



*"We put the  
power of choice  
in your hands!"*

**SoldByOwnerNetwork.com**

**0%**

**Real Estate  
Commission!**

**SoldByOwnerNetwork.com**

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# SoldByOwnerNetwork.com

Dear Property Owner,

Thank you for your interest in  
SoldByOwnerNetwork.com!

An extensive network of hundreds of professionals, representing all aspects of the real estate industry have been assembled into a winning team which is the SoldByOwner Network. These professionals are now available to help you successfully sell your own property with 0% commission. Your personal consultant at SoldByOwnerNetwork.com is waiting to guide you through the process—from planning through final closing.

Did you know that over 30% of property owners would like to try and sell their home without a realtor, but do not have the knowledge or direction to successfully complete the task? It's true!

SBON's mission is to help you succeed in selling your home on your own AND make the process as easy as possible for you. Review the highlights that distinguish our programs from our competition.

Sincerely,

*Kurt A. Van Tine*

President/CEO  
SoldByOwnerNetwork, LLC

kvan tine@soldbyownernetwork.com

## **Our Consultants—Your Property**

*Keeping the Process Easy for You*

### **Our Mission:**

To Help Make Selling Your  
Property Successful and Easy for You

#### **0% Commission – REALLY!**

- All of our costs are shared by our network partners. We don't charge our clients. It costs you nothing to post your property on our website.

#### **NO Sign up or Membership Fees**

- You pay nothing to post your listing with SoldByOwnerNetwork.com no matter how many properties you post; no matter how many times you post a property.

#### **Your Own Professional SBON Consultant**

- Not a checklist, computer menu or voice mail prompting you, but a real live person who wants to help you succeed at selling your property.

#### **What Your Consultant WILL NOT Do:**

- Negotiate the terms of sale on your behalf. Our policy is strict. Our service benefits buyers and sellers. Therefore, we will not aid the seller, nor the buyer, in the negotiation process for the property.

#### **What Your Consultant WILL Do:**

- Share his knowledge of the 200+ lending institutions in our network.
- Free up your time by qualifying a vast array of potential buyers and sending ONLY qualified buyers to see you and your property.
- Assist you with all phases of completing the sale after you accept an offer for your property.

**Become one of the fortunate property owners who sold their property without sacrificing a good portion of the proceeds in Real Estate Commission. It's easy! The enclosed inserts will help you get started.**



# Getting Started

## > Ready to Post ?

Visit our website [SoldByOwnerNetwork.com](http://SoldByOwnerNetwork.com)

## > Click on the Link for One Simple Form for Sellers

## > Complete the One Simple Form for Sellers.

SoldByOwnerNetwork.com will provide you with a password at the email address you have provided.

## > Login to SoldByOwnerNetwork.com using your User ID and Password.

## > Click on Submit Property

## > Click on Add Property

Follow the simple instructions on your screen. Include all pertinent information and full property descriptions. (All properties will be reviewed by SBON before being posted.)

## > Click on Upload Images

## > Click on Browse

A dialog box will appear, which will allow you to navigate to the folder on your hard drive where you have stored the photos of your property. You may upload as many photo images as you wish.

*Be sure your property gets the exposure it deserves.*

Choose the best attributes of your house and property.

Review and accomplish many of the items in Creating Curb Appeal (See Next Page).

Do a walk through and select the best camera angle and lighting for taking each picture.

Take pictures of all of the key features of your property—landscaping, fireplace, cathedral ceilings, swimming pool, cozy loft, spacious kitchen, etc.

Make sure all of your pictures are in JPG format for uploading.

Upload your photo images to the SoldByOwnerNetwork.com site to complete the posting process.





# Creating Curb Appeal

## ***Clean Up the Yard***

Shrubby and other greenery that looks unkempt, or conceals windows, may prompt an un-welcomed question in prospective home buyers: what else on the home's premise has been neglected?

## ***Lawn, Flowers and Plants***

A nicely manicured lawn is perhaps the best way to show pride in home ownership. Flowers, especially yellow ones, attract the eye and add a nice touch under windows, on porches and in beds. Rake the yard in the fall. Apply fresh mulch to make the flower beds look better than new.

## ***Repair Any Problems or Eyesores***

**Porch and Stair Railings in Good Repair?** Often, all that is required to fix wobbly railings is a tightening of a few bolts. A loose porch railing presents not only an eyesore, but a safety hazard as well.

## ***Shutters***

Shutters can add a nice touch to a home. In good shape, they add another dimension to your exterior finish. In poor condition, they can signal neglect to prospective buyers.

## ***Painting Touch Ups***

You don't have to repaint the whole house, but providing a touch up of paint to wood trim will add a fresh look to the home.

## ***Shine***

Polish brass doorknobs and accessories. Wash the windows so they gleam. Clean or paint wrought iron.

## ***House Numbers: Can they find you?***

If a prospective buyer is unable to find your home due to a lack of a visible address, all of your previous efforts in adding a pleasant curb appeal may have been wasted.

## ***Eliminate Clutter***

**Clean Out Your Garage**— temporarily store garage clutter elsewhere.

## ***Move those Cars***

Park the cars on the street, away from the front of your home, when your home is being shown.

## ***Illusion, Imagination and Sensory Tips***

**Remove Excess Furniture and clutter, and keep lights on, to make your rooms look larger.**

## ***Take Down Family Photos***

Let the buyer imagine their photos on the walls in the hallway and living room walls.

## ***Make it Cozy and Warm***

Buy a loaf of frozen bread and bake it before the potential buyers arrive. Alternatively place a little cinnamon on a cookie sheet and warm it in the oven.

## ***Freshen the Master Bath***

Pleasant odor, appropriate for a bathroom, is achieved by running water into some inexpensive strawberry bubble bath. After the tub is half full, let the water out and the room will smell wonderfully fresh. Avoid using potpourri, as many people are allergic to certain types.



# Marketing Your Property

## HOW TO CREATE EFFECTIVE NEWSPAPER ADS

These tips were compiled from Newspaper Association of America's *Maximize Your Advertising Impact: Elements of Newspaper Advertising*.

### COLOR WORKS

Use four-color ads. Four-color ads have a much greater impact than two-color ads or black-and-white ads.

Color gives your newspaper ads two advantages:

- Draws readers toward the ad.

- Keeps readers more involved in the advertising message.

### SIZE MATTERS

Place as large an ad as affordable. As ad size increases, so does the proportion of readers noticing the ad.

### VISUAL IMPACT

Use photographs. Consumers overwhelmingly want to see what they are getting.

### POSITIONING DOESN'T MATTER

Place ads anywhere. Generally, the physical placement of an ad does not affect readership of an ad. Only two types of placement affect newspaper ads: the first ad to appear in a section and the back page of a section.

### B&W CLASSIFIED ADS

If you are going to run B&W classified ads, we recommend that you run "line ads" without a photo display. These ads are much less expensive. These ads work best if you focus on the major features or benefits of your property and for advertising an open house with directions. If you plan on running open houses, this type of marketing will generate the most cost effective activity.

## What to do?

Appeal to the heart first, head second. Burn into your mind this simple fact: Writing a successful ad begins and ends with emotions. Every good ad, without exception, addresses first the right (emotional) brain and then the left (logical) brain.



### Ocean View Soft Contemporary

Drink in lovely ocean views with your morning coffee on this unique wraparound deck! Superbly kept two-story home where you'll enjoy a big dine-in kitchen with island; an open, light, and airy floor plan, and a huge family room with fireplace glow. Manicured lawn, attractive plantings. 4BR/2BA. Three-car garage ... and, *oh, those delightful views!* \$485,000