

REAL ESTATE SERVICES PROPOSAL



Prepared by:

Dawn M. Toll, Broker

Berkshire Hathaway HomeServices

Office: 847-691-5686

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Email: dawn@dawntoll.com

Thank you for considering me, and Berkshire Hathaway HomeServices Starck Real Estate to represent you throughout the homeselling process.

The purpose of this packet is to provide information about the home selling process, basic marketing efforts, and partnering with Starck to accomplish your real estate goals. There are many properties on the market today, and each has different amenities, sizes, and values. While this marketing plan offers structure, we will work together to prepare a strategic plan that will highlight your property amongst the competition.

Home buyers always do a lot of comparison shopping. In today's market it is especially important to price your home right from the beginning and to get it "show ready". There are many homes available in all price ranges, but the homes that are priced right and show well are the ones that bring in qualified buyers.

Part of this package includes an outline of my marketing plan. We will certainly go over this in detail so that you feel comfortable to entrust your home sale to me. I am sure that once you review the plan, you will feel very satisfied with me marketing your home. In fact, Berkshire Hathaway HomeServices Starck Real Estate works as a team to offer your home the exposure and one-on-one LIVE interaction to accomplish your real estate goals!

I look forward to working with you on the sale of your home.



Dawn M. Toll, Broker
Office: 847-691-5686
Web Site: www.dawntoll.com
Email: dawn@dawntoll.com

Good to know:



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HomeServices



THE JOURNEY BEGINS

ALIGNING YOUR GOALS WITH THE HOME SELLING PROCESS



Partnering for Success

We begin by matching your objectives and priorities with the process of marketing and selling your house.

The first three steps towards selling your house are:

- Clarifying and prioritizing your expectations
- Defining the story of your house and neighborhood
- Agreeing on a process – how we'll work together

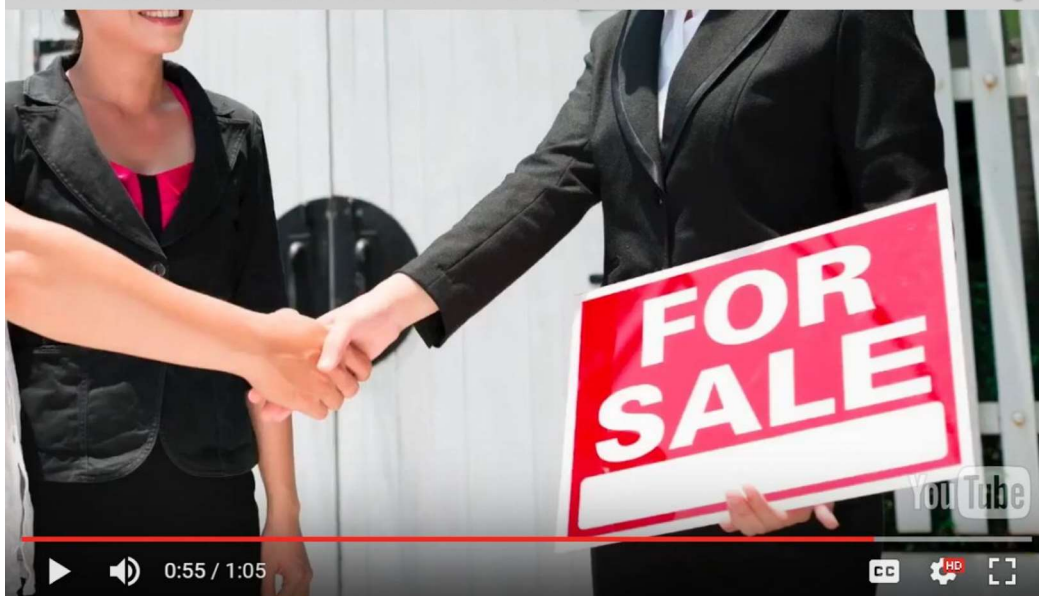
Good to know:



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Videos presented courtesy of Berkshire Hathaway HomeServices Starck Real Estate



	Buyers	Sellers	Homeowners	Starck
33				
34				
35				
36				
37				
38				

Helpful Video Library

Selling a home can be a confusing process with many moving parts. Please visit my Helpful Homeowner Video Library at:

<http://Videos.StarckRE.com/Name>

May I suggest these three videos...

- The Difference Between a Listing Agent and Selling Agent
- Common Listing Agreement Clauses
- Factors that Affect the Value of Your Home

Good to know:



UNDERSTANDING EXPECTATIONS

The Home Selling process can be unsettling. Let's review and prioritize the following topics to help us understand what's most important to you in the sale of your property. Please look over these questions and think about how you would like this process to go. No need to write in your answers, we will discuss them.

1. How many properties have you sold?
 - a. When did you sell your last one?
 - b. What were your experiences with that sale? How did it go?
 - c. What did you like the best? What did you like the least?

2. Why are you selling your home?

3. Where are you going?

4. How soon do you need to be there?

5. Do you have any other properties that you need to sell?

- a. Would you like me to help you with those properties?

6. Do you plan on doing any remodeling, painting, flooring prior to selling?

7. Did you have any questions about the market, or home selling process?

8. Are you willing to list your home at fair market value?

We find that most buyers select homes to look at based on value:

- 1) style 2) location 3) price range 4) features 5) size

9. Where do you feel we should price your house to get you where you want to go on time?

10. Do you think that will get you there on time? If not, what's your Plan B?

11. If we got a contract on your house today, what would you do?

12. If we find a buyer for your house in the next 72 hours, are you going to be O.K. with that? What if it's the first person who looks at your house?

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DEFINING UNIQUE SELLING POINTS

You know your house best. Let's discuss how we'll market its special features and location in the surrounding neighborhood.

➤ **Most Appealing Features**

What attracted you to buy this home?

➤ **Differentiating Features**

What makes this property unique from similar properties?

➤ **Updates and Renovations**

Have you made any improvements to the property since you bought it?

➤ **The Neighborhood**

What do you regard as the most attractive features of the surrounding neighborhood?

➤ **Special Terms or Conditions**

Do you have any issues regarding the sale of your property I should be aware of (e.g., items of personal property to be excluded, items which must be disclosed to prospective buyers, etc.)?

➤ **Potential Enhancements**

What changes would you suggest to make your property as salable as possible?

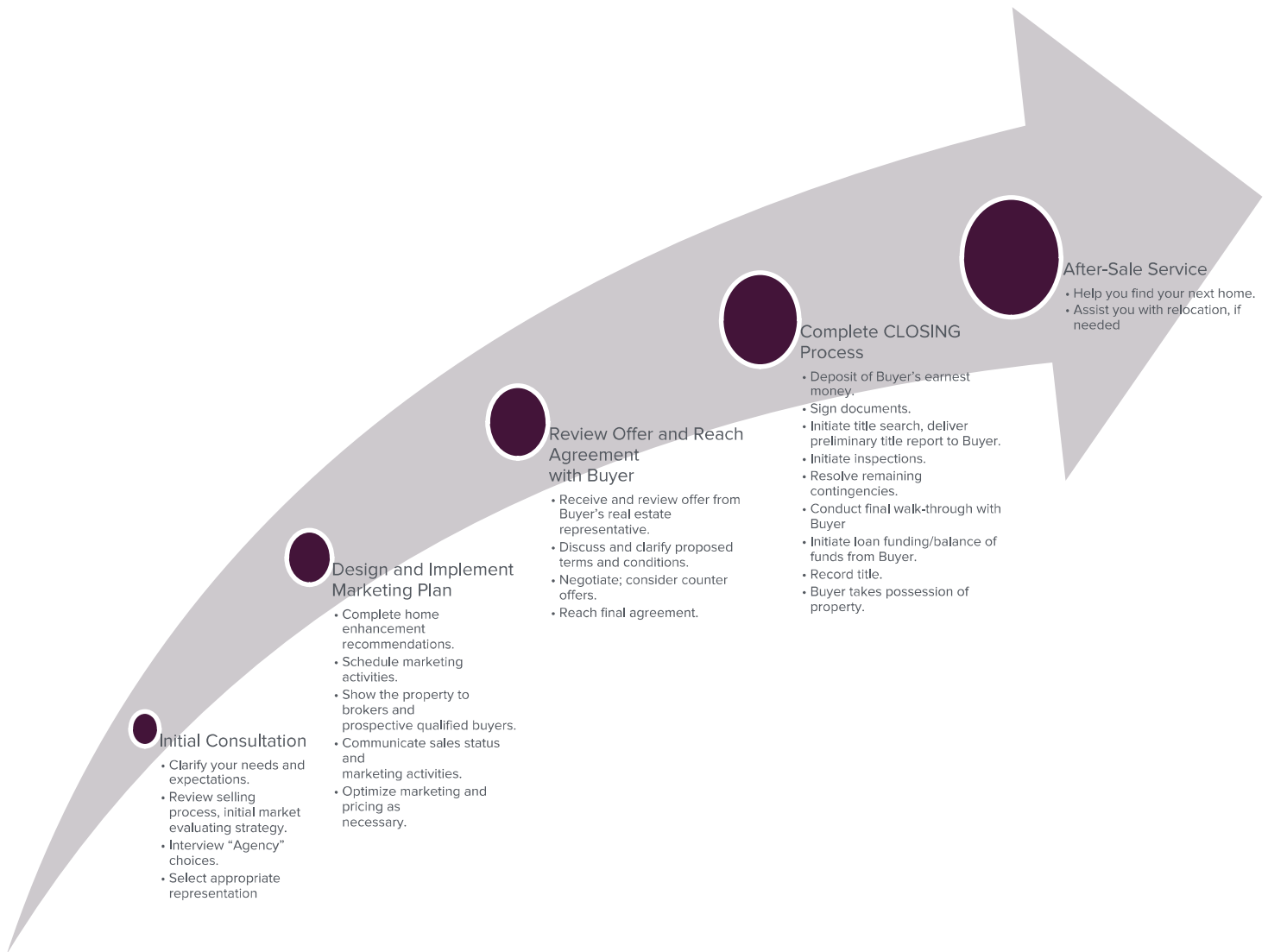
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HOME SELLING PROCESS

Berkshire Hathaway HomeServices Starck Real Estate strives to make the home selling process seamless. Expert guidance from launch to close allows you to get where you want to go, on time.



Good to know:





MARKETING YOUR PROPERTY

HOW WE'LL ADVERTISE, OPTIMIZE AND COMMUNICATE

MARKETING PLAN

The marketing program for your home is built on three activities:

Promote To Prospective Buyers

- Online
- Yard Sign
- Open Houses
- Other Marketing Materials

Market To Other Real Estate Professionals

- The Berkshire Hathaway HomeServices Network
- Referral and relocation resources
- Multiple Listing Service (MLS)
- Direct promotion to other real estate professionals
- Open house for industry real estate professionals

Maintain Communication With You

- Review the results of our marketing activities
- Consult with you to fine tune our marketing strategy, as needed

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MARKETING STRATEGY

Marie Smith
Broker
Cell: 555-555-5555
marie@starckrealtors.com
StarckRE.com

123 Any Street, Any Town

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4 Bedrooms | 2.1 Bathrooms | 3 Car Attached Garage

123 Any Street, Any Town

BERKSHIRE HATHAWAY HomeServices | Starck Real Estate

Marie Smith
Broker
BERKSHIRE HATHAWAY
Starck Real Estate
555-555-5555
marie@starckrealtors.com

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123 Any Street, Any Town

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Information sources used by buyers in their home search:

- Internet: 51%
- Real estate agent: 34%
- Yard sign/open house sign: 8%
- Friend, relative or neighbor: 4%
- Home builder or their agent: 2%
- Directly from sellers/Knew the sellers: 1%
- Print newspaper advertisement: 1%

Source: 2016 National Association of REALTORS® Profile of Home Buyers and Sellers

Good to know:

NATIONAL ADVERTISING DRIVES BUYERS TO YOUR LISTING

National advertising support, including television, print and online placement, ensure that our brand is top-of-mind among millions of potential homebuyers and sellers. Additionally, marketing and public relations programs position Berkshire Hathaway HomeServices as an authority for real estate and related services.

This national support drives consumers to my website at BerkshireHathawayHS.com to find listings like yours.



properties displayed

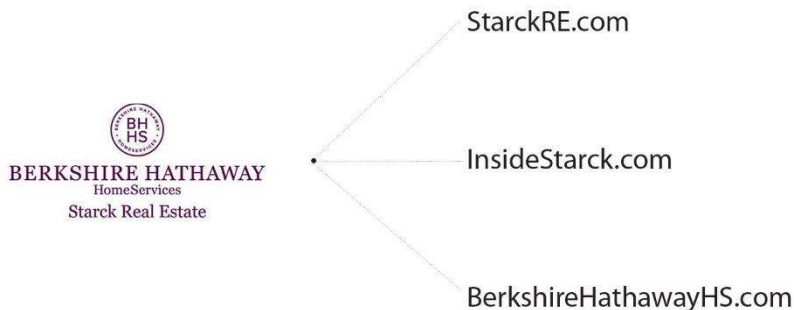
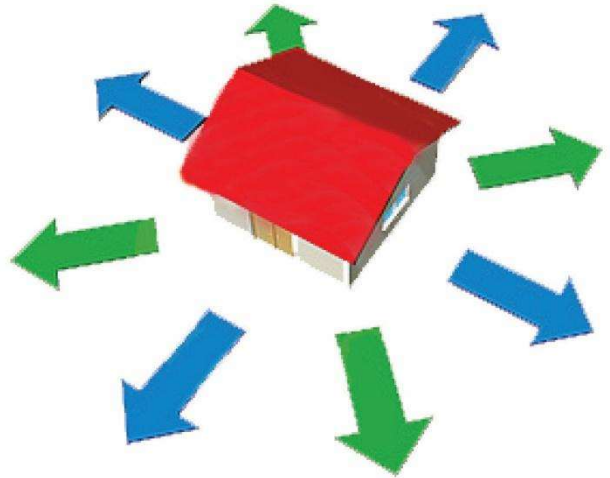
Map view Photo view



Good to know:

WHERE WILL YOUR LISTINGS APPEAR

Did you know that 92% of all home buyers are using the internet to search for their new home? That's why the marketing of your home on the internet is so critical to the sale of your home. Starck Real Estate invests heavily in internet marketing to ensure that your home is featured prominently on the websites that are utilized the most by prospective buyers. When we feature your home on the most widely used real estate websites, it adds up to far greater exposure for your home, which equals your home being sold at the best price in the shortest time possible.



Featured Websites:



Local Websites:



Good to know:

GLOBAL LISTING SYNDICATION

Berkshire Hathaway HomeServices broadcasts your property to more than 70 websites worldwide which are viewed by potential buyers in 37 countries across five continents. The countries where your property will be visible include:

Algeria	Argentina	Belgium	Brazil
Canada	Chile	China	Colombia
Czech Republic	Denmark	Dominican Republic	France
French Polynesia	Germany	Greece	India
Israel	Italy	Luxembourg	Mexico
Monaco	Morocco	New Caledonia	Panama
Peru	Portugal	Qatar	Romania
Russia	Spain	Thailand	Tunisia
Turkey	United Arab Emirates	United Kingdom	Uruguay
Venezuela			



*Includes all residential, condominium, townhome, single family, single family detached, ranch over \$200K. Websites subject to change.

Good to know:



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DIGITAL MARKETING PLAN

Social Media is one way to be found in today's digital world. Marketing efforts continue into the online world in a hyper-local venue. Using targeted demographics, behaviors, and interests, your home will be sent out across the social media spectrum to those most likely to buy.



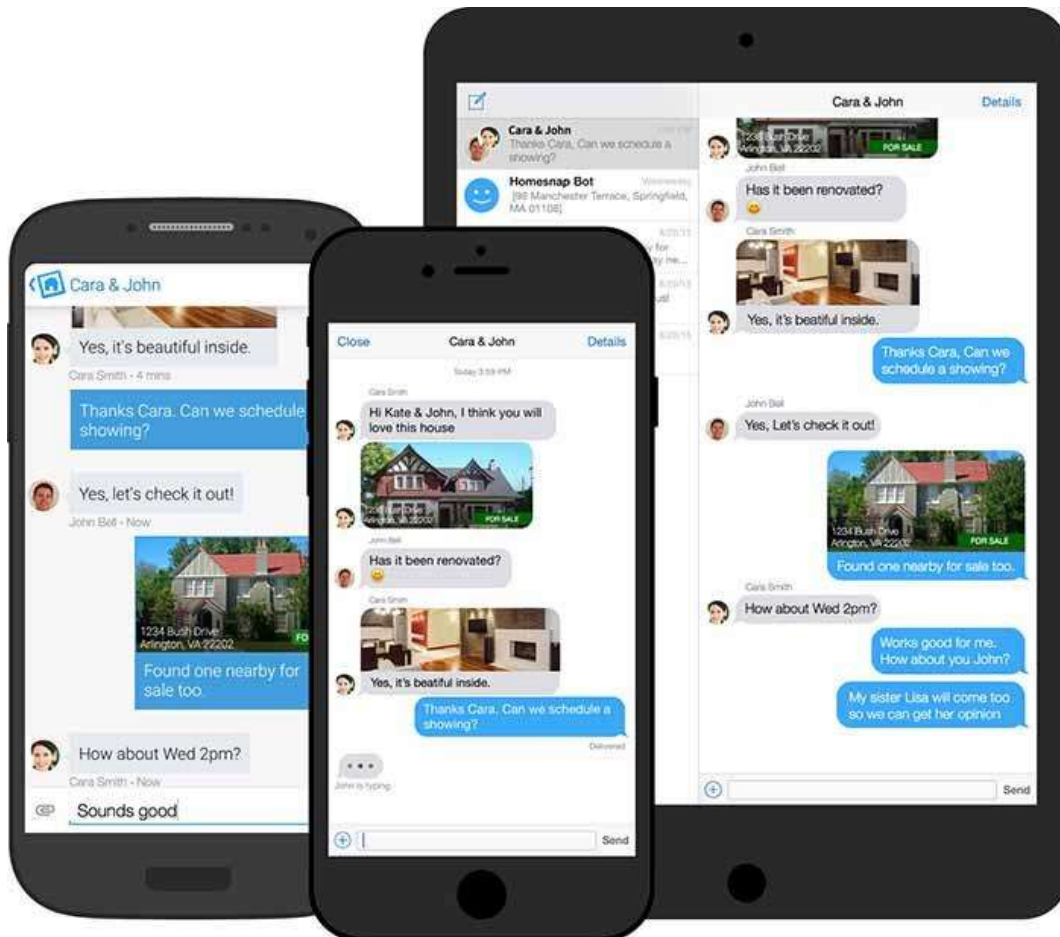
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MOBILE APP

Today's consumers want a real estate search in the palm of their hand. Every one of my listings is entered into a mobile platform, my mobile app. Visit my app website, or text the code below to download my simple, free, nationwide mobile app.



Visit <https://www.homesnap.com/Dawn-Toll?viewas=client>

to download for free

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INCREASE SALEABILITY OF YOUR PROPERTY

Berkshire Hathaway HomeServices Starck Real Estate has brought together strategic partners to enhance your experience. We believe in going above and beyond to provide **Double Platinum** service; *to exceed your expectations.*

- A written property disclosure statement to give buyers a clear understanding of the property and surrounding neighborhood.
- A home warranty to give prospective buyers peace of mind by providing a one-year repair-or-replace coverage of major home operating systems and appliances.
- Professional inspections such as structural, roof and termite, to reveal the current condition of the property.



STARCK TITLE

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COMMUNICATION

Seller Advantage[®] was created to help distinguish your listing from competing properties and maximize exposure to qualified buyers.

- **Listing Presentation Report** - highlights the number of registered buyers who are looking for property in your area and who have requested to be notified the minute a property like yours goes on the market.
- **Seller Activity Report** - gives you detailed information about online buyer activity for your home and neighborhood.
- **Inside Access**- a weekly report shows you all of the current active, under contract, and sold properties which will help you to make educated decisions about pricing based on current market knowledge.

The image displays a user interface for a real estate website and a Listing Presentation Report document. The website interface is divided into three main sections:

- Activity & Saved Searches:** Features a header with "Activity & Saved Searches" and two buttons: "View saved properties >" and "View saved searches >". Below this is a section for "Your Listed Property" with the text "You have 1 Properties for sale" and a button "Get your Listing Activity Report >".
- Inside Access™ & VOW Status:** Features a header with "Welcome Kathy!" and "Inside Access™ & VOW Status". Below this is a section for "VOW Status: Pending" with the text "Please click the 'I Agree' link in the Welcome email to activate your membership. This is allow you to see more property data, community information and more when you search for homes." and a button "Resend VOW activation email >".
- Recent searches for a home like yours:** Features a header with "Recent searches for a home like yours" and three data points: "226 Yesterday", "656 In last week", and "2,375 In last 21 days". Below this is a section for "Competitive Overview" with a map and a list of properties: "300 Kimball Avenue, Woodstock, 00088 - \$147,000", "423 Forest Avenue, Woodstock, 00088 - \$129,900", "426 E Central Avenue, Woodstock, 00088 - \$124,900", "231 Clear Chase Circle, Woodstock, 00088 - \$150,000", and "847 Gerry Street, Woodstock, 00088 - \$140,000".

The Listing Presentation Report document is titled "BERKSHIRE HATHAWAY HomeServices Starck Real Estate Listing Presentation Report" and is dated "May 18, 2014". It is prepared for "Happy Seller" at "407 Ridgeland Ave, Woodstock, IL 60098". The report includes sections for "Unsurpassed web presence" and "Recent searches for a home like yours".

Add or Remove the social networks you would like to connect to

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ESTABLISHING A PRICING STRATEGY

HOW TO DETERMINE THE VALUE OF YOUR HOUSE

UNDERSTAND MARKET VALUE

Pricing your home for the current market is important for maximum exposure and, ultimately, a satisfactory sale.

The existing pool of prospective buyers determines a property's value, based on:

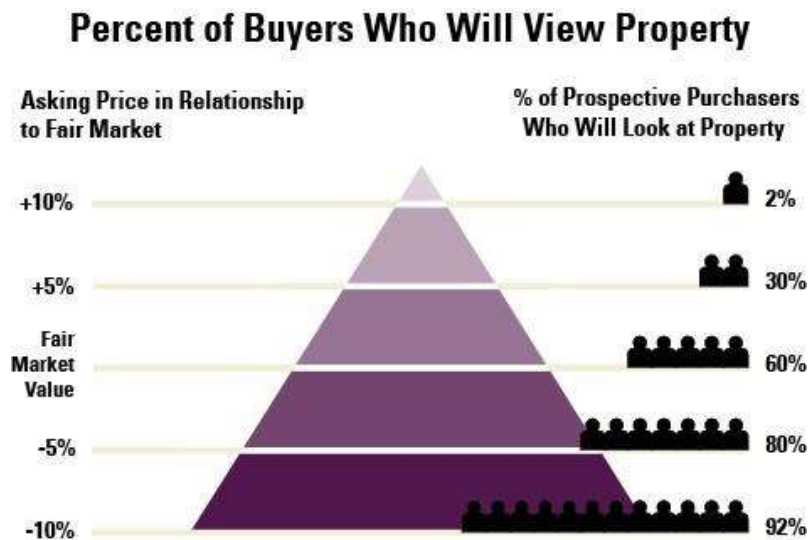
- Location, design, amenities and condition
- Availability of comparable (competing) properties
- Economic conditions that affect real property transactions

Factors that have little or no influence on the market value of a house include:

- The price the seller originally paid for the property
- The seller's expected net proceeds
- The amount spent on improvements

The impact of accurate pricing:

- Properties priced *within market range* generate more showings and offers, and sell in a shorter period of time
- Properties priced *too high* have a difficult time selling



Good to know:



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DETERMINE YOUR HOME'S MARKET VALUE

An impartial evaluation of market activity is the most effective way to estimate a property's potential selling price. I can provide a Comparative Market Analysis, which considers similar properties that:

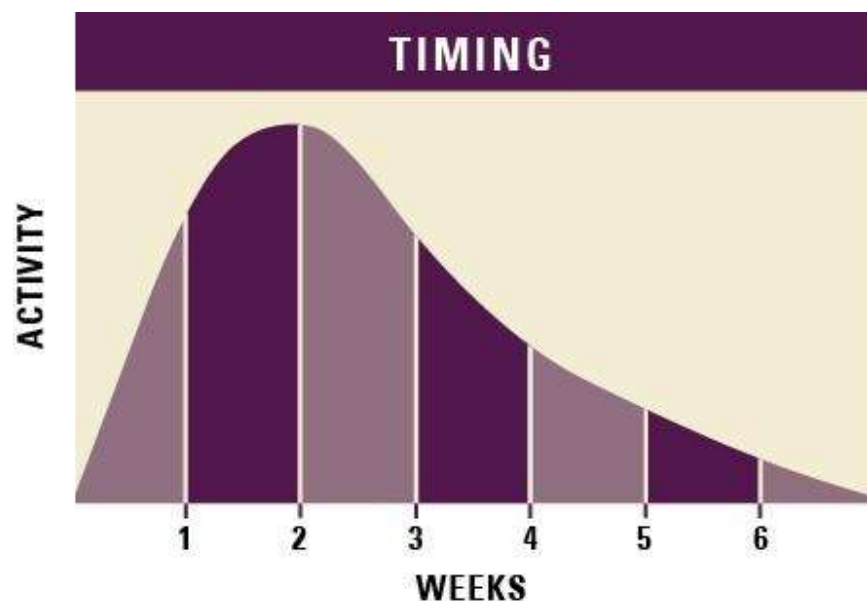
- Have recently sold. This shows us what buyers in this market have paid for properties similar to yours
- Are currently on the market. This shows us what kind of properties will be competing with yours for the attention of available buyers
- Failed to sell. Understanding why these properties did not sell can help us avoid disappointment in the marketing of your property

Good to know:

KNOW THE DANGERS OF OVERPRICING

An asking price that is beyond market range can adversely affect the marketing of a property.

- Marketing time is prolonged and initial marketing momentum is lost
- Fewer buyers will be attracted and fewer offers received
- The property attracts “lookers” and helps competing houses look better by comparison
- If a property does sell above true market value, it may not appraise and the buyers may not be able to secure a loan
- The property may eventually sell below market value



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PREPARING YOUR PROPERTY FOR SALE

TIPS FOR SHOWING YOUR HOUSE AT ITS BEST

YOU ARE KEY TO A SUCCESSFUL SALE

No one has a more important role in the homeselling process than you do. Here are some ways your participation can contribute to a successful sale:

- Maintain the property in ready-to-show condition
- Ensure that the house is easily accessible to real estate professionals (lock box and key)
- Try to be flexible in the scheduling of showings
- When you are not at home, let me know how you can be reached in case an offer is received
- If approached directly by a buyer who is not represented by a real estate professional, please contact me. Do not allow them into the property unescorted
- In case of last minute showing, always remove or lock up valuables, jewelry, cash and prescription medications

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KNOW HOW BUYERS VIEW YOUR PROPERTY

It is important for a property to make the best possible impression on prospective buyers. The following can interfere with a buyer's appreciation of a property:

Exterior

- Clutter
- A lawn in need of mowing
- Untrimmed hedges and shrubs
- Dead and dying plants
- Grease or oil spots on the driveway
- Peeling paint
- Anything that looks old or worn

Interior

- Worn carpets and drapes
- Dirty windows, kitchen, baths
- Clutter
- Pet and smoking odors
- Peeling paint, smudges or marks on walls

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Before After

Photo from: <http://claudiajacobsdesigns.com>

SHOWINGS CHECKLIST

These tips can help your house make the best impression when previewed by sales professionals or shown to prospective buyers:

Exterior

- Remove toys, newspapers, yard tools and other clutter
- Tidy up and pick up after pets
- Park vehicles in the garage or on the street, leaving the driveway clear
- Add color with flowers and potted plants

Interior

- Make beds, clean up dishes and empty wastebaskets
- Remove clutter throughout and put away toys
- Set out “show towels” in bath
- Freshen the air with potpourri or by baking bread, deodorize pet areas and set the thermostat to a comfortable temperature
- Do a quick vacuuming and dusting
- Arrange fresh flowers throughout the house
- Turn on the fireplace (when appropriate)
- Play soft background music

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HATHAWAY**
HomeServices

WHO WE ARE

SEE WHY WE'RE GOOD TO KNOW

 A member of the franchise system of BHH Affiliates, LLC

ABOUT BERKSHIRE HATHAWAY HOMESERVICES STARCK REAL ESTATE

Berkshire Hathaway Starck Real Estate is in the Top 1% of real estate companies nationwide. We are the perfect blend of a 55 year old, locally owned, third generation, family-run business backed by and affiliated with Warren Buffett's Berkshire Hathaway; America's most admired corporation.

"When people are making the decision of the magnitude of buying a house, it's the biggest decision a great many families will ever make. They want to know who they're working with and we think that Berkshire Hathaway name will be reassuring to many of those people."

– Warren Buffett, Berkshire Hathaway Inc. chairman and CEO

Our Berkshire Hathaway HomeServices story starts with a sign: We call it like we see it. When one of the world's most admired companies puts its name on a real estate sign, that's a sign buyers and sellers want to see.

Berkshire Hathaway HomeServices is a brand-new real estate brokerage franchisee network built for a new era in residential real estate. The brand, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of stability, strength, quality and innovation.

Our **vision** is crystal clear: To be the best-recognized and most highly respected homeownership services brand in the United States and worldwide.

"We believe in residential real estate. We're in it for the long-term and are committed to providing our brokers, agents and customers with best-in-class programs, services, tools and a powerful new brand to drive exceptional performance and sustainable, profitable growth."

– Stephen Phillips, Berkshire Hathaway HomeServices president

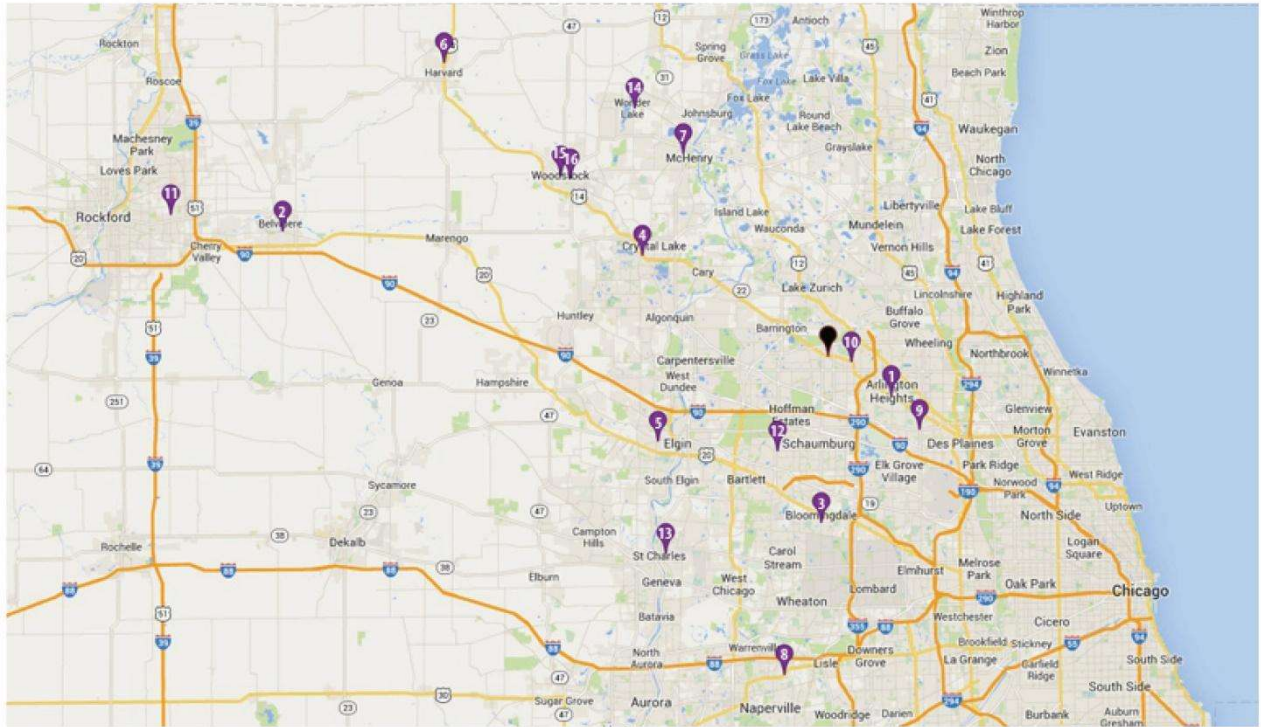
Berkshire Hathaway is a worldwide holding company based in Omaha, NE. Its chairman and CEO is Warren Buffett, often referred to as the "Oracle of Omaha," who according to *Time* magazine's ranking is among the world's most influential people. Berkshire Hathaway is the No. 1 company in *Barron's* 2013 ranking of the world's 100 most respected companies; it ranks at No. 8 in *Fortune* magazine's 50 Most Admired Companies survey; and is No. 18 in *Harris Interactive's* reputation study of the 60 Most Visible Companies. **Good to know.**[™]

Good to know:



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LOCATIONS



1. Arlington Heights

157 N Evergreen Avenue
Arlington Heights, IL 60004
Ph 847.870.1155 | Fx 847.870.0728

2. Belvidere

323 S. State Street
Belvidere, IL 61008
Ph 815.544.1005 | Fx 815.544.8897

3. Bloomingdale

181 S. Bloomingdale Road
Bloomingdale, IL 60108
Ph 630.894.1900 | Fx 630.980.4818

4. Crystal Lake

330 West Virginia Street
Crystal Lake, IL 60014
Ph 815.459.5900 | Fx 815.459.7376

5. Elgin

1300 Larkin Avenue
Elgin, IL 60123
Ph 847.931.4663 | Fx 847.931.4690

6. Harvard

5319 US Route 14 South
Harvard, IL 60033
Ph 815.943.7911 | Fx 815.943.7932

7. McHenry

803 North Front Street
McHenry, IL 60050
Ph 815.385.5505 | Fx 815.385.9417

8. Naperville

933 E. Ogden Avenue
Naperville, IL 60563
Ph 630.505.0008 | Fx 630.505.8016

9. Northwest Suburban

300 W. Golf Road
Mount Prospect, IL 60056
Ph 847.255.3900 | Fx 847.255.3936

10. Palatine

240 E. Northwest Highway
Palatine, IL 60067
Ph 847.359.4600 | Fx 847.358.8877

11. Rockford

551 N. Mulford Road
Rockford, IL 61107
Ph 815.397.4040 | Fx 815.397.1916

12. Schaumburg

2450 W. Schaumburg Road
Schaumburg, IL 60194
Ph 847.310.1886 | Fx 847.310.8469

13. St. Charles

1607 E. Main Street
St. Charles, IL 60174
Ph 630.377.9200 | Fx 630.377.1435

14. Wonder Lake - Satellite Office

7508 Hancock Drive
Wonder Lake, IL 60097
Ph 815.653.2211

15. Woodstock

112 Cass Street
Woodstock, IL 60098
Ph 815.338.7111 | Fx 815.338.7182

16. Woodstock

1710 South Eastwood Drive
Woodstock, IL 60098
Ph 815.338.3850 | Fx 815.338.4261



Home Office/ Relocation

835 N Sterling Ave, Suite 200
Palatine, IL 60067
Ph 847.934.1153 | Fx 847.991.4872
Relo Ph 847.359.7000 | Fx 847.359.9984



BERKSHIRE HATHAWAY | Starck
HomeServices Real Estate

Good to know:



BERKSHIRE HATHAWAY | Starck Real Estate
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GET TO KNOW ME

I am a full-time Illinois licensed Real Estate Broker Berkshire Hathaway HomeServices Starck Real Estate. I have helped clients buy and sell homes in Arlington Heights, Des Plaines, Glenview, Mount Prospect, Mundelein, Palatine, the Round Lake, Vernon Hills and Wheeling. I am a member of the National Association of Realtors, the Mainstreet Association of Realtors and the Multiple Listing Service.

I commit to providing my real estate services with the utmost honesty, integrity and patience. I enjoy taking the time to explain every step of the buying and selling process, and I am happy to answer any questions that arise.



Dawn M. Toll, Broker
Office: 847-691-5686
Web Site: www.dawntoll.com
Email: dawn@dawntoll.com

Good to know:



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MY CUSTOMER REFERENCES

Buyers:

Dawn has been our exclusive realtor for quite a few years. She is a professional, she will bend over backwards to get the job done. She has helped us close on several pieces of investment property. When we call she comes. Our last experience she helped us get a signed & accepted contract on a piece of property the day it was listed! Always a very good experience.- Parkway Printing

Sellers:

Dawn did a great job helping to sell our house in a bad market. She was very attentive and straightforward. We would use her again when buying or selling a home.- The Vallems

I believe that Dawn Toll is highly qualified, responsive with very good negotiation skills. Dawn has been involved with a couples of houses I wanted to sell. I was very satisfied at the resale price we negotiated and the way she handled the closing. Dawn handled everything including any problems associated with the sale. All I needed to do is accept and sign the bid.- Martin Ochwat

Good to know:

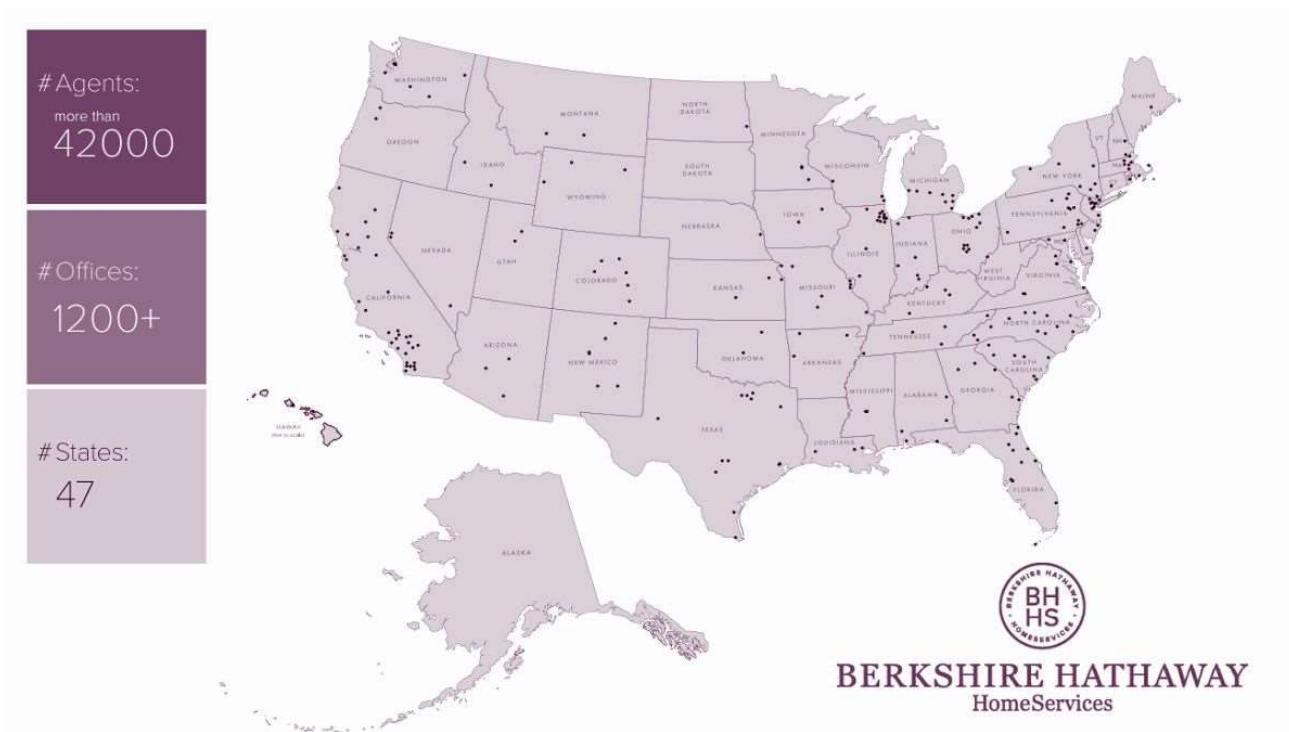


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WHY BERKSHIRE HATHAWAY HOMESERVICES IS GOOD TO KNOW

Backed by one of the most admired names in business and entering the market with a commitment to providing straightforward advice, Berkshire Hathaway HomeServices comes with its advantages.

- A name you can trust
- A commitment to providing great service
- A network of experienced, knowledgeable agents
- Industry-leading technology and tools
- Adherence to the highest standards



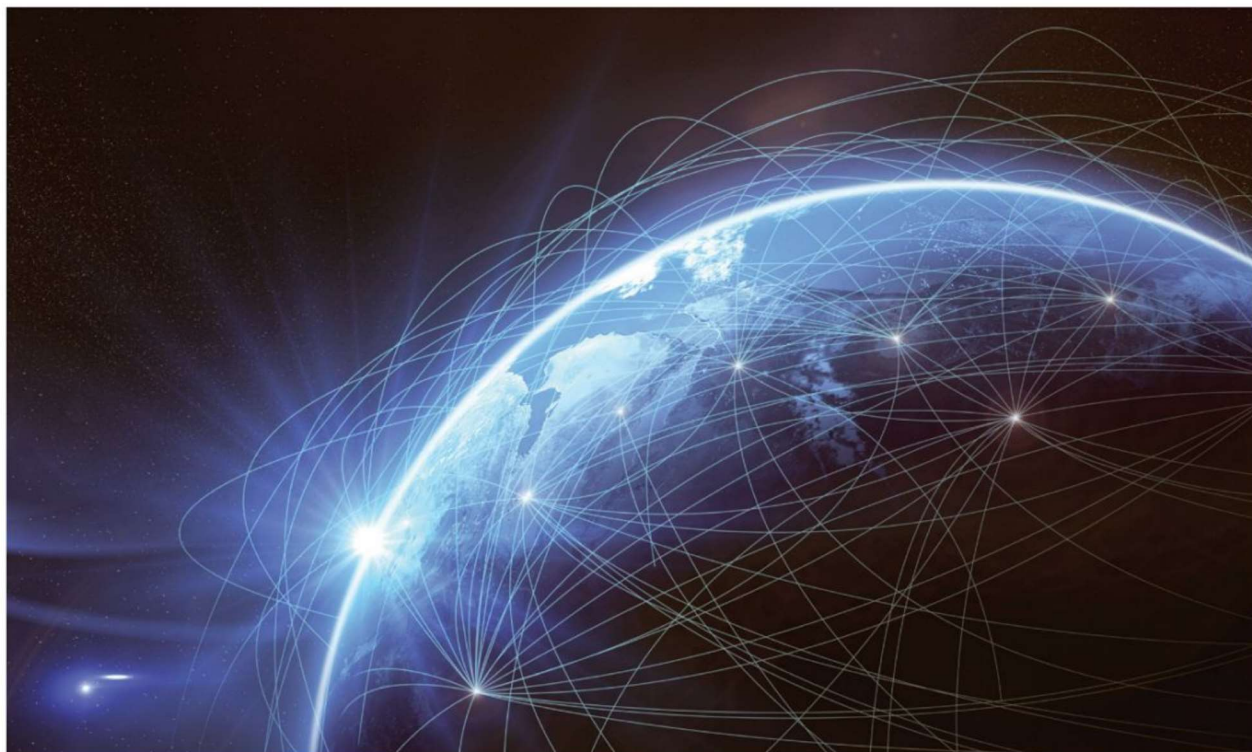
Good to know:

BERKSHIREHATHAWAYHS.COM

ALMOST 14 MILLION VISITORS *

With the launch of our enhanced website, Berkshire Hathaway HomeServices now offers the opportunity to search for your home in 10 different languages as well as the ability to view the listing price in other currencies and even change square footage to meters.

So, whether your prospects are visiting from abroad or simply prefer to browse in their native language, BerkshireHathawayHS.com is good to know.



*12 months ending 3/31/16

Good to know:



BERKSHIRE HATHAWAY | Starck Real Estate
HomeServices

WHY I'M GOOD TO KNOW

The right agent can make all the difference. I'll prove that to you by applying my knowledge and expertise to achieve the successful sale of your property.

You can expect that I will:

- Work with you at every stage of the homeselling process
- Keep you informed at all times through an agreed-upon system of regular communication
- Give you reliable information and straightforward advice so that you can make informed, confident decisions
- Identify your needs
- Develop and implement an effective marketing plan for your property
- Help you determine an effective pricing strategy
- Recommend steps to prepare your property for market
- Represent you in negotiations with prospective buyers
- Work to protect your interests through the completion of the transaction

It is my hope that you will be so pleased with my service that you will turn to me for advice on your future real estate needs.

Good to know:



BERKSHIRE HATHAWAY | Starck Real Estate
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THANK YOU

Your time is precious. Thank you for considering me as your representative throughout the home selling process.



Dawn M. Toll, Broker
Office: 847-691-5686
Web Site: www.dawntoll.com
Email: dawn@dawntoll.com

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