

Listing with Downtown Realty

Prepared by:

The Team at #DTRDetroit



Call: (313) 466-SALE

Email: team@dtrdetroit.com

500 Griswold Ste 2420

Detroit, MI 48226



THANK YOU FOR THE OPPORTUNITY TO MEET WITH YOU TODAY

Studies show only 22% of home sellers nationwide were satisfied with their agent. We do everything it takes to make sure you are satisfied with our services. Our quality customer service has given us a trusted name with a five-star client satisfaction rating. Our team is here to serve your real estate needs in every way possible.

ADVICE TO SELL YOUR HOME QUICKLY

You'll get suggestions on how to prepare your home so that it will show its best and make a positive impression on buyers.

CONTRACT PROPOSALS – PROS & CONS

When we bring the contract proposals to you for your consideration, we will explain them, and include an estimated-closing-cost statement so that you can make an educated decision. We will use our negotiating skills to help you get top dollar.

WHEN YOUR TEAM WORKS, YOUR DREAM WORKS!

When you make the decision to put Downtown Realty to work for you, you get an entire dedicated team working for you too! Our team focus with advanced marketing tools gives you a cutting edge experience.

If you hear of anyone who would benefit from our services, we'd greatly appreciate you passing along our contact information.

THANK YOU!
DOWNTOWN REALTY



EFFECTIVE MARKETING

FOR A NEW DEMOGRAPHIC

**WE DO
MORE
THAN THE
AVERAGE
AGENT**



MEET THE TEAM



Larry Else
Broker

Meet Larry Else, a hard-working family man with a passion for real estate, born and raised in metro Detroit. Larry created Downtown Realty in 2012 to help offer a quality service for Detroiters who need to buy or sell. Larry has been a licensed Realtor for over 15 years and a Broker nearly 10. He has developed a cutting edge listing platform for his team, designed with the latest marketing techniques and technology!



Bryan Redmond
Sales Manager

I am the Sales Development Manager here at Downtown Realty. In my role I work with our roster of agents and administrative staff to help train, grow and develop our team daily. I pride myself in helping others achieve their goals. Whether its clients, prospects or agents, I am available for you and here to help.



Shenitha Raines
Listing Manager

I am the Lead Listing Manager at Downtown Realty. We list and sell more homes than any other brokerage in Detroit, and I am excited to be involved in such an important part of the process. I am a passionate Real Estate agent that takes pride in delivering a positive experience to my clients. I have been involved in my family's real estate business for over 20 years and I understand the importance of clear communication, quality, and timely service.

DOWNTOWN REALTY

MEET THE TEAM



Alisha Myers
Admin. Manager

Alisha joined Downtown Realty in 2013 after completing her bachelors degree, and as the administrative manager, she handles some of the most critical elements of closing your transaction. Taking a "people first" approach to life, she is the go-to person for almost anything. She's a passionate and creative person and has always been driven to provide exceptional customer service to everyone.



Rashida Harris
Listing Manager

I am the Lead Transaction Coordinator here at Downtown Realty. My job is to help our clients get to the closing table and have an exceptional experience, even after the sale. Time is of the essence and I have a quick turnaround time with responding to all calls and emails.



Saad Yousuf
Administrative Assistant

I am the administrative assistant here at Downtown Realty. I provide support to our DTR sales and marketing team as well as our roster of agents. It is a thrill for me to come to work on a daily basis. I get to use my love for photography by assisting our social media team to showcase our passion for Detroit. If you would like to be featured on one of our social media pages please use the hashtag #dtrdetroit.

DOWNTOWN REALTY

MEET THE TEAM



Guy Gailliard
Inside Sales

I am a motivated, hardworking sales professional who has been successful in every sales position I have had. I love real estate and my primary objective is to be the best at what I do and offer the best to whom I work with. My goal is to build better, long-lasting relationships and help my clients buy and sell their properties.



Rashad Elabed
Inside Sales

There is no deal too big or too small, and no neighborhood Inside Sales Agent Rashad Elabed won't go! With a background in construction and property maintenance, Rashad is passionate about real estate and his focus is to make his client(s) happy.



Martinus Hutcherson
Inside Sales

My name is Martinus Hutcherson, and I am a sales professional at Downtown Realty. I specialize in selling residential and investment real estate. I enjoy servicing the Detroit market and working with both buyers and sellers. I am also building my investment portfolio and I use my investment insight to give my clients a great experience.

DOWNTOWN REALTY

THE 5P's OF REAL ESTATE

MOST AGENTS DO: THE FIRST 3 "P's"

1. Place Sign in your yard
2. Put on MLS
3. Pray someone else sells it



WE DO THE 4TH AND 5TH "P"

4. Price Watch – Consistently & Systematically

Watch what listings come on the market, which ones go into escrow, and what has sold most recently both on and off the MLS. Our system gives us real time information providing you with the details so that you can make an intelligent pricing decision.



5. Prospecting – A Potential or Likely Customer, Client, etc.

We are in "the field" daily talking to buyers and sellers via the phone, and knocking on doors. We are always proactively searching for the buyer that wants your home instead of waiting for them to find us.



DOWNTOWN REALTY



MARKETING PLAN

OPTIMIZE your home's potential through quality photography, easy access plan, detailed public remarks, and comprehensive marketing plan.

PRICE your home strategically considering current market conditions and trends.

DIVERSIFY your home's exposure by layering different types of media to attract as many people as possible.

- **Print Media Marketing**
- **Social Media Marketing**
- **Technology Driven Marketing**
- **Video Technology**
- **Geographic Targeting**
- **Yard signs and MLS**
- **Syndication on 900 websites**
- **Featured on DTRDetroit.com**
- **Email blast to over 3,000 active buyers**
- **Translated into Mandarin, Arabic, and more for international marketing**

POSITION your home to get sold for more money and faster by listing with Downtown Realty!

LOCAL & INTERNATIONAL EXPOSURE

When out of state and international buyers look in Detroit, they go to Downtown Realty!

WE ARE THE DETROIT INVESTMENT HQ!

Look no further than Downtown Realty to find the best selling experience available!

PROMOTE your home to top agents in the area.

RESPOND quickly and effectively to all inquiries regarding your home.

QUALIFY prospective buyers of your home prior to convert the best buyers.

FOLLOW UP and encourage feedback from agents that have shown your home, potential buyers we have shown it to, and open house visitors.

COMMUNICATE with you frequently regarding interest in your home, recent activity, potential buyers, agent feedback, recommended changes, pending and accepted offers.

NEGOTIATE the best price and terms for you - proven by our 96% **LIST** to **CLOSE** ratio and holding the number 1 spot of ALL agents in the MLS for Listing Units SOLD in Detroit.

SATISFACTION GUARANTEE

If you are not 100% satisfied with our services, you may cancel at anytime.

RESULTS DELIVERED

The **MAIN THING** that sets us apart is we will absolutely get it closed! Validated by our consistent #1 rating in Detroit, and our valued relationships with our customers!

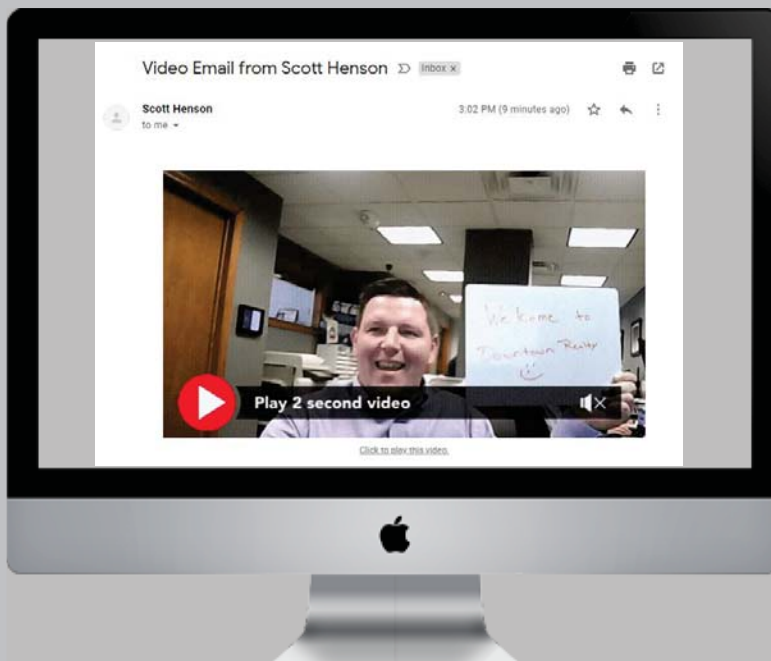
Newest Technology

- Professional, fast property values
- Social media video marketing to convert buyers into owners
- Massive email blasts with video to thousands of active Detroit buyers



TECHNOLOGY

DRIVEN MARKETING



INTERNET MARKETING



EXTENDED MARKET REACH






When you list with **DOWNTOWN REALTY** your house is syndicated to over 900 websites around the world and translated into over a dozen languages! This syndication partnership ensures your property is marketed online 24/7 through the most popular real estate portals in the world!




WEBSITE EXPOSURE


WWW.DTRDETROIT.COM


[HOME](#) [LISTINGS](#) [SELLING](#) [ABOUT](#)  [REGISTER](#) [SIGN IN](#)




16724 ASBURY PARK
Detroit, MI 48235

 Save

 **3**
Beds

 **1**
Bath

 **954**
SqFt


UPDATED
09/05/2018 10:46 PM ON MARKET: New on market 5 days ago

KEY DETAILS

| | |
|----------------|--------------------|
| Property Type | Single Family Home |
| Lot Size | 3,920 Sqft |
| Year Built | 1939 |
| Purchase Type | For Sale |
| Listing Status | Active |


New

\$ 50,000

\$379 /mo 

WHEN WOULD YOU LIKE TO VIEW THIS PROPERTY?

SEP 2018

ASAP


MON
10

TUE
11

WED
12


Schedule a Tour

Downtown Realty

Message

How can I help you?

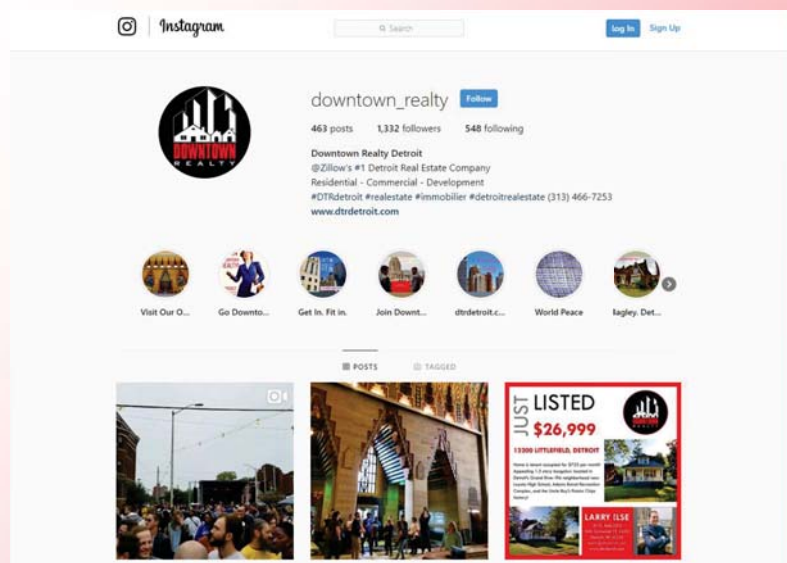
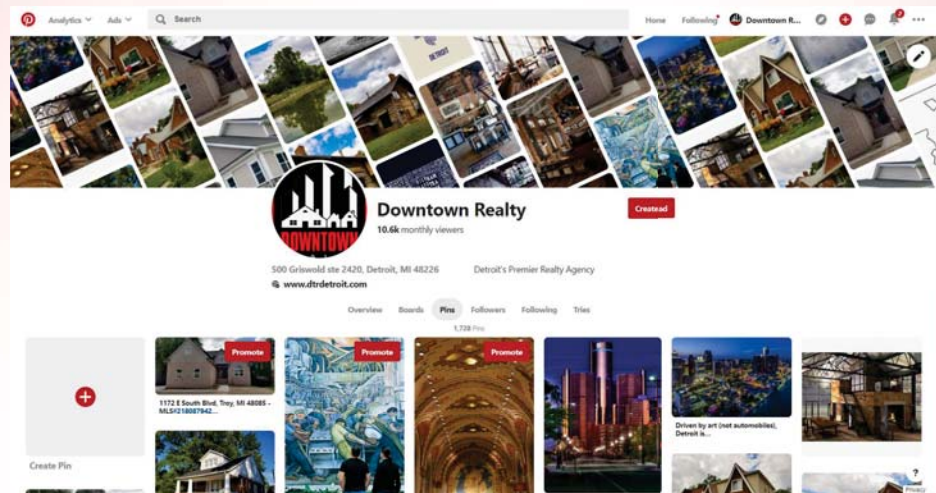
Or call us now at
(313) 466-7253





DTRDetroit.com generates over 10,000 new hits per month and it is the go-to websites for thousands of active buyers in Detroit. Its robust search features keep them coming back, and our extensive analytics and technology behind the site give us a detailed look at every buyer's activity for higher conversion.

SOCIAL MEDIA



PREPARING YOUR HOME FOR SALE

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

It's a fact: Obtaining the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's appeal:

EXTERIOR

- Keep the grass freshly cut.
- Remove all yard clutter.
- Clean off all yard waste and leaves from concrete, outdoor furniture, etc.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Ensure gutters and downspouts are firmly attached and functional.
- Tighten and clean all door handles.

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INTERIOR

- Remove excessive wall hangings, furniture and knickknacks (consider a temporary self-storage unit).
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize the home
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures.

FOR SHOWINGS

- Owner Occupied
 - Turn on all the lights.
 - Open drapes in the daytime.
 - Keep pets secured safely.
 - De-clutter all surfaces.
- Tenant Occupied
 - Notify tenant that home is for sale and get their availability.
 - Ensure their lease and ledger are current. Keep them at ease.
- Vacant
 - Provide easy access via lockbox.
 - Clean all debris from home.
 - Complete maid service.
 - Address any suggested repairs.

PRICING



STRATEGY



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PRICE RIGHT

ATTRACT BUYERS

Pricing your property

competitively will generate the most activity from agents and buyers.

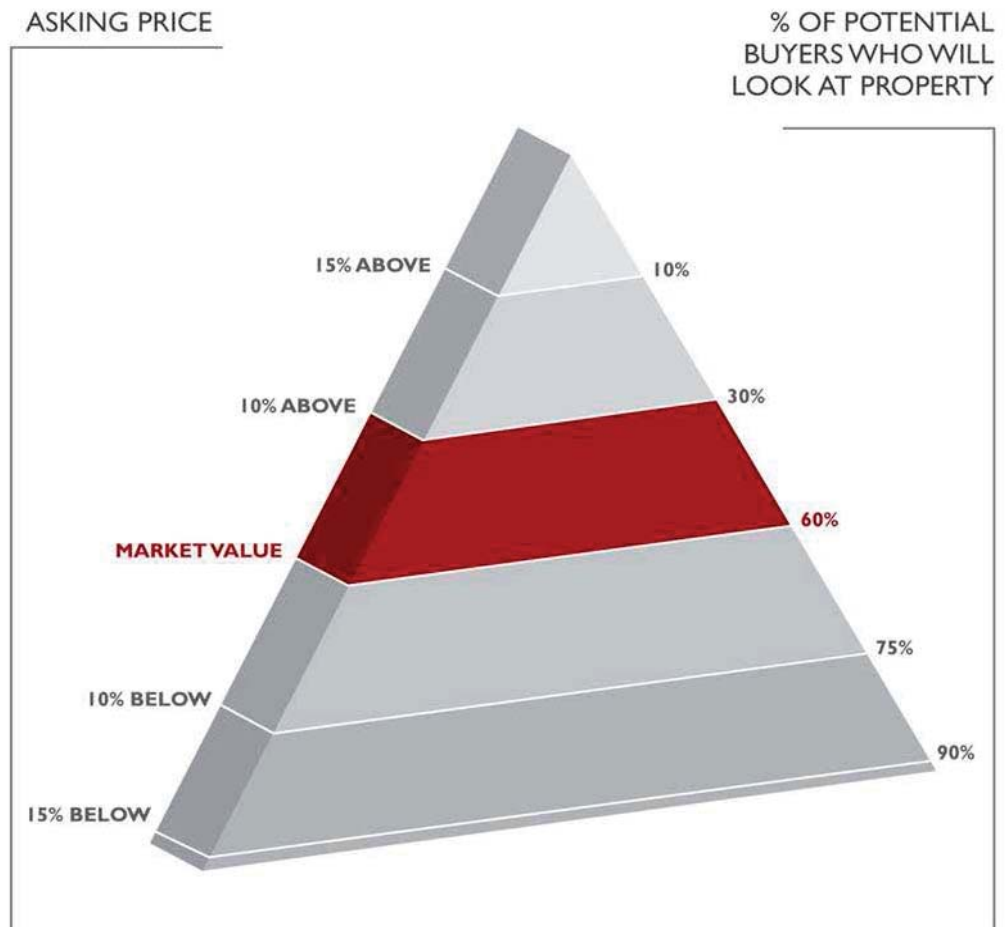
Pricing your property

too high may make it necessary to drop the price below market value to compete with new, well priced listings.

This is about strategy.

We have based your recommended price on:

- A detailed, custom market analysis
- The UNIQUE characteristics of your home and its condition
- Our expertise in the real estate market



Our Primary Goal is to net you the most money possible.

This pricing plan, matched with our comprehensive marketing plan, will draw agents and buyers to your home and position it as a **highly appealing, highly competitive property.**

PRICING

MISCONCEPTIONS

~~WHAT
YOU PAID~~

~~WHAT
NEIGHBOR
SAYS~~

~~WHAT
YOU NEED~~

~~WHAT
ANOTHER
AGENT
SAYS~~

~~WHAT
YOU WANT~~

~~COST TO
REBUILD
TODAY~~

It is very important
to be competitive
on the market value
price your property
is at.

**Value of your property
is determined by what a
buyer is willing to pay
and a seller is willing to
accept in today's market.**

Buyers make their pricing
decision based on comparing
your property to other
properties SOLD in your area.
Historically, your first offer is
usually your best.



PRICE RIGHT

TIME ON MARKET WORKS AGAINST YOU

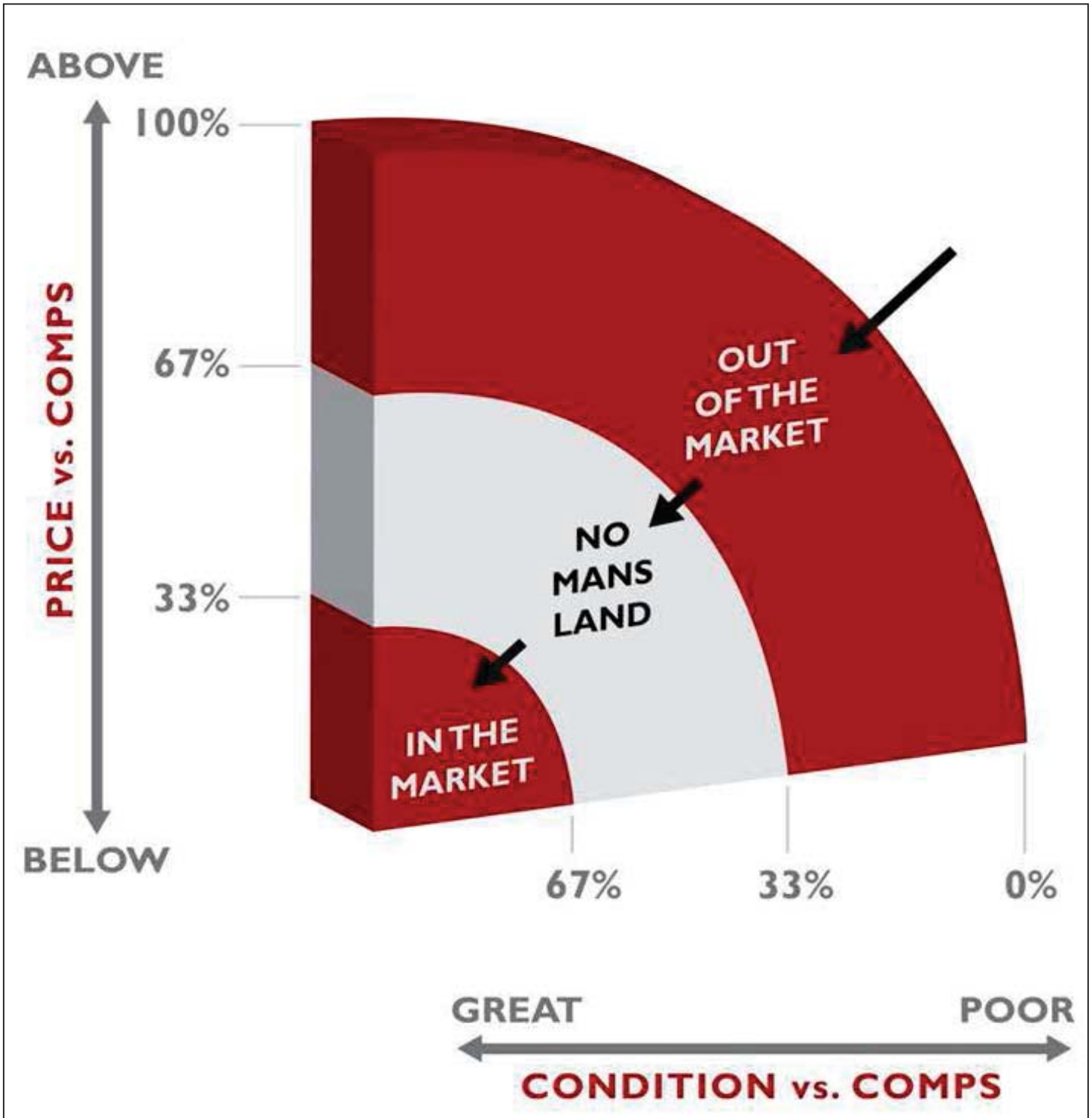
**IF YOU WANT
TO COMPETE
BE COMPETITIVE**

- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



WHAT SELLS - PRICE RIGHT

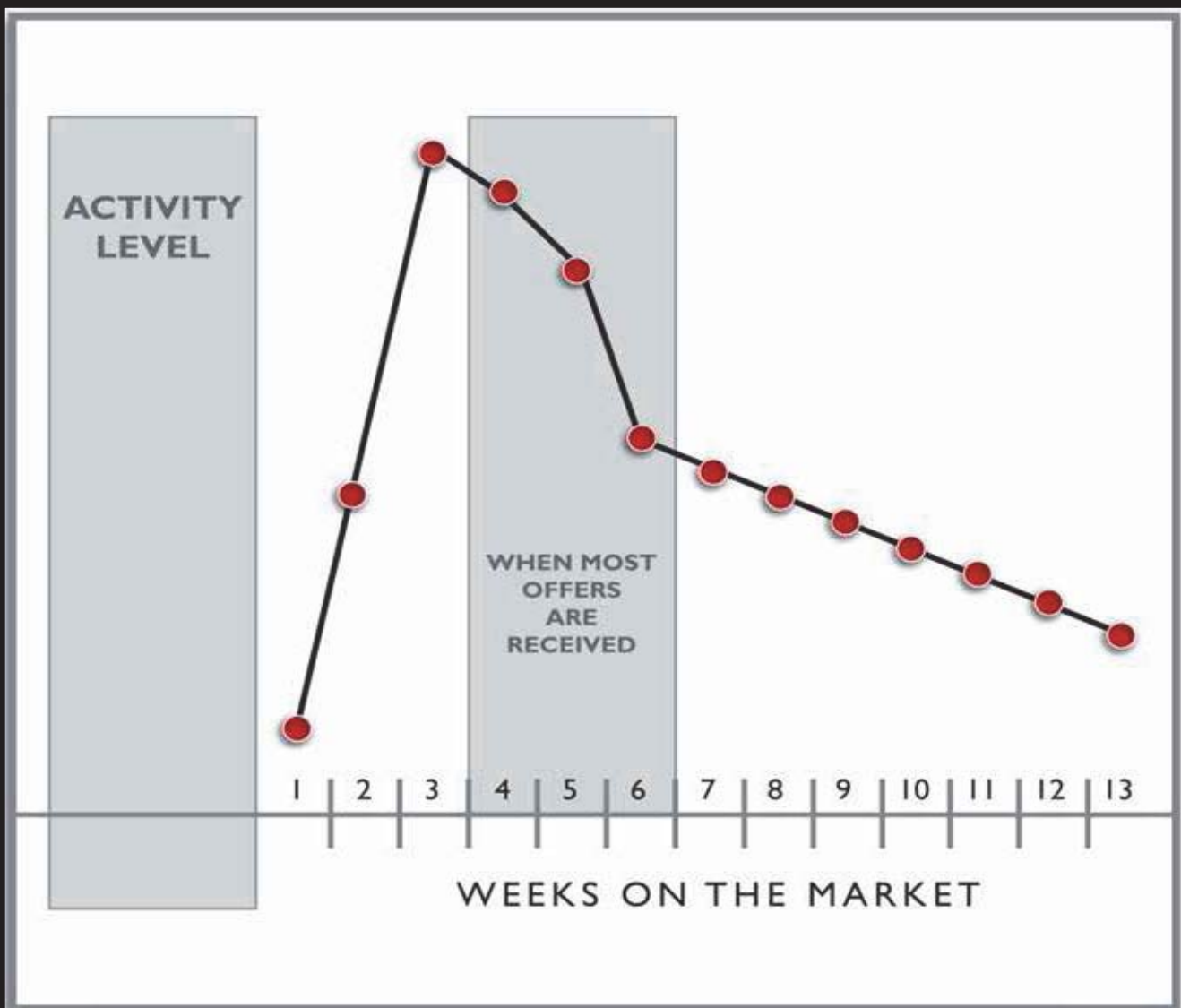
To get your home sold for the most money in the least amount of time, we have to price it “in the market.”



THE FIRST 30 DAYS ARE CRITICAL

THE RIGHT PRICE IS IMPORTANT

- A property generates the most interest when it first hits the market
- The number of showings is greatest during this time if it is priced at a realistic market value
- Starting too high and dropping the price later misses the initial excitement and fails to generate strong activity
- Many homes that start high end up selling below market value



How Much Is Your Home Overpriced?

**Only Drive-By's
+ Online Views** = **13%**
Homes with little or no
showings are priced 13%
too high on average

**Low or
Infrequent
Showings** = **9%**
Homes with a low amount
of showings are priced 9%
too high on average

**Showings +
No Offers** = **5%**
Homes with showings but
no serious offers are priced
5% too high on average

**Receiving
Offers** = **Priced
Correctly**

Information based on data received from real estate agents over a 20-year time period.

CLOSING 101

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home.

Bring to the closing:

- A picture ID for notarizing deed
- Keys for the new owner

What can you expect?

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any money due to you.

What are your costs?

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

After the closing, make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold



WHAT OUR CLIENTS SAY

★★★★★ Highly likely to recommend



04/30/2018 - Masashi Yoneda
Sold a home in 2016 in Japan, Hazle, PA.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

I consider they are the best realtor in Detroit. I have had contacts with other realtors or property managers in the past but I think nobody in Detroit sell houses better than them especially when you need additional solutions to cover some issues. I have sold 3 properties with them.

★★★★★ Highly likely to recommend



04/20/2018 - flinbrunner
Sold a Single Family home in 2018 in Five Points, Detroit, MI.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Larry and Alisha did an amazing job selling my house. Instant communication, reliable and 100% trustworthy. They truly stand out in this difficult market!
Thank you Alisha and Larry!

★★★★★ Highly likely to recommend



03/28/2018 - jpandorealty
Sold a Single Family home in 2018 in Crary, Detroit, MI.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Larry and his team are phenomenal. A truly great experience. The process was smooth with outstanding results. Larry has tremendous knowledge in his market. I will definitely consult again and will continue working with Larry and Downtown Realty as my first choice. Thank you!! A+++++++

WHAT OUR CLIENTS SAY

★★★★★ Highly likely to recommend

02/14/2018 - animkwb

Sold a Single Family home in 2017 in Detroit, MI.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Larry and his team did great works for my property's selling. I could sell my property much faster and higher price than expected.

I am not a US citizen however they made sincere efforts, in addition their supports were quick, professional and reliable.

Thank you Larry and team!

★★★★★ Highly likely to recommend

11/16/2017 - user7948699

Sold a Single Family home in 2017 in Brightmoor, Detroit, MI.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Larry and his team were most effective in offering advice for readying the property for sale as well as aggressively marketing on my behalf, resulting in a sale with one month. Highly recommend Larry and his team at Downtown Realty.

★★★★★ Highly likely to recommend

08/11/2017 - roya pedram

Sold a home in 2017 in Detroit, MI.

Local knowledge: ★★★★★
Process expertise: ★★★★★
Responsiveness: ★★★★★
Negotiation skills: ★★★★★

Larry and his team are total professionals! They went above and beyond to clean up and list my property and most importantly get it SOLD. They were transparent with every step, communicated clearly and promptly and were always in touch. I can't thank the team at Downtown Realty for being so wonderful. A pleasure to work with, thank you!!! [Less](#) ^

WHAT OUR CLIENTS SAY

★★★★★ Highly likely to recommend

03/21/2016 - 3396s900e

Bought and sold a Single Family home in 2016 in Russell Woods, Detroit, MI.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

No one in the Detroit area is more familiar with the area than Larry Else and his team. They are trustworthy and work hard to meet clients' wants and needs. I recommend calling them any time and let them take care of you.

★★★★★ Highly likely to recommend

03/16/2016 - mortgagerea

Sold a Single Family home in 2016 in Redford, MI.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

We have had the pleasure of doing business with the Larry Else and his team. Their honesty and commitment to quality, has earned him the trust of not only us, but many satisfied people. It is has been an honor doing business with such a reputable business and business owner.

★★★★★ Highly likely to recommend

03/15/2016 - hamaouic

Bought a home in 2015.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

I bought few properties through Larry , he was extremely helpful , devoted , very responsive , courteous and knowledgeable .

I will use him again for any of my future transaction in Detroit .

Thank you for choosing **DOWNTOWN REALTY**

- **Access** – One of the secrets to making a home sell quickly is figuring out the access arrangements up front. Be sure to make arrangements with your new agent!
- **Photography** - We will schedule an appointment with our professional photographers to take photos of your home. Please see the attached list on getting your home photo ready.
- **Signage** - It is proven that a good "For Sale" sign increases the likelihood of your home being sold! Our signs are professionally installed & removed. Be sure to inform your agent if you do not wish to have a sign in the yard!

CONGRATULATIONS!

