

Successfully
SELLING
your home with

Galand Haas

& The Galand Haas Team
of Keller Williams Realty Eugene and Springfield



Galand Haas Real Estate Team

Exceeding Your Real Estate Expectations



The 24/7/365 plan!
Galand's Marketing Works for You!

www.galandhaas.com

The following information has been assembled for your review.
In addition to providing information about myself and the professionals on my team,
I have outlined a proven marketing plan to sell your home.

GETTING *to know Galand...*

Galand was born and raised in Oregon and has resided in the Eugene/Springfield area since 1969. He graduated from the University of Oregon and he is married to Pamela Haas. They have three children: Sara, Ryan, and Megan.

Galand started to gain a strong interest in Real Estate while operating a large, multi-state, river outfitting and guiding business. In 1989, he sold the business and started his Real Estate career. Since then, he has become one of the top Realtors in the Eugene/Springfield area. He has pioneered both marketing and management systems, and has had a profound affect on the professionalism and quality of service in the Real Estate industry. Galand's Real Estate systems have gained national acclaim and he is a frequent guest speaker at Real Estate seminars, conventions and teleconferences. Galand developed internet Real Estate systems, used now by thousands of agents nationally.

Galand attributes his success to his high energy, strong ethical commitment, dedication to providing superb service, and to his many friends who believed in him along the way. Galand also credits the support of his wife and children.



Galand Haas Real Estate Team

Exceeding Your Real Estate Expectations



- *Realtor since 1989*
- *Member, Multiple Listing Service*
- *Member, National Association of Realtors*
- *Member, Eugene Association of Realtors*
- *Top 1% of all Agents Nationally*
- *Member of the Prestigious Star Power - Star & Cyberstars*
- *Operating Principal of Keller Williams Realty*

DEAR *Home Seller,*

Since becoming a Realtor, I have had to find a balance between two extremes common to many salespeople. I was drawn to real estate by my belief that I could help people. I knew I could do this by putting my clients' needs first. But the way the industry worked, it seemed that you had to project confidence, knowledge - even a sense of superiority - if you expected to succeed. In other words, you had to have a big ego.

I soon learned that these were the qualities of a stereotypical Real Estate agent, rather than the qualities of successful Real Estate agents. Successful agents do put their clients first. In fact, they seem to put almost everyone else first - their family, their friends, even their competition - if it

"I want to place my full concentration on what is most important to you."

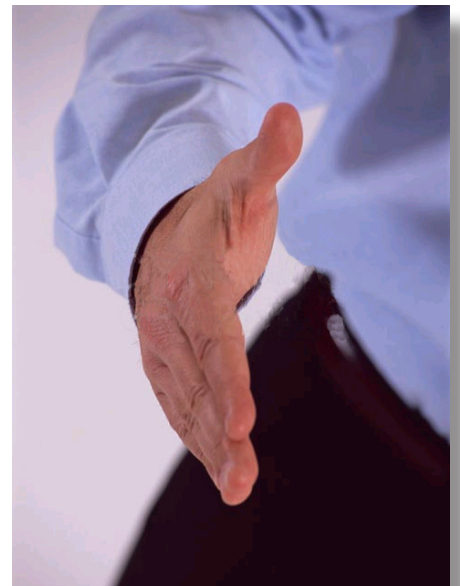
will improve the situation for everyone involved. In other words, they become servants. In the truest sense, they have learned to humble themselves.

Strange words, you're probably thinking, from someone who promotes himself as much as I do. But I do this not because I like to put myself in the limelight, but to remind you that I'm still here, and that I intend to be here for many years to come, eager to serve you like no other Realtor in our area.

My enclosed marketing proposal will give you the chance to learn a little bit about me, my beliefs, and the step-by-step plan my team and I use to get many homes sold in 90 days or less.

I want to place my full concentration on what is most important to you. Together we will determine the highest possible price the market will bear for your house and why. If you're buying a home, I will help find the right home for you.

In addition, we will determine who the targeted buyers for your home are, and I will use market strategies to attract those buyers. These targeted buyers are almost always willing to pay the highest price for your home.



I am truly looking forward to the opportunity to fulfill your real estate needs now and forever.

Gerald Haas

MY Mission Statement

My goal is to run a profitable business through goal setting, planning, and hiring only well-qualified and professional personnel. I will always provide top quality service to the public and I will always make a total commitment to their goals in the selling and buying of Real Estate.

I am committed to being totally honest and forthright in advising clients regarding the pricing and marketability of their property.

I know the only way we can both achieve our goals is by my being honest with you, even if it means losing a listing or a sale.

I will maintain a positive attitude and always strive to meet my clients' goals.

"I will maintain a positive attitude and always strive to meet my clients' goals."

I realize that my creativity and the way I run my business is far advanced from that of my competition. I realize I must do things that the average agent would not do to help my clients reach their goals.

I use my time each and everyday to the fullest potential — always remembering that I work for my clients, and my job is to work diligently to sell their home or find them a new one. I am committed to this end result.

I strive to maintain balance in all aspects of my life; through God's direction and love, I lead my life. My family and I give Him thanks for all we have. We are always willing to lend a hand in time of someone's need.

I always strive for excellence in my Real Estate career through commitment, education, product knowledge, and my willingness to share with others so I can better serve my clients' needs.

I truly believe my services are superior in this business, and I am committed to proving that day after day so each and every one of my clients can and will repeat that to their friends and relatives.

I share this Mission Statement with you because I have a strong commitment and belief in my chosen occupation and in what I have to do.

MEET

The Galand Haas Team



A PROFESSIONAL *team of specialists*

The single agent concept just doesn't get the job done in today's marketplace.

We are a team of professionals dedicated to providing you the best real estate service and advice.

We pledge to work with you to obtain a quick sale, at top dollar value...for the same price as a single agent.

We are not "Jack of all trades, master of none."
We are "Jack has ONE trade and he has mastered it well." Where one is weak, the other is strong and we use this unity and strength to serve you.

Protecting you and your home
investment

Always watching out for your best
interest

Working together to achieve one
common goal: your complete
satisfaction

Meet *the team...*



"We have built our business on determining what people need and want, and finding the way to give it to them."

Lynn Snow *transaction coordinator*



Lynn is our transaction coordinator. She will keep in contact with you from the beginning of the escrow process to the day your home is

sold! Lynn makes sure all of the details are taken care of, that way you can have peace of mind.

Irene Landeros *marketing specialist*



Irene is our Marketing Specialist. With a degree from the University of Oregon School of Architecture and Allied Arts, she applies her strong knowledge of multimedia design to support the team. Irene helps advertise our listings through direct

mail programs and numerous online campaigns. She designs and prints all of our marketing material, including home flyers, and promotes our homes to top real estate agents in the area.

Meet *the team...*

As Buyer Specialists, Gail and Lisa work exclusively with home buyers who are interested in purchasing a home in our area. They will tour your home and take notes on its special qualities. They are available at any time to show your home to potential buyers.



Galand Haas *team leader*

Galand is one of the most successful agents in the Northwest. He specializes in home and property listings, and has developed a very unique and highly effective marketing program for his listings. His specialized team approach to Real Estate ensures his buyers and sellers true representation in any transaction. Galand enjoys the many recreational opportunities our area has to offer including fishing, camping and Duck games.

buyer specialist **Gail DeWitt**

Gail is a licensed broker of Keller Williams Realty Eugene and Springfield. Gail is committed to providing each of her clients with outstanding service and an enjoyable home buying or selling experience. Gail takes the time to listen to the needs of her clients so she can give them the personal service they deserve. Gail is passionate about her children, life, and relationships. She enjoys traveling, staying fit, and experiencing every new adventure that life has to offer.



Lisa Frey *buyer specialist*

Lisa is a licensed Real Estate Broker and has been licensed since 1997. Born and raised in Eugene, she is a graduate of the University of Oregon. In her free time, Lisa enjoys spending time with her husband, Kent and two sons. She also enjoys many outdoor activities including running and softball. She is a multi-million dollar producer with a proven track record. Multiple Listing Service Member, National Association of Realtors Member, Eugene Association of Realtors Member, Women's Council of Realtors Member, Oregon Association of Realtors Member, RE/MAX 100% Club, Inducted into RE/MAX Hall of Fame 2009.

INTERVIEWING

a real estate agent...

Choosing the right Realtor for your home can be confusing, especially when you speak with several different Realtors and they all seem so convincing. There is a way to determine who is most likely to succeed in getting your price and terms. The key is knowing the right questions to ask. The following list provides you with questions to ask your prospective Realtor. The list will not only help you select the right Realtor, but also help you get the very best from the Realtor you choose.

1. Do you work as a **full-time** Realtor?
2. How do you handle **incoming property inquiries**?
3. How many **listings** do you have at this time (more is better)?
4. Do you have a **full-time staff** of professionals to see that no details are overlooked?
5. How many potential **buyers and sellers** do you speak with each day? Each week? Each year?
6. If I choose to do a **tax-deferred exchange**, are you experienced in such transactions?
7. In what ways will you encourage **other Realtors** to sell my home?
8. After you make a **property brochure and flyer** on my property, how many copies will be distributed to other Realtors, and how often?
9. How many properties have you **sold** within the **last 6 months? 30 days? 90 days?**
10. Do you have **references** that I may check?
11. How will you set my listing **apart** from the crowd without costing me more money?
12. What is my property **worth?** What listing price do you recommend?
How did you arrive at that price?
13. How will you assist in my **relocation plans**?
14. Do you have a written **Plan of Action** designed specifically to sell my property?
15. How many hours per day will you personally **prospect** to find a buyer for my property?
16. How will you give interested buyers **24 hour access** to my property?
17. How will you make information on my property available to **out-of-town buyers**?
18. How do you promote properties on the **Internet**?

NEVER SELECT YOUR REALTOR BASED ON PRICE!

MARKETING

your home

The 24/7/365 plan.



WHAT EXACTLY IS *24/7 marketing?*

This means that we market your home 24 hours a day, 7 days a week. What the consumer wants today is information quickly, easily, honestly and without the traditional hassles. Successful marketing hinges on this exact concept and this is exactly what our 24-7 marketing plan offers.

And how
exactly is all
this achieved?
Well..

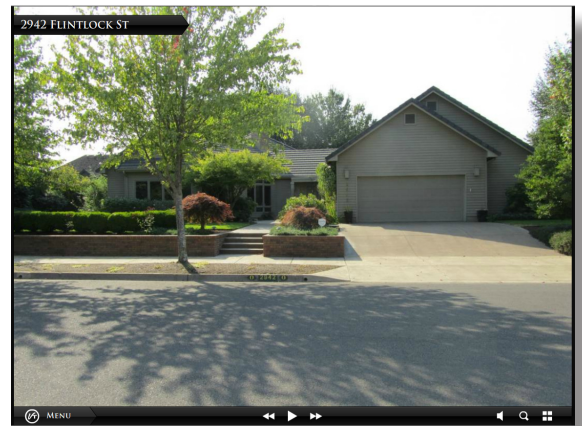
Why use 24-7
marketing?

The traditional realtor hides the information and guards it as secret and privileged. Ever tried to find the information you want on an advertised home? Frustrating isn't it?

The Galand Haas Team takes a different approach. Our 24-7 marketing plan is designed to offer the consumer all of the information they needed easily, at their convenience.

OUR EXCLUSIVE *tools...*

1. Always giving the **complete details**, price, bedrooms, bathrooms, square footage, etc.
2. Making this information available 24-hours a day with the Galand Haas Team **websites**. We connect with over 400 national real estate websites. This gives you extensive local and national exposure.
3. **Virtual home tours**. This online tour of your home allows consumers to be able to attend a virtual open house of your home at any time. Our virtual tours are also done as video and broadcast emails. The majority of home buyers use the internet for their home searches. Our high-tech systems attract home buyers by the thousands.



4. **Email home information**. Our interactive website, www.forhomeinfo.com, offers 24 hour access to information on any homes for sale in our market area. Buyers are automatically updated daily via email. At any given time, 400-500 home buyers are on this system.
5. **Multiple Listing Service**. We do not wait for the agents to find you on a multiple listing print out. We identify the top 200 agents in the Eugene/Springfield market area and market our properties to them exclusively and directly.

**WHY WOULD YOU SETTLE FOR ANYTHING LESS?
NO OTHER AGENT IN OUR AREA HAS TRUE 24/7/365 MARKETING.**

PASSIVE VS. ACTIVE *home marketing*

PASSIVE MARKETING

(What most agents do to market homes.)
This OLD WAY does not work.

1. Place ads in homes magazines.
2. Place ads in the newspaper.
2. Hold open houses.
3. Place listing in Multiple Listing Service.

Waiting for buyers to come to you



ACTIVE MARKETING

(Galand's 24/7/365 style approach.)
It works!

1. Place listing in Multiple Listing Service.
 2. Expose listing to Keller Williams agents — immediately and ongoing.
 3. Advertise to 200 top area agents — immediately and weekly.
 4. Place an attractive and highly visible yard sign.
 5. Place directional signs at crossroads.
 6. Place an information box next to the yard sign.
 7. Develop a detailed color flyer for the home.
 8. Market on social media sites: Facebook, Google+, Twitter
 9. Just Listed postcards mailed to your neighborhood.
 10. Market weekly to Galand's database of over 15,000.
 11. Feature on Galand's website, www.galandhaas.com, as well as on www.forhomeinfo.com, www.eugeneoregonhomesforsale.com and over 400 additional national sites
 12. Exposure to more than 900 national Keller Williams affiliate offices.
 13. Advertise only Galand's direct line phone number. All ad calls come directly to Galand's office.
 14. Feature on Galand's mobile optimized interactive website
 15. Hold open houses when necessary.
 16. Team of Buyer Specialists, and full-time assistants.
 17. Immediately follow-up on all showings with our high-tech email follow-up system.
 18. Provide detailed written activity and marketing report every two weeks.
 19. Provide a new Comparative Market Analysis report every two weeks.
 20. Review your home with a complete list of details to stage your home.
 21. Buyer's financial information sheet on your home.
 22. 24 hour buyer access to information on your home.
 23. Always available to show your home.
 24. Concentrate on solutions — not problems.
 25. Keep your best interest in mind at all times.
- and MUCH, MUCH MORE!

Actively seeking buyers

Which type of marketing do you want working for you?
In today's market, only an active marketing plan can bring about a quick sale at top dollar!
Call today to put Galand's active and proven marketing plan to work for you!
Put the odds in your favor this time! Galand has the systems that sell homes!

INTERACTIVE INTERNET *marketing*



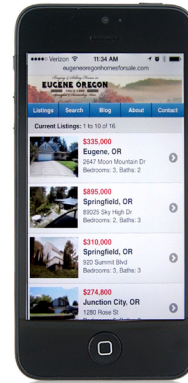
Interactive Internet Marketing

The majority of home buyers today conduct their home search on the internet. The Galand Haas Team provides information in an easy to use format.

"We attract potential home buyers by the thousands!"

Mobile Internet Marketing

Today a large percentage of home searches are done from mobile devices. The Galand Haas Team home search and property listings are offered on a true mobile search format. Check out our site and listings from a mobile device and then compare.



On the world wide web...

*JUST A FEW OF GALAND'S
INTERACTIVE WEBSITES*



www.GalandHaas.com

www.ForHomeInfo.com

www.ForHomeSellers.com

www.EugeneOregonHomesForSale.com

**Do you know that since 2001, more than 78% of homebuyers nationwide initiated their home search on the internet? Only 1% bought their home through an open house.*

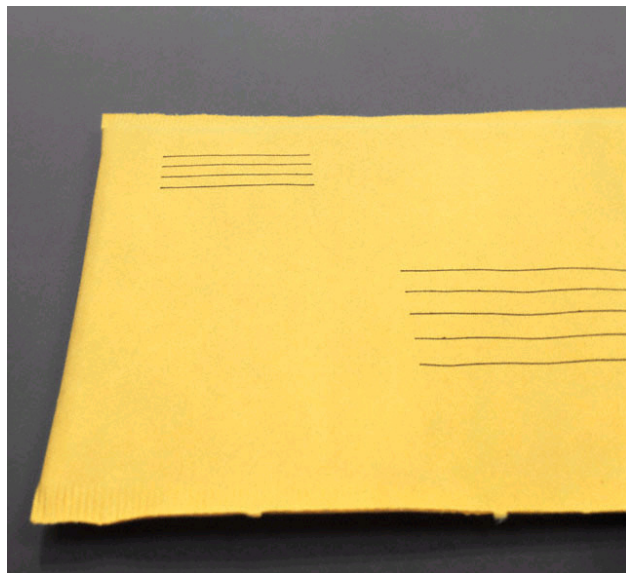
Galand knows internet marketing and attracts hundreds of buyer leads through the web every month!

Galand knows interactive web marketing - the key to home sales in this new millennium.

COMMUNICATION

that's open and honest

1. Home showing questionnaire that provides client and agent feedback on your home
2. Weekly phone calls
3. Bi-monthly Listing Update Report
 - a) CMA's
 - b) Galand's notes
 - c) Showing feedback
 - d) Open house reports
 - e) Vacant home checklist



EMAIL SHOWING *feedback*

The Galand Haas Team has developed a high-tech follow-up system for agent showings. When a Galand Haas listing is shown, the agent's use of the lockbox triggers an email showing questionnaire to the showing agent. When the showing agent responds, both the Galand Haas Team and the seller are copied by email with the response.

This feedback gives us a look at how your home is being perceived by the market. This allows us to have an educated view of any changes that we may need to make as we market your home.

AFTER AN AGENT SHOWING

We email the agent who showed your home to get the agent's feedback. If the agent has not responded, we follow up with 3 more feedback requests via email and/or phone calls.

If your home is vacant, our marketing specialist will visit your home to pick up any agent cards, check on the condition of the home and ensure that there is a constant supply of flyers.

Galand Haas
Real Estate Team

**Galand, you have new showing feedback
for 721 BROOKSIDE DR**

This notice was sent by ShowingSuite.com. If you would like to reply to the individual who originated this email only use the "Reply" option and **do not** use "Reply to All".

Hi Galand,

Below is the new showing feedback received from **Andy Anderson** of on your property located at **721 BROOKSIDE DR** for the showing on 5/30/13.

Andy can also be contacted at:

Andy Anderson
andyanderson@remax.net

Work Phone: (541) 345-8100
Mobile Phone:

Feedback Information Follows:

Overview	
Name	Andy Anderson
Company	
Email Address	andyanderson@remax.net
Showing Date	5/30/13
1st Request	5/30/13
Responded On	5/30/13
Number of Emails Sent	1/3
Days Between Requests	2
Question Template	Showing Agent

1. Did your buyers like the property?

☐ Very interested
☒ **Yes**
☐ Somewhat
☐ No
☐ Other
2. What did you think of the price?

☒ **Above market value**
☐ At market value
☐ Other
3. Are they considering a second showing?

☐ Yes
☒ **Possibly**
☐ No
☐ Other
4. Are they considering making an offer?

☐ Yes
☒ **Possibly**
☐ No
☐ Other
5. Rate the exterior

☐ Average
☒ **Well maintained**
☐ Poor
☐ Other
6. Rate the interior

☐ Average
☒ **Well maintained**
☐ Poor
☐ Other
7. Additional Comments

No Response

Sincerely,

ShowingSuite.com Guru Team
ShowingSuite.com
 4901 Morena Boulevard, Suite 207
 San Diego, CA 92117
 Email: support@showingsuite.com

MONTHLY ACTIVITY REPORT

and listing update

EVERY MONTH

We will provide you with a market analysis for your home. It will show you what homes you are competing against and what the average sale price is for that period.

This report will also show you where your home has been marketed in the past few weeks.

You will also receive a summary of your property's showing feedback.

MARKET ANALYSIS OVERVIEW

Current Price Recommendation: _____

Price Analysis:

Market Trend:

SHOWING AND CONTACT ACTIVITY

Number of home showings: _____

Number of showing questionnaires responded to: _____

Open house date: _____

Number of attendees at Open House: _____

Number of Agent calls: _____

Number of buyer interest calls: _____

HOME MARKETING REPORT

Galand's Websites: _____

Visual Tour Hits: _____

Register Guard HomeFinder Hits: _____

Trulia Hits: _____

Realtor.com Hits: _____

Zillow Hits: _____

ListHub Online Marketing Summary: _____

GALAND'S COMMENTS

Remember, we are marketing your home on a continual basis with a large variety of methods in combination with those listed above. You can call for an updated list. Please call us at 349-2620 with any questions or concerns. **OPEN AND HONEST COMMUNICATION SELLS HOMES!**

CURRENT *market analysis*

This market analysis will give you an idea of where your home stands on the market. You will be able to see which homes you are competing with and how your price measures up to them.

You will also be able to see what other comparable homes are selling for.

In this case, our home on Canal St. looks like it might be a little overpriced. It faces some tough competition in a market where there are very few sales.

Summary of Comparable Listings

The following is a summary of the 10 comparable listings contained in this market analysis.

Active Listings

3 comparable listings that are currently for sale

Address	Price	Bds	Bths	Sqft	\$/Sqft	Built	MLS#	Listed	DOM
1514 Canal St	\$165,000	3	2/0	1,473	\$112.16	1971	11419666	15-April-2013	179
727 Rayner Ave	\$152,000	3	2/0	1,260	\$144.44	1970	11264505	4-Nov-2013	11
1947 16th St	\$156,000	3	2/0	1,496	\$124.60	1978	11171340	30-Sept-2013	11
	\$157,600	3.3	2.0	1,418	\$127.07	1969			67

Expired Listings

2 comparable listings that did not sell

Address	Price	Bds	Bths	Sqft	\$/Sqft	Built	MLS#	Listed	DOM
355 38th Pl	\$167,500	3	2/0	1,246	\$134.43	1977	10002352	19-Mar-2013	549
721 Island St	\$174,000	3	2/0	1,440	\$120.34	1977	11600176	9-Jul-2013	92
	\$170,750	3.0	2.0	1,343	\$127.63	1977			321

Pending Listings

2 comparable listings of which the sale is pending

Address	Price	Bds	Bths	Sqft	\$/Sqft	Built	MLS#	Listed	DOM
2290 8th St	\$168,500	3	2/0	1,280	\$131.64	1974	11005884	26-Aug-2013	69
702 Rayner Ave	\$199,900	3	2/0	1,547	\$129.21	1973	1158275	16-Jul-2013	99
	\$184,200	3.0	2.0	1,414	\$130.43	1974			84

Sold Listings

3 comparable listings that were recently sold

Address	Price	Bds	Bths	Sqft	\$/Sqft	Built	MLS#	Listed	DOM
1160 Anderson Ln	\$167,500	3	2/0	1,284	\$130.45	1971	10060417	20-May-2013	258
930 Filbert Ln	\$170,000	3	2/0	1,320	\$129.16	1961	11186230	9-Jun-2013	24
670 Rayner Ave	\$185,000	3	2/0	1,429	\$129.46	1978	11675366	18-Oct-2013	104
	\$174,333	3.0	2.0	1,344	\$129.69	1970			129

On average, these listings sold in 129 days for \$12,267 or 6.5% less than asking price.

Overall Average	\$176,980
Median	\$172,250

DOM = days on market

PRICING

your home



ON THE *average...*

Buyers inspect 12 or more homes before deciding to make an offer. That means 11 or more homes are competing against yours.



**GALAND WILL SHOW YOU HOW TO MAKE
YOUR HOME MORE MARKETABLE!**

4 REASONS

to price your home realistically

REPUTATION

Overpricing causes most homes to remain on the market too long. Buyers, aware of a long exposure period, are often hesitant to make an offer because they fear “something is wrong” with the house. Often, homes that are on the market for a long period of time eventually sell for less than their fair market value.

INCONVENIENCE

If overpricing keeps your home from selling promptly, you may end up owning two homes — the one you’ve already purchased and the one you’re trying to sell. This can prove costly, worrisome and inconvenient.

TIME

Chances are that your home will sell at its fair market value. Pricing it realistically at the outset simply increases the likelihood of a timely sale with less inconvenience and greater monetary return.

COMPETITION

Buyers educate themselves by viewing many homes. They know what is a fair price. If your home is not competitive in value with those they have seen, it will not sell.

Buyers typically look at homes within a \$10,000 price range. If your home is not priced within the correct range, it very likely will not be exposed to its potential targeted buyers.

**80% of the marketing of your home is done
the moment we decide at what price we will list your home.**

**If you are unwilling to list your home at, or just below,
the current market value, you are better served
not to put it on the market at this time.**

BENEFITS *of proper pricing*

FASTER SALE

When your home sells faster, you save carrying costs, mortgage payments and other ownership costs.

EXPOSURE TO MORE PROSPECTS

At market value, you open your home to more people who can afford the price.

BETTER RESPONSE FROM ADVERTISING AND SIGN CALLS

Ad calls and sign calls to Realtors turn into showings when price is not a deterrent.

MEANS MORE MONEY TO SELLERS

If a home is priced right, the excitement of the market produces higher sales prices. You net more, both in terms of actual sales prices and in fewer carrying costs.

LESS INCONVENIENCE

If you've listed your home before, you know the energy it takes to prepare for showings: keep the home clean, make child care arrangements, and alter your lifestyle. Proper pricing reduces this.

INCREASED SALESPERSON RESPONSE

When salespeople are excited about a home and its price, they make special efforts to contact all their potential buyers.

ATTRACTS HIGHER OFFERS

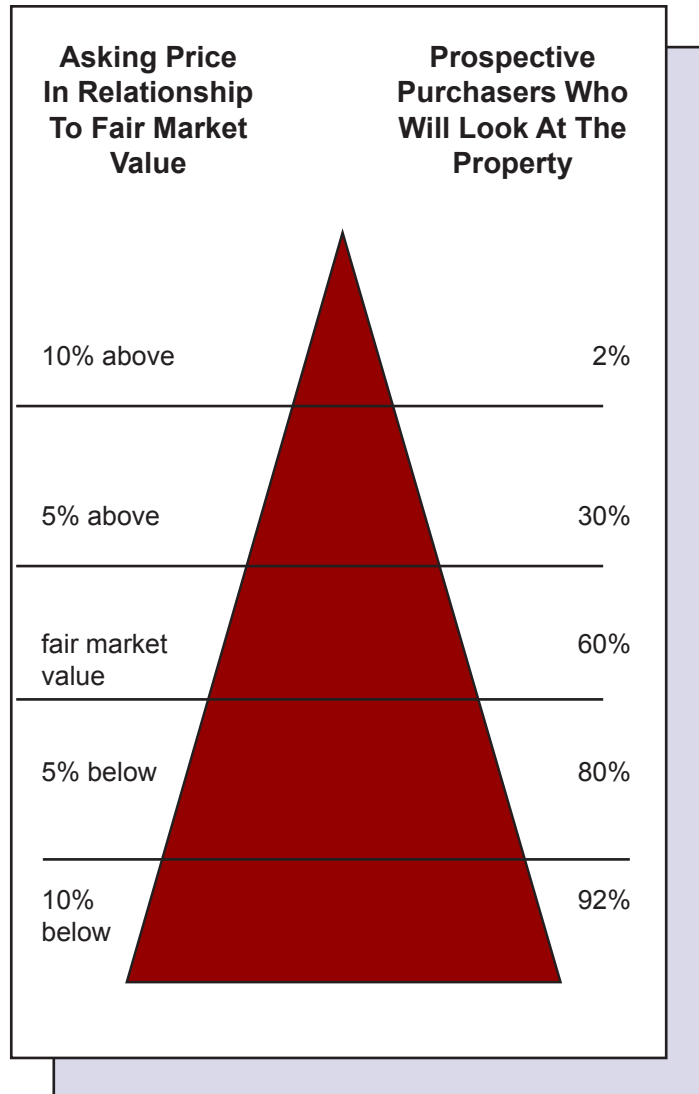
When a home is priced right, buyers are less likely to offer low out of fear of losing a good home.

DON'T ADD "FLUFF"

to your price

Set the list price very close to market value. If you add "fluff," you may miss buyers who are willing to pay the market value.

This diagram shows the segment of the prospective purchasers who are likely to want to see your property, based on the relationship of your property's asking price to its fair market value.



If you want to have a cushion for negotiation, you must have people to negotiate with. If you overprice your property, it is not likely to be shown.

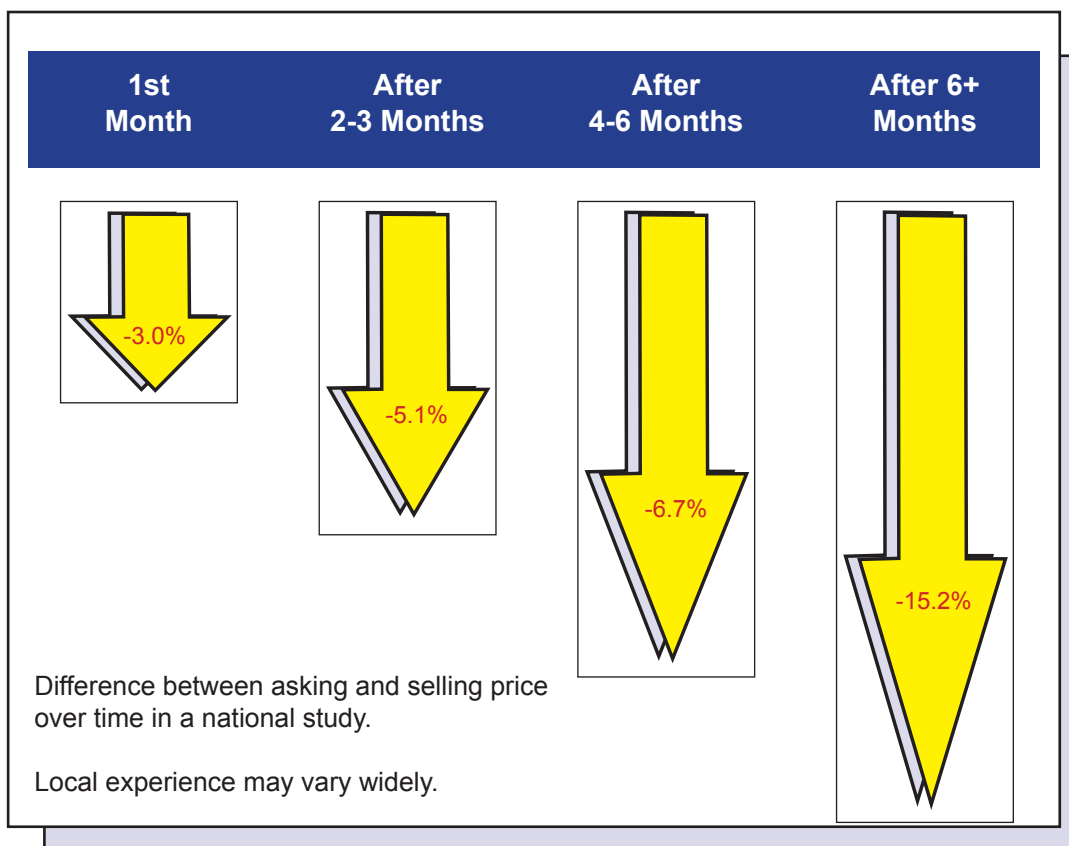
IF YOUR HOME IS BEING SHOWN BUT NOT SOLD, IT MAY BE BEING USED TO MAKE OTHER LISTINGS LOOK MORE ATTRACTIVE.

PRICE IT RIGHT

to begin with!

The first few weeks on the market are often the time during which you get most showings. Overpricing your home “just to try it for a couple weeks” can be a costly mistake.

HOMES SELL CLOSER TO THEIR ASKING PRICE DURING THE FIRST FEW WEEKS



Source: National Association of Realtors Homebuying and Selling Process

It's a fact. Properly priced homes sell faster and for more money during the first few weeks of the listing. Don't miss your price marketing period by setting a price higher than the current market analysis. You risk the possibility of selling your home for even less.

SETTING THE PRICE *of your home*

THE THREE FACTORS TO CONSIDER IN SELLING YOUR HOME ARE LOCATION, CONDITION & PRICE.

Yes, they are all related.

LOCATION

Your home's location and setting influence its value. A home inside a quiet subdivision sells for more than the identical home on a busy street. Remote areas typically sell for less than close-in areas. Views, streams, and trees usually enhance value. You obviously have no control over location.

CONDITION

New homes enjoy a marketing edge over resale homes because they are shiny and clean. Also, builders enhance their appeal by offering model homes (clean, bright, decorated in current colors and amenities) for buyers to examine.

A COMPARATIVE MARKET ANALYSIS (CMA)

I will provide you with a "Comparative Market Analysis" for your home that will show other homes in the area similar to your home that have sold, and that are currently on the market. While there is no home exactly like yours, this report will show homes similar to yours, which will help in establishing a price for your home.

PRICE

If IBM stock is trading between \$104 and \$108, it does no good to insist on selling at \$112. Likewise, your home must be priced within the appropriate range.

You must actually "sell" your property twice — first to a buyer and then to an appraiser. The buyer is more subjective and compares the amenities of your home to those of other homes in the same price range. The appraiser is more objective and compares age, size, and cost-identifiable features in your home against other properties that have sold.

SETTING THE PRICE *of your home*

A Realtor has no control over the market, only the marketing plan. Within a company, each Realtor is a separate entity. The company has little influence on marketing plans.

Select a Realtor based on criteria specific to the individual agent, the competence of the person, and the services provided. THERE IS A VAST DIFFERENCE BETWEEN AGENTS AND THEIR APPROACHES. Company names have little impact.

NEVER BASE YOUR CHOICE ON A PRICE. Don't allow a Realtor to "buy" your listing. A Realtor has no control over your local market conditions and a successful sale hinges on a great marketing plan and a price that is consistent with the market's demands.

SO, SELECT A REALTOR FIRST, THEN DISCUSS THE PRICE. The marketing plan should be your selling factor. Choose a realtor who will aggressively market. And then make a commitment to work with your realtor. Selling a home takes teamwork. Help your Realtor help you.

**True professionals will give you
candid feedback and
factual information so you can
price within the market.**

RAVING

fans



WHAT OUR *clients say...*

The very best thing about using the Galand Haas Team is the fact that we didn't have to worry about anything! The communication was fabulous. The Galand Haas Team is a class act!

Susan & Jonathan Bock
HOME SOLD: McKenzie Hwy.
HOME BOUGHT: Country Ln.

Very professional! We really liked your weekly updates. We picked a slow period to sell but your team stuck with it and produced the desired results. Thanks for a job well done!

Richard & Donita Warner
HOME SOLD: N St.

The Galand Haas Team was excellent to work with. We really enjoyed having them on our side.

The Washingtons
HOME BOUGHT:
Scottsdale

Excellent communication. Excellent at returning calls. Kept us informed throughout the process. Pleasant and professional. Courteous, open and honest.

Paul Crawford
HOME SOLD: Madrone

We loved the constant updates. We always knew what was up without having to ask. You did what you said you would do, when you said you would do it. Outstanding communication!

Russ & Karen Francis
HOME SOLD: Miramar St.

The Galand Haas Team did an excellent job at marketing our home. This effort was crucial in selling our home in a slow market.

Jess James &
Melanie Ryan
HOME SOLD:
W. 3rd Ave.

Your professionalism and effective communication made the sale look easy compared to our previous listing agent. You were excellent in all areas: service, communication, hospitality and professionalism.

Rufino & Maria Valdovinos
HOME SOLD: Sherwood Pl.

It was our smoothest transaction ever. There is no doubt in our minds that you are the best by far. We will refer any and all potential customers to The Galand Haas Team.

Kurt & Karla Hand
HOME BOUGHT:
Van Duyen

You always made us feel as though we were important! You always stayed in contact with us, gave us reports and updates very regularly and were extremely personable and easy to work with. There are NO other real estate agents in town we would work with anymore. You have earned a lifetime customer.

John & Annette Scallion
HOME SOLD: Ohio St.

Very professional, prompt, wonderful can-do attitudes! We really enjoyed working with the team-you guys are wonderful.

Jim & Melissa Ratzlaff
HOME BOUGHT:
E. Hunter

In the market we were dealing with, we knew the Galand Haas Team was the one to sell our home quickly.

The Gibbs
HOME SOLD: Canal St.

Overall I was happy with the service. You all work well and are pleasant to work with.

Skip Howe
HOME BOUGHT:
Russet Dr.

We were made to feel very comfortable with the entire process. Their experience and knowledge of local buyers was invaluable. We are already recommending your service to co-workers!

Angela & Chris Bauerle
HOME BOUGHT: Napa Valley Ln.

We have dealt with many realtors over the past 8 years and have enjoyed working with Galand. Always professional!

Karen Hageman
Town & Country
Homes, Inc.
HOME SOLD: S. 69th Pl.

After a negative real estate experience, it was reassuring to have a professional team handle everything when we were across the country. Thanks!

Hans & Cindy Birch
HOME SOLD:
Brookside Dr.

BEFORE

you sign anything...

It all sounds too good to be true, doesn't it? Can a real estate team really do everything we have put in front of you today? Well, we've given you the story on our end. Now take a few minutes and investigate what it was like to be on the receiving end. We think you would completely understand the way we do business if you called a few of our past clients. Ask them whatever you like. The following is a list of questions you might want to include.

"How was your experience with Galand and the Galand Haas Team?"

"Did he always put your best interests first?"

"I am about to become one of Galand's clients. What is the best single service that he will provide me?"

*Jon & Christine Guldager
1864 Calistoga Ct.*

*David & Karen Griggs
2395 Wilson Dr.*

*Don Waler
2251 Marie Lane*

*Ron & Jeanie
Van Iderstine
41989 Deerhorn*

*Scott & Roberta Bolling
34922 McKenzie View*

*Steven & Deena Swartout
1440 Piedmont*

*Gary & Jenine Russell
784 S. 68th St.*

ADDRESSING THE MYTHS

in real estate

LET'S GET IT ALL

out in the open...

MYTH #1

"Discount" brokers can do an adequate job selling real estate.

TRUTH

Promotional costs such as photographs, brochures, ads, MLS insertion fees, printing, direct mail, Galand's in-house newspaper, website maintenance, website fees, signs, etc. are paid by Galand. Ask yourself:

Will the discount broker offer a complete marketing campaign?

Does the discount broker have a staff to personally attend to your specific needs?

Does he have a proven track record of success or is he using the discounted commission to win your business?

Does he have the expertise to guide you through problems that may develop during the closing process?

Remember that you only pay a commission if and when your property sells successfully. The supply of buyers through your home will be less if marketing is limited.

MYTH #2

Galand sells a lot of real estate. Perhaps Galand is too busy to pay attention to my listing.

TRUTH

Just as superior restaurants are busy at dinner time and superior doctors have a heavy load, Galand's success in marketing homes gets him many more homes to sell. Like good restaurant and doctors, Galand has set up a top-flight team to assist him with the routine details to free him up to devote the time and attention you require to sell your property successfully. Galand has built his business one satisfied customer at a time. His goal for you is for you to be another satisfied customer who spreads the word about how well you were served.

LET'S GET IT ALL

out in the open...

MYTH #3

You should select the Realtor who says they can get you the highest price.

TRUTH

This is the oldest scam in Real Estate: Tell the seller what they want to hear and compliment the home to get the listing. Then ask for a price reduction 30 days later. Don't buy into that. Insist on a written, well-researched computerized market analysis to determine the realistic amount your home will sell for in today's market and price accordingly. Select your Realtor based on their credentials then decide on price.

**NEVER SELECT AN AGENT BASED ON THE
PRICE THEY RECOMMEND!**

"MY PRICE IS HIGH" *but make me an offer.*

Here are our thoughts on that statement: Serious buyers look in the price range determined by their down payment and monthly payment ability. Unless your property is priced correctly, the down payment and monthly payment requirements will not be competitive.

A buyer who is seriously looking soon becomes very knowledgeable in his price range. An unreasonable asking price only discourages him from looking and considering your property.

Buyers purchase by comparison and a property priced above the competition does not "compare" favorably. Inviting a buyer to make an offer can indicate that a fair price has not been established.

If you plan to adjust your price at the time of the sale, it is better to adjust the price now and attract serious buyers. This often places you in the favorable position of having more than one buyer interested in your property.

It is very difficult to obtain a reasonable offer on an overpriced property. The buyer feels he should be just as unrea-

sonable in his offer as the seller is in his asking price.

By contrast, offers are much easier to obtain on a reasonably priced property. You can then choose which offer to accept with no obligation to one that does not meet your requirements.

It is a mistake to believe that you will get more for a property by asking more. You usually get less because fewer buyers will consider it when it's placed on the market. The right buyers will not see it. And it usually stays on the market so long that it tends to become "shop worn."

*"It is a mistake
to believe that you
will get more for
a property by
asking more."*

To obtain property market exposure, it is an absolute necessity to be competitive in price, terms and condition with similar properties that are selling in the area.

If you are a serious seller, price your property at market value and attract serious buyers. You will stand a much better chance of getting full market value, and your property will sell faster.

SHOWING

your home



PREPARING YOUR HOME

for a showing

Your home may be one of the biggest investments you have made. Knowing how to maintain and enhance its value can make a great deal of difference in the amount of money you realize when you sell it or borrow on your home equity.

Most homeowners do not understand how to increase the investment value as well as their personal enjoyment of a home. Knowing what kind of home to buy, where to buy, when to buy it, how to maintain it and when to sell it can mean thousands of dollars to you in tax savings and future earnings for such needs as college education and retirement.

A home's location, model, style, quality of construction, landscaping, fixtures, additions, carpeting, paint, and wall coverings all influence value when you buy and, most importantly, influence value when you sell. Learning which improvements and decorations increase value and which ones don't is well worth a few minutes of your time.

This section is designed to give you a quick tour inside and outside your home to identify cosmetic problems — problems that can reduce your ability to realize top dollar value for your home upon sale or appraisal for investment purposes.

You may not be able to finish the basement or remodel the kitchen, but you can improve its value. When it comes time to sell or appraise your home, it is important to look at your home through a buyer's eyes. People buy what they see. Make your home as appealing and uncluttered as the home you would like to buy.

OUTSIDE

- ☐ Mow the lawn, trim trees and shrubs away from the house. You can't sell a house if you can't see it. Rake leaves, remove dead plants, flowers and shrubs.
- ☐ Put away tools, garbage cans, hoses, toys and building materials neatly in the garage.
- ☐ Check for broken roof shingles, straight lines on gutters, shutters, windows and sidings.
- ☐ Clean windows and front door. Paint if needed.
- ☐ Seal or resurface driveway. Clear patios or decks of excess planters, flower pots, charcoal and barbecues.
- ☐ In the front yard, dress up around shrubs and lamp post with large quartz stones, railroad ties or pine bark mulch, etc.

PREPARING YOUR HOME

for a showing

FOYER

- ☐ Use a bright light bulb in foyer light fixture.
- ☐ Turn on all lights in home in the evening to welcome potential buyers.
- ☐ Fill the home with the pleasant aroma of cinnamon or another fresh scent, but not too strong.
- ☐ Spotlessly clean woodwork, carpeting and windows throughout the house.
- ☐ Clear window ledges of all objects to give a nice glimpse inside and out.
- ☐ Repaint walls if necessary, in neutral color such as antique white.

LIVING ROOM

- ☐ Discard worn furniture and move extra to a storage area. Too much furniture makes rooms look small.
- ☐ Visit a model home to get decorating ideas.
- ☐ Clear away all magazines, books and unnecessary objects from furniture throughout the house.
- ☐ Take down pictures that hide walls. Patch nail holes and paint.
- ☐ Add lamps and lighting if dark.
- ☐ Open curtains.
- ☐ Set out fresh flowers.

FAMILY ROOM

- ☐ Clean fireplace.
- ☐ Replace carpet, or give a carpet allowance if it's a loud color or is worn. (I know, it costs a lot of money, but you'll get it back!)
- ☐ Remove all magazines, books, toys and worn furnishings that might influence a buyer's feelings about the room.
- ☐ Create an easy going, relaxed atmosphere in your family room.

PREPARING YOUR HOME

for a showing

KITCHEN

- ☐ Professionally clean oven and stove.
- ☐ Replace broken appliances and repair squeaks, drips or cabinet drawers that bind.
- ☐ Clean all appliances inside and out until they are spotless.
- ☐ Discard old food and leftovers from the refrigerator.
- ☐ Clean refrigerator door of messages, pictures and magnets.
- ☐ Clear all magazines, small appliances and cookware from counter tops.
- ☐ If it hasn't been used in months, put it away!
- ☐ Wax and polish floors.

BATHROOMS

- ☐ Remove any unnecessary items from counter tops, tubs and commode. Put as much away as possible and make each bathroom look like a "guest" bathroom.
- ☐ Sink, commode, bathtub, tile and shower curtain should look immaculate - no soap film or hair.
- ☐ Fix leaky faucets, rust stains and faulty plumbing that may squeak or bind.
- ☐ Caulk and grout tile. Bleach discolored grout.
- ☐ Replace or remove any wallpaper that isn't conservative.
- ☐ Coordinate towels to one or two colors only.
- ☐ Place softer bulbs in bathroom fixtures and scented flower arrangements on vanity tops.
- ☐ This is the second most important-to-be-appealing room in a home (after the kitchen, before the family room and garage).
- ☐ Define areas - sleeping, dressing and sitting by furniture arrangements. Try to have bedroom look as simply furnished as possible.
- ☐ Be sure all clothes are hanging up, not lying out in the room.

PREPARING YOUR HOME

for a showing

CHILDREN'S BEDROOMS

- ☐ Here's a challenge: ask children and teenagers to help by thoroughly cleaning up their rooms, removing all posters and questionable photographs. Low lighting and clutter make bedrooms appear smaller or darker than they are.
- ☐ Patch and paint walls if necessary.
- ☐ Open curtains.

GARAGE

- ☐ The perfect garage contains only cars. But if this is not possible, clean up, fix up, sell or toss out unneeded items. (This may be your only opportunity.)
- ☐ Clean and seal cement floor.
- ☐ Neatly stack tools, clean up work bench and tidy up storage shelf areas.

BASEMENT

- ☐ A finished basement is great! Just follow the same guidelines given for preparing the family room.
- ☐ If unfinished, make sure concrete floor is well swept and clean.
- ☐ Seal or paint concrete floors (battleship grey).
- ☐ Clean water heater, change filters and put strong light bulbs in fixtures.

SHOWING *your home*

FIRST IMPRESSIONS ARE THE MOST LASTING. When a prospect comes to look at your home, the first impression (“curb appeal”) is vital. Your front lawn and other landscaping should be neatly trimmed and mowed. Make certain that your yard is free of refuse and leaves. If necessary, paint your home. This can do more for sales appeal than any other factor. If you decide against painting, at least consider painting front shutters and window frames or power washing off any dirt and grime.

The walk should be swept and, in winter, free of ice and snow. The front door must be clean and fresh looking. Repaint the front door, if necessary. Repair broken outdoor steps and make sure the door bell is in working order. Consider putting flowers outside the front door. Inspect the roof and gutters. Are there any missing shingles to replace? Also, bikes, wagons and skateboards should be made as inconspicuous as possible.

DECORATING FOR A QUICKER SALE. Faded walls and worn woodwork will reduce the appeal of your home. Why describe how your home could look when you can show how it does look with just a reasonable amount of decoration. A minor investment in paint will pay bigger dividend to you in a better price and quicker sale. Check ceilings for leak stains. Fix the cause of the damage then repair the ceiling and paint. If painting and redecorating, stick to conventional white and easy-to-work-with neutrals. If you have a fireplace, clean it out and lay some logs in it to make it look inviting.

LET THE SUN SHINE IN. Open the drapes and curtains, making the rooms appear larger. Clean the windows so that a prospect can see how bright and cheerful your house is. Make sure all windows will open and close. Dark and dreary rooms do not appeal to most home buying prospects. Replace burned out light bulbs or use brighter bulbs and be certain every light switch is in working order.

DON'T BE A DRIP. Fix leaky faucets - dripping water suggests faulty or worn out plumbing (major repair bills). Discolored, rust-stained sinks are also warning signs and should be properly cleaned. If sinks or bathtub drain too slowly, unclog them.

LITTLE THINGS MEAN A LOT. Loose door knobs or cabinet pulls, sticking doors and drawers, wobbly hinges, stuck windows, doors or sliders - all are negative factors. Take a few minutes to check and repair all these seemingly minor flaws because they do detract from the value of your house.

SAFETY FIRST. Keep stairways and corridors clear and clean of clutter. Neatness makes a room look larger. Keep any toys in the children's rooms. In addition to being unattractive, clutter causes accidents.

SHOWING *your home...*

TOP TO BOTTOM. Let prospects see the full value of your attic, basement, garage and other utility or storage spaces by removing junk, cartons and other articles. Make sure there is plenty of light on the stairs to the basement and repair any cracks in the floor with ready-mixed concrete. Neatly stack cartons against walls to make rooms look large. If the storage spaces are dark and deary, a coat of light colored paint or extra lighting can do wonders. Vacuum garage floor and rafters.

LOVE BIG CLOSETS. We all love closets and you can make them look even bigger by having them clean, neat and well organized. Get rid of old clothes and cartons that take away from the spacious look.

BATHROOMS SELL HOMES. Make bathrooms sparkle. Clean stained sinks and bowls, repair any damaged or discolored caulking around bathtubs and showers, be sure towels and area rugs are bright and make certain all light fixtures and bulbs work. Keep a solid deodorizer in the bathroom area.

WAKE UP YOUR BEDROOMS. Keep bedrooms bright and cheerful. After the prospects leave, you can close the drapes. Remove excess furniture.

CAN YOU SEE THE LIGHT? Illumination in your home can be the “welcome sign” for every prospect. Turn on all the exterior and interior lights, including the accent and picture lights, when showing your home at night.

AVOID CROWDS. Potential buyers will feel like an intruder and will want to hurry through the inspection of your house if there are too many people around. If your realtor is holding an open house, take your family out to the ice cream store or send kids over to a neighbor’s house. If you are unable to leave your home, be friendly and encourage people to make themselves at home, but try to remain in an area not being shown by the realtor.

SILENCE IS GOLDEN. When showing your house, lower the volume or turn off radios or television sets. Let the sales person and buyers talk freely without having to yell over the noise of a blaring radio.

PUT FIDO OUTSIDE. The dog may be man’s best friend but not when showing your house. Keep all pets out of the way and not underfoot.

THIS IS NOT A SOCIAL CALL. Be courteous and friendly but don’t try to force conversation with potential buyers. They are there to inspect your home, not to be social. Let the sales person do the talking.

SHOWING *your home...*

STAY IN THE BACKGROUND. The sales person knows what the buyers are looking for and can best describe and emphasize the best features of your house. Don't tag along. If there are any questions, the sales person will ask you for information. Answer questions candidly but avoid questioning potential buyers.

BE IT EVER SO HUMBLE. There is no place like your home. You live in it so don't apologize for the appearance of the house. If something should happen to mess up the appearance, inform the sales person when you are first called for the showing. Should any negative comments or objects be offered, back off - let the trained professional sales person answer them.

THIS IS NOT A GARAGE SALE. Do not try to sell the potential buyers any of the furniture or furnishings that you do not wish to take with you. They haven't even bought your house yet and you could foul up the sale. These are details that can be discussed afterwards.

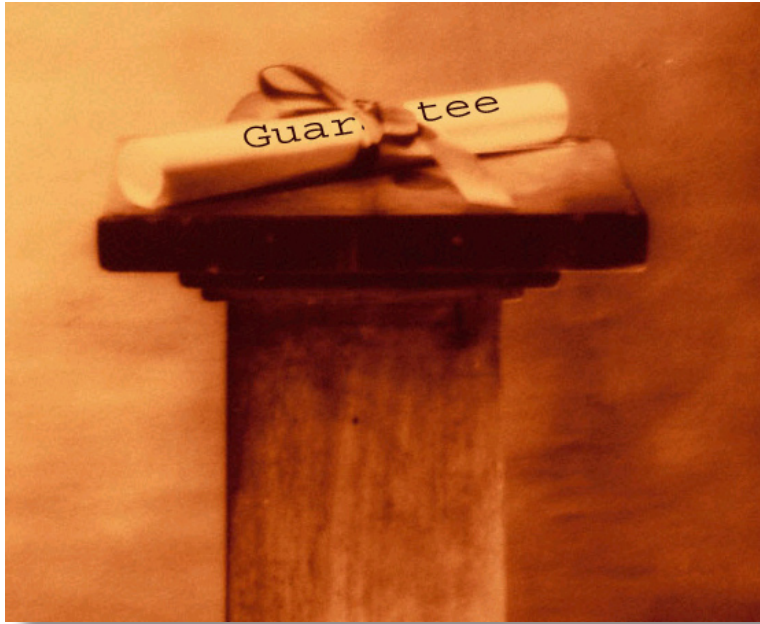
LET A PROFESSIONAL DO IT. Refer direct inquiries you receive about seeing your house to us to take advantage of our skills. Let our professionals talk to the customer about selling price, terms, possession date and other details. Our team has the experience to bring negotiations on your house to a satisfactory conclusion.

IN CONCLUSION. Selling your house is one of the most important financial transactions you will make. Like everyone else, you want to sell it for as much as you can get and as fast as possible. We feel the same way and want to help you. These tips are provided at no cost or obligation. They are intended to assist you in avoiding the pitfalls that many other homeowners have encountered in the past.

**We are real estate professionals. Buying and selling houses is
our daily work and we are specially trained and
experienced in this field. A happy house is a sold house!**

THE GALAND HAAS TEAM

Guarantee



GALAND'S *Easy Exit Listing Agreement*

WHAT IS YOUR **BIGGEST** FEAR WHEN YOU
LIST YOUR HOME WITH A REAL ESTATE AGENT?

Simple. You worry about being locked into a lengthy listing agreement with a less than competent Real Estate agent, costing your home valuable time and exposure on the market.

Well, worry no more. Galand takes the risk and fear out of listing your home with a Real Estate agent. How? Through his **Easy Exit Listing Agreement**.

When you list your home through Galand's Easy Exit Listing Agreement, you can cancel your listing at any time. No hassles — it's easy.

- You can cancel your listing anytime.
- You can relax, knowing you won't be locked into a lengthy contract.
- Enjoy the caliber of service that makes Galand confident enough to make this offer.

Galand has strong opinions about real estate service. He believes if you are unhappy with the service you receive, you should have the power to fire your agent.

It takes a strong belief in the quality of one's service to take this kind of stand, but Galand never settles for less than the highest professional standards from himself and his staff.

Galand is confident you will be happy with his service and results.

**CALL GALAND TO FIND OUT HOW HIS UNIQUE SERVICE
CAN MAKE THE DIFFERENCE IN YOUR HOME SALE!
(541) 349-2620**

A TRIBUTE

to my competitors...

In the Real Estate business,
my competitors are as valuable as my friends.

Friends are too polite to point out my weaknesses, but my competitors are attentive, direct, and eager to take my place if I don't do my job.

They keep me working hard and on my toes.

They inspire me to find ways to improve my service.

If I had no competitors, I would be less efficient and professional.

I am better for the discipline they command of me.

I respect and salute them.

They have been good for me.