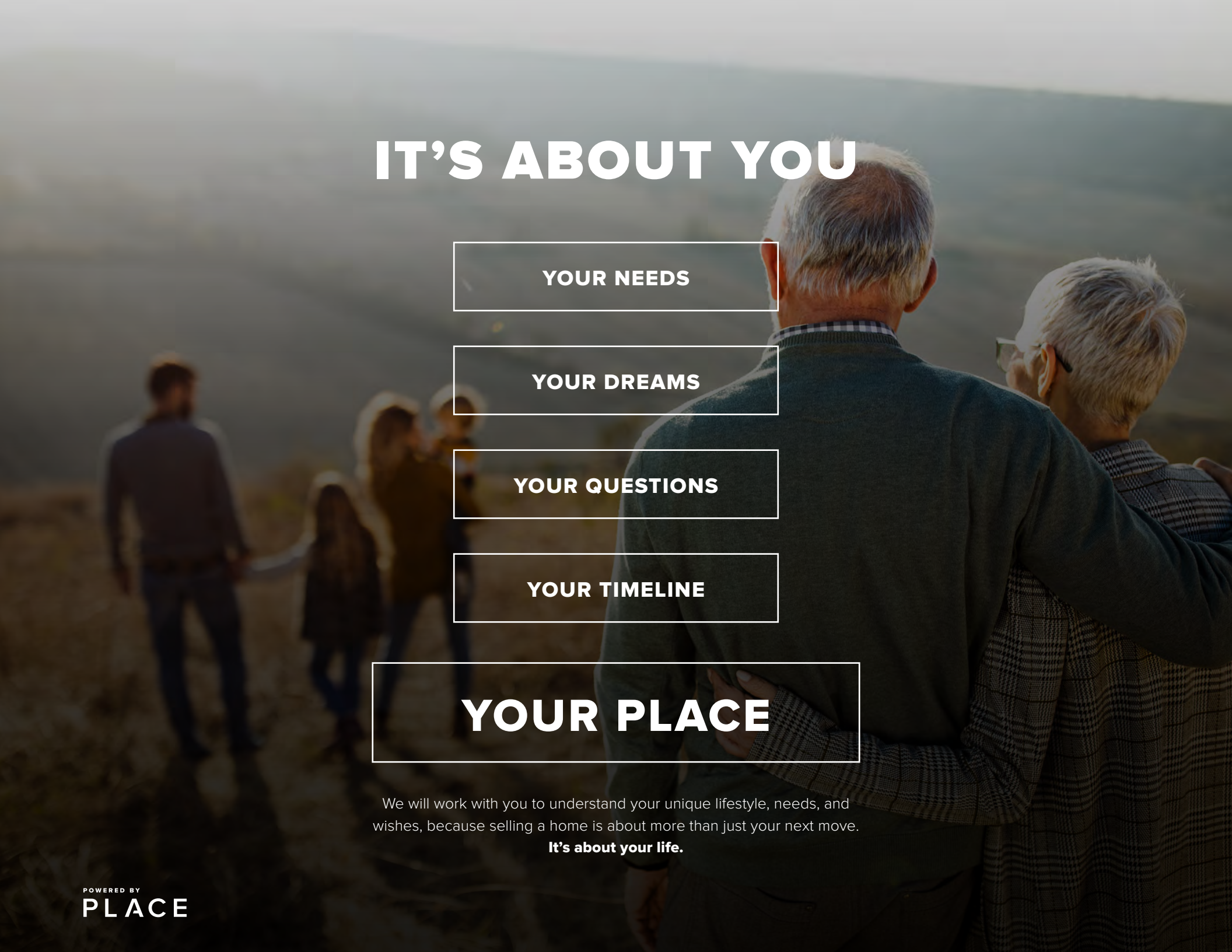
SELLING EXPERIENCE





IT'S ABOUT YOU

YOUR NEEDS

YOUR DREAMS

YOUR QUESTIONS

YOUR TIMELINE

YOUR PLACE

We will work with you to understand your unique lifestyle, needs, and wishes, because selling a home is about more than just your next move. **It's about your life.**

POWERED BY
PLACE

Thank you for choosing an agent from the PLACE international network. We are a private and exclusive network made up of the top real estate professionals from a variety of brands and brokerages across the world. We empower agents with leading technology, marketing, and support solutions to ensure that your home will sell for the most amount of money in the least amount of time.

Our mission is to deliver the dream of home ownership everywhere and we continue to be dedicated to making that a reality for thousands of families worldwide every year. We believe that allows families to live experientially and build strong communities within the cities and towns in which they live.

We know what makes your home sell: how it is priced, how it is presented and how it is promoted. Selling your property is a big decision, so it is important to work with agents whom you trust to get the job done perfectly.

When you choose to work with us, you're getting the best agents who use the best tools and technology to get your property sold for the most amount of money in the most convenient way. In addition, you will be receiving transparency and consistent communication throughout the entire process. We customize each property's marketing strategy to target the right buyer demographic where they are actually looking, which includes both online and offline marketing.

Our track record shows that our team is the most qualified for the job, and we guarantee you'll be satisfied with our service. If not, we will make it right or you can cancel the contract. That is our customer experience promise.

We thank you in advance for trusting us to represent you in the sale of your Place.



Ben Kinney | Co-founder
ben@place.com



Chris Suarez | Co-founder
chris@place.com

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BUSH
REALTY GROUP

WHAT SETS OUR COMPANY APART



WE WORK AS A TEAM

There are 180 different tasks required to properly sell your property. With us, you get a team of specialists to tackle all of them for the same cost you'd pay to hire an average single agent or small team.



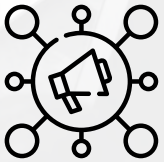
OUR TRACK RECORD

We consistently sell the most properties for the most money based on The Wall Street Journal Top Agents and Teams in America.



TRANSPARENCY

We offer 24 hour access to see everything we are doing to ensure your property sells fast and for the most amount of money.

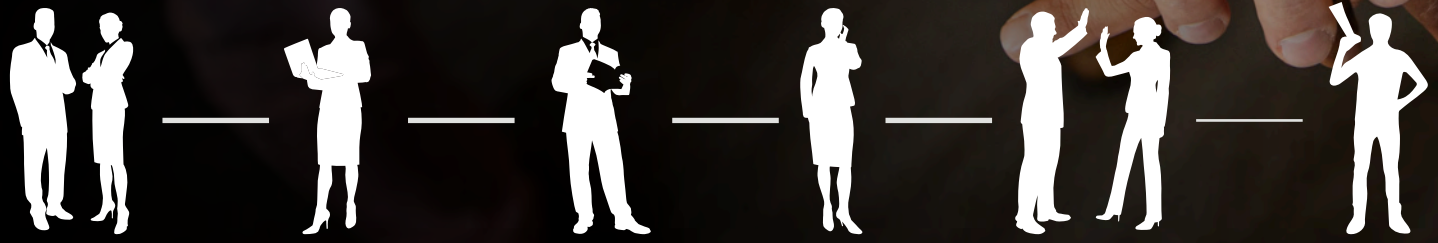


MARKETING

No one does more to market your property online, offline, and internationally than PLACE.

THE POWER OF A TEAM IS GREATER THAN THE POWER OF ONE PERSON. WHO IS ON YOUR TEAM?

Moving your home sale from contract to closing requires a minimum of 180 individual tasks. That's a lot of details that no single agent can effectively manage. Our team of professionals works collaboratively, across many different positions, each giving 100% attention to their area of expertise - for the same price as an individual agent. Together, we handle the entire process, so you can relax, knowing we take care of every detail.



Your Listing Team

Marketing Manager

Contract Coordinator

Telemarketer

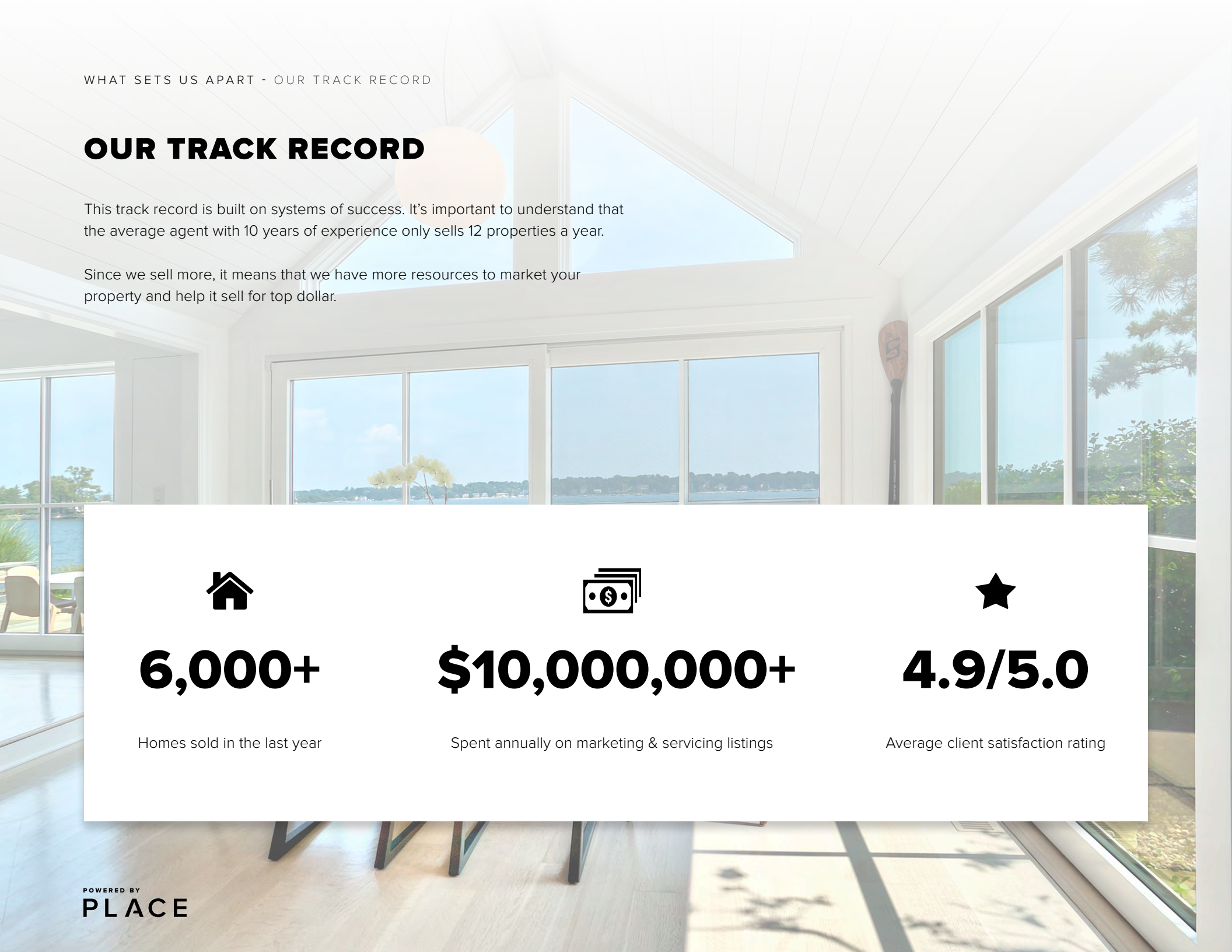
Buyer Team

Visual Specialist

OUR TRACK RECORD

This track record is built on systems of success. It's important to understand that the average agent with 10 years of experience only sells 12 properties a year.

Since we sell more, it means that we have more resources to market your property and help it sell for top dollar.



6,000+

Homes sold in the last year

$10,000,000+

Spent annually on marketing & servicing listings

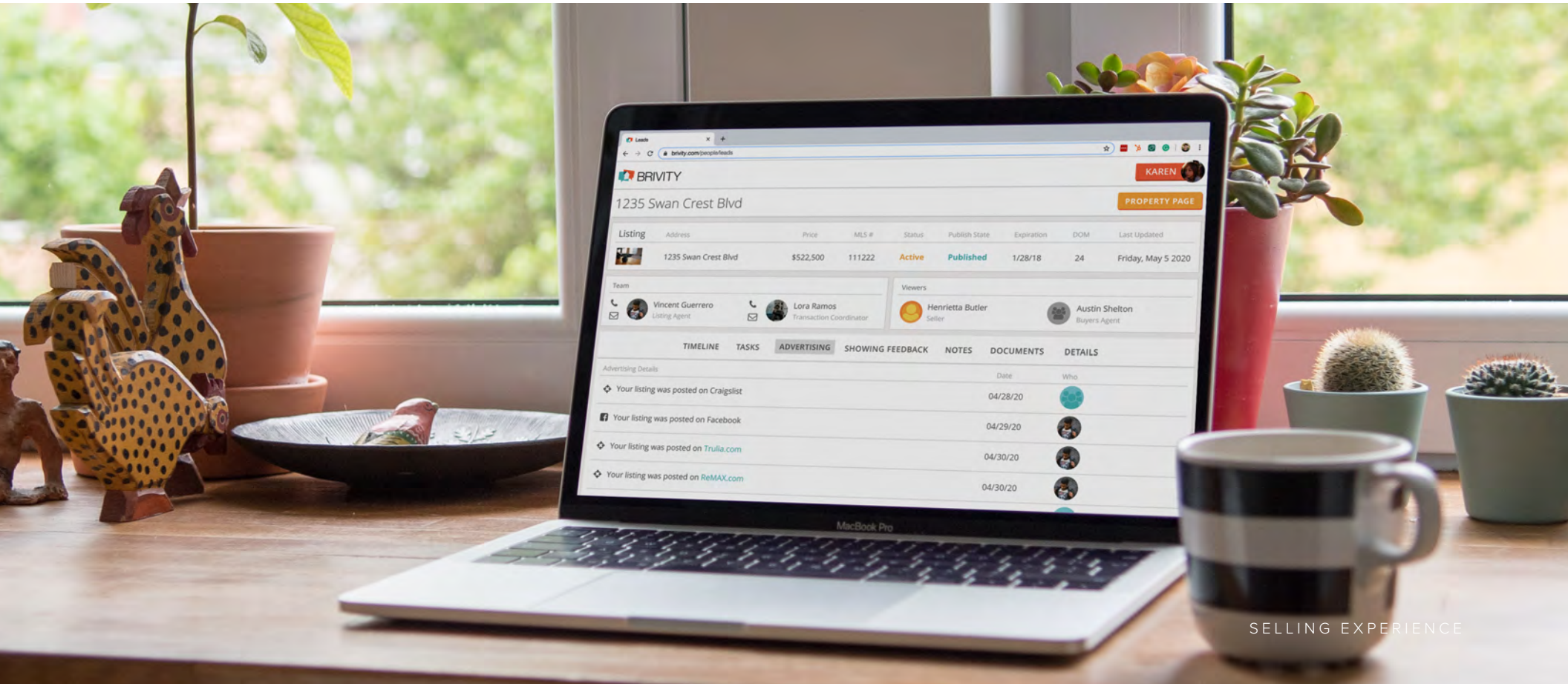
4.9/5.0

Average client satisfaction rating

SEE EVERYTHING - COMPLETE TRANSACTION TRANSPARENCY

Get 24 hour access to our client portal that shows you all the tasks we have completed, the places your property is being marketed and the feedback we have received on your property from agents and from buyers.

For the first time in real estate, you'll know what services you are getting from your listing team for the fees you are charged.



NOBODY DOES MORE TO MARKET YOUR HOME

Nobody does more to expose your property in more ways to more people than our team of experts. The results prove that our marketing plan works better than any other marketing plan available today.

Our Marketing

ONLINE

1,000,000+

Potential buyers visiting our network of websites nationally last year

TRADITIONAL

$10,000,000+

Spent on marketing and servicing our listings last year

INTERNATIONAL

262,000+

Foreign buyers from just one of our websites last year

Vs. Average Agents

Lack resources and expertise to make their websites rank high to get traffic ($70 spent on average last year on their site)

Average annual total marketing spend for an average agent is around $520

Working alone allows little time to spend on international marketing

TYPES OF BUYERS

AUDITORY

This type of buyer will hear about or be told something and connect to the product. This leads them to ask more about the product, or leads to potentially buying the product. Since we know this is incredibly important, we actively pick up the phone everyday and talk to potential buyers and agents about your home! Sadly, most agents don't do this.

VISUAL

This type of buyer will see something and connect with the product and will want to buy it. Color, design, spaces and light all come into play. The best way to connect with this buyer is through online marketing and digital media. Targeting visual buyers online, coupled with incredible still photography, plus video will play a huge part in our success.

KINESTHETIC

This type of buyer will connect by touching, feeling and experiencing your home. It's critical for this buyer to walk through your home and take a personal tour. Our strategically planned and marketed, in-person and digital open houses will drive kinesthetic buyers through your home. Utilizing print media is another strategy we employ for this demographic.

WHAT MAKES YOUR HOME SELL

01 OUR PRICING STRATEGY

We have created and mastered the most accurate and most used pricing strategy in real estate: The “5-5-5” Method. This data-driven strategy helps your property sell for the right price.

02 HOW IT SHOWS

Our staging consulting, repair recommendations, virtual tours, high quality photography and professional marketing help convince buyers to call us or their buying agent for an interior showing.

03 HOW IT’S MARKETED

Our team has created the most aggressive and effective marketing plan that is continually updated and based on actual research and statistics of property buyers nationwide.

04 INTERNATIONAL MARKETING

Local and online advertising isn’t enough in this market when $153 Billion a year is invested in U.S. residential properties by foreign individuals and corporations.

05 COMMUNICATION

In this market, constant communication with potential buyers and agents who even express a little interest will help speed up the sale and maximize the price you receive for your property.

06 ACTIVE BUYER DATABASE

No agent, team or brokerage has a larger active buyer database than our team. This means we might actually already have all the buyers you need, who are ready to act on a property like yours.

07 PARTNERSHIPS

We partner with the best vendors and service providers in the industry to bring you exclusive savings and offers. This includes mortgage companies, title, escrow, concierge, contractors and more.

08 NEGOTIATIONS

There are multiple points of negotiation throughout the selling process. We understand negotiations at the highest level and we fight hard for your equity, every step of the way.

PRICING FACTORS

- ORIGINAL LISTING PRICE
- CURRENT PRICE
- SELLING PRICE
- DAYS ON MARKET
- BEDS, BATHS, SQFT.
- LOT SIZE
- YEAR BUILT
- UNIQUE PROPERTY QUALITIES

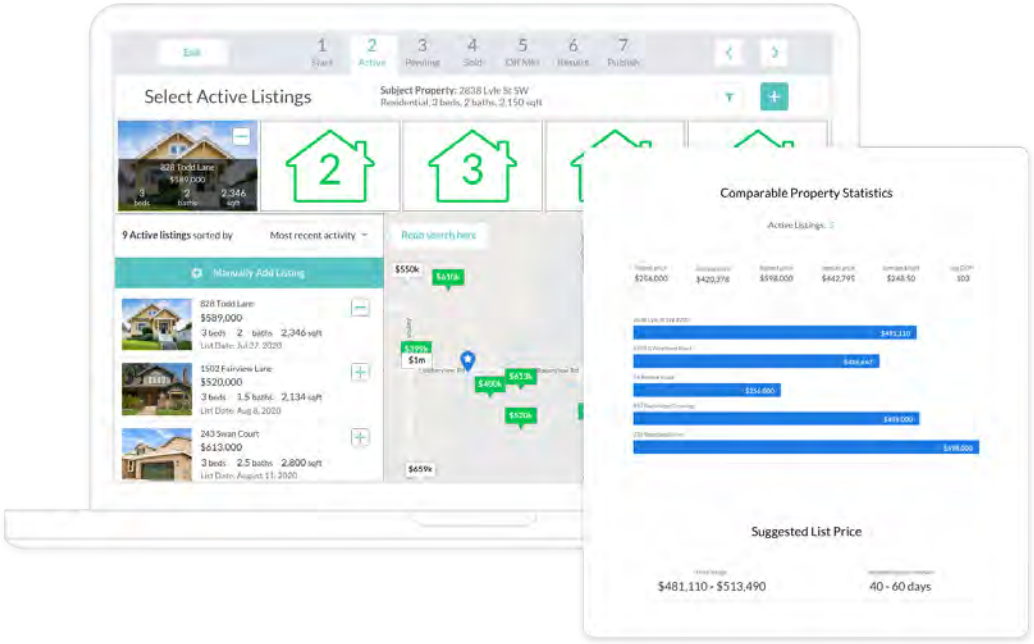
POWERED BY
PLACE

5-5-5 PRICING STRATEGY

Our real estate team uses the most accurate method available to price your property.

The right price for your property is not determined by any one agent or seller - it's determined only by current market conditions.

We access accurate, up-to-date MLS data to select up to 5 active, 5 pending and 5 sold properties that are the most comparable to your property in features and amenities. Combined with our in-depth knowledge of market statistics, this method assures we price your property correctly, so your property sells for the fair market price.

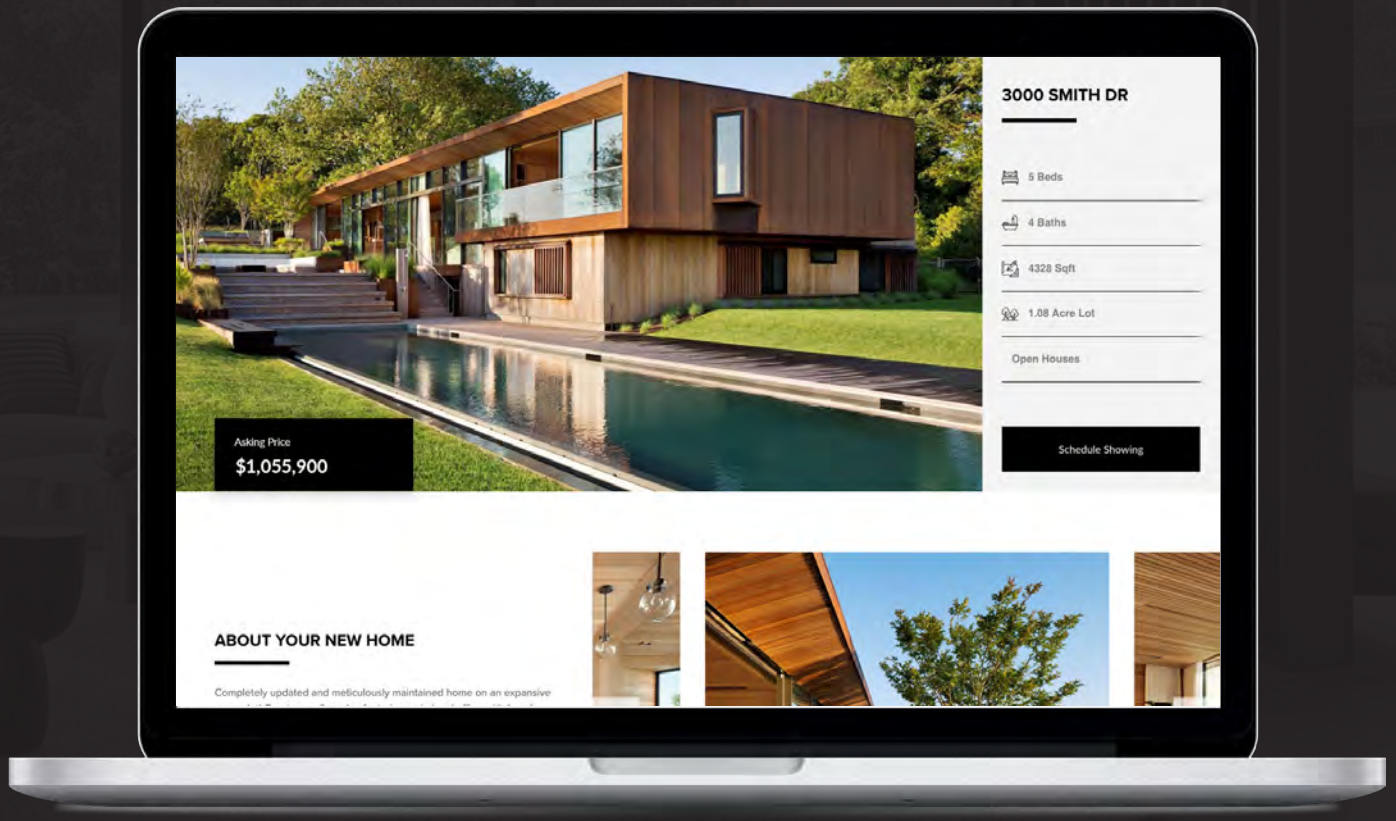


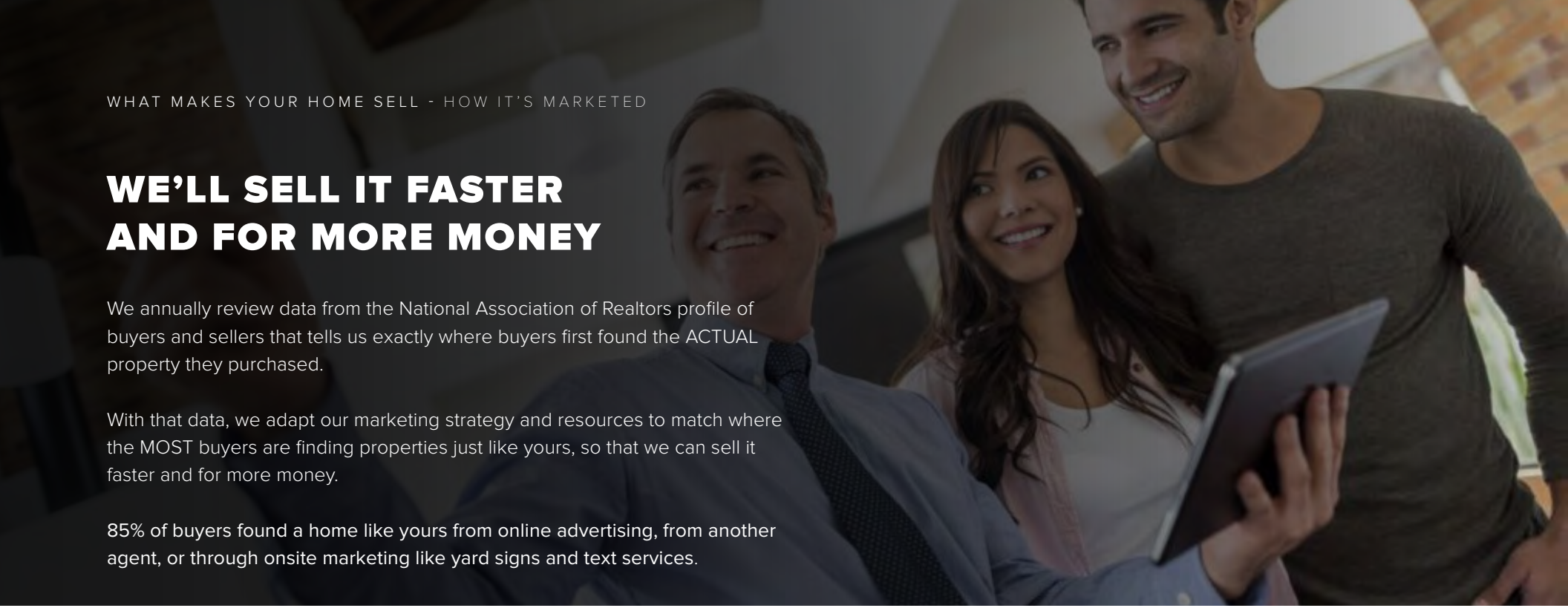
WE MAKE YOUR LISTING SHINE

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see—and they've already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos and tours to make a lasting first impression that will motivate buyers to come see your property for themselves. We'll make recommendations on what's right for your property.

This could include:

- **Photography**
- **Photo Editing**
- **Staging & Repair**
- **Virtual Showings & Open Houses**
- **Live Broadcast**
- **Videography**





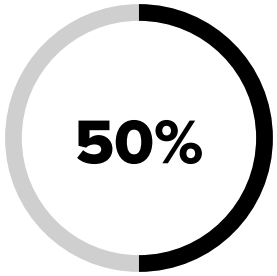
WE'LL SELL IT FASTER AND FOR MORE MONEY

We annually review data from the National Association of Realtors profile of buyers and sellers that tells us exactly where buyers first found the ACTUAL property they purchased.

With that data, we adapt our marketing strategy and resources to match where the MOST buyers are finding properties just like yours, so that we can sell it faster and for more money.

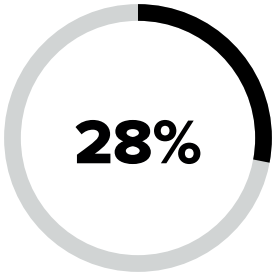
85% of buyers found a home like yours from online advertising, from another agent, or through onsite marketing like yard signs and text services.

Where buyers found the home they purchased:



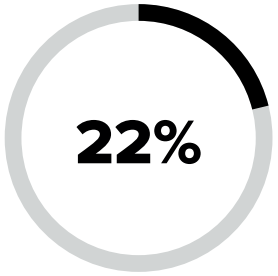
ONLINE EXPOSURE

Local, National, International



REAL ESTATE AGENT

Many buyers already have a real estate agent, so it's important that we have a marketing plan



TRADITIONAL MARKETING

Yard/Open House sign, friend, relative, neighbor, builder/builder's agent, knew the seller, print advertising

WE MARKET YOUR PROPERTY TO THE TOP AGENTS

28% of buyers first found their home because a real estate agent sent, showed or notified them.

Although we promote your property to all the local agents, we focus our marketing efforts on the 20% of agents locally, statewide, nationally and internationally that sell 80% of all homes.

5 ways we make sure all agents know about your home:

ELECTRONIC FLYERS

Dispatched to agents all around the region, as well as nationally and in many cases, across the globe.

BROKER OUTREACH

We'll personally pitch your listing and tell agents why they should see your home.

VIRTUAL TOURS

Uploaded to the MLS database, so all agents can see your property.

COMMUNICATION

We guarantee a follow-up call each time an agent shows your home. We gather valuable feedback on what their buyer liked, whether they'll be making an offer and if not, why not?

PRINT MEDIA

Delivered to top-producing agents in the area. The 20% of the agents who sell 80% of the properties in an area will have your listing.

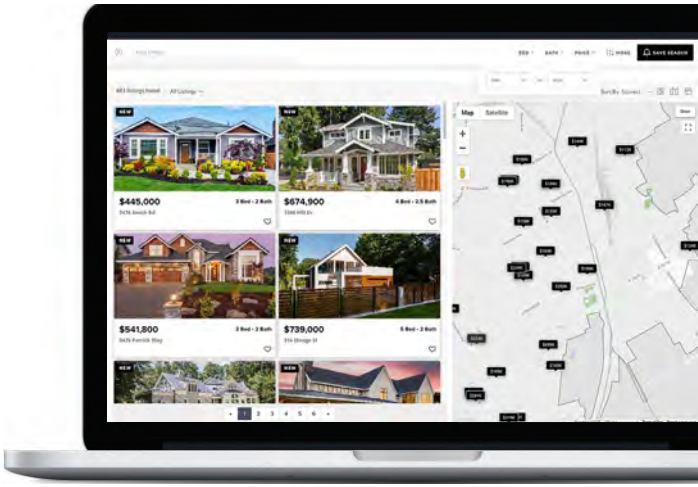
INTERNET MARKETING AND TECHNICAL TEAM

We are a technology company, so we know how to reach the 97% of buyers who search online for property

The more places your property is marketed, the more buyers see your property, the faster it sells, period. We will market your listing with high-conversion content in multiple places, including our website, property search portals, search engines and social media sites.

You won't find a team with a more aggressive internet marketing strategy. We have the team and the resources to advertise more, post more often and perform the extra steps that ensure your listing comes up fast.

- **Brokerage Websites**
- **Listing Portals**
- **Search Engines**
- **Classified Services**
- **Social Media**





Director of User Experience and Design



Director of Agent Communities and SEO/Blogging Expert



VP of Digital Advertising Products



Chief Technical Officer

BROKERAGE WEBSITES

Our technology allows us to showcase your property on all major brokerage websites like Keller Williams, Coldwell Banker, RE/MAX, Sotheby's, Compass, Redfin, Century21, Berkshire Hathaway and more.

KELLERWILLIAMS

COLDWELL BANKER

RE/MAX

Sotheby's

COMPASS

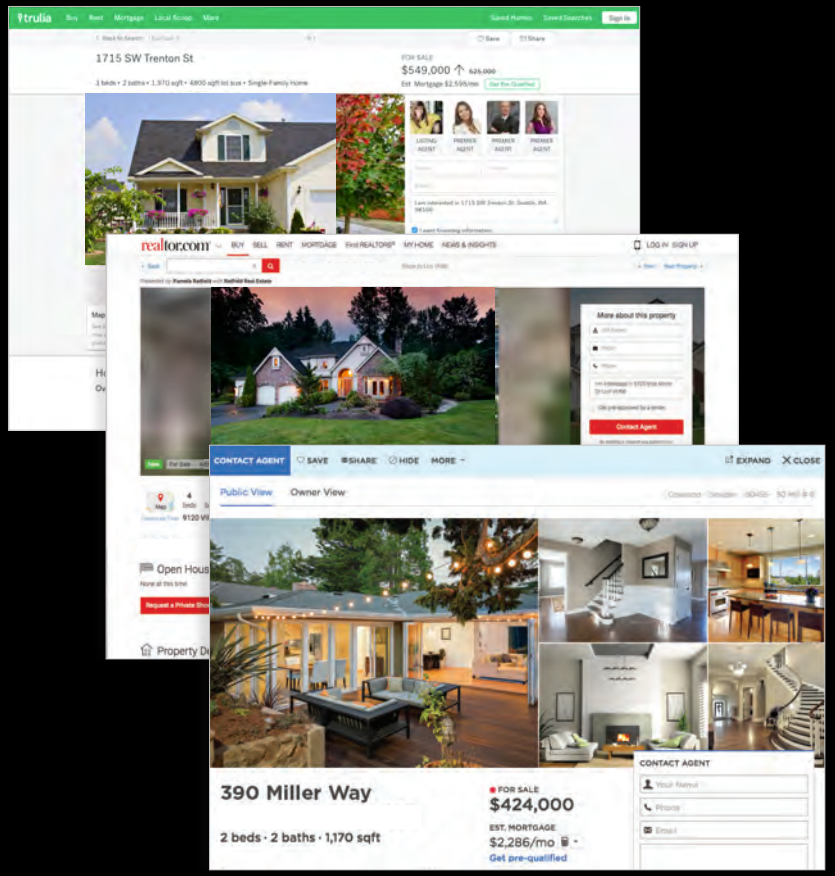
REDFIN

CENTURY 21

BERKSHIRE HATHAWAY HomeServices

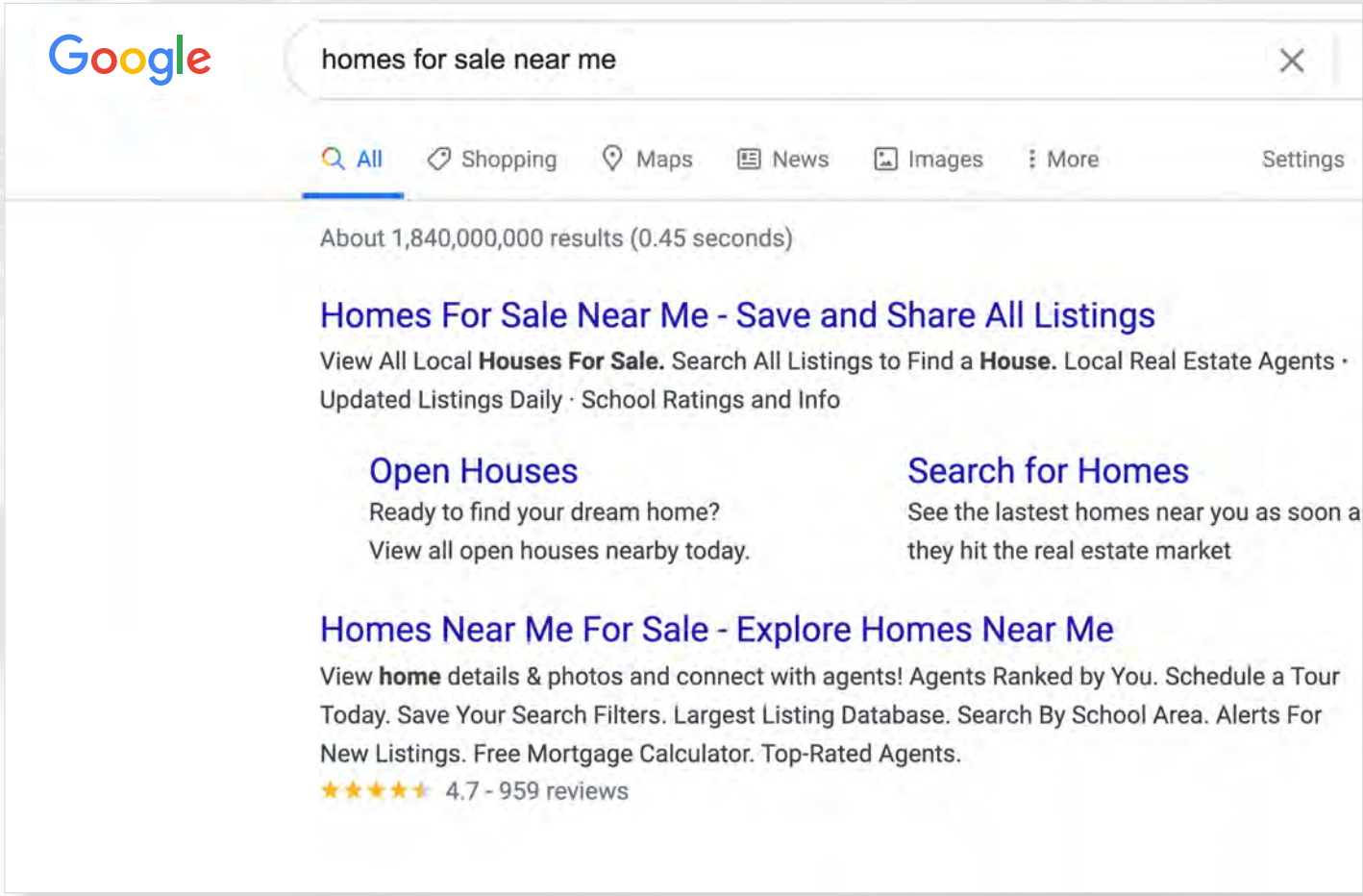
LISTING PORTALS

We get your property featured more often on the most popular sites like Trulia, Realtor.com, Zillow, Realestate.com and hundreds more.



SEARCH ENGINES

Google. Bing. Yahoo. Nobody knows search engines better!
We are experts in both organic and paid results.



CLASSIFIED SERVICES

Craigslist, Oodle and many more. Most agents overlook these powerful tools, or they just do the bare minimum.

Facebook Marketplace

kijiji

oodle marketplace

craigslist

SOCIAL MEDIA

Facebook, Instagram, and Twitter, to just name a few of the places we share, promote and pay to showcase your property.



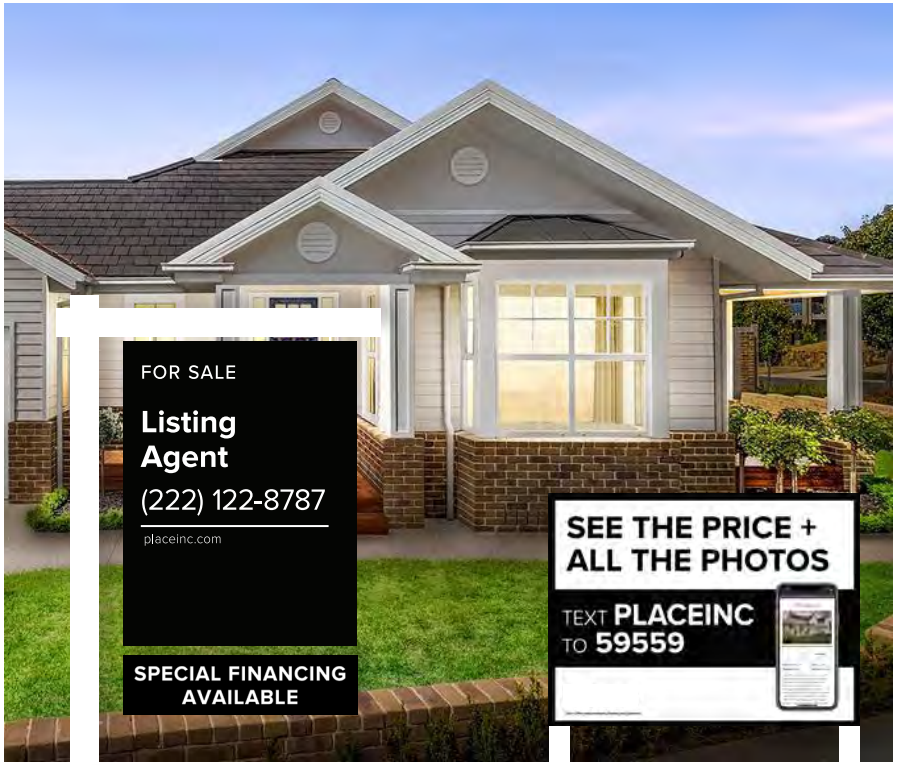
REACHING BUYERS AT EVERY OPPORTUNITY

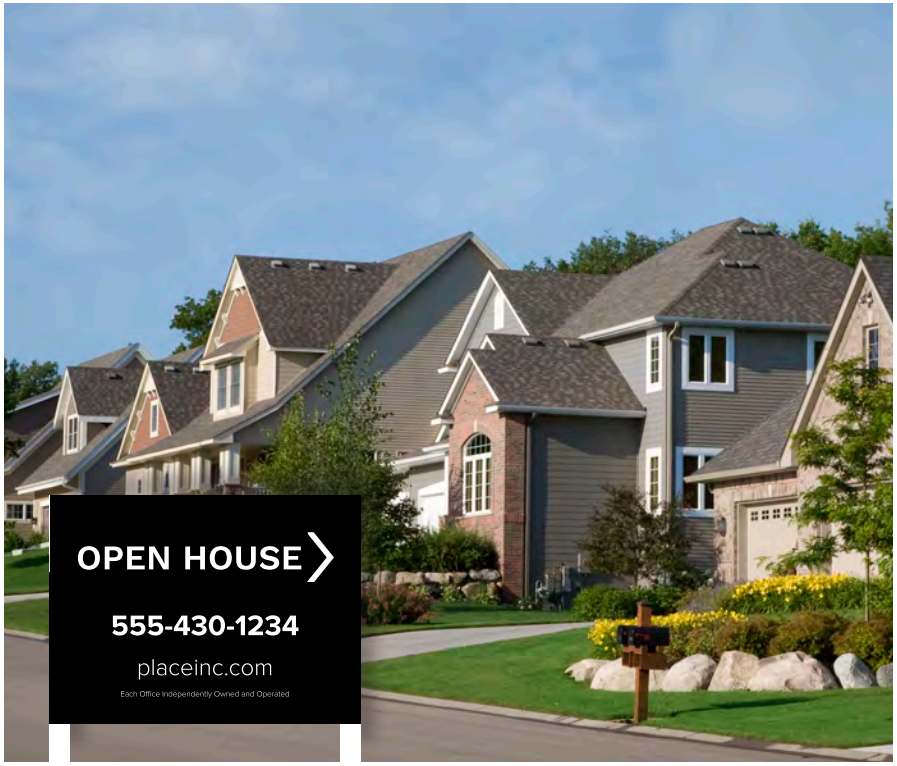
YARD SIGNS

Approximately 10% of buyers found the property they purchased from signs, directions and mobile flyers. Our proprietary tools attract buyers by featuring text and contact capture technology as well as special offers that others just can't make.

OPEN HOUSES & SHOWINGS

About 5% of buyers found their property through open houses. This figure includes the large number of properties sold through builder new construction communities and condo developments.





NETWORKING

A small percentage of buyers find the home they purchased through word of mouth, friends, neighbors or by knowing the Seller or Agent already.



PRINT ADVERTISING

Only 1% of buyers found the property they purchased through print advertising, yet 80% of agents spend 80% of their marketing budgets on print advertising.



INTERNATIONAL MARKETING

We reach buyers everywhere, speak their language and close more deals.

More international buyers are interested in the U.S. real estate market than ever before. With dozens of translators and our bilingual agents, affiliated Keller Williams offices worldwide, offices we own in the UK, Canada and the US and internet and international marketing expertise, we're uniquely positioned to reach this huge pool of buyers.

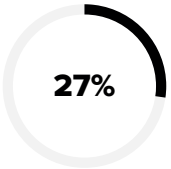
$153 Billion

spent by foreign buyers

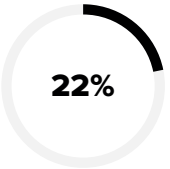
183,100

homes sold to foreign buyers

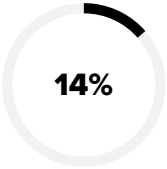
WHERE DO INTERNATIONAL BUYERS COME FROM?



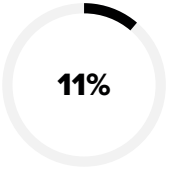
ASIA



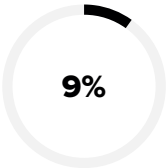
LATIN AMERICA



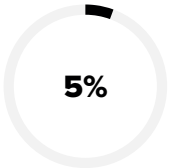
EUROPE



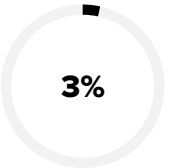
CANADA



MEXICO



INDIA



UK

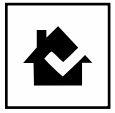
GLOBAL APPROACH

There are 5 ways we reach international buyers:



GLOBAL ONLINE WEBSITES

Google, Facebook, Instagram, Twitter, and Craigslist are all tools that foreign buyers already use for shopping, searching and communicating. Our listings are translated into over 40 languages.



INTERNATIONAL PORTALS

Rightmove, Zoopla, MLS.ca, Juwai, etc.



PHYSICAL LOCATIONS

Unlike the competition, we have 40+ physical offices worldwide, from London to Toronto to Central America.



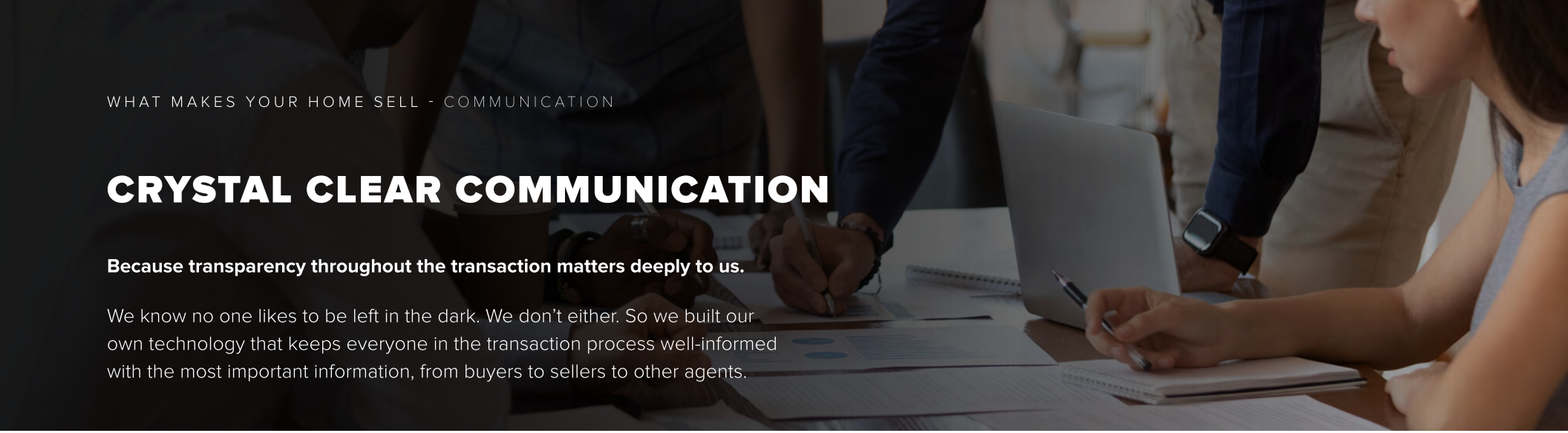
GEO-TARGETED ADVERTISING

By county, city and neighborhoods worldwide.



GLOBAL REAL ESTATE AGENTS

We have carefully crafted and designed ways for real estate agents worldwide to refer buyers to our teams and our listings, including allowing Global Agents to advertise your property in their country.



CRYSTAL CLEAR COMMUNICATION

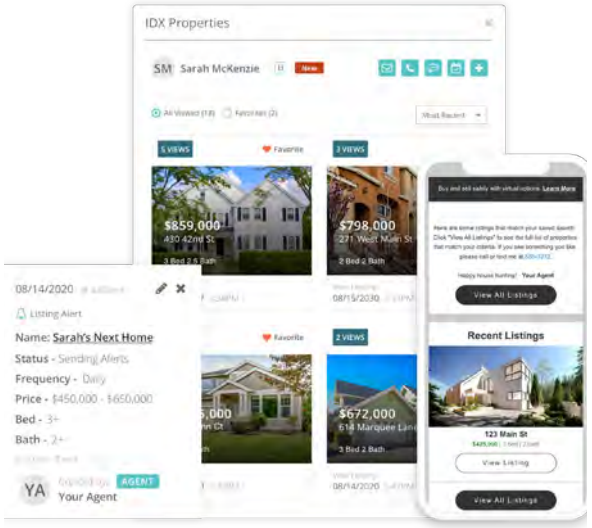
Because transparency throughout the transaction matters deeply to us.

We know no one likes to be left in the dark. We don't either. So we built our own technology that keeps everyone in the transaction process well-informed with the most important information, from buyers to sellers to other agents.

BUYER FEEDBACK

Our cutting edge technology gets your listing in front of the right buyers.

When a buyer visits our website, we can see exactly what they are looking for and they'll automatically get emailed new listings that match their searches. We will know when they mark your property as a favorite or request a showing.



SHOWING FEEDBACK

See who has shown your property with feedback from local agents.

Whenever an agent shows your listing, we aggressively attempt to reach them so that we can provide you unfiltered feedback that you need to compete in this market.

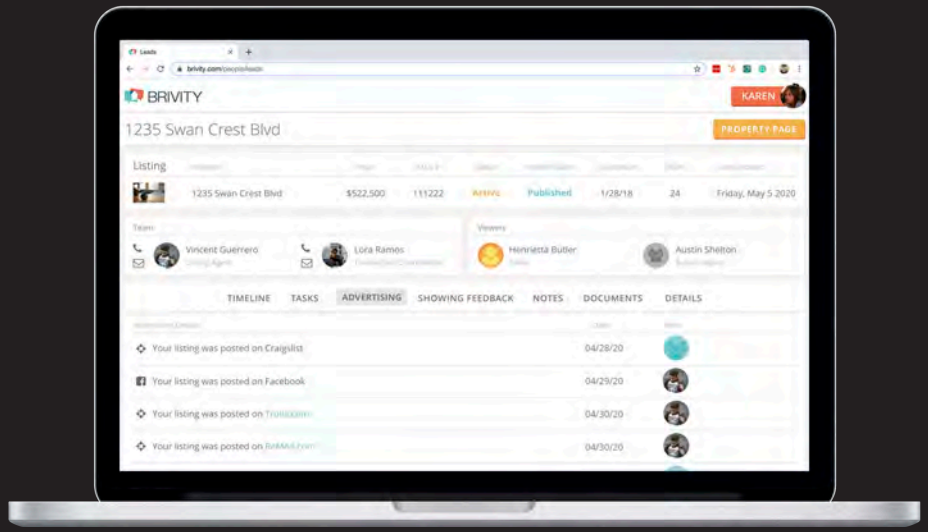


POWERED BY
PLACE

MARKETING FEEDBACK

Asking great questions to inquiries on your home can turn a lead into a buyer.

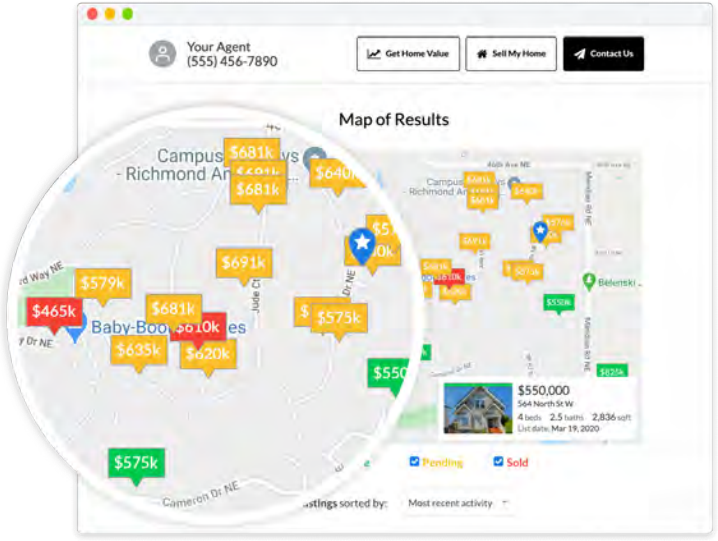
Log into your private seller portal to see all the places we are marketing your home. Click the links and see your home showcased everywhere that matters.



MARKET UPDATES

See what is happening every week in your area.

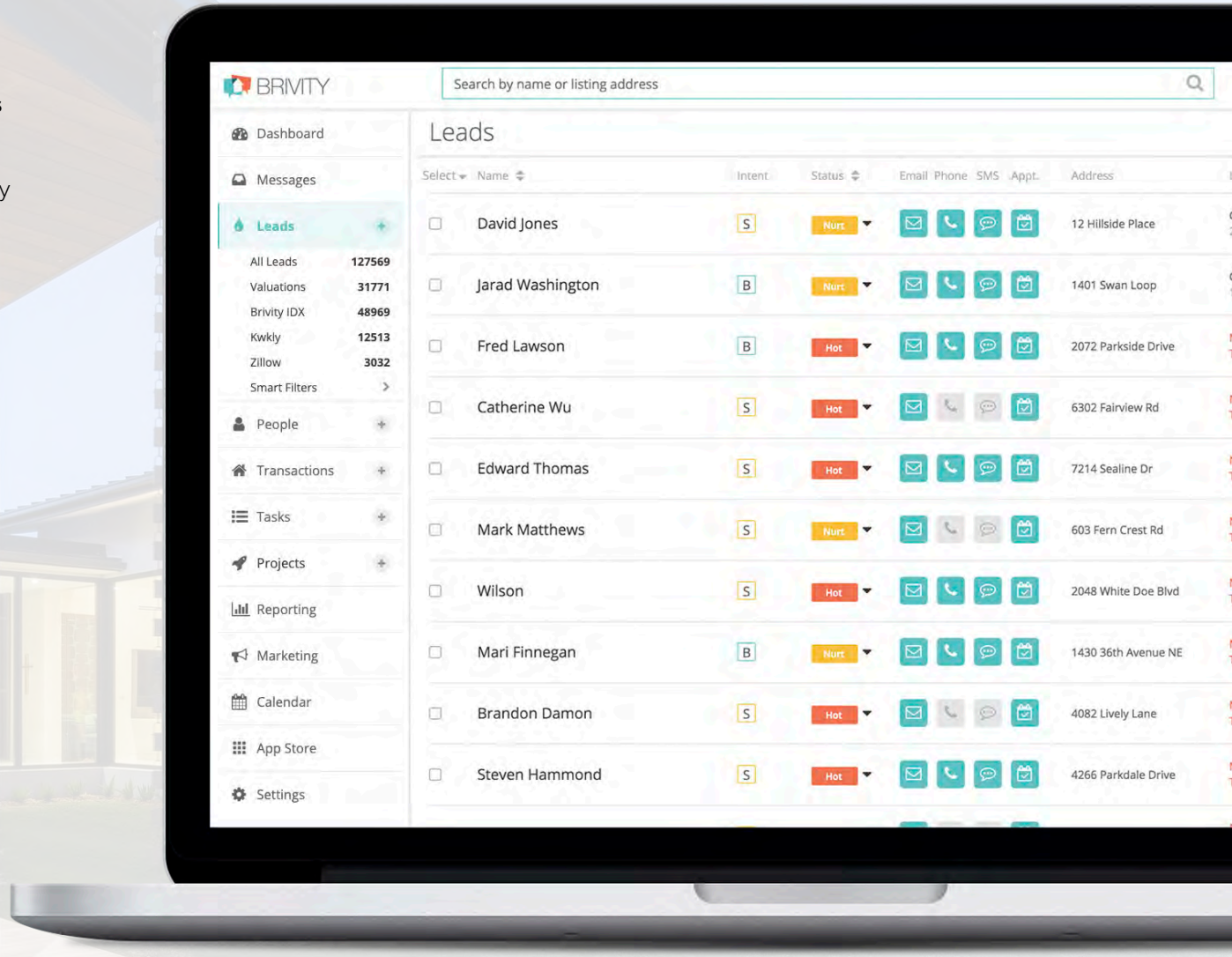
Whenever a new listing comes on or off the market you will know. Together, we will use this information to make marketing, pricing and showing adjustments to help your home sell faster.



BUYER DATABASE

Our databases contain hundreds of thousands of active potential buyers looking for properties right now

We don't wait for buyers to contact us. We actively email, text, and call thousands of local, national, and international buyers that might be interested in a home just like yours.



SPECIAL FINANCING AVAILABLE

Help buyers save **THOUSANDS** when they purchase your home without costing you a dime.

- **NO Origination Fees**
- **NO Lender Fees**
- **NO Underwriting Fees**
- **NO Loan Processing Fees**
- **Closing Cost Credits***
- **Very Competitive Interest Rates**

We partner with the top mortgage companies to provide special financing on your property when you list with our team. This exclusive offer saves your future buyers an average of $5,000 dollars, so you can net more money. Ask us about other partnership perks when you list with PLACE.

*restrictions may apply

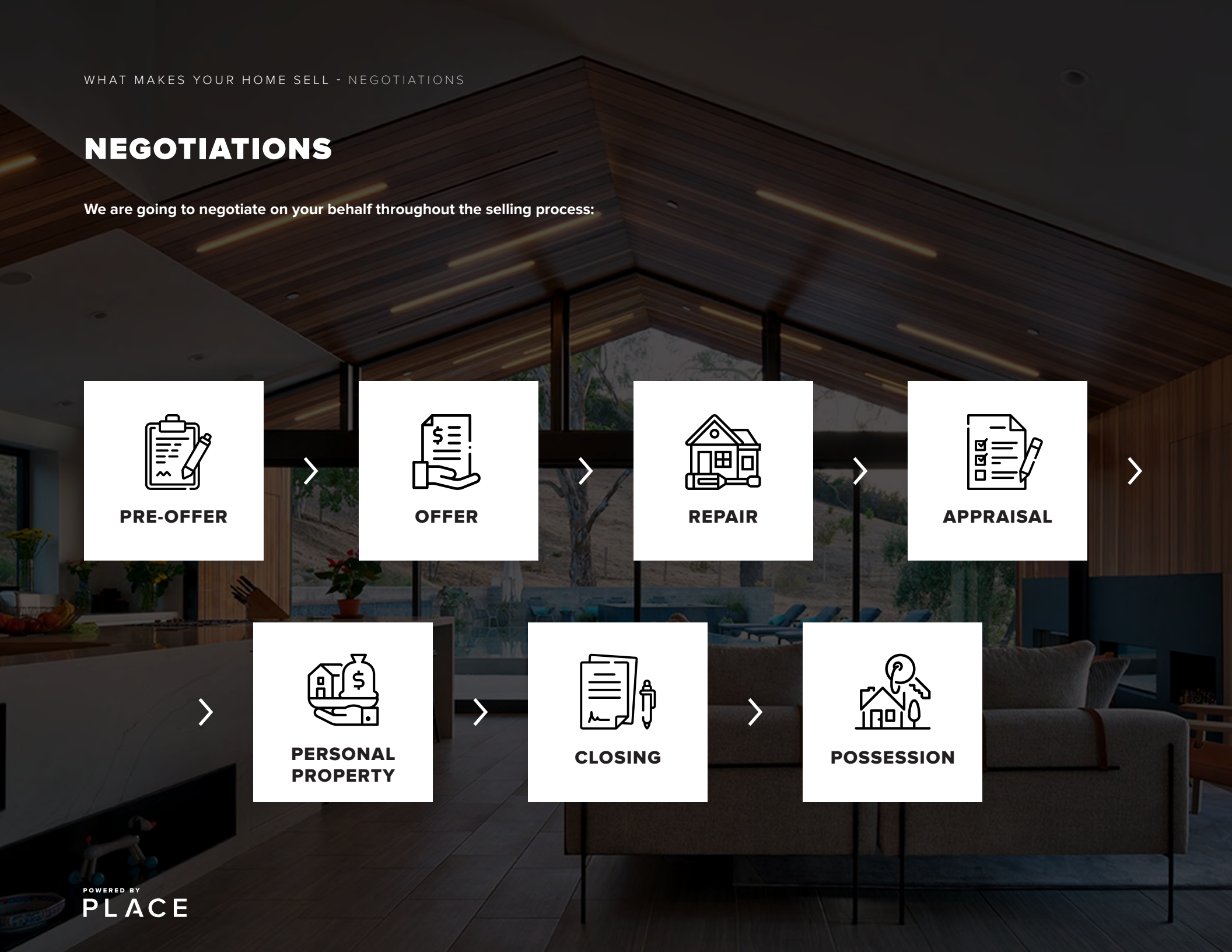
PARTNERSHIPS

We partner with the best vendors and service providers in the industry to bring you exclusive savings and offers.

- **MORTGAGE COMPANIES**
- **TITLE**
- **ESCROW**
- **CONCIERGE SERVICES**
- **CONTRACTORS**

NEGOTIATIONS

We are going to negotiate on your behalf throughout the selling process:



WHAT WE DO FOR YOU

As soon as you hire us, our marketing team takes over. Here's what to expect:

01 MAKE YOUR LISTING SHINE

Photography, Photo Editing, Staging & Repair, Virtual Showings & Open Houses, Live Broadcast, Videography

02 MARKET YOUR PROPERTY TO THE TOP AGENTS

Electronic Fliers, Virtual Tours, Realtor Office Meetings, Communication, Paper Flyers

03 INTERNET MARKETING

Brokerage Websites, Listing Portals, Search Engines, Social Media, Classified Services

04 TRADITIONAL MARKETING

Yard Signs, Open Houses, Networking, Print Advertising

05 INTERNATIONAL MARKETING

Global Websites, International Portals, International Networking, Global Real Estate Agents, Geo-Targeted Advertising

06 LEVERAGE OUR BUYER DATABASE

We have buyers looking for a property like yours

07 COMMUNICATION

Buyer Feedback, Agent Feedback, Marketing Feedback, Market Updates

08 NEGOTIATE AND GET IT SOLD

We're confident in our ability to sell your home for the most amount of money in the least amount of time

Thank you for the opportunity to meet with you today. Let's get started!

MARKET FACTORS

PRICE

Price plays a pivotal role in getting your home sold. Pricing your home properly from day 1 will help determine how quickly your home will sell.

LOCATION

Location plays a huge role in determining the sale of your home. Each home has a different location, even if they are right next to each other!

TIMING

Market timing will be a major factor in the outcome of your listing. The real estate market has its ups and downs. The longer your home is on the market, the less negotiating power you will have.

CONDITION

The condition of the property affects multiple factors of the home sale. Condition can play a factor in the selling price of the home and the amount of time on the market.

COMPETITION

Buyers are always looking at new homes, and they will determine the value of your property through the competition on the market.

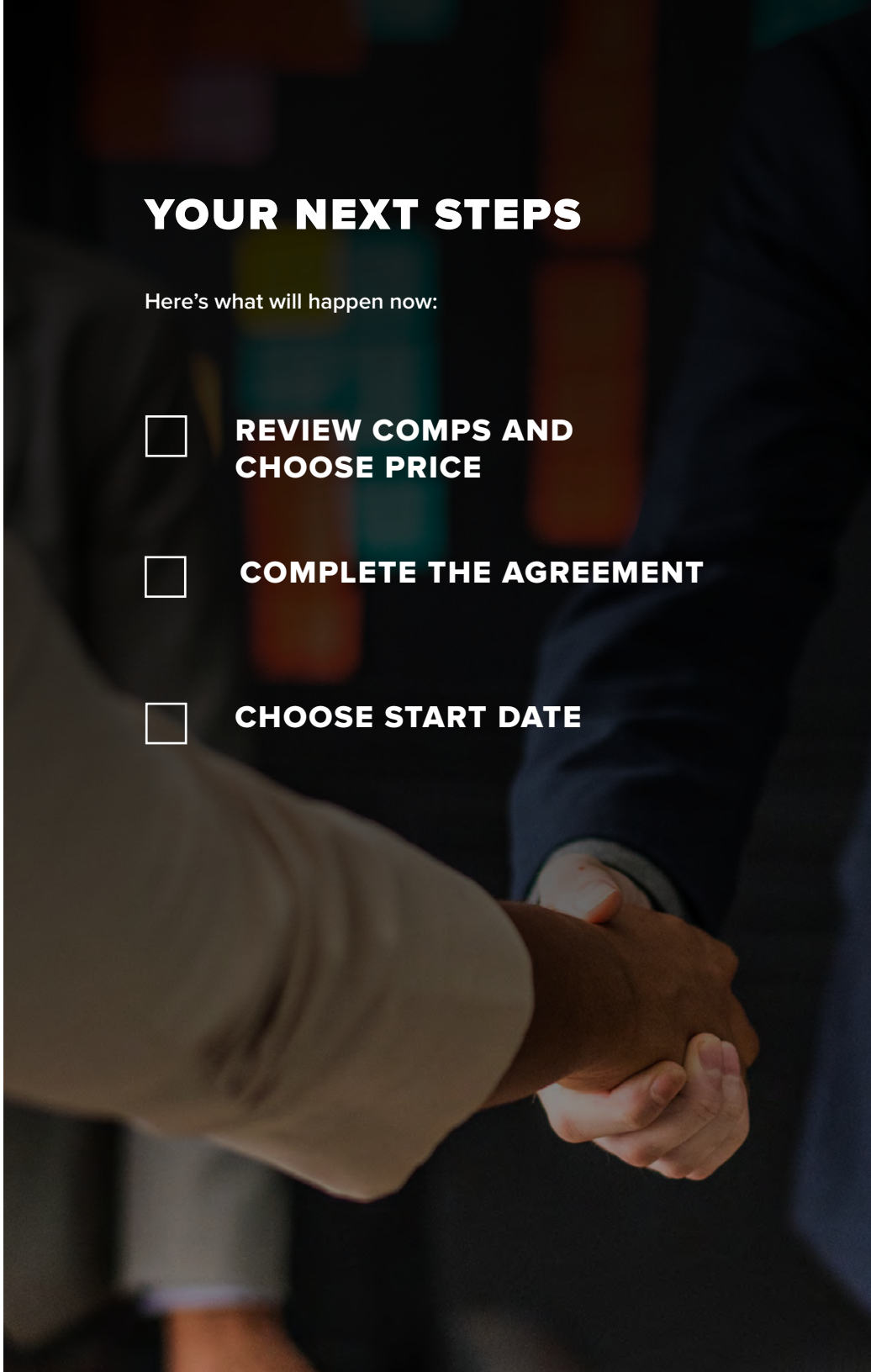
TERMS

We are here to help! We will be there through the process, including navigating the offer and negotiation process.

YOUR NEXT STEPS

Here's what will happen now:

- [ ] **REVIEW COMPS AND CHOOSE PRICE**
- [ ] **COMPLETE THE AGREEMENT**
- [ ] **CHOOSE START DATE**



PLACE

YOUR TRUST IN US

OUR PROMISE

We know you will be satisfied with our service - and if you aren't, we will make it right or cancel the contract.

We stand behind our ability to get you the price your property is worth in the least amount of time possible.



EVERYTHING HOME IN ONE

PLACE



LEARN MORE AT **PLACEINC.COM**