



What I Bring To The Table

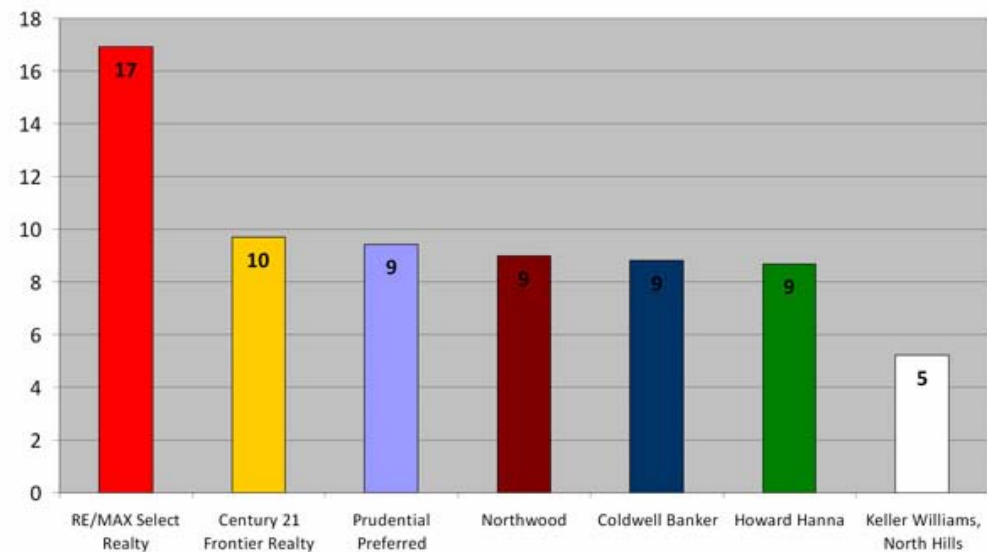
- 15 years of as a marketing & technology professional
- Full-time RE/MAX Select Realty agent, part of the world's largest network of real estate pros.
- I am a technology expert, I can maximize your exposure.
- I am a certified **Ecosociate**[™] and NAR **GREEN** Designee, focused on homes that are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



Nobody Sells More Homes than RE/MAX!

- I am a full-time agent.
- Highest Per Agent Productivity of Any Real Estate Co. in Western PA.
- 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

The things you should expect from any agent...

- 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

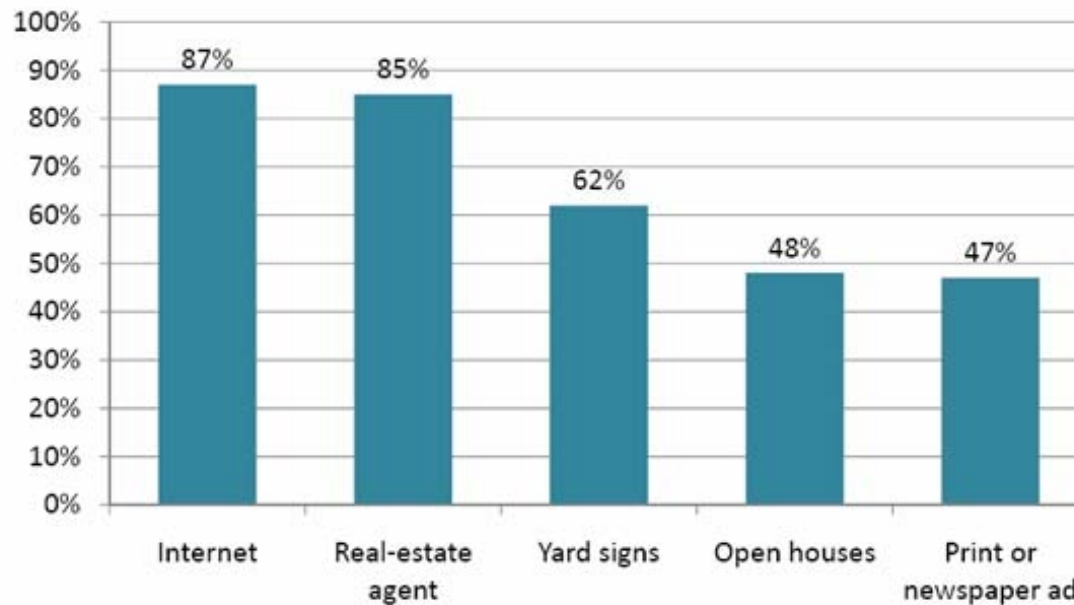
A marketing mix designed to gain maximum exposure for your property.

- 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

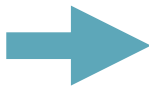
Data Source: 2008 National Association of Realtors® Profile of Home Buyers and Sellers



Internet Exposure is Key

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

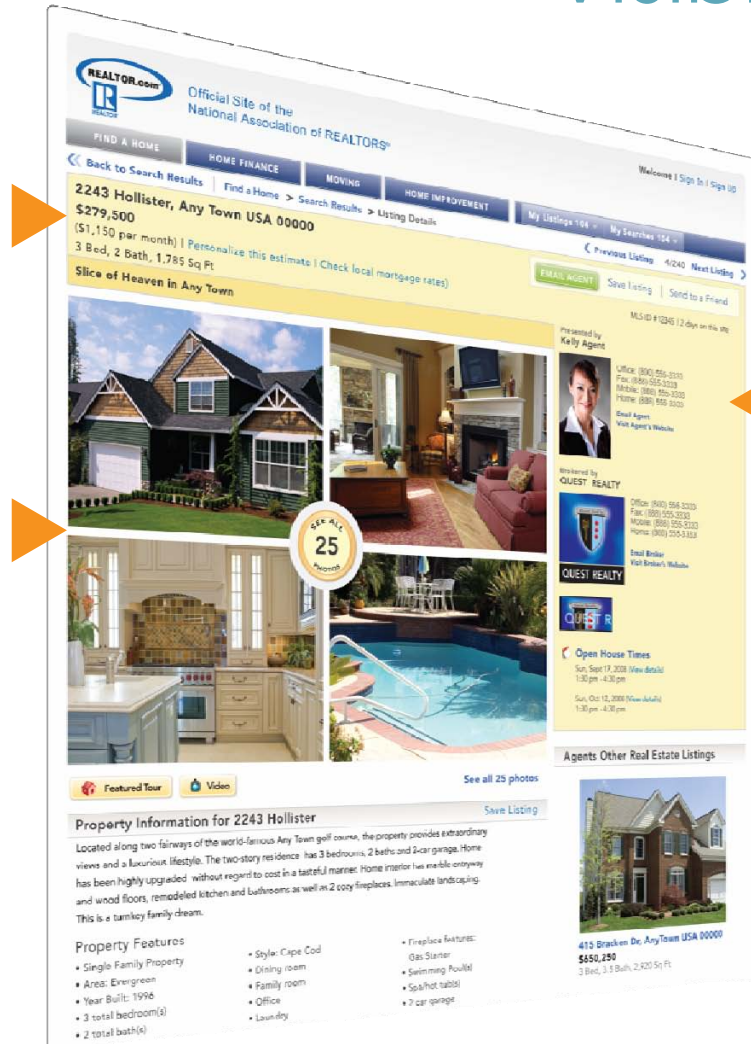
Your home here





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 go directly to me.



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

*No One Else Has It!
Period.*



Custom Marketing Materials

- E-Newsletters & E-Blasts
- High Quality Print Pieces
- Virtual Tours
- Direct Mail



GREEN EFFICIENT STYLISH



218 Gate Dancer Drive



Unique homes that a



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

941
PENN AVENUE
residences

FOR RENT
Unit 902
2 Bedroom
2.5 Bathroom
2-story Penthouse
Rooftop Terrace
\$5,900/mo





Social Media and Websites

- greenhomespgh.com, bestpittsburghhomes.com and custom property sites
- Local Blog to generate interest and buyers
- Social Network Posts about your home

The screenshot shows a professional real estate website for Christa Ross. The header features her name and 'your certified green agent' with a row of house icons. The main content area includes a featured article titled 'What Shade of Green is your Dream Home?' with a photo of a modern living room. Below this is a 'Green Homes Pgh Blog' section. To the right, there's a navigation menu with options like 'Find your green home', 'List an eco-home for sale', and 'Finance with special energy loans'. A prominent listing for a 'Solid Brick American Foursquare Home in Greenfield' is shown with a 'Price' of \$1,099,000. At the bottom, there's a 'Search for Homes' section with a text input field and a 'Find Homes' button. The footer contains contact information for Christa Ross, including her phone number (724-933-6300 x214) and email (christaross@remax.net).



Beautiful Decorating Ideas
I was searching around today for an idea for a room in my home that I really want to renovate, I found a blog that is worth reading. The blog, [As I see it](#), is made up of some of the most beautiful, serene pics of home interiors that I have found, and a lot of great ideas. Enjoy!

Find your own beautiful place to call home. Christa Ross, RE/MAX Select Realty. Call me at 724-933-6300 x214 (office) or 724-779-1437 (direct) or visit my website at www.bestpittsburghhomes.com.





Your Home on TV

- Delivered to over 1.2 million homes in our region each week.
- Sundays at 9:30am on Fox 53





Instant Access on Buyer's Mobile Phone

Designed to reach your buyers-
wherever they are!

- Rider goes on the sign at your home
 - Text 0000 to 32323 for information on your mobile phone
- Links with our website so buyers can go home and show your home to others

Shop for a Home From Your Mobile Phone
Search by price or area and view photos on your mobile phone!
Text the Keyword

SELECT To the # **32323**

Search for a specific property:

1. On your mobile phone start a new text message.
2. Send the message to the number 32323, in the body of the message type in the keyword Select, then a space and then the house number of the property that you want to view; then send.
3. Within minutes you will receive a text message reply containing a link to available properties matching the house number. Click the link in the text message then select the property.

Search by area & price:

1. On your mobile phone start a new text message.
2. Send the message to the number 32323, in the body of the message type in the keyword Select, then send.
3. Within minutes you will receive a text message reply containing a link to available properties matching the area and price. Click the link in the text message then select the property.



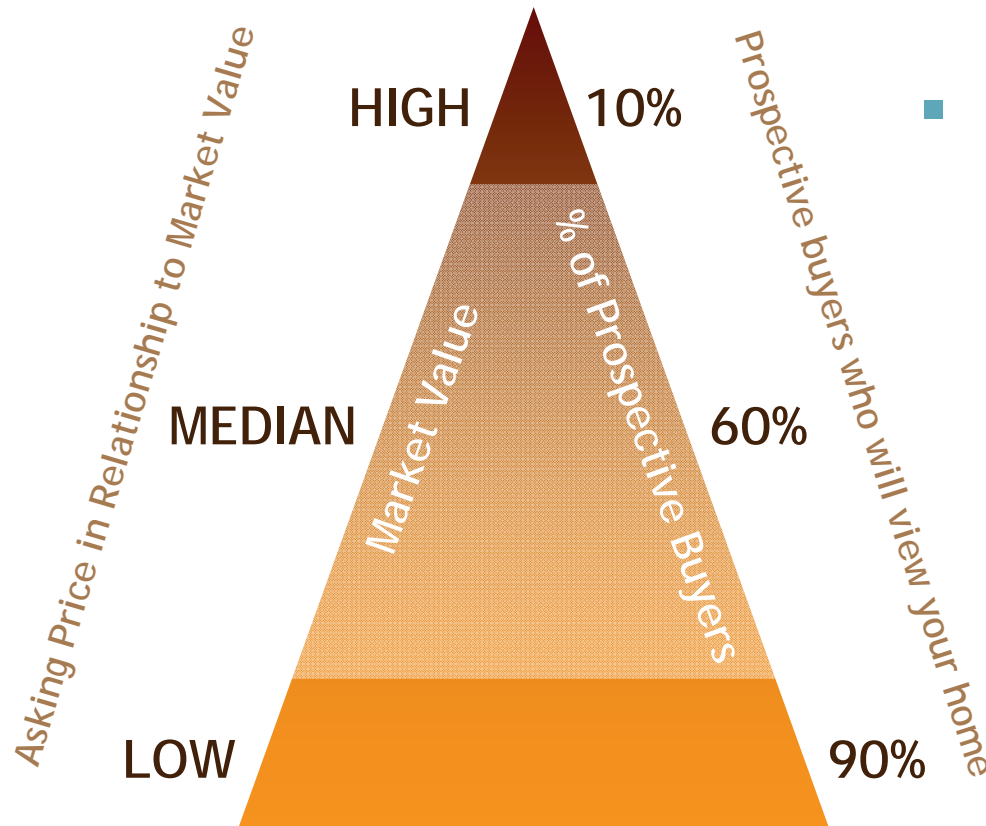
Pricing Your Home

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.

- Mow the grass, edge, weed and add a fresh layer of mulch to your beds.
- Clean the front door or in hanging baskets.

HSA Home Warranty Protection
One of the most important features of your home

people service home warranty

Report ID: P 4725-J

INSPECTION INFORMATION

CLIENT: Sample Sample	INSPECTOR: S. Scott Brown ASHI#208773.
PROPERTY ADDRESS: sample Pittsburgh, Pa	INSPECTION COMPANY: Reusco, Inc. dba Housemaster 9125 Marshall Road, Suite B-1 Cranberry Twp, Pa 18086 (724) 772-5593
INSPECTION DATE/TIME: 9/23/2005 - 9:00 AM	

INSPECTION DETAILS

DESCRIPTION: Two Story	AGE OF HOME: Over 50 Years	TYPE OF INSPECTION: Standard Home Inspect
STATUS OF HOME: Occupied	WEATHER: Light Rain	ANCILLARY SERVICE: 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

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: \$1.458 / 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.





Getting 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.