

MICHAEL YOUNG COMPANY

REAL ESTATE

MAXIMUM EXPOSURE, SUPREME KNOWLEDGE, MORE SALES.

ENCLOSED PLEASE FIND:

1. Marketing Plan of Action
2. Why Hire Michael Young?
3. My TEAM and Their Roles
4. The Internet
5. Where do Buyers Come From?
6. Selling Probate Property Timeline
7. Client Menu of Services

Michael Young

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OBJECTIVES OF MARKETING:

1. TO GET THE HIGHEST PRICES POSSIBLE IN THE MOST EFFICIENT MANNER.
2. TO GET QUALIFIED AND MOTIVATED BUYERS INTO YOUR PROPERTY UNTIL IT IS SOLD.
3. TO KEEP YOU INFORMED ABOUT THE RESULTS OF MY ACTIVITIES EVERY WEEK.

PLAN OF ACTION STRATEGY:

Submit property to the Multiple Listing Service.

Call you every week with an update.

Put property on multiple websites: Realtor.com, Craigslist, etc.

Promote your home at the company sales meeting.

Develop a list of features and benefits of your home for other brokers to use with their potential buyers.

Fax the features sheet to the top 100 agents in the marketplace for their potential buyers.

Expose through Mike Ferry Company, a 70,000 nation-wide agent referral network that I have been a part of for 15 years.

Tele-market (target calling) 3 hours per day to find a buyer for your property.

Contact over the next 7 days my: buyers leads, center of influence and past clients for their referrals and prospective buyers

Put up "For Sale" sign.

Put on Brokers tour for maximum exposure.

Follow up with agents that have shown property to get an offer and or feedback from their buyer.

Receive an offer or offers and strategize a response or acceptance.

Call each week with progress reports on the escrow.

Close escrow and finish sale.



REAL ESTATE AGENT MICHAEL YOUNG:

- § Has been active in Real Estate for over 25 years
- § Helped over 1,000 people sell their homes
- § Averages 99% of asking price
- § Average days on the market is 21 days
- § Specializes in challenging markets
- § Superior knowledge of the entire Bay Area market, not just a “neighborhood specialist”
- § Has an aggressive marketing plan
- § Is an excellent negotiator
- § Works with a specialized TEAM of professionals and experts developed over being in the business for 25 years.
- § Member of the Mike Ferry Organization – A Real Estate Coaching company with access to all the top 1% of REALTORS nationwide, exposing your home to all regions of the nation.
- § Provides the highest level of Real Estate service!

MYC Team & Their Roles



**MICHAEL YOUNG,
President/Broker**



**NATALIE MECHETTI,
Executive Assistant/Head of Staff
Licensed Agent**

THE ADMINISTRATIVE TEAM



THE INTERNET

Millions of people search the internet every month in search of passive information when it comes to looking for a new home. My company spends MILLIONS of dollars every year to make sure your home is exposed to these buyers! This benefits you as your home will receive ultimate exposure. This exposure enables buyers to see your home first and our phones to ring. We will pre-qualify all prospective buyers, set showing appointments, and sell your home!





WHERE DO BUYERS COME FROM?

Source: National Association of Realtors

- 1%** Open houses.
- 2 - 3%** Print or Magazine.
- 8 - 10%** Respond to an Open House or advertisement, and then buy something else.
- 20%** 'For Sale' sign and Brokers Tours from actual licensed and insured Real Estate Brokerage firms.
- 25 %** Salesperson contact.
- 40%** Multiple Listing Service and daily prospecting to targeted buyers.

HOW LONG DOES THE PROCESS TAKE?

Selling Probate Property – A Timeline

** Your attorney files the petition for your appointment as the estate's personal representative.*

Day 1 –The Probate Court issues Letters, your authorization as the personal representative.

Day 10 –Michael Young is selected to market the home.

Days 10-40 – An intensive marketing period occurs with our Plan of Action.

Day 40 – OPTION “A” – if sold under Independent Administration: Upon acceptance of an offer without Court Confirmation, if applicable, a typical 30-45 day escrow period follows. The successful bidder secures financing, executes proper documents, causes escrow to close, and approximately

Day 70-85 - The estate receives final sales proceeds.

~ **OR** ~

DAY 40 – OPTION “B” – If sold with Court Confirmation: Upon acceptance of an offer subject to Court Confirmation, a confirmation hearing date is set by the Probate. This normally occurs if there is fighting amongst family members.

Court (usually 30 days after this initial bid acceptance). On approximately Day 70, in person, the attorney reports to the open probate courtroom and to the Probate Judge the Personal Representative's willingness to accept the previously made bid. At the court hearing, the Judge then offers anyone present in court the opportunity to make a final, higher bid on the property. This is truly a live, in-court auction. At the conclusion of a back-and-forth auction the final sales price and highest bidder are approved by the Probate Court. A typical 30-45 day escrow period follows. The successful court bidder secures financing, executes proper documents, causes escrow to close, and approximately Day 100-115, the estate receives final sales proceeds.

This represents a general timeline of marketing, sale and closing escrow during probate administration. Estate properties may sell and close escrow in as short as 30 days or as long as or longer than any other real estate sale. There is a wide range of flexibility associated with the sale of probate property not discussed here. Please call me for more information.

CLIENT MENU OF SERVICES NEEDED:

- q CLEANING
- q PAINTING
- q CARPETING
- q FLOORS
- q ROOF
- q LANDSCAPING
- q KITCHEN
- q BATHROOMS
- q FOUNDATION
- q PLUMBING
- q ELECTRICAL
- q WINDOWS
- q HAULING
- q MOVING
- q APPRAISAL
- q ESTATE SALE
- q INSPECTIONS (TERMITE/HOME ETC.) _____

✓ In our quest of offering the highest quality, full service possible, please check any items that you would like Michael Young Company to get bids on your behalf.