



TOTH TEAM

WORLDWIDE NETWORK

The Toth Team Does it Differently!

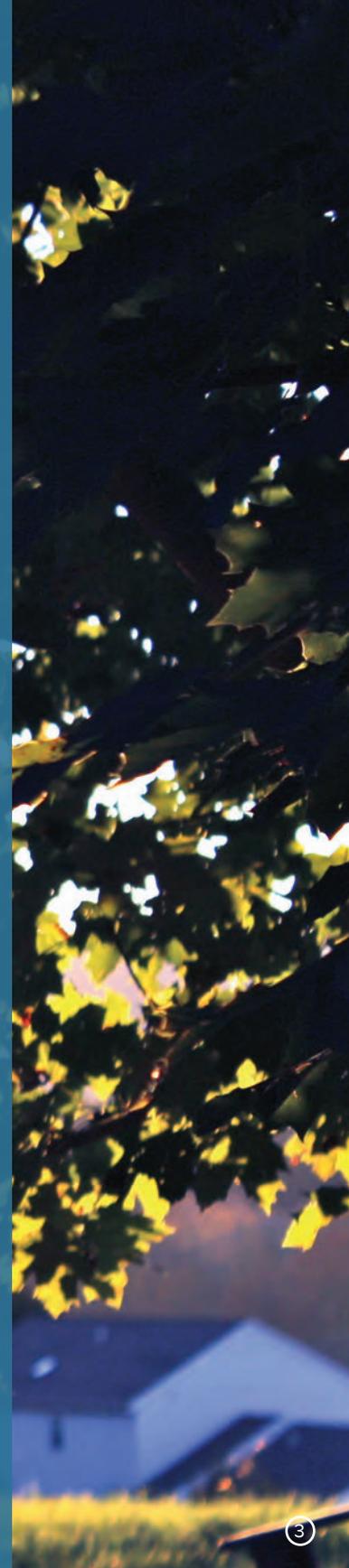
The Toth Team Home Selling System is designed to increase demand for your home attracting more buyers, possibly leading to multiple offers and ultimately earning you a higher sales price.

In a sea of advertisements one must stand out to be recognized. Everything we do is designed to showcase your home to maximize its' exposure to potential buyers. As you will see throughout this booklet, no one does more to sell your home!



How we do it

	US	OUR COMPETITION
SELLER AGENCY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BUYER LEADS 400+ MONTHLY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
INTEGRATED SOCIAL MEDIA PLATFORM	<input checked="" type="checkbox"/>	<input type="checkbox"/>
LIVE PHONE PROSPECTING	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3D VIRTUAL WALK-THRU	<input checked="" type="checkbox"/>	<input type="checkbox"/>
LIFESTYLE PHOTOGRAPHY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
PROFESSIONAL STAGING	<input checked="" type="checkbox"/>	<input type="checkbox"/>
PRE-LISTING HOME INSPECTION	<input checked="" type="checkbox"/>	<input type="checkbox"/>
HOME WARRANTY	<input checked="" type="checkbox"/>	<input type="checkbox"/>
STORYTELLING CONTENT	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TRANSPARENCY IN ALL MARKETING	<input checked="" type="checkbox"/>	<input type="checkbox"/>
24/7 INFORMATION HOTLINE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
PRE-MARKETING BLAST	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DISTRIBUTION TO OVER 800 SITES	<input checked="" type="checkbox"/>	<input type="checkbox"/>
WEEKLY COMMUNICATION	<input checked="" type="checkbox"/>	<input type="checkbox"/>
NATIONAL NAME RECOGNITION	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TEAM STRUCTURE	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Seller Agency

Seller agency is the way you think all Realtors should work for you. In fact, most brokerages don't allow their agents to represent you in this way.

As a seller's agent, I can share my opinion with you on pricing, the condition of your property, staging suggestions, and the quality of all offers.

I AM ALWAYS WORKING FOR YOU!

100%

Working for you



“ Thank you for selling my downtown Ann Arbor home at 97.8 percent of asking price. You made the process a lot easier for me. I appreciate all you did to make this happen: excellent communication, negotiation, and insightful market knowledge. I am so glad I switched from trying for sale by owner to selling with your team. “

– TOM NESTOR

Buyer Lead Generation!

We are constantly creating new buyer leads so our listings get maximum exposure.

Our platforms consistently produces more than 400 new buyer leads every single month.

Check it out:

www.KathyToth.com

or www.HomeSearchAnnArbor.com and register with your correct phone number...and see what happens.

“

Working with the Toth Team made our Ann Arbor Real Estate selling experience seamless. They understood the market, were reliable and knowledgeable. I have already recommended a family member and strongly suggest you hire the Kathy Toth Team too.”

– TRACY



3 things
sell real estate
Price! Exposure! A willing BUYER!

Social Media

Social Media has become a true catchphrase in marketing. We actually utilize the multiple platforms in the way they were intended. We have a social media team specializing in promoting your home to the top social platforms. We even ask you to get involved and share your property with your social circles.

In addition to passive advertising, we pay a premium to boost posts on Facebook vastly extending the number of eyes that see your home.



Live Phone Prospecting

Sometimes you need a combination of “tried and true” to go along with all the new technology. We still believe in picking up the phone and calling the people in your neighborhood or building announcing your property is for sale.

Due to the second home nature of our community, often your neighbors may not know your property is for sale if it weren't for our call.

Perhaps we met you over the phone in one of our prospecting sessions. We still believe real estate is best done person to person.



From
new to
old

“Kathy and her team sold my Ann Arbor Nielsen Square condo for 97 percent of the asking price in a challenging Ann Arbor real estate market. Her team is exceptionally prompt and knowledgeable. I am a repeat client. I suggest you hire these Ann Arbor real estate experts also to experience what a real estate transaction SHOULD be like with true professionals.”

— ANN SCHLENKER

Virtual Reality

The use of virtual reality goggles puts the Toth Team at the cutting edge of technology. We will send out a pair of goggles to a potential client of your home so they can have the best virtual experience possible.

“ We cannot thank you enough for closing this transaction for us. It has been a long and tedious process and we are so glad it is over. We know it closed because of all the hard work all of you have done and we are very grateful.”

– PETE AND ROSEMARY BAILIE



3D
Virtual Showings

Yes, an Immersive 3D Tour of Your Home.

Utilizing a special camera we create a rich 3D rendering and floor plan of your home. This allows people to walk thru your home while sitting on their couch hundreds or thousands of miles away.



Preparation is the Key!

Our professional stagers make sure your home is presented in the very best light. They will visit with you prior to the photographer and discuss subtle changes that will make all the difference.

Data collected on a National basis shows homes that are staged sell 20% faster with a 6-8% higher sales price than those that aren't.

Professional Staging



“ I have had the pleasure to conduct multiple transactions as Buyer and Seller with her team. Their greatest strength is that they care and empathize. Kathy's strong involvement in the community and in Children's Miracle Network as a sponsor and contributor just add to a lifelong list of living an attitude of truly caring about other people.”

— WILLIAM SCHAFFER

How to Avoid the Deal Killer

Having an inspector visit your home before your property is under contract is one of the smartest things you can do. The inspector can point out those items needing attention and allow you to have them repaired without rushing. You'll also have the ability to choose the contractor and shop for the best price.

The number one deal killer of any real estate transaction is the home inspection.

Having your home inspected prior to contract can save you 2-4%.



Pre-Listing Inspection

Protection for You and Your Buyer

Unless you are using your home all the time mechanicals can break down over time. The home warranty provides coverage for the major items in your home while it is listed and then provides protection to the new buyer for a year.

Home warranties are inexpensive and provide peace of mind for the new owner.

Homes with warranty protection have proven to sell faster and for up to 2.2% more.



“Kathy Toth sold our home in 2 weeks for a very reasonable price in a challenging market. We have already referred 2 people to Kathy Toth and Team and highly recommend them!”

– JEFF AND KYLIE LAZOR

A Story about Your Home

The experiences, opportunities and lifestyle must be conveyed in order to attract the attention of the internet buyer. We enlist your help in telling the story behind all the things you loved about your home. Why? The things you loved are going to be the same things the new owner is going to love too.

Our goal in marketing your home is to appeal to all 4 personality types and the way they wish to gather information.



Storytelling
Content

Marketing Should Be Factual

Anything we put out to the public will be shared with you. Only a handful of Realtors are willing to share the marketing they do with their customer including what they put into the Multiple Listing System.

We feel transparency is in both of our best interest.

Your approval will be requested before we share your home with the rest of the World.

Truth in Transparency.



A Brochure Box that is Never Empty

Our goal is to talk to as many people as possible about your home. Unfortunately brochures don't allow us to interact with the people who are parked in front of your home. The 24/7 hotline calls us and we are able to capture their phone number and call them back immediately.

Want to see how it works?
Call **866-OWN-THIS**.



24/7
Property hotline

Exposure is One of the 3 Keys to Getting it Sold

We realize 80% of the potential buyers for your home are from somewhere else. Our internet presence runs wide and deep with over 800 websites in our distribution network.

We pay a premium to showcase your listing on the “Big 4”: Zillow, Trulia, Realtor.com and Homes.com. Your property is automatically placed at the top of the property searches on these sites.

No one has a wider placement for your home.



Your home on
800+ sites

Let's Stay in Touch

We want you to be comfortable all through the process and a big part of that is effective communication. You are busy and so are we... working to sell your home. Communication is broken down into the following schedule:

First week of the month: Discuss the number of showings and feedback received.

Second week of the month: Discuss the number of people looking at your virtual tour, property photos and on our buyer site.

Third week of the month: Discuss overall impressions on the “Big 4” websites.

Fourth week of the month: Quick check in to discuss strategy.



Who You Work with Matters

The Toth Team is dedicated to the success of clients we work with; whether measured by price, performance or quality. A commitment to excellence is instilled and energized by all our associates. We provide optimal service by always thinking and reacting in a completely responsible way and anticipating our client's needs as quickly as possible. We are each empowered to continuously identify, improve and resolve potential concerns by providing solutions.

We are grateful to our clients for the confidence they have placed in us to fulfill their individual needs. We believe in creating clients for life based on equal partnership, integrity and trust. We always promote our clients' best interests and ultimately grow through 5 star client referrals. We know we are succeeding when we inspire our clients to tell others about our 5 star service. We win by helping others.





Toth Team Worldwide Network of Keller Williams
3134 Baker, Dexter, MI 48130
734-669-0337
KathyToth.com