

My team has designed this package just for you. Through our years of experience we have fine tuned a method for getting your house sold.



✓ PEOPLE'S CHOICE Realty Services LLC

Eric Frantz<sub>realtor</sub>



Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

Dear Home Seller,

My enclosed Marketing Proposal can never take the place of a personal meeting, but it will give you a chance to know a little bit about me, my beliefs and the step-by-step plan we use to get many homes sold in 90 days or less.

Please review this packet completely; that way when we do meet, I can place my full concentration on what's most important to you, getting your home sold. Together we will determine the highest possible price that the current market will bear and why. And if you're buying a home, knowing your special needs, and finding the one that's right for you.

Additionally, we will determine the targeted buyers for your home and develop marketing strategies to attract their interest. These targeted buyers are almost always willing to pay the highest price for your home. I'll explain this concept and strategy in more detail when we meet.

I am eager to serve you like no other REALTOR<sup>®</sup> in your area. We are really looking forward to the very special opportunity to serve you and your real estate needs.

Most sincerely,

Eric Frantz

*When you hear of anyone who would benefit from our services,  
we'd greatly appreciate you passing along one of our business cards.*

Eric Frantz<sub>realtor</sub>



## Eric's Resume

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

### Eric Frantz

**People Choice Realty, Inc.**  
P.O. Box 1660, Lutz, FL 33548  
(813) 493-6320  
(813) 909-1016 fax  
[www.eric3.com](http://www.eric3.com)

#### Professional Designation and Qualification Summary:

1. Residential property manager of 30+ residences, personally owned 14
2. Buying and selling real estate for 15+ years
3. Florida Association of Realtors & National Association of Realtors Member
4. Relocation Specialist
5. Real Estate Investor Specialist
6. Mid Florida Regional Multiple Listing
7. Greater Tampa Association of Realtors
8. Carrollwood Area Business Association member (CABA)
9. SCCA - Sports Car Club of America

#### Experience:

<b>Peoples Choice Realty</b>	2000-current
ERA Dennis Realty	1996-2000
Real Estate Investment & Management	1992-2007
Foreclosure Investments	1998-current

Eric Frantz<sub>realtor</sub>



## The Eric Frantz Team

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

### **“We Have A Commitment To *Excellence* in Real Estate Services!”**

To develop a successful business today, a strong emphasis on providing quality service to customers is key. My goal has always been to provide excellence in real estate and serve my customers with excellent, personal, quality service. To insure this, I have implemented a team approach to assist my customers throughout the entire transaction.

By employing assistants and making them part of my real estate team, I am able to insure that the highest level of service is always provided for all of our customers.

Each team member has specific responsibilities, which help to insure a smooth process in the purchase or sale of real estate. We work together to assist our customers through the entire process while providing personal, quality service.

We are always striving to improve our services and are always open to your suggestions. With this philosophy, we strive to earn you as a “customer for life”.

My assistants are important parts of my success and the satisfaction of my customers. Their hard work, dedication, and concern for my customer's needs combined with their experience and knowledge makes our team a winning success!

Eric Frantz<sub>realtor</sub>



## Pricing Your Home to Sell

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

**On Average,**  
**Buyers Inspect 12 Homes**  
**Before Buying . . .**

**That Means**  
**11 Other Home Owners**  
**Are Competing**  
**Against You!**

Eric Frantz<sub>realtor</sub>



## Never Select an Agent Based on Price

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

I appreciate the opportunity to show you what your property is worth in today's market.

Other agents will quote you a higher price just to get into a contract, then insist on lowering the price as time passes. This will cost you in the long run.

*Never select an agent based on price!* The current market trend is as important as pricing your home. Make sure your agent understands market trends.

### Reasons Properties Fail to Sell...

- (1) Price
- (2) Location
- (3) Condition
- (4) Terms
- (5) Marketing Efforts

You rarely get a second chance at making a first impression. To maximize the new marketing efforts, all factors must be considered.

Eric Frantz<sub>realtor</sub>



## Ads Don't Sell Homes, People Do!

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

**Many people think to sell a home you place an ad in the paper and wait for a person to call and buy the home...NOT SO!! If that were true, real estate professionals would be out of work.**

The basic law of real estate is this...

***ADS DON'T SELL HOMES, PEOPLE DO!!!***

We are trying to educate sellers and the public about the tremendous changes in REAL ESTATE MARKETING. A recent study by the National Association of REALTORS® uncovered some interesting statistics about WHERE BUYERS COME FROM.

- 40%** Purchased because they recognized a SALESPERSON or firm name and were serviced by them.
- 20%** Purchased because they saw a sign in the lawn and approved of the home's exterior and location.
- 18%** Responded to an ad but eventually purchased a different home.
- 7%** Referred through a relocation service.
- 3%** Bought the home they saw advertised.
- 1%** Bought the home they saw at an Open House.
- 3%** Bought for a combination of the above reasons.

### **ABOUT PRICE...**

The best way to insure a quick sale is to price your home COMPETITIVELY. Buyers purchase homes by comparison and will usually make an offer on a fairly priced property BEFORE making a low offer on an overpriced listing. Price and possible terms are important for buyer motivation.

Eric Frantz<sub>realtor</sub>



## Price It Right the First Time

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

### **Average Difference Between Original List Price and Selling Price by Length of Time on Market**

**Pricing your home correctly in the  
Beginning will net you more money!**

Based on NAR Home buying & Selling Survey

<b>LESS THAN 4 WEEKS</b>	<b>-2.9%</b>
<b>4-12 WEEKS</b>	<b>-4.7%</b>
<b>13-24 WEEKS</b>	<b>-6.4%</b>
<b>MORE THAN 24 WEEKS</b>	<b>-9.1%</b>

Eric Frantz<sub>realtor</sub>



## Two Ways to sell your Home...

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

# 1.

Put up a sign.  
Wait for an offer.  
Wait for an offer.  
Wait for an offer.  
Get a real estate agent.  
Wait for an offer.  
Wait for an offer.  
Wait for a serious offer.  
Get a new real estate agent.  
Wait for an offer.  
Wait for an offer.  
Wait for an offer.  
Reduce the sale price.  
Wait for an offer.  
Wait for an offer.  
Wait for an offer.

# 2.

## HIRE

## Eric Frantz

## CALL NOW (813) 493-6320

## Start Packing!

**Eric Frantz** realtor



## **Guaranteed Marketing Plan**

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

- 1. List your property in Mid Florida Regional Multiple Listing Service making it available to over 8,000 Real Estate Agents throughout Central Florida**
- 2. Create a customized home marketing brochure**
- 3. Install for-sale sign and appropriate amenity, warranty & advertising riders**
- 4. Place color brochure folder in home along with agent sign-in sheet**
- 5. Mail “Just Listed” postcards**
- 6. Advertise your property on Craigslist.org**
- 7. Advertise your property Zillow.com**
- 8. Advertise your property on the Internet: [www.Realtor.com](http://www.Realtor.com) & [www.eric3.com](http://www.eric3.com) and [homesforsaleinlutz.com](http://homesforsaleinlutz.com) or [tampagolfcommunity.com](http://tampagolfcommunity.com)**
- 9. Register your property for a tour with Peoples Choice Realty agents**
- 10. Follow-up when there is a showing of your home**
- 11. Communicate with you via weekly email of showing and call activity**
- 12. Pre-qualify buyers and inform them of financing options available**
- 13. Oversee all paper work from execution of sales contract to the closing table & beyond !**

Eric Frantz<sub>realtor</sub>



## Aggressive Internet Marketing

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

### My Search Engine Results as of 10/27/2010

When people everywhere search for these terms on the internet, they see me on the first page. Often times in the top 3 search results. Visibility sells homes!

#### Google Results

#### position

#### Yahoo Results

#### position

lutz florida houses	#1
lutz florida real estate	#2
carrollwood florida houses	#2
construction in carrollwood	#2
carrollwood houses for sale	#2
carrollwood florida property for sale	#2
lutz houses for sale	#3
homes for sale in lutz florida	#3
lutz florida property for sale	#3
land o lakes houses for sale	#3
carrollwood property	#3
land o lakes florida property for sale	#3
lutz realty	#4
lutz realtor	#4
homes for sale in carrollwood	#4
lutz real estate	#5
land o lakes florida houses	#5
carrollwood realty	#5
new homes in carrollwood	#5
lutz fl houses	#8
carrollwood realtor	#8
homes for sale in carrollwood florida	#8
homes for sale in lutz	#9
lutz homes	#10
carrollwood homes	#10
homes for sale in land o lakes florida	#11
new homes in lutz	#12
carrollwood florida real estate	#12
land o lakes florida map	#14
land o lakes florida real estate	#15
real estate in land o lakes fl	#16
lutz florida homes	#18
carrollwood real estate	#24

carrollwood florida houses	#1
lutz florida property for sale	#1
land o lakes houses for sale	#1
lutz florida houses	#2
land o lakes florida map	#2
carrollwood florida property for sale	#2
homes for sale in carrollwood florida	#2
land o lakes florida houses	#2
land o lakes florida property for sale	#2
construction in carrollwood	#3
new homes in carrollwood	#3
carrollwood houses for sale	#5
lutz houses for sale	#5
carrollwood property	#5
carrollwood realtor	#5
homes for sale in carrollwood	#6
new homes in lutz	#6
carrollwood florida real estate	#7
lutz florida real estate	#7
real estate in land o lakes fl	#7
homes for sale in land o lakes florida	#7
carrollwood homes	#8
homes for sale in lutz florida	#10
carrollwood realty	#11
lutz realty	#11
lutz fl houses	#11
land o lakes florida real estate	#16
lutz florida homes	#15
carrollwood real estate	#17
homes for sale in lutz	#18
lutz realtor	#18
lutz real estate	#20
lutz homes	#20

Eric Frantz<sub>realtor</sub>



## Eric's Client Benefits Package

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

### **Courtesy Service Includes the Following to either the buyer or the seller...**

**(B) = Buyer (S) = Seller**

- (B) FREE - Complimentary Moving Van
- (B) FREE - Pool Consultation
- (S) FREE - Market Analysis
- (B) FREE - Home Decorating Consultation
- (B) Appraisal Discount
- (B) Home Improvement Discounts
- (S) Closing Fee Discount
- (B) Pest Control Discount
- (B) Closing Cost Discount
- (B) Carpet Cleaning Discount
- (S) Rental Assistance
- (B) Telecommunications Service
- (B) Investment Analysis Service
- (S) Home Enhancement Consultation
- (B) Change of Address Service
- (B) Connect/Disconnect/Transfer Utilities
- (S) 24 Hr Advertisement of Properties

Eric Frantz<sub>realtor</sub>



## Words of Wisdom

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

### **First Impressions Are Lasting**

The front door greets the prospective buyer. Make sure it is fresh, clean and scrubbed looking. Keep lawn trimmed and edged, and the yard free of refuse.

### **Decorate for a Quick Sale**

Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look when you can show him by redecorating? A quicker sale at a higher price will result. An investment in a new kitchen and wallpaper will pay dividends, and you can't find a better investment when selling a house than a little putty and a few cans of paint to brighten up its interior.

### **Let the Sun Shine In**

Open the draperies and curtains and let the prospect see how cheerful your home can be. Dark rooms are not appealing!

### **Fix That Faucet**

Dripping water discolors sinks and suggests faulty plumbing.

### **Repairs Can Make a Big Difference**

Loose knobs, sticking and squeaking doors and windows, warped cabinet drawers, and other minor flaws detract from a home's value. Have them fixed. Many buyers believe there are ten problems they haven't noticed for every one they do see.

### **From Top To Bottom**

Display the full value of your attic and other utility space by removing all unnecessary articles. Short term, off-site storage areas are relatively inexpensive.

### **Safety First**

Keep stairways clear. Avoid cluttered appearances and possible injuries.

### **Make Closets Look Bigger**

Neat, well-ordered closets show that space is ample. A little money spent on closet organizers reaps large returns.

### **Bathrooms Help Sell Homes**

Check and repair caulking in bathtubs and showers. Make this room sparkle!

### **Arrange Bedrooms Neatly**

Remove excess furniture. Use attractive bedspreads and freshly laundered curtains.

Eric Frantz<sub>realtor</sub>



## Words of Wisdom (cont.)

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

### **Harmonize the Elements**

FM radio or stereo on softly. TV off. All lights on, day or night. Drapes open in the daytime, closed at night. If it's hot, cool it; if it's cold, light a fire.

### **You Can Sell Pride of Ownership Faster and For More Money**

It's called cleanliness, and cleanliness has more buyers than used dirt. Put sparkle in your bathrooms and kitchen, and you'll take lots more silver out.

### **When Any Agent Shows Your Home - Three's a Crowd!**

Avoid having too many people during showings. The potential buyer will feel like an intruder and will hurry through the house. Objections that can be overcome by a professional will not be forthcoming when the seller is present.

### **Music is Mellow**

But not when showing a house. Turn off the blaring radio or TV. Let the salesperson and buyer talk, free of disturbances. Background music is okay, played softly. Pets Underfoot Keep pets out of the way preferably out of the house. Many people are acutely uncomfortable around some animals and may even be allergic.

### **Silence is Golden**

Be courteous but don't force conversation with the potential buyer. He wants to inspect your house, not pay a social call.

### **Be It Ever So Humble**

Never apologize for the appearance of your home. After all, it has been lived in. Let the trained salesperson answer any objections. This is their job.

### **Never Stay in Your House with House Hunters**

Let the agent handle it, and remove yourself if you possibly can. Remember, the agent has worked many hours with these people and knows what they're looking for, and how to work with them. Let him or her do the job without interference. You may feel that an agent isn't showing the important features of your home to the prospect, but the agent knows people aren't sold by details until they've become emotionally involved with the big picture of your home. The presence of any member of the seller's family can't help, but always unnerves possible buyers, and often prevents a sale. Don't put this obstacle in your path, please leave when buyers are coming.

### **A Word to the Wise**

Let your Realtor discuss price, terms, possession, and other factors with the prospect. She is qualified to bring negotiations to a favorable conclusion.



## Moving Checklist

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

### **BEFORE THE MOVE**

#### **Address Change**

- ✍ Post office: give forwarding address 4 to 6 weeks
- ✍ Charge accounts, credit cards
- ✍ Subscriptions: Notice requires 6 to 8 weeks
- ✍ Friends and Relatives
- ✍ Employer
- ✍ Clubs/Memberships
- ✍ Veterans Administration

#### **Bank**

- ✍ Transfer funds, arrange check cashing in new city
- ✍ Arrange credit references

#### **Insurance**

- ✍ Notify company of new location of coverage:  
(Life, Health, Fire and Auto)

#### **Utility Companies**

- ✍ Gas, light, water, telephone, fuel, garbage
- ✍ Get refunds on any deposits made

#### **Delivery Service**

- ✍ Laundry, newspaper, changeover of service

#### **Medical, Dental, Prescription Histories**

- ✍ Ask Doctor and Dentist for referrals: transfer needed prescriptions, eyeglasses, X-rays.
- Obtain birth records, medical records, etc.

#### **Pets**

- ✍ Ask about regulations for licenses, vaccinations, tags, etc.

### **THINGS TO DO:**

- ✍ Empty freezer, plan use of food.
- ✍ Defrost freezer and clean refrigerator. Place baking
- ✍ Soda inside to dispel odors.
- ✍ Have appliances serviced for moving.
- ✍ Remember arrangements for TV and cable.
- ✍ Clean rugs or clothing before moving.
- ✍ Check with your Moving Counselor: insurance coverage, packing and unpacking labor, arrival day, various shipping papers, method and time of expected payment.
- ✍ Get children's school transcripts

Make arrangements for care of children and pets on moving day.

- ✍ Return library books
- ✍ Assemble a moving kit to take to new house (hammer, nails, pliers, masking tape, tape measure, flashlight, fuses, rags, scissors, first aid kit)
- ✍ Return borrowed items
- ✍ Round up things borrowed from you

### **ON MOVING DAY:**

- ✍ Carry enough cash or traveler's checks to cover cost of moving services and expenses until you make banking connections in new city.
- ✍ Carry jewelry and important documents yourself, or use registered mail.
- ✍ Let close friends or relatives know route and schedule you will travel including overnight stops; use him or her as message headquarters
- ✍ Double check closets, drawers, shelves to make sure they are empty.
- ✍ Leave old keys, garage door openers, broiler pans, landscape/house plans and instruction manuals needed by new owners with Realtor

### **AFTER THE MOVE:**

- ✍ Obtain certified check or cashier's check necessary for closing Real Estate Transaction (check, escrow/title company for details)
- ✍ Check on service of telephone, gas, electricity, water and garbage.
- ✍ Ask Mail Carrier for mail he/she may be holding for your arrival.
- ✍ Have new address recorded on driver's license.
- ✍ Visit city offices and register to vote.
- ✍ Register car within 5 days after arrival in state or penalty may have to be paid when getting new license plates.
- ✍ Obtain inspection sticker and transfer motor club membership.
- ✍ Apply for state driver's license
- ✍ Register family in your new place of worship
- ✍ Register children in school
- ✍ Arrange for medical services; Doctor, Dentist, Veterinarian, etc.

Eric Frantz realtor



## All Agents are NOT the Same

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

<u>REALTOR Interview Questions</u>	<b>Eric</b>	Realtor 2	Realtor 3
1. How long have you been in the business?	11 Yrs		
2. Are you a full time agent and do you have full - time assistants?	Yes		
3. Are you easy to get hold of when I need you?	Yes		
4. Could you leave me a copy of your personal resume?	Yes		
5. May I see your references today?	Yes		
6. Do you have <b>mobile</b> broadband access to help buyers view real estate and make decisions on the road?	Yes		
7. Do your websites appear in the top 10 searches of ALL the major search engines?	Yes		
8. Could you please show me your written marketing plan?	Yes		
9. What would be a fair market value for my home?	<b>See CMA</b>		
10. Do you have the technology to access up-to-date information which may affect the sale of my home?	Yes		
11. If I give you the listing, what are the first things you will do to market my home in the first week?	<b>Refer to Mktg. Plan Enclosed</b>		
12. Do you mail "Just Listed" cards to the surrounding neighborhood?	<b>Yes</b>		
13. Do you provide a weekly market service report?	<b>Yes</b>		
14. Do you target market?	<b>Yes</b>		
15. Do you encourage other Realtors to sell my property?	<b>Yes</b>		

Eric Frantz realtor



## Working Together to Reach a Common Goal

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

### ***PLEASE COMPLETE THE FOLLOWING PRIOR TO OUR MEETING***

*Seller's Name* \_\_\_\_\_

*Property Address* \_\_\_\_\_

*Home #* \_\_\_\_\_ *Office#* \_\_\_\_\_ *Fax#* \_\_\_\_\_

*Mailing Address* \_\_\_\_\_ *Email* \_\_\_\_\_

*Why do you want to sell?* \_\_\_\_\_

*Do you own any other properties in the area? If yes, where?* \_\_\_\_\_

*Are you thinking of listing them too?* \_\_\_\_\_

*Where are you moving to?* \_\_\_\_\_

*When do you need to sell?* \_\_\_\_\_

*Do you have an idea of how much you want to list for?* \_\_\_\_\_

*How much are your underlying loans?*

*1<sup>st</sup>:* \_\_\_\_\_ *2<sup>nd</sup>:* \_\_\_\_\_ *3<sup>rd</sup>:* \_\_\_\_\_  
*PITI:* \_\_\_\_\_ % *PITI:* \_\_\_\_\_ % *PITI:* \_\_\_\_\_ %

### ***In addition:***

*Locate closing papers from purchase of your home.*

*Loan payment coupon book on all mortgages*

*Have an extra door key*

*Deed, Tax bill, Survey, Title Policy, Deed Restrictions, Old appraisal, Solar water heater info., Homeowners Insurance.*

*Average utility bills and School districts*

*Security system, leased or owned?*

*Review enclosed samples and materials*

*Make a list of any questions you may have for me.*

Eric Frantz<sub>realtor</sub>



Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

## **ERIC FRANTZ = SOLD**

### *Choose The Best*

You are selling your home important not only for its' memories, but also because it's one of the most important financial investments in your life.

For this reason, you want to be sure to choose the best professional to manage the sale.

I know what it takes to sell your home and I WILL go out and do it! My continued success stems from the drive, desire, integrity and experience necessary to achieve your real estate goals.

I certainly appreciate your time and trust and guarantee my innovative approach and high standards will exceed all your expectations.

*Thank you for looking through my portfolio*

Eric Frantz<sub>realtor</sub>



## Thank You

Peoples Choice Realty - P.O. Box 1660 Lutz, FL 33548 - 813-493-6320 direct - 813-909-1016 fax - EricTheRealtor@aol.com

*Please know what a great pleasure it will be for me to assist you in the sale of your home. My sincerest thanks for the opportunity to show you how I can use my knowledge and expertise to market and sell real estate. I have prepared this booklet to help provide you with relevant information when selling a home. In addition, this booklet contains important background information which reflects my years of experience in the business as a real estate professional. Information about my company is also provided for your review.*

*Providing excellence in real estate service is not only my mission, but is truly my passion! I welcome the opportunity to assist you throughout the entire home selling process.*

Warmest Regards,

Eric Frantz