The Kristan Cole Team



Marketing Book

Kristan Cole Team
Setting a Higher Standard

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Kristan@KristanCole.com · www.KristanCole.com

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Our Master Pricing Strategy .....

You Control The Sale Of Your Home .....

Setting The Right Price .....

Benefits Of Pricing At Market Value .....

What Are Buyers Really Saying About Home Prices? .....

What Is Your Home Worth? .....

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Homes Sold 1999-2006 .....

Relocation Services .....

Mission Statement

To provide the highest quality of professional real estate representation by continuously improving our marketing & customer service.

We believe that creating master marketing & pricing strategy as well as satisfying our client is simply the minimum requirement for staying in business.

10 WAYS TO PREPARE FOR YOUR CONSULTATION WITH THE KRISTAN COLE TEAM

1. Pop your popcorn in the microwave.
2. Relax & enjoy your popcorn while watching the enclosed *Pricing Your Home To Sell* movie.
3. Fill out the enclosed Kristan Cole Team property information forms.
4. Have three extra keys made.
5. Locate summer photos.
6. Start looking around at all of the Kristan Cole Team SOLD signs.
7. Make a list of the features that your home has that were important to you in your buying process.
8. List any improvements to your home since you've moved in *(please be specific and include dates, if possible)*.
9. List any important descriptors about your home that you believe should be in our advertising.
10. Read this marketing book and discover the reasons why putting the Kristan Cole Team to work for you would be in your best interest.



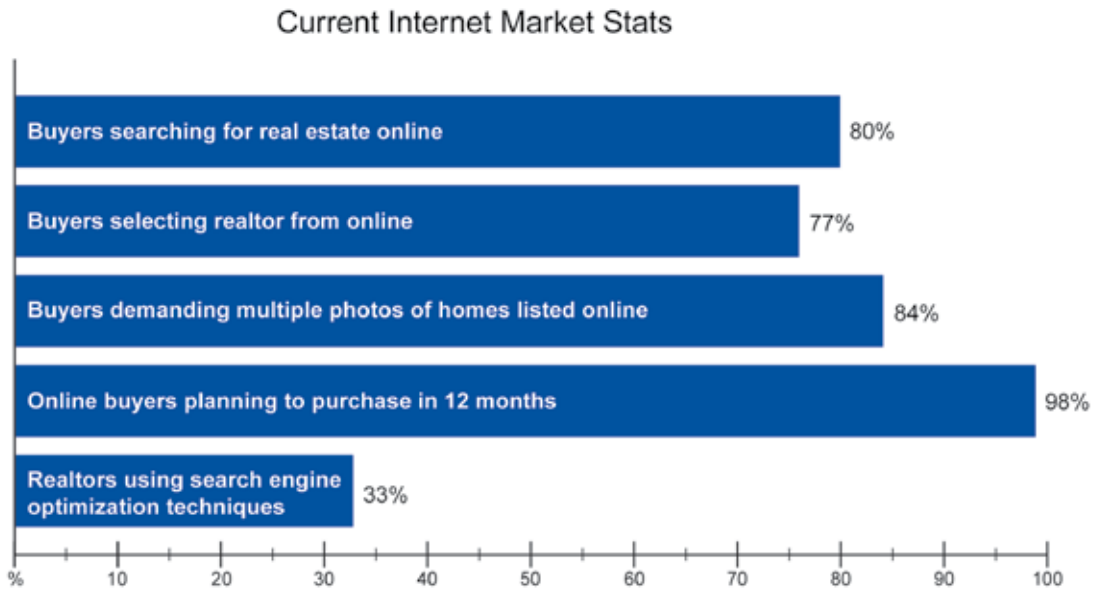
Kristan Cole's Unique Master Marketing Plan

WHILE TRADITIONAL MARKETING IS IMPORTANT, IT'S JUST NOT ENOUGH ANYMORE

It's a new age in marketing when it comes to selling your home. Sticking a sign in the yard and advertising in the local newspaper just won't cut it anymore. While these traditional real estate marketing strategies are still valuable and available from the Kristan Cole Team, we also offer our sellers much more through our online marketing presence.

Our unique online marketing program is an enhancement most real estate agents will never be able to match. As the market continues to change, our proactive strategies are adjusted accordingly to correctly time the marketing of your home. Our highly effective marketing plan is based on Kristan's 23+ years of experience combined with the single most effective online marketing presence in Wasilla, Palmer and Girdwood.

Here is why online marketing is incredibly important for sellers—and a strategic focus of the Kristan Cole Team.



How does the Kristan Cole Team utilize this information to the advantage of sellers? Our website, www.KristanCole.com, incorporates everything a real estate website needs to immediately attract a potential buyer and then provide them with the information they need to find your home.

Maximum Exposure on the Internet

Google™

#2 Wasilla Real Estate
#2 Wasilla AK Real Estate
#2 Wasilla Homes
#2 Wasilla Alaska Homes
#3 Wasilla Alaska Real Estate
#3 Wasilla Homes For Sale
#3 Wasilla AK Homes
#4 Palmer Alaska Real Estate
#4 Palmer Alaska Homes For Sale
#4 Wasilla AK Homes For Sale
#1 Wasilla Luxury Homes
#1 Wasilla AK Luxury Homes
#1 Wasilla Alaska Luxury Homes
#1 Palmer Luxury Homes
#3 Palmer Alaska Luxury Homes
#1 Palmer Alaska Starter Homes
#1 Palmer AK Starter Homes
#10 Palmer Real Estate
#5 Palmer AK Real Estate
#4 Palmer Alaska Homes For Sale
#2 Alaskan Estates Homes For Sale
#4 Palmer Neighborhoods
#5 Palmer AK Homes For Sale
#4 Wasilla AK Homes For Sale
#4 Homes In Wasilla
#2 Wasilla Home Buying
#1 Wasilla Home Selling
#8 Wasilla Real Estate News
#3 Palmer Real Estate News
#6 Wasilla Real Estate Listings
#1 Wasilla Property Search
#5 Girdwood Property Search
#9 Girdwood AK Real Estate
#2 Wasilla Real Estate Agent

YAHOO!®

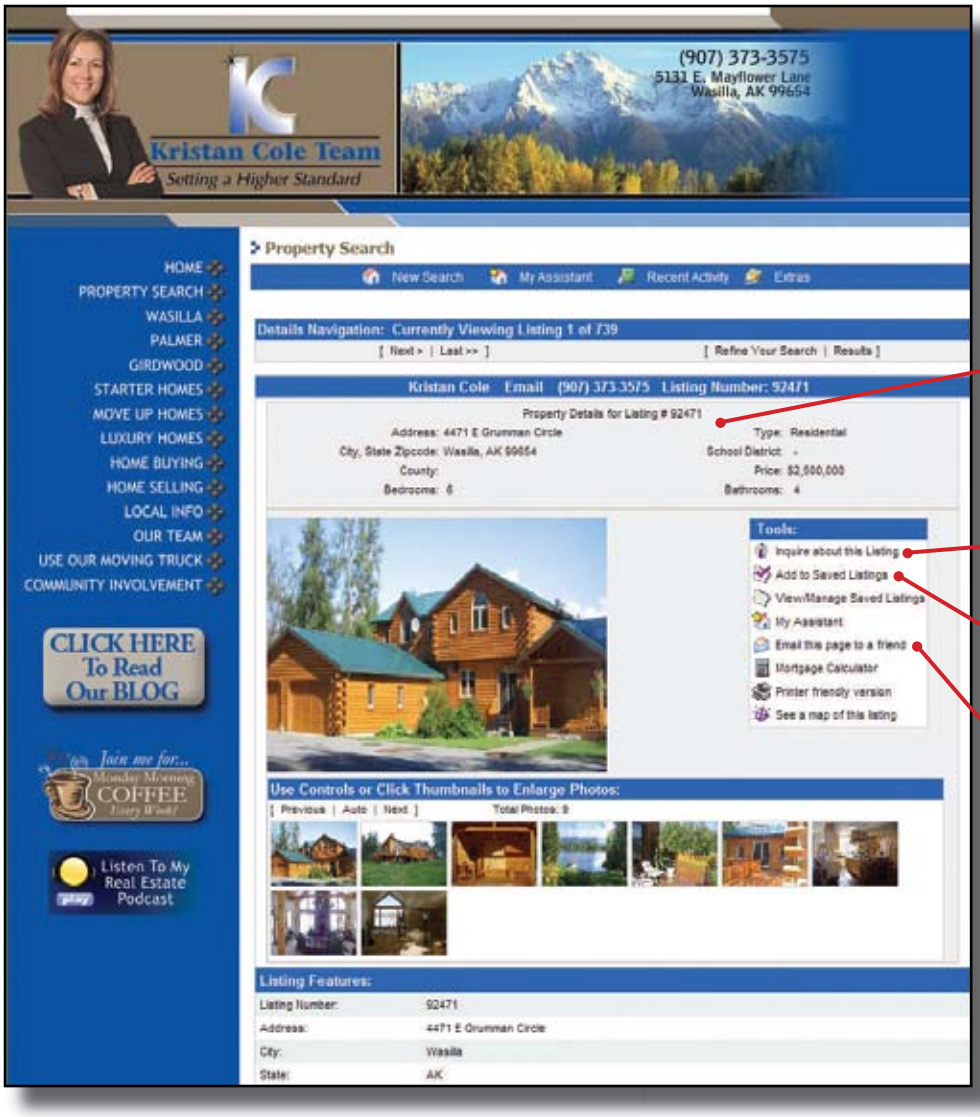
#1 Wasilla Real Estate
#3 Wasilla AK Real Estate
#3 Wasilla Homes
#2 Wasilla Alaska Homes
#3 Wasilla Alaska Real Estate
#2 Palmer Alaska Real Estate
#4 Palmer Alaska Homes For Sale
#1 Palmer AK Luxury Homes
#1 Palmer Alaska Luxury Homes
#1 Palmer Alaska Starter Homes
#1 Palmer Luxury Homes
#1 Homes In Wasilla
#2 Wasilla Home Buying
#1 Wasilla Home Selling
#4 Wasilla Alaska Homes For Sale
#2 Wasilla Neighborhoods
#5 Girdwood Homes For Sale
#3 Girdwood Alaska Real Estate
#7 Girdwood AK Real Estate
#6 Girdwood Homes
#1 Wasilla Schools
#1 Wasilla Move Up Homes
#1 Wasilla Starter Homes
#2 Wasilla Neighborhoods
#1 Wasilla MLS Search
#9 Wasilla MLS Properties
#6 Wasilla Featured Homes
#1 Wasilla Real Estate Agent

msn®

#1 Wasilla Homes
#2 Wasilla Real Estate
#2 Wasilla Alaska Real Estate
#6 Wasilla AK Real Estate
#4 Wasilla Homes For Sale
#3 Wasilla Alaska Homes
#9 Wasilla Alaska Homes For Sale
#1 Wasilla Homes For Sale
#9 Wasilla Alaska Homes
#1 Wasilla Starter Homes
#1 Wasilla Luxury Homes
#1 Wasilla Move Up Homes
#1 Wasilla AK Luxury Homes
#1 Wasilla AK Starter Homes
#1 Wasilla Neighborhoods
#1 Wasilla Realtor
#8 Wasilla Home Buying
#9 Wasilla Home Selling
#1 Wasilla Property Search
#4 Girdwood Property Search
#6 Girdwood AK Real Estate
#2 Girdwood Real Estate
#3 Wasilla Real Estate
#3 Wasilla Alaska Real Estate
#5 Wasilla Alaska Homes For Sale
#5 Palmer Alaska Homes For Sale
#1 Palmer Alaska Real Estate
#8 Palmer Real Estate
#8 Palmer Homes For Sale
#1 Girdwood Real Estate
#6 Girdwood AK Real Estate
#5 Girdwood Alaska Real Estate
#5 Girdwood Homes
#6 Girdwood AK Real Estate

People searching for homes in the Wasila, Palmer and Girdwood real estate markets using major search engines such a Yahoo!, Google, and MSN can often locate the Kristan Cole Team at the top of the rankings. This creates top-of-the-mind awareness and increases the likelihood that a buyer will visit our website and view your home listing first.

User-Friendly Features



Your Home Will Feature Detailed Listing Information And Multiple Photos To Engage The Buyer. Homes With Multiple Photos Get 300% More Views Than Homes With Only One Photo!

Buyers Can Inquire About Your Home Quickly and Easily

Buyers Can Save Your Listings To Their Favorites

Buyers Can Email Your Listing To Anyone!

Once a potential buyer has located the Kristan Cole Team's website, a variety of easy-to-use search tools and other features enable them to locate the home they are searching for and share it with others!

Attracting Buyers to Your Home

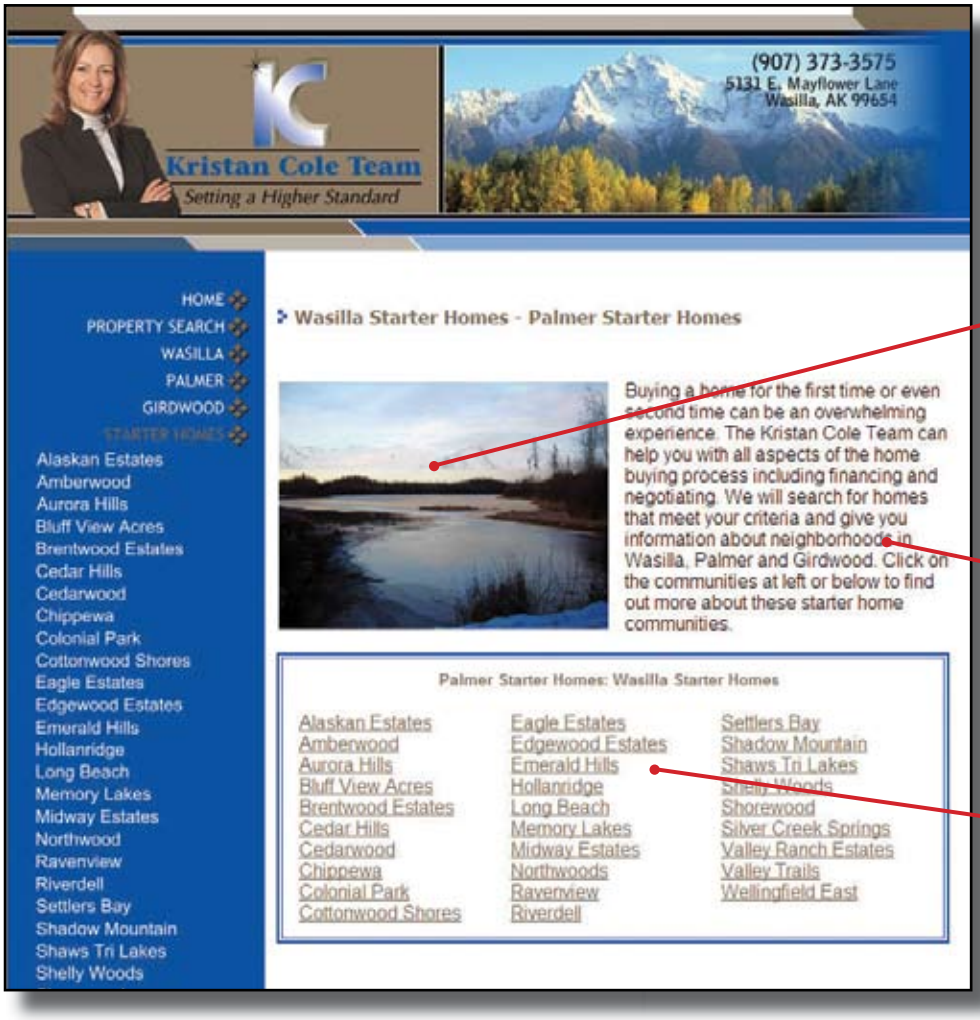


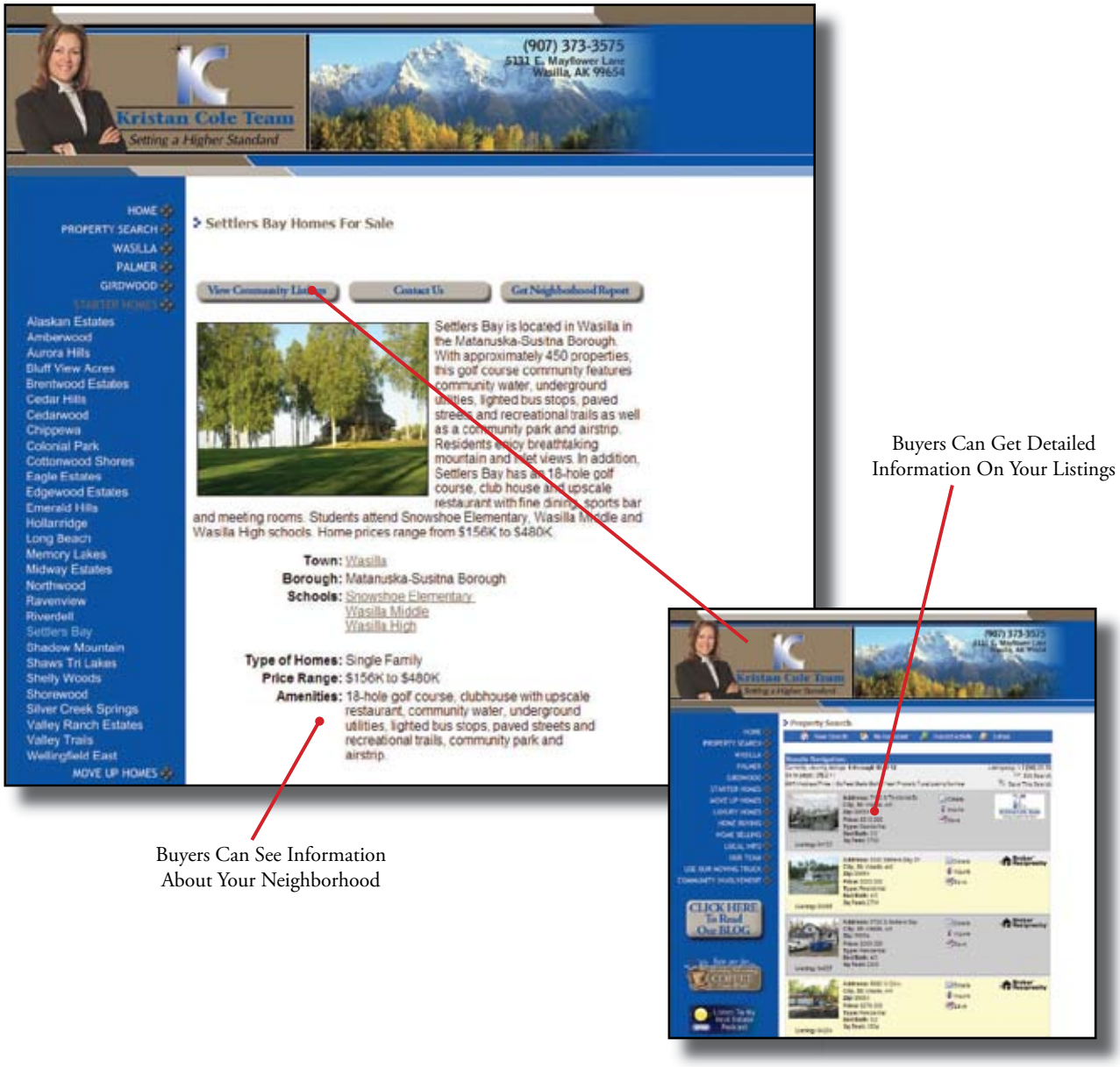
Photo Slide Show
Of Surrounding Area

Custom Content

Neighborhoods
Listed By Lifestyle

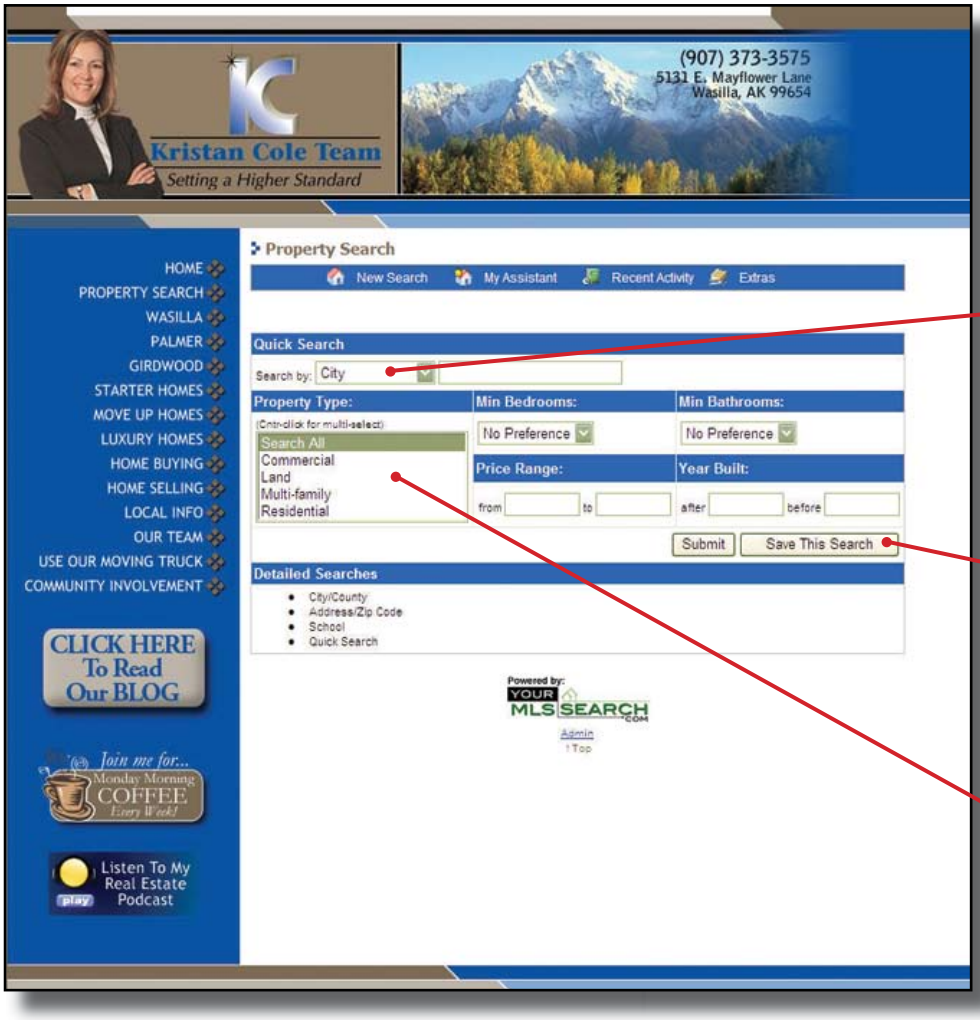
Buyers look at more than size and price when it comes to buying a home. Our site offers additional real estate information on specific neighborhood lifestyles including sections like Starter Homes, Move Up Homes and Luxury Homes. In fact, the National Association of REALTORS® reports that 35% of online buyers were seeking the exact kind of information available on www.KristanCole.com. The more information, the better chance of bringing a buyer to your door!

Extreme Marketing for Your Neighborhood



Buyers tend to look for homes by a specific community. For that reason, we feature your neighborhood and include important information such as current available properties, neighborhood reports, and more. This also allows buyers to find your listing in "one click" instead of searching the entire listings database.

Make Your Home Readily Available as a Favorite



Buyers Can Search By City, Address And MLS Number

Buyers Can Save Your Listing To Their Favorites

Buyers Can Search By Property Types

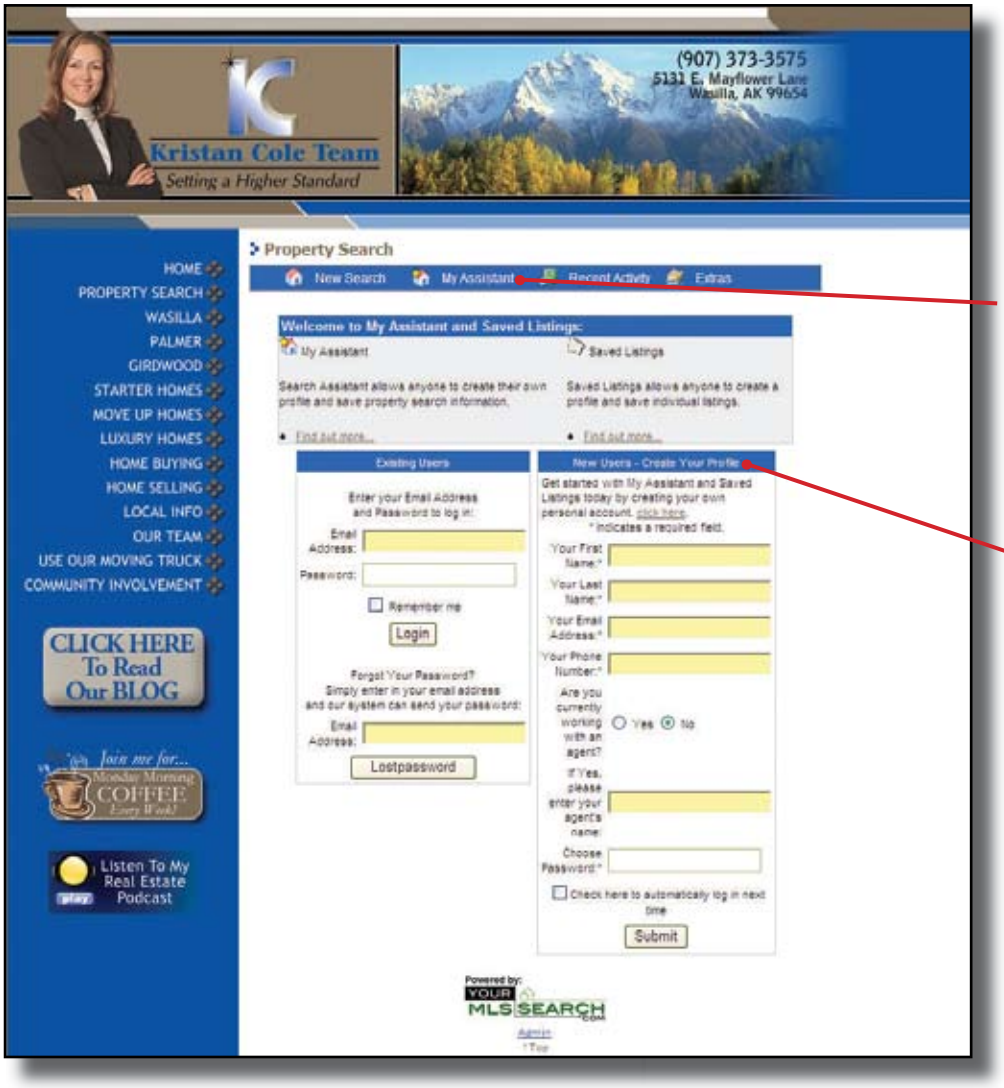
When buyers find your home on our website, they can save your home in their "favorites." That way, even while they browse other properties, the buyer can easily get back to your home's listing. When your home is added to our website, an email goes out to buyers in our database looking for your type of home.

Marketing Your Luxury Home



For our sellers with a luxury home, we offer a specific section to showcase our luxury home listing inventory. Luxury homes are exclusive properties and they require unique marketing. Buyers looking for luxury listings can easily find additional information about your property and its luxurious features. This is just another way for consumers who are looking to purchase a home to access your home's listing information.

Instantly Announce Your Property to Buyers



View Saved Listings

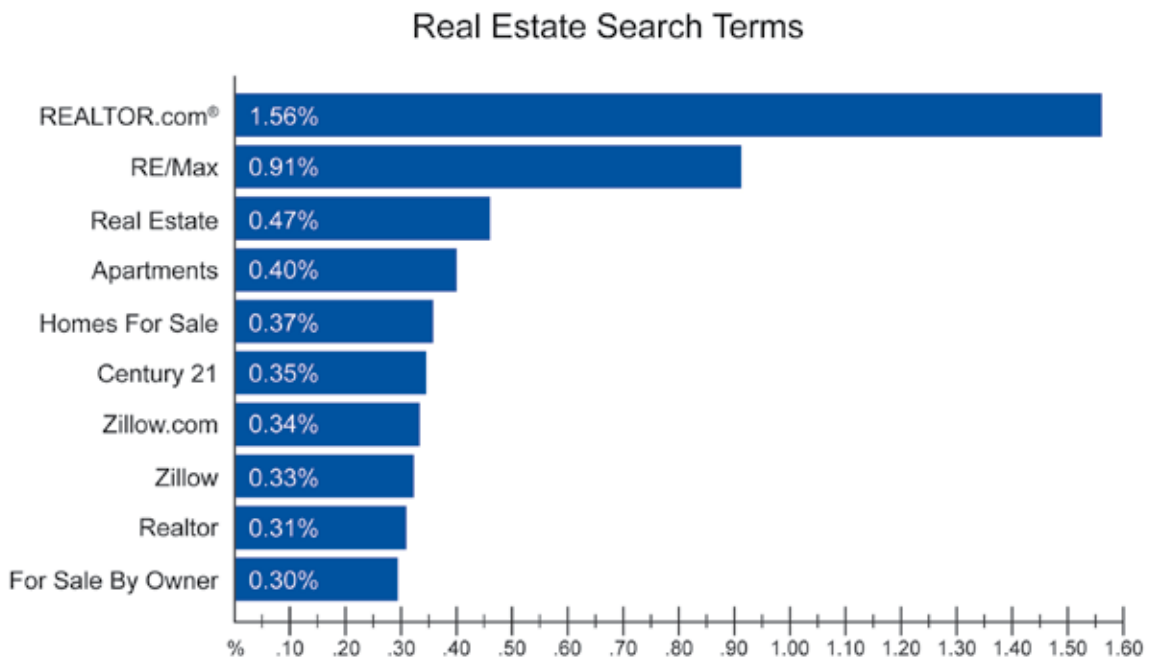
Your Home Will Be Emailed To Our Buyer Database

Our website not only provides incredible information about your home to those currently searching our site, but will also inform our previously registered buyers that your home has been added to our listings. Now, your home's information could be sent to anyone who has visited our site and registered before!

Our REALTOR.COM® Website

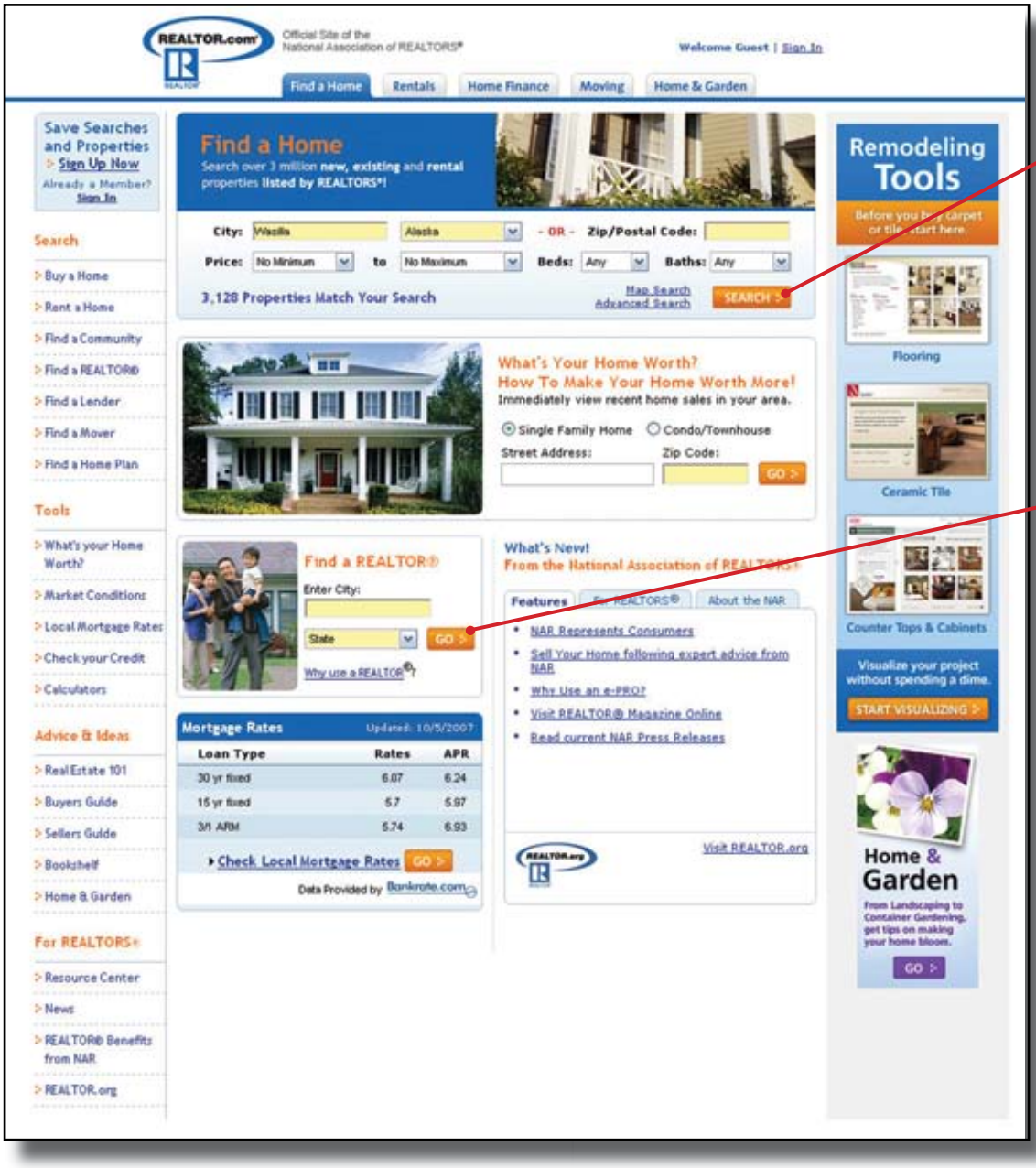
Not only does Kristan Cole's website www.KristanCole.com work to attract potential buyers, we have also implemented additional online strategies to direct buyers to our listings. Our online marketing strategy also utilizes the #1 real estate website in the U.S. to maximize traffic to our sellers — REALTOR.com®.

When online consumers begin looking for real estate on the Internet, the majority of them start their search by using the term REALTOR.com®. The following graph shows the percent results of search terms used by potential buyers seeking the best sites for real estate.



As an advantage to our sellers, the Kristan Cole Team holds one of the select few featured homes premier positions in the Mat-Su area, giving us top billing on the #1 real estate website and giving our featured homes an average of 20 times more exposure!

Maximum Exposure for Your Home on REALTOR.COM®

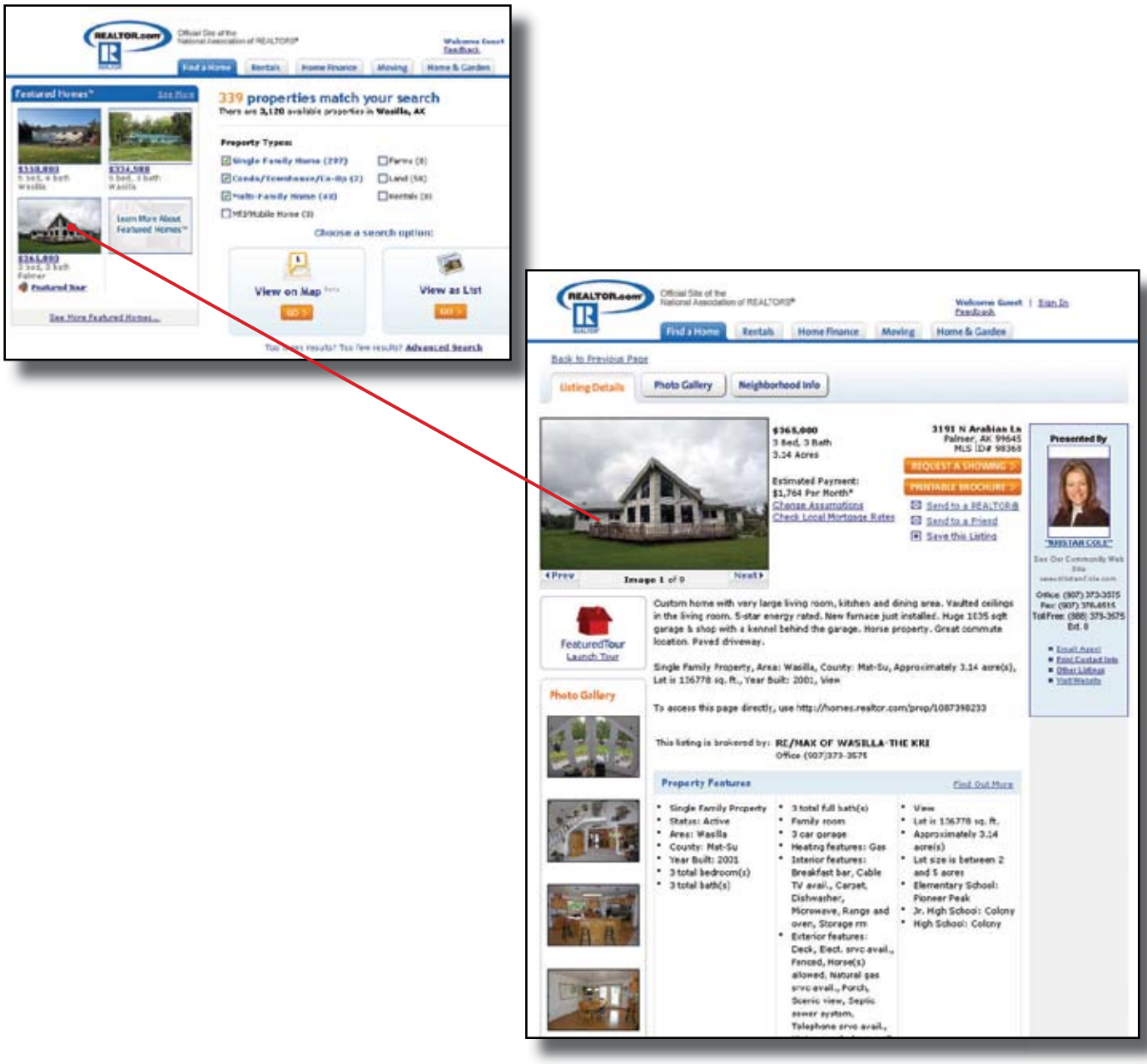


Buyers Can Search For Your Listings

Buyers Can Locate The Kristan Cole Team Quickly

The immense popularity of REALTOR.com® is an added marketing asset for sellers using The Kristan Cole Team. Combined with our variety of subscription services for potential buyers and our www.KristanCole.com website, our sellers have an amazing advantage over others seeking a buyer!

Your Home Featured on REALTOR.COM®



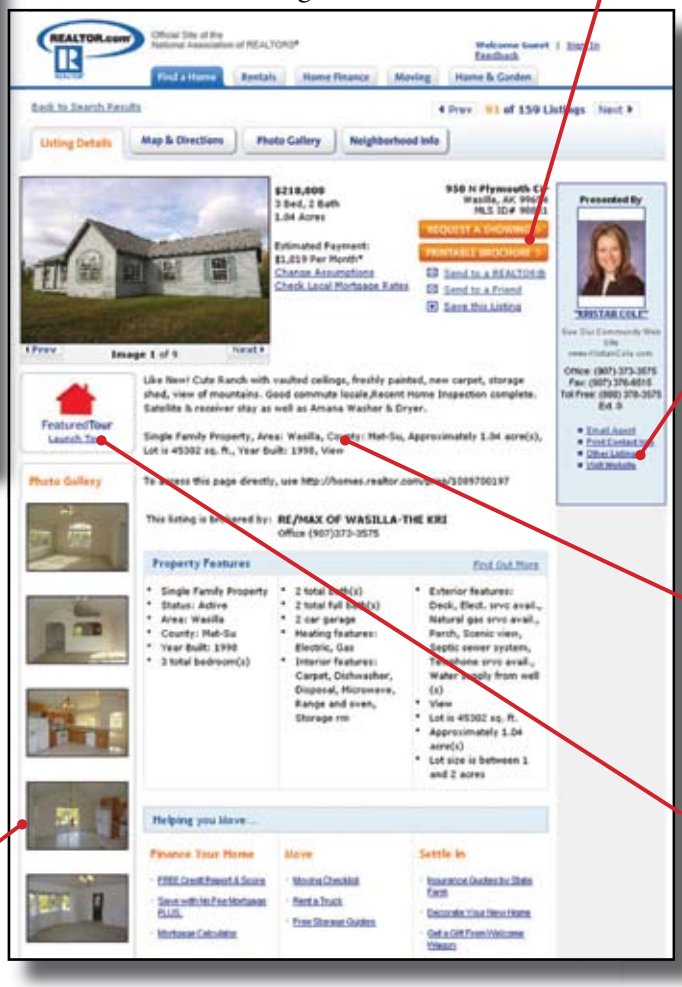
Your home will be a "Featured Listing" on REALTOR.com®. When buyers search by town or zip, your home will be seen first before other listings with the same search criteria! We hold one of the select few featured REALTOR® positions on REALTOR.com®, giving us the opportunity to communicate with more buyers and generating a greater demand for your property and thus possibly a higher price!

Standing Out Against Other Listings

Most Listings Look Like This



While Your Listing Will Look Like This



Buyers Can Request A Showing Or Print A Brochure

Buyers Can Ask For More Information While Online

Personally Written Ad Copy To Compel Buyers

Buyers Can See A Virtual Tour Of Your Home

Missing Photos and Description

No Way To Email For Information

Buyers Can See More Photos

All listings in the Multiple Listing Service get sent to REALTOR.com®. We make sure your home is more prominently displayed compared to other listings to drive more traffic to your home. We do this by showcasing your home with multiple photos and a visual tour because we know that this is what 84% of consumers want when searching online. Also, when consumers "search by photos" on REALTOR.com®, your home will display before those without these added features.

Results

WE SELL HOMES FASTER & FOR MORE MONEY THAN ANY OTHER REALTOR®*

Generally speaking, the laws of supply and demand influence the favorable pricing of a home. Accordingly, it is possible that the more exposure a property receives, the greater the potential demand - which may result in more competition for your property. It is for that reason that we employ the featured homes position on the REALTOR.com® website. While no one can guarantee a certain price for your home, we use this powerful marketing system to ensure that your home receives maximum exposure, which in turn can generate the maximum price. We want to sell your home for more money.

- On average, our sales-to-list price ratio is higher than the average REALTOR®. What that means to our sellers is that they receive $3,348.00 more money on average than other sellers.
- No REALTOR® can guarantee in advance of a signed contract between a seller and a buyer exactly what the home will sell for. A REALTOR® representing sellers should do everything within reason to maximize the marketing of that property in order to produce the highest price and best terms for his or her seller.
- Net result — our sellers' homes sell faster and for more money on average than any other sellers.

* Based on VBR MLS statistic for the average REALTOR® during the last 18 months within the Palmer-Wasilla areas.

Traditional Marketing Strategies

- **The Kristan Cole Team is comprised of 13 licensed everyday team members** whom are in the office to answer calls from 7:00 a.m. until 8:15 p.m. everyday of the week. We have three buyer's specialists whose sole commitment is to answer buyer calls and show homes to prospective buyers. No other REALTOR® can provide this kind of live coverage for you. You won't get voice mail!

- **A Kristan Cole RE/MAX of Wasilla reflective sign on your property** with a 24-hour toll-free hotline for buyers and REALTORS® to call in and receive detailed information about your home. This system also captures certain information that allows our buyer's specialists to follow up with the buyers who called in.

- **Your home will be featured with six photos and a visual tour on all five websites:** www.kristancole.com, www.kristancoleteam.com, www.alaskarealestate.com, www.realtor.com and www.remax.com. These five websites upload to an additional 81 websites. That's exposure!

- **Your property listed in the FlexMLS system, part of the Alaska Multiple Listing Service that services the entire state.**

- ***Homes & Land Magazine*** — your home featured in a full color advertisement until your home sells.

- ***The Mat-Su Valley Frontiersman*** **Newspaper** — your home featured in the classified section until your home sells.

- **The Kristan Cole News**, Kristan's full color newspaper — your home featured in a full-color advertisement, which is inserted into *The Frontiersman* one Sunday a month.

- **Top REALTORS®** will be notified about your property via email.

- **Comprehensive master market analysis** completed on your property.

- **Verbal progress reports** performed regularly to ensure that you are up-to-date with all of the marketing.

- **Monitor listing and sales activities** to make sure your home maintains its competitive position in the marketplace.

- **Follow-up on showings** — obtain buyer's response and report the information back to you so we know what the market is saying about your home.

- **Involving you, the homeowner** regarding buyer feedback so that we can maximize our marketing strategy.

- **Contacting all of our potential buyers with details of your home. We sell over 30% of our own listings because we have buyers waiting.**

- **A personal, full-color postcard designed** for your home for mail-out to buyers and surrounding neighborhoods.

- **A full-color flyer** placed in the information box on the sign in front of your property.

- **A home preparation video supplied to you** to help you maximize the marketing efforts by improving the condition of the home, "setting the stage" before showings, and knowing what to do when the property is being shown.

- **Notification given to all surrounding neighbors** that property is on the market.

- **Management of the detail work** such as ordering the mechanical and home inspections, title work, earnest money deposits, appraisal, mortgage work, well and septic test, asbuilt certification and homeowner's association resale certificate.

- **Assistance with the maintenance of your property** with the names of competent contractors, especially if your property is vacant or you are out of town.

- **Consideration of your schedule.** We know you are living in your home, and it can be difficult to have it ready to show all the time.

- **Analysis of alternative financing plans for prospective buyers** — written proposals such as buyer qualifications, financing plans, 15-year versus 30-year mortgages, adjustable versus fixed rate mortgages, rent versus buy, repurchase analysis and amortization schedules that will help buyers and sellers in the decision-making process.

- **Relocation package** — a complete portfolio of information about the city you are moving to. This can be very helpful in orienting you to the local housing market as well as schools, shopping, transportation, entertainment and many other things of interest.

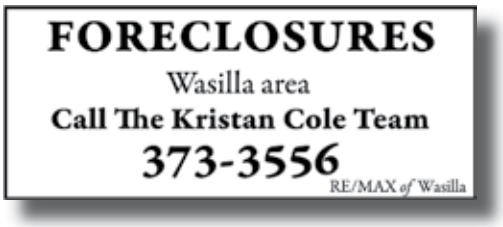
Online -Web Advertising

FRONTIERSMAN.COM ONLINE AND PRINT ADS















Print Advertising

THE KRISTAN COLE TEAM NEWSPAPER
PAGE 1 OF 8

Kristan Cole Team News

| SUNDAY, JANUARY 27TH 2008 | | VOLUME 3 ISSUE 1 | | WWW.KRISTANCOLE.COM | FREE

DEDICATED TO SERVING THE MAT-SU COMMUNITY FOR OVER 23 YEARS

Large family home w/ privacy



$309,000

Centrally located family home



$250,000

THE STATE OF THE RESIDENTIAL REAL ESTATE MARKET

If you want to sell your home in 2008, don't wait until Summer!

INSIDE

SUPERIOR SERVICE
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GIVING BACK: OUR LASTING LEGACY OF 2007
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KRISTAN'S CURRENT HOME LISTINGS
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KRISTAN COLE TEAM OPEN HOUSE
Page 6

TIPS FROM OUR LOCAL AMERICAN RED CROSS CHAPTER
Page 7

OUR PREFERRED PROVIDERS OF SERVICE
Page 8

ERA of Wasilla

By Kristan Cole

Most sellers think they will get more money for their house if they wait and sell in the summer months when the flowers are out and their home looks its best. Not true! During late winter and early spring the housing inventory is lower. When the inventory is lower, sellers have the best chance at getting the highest price. In early summer months our existing inventory typically doubles and of course the new construction starts. So if you need to sell this year and want to get the most money for your home, don't wait until summer, start early in February. Sellers consistently get more money for their homes when they sell in during the months of February, March and April. After 23 years in the real estate field and selling over 1,000 homes here in the Wasilla-Palmer area I have found this trend to be consistent year after year.

So what really happened in 2007? Fortunately, the real estate market here in Alaska did not suffer like much of the lower 48 did. According to the Alaska Multiple Listing Service, 1,480 homes sold here in the Mat-Su Borough in 2007. That is 11.7% fewer homes than 2006, however, the average median sales price went up by 1.4%. The average sales price in 2007 was $227,454 and the average number of days on the market was 78. As of January 2, 2008 there were 561 homes on the market for sale. Based on the sales in 2007 and a current inventory of 561 homes, we have about a 3-4 month supply of homes for sale. According to the National Association of Realtors, when the number of months of supply is less than 6, the market is stable; a "normal market". We have a normal market in most price ranges.

> "WE SHOULD HAVE CALLED KRISTAN THE FIRST TIME AROUND. SHE SOLD HOUR HOME FOR TOP DOLLAR IN A TOUGH MARKET AFTER IT WAS LISTED WITH A DIFFERENT REALTOR FOR THREE MONTHS."

My team and I sold 167 homes in 2007. Many sellers had tried to sell their homes before, but had been unsuccessful. We sold Bob & Donna Council's home and they said this about their experience, "We should have called Kristan the first time around. She sold our home for top dollar in a tough market after it was listed with a different Realtor for three months". It would be our pleasure to help you if you are interested in selling, call us today at 907-373-3575, or send us an email to Kristan@KristanCole.com so that we can put our experience to work for you. For up-to-date market information year-round, click on my blog on my web site at **www.KristanCole.com**

5131 East Mayflower Lane 907-373-3575 www.kristancole.com kristan@kristancole.com

Direct Mail Advertising

POSTCARDS





