

LISTING CONSULTATION





ABOUT YOU

How Does Someone Win or Lose With You?

WIN

- 1.
- 2.
- 3.
- 4.
- 5.

LOSE

- 1.
- 2.
- 3.
- 4.
- 5.

What are you looking for in an agent?

What do you feel you have the right to expect from me as your real estate specialist

What do you feel I have the right to expect from you as my client?

What is currently motivating you to make this change?

Property used for: _____ Investment _____ Residence

How did you hear about us?



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



ABOUT YOU

How do you like to be communicated with? And how often?

Where are you moving to?

Can you describe your home to me?

I know that the average Realtor sells 9 homes a year?

☐ Yes ☐ No

And that the Steve Bland Group sells over 100 homes a year?

☐ Yes ☐ No

I know The Steve Bland Group has a system for real estate sales and marketing to help us accomplish your goal of selling your home?

☐ Yes ☐ No

My criteria for choosing a Realtor to sell my home?

☐ Price ☐ Marketing Program



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



WHO WE ARE



Steve Bland, Steve Bland Group Leader Property Made Easy Owner

An International 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. Today, 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.



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 spent several years actively selling real estate before opening and launching Property Made Easy with Steve.

The Steve Bland Group Team

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



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



QUESTIONS TO ASK AN AGENT



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

The Steve Bland Group has averaged over 100 homes each year the past 5 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?

We average 7 years each as full-time real estate agents. Long enough to have gone through three different markets.

Do you own your own home?

Steve owns 17 homes in 6 cities in 3 different countries. Every agent on Steve's team owns at least one property. 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 have a systematic marketing plan such as the Steve Bland Group's focused on selling for the greatest price in the shortest possible time?

Do you have a team or do you work alone?

Working with a team means working with professionals specializing in their particular areas of expertise. One individual simply can't be good at everything.

Do you feature your listings on Zillow?

Zillow is the most commonly used website. The Steve Bland Group is a Zillow Preferred Agent which means our listings are featured first.

Do you have a team or do you work alone?

Working with a team means working with professionals specialized to their area of skill. One individual isn't good at everything.

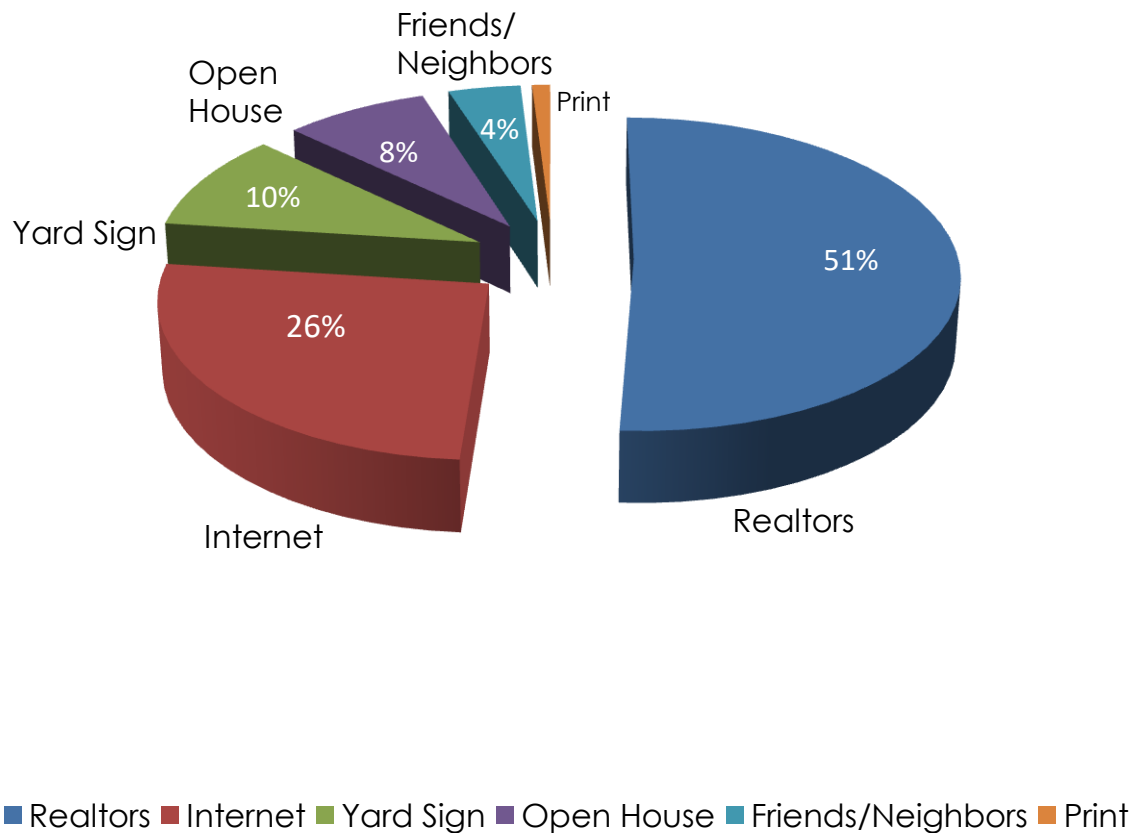


Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



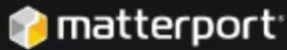
WHERE BUYERS COME FROM

How do Buyers Find the Home They Buy?

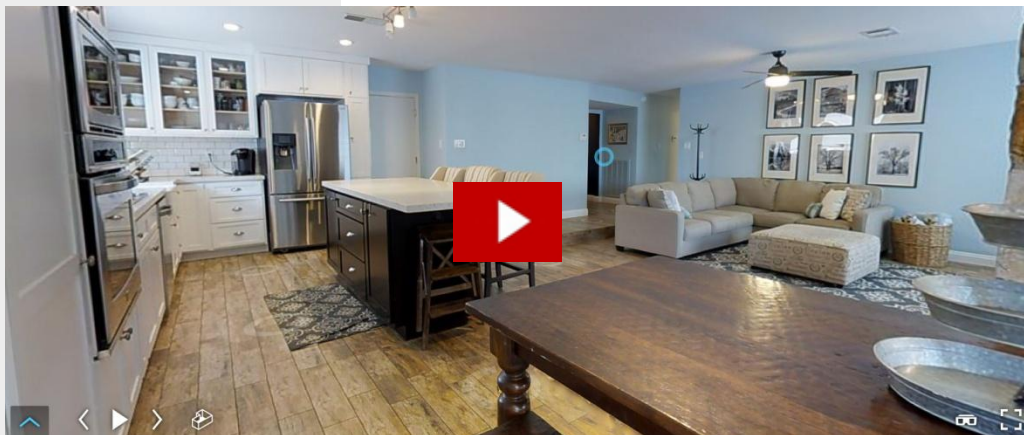




3-D INTERACTIVE TOURS



We own our own Matterport camera and employ our own specialist.



Go to our YouTube Channel:

www.youtube.com/steveblandgroup

Too see our video walkthrough's of our 3D tours.

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 exposure to the 1800 potential buyers who are currently searching for homes like yours right now.

You'll reach more serious buyers through targeted email campaigns, online promotion, and all the traditional marketing you expect like flyers and open houses.



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com




YOUR HOME FEATURED ON ZILLOW!

Zillow Homes Rentals Mortgages Agents Advice Local Home design More Advertise Sign in or Join ?

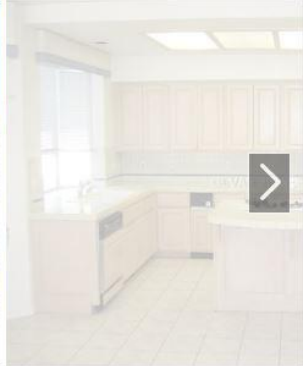
GET MORE INFO SAVE LISTING WEBSITE GET UPDATES MORE City, State, or Zip

Nevada · Las Vegas · Desert Shores · 2812 Summer Lake Dr

US



VIEW LARGER



2812 Summer Lake Dr,
Las Vegas, NV 89128

FOR SALE
\$399,900
Zestimate®: \$353,623

EST. MORTGAGE

4 beds · 3 baths · 3,049 sqft

GET MORE INFORMATION

Steve Bland
Premier Agent
18 Recent sales
Keller Williams Southern Nevada
(702) 802-0519

Your Name
Phone
Email

I am interested in 2812 Summer Lake Dr, Las Vegas, NV 89128.

Contact Agent

☐ I want to get pre-approved

Learn how


SELLER REPRESENTATION

Zillow Homes Rentals Mortgages Agents Advice Local Home design More Advertise Sign in or Join ?

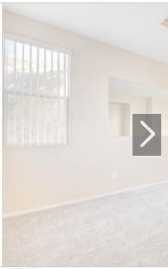
GET MORE INFO SAVE GET UPDATES REPORT LISTING MORE City, State, or Zip

Nevada · Las Vegas · Paradise · 919 Clear Diamond Ave

THEM



VIEW LARGER



919 Clear Diamond Ave,
Las Vegas, NV 89123

FOR SALE
\$160,000
Zestimate®: \$148,212

EST. MORTGAGE

2 beds · 2 baths · 936 sqft

GET MORE INFORMATION

☐ **Team Heidel**
Listing Agent
18 Recent sales
(6) Recent sales

☐ **Adam Fenn**
Premier Agent
220 Recent sales
(0) Recent sales
(702) 545-6387

☐ **Gavish Real Estate**
Premier Agent
207 Recent sales
(19) Recent sales
(702) 577-1353

☐ **Sharon Friedman**
Premier Agent
16 Recent sales
(10) Recent sales
(702) 508-8954

Your Name
Phone
Email

I am interested in 919 Clear Diamond Ave, Las Vegas, NV 89123.

AGENT ADVERTISING



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



INTERNATIONAL NETWORK

Local Market, Global Perspective!

When you list with me,
I'll **give you the world**. Literally.



- Share your property with a global **network** of over **600,000** real estate professionals around the world.
- Make your property available in **19 different languages** and **55 currencies**.
- Position your home on the premier **International MLS** as well as your local MLS for **added exposure**.



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



PROPERTY FLYERS

WELCOME TO BIG BLUE!

7210 Bachelors Button

\$575,000

- SPECTACULAR HOME, ENTERTAINERS DELIGHT!
- 1/3 ACRE LOT, 5264 S/F, 5 BED, 5 BATH, 3 CAR GARAGE
- DUAL 220V RV PARKING
- SOLAR HEATED PEBBLE TEC POOL W/ WATERFALL, JACUZZI AND LARGE WET DECK
- ENJOY MOVIES W/ THEATRE PROJECTOR AND 5.1 SURROUND SOUND IN 1000+ S/F BASEMENT WITH FULL BATH
- STUNNING DINING ROOM W/ COPPER CEILING
- 3D VIRTUAL TOUR <http://bit.ly/1TWvI9M>

Refreshments provided during Home Tour.



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



10424 S Eastern Av #200 Henderson, NV 89052 Ph: 702-777-0002



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



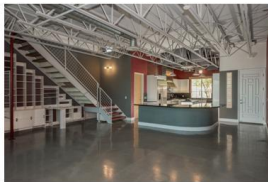
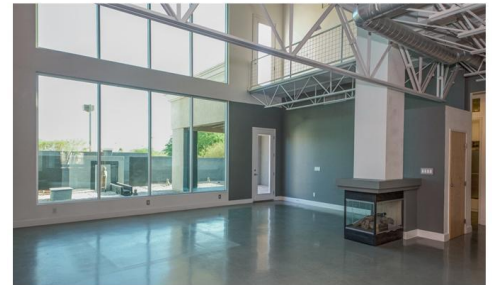
PROPERTY MAILERS

Spectacular New York Style Loft

5009 Thunder River Cir Las Vegas, NV 89148

3D Tour at www.5009ThunderRiver.com

- Spectacular New York Style 3195sf Loft
- 30 Foot Floor to Ceiling Windows
- Suspended Floor of Master Bedroom Overlooks Massive Great Room
- Every Upgrade Possible
- True Chef's Kitchen With Every Amenity
- Dacor Appliances, Dual Wine Fridges, Trash Compactor
- Stained Concrete & Hardwood Floors
- Covered Patio
- Relax in the Jacuzzi on your Balcony enjoying Strip & Mtn Views
- You won't believe this home exists in Vegas!



Call/text Steve on 702-443-1303 for your EXCLUSIVE preview of this rarely available New York loft style home.

Visit www.509ThunderRiver.com for the Free Interactive Tour!



kw SOUTHERN
NEVADA
KELLERWILLIAMS.
REALTY

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



10424 S Eastern Av #200 Henderson, NV 89052 Ph: 702-777-0002



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



SELLING YOUR PROPERTY IS A COMPETITION!

Do you want to WIN
and be the house
that sells?

OR

Be the house Realtors
use to sell OTHER
homes?

Selling your home is a competition. We are in a fierce competition with every other home for sale.

Sold homes (S) are the homes that won the competition.

Contingent and Pending (C or P) 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 (ER) haven't gotten far in the competition yet. Look at the number of days they have been on the market.

During First TWO Weeks:

Right price = Many Showings + Offers

**5% Above Market = Many Showings
No Offers**

**10% Above Market = Few Showings
No Offers**

**Over 10% Above Market = Drive-By's Only
No Showings
No Offers**

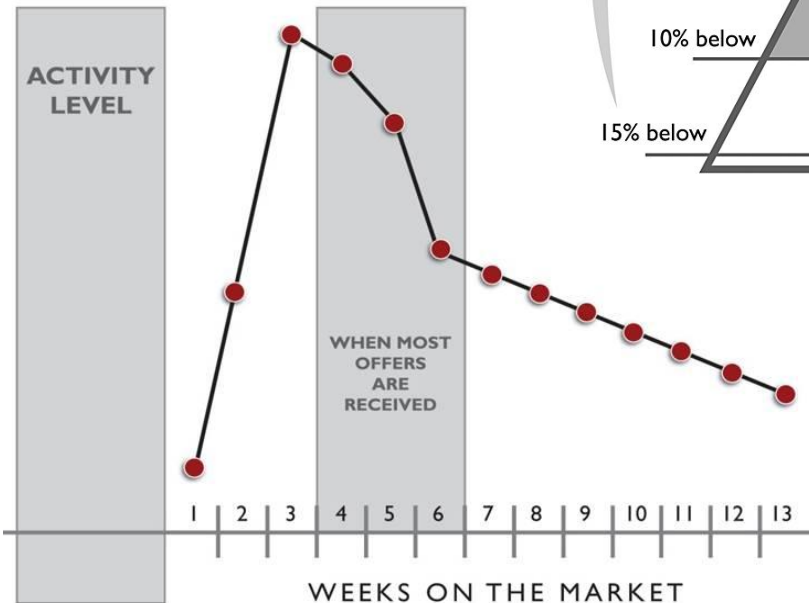
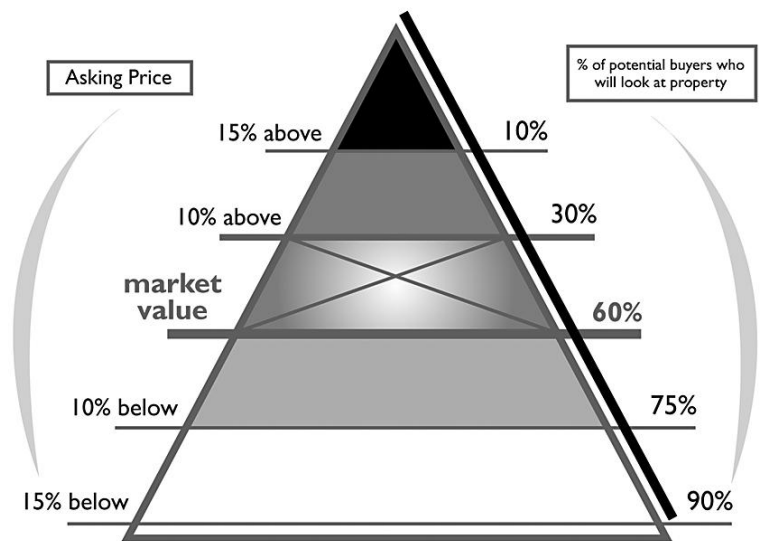


Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



PRICING IS IMPORTANT

- 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.





OUR LISTING PROCESS

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

1. Receive the Seller's Home Guide and the Listing Consultation packet.
2. Review market conditions with Seller.
3. Review marketing plan and contract with Seller.
4. Finalise marketing & pricing strategies with Seller.
5. Organise staging, repairs, decluttering, etc.
6. Order our professional photos & a 3D tour.
7. Install our sale sign.
8. Craft a letter for all of the neighbors.
9. Post/deliver flyers and neighborhood letters.
10. Post home on Facebook with video and targeted audience.
11. List home on all websites & implement marketing plan.
12. Review results of marketing plan with Seller. Measure success and adjust as necessary.
13. Present & select the best offer.
14. Open escrow with a qualified buyer.
15. Proceed to closing.



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



CLOSING

A financed offer typically takes 4 – 6 weeks to close. A home is SOLD when we close escrow.

Week 1:

- We open escrow and verify the Buyer's earnest money is deposited.
- We work with the Buyer's agent to schedule the inspection and the appraisal.
- We order the HOA resale package from the homeowners association, if applicable.
- We order a home warranty or CLUE report or anything that is required per the contract.

Week 2:

- We share inspection results and ensure the appraisal has been ordered.
- Appraisal occurs & the value is confirmed.
- If there are issues discovered in either report, we negotiate a positive resolution for everyone that protects the interests of the Seller.

Week 3-4:

- We continue to provide status on the Buyer's current loan. At this point, we are only waiting on the Buyer's loan to be able to close.

Week 4-6:

- We communicate with escrow and the lender, making sure they have everything they need as we progress to closing.
- We schedule the Seller signing with escrow.
- We facilitate the Buyer's final signing and walk thru of the property.
- The Buyer and the lender fund the purchase, we close, and we facilitate escrow paying Seller proceeds!! Congratulations!!
- We provide Seller with a gift of appreciation for trusting us.
- We follow up with all referrals!

Week 6 and on:

- We keep Seller transaction documents in long-term online storage shared with the Seller.
- We send market updates and useful information.
- We consult as needed on future investment decisions with the interest of assisting many owners build their investment portfolios.



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



STAGING TIPS!

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 bulky furniture pieces. Store in garage if necessary.
5. Remove rugs from wood or tile floors.
6. Bright looks larger! Open curtains, angle blinds upwards and let in the sunlight.
7. Create a positive mood. Turn on all lights, day or night.
8. Set the thermostat a little cooler in summer or warmer in winter.
9. Keep kitchen tidy, put countertop appliances in cupboards.
10. Store children's toys in bins or cupboards.
11. Keep your home dusted and vacuumed at all times.
12. Shampoo carpets.
13. Air out your home.
14. Store family photos out of sight.
15. Paint problem or overly bold coloured walls.
16. Clean all light fixtures to brighten the home.
17. Wash all windows inside and out. Remove solar screens where appropriate.
18. Remove or hide excess extension cords and exposed wires.
19. Open all doors to bedrooms.
20. Hose off patio and outdoor furniture.
21. Empty garage, throw a garage sale.



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



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 will advise you about specific improvements that will increase your home's marketability and value. And enclosed in this packet is information on Staging.

How often will you advertise our property?

We don't just list homes, we market them. We make sure your home is marketed to 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, while also selecting a combination of traditional methods depending on the property.

Will you be present at all showings?

At open houses, a Steve Bland Group representative 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.

What if another agent tells us they can get more for the house?

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. We present a market analysis and explain the price range where we would list it and why. But ultimately, the listing price is up to you.

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.



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



WHAT PEOPLE SAY

Check us out:

www.zillow.com/profile/stevebland/#reviews

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.

-Igor

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 seller 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



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



WHAT PEOPLE SAY

Check us out:

www.zillow.com/profile/stevebland/#reviews

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



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com



FREE BOOK OFFER

Ask for a FREE copy of
Property Made Easy:
Seller's
Home Guide!
written by Steve

Property Made Easy: Seller's Guide



Steve Bland

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



Keller Williams Southern Nevada
10424 S Eastern Av #200 Henderson, NV 89052
702-751-7071 | Email: Sales@PropertyMadeEasy.com
VegasPropertyMadeEasy.com