



THE DA SILVA TEAM

SELLER EXPERIENCE

SELL CONFIDENTLY WITH THE DA SILVA TEAM
AS YOUR REAL ESTATE ADVISORS

SELLER EXPERIENCE



T U R N I N G H O U S E S I N T O H O M E S



TURNING HOUSES INTO HOMES

It would help if you had a partner who understands the market, who has the power of 200,000 agents behind them, and who is a part of a global network of real estate professionals, all working together to connect you with buyers. We know how to get buyers in the door of your home, and we know what will make them want to stay.

Our seller's experience guide will help you learn the selling process before you put your home on the market, and it will assist you in making smart decisions every step of the way.

For answers to questions about your specific situation, we encourage you to consult with our team. Every advantage is yours when you do business with us.





INSIDE THE DA SILVA TEAM MOMENTUM

Founded in Essex county, The Da Silva Team is one of New Jersey's fastest-growing real estate teams. We are currently serving northern new jersey, and Essex County is our hub of real estate service.

With a modern approach to sales and marketing, The Da Silva Team offers a completely customized and turnkey real estate experience. We intentionally challenge the boundaries of our traditional industry by implementing the latest trends and technology as the platform for our business.

At The Da Silva Team, we all love real estate. Even more so, we love the stories that unfold. Our goal is to combine knowledge, passion, and skills to exceed the client's expectations, and most of all, to show through our service that we genuinely care. Real estate changes lives, and because of that, we create the ultimate real estate experience.

**The Da Silva Team
is a local company
with a global reach**

**Our leadership team is extensively networked in the real estate industry.
Because of that, we are often sought after to speak or to train other agents.
We have established an extensive US and international network
because we believe that the higher our reach is, the greater the benefit for our clients.**

Since the sale of a home is one of the most important financial transactions you will participate in, you need a partner you can trust.

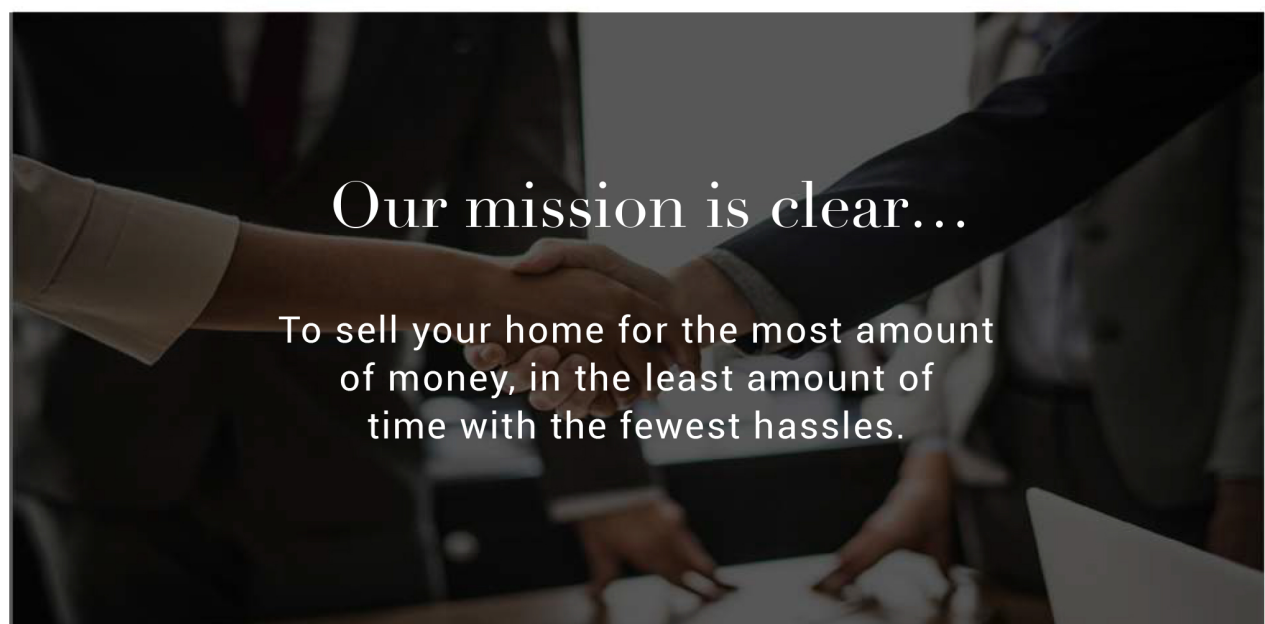
The Realtor who represents you can greatly influence the outcome of the sale of your home. Our Home Seller Guide booklet will equip you to make the right choice in a Realtor and educate you about how we can help you get the most out of the sale of your home.

We don't believe in just satisfying customers, we work hard to create life-long clients who become friends. What is the difference? A customer simply purchases a good or service from another person or entity. A client on the other hand, is part of a trusted relationship that receives benefits far beyond a simple business transaction.

Many agents strive for customer satisfaction, but for us, satisfaction isn't enough. We constantly improve our systems and processes so that we can go well beyond the standard level of service provided by most Realtors. We're obsessed with serving our clients in a way that leaves them feeling thrilled by our team, not merely satisfied by it.

Our objectives on your behalf are quite simple.

Our unmatched expertise, client-focused service, and proven marketing allow us to achieve these objectives time and time again with our clients.



WHAT ARE YOUR GOALS WHEN SELLING YOUR HOME?

1. My home will sell
2. I will get the most money for my home
3. My home will sell in a reasonable time frame
4. The home selling process is hassle-free and smooth
5. I will receive timely and consistent communication from my agent



THERE ARE MANY FACTORS INVOLVED IN SELLING A HOME, BUT IT REALLY BOILS DOWN TO FOUR BASIC THINGS:

1. Aggressive marketing
2. Sound pricing strategy
3. Knowing the options available to you
4. Partnering with an agent who is fully invested in your best interests and has the evidence to prove it

YOUR PROPERTY IS

unique.

It deserves to be marketed as such. We believe that no two properties are the same, each has a unique story. Our job is to tell this story and to make your fall in love. We want you to fall head over heels and get swept off your feet...by your own listing.

Why? Because then buyers will do the same.

A unique sales and marketing strategy is designed for every property. We think through the mind of the buyer and create a custom marketing theme that dictates everything from our content, photography and videography direction, staging and styling, online strategy, targeted marketing and open houses. While we use only the best tools and resources, arguably the differentiation lies in our ability to individualize our listings.

WE CREATE A MARKETING

experience.

OUR SYSTEMS AND TOOLS TO **SELL YOUR HOME** FOR TOP DOLLAR

We cannot change your location, but what we can do is...

- Advise about how your home can show in the best condition possible.
- Expertly help you price your home correctly.
- Finally, we will provide you with the most proven marketing strategies in the business.



CRITICAL QUESTIONS YOU MUST ASK YOUR REALTOR

It's essential to know the track record of the agent who is going to take care of your most significant investments. Ask another realtor these questions to see who will do the most for you!

1. What is your list price to sales price ratio? 108% (avg agent 93%)
2. What percent of your listing sell? over 98% (avg agent <50%)
3. How many home buyers are you working with?..... over 500
4. How much do you spend on marketing each month? ...6,500+ (avg agent <\$200)
5. On average, how does it take a listing to sell?..... 22 days (avg agent 80+)
6. How many homes did you sell last year? 50
7. How many homes will you sell this year? 150+
8. How many staff members do you employ? 4
9. Do you have a proven process and marketing plan? Yes
10. How many steps are there in your marketing plan? 151 complete steps
11. Do you hold open houses? Yes, every weekend
12. Do you have a prospect management system? Yes
13. Are you an expert negotiator? Yes
14. Do you work with multiple preferred lenders? Yes



WHY DON'T HOMEOWNERS GO **BACK TO THE SAME** REAL ESTATE AGENT?

According to a recent National Association of Realtors Profile of Home Buyers and Sellers, 72% of all homeowners don't go back to the same Realtor! Why?



1. Lack of communication
2. Too many promises, nothing delivered
3. Little or no marketing of my home
4. Priced my home unrealistically
5. Hard to get in contact with
6. No advice on how to stage my home
7. Less experienced than what they appeared
8. Most buyers they brought weren't qualified
9. Lack of professionalism
10. Failed to keep me up to date on the market
11. Didn't show my home
12. Too busy for me
13. Didn't listen to what I wanted
14. Poor negotiating skills
15. Sold my home for too low a price
16. Left out important details
17. Lack of representation
18. Too pushy
19. My home never sold
20. Didn't do anything I couldn't have done

IT'S NOT ABOUT US.

It's about you.

BUT LET OUR RESULTS SPEAK FOR THEMSELVES....

500
CLIENTS

TOP
10

5%
HIGHER

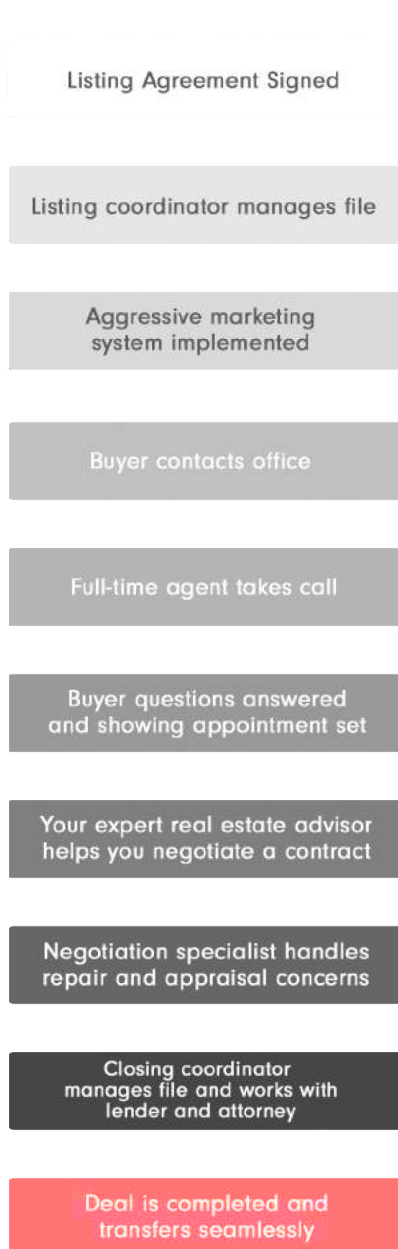
#1

71%
FASTER

OVER 500 CLIENTS HELPED
TOP 10 TEAMS IN KELLER WILLIAMS NORTH NJ
OUR LIST TO SALE RATIO IS 5% HIGHER
#1 REAL ESTATE COMPANY WORLDWIDE
OUR PROPERTIES SELL 71% FASTER THAN THE AVERAGE DAYS ON MARKET

2018 - 2019 STATS

OUR **TEAM** APPROACH WORKS FOR YOU.



The benefits of our team concept

Listing Agents

- Professional, licensed, full-time Brokers handling the listing of your home
- Experienced Brokers handle all negotiations
- Upload photos, create virtual tours, make highlight sheets and input listing onto multiple websites and the MLS
- 24-hour recorded message
- Manage marketing programs
- Manage any listing questions and detail

Closing Coordinator

- Professional, full-time closing coordinators handling the sale of your home through transfer of title
- Daily contact with Lenders, Title Companies, Inspectors, Agents, Loan Officers, etc.
- Schedule and follow-up with appraisals
- Hand over the keys to the new buyer

Lead Management System

- Full-time lead coordinator
- Never miss out on possible buyers
- Get qualified buyers into your home and making offers
- Ensures buyers are pre-approved for loan

EASY EXIT LISTING AGREEMENT

What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than a competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry no more. The Da Silva Team takes the risk and the fear out of listing your home with a real estate agent. How? Through the One Day Listing guarantee.

When you list your home through The Da Silva Team's One Day Listing Guarantee:

You can cancel your listing anytime.

You can relax, knowing you won't be locked into a lengthy or binding contract.

Enjoy the quality of service confident enough to make this offer to you.

No hassles. It's easy.

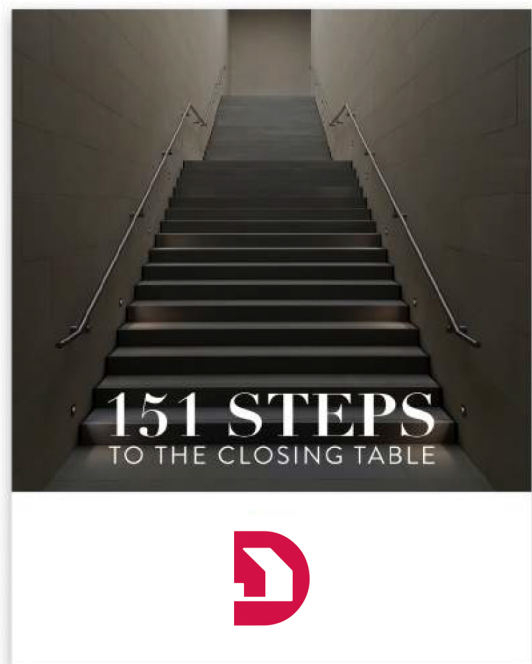
If at any time you no longer want us to market your property, you may cancel the listing and pay nothing!



OUR PROVEN SYSTEM, 151 STEPS TO THE CLOSING TABLE

Our 151 Steps to the Closing Table has enabled us to sell homes fast and for more money over the years.

- In-depth marketability consultation
- Advise you on “staging” your property for prospective buyers
- Professionally measure and create a detailed floor plan for added exposure
- Have professional photographs taken of your home to highlight the various marketable aspects to draw buyers to your property from MLS, listing sheets, postcards and the internet
- Install highly visible yard signs for maximum exposure
- We collaborate with ShowingTime, which provides immediate notifications and feedback from agents for every showing
- Create a virtual tour of your home to be placed on multiple websites and the MLS
- Advertise your property on 100s of websites such as Zillow.com, Trulia.com, Realtor.com, Homes.com, Google, Yahoo, etc., exposing the home to thousands of potential buyers daily
- Expose your home to millions of people through our Relocation Network
- Keep you updated with an activity report of the market conditions in your neighborhood



PRICING YOUR HOME FOR MAXIMUM VALUE

What about all the money we've put into the home?

In reality, it's rarely possible to recover all the value from an improvement. Consider the questions. The final question determines how many buyers would attach the same value to an improvement that you as the owner would. In most cases, very few buyers value your improvements as you do.

- When were the improvements made?
- At that time were you planning to sell or stay?
- If you had known then that you were going today, would you still have made improvements?
- If the improvements were removed, what percent of today's buyers would put them back and pay what you did?



PRICING YOUR HOME FOR MAXIMUM VALUE

How does the property in your neighborhood affect the price your home?

Sometimes owners will brag that their home is the “biggest on the block” as a way of puffing value.

Actually, when a property is oversized for the neighborhood, it often experiences the adverse effects of regression — the value is reduced through the influence of less expensive homes.

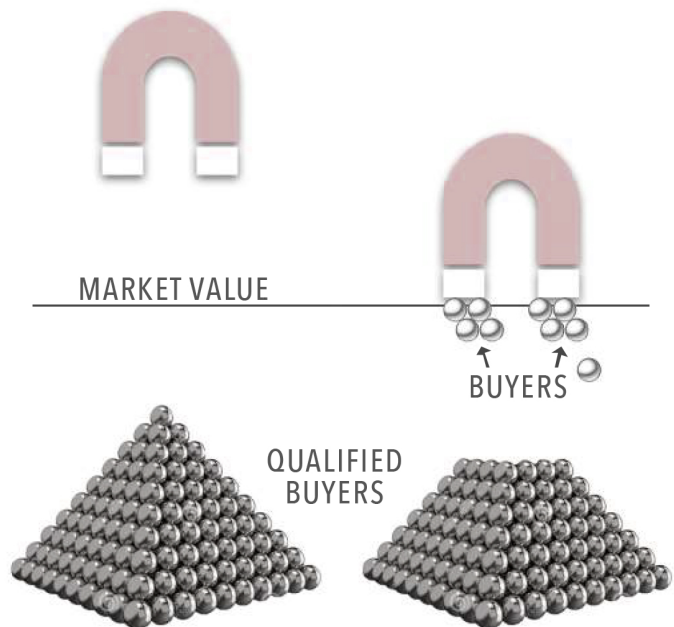
In contrast, progression demonstrates that value can be increased by the more expensive surrounding homes.



How can the correct price attract buyers?

Think of it in terms of this simple illustration. When the magnet (price) is too high, it doesn't attract buyers (steel balls). As the magnet moves closer to market value, it attracts buyers in that price range.

As you move your price closer to market, it will reach the point at which it attracts buyers and produces a sale.



A price closer to market value attracts more buyers

PRICING YOUR HOME FOR MAXIMUM VALUE

What external factors affect the value of a home?

A common mistake that many owners make is to focus solely on their home when determining value. Yet in dynamic markets, many influencing factors are completely out of their control.

We've witnessed recent dramatic market change in which the economy, interest rates and financial markets have negatively affected values.

The simple act of a neighbor reducing a price can lower street values. A subdivision of new construction can lure buyers away from existing homes and lower their value.

EXTERNAL influences on value

- Interest rates
- New listing
- Area competition
- Local economy
- Builder offerings
- Neighbor's price

What about internal influences on home value?

The classic determinants of value are the intrinsic characteristics of location, size and amenities. The cliché "the three most important factors of value are location, location, location" has basis in fact.

Again, many sellers cite their home's amenities and conditions as a reason to overprice.

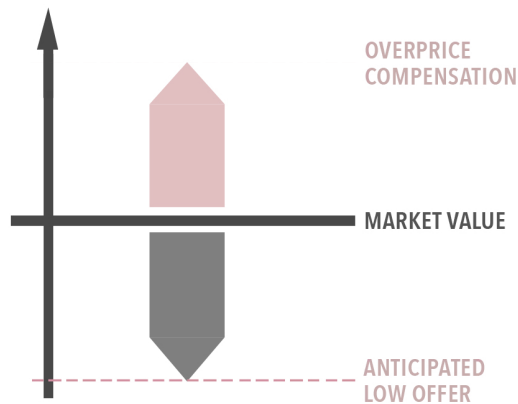
INTERNAL influences on value

- Location
- Size
- Amenities
- Condition

PRICING YOUR HOME FOR MAXIMUM VALUE

Codependent pricing.

**Overpricing your home
in anticipation of a low offer.**



Codependency is a behavior in which a party engaging in dysfunctional behavior stays the same while the codependent "enabler" changes their behavior to compensate. In this case, the buyers are the dysfunctional party making low offers, but the seller overprices to compensate. Sellers say: "But I know the buyers will offer low so I'm just going to raise the price so we end up at market value."

By doing this, sellers end up with an overpriced home that doesn't sell, while buyers continue on with their lives. Price properly and you'll get the buyers to change their behavior.

**You harm your own marketing efforts by
appealing to the wrong buyers.**

How do buyers react to homes that are overpriced?

You don't want to become a 'Pinball Listing'. In a pinball game the ball bounces off bumpers (overpriced homes) to scoring positions (properly priced homes).

Buyers 'bounce' off an overpriced listing into properly priced homes instead.

If your home is overpriced, it makes the others look better and may help the competing homes sell first.

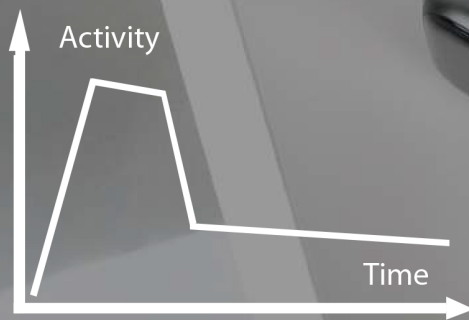
You don't want to be a pinball listing.



**Buyers bounce off overpriced homes
making other homes appear
more attractive.**

PRICING YOUR HOME FOR MAXIMUM VALUE

Why not try a higher price for a couple of weeks?



If you knowingly chose to overprice your home, you would be overpriced during the period of highest potential for buyer activity. You would then lower the price after buyers have already seen your home and decided not to preview it.

Price it right during the initial phase of exposure in order to capture the best buyers.

Don't overprice your home during the period of highest activity, only to lower the price after the buyers are gone.

The benefits of pricing your house to sell.

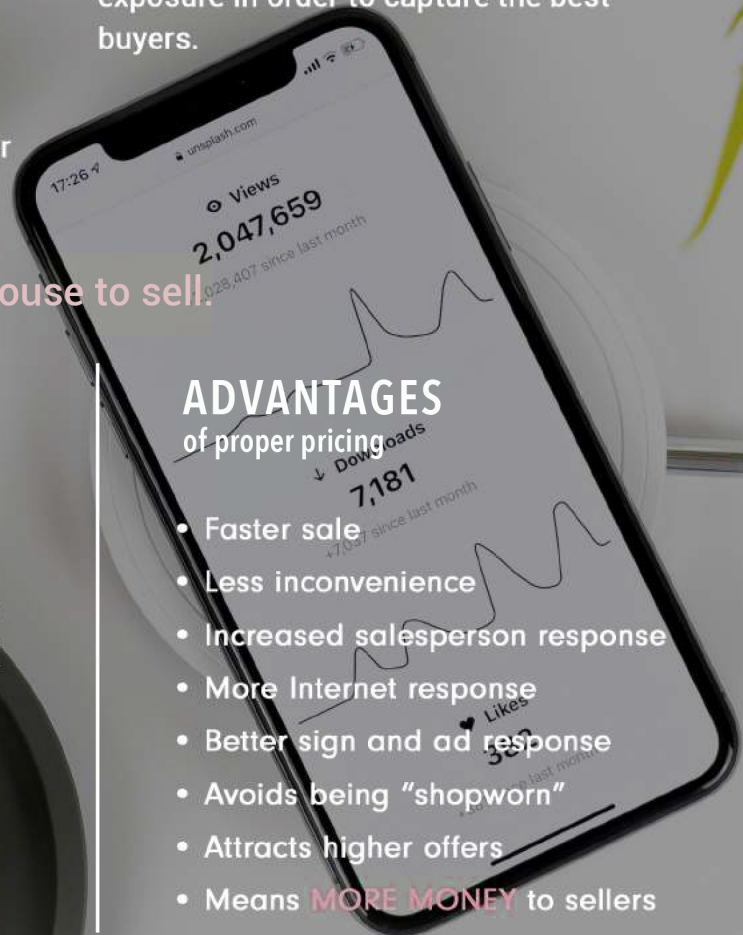
Remember your last move? How long was your home on the market? What was it like to keep your home ready for showings all the time?

Did you know that up to 60% of sales are generated by cooperating agents? Overpricing will deter them showing it to their prospects. Proper pricing increases the response we get from the internet.

When a home is priced right, buyers get excited and make higher offers

ADVANTAGES of proper pricing

- Faster sale
- Less inconvenience
- Increased salesperson response
- More Internet response
- Better sign and ad response
- Avoids being "shopworn"
- Attracts higher offers
- Means **MORE MONEY** to sellers



A **GUARANTEED** MARKETING APPROACH

Our team approach employs proven systems and resources to aggressively market and sell your home.

We work in an environment that demands quality service and guaranteed results. Therefore, we expertly handle every detail from initial contact to closing. Each person on the team has a specific responsibility to you, our client, in the process of selling your property. Our team approach makes the possibility of getting your home sold fast, and for top dollar, a reality.

SIGN LISTING AGREEMENT

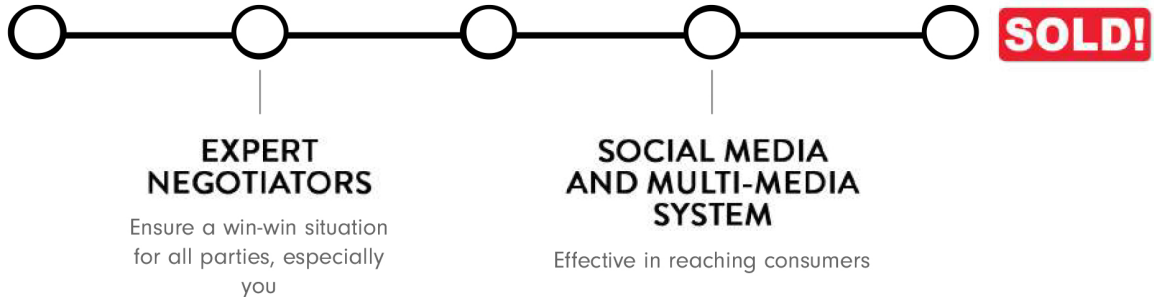
Ensure your home sells for highest price possible

ADVANCED PROPERTY MARKETING SYSTEM

Mazimize saleability

PROFESSIONAL COPY

Compelling copy for your home in all advertisements





SALES

When you choose The Da Silva Team to represent you for the sale of your home or condo, you get our entire sales team working on your behalf, not just one solo agent. We are all full-time (that's a big deal, ask us why) sales representatives, with a strong track record in sales, negotiation and marketing. Combined, we have over 50 years of experience.

OPERATIONS

The Da Silva Team Operations Team is responsible for ensuring that your sale is as seamless (and stress-free!) as possible. From start to finish, they will act as your personal concierge service through the entire process. Our team includes full-time Client Service Coordinators, Marketing and Management staff that facilitate a robust technology based platform customized to each client experience.





T U R N I N G H O U S E S I N T O H O M E S



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Each office is independently owned and operated.