

Plan of Action to Get Your Home Sold!



Alex Glaser, Realtor

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AlexSellsRichmond.com



ALEX GLASER

GETS RESULTS

2015 Sales

91 Sold & Pending Home Sales

2016 Sales

93 Sold & Pending Home Sales

2017 Sales

107 Sold & Pending Home Sales

2017 DOM

18 Median Days To Sell A Home

2017 LP/SP

99% List to Sales Price Ratio

Reviews

200+ On Zillow and Trulia

Average Realtor in Richmond only sells 3 homes a year...

Alex sells a home EVERY 3.5 DAYS!

“Alex was a great agent to work with! We had our home listed with two other agents before hiring Alex to sell our home. Alex had a detailed marketing plan that he shared with us so we knew what steps were being taken to market our home. Unlike many other agents, Alex did not disappear after taking our listing.” - Jonathan G.





Alex Will...

1. Increase your sales price by giving honest and straightforward advice to get your house ready for sale.
2. Maximize qualified buyers through your front door and into your property until it is sold.
3. Provide guaranteed communication throughout the transaction.
4. Negotiate the highest possible value as well as the best terms and conditions once an offer is received.
5. Work to get your transaction closed as smoothly as possible.

“Our neighbors and my family put our homes on the market at the same time. Theirs sold very quickly, ours did not. They used Alex. Six months into our house being on the market we finally switched to Alex and our house had an offer within a few weeks. He was fantastic. Very responsive, great use of technology to market our home, and great at communicating with us”

- Mark and Jessica Y.

Listing Plan of Action

Steps Taken to Get Your Home Sold: A Proactive Approach

For more details and to watch a video explanation of this plan, visit: www.AlexSellsRichmond.com/Sell

Getting Your House Ready to Sell

1. Advise on suggested changes to your property to attract as many potential buyers as possible.
2. Arrange for a professional stager to provide additional advice on home preparation as needed.
3. Provide you access to our extensive library of products to help you get your house ready for sale. View the list at www.AlexSellsRichmond.com/Fan-Club
4. Coordinate a pre-listing home inspection if needed.
5. Ensure your home is competitively priced through a comparative market analysis and estimate your expected proceeds.



Putting Your House on the Market

6. Take professional photos of your home to market it in the best possible light including dusk twilight shots (and aerial drone photos, if appropriate).
7. Film a High Definition movie of your home. See why HD Walkthrough Tours are superior to virtual tours at www.youtube.com/MrAlexGlaser.
8. Increase property exposure through our illuminated Long & Foster post sign.
9. Place lead-in signs on street corners to guide potential buyers directly to your home (if allowed).
10. Submit your home to the local Multiple Listing Service, the central database of all houses for sale.

Selling Your House Quickly

11. Provide guaranteed weekly updates over the phone regarding the activity on your home and the marketplace.
12. Maximize exposure with our Premier Memberships on all of the top real estate websites, including Zillow, Trulia, and Realtor.com. This is in addition to our extensive network of over 70 internet Real Estate marketing websites. View the full list of websites at www.listhub.com/publisher-list.html
13. Utilize our exclusive Zillow Premier Agent Direct Membership to get more than triple the views on your listing by showcasing the HD video tour. **This is currently the only way to have your home show up at the top of Zillow search results.**
14. Feature your listing on Trulia.com, giving your house an enhanced display and featuring it prominently in search results, giving it maximum exposure to serious home buyers.
15. Proactively prospect daily to identify potential buyers in your marketplace. This includes calling and/or door knocking in your neighborhood to see who your neighbors know that may be looking to move into the area.

16. Regularly communicate with the top agents in the marketplace with information about your property.
17. Contact agents with prospective buyers who have search criteria that match your house.
18. Showcase your home on LongandFoster.com
19. Share your property on all of our social media platforms, including Facebook and Instagram.
20. Use Facebook Ads to promote your property directly to buyers where they spend the majority of their screen time, on Facebook!
21. Supply you with the HD movie link so you can share it with your friends, family and neighbors to increase the exposure of your home to the people that want to help you the most.
22. Utilize our relationship with the Mike Ferry Organization to network with the top 1% of Realtors.
23. Take advantage of the Long and Foster Brand, the number #1 Brokerage in Richmond.
24. Use our 24-hour 1-800 Home InfoLine sign rider to capture leads at any hour. Find out how it works by calling 1-800-349-6446 x07.
25. Leverage our relationship with our Relocation department to get your house in front of more out of town buyers.
26. Keep informed on financing options that a prospective buyer could utilize.
27. Financially prequalify prospective buyers for your home.
28. Coordinate with brokers and agents who wish to preview your property.
29. Utilize our 24-hour showing center so you never miss an opportunity to present your home to a buyer.
30. Follow up with every agent that shows your home and send buyer feedback to you as soon as we receive it.
31. Help keep you updated on the marketplace through a monthly e-newsletter.
32. Work 7 days a week, always available for you.

Listing Plan of Action

Accepting an Offer

33. Represent you on all offers presented and assist you in negotiating the best price and terms.
34. Assist with all the necessary disclosures required for the sale of your home.
35. Connect you with an attorney who will draw up a deed to transfer the title to the buyer.
36. Advise you in the negotiation of the buyer's home inspection repair request.
37. Set up inspections for termite, well and/or septic (if necessary) and deliver paperwork to the closing attorney.
38. Provide any additional paperwork to attorneys and lenders that may be needed to complete your transaction, such as a repair addendum.
39. Update you frequently on the current status of your transaction until closing.
40. Review and confirm the accuracy of your Closing Disclosure (CD) statement before closing.

Closing the Deal

41. Ensure you have received your proceeds from closing.
42. Make a donation in your name to Richmond Animal League! This donation will cover the costs to house a homeless pet from the time it is rescued until it finds its forever home. Learn more about the "Sell A House, Save A Pet" program at: www.AlexSellsRichmond.com/Giving-Back

Our promise is to be the best steward of your dollar. We will help you through every step of the way whether you are selling your first home or one of many.

Will Your Home Be Priced Over \$750,000?

CHRISTIE'S INTERNATIONAL REAL ESTATE

Long & Foster is the exclusive affiliate of Christie's International Real Estate in Richmond. Homes over \$750k qualify to be marketed as a Christie's International Property. From Sydney to St. Barths, your home will be marketed alongside the world's most desirable properties. For more details go to: www.AlexSellsRichmond.com/Christies



WHICH FIRST IMPRESSION DO YOU WANT?

BEFORE

Most Realtors' Photos



AFTER

Professional Photos

A Picture Says a Thousand Words

ALEX GLASER'S SCHEDULE

5:00 - 7:00 a.m. Wake up. Exercise. Get Ready.
Plan for day.

7:00 - 8:00 a.m. Prepare phone numbers and leads to contact home buyers and sellers.
Roleplay with top agents across the country to prepare for prospecting.

8:00 - 11:00 a.m. Proactively prospect by reaching out into the community looking for people that want to buy and/or sell Real Estate.

11:00 a.m. - 12:00 p.m. Follow up on e-mails, phone calls, showings and contracts.
Call all agents that have shown our listings and see how we can put a deal together.

12:00 - 1:00 p.m. Lunch.

1:00 - 3:00 p.m. Preview the competition for any listing appointments I have scheduled.
Research market and statistics to stay current with trends.

3:00 - 8:00 p.m. Go on listing appointments.
Show our listings to qualified buyers.
Continue to proactively reach out into the community looking for people that want to buy and/or sell Real Estate.
Follow up on e-mails, phone calls, showings and contracts.

“Alex is a hard working, knowledgeable realtor. I really appreciated how very patient and helpful he was in answering all of my many questions and concerns. He responded to my calls or emails very quickly if not immediately. I felt very comfortable working with Alex and highly recommend him.” - Jean D.

The DREAM TEAM

Listing Specialist and Team Leader

Alex Glaser went into the Real Estate Business in 2009 after getting a degree in Real Estate from Virginia Tech. In a few short years, Alex has sold well over 400+ homes and has established himself as a top agent in Richmond. Alex was named The #1 Best Realtor in Richmond by Style Weekly in 2017, the #1 Best Realtor in Richmond by Richmond Magazine in 2013, as well as a Best Realtor in Richmond in Style Weekly 2014, 2015, & 2016. Alex generates leads, prospects daily for qualified buyers, lists properties and negotiates offers.

Office Manager and Listing Coordinator

Lauren Glaser joined Alex in 2013 which has allowed Alex to triple the number of homes he has sold in just a few years! She is a licensed Realtor and manages The Glaser Group office. As soon as a seller signs a listing agreement, Lauren coordinates the many details that it takes to get that listing on the market. She also assists Alex with the marketing of listings, scheduling appointments and writing contracts. Lauren is great at keeping in touch with clients as well as the other agents involved in a transaction to ensure nothing slips through the cracks.

Buyers Agent

Joseph King helps Alex out with prospecting for buyers for your home as well as showing and selling many of our buyer clients. This frees up time for Alex to focus on helping our seller clients get their houses sold quickly and for the most amount of money possible.

Transaction Coordinator

Will Handley processes our transactions from the time of initial listing until the closing has occurred. This includes coordinating between attorneys and lenders to make sure everyone has what they need when they need it. Will also helps with coordinating any contract-required inspections including termite, well and septic. His expertise helps to ensure a smooth transaction for all parties involved.

Showing Center

Showing Time Appointment Center ensures that no showing request is ever missed. ShowingTime offers cutting-edge technologies such as confirm-by-text-messaging and a full smartphone app where you can approve, view, and manage all of your showings and feedback.

In House Photography, Videography and For Sale Signs

Lauren Glaser also handles all of our in house media production and sign installation. This allows us to have super quick and flexible photo/video shoots. With most Realtors, it can take weeks to schedule photos and sign installations. If needed, The Glaser Group can get your up for sale as quickly as 24 hours!

Business Consultant

Mike Ferry was one of the highest producing real estate agents in America for years. He now provides coaching and consulting services to North America's most acclaimed and productive real estate professionals through the Mike Ferry Organization. His expertise and advice ensure that The Glaser Group is always pushing to provide a better customer experience, as well as providing you with the results you want.

Mentor

Aaron Novello is currently one of the highest producing real estate agents in the country selling 150-200+ homes in Southern Florida every single year. Alex met Aaron through the Mike Ferry network in 2010 and since has been a huge influence on Alex's growth as an agent.



“We are so grateful that we chose Alex to guide us through the sale of our Richmond condominium. First, we would describe him as a complete gentleman, brilliant, experienced, and skilled in the Richmond real estate market. Alex listened to our thoughts and worked very patiently with us, advising us through each step in the sale.” - Jan and Charles M.



**View over 200+ written
reviews on Zillow or Trulia.com**

**Watch video testimonials at:
www.youtube.com/MrAlexGlaser**

Seller **REFERENCES**

**Mark and Lauren Zachary
(804) 514-6093**

**Kayla and Aaron Williams
(804) 551-5575**

**Mike and Maria Beall
(804) 399-8110**

**Joey and Jessie Wah
(804) 307-6141**

**Andrew and Erin McAuliffe
(804) 363-5310**

**William and Melissa Matheny
(804) 869-4355**

**Ryan and Chelsey Cook
(315) 378-7304**

**Nika Lazaryan
(804) 399-3100**

**Any of our clients will be glad to talk to you
about the quality of service they received.**

Frequently Asked Questions

1 HOW LONG IS YOUR LISTING AGREEMENT?

Alex's most common listing agreements lengths are either 3 or 6 months. However, this is not set in stone and can be shorter or longer based on your goals and timeframe. Looking at current market conditions and Alex's average days on the market, your home should sell in a month or two (or less!).

2 WE ARE CONSIDERING ANOTHER COMPANY...

The reality is, the company does not sell your home, the individual agent does. Alex is committed to being that agent. Please compare this marketing Plan of Action, online reviews, and overall track record to other agents.

3 I HAVE A FRIEND IN THE BUSINESS...

Almost everyone knows someone in the real estate business. Do you want to ensure you sell this house for top dollar, or do you just want to do your friend a favor? Consider this a business decision.

4 ANOTHER AGENT SAID THEY COULD GET US MORE MONEY...

An agent that overprices your home is often afraid to tell you the truth up front or just wants a listing to cultivate other leads. Buyers will tell you what they are willing to pay for a house like yours, not the agent.

6 WHAT ARE YOU GOING TO DO TO SELL OUR HOME?

You may not be aware that there are two types of real estate agents, passive and active. Alex is an active agent. This means when you list your home with him, he will spend his time actively and aggressively marketing your home to the public and to other agents in the community. Please refer to this marketing Plan of Action in its entirety.

7 ANOTHER AGENT SAID THEY WOULD DO IT FOR LESS...

Do you really want to be at a clear disadvantage when marketing your home? You have to market your home to two groups, buyers and their agents. If you were a Realtor who, on average, only sells three homes a year, how excited would you be to sell a home at a lower commission? Paying a normal commission helps in marketing to Realtors and ultimately helps you net the most money possible.

SELLER'S GUIDE

FIRST IMPRESSIONS ARE LASTING: The front door greets the prospective buyer. Make sure it is fresh and clean. Replace door mats if needed. Keep lawn and lawn edges trimmed and remove debris from the yard each day. Make sure that the first impression from the exterior of your home is a great one.

DECORATE FOR A QUICK SALE: Faded walls and woodwork reduce appeal. Show the prospect how your home will look by redecorating. The result: A faster sale. You cannot find a better investment when you're selling a house than a few cans of paint to brighten up the interior.

LET THE SUN SHINE IN: Open draperies, open blinds and turn on the lights (even during the day). Let the prospect see how cheerful your home can be. Dark rooms do not have appeal.

REPAIRS CAN MAKE A DIFFERENCE: Make sure appliances are in good working order. Loose knobs, sticking and squeaking doors and windows, warped cabinet drawers, holes in window screens and other minor flaws detract from home value. Have them all fixed. Don't let minor repairs be a buyer's objection. For every problem seen, buyers believe that there will be ten more.

FROM TOP TO BOTTOM: Display the full value of your home from the attic to the basement to your utility space and garage by removing all unnecessary items. Make sure storage areas are as neat and clean as they should be. Organize items in cabinets and remove items to enhance spaciousness.

SAFETY FIRST: Keep stairways clear. Avoid cluttered appearances and possible hazards.

MAKE CLOSETS LOOK BIGGER: Neat, well-organized closets show that there is ample space. Remove unnecessary clothes and other items to maximize appearance.

BATHROOMS HELP SELL HOMES: Check and repair caulking in bathtubs and showers. Store as many items as possible to keep counters clutter-free. Make this room sparkle!

ARRANGE BEDROOMS NEATLY: Remove excess furniture. Use attractive bed coverings. Minimize personal items.

HARMONIZE THE ELEMENTS: Music playing softly. TV off. All lights on, day or night. If it's hot out, keep your house cool; if it's cold out, make sure it is warm inside.

YOU CAN SELL PRIDE OF OWNERSHIP faster and for more money: It's called cleanliness and organization. A clean, decluttered, and organized house shows you care which goes a long way in making buyers comfortable and excited to make an offer.

WHEN AN AGENT SHOWS YOUR HOME

NEVER STAY IN YOUR HOME WITH HOUSE HUNTERS: Avoid being present in your home when it is shown. The seller's presence tends to unnerve possible buyers and can sometimes prevent a sale because the potential buyer will feel like an intruder and will hurry through the house. Let the agent handle it. Remember that agent has worked many hours with the prospect, knows what they're looking for and how to work with them. Let him or her do their job without interference. You may feel that an agent won't show the important features of your home to the prospect; however, the agent knows people aren't sold by details until they've become emotionally involved with the big picture of your home. Don't put this obstacle in your path – leave your home when buyers are coming.

MUSIC IS MELLOW: Turn off the blaring radio or television. Background soft playing music is okay but should not interfere with the agent and buyer being able to converse freely.

PETS UNDERFOOT: Keep pets out of the way....preferably out of the house. Many people are uncomfortable around some animals.

MINIMIZE DISTRACTIONS: Trying to sell furniture or furnishings to potential buyers while trying to sell the home is very distracting. Take any price tags down until after your house is under contract.



THE
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LONG & FOSTER®
— REAL ESTATE —

CHRISTIE'S
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