



What I Bring To The Table

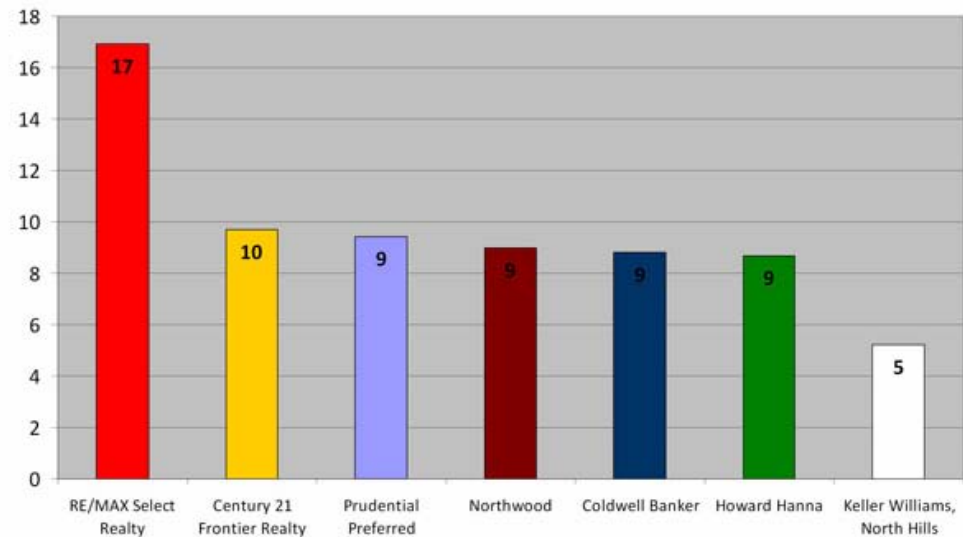
- 15 years of experience as a marketing & technology professional
- I am a RE/MAX Select Realty agent, part of the world's largest network of real estate pros.
- I am a technology expert, I can maximize your exposure.
- I am a certified Ecosociate™ and NAR GREEN Designee, focused on homes that are good for your family, wallet, health and the earth.
- I will work hard for you.



Nobody Sells More Homes than RE/MAX!

- All our agents are full-time pros.
- The Highest Per Person Productivity of Any Residential Real Estate Company in Western Pennsylvania
- RE/MAX, one of the world's most recognized brands, working for you.

Average Sales Per Agent, by Company



*When ranked against local competing brokers,
Data courtesy of Pittsburgh Business Times, April 24-30, 2009



Good Community Neighbors

- The Only Miracle Company in Western Pa
 - A portion of the proceeds on every RE/MAX Select Transaction is donated to the Children's Miracle Network.
- Sponsor of the Susan G. Komen Race for the Cure
 - Promoting Breast Cancer Awareness and Fighting for the Cure





Standard Practices

Offered by RE/MAX Select Realty Associates
...and other quality Real Estate companies

- Multiple Listing Service - West Penn Multi-List
 - Showcase your property to the real estate community
- Seller Disclosure - Required by PA Law
 - Assists in avoiding legal issues and is mandatory.
- Availability of Showings
 - Lockbox - Secure, convenient way to show your home.
 - Records a daily activity report.



The Select Marketing Advantage

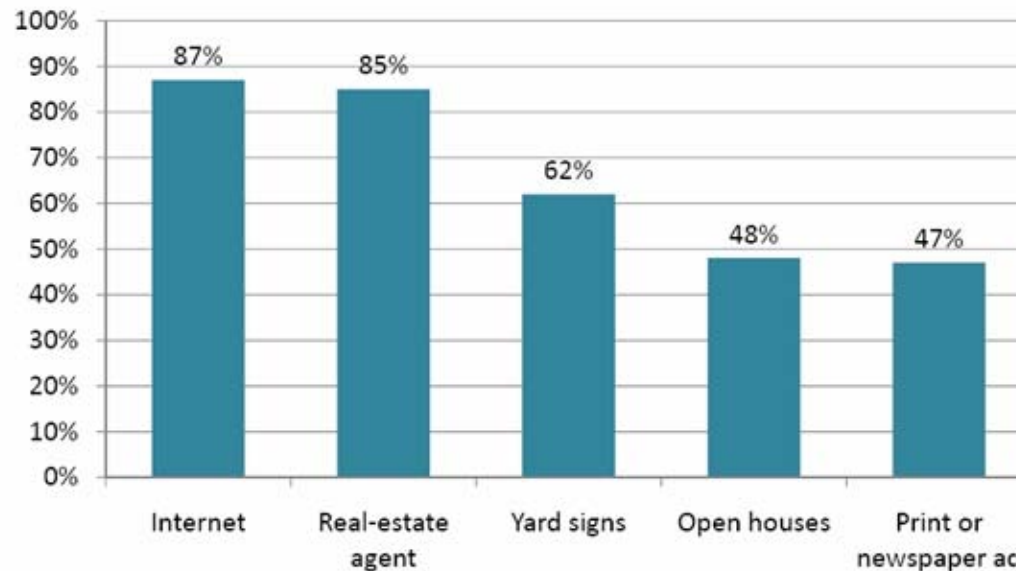
A marketing mix of customized advertising vehicles designed to gain maximum exposure for your property.

- Broad Internet Exposure
- Custom Property Signs
- Open Houses
- Property Brochures
- Virtual and Video Tours
- REALTOR® Tours
- Text Message Information
- RE/MAX Home Show



How Buyer's Find Your Home

Top Information Sources Used During Home-Purchase Process



MarketingCharts.com

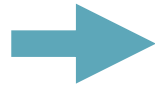
Data Source: 2008 National Association of Realtors® Profile of Home Buyers and Sellers



Internet Exposure is Key

87% of recent home buyers say they used the internet as an information resource during their home-buying process.

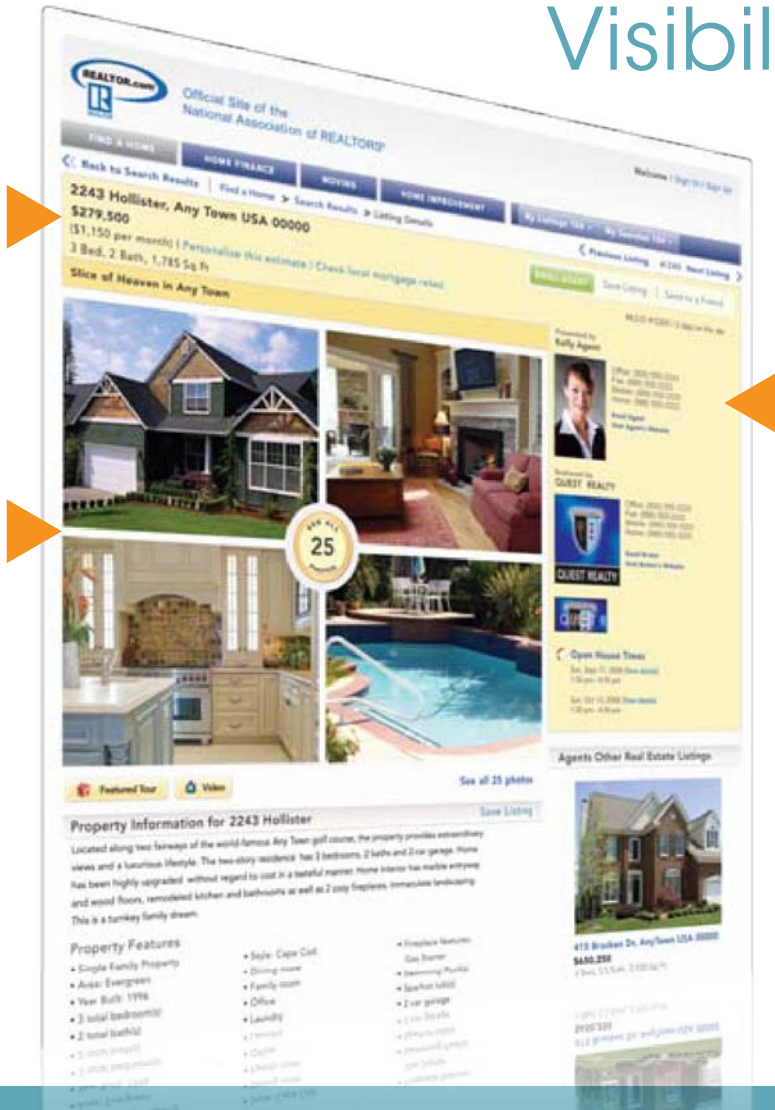
Your Home will be listed here





Visibility on the #1 Search Site

- All my listings on Realtor.com are Showcase Listings
 - Highlighted Exposure
 - Up to 25 Photos and Video Tours
- Featured Listings





Custom Yard Signs and Agent Finder

All calls on your listing are connected directly through the Agent Finder Phone System and Company Call Center!



1. Dial Extension
2. Press Pound (#)
3. Talk to the Listing Agent

*No One Else Has It!
Period.*



Custom Marketing Materials

- High Quality Print Pieces
- Property Websites
- E-Newsletters & E-Blasts
- High Quality Pics
- Home Advertising
- Direct Mail
- Virtual Tours



GREEN EFFICIENT STYLISH



Unique homes that are good for you



NUNNERY HILL OVERLOOK
CITY LIVING
BIG SAVINGS

MONTHLY PAYMENTS
STARTING AT \$761

SAVE OVER \$68,000
IN JUST 5 YEARS VS.
A COMPARABLE
CITY HOME

Learn more at www.FINEVIEWHOMES.com



94
PENN AVE
e. side
FOR R
Unit 9
2 Bedr
2.5 Bath
2-story Pe
Roof top
\$5,900

Option: Brand new
penthouse in an
exclusive Cultural District
One of only 17 units
located within walking
distance of entertainment
venues, Heinz Field and PNC
and the riverfront.

Secure building
valet parking available
residential block
private terraces
great room
wood floors
stone countertops
stainless Appliances

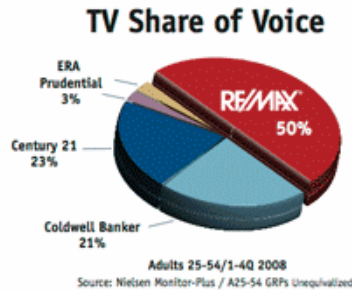


Technology Excellence

Designed to reach your buyers-wherever they are!

- bestpittsburghhomes.com and custom property sites
- Text Messaging for instant property information
- Local Blog to generate interest and buyers

The screenshot shows a real estate website for Murrysville, PA. At the top, it features the Christa Ross logo and contact information. Below the header is a navigation bar with links like 'Home', 'Features', 'Map', 'Schools', 'Contact', 'Links', 'Tell a Friend', and 'More Listings'. The main content area includes a 'Welcome to Murrysville' message, a 'Find A Home in Murrysville' button, and a 'Solid Brick American Foursquare Home in Greenfield' listing. The listing details include the price (\$129,900.00), location (750 McClellan Street, Pittsburgh, PA 15217), and features (Bedrooms: 3, Bathrooms: 1.5). A 'Contact Information' section lists Christa Ross with her phone number and email. A 'My Listings' section shows a thumbnail of another property. A 'Great Homes in Western PA' section mentions 'New Energy Efficient Mortgages Coming Soon from Mae and ENERGY STAR' and 'Fannie Mae and ENERGY STAR have both announce they will be introducing new mortgage products at incentives for...'. A 'Shop For A Home From Your Mobile Phone!' banner is overlaid on the bottom of the screenshot, featuring the text 'TEXT the Keyword SELECT To The Number 94253' and a mobile phone displaying the website. The banner also includes the RE/MAX Select Realty logo and the text 'Search by Area & Price, View Photos & Sign Up for Text Alerts'. A 'trulia' widget is visible in the bottom right corner of the screenshot.





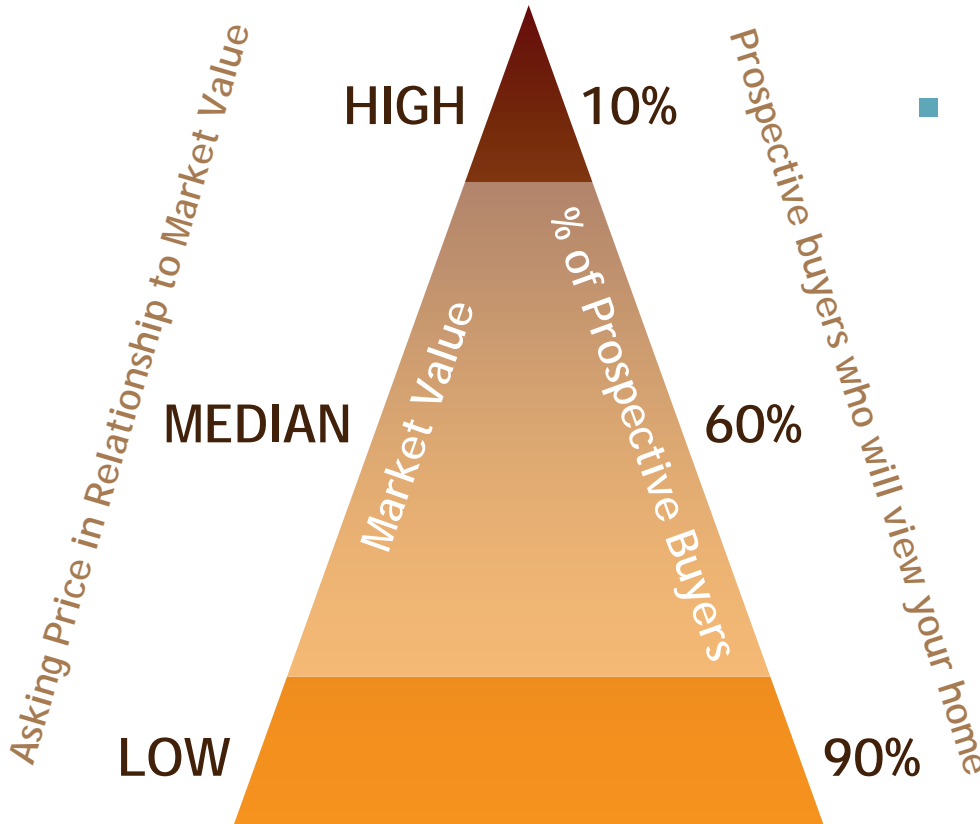
Pricing Your Home

Market Factors determine an appropriate list price

- **Factors to consider**
 - Active properties
 - Pending properties
 - Sold properties
 - Average Days on Market
 - List to Sold Price Ratio
 - Property Condition
 - Property Features
- **Uncontrollable Factors**
 - Supply and Demand
 - Seasonal Markets
 - Mortgage Market
 - Economic Conditions
 - Location



Strategic Pricing



- Accurately pricing at market value will deliver...
 - The best price
 - In the shortest time
 - With the most favorable terms

*You choose the list price,
Buyers will tell you
if it's right.*



Getting Your Home Ready To Sell

- Getting Ready Checklist
 - Clean and Stage Home
- Home Warranty
 - Reduces Liability
 - Gives Peace of Mind
- Energy Rating
 - Differentiates home
- Home Pre-Inspection
 - Eliminates Renegotiation
 - Prevents "Fall-Through"



Getting your home ready to sell will be work, but the payoff is how much money you'll get at closing, so roll up your sleeves and get busy.

Exterior
First Impressions can make or break a sale so don't blow your chance to make your home's exterior inviting and welcoming.

... Move the grass, edge, weed and add a fresh layer of mulch to your beds.

INSPECTION INFORMATION

CLIENT: Sample Sample	INSPECTOR: S. Scott Brown ASH#208773.
PROPERTY ADDRESS: sample Pittsburgh, Pa	INSPECTION COMPANY: Reusco, Inc. dba Housemaster 9125 Marshall Road, Suite B-1 Cranberry Twp, Pa 18086 (724) 772-5583
INSPECTION DATE/TIME: 9/23/2005 - 9:00 AM	

INSPECTION DETAILS

DESCRIPTION: Two Story	AGE OF HOME: Over 60 Years	TYPE OF INSPECTIO Standard Home Inspe
STATUS OF HOME: Occupied	WEATHER: Light Rain	ANCILLARY SERVIC None ordered
PEOPLE PRESENT: Seller Only	TEMPERATURE: Over 65	

INTRODUCTION

The purpose of this report is to render the inspector's professional opinion of the condition of the inspected elements of the referenced property (dwelling or house) on the date of inspection. Such opinions are rendered based on the findings of a standard limited time/scope home inspection performed according to the Terms and Conditions of the Inspection Order Agreement and in a manner consistent with applicable home inspection industry standards.

The inspection was limited to the specified, readily visible and accessible installed major structural, mechanical and electrical elements (systems and

engineering, geological, design, environment code compliance evaluations of the house or representations are made with respect to any conditions.

The GENERAL INSPECTION LIMITATIONS information regarding home inspections, incl. exclusions, as well as some specific information contained in this report was correct, timely and to not misrepresent any

Report ID: P 4725-J

Prepared For:

Name: CHAPS-503 Randolph St.
Phone: 814-333-2924
Email:
Date: 1/29/2008

Building Information:

Address: 503 Randolph Street
Meadville PA 16335

Total Floor Area: 7548ft²
Heated Floor Area: 3774 ft²
Year Built: 1940

Audit Summary:

Performance Systems Development conducted a PA Home Energy Home Performance Audit of your home on 1/29/2008. Total energy costs for your home, based on your utility bills, are currently \$8200/year. We used the following energy prices in calculating your cost savings from recommended improvements.

Natural gas: \$1458 / Therm
Electricity: \$0.091 / kWh

Any health and safety issues noted in your home are detailed below. These issues should be corrected before making any energy improvements, as such improvements can tighten up your home and exacerbate existing problems such as high moisture levels or carbon monoxide from combustion appliances.







Let's Get Started

- Today
 - Sign Listing Paperwork
 - Fill out Disclosure
 - Take photos, if home is ready
 - Enter Property into MLS
- The First Week
 - Property is posted online
 - Sign posted on your property
 - Virtual tour posted
 - Marketing materials prepared
- Next Steps
 - Arrange Showings
 - Regular reports on activity





You Can Expect From Me

- I will keep you informed regarding the marketing of your home and current market trends.
 - Let's choose how and when we communicate.
- I will ensure that buyers are viewing your home.
- I will follow up with agents and buyers that view your property.
- I will provide you with honest feedback.
- I will market your home at the best possible price.
- I will guide the transaction to a successful closing.