

Sales Presentations

Buyers, Sellers, Expired Listings, FSBO



Polished, Professional, Powerful

Real Living sales presentations are guaranteed winners that help agents powerfully sell the advantages of Real Living representation. These PowerPoint presentations are colorful and easily customized allowing agents to add personal information, showcase their Premier Service®, and demonstrate their sales success.

During listing presentations, agents are able to immediately upload Real Time listings and show potential clients how this Real Living exclusive can deliver maximum market exposure from day one. Other strong features include 360° Marketing, optimized Web site listings, syndicated Web postings, My Real Living 2.0 and pricing guidance through CMAs.

During buyer presentations, agents can offer a demonstration of My Real Living 2.0, another Real Living exclusive that allows buyers to find and share favorites with family and friends, and work more closely with their agents online to track properties, pricing and new listings that meet buyer requirements.

Download from the Business Center

PowerPoint presentations are easily downloaded from the Business Center for agent use. Presentations are readily available in electronic or hard copy format.

CMA Presentation

This information is highly sought by sellers. The Real Living presentation showcases the CMA in a format that is easy to understand. At the same time, it demonstrates agent expertise in the local market.

Property Address	Price	Sq. Ft.	Age	Days on Market
123 Main St	\$150,000	1,200	15	30
456 Oak St	\$160,000	1,300	10	45
789 Pine St	\$140,000	1,100	20	60
101 Elm St	\$170,000	1,400	5	15
202 Maple St	\$155,000	1,250	12	35

Traditional Marketing - On Location

Adult Composition of Home Buyers

- Median Age - 37 years
- Median Household Income - \$71,500
- Married/Divorced - 65%
- Single - 25%
- Widowed/Single - 10%

Number of Children in Home Buying Households

- None - 25%
- 1 - 35%
- 2 - 25%
- 3 - 15%
- 4+ - 10%

I have access to the latest research and findings on home buying behavior.