



SELLERS GUIDE

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When considering a major life move-like selling a home- it's important to ensure you're working with someone who has your best interests at heart. I'm James Endo, and when you work with my group...

YOUR BEST INTERESTS ARE AT THE HEART OF MY WORK

My Objectives In Marketing And Selling Your Home

1. To accomplish YOUR real estate objectives during the transaction.
2. To get as many qualified buyers as possible into your home until it is sold.
3. To communicate to you-weekly the results of our marketing activities.
4. To negotiate the highest dollar sales price-between you and the buyer.





30+ YEARS' REAL ESTATE EXPERIENCE AND EXPERTISE AT YOUR COMMAND

Unique Expertise

- Thirty years' experience working with clients to buy and sell homes in the Silicon Valley.
- Over 900 transactions successfully completed.
- Highly skilled real estate negotiator.
- Emphasis on helping you make smart real estate decisions in what is likely one of your biggest financial decisions.
- Adeptly navigates clients through probate, divorce, relocation, short sales, foreclosure, liquidation and other life transitions.
- Working style: Respect and dignity, calm and competence in the eye of a storm

Real Estate Experience

2013-Present	Keller Williams Bay Area Estates, Los Gatos, CA, Broker
1995-2012	Altera Real Estate/ RE/MAX Valley Properties, Willow Glen, CA, Broker
1993-1995	RE/MAX Action Realty, Rose Garden, CA, REALTOR®
1990-1993	John V. Pinto & Associates, Downtown San Jose, CA, REALTOR®
1988-1990	Fox and Carskadon/Better Homes and Gardens, Sunnyvale, CA, REALTOR®
1987-1988	PF Financial, Sunnyvale, CA, Loan Officer

Professional Designations and Awards

Real Estate Sales and Brokers License, CA
REALTOR® designation
ABR Accredited Buyer's Representative
CDPE Certified Distressed Property Specialist
CPRES Certified Probate Real Estate Specialist
CRS Certified Real Estate Specialist
SRES Senior Real Estate Specialist
RE/MAX Lifetime Achievement Award
RE/MAX Hall of Fame Award
RE/MAX Chairman's Award

THESE ARE MY WRITTEN PROMISES TO YOU

It's What You Can Expect From Me If You Choose Me As The REALTOR® To Sell Your Home

These are the promises I make to my clients when I sell their homes. It's the marketing plan that I've refined over the decades, and its success has been proven.

1. We price your home competitively-to open the market vs. narrowing the market.
2. We discuss, and I suggest and advise, changes that increase your Return On Investment and make your property more likely to sell quickly.
3. We use professionals and professional techniques in our marketing efforts.
4. I submit a fully-detailed listing of your home to MLS, to maximize exposure to the right audience.
5. We use an automatic syndication system that showcases your listing on up to 900+ real estate websites.
6. We work together to develop a list of features of your home for Brokers to use with potential buyers.
7. I promote your home to a network of 160,000+ national and international Keller Williams agents.
8. Your listing is showcased on my Silicon Valley Lifestyles Facebook page (and other social media sites), and I pay to "boost" your listing for additional exposure.
9. I proactively prospect 3-4 hours per day, 5 days a week, speaking to 30-40 people per day looking for potential buyers.
10. Over the first seven days of your listing, I contact Buyer leads, Centers of Influence, and Past Clients for referrals to prospective buyers.
11. I update you (at minimum) weekly on all activity regarding sale of your home and changes in the marketplace.
12. I "Circle Prospect", phoning 300-400 owners in a radius of your property to see if they know someone who wants to purchase your home and live in your neighborhood.

13. I mail "Just Listed" postcards to circle prospects, about your listing and inquire if they know someone who might be interested.
14. Whenever possible, I pre-qualify all prospective buyers to protect you against "false starts".
15. I systematically hold open houses the first weeks of listing, following up by phone with every potential buyer who tours the home.
16. I proactively work with prospective buyers to negotiate a deal using the concept, "What will it take to get the home sold?"
17. We carefully review all offers to ensure they fulfill your wants and needs. I verify financial capacity with lender, and motivation with buyer agent to ensure strength of offer and terms.
18. I meticulously ensure that your transaction closes on time and that every detail is handled correctly.

That's it! That's My Promises To You—In Writing



THE JAMES ENDO DIFFERENCE

Property Brochures, Property Statements, and Postcards

Property Brochures:

Custom designed to beautifully showcase your home and present the best impression to the buying market.

Property Statements:

An informational summary of the factual data and metrics regarding your home

Just Listed postcards:

Sent to the surrounding community with the understanding that many buyers can come directly from contacts living right in the neighborhood.



PRICE IT RIGHT

Price Right—To Attract Buyers

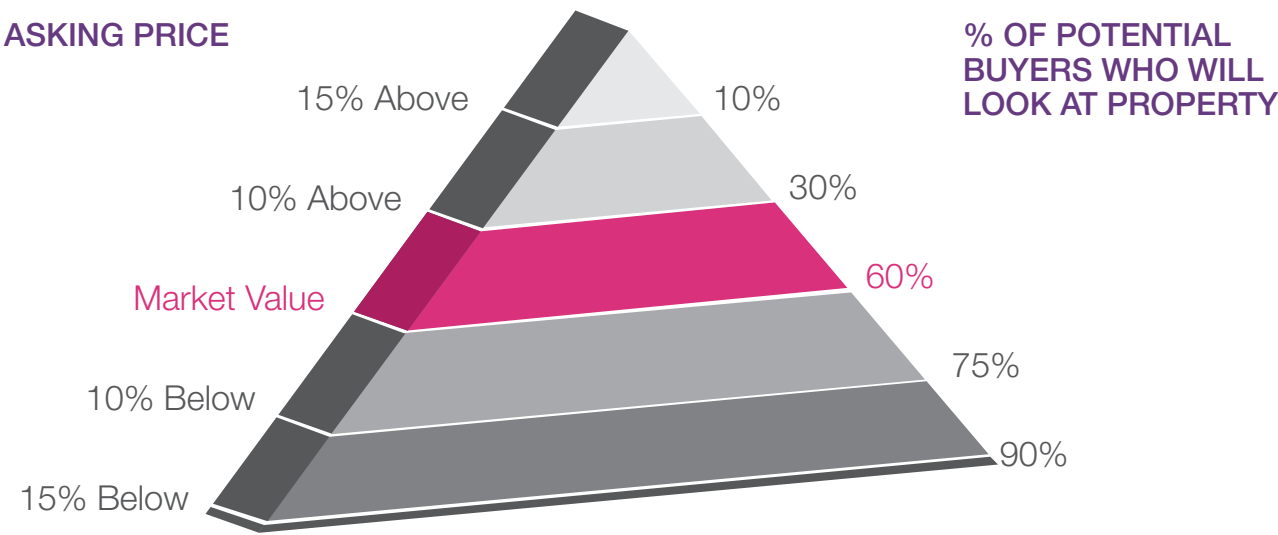
Almost Every Seller Believes Their Home Should Command A High Price

It’s only human to want the most money when we sell our homes. Some sellers believe that the price they financially need to get is the price the property will sell for. That’s not what drives price and is a recipe for disappointment and a lengthy sales cycle.

The market drives the price. Market price is what a willing, ready and bank-qualified buyer will pay for a property and what a willing seller will accept for it. It’s as simple as that. Without someone willing to pay your price, there will be no sale.

Think of pricing as a strategy designed to attract maximum interest and traffic. If a property initially hits the market overpriced, you won’t get much interest. Lowering the price later just signals desperation and invites low offers. If it’s initially priced too low, you will only attract lowball offers. Here’s why your pricing is so important:

- Pricing your property competitively will generate the most activity from agents and buyers.
- Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



This image illustrates research done by Keller Williams. It shows that the number of potential buyers who will look at your property is directly related to your pricing’s relationship to market value. As you can see from the graphic, overpricing drastically reduces the exposure your home will receive. Of course, there are times and properties where pricing above or below market may be the best strategy. This depends on the property, the current market and your needs.

How Overpricing Hurts You As A Seller

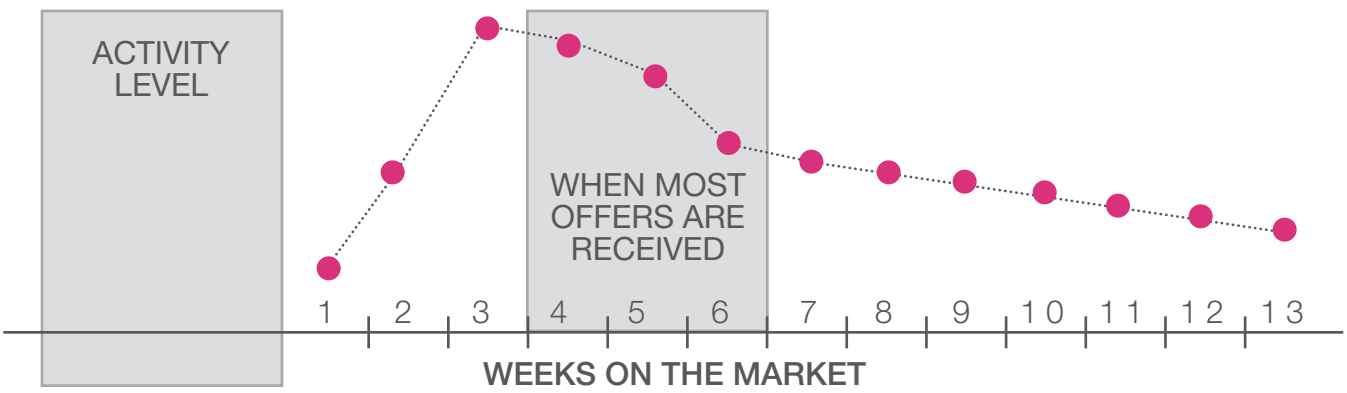
Almost Every Seller Believes Their Home Should Command A High Price

What this image illustrates is something that every buyer operates by. Put yourself in the shoes of the buyer. Really pretend to be a buyer for a few minutes. Are you going to take time to go see overpriced properties? NO! You’ll pass on them until the price comes down. Actually, it’s highly unlikely that you’ll ever go see them. Why is that? Think about what overpricing signals to the potential buyers. They’re going to imagine a battle with you (the owner) to get the pricing down to market price. Overpricing is an obstacle to engaging the interest of buyers.

Price Competitively—The First 30 Days Are Critical

The Right Price Is Important

Here’s another graphic that is a result of Keller William’s research. What it shows is that the first 4-6 weeks is when the majority of offers are received. That’s the time that your home is “fresh” on the market, and you’re going to expect the most activity (open houses, private showings, agent inquiries). We want to work with you strategically to maximize that activity and have the greatest possibility of receiving offers during that time of freshness.



Let’s look at a few of the things we can reasonably interpret from this graphic.

- A property generates the most interest when it first hits the market.
- After that, activity drops off sharply and interest wanes.
- When seller and agent do not capitalize on that initial 4-6 week period, time on market can easily double (or more)

Though it’s not directly illustrated in this graphic, here are a few other reasonable assumptions you can make.

- The number of showings is greatest during the initial 4-6 weeks if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



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