TEAM Jeff & Koreen Firnstahl

RE/MAX Associates Plus
1893 Station Parkway Suite B
Andover, MN 55304

"The Future of Real Estate Services"

So Your House Did Not Sell!!!

Now What?

EXPIRED LISTING SPECIALIST



Warning: The contents of this book may cause your home to sell! Other side effects may include: joy, sudden urge to hug your realtor, and last, but not least referralitis.

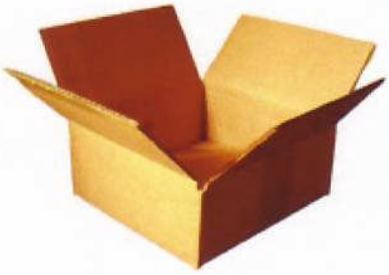
CAUTION:

The Contents of This Package May Cause YOUR House To SELL!!! OPEN IMMEDIATELY!



Team Firnstahl Jeff & Koreen
RE/MAX Associates Plus Inc.
763-323-6205 Mpls. MN.
www.freemovingtruck.com

Needle in a Haystack



Haystacks are sent out to expired listings in the area. They are a fun "eye catcher" and a great way to attract a seller.

We attach four labels to the inside tabs and fill the box with raffia. Then (using dental floss) attach one end to a large sewing needle and the other to your business card.





Labels for the inside tabs of the box:

Finding a quality, professional,
hard-working real estate agent
can be difficult...
Like trying to find
a needle in a haystack!

#2





#4



#6

It's difficult to be the pitcher, shortstop, outfielder, and baseman all at one time...

And yet, real estate agents who try to handle your transaction, show property, advertise, list homes, educate themselves, and be on the leading edge without the assistance of an entire team are trying to do just that.

They can't possibly field every hit and that may mean that YOU miss out. Team Firnstahl works together closely to provide the highest quality real estate representation available. Satisfying the client is simply the minimum requirement for staying in business and should always be expected...delighting the client, however, is our only goal.

Phone: 763-862-6200
Email: team@firnstahl.com

TEAM Jeff & Koreen Firnstahl

Fax: 763-862-6210
www.freemovingtruck.com

Facts About Expired Listings

FACT: 15% to 25% of all Homes Do Not Sell. The Market rejects them!

Why? The Market did not accept: the marketing effort, the price, the condition, the location, or all four.

The GOOD things is you control two of these. Price and Condition and we control one — The Marketing Efforts.

The 4 Factor$:

MARKETING EFFORT:

For sale sign, open houses (if necessary), several photos on the multiple listing service and 5 different websites, ads in the most popular real estate magazines, brochure box highlight sheets, inside highlight booklets (on most), target marketing, showings, follow ups, feed back and MUCH more!

CONDITION:

ONE HUNDRED DOLLAR BILL EXAMPLE: They all look good but we always pick the nice clean crisp one, over a dirty wrinkled one. How does it (the house) look in comparison to others.? (Showing condition vs. Living condition).

$PRICE$:

Overpricing is the most common reason homes don't sell, but condition will help to determine what the market is willing to pay. Remember — You control price and condition. The wrong price attracts the wrong buyers. It creates a bad reputation for the house in the market place and makes properly priced homes look even better.

LOCATION:

Neither you, nor I can do a thing about the location except accent the positives and minimize the negatives.

You may be wondering…..Why didn't we show your house when it was listed? Simple– We try to show and sell our own listings first. We will also market our listings very hard to other agents, maximizing your home's exposure for a quicker more profitable sale.

Phone: 763-862-6200
Email: team@firnstahl.com

TEAM Jeff & Koreen Firnstahl

Fax: 763-862-6210
www.freemovingtruck.com



NOBODY will market your home better than Team Firnstahl...

- Prepare a CMA to establish fair market value.
- Prepare and sign listing contract.
- Put listing into the MLS.
- Place "For Sale" sign in the yard.
- Place lock box on the property.
- Exposure on over 12 websites.
- 6 high quality pictures of your home on the MLS.
- Send out custom made Just Listed cards.
- 24 Hour access to home feedback reports.
- Full color brochures, highlight sheets, and home information packets.
- Deliver highlight sheets and brochure box highlights to the home.
- Hang hotline and website sign rider in yard.
- Record property onto the toll free 1-800 24hr hotline.
- Frequent ads in Shopper, Star Tribune, and Real Estate Extra.
- 4 buyers agents preview and market to their buyers.
- Phone all potential buyers with details of the listing.
- Contact all agents for feedback from the showings.
- Contact owner regularly with a verbal progress report.
- Pre-qualify potential buyers.
- Present and discuss all offers on the property with the owner.
- Negotiate the transaction with the other agent to get our client the highest price.
- Schedule a time to use one of Team Firnstahl's Moving Trucks.
- Stop in and pick up as many Free Moving Boxes as needed.

Phone: 763-862-6200
Email: team@firnstahl.com

TEAM Jeff & Koreen Firnstahl

Fax: 763-862-6210
www.freemovingtruck.com



What does "Hassle Free Listing" mean for you?

It means that you can put more money in your pocket at closing! All the way from "Full Service" to "Do it Yourself," Team Firnstahl's Hassle Free Listing* offers complete flexibility. And if you're not happy, cancel! It's that simple.

With "Hassle Free Listing," you can save money by paying lower listing fees. Here is a breakdown of what you can expect to pay.

0% **You find the buyer and you don't want us involved anymore. There is NO charge.**

2% **You find the buyer, and we write the contract and take it to closing.**

Flexible Fee Based on List Price.

- The 0% commission does not apply to a buyer exposed to the property by our yard sign, another agent or myself.
- This program does not apply if any referral fee is due to another realtor or relocation company.

Phone: 763-862-6200
Email: team@firnstahl.com

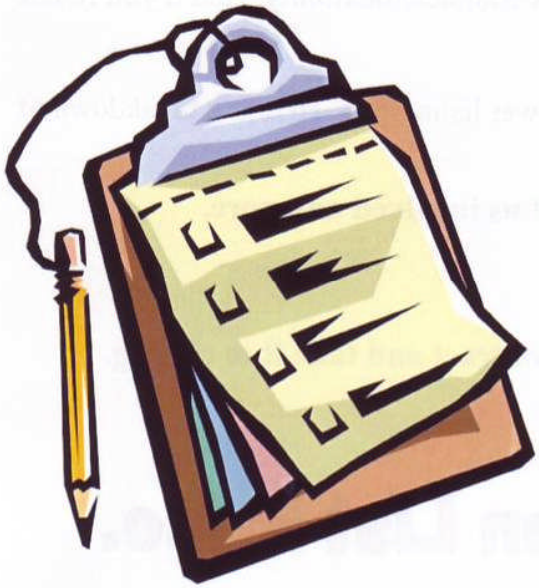
TEAM Jeff & Koreen Firnstahl

Fax: 763-862-6210
www.freemovingtruck.com

When Selecting an Agent...

Don't be Afraid to Comparison Shop.

Take this form with you when interviewing prospective agents.



	Team Firnstahl	Agent #2	Agent #3
Has 48 Years Experience	YES		
Has Closed Over $110 Million in Volume	YES		
Has a Team of 10 all working to get your home sold!	YES		
#1 Team with Re/max Associates Plus	YES		
Sells a home every 72 hours	YES		
Ranked in the top 1% of agents in America	YES		
Listings sells for 102% of the List Price	YES		
Takes an Average of 28 Days to Sell a House	YES		
Offers a Flexible Structure	YES		
Will Let You Cancel Anytime (You owe Nothing)	YES		
Free Moving Trucks & Boxes	YES		

Phone: 763-862-6200
Email: team@firnstahl.com

TEAM Jeff & Koreen Firnstahl

Fax: 763-862-6210
www.freemovingtruck.com

Legend for " Tug of War"

1. Set listing appointment.
2. Physically preview the property.
3. Measure for accurate square footage.
4. Visit with sellers about details.
5. Take photos of the property.
6. Do a market analysis.
7. Revisit sellers regarding price, marketing plan, etc.
8. Get paperwork prepared for sellers to sign.
9. Obtain tax and legal information on the property.
10. Place all listing information into the Multiple Listing Service *(MLS)*.
11. Give all agents in the office a copy.
12. Prepare inside highlight booklets and outside brochure box highlight sheets.
13. Initiate marketing plan.
14. Write ads for magazines and newspapers.
15. Put up sign, sign riders, and lock box on the home.
16. Place ads in all magazines.
17. Takes calls from our Toll free IVR Hotline.
18. Return calls from the IVR hotline *(they are potential buyers for your home)*.
19. Meet with buyers and work on pre-qualifying them.
20. Show potential buyers the home.
21. Write up contract *(consists of several forms)*.
22. Present contract to seller.
23. Write counter offer *(if required)*.
24. Go back and forth until the offer is accepted or totally rejected.
25. Check brochure boxes weekly, so that they are always filled.
26. Communicate progress information with seller at least once a week during a listing period.
27. Keep sellers informed on progress once an offer is accepted.
28. Keep everyone on the buyer's side headed to a successful closing. This requires many, many, many phone calls to the lender, buyer, seller, agent, title company, appraiser, home inspector, etc.
29. Coordinate home inspection.
30. Negotiate repairs.
31. Organize appraisal.
32. Work with appraiser if the appraisal comes out low *(this is very important- you want someone that knows what to do here!)*.
33. Relay all paperwork to the title company *(the closing agent)*.

Phone: 763-862-6200
Email: team@firnstahl.com

TEAM Jeff & Koreen Firnstahl

Fax: 763-862-6210
www.freemovingtruck.com

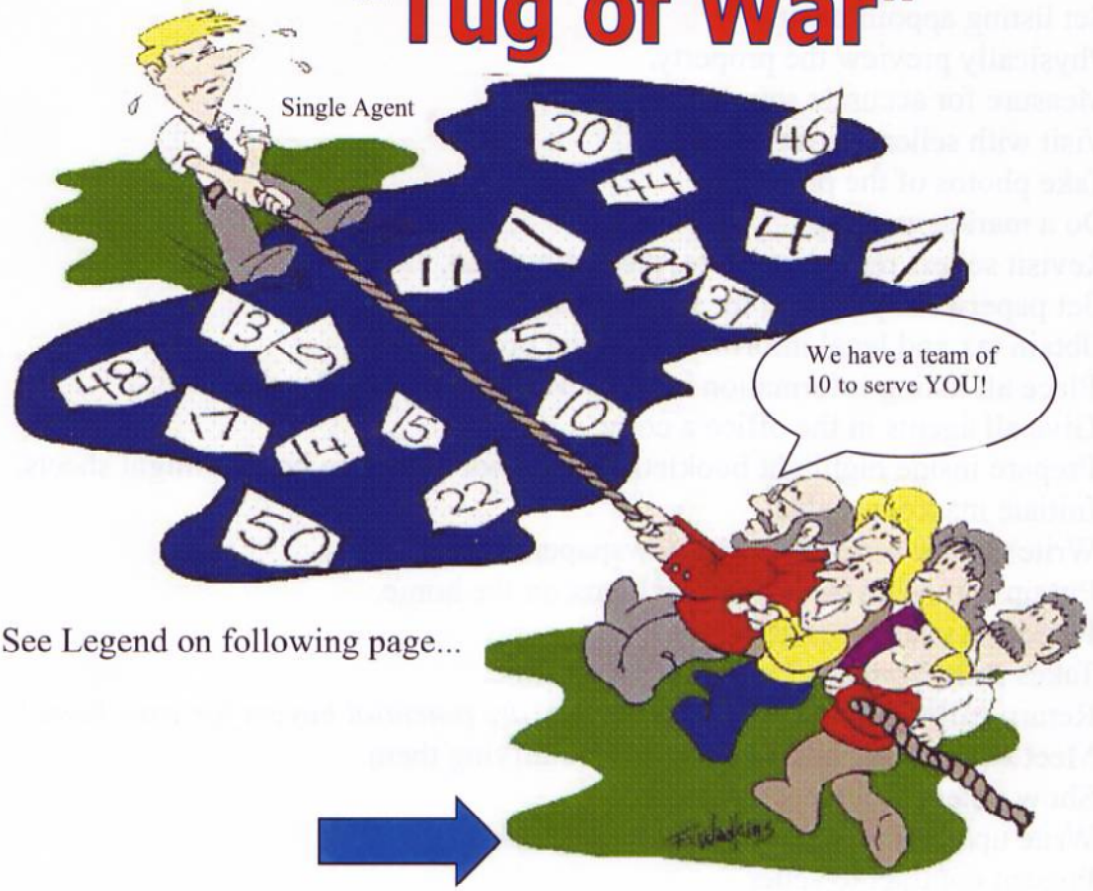
34. Work closely with the closing agent to get the property closed.
35. Arrange follow-up inspection *(if needed)*.
36. Coordinate repairs from the appraiser and home inspection.
37. Coordinate loan and title requirements.
38. Put up sold sign.
39. Set closing time that is acceptable to all that are involved.
40. Attend closing.
41. List in the MLS as SOLD.
42. Do final paperwork after closing *(there are many steps here)*.
43. Store the file.
44. Put buyer and seller into the data base.
45. Keep copy of closing numbers (HUD 1) to mail to the seller at the end of the year for tax purposes (*Very few companies do this, it is for the pure benefit of our seller*).
46. Order down sign, pick up sign riders, and take the lock box off of the house.
47. Coordinate getting keys to the buyer.
48. Coordinate shutting utilities off and/or on.
49. Coordinate the use of one of our **FREE** Moving Trucks *(very few agents do this!)*.
50. Provide **FREE** Moving Boxes to help with packing up and moving out.

The above 50 items are <u>just a part</u> of everything that agents have to do. The question is, do you want a single agent to handle your transaction or a large TEAM, like Team Firnstahl, to handle the transaction? Knowing that each person has their own area of expertise so that we can assure you that your home will be sold for a fair price in a respectable amount of time.

You get All of us for the Price of 1



Consider the process as a "Tug of War"



See Legend on following page...

Think for a minute that this is JUST 50 of the things that must happen from when your home is listed until it is closed! Look at the process as a "Tug of War." We are pulled in so many directions. Who do you want pulling for you? Do you want the Single agent doing everything or a large team that is staffed to handle every aspect of the sale with each team member doing their part.

Using the team approach, the sale of your home is broken down into exact and effective systems. That is why **Team Firnstahl is able to average over 130 transactions per year** and not 12 like the average Single agent.

We at Team Firnstahl are not smarter or better than the other agents. We just have a Great TEAM!

Try Team Firnstahl, if you don't like us, you can fire us and you owe us **NOTHING!!!**

Phone: 763-862-6200
Email: team@firnstahl.com

TEAM Jeff & Koreen Firnstahl

Fax: 763-862-6210
www.freemovingtruck.com

Team Firnstahl Offers YOU...

FREE Moving Trucks when you buy or sell a home with Team Firnstahl.

FREE Moving Boxes to help you get a head start on packing.

FREE Exposure on 5 websites.

FREE Comparative Market Analysis on your home.

FREE 4 Buyer Specialists to find the right buyer for your home.

FREE Brochure Box Highlight Sheets (with color photos) when we list you home.

FREE 24-hour, 7 days a week, Hotline recording about your home.

FREE Fax, just stop in when you need it!

FREE Copy Machine.

FREE Ads placed in all of the top real estate publications.

FREE Network of the top 1% of agents across the country for transfer of this area.

FREE A TEAM of 10 for the price of 1 with each having their own area of expertise. This gets you closed with the least amount of hassles in the shortest time period and the most money for you!

This is just a sample of the FREE service we offer you. Call and check us out when you buy or sell a home!

Call TEAM FIRNSTAHL today at

763-862-6200

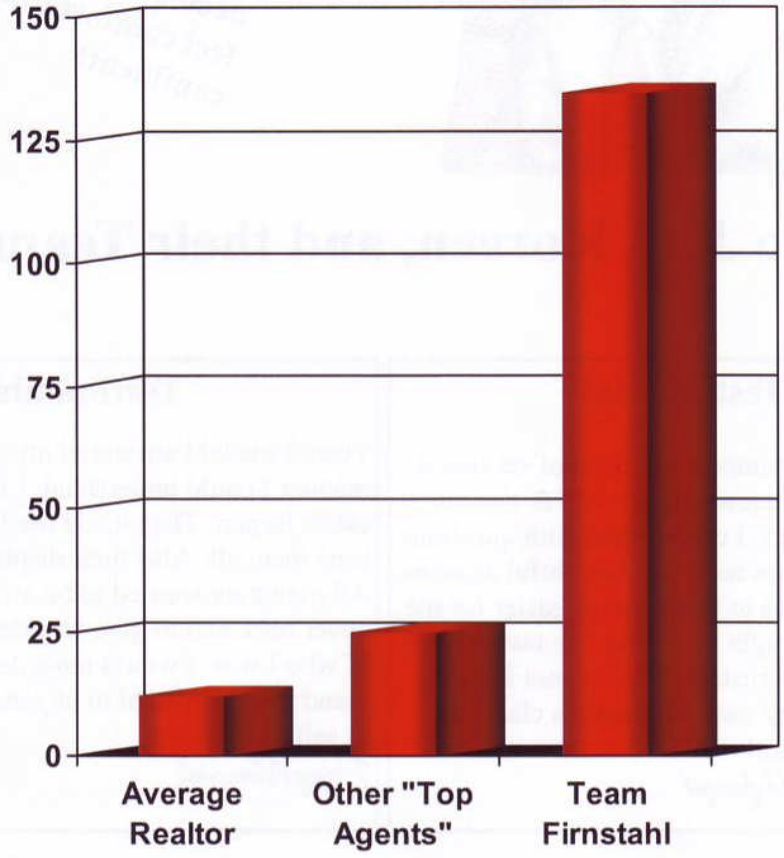


TEAM Jeff & Koreen Firnstahl

Phone: 763-862-6200
Email: team@firnstahl.com

Fax: 763-862-6210
www.freemovingtruck.com

How Team Firnstahl compares to the Competition!



Averages 130 Closed Transactions Every Year!
Team Firnstahl sells a home every 72 hours!
We can sell yours.

TEAM Jeff & Koreen Firnstahl

Phone: 763-862-6200
Email: team@firnstahl.com

Fax: 763-862-6210
www.freemovingtruck.com

TEAM Jeff & Koreen Firnstahl



2004 Properties Sold

Addresses in red denote previously expired listings that other agencies were not able to sell!

2990 113th Ave, **15533 Bluebird St,** 7571 Vinewood Ct, 13837 84th Place N, 5630 Evergreen Lane, 13200 43rd Ave N, **621 Park St,** 13433 Narcissus Ct, 706-708 Robinwood Lane, 4310 Tyler St NE, 3145 32nd Ave S, **11146 190th Ave,** 11364 Aberdeen circle, 12342 Johnson St, 250 McCann Ave, 10105 32nd Ave N, **21138 Buchanan St,** 12140 Dogwood St NW, 12733 Eagle St, **2164 129th Ave,** 8238 Golden Valley Road, 2178 149th Ave, 7760 47 1/2 Ave, 14701 River St, 19651 Rochester St, 6021 145th Lane NW, **2329 130th Ct NE,** 5630 Evergreen Lane N, **12134 Drake St,** 7008 26th St W, 7007 46th Place, 2862 Oxford St N, **729 Brisbin St,** 1295 123rd Ave NE, 168 108th Ave, 4240 Central Ave, 3534 135th Lane, 613 108th Ave, **8130 Edgewood Dr,** 2075 Western Ave N, **3810 Rum River Dr,** 13183 Vintage St, 13194 Yukon St, 3808 Perry St, **15920 Sodium St,** 11262 98th Place, 18360 Gladiola St, **3400 175th Lane NE,** 4070 Maureen Dr, 5236 28th Ave South, 4012 Columbus, 6230 Northridge, 17928 Gary Street, **1307 Oakwood Dr,** 2600 130th Cir, 2301 S Coon Creek, **13904 Holly St,** 1513 N Timber Ridge Dr, 8542 South Pond Trail, 5353 140th Ave NW, 16380 Hedgehog St, 1702 Lake Drive, **12133 Cottonwood St,** 10946 181st Lane, 1309 Summer St, 896 Monteray Drive, 808 Norwood Ave, 1046 Adams St, 15655 24th Ave N Unit G, **987 83rd Ave NE,** 5110 Cottonwood Lane, 11320 Trillium Court, 1512 Wyldood Ave, 13024 Eldorado, **1545 75th Ave,** 3401 Parkview Blvd, 2758 Zenith, 10936 Johnson St, 7580 Cloman way, 7590 Cloman way, **17442 Hiawatha Beach Dr,** 9624 257th Avenue, 5870 142nd Ave, **865 118th Lane NE,** 11271 98th Place, 3457 134th Ave NW, 1569 Baylor Court, 15920 Sodium St, 12381 Walnut Drive, **17115 Nassau,** 4042 1371/2 St w, 1869 135th Avenue, **5867 Prairie Ridge Dr,** 13927 89th St, 11330 Ibis St NW, 10132 100th Ave N, **117 76th Way,** 12133 Cottonwood St, 17410 46th Ave N, 12248 Killdeer St NW, 14040 53rd Ave N, 229 Inner Drive, **13784 Crosstown Drive,** 4325 147th Lane, 4275 Merrimac Lane #26, 11779 98th Place N, 6272 Chesshire Lane, 3808 Perry St, 554 Forest Road, **137 141st Lane,** 12361 Drake St, 14381 190th Ave, 164 126th Ave NW, **3562 115th Lane,** 109 Madison St SW, 1100 Bent Hills drive, **5546 7th St,** 5143 Long Lake Rd, 11034 Quebec, 439 140th, 1458 143rd Ave NW, 2337 141st Lane NE, 1000 Carlton Dr, 2164 129th Ave, 15261 Quinn St, 191st St, 1302 Boardwalk, 4420 147th Lane, 5630 Evergreen Lane N, 3562 115th Lane, 17102 Nixon Street

130+ homes sold.....This year it could be yours!

Here's what clients are saying



Selecting an agent to represent your needs during the home selling process is a very personal decision. You need someone with whom you feel comfortable and confident!

Look to Jeff, Koreen, and their Team...

Testimonial

One thing that points to the level of service is that I ended up knowing both Jeff & Koreen's numbers by heart. I called them with questions for help & always received thoughtful answers and a willingness to make things easier for me. In the past I thought of selling "by owner" but after all Team Firnstahl did, I cannot imagine going at it on my own. Defiantly a class-act, professional team!

Tonia & David Hufnagel

Testimonial

Team Firnstahl answered my questions in a manner I could understand, I.E– without real estate jargon. They made me feel like I could trust them all. Also their display of teamwork. All members seemed to be aware of my sale. I never once had to give an extended description of who I was. I would most definitely recommend team Firnstahl to anyone who's buying or selling!

Peggy Wieczorek

Testimonial

The personal care and consideration of the Team is way above previous experiences in the past. Buying a home is very big for the buyer. These people always made the sale important to RE/MAX and me both. I couldn't be more pleased!

Donna Jones

Testimonial

Team Firnstahl provided quick responses, and was always friendly! Thank you for making my first sale of a house a much easier process than I thought it would be.

Robert Amstadt