



My Incomparable Golf Course Home Marketing Plan



Ashton Reinecke
Realtor and Former Golf Pro

***For connecting golf course homeowners in Central
Florida with buyers from around the world***

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About Me



I've sold more than \$23 million worth of property since 1998

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As a former touring golf professional, and past and present owner of several golf homes, I have the unique knowledge and perspective that enables me to understand what you want and need when selling a home on a golf course. A full time real estate agent and Realtor® for 8 years, I have excelled in several very competitive markets including Las Vegas, and South and Central Florida. I have successfully handled transactions for single family homes, town homes and vacant land. In 2001 I received the "Top Producer" award for most transactions closed and highest volume (\$15,380.00) in the Las Vegas market. I earned the CSP (Certified New Homes Sales Professional) designation in 2000 and am currently working on obtaining the GRI (Graduate Realtor Institute) designation. I recently completed an intensive 10-week course on Real Estate marketing for the Internet-empowered-consumer.

When you hire me you get the benefit of my knowledge, experience and judgment. I am eager to share my experience with clients as well as with fellow Realtors and am a member of the West Volusia County Board of Realtors and the Central Florida MLS (Multiple Listing Services). As a board member of The Rotary Club of Downtown DeLand I believe and guide my personal life, as well as my business dealings, according to the Rotary principles:

- Is it the truth?
- Is it fair to all concerned?
- Will it build good will and better friendships?
- Will it be beneficial to all concerned?



My Support Team



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Carrie Gable, founder of RealSupport Inc, received an Associate Degree as a Legal Secretary in 1994, and worked as an Executive Assistant for 3 years and a Software and Web Development Project Manager for 3 years before starting RealSupport Inc. in 2000. Carrie is a Certified Real Estate Professional Assistant (NAR designation), a Certified Real Estate Support Specialist, a Certified REALTOR.com Virtual Assistant, and certified by SettlementRoom.com.

Carrie's background in technology allows RealSupport Inc to offer high tech solutions to Real Estate agents that want to participate in the vast number of internet tools on the market. Utilizing technology allows RealSupport Inc. clients the opportunity to automate many processes as well as become the leader in technology in their respective areas, ultimately freeing up their time enabling them to almost double their business!



Prior to joining RealSupport, Inc., **Erica Parpan** served as a customer service representative for a successful Real Estate company in Illinois. Erica manages all of our external and internal communications and processes, including supervising employees and their work, overseeing daily operations, training new employees, and expediting client issues. Aside from her managerial obligations, Erica's proficiency in Publisher, Photoshop, and other design software allows her to create wonderful top quality marketing materials such as custom flyers, brochures, visual tours, postcards, ads, and much more. Erica's valuable experience, fresh viewpoints, adaptation skills, and her experience in a technical-savvy environment, make her a powerful asset to our team.



My Pledge to You



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- I will always be honest with you in my recommendations for pricing and selling your home
- I will go the extra mile to ensure that your home receives the maximum exposure to the right audience of potential buyers
- I am committed to providing the most professional service possible in handling the listing of your home
- I will abide by the Realtor® Code of Ethics and all Federal and State housing laws



My Incomparable Golf Course Home Marketing Plan



Once you hire me, my team and I go to work and the following takes place typically within 24 – 48 hours.

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- o All Realtors in the area are notified by **personal** email of the listing with all pertinent data and photos
- o My entire database of golf course home prospects is emailed with the same information
- o Utilizing VisualTour.com visual tours of your home are created
- o Visual tours are placed on:
 - MLS
 - Realtor.com
 - VisualTour.com
 - GolfLifeStyleHomes.com
 - Swannandassociates.com
- o Your home is featured on my website as a “Featured Listing” on the home page
- o Realtor.com listing is enhanced to become a “Featured Listing”
- o Special classified ad created and placed in Daytona Beach Journal (7% + listing)
- o Special classified ad created and placed in “The Met Golfer” (7% + listing)
- o Your personal account with HomeFeedback.com is set up
- o ProAutoResponder.com is alerted to immediately and automatically respond to website visits and inquiries
- o Automatic and timed appropriate email drip responses are set up to stay in contact with those website visitors that view your home online
- o Listing is entered into the MLS with 8 – 10 photos
- o Color Flyers are created and placed in box on yard sign (optional)
- o Yard signs are placed (front and rear if allowable)
- o Electronic Lock Box placed on Home
- o Color Flyers are created and placed in home for visitor retrieval
- o All agents in my office are personally notified of the listing
- o Broker’s Open is set up (sometimes takes a bit longer)



How to Choose a Realtor®



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It is critically important that you choose a Realtor who is committed to the success of your sale. The following questions are guidelines to help you in the process of finding the right agent.

1. *How many years of experience do you have?*
2. *Do you practice real estate full time?*
3. *Can you show me a written marketing proposal that explains what you will do to sell my home?*
4. *What was the average sales price of your previous home sales and what percentage of the asking price did they represent?*
5. *Do you have a personal website designed for the golf course home target market?*



Why List Your Home With Me?

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Realtor and Former Golf Pro

1. **My Record of Success**

- *In 2005 every one of my listed homes sold at 100% or more of its listed price*
- *In 2005 my average listed property sold in 63 days vs. the regional MLS listing average of 78 days*
- *Everyone of my listed homes has resulted in a completed sale*

2. **Listing Your Home On Multiple Websites**

- *Your home will be shown on Realtor.com, SwannandAssociates.com, Golflifestyles.com and Visualtour.com*

3. **My Website Attracts Motivated Buyers**

- *I hire professional designers, copywriters and search engine optimization specialists to make sure your listing gets maximum exposure on the Internet*



Why List Your Home with Me?

(continued)

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4. **Virtual Tours For All My Listings**
 - *This allows interested buyers to see your home on the web before they make an appointment and avoids unnecessary showings to uninterested buyers*
5. **Outstanding Feedback**
 - *I'll set up your own page on Homefeedback.com where you can log in and read comments from brokers and visitors*
6. **Color Fliers For All Your Home Showings**
 - *Professionally designed and written fliers show your home off to its best advantage.*
7. **Eight Years Of Professional Experience**
 - *From negotiations through closing, I have the skills to make sure you secure the best price and terms for the sale of your home*



Why List Your Home with Me?

(continued)

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8. **Listing Your Property On More Than One MLS**
 - *This helps make sure that your home is seen by the greatest number of brokers*
9. **My Support Team Is Here For You**
 - *Once you're under contract Carrie Gable keeps you informed about every step of the process and makes sure that all procedures are scheduled and all paperwork is in place to ensure a timely and smooth closing*
 - *Erica Parpan, my scheduling coordinator, schedules showings for your home seven days a week. She also manages the Homefeedback.com page that allows you to track visitor's and seller's comments about your home*
10. **My Extensive Email Database**
 - *I have compiled a list of hundreds of buyers who are interested in golf course properties as well as a roster of successful agents who will receive emails about your property*



The Swann and Associates Advantage

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Since 1987 Swann and Associates has been a leader in buying and selling commercial and residential properties in Volusia County, Florida. Because we concentrate on properties in this part of Central Florida, we know the ins and outs of the DeLand, DeBary, DeLeon Springs, Deltona, Lake Helen, Orange City and Daytona Beach areas. We are proud of our commitment to the highest degree of professionalism for every one of our clients and to offer a level of personal service you simply can't find at the "big guys."

All of us at Swann and Associates are "Single Agents," which means our loyalty is to you and not the transaction itself. Whether you are buying or selling, we work in your best interest, and all exchanges that take place between you and us remain confidential. When you work with a Swann and Associates agent, you can be assured of receiving the most professional advice and service during the entire course of your transaction.

For more information about the unique services available at our agency visit www.Swannandassociates.com



Listing Your Home On Realtor.com

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A home listed on Realtor.com, the official website of the National Association of Realtors, is seen by millions of potential buyers. As part of my marketing plan to **make your home stand out**, I will feature your home as a **showcase listing**, which provides additional space for photos and descriptive copy. You'll also have a **virtual tour** link on the site, so that buyers and agents have the advantage of being able to see your home's interior before arranging a showing.





Homefeedback.com: Your 24/7 Information Source



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Want to know what buyers and agents think about your home? Homefeedback.com is the 24/7 information source where you and I can log in to find out what prospective buyers are saying after each showing. Once we list your property, my assistant Erica will set up an exclusive web page for you, with a description of your home, a photo and a link to your virtual tour. After every showing, the buyer's agent will receive a customized email asking for feedback on the property. Once the feedback is received, it will be posted to your web page where you can access it.

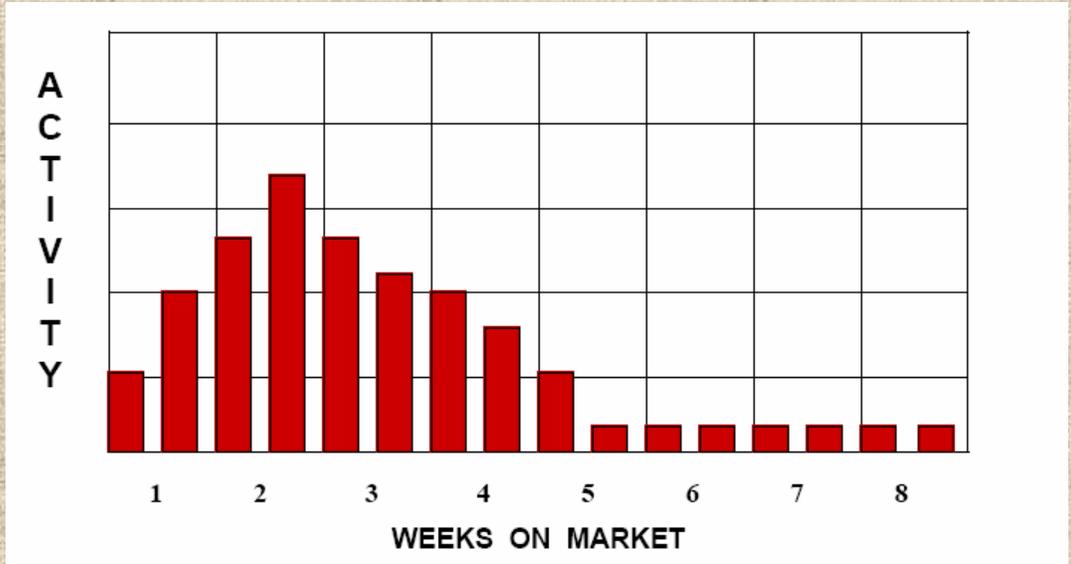
With Homefeedback.com, you can see exactly how many people are visiting your home and what they have to say about it. This is an invaluable tool to help determine if there are any issues we need to address in order to increase the salability of your property.





Priced To Sell: The First Weeks Are Critical

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There are several factors that contribute to the successful marketing and sale of your property, but only one will cause it to sell or not -- PRICE.

Your home has the best chance of selling in the first 4 to 5 weeks, which means it has to be priced correctly. I use my first-hand knowledge of golf course properties and experience in selling them to help you price your home to move quickly and with the maximum profit for you.



The Price Must Be Right

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Pricing your home to sell requires detailed knowledge of comparable properties and an understanding of what the current market will support. Research shows that most homes sell within the first 5 weeks that they are on the market. Consequently, you want to offer your home at a price that will make it sell within that timeframe.

Because of my extensive experience working with golf course properties, I will help you price your home to sell in the minimum amount of time while yielding the maximum profit to you. In 2005, my listed properties sold in 20% less time than the average listing on the regional Multiple Listing Service.



Valuable Sales Strategies: Pre-Appraisal and Pre-Inspection



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When you decide to list your home with me, I strongly recommend that you have a pre-appraisal and inspection. The pre-appraisal will give you a good idea of how to price your home based on the professional opinion of the appraiser. Buyers may be less likely to submit lower priced offers if your list price is based on an appraisal.

Having a professional inspection will alert you to any items that need attention and give you an opportunity to have them repaired before they become an issue for potential buyers. Having your pre-listing inspection offers an extra measure of reassurance to potential buyers and may help shorten the transaction process, since you will not have to make those same repairs as a result of the buyers' inspection.



How To Prepare Your Home For Showings

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Getting your home ready for potential buyers at a moment's notice isn't easy. Here are some tips that will make your home look buyer-friendly.

The Quick Pick-Up

- o Pick up everything from the floor
- o Make the beds every morning
- o Empty wastebaskets
- o Open curtains and shades
- o Turn on lights in dark rooms
- o Wipe the bathroom counters
- o Take pets to a neighbor's yard

Regular Upkeep

- o Keep your grass mowed and shrubs trimmed
- o Replace burned out lights
- o Make sure windows open and close easily
- o Fix leaky faucets and toilets
- o Check for squeaks and creaks

Security Measures

- o Lock up valuables



My Commission

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I charge a professional service fee of 6%--7% of the property's sales price and split this with the agent who represents the buyer. I offer a 2.5%--3% commission to the selling agency which they split between the sales agent and the company.

Although you may find agents who charge less commission, they probably don't offer the same level of tech-savvy marketing that I provide. Be sure the Realtor you choose is going to do everything possible to make sure your home is seen by the right target market.



What I Need To Know Before I List Your Home

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The more I know about your property, the more quickly I can have it listed for sale. Please take a few minutes to fill out this form with information about your home.

Address							
House size (sq. feet)		# Bedrooms		# bathrooms		# floors	
House style (condo/town home/detached)							
Parking (garage/open lot/covered lot)							
Landscaping features							
Architectural features							
Other features of interest							
Reason for selling (relocation/move-up)							



Getting Ready To Sell

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Before your home goes on the market it is helpful for you to provide me with the following information:

- The best way to contact you to schedule a showing
- How to contact tenants (if applicable)
- Amount of notice you require before a showing
- If you have pets, where they will be during a showing
- Any special instructions for showing your home
- Your homeowner's insurance company and policy number
- Age of your home
- Age of the roof
- Dates and details of any major home repairs



Thank You For Looking At My Presentation



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Please feel free to email me
ashton@yourfloridabroker.com
or call me at 386-479-4496 if you
would like more information about
listing your home with me.

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