

Today's real estate market presents unexpected obstacles and opportunities. Firms that led the industry in less challenging times often find themselves at a loss when confronting present day conditions.

The majority of today's real estate firms are designed to produce agents that are "commission split only" oriented limiting their reward for selling your home and debilitating them from thinking long term for their clients! Rest assured, e-Executive's 100% program empowers each of our REALTORS with the lowest overhead in the industry and more resources to sell your home!

The business climate today requires veteran Brokers with consulting skills who can streamline the variables concerning your home and its investment potential.

e- Executives will focus their expertise on each challenge confidently! Professionals who are among the market's most experienced and successful Realtors, their work is backed by an aggressive team of knowledgeable professionals tapping unique resources.

e- Executives have been helping Buyers and Sellers, in your area, with **World Class Service!** Isn't it your turn to have the **BEST?**

**e-EXECUTIVES HAVE THE DESIRE TO SERVE,
TOMORROWS TECHNOLOGY TO PERFORM,
AND THE EXPERIENCE TO SUCCEED.**

"We are full-time Professional Realtors.

You won't find ANYONE
who will work SMARTER
or more PROFESSIONALLY
to get you the MOST money,
and QUICKEST sale with
the FEWEST problems"

e-Executives Solve Problems!

World Class Service
Texas Friendly REALTORS
150 Agents Strong and Growing!

Do you need to sell your house today? List with us and if we don't sell your home in a timely manner; RE-VEST Properties Inc. will purchase it, for a fair price today: www.ReVestPropertiesInc.com

About e-Executive Agents

“Selling dreams, not just houses....” Whether you are selling, buying, relocating, building, investing, first time home buyer’s or first time building, give us a call.....once you try us, you won’t want to go anywhere else!

Real Estate transactions are usually the largest financial transaction most people will enter into in their lifetime. **We will deliver the information sorely needed to help individuals make informed decisions and obtain the best loan and home for the money!** In this very competitive market, it is a smart move to let an experienced full-time, professional assist you with your transaction.

With enthusiasm, professionalism and attention to detail, We will see that you receive the “World Class,” personal service that you deserve. We pride ourselves in maintaining a high reputation for honesty, integrity and ethical standards in the Real Estate community and in life in general.

Most of our business comes from repeat and referral clients! We have always excelled at giving great personal service and although, we use the most effective technologies to help clients, we will never forget that clients love that warm, personal touch! We have learned this through 325 years of combined service experience.

We place a high priority on listening to our clients! We have the confidence to do what it takes to fulfill their individual Real Estate needs. We are an energetic, hard working, full time, group of professionals, who love what we do and our greatest concern is the welfare of our clients.

We are all licensed by the Texas Real Estate Commission and many of us are Brokers. We have memberships to over 10 different Board of REALTORS across Texas. We love what we do and we would LOVE TO HELP YOU!

THERE IS NO OTHER REALTOR WHO DOES AS MUCH TO GET YOUR HOME SOLD!

*It takes pro-active and aggressive marketing,
not passive, hopeful selling.*

In today's real estate market, you need a Realtor who will actively market your home at all times. A Realtor who earns the commission you pay and works hard to get your home SOLD.

Most Real Estate Agents participate in *Passive Marketing* – that is listing your home for 90 days or more in the MLS, sticking a sign in the yard, having an occasional open house or making a flyer that just sits in the house. In other words, waiting and hoping for a Buyer to call. These passive methods just do not work in today's real estate market.

My Team and I do *Active Marketing*. We literally get on the phone and prospect. We search for and follow-up with your potential Buyers. We are obligated to actively find a Buyer for our Sellers each and everyday. That is what you are paying us to do! We also search for Sellers. Why? Because the more signs we have around town, the more potential Buyers will call our office, which means even more Buyers we can tell about your home. People sell homes, not flyers and ads.

**It is more critical than ever to expose your home to as many
targeted Buyers as possible in order to get it sold!**

**Our Active Marketing Plan
has resulted in over
30,000 families happily moved
into their new homes!
We look forward to including
you in that group!**

A TEAM OF SPECIALISTS... THE VERY BEST SERVICE AND MARKETING AVAILABLE TO YOU!

You want to hire a Realtor with expertise in valuation, marketing, sales, negotiation, finance, real estate contracts, psychology, closing procedures and more. Your Agent has to have time to place your sign, get your keys made for your lock-box, write and place your ad, write and create your flyers, promote your home in sales and MLS meetings, follow-up with Agent inquiries and showings, follow-up with Buyer inquiries, show your home to Buyers, negotiate your contract, schedule your home inspection, termite inspection, appraisal, repairs, closing, review your closing documents, and more!

In former years the Agents did it all themselves, and it is still common for agents to rely on an assistant to supplement the Agent's time with all of those follow-up details. As you will see I provide you with a team of professional, licensed Specialists with exceptional expertise who are prepared and informed.

Our time must be kept available to create your marketing campaign, follow-up with Buyer inquiries, show your home to Buyers, and prospect for you. You don't have to depend on assistants for everything else. Licensed Professionals assist with your marketing and closing by implementing a marketing plan that we created for you. It is in your best interest to have our professional expertise in marketing, sales and negotiation available to you. Closing Specialists, Marketing Specialists, Computer Experts and two Buyer's Specialists make up the team that provides you with the most successful and aggressive marketing plan available.

Do you need to sell your house today? List with us and if we don't sell your home in a timely manner; RE-VEST Properties Inc. will purchase it, for a fair price today: www.ReVestPropertiesInc.com

Right now, serious Buyers go to a Realtor, because **98.3%** of the homes for sale are listed by a Realtor.

On the average, Buyers inspect 12 homes before deciding. That means 11 other homes are competing against yours!

So, there are two ways to sell your home:

1st Way

Put up a sign.
Wait for an offer.
Wait for an offer.
Wait for an offer.
Get a Real Estate Agent.
Wait for an offer.
Wait for an offer.
Wait for a serious offer.
Get a new Real Estate Agent.
Wait for an offer.
Wait for an offer.
Wait for an offer.
Reduce the sales price.
Wait for an offer.
Wait for an offer.
Wait for an offer.

2nd Way

**Hire an
e-Executive
And
Start Packing!**

**WE WON'T MAKE PROMISES; JUST COMMITMENTS,
AND WE MAKE CERTAIN THAT EACH COMMITMENT
MADE TO YOU IS IN WRITING!**

Everything is absolutely in writing. That is the way we have always conducted our business. Your listing agreement, the purchase contract, title-work, survey and all other legal documents are in writing. Shouldn't the commitments made to you by your Real Estate Agent be in writing, too?

We can guarantee my 60-day sale plan, "Easy Exit" listing agreement, marketing plans, and any information about our advertising and promotions are all in writing.

Additionally, communication is done in writing as your marketing and sales progress. When ads are run, caravans are implemented, open houses are held, Internet ads are placed, calls are followed-up, you receive phone calls and documentation of all as well as written correspondence.

***We tell you what we will be doing,
Then we do it, and then I tell you what I did. PERIOD!***

You don't have to guess about what is going on with the marketing of your home, you don't have to try to remember what promises were made, you don't have to wonder if anything is actually being done. You will know in advance, before, during and after the fact. That's the way we do business!

FIND OUT ABOUT OUR SERVICE GUARANTEE!

**When you list your home with e-Executive Realty
You receive a Service Guarantee!**

Our promise is to provide you with aggressive, pro-active marketing designed to get your home sold, and you will receive a guarantee for that promise! (Very simply, we put our money where my mouth is.) You will receive the most innovative advertising methods available and proven marketing methods for the 21st century and beyond! **If we haven't sold your home within our listing time-frame, we will reduce our commission by \$500 which will be paid to you at closing! Either way you win!**

OUR 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 competent real estate Agent, costing your home valuable time and exposure on the market. Well worry no more. e-Executives takes the risk and fear out of listing your home with a Realtor. How? Through our **EASY EXIT Listing Agreement**. When you list your home through e-Executives EASY EXIT Listing Agreement, you can cancel your listing with us at any time by forwarding a 30 day written cancellation notice and reimbursement of our actual expenses once an invoice is generated.

No hassles. It's easy!
You can cancel your listing at any time.
**You can relax, knowing you will not be
locked into a lengthy contract.**
**Enjoy the caliber of service confident
enough to make this offer!**

e-Executives have strong opinions about real estate service. We believe that if you are unhappy with the service you receive, you should have the power to fire your Realtor. It takes a strong belief in the quality of one's service to make this kind of stand, but e-Executives never settle for less than the highest professional standards for themselves. We are confident you will be happy with our service and results. That's the simple truth. E-Executives always stand behind their guarantees.

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Why You Should Price Your Home Realistically

TIME

Chances are that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood of a *timely* sale with less inconvenience and a greater monetary return.

COMPETITION

Buyers educate themselves by viewing many homes. They know what a fair price is. If your home is not competitive in value with those they have seen, it will not sell. Buyers typically look at homes within a \$10,000 price-range. If your home is not priced within the correct range, it very likely will not be exposed to its potential or targeted buyers. **Your e-Executive will show you your home's competition before pricing your home if it will help!**

REPUTATION

Overpricing causes most homes to remain on the market too long. Buyers, aware of a long exposure period, are often hesitant to make an offer because they fear "something is wrong" with the house. Often homes that are on the market for a long time eventually sell for less than their fair market value has been.

INCONVENIENCE

If overpricing keeps you home from selling promptly, you can end up owning two homes – the one you've already purchased and the one you're trying to sell. This can prove costly and worrisome, as well as inconvenient.

EIGHTY PERCENT OF THE MARKETING OF YOUR HOME IS DONE THE NIGHT WE DECIDE AT WHAT PRICE WE WILL LIST YOUR HOME.

IF YOU ARE UNWILLING TO LIST YOUR HOME AT THE CURRENT MARKET VALUE, OR BELOW, YOU ARE BETTER SERVED TO NOT PUT IT ON THE MARKET AT ALL.

THE FACT OF THE MATTER IS:

Price Fact The optimum time for selling your property is within the first seven weeks. Studies show that the longer a property stays on the market, the less the Seller will net.

With this in mind, it is very important to price your property at a competitive market value from the beginning in order to net you the most amount of money in the shortest amount of time. Interestingly, your first offer is usually your best offer. The market is so competitive that even overpricing by a few thousand dollars could mean that your house will not sell.

An overpriced home:

- Minimizes offers
- Lowers Agent response
- Limits qualified Buyers
- Lowers number of showings
- Lowers numbers of Prospects
- Limits financing
- Wastes advertising dollars
- Nets less for the Seller

Clean Fact: Most people are turned off by any lack of cleanliness or odor when buying a home. Sellers lose thousands of dollars because they do not clean.

If your house is squeaky clean, you will be able to sell it faster and net hundreds, if not thousands, of dollars more. If you are planning on moving, why not get rid of old junk now so that your house will appear larger? Odors must be eliminated, especially if you have pets, infants, or if you are a smoker. You may not notice the smell, but Buyers do! Most Realtors have a difficult time communicating to their Sellers about odor. By employing me to get the most amount of money for you, please do not take offense if I must confront you about odor problems.

THE FACT OF THE MATTER IS:

Access Fact Top selling Agents will not show your home if both the key and access are not readily available. They do not have time to run around town all day picking up and dropping off keys. They want to sell homes. The greatest way to show a house is to have a key!

When your home is being shown, please do the following:

- Keep all lights on.
- Keep all drapes and shutters open.
- Keep all doors unlocked.
- Leave soft music playing.
- Leave the premises – take a short walk with children and pets.
- Let the Buyer be at ease and let the Agent do their job.

Paint and Carpet Fact : Paint is your best improvement investment for getting a greater return on your money. Paint makes the whole house smell clean and neat. If your house has chipped paint, exposed wood, or if the paint looks faded, it is time to paint. If your carpet is worn, dirty, out-dated, or an unusual color, you may need to seriously consider replacing it.

Many houses do not sell because of these problems. Don't think that Buyers have more money than you have to replace carpet or to repaint. They don't – they'll simply buy elsewhere.

Yard Fact Your front yard immediately reflects the inside condition of your house to the Buyer.

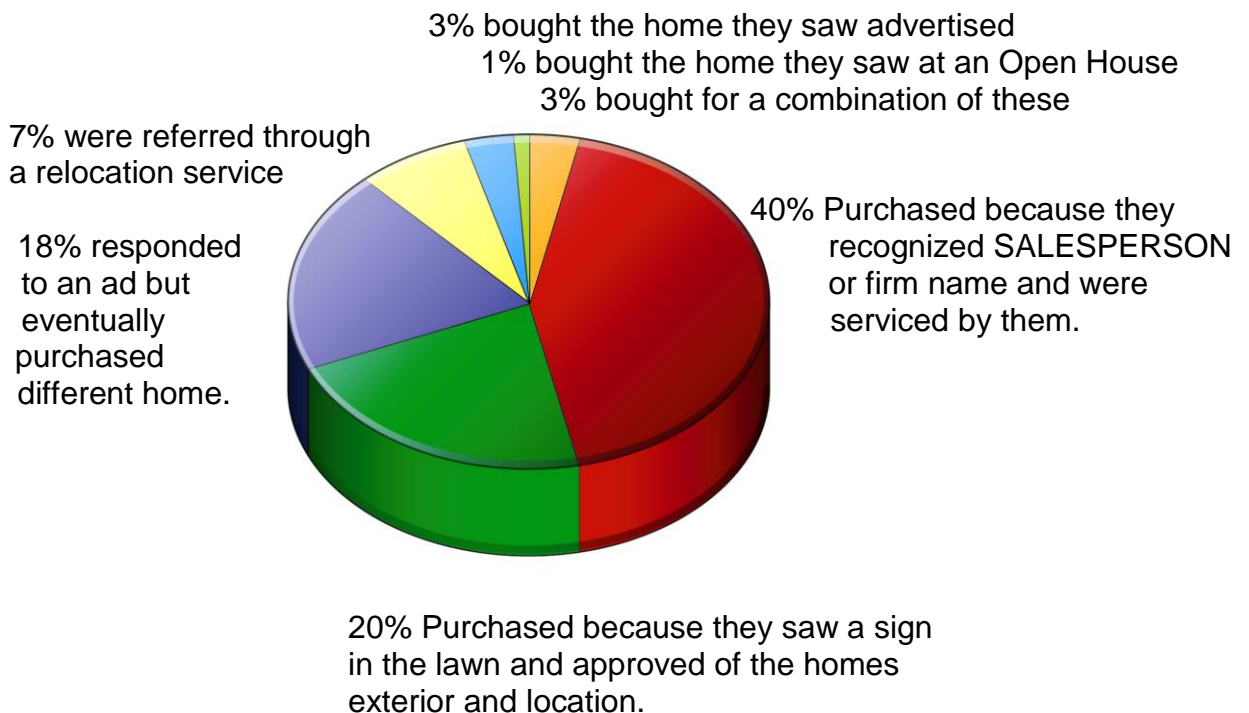
Our area has a good climate, therefore outdoor activities are important. People enjoy their yards. Make certain that trees are trimmed so the house can be seen from the street. Have the grass mowed and edged. Walkways should be swept. Clean away all debris. Remove parked cars. This all adds to your home's "curb appeal". If a Buyer does not like the outside, they simply drive on by.

Many people think that to sell a home, you simply place an ad in the paper and wait for a person to call and buy the home... NOT SO! If that were true, real estate professionals would be out of work.

The basic law of real estate is this...

ADS DON'T SELL HOMES... PEOPLE DO!

We are trying to educate Sellers and the public about the tremendous changes in Real Estate Marketing. A recent study by the National Association of Realtors uncovered some interesting statistics about where Buyers come from:



**ADS ARE GENERATED FOR THE SPECIFIC PURPOSE OF
INCREASING PROSPECTS FOR THE
SALE OF YOUR HOME**

Remember that “WHY” question? You may want to consider it again when it comes to advertising. MARKET STUDIES SHOW THAT REAL ESTATE CONSUMERS PAY THE MOST FOR THE HOME THAT OFFERS WHAT THEY WANT. Ads run with generic, vague language and with no price provide little benefit to you.

An ad that directly describes your home and includes the price WILL attract calls from Buyers who want the type of home that you offer. Your best chance of converting the phone inquiry into a real Prospect that wants an actual showing will come from the follow-up of a qualified, professional agent. Your Agent’s phone number should be the one that the inquiring Buyer reaches.

Ads run by the real estate company should be supplemented by advertising in quality, well-distributed publications. Our advertising is tested, analyzed and selected for optimum results and the publications bringing the best response for your Sellers are the ones used.

Many Agents discourage ads; however, if written properly and placed correctly, ads can provide quite an advantage to you.

(Which I will expand on in a formalized meeting with you the seller.)

The difference between over 100 ad responses monthly and no ad responses can be the difference in finding you a Buyer.

**YOUR AGENT'S PAST CLIENTS ARE YOUR
VERY BEST SOURCE FOR GETTING THE RIGHT
BUYER FOR YOUR HOME!**

Believe it!! Even better than ads, signs, mailings, the Internet, magazines, and all other sources. Your Agent's personal network and the number of potential clients and customers housed in their personal databases will provide better quality referrals and Buyers.

Information about each listing that I place on the market is forwarded to our database of past clients and customers, as well as matched up to our database of potential Buyers. The result is that your home is being exposed to a group of over 1,500 people who know me personally and professionally, and who have depended on us to sell their home or that of someone they referred to us. The likelihood of this group of people passing on referrals for Buyers of your home is greater than any of the generic sources used. Proof: I sell more homes to Buyers referred from this group than from any other source.

Included in the database are Human Resource Directors, Department Managers, Business Owners, and people from every walk of life, relatives and co-workers who are and have been in need of real estate assistance. I make certain that they are always aware of the homes that we are marketing, and that my home Sellers like ourselves, depend on, need, as well as appreciate their contact and support. Their referrals are always followed-up with a show of gratitude and appreciation!

PRESENCE ON THE INTERNET IS VITAL IN TODAY'S ENVIRONMENT!

Why is a presence on the Internet so important? Partially because of the marketing demands of our times and the area in which we live. Higher percentages of Austinites have and use more Internet access than anywhere in the United States except the Silicon Valley. Shopping on the Internet means convenience and being able to preview homes, the market and information about an area before ever traveling there. Furthermore, it means being able to view details about housing in your own community if you are planning to move up or relocate.

It seems that nearly everyone has a web page in today's market, but the effectiveness of that page is important. E-Executives Realty's web site receives over 10,000 hits each month. That is a phenomenal number, and the inquiries received result in potential Buyers from all around the country. WHY? Because our web page is designed to be appealing and informative, providing Buyers with the details they desire about homes that are for sale, with ease and efficiency.

See for yourself at www.eExecutiveRealty.com. With state-of-the-art technology, like our Virtual Home Tours, your home will have an extensive presence on the Internet. See why more homebuyers respond to video tours more than to listings that have no pictures or just still pictures. Video tours make your home "real". Before ever visiting your home in person, it is presented to the Buyer as exciting, cozy, beautiful, spacious, and most of all attainable. This feeling can't be duplicated with the old standard of still pictures.

COMPARE!!

Do you need to sell your house today? List with us and if we don't sell your home in a timely manner; RE-VEST Properties Inc. will purchase it, for a fair price today: www.ReVestPropertiesInc.com

WE PRE-QUALIFY PROSPECTS...

1. Some are in a hurry to move.
2. Some are serious but not in a hurry.
3. Some are bargain hunters.
4. Some will never buy.

We can save you from having unqualified
“strangers” wandering through your home.

WE HELP BUYERS FIND MORTGAGE MONEY WHEN NECESSARY...

This can save a sale, especially when the
Buyer needs a little help.

Your e- Executive Agent can refer you to a number of preferred
loan officers that specialize in your specific needs, whether it be
no down payment, jumbo loans, commercial loans and more!

FINDING THE BUYER

No other Realtor in the area attracts more Buyers than e-Executive.

Here are some of his proven methods that you can rely on:

1. **SIGNS** Yes, everyone puts up a sign, but e-Executive's signs feature our personal phone number so that Buyer's are handled by the Agent you hired!
2. **AD CALLS** e-Executives positions it's ads with your home as the priority. The ads are concise and direct, even includes the price.
3. **OUT OF TOWN BUYERS** e-Executives connections begin with RELO, the nation's oldest and largest independent REALTOR network. Our status at e-Executive Realty as a #1 Agency makes us their #1 choice.
4. **PAST CLIENTS** e-Executives vast client base provides a rich source of Buyers. Each and every person in e-Executives database receives information on every listing!
5. **PROSPECTING FOR BUYERS** e-Executives are committed to their responsibility to you. We personally prospect at least two hours daily targeting your home.
6. **BUYER'S AGENTS** e-Executives are full time Agents whose priority is to show your home. The benefit is that your home will always be the focus.

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A BUYER'S SPECIALIST INCREASES THE CHANCES OF SHOWING YOUR HOME TO THE PERFECT BUYER!

Your home needs to be shown when the Buyers want to see it. My objective is to have buyers see your home at THEIR convenience. The hottest Buyers need to see the home ASAP! Having a Buyer's Specialist on call to show the home at any time gives you the seller the best opportunity to have the Buyer view your home quickly.

Because of our extensive exposure and efficient follow-up, we show an average of over 50 homes a week to 11 Buyers a week. We want your home to be viewed by Buyers as soon as they are ready, not just when it is convenient for us.

Our Buyer's Specialists are just that, Specialists. They know the market, they know financing, they know your home and they know the Buyers. They are professional and prepared.

Keep in mind that when a Buyer responds to our marketing, an appointment is confirmed, and they accompany the Buyer to your home. We will always represent you, and we make certain that the Buyer is aware of this, as the law states. The fact that we represent you should in no way hinder our attempts to promulgate your Buyer. We find the agency laws are often used to circumvent the ultimate responsibility to you... to find a Buyer. We continually strive to do so.

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PROSPECTING FOR BUYERS IS JUST ONE OF THE MANY WAYS THAT WE PRO-ACTIVELY MARKET YOUR HOME!

For most Agents it's easy to just wait for Buyers to respond to the signs, ads, mailings, hotlines, and any other promotions. It's even easier to wait for someone from the multiple listing service to bring a Buyer. But our commitment to you, is to go further by aggressively and proactively marketing your home. Wishful waiting certainly doesn't fulfill that commitment.

Who does an agent call? That is the most common question asked by sellers. When prospecting Buyers for our Sellers' homes, we owe it to you and to ourselves to make the most of the time spent and the calls made. We contact Buyers who have inquired about homes similar to yours in the recent and distant past. Our database of Prospects is extensive. The chances of getting in touch with your Buyer is directly related to quality of Buyers called. Rarely is it necessary for us to "cold call" because of 18 years of building our Prospect database.

We schedule a minimum of two hours each day to prospect along side two of my assistants who schedule an hour each. **We have a unique bulk-email ability that is consistent and successful!** Why e-mail? Because this is the most successful type of mail that we can send as it is personalized and unthreatening. This is in addition to the thousands of mailings sent on behalf of our Sellers each month.

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FOLLOW-UP, FOLLOW-UP, THEN FOLLOW-UP SOME MORE!

A system in place that makes the follow-up more efficient and consistent means access to more Buyers for you. Your home could be advertised in a full-page ad every single day, but without proper follow-up, those ads provide absolutely no benefit to you. Instead of focusing only on the advertising that a real estate company or Agent provides, be more concerned with how well the Prospects that respond to their advertising are followed-up.

Rest assured that when your potential Buyer responds to the Internet, a magazine ad, a newspaper ad, sign, mailing, or any other source, that they are handled professionally and courteously. You are hiring a Real Estate Agent for their ability to promote and market your home, but especially for their ability to inform and assist Buyers who respond to their marketing. We make certain that our marketing is effective, and make doubly certain that those who do respond receive the information that you would want them to receive; Information that would help Buyers decide if they want to see your home. Anything less is simply a waste of your time and our commissioned dollars.

In our marketing plan, your home is used to find Buyers for YOUR home. Our Smart Buyer program is used to generate Buyers generically. Marketing your home and marketing the best Buyer Program in the real estate market today generates more Buyers than just doing one or the other. Follow-up is the key to both areas of marketing. Efficient, consistent, and effective follow-up!

BENEFITS OF OFFERING A 5-STAR PRE-INSPECTED HOME

1. Buyers are more likely to look at your home, knowing that you have complied with strict guidelines before placing your home on the market.
2. Buyers are more comfortable with the condition of your home since you have remedied problems in advance and provided a warranty without their asking. They are more likely to negotiate to lower repair allowance and less likely to exercise their termination clause since there is and will be no surprises.
3. Buyers are more likely to make a decision to produce an offer rather than waiting on information.
4. Buyers are more likely to put up a larger earnest money deposit since a title commitment and inspection have been completed.
5. Homes in top condition with full disclosure typically bring closer to the asking price. The three biggest obstacles to closing a transaction are:
 - Loan Approval
 - Repair Agreement
 - **Your e-Executive can refer you to a number of top notch Title Companies to help ensure for the smoothest closing and a clear title!**

Now, since you have taken care of the repairs and title, it is now our job to make certain that your Buyer is qualified. We are committed to providing information for you that most Sellers overlook.

DOES YOUR HOME STAND APART?

e-EXECUTIVES 5-STAR PRE-INSPECTED HOMES DO!

Be prepared... Pay attention to the things that will cause an astute Buyer to take notice or make a novice Buyer more comfortable:

1. Complete an inspection and remedy items noted before showing.
2. Have all utility bills readily available.
3. Have all financial data readily available (property taxes, current mortgage terms if applicable).
4. Have all available warranties ready.
5. Provide a home warranty if your home is over 5 years of age.
6. Have an updated termite inspection to show no termite activity or conducive conditions.
7. Complete your title commitment and **remedy any problems outstanding by asking your e-Executive for the best names to call in the Title Insurance business!**

Make your home one that a **smart buyer** will want to consider!

WHY DO e- EXECUTIVES OFFER DECORATING IDEAS THAT WILL HELP SELL YOUR HOME?

The Problem – Most homeowners don't really have an objective view of their home. Living in it on a daily basis skews their opinion. Often there are simple solutions to making a home show better.

The Solution – Have a professional, objective point of view! You are given advice, guidance and solutions to showing your home at its best.

The Rules

Our Team attempts to sell you absolutely nothing!

Our Team attempts to lease you absolutely nothing!

Our team advises you on how to have your home at its best with your furnishings and belongings.

Our team advises you on details from hanging pictures to showing procedures.

The Benefit To You

You receive advice in a professional, straightforward manner. You are dealing with an experienced Agent who is not afraid of hurting your feelings, thus you get the best advice possible.

You can depend on the fact that professionals with extensive experience are advising you.

It costs you nothing!

THE OFFER PROCESS

A QUICK OVERVIEW

1. The offer usually will be presented to us by the Agent representing the Buyer. We will be present to ask, as well as answer questions for you and them.
2. We will investigate the Buyer's qualifications and review the entire contract.
3. We will then present the offer to you along with an estimate of your cost to sell for this specific contract.
4. Items to pay special attention to:
 - A. The *interest rate* should be close to prevailing rates.
 - B. What is the *length of time* for *loan approval*?
 - C. Who is paying *title insurance* and *loan approval fees*?
 - D. What are the *time frames* on all *inspections*?
 - E. Are there *limits of liability* on all *repair work*?
 - F. Who is paying for *inspection* and/or *repairs*?
 - G. When are the *closing* and *possession dates*?
 - H. Has a *seller's disclosure* been received?
 - I. What is the amount of *earnest money*?
 - J. Are there any *contingencies*?

SELLER SERVICES

SERVICES PROVIDED TO THE SELLER:

- Assist in determining Fair Market Value by reviewing market demand, FMV is based on season, location, and other variables that often alter your home's value. These are details I would like to discuss with you in person.
- Suggest ways to increase sales based on Fair Market Value.
- Locate qualified Buyers through local and national multiple listing services, our Agent to Agent Referral Network, direct mail, phone contacts and bulk e-mail.
- Keep you, the Seller, informed of each detail as the sale progresses
- Highlight showings by promoting the best features.
- Present an objective third party viewpoint when assessing your investment and its market value.
- Qualify and counsel serious Buyers toward a decision. Buyers need answers to countless questions, not only about your property, but on technical matters such as financing, payments, insurance and title clearance. As your Realtor, I will provide the answers, make emphatic arrangements for financing and support and guide the Buyer in dozens of ways that make it easier for them to complete the purchase of your home.
- Keep up-to-date with the best financing available.
- Mediate Buyer/Seller transactions.
- Assist with all the steps involved with the closing.
- Manage any obstacles or complications that might occur throughout the process... Starting from the time we meet until the closing.
- Arrange to relocate you when applicable using our Agent to Agent Referral Network, which provides local, regional & national relocation services.
- **WORK FULL-TIME, ALL THE TIME, JUST FOR YOU.**

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BUYER SERVICES

SERVICES PROVIDED TO THE BUYERS:

- Assist the Buyer to qualify for Conventional, FHA, VA and any other special financing to determine the maximum a lender will allow the Buyer to finance and be sensitive to a payment the Buyer deems comfortable. This helps you greatly to find the best home in the shortest time.
- Keep current with the best financing available.
- Determine the needs and preferences of the Buyer by initial interview and actual showings.
- Locate homes available in that style, price and location for the Buyer to preview through the use of the Multiple Listing Service, our current listings, and networking with Agents from other companies.
- Assist the Buyer in making a decision and prepare the contract offer to be presented to the Seller.
- Help the Buyer and the Seller come to terms that are satisfactory for both.
- Assist in negotiations between you and the Seller about your offer, always presenting an objective third party viewpoint.
- Negate any complications that occur during the buying process... from before the contract to after the close of escrow; eliminating all possible barriers for you.
- Assist you and the Seller in finalizing the closing
- Follow-up after you move in to ensure you are satisfied with your new home.
- **WORK FULL-TIME, ALL THE TIME, TO FIND THE HOME OF YOUR EXPECTATIONS.**

e-Executive's "PERFORMANCE GUARANTEE"

Our objectives are the following:

- 1) To get as many Agents and qualified Buyers as possible to inquire about and see your home until it is SOLD!
- 2) To communicate the results of our activities, by email and by phone, weekly to you.
- 3) To assist you in getting the highest possible dollar value for your property in the shortest period of time with the least amount of inconvenience to you.
- 4) To constantly look for the best possible methods of exposing your property to potential qualified Buyers in the market.
- 5) To earn your repeat and referral business forever.

The follow is our "Action Plan" and my promise to you:

- 1) We'll call and prospect for Buyers for your home, 5 days per week 2-3 hours per day, to find your potential Buyer.
- 2) Our full-time assistants make prospecting calls 5 days per week, 2 hours per day, looking for potential Buyers for our listed properties. Over 1,500 potential Buyers are contacted each week.
- 3) Licensed Buyer's Specialists work with Buyers in finding them homes, showing our listed properties first.
- 4) We enter your property into the Multiple Listing Service (MLS) that covers all of the Austin area and exposes you property to over 4,000 Agents and many, many more Buyers.
- 5) Submit a copy of your listing to our company sales staff, each already working with Buyers.
- 6) Place our 'good looking' e-Executive real estate sign on your property and a lock box for easy access.
- 7) Provide a video tour of your home to Buyers wanting a preview of your home on the Internet. Especially useful to our out-of-town Buyers, **plus, we send a color brochure to almost 4000 REALTORS private email addresses about your home!**
- 8) Determine the best features and benefits of your home to include in color brochure that is distributed to cooperating Brokers for their use with potential Buyers.

Do you need to sell your house today? List with us and if we don't sell your home in a timely manner; RE-VEST Properties Inc. will purchase it, for a fair price today: www.ReVestPropertiesInc.com

e-Executive's "PERFORMANCE GUARANTEE" cont.'

- 9) 250-500 "Just Listed" cards mailed to all of your neighbors in the subdivision and beyond! Periodically advertise your home in the Austin American Statesman and the 'Homes Magazine', that is distributed throughout Travis and Williamson counties, it is free and distributed every two weeks.
- 10) Promote your home at our Board of Realtors meetings, creating maximum exposure to other Agents and companies.
- 11) e-Mail a copy of your listing to almost 4000 REALTORS in the area. These are the REALTORS that are selling other homes, creating even more exposure for yours.
- 12) Enter your property into my personal Internet web page, featuring color photos of your property, and video tours if appropriate.
- 13) Advertise, when necessary, using our state-of-the-art computer program that targets the right Buyers.
- 14) Pre-qualify all potential Buyers before presenting an offer, including a credit check if applicable.
- 15) Submit your home to our Relocation Service for any potential out-of-town Buyer. Also, your home will be submitted to our personal network.
- 16) Make you available to our entire staff, so that any questions or concerns you may have are handled immediately, day or night.
- 17) Represent and negotiate for you on all contracts presented, protecting your interests and helping to get the best price and terms for you.
- 18) Handle all of the follow-up paperwork after you accept a purchase agreement, ensuring all aspects of the transaction are handled smoothly and efficiently.
- 19) Gladly deliver your check at closing.

You can only get results with an aggressive Realtor, backed by an Active Marketing Plan. The Realtor you hire does make the difference! Hire an e-Executive and start packing!

COMPARE and INVESTIGATE!!
You owe it to yourself.
Find out how different Agents stack up!

	e- Executive Realty	Other Agents
"Easy Exit" Listing gives you complete control of your listing	Yes	No?
24 Hour Web site gives your Buyers easy access to information about your home.	Yes	No
Yard sign with direct line to your Agent	Yes	No
Presence on at least 4 real estate web sites.	Yes	Maybe one
Ads directly targeted to attract Buyers who desire what your home offers.	Yes	Targeted How?
Extensive personal investment in your marketing plan by your Agent in addition to company promotion	Yes	Company dollars only!
A team of Specialists trained professionally who successfully get your home sold and closed	Yes	Just me!
Pro-active, aggressive marketing and meticulous follow-up with every potential Prospect.	Yes	We try!
A 5-Star Pre-Inspected Home Program to better prepare you and the Buyer.	Yes	No

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MISSION STATEMENT

Our objective is to run a profitable business through goal setting, planning, and hiring only well-qualified personnel. We will always provide top quality service to the public and a total commitment to their goals in the selling and buying of real estate. We are committed to being totally honest and forthright with our clients in regards to the pricing and marketability of their property. We know the only way they can achieve their goals and ours is by being totally honest and truthful with them, even if it means losing a listing or a sale. We will maintain a positive attitude and always strive to meet our clients' goals. We realize our creativity and the way we run our business is far advanced from that of our competition. We realize we must do things that the average Realtor will not do to help our clients reach their goals. We use our time each and every day to the fullest potential, always remembering that our clients pay us and our job is to work diligently to get their home sold or to find them a new one. We are committed to this end result.

We strive to maintain balance in all aspects of our life. We always strive for excellence in our real estate career through commitment, education, product knowledge, and our willingness to share with others so we can better serve our clients' needs. We truly believe our services are superior in this business and we are committed to proving that day after day so each and every one of our clients can and will repeat that to their friends and relatives.

We share the Mission Statement with you because we have a strong commitment and belief in our chosen occupation and in what we have to do the BEST!

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**“You’re
Hired!”**

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e-Executive Realty



Larry Taylor; Broker/REALTOR

E-Executive Realty Inc.
Office: (512) 825-EXEC (3932)
Fax: (512) 291-FFAX (3329)
Toll Free: (866) 350-EXEC (3932)

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