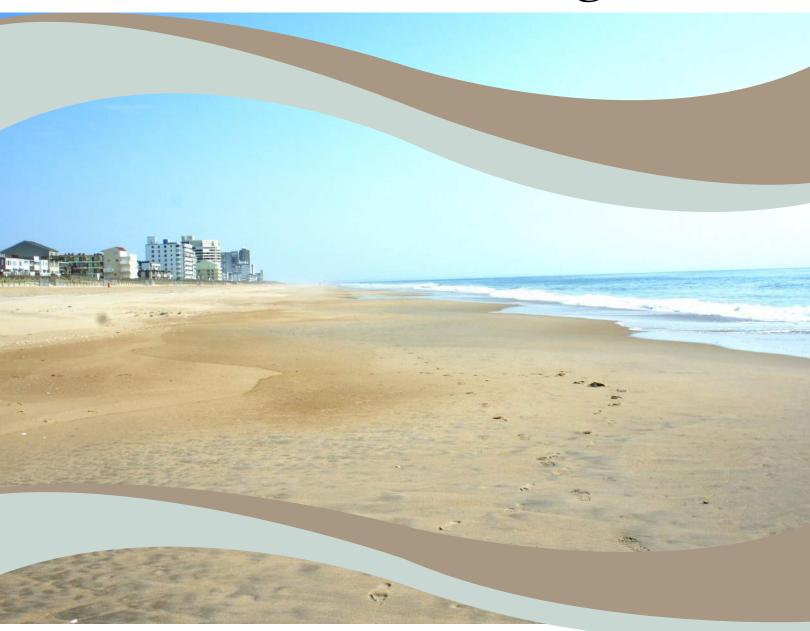
Atlantic Shores Realty Sellers' Marketing Plan





Location, Location!

Atlantic Shores Realty is conveniently located on the Oceanside of Coastal Highway and 76th Street. We can easily access all areas of Ocean City, West OC, Berlin and the Delaware Beaches. With exposure to almost 300,000 people on a daily basis in the summer time, our marquee gives added visibility to your home listing!







Meet Ryan!









Ryan is the Broker and Owner of Atlantic Shores Realty, LLC in Ocean City Maryland. In addition to his duties as the broker of the company, he is also the Team Leader of the Ryan Haley Real Estate Group of Realtors, which has proven to be one of the top producing real estate teams on the Eastern Shore year in and year out. Ryan has received numerous Top Producer awards on the local and state level, and in 2011 Ryan was selected as a Allen Hainge CyberStar, one of only 250 of the most elite agents in the US and Canada who maximize the use of technology to produce the greatest results for this clients.

From an early age Ryan realized the benefits of being part of a team. He was very active in many different team sports, including baseball, ice hockey and football. Ryan furthered his athletic career and majored in Secondary Education (History) while attending Kutztown University on a football scholarship. Ryan still loves the comradeship of team sports and in his free time plays Men's' League Ice Hockey . Since opening Atlantic Shores Realty Ryan has been the #1 ranked 'selling' volume agent in the Coastal Multiple Listing Service.



Meet The Team!



Kristy is the Vice President of Operations and Co-Owner of Atlantic Shores Realty. Kristy Oversees the day to day operations of the company, with emphasis on marketing, generation of new listings and managing the accounting department. Kristy enjoys spending time with husband Ryan and their three children. Whether you're buying your first beach vacation home or thinking of selling, give Kristy a call today!



Mike has lived in Ocean City for the past twelve years. He has successfully managed and provided service for restaurants in the area and has taken his passion to the real estate business. He has made great friends and relationships throughout his restaurant career. A native New Yorker, Mike dedicates his time and energy towards his clients, his greatest goal as your agent is to make the process of buying or selling your home a comfortable process. Through Mike's local knowledge and straightforward approach , he will be your guide to buying your dream home.



Tracey has lived in Ocean City for over 15 years helping run two family restaurants on the boardwalk. Serving thousands of locals and tourists each year, she now brings her impeccable customer service to the real estate market. Tracey's attention to detail and vast knowledge of the local area will ensure nothing is left off of your "must have" list. Let Tracey work for you today and help you in finding the perfect beach home.



Ashley has always vacationed in Ocean City and after spending two summers during college living and working in Ocean City she fell in love with the town and the beach lifestyle. After recently graduating from University of Maryland Ashley decided to relocate from the small water-town of Havre de Grace, MD and make OCMD her new home. She is truly passionate about making people happy and this shows as she ensures all our buyers and sellers needs are met. As media marketing manager Ashley maintains all of Atlantic Shores Realty's social media sites and blogs.



The Ryan Haley Team

Let us know how we can help you!



Ryan Haley
Owner/Realtor/Broker
Listing Specialist, Top Negotiator and Team Leader



Kristy Haley
Realtor, NAR, MAR, CAR
Prospects and networks to attract
buyers for your home



Ashley Worthington
Media Marketing Manager
Implements all marketing for
your home



Mike DiPietro
Full Time REALTOR, Buyer Specialist
Prospects to find a buyer for your home



Tracey Spaia Full Time REALTOR, Buyer Specialist Prospects to find a buyer for your home



Team Concept

Why Hire One Agent When You Can Enjoy The Benefits of a team of realtors!?

Benefits of Working With Our Team:

- Professional, licensed, full-time Broker handling the listing of your home
 - Experienced Broker to handle all negotiations
 - Professional photographer to take photos, create a virtual tour and make advertisements to upload to multiple company sites and the MLS
 - Entire team working by your side until your home is sold!
 - Never miss a possible buyer
 - Capability of bringing in more potential buyers
 - Ensure buyers are pre-approved for loan

Together Everyone Achieves More!



Guarantee of Service

We Guarantee that you will receive unsurpassed service in the marketing of your property. If after you list your property with Atlantic Shores Realty, you are not satisfied with our efforts to promote and sell your property, simply notify us with your specific concerns in writing, If these issues can not be resolved to your specification, you may cancel the listing agreement immediately

Marketing Plan Includes:

- 24/7 Online Exposure
- Property Showing Appointments
- Print Advertisements
- Professional photos taken by the team
- Video Tours included online
- Showing Feedback

Keeping You Informed

Good communication about the progress of your homes sale is one of the most important things your REALTOR can provide. I will send you written updates telling you:

- How many showings you have had
- Share feedback from other REALTORS
- The number of property inquires generated through website and print advertisement



First Impressions

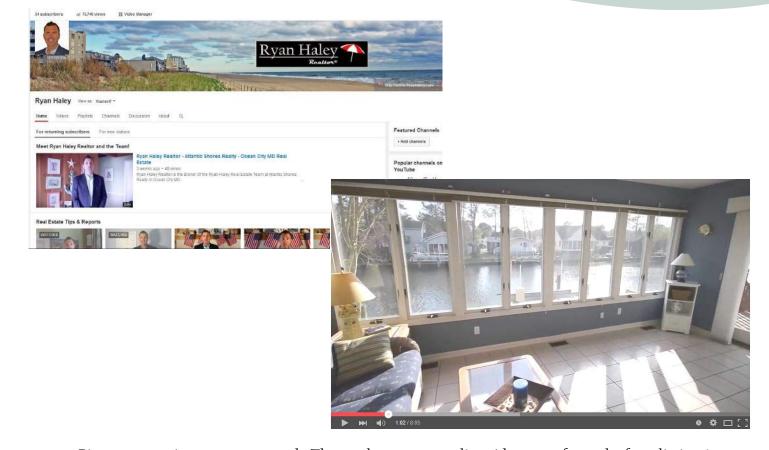
Professional Photography

Quite possibly the most important feature in selling your home is great photography! It can determine if a potential buyer will want more information on your home and if they want to set up a showing. We shoot professional photographs of your home to highlight various marketable aspects for added exposure in advertising and the internet.





Virtual Video Tours



Pictures sometimes are not enough. That's why we personalize video tours for each of our listings! It is available online 24/7 without agents or the home seller having to show the property. It gives the buyer a sense of the layout and flow without even stepping foot inside the front door. The average online listing with a video tour receives 38% more views than a listing without a tour.



Online Marketing

Why Marketing Your Property Online is Important

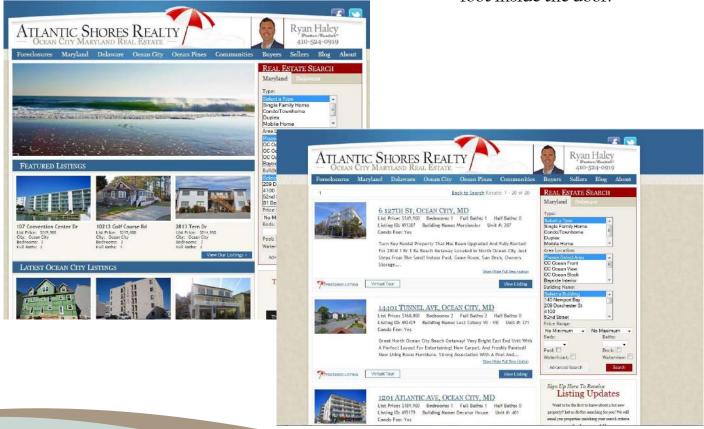
In today's online world, it is crucial to reach potential buyers before they put their toes in the sand. Atlantic Shores realty provides unsurpassed online exposure to ensure we reach buyers from the comforts of their own home. We will place your home on over 50 unique websites! Buyers can view our listings 24 hours a day and 7 days a week online.





RyanHaley.com

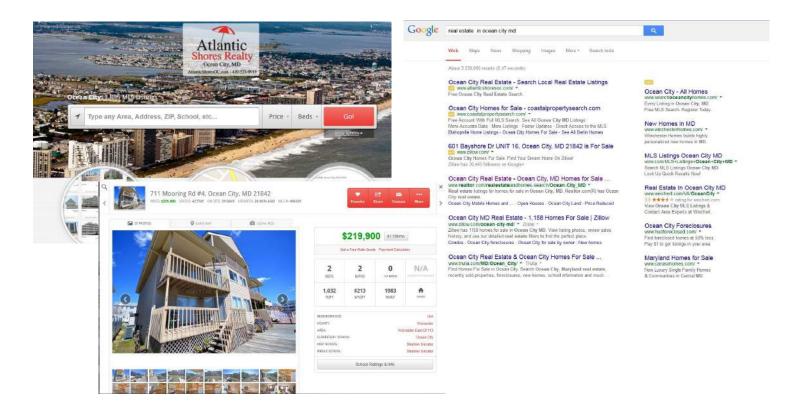
Atlantic Shores Realty spends thousands of dollars each year to ensure RyanHaley.com is one of the top real estate sites on the shore. With one simple click of a mouse, potential buyers can schedule an appointment to see your house! Our featured listings can be found on the Home Page. A home buyer can view additional property facts, in depth information and take a virtual tour. This separates the lookers from the buyers without even setting foot inside the door.





AtlanticShoresOC.com

Today, most home buyers begin their search online. With that in mind Atlantic Shores Realty works hard to have a strong online presence so that your home will be one of the first that potential buyers see. AtlanticShoresOC.com has the best ad placement when searching for real estate in Ocean City, MD. Placement is key because we want buyers to see our listings first! Once on the page buyers can search homes with ease as the site is simple to navigate.





Maximum Exposure!

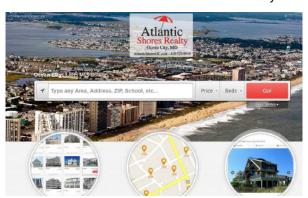
Not Just 1, but 3 Company Sites Featuring Your Home



RyanHaley.com



MarylandCoastalLiving.com



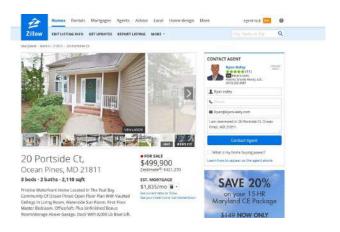
AtlanticShoresOC.com

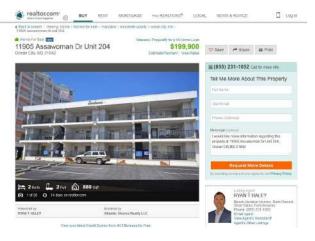
We maintain 3 different company websites. This allows us to maximize your online exposure! Did you know that some realtors don't even have 1 website?! Allow us to help you build your home's online presence.



Featured Listings

We don't just submit your home to the top 3 real estate websites, we stress the importance of FEATURING your home on these sites. Your home will show up in front of other listing to ensure it is seen by potential buyers sooner than later.





ZILLOW.com



REALTOR.com





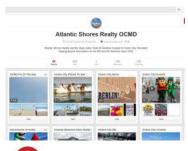
Social Media

Do you like to stay connected through social media? Atlantic Shores Realty is active on 6 different sites and growing! We work hard to build our company presence online to attract more buyers and sellers and to keep you up to date as to what is going on at the beach.



















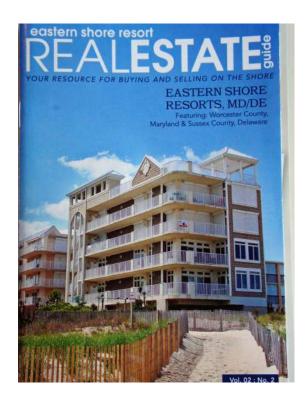


/OceanCityRealtor
/AtlanticShoresRealty
/DelawareBeachHomes



Print Advertising

With the effectiveness of print advertising changing, we have seen many Realtors abandon print advertising altogether. At Atlantic Shores Realty we take the opposite approach, as we will feature your home in our full page, full color ad in the Eastern Shore Real Estate Guide.







Direct Mail

"Just Listed!!" Direct Mail Advertising

The role of direct mail in real estate marketing is evolving rapidly. Who know the community better than your neighbors? Maybe their friends, or family members want to be there too! As soon as we list your property we canvas the neighborhood with "Just Listed!!" postcards.









Flyer Boxes and Property Sign Advertising

With one of the most recognizable brands on the beach our red, black and white beach umbrella signs are sure to grab the attention of potential buyers for your home. We utilize flyer boxes at every listing where a buyer can scan our custom QR codes and obtain instant access to your home's detailed information and property photos on their smart phone!

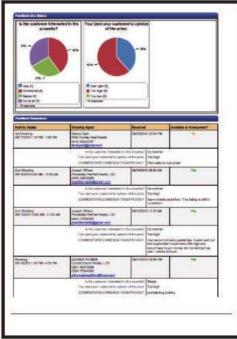






Keeping You Informed

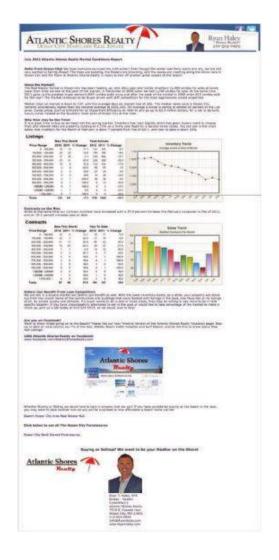




Notification of showing appointments and showing feedback is the key to good communication between you as the seller and Atlantic Shores Realty as your agent. We use Showing Time.com to notify you of a potential showing by email, text or phone—whichever you prefer. After the showing is complete we reach out to the showing agent for feedback which is emailed directly to you once received. Reviewing and interpreting this feedback is crucial to make sure the home shows it's best and is priced correctly. This, in turn, will result in a successful sale.



Well Connected



Atlantic Shores Realty's market of buyers and sellers is over 10,000 and growing!

Over the last 13 years we have built a sphere of influence of over 10,000 people who subscribe to our email market reports, new listing notifications, beach newsletter, YouTube video tours and social media accounts. Our satisfied past client referral network accounts for roughly 50% of our annual business. We email your home as a new listing to our database.



Pricing in Today's Market

The Market Value of your home is NOT:

- What you have in it
- What you need out of it
- What you want
- What it is appraised for
- What your neighbor's house sold for
- What the tax office says it is worth
- How much it is insured for
- Based on memories and treasures

The Market Value of your home is what a buyer is willing to pay:

- Based on today's market
- Based on today's competition
- Based on today's financing
- Based on today's economic condition
- Based on the buyer's perception of the condition
- Based on location
- Based on normal marketing time
- Based on showing accessibility

Properties that sell in today's market: On a scale of 1-10 the 10's are selling.

How can your home be a 10?!

- By improving the condition
- By offering good terms
- By improving the way your home shows
- By adjusting the price.

As a Seller you control:

- The asking price
- The condition of the property
- Access to the property

As a Seller you do NOT control:

- The market conditions
- The motivation of your competition
- Value



Determining a Price

You Only Get One Chance to Make a Good First Impression!

Not only will you miss prospective buyers by overpricing your home, but you will affect how long your home will remain on the market and what the final selling price will be.

Activity versus Timing

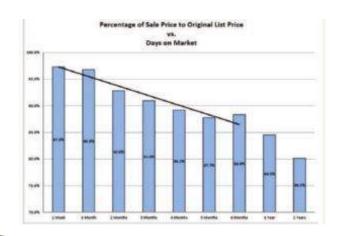
Timing is extremely important in the Real Estate Market. A property new to the market attracts the most interest and excitement from potential buyers. Setting a realistic price from the beginning will help take advantage of this initial period, and increase the chance of a timely sale. We are experienced and know the market and marketing process which can help you determine the market value of your home, thereby giving you the best chance of selling your home.

Timing versus Selling Price

An overpriced home from the start misses what can be the most critical time period in selling a home—the first 21 days after it is listed. Once this period has passed and little traffic is generated at the initial price level, it becomes necessary to seek a lower listing price and reposition the home in the market place. Depending on the market, this cycle may repeat—several times before a sale is made, resulting in an eventual sale price that is below the initial listing price and possibly lower than the market value of your home

Determining Your Home's Market Value

We will prepare a competitive market analysis to determine a value range for your home. The basis for determining value of your home will depend on location, features of the property, and recent sale of comparable properties as well as quality of comparable properties currently listed for sale. Our goal is to find a price that will attract a willing and able buyer in a reasonable time. Once the value of your home has been determined, you can decide on an offering price that will achieve your goals.





Staging Checklist

Outside of home image is KEY!

- _Mailbox post repair
- _Removal of children's toys
- _Sidewalk swept
- __Deck/porch/patio swept
- __Reduce Clutter on deck/porch/patio
- _Create "room setting" with clean outdoor furniture to
- resemble living space Power wash house
- _Clean all debris from roof/gutters
- _Front door repair/repaint
- _Trim overgrown bushes and plants
- __Make flower bed look presentable
- __Remove/replace dying plants
- _Place colorful plants outside front door
- _Mow lawn (weekly basis)

Living/Family Room

- __Reduce # of pillows to 0 or 2
- __Clear off tables, except for a few magazines or one nice vase, statue etc.
- __Clean fireplace, glass door, windows
- __Reduce number of items on mantels

Kitchen

- __Clear Countertops
- _Remove counter appliances to make counters look larger
- __Remove all magnets, photos, drawings from refrigerator
- __Hide knives in drawer or pantry
- _Keep all cleaning supplies out of sight
- _Leave no more than one rug per area
- __Replace old burner pans
- __Reduce items in cabinets or neatly organize
- _Empty Garbage

General House Preparation

- __Strong aroma
- __Repair cracks on walls/ceilings
- Working light bulbs
- _Clean/Replace broken switches
- __Removal of personal photographs
- _Store or remove any collections that could be broken, stolen or distracting
- Clean windows
- __Hide ashtrays
- _Hide pet dishes, beds and toys



Staging Checklist

Part 2

Dining Room

	<u>Bathrooms</u>
_Clear off dining room table except for one center piece	Clear off counters and remove all personal items
and place mat for each chair	Put soap in cabinet
Remove tablecloth from table	Clean or invest in new shower curtain
Remove extra leaves from table to make room look big-	Keep shower curtain drawn at all times
ger	Remove cloth toilet lid cover
Remove extra dining room chairs to make room look big-	Coordinate towels and fold nicely
ger (4 is plenty)	_Reduce items in shower/tub
Bedrooms	Hide all cleaning supplies
Make the had EVEDV day	Hide scale
Make the bed EVERY day	Repair caulk around tub
Consider investing in new, simple, coastal style bedding Clear off bedside tables and dressers	Keep rugs to a minimum
Store extra books/magazines under bed	
Keep closet doors closed but make sure they can open	Garage/Carport
freely	
Walk in closets - Keep floor clean and organized	_Carports should be cleaned out
Make sure windows of special features can be seen	Sweep out garage
Take down all posters	Organize garage
-	Always keep doors down while house is on the
<u>Laundry Room</u>	market
Put soap/detergents in a cabinet	
Keep laundry sink empty	Other:
Keep top of washer/dryer clear	



Preparing for a Home Inspection

- _ Test all shut off valves, to ensure they turn freely and do not leak
- _ Clean out gutters
- Divert all water away from the house
- _Trim trees and bushes back from foundation, roof, siding and chimney
- _ Paint all exterior wood and caulk around trim, windows and doors (replace any rotted wood)
- _Seal asphalt driveway if needed
- _Seal or point up masonry chimney caps
- _Clean or replace HVAC filter. Clean air returns
- _ Point up any failing mortar joint in brick or block
- Test all smoke detectors
- _Update attic ventilation if needed
- _Clean chimney, fireplace or woodstove
- _Get all windows and doors in proper operating condition. Make sure all doors open and close with ease
- _ Put all plumbing fixtures in proper working condition. Look for any leaks. (toilet, tub, shower, sinks, etc.)
- _Make sure GCFI receptacles work properly
- _ Check sump pump for proper operation
- Replace any burned our light fixtures
- _Remove firewood from contact with house
- Proper grading under deck recommended
- _Caulk all exterior wall penetrations and tub/shower fixtures
- Remove any visible moisture from crawlspace (Levels should be below 18% to deter rot and mildew)
- Check that bath vents are properly vented
- Remove paints, solvents, gas, etc. from crawlspace, attic and basement
- _Check that toilets are secure to floor
- _Expose all attic and or crawlspace access
- _ Verify all outlets work properly
- _Check that all appliances are working properly
- Check for insect infestation
- _Clean out garbage disposal
- _ Clean sand out of track of any sliding doors, make sure they move freely and that locking mechanism works.



Has This Marketing Plan Sold You Yet?



This Could Be The Sign On Your Front Lawn!

Have any questions, comments or concerns?

Interested in more information about Atlantic Shores Realty?

Contact Us!

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Email: Ryan@RyanHaley.com

