

Eric Frantz_{realtor}



Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - eric@eric3.com

Dear Home Seller,

Since becoming a REALTOR®, I have had to find a balance between two extremes common to many sales people.

I was drawn to real estate by the belief I could help people and put others first. But the way the industry worked, it seemed that you had to project confidence, knowledge, even a sense of superiority if you expected to succeed. I soon learned successful agents did, indeed, put the customer first.

In fact, they seemed to put almost everyone else first - their family, their friends, even their competition, and that made for a better situation for everyone involved. In other words, they had become servants. In the truest sense, they had learned to humble themselves.

I do this not because I like to put myself in the limelight, but to remind you that I'm still here, and intend to be here for many years to come, eager to serve you like no other REALTOR® in our area.

My enclosed Marketing Proposal can never take the place of a personal meeting, but it will give you a chance to know a little bit about me, my beliefs and the step-by-step plan we use to get many homes sold in 90 days or less.

That way, when we do meet, I can place my full concentration on what's most important to you. Your special needs and, if you're buying a home, help find the one that's just right for you. Together we will determine the highest possible price the current market will bear and why.

Additionally, we will determine the targeted buyers for your home and develop marketing strategies to attract their interest. These targeted buyers are almost always willing to pay the highest price for your home. I'll explain this concept and strategy in more detail when we meet.

We are really looking forward to the very special opportunity to serve you and your real estate needs.

Most sincerely,

Eric Frantz

*When you hear of anyone who would benefit from our services,
we'd greatly appreciate you passing along one of our business cards.
Thank you!*

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Mission Statement

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Many agents think that their most important job is satisfying the customer. We don't think that's *entirely* true. We believe that satisfying the customer is simply the minimum requirement for staying in business. Our team works constantly to improve our systems, processes, and services to go well beyond the standard level of “service” provided by most agents.

Simply put, our objectives are to get you the most money in the least amount of time, and with the fewest hassles. We want to provide the best service in the industry.
Period.

We want to make you so satisfied that you listed your home with us that you will gladly refer us to your friends.

Eric Frantz
The Eric Frantz Team

Eric Frantz_{realtor}



Eric's Resume

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Eric Frantz

People Choice Realty, Inc.
P.O. Box 1660, Lutz, FL 33548
(813) 493-6320
(813) 909-1016 fax
www.eric3.com

Professional Designation and Qualification Summary:

1. Residential property manager of 30+ residences
2. Buying and selling real estate for 13+ years
3. Florida Association of Realtors & National Association of Realtors Member
4. Relocation Specialist
5. Real Estate Investor Specialist
6. Mid Florida Regional Multiple Listing
7. Greater Tampa Association of Realtors
8. Carrollwood Area Business Association member (CABA)

Experience:

Peoples Choice Realty	2000-2005
ERA Dennis Realty	1996-2000
Real Estate Investment & Management	1992-2005
Foreclosure Investments	1998-2005

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Other Agents Know My Name

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ERIC FRANTZ = SOLD

**Realtors Know I Have A Name
They Can Trust & I'm Easy
To Work With.**

What does that mean to you?

**REALTORS like to show my listings they have confidence in
my ability to help them "make a deal".**

REALTORS know:

I have reliable comparable sales to back the asking price.

My properties are easy to show.

I am easy to reach and return calls promptly.

I know the neighborhood and can help "sell a lifestyle".

I am a "tireless" expert negotiator.

*If they sell one of my listings, the
transaction **WILL CLOSE!***

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The Eric Frantz Team

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“We Have A Commitment To *Excellence* in Real Estate Services!”

To develop a successful business today, a strong emphasis on providing quality service to customers is key. My goal has always been to provide excellence in real estate and serve my customers with excellent, personal, quality service. To insure this, I have implemented a team approach to assist my customers throughout the entire transaction.

By employing assistants and making them part of my real estate team, I am able to insure that the highest level of service is always provided for all of our customers.

Each team member has specific responsibilities, which help to insure a smooth process in the purchase or sale of real estate. We work together to assist our customers through the entire process while providing personal, quality service.

We are always striving to improve our services and are always open to your suggestions. With this philosophy, we strive to earn you as a “customer for life”.

My assistants are important parts of my success and the satisfaction of my customers. Their hard work, dedication, and concern for my customer's needs combined with their experience and knowledge makes our team a winning success!

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Pricing Your Home to Sell

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On Average,
Buyers Inspect 12 Homes
Before Buying . . .

That Means
11 Other Home Owners
Are Competing
Against You!



Never Select an Agent Based on Price

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I appreciate the opportunity to show you what your property is worth in today's market.

Other agents will quote you a higher price just to get into a contract, then insist on lowering the price as time passes. This will cost you in the long run.

Never select an agent based on price! The current market trend is as important as pricing your home. Make sure your agent understands market trends.

Reasons Properties Fail to Sell...

- (1) Price
- (2) Location
- (3) Condition
- (4) Terms
- (5) Marketing Efforts

You rarely get a second chance at making a first impression. To maximize the new marketing efforts, all factors must be considered.

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Ads Don't Sell Homes, People Do!

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Many people think to sell a home you place an ad in the paper and wait for a person to call and buy the home...NOT SO!! If that were true, real estate professionals would be out of work.

The basic law of real estate is this...

ADS DON'T SELL HOMES, PEOPLE DO!!!

We are trying to educate sellers and the public about the tremendous changes in REAL ESTATE MARKETING. A recent study by the National Association of REALTORS® uncovered some interesting statistics about WHERE BUYERS COME FROM.

- 40%** Purchased because they recognized a SALESPERSON or firm name and were serviced by them.
- 20%** Purchased because they saw a sign in the lawn and approved of the home's exterior and location.
- 18%** Responded to an ad but eventually purchased a different home.
- 7%** Referred through a relocation service.
- 3%** Bought the home they saw advertised.
- 1%** Bought the home they saw at an Open House.
- 3%** Bought for a combination of the above reasons.

ABOUT PRICE...

The best way to insure a quick sale is to price your home COMPETITIVELY. Buyers purchase homes by comparison and will usually make an offer on a fairly priced property BEFORE making a low offer on an overpriced listing. Price and possible terms are important for buyer motivation.

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Price It Right the First Time

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Average Difference Between Original List Price and Selling Price by Length of Time on Market

**Pricing your home correctly in the
Beginning will net you more money!**

Based on NAR Home buying & Selling Survey

LESS THAN 4 WEEKS	-2.9%
4-12 WEEKS	-4.7%
13-24 WEEKS	-6.4%
MORE THAN 24 WEEKS	-9.1%

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1.

**Put up a sign.
Wait for an offer.
Wait for an offer.
Wait for an offer.
Get a real estate agent.
Wait for an offer.
Wait for an offer.
Wait for a serious offer.
Get a new real estate
agent.
Wait for an offer.
Wait for an offer.
Wait for an offer.
Reduce the sale price.
Wait for an offer.
Wait for an offer.
Wait for an offer.**

2.

HIRE

**Eric
Frantz**

**CALL NOW
(813) 493-6320**

Start Packing!

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Guaranteed Marketing Plan

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- 1. List your property in Mid Florida Regional Multiple Listing Service making it available to over 8,000 Real Estate Agents throughout Central Florida**
- 2. Create a customized home marketing brochure**
- 3. Install for-sale sign and appropriate amenity, warranty & advertising riders**
- 4. Place color brochure folder in home along with agent sign-in sheet**
- 5. Mail “Just Listed” postcards**
- 6. Advertise your property in the Neighborhood Homes Magazine**
- 7. Advertise your property in the Homes & Land Magazine**
- 8. Advertise your property on the Internet: www.Realtor.com & www.eric3.com**
- 9. Register your property for a tour with Peoples Choice Realty agents**
- 10. Follow-up when there is a showing of your home**
- 11. Communicate with you via monthly letter & copies of all advertising**
- 12. Pre-qualify buyers and inform them of financing options available**
- 13. Oversee all paper work from execution of sales contract to the closing table & beyond !**

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Eric's Client Benefits Package

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Courtesy Service Includes the Following

(B) = Buyer (S) = Seller

- (B) FREE - Complimentary Moving Van
- (S) FREE - Home Warranty - *American Home Shield*
- (B) FREE - Pool Consultation - *Sharper Image Pools*
- (S) FREE - Market Analysis
- (B) FREE - Home Decorating Consultation
- (B) Appraisal Discount
- (B) Home Improvement Discounts - *Home Depot*
- (S) Closing Fee Discount - *Anchor Title Insurance Corp.*
- (B) Pest Control Discount - *Chet's Pest Control*
- (B) Closing Cost Discount - *Irwin Mortgage*
- (B) Carpet Cleaning Discount - *Stanley Steamers*
- (S) Rental Assistance
- (S) Relocation Benefits
- (B) Telecommunications Service
- (B) Investment Analysis Service
- (S) Home Enhancement Consultation
- (B) Change of Address Service
- (B) Connect/Disconnect/Transfer Utilities
- (S) 24 Hr Advertisement of Properties



Words of Wisdom

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(Advice For Sellers)

Let Your Home “Smile A Welcome” To Potential Buyers

First Impressions Are Lasting

The front door greets the prospective buyer. Make sure it is fresh, clean and scrubbed looking. Keep lawn trimmed and edged, and the yard free of refuse.

Decorate for a Quick Sale

Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look when you can show him by redecorating? A quicker sale at a higher price will result. An investment in a new kitchen and wallpaper will pay dividends, and you can't find a better investment when selling a house than a little putty and a few cans of paint to brighten up its interior.

Let the Sun Shine In

Open the draperies and curtains and let the prospect see how cheerful your home can be. Dark rooms are not appealing!

Fix That Faucet

Dripping water discolors sinks and suggests faulty plumbing.

Repairs Can Make a Big Difference

Loose knobs, sticking and squeaking doors and windows, warped cabinet drawers, and other minor flaws detract from a home's value. Have them fixed. *Many buyers believe there are ten problems they haven't noticed for every one they do see.*



Words of Wisdom (cont.)

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From Top To Bottom

Display the full value of your attic and other utility space by removing all unnecessary articles. Short term, off-site storage areas are relatively inexpensive.

Safety First

Keep stairways clear. Avoid cluttered appearances and possible injuries.

Make Closets Look Bigger

Neat, well-ordered closets show that space is ample. A little money spent on closet organizers reaps large returns.

Bathrooms Help Sell Homes

Check and repair caulking in bathtubs and showers. Make this room sparkle!

Arrange Bedrooms Neatly

Remove excess furniture. Use attractive bedspreads and freshly laundered curtains.

Harmonize the Elements

FM radio or stereo on softly. TV off. All lights on, day or night. Drapes open in the daytime, closed at night. If it's hot, cool it; if it's cold, light a fire.

You Can Sell Pride of Ownership Faster and For More Money

It's called cleanliness, and cleanliness has more buyers than used dirt. Put sparkle in your bathrooms and kitchen, and you'll take lots more silver out.

When Any Agent Shows Your Home - Three's a Crowd!

Avoid having too many people during showings. The potential buyer will feel like an intruder and will hurry through the house. Objections that can be overcome by a professional will not be forthcoming when the seller is present.



Words of Wisdom (cont)

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Music is Mellow

But not when showing a house. Turn off the blaring radio or TV. Let the salesperson and buyer talk, free of disturbances. Background music is okay, played softly.

Pets Underfoot

Keep pets out of the way preferably out of the house. Many people are acutely uncomfortable around some animals and may even be allergic.

Silence is Golden

Be courteous but don't force conversation with the potential buyer. He wants to inspect your house, not pay a social call.

Be It Ever So Humble

Never apologize for the appearance of your home. After all, it has been lived in. Let the trained salesperson answer any objections. This is their job.

Never Stay in Your House with House Hunters

Let the agent handle it, and remove yourself if you possibly can. Remember, the agent has worked many hours with these people and knows what they're looking for, and how to work with them. Let him or her do the job without interference. You may feel that an agent isn't showing the important features of your home to the prospect, but the agent knows people aren't sold by details until they've become emotionally involved with the big picture of your home. The presence of any member of the seller's family can't help, but always unnerves possible buyers, and often prevents a sale. Don't put this obstacle in your path, please leave when buyers are coming.

Why Put the Cart Before the Horse?

Trying to dispose of furniture to potential buyers before the purchase often loses a sale and shows an over-emphasized motivation to sell.

A Word to the Wise

Let your Realtor discuss price, terms, possession, and other factors with the prospect. She is qualified to bring negotiations to a favorable conclusion.



Moving Checklist

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BEFORE THE MOVE

Address Change

- Post office: give forwarding address 4 to 6 weeks
- Charge accounts, credit cards
- Subscriptions: Notice requires 6 to 8 weeks
- Friends and Relatives
- Employer
- Clubs/Memberships
- Veterans Administration

Bank

- Transfer funds, arrange check cashing in new city
- Arrange credit references

Insurance

- Notify company of new location of coverage:
(Life, Health, Fire and Auto)

Utility Companies

- Gas, light, water, telephone, fuel, garbage
- Get refunds on any deposits made

Delivery Service

- Laundry, newspaper, changeover of service

Medical, Dental, Prescription Histories

- Ask Doctor and Dentist for referrals: transfer needed prescriptions, eyeglasses, X-rays. Obtain birth records, medical records, etc.

Pets

- Ask about regulations for licenses, vaccinations, tags, etc.

THINGS TO DO:

- Empty freezer, plan use of food.
- Defrost freezer and clean refrigerator. Place baking
- Soda inside to dispel odors.
- Have appliances serviced for moving.
- Remember arrangements for TV and cable.
- Clean rugs or clothing before moving.
- Check with your Moving Counselor: insurance coverage, packing and unpacking labor, arrival day, various shipping papers, method and time of expected payment.
- Get children's school transcripts

Make arrangements for care of children and pets on moving day.

- Return library books
- Assemble a moving kit to take to new house (hammer, nails, pliers, masking tape, tape measure, flashlight, fuses, rags, scissors, first aid kit)
- Return borrowed items
- Round up things borrowed from you

ON MOVING DAY:

- Carry enough cash or traveler's checks to cover cost of moving services and expenses until you make banking connections in new city.
- Carry jewelry and important documents yourself, or use registered mail.
- Let close friends or relatives know route and schedule you will travel including overnight stops; use him or her as message headquarters
- Double check closets, drawers, shelves to make sure they are empty.
- Leave old keys, garage door openers, broiler pans, landscape/house plans and instruction manuals needed by new owners with Realtor

AFTER THE MOVE:

- Obtain certified check or cashier's check necessary for closing Real Estate Transaction (check, escrow/title company for details)
- Check on service of telephone, gas, electricity, water and garbage.
- Ask Mail Carrier for mail he/she may be holding for your arrival.
- Have new address recorded on driver's license.
- Visit city offices and register to vote.
- Register car within 5 days after arrival in state or penalty may have to be paid when getting new license plates.
- Obtain inspection sticker and transfer motor club membership.
- Apply for state driver's license
- Register family in your new place of worship
- Register children in school
- Arrange for medical services; Doctor, Dentist, Veterinarian, etc.

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It's a Personal Business

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DON'T JUST HIRE A COMPANY, HIRE A **PERSON!**

Real Estate is a **personal service** business. Expect knowledge and skill from the Realtor that you hire in the areas of financing, contracts, negotiating, and marketing. Select a Realtor with a track record of producing results. Buying or selling a home should not be left to chance and is not something that you let a “friend try”. Trust the buying and selling of your home only to a **professional**. Accept nothing less than **excellence**.

What makes a difference between me and the other 1000+ agents in the Tampa Bay area is I have the passion for my job. I feel very blessed to have found a profession that I love and get paid to do it. This passion enables me to do what I love 7 days a week and as many hours as it takes to accomplish the sale.

My track record of sales over the past years proves my dedication and hard work I put into my profession and selling homes. I've heard it said from my competition before “Eric is too busy”. With my sales history of **results**, wouldn't you love me to be “too busy” **selling your home** - because I'd love to be!



All Agents are NOT the Same

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<u>REALTOR Interview Questions</u>	Eric	Realtor 2	Realtor 3
1. How long have you been in the business?	11 Yrs		
2. Are you a full time agent and do you have full - time assistants?	Yes		
3. Are you easy to get hold of when I need you?	Yes		
4. Could you leave me a copy of your personal resume?	Yes		
5. May I see your references today?	Yes		
6. Do you have mobile broadband access to help buyers view real estate and make decisions on the road?	Yes		
7. Do your websites appear in the top 10 searches of ALL the major search engines?	Yes		
8. Could you please show me your written marketing plan?	Yes		
9. What would be a fair market value for my home?	See CMA		
10. Do you have the technology to access up-to-date information which may affect the sale of my home?	Yes		
11. If I give you the listing, what are the first things you will do to market my home in the first week?	Refer to Mktg. Plan Enclosed		
12. Do you mail "Just Listed" cards to the surrounding neighborhood?	Yes		
13. Do you provide a monthly marketing service report?	Yes		
14. Do you target market?	Yes		
15. Do you encourage other Realtors to sell my property?	Yes		

Eric Frantz realtor



Working Together to Reach a Common Goal

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PLEASE COMPLETE THE FOLLOWING PRIOR TO OUR MEETING

Seller's Name _____

Property Address _____

Home # _____ *Office#* _____ *Fax#* _____

Mailing Address _____ *Email* _____

• *Why do you want to sell?* _____

• *Do you own any other properties in the area? If yes, where?* _____

• *Are you thinking of listing them too?* _____

• *Where are you moving to?* _____

• *When do you need to sell?* _____

• *Do you have an idea of how much you want to list for?* _____

• *How much are your underlying loans?*

1st: _____ *2nd:* _____ *3rd:* _____
PITI: _____ % *PITI:* _____ % *PITI:* _____ %

In addition:

- *Locate closing papers from purchase of your home.*
- *Loan payment coupon book on all mortgages*
- *Have an extra door key*
- *Deed, Tax bill, Survey, Title Policy, Deed Restrictions, Old appraisal, Solar water heater info., Homeowners Insurance.*
- *Average utility bills and School districts*
- *Security system, leased or owned?*
- *Review enclosed samples and materials*
- *Make a list of any questions you may have for me.*

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Most Exciting Features

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IF: YOU WERE THE BUYER, WHAT
FEATURES WOULD MOST EXCITE YOU
ABOUT PURCHASING THIS PROPERTY?

Property Address: _____

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

THANKS!

Now I Will Be Able To Market
Your Home More Efficiently

PLEASE COMPLETE PRIOR TO OUR MEETING



ERIC FRANTZ = SOLD

Choose The Best

You are selling your home important not only for its' memories, but also because it's one of the most important financial investments in your life.

For this reason, you want to be sure to choose the best professional to manage the sale.

I know what it takes to sell your home and I WILL go out and do it! My continued success stems from the drive, desire, integrity and experience necessary to achieve your real estate goals.

I certainly appreciate your time and trust and guarantee my innovative approach and high standards will exceed all your expectations.

Thank you for looking through my portfolio

Eric Frantz_{realtor}



Thank You

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Please know what a great pleasure it will be for me to assist you in the sale of your home. My sincerest thanks for the opportunity to show you how I can use my knowledge and expertise to market and sell real estate. I have prepared this booklet to help provide you with relevant information when selling a home. In addition, this booklet contains important background information which reflects my years of experience in the business as a real estate professional. Information about my company is also provided for your review.

Providing excellence in real estate service is not only my mission, but is truly my passion! I welcome the opportunity to assist you throughout the entire home selling process.

Warmest Regards,

Eric Frantz