



REALTY**ONE**GROUP
RESULTS



ONE MARKETING PROPOSAL

PREPARED FOR CLIENT NAME

MAY 5 2023





ONE MARKETING PROPOSAL

PREPARED BY TERESA T OVERCASH
MAY 05 2023

SCAN HERE FOR MORE INFORMATION ABOUT HOW
FINAL OFFER BENEFITS SELLERS!

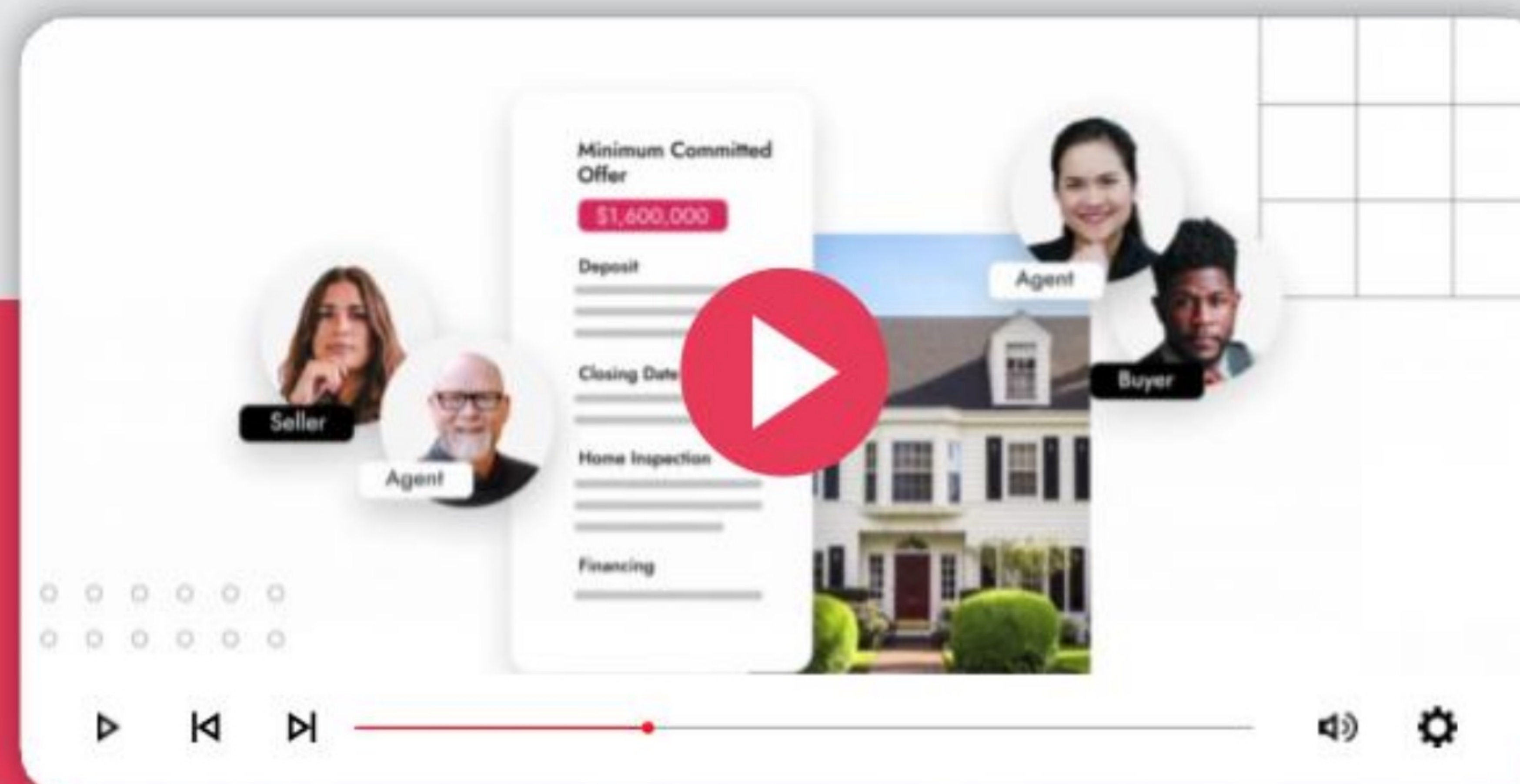


 Final Offer®

Final Offer
**DEMAND
TRANSPARENCY
MAXIMIZE
YOUR
PROFITS**

Discover Final Offer:

Final Offer is revolutionizing the real estate market with its transparent platform designed to optimize both the selling and buying experience, ensuring you get not only the best price for your property but also terms that align perfectly with your needs.



How Final Offer Works: 90-Second
Video



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MAY 05 2023

ONE PURPOSE

OPENING DOORS EVERY DAY, ACROSS THE GLOBE.

ONE HOME • ONEDREAM • ONE LIFE AT A TIME





ONE MANIFESTO

TAKE RISKS. BE BOLD. SAVE THE DAY.

YOU HAVE **ONE** LIFE TO LIVE. **ONE** CHANCE TO MAKE IT MEANINGFUL, AND **ONE** OPPORTUNITY TO LIVE WITH NO REGRETS. RESPECT OTHERS AND THE WORLD AROUND YOU. YOUR CIRCUMSTANCES WILL CHANGE. PEOPLE WILL CHANGE. YOU WILL CHANGE. BE OPEN TO IT, EMBRACE IT, LIVE IT. EVERY**ONE** MATTERS AND EVERY**ONE** HAS A VOICE.

6 C'S

COMMISSION

WE VALUE REAL ESTATE PROFESSIONALS, EMPOWERING THEM TO ACHIEVE GREATER SUCCESS, FASTER.

COACHING

WE VALUE PEOPLE AND HELP DEVELOP THEM THROUGH OUR PROPRIETARY EDUCATION SYSTEM.

COMMUNITY

WE VALUE COMMUNITIES AND VOW TO MAKE AN IMPACT ACROSS THE GLOBE

COULTURE

WE VALUE UNITY AND HAVING FUN.

CONNECT

WE VALUE INNOVATION THAT CONNECTS PEOPLE THROUGH TECHNOLOGY AND BRANDING.

CARE

WE VALUE RELATIONSHIPS AND CELEBRATE EVERY**ONE**.

THE POWER OF

ONE

IT'S NOT JUST **ONE** THING THAT SETS US APART

UNBROKERAGE

Coolture

ONE CARES

[Cube8]

ONELUXE

HUB

ZONE

ONE. U

BASE •
CAMP 

SUMMIT

International

WE ARE THE

UNBROKERAGE



CONNECT WITH NICHE MARKETS

SPARK INTEREST THROUGH STRIKING DESIGN COLLATERAL AND THOUGHTFUL MARKETING OF YOUR HOME. LET ME HELP YOU CREATE CUSTOM MARKETING CAMPAIGNS TO ATTRACT THE RIGHT BUYER TO YOUR LISTING; WITH A TARGETED OMNI-LEVEL APPROACH.

EXPAND DIGITAL REACH

REACH POTENTIAL BUYERS NEAR AND FAR WITH COPIOUS LISTING SYNDICATION. PROPERTIES ADDED TO THE MLS UNDER MY LICENSE WILL AUTOMATICALLY BE INCLUDED IN GLOBAL SYNDICATION TO TOP THIRD PARTY SITES; LOCALLY AND INTERNATIONALLY. LISTINGS WILL ALSO APPEAR ON THE REALTY ONE GROUP HOME SEARCH APP PLUS TOP REAL ESTATE SEARCH APPLICATIONS AND WEBSITES.

PAID DIGITAL ADVERTISING CAN ALSO GO A LONG WAY TO FIND INTERESTED BUYERS LOCALLY. ADVANCED BUYER CAMPAIGNS THROUGH REALTY ONE GROUP, MAKES SURE INTERESTED PARTIES SEE YOUR HOME WHEN USING FACEBOOK AND OTHER POPULAR SITES IN THEIR DAY-TO-DAY LIVES.

STAY INFORMED

SELLER REPORTS WILL KEEP YOU INFORMED THROUGHOUT THE ENTIRE PROCESS. SEE EXACTLY HOW MUCH EXPOSURE YOUR PROPERTY GETS ON A DAILY AND WEEKLY BASIS. WITH THIS DATA, WE CAN ANALYZE MARKETING EFFORTS IN REAL-TIME, ALLOWING FOR CHANGES TO BE APPLIED AS NEEDED.

MY BUSINESS WEBSITE INTEGRATES WITH REALTY ONE GROUP'S INTERNATIONAL HOME SEARCH WEBSITE AND SENDS INTERESTED BUYERS DIRECTLY TO ME FOR FOLLOW UP. I WILL WORK THROUGH MY PERSONAL DATABASE AND SHARE THE OPPORTUNITY TO BUY WITH THE RIGHT PROSPECTS IN MY SPHERE AS WELL.

100% SUPPORT

REALTY ONE GROUP HAS BUILT STRONG INDUSTRY PARTNERSHIPS BEYOND BROKERAGE OPERATIONS. I CAN ASSIST WITH RESOURCES AND PROVIDE REFERRALS TO KEY SERVICES AT EVERY STEP OF YOUR JOURNEY. PLEASE TELL ME WHAT SERVICE YOU ARE LOOKING FOR AND I CAN CONNECT YOU WITH A QUALIFIED PROVIDER.

GET READY FOR YOUR UPCOMING TRANSITION WITH MY COMPLIMENTARY MOVING CONCIERGE TEAM. MOVE STRESS-FREE WHILE A CONCIERGE REPRESENTATIVE WORKS OUT ALL THE DETAILS FOR YOU!

ONE
DESIGN



Boost
by HomeSpotter

ListHub

listtrac

ONE SUITE

ONE
MARKETPLACE

LiveEasy

MY ONE STORY

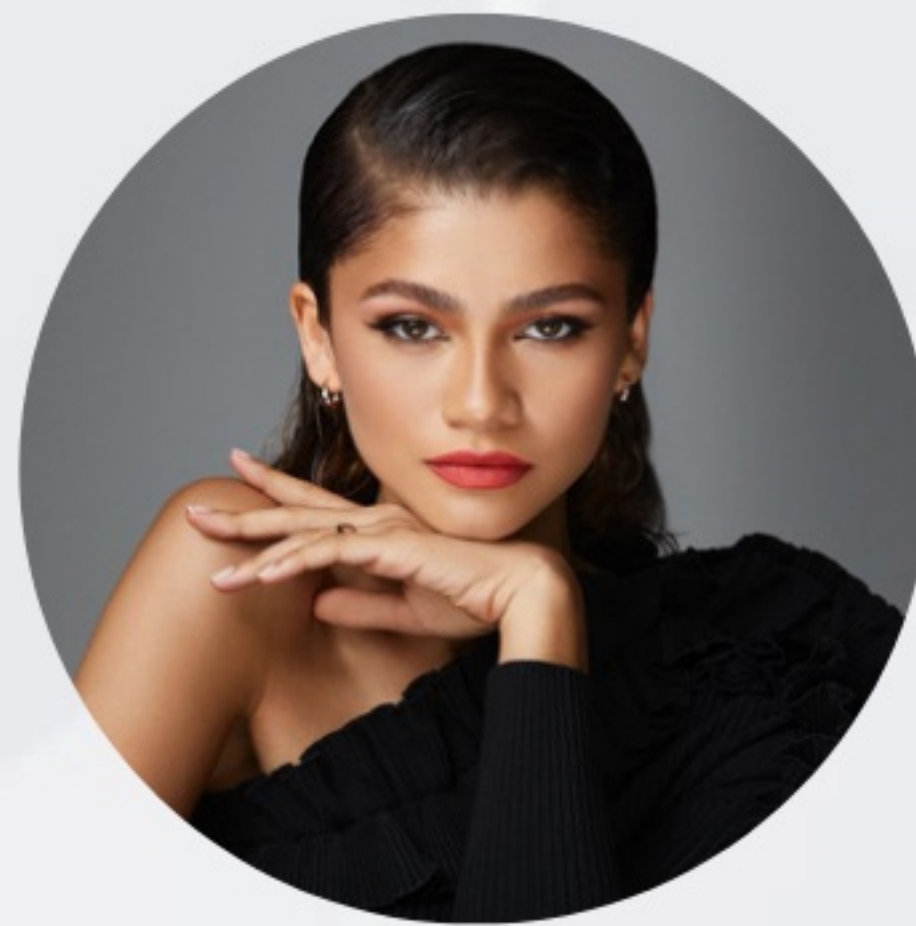
Teresa
Overcash



HEADER HERE FOR BACKGROUND AND PEDIGREE.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM. LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT.

CLIENT TESTIMONIALS



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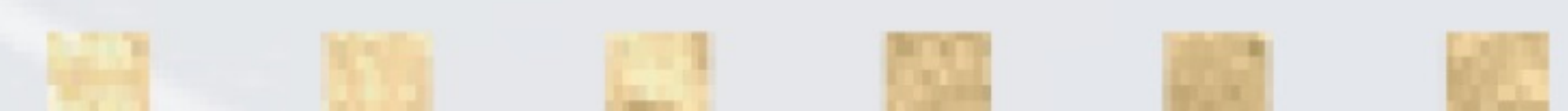
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WHY WE ARE **NUMBER ONE**

**TOP 1% FASTEST
GROWING FRANCHISE
IN AMERICA**



**TOP NATIONAL
FRANCHISER**



**TOP GLOBAL
FRANCHISER**

Forbes

**TOP 1% IN
AMERICA**



**TOP 1% IN
AMERICA**



**HIGHEST
FRANCHISE
SATISFACTION**



Franchisee Satisfaction Awards
FranchiseBusinessREVIEW

**OFFICIAL WORLD
RECORD HOLDER**



**TOP FASTEST
GROWING PRIVATE
COMPANY IN AMERICA**



**TOP GLOBAL
FRANCHISER**



**TOP GLOBAL
FRANCHISER**



**TOP 1% IN
AMERICA**





LOCATION

SIZE

LAGUNA BEACH

3,000 SQ. FT

PRICE

\$2.5 M

UNIQUE HOME BLURB HEADER HERE.

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**SIMILAR
LISTINGS**



LOCATION

LAGUNA BEACH

SIZE

3,000 SQ. FT

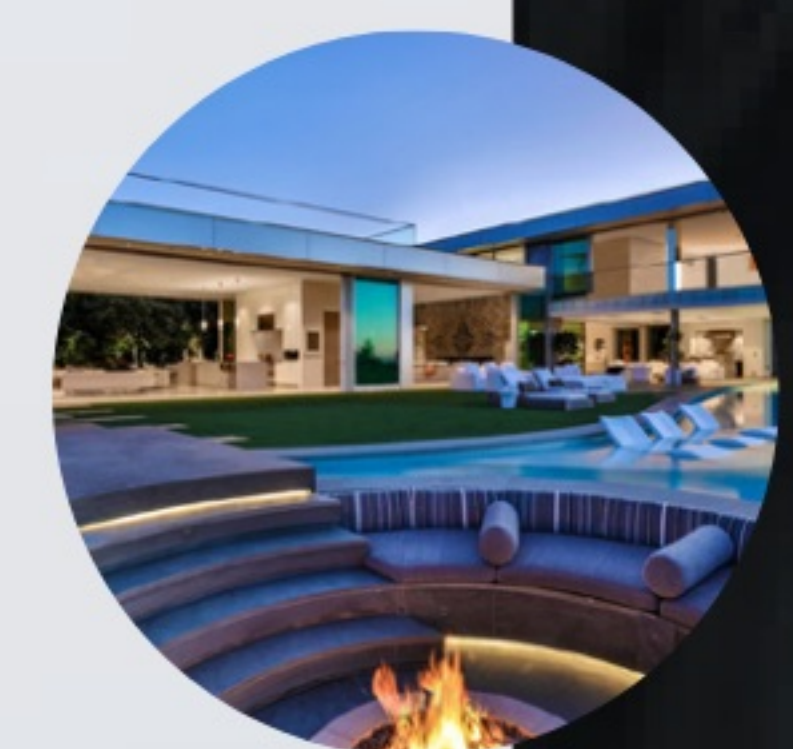
PRICE

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RECENT SALES



123 3 ARCH BAY LAGUNA BEACH

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA.

\$3.4 M



123 3 ARCH BAY LAGUNA BEACH

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\$3.4 M



123 3 ARCH BAY LAGUNA BEACH

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA.

\$3.4 M

FEATURES THAT WILL SELL YOUR HOME

LOREM IPSUM DOLOR ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE VOSSIM EST.



MAIN FEATURE HEADER HERE.

UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE VOSSIM EST.



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MARKETING STRATEGY

UT ENIM AD MINIM VENIAM, QUIS NOSTRUD
EXERCITATION ULLAMCO LABORIS NISI UT
ALIQIP EX EA COMMODO CONSEQUAT.

MARKETING CHECKLIST/TIMELINE



CONDITIONING YOUR PROPERTY TO SELL



PRICING STRATEGY



IDENTIFYING ACTIVE BUYERS



HIGH QUALITY PHOTOS



VIDEO & VIRTUAL TOUR



LOCAL & NATIONAL NETWORK OF OVER 20K PROFESSIONALS



ADVANCED INTERNATIONAL & INTERNET EXPOSURE



REALTY ONE GROUP ENHANCED MARKETING & SIGNAGE

DETERMINING THE PRICE & PREPARING TO SELL

UT ENIM AD MINIM VENIAM, QUIS NOSTRUD
EXERCITATION ULLAMCO LABORIS NISI UT
ALIQIP EX EA COMMODO CONSEQUAT.

KEY FACTORS



LOCATION



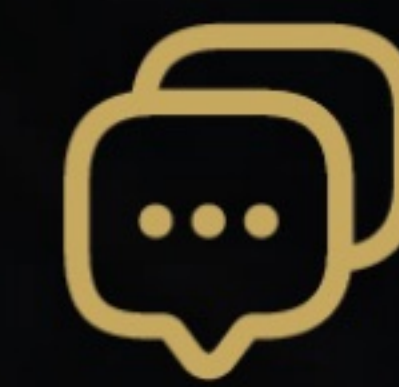
CONDITION
OF PROPERTY



ECONOMIC
TRENDS



SUPPLY
& DEMAND



STRATEGIC
NEGOTIATIONS



LET'S GET STARTED

LOREM IPSUM ENIM AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION ULLAMCO LABORIS NISI
UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS
AUTE IRURE DOLOR.



1

**COMPETITIVE
MARKET ANALYSIS**

2

**DETERMINE
LIST PRICE**

3

**LISTING AGREEMENT
& DISCLOSURE**

4

**INITIATE THE
MARKET PLAN**

5

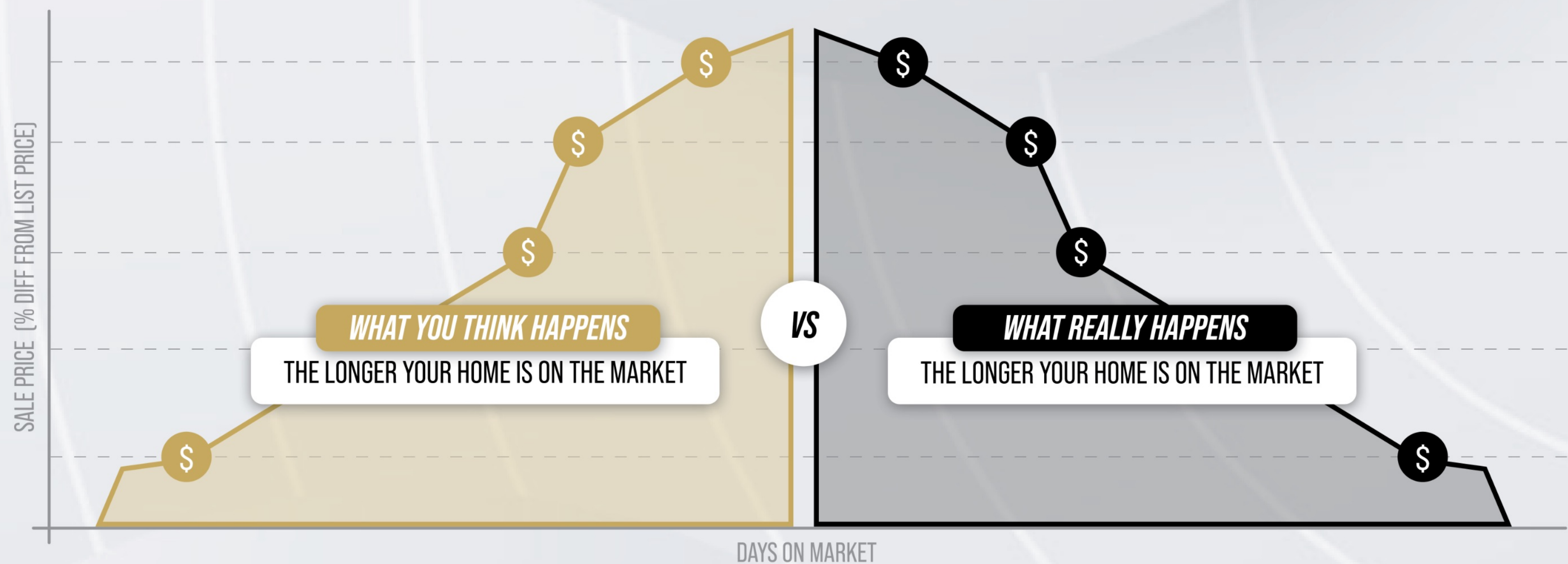
**INSTALL ELECTRONIC
LOCKBOX**

6

INSTALL YARD SIGN

PRICING THEORY

UT ENIM AD MINIM VENIAM, QUIS NOSTRUD
EXERCITATION ULLAMCO LABORIS NISI UT
ALIQIP EX EA COMMODO CONSEQUAT.



PRICING VS PROFIT

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THE IMPORTANCE OF INTELLIGENT PRICING

HOME SELLER TIMELINE



HOME SEARCH PROCESS FIRST STEPS

In this exhibit, we examine the combined and individual first steps taken in the home buying process by both first-time and repeat buyers.

ALL BUYERS	FIRST-TIME BUYERS	REPEAT BUYERS	
47%	31%	52%	Looked online for properties for sale
18%	15%	19%	Contacted a real estate agent
9%	16%	7%	Contacted a bank or mortgage lender
8%	15%	6%	Looked online for information about home buying process
7%	15%	4%	Talked with a friend or relative about home buying process
5%	3%	5%	Drove by homes/neighborhoods
2%	1%	2%	Contacted a home seller directly
2%	1%	2%	Looked up information about homes and neighborhoods
1%	1%	1%	Visited open houses
1%	*	1%	Contacted builder/visited builder models
*	1%	*	Attended a home buying seminar
*	*	*	Looked in newspaper, magazines, or homebuying guides
*	*	*	Read books or guides about the home buying process
1%	1%	1%	Other

* Less than 1 percent



POWER OF MEDIA

UNIQUE AGENT EXCELLENCE/EXPERIENCE HEADER HERE.

WITH MY LARGE ONLINE FOOTPRINT, USE OF HIGH-QUALITY PHOTOS AND VIDEO AND RESOURCES FROM REALTY ONE GROUP, I'LL EXPOSE YOUR LISTING TO REAL LEADS AROUND THE WORLD.

47% **99%**

47% OF REAL ESTATE BUSINESSES SAY SOCIAL MEDIA RESULTS IN THE HIGHEST QUALITY LEADS.

99% OF MILLENIALS BEGIN THEIR HOME SEARCH ONLINE.

403% **9%**

THE RESPONSE RATE FOR A LISTING INCREASES **403%** WHEN VIDEO IS USED.

ONLY **9%** OF AGENTS ARE USING VIDEO IN REAL ESTATE.

GOING GLOBAL

ALL REALTY **ONE** GROUP LISTINGS ARE
ADVERTISED ACROSS A TRUSTED NETWORK
OF INTERNATIONAL WEBSITES POWERED
BY LISTHUB GLOBAL.

YOUR LISTING WILL APPEAR ACROSS A VAST NETWORK OF OVER **85**
TOP INTERNATIONAL SITES LOCATED IN OVER **50 DIFFERENT**
COUNTRIES AND TRANSLATED INTO MORE THAN **16 LANGUAGES AND**
CURRENCIES, REACHING OVER **60 MILLION BUYERS AND INVESTORS**
WORLDWIDE.



CUSTOMIZE THIS PAGE

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EXERCITATION ULLAMCO LABORIS NISI.

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CUSTOMIZE THIS PAGE

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UNIQUE CUSTOM SUBHEAD HERE

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REALTY**ONE**GROUP



THANK YOU!

UNIQUE HOME BLURB HEADER HERE.

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