

# ***Seller's Package & Marketing Plan***

*Presented By:*



**“Doing The Right Thing, Even When No One Is Watching”**



# *Your Partners For Success*



**Dave Van Nus**

**503-891-4860 - Call / Text**

[Dave@IntegrityHomesTeam.com](mailto:Dave@IntegrityHomesTeam.com)



## **Education, Training And Qualifications**

- **OVER 100% Average List Price to Sold Price Ratio, as of 2018**
- **2003 - 2008 – Top 5% Mortgage Broker (I Speak Mortgage)**
- **Over 15 Years Experience with Over 300 Real Estate Transactions**
- Licensed Oregon Principal Real Estate Broker Since 2008
- Former U.S. Marine Corps Public Affairs Official – Hire A Vet!
- Photojournalism and Broadcast Journalism Experience
- Internet Marketing Specialist Designation
- Certified in Foreclosure Alternative Programs
- Creator of The Portland House Hunters Team for Buyers
- Creator of Owner Finance Group with over 100 Owner Contracts
- Member of Home Builders Association and Portland Metro Area Realtors

## **Organizations Served**

- Oregon Special Olympics, Portland Rescue Mission, Julia West House, Friendly House of NW Portland, & Various Veteran Groups and Charities

# *Your Partners For Success*



## **Education, Training And Qualifications**

- Licensed Oregon Real Estate Broker
- Founder and CEO Of Appointment Pro, Inc.
- Full Service Buyer's and Seller's Agent
- Over 5 Years Experience in Real Estate
- Marketing Director for Integrity Homes Team
- Bachelors of Science in Business Marketing
- Portland State University & Real Estate Training School
- E-Marketing Specialist
- Specializing in Social Media, Keyword Analytics, and Trends
- Member of Home Builders Association and Portland Metro Area Realtors

## **Organizations Served**

- Habitat for Humanity, Portland Rescue Mission, Oregon Special Olympics, Volunteer at St. Ignatius, IBEA Foundation



**James Q. Pham**

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# ***Our Team Mission***

***“To Sell Your Home For More Money,  
Faster, and with Less Stress”***

*Our top priority is to listen to you, evaluate your needs and establish a relationship with you based on **Trust, Honesty, and INTEGRITY.***

*To make the buying and selling of real estate as cost effective as possible while maintaining the highest level of service. To provide accurate and up-to-date information, skilled analysis and sound real estate advice.*

*To continually explore new ideas and technology, delivering more value to you than you expect, providing uncompromising service based on truth, fairness, knowledge, professionalism and enthusiasm.*



# ***Our Personal Commitment***

## **Integrity**

“Doing The Right Thing, Even When No One Is Watching!” Whether you are a home seller, home buyer or another sales associate, every decision reflects the strict code of ethics we adhere to and have committed to as Realtors.

## **Honesty**

We are legally, and morally, bound by our fiduciary responsibility with both our sellers and buyers to provide “Honesty, Integrity, and the Utmost of Care.”

## **Communication**

We will exceed your expectations and make sure all of your questions are answered within a 24-hour period. Unless we are busy, we always answer our phones! We will strive to return your phone calls and emails within a 4-hour period and will provide you with communications and updates per your direction and discretion.

## **Partnership**

Together we will attack challenges with creative solutions that protect your interests and support your highest priorities.

## **Knowledge**

The real estate industry is constantly evolving. Being informed and up-to-date on contracts and disclosures are key factors in ensuring a closing on time. However, what is perhaps most important to you, is our knowledge and guidance which protects you from potential default and future litigation.

## **Professionalism**

We pride ourselves as professional realtors with a responsive, communicative, proactive work ethic and practice. Because of this high standard, buyers, sellers and industry professionals have all come to respect and look forward to working with us.



# ***Why Our Experienced Team?***

## ***Did You Know...***

**Behind The Scenes Our Experienced Real Estate Team Will Contact, Schedule, Coordinate, Oversee And Negotiate With Over 20 People On Your Behalf?!**

- Buyer or Agent
- Seller or Agent
- Listing or Selling Agent
- Showing Secretaries
- MLS Coordinator
- Utility Companies
- Advertising Representative
- Lender – Pre-Qualification
- Lender – Loan Application
- Lender – Loan Payoffs
- Loan Processor
- Loan Originator
- Underwriter
- Title Insurance Company Examiner
- Title Insurance Company Closer
- Appraiser – Initial Appraisal
- Appraiser – Final Inspection
- Surveyor
- CPA's
- Attorneys
- HOA Manager
- Contractor – Bids
- Plumbing, Heating, etc. – Bids
- Vendors
- Home Inspector
- City Inspectors
- Radon Inspectors
- Septic Inspector
- Septic Pumping
- Well Inspector
- Real Estate Assistants & Support Staff
- Real Estate Closing Coordinators
- Assessor's Office – Tax Information
- Family Members and Friends
- Movers
- Tenants
- Property Management Companies
- Insurance Agents
- & More



# ***Why Our Experienced Team?***

## ***Did You Also Know...***

### **1. Most Agents Are Part Time?!**

We are Full Time Realtors, always available, and we LOVE what we do!

### **2. Most Agents Do NOT Have A Team?!**

Our Team has Buyer and Seller Agents as well as Administrative and Marketing Managers! And We Don't Charge Extra, in FACT, we cost Less because we save you Time and Money while working Proactively and Thinking Ahead!

### **3. 99% Of Realtors Do Not Have Mortgage / Lending Experience?!**

We Speak Mortgage and will make sure the Buyer's Loan Officer has checked everything completely *before* accepting any offer. A lot of "Approvals" are based on the word of Buyer to Lender and not Fully Underwritten and that could cost you \$1000's with a Sale Fail!

### **4. The Average Realtor List Price To Sold Price Ratio Is Less Than 100%?!**

Our Team is Excited to Report We Have Higher Than 100% Average List Price to Sold Price Ratio Over The Past 10 Years, which means...

*We Sell Homes for More Money, Faster, and with Less Stress, while  
Doing The Right Thing, Even When No One Is Watching*



# ***Our 7 Steps To Get Your Home Sold***

## **1<sup>st</sup> Step - Our Proactive Pre-Listing Process**

### ***We will...***

1. **Prepare Your Home For Sale** - We will spend as much time as needed going over the entire property with you, both inside and outside. We will make a list with you, of suggestions and recommendations about your home, so that it will be seen at its Highest Perceived Value while competing in the marketplace. Our first three steps prepare us for the Best Results.
2. **Determine Needs** – Before we take Professional Photos, you may decide to invest in things that statistically make sellers More Money including; decluttering, staging, curb appeal, and any repairs that will Increase the Value of the Property. IT IS ALL ABOUT YOU!
3. **Prepare A Competitive Market Analysis (CMA)** - Based on factors such as; local market demand, recently sold properties that compare to your property, and current competitive homes on the market, we will determine, with you, the Best Possible Price for Today's Market.
4. **Complete Contract And Disclosures** – We will go over all State and Federal required forms and make sure everything is completed correctly, signed, and dated in person or via DocuSign.
5. **Order Professional Photos And Video** – We *ALWAYS* use a Professional Photographer and create HD virtual tours and online commercials. Your property may benefit from drone photography and/or video. Ask about our 3D Matterport option. Holograms coming soon...😊





# ***Our 7 Steps To Get Your Home Sold***

## **1<sup>st</sup> Step - Our Proactive Pre-Listing Process**

***Cont...***

6. **Review And Update Property Information On Top 10 Websites** – Most real estate websites do not have correct information about your home and that makes their estimated value of your home potentially less than what it should be. We Fix This Before Going Live.
7. **Order Property Profile** – Order public title information including plat map, CC&Rs (covenants, conditions and restrictions), recorded deed, and tax statement.
8. **Create Professional Home Book** – Highlighting the Key Selling Points of your home for prospective buyers, this Home Book includes; Local Schools Report, Crime Report, Your Property Profile, and More. We can also include your seasonal photos, annual utility costs, warranties on products and appliances, permits, and anything else that will help Add to the Property's Value.
9. **Create Integrity Home Report (Optional)** – Order Seller and Buyer combined home warranty, pre-listing home inspection, title report, etc. *Learn more about how we can make you More Money, Sell Faster, and with Less Stress on our Integrity Home Report below (pages 17-19).*
10. **Install Signs And Tools** – “For Sale” sign, tracking enabled Security Lockbox, and Perma-Flyer on sign. We create a personalized Text-To-Code sign, that links to Your Property's Website. This way, we proactively obtain contact information with our Text-To-Code Call Capture System!



# ***Our 7 Steps To Get Your Home Sold***

## **2<sup>nd</sup> Step – Set-Up Online Marketing & Social Media Blitz**

***We will...***

1. **Prepare Personalized Website And Unique URL** – Your personalized website URL will feature ONLY Your Home. When we market your website, Buyers will NOT be distracted by other homes for sale. Your Home Is All They Will See!
2. **Add Value To Your Website** – Upload HD photo gallery, create virtual and video property tours, aerial map and street views, “what’s nearby” page, financing options, voiceovers, banners, and more. Most importantly, our lead capture systems, along with a “Schedule Showing” option.
3. **Prepare Text-To-Code “Code”** – One of the most proactive tools we use to obtain a Buyer’s cell number while they are driving by your home or online. This call to action offers the Buyer more photos, pricing, and property information with a personalized response, directing them to Your Mobile Enabled Website. We Market Your Personalized Code Everywhere!
4. **Search For Top Keywords** – “Keywords” are what people type when searching for their next home. Using Google Analytics Tools, we search relevant and most common keywords that match your property’s criteria to give it a boost in the search rankings.
5. **Prepare Syndication Process** – Using our Syndication Process, your home is placed on Over 1000 Websites Worldwide offering More Exposure and chance of finding the Right Buyers Faster.



# ***Our 7 Steps To Get Your Home Sold***

## **2<sup>nd</sup> Step – Set-Up Online Marketing & Social Media Blitz**

***Cont...***

6. **Prepare Social Media Campaign** – We keep up with the top social media sites and post your property's website link, or Text-To-Code "code" with calls to action across social media platforms including Facebook, Twitter, Linked In, Google Plus, Instagram, Pinterest and more.
7. **Prepare Craigslist And Backpage Campaigns** – Our marketing on Craigslist and Backpage uses researched keywords to help promote Higher Search Results. On Craigslist, we renew your property every 48-72 hours, as allowed, in order to keep your home at the top of the 1000's of homes on this highly searched site. In fact, we create Two Separate Ads, So We Renew Daily!
8. **Upload Video To YouTube And Vimeo** – We create your online commercial / virtual tour, along with pop-up links that point to Your Property's Website. While YouTube has a higher search rank and more users, Vimeo is quickly rising, offering No Commercials to Viewers. We use BOTH!
9. **Prepare Interactive Flyers** – We send your Online Flyer to our database of over 6000 contacts, as well as All Realtors in the Metro Area. The Flyer will be interactive directing to Your Website.
10. **Discuss Potential Additional Marketing** – Your property may allow us to provide additional Creative Marketing we have seen or done in the past. We are Open to Your Ideas and our Marketing Team will go over options that would work for your situation.



# ***Our 7 Steps To Get Your Home Sold***

## **3<sup>rd</sup> Step – Prepare Open House & Broker Tour**

### ***We will...***

1. **Plan Personalized Open House & Broker Tours (Optional)** – Some Home Owners LOVE how we hold Open Houses. However, Home Owners have different needs, including; sleeping schedules, children, elderly parents, or tenants. If you allow us to hold an Open House, we will...
2. **Send E-vite To ALL Realtors** – We have access to a Quarterly Updated List of 1000's of Realtors that we send an E-vite Card to Invite to the Broker Tour. We also include Your Home to the local weekly Broker Tour lists. Tours are always held on Tuesdays.
3. **Invite Your Closest 100 Neighbors** – Many times Neighbors have Family or Friends who want to buy in Your Neighborhood. We invite Your Neighbors for a Private Viewing of the Property one hour before the Open House is available to the General Public.
4. **Post Dates On All Websites** – This includes the Top 10 Real Estate Websites, local MLS and syndicate to their partners, as well as Craigslist.
5. **Contact Vendors And Make Order** – We contact Vendors who offer us products, Free of Charge, as a way to market *their business*, creating a Win/Win. Local Restaurants that Cater, Wine and Cheese Makers, Sub-Sandwich, & Pizza Pie Artists, and Coffee & Tea Baristas, LOVE us marketing their products to our Buyers & Realtors on Tour, giving Your Home Better Exposure.



# ***Our 7 Steps To Get Your Home Sold***

## **4<sup>th</sup> Step – Day 1 - Premiering On The Market**

### ***We will...***

1. **Begin Marketing Blitz** – All that Proactive Preparation leads us to going Live. Beautiful HD Photos and Video, Virtual Tours on Your Personal Website, Social Media Buzz, ListHub Syndication, and E-mails sent to Thousands of our contacts will create many Likes and Website Traffic. This builds Amazing Exposure, creating what we call a Blitz, due to the Traffic it brings us from our Combined Proactive Efforts!
2. **Hold Open House And Broker Tours (Optional)**– It All Comes Together! We schedule Open Houses the first weekend and a Broker Tour the following Tuesday.
3. **Reverse Prospect** – We Reverse Search the data that can only be viewed by Licensed Realtors with access to our local MLS. We find Realtors who have Buyers looking for properties like yours and offer them Your Interactive Flyer to send to their Buyers.
4. **Be Ready And Available**– Our Professional Buyer's Agents are prepared and ready to Answer Calls ALL Day, Provide Answers to Any Questions, Schedule Property Tours, Show Your Property, and continue Following Up with Prospective Buyers until an Offer is Accepted.
5. **Coordinate Showings** – Pending the occupancy, we will follow the showing instructions agreed to when we sign the contract, and Keep Track of ALL Showings.



# ***Our 7 Steps To Get Your Home Sold***

## **5<sup>th</sup> Step – Follow Up, Feedback, & Statistics**

### ***We will...***

1. **Utilize Top Producer CRM** - We use the Best Customer Relations Management Software combined with our Aggressive Follow Up Systems. Top Producer allows us to track, keep notes, and set follow up activities for ALL Contacts we obtain from Marketing Your Property.
2. **Maintain Showing Suite Feedback & Follow Up System** – We use the Best Follow Up System offering Real Estate Brokers *incentives* to Obtain Feedback from Potential Buyers. This information can help us to find out if there is something that is Stopping the Buyer from Making an Offer. Usually, it is something we can FIX and get the other agent to get us an Offer.
3. **Provide Seller Online Statistics & Reports** – As an Integrity Homes Team's Seller, you will have the ability to Login and Review Buyer Feedback. In addition, we will provide your Marketing Statistics and Website Reports weekly.
4. **Schedule Weekly Review** – Each Wednesday, after getting feedback from weekend showings, we will Review the Feedback together *with you*, to go over any Concerns and New Information.
5. **Continue Marketing Efforts And Follow Up** – We will keep your property *in front* of buyers Worldwide and *on top* of the Most Visited Websites. We will also Continually and Aggressively Follow Up with ALL contacts who have shown ANY Interest in Your Home.



# *Our 7 Steps To Get Your Home Sold*

## **6<sup>th</sup> Step – Receive, Review, Negotiate Offer**

### *We will...*

1. **Receive And Review Offer(s)** – Experience Really Matters with understanding how to review any offers received. We will Review ALL Offers, look for anything suspicious in the contract, alert you of potential sneaky wording, and advise you on optional counter offers. Multiple Offers are handled strategically, case by case, pending several factors that we can go over in person.
2. **Qualify ALL Buyers** – We have discovered that some Loan Officers do not Fully Underwrite. To “Underwrite” means COMPLETELY Qualifying Buyers by reviewing; Income, Credit, Job History, Liens, and more with the Lender’s Underwriter. We contact the Lender making sure the approval is Accurate and Up-To-Date, allowing you to make an Educated Decision *before* accepting offers.
3. **Negotiate Win/Win With Other Realtors** – Ethically, we are not allowed to engage with buyers that are represented by other Realtors. However, we have Experience negotiating with 100’s of Realtors by creating Win/Win situations for all parties, ESPECIALLY You.
4. **Implement “What If” Closing Strategy (If Needed)** – “What If We Could Make That Happen...” Sometimes the silliest issue can keep a buyer from making an offer. Some Realtors don’t make the effort to ask “What If?”. We have preferred contractors who can remedy any issue, rather than losing a buyer’s interest over the color of the house or a gas stove versus an electric stove, etc.



# ***Our 7 Steps To Get Your Home Sold***

## **7<sup>th</sup> Step – Keeping Together Until Sold!**

### ***We will...***

1. **Manage Buyer Contingencies** – There are Four Contingencies to be aware of that could cause the buyer to back out Without Any Recourse; Inspection, Title, Financing and Appraisal. Our Proactive *Integrity Home Report* includes the first two, and our Mortgage Experience ensures the third. Lastly, we Price Homes Correctly, assuring your sale closes *without* issues. Moreover, we have experience handling over 300 transactions, should anything unexpectedly arise.
2. **Follow Up With Lender (We Speak Mortgage)** – Lenders sometimes need help obtaining information from the Buyers, Escrow Officer, Appraiser, Buyer's Insurance Agent, and more. Our Lending Experience and Proactive Follow Up helps us reduce delays during the closing process.
3. **Coordinate Third Parties** – This includes Inspectors, Appraisers, and if applicable, Vendors, Contractors for Bids and Repairs, Tenants moving out, Movers, House Cleaners, and anyone else involved during the sale.
4. **Streamline Closing** – Whether you live locally, out-of-state, or traveling, the Escrow Officer or Public Notary will meet with you and make sure you receive and sign the documents *on time*.
5. **Follow Through Closing** – Upon Closing, we will assist in making the transition as seamless as possible, including getting all keys and all negotiated personal property to the Buyers.





# ***INTEGRITY HOME REPORT*** (optional)

What Is An Integrity Home Report?



Our *Integrity Home Report* Includes...

Pre-Listing Home Inspection Report - Preliminary Title Report - 2 Year Home Warranty  
& More



# ***INTEGRITY HOME REPORT*** (optional)

## ***The Pros...***

1. **More Money** – Buyer's are provided an *Inspection Report* by a 5 Star, "A" Rated, Licensed and Bonded Home Inspector. Items discovered can be Repaired *before* placing Your Home on the market. Save more by choosing Your contractor (or handyman) versus Buyers costly contractor. With an Updated *Integrity Home Report* showing NO ISSUES, along with the 2 Year *Home Warranty*, cautious Buyers won't hesitate as much. This could result in multiple competing offers by more Educated Buyers with a Higher Perceived Value for Your Home.
2. **SOLD Faster** – By Negotiating a Waiver of the Inspection Contingency, the Appraisal, which is the number one reason for delays, can be ordered ASAP. Otherwise, the Inspection Period is, on average, 10 Days in Oregon. With our *Integrity Home Report*, everyone is working towards Closing. Without it, more time is wasted on Making Repairs and Re-Inspections, or Renegotiating Purchase Price, then ordering Appraisal. You also Risk a "Sale Fail" if what is found, like Mold or Dry Rot, causes sensitive Buyers to Walk Away, no matter what we offer.
3. **Less Stress** – Studies show Stress is linked to the Leading Causes of Health Issues. Selling a Home is usually the Most Stressful Time of Your Life. Many of our past Sellers were biting their nails, waiting for the Inspection Contingency to pass, so they could start planning their move. We Created the *Integrity Home Report* to relieve that Stress and make the Home Selling Process Enjoyable, Faster, And Make You More Money.



# ***INTEGRITY HOME REPORT*** (optional)

## ***The Cons...***

1. **For You, The Seller** – Before rolling out with our *Integrity Home Report* Concept, we asked Hundreds of Realtors and Home Owners “Why Not?”. We received only one response. By doing a Home Inspection, we may have to disclose items found by the Home Inspector that are not repaired or replaced before we market your home. The *Concern* being that something could show up in the inspection, with the *Hope* that the buyer would *Not* do a home inspection. We completely see the risk of this, but we also see this being a Bigger Risk since 99% of Realtors Recommend Buyers get a Home Inspection. The Decision is yours and we hope you don’t feel pressured or think this is required when you list your home with us. Either way, we will Sell Your Home Professionally and With Integrity.
2. **For Some Other Realtors (NOT *Integrity Homes Team*)** – Being Honest is a part of having Integrity... and we already promised you that earlier... so, this honesty may upset some of our fellow Realtors. Realtors only make money *if* they sell your home. So, what if you did a Pre-Listing Home Inspection and found something a Buyer’s Home Inspector would find? You may decide not to sell or wait to sell, and either way, the Realtor doesn’t make any money. Some Realtors may pressure you to pay for Repairs, hoping you feel guilty, obligated, or worried about the buyer backing out and creating a “Sale Fail”. A “Sale Fail” Creates “Buyer Doubt” in the marketplace, Costing Sellers More and Causing More Stress. We offer to Reduce that stress being Proactive.



# THANK YOU

## THANK YOU SO MUCH...

For Taking Your Time Reviewing Our Seller Package and Marketing Plan! We Spent A Lot Of Time Making It and Hope You Liked It Enough To Allow Us To Meet With You And Go Over Your Specific Property and Selling Needs.

Ask How We Can Save You More By Working With Our Buyers Agents With The Portland House Hunters Team

PORTLAND HOUSE HUNTERS

We Look Forward To Providing You  
★★★★★ Service Like We Have  
So Many Others Over The Past Years!

### REALSATISFIED AGENT RATINGS



Dave Van Nus

#### Satisfaction



#### Recommendation



#### Performance



Dan and Kimberly Scott Hillsboro

02/17/2016

We were very lucky to have picked Dave Van Nus from an Internet ad. He has become a trusted and valuable asset. We love the house helped us purchase 3 years ago and can't believe the price we got it for. We now have a lot of equity because of his quick work and timing. We also were so impressed with his team. Professional excellence, and perfect timing with all the knowledge we needed to negotiate a tricky transaction with another house on the market and the one we were purchasing being a short sale. Thanks Dave for our current living situation and helping us move in surprising us with a free carpet cleaning and brand new garage door opener already installed and programmed. We will continue to consult with Dave and use his team for all our RE needs. Dan and Kimberly Scott and family.

Charlie Leavitt, Portland

02/05/2016

Didn't ask for us to sign exclusive contract with him (Will Murphy). That was huge for me. Very competent with his iPhone. My wife enjoyed a Harry Potter joke he made too. I can't say enough about Dave and Will. They got us our dream home and advised us to make all the right moves during a bidding war. Excellent in all of those categories. Extremely high level of service and dedication. Absolutely the best real estate experience of my life. We were shown 8 houses on our first day! Other realtors couldn't even get us into one open house. We were living in another state and Will Murphy drove to a house that just hit the market that we absolutely loved and gave us a FaceTime walk through. We ended up buying that very house and it never would have happened without Will and Dave.

Justin, Beaverton

02/04/2016

I was in my early 20's, career driven, and ready to buy a house. I had very high expectations and went through three realtors prior to meeting Dave. I knew I wanted to purchase a home soon and other realtors out there didn't seem to show the sense of urgency. I spoke with David and he was very eager to help. After searching for homes for 2 weeks, we found a home and it was wrapped up shortly after. Each time I called Dave, he picked up. No matter the situation or if he was in the middle of something. It was nice to have that comfort; it made me feel valued and important. I recommend Dave Van Nus as a real estate agent if you're looking for someone to go above and beyond!

