

# PAT BAKER

The Strength of Experience...  
The Reputation for Results!

## SELLING YOUR HOME *WHAT YOU NEED TO KNOW*



*Over 30 Years of Real Estate Sales and Construction Experience*



**PAT BAKER**

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## Selling Your Home

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## It's All About You

My real estate business has been built around one guiding principle:  
*It's all about you.*

YOUR NEEDS

YOUR DREAMS

YOUR CONCERNS

YOUR QUESTIONS

YOUR FINANCES

YOUR TIME

YOUR LIFE

My entire focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it.

*That is why over 50% of my business comes from repeat customers and referrals*

Good service speaks for itself and I look forward to the opportunity to earn your business too.



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## The Home Selling Process

There are a lot of details to be handled when selling a home. It is my job to streamline the home sale process for you, ensuring everything is completed as quickly and efficiently as possible.

### OUR EXPERIENCE SAVES YOU TIME AND ENERGY

From pinpointing an optimal asking price or writing a purchase agreement and negotiating terms of sale, real estate transactions are a science. Selling a home involves hours of open houses, phone calls and paperwork that you shouldn't have to worry about. I will take care of it for you.

This overview was designed to help you understand the various steps along the way.

### PREPARING FOR SALE

- Conduct comparative market analysis to establish a fair market value of your home
- Recommend improvements to maximize your home's value
- Prepare and complete the listing agreement
- Place a lock box on your property (with your permission)

### MARKETING YOUR HOME

- Enter listing information into the MLS
- Place a For Sale sign on your property
- Schedule licensee tour
- Post your home information on the internet
- Schedule and hold open houses
- Notify potential buyers with details of listing
- Arrange showings for other licensees



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## Frequently Asked Questions

### ARE THERE THINGS WE SHOULD DO TO OUR HOME TO HELP ENSURE THE MAXIMUM PRICE?

Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. We can advise you about specific improvements that will increase your home's marketing and value.

### HOW OFTEN WILL YOU ADVERTISE OUR PROPERTY?

Your home will be advertised constantly once it is listed. While it takes a couple of days to get things up & running, your home will be visible on multiple websites & signage will be placed for maximum exposure: Yard signs, brochures, ads, direct mail and internet technology. Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.

At open houses Us, or member of our team, will be there. For showings, potential buyers will bring their own licensees to see your home. Most buyers prefer only their own licensee be present when evaluating a prospective new home.

### WHAT IF ANOTHER AGENT TELLS US THEY CAN GET US MORE FOR THE HOUSE?

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with me, We will conduct a comparative market analysis prior to recommending an asking price for your home. We will explain how we arrived at the price, but ultimately the decision is up to you. We offer our professional opinion on how the market will value your home.

### DO YOU HAVE ANY RESPONSIBILITIES DURING THE MARKETING OF YOUR HOME?

Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. We will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.

### WHAT HAPPENS ONCE WE GET AN OFFER?

We will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, We will guide you through the entire closing process and ensure everything proceeds smoothly.



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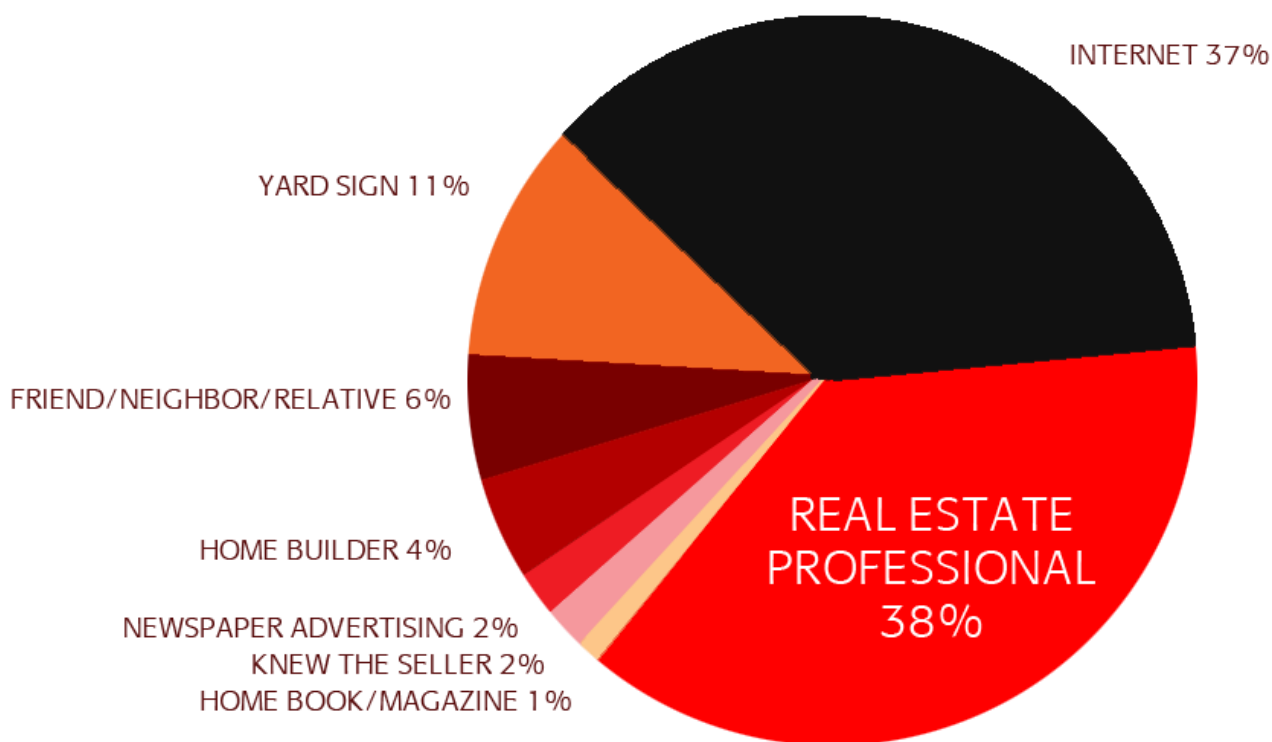
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## Statistics About Buyers



Source: National Association of REALTORS® Profile of Home Buyers and Sellers 2010.  
Due to rounding, percentage distributions may not add to 100 percent.



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## Basic Marketing Plan

My marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help me find the right prospective homebuyers, local real estate agents and investors.

### I WILL:

1. Price your home strategically to be competitive with the current market and current price trends.
2. Place For Sale signage, complete with property flyers that are accessible to drive-by prospects.
3. Optimize your home's Internet presence by posting it on local and global MLS systems and adding multiple photographs and creative descriptions.
4. Target our marketing to active real estate agents that specialize in selling homes in your neighborhood.
5. Include your home to our company/MLS tour to allow other agents to see your home first hand.
6. Create an Open House schedule to promote your home to prospective buyers.
7. Target our marketing to active investors and buyers in our database that are looking for homes in your price range and area.
8. Provide you with weekly updates detailing our marketing efforts, including comments from prospective buyers and agents that have visited your home.



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## Deluxe Marketing Plan

### DEPENDING ON YOUR NEEDS AND WANTS

I can also provide the following services for minimal additional cost:

1. Stage your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint and pleasing drive-up appeal.
2. Distribute Just Listed marketing to neighbors, encouraging them to tell their family and friends about your home.
3. Create a 360 degree virtual tour of your home and place it on multiple websites to attract local and out-of-town buyers.
4. Create a home book, comment cards and flyers for your property. Showcasing additional information and photos of your home and neighborhood will attract extra attention.
5. Advertise your home in our real estate magazine, neighborhood newsletter and direct mail campaigns.



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## Maximizing Your Home's Value

One of the benefits I can offer my clients is advice on which remodeling projects bring the greatest added value at resale. While my eyes of experience have taught me which improvements are valued most in this local area, I weigh that against regional and national averages to draw the most accurate, statistically-sound recommendations.

Your specific return on investment will depend on the value of your home, value of similar homes in your neighborhood, the availability and pricing of new homes, and the rate at which property values are changing in surrounding neighborhoods.

Ultimately, a remodel can increase your equity when you sell.

MY GOAL IS TO NET YOU THE MOST MONEY POSSIBLE.

I will help you decide which specific projects will maximize your home's sale price.



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## Maximizing Your Home's Value

The following are the top, mid-range projects remodeling magazine/Realtor® cost vs. Value 2012 report, based on what home owners stand to recoup at time of resale:

1. Replacing the entry door to steel

Estimated cost: \$1,238

Cost recouped at resale: 73%

2. Attic bedroom

(converting unfinished attic space into a bedroom with bathroom and shower)

Estimated cost: \$50,148

Cost recouped at resale: 72.5%

3. Minor kitchen remodel

(including new cabinets and drawers, countertops, hardware, and appliances)

Estimated cost: \$19,588

Cost recouped at resale: 72.1%

4. Garage door replacement

Estimated cost: \$1,512

Cost recouped at resale: 71.9%

5. Deck addition (wood)

Estimated cost: \$10,350

Cost recouped at resale: 70.1%

6. Siding replacement (vinyl)

Estimated cost: \$11,729

Cost recouped at resale: 69.5%



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## 10 Home Staging Tips Make Your Listing Look Like A Model Home

### WHAT IS IT ABOUT MODEL HOMES THAT MAKE THEM SO APPEALING?

Is it the freshness of all new sassy paint colors, the perfectly placed furniture, art and accessories or the beautiful groomed backyard that makes you want to plop right down on that comfy club chair?

Well, Yes, To All The Above.

From blue print to drawer pulls, that model home is meticulously planned by builders and skilled professionals to make it beautiful. Model homes are lovely because they have the latest and the greatest, are fresh and new, and are carefully detailed. Psychology – not just decorating – is applied to make them look so fabulous.

### SO, THEREFORE HOW CAN YOU MAKE YOUR NEXT LISTING AS APPEALING AS A MODEL HOME?

Here are 10 ways:

**1. CLEAN.** Those nice angled vacuum lines, gleaming windows, and perfectly manicured lawns in model homes speak to a potential buyer. You don't have to do a thing. Translate that into: A little elbow grease goes a long way. A super clean home says "turnkey" to the potential buyer. Have every inch of the home, blind slats to porch light glass, super clean and perfectly coiffed. According to a national 2011 survey done by HomeGain, a \$290 cleaning investment gives a \$1,990 price increase, or a 586 percent return!

**2. FRESH AND SMELLS GOOD.** People buy homes on emotion, and your five senses are a direct path to your brain. If a home smells and looks "funky," "doggy," "smoky," or if the stove is coated with cooking gone bad, the home is off their list. Just like you would detail your car to sell it, invest in clean and spotless carpets, patched, repaired and freshly painted walls, and new appliances if the old have seen better days. Be wary to skip this step and take the low road with room refreshers, candles, and stove burner covers. Potential buyers are not fooled.



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**3. COLOR.** Any advertising executive will tell you color is a key to properly packaging a product, and a listed home is just that, a product. Throw away the off-white manta of old school home staging rules. Welcome to the era of HGTV. Using color is a powerful and inexpensive way of making that home stand out from the rest, and with so many decorating TV shows boasting the benefits of color, you better get hip to hues. From the first Web impressions to curb appeal, color is a strong emotional tug for the potential buyer. Update yourself on the latest color trends in wall color, appliance, fixtures, etc., and apply it to your target buyer. For home staging, use earthy, calm tones for the bigger areas, such as wall color, and add pops of saturated colors in the details; such as front doors, accessories, or annuals.

**4. MAKE SPACE.** The joy of a model home is the acres and acres of unused storage space and beautifully organized closets. Reduce, organize, upscale, and edit all of the home's spaces when it comes to closets and storage areas. If the home's price point dictates, upscale the closets with custom organizing options.

**5. CLEAR A PATH.** Consider that many people will be walking through the home. Make sure traffic patterns, entrances, and exits are well established. Too much furniture, undefined entrances, and awkward walkways confuse and discourage buyers from moving about the property. Follow a model home's lead and create a concise walking pattern for potential buyers starting at curbside to back fence.

**6. LOVELY LAYOUTS.** From the landscape to furniture placement, take a clue from model homes that continuity and flow make for a good mix. Create curb appeal with nicely maintained landscaping, added annuals and perennials, an inviting stoop and well-groomed walkways and driveways. Inside, make each room depict what its function is, enhances the highlights of the room (i.e. fireplaces or upgrades), and allows the buyer to envision themselves in the space.)



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**7. SET THE MOOD.** Create ambiance and character in the home with well thought out placement of sensory and lifestyle components. Soft music, lighting on dimmers, lit candles, and fresh floral are all great ideas for broker or open houses. If you have a concern about candles, battery operated candles that even have timers built in are now readily available. Stage the dining room table tastefully, or set the stage in a backyard with a detailed patio retreat. Offering helpful lifestyle hints has always been a tool in the model home arsenal and always is a huge hit.

**8. K.I.S.S.** On the opposite note, don't over accessorize, go over-board with the lifestyle tips, or create "store bought theme" rooms (i.e. Chef-with-a-Hat Kitchen or Anniversary Bathtub vignette complete with Champagne bottle and fake ivy).

**9. APPEAL TO A TARGET BUYER.** Model home builders hire marketing companies that create campaigns to market that home. Consider "WHO" the ideal buyer is that will be interested in the property, and market the property accordingly. From advertising photos to furniture, consider who will find this appealing and desirable.

**10. MARKET, MARKET, MARKET.** Model homes have great marketing incentives inside and out. From clear address markers, great signs, to small exit giveaways, to an exit survey. Market that listing to the fullest.



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## Basic Home Preparation Tips & Checklist

### Tips To Prepare Your Property For Sale

- Tidy up the grounds-porches-garage. Keep lawn trimmed and edged. Make sure that your yard is clean of refuse.
- Your front door gives a vital first impression. Be sure it is scrubbed clean.
- Have windows, blinds and curtains sparkling clean.
- If any decoration is needed (especially kitchen) do it now! \$20.00 worth of paint may balance \$100.00 in a price cut. Bathrooms help sell homes. Make them sparkle.
- Keep all steps clear of hazards.
- Don't forget to have all light sockets filled with bulbs. Illumination is like a welcome sign. The potential buyers will feel a glowing warmth when you turn on all your lights for an evening inspection.
- Wash dishes, put away clothes, straighten up newspapers, etc.
- Make up beds with attractive bedspreads.
- Keep pets out of the way when showing. (One type of prospect is annoyed - the other gets attention diverted.)
- Leave during showings. Avoid having people present during showings. The potential buyer will feel like an intruder and will hurry through the house.
- Leave showing up to the agent. They know the buyer's requirements and can best emphasize the features of your home. You will be called if needed.
- Don't discuss anything concerning the sale with customer. Let the Realtor discuss price, terms, possession and other factors with the customer. He/She is eminently qualified to bring negotiations to a favorable conclusion.



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### Tips To Prepare Your Property For Sale

- Never apologize for appearance. It only accents or distracts.
- Never try to sell furniture or appliances to a customer before a deal is complete.
- Make the buyer feel at home by minimizing personal statements like unusual colors or heavy odors from pets, tobacco or cooking. Freshen the air.
- Avoid decorations with strong political or religious statements.
- Neutralize environment when possible.
- Manage visual landscape to improve curb appeal.
- Small paint jobs like front door or mail box are recommended
- In the summer a few flowers in front would help.
- Clean cars in driveway gives a good impression.
- Consider carpet cleaning and/or wood polish.
- Spruce up kitchen and bathrooms. Add color with fresh flowers and linens.  
Try baking soda or citrus cleaners in drains.
- Clean the furnace and hot water heater. (Recommend having furnace serviced.)
- Replace any old fixtures and/or add modern fixtures.
- Tighten door handles and railings.
- Security is important. Don't let anyone in unless with a Realtor. Put your valuables away.



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## Factors That Affect Your Properties Marketing

### OUT OF ANYONE'S CONTROL

Location  
Overall Real Estate Market

### YOU CONTROL

Condition of The Property  
Price

### WE CONTROL

Marketing



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## Why Northern Trust Real Estate?

THERE IS A REASON MORE AND MORE AGENTS ARE MAKING THE CHANGE TO NORTHERN TRUST.  
HERE'S WHY IT MATTERS TO YOU:

### KNOWLEDGE

Powerful curriculum through Northern Trust Academy keeps us ahead of trends, tools and advancements in the real estate industry.

### SPEED

Leading-edge technology solutions accelerate our efficiency and productivity.

### TEAMWORK

Contrary to other real estate companies, Northern Trust Real Estate was designed to reward agents for working together - to serve clients better.

### RELIABILITY

Our business was founded on the principles of the trust and honesty, emphasizing the importance of having the integrity to do the right thing and always putting the customers needs first.

WHEN YOU OFFER A SUPERIOR LEVEL OF SERVICE, THE WORD SPREADS FAST.

As part of the Northern Trust Real Estate team, we look forward to providing you with a phenomenal Real Estate Experience!.



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## About Me

### HOW AM I DIFFERENT FROM OTHER REAL ESTATE PROGRAMS?

I am a trustworthy resource with care toward each client. I don't throw the listing in MLS, and let it fall where it may, I watch the market around your home, and continuously tweak your listing to draw attention to the home. I have my own website, and advertise your home on many different websites and venues.

### EXPERIENCE

With a combination of over 30 years in real estate sales,, construction and developement, I bring vast experience iand knowledge in the management of running a real estate office and assisting buyers and sellers...

### TECHNOLOGY

I am very computer literate, with a background in Microsoft Office, all virtual tours sytems and MLS operation, Tax Records, texting, emailing, etc.

### COMMUNICATION

I make every effort to communicate with you each time there is showing, an open house, and at least once a week to report on activity, and what is going on with the real astate market in general.

### CLIENTS FOR LIFE

Once my client, I consider our relationship to be important and try my hardest to meet your Real Estate Needs. Most of my business comes from repeat clients, referrals, and asset managers, etc. and I am happy to have my clients feel they are Clients for Life!



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