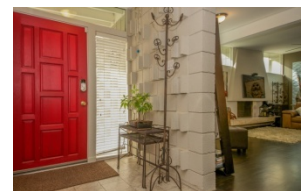


LISTING CONSULTATION





QUESTIONS TO ASK AN AGENT



How many homes did you sell in the last 5 years?

The Steve Bland Group has averaged over 70 homes each year the past 15 years.

Do you sell real estate full time or do you work another job?

Everyone on the Steve Bland Group team does this as their full time career.

How long have you been in business?

Steve and Sria have been licensed over 15 years each as full-time real estate agents. Long enough to have gone through four different markets.

Do you own your own home?

Steve and Sria each own multiple properties. Every agent on our team owns at least one property, most multiple. Renters do not understand homeowner concerns.

How many investment properties do you have?

A full-time real estate agent spends their life surrounded by real estate. True professionals who know and understand the market have investment homes in their portfolio.

What is your Marketing Plan?

Homes do not sell themselves! While an agent may obtain a listing, this doesn't automatically mean they will sell the property or get the best terms for the Seller. Do they educate the Seller on different sales strategies? Do they create a plan before they list?

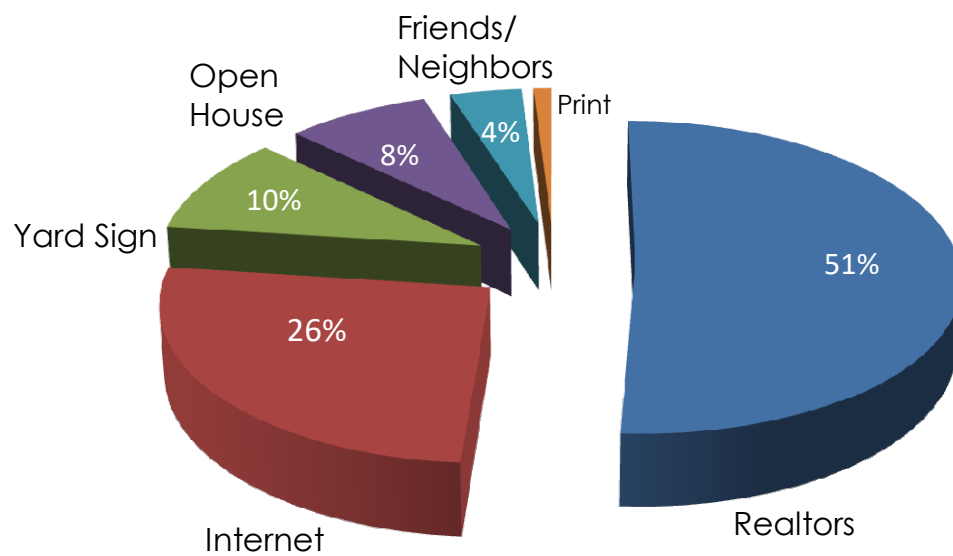


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WHERE BUYERS COME FROM

How do Buyers Find the Home They Buy?



■ Realtors ■ Internet ■ Yard Sign ■ Open House ■ Friends/Neighbors ■ Print



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LISTING PREPARATION

Renovation

We have a full team to handle any renovations needs. Steve will discuss options with you and lay out a plan that will depend on your budget, current market conditions, your home's needs, and what improvements might increase the potential sale price or sale speed of your home.

Preparation for Selling:

- Wash/paint baseboards
- Wash windows
- Clean mirrors and glass
- Clean tables/counters of photos, toiletries, clothing, clutter
- Clean light fixtures and fan blades
- Replace light bulbs as needed, make sure all lighting matches
- Clean inside and outside of all appliances
- Remove trash cans from view
- De-personalize and remove excess décor/furniture
- De-clutter all closets and storage spaces
- Spruce up landscaping

Pre-Showing Checklist:

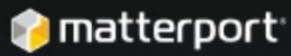
- Take out all trash
- Dust
- Make beds and fluff pillows
- Lid laundry baskets
- Wipe down counters and appliances
- Put down toilet seats
- Swap out hand and bathroom towels
- Remove cars from driveway and garage



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3-D INTERACTIVE TOURS



We own our own
3-D Matterport
camera and
employ our own
specialist.



Selling with us includes our 3D Tour, which means buyers can tour your home right from their own computer. It's free for you, fast, and gets your home more online exposure.



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- Stamped Concrete Driveway with Circular Turn-Around Area
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- Assumable Tesla Solar Energy System, Grandfathered with the Original NV Energy Buy-Back Rates



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The Steve Bland Group
Office: 702-751-7071
Steve: 702-443-1303
Steve@PropertyMadeEasy.com



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3D Tour at www.5009ThunderRiver.com

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- Suspended Floor of Master Bedroom Overlooks Massive Great Room
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SELLING YOUR PROPERTY IS A COMPETITION!

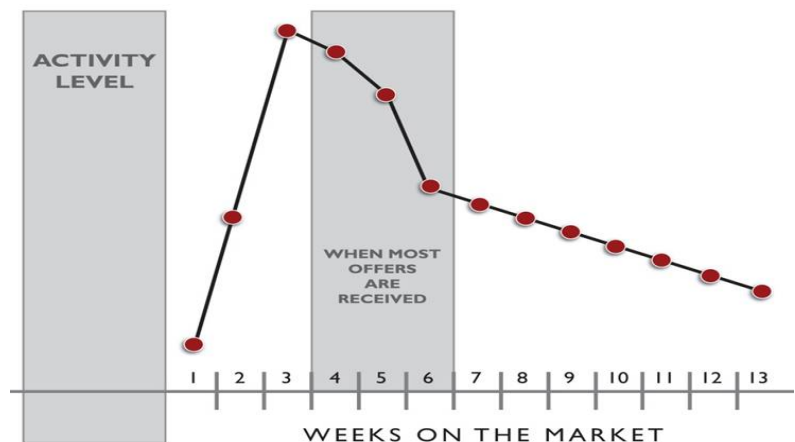
Selling your home is a competition!

We are in a fierce competition with every other home for sale. Sold homes are the homes that won the competition. Contingent and Pending homes have an offer. We do not know the actual accepted price until it is a Sold home. The majority of the time, the list price is not the sold price. Available Homes haven't gotten far in the competition yet. Look at the number of days they have been on the market.

**Do you want to WIN and be the house that sells?
OR
Be the house Realtors use to sell OTHER homes?**

A property generates the most interest when it first hits the market.

The number of showings is greatest during this time if it is priced at a realistic market value. Starting too high and dropping the price later misses the initial excitement and fails to generate strong activity. Many homes that start high end up selling below market value.



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ZESTIMATE IS NOT VALUE

Zestimate is Not Value.

Zillow itself admits that their algorithm varies widely on its ability to be accurate on price. A computer algorithm cannot be trusted with your most important asset.

Data Coverage and Zestimate Accuracy Table

Choose a location type below to change data:

[Top Metro Areas](#)
[States/Countries*](#)
[National](#)

	Zestimate Accuracy	Homes on Zillow	Homes With Zestimates	Within 5% of Sale Price	Within 10% of Sale Price	Within 20% of Sale Price	Median Error
Atlanta, GA	★★★★	2.1M	1.7M	54.5%	75.4%	88.0%	4.4%
Baltimore, MD	★★★★★	997.8K	893.5K	58.1%	75.6%	86.0%	3.9%
Boston, MA	★★★★	1.6M	1.4M	54.2%	77.4%	90.4%	4.4%
Charlotte, NC	★★★	974.9K	809.6K	50.2%	72.8%	86.4%	5.0%
Chicago, IL	★★★★★	3.3M	2.9M	60.9%	79.4%	90.4%	3.6%
Cincinnati, OH	★★★★	826.7K	701.7K	50.5%	70.3%	85.2%	4.9%
Cleveland, OH	★★★	830.7K	717.8K	44.2%	65.2%	79.5%	6.0%
Dallas-Fort Worth, TX	★★★	2.2M	1.9M	28.9%	54.7%	80.3%	9.0%
Denver, CO	★★★★	978.3K	880.3K	57.9%	81.0%	93.9%	4.0%
Detroit, MI	★★★★	1.8M	1.6M	50.4%	70.6%	84.2%	4.9%



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OUR LISTING PROCESS

Our Listing Process

It depends. The actual process on any individual home will change to get the best results for that home and that Seller, but an example scenario would be:

1. Discuss the Seller's goals and needs. Steve was developing game plans for financial security long before he became a real estate agent. Does selling get the Seller's the best result for their long-term goals? Renting and keeping the asset may also be an option the Steve Bland Group can help with.
2. Review the current market together with realistic, open-eye expectations.
3. Consider any renovations that would be of benefit to increase the final sale price or speed of the sale.
4. Discuss staging, de-cluttering, selling occupied or vacant, and how showings will work.
5. Sign all paperwork for the sale and discuss if there will be yard signage and what marketing exposure the Seller is comfortable with.
6. Organize photos, the 3D matterport video session, and consider if virtual staging will benefit.
7. Market the property to coincide with the live-list date.
8. Weekly review with the Seller on activity and showings. Speed of sale is largely determined by current market conditions and the time of year and expectations will have already been discussed.
9. Negotiate terms to achieve the Seller's goals on offers received.
10. Accept an offer!
11. Proceed thru inspections and appraisal and address each step until we close.



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STAGING IDEAS

Staging Ideas

1. DECLUTTER! Remove all unnecessary items and furniture.
2. Curb appeal! Clean the yard, mow the lawn, trim trees and bushes.
3. Enhance the entrance. Clean or paint the front door, consider changing the door handle.
4. Remove rugs from wood or tile floors.
5. Bright looks larger! Open curtains, angle blinds upwards and let in the sunlight.
6. Create a positive mood. Turn on all lights, day or night.
7. Set the thermostat a little cooler in summer or warmer in winter.
8. Keep kitchen tidy, put countertop appliances in cupboards.
9. Store children's toys in bins or cupboards.
10. Keep your home dusted and vacuumed at all times.
11. Shampoo carpets.
12. Air out your home.
13. Store family photos out of sight.
14. Paint over bold coloured walls.
15. Clean all light fixtures to brighten the home.
16. Wash all windows inside and out. Remove solar screens where appropriate.
17. Remove or hide excess extension cords and exposed wires.
18. Open all doors to bedrooms.
19. Hose off patio and outdoor furniture.
20. Empty garage, throw a garage sale.



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FREQUENTLY ASKED QUESTIONS



Are there things we should do to our home to help ensure the maximum price?

There is a benefit to making sure your home looks its best prior to offering it for sale. Renovation work could also pay off in a sale. We will discuss options depending on current market conditions and your specific home.

How often will you advertise our property?

We market properties rather than “advertise” so there is no “how often”, rather we set up the online marketing plan and it then attracts potential buyers around the clock, 24 hours a day, 7 days a week. We customize a marketing plan to reach the types of buyers most likely to purchase your home. We know how to maximize the power of the internet for our clients. Of late we have been largely focusing on California buyers. We will also discuss traditional methods such as mailers to neighborhoods of prospective buyers and open houses. We also have our own network of local and nationwide agents and investors we always share our listings with.

Will you be present at all showings?

At open houses, a licensed agent from our team or our brokerage will be there. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agent be present when evaluating a prospective new home.

Do we have any responsibilities during the marketing of our home?

Your primary job during the sale of your home is to keep it neat and tidy and available for showings. A large part of a home's appeal involves staging, which is everything from furniture placement to reducing clutter. We give you advice on maximizing 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, Steve Bland Group members guide you through the entire closing process and ensure everything proceeds smoothly until closing.



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WHAT PEOPLE SAY

I needed to sell my property fast and at a good price. From the very beginning you were always available, professional and kept me well informed all the way through. Thank you for being truly honest and sincere with me! Having you on my side was an advantage to me as I know there were a number of similar properties for sale in the same area. You are the ultimate professional. I have already recommended you to my friends and will continue to do so in the future.

-Ivan

Steve has an excellent knowledge of the Las Vegas real estate market, and knows how to find the best value for his clients as a buyer or a seller. Steve helped me find an investment property to buy several years ago, and helped me find a buyer for it this year for more than double what I paid for it! He's basically awesome!

-Colby

I've worked with Steve since 2008. He helped me purchase two homes as investments and he just recently helped me sell one of them with a great profit! Steve has been great to work with. He taught me a lot about real estate, always spending a lot of time with me, explaining the details, even though I was inexperienced. He was prompt at attending to anything that would arise, had good contacts and contractor connections, and always given me the best of advice. I'd recommend him to anyone!!!

-Christine

With Steve's guidance I was able to buy my first home. A spacious one story in a very nice area. Within a year he had found me a sound investment property that I recently purchased. He taught me a great deal about property investing and some of the strategies and angles that go along with it. After buying my investment property I had a lot of fun fixing it up. I couldn't be happier with my newly acquired assets and couldn't have done it without all his help. Thanks Steve!

-Andy



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WHAT PEOPLE SAY

This was the second time we called on Steve to assist with the purchase of a new home and once again, he came through BIG. Except this time, we were selling and buying at the same time. Our house went on the market for 4 days and is now under contract with a solid offer. We closed on our new purchase yesterday. Steve's knowledge of the market, city and future values really makes him stand out above anyone else I've seen. He doesn't just want to sell you a house. He wants to sell you the right house.

-Joe

Steve Blend helped us buy the house we were renting and did a wonderful job. If it wasn't for him, we probably would have had to move out. He informed both parties (us buyers and the seller) on the various possible investments and financial strategies and went out of his way to show us the different options. He wanted to make sure we were making a decision having all the facts in hand and that shows Steve's strong work ethic. His professionalism, expertise and high level of tact make him an excellent agent and financial adviser. We are forever grateful for everything he did for us and would recommend Steve to anyone in a heartbeat.

-Pauline

When we first spoke to Steve about looking for a new home, he told how excited he was to work with us to find exactly what we wanted. From our very first discussion Steve was able to pinpoint exactly what type of home we wanted, and then within just our first time looking, we found our perfect home. Steve was always straightforward and honest at every step of the way, from initial viewing to offer and acceptance, and I believe his experience and advice gave us the advantage we needed to get the home we wanted at a price we were thrilled with. We couldn't be happier and Steve truly helped us get there, with speed, support and expertise every step of the way.

-Jeremy



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WHO WE ARE



Steve Bland, Steve Bland Group Leader Keller Williams VIP Broker

A Gold Medalist and World Record-Holder who competed on the Australian trampoline and diving teams, Steve Bland enjoyed a 25 year career as a professional acrobat, 16 years with Cirque du Soleil's 'O' show at the Bellagio in Las Vegas. During this time he also created an extensive real estate investment portfolio. First becoming a mortgage broker and then a Realtor, and with two decades of real estate investment knowledge built through personal experience, Steve has built a successful real estate team helping many hundreds of clients from 35 countries and 5 continents achieve their own personal and financial goals through homeownership and building real estate portfolios.



Sria Engh Property Made Easy Broker

After living overseas for several years teaching English, Sria returned to the US to enter corporate business management, purchase her first business, and spend several years actively selling real estate before meeting Steve. Sria now pursues multiple business ventures while overseeing operations of the Steve Bland Group and Property Made Easy.

The Steve Bland Group Team

We have a full-time Transaction Coordinator, a Renovation Manager, Photographer, a 3D Crew, a Stager, Buyer Agents, and Property Managers who specialize in their respective areas to maximize results for our Clients!



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FREE BOOK OFFER

Ask for a FREE copy of
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Seller's
Home Guide!
written by Steve

Property Made Easy: Seller's Guide



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20 Year Property Investor
3 Time World Record Holder
16 Year Cirque Du Soleil Acrobat



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