

Facilitator Formula

How our Facilitator Formula® works for you:

Before you Sell

Preparing your home

Unlike an Advocate, the facilitator program walks with you from beginning to end.

Our job starts with a presales meeting where we provide you with a 'Before you sell to do list'. Based on years of experience in real estate and interior decorating, we can provide you with valuable tips we recommend you do, to ensure first impressions of your home to prospective buyers are not the last.

First impressions go a long way to achieving a top price. If buyers fall in love with your home the moment they walk in to your home, they will overlook any small defects. Plus, it ensures that you do not waste a single dollar of your marketing or advertising budget.

Many Agents will simply say 'put it on the market as it is', experience shows us that these properties take longer to sell and achieve a lower than market price.

So it is very important to make sure that your property is presented at its best before it goes on the market, if you want to get the best possible price. Of course there are times when you will need to sell quickly and do not have the resources or time to get a property totally ready, and we can certainly help you to sell regardless.

'Agent of Integrity'® selection

If we have already researched and approved an 'Agent of Integrity'®, we simply recommend and appoint one of our proven 5 star Agents to meet us on site, to appraise the value of your property and if you are happy with them and our service, then we proceed to listing it for sale. If we do not have an approved Agent in your area, or you want to be involved in the Agent selection process, we can arrange to meet with you and the three best performing Agents in your area, to interview, assess and appoint the right Agent for you.

During the sale

Our work does not stop simply with appointing an Agent which is what happens with most Advocates (finishes with finding an Agent and puts the property on the market), whereas with our **Facilitator Formula®** we are with you all the way through the selling of your property.

Once an 'Agent of Integrity'® has been appointed, we help, assess and edit the advertising copy and marketing schedule, using our years of experience, having sold thousands of properties. In short we know what motivates buyers, and what triggers them to make an offer.

We also help check and select the best photos needed to present your property for the market through our 'During the sale to do list'. We can also forward our selections and edited ad copy to you for final approval. You remain in total control throughout the selling process.

Many sellers have only sold one or two properties in their selling experience, so it is often difficult to judge what is the best advertising or marketing for their property. Some will spend too much, some will not spend enough. Our **Facilitator Formula®** guarantees the best possible marketing needed and result for your property for dollars spent.

Once the property hits the internet and papers, and buyers start to visit your property, the 'Agent of Integrity'® will provide us with regular buyer feedback reports via email and or over the phone to **MBA®**, which we in turn will forward to you together with our recommendations

This is part of our 'Real Estate Firewall Protection' this insulates you from possible manipulation by Agents looking to lower your expectations rather than pushing the buyers up. This 'Firewall' also guarantees a higher price, Agents can not talk directly to the seller about an offer or price, they have to come through **MBA®**.

Using our experience of selling thousands of properties, we can see through the 'untruths' and 'grey-truths' and ensure Agents do what you want them to do, which is to sell your property for the best possible price.

MBA® helps negotiate the offers, giving you time, to decide what you will or won't accept. Because we make sure that you do not come under pressure to accept any offer. We give you room to breathe and help you to make an informed decision, by providing you with the internet data, showing number of hits on the website, the buyer feedback from open inspections, buyer comments and comparable sales for similar priced properties.

Free Independent, professional real estate advice is available to you through us, throughout the whole selling process.

After Sale

We can connect you with storage and removal companies and keep track of the settlement process making sure that Agents and solicitors do what they're supposed to do. We regularly follow up the solicitor and Agents to see how settlement is proceeding, making sure any problems are brought to your attention and dealt with quickly and professionally – like having a 'big brother' in the business. We also provide you with an 'After Sale To Do list' to help you organise the move for settlement.

If you are thinking of buying, we can also forward your details and outline your property requirements to our many hundreds of 'Agents of Integrity'® that are on our system and because of our past dealings with them and because they want future business from us, you can be assured they will take care of you and your property needs.

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www.mikebrown.com.au



Mike Brown Advocacy
Your Connection for Real Estate

