

LAH

REAL ESTATE

Leading REAL ESTATE
COMPANIES
OF THE WORLD®



Listing Presentation

Locations

Mountain Brook Residential & Corporate

2850 Cahaba Rd · Suite 200
Mountain Brook, AL 35223
205.870.8580

Commercial

2850 Cahaba Rd · Suite 200
Mountain Brook, AL 35223
205.870.8580

Homewood

1760 Oxmoor Rd
Homewood, AL 35209
205.879.8580

Hoover

1969 Braddock Drive
Hoover, AL 35226
205.440.4740

Crestline

10 Dexter Ave
Mountain Brook, AL 35213
205.588.8474

Santa Rosa Beach

3648 W. County Hwy 30A
Santa Rosa Beach, FL 32459
850.517.9898

Why Use LAH Real Estate?

LAH Real Estate focuses more on the quality approach as opposed to the quantity approach to marketing and selling. Our growth goal is to remain medium sized because we are not convinced that bigger is always better. We are nimble and can act and react to your real estate needs with greater speed and efficiency. A real estate decision is one of your most important decisions in life. When you have all of the facts, you can make a wise decision. You can trust us. We work hard to get you top dollar for your biggest investment.

Our Vision

To be the leading team of real estate professionals committed to quality service and results

Our Mission

To be a unique company where clients and associates come first

Our Values

Productivity
Integrity
Exceptional Services
Teamwork
Trust



RESIDENTIAL SERVICES

- Residential Sales
- Buyer Representation,
New Homes, Relocation Sales
- Development
- Investment Property



COMMERCIAL SERVICES

- Commercial Sales/Leasing
- Property Management
- Tenant Representation
- Development
- Project Consulting

Agency



Who is Who?

- Single Seller's Agent
- Single Buyer's Agent
- Limited Consensual Dual Agent
- Transaction Broker

OUR AGENTS

LAH Real Estate's agents are our biggest advantage and most valuable assets. They all embrace our mission and promote the strong values of our company. They integrate the latest technology and extraordinary sales techniques while providing expert personal attention to their clients.

Our agents are professional, ethical, and highly trained. They take pride in earning the trust of their clients while producing extraordinary results. Our company and our agents are the best in the industry.

★
**I OWE YOU THE DUTIES OF
OBEDIENCE, LOYALTY,
DISCLOSURE,
CONFIDENTIALITY,
ACCOUNTING,
REASONABLE SKILL AND CARE.**



My Ultimate Goal

I work to get you top dollar within the proper time with the least amount of problems.

My Goals

- Serve you
- Service the listing
- Market your home
- Take the sale from contract to closing

★
**SELL
YOUR
HOME**



An Explanation of Price & Net

What is a CMA?

A Comparative Market Analysis is used to determine the current and fair market value of a specific property based on:

- Location
- Feature
- Specifications
- Condition
- Highest and Best Use



Is a CMA an appraisal?

The short answer is no. CMAs are typically done by Realtors for free whereas appraisals are done by professional appraisers for a fee. Both groups use basically the same information, however appraisers receive extra training and accreditations for assessing property value and provide more detailed reports.

Why is the net value important?

Understanding all costs associated with selling will allow you to determine the actual amount you will receive. Focusing on this number allows you to plan with confidence.

Selling Factors

There are a number of factors that will affect the housing market.

Market Conditions

- Buyers or Sellers market
- Quantity of inventory
- Average days on market

Condition of Home

- Necessary repairs
- Additional repairs
- Value differential
- Buyer perception

Area Influences

- Area growth
- Community involvement
- Special considerations
- Highest and best use
- Schools

Economic & Social Influences

- Interest rates
- Political environment
- Labor market
- Vacancy rates

Pricing and the length of time on market are directly correlated. Homes priced closer to their true market value will sell faster and closer to their asking price. For a successful sale, your financial goals, timing and expectations must be in balance with market factors.

Pricing Myths & Truths

MYTH

It's better to set the price higher, because buyers are going to bid low anyway.

TRUTH

Overpriced homes eventually sell for less than market value.

Pricing your home too high is risky for two reasons:

1. Buyers will not look at a house that is out of their budget.
2. Buyers will not think your home is worth the asking price compared to others on the market.

When you do eventually decide to lower the price of your home, it may have become stale, causing prospective buyers to ignore it, suspect problems or discount the asking price even more.

MYTH

What you paid + improvements = Market Value

TRUTH

The value of a home is what a buyer gets out of a home, not what a seller puts into the home.

\$20,000 worth of electrical work may not add \$20,000 to the sale price of your home. A new deck will be perceived as a benefit and add value, but that added value may not equal the price you paid for the improvement. This is a difficult truth for any seller to accept: it is called "the principal of substitution." When homes fail to sell, often it is due to a lack of understanding of this market principal. This is why an impartial analysis of pricing is an important factor in determining the appropriate pricing of your home.

Increasing Your Property's Value

Here is some insight into the home improvement game and guidance about where to focus your time.

MARKET VALUE

The market value is the price you can expect to receive for your home. This is based on location, motivation, market conditions, features and improvements. When making any major upgrades to your home, it is best to be sure that you will see a tangible increase in the market value when it comes time to sell.

SALEABILITY

The saleability of a home is best described as the overall impression your home leaves in the minds of potential buyers. These simple maintenance items may not add dollars to your market value, but will certainly ensure that your home sells as quickly and as close to your asking price as possible.

Bathrooms

Freeing up room in the bathroom makes a big difference. Pedestal sinks work well. Modern looking tile goes a long way.

Paint

Interior and exterior. Use neutral or modern colors and unless you are a pro, avoid creative patterns. No murals.

Flooring

Upgrading from carpet to hardwood and tile makes an enormous difference.

Floor Plan Alteration

People like to entertain and see their guests. An open concept home feels much larger. Three small bedrooms may work better as one large master and a spare.

Kitchens

This is usually the focal point of the house. Open concepts and modern colors are key. Consider refinishing existing cabinets and replacing the counter-tops.

Professional Workmanship

Poor workmanship will be adjusted for at the time of the sale. You can do some work yourself, but leave the finishing to the pros.

First Impressions

First impressions count. Often a small investment in time and money will provide your home a competitive advantage at the time of showing.

General

- Make those minor repairs - no matter how small.
- Do some spring cleaning - whatever the season.
- Declutter - yard sale or pack away.
- Create the illusion of spaciousness.
- Create a bright look- change all light bulbs to the same color temperature.
- Use color & lighting - draw attention to your homes best-selling features.
- Let the light in - remove heavy curtains.
- Freshen up - eliminate unpleasant odors.

Kitchen

- Add color with flowers or a basket of fresh fruit.
- Add pleasant smells with a candle or baking.
- Create more counter space - store small appliances away, remove clutter.
- Create more storage space - organize shelves, hanging pot rack.
- Accent kitchen windows - add plants
- Make the room appear larger - paint walls white, add light curtains, mirror.
- Highlight an eat-in area - add a nice centerpiece.

Basement/Garage

- Make it as pleasant as possible, deodorize.
- Increase wattage of all bulbs to brighten up.
- Clean and organize.

Yard

- Prune, cut lawn, and edge carefully.
- Mark property boundaries.
- Use flowering plants to dress up your yard.
- Draw attention to flat areas.
- Set up a backyard living /dining area.

Front Door & Porch

- Add color with front door paint and flowers.
- Invest in a new doormat.
- Open curtains and clean windows

Living Room

- Let the buyer imagine living in your home.
- Declutter / Create space
- Don't let the TV be the focal point of the room.
- Add neutral throw pillows.

Stairways

- Safety first - lighting, clutter-free, rail, carpet or runners secure
- Add visual interest - plant stand on landing, wallpaper can narrow.
- Improve appearance of stair treads, clean or paint.

Bedrooms

- Create a master suite effect - bigger is better.
- Create a cozy sitting area - avoid busy patterns.
- Closets - declutter, clear floor, organize shelves, freshen smell.

Bathrooms

- Invest in a new shower curtain and/or bath mat.
- Scrub and clean floors.
- Put out fresh towels and soap.

Driveway

- Clean up any stains and oil spills.



WHEN YOUR HOME IS SHOWN

- Have a family game plan for last minute showings.
- Dust the table, put dishes in the dishwasher, put laundry away, have kids clean their rooms.
- Don't apologize about the condition of your home! This will start buyers out on a negative.
- Air out your home an hour before showings - bake cookies, open windows on a nice day.
- Set your thermostat at a comfortable temperature - this is not the time to economize.
- Turn on lights in each room - brightens up your home.
- Put pets out and send children to play at the neighbors (if possible).
- Move cars away - extra parking will give your property a spacious appearance.
- Keep out of sight when your home is being shown - makes buyers more comfortable.



DOCUMENTS

There are a number of documents that you may need for the sale of your home.

- Mortgage Information (includes first mortgage, second mortgage, equity line of credit)
- Tax Notice
- Termite Bond / Contract
- Deed
- Title Insurance Policy
- Survey
- Homeowner's Insurance Policy
- Appraisal
- Appliance Warranties and Instruction Manuals
- Homeowners Association Contract Information
- Utility Costs per Year

How Realtors Are Paid

Sales Price: \$100,000
x 6% commission
(paid by seller) =
\$6,000

Listing office and
selling office split
the commission.

Listing Office

sign in the yard
\$3,000

Selling Office

writes offer
\$3,000

Realtor Associate gets a percentage of what comes into their office.

\$1,500

Listing Realtor

\$1,500

Selling Realtor

This is an example; all fees are subject to negotiation and can vary from transaction to transaction.

Support

Support Staff

At LAH, we have a full staff to support you with all of your real estate needs including Accounting, Relocation, Marketing, Corporate Liaison and Office Coordinators.



FREE MARKETING SERVICES

Professional Photography

LAH pays for professional photos of each new listing.

Social Media

New Listings and Sunday Open Houses are posted weekly to the LAH Instagram and Facebook accounts.

Website

Your property will have a profile page on the LAH website. New Listings and Sunday Open Houses are posted weekly to the LAH website.

Email Blast

New Listings and Sunday Open Houses are emailed to ~ 3k local agents / companies each week.

Marketing Collateral

The LAH Marketing Department can design materials for digital or print use, such as flyers, postcards, magazine style booklets, brochures, social media posts, emails, etc.

International Real Estate Membership

We belong to an international real estate alliance group, Leading Real Estate Companies of the World. Our award-winning (every year since 2015), Relocation Department is located at our corporate office. Our Relocation Director, Ann Marie Watkins, assists agents in relocating their clients locally or globally. As a Leading RE member, LAH has access to many marketing tools that can assist in the buying or selling of your home.

REAL ESTATE IS STILL A LOCAL BUSINESS

Our network is comprised of the very best locally and regionally branded real estate professionals in the United States. With a local focus and a national/global view, our associates will ensure the best personal attention with the finest access to quality real estate connections.

When your home is posted to our local website, it is immediately promoted on the LeadingRE website. It is also immediately connected to the websites of 550 of our affiliated real estate firms in the world. LeadingRE.com is a powerful website that ranks high on Google and drives consumers to view your home online. This targeted website promotes your open house to showcase your property to as many interested consumers as possible. This is just one of the marketing vehicles that we use in the complete marketing of your home.

Leading REAL ESTATE
COMPANIES
OF THE WORLD®

I'M LOCAL I'M GLOBAL®

INDUSTRY-
LEADING
SALES.
WORLD-CLASS
SERVICE.

1.1 MILLION
GLOBAL TRANSACTIONS

550
COMPANIES

4,600
OFFICES

135,000
SALES ASSOCIATES

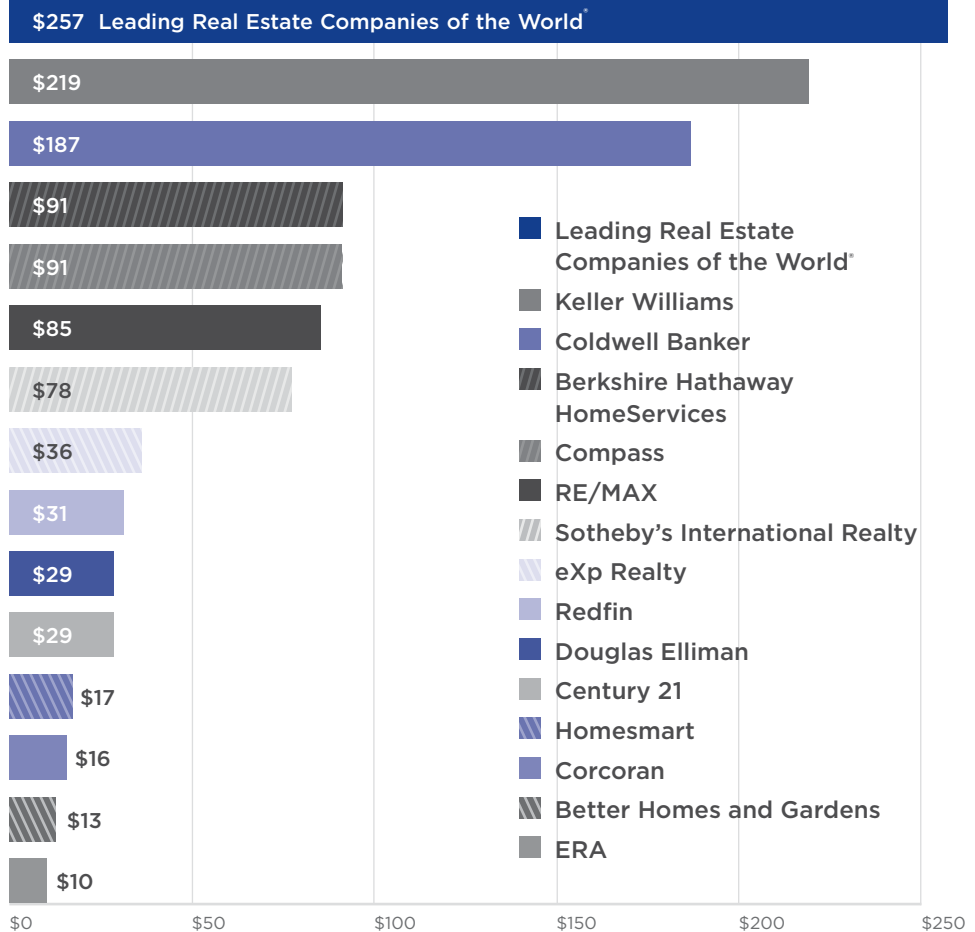
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COUNTRIES

Leading
REAL ESTATE COMPANIES
OF THE WORLD

REAL ESTATE COMPANIES
OF THE WORLD

MORE U.S. HOME SALES VOLUME THAN ANY OTHER REAL ESTATE NETWORK, FRANCHISE OR BROKERAGE BRAND.

As an affiliate of Leading Real Estate Companies of the World,[®] our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.



Volume shown in billions of dollars.

This bar chart is sourced from REAL Trends 500 for 2019, realtrends.com.

RELOCATION MANAGEMENT COMPANIES

that we work with

Aires

Allen Tate Relocation

Altair Global Relocation

Brookfield Global Relocation

Cap Relo

Cartus

Compass

Cornerstone

CRI

Crye-Leike Relocation

Focus Relocation

GMS Relocation

Graebel

Home Consultants

Home Depot

Lexicon Relocation

Morreale

MSI

NEI Relocation

NuCompass

One Source Relocation

One World Relocation

Oxford Relocation

Paragon

Pearce Relocation

Plus Relocation

RELO Direct

Relocation Horizons

Relocation Today

Sibcy Cline Relocation

TRC Global Solutions

Weichert Workforce Mobility

WHR Group

Xonex Relocation Services

**We Look Forward to
Working with You**