

SNYDER STRATEGY

— REAL ESTATE —



Selling & Buying Guide

Our Selling Brand

Trusted Performance **Proven Results** 24/7 Communication



Selling Plan & So Much More

Staging, Marketing, & Advertising the Custom Features & Resale Values of your house will sell at the highest possible sales price.

“1st Step, Let’s Tour Your House”

Realtor Professionals



Proven Performance
Over 2 Billion in Sales Closed

Proven Results
Over 14,000 Transactions Closed

Trained Experts
Mentor Training Program Graduates

Countdown to Closing

Key Steps To

LISTING YOUR HOME

01



Select A Realtor

Introduction to
The Team.

02



Price The Home

The most accurate
pricing models in
the industry.

03



Follow Proven Launch Protocol

Our step by step
protocol on selling
your home.

04



Market Home To Buyers

The state of the art
tools we use to
identify and target
your buyers.

05



Communications & Contracts

How we update our
sellers weekly and
negotiate our
contracts.

Understanding the Process

STAGING to SELL

Model Home Staging



SELLING Custom Features & ReSale Values

Marketing Mastery

ONLINE PRESENTATION

Your buyers are online! Incredible pictures and individual websites portray your home in a spectacular way!

COMPETITIVE ADVANTAGE

Our track record is the best in the industry, our services and pricing cannot be beaten. We make a sellers choice easy.

LISTING PROTOCOL

This is very simple step by step walkthrough of Listing your home and getting maximum pricing.

ATTENTION TO DETAIL

Each home has a top producer and a full time professional staff paying close attention to every detail. Our transactions are smooth.

PREPARING THE HOME

The traditional look is dead! We can help sellers give the home a more buyer friendly transitional look at little or no expense.

STATE OF THE ART MARKETING

Old school experience tells us who your likely buyer is. New school online marketing helps us find them and deliver you home's package.

Unique Selling Plan

Marketing Mastery

SNYDER STRATEGY — REAL ESTATE —

**SELLING
Custom
Features
& ReSale
Values**

**MOBILE
Marketing**

**Marketing
Property
Description
Formula**

**COPY RIGHT
Marketing
Generates
Offers**

**TRADE MARK
Photo
Marketing**

**PROFESSIONAL
Flyers**

**24/7
Marketing**

**PROVEN
RESULTS**

The collage features several key elements:

- YouTube Video:** A video player showing a house interior with a title overlay: "Beautiful House In Milwaukie" and "1291 SCAGSVILLE RD, MILWAUKIE, OR, 97145". The video is from "Realtors Revere Crewe" and has 14 views.
- Facebook Page:** A screenshot of a Facebook search page for "Adams, Cameron & Co. REALTORS". It includes a "PROPERTY SEARCH" form with fields for Type, Price, Bedrooms, Bathrooms, City, and Web ID/MLS. There are also "FEATURED PROPERTIES" listed below.
- Smartphone:** A hand holding a smartphone displaying a real estate app interface with a list of properties and a "HOUSE FOR SALE" sign in the background.
- Man on Phone:** A man in a suit talking on a mobile phone, with a "HOUSE FOR SALE" sign visible behind him.
- Flyers and QR Codes:** Various real estate flyers and QR codes are scattered throughout the collage, including one for "See This Beautiful Home" and another for "1033 Ocean View Ct".

Unique Marketing SELLS

Star Marketing

Our Homes

ARE STARS

EACH HOME IS A STAR ON ITS OWN WEBSITE

- ✓ Professional pictures show all aspects of the home
- ✓ Top 10 things you love most about your home
- ✓ A list of Custom Features & ReSale Values
- ✓ Maps
- ✓ Schools

Check out samples at:

- ▶ [STAGING TO SELL](#)
- ▶ [ULTIMATE VIRTUAL TOUR](#)
- ▶ [3D VIRTUAL TOUR](#)

SnyderStrategy.net

Mobile Marketing

School Information

Map/Area Information

Mortgage Calculator

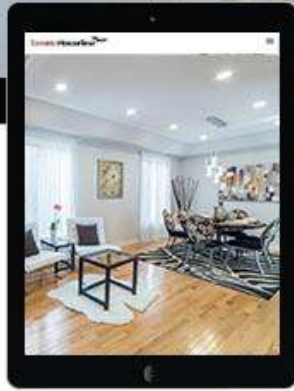
Print Flyers

Email Tours

Agent Website

Agent Inventory

Local Area Info



24/7 Open House



Superior Technology

Mobile Virtual Tours



The Elegant Series: Simple. Beautiful. Hi-Res Ready.

Buyers love big photos and lots of them. That simple premise was the primary motivation behind the creation of the Elegant Tour. Every click gives buyers an abundance of hi-res photos that make you and your property look like a million.

- Contains Huge Photos for a Huge Impression
- Flash-Based Design with Richly Animated Interface
- Carousel Navigation with Clearly Labeled Image Titles
- Animated Tour Toolset
- Maximum Syndication




24/7 Open House

Mobile Virtual Tours

A More Informed Buyer is a more Interested Buyer.

From the location of the home to the inventory of the agent, the Ultimate Tour provides a complete set of tools for buyers to learn everything about your property. This means buyers can spend less time asking questions and more time making offers. Just look at what they'll find in every Ultimate Tour:

-  Email Tour to a Friend
-  Printable Flyer
-  Printable Tour Packet
-  Mortgage Calculator
-  Map/Location
-  School Info
-  Email the Agent
-  Agent Website
-  Agent Inventory
-  Area Info



24/7 Buyer Information

MLS Marketing Description Formula

Front to Back: Customized Features & ReSale Values

6863 CARTERS GROVE DR Noblesville, IN 46062

Prop Sub/Trans: **Single Fam/Sale**
 School Dist: **Noblesville Schools**
 Subdivision: **SETTLERS MILL**
 Legal Desc: **SETTLERS MILL Acrea**
 Bldr/Prjct/Cont:

Media: **18**
 Status: **Active**
 BLC #: **21496178**
 DOM/CDOM: **23/23**
 tual Tour: <http://tour.circlepix.com/home/385BFO/6863-CARTERS-G>
 tual Tour 2: <https://my.matterport.com/show/?m=VEuCc2D8vqe>
 w Const: **No**

List/MoRnt \$: **\$274,999***
 Year Built: **1998**
 Section/Lot: **/12**
 Map: **--**
 Est. Comp. Date:



Tax ID: **290626308012000013**
 Semi Tax: **\$1,152**

MultiTax ID:
 Tax Year Due: **2012**

Solid Waste: **Yes**
 Tax Exempt: **HmTxEx, MortTaxEx**

	Soft
Upper:	1,600
Main:	1,400
Apprx M/U Ttl:	3,000
Basement:	0
Apprx M/U & Bsmnt:	3,000
% Fin Bsmnt:	
Source:	Assesso

	FB	HB	BD	RM
Upper:	2	0	5	13
Main:	0	1	0	13
M/U Ttl:	2	1	5	26
Bsmt:	0	0	0	0
Total:	2	1	5	26

Beds: **5**
 Baths: **2/1**
 # Rooms: **26**
 Floor #: **2 Levels**
 Unit Entry Lvl:

Garage: **Yes, 2CarAttach, GarDrOpenr, FinGarage, KeylessEnt, Workshop**
 Parking: **No**
 Basement: **Slab**
 Foundation: **www.SnyderStrategv.net**
 Web Link: <https://my.matterport.com/show/?m=VEuCc2D8vqe>
 Web Link2:

Recent: **07/26/2017 : DECR : \$284,999->\$274,999**

Room Information

Room Type	Dimensions	Level	Floors	Window Trtmnt	Room Type	Dimensions	Level	Floors	Window Trtmnt
MasterBedroom	17x14	Upper	Carpeting	Yes	Bedroom2nd	12x16	Upper	Carpeting	Yes
Bedroom 3rd	12x10	Upper	Carpeting	Yes	Bedroom4th	16x11	Upper	Carpeting	Yes
Bedroom5th	12x14	Upper	Carpeting	Yes	BreakfastRoom	13x11	Main	Tile-Ceramic	No
DenLibrary	12x17	Main	Laminate	Yes	DiningRoom	12x12	Main	Laminate	Yes
GreatRoom	17x15	Main	Laminate	Yes	Kitchen	14x15	Main	Tile-Ceramic	No
LaundryRm	8x10	Upper	Other	Yes					

Directions

SR 38 East of Little Chicago Rd. to entrance of Settlers Mill, across the street from South Harbour entrance. Turn South on Gretna Green Lane to Carters Grove Dr.. Turn Right to home.

Property Description

Spacious 5 Bedroom House & Bonus Den Room! 2 Car Garage(new insulated door) w/ 4ft bumpout. New Roof, New Refrigerator & Dishwasher 2017. New Paint throughout house. Wooden Style & Slate floors on Main floor. Open Customized Concept Kitchen w/Slate Floor & Island. Eat in Dining w/Breakfast Bar. Gas Stove & Oven. Walk-in Pantry. Bonus Supply Closet. Upstairs Bathrooms w/Dual sinks. Backyard Mature Trees w/Enclosed Privacy Wooden Fence. Storage shed & swing set. See 3D Tour for in depth View!

Agent to Agent Remarks: Exclusions & Commission Disclosures & Financial Information

Water Softner purchased & will remain with sale of house. Storage shed, swing set & all blinds stay with sale of house. Refrigerator in garage & Trampoline in backyard will NOT be sold with property.



Beautiful 5 Bedroom House! 2 Car Garage w/ 4ft bumpout. New Roof 2017, New Fridge 2017, New Garage Door insulated 2017. Overhanging Porch. New Paint throughout house. Simply Spacious w/ Mature Trees throughout neighborhood & backyard. See 3D Tour for in depth view.



Office Den Bonus Room. Entertainment Center remains. Wooden stlye floors. Could be converted to a 6th bedroom on main floor.



Wow! Family Friendly Kitchen. Open concept. Customized cabinets. Slate Floors, Island w/electrical outlets. Eat in Dining Kitchen w/overhanging countertops. Walk-in Pantry. Large Supply Closet under stairs. New fridge 2017, New dishwasher 2017, Gas Stove & Oven. Planning center. See 3D Tour for in depth view.



Great room with Ceiling Fan. 9ft Ceiling. Wooden Style Floors. Gas Fireplace. 3 sets of windows to backyard. Custom Wall Simply Beautiful!



Mature Trees backed up to residential Very Private Large Spacious Backyard. Enclosed Privacy Wooden Fence. Swingset stays.. See 3D Tour for in depth view.



Family Friendly Backyard w/Enclosed Privacy Wooden Fence. Storage shed remains with property & swing set. Mature Trees and Very Private. See 3D Tour for in depth view.

ADVERTISING ADVANTAGE

**ADVERTISE
To Billions**

**24/7 Mobile
Tour**

**24/7 OPEN
House**

**BUYER
Generation
Website**

**24/7
Multiple
Listing
Service
World Wide**

**SUPERIOR
Marketing
Photos**

**STAGING
to Sell
Consultation**

**CUSTOM
Features
&
RESALE
Values**



World Wide Social Media

Seller's Advertising Report



- Displays Internet Activity Specifically Related to your Home

- Arrives in your Email Every Week

- Shows Daily Hits Each Week

- Reveals Where Buyers Discovered your Home Online

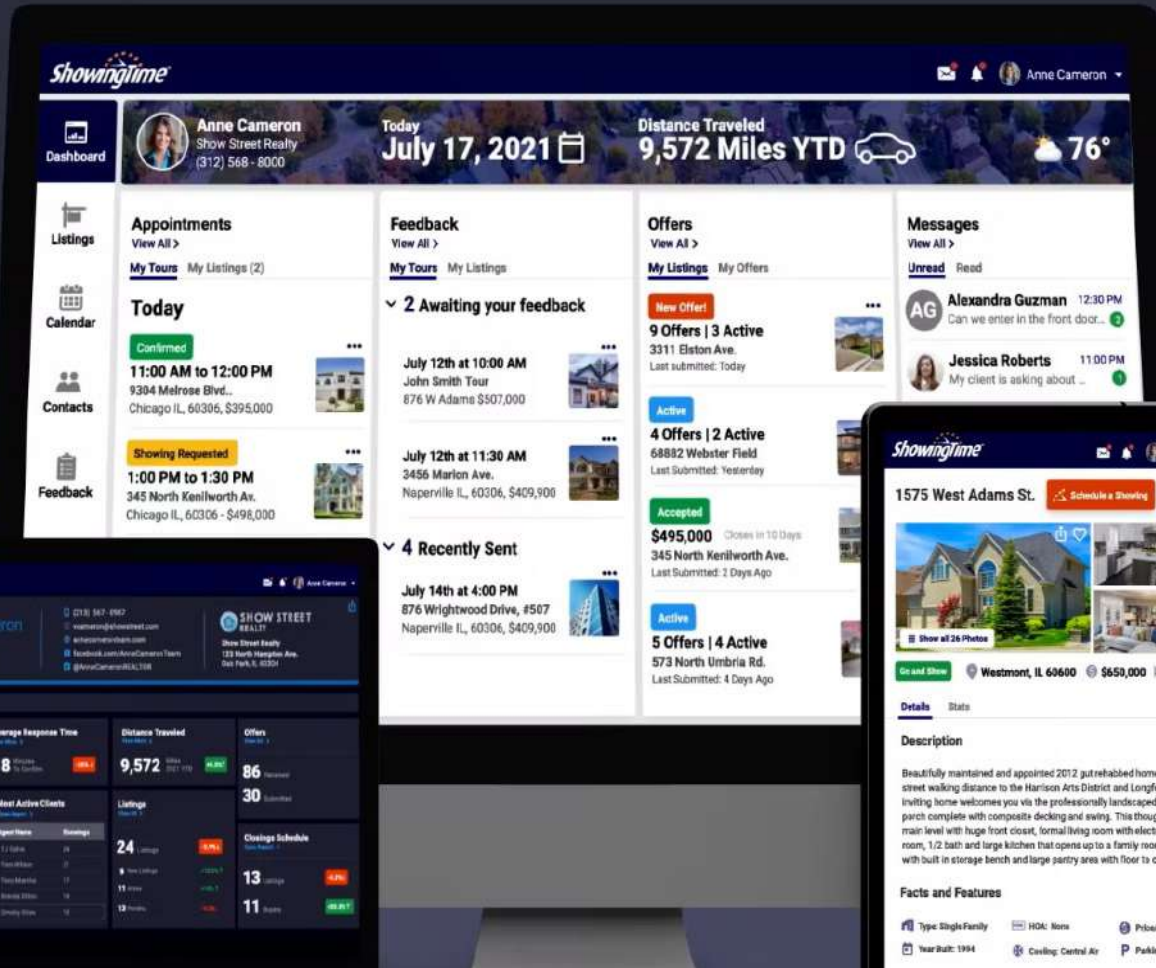
- Displays Which Rooms in your Home Attract the Most Visitor Interest

- Shows 3 Month History of Internet Traffic

- Demonstrates Accurate and Tangible Marketing Results

Weekly Listing Summary

Showing Services



Receive a Call/Text for Approval
Immediate Showing Notifications

Informed of Time, Date and Realtor
Know who is showing Your House

24/7: Always be Informed of Activity
Receive Email Confirmations

Selling System

~Comparative Market Analysis~

Active, Pended, Sold & Expireds

**Days on
Market**

**Location
Area**

Appraisal

**Condition
Repairs**

**School
Information**

SOLD

Pricing it Right

**SNYDER
STRATEGY**

Let's REVIEW: Your Comparative Market Analysis

Let's REVIEW: Estimated Net Proceeds for your
Expenses & Profits

Selling Guide to **SOLD**

Our Expertise

Estimated Net Proceeds:

- Provided with Listing Contract & Price Adjustments
- Provided with Purchase Agreement & Counter Offers
- Provided Upon Request by Client at any time

Purchase Agreement (s) & Counter Offers (s)

- Detailed Review of Options
- Negotiating Best Offer
- Protecting Your Investment

Inspection

- Understanding the Difference between Cosmetic vs Habitable
- Knowing critical items to repair for any potential Buyers
- Writing Contracts for Your Protection

Closing:

- Review HUD Statement
- Provide Estimated Net Proceeds
- Realtor present at Closing

SOLD

**SNYDER
STRATEGY**



Congratulations!

Strategic Buying Plan

Trusted Performance Proven Results 24/7 Communication



ReSale Value Research # 1 Priority

Buying Your Dream House

REVIEW OUR STRATEGIC BUYING PLAN >>>



Over 2 Billion in Sales Closed

PROVEN PERFORMANCE

Negotiating Contracts

TRAINED EXPERTS

Over 14,000 Transactions Closed

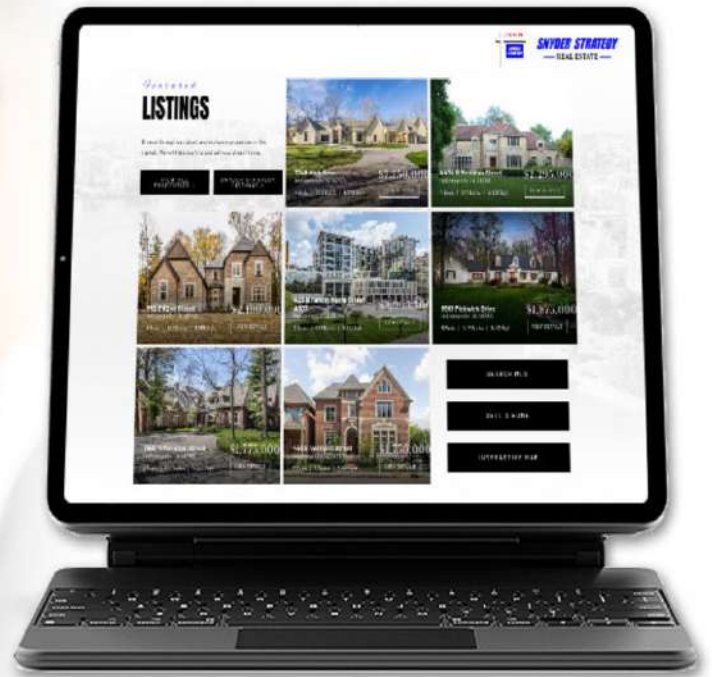
PROVEN RESULTS

Closing Process

PREFERRED PARTNERS WITH 10 YEARS EXPERIENCE

Strategic Buying is the Selling Profit

Buyer's Advantage



PRE-APPROVAL

Buyers Advantage

We have Preferred Lenders with Proven Performance to get you pre-approved.

Sellers know you are prepared and ready to make an offer backed by approved financing.

IMMEDIATE NOTIFICATIONS

Newest listings available

Superior Technology

Competitive Advantage for faster showings and writing an offer

Our agents use the most superior technology to find your dream home.

CUTTING EDGE TECHNOLOGY

Mobile Phone App

Know Your Market

Search for your dream home while on the go!

Professional Partnership w/Lenders

Receive Newest MLS Listings

Mobile Access

Featured LISTINGS



Browse through our latest and exclusive properties in the market. We will help you find and get your dream home.

VIEW ALL PROPERTIES +

SNYDER STRATEGY LISTINGS +



7748 High Drive
Indianapolis, IN 46240
4 Beds | 4 | 2 Baths | 9,079 Sqft
\$6,850,000
VIEW DETAILS



1 N Illinois Street #2102
Indianapolis, IN 46204
3 Beds | 3 | 1 Baths | 5,070 Sqft
\$4,600,000
VIEW DETAILS



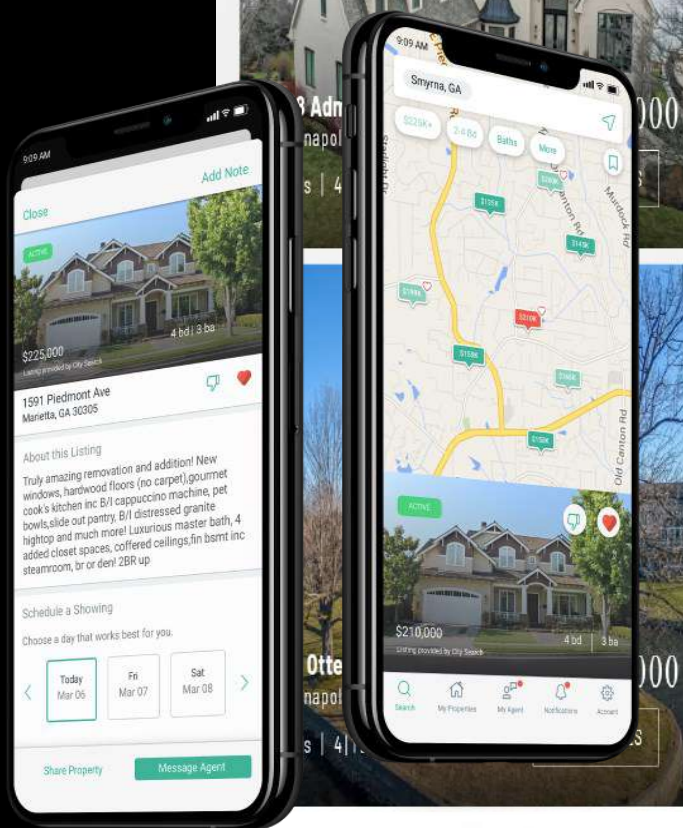
1591 Piedmont Ave
Marietta, GA 30065
4 bd | 3 ba
\$225,000



8224 Hunters Place
Indianapolis, IN 46236
5 Beds | 6 | 2 Baths | 11,057 Sqft
\$3,195,000
VIEW DETAILS



9407 Promontory Circle
Indianapolis, IN 46236
6 Beds | 5 | 1 Baths | 6,414 Sqft
\$2,900,000
VIEW DETAILS



Smartphone app interface showing property details and map. The screen displays a map of Smyrna, GA, with a highlighted route. Below the map, there is a property listing for 1591 Piedmont Ave, Marietta, GA 30065, with a price of \$225,000. The listing includes details about the property, such as 'Truly amazing renovation and addition!', and a 'Schedule a Showing' section with buttons for 'Today Mar 06', 'Fri Mar 07', and 'Sat Mar 08'.



4820 Fauna Lane
Indianapolis, IN 46234
4 Beds | 4 | 1 Baths | 6,728 Sqft
\$2,400,000
VIEW DETAILS

SEARCH MLS

SELL A HOME

INTERACTIVE MAP

Immediate Notifications

MLS Research

Key Investments

6863 CARTERS GROVE DR Noblesville, IN 46062

Prop Sub/Trans: **Single Fam/Sale**
 School Dist: **Noblesville Schools**
 Subdivision: **SETTLERS MILL**
 Legal Desc: **SETTLERS MILL Acrea**
 Bldr/Prjct/Cont:

Media: **18**
 Status: **Active**
 BLC#: **21496178**
 Area: **2914 - Hamilton - Noblesville**
 DOM/CDOM: **23/23**
 Virtual Tour: <http://tour.circlepix.com/home/385BF0/6863-CARTERS-G>
 Virtual Tour 2: <https://mv.matterport.com/show/?m=VEuCc2D8yqe>
 New Const: **No**
 Stage:

List/MoRnt \$: **\$274,999***
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 Section/Lot: **/12**
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Tax ID: **290626308012000013**
 Semi Tax: **\$1,152**

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 Tax Exempt: **HmTxEx, MortTaxEx**



	Soft
Upper:	1,600
Main:	1,400
Apprx M/U Ttl:	3,000
Basement:	0
Apprx M/U & Bsmnt:	3,000
% Fin Bsmnt:	
Source:	Assesso

	FB	HB	BD	RM
Upper:	2	0	5	13
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M/U Ttl:	2	1	5	26
Bsmnt:	0	0	0	0
Total:	2	1	5	26

Beds: **5**
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 # Rooms: **26**
 Floor #:
 Levels: **2 Levels**
 Unit Entry Lvl:

Garage: **Yes, 2CarAttach, GarDrOpenr, FinGarage, KeylessEnt, Workshop**
 Parking: **1, FamilyRm, GasLog, GasStarter**
 Fireplace:
 Basement: **No**
 Foundation: **Slab**
 Web Link: www.SnyderStrategy.net
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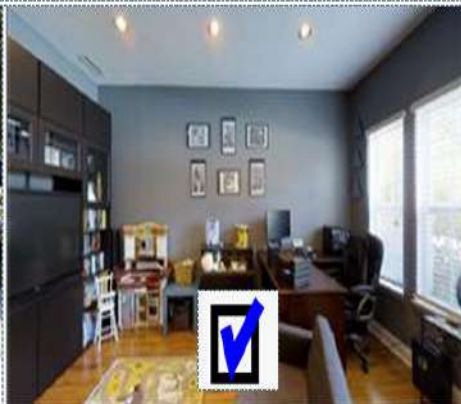
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Custom Features & Resale Values = FUTURE PROFITS

Comparative Market Analysis True Value of Your House



Choosing a Neighborhood

Bricks and boards may determine the cost of a home, but a Neighborhood determines value

Picking the right home

Your new house has to feel right—emotions aside,
It has to work right for you

Floor Plan Evaluation—Basement to Attic

Will future buyers want to buy this house

ReSale Value Research

SNYDER STRATEGY

REAL ESTATE

*We are Dedicated to Helping
Our Clients achieve their
Financial Investment Goals*



SnyderStrategy.net