

Step By Step Approach To The Sale Of Your Home

(Our Marketing is designed to show Buyers what makes your Home Unique)

1. Initial Meeting:

This is the moment we meet each other and decide if we are a match to work together on the sale of your home. We will take notes and pictures to gather information for our next meeting. We will discuss the Market at this meeting and follow-up with a Price that will Competitively put your Home into the Market Place.

2. Second Meeting:

This is where we get to work! We will make suggestions on how to gain maximum value. (Explained in the staging section of this presentation) After we make suggestions of the condition of your home and how to gain value we will come back to make sure everything is right.

3. Third Meeting

The home is ready! We come to take pictures to create the virtual tour. Then we create the marketing package. The home can be active within 2 days of this meeting. It will then be able to be seen by the world over the Internet, all of the local Real Estate Agents in our Market (Approximately 32,000) and The RE/MAX International Community of Realtors.

4. The Showings Will Start

Please review the **"IMPORTANT POINTS TO REMEMBER WHEN SHOWING YOUR HOME"** section of this package. We will provide you feedback weekly of what the buyers are saying.

5. Open Houses

We will hold Open Houses as necessary. Gail and Joe usually do them. If Gail or Joe cannot do the Open House there will be a professional RE/MAX Associate present.

6. Buyer Places an Offer

Please review the "Expert Negotiation" section of this package. Once the offer is negotiated and accepted The Barrila Team, including the RE/MAX Services Staff will handle it from there. From here on out the process has many steps. All details will be reviewed to assure an easy and stress free transaction. During this process we will work together to make sure that we get to settlement. Reference **"The Home Selling Process"** in this package for more details.

7. Settlement

You will be represented at settlement in case there is any last minute negotiation needed and to review the settlement sheet to assure accuracy.

8. After Settlement.

We keep in contact with our clients. Many have become very good friends. We are always available to help with any questions you may have and will help any person that you may know that has questions about Real Estate.

Joe & Gail Barrila/ RE/MAX Services

"Professional, Prompt, Personal Service"



When Using Joe & Gail Barrila A Great Marketing Tool is Used!

24-Hour Recorded Information Hotline!

Call 1-800-XXX-XXXX Anytime 24 Hours a Day for a Recorded Description of Your Home!

Try it yourself right now to see how it works. **Call 1-800-805-4612 EXT: 3004**

The 800 number is used on:

- Signs
- On the Internet
- Print Advertisement

Calling a recorded number is a great tool. When your Home's specific extension is called the buyer can be connected directly to our office phone, a text is sent to our cell phone and email, so that we can contact the buyer immediately. This is very important to you in a fast moving world. Buyers will contact multiple listing offices as they see homes advertised. **Other Agents/Offices will have floor agents answering the phones from calls on advertisements with one thing in mind. To get the buyer as a client and sell them any home! We will call the buyer right away and make sure they are aware of the amenities of your home and try to schedule a showing right then before they even get a chance to make another call.**

Again... Try it yourself right now to see how it works.

Call 1-800-805-4612 EXT: 3004

Here is an example of a print advertisement.



RE/MAX
Outstanding Agents.
Outstanding Results.
Services

Each Office Independently Owned and Operated.

Direct (610) 831 - 5722
Office (215) 641 - 2500
www.barrila.com
joebarrila@aol.com

Joe & Gail Barrila
"The Power Of Two"



Spectacular 4 Bedroom 3 ½ Bath Home .50 acre lot.
Great Kitchen, Master Suite and Kitchen. Close to Everything!
Call: 1-800-805-4612 Ext. XXXX
For 24 Hour Recorded Info
Visit www.tourfactory.com/463804 For Virtual Tour!



When You Hire Joe & Gail Barrila To Sell Your Home We Will Also Help You.

Stage Your Home!

Home Stagers can be costly. \$\$\$\$

\$50.00 to \$75.00 and sometimes cost up to 1,500. to stage your home.

We are not Home Stagers but have done it enough to do a very good job with our suggestions. We will come in and give you suggestions on everything that we see that will help sell your home faster and for maximum value with the minimum cost to you.

- **Painting**
- **Clutter Solving**
- **Furniture Placement**
- **Condition Evaluation/Suggestions on Possible Renovation**
- **Ornament Placement**
- **General Suggestions on How to Make the Home Look Great!**

Before



After



Expert Negotiation and Problem Solving

Selling a home is more than putting up a sign and advertising to get buyers into the home.

An offer will come in and then the “**GAME IS ON**”.

Usually another Real Estate Agent will bring a buyer to the home and then they will call your agent and a negotiation will begin.

Joe does all of the Negotiations with the buyer’s agent. If needed, he has the help of Gail, all of the agents and Brokers of one of the top Real Estate Office in the Philadelphia Area.

Statement.

Joe grew up in one of the toughest areas in Philadelphia. Losing his father at the age of 4 and Mother at the age of 19. At the age of 6 Joe was performing on TV as an entertainer in the Delaware Valley. Joe got a scholarship to go to St. Joe’s Prep at the age of 13. At the age of 15 Joe started performing as a professional trumpet player in local nightclubs in the Philadelphia area. From the age of 15 to 19 Joe continued to perform, also as a self-taught singer. Instead of going to college Joe decided to continue as a professional entertainer because he had to make money. Living on the North Shore of Hawaii at the age of 19 performing as a Rock and Roll singer... Joe came home to the death of his mother finding himself alone, living in a row home in Kensington Philadelphia. Joe then started a rock band that successfully performed in just about every night club you can think of in the Delaware Valley and Jersey Shore in the Late 70’s and early 1980’s, now also, playing Acoustic Guitar and Keyboards. Also self-taught. Dealing with the ever-growing badlands of Kensington Joe continued on this course of playing in nightclubs and writing music for the theatrical community. Living at Front and Diamond Street in Philadelphia was turning out, for Joe, to be like a gangster movie. You know the movie where the nightclub entertainer gets sucked into the underworld. There are details left out but use your imagination. In 1989 Joe met Gail at a Night Club on the Jersey shore and that was that. Joe moved to Norristown with Gail, still writing music and performing, and left his tuff world behind. He lived in a 2-bedroom apartment for years along with Gail and Gail’s, at the time, 3-year-old daughter Nicole. Joe at times thinks to himself, was it harder in Philly or being a Step Father of a teen age Girl. LOL. Joe and Gail decided to stop the renting and get into Real Estate investing in 1999. They bought some homes and became Realtors and now live in Collegeville.

*Joe negotiated his way through life and by all accounts should not be alive right now, as many of his friends from Philly are not. He is an expert negotiator and problem solver and is more than alive and successful. **Ask yourself this question.** If you get involved in a tuff negotiation or confronted with a huge problem do you want to have Joe in your corner?*

Some Examples:

1. There was a lender that was not going to close on a loan and was displacing 2 Families and a Buyer. The buyer was not getting the loan on a technicality in 2010 when the lending environment changed. The lender had issued a commitment but was backing out at the final hour. The person selling the Condo was buying a home, which created a domino effect. This went on for 3 business days. Joe and Gail had the Buyer in this deal. Finally Joe wrote this email to the investor relations department, the Vice President and the Regional Manager of the lender. Names are not included in this following Email.

To Whom it May Concern,

Hope this email finds you well. This matter is concerning the loan for xxxxx xxxxxxxxx for xxxx Circle.

XXX bank committed to this loan and has now backed away from giving the loan to the buyer because of so-called new guidelines.

Somehow this deal has to close today. I don't want to hear about condos or the end of the month or XYZ blaming a buyer for not getting some documentation to XYZ or XYZ bank blaming the condo association. XYZ committed to this loan! There is a buyer and 2 families being affected greatly.

This is not a threat it is something, at this point, I feel needs to be done. I was and am a writer before I was a Realtor. I am going to write a story and this is going to be the headline.

XYZ BANK HOLDS FAMILIES HOSTAGE

I will write the copy later and submit it to RE/MAX International, Realtor Magazine, Local Papers and Local News Stations. **Channel 10 loves stuff like this.** I will of course need to gather information on how other parties were affected by XYZ BANK. It doesn't matter now about disclaimers and XYZ protecting their interest with fine print. I will just tell the truth and the story will write itself. **People believe what they hear from the media and love a good hard luck story.**

Please get this matter resolved.

Take Care,

Joe Barrila Cell 610 864 1909

RE/MAX Services
Direct 610 831 5722
Office 215 641 2500
Fax 610 831 5721
www.barrila.com

An hour later Joe got an email and a call from the regional manager of 2 states and the loan closed the following morning. Also, got invited to lunch by the manager. Free lunch is great! Oh and everybody lived happily ever after.

2. In 2008 when the Market was pretty bad and buyers defiantly had the upper hand, Joe and Gail put a home up for sale. Now this home was an upper end home in a high-end neighborhood but was decorated and looked like the 1970's and the grounds were neglected. Recommendations were made by Joe and Gail as to how to enhance value and the owner took the advise. The home was put on the market around the same time as the home next door. The home next door was just about the same home and same grounds but without the recommendation of curb appeal and renovation of condition.

*In Joe and Gail's Eye the negotiation started at the point of recommendation of condition. The home next door and other homes in the area leveraged the sale of their listing. To make the story short... The negation was a tuff one and the seller got beat up on the price a little but the home sold in 2008. **Do you know when the other home sold?** In 2010 for \$108,000 less! That was 17.6% under the home that was listed by Joe & Gail.*

3. A Short Sale Story. This was a hard one. Joe had a friend that relocated to Arizona to help his elderly parents that had relocated out there. He rented his home in PA and the renters destroyed the home and defaulted on the lease leaving Joe's friend and family in a major bind. Joe's friend called and asked Joe and Gail to go and evaluate the situation. When Joe visited the home it did not look like the same home that he remembered. It was in fact destroyed and not worth anywhere near what was owed on the home. The only way for Joe to save his friend from foreclosure was a short sale. A short sale is when the lender allows the homeowner to sell the home before the lender forecloses. The lender takes less money than is owed on the home at settlement and releases the seller from the loan. The home was put on the market and offers started coming in. The lender kept refusing the offers insisting that the home was worth more without ever seeing it. Joe took many pictures and wrote many emails to try and prove to the lender that the home was not worth what the lender thought. 6 offers on the home refused. Perseverance was the name of this game. Almost a year went by and another offer came in. Joe told his friend that this was the last offer that we could persevere and his friend agreed fully. The offer was presented to the lender but this time with one of Joe's famous email's that read more like a book. The negotiator for the bank probably never finished it. The lender finally got the point. The home was sold and Joe's friend and Family were saved from Foreclosure. The end of a Long Sale Story.

Joe's Old House



View From Joe's Old House

