

What's My Home Worth?

Seller's Information Package

Different view points establish different values!



Your Seller



You



Your Lender



Your Appraiser

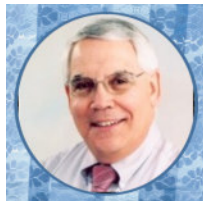


Your Tax Assessor

A correct view of value saves you precious time,
money and enhances your selling efforts!

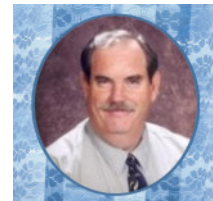


Team Mr Real Estate



Rod Stone

GRS, GRI, e-Pro



Dave Duncan

Certified Representative of

Dynamic Properties
Anchorage, Alaska



Thanks for allowing us the privilege to present to you an understanding of your home's current market value and the current market conditions and trends. The **HouseValues** system receives scores of buyer request for our local market. As the certified **HouseValues** representative for the Anchorage Area; I am contacted to assist these many buyers. This ongoing source of buyers may produce the buyer of your home!

If you are considering placing your home on the market please review the following information. We offer services that are far beyond what you may anticipate or have experienced in the past when working with a Realtor.

Meeting the needs of our client is our #1 goal. Coupled with our experience we make extensive use of systems and the Internet to get the job done. We have gone to great lengths to develop our online Buyer and Seller Seminars. When we are representing your selling interest we develop your own personal Web page to house all your transaction files. This information is password protected.

Implanted into your Web page is a bulletin board that establishes a clear, unobstructed line of communication. There's more, but let me just invite you to check us out for yourself.

Please take the time to review the material in this package and write down any of your concerns or questions for me.

Dynamic Properties
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Team Mr Real Estate



Rod Stone



Dave Duncan

Certified Representative of:



P.S.

**Anyone can list your home and place it on the market.
Our goal is not just to list your home but we aim to sell it!**

Certified Representative of
Dynamic Properties
Anchorage, Alaska

Special Invitation:

Visit our Web site designed especially for **you**.

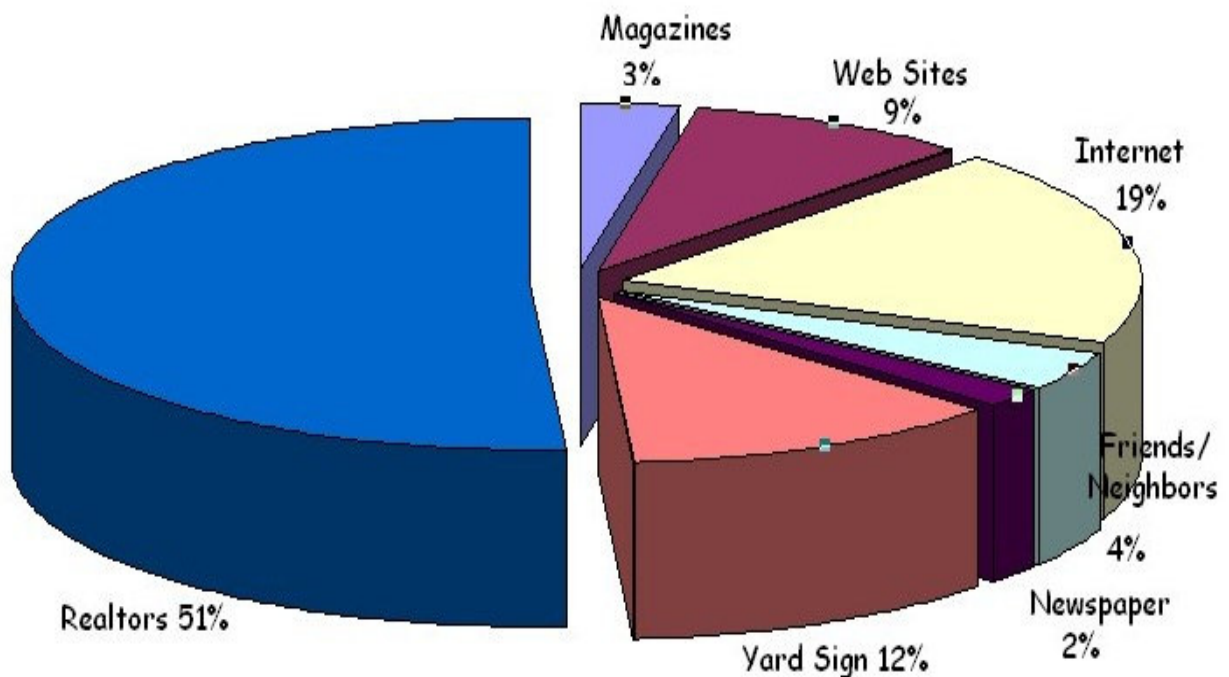


Team Mr Real Estate

www.Homes3030.com

Seller Seminar
Buyer Seminar
New-Email Listings

Where Do Buyers Come From?



Note:

The statistics shown above are from the National Association of Realtors and they reflect the national picture. Looking at the national picture, the Web and Internet combined equals 28%. It is interesting to note that when we look at Alaska, the Web and Internet plays a much larger role. For Alaska that combined figure is around 42%. One last trend worth noting is that newspaper ads, which by far are the most expensive, are the least effective! (63% of Generation-X does not subscribe to the newspaper.) Like it or not, it's a brand new world out there.

The "Mr. Real Estate" - No Hassle Listing

⇒ You introduce your home to a friend/relative or acquaintance and they buy – 3.5% commission.

This does not apply to a buyer exposed to the property by my team/office or another licensee. (Realtor is responsible for all advertising requirements)

⇒ Cancel the Listing at anytime.

Either party can cancel listing at any time. Cause of cancellation to be based only on no-performance or non-compatibility or agreed upon by both parties.

⇒ No advance fees of any kind.

You only pay a "Marketing Fee" if and when we produce an offer that meets your listing price and terms or otherwise acceptable to you.

⇒ "No Pressure" presentation.

We will never allow you to be "pressured" by the buyer's agent. All offers will be faxed or delivered to our office for our review and then brought to you for your viewing and consideration.



We're Team Mr. Real Estate
and you have our word!

Rod Stone
Dave Duncan

Try This Special No-Risk Offer!

Put more money in your pocket with our No Hassle "Marketing Fee" structure as outlined below. Most brokers will charge you the same fee no matter how your home sells...even if you find the buyer. With our No Hassle "Marketing Fee" you have complete flexibility...from "Full Service" to Do It Yourself.

- <6%> Another agent represents the buyer and receives a portion of "Marketing Fee" as outlined in MLS printout.
- <5.5%> We find the buyer and write the contract. There is no other agent involved. Our "Marketing Fee" is 5.5%.
- <3.5%> You introduce your home to a friend/relative or acquaintance and they buy with no other agent involved. We write the contract, and walk it through escrow for you. Our "Marketing Fee" is 3%

***We will deduct, out of our commission, the following costs: Home Inspection, Home Warranty and Staging if offered by you as the seller.

***We offer a "Home Warranty" that not only protects the buyer against major breakdowns but also protects you the owner if in our listing period something breaks down.



*Beat this offer and
I'll buy you Lunch!*

How We Present Your Property

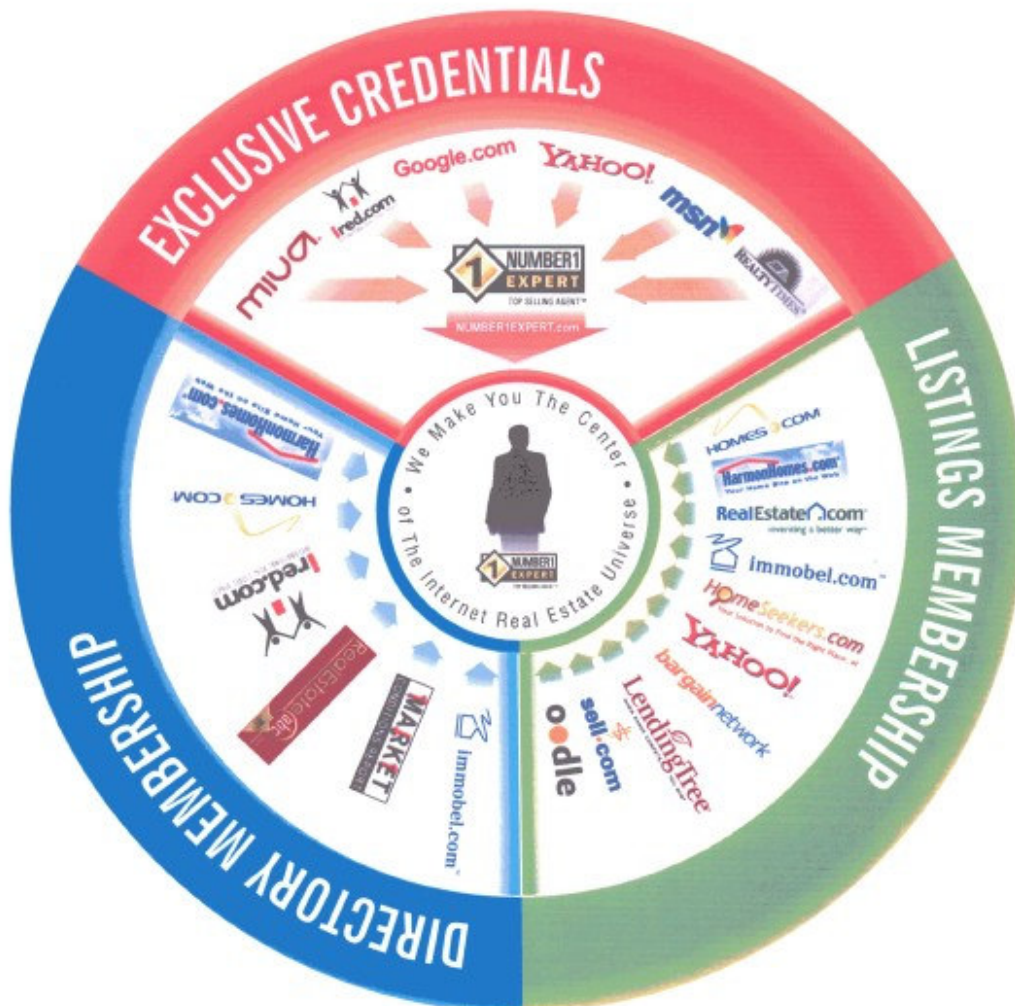
In the "Good Old Days," buyers would go to the newspaper and see what was for sale. Today 65% of "Generation X" doesn't even subscribe to the newspaper.

To enhance your selling efforts, "Team Mr. Real Estate" has invested heavily in an Internet presence. Besides our hub web site, www.Homes3030.com we have at least 15 other web sites through which we will advertise your property. Additionally, we are the Anchorage representatives for HouseValues and we are associated with the Number1 Expert referral system.



The pie chart below highlights our ability to expose your property to the Internet buyer. Besides positioning your property strategically in both Yahoo and Google, we will place your property in all the sites listed below plus www.Realtor.com.

We've got you covered!



30 Day Marketing Activity

- Take digital photos of property.
- Call/visit or mail out "just listed" notices to 20-30 neighbors.
- Put listing in MLS.
- Call or email 10 cooperating Realtors.
- Create property brochure.
- Set up open house.
- Place property on 5 personal Web sites.
- Follow up on open house guests.
- Conduct open house for neighbors.
- Put open house rider on For Sale sign.
- Contact my sphere of influence.
- Create and deliver Home Book to property.
- Place home on in "Featured Homes" within <http://homes3030.com>
- Place lockbox on property.



- Schedule home *Staging Coordinator* to evaluate property if applicable.
- Review price with seller 4 weeks into listing.
- Call all Realtors showing the home for their input.
- Discuss the property with fellow Realtors in office.
- Install brochure box.
- Send fax/email flyer to top 10% of area Realtors.
- Create Seller web page
- Check accuracy of MLS information.
- Order property information from Title Company.
- Conduct home inspection.



The first 30 days on the market are extremely important days. That's why we will pay close attention to making sure the above items are addressed and preformed.

20 Point Marketing Plan

Our goals are:

1. To help you get your property sold.
2. To help you get where you want to go on time.
3. To protect your interest and money.
4. To reduce the stress of selling your property.
5. To get you top dollar.



Our Marketing Plan:

1. **Pre-Inspection.** We will possibly suggest that you have the major systems in your home inspected by a home inspector to reduce the risk of any surprises when negotiating with a buyer.
2. **Staging.** We will assist you with preparing your home for sale by possibly suggesting that a stager/merchandiser come in and survey your home to make sure it has 100% buyer appeal.
3. **Home Warranty.** We will present you home to the market with all the major systems in your home to include all appliances, to be covered with a “Home Warranty” program. This is extremely attractive to buyers and it also covers you as the seller in our listing period!

Special Note: *I will reduce our commission by said costs to cover the three above items as part of our service to you. It is highly probable that if you take us up on this offer you will greatly enhance the salability of your home!*

4. **Pricing.** We will assist you with pricing your home based on a competitive market analysis. This will help you to set the best price for your home so that it will sell quickly and help you obtain top dollar.
5. **Sign.** We will place one of our distinctive, professional looking signs on your property within 24 hours to include a brochure box.
6. **Color Brochure.** We will create a property flyer and place a flyer box on your home.
7. **Property Pictures.** After staging is complete, we will take extensive digital pictures of your home.
8. **Lock Box.** We will place a lock box on your property to increase showings and provide you with the security of knowing who has shown your home.
9. **Multiple Listing Service (MLS).** We will enter your homes information into the MLS, giving your home exposure to over 1,200 Anchorage Realtors.

10. **Internet.** We will enter your home's information into 5 personal web sites and over 15 additional web sites to include Google.com, Yahoo, MSN, HomeSeekers.com, LendingTree, RealtyTimes and Realtor.com.
12. **Fax/Email to Top Realtors.** We will communicate with the top 3% Realtors in our market.
13. **Mail/Email to Neighbors.** We will communicate with 40 neighbors closest to your home.
14. **Personal Contact.** I will personally contact the 20 neighbors closest to your home to get their ideas on prospects for your home.
15. **Home Book – Buyer Information Package.** We will prepare an informational package containing most things a buyer will want to know- survey, school information, maps, utilities, zoning/association by-laws, property inspection report and etc.
16. **Open House.** (With Your Permission) I will hold an open house at least one weekend of each month. Three days before the open house, I will place a sign in front of your home promoting the open house.
17. **Listing Management.** We will manage the property showings to best fit your family's needs and desires. Our goal will be to make this a hassle free process, to be secure and safe at all times and provide the greatest amount of exposure possible.
18. **Transaction Management.** We will manage the details of your transaction to ensure that your contract closed on time – so that you can move on time. Over 90% of our contracts close on or before the closing date as compared to an industry average of less than 50%.
19. **Communications.** Our client communication system is unequalled in the business. We offer not only weekly updates but constant awareness of what is going on.
20. **Transaction (Personal) Web Page.** We will create for you your own web page file where all documentation, calendar events, follow-up activities and communications will be based and achieved. You will control this resource by your personal access code.

Note:

This marketing plan shall become a part of the listing agreement.

For your consideration

In the "Good Old Days" all we had to do was put up a yard sign and enter a property into the MLS system and in two to three weeks we could expect to receive multiple offers, all at or more than listing price. Today things have changed dramatically. We have gone from two to three weeks marketing time to three to four months plus, if we're lucky. There's a lot of inventory for the buyer to view so the question is, "How do we separate ourselves from the pack and get noticed?"

There are three important factors to consider if you're going to compete in today's market. The three selling factors that must be a part of your "game plan" are:

1. Expectations to include pricing and closing cost;
2. Extras to include incentives and carrots; and
3. Exposure to include - "Hey world - here I am, look at me!"

The team leader for "Team Mr. Real Estate" is Rod Stone with over 28 years of local real estate experience. The above information is just scratching the surface and this is our attempt to get you started. You must know, understand and master these 3 selling factors if you are to be successful as a seller. "Team Mr. Real Estate" will take your selling efforts to an unexpected level of professional service and help you master these 3 selling elements.

Rod Stone



My team knows the Anchorage market, has the experience to make things happen and has the systems to carry you through from start to finish. Plus, we have an unmatched track record of over 25 years!

Dynamic Properties

"A Company Profile"

Alaska's largest independent real estate company;



- Over 150 licensees and support staff;
 - Offices in Anchorage and the Mat Su valley;
 - Broker/Owner Jackie Danner;
 - Founded in 1970;
-
- Unmatched reputation and integrity;
 - A business founded on service and honesty;
 - A group of people that puts its clients interest first;
 - A company ready and able to service the real estate needs of "The Great Land."

Realtor Profile:

Rod Stone

Alaska Real Estate License # (4556)

Professional Designation:

- 1 GRI (Graduate Realtors Institute)
- 2 e-Pro (E-mail/Internet Institute)
- 3 CRS (Certified Residential Specialist)

Experience:

Rod Stone has been licensed in the state of Alaska as an Associate Broker since 1978. He has served as manager/broker of Century 21 Krinik Realtors and as owner/broker of his own company, ERA Goldpanner Realty. Over the years he has successfully trained hundreds of real estate sales agents and assisted thousands of buyers and sellers with their real estate needs. This unique background and extensive knowledge of our Anchorage real estate market, along with some just plain hard work has allowed Rod to be counted in the top three percent of our local real estate professionals.

Benefits:

28 years of experience
Extensive market knowledge
Skilled Negotiator
FHA, VA, Conventional loan expert
Team of Professionals
Unmatched web site
Online Buyer's Seminar
Personal client Web page
Unparalleled communication system
Hundreds of satisfied buying clients!

Give us a call or email today. We would be honored to assist you.

Rod@RodStone.com

Our pledge to you is to offer you:

Service that is unmatched;
Communication system that is unparalleled;
Results which are unsurpassed!



Team Mr Real Estate

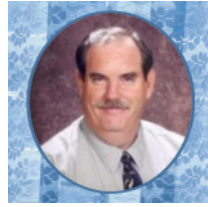
Rod Stone

GRI, e-Pro, CRS
Dynamic Properties

Realtor Profile:

Dave Duncan

Alaska Real Estate License # (16506)



Team Mr Real Estate

Experience

Dave Duncan has been licensed in the state of Alaska since 2005. He is a member of the board of Realtors. He has lived in Alaska for 26 years and has bought and sold many properties along with assisting many clients in their buying and selling. During his 26 years he has gained much experience in real estate. He is also a school teacher, coach, youth leader, athletic program director and avid hunter, fisher and pilot. His unique background in Alaska has given him extensive knowledge of the real estate market.

My Background:

26-years of experience

Extensive market knowledge

Skilled Negotiator

FHA, VA, Conventional Loan expert

Team of Professionals

Unmatched web site

On-line Buyers Seminar

Personal client Web page

Unparalleled communication system

Hundreds of satisfied real estate clients!



Our pledge to you is to offer you:

Service that is unmatched

Communication system that is unparalleled

Results which are unsurpassed

Dave Duncan

Steps in the Buyer/Seller Process

BUYERS

Start

Prospect considers the purchase of a home.



Buyer selects Lender and pre-qualifies



Realtor explores financial aspects and buyer's needs.



Realtor selects homes that meet the buyer's requirements.



Buyer selects home.



Realtor writes & present offer



Counters Negotiated



Offer Accepted.

Home Inspector selected-
review home inspection report
– Negotiate requested repairs



Lender reviews and approves
buyers loan



.Title company receives loan
package from lender – draws
up closing documents



Final walk through of property.



Day set for closing



Signing of papers



Next business day title
recorded and transferred to
new owners

Closed

SELLERS

Start

Homeowner decides to sell.



Seller selects Realtor and
establishes price & terms.



Seller prepares the home for
marketing.



Realtor markets the home.



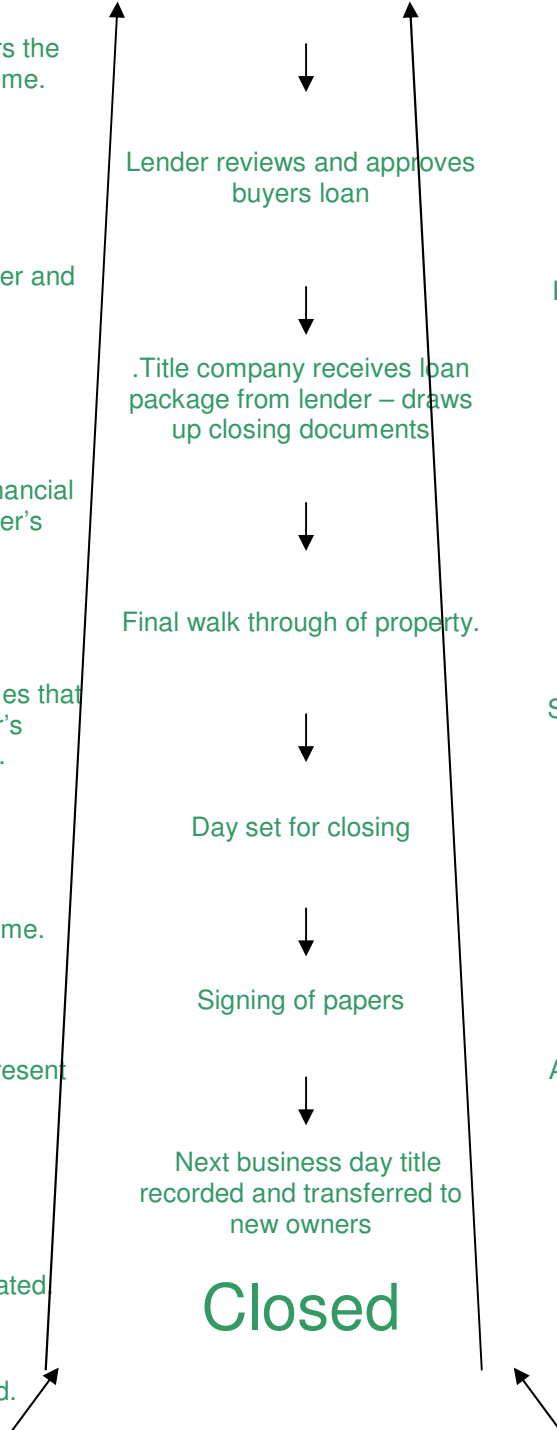
A showing results in an offer
through Realtor.



Counters Negotiated



Offer Accepted.



Selling a home successfully
is an exercise in understanding
&
mastering three key elements:



1. Understanding & working within your buying capabilities
2. Understanding current market trends/conditions absorption rates
3. Formulating & exercising a successfull selling game plan.

http://www.homes3030.com/mkt_stats.pdf



Rod Stone
Dave Duncan

The Myths and Realities of Selling Costs!

Some believe that by cutting the Realtor marketing fee one saves a bunch of money. **In fact** – they are losing money and taking on unnecessary added risk that could cost dearly. As your real estate professional I will **in fact** save you money, time and represent/protect your interests.

Cost will always be a part of the selling process. Here's a short list of your cost:

- Taxes – any special considerations to note, or advantage to explore?
- Financing – how will my bottom line be affected?
- Home Inspection – what repairs are necessary, can seller choose?
- Appraisal – how much, when, and who will defend my price?
- Title Insurance – who pays, when and why?
- Real Estate marketing fees – what's best and who pays?
- Security – what's at risk?
- Convenience – do I really have the time, knowledge and patience?

For Sale by Owner (FSBO) hidden costs are not free. Consider the following:

- Ad programs – who pays the bill?
- Buyers – who's screening and qualifying these strangers?
- Process – who's protecting my interests?
- Sale – who's in charge, & who is drawing up the paper work?
- Law suits – who's on my side?

What's the value of my professional Realtor services?

- ✓ 3% to 5% increase in sales price.
- ✓ 29% shorter marketing time.
- ✓ 86% of all FSBO's list.
- ✓ 93% of all buyers use a realtor.
- ✓ 100% peace of mind!

Again, the trick is not eliminating costs - that simply is not possible. Managing and understanding the cost is the secret. Why do you think my lawyer, doctor, professional clients call on my team when it comes time to upgrade, sell or find a home for one of the kids? They know that too much is at stake. Over the years I have asked some of these individuals why, with their background and experience, do they use my services as a professional Realtor? In order of importance they have said my service **save them money and time, protects their interests and gave their spouse peace of mind.** We would be delighted to work with you and produce these same results for you!



Team Mr Real Estate



Rod Stone



Dave Duncan

Certified Representative of:



ALASKA REAL ESTATE COMMISSION **CONSUMER PAMPHLET**

About This Pamphlet:

In Alaska, a Real Estate Licensee is required by law to provide this pamphlet outlining the duties of a real estate licensee. After you have read the information contained in this pamphlet, please acknowledge receipt by signing page 2 and return it to the real estate licensee who provided it to you. Your cooperation is appreciated.

There are four different types of relationships established by Alaska Real Estate Law:

>Specific Assistance – Licensee owes “Duties owe by a Licensee in all Relationships” as described in this Pamphlet.

>Representation – Licensee owes “Duties Owed by a Licensee when Representing a Party” as described in this Pamphlet.

>Designated Licensee – This occurs when a Licensee represents or provides specific assistance to a party to a transaction and another Licensee within the same company represents or provides specific assistance to the other party in the same transaction.

>Neutral Licensee – This occurs when a Licensee does not represent either party but provides specific assistance to both parties in the same transaction. The parties must authorize the Neutral Licensee relationship by signing the “Waiver of Right to be Represented” form.

Duties owed by a Licensee in all Relationships:

- Exercise reasonable skill and care;
- Deal honestly and fairly;
- Present all written communications in a timely manner;
- Disclose all material information regarding the physical condition of a property;
- Account for all money and property received.

Duties owed by a Licensee when Representing a Party:

- Duties owed by Licensee in all relationships listed above;
- Not knowingly do anything that is adverse or detrimental to your interest;
- Disclose all conflicts of interests to you in a timely manner;
- If a matter is outside their area of expertise, advise you to seek expert advice;
- Not disclose confidential information, even after the relationship ends, from or about you without written permission, except under a subpoena or court order;
- Make a good faith and continuous effort to accomplish your real estate goals. However, once you have entered into a specific real estate transaction agreement, their efforts refocus on its successful completion.

Your Real Estate Licensee may also work with a variety of other clients (they represent) and customers (they provide specific assistance to) in different working relationships. In those situations, representing or providing specific assistance to other sellers, buyers, lessors, and lessees does not create a conflict of interest while working with you, or within the duties mentioned above.

Occasionally, as a Seller of Lessor, a situation may arise that your Real Estate Licensee also is representing another client (Buyer or Lessee) who then becomes interested in your property – or vice versa.

Prior to showing the property, the Real Estate Licensee must obtain a written approval to be a Neutral Licensee for both parties. A Licensee may not show property as a neutral licensee without obtaining your written consent entitled “Waiver of Right to Be Represented” and it will restate the duties outlined above and additional ones owed by your Real Estate Licensee.

Alaska real estate law allows, but does not require, you to Preauthorize a Licensee to be a “Neutral Licensee”. Having a different designated Licensee working for a seller or lessor and for the buyer or lessee in the same real estate transaction does not create dual agency or conflict of interest for the real estate broker of for a Licensee employed by the same real estate broker.

Duties **NOT** owed by a Real Estate Licensee:

Unless agreed in writing otherwise, the following are the duties your Real Estate Licensee does not owe to you:

- *To conduct an independent investigation of a property;*
- *To conduct an independent investigation of anyone’s finances;*
- *To independently verify the reliability of the accuracy or completeness made by a party to a real estate transaction;*
- *To show or search for properties without compensation.*

<THIS DISCLOSURE PAMPHLET IS NOT A CONTRACT>

The Licensee anticipates compensation to be paid by ___ buyer/lessee, ___ seller/lessor, or both to the real estate brokers in the real estate transaction.

I understand and acknowledge receiving and reading this pamphlet on the type of relationships I may have with the real estate Licensee (including the broker).

Understand and acknowledge that Rod Stone (Licensee) of Dynamic Properties (Company) will be working with me under the following relationship:

- _____ Specific Assistance without Representation
- _____ Representing the Seller/Lessor only (may assist Buyer/Lessee)
- _____ Representing the Buyer/Lessee only (may assist Seller/Lessor)
- _____ Under preauthorized Neutral Licensee (Attached “Waiver of Right to Be Represented”)

Date: _____ Time: _____

Date: _____ Time: _____

Date: _____ Time: _____
Real Estate Licensee

Date: _____ Time: _____
Real Estate Company

ALASKA REAL ESTATE COMMISSION
WAIVER OF RIGHT TO BE REPRESENTED

About This Pamphlet:

In Alaska, Real Estate Licensees are required by law to provide this document, in conjunction with the "Consumer Pamphlet," outlining the duties of a real estate licensee when acting in a neutral capacity. After you have read the information please indicate your approval by signing below and returning it to the licensee you are working with. Your cooperation is appreciated.

Duties of a Neutral Licensee:

Occasionally, a Licensee is "Representing" a client (Buyer or Lessee) that has interest in acquiring a property where the Seller or Lessor is also "Represented" by the same Licensee. Prior to showing the property, the Licensee must obtain written approval from both parties to change their working relationship from representation to providing specific assistance in a neutral capacity.

A Licensee in a "Neutral" capacity owes both parties the following duties:

- *Exercise reasonable skill and care;
- *Deal honestly and fairly;
- *Present all written communications in a timely manner;
- *Disclose all material information regarding physical condition of a property;
- *Account for all money and property received;
- *Not knowingly do anything that is adverse or detrimental to your interests;
- *Disclose all conflicts of interest to you in a timely manner;
- *If a matter is outside their area of expertise, advise you to seek expert advice;
- *Not disclose confidential information, even after the relationship ends, from or about you without written permission, except under a subpoena or court order to include:
 1. What you are willing to pay or accept for the property.
 2. What terms you are will to accept, if different than what you have offered.

In the event of the situation described above, I hereby acknowledge that I am waiving my right to be "Represented" and authorized the undersigned Licensee to act in a "Neutral" capacity.

| | | | |
|----------------------------|------|----------------------------|------|
| Buyer/Seller/Lessee/Lessor | Date | Buyer/Seller/Lessee/Lessor | Date |
| Real Estate Licensee | Date | Real Estate Company | Date |

Additional Authorization:

I hereby authorize the "Neutral" Licensee to engage in the following conduct in a good faith effort to assist in reaching final agreement in a real estate transaction:

Analyzing, providing information on, or Reporting on the merits of the transaction to each party;
Discussing the price, terms, or conditions that each party would or should offer or accept; or Suggesting compromises in the parties' respective bargaining positions.

| | | | |
|----------------------------|------|----------------------------|------|
| Buyer/Seller/Lessee/Lessor | Date | Buyer/Seller/Lessee/Lessor | Date |
|----------------------------|------|----------------------------|------|