

# Why You Should Call On Shannon

### MAKING A MOVE! CallOnShannon.com Your Real Estate Specialist!





# EASY EXIT LISTING AGREEMENT

What's your biggest fear when you list your home with a real estate agent? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Well, worry no more. I take the risk and the fear out of listing your home with a real estate agent. How? Through my EASY EXIT Listing Agreement.

When you list your home through our EASY EXIT Listing Agreement, you can cancel your listing with me at any time. No hassles. It's easy.

You can relax, knowing you won't be locked into a lengthy contract. Enjoy the caliber of service confident enough to make this offer.



Only one restriction applies...I ask that you voice your concern and give me seven (7) days to try and fix the problem. That seems fair, doesn't it? If I can't fix any concerns within the seven day period, you are free to withdraw your listing.

I, Shannon Feuerbach, have strong opinions about real estate service.

I believe that if you are unhappy with the service you receive, <u>you</u> should have the power to fire your agent.



## Why Should You Call on Shannon?

### Integrity

Whether you are a home seller, home buyer or another sales associate, every decision reflects the strict code of ethics I adhere to and have committed to as a Realtor.

### Honesty

I am legally bound by my fiduciary responsibility with both my sellers and buyers to provide "honesty, integrity, and the utmost of care."

### Communication

I will exceed your expectations and make sure all of your questions are answered within a 24-hour period. I will strive to return your phone calls and emails within a 4-hour period and will provide you with communications and updates per your direction and discretion.

### Partnership

Together we will attack challenges with creative solutions that protect your interests and support your highest priorities'.

### Knowledge

The real estate industry is constantly evolving. Being informed and up-to-date on contracts and disclosures are key factors in ensuring a closing on time. However, what is perhaps most important to you is my knowledge and guidance which protects you from potential . default and future litigation

#### Professionalism

I pride myself as professional REALTOR with a responsive, communicative, proactive work ethic and practice. Because of this high standard, buyers, sellers and industry professionals have all come to respect and look forward to working with me. It is truly my pleasure to represent you in the sale or purchase of your next property.

I focus on you, your needs and wants. I know that our overall success depends on how well I fill your needs and create value for you that exceeds what you pay.

#### I am successful only if you are successful with your real estate transaction.

I continually increase my education and designations because my aim is to serve you in the most effective manner for the most current trends.

#### My Integrity Pledge to you is:

- To develop a trust relationship with you.
- To fully understand your wants, needs, problems or concerns.
- To only recommend solutions that will create value for you.
- To deliver more value to you than you expect to receive.
- To deal honestly and fairly with you.

#### The process I pledge to practice is:

- I will approach and gain rapport with each client and customer.
- I will interview and understand wants, needs, problems or concerns in a professional way before recommending a solution.
- I will recommend or demonstrate an appropriate solution to all wants and needs.
- I will demonstrate with honesty and do my best to earn trust from each buyer and seller.
- I will listen and help all buyers and sellers work through challenges and concerns before a decision is made.
- I will not recommend a solution when it is not the best choice for my clients or customers.
- I will follow-up and successfully handle all concerns after the sale.

I will do my best to carry out this pledge and sincerely appreciate this opportunity to serve you. I want to serve you the way you want to be served ... with Integrity .

# Marketing

### INTERNET

In this technology-driven world, more and more buyers turn to the internet to look for a home. They simply don't have time to see the hundreds of homes on the market, and it's essential that these buyers see your home first. It's now more important than ever to have a solid internet presence as part of your home's overall marketing plan. I understand the power of the internet in real estate marketing, and employ up-to-date strategies such as search engine marketing and optimization to expose your home where buyers search. The National Association of Realtors® 2008 Profile of Home Buyers and Sellers that highlights the importance of the internet as a key resource in the home buying process:

### Internet Usage by Home Buyers Continues to Rise

87% of purchasers use the internet as part of their home search (up from 28% in 2000). More than 90% of home buyers 44 years of age or younger use the internet as a source of information during the home buying process.

### Home Purchases Have Shorter Buying Cycle

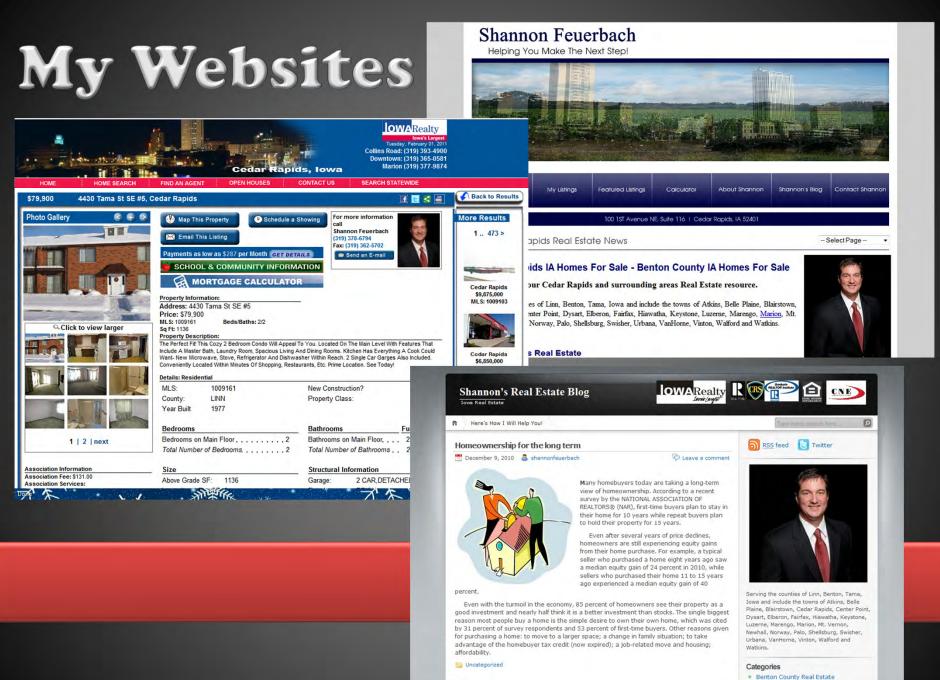
Purchasers using the internet as part of their home search spent an average of 4.8 weeks doing research on their new home purchase, whereas traditional purchasers spent only 1.7 weeks performing research. Purchasers using the internet as part of their home search bought a home after 2.2 weeks of working with an agent, whereas traditional purchasers spent an average of 7.1 weeks of working with an agent prior to purchasing a home.

### Home Purchasers Are More Prepared

Internet purchasers have developed clear housing search criteria and are more prepared to buy when they visit your properties.

### Home Purchasers Demand Quick Response

Internet purchasers demand more immediate responses and rapid turnaround.



Hello world!

I use the Latest Technology to Optimize the Listing of Your Home!





Shannon Feuerbach

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#### Successful Marketing Tools

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Iowa Realty Connections Magazine Iowa Realty's Connections Magazine is a monthly publication featuring information on our current listings. Complimentary copies are available at over 400 area locations.

IowaRealty.com It's easy to find the real estate information that you've been looking for at lowa's #1 real estate website, lowaRealty.com. Each week our website registers more than 4.6 million hits. Additionally, Iowa Realty has marketing available to display your home in our Market.



presence in the real estate market

with a weekly full-page color

ad in the real estate section of the

Cedar Rapids Gazette.

Iowa Realty Home Show TV Program

Our program features new listings, open houses & developments, and has the highest Nielsen rating of any real estate show in the area. The show airs every Sunday at 10 am on KCRG Channel 9.



Virtual Tour Unlike static pictures this technology lets a potential buyer "walk" through your home, zooming in on details, inside and

out. It's the next best thing to actually being there. Great Iowa Homes For homes of distinction, the Great Iowa Homes program is specifically designed to place your unique home in front of qualified buyers.

## Newspaper Advertising



# Testimonials

Thank you very much for all the great advise and representation on the house. I have boughten property before and it was never as smooth as this. **The Walters** 

Thank you Shannon for helping us find our perfect home! Your friendliness and expertise made our first time home buying experience easy and enjoyable! Arthur and Eva

I wanted to Thank You for all the time you spent showing us various homes around the area. Buying my first home was a very fun and enjoyable experience, thanks in large part to your help. It was a pleasure working with you. John C.



**Shannon Feuerbach** 

I will be there throughout the entire transaction. I will not pass you along to someone else once the contract is signed. You sign with me – You get me!

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## www.CallOnShannon.com



