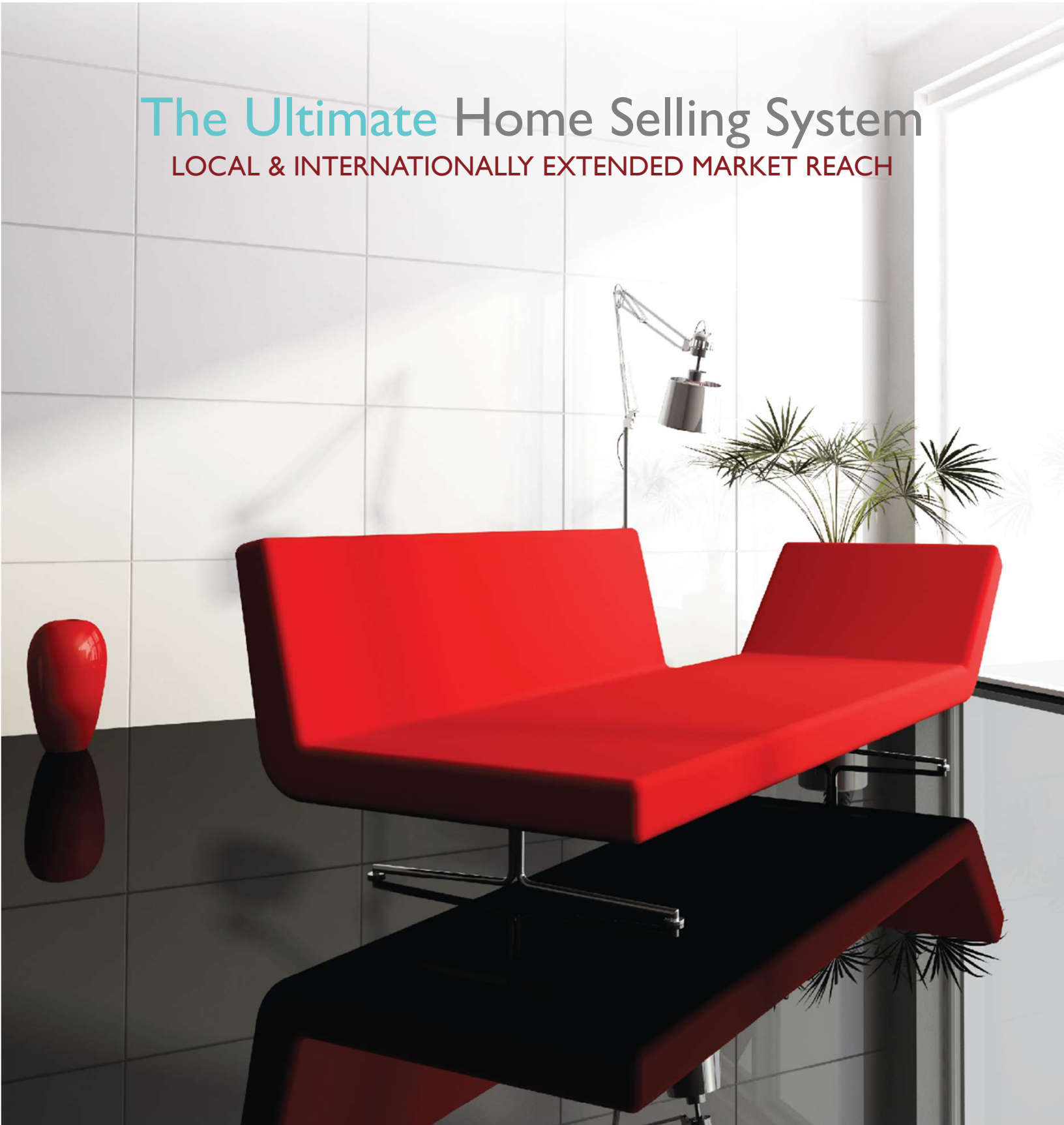


The Ultimate Home Selling System

LOCAL & INTERNATIONALLY EXTENDED MARKET REACH



Chris Sloan

MARKETING
LISTING CONSULTATION

San Diego County, CA



The information provided herein has been gathered from sources which are proprietary to Big Block Realty. As such, we understand this report to be for the private and confidential use of Big Block Realty, its' representatives, and you, the property owner. Accordingly, this report should not be copied, reproduced or distributed in any way to third parties without our prior mutual agreement.

Chris Sloan

Dear Homeowner,

Thanks for the opportunity to talk with you about the sale of your home,

When you are ready to put your home on the market it is imperative that you find an agent that has an aggressive marketing plan and advises you to price it right so that it doesn't just sit on the market. I would like an opportunity to provide a complimentary valuation on your home and get it sold. Today's real estate is challenging and that is why it is important to price your home properly and have a good solid marketing plan, just like mine.

There are typically four critical factors in getting a home sold **price, promotion, location** and **the professional handling the listing**.

90% of all buyers start their search online before they even start talking with an agent. Our website, **www.SanDiegoPropertySearch.com**, has been viewed by over 100,000 people from multiple countries around the world and **yes they are looking at homes for sale and are buying them.**



CHRIS SLOAN

REALTOR® ■ CalBRE: 01447171

☎ 858.943.1195

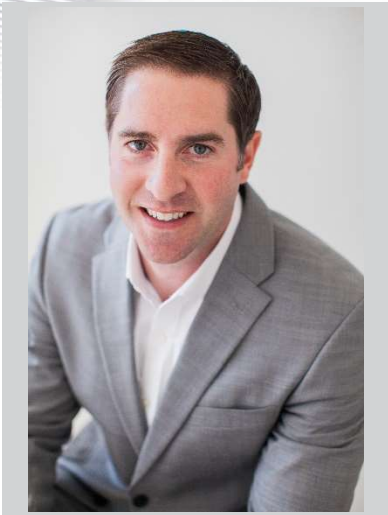
✉ Sold@ChrisSloanRealty.com

🌐 www.SanDiegoPropertySearch.com

BIGBLOCK
REALTY

Chris Sloan

CHRIS SLOAN



CHRIS SLOAN
858.943.1195
Sold@ChrisSloanRealty.com
CalBRE #01447171

REALTOR Chris Sloan works all areas of San Diego real estate-from single family homes to multi-unit residential, investment properties, and commercial buildings. He's adept at helping buyers and sellers with traditional sales, equity sales, short sales, trust sales, foreclosures, corporate transactions, and exchanges.

Chris holds a Bachelors in Economics from UCSD and spent several years as mortgage loan officer before making the career change to real estate in 2008. He understands the big picture in transactions and uses his expertise to help buyers and sellers make wise decisions.

One key to Chris' success as a San Diego REALTOR is his belief in clear, timely communication. Buyers and sellers know that when working with Chris, they get a complete and true picture, respect for their concerns, and explicit answers to their questions.

Sellers rely on Chris for a true evaluation of their properties worth in the current market, followed by an aggressive, proven marketing strategy. Buyers count on him to listen well and understand their needs, then give sound advice to help get the home they want.

The big payoff for Chris is the feeling of accomplishment and satisfaction he gains when he knows he has successfully helped his clients attain their real estate goals.

When you want a San Diego agent who is dedicated to your success and has a track record to prove it, count on Chris Sloan!

Chris Sloan And Our Partners



Chris Sloan
Realtor, CEO



Mindy Whitford,
Licensed Transaction
Coordinator

Mortgage Company



Escrow Company



Termite & Pest Control



Home Warranty & Protection





MARKETING STRATEGY

The Ultimate Home Selling System

Chris Sloan



Staging Consultation

My designer will transform your home in 3 ways:

1. Re-arrange furniture placement to create the desired flow for the showings.
2. Gracefully de-clutter your home to improve show-ability.
3. Recommend accessories to enhance the impression of comfort, luxury and exclusivity of your home.

In a 2018 HSR Survey of over 4,200 Homes...

**85% OF THE
STAGED HOMES
SOLD FOR 6-25%
MORE THAN THE
UNSTAGED HOMES**

www.homestagingresource.com

STAGING

FREE STAGING CONSULTATION. We want your home to be shown in the best possible light to prospective buyers to get you top dollar in the shortest amount of time.

We will create a warm and inviting environment focusing on the best architectural features and selling points of your home.



Chris Sloan



Pre-Home Inspection

5X more likely to successfully close escrow

- A great way to PROTECT You!
- Unfortunately, as much as 20% of all escrows throughout San Diego County fall apart because of buyers being scared off from items discovered during their home inspection.
- I will have our home inspector conduct a **pre-inspection** to identify any red flags that would likely cause problems during the escrow process.

Showing Monitoring System



For most sellers, having strangers coming inside their home is a real concern...

Our Camera Monitoring System will notify you instantly when buyers tour your home. You will be able to keep an eye on what's happening at all times from the convenience of your smart phone!



Chris Sloan



PROFESSIONAL PHOTOGRAPHY



*A Virtual **3D Walkthrough** is an online experience that lets home buyers move through a property and see it from any angle- even get a completely unique sense for the place with the “dollhouse” view.*

Chris Sloan

YARD ADVERTISING

Chris Sloan strategically advertises in several capacities, including yard signage. Our display sign advertising appears on your property, which targets drive-by opportunities and potential lead capture.



PROPERTY FLYERS

CUSTOM ESTATE WITH VIEWS

12345 ANY STREET, ANY CITY
Offered at \$**000,000**

5 Bedrooms | 3 Bathroom | 0,000 Sqft | 00,000 Lot Sqft

Gorgeous View home to call your own! More of your description here. More of your description here. More of your description here. More of your description here. More of your description here. More of your description here. More of your description here. More of your description here. More of your description here. More of your description here. More of your description here.

BIGBLOCK REALTY

Christopher Sloan
Realtor
858-877-6300

Chris Sloan



Offered at \$000,000

5 Bedrooms | 3 Bathroom | 0,000 Sqft | 00,000 Lot Sqft

[illegible]



POSTCARD MAILINGS



JUST LISTED

BIGBLOCK
REALTY

12345 HUNTINGTON AVENUE
HUNTINGTON BEACH
4 Bedrooms / 3.5 Baths / 3000 SqFt
Completely Upgraded Throughout
Large Private Yard with Pool & Spa



BIGBLOCK
REALTY

JUST LISTED

12345 HUNTINGTON AVENUE
HUNTINGTON BEACH, CA
\$0,000,000

4 BED / 4 BATHS / 0000 SQFT

Chris Sloan



TECHNOLOGY DRIVEN MARKETING



GOOGLE AGGREGATE & PROPERTY INFORMATION DISPATCHER

Allows Buyers to capture property information through our website, text responder and social media platforms.



DIGITAL VIDEO MARKETING

Your Property Virtual Tour will be loaded on YouTube for Online Marketing Exposure



WEBSITE EXPOSURE

**LOCAL MLS SYNDICATION TO OVER 350 OF
THE WORLDS LEADING REAL ESTATE**

- +SEARCH ENGINE WEBSITES**
- +MLS COMING SOON FEATURE**
- +INTERNATIONAL SYNDICATION**
- +SANDIEGOPROPERTYSEARCH.COM**
- +SOCIAL MEDIA OUTLETS**

= MAXIMUM ONLINE EXPOSURE





INTERNET MARKETING

INTERNATIONALLY EXTENDED MARKET REACH

When you list with me, we'll have access to List Hubs International Listing Syndication.. This exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites Internationally.



SOCIAL MEDIA

WE'RE ON FACEBOOK!

- Reach the Influential
- Find "Hidden Buyers"
- Create Excitement
- Invitations to Open Houses



craigslist 

facebook

Find or PhonePasswordLog InKeep me logged inForgot your password?



Chris Sloan & Associates
March 21 · 🌐

****Awesome House For Sale In Historic Old Escondido ****

You can buy this home with only 3% down payment

2 bedrooms, 1 bathroom, 660 square feet
1 car garage
Fully fenced yard
Walking distance to restaurants and shops

For a private viewing of this home or information on special financing programs call 858-877-6300 today!

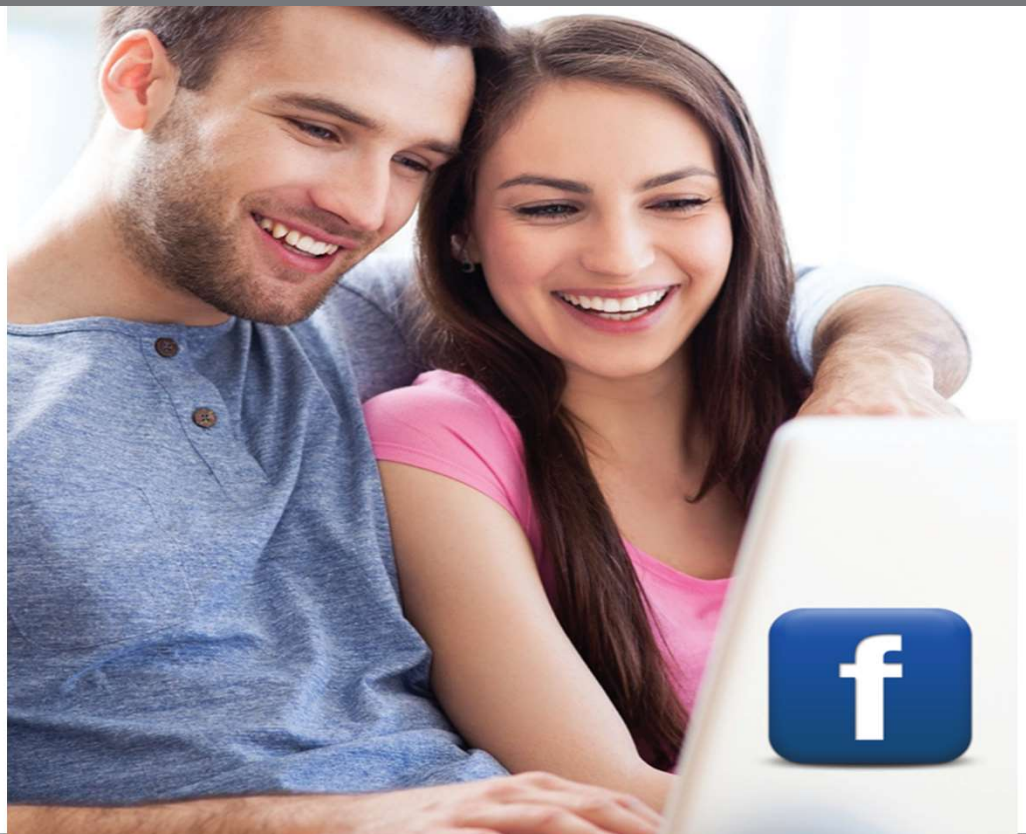
CalBRE #01447171



Click Here: Escondido Home For Sale

Full listing details including price, address, & photos on the website

✓ Learn More

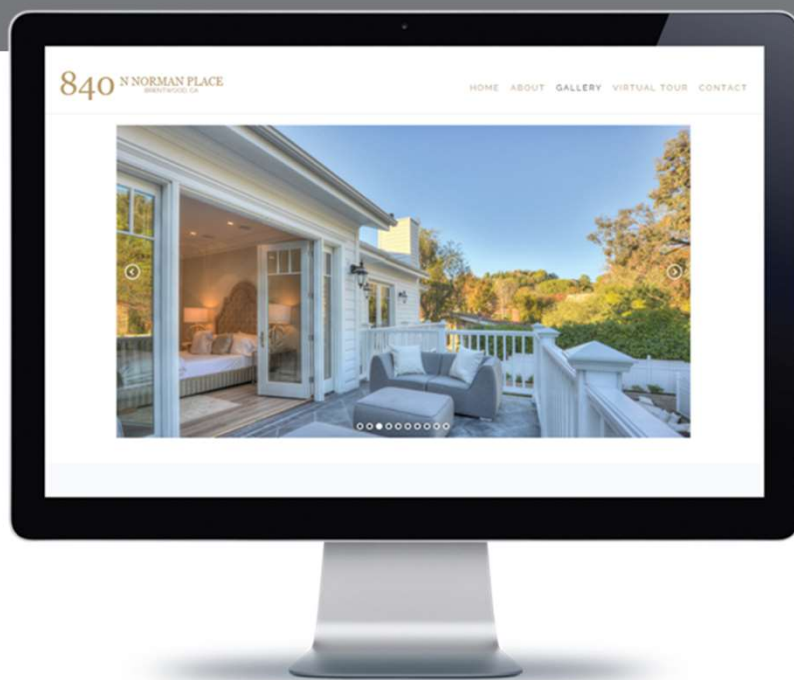


Chris Sloan



INDIVIDUAL PROPERTY WEBSITE

Individual property websites are a very useful tool when marketing your home online. The unique domain name is simply the property address—when typed into a web browser, it instantly pulls up that specific property details page or virtual tour.



www.123MainSt.com

Chris Sloan




EXTENDED MARKET REACH

TAKING OPEN HOUSES BEYOND THE BASICS

Holding an open house is serious business. Below is a chart that shows you exactly how we can maximize open houses to sell your property.





WHY Chris Sloan and Big Block Realty?

Big Block Realty is not your traditional Real Estate company. That is why it is not surprising that it is one of the fastest growing real estate brokerage in the United States.

Largest independent real estate company in San Diego County.

Americas 35th fastest growing private company and part of Inc. 500.

Excellence in cutting-edge real estate training, real estate coaching and real estate education

Chris has personally and successfully negotiated over \$50M in real estate contracts including both home sellers and home buyers. Experience matters!

Chris Sloan

4 BIG REASONS to call Chris Sloan to Sell Your Home

THE CHRIS SLOAN HOMESELLING TEAM VS AVERAGE AGENTS

1 We Sell Homes For More Money



2 We Sell Homes Faster



3 Your Home is More Likely To Sell



4 Our Database of Buyers in Waiting



**Based on 2016 MLS Market Statistics

How am I different from other real estate agents?

We take a proactive and aggressive marketing approach to ensure your home sells for the most money. We pride ourselves in honesty, integrity, and always putting you first! This, along with our aggressive marketing campaign will ensure you have an exceptional experience in selling your home with Chris Sloan.

Experience

Chris Sloan has been selling Real Estate in San Diego County for over 9 years and also been directly involved in a substantial number of successful real estate transactions. Our team has been recognized and ranked in the top 10% in San Diego County and our listings sell on average of 2% more than the real estate board average. Chris has personally sold over 100 properties and directly involved in hundreds more.

Technology

Leading-edge tech tools and training give me the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through Big Block Realty partnerships, your property is fed to hundreds of online search engines and available on Big Block Realty Web network of real estate sites. Not to mention all the on property marketing strategies used to capture every potential buyer that drives by your home.

Expertise

We specialize in all aspects of Real Estate Services. From traditional equity sales, bank owned, short sales, trust sales, probate, estates, beach property, ranch homes, condos, multi-family, and commercial.

Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you. Whether once a week, once a day, by phone, email or text message. That's how we'll do it. You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

Clients for Life

A good portion of our business comes from satisfied repeat clients and referrals. Good business practices always reflect back to us in a good way!

My Commitment to You

Honesty, Integrity, and a Sold sign in your yard!

Chris Sloan



MARKET STATISTICS

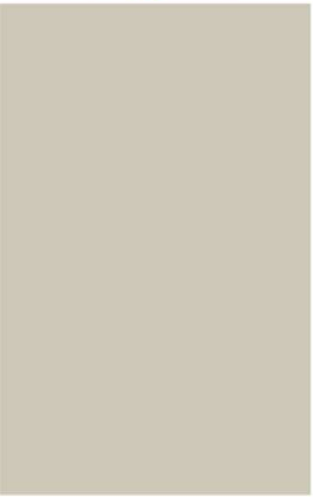


INFORMATION SOURCES BUYERS USE

	2004	2013	2014	2015
ONLINE WEBSITE	74%	89%	88%	89%
REAL ESTATE AGENT	90	89	87	87
MOBILE OR TABLET WEBSITE OR APPLICATION	*	45	50	57
MOBILE OR TABLET SEARCH ENGINE	*	42	48	54
YARD SIGN	74	51	48	51
OPEN HOUSE	51	45	44	48
ONLINE VIDEO SITE	*	27	26	29
PRINT NEWSPAPER ADVERTISEMENT	53	23	21	20
HOME BUILDER	37	17	18	20
HOME BOOK OR MAGAZINE	40	15	14	13
BILLBOARD	21	5	4	6
TELEVISION	26	4	4	3
RELOCATION COMPANY	16	3	4	3

SOURCE: National Association of Realtors

HOW BUYERS FOUND THEIR AGENT



MAINTAINING A RELATIONSHIP WITH CLIENTS WILL HELP AGENTS IN GENERATING MORE BUSINESS THROUGH REFERRALS

	2005	2011	2012	2013	2014	2015
REFERRED BY [OR IS] A FRIEND, NEIGHBOR OR RELATIVE	44%	41%	40%	42%	40%	41%
USED AGENT PREVIOUSLY TO BUY OR SELL A HOME	11	9	10	12	12	12
WEBSITE	7	9	11	9	10	10
VISITED AN OPEN HOUSE AND MET AGENT	7	6	6	6	5	5
SAW CONTACT INFORMATION ON FOR SALE / OPEN HOUSE SIGN	6	6	6	6	5	5
REFERRED BY ANOTHER REAL ESTATE AGENT OR BROKER	*	*	*	4	5	5
REFERRED THROUGH EMPLOYER OR RELOCATION COMPANY	4	4	4	4	4	4
WALKED INTO OR CALLED OFFICE AND AGENT WAS ON DUTY	4	4	3	3	2	4
SEARCH ENGINE	*	*	*	*	1	1
NEWSPAPER, YELLOW PAGES OR HOME BOOK AD	2	1	*	1	1	*
DIRECT MAIL [NEWSLETTER, FLYER, POSTCARD, ETC.]	1	--	*	*	*	*
OTHER	6	10	10	10	11	10

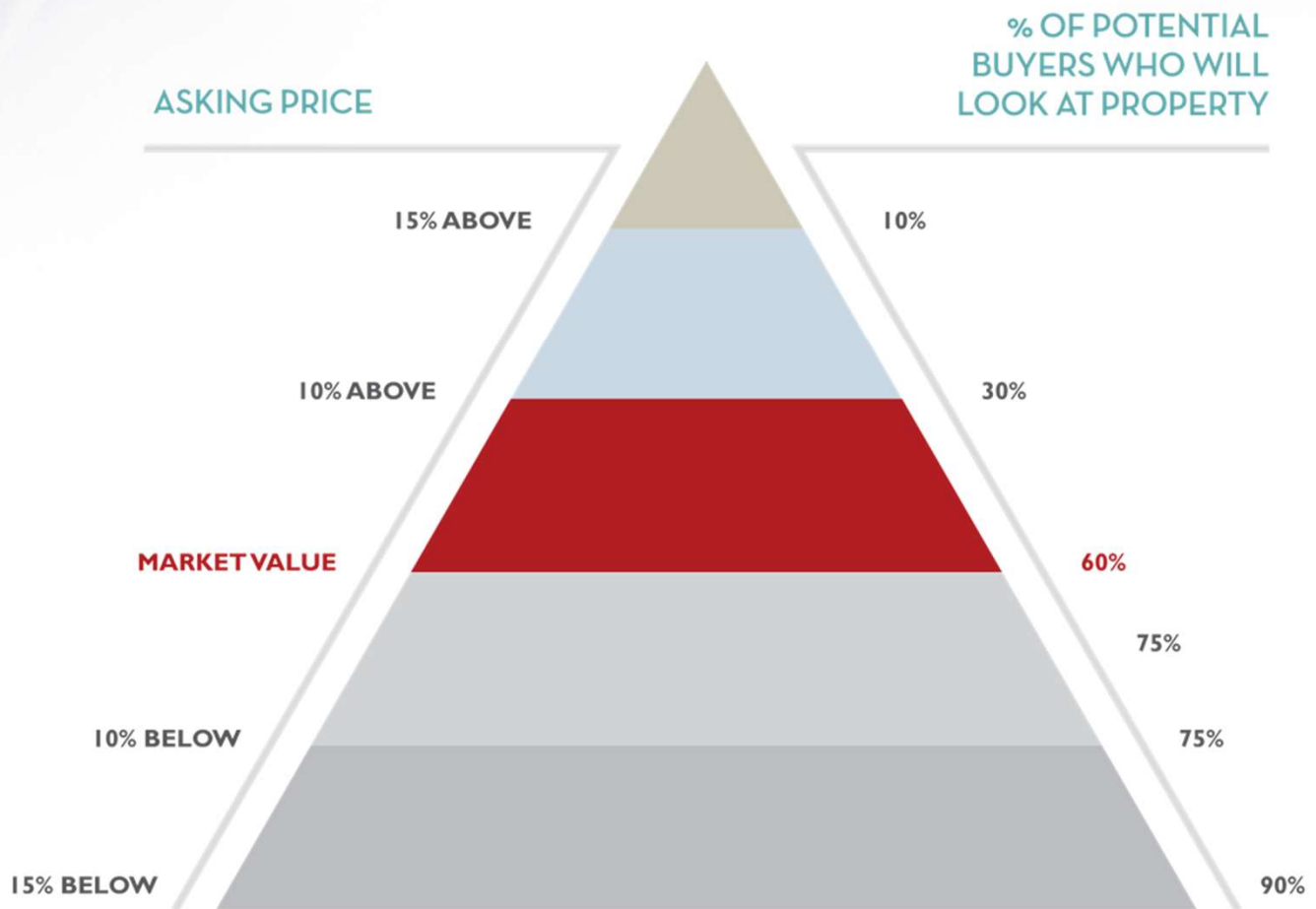
SOURCE: National Association of Realtors



PRICING

Chris Sloan

PRICE RIGHT - ATTRACT BUYERS



Pricing Your Property Competitively

will generate the most activity from agents and buyers.

Pricing Your Property Too High

may make it necessary to drop the price below market value to compete with new, well priced listings.



BUYERS AND SELLERS DETERMINE VALUE

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.



PRICING MISCONCEPTIONS

It is very important to price your property at competitive market value when we finalize the listing agreement.



What You Paid



What Your Neighbor Says



What You Need



What Another Agent Says



What You Want



Cost To Rebuild Today

What do my Clients' have to say?

Chris was exceptional. I trusted him from the moment we met. He held our hand, all the way through the process of selling our home of almost 30 years. I have recommended him to my neighbors and friends. 5 stars isn't enough! Thanks Chris.

Brad B. El Cajon

It is with tremendous pleasure and sincerity that I recommend the realtor services of Chris Sloan. This is my third experience purchasing a home, and Chris has been the best agent with whom I have worked. Chris exhibits the best customer service I have received, even outside of the real estate field. Throughout the entire process, Chris was always prompt in returning calls, was available to answer questions, and was wonderful to work with on a day-to-day basis. Moreover, his knowledge of the San Diego community led to my husband and I purchasing the exact home we had hoped for, at the right price. All referrals that we received from Chris were equally outstanding. Should any friends or family need the services of a realtor, I would not refer to anyone else but Chris Sloan.

Kira R. San Diego

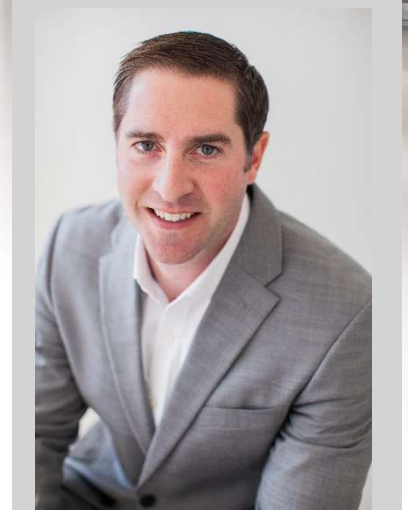
Hello, me and my wife vetted 6 different real estate people before choosing Chris Sloan. Chris was the only person who came prepared with a written plan of how he was going help us sell our home and followed it. Chris was professional at all times and did not get flustered when confronted with multiple issues and addressed us and our needs and concerns at all times. Chris kept us informed and helped us make our decisions by giving all the information and answers we needed about the process and up to date at all times. Chris made himself available to us at all times and responded to our questions and needs promptly. PLEASE consider Chris and give him the opportunity to make your purchase, sale or other Real estate needs.

Dave O. Poway

We worked with Chris to sell our parent's home. He was the perfect realtor for us. It was a very hectic, emotional time for us and Chris guided us thru the process with patience and thoughtful advice. He was always available to us and addressed our concerns in light of what was best for us. He respected our wishes in terms of showing the house and kept us informed after each showing. We had many tough decisions to make and Chris's input was invaluable. I would recommend him without hesitation to anyone seeking an ethical, competent and reliable realtor.

Dianna M. Ramona

I have bought and sold several homes throughout the years and I have never had a real estate agent as dedicated, reliable and competent as Chris Sloan. He did an initial walkthrough of our house and listened to what our objectives were for a successful sale. He made recommendations that were centered around our goals for the sale and explained what exactly he would do to meet those goals. We had multiple offers on our home within a week of listing it. The process from start to finish was very smooth and straightforward and anytime my wife or I called or texted him with questions, he would promptly respond. I highly recommend him to anyone who is in need of a reliable real estate agent who's allegiance to his clients is unmistakable. **Pete B. San Marcos**



5.0 ★★★★★

CHRIS SLOAN

REALTOR CalBRE: 01447171

858.943.1195

Chris Sloan

Who Hires Chris Sloan?

In general, here are the people who most frequently hire Chris Sloan and why...

CEO's, EXECUTIVES, BUSINESS OWNERS

Why? Because their businesses are "Teams", so they understand and appreciate Chris Sloan's Team System. Those people are accustomed to bringing people who play different, specialized roles together as a team, and know that to be the most productive approach to complex situations – rather than having one person trying to juggle all the balls, wear all the hats. They know from their own experience that no one person can be good at everything.



SALES PROFESSIONALS & MARKETING ORIENTED ENTREPRENEURS

Why? They quickly recognize the superiority of Chris Sloan's sophisticated System for selling homes as quickly as possible, for top dollar. They have the background and experience to understand the power of the multi-media, multi-step System that Chris has perfected. They see, quite simply, that Chris Sloan's System does more things simultaneously to get their home sold.



DOCTORS, HOSPITAL ADMINISTRATORS & NURSES

Why? Like the executives, they are thoroughly familiar with the benefits of a Team Approach. It is the way they work all the time.



EXCEPTIONALLY BUSY COUPLES

Why? Because Chris Sloan's System features methods of marketing and selling their homes that minimizes their involvement and inconvenience. For example, Chris Sloan's pre selection and qualifying process reduces the number of people who troop in and out of the home with no real interest in it or ability to buy it immediately.



PEOPLE WHO ARE NOT REAL ESTATE INVESTORS OR EXPERTS

Why? Most successful people have become experts in what they do, in their occupation, profession or business. They have not had the time or inclination to also become expert in finance, investments, real estate law. They do not want a rookie or a part time dabbler handling one of the most significant financial transactions of their lives. They want someone supervising every aspect of the sale of their home who is a leading authority and expert with many years of successful experience. In short, they want the best person they can get.



PEOPLE WHO DO NOT HAVE TIME FOR "DO-OVERS"

Why? Chris Sloan tends to attract the client who wants it done right the first time. That's because Chris' list-to-sale price is 97.3% – compared to the average agent's low 93.5%, which means you net more money! If you hire the wrong agent, after weeks or even months go by without your home being sold, you have to get rid of that agent and start all over again with a new agent. Many sellers go through three agents before getting their home finally sold – and then they tend to compromise their price severely. The homeowner who is determined to get it right the first time compares Chris' track record to others, and makes the obvious choice.



To Sell Your Home Call Chris Sloan at 858-943-1195

Cancellation Guarantee

“We are so confident that our real estate system will work for you, that we guarantee you the right to cancel your listing agreement at any time prior to receiving an offer to purchase your home, with no penalties or obligations, if you feel our service doesn’t live up to our promises.”

Cancellation Guarantee

Entering into a listing agreement with a real estate agent can be a risky business. Every sales representative will promise the world when it comes to effectively marketing your home, but how many of them can back that up with solid performance?

According to a recent survey, 72% of home sellers were dissatisfied with the performance of their agent, even if that agent sold their property. And, most listing agreements lock you into long-term commitments and lengthy broker protection periods with heavy cancellation fees. In other words, it’s an agreement your agent can get out of, but you can’t.

I’m offering you a way to list your home that is totally risk free.

Success in real estate is selling homes in a reasonable time for top dollar. I’m confident that we can do this for you because my team has already helped numerous families just like your get their home sold.

My pledge is to provide you with the highest level of service in the real estate industry, and our commitment to this pledge is 100%.

Your right is to evaluate whether we live up to this standard, and to cancel your listing agreement with us at any point prior to receiving an offer, with no penalties or obligations, if we fail to deliver the service we promised.