



LIFESTYLE

Homes of Hawaii

Welcome!



We look forward to speaking with you about the future sale of your home. We are confident you will feel that the programs we outline for you will provide you with the greatest possibility of selling your home for the highest price in the shortest period of time with the least amount of hassles.

Inside my Pre-Listing Package is an in-depth outline of everything we will be going over during our meeting. Please take the time to review this package in its entirety.

We look forward to speaking with you, getting your home sold, and helping you, your friends, and your family with all of your real estate goals.

Best Regards,
Jeffrey Samuels

A handwritten signature in black ink that reads "Jeffrey". The signature is written in a cursive, flowing style.

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Customer Service Commitment

- Provide you with 10+ Customer Service during the entire selling process including, taking the time to understand your wants, needs and expectations, returning your calls and emails the same day and being honest with you at all times.
- Help you obtain the highest possible price for your house in the shortest amount of time.
- Advise you on pricing and assist you with staging your home.
- Implement the 14 Point Marketing Plan to market your house through as many channels as possible.
- Coordinate the home showing process.
- Present all offers in person and advise you on the terms and contingencies.
- Negotiate offers on your behalf.
- Schedule and coordinate completion of contingencies and inspections.
- Monitor the buyer's loan process.
- Coordinate and supervise the preparation of all closing documents and guide you through the closing process.

Why Use An Agent?

Time is Money

How much is your time worth \$_____ per hour? If you don't use a real estate professional, expect to spend at least 100 hours selling your home – assuming there are no problems! Considering your work, family, and personal commitments, is that the best use of your time?

It's a Big Deal

Selling (and buying) a home is a big deal. Most people don't sell more than two homes in their lifetime, so it's not something they develop expertise in. There are ever-changing laws, ethical practices and practical considerations that you don't want to learn on your own through trial and error or relying on a book or information off the Internet. It's just not worth the risk.



Truths About Real Estate

Having an agent represent you has its advantages:

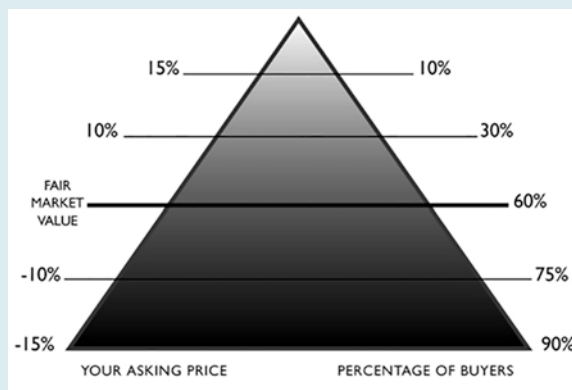
- **Professional representation...** We are your personal representatives and we are required by law to represent your best interests to the best of our ability.
- **Personal specialist...** It's similar to hiring an accountant to help you file income taxes or a mechanic to fix your car. If you had the time to master those specialties, you would be doing your own taxes and fixing your car. But who has that sort of time? Besides, most people will sell only two homes in their lifetime, two real estate transactions in a lifetime will not turn anyone into a real estate specialist.
- **Objectivity...** Our job is to point out all the pros and cons for all the decisions you will be making throughout the home-selling process. We will even tell you things you may not want to hear because as your agents, We want you to make informed decisions, not emotionally-based decisions.
- **Convenience...** These days, it's nearly impossible to sell a home all by yourself without it turning into a part-time job.
- **Not all real estate professionals are REALTORS.**
Only licensed real estate agents who are members of the National Association of REALTORS can call themselves REALTORS. REALTORS are committed to treat all parties honestly – They subscribe to a strict code of conduct and are required to maintain a high level of real estate standards. It is to your advantage to work with a REALTOR because of the training and standards this professional designation requires.

Truths About Real Estate

The price of your home should be based on the price of sold properties in your area rather than the list price of properties now on the market – this is how we establish your home's fair market value.

If it's priced **OVER** its fair market value it will...

- Not attract as many buyers because they'll think it's out of their price range.
 - Take longer to sell.
 - Make competing properties look good.
 - Be overpriced in everyone's minds (agents and buyers) and they tend not to forget.
 - Cause you to lose valuable time and miss out on buying your dream home.
 - Cause negotiations to stall.
 - Cause appraisal problems.
 - End up selling below market value in order to make up for all of the above.
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- Research conducted by the National Association of REALTORS shows that more buyers purchase their properties at fair market value – not above it. The percentage of buyers increases even more when the price drops below fair market value.

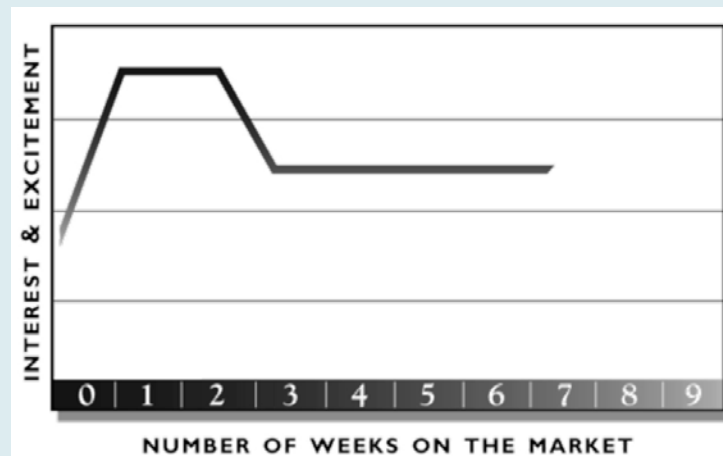


Truths About Real Estate

The fair market value of your home is determined by the market – that is, what today's buyers are willing to pay. Buyers are comparing your home to other homes now on the market. They don't care about:

- What Your Neighbors Say
- What Another Agent Says
- What You Spent On Upgrades
- What It Costs To Build Today
- What You Spent On Repairs
- What You Spent On Remodeling
- What You Spent On New Carpet
- What You Paid
- What You Need
- What You Want

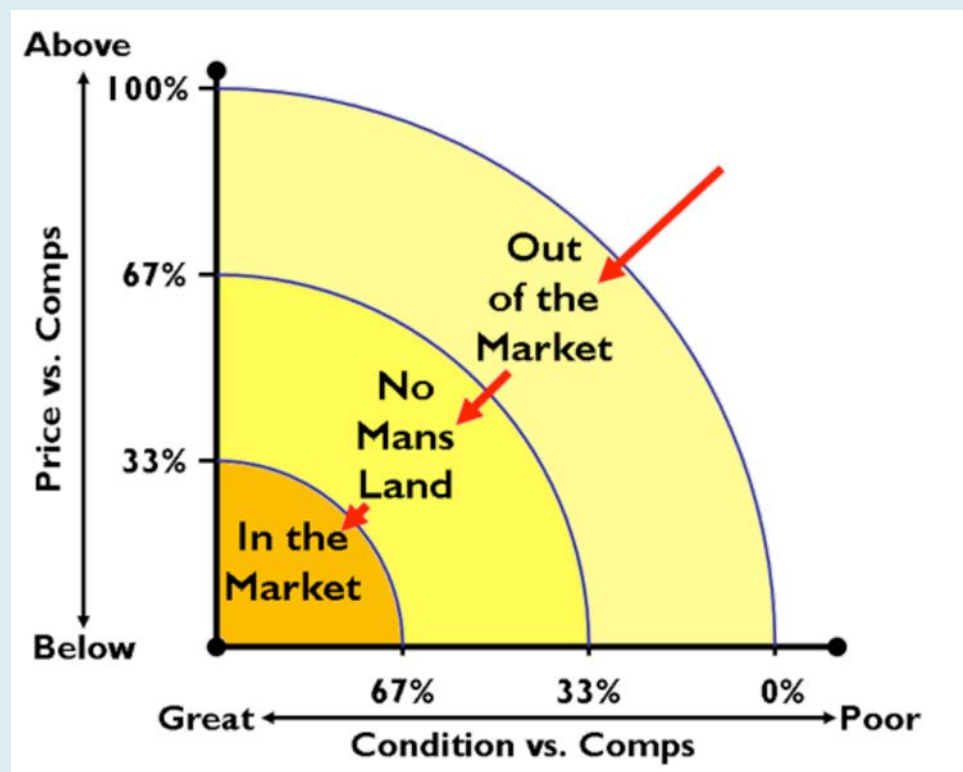
Your home generates the most interest in the real estate community and among potential buyers during the first 30 days it is on the market. If it is not properly priced during this time, we miss out on this peak level of interest:



Truths About Real Estate

Ads are not very effective for selling real estate. Data compiled in 2016 by the National Association of REALTORS showed that buyers first learned about the home they purchased from:

Real Estate Agent	34%	Builder	2%
Yard Sign	14%	Knew the Seller	4%
Internet	29%	Home Book	1%
Newspaper Ad	3%	Other	6%
Friend/Relative	7%		



Truths About Real Estate

Define your goals, wants, needs and expectations. A good place to begin is by exploring your short and long term goals in life and how selling your home fits in. We will walk through a process we use to thoroughly understand our client's goals, wants and needs to ensure that your expectations are met.

Determine the best price for what's going on in the market right now. We assess the current state of the market and what comparable homes are actually selling for by reviewing a Comparative Market Analysis (CMA) on your home. That way, we can objectively determine its fair market value and price it right.

Prepare your property so that it is in top-selling condition. Most of us don't keep our homes in top-selling condition. We will work with you to help you see things from a buyer's point of view. We will consult with you on what to repair, replace or remove so that your home makes a GREAT first impression.

Implement time-proven, research-based marketing strategies. Your home will be marketed with a 14 point marketing plan that has the highest potential for bringing not only the most buyers, but also the most qualified buyers to your doorstep.

Show your property. Always keep your home in top-selling condition. When you leave for work, make sure that your home remains in top-selling condition. You know what they say about first impressions!



Truths About Real Estate

Receive an offer. When a buyer decides to buy your home, an offer will be presented. We will advise you on the offer and whether the buyer is qualified to purchase your home.

Negotiate to sell. Most offers require some level of negotiation. We will work together to decide your parameter and we will negotiate on your behalf.

Have your home appraised and inspected. Once you have accepted an offer, We will work with the buyer's agent to coordinate an appraisal, inspections and a survey (if required). If the buyer requires that certain repairs be made on your home, We will continue to negotiate on your behalf and recommend vendors so we move successfully from contract to closing.

Prepare for closing. A few days before closing (also known as settlement), We will contact the title company and the buyer's agent to ensure that all the necessary forms and documents have been prepared. We will meet with you to review the closing documents and let you know what additional forms and information you need to bring to the closing meeting.

Close! At the closing meeting, ownership of your property is legally transferred to the buyer. We will be present to advise you and ensure that everything goes according to plan.



Our 14 Point Marketing Plan

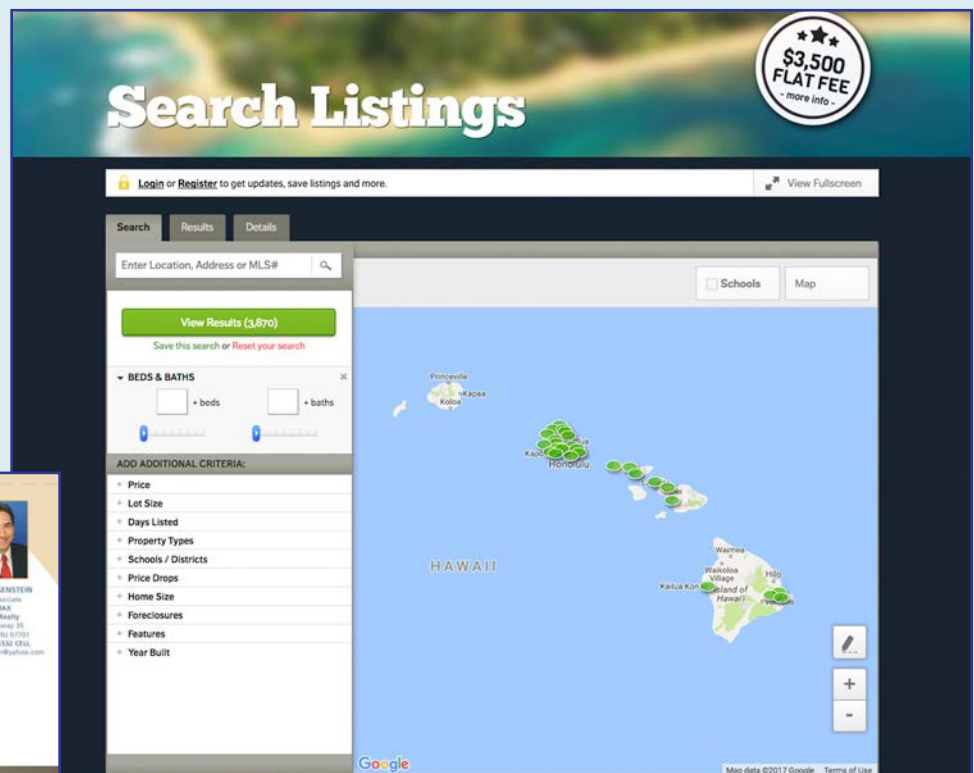
- 1.** Price your home strategically to be competitive with the current market and current price trends.
- 2.** Stage your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint and pleasing drive-up appeal.
- 3.** Place For Sale signage, complete with property flyers that are accessible to drive-by prospects.
- 4.** Distribute “Just Listed” marketing to neighbors, encouraging them to tell their family and friends about your home.
- 5.** Optimize your home’s Internet presence by posting it on local and global MLS systems and over hundreds buyer focused websites, using 25+ photographs and creative descriptions.
- 6.** Create a property specific website that will solely feature the benefits of your home.
- 7.** Create a home book, comment cards and flyers for your property. Showcasing additional information and photos of your home and neighborhood will attract extra attention.

Our 14 Point Marketing Plan

- 8.** Target marketing to active real estate agents that specialize in selling homes in your neighborhood.
- 9.** Include your home in our company/MLS tour to allow other agents to see your home first hand.
- 10.** Advertise your home in my online real estate newsletter and direct mail campaigns.
- 11.** Create an open house schedule to promote your home to prospective buyers.
- 12.** Target marketing to active buyers and investors in my database that are looking for a home in your price range and area.
- 13.** Provide you with weekly updates detailing my marketing efforts, including comments from prospective buyers and agents that have visited your home.
- 14.** Broadcast to over 3500 of the top Hawaii real estate agents and brokers your property information.

Included Sales Tools

- Professional Photography
- Distinctive Brochures
- Specialized Property Website Link
- Distinctive Online Brochures
- Lead Capture Designed Personal Website
- Customized Video Tours Posted to Multiple Websites
- Social Media Potential Buyers Campaign
- Open House



CERTIFIED PRE-OWNED MOTHER DAUGHTER!

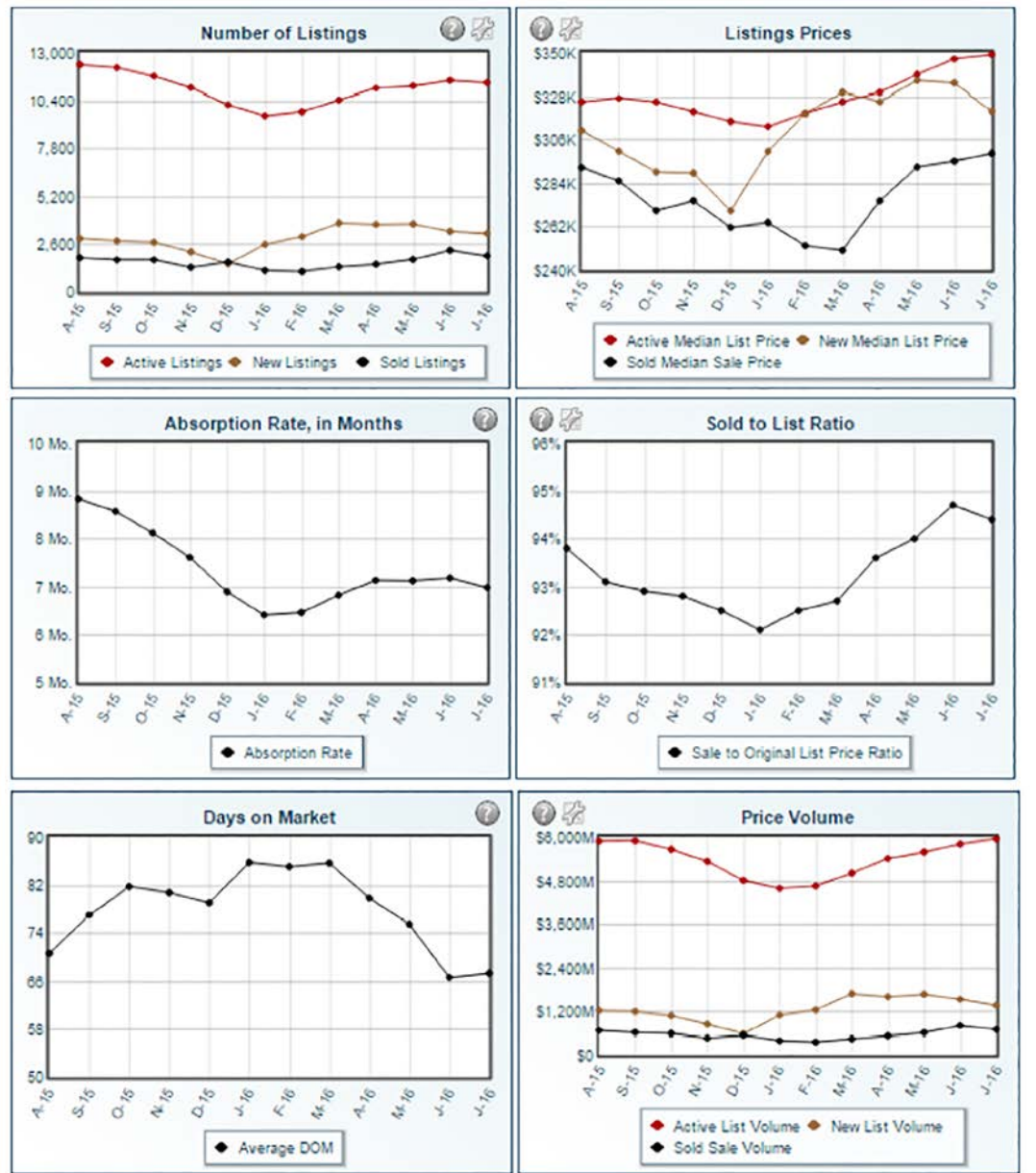
CERTIFIED PRE-OWNED HOME! If you love being close to shopping, local transportation, major highways for commuters and need tons of storage space? Then 22 Tanglewood Rd is right for you. Do you like entertaining, open concept living and plenty of room for guests when they stay over? 22 Tanglewood offers six spacious bedrooms, including an over-sized 22x22 sqft master suite with walk in closet, and laundry hidden in the master bath. Enjoy four and half updated baths, large in-ground pool, a fenced backyard, and a brand new second story deck. 22 Tanglewood has everything you and your family could ever need. Check Out an almost 4,000 sqft Mother Daughter home that will leave your family fighting over who gets which bedroom when you move in.

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Property Specific Website

- Personalized Domain Name
- Sign Rider
- Unlimited Photos
- Open House Announcements
- Local Schools
- Local Demographics
- Maps
- Aerial Views

Snap Shot of Market Trends



What you can expect

With Showings:

- 1.** Buyer Agents may call early, they may call late, and sometimes they may not call at all to show the property.
- 2.** Agents may make appointments to show your home and never show up with no explanation.
- 3.** Most showings will be by buyer agents not me. The odds are with 100s of realtors on our board, some of them are going to have buyers that are interested in your home. This doesn't mean I won't try to sell it myself.

The world has changed. Multiple case studies show that over 92% of qualified buyers come from the MLS, agent connections and personal contacts. Classified ads or print ads are now ineffective. We will not be running these types of ads.

What you can expect of us.

Offers

MOST OFFERS START OUT VERY LOW
THIS IS TO BE EXPECTED

- Offers are generally faxed / emailed to us by the other agent. Followed with a phone call.
- They typically give 24-48 hours to respond which gives us time to review and make the best decision

When we receive an offer you have one of TWO options:

1. Accept it.
2. Counter it.

There is no business advantage to rejecting an offer. We would rather have the buyer be the reason for not continuing to negotiate.

You can reach us:

I return all phone calls & emails between 12pm-1pm,
2:30pm-3:30pm, 5pm-6pm

I am Prospecting for buyers between 7am-12pm.
Weekends are usually the busiest times for me, so if
I cant get back to you I will return your message as
soon as possible.



Our expectations of you and Closing Costs

- Responsive when I call.
- Communicate with me. Connect with me with any issues or concerns immediately so I can resolve them right away.
- Keep the home as clean as possible.
- Referrals. If you like the work I do, and that's my goal, I would appreciate any referrals you may have.

Closing Costs (some of the closing fees you may encounter)

- Mortgage payoff balance. Deductions from the sale price include your own home loan, second mortgages and home-equity lines of credit.
- Loan payoff fee. Some lenders may charge you an administrative fee to pay off your loan.
- Lien releases. If you owe money to a contractor or for court judgments or property taxes, a lien may have been placed on your property. You must pay those liens before the sale can close.
- Prepayment penalty. Find out from your lender if there's a penalty for paying off your loan early.
- Recording fees. If you owe money on the property, you need to pay this fee to show that your debts have been fully paid.
- Commissions for listing and selling agents. This is the price you pay to the agents for making the sale of your house. Half going to your agent's brokerage and the rest going to the buyer's agent's brokerage. The agents get paid by their respective brokerages.



Our expectations of you and Closing Costs

- Notary fees. Fee charged by a notary to verify your identity and to make sure the documents are executed properly.
- Escrow fees. The escrow company is the intermediary between you and the buyer, ensuring that the money is handled properly. Escrow agents receive money from the lender, pay off your mortgage and closing costs, collect deposits and give the proceeds to the lender. You may be able to split these costs with the buyer.
- Title search fees. Title insurance is not insurance in itself but says that you have the legal right to sell your home. Title companies search public records to come up with a title insurance commitment. That commitment says you own the home, and it details anything else that may affect the title, such as mortgages, liens, easements, restrictions and home owner association declarations.
- Seller concession. A seller concession helps buyers pay their closing costs. If the buyer asks you for a concession of, for example, 3 percent, that amount will be added to your agreed-upon home price, and you will give back that 3 percent to the buyer to pay for closing costs.
- Repairs. You may be required to pay for repairs, either by negotiation with the buyer or by a condition of the lender.
- Home warranty. Sometimes a seller will agree to foot the bill for a home warranty that offers a protection plan for the buyer's first year in the home.

Why Choose Lifestyle Homes of Hawaii

- 1.** We are a full time, full service real estate team that works together to get your home sold.
- 2.** A combination of over TWO DECADES in the industry, and currently selling over \$15,000,000 to \$20,000,000 a month.
- 3.** We have decades of experience in marketing, finance and business.
- 4.** We have the experience along with proven systems and a proven marketing strategy to get your home sold.
- 5.** Nobody is going to market your home as aggressively and work as hard for you... I will give you 110% of my effort and energy at all times.

Contact us

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