does not affect its value.

An appraisal does not always indicate what your property is worth on the open market nor does the tax assessed value from the county.

The value of your property is determined by what a ready willing and able buyer will pay for it in the open market at this time, which will be based upon the value of other recent closed sales. BUYERS DETERMINE VALUE!!

All of my services come with your satisfaction GUARANTEED!



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The Benefits of Proper Pricing:

FASTER SALE: The proper price gets a faster sale, which means you save on mortgage payments, real estate taxes, insurance, and other carrying costs.

LESS INCONVENIENCE: As you may know, it takes a lot of time and energy to prepare your home for showings, keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens market time.

INCREASED SALESPERSON RESPONSE: When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.

EXPOSURE TO MORE PROSPECTS: Pricing at market value will open your home up to more people who can afford it.

BETTER RESPONSE FROM ADVERTISING: Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.

HIGHER OFFERS: When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.

All of my services come with your satisfaction GUARANTEED!



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The Drawbacks of Overpricing:

REDUCES ACTIVITY: Agents won't show the property if they feel it is priced too high.

LOWER ADVERTISING RESPONSE: Buyer excitement will be with other properties that offer better value.

LOSS OF INTERESTED BUYERS: The property will seem inferior in amenities to other properties in the same price range that are correctly priced.

ATTRACTS THE WRONG PROSPECTS: Serious buyers will feel that they should be getting more for their money.

HELPS THE COMPETITION: The high price makes the others look like a good deal.

ELIMINATES OFFERS: Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.

CAUSES APPRAISAL PROBLEMS: Appraisers must base their value on what comparable properties have sold for.

*All of my services come with your satisfaction **GUARANTEED!***