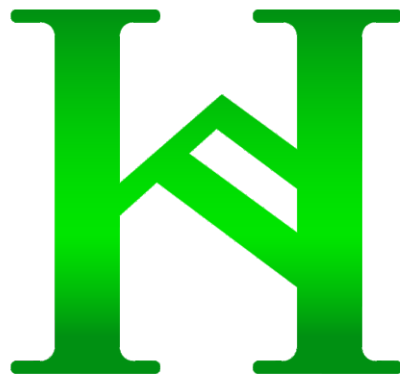


List With Us



HIGHGARDEN

— REAL ESTATE —

8200 Haverstick Road, Suite 100
Indianapolis, Indiana 46240
(317) 205-4320 P | (317) 205-4330 F

When over 96% of homebuyers start their search online, don't you think it is important to list your home with the industry leader in technology and online home searches?

Highgarden Real Estate combines the marketing budget of over 100 traditional agents to reach a specific goal—to drive traffic to our website and sell your home.

If you listed your home with a traditional real estate agent, it is very unlikely that they will have the budget, technology, and resources to drive the amount of traffic to your listing that Highgarden has. On average, traditional agents spend less than \$300 per month, if anything at all, in an attempt to generate leads.

When someone types “Indianapolis homes for sale,” “Carmel Indiana homes for sale,” “Plainfield Indiana homes for sale” or other relevant search terms into an online search engine, our links appear in the premium spots of that buyer's search results.



Highgarden Real Estate vs. The Other Guys

We're sure you're wondering, and we're proud to show you!

When you compare Highgarden.com to other real estate companies' websites, it becomes undeniably obvious who will have more success maximizing the exposure of your home to potential buyers.

The third party analysis below compares Highgarden-Indy.com to other real estate websites. The bold figures on top represent our website, the Benchmark figure below represents the average real estate company websites.

Monthly Website Visits: 110,747

Compared to an industry average of 4,377 visits

Monthly Website Page Views: 585,396

Compared to an industry average of 20,422 pages

Average Pages Viewed Per Visit: 5.29

Compared to an industry average of 4.66 pages

Average Time on Site: 4.02 minutes

Compared to an industry average of 3.28 minutes



Your Featured Listing

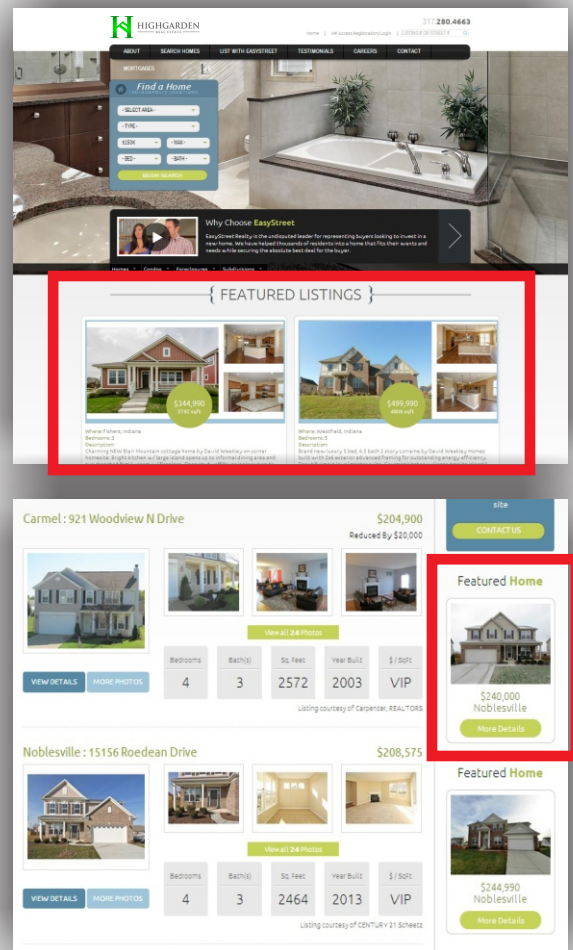
Your home will be a “Featured Listing” on Highgarden.com

As a **Featured Listing**, your listing, your home will appear in the following places on Highgarden Real Estate websites...

On the main page of your Highgarden agent’s website in the Featured Listing section...

And at the top of the search results, when your listing matches a potential buyer’s search criteria, whether they are searching on our main Indianapolis site or *any* Highgarden agent’s website!

With over 63,000 unique monthly visitors to Highgarden Real Estate’s Indianapolis website, your home is sure to get the exposure it needs and deserves.



Buyer Exposure

10,000 targeted property announcements are emailed to our client database of buyers EVERY DAY.



HIGHGARDEN
REAL ESTATE

317.750.7652

SEARCH HOMES LIST WITH US TESTIMONIALS ABOUT CONTACT US

Danielle Bell
Director of Operations / REALTOR

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8200 Haverstick Road, Suite 100
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317.750.7652
dbell@easystreetrealty.com

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Thursday, February 20, 2014 | Your home search found 9 properties.

{ YOUR LISTINGS }

Crawfordsville : 5017 S Deer Run Drive
\$219,900
Reduced by \$20,000

Bedrooms 4	Bath(s) 2
Sq. Feet 2232	Year Built 1981

VIEW LISTING >

View all 24 photos photos >

Share



Maximize Your Online Exposure

In addition to the Featured exposure on Highgarden websites, your listing will appear on a long list of additional websites.

Realtor.com
MIBOR.com
Trulia
Zillow
Hotpads
Facebook
Yahoo Real Estate
AOL Real Estate
Google Real Estate
IndyStar Real Estate
Homes.com
MyRealty.com
Oodle
Lycos
HomeFinder
Military.com
FrontDoor
OpenHouse.com
WalMart Real Estate
eReal Investor
Cyber Homes
Enormo
plus over 400 more!



Some of these may seem like strange places to search for listings, but consider this - if someone can find a home for sale there, wouldn't you want them to find YOURS?



Setting the Right Price

Consider a few facts...

- ∞ The #1 reason a home does not sell is price.
- ∞ The right price can overcome objections to location and condition.
- ∞ The most showing activity on a listing is generally during the first 30-45 days.
- ∞ Buyers and their agents will do comparison research and will be aware of the value of homes on the market. If your home is not priced competitively, buyers will move on to the next one. After you've eventually reduced the price, buyers will be left wondering what's wrong with your house.

Therefore, it is important for your home to be priced competitively from the start.

Other agents may offer to list your home at a higher price knowing full well it will not sell at that price – this is called 'buying a listing' and some agents do it because putting their sign in your yard is more important to them than actually selling your home.

I, on the other hand, want to SELL your home. I sell homes non-stop, all day long and I do so by telling my clients the truth and setting proper expectations. The comps I will show you are based on what has actually sold and closed, not what has been listed and sitting with little to no activity.

Read "Listing Your House: What Price Should You Set?" for more tips on setting the right list price.



Listing Your House: What Price Should You Set?

By Iliona Bray, JD. Copyrighted NOLLO.com. All Rights Reserved

If you're about to put your house on the market, you're probably wondering, "How much can I get for it?" And indeed, you and your real estate agent should be checking out the competition (or "comparables," in real estate lingo) and figuring out your house's likely market value. But that's just step one in a two-step process that typically involves:

1. Figuring out your home's likely market value, and
2. Settling on a list price that will most effectively bring in offers at (or above) that value.

Assessing Your Home's Market Value

Real estate prices can fluctuate quickly and widely, which is why it's important to look at a number of sources in appraising your home's current value. Several tools are available to help you develop a solid appraisal:

The Multiple Listing Service (MLS). Kept by real estate agents nationwide, this database tracks homes that have been bought, sold, and everything in between. Although the public can access the data on homes currently for sale, the agents have access to a lot more. Your agent should be pulling out details on homes sold recently (within the past six months) in your area (within a quarter to one half mile, while adjusting for any dramatic changes in neighborhood). Important details for the agent to research include the price each house sold for, how much time it spent on the market, and whether the selling price was reduced or bid up from the original list price. Your agent should also be analyzing the prices of sales currently pending (awaiting the closing date), which are the most up-to-date indicators of prices in your local market, and aren't public information yet.

Websites containing past sales data. For example, check out www.domania.com, www.cyberhomes.com, or www.zillow.com. Although these online searches will yield less sophisticated data than your agent can get from MLS searches, they're a fun and ultimately useful way to educate yourself about the market. Simply enter your address and pull up sales prices for recently sold homes of the same size as yours in your neighborhood. If you've ever visited or walked by these houses, you may know some facts that the websites won't tell you -- such as whether the owners either added expensive landscaping or let their back yard turn into a junk pit -- all of which will help you develop a sense of home values in your area.

Local and national economic news. Even when you're getting close to arriving at your home's market value, realize that local and national trends can change real estate prices quickly. Keep an eye on whether home prices in your area are trending up or down, where mortgage rates are going (the lower the interest rates, the easier it is for buyers to afford a home), the latest unemployment figures, and whether local homebuilders are feeling confident enough to start building new homes.

Online estimates of your home's value. Online sites such as Zillow and cyberhomes, mentioned above, will give you an estimate of your own home's value based on information drawn from public records about the house and of past sales of (theoretically) comparable properties. Don't be surprised if your estimates (or in Zillow-talk, your "Zestimate") look to be way off the mark, or even tens of thousands of dollars different from each other. As many experts have commented, generating a number via a computer algorithm is no substitute for having a live human not only check the accuracy of the basic data, but adjust for all the factors the computer can't see. But here's the main reason to check your online estimates: Buyers will be looking at them! If the estimates are far lower than your list price, they may underbid. If the estimates are far higher, that's better -- but cases have been reported of buyers who shied away from such houses, worried that the seller knew of some deep dark reason that the place wasn't worth what the online estimates said it was worth. Be proactive about your online estimates, particularly if they're low -- you can go onto the sites and enter data about your own house, which will both give the public a better sense of the place and might actually raise your estimates.

Continued on next page...



Your home's sales history. You know how much you chose to pay for your home and probably how it compared to other houses on the market at that time. Think back to when you bought. Did a certain factor, like the house's fabulous view of the city at night or big kitchen, make you fall in love with it? Although you're a sample of one, this and other information about your house's past sales -- which your real estate agent can pull up for you -- can be instructive about things like whether buyers consistently perceive your house to be more (or less) desirable than the supposed comparable homes.

Local listings and open houses. Reading the local ads and visiting open houses yourself can also provide some guidance. Check newspaper real estate classifieds, and look online at sites such as www.realtor.com. Of course, asking prices don't always reflect what the houses will actually sell for, so you'll need to factor that into your calculations of your home's actual value. But it will tell you what other sellers think is an appropriate list price for a comparable house, which will be relevant to the next part of your analysis, below.

After you and your agent have gathered all this information together, you should be able to put a dollar figure -- or at least an estimated range -- on your home. Then it's time to figure out whether that number is what you should actually use when listing your house.

Put yourself in the shoes of buyers, who are scanning the real estate ads -- or most likely the online listings -- trying to decide which houses to visit in person.

If your house is overpriced, that will be an immediate turnoff. The buyer will probably clue in pretty quickly to the fact that other houses look like better bargains, and move on. Very few buyers think to themselves, "The price may be on the high side, but I can negotiate the seller down." Instead, they think, "Why deal with an unrealistic seller when the sellers two blocks away seem not to realize what a steal they're offering?"

Another problem with overpricing your house is that, especially in a cold market, it will probably be slow to receive offers and eventually go stale on the market -- meaning that buyer interest will move on to the latest new listings. Even buyers who are just entering the market will look at your house suspiciously, speculating on why no one else has bothered to make an offer or succeeded in talking you down on price. You'll end up not only having to reduce your price, but probably reducing it dramatically, to bring buyers and their agents back to your door.

So, at the very least, make sure to set your initial list price at a realistic level given the market. Particularly in a cold market, setting a price that appears objectively rational -- neither too high or too low -- can be an important and effective way to bring in buyers.

When to Underprice

What about going even lower than "objectively rational" for your list price? It's often a good strategy. For starters, remember that buyers often think about their price range in \$25,000 increments -- and websites of home listings ask people to define their searches using these cutoffs as well. So if you think your house is worth \$560,000, but you list it at \$549,000, you may bring in a whole group of buyers who wouldn't have looked twice at it otherwise.

The obvious next question is, "Why would I want to bring in buyers who can't afford my house?" Actually, there are two good reasons for this strategy. The first is that, the more people who look at your house and express interest by following up with your selling agent (perhaps by asking for follow-up written materials), the more other potential buyers will feel pressured to make a strong offer.

The second reason is that, regardless of your list price, buyers will make their own assessment of what your house is worth. Whether it's running hot or cold, the market tends to correct for underpricing, as buyers compete against each other and drive the price up.



While your home is listed, I will...

- > Communicate with you regularly via phone, text, or email with updates on market conditions affecting your listing and advice on updates or changes to our marketing strategy.
- > Advertise your home for sale via multiple sources, including but not limited to the Metropolitan Indianapolis Broker-Listing Cooperative, Highgarden.com, and my personal real estate website.
- > Supply a professional “For Sale” sign that meets any local and/or community-specific guidelines.
- > Supply a secure lockbox to allow buyers agents access to your home upon approval.
- > Include clear, quality photos of your home in the online listing and marketing flyers.
- > Provide quick & easy access for buyers agents to schedule showings through Centralized Showing Services, open 8a-8p Mon-Sat, 8a-6p Sun.
- > Provide professional updates on showing activity and feedback through an online seller’s portal.



When an offer to purchase is received, I will...

- > Check the purchase agreement for completeness.
- > Explain all details and contingencies.
- > Discuss qualifications of the buyer.
- > Counsel you and negotiate the best price and terms for you.
- > Detail seller expenses and net proceeds.
- > Prepare a calendar of key upcoming actions.
- > Maintain rapport and communicate with the buyer's agent involved in the transaction.



While your transaction is pending, I will...

- > Obtain and review owner's title insurance policy.
- > Review the buyer's inspection report with you.
- > Guide you in responding to the buyer's inspection repair requests.
- > Keep you up to date on the pending details.
- > Follow up with the buyer's lender.
- > Assist buyer's agent with any problems relative to the sale.
- > Schedule and attend the closing.



At the closing, I will...

- > Obtain and review the settlement statement (HUD-1) for accuracy prior to the closing.
- > Discuss line item fees, pro-rated charges, seller credits to buyer, and final proceeds with you.
- > Attend the closing and answer all questions.
- > Coordinate the transfer of possession and keys.
- > Maintain a file of closing papers.



Professional Associations

Builder Association of Greater Indiana

Building Standards Committee

Central Indiana Real Estate Investors Association

National Association of Realtors ®

Indiana Association of Realtors ®

Metropolitan Indianapolis Board of Realtors ®

BBB Accredited Business

Equal Opportunity Housing Brokerage

