

Mario Daniel Sconza & Partners

Present Our:



EXCLUSIVE VIP
Home Selling System

Mario Daniel Sconza & Partners

So that I can do the best possible job for **YOU** today, may you please share with me what is most important to **YOU** as it relates to getting **YOUR** home sold



What do **YOU** feel has to happen in order for this to be accomplished?



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Let us begin by identifying the questions that this experience will answer for us today:

1. Are you committed to the sale of this home or merely interested in it?
2. Who will you hire to create a great result?
3. What price could you potentially sell the home for and what will your net bottom line be after all expenses are considered ?

1

Other than these three questions, are there any other ideas you will be considering before listing your home to be sold?

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With your permission, here is how we may consider proceeding....

First, I'd like to explain Our Home Selling System to you, and how the process we leverage to sell homes is completely **different** from the way other agents sell real estate.

Next, I'm going to invest some time talking about the Exclusive Consumer Programs we have developed as a direct result of our experience serving several thousand home sellers as a family over the last **63 years**.

I'll explain to you what these programs are, and how the home sellers we have the privilege of working for effortlessly and automatically **benefit** from a very **unique home selling system** that has been not only engineered, more importantly, proven.

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“Once I’ve given you a good understanding of what our partners can do for you in a general sense, I’d like to talk about your situation specifically by sharing with you some comparable data so we can establish a competitive asking price.”

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#1

I Would Like to Preface

This Entire Get Together by Sharing with You Our

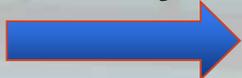
Cancel Anytime Guarantee

The Seller may cancel this agreement with Re/max Premier Inc. anytime with no obligation or further commitment to Re/max Premier Inc.

Seller retains *full control*.

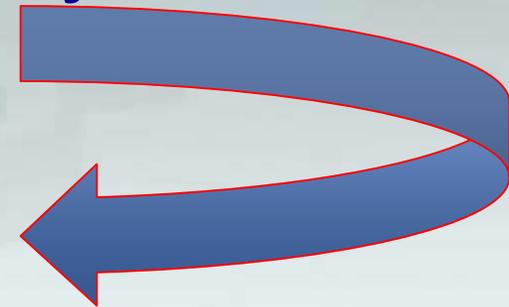
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The 4 Mistakes to Avoid when Choosing An Agent to List Your Home To Be Sold

- 1. Going with the agent who promises the highest sale price, the most amount of money (even if the price seems unrealistic).** The inflated list price you were quoted results in fewer buyers coming to view your home and ultimately a sale price far below its potential.
- 2. Choosing the agent who promises to save you money by drastically discounting the commission rate.** Maximum exposure to the marketplace is a critical factor in achieving the highest price possible. Realtors who reduce commissions invariably omit essential services. Cost should only be a determining factor in the absence of value. [IMS Statistics](#) 
- 3. Choosing the “nicest agent”.** Your agent’s personality means very little to you if you ultimately discover they do not have the **MARKETING EXPERTISE** to create a great result for you.
- 4. Choosing an agent who works all by themselves because you think they’ll work a lot harder and give you personal attention.** Your agent ends up neglecting critical steps in the process because she or he is trying to be all things to all people.

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Here I am sharing with you on a live internet feed accurate and up to date information. It is brought to us by a 3rd party independent auditor of the multiple listing service. This accounting program leverages intuitive metric software to help you formulate real time objective information.



Consumer Programs

We have pioneered unique and exclusive consumer programs that are **VERY RARE** offerings in the Real Estate industry today.

Talking House

Talking Ads

Internet

RBID

**Guaranteed
Sale Program**

Home

**City-Wide Buyer
Agents Network**

**Buyer Profile
System**

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As a Result We Fully Expect Your Home to Sell!

- ✓ **In Your Time Frame**
- ✓ **With the Least Amount of Hassle**
- ✓ **At the Price You Want and Need**

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**You'll Receive Superior Results with
the Support of Our...**

- ✓ **Unique Partnership System**
- ✓ **Exclusive and Innovative Consumer Programs**
- ✓ **Leading Edge Technology**
- ✓ **Specialized Knowledge**



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Home Selling System

Warning!!!

Warning!!!

A Shocking Fact

69% of Homeowners DO NOT GO BACK

to the same real estate agent to do a second transaction



Based on a survey conducted by the National Association of
Realtor Statistics

Mario Daniel Sconza's Home Selling System

There Are A Myriad of Reasons as to *WHY* This Happens...

1. Poor Communication
2. Over-Promise, Under-Deliver
3. Promised a Selling Price Far From Reality
4. Promised Speed-Of-Sale Far From Reality
5. Were Less Experienced Than They Presented Themselves
6. Wasted A Lot Of Time Showing the Home To Unqualified Possible Buyers
7. Left Out A Critical Detail
8. Lack Of Professionalism
9. Hard To Get A Hold Of
10. Didn't Market My Home Properly
11. Never Showed My Home
12. Too Pushy
13. Didn't Help Stage My Home For Sale
14. Lack of Representation
15. Poor Negotiating Skills
16. Sold My Home For A Low Price
17. Too Busy
18. My Home Didn't Sell
19. Didn't Do Anything I Couldn't Have Done
20. Myself! Didn't Keep In Touch / No Feedback

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Website Observation Activity Reports

We do track appointments and request feedback from every showing to assist us in making needed changes to our marketing strategy. I will be in touch a minimum of once per week updating you on feedback responses, new comparable listings and sales as well as website observation activity reports. For the responses we do receive I request your permission to share with you exactly what is being said about your property without filtering it in any way.

Would this be ok with you?

#2

Mario Daniel Sconza & Partners

We Leverage A Unique Multi Layered Client Service Model Which Creates A Strategic Advantage For You

Our Unique Service Level Model is a Layered Approach

#1- Inner Core

#2- Outer Core

#3- Peripheral Core



This is How Most Agents Operate

They undertake to manage all the tasks involved in the sale of Real Estate all by themselves



Racing Around...

Trying to be All

Things to All People

Leaves Little Time to

Give Clients the

Kind of Service

They Deserve

Mario Daniel Sconza & Partners

1. Most agents are one-man shows with limited resources, time & energy, juggling several clients with little or no help and limited funds. Such an agent will have a difficult time providing you with first-rate service and attention.
1. Mario Daniel Sconza's hand picked Real Estate Partners consistently have time for you and are skillfully qualified to zero in on different aspects of the home selling process with undivided attention
1. Our unique approach means you have access to a highly prepared staff of individuals working for one common cause, to help you achieve your Real Estate goals, each with their own Specialized Knowledge and areas of expertise
1. *Best of all* our partners are working for you and with no obligation on you

Partner Introduction

Each Partner Has A Specific Role To Play In The Selling Of Your Home

Marketing-
Mario Daniel Sconza



Outside Sales- Domenic Rando &
Mikhele Corvinelli



Inside Sales- Mario Daniel Sconza &
Brian Cowling



Photography- Matthew Stallone



Handyman Services- Franco Quintieri



Mortgage- Marcello Calvi



Partner Introduction

Each Partner Has A Specific Role To Play In The Selling Of Your Home

Service- Sandie Sconza



Administration –Erica Cianfarani



Technology- Isabella and Daniel Sconza



Home Staging- Annie Caya



Deep Houses Cleaning- Yeanette Marchese



Legal - Michael Mancini



The Ultimate Home Selling System

We Do Not Run Out of Time for You

because each of us are separately responsible for a specific process in the sale of your home and you receive our entire elite partnership of top performers and expert council with priority access to our founding partner, associate partners, and our staff of administrative and peripheral partners. Our blend of colleagues includes highly capable, licensed Real Estate professionals who can draw upon expertise and vast experience to offer you unique benefits that will lead to superior results in the home selling process.

Mario Daniel Sconza & Partners

Our partners are full-time professionals, completely familiar with the intricacies of our local market, its practices and inventory.

In regards to Real Estate, we know zoning, land use, construction, renovation, development, investment, financing and a broad gamut of other property acquisition related matters!

3

[Biography →](#)

We regularly attend outside and in-house training, continuing education and seminars by experts in the field so that **YOU** leverage the benefit of the latest and most up-to-date information.

We grant you access to latest state-of-the-art technology, computers, equipment and software giving **YOU** the competitive advantage

SOLD





Mario Sconza

LIKE
FATHER . . .



Mario Sconza Jr.

. . . LIKE
SON



FINCH - ISLINGTON
7 room home, first mortgage 9% interest
Mr. Antoniuzzi dial 635-7750

EAST
Special sale, lot 46 x 180 8 room home
Mr. Lobyle dial 465-7016.

BAYVIEW
Modern 2 room home, 3 bath, ultra
modern 9% interest Mr. Ziemle 654-1010.

DOVERCOURT - DAVENPORT
3 room home, fully modernized, 3 baths,
finished basement, Mr. Luskini dial
636-7750

ESLINGTON - MARLEE

DUFFERIN - ROGERS
4 room bungalow, cosy home suits
small family Mr. Sconza dial 654-1010.

BLOOR ST. CONDOMINIUM
Apartment, 5 rooms & 3/4% interest
Mr. Silva 654-1010.

OAKWOOD - ST. CLAIR
10 rooms home, good income steps
to all conveniences Mr. Ronch
dial 654-1010.

NEST END
Large 9 room home 9% interest spotless
Mr. Caria dial 654-1010

BLOOR - LANSDOWNE

FINCH - SHEPPARD
Large triplex custom built, fully
remodelled, best location Mr. Di Nardo
dial 636-7750

EAST SPECIAL
Total \$30,500 detached 5 room bungalow,
what a buy at this price. Mr. Marinakis
dial 465-7516.

EGLINTON - DUFFERIN
Lot 52 x 131 best bungalow in the area,
finished basement with fireplace, water
heat Mr. Zitani dial 654-1010

CENTRAL
Custom built home, 7 rooms suits 2
families, low interest rate Mr. Frank
Camarda dial 654-1010.

KEELE - MILSON

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The ABC's Of Real Estate Service

This is what most agents do:

Advertise Themselves

Bang A Sign On Your Lawn

Create Online & Offline Advertisements (and maybe run them)

Download Your Listing to MLS

Encourage Their Office To Show It

Figure They Might Try A Traditional Open House

Get On Their Knees and Pray It Will Sell

Our Innovative Consumer Programs

& Exclusive Advertising Systems

Create More Demand For Your Home!



SOLD



SOLD

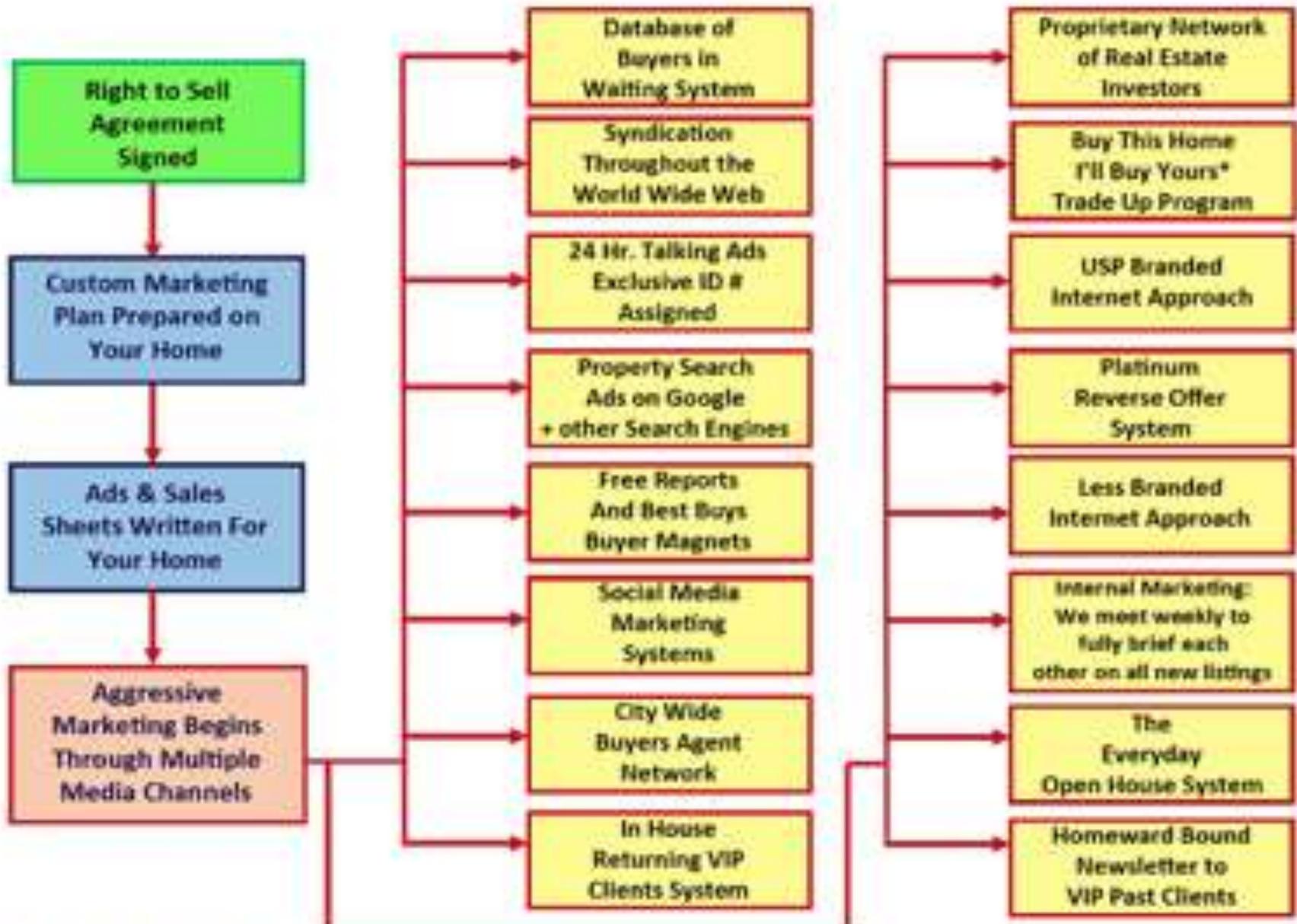


SOLD



SOLD

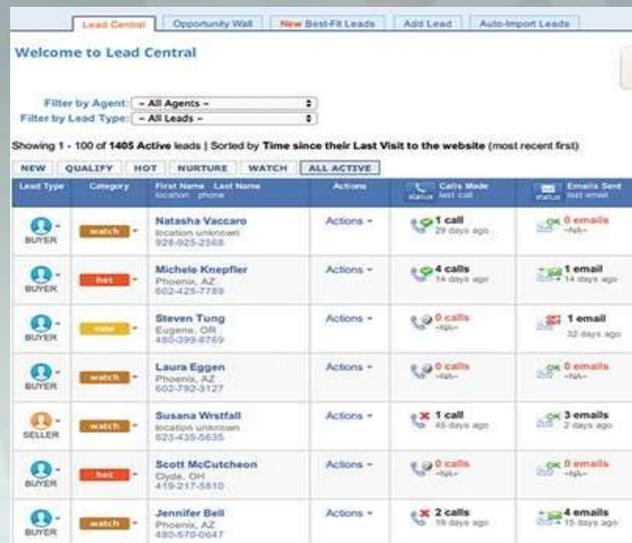
Within 72 hours of your endorsement of our services we create top of mind awareness leveraging multiple media channels in numerous languages to create maximum worldwide exposure which ultimately brings you the highest price.



Mario Daniel Sconza & Partners

Buyer Database

We have over 7500+ active buyers searching our website. We check their searches, narrow it down to 50-100 buyers that may be interested in your home and call them directly!



Welcome to Lead Central

Filter by Agent: - All Agents -
Filter by Lead Type: - All Leads -

Showing 1 - 100 of 1405 Active leads | Sorted by Time since their Last Visit to the website (most recent first)

NEW	QUALIFY	HOT	NURTURE	WATCH	ALL ACTIVE			
Lead Type	Category	First Name	Last Name	Location	Phone	Actions	Calls Made	Emails Sent
BUYER	watch	Natasha Vaccaro		location unknown	928-923-2388	Actions	1 call 29 days ago	0 emails -NA-
BUYER	hot	Michele Knepller		Phoenix, AZ	602-423-7739	Actions	4 calls 14 days ago	1 email 14 days ago
BUYER	watch	Steven Tung		Eugene, OR	480-393-8769	Actions	0 calls -NA-	1 email 32 days ago
BUYER	watch	Laura Eggen		Phoenix, AZ	602-792-3127	Actions	0 calls -NA-	0 emails -NA-
SELLER	watch	Susana Wstfall		location unknown	623-435-5635	Actions	1 call 49 days ago	3 emails 2 days ago
BUYER	hot	Scott McCutcheon		Clyde, OH	419-217-5610	Actions	0 calls -NA-	0 emails -NA-
BUYER	watch	Jennifer Bell		Phoenix, AZ	480-670-0647	Actions	2 calls 19 days ago	4 emails 15 days ago

CINC Introduction

Buyer Profile System

Our *one-of-a-kind* Buyer Profile system gives buyers priority access to hot new listings that match their home buying criteria and gives you access to an exclusive database of buyers in waiting.

Benefits To Home Sellers

✓ Your home is **exposed** to a group of highly pre-qualified and interested buyers daily.

✓ The Property Alerts to our Database of Buyers in Waiting are very select and represent a **powerful** way of presenting your home to prospects matching your homes criteria.

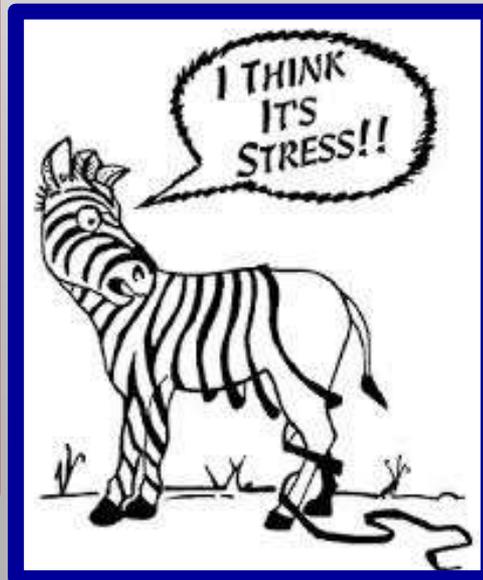
Buyer Search and Match

✓ This service builds buyer loyalty, giving us a strong number of **serious prospects** to bring through your home.

24 Hour Talking Ads

PROBLEM

“Getting information on homes is a lot of hassle. Either I’m chasing down the agent OR the agent’s hounding me!”



24 Hour Talking Ads

SOLUTION

- ✓ Detailed information about your home conveying word picture positioning is available to interested buyers 24 hours-a-day, 7 days-a-week.
- ✓ Because buyers don't have to speak to an agent **WE GET 3 TIMES AS MANY CALLS!**



click to play

Mario Daniel Sconza & Partners

Our Exclusive City-Wide
Buyer Agents
Network



Our Exclusive City Wide (and international) Buyer Agents Network

- A common problem for many agents is in finding the right buyer for the home they have listed for sale
- Most Agents List a sellers home **THEN** begin the process of finding a buyer. **THIS IS INCORRECT.**
- Most Agents do not possess the technology, the systems or the leverage to reach buyers who may already be working with another real estate agent.

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TOP 300 AGENTS

We pull 300 realtors that have sold a home within a 25 km radius of yours in the last 90 days and give them a broker courtesy “heads up” of the new pre-market listing.

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RE/MAX AROUND THE WORLD



NATIONAL AND INTERNATIONAL EXPOSURE

Re/max currently resides in 95+ countries with 6986 offices worldwide and 104,826 realtors. Because WE participate in the information exchange network national and international brokerages will display your home on their websites. This puts us in front of a universal audience.

Online Marketing Problems

- Most Agents Marketing Consists of Trying to Sell the Property in the Ad **-vs-** **MARKETING** that Compels the Buyer to Actually Contact the Agent
- This is because Agents lack knowledge, formal training and experience in *Direct Response Marketing*
- In addition, **ONLINE** is a cluttered place where it's **TOUGH** to stand out and draw the attention of prospective buyers

INTERNET

We have a very aggressive Internet marketing system. Our octopus style brand of marketing reaches out across the globe generating for you several times the potential buyers over our competition.

We have presence on:



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PAY-PER-CLICK

We invest thousands of dollars per month in pay-per-click advertising on many of the social media platforms. This is a great way to market your home to its hyper local market.

Facebook Branded Ads

Cinc Launchpad



We Syndicate Your Home for *MAXIMUM* Exposure!



We Also Syndicate Your Home on other Real Estate Company Websites

**COLDWELL
BANKER** 

 **GMAC**
Real Estate

RE/MAX®

Century
 **21**®

Your Home Sold
GUARANTEED
Or I'll Buy It!

*Agent and Seller must agree on price and possession date.

 **OPTIMUS**
Real Estate Brokers

Gloria Nilson,
REALTORS®

RealLiving®


**KELLER
WILLIAMS**®
REALTY


ROYAL LEPAGE

**REALTY
EXECUTIVES**



**BERKSHIRE
HATHAWAY**
HomeServices

Virtually Every Website Where a Buyer Can Search for Homes, Yours Will Be There!



Mario Daniel Sconza & Partners

Effective Marketing

talks to & about the Buyer and provides real tangible benefits.

It gives the prospect a non threatening way to retrieve more information and provides them with compelling reasons to contact us in order to receive it.

We Leverage Branded Internet Marketing Systems

www.MarioDanielSconza.com

We Have More than 100 Exclusively Owned **Benefit Rich** Universal Resource Locators Diversified Across Multiple Networks

The screenshot displays the website for TRT The Realty Team. At the top, a banner features a photo of Mario Daniel Sconza and a woman, with the text "Your Home Sold GUARANTEED Or I'll Buy It!*" and "MARIO DANIEL SCONZA BUYING, SELLING & INVESTING SYSTEM". Below this is the TRT logo and the text "The Realty Team TRTSellsHomes.com". A central navigation bar includes links for "Free Over-The-Night Home Examination", "Exclusive Buyer Profit System", "Your Home Sold GUARANTEED!", and "Free LIE For Forclosures & Foreclosures". The main content area is divided into sections: "GENERAL" with a newsletter sign-up, "Marketing Your Home For All Its Worth!" with a "Your Home Sold, At A Price Acceptable To You, or I'll Buy It For CASH. (Guaranteed Up Front In Writing)*" offer, and "FEATURED PROPERTIES" with "HOUSE FOR SALE" ads in Metro Atlanta, North GA Mountain, and Middle Georgia. A sidebar on the left lists "Featured Listings" and "Buyers" resources. A bottom sidebar offers a "FREE Monthly Newsletter" and "Questions Agents Hate!".

We Leverage Less Branded Internet Marketing Systems

DialGTARealEstate.com

HOME BUYERS SELLERS AFFILIATES CONTACT



LEAVE A MESSAGE

DIAL GTA REAL ESTATE

Find What Your Home Is REALLY Worth



Get A Free List of Foreclosures and Distress Sales



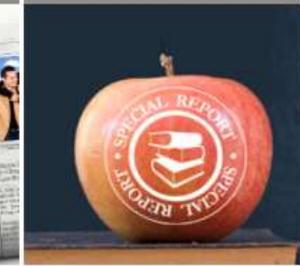
Find What The Home Down The Street Sold For



Beat Other Buyers To Hot New Listings



Why Pay Rent When You Can Own



Insider Newsletter

... a must read for home owners

BEWARE! 13 EXTRA COSTS

13 Extra Costs to Be Aware of Before Buying a Home

MOVING UP?

6 Mistakes to avoid when moving up to a larger home

27 SELLER TIPS

that you should know to get your home sold fast and for top dollar

9 COMMON BUYER TRAPS

9 Buyer traps and how to avoid them

AVOID THESE MISTAKES

The 9 step system to get your home sold fast and for top dollar

SEARCH HOMES

Property Type

City

Neighborhood

Price From

Price To

START search

Let's Chat!

Home

Our Team

Consumer Programs

Statistics

Guarantees

Interviewing Agents

Rent To Own

We Leverage Search & Match Internet Marketing Systems

SearchGTAAreaHomes.com

The screenshot displays the SearchGTAAreaHomes.com website. The browser's address bar shows the URL www.searchgtaareahomes.com. The website's navigation menu includes Home, Search Homes, Map Search, About, Sell Your Home, Home Evaluation, Register, and Sign In. The main heading reads "Find Homes In the GTA Area" with the RE/MAX logo below it. A search bar is present with the placeholder text "Type keywords or listing number". Below the search bar are filters for Beds, Baths, Min Price, Max Price, and Property Type, each with a corresponding input field. A prominent green "SEARCH" button is centered below the filters, with a "More Search Options" link underneath. The "Featured Listings" section is visible at the bottom, featuring a "VIEW ALL" button and four property images. The Windows taskbar at the bottom shows the system tray with the date 31/01/2017 and time 7:53 PM, along with several open application windows.

Free Report
Example

Internet

Our exclusive offline to online marketing systems generate so many potential buyers for your home.

Research indicates that over 95% of Active Buyers shop for homes online.

We have multiple internet buyer generating ads concurrently running daily directing purchasers to our various websites to gather valuable information to assist them in making informed decisions.

YOUR HOME SOLD FOR 100% OF YOUR ASKING PRICE (IN UNDER 59 DAYS) OR I'LL PAY YOU THE DIFFERENCE!

No gimmicks, Guaranteed Up Front and In Writing! Exclusive and Proven Marketing Program Guarantees Your Home Will Sell Fast and at the Price. For more information, visit www.YourPriceFast.com or call 770-955-1818

This weeks featured listings, See hundreds more at www.ArcaHomeDeals.com

 1000 sq ft, 3 bed, 2 bath, 2 car garage, \$125,000	 1200 sq ft, 3 bed, 2 bath, 2 car garage, \$135,000	 1500 sq ft, 4 bed, 3 bath, 2 car garage, \$145,000	 1800 sq ft, 4 bed, 3 bath, 2 car garage, \$155,000	 2000 sq ft, 4 bed, 3 bath, 2 car garage, \$165,000
 1100 sq ft, 3 bed, 2 bath, 2 car garage, \$115,000	 1300 sq ft, 3 bed, 2 bath, 2 car garage, \$125,000	 1600 sq ft, 4 bed, 3 bath, 2 car garage, \$135,000	 1900 sq ft, 4 bed, 3 bath, 2 car garage, \$145,000	 2100 sq ft, 4 bed, 3 bath, 2 car garage, \$155,000
 1200 sq ft, 3 bed, 2 bath, 2 car garage, \$125,000	 1400 sq ft, 3 bed, 2 bath, 2 car garage, \$135,000	 1700 sq ft, 4 bed, 3 bath, 2 car garage, \$145,000	 2000 sq ft, 4 bed, 3 bath, 2 car garage, \$155,000	 2200 sq ft, 4 bed, 3 bath, 2 car garage, \$165,000
 1300 sq ft, 3 bed, 2 bath, 2 car garage, \$135,000	 1500 sq ft, 3 bed, 2 bath, 2 car garage, \$145,000	 1800 sq ft, 4 bed, 3 bath, 2 car garage, \$155,000	 2100 sq ft, 4 bed, 3 bath, 2 car garage, \$165,000	 2300 sq ft, 4 bed, 3 bath, 2 car garage, \$175,000

Your Home Could Be Worth More Than You Think!
Find Out Online - Free Quick Over The Net Home Evaluation at www.HomePriceValue.com

DISCOUNT SALES Bank Foreclosures Free Report	10 COSTLY HOME INSPECTION PITFALLS Free Report	HOME BUYERS VIEW THE MLS Just Like the Realtors	DON'T GET STUCK OWNING 2 HOMES! Free Report
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YOUR HOME COULD BE WORTH MORE THAN YOU THINK!
Find Out Online - Free Quick Over The Net Home Evaluation at www.OnLineHomePrice.info

REVEALED Free Report reviews 7 Costly Mistakes to Avoid Before Selling Your Home. Free recorded message 1-888-409-2272 ID#6000 or visit www.AtlantasHomeInfo.com	ONLY HOME INSPECTION PITFALLS Free Report reveals what you need to know before you list your home for sale. Free recorded message 1-888-409-2272 ID#6003 or visit www.AtlantasHomeInfo.com	HOW TO SELL YOUR HOUSE WITHOUT AN AGENT Free Report Reveals "10 inside tips" to selling your house yourself. Free recorded message 1-888-409-2272 ID#6017 or visit www.MetroAreaPSBO.com
HOMESSELLERS Find Out What The Home Down The Street Sold For! Free computerized list of Area home sales and current listings Free recorded message 1-888-409-2272 ID#6041 or visit www.NeighborsPricing.com	ACREAGE Lovely Homes on 1-10 acre lots, private Locations \$200,000-\$750,000 Free computerized list of available properties emailed or mailed. Free recorded message 1-888-409-2272 ID#6047 or visit www.AtlAreaMLS.com	HOMEBUYERS BEST BUYS HOTLIST Free computerized list of all available Properties in your specific price range and area. Free recorded message 1-888-409-2272 ID#6040 or visit www.ArcaHomeDeals.com

Let me show you what these buyers look like when we cross paths...

Mario Daniel Sconza & Partners



VIDEO

Video is a popular means for advertising a home. It gives a buyer a different perspective of the home, its layout and floor-plan. We will feature your home on video sites like YouTube, Vimeo and Viddler.

Talking House Technology

PROBLEM

- Buyers drive around looking at houses and typically write down 15 or more telephone numbers from FOR SALE signs.
- They are unlikely to call all those numbers!
- It is highly improbable that they will have a clear uncluttered picture of each home after the call.

SOLUTION

Interested Buyers Gain Access to An Instant On Demand Audio Information Podcast of Your Home for Easy, Convenient Listening 24 Hours a Day, 7 Days a Week Right From their *Car Wifi* or *Mobile Device* without having to wait.



www.YourAddress.com



Listen to House Talk Now!





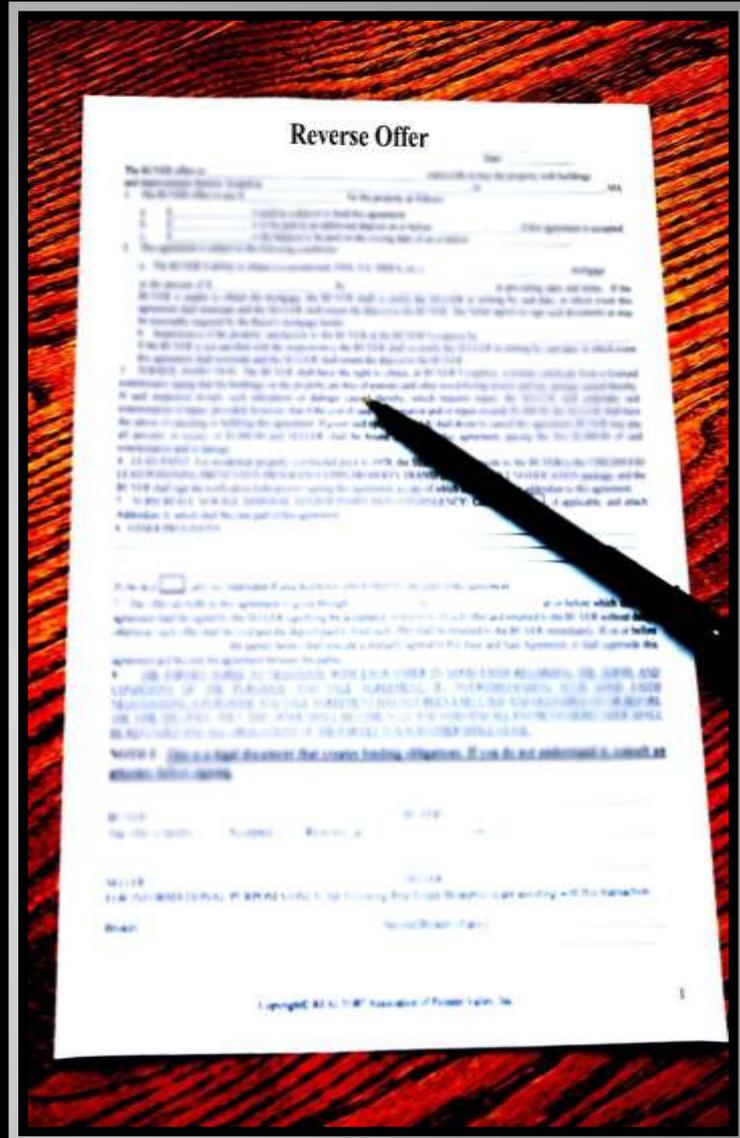
Talking House Technology

Benefits To Home Sellers

- ✓ Our “House Talk” system makes **your home stand out and draws attention** from prospective home buyers.
- ✓ Inquiries about your home are quadrupled because buyers don’t have to speak to an agent.
- ✓ You gain the benefit of a virtual on site showing presentation that highlights all the positives of your home as the buyer is practically inside



Our Exclusive Reverse Offer System Is One for People Who Ask Questions



Feedback means they are not interested while questions mean they are

The Reverse Offer System

Common Problem for Sellers:

Buyers have many options when looking for a home in the area. Sellers are left merely hoping a Buyer will make an offer on their home.

Our Solution:

When a Buyer Prospect Previews Your Home and Indicates Interest Yet Does Not Make an Offer to Purchase,

We Can Make Them an Offer



The Reverse Offer System

- Aggressive and Proactive System to generate Top of Mind Awareness of your home.

- Alerts Buyers of the possible element of negotiability in existence.

- Communicates to the Buyer how serious you are about selling and starts an open discussion about a win win agreement.



Guaranteed Sale Program

What do you think would happen if you put a sign on your lawn letting all the buyers who are interested in your home know that you will buy theirs ?



Guaranteed Sale Program

The Real Estate **CATCH 22** The Fear of Getting Stuck with 2 homes ...



Guaranteed Sale Program

Real Estate Catch 22

...or none at all

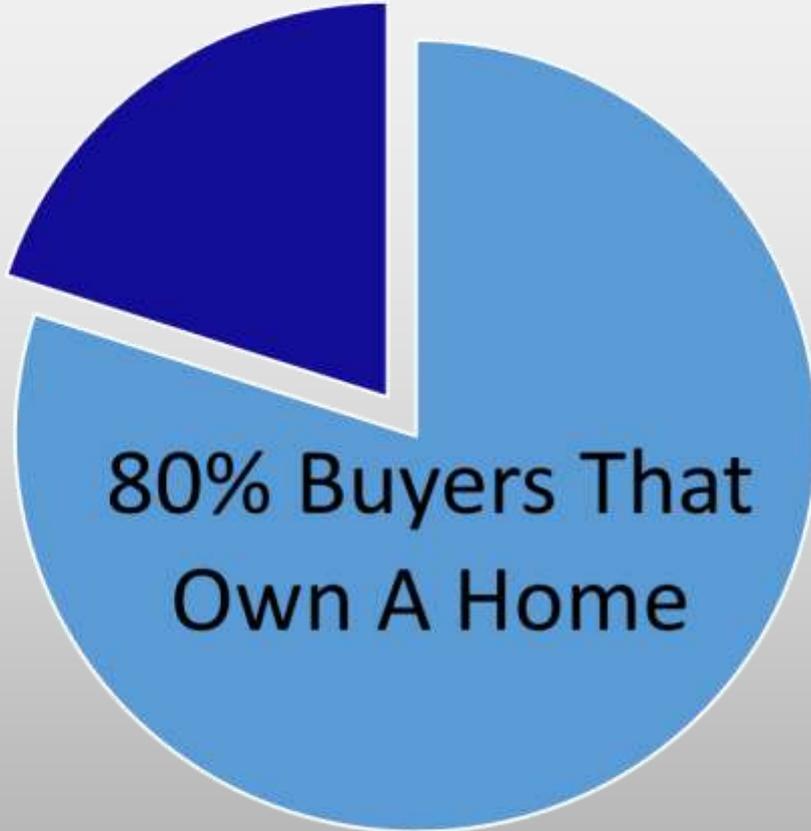


Our Guaranteed Sale Program Solves This Dilemma

THE
SOLUTION



Guaranteed Sale Program



**Buyers looking
for a home
prefer to sell
their present
home before
buying their
next one**

*“We can attract
100% of the buyers
vs just the ones that don’t need
to sell or already have their
home sold.”*

Because We Are Willing to Guarantee The Sale of a Buyer's Home if they Move Up to Your Home...

Your home will **stand out** and draw the attention of prospective buyers because it's easier to buy.

You will get a **firm** offer from buyers (*versus a conditional one*) because we are willing to guarantee the sale of the buyer's home.



4B

Our Exclusive VIP Buyer Satisfaction Guarantee

4B



**BUYER
GUARANTEE**

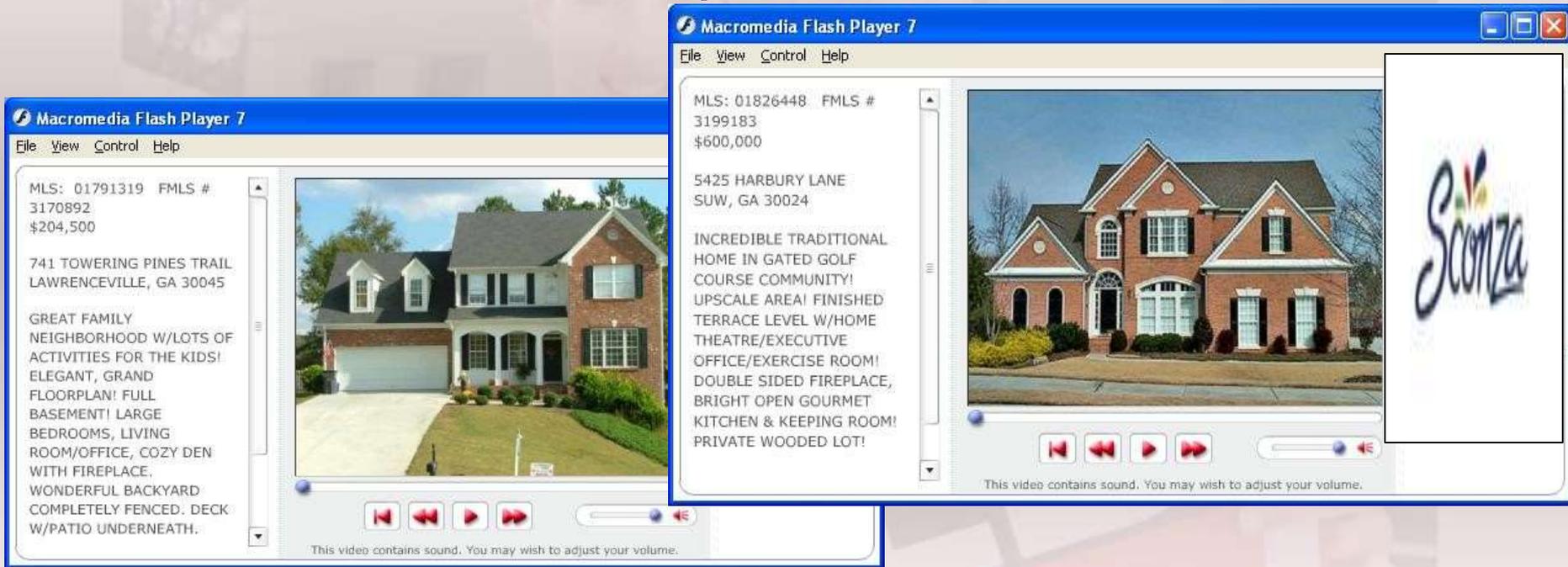
IF YOU'RE NOT HAPPY WITH YOUR

NEW HOME

We'll Buy It Back or Sell It - Free!

On-Demand Home Tours

Home tours on the Internet are the Ultimate in Exposure.



The image shows two overlapping windows of Macromedia Flash Player 7. The background window displays real estate information for a property at 741 Towering Pines Trail, Lawrenceville, GA 30045, priced at \$204,500. The foreground window displays information for a property at 5425 Harbury Lane, Suwanee, GA 30024, priced at \$600,000. Both windows feature a video player interface with a house image and a 'Sconza' logo.

Macromedia Flash Player 7
File View Control Help

MLS: 01791319 FMLS #
3170892
\$204,500

741 TOWERING PINES TRAIL
LAWRENCEVILLE, GA 30045

GREAT FAMILY
NEIGHBORHOOD W/LOTS OF
ACTIVITIES FOR THE KIDS!
ELEGANT, GRAND
FLOORPLAN! FULL
BASEMENT! LARGE
BEDROOMS, LIVING
ROOM/OFFICE, COZY DEN
WITH FIREPLACE.
WONDERFUL BACKYARD
COMPLETELY FENCED. DECK
W/PATIO UNDERNEATH.

Macromedia Flash Player 7
File View Control Help

MLS: 01826448 FMLS #
3199183
\$600,000

5425 HARBURY LANE
SUW, GA 30024

INCREDIBLE TRADITIONAL
HOME IN GATED GOLF
COURSE COMMUNITY!
UPSCALE AREA! FINISHED
TERRACE LEVEL W/HOME
THEATRE/EXECUTIVE
OFFICE/EXERCISE ROOM!
DOUBLE SIDED FIREPLACE,
BRIGHT OPEN GOURMET
KITCHEN & KEEPING ROOM!
PRIVATE WOODED LOT!

Sconza

This video contains sound. You may wish to adjust your volume.

ITS OWN WEBSITE



1222 E REDFIELD ROAD Phoenix, AZ 85022

Single Family - Detached, Ranch - Phoenix, AZ Sold for \$230,000

Enjoy all the amenities of this beautiful golf course community...plus walk to Lookout Mountain hiking trails with mountain views. Parents will love being in the IN school district, as well as close proximity to North Sky Prep Academy. Flooring, cabinets and countertops in light, neutral colors. Kitchen features hand crafted pull-out shelves & drawers. This bright, airy floorplan features a kitchen, vaulted ceilings, wood framed windows with golf views in. Nicely sized secondary bedrooms, large master suite with sliding door to back yard. Master bath features dual sinks, garden tub and shower. Beautifully landscaped backyard with covered patio and walk. HOA includes cable, 2 pools, spa & summer meal close to Golf at Lookout Mountain.

2 bedrooms + 2 bathrooms + 1,566 sq.ft.
Maricopa County + Single Family Home + built in 1994
Number 5055102

Chris Morrison
Direct: 602-456-0065
Office: 602-959-8979
Email: Contact Me

Mario Daniel Sconza
Real Estate Broker
Re/Max Premier Inc.,
Brokerage
Direct: 416-230-3476

We build your property it's own custom website. It will feature your property's high- resolution photos and all the features and benefits your home has to offer.

Mario Daniel Sconza & Partners



PHOTOGRAPHY

Our Photographic Partners are some of the best in the business! They have won awards and also completed photo shoots for well known architectural magazines and will assist us in being certain your home is magnificently presented.

STAGING



Staging has been proven to sell a home for more money in less time. Our staging partners will be sure your home is presented to potential buyers in the best possible way by leveraging staging vendors or virtual staging at no additional cost to you.

BROCHURES

Just Listed by MORRISON | residential

Mario Daniel Sconza, SCONZA

1252 East Redfield Road
Phoenix, AZ 85022

Offered at \$267,000

Enjoy all the amenities of the beautiful golf course community, just west of Lookout Mountain. Sibling Sibling Parents will love being in the PV school district, as well as close proximity to North Phoenix Prep Academy. Flooring, cabinets and countertops in light, neutral tones. The bright, airy floor plan features an eat in kitchen, vaulted ceilings, lots of windows and glass doors and chairs. Five sized secondary bedrooms, large master suite with sliding glass doors to backyard. Master bath features dual sinks, garden tub and separate shower. Beautiful landscaped backyard with covered patio and greenery areas. FGD includes cabin, 2 pools, spa & covered area! Close proximity to golf at Lookout Mountain. This home is a must-see!

Features

- 3 bedrooms
- 2 baths
- 1,668 sq ft
- golf community
- community pools
- hiking trails

contact

Chris Morrison
Broker, CDRE

602.434.3263
Chris@YourAZ.com

For additional information, please
call Sconza/PV Team, Inc.
More info on SconzaRealEstate.com

Sconza
Mario Daniel Sconza
Real Estate Broker

Professionally designed and commercially printed, a Sconza Residential brochure will showcase your home in the best possible way.

SIGN & POST

Our luxury sign and post will show your home is professionally represented. With our clean branding nothing will detract from your home's curb appeal.



What's In It For YOU?

1. ACCESS TO READY, WILLING AND ABLE TO ACT BUYERS IN WAITING	9. YOUR HOME FEATURED ON 336 REAL ESTATE WEBSITES
2. YOU ARE IN CONTROL WITH OUR 1 DAY LISTING	10. PARTNERSHIP CONCEPT
3. EVERY DAY OPEN HOUSE	11. WORLD WIDE RELOCATION NETWORK
4. FULL COLOUR BROCHURES	12. UNIQUE REVERSE OFFER SYSTEM
5. HOUSE APPEAL STAGING SYSTEM	13. 1-800 TALKING HOUSE TECHNOLOGY
6. PROFESSIONAL VIRTUAL TOUR AND PHOTOGRAPHY	14. GUARANTEED WEEKLY COMMUNICATION
7. CONTINUING BUYER SEARCH AND MATCH PROFILE	15. ACCESS TO THE LOWEST MORTGAGE RATES IN THE INDUSTRY TODAY
8. LEADING EDGE ONLINE MARKETING	16. GUARANTEED SALE PROGRAM

Can you see how these systems will Create More Demand for your Home helping it to sell faster and for more money?



Why Ask
Mario Daniel Sconza &
Partners



To Sell Your Home?

Mario Daniel Sconza & Partners

NO HASSLE

Mario Daniel Sconza & Partners
WILL get your home **SOLD** – every “ i ”
dotted, every “ t ” crossed – with the least
inconvenience to you.

Mario Daniel Sconza & Partners

5 SAFE

With

*Mario Daniel
Sconza & Partners*

Track Record of
Results Your Home
Is Much More
Likely to Sell and
Sell For More
Money in Less
Time.



HOME WARRANTY



Sell with peace of mind; covered service problems will be taken care of while also providing additional after sale liability and protection.

Mario Daniel Sconza & Partners

6



HOME SYSTEMS

Heating System, Ductwork, Air Conditioner, Heat-pump, Plumbing, Interior Electrical, Owned Hot Water Tank, Sump Pump

APPLIANCES

Fridge +water dispenser and/or ice maker, Range-hood, Built-in Microwave, Dishwasher, Deep Freezer, Clothes Washer, Clothes Dryer, Garage Door Opener, Garbage Disposal, Trash Compactor

7

Home Closing Insurance Guarantee



RESTORA-CLOSE™ → Home Closing Insurance

Provides **Coverage for Irrecoverable Extra Costs** resulting from **Unforeseen Delays** or **Failures** in Home Closings

MORE DEMAND CREATED FOR YOUR HOME FROM OUR MARKETING AND CONSUMER PROGRAMS



More Marketing = More Buyers



YOUR HOME COULD BE WORTH MORE THAN YOU THINK!
 Find Out Online – Free Quick Over The Net Home Evaluation at
www.OnLineHomePrice.info

REVEALED
 Free Report reviews
 7 Costly Mistakes to
 Avoid Before
 Selling Your Home.
 Free recorded message
 1-888-409-2272 ID#6000
 or visit
www.AtlantasHomeInfo.com

11 COSTLY HOME INSPECTION PITFALLS
 Free Report reveals
 what you need to know
 before you list your
 home for sale.
 Free recorded message
 1-888-409-2272 ID#6003
 or visit
www.AtlantasHomeInfo.com

HOW TO SELL YOUR HOUSE WITHOUT AN AGENT
 Free Report Reveals
 "10 inside tips" to selling
 your house yourself.
 Free recorded message
 1-888-409-2272 ID#6017
 or visit
www.MetroAreaFSBO.com

HOMESELLERS

ACREAGE

HOMEBUYERS

Move Up to This Awesome Home and We'll Give You up to \$ 10,000.

3205 Burnt Hickory Rd | Marietta|GA|30064

- Custom Blended Glass Double Door Entry
- Volume Ceiling With Arched Doorways
- Marble Floors
- Remodeled Spa Dining Room
- Spacious Great Room
- Gourmet Kitchen With Custom Cabinetry, Granite Countertops, Island, And Breakfast Area
- Keeping Room, Family Room With Wall Of Windows
- Master Suite With Volume Tray Ceiling, Sitting Area With French Doors, Glassware Bath, Marble Shower, And Walk-in Closet
- Complete Home Theater With 6 Leather Recliner Seating
- Full Recreation Room Or Two Work-out Rooms Possible 5th

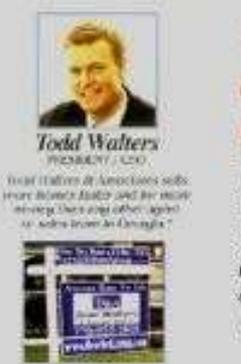


Buy This Home, We'll Buy Yours!

Believe Me, In This Low Competitive Market Located On 1.4 acres Of Beautifully Maintained Property This Pristine Custom Built Home Offers Many Incredible Details, A Formal Hall, Gorgeous Pool And Spa, A Spacious Great Room, Marble Floors, A Glass Wall That Falls Back On To The Open Air Florida Pool With Tiled Floor and Glass Balcony, An Amazing Gourmet Kitchen With Granite and Stainless Steel, The Large Master Suite Includes Volume Tray Ceiling, A Sitting Area With French Doors, A Walk-in Closet and an Elegant Marble Shower, The Full Finished Terrace Level Has A Complete Suite Of The Art Home Theater With Leather Recliner Seating and More!

Home of the Cash Rewards
 Free Gift of up to \$10,000 - Todd Walters & Associates is the Exclusive Sponsor of Cash Rewards, Inc. in the Metro Atlanta Marketplace. You can receive a Free Cash Reward Certificate, Redeemable for up to \$10,000 When You Move up and Purchase a Home Listed by Todd Walters & Associates.
 Call - 770-955-1818 or visit www.TW-CashRewards.com

Guaranteed Top Dollar Fast with Less Hassle!

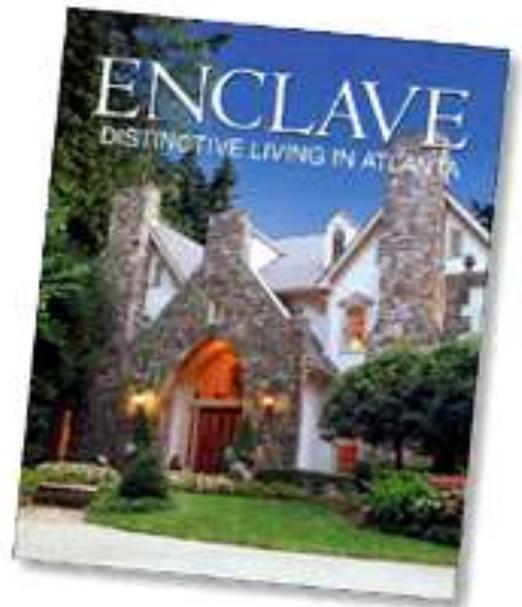


Your Home Sold in 30 Days at a Price Acceptable to You or I'll Buy It For Cash.

Receive up front and in writing my Professional Service Agreement that states your home will sell quickly and for your price. There is a difference between real estate agents, the services they provide and the results they get. Selling your home does not have to be a "crap shoot".

Call Todd Walters & Associates at 770-955-1818 or View Details at www.30DayHomeSale.com

Call for details. Todd Walters & Associates



We are the Agent With The Database of Buyers in Waiting



= A Smooth On Time Closing...

Testimonials



Mario Daniel Sconza & Partners



WHAT HAPPENS NEXT?



Mario Daniel Sconza & Partners

We Put A

WIN-WIN

Agreement In Place



Specialized Knowledge

Nobody Can Predict the Future ...

- But by using statistics, we can give you informed advice on a range of important questions



★ MARKET WATCH
★★ REALITY
★★★ CMA

1. Buzz
2. At Market
3. Let's Try

Real Estate Has Many Values



Seller's Value



Buyer's Value



Bank Appraised Value



Insurance Appraised Value



Tax Assessed Value

TRUE VALUE

The true value in real estate is the tested and agreed upon value. What is a buyer willing to pay and more importantly what is a seller willing to accept. We will not have one without the other.



MARKET VALUE

Market Value may be defined as the highest price which the property will achieve being exposed for sale on the open market by a willing seller, allowing a reasonable time to find a purchaser who buys with full knowledge of all the purposes to which the property are adapted, and for which they are capable of being used. (The Highest & Best Use)

- The listing price must attract attention to get the most activity among the buyers and agents who are active in the present market.



- The *BEST PRICE* obtainable for your house will ultimately be determined together by you and the buyer who make up a large part of the market.

Your Considerations in Pricing

1. There is no EXACT PRICE for Real Estate

2. I do not tell you what your home is WORTH

3. The market determines VALUE, we together determine the OFFERING PRICE

4. I bring you the market... and the market brings you YOUR PRICE

What Can We Manage?

Price

Condition

Access



What We Are Unable To Manage

Market Conditions

Competition

Value



Major Factors Affecting Value

- Supply & Demand
- Seasonal Markets
- Mortgage Markets
- Market Conditions
- Political Actions
- Location, LOCATION!
- Size
- Style
- Age, Condition
- Amenities
- Quality
- Financing
- Terms
- Current Immediate Surrounding Competition
- Most Recent Sales
- Changing Demands
- Changing Taste

Pricing Guidelines

- What you paid for your property does not affect its value.
- The amount of money you need to get out of the sale of your property does not affect its value.
- What you think it should be worth has no effect on value.
- What another real estate agent says your property is worth does not affect its value.
- An appraisal does not always indicate what your property is worth on the open market.

The value of your property is determined by what a

READY, WILLING AND ABLE BUYER

will pay for it in the open market and what you are willing to accept.

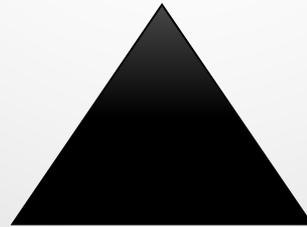
SELLERS DETERMINE ASKING PRICE!

BUYERS AND SELLERS TOGETHER DETERMINE VALUE!

MOTIVE



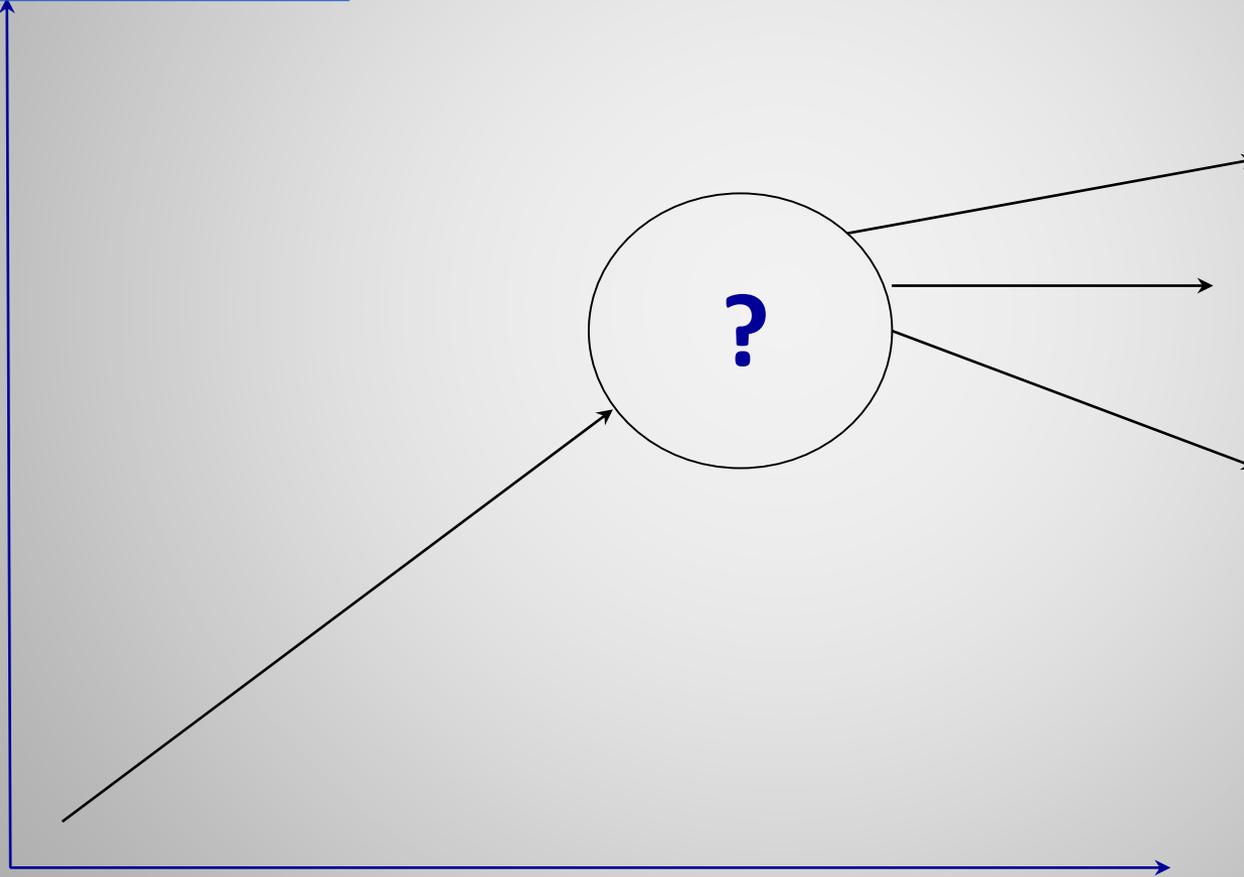
MOTIVE



The motive to move must be Greater than the desire for a certain price.

MARKET TREND: *UP, DOWN OR EVEN?*

Real Estate Value



Time

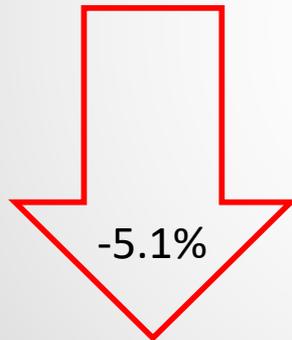
STAY OUT OF THE RED!

Price your home correctly at the beginning and you will walk away with more money!

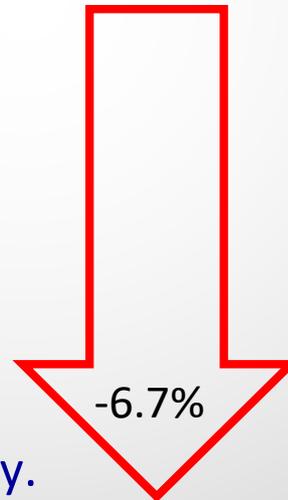
Month 1



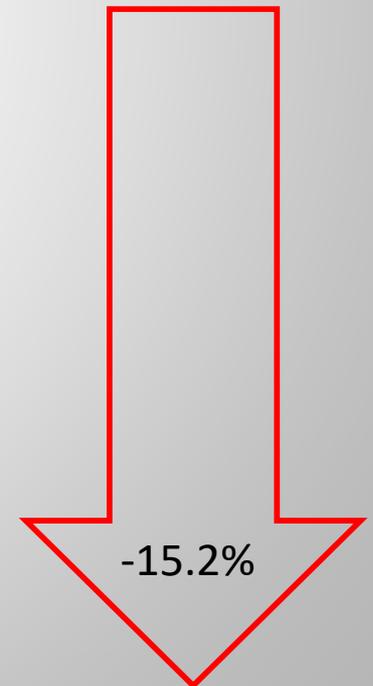
Month 2



Month 3



Month 4



Difference between Asking Price and Selling Price over time in a National Study.

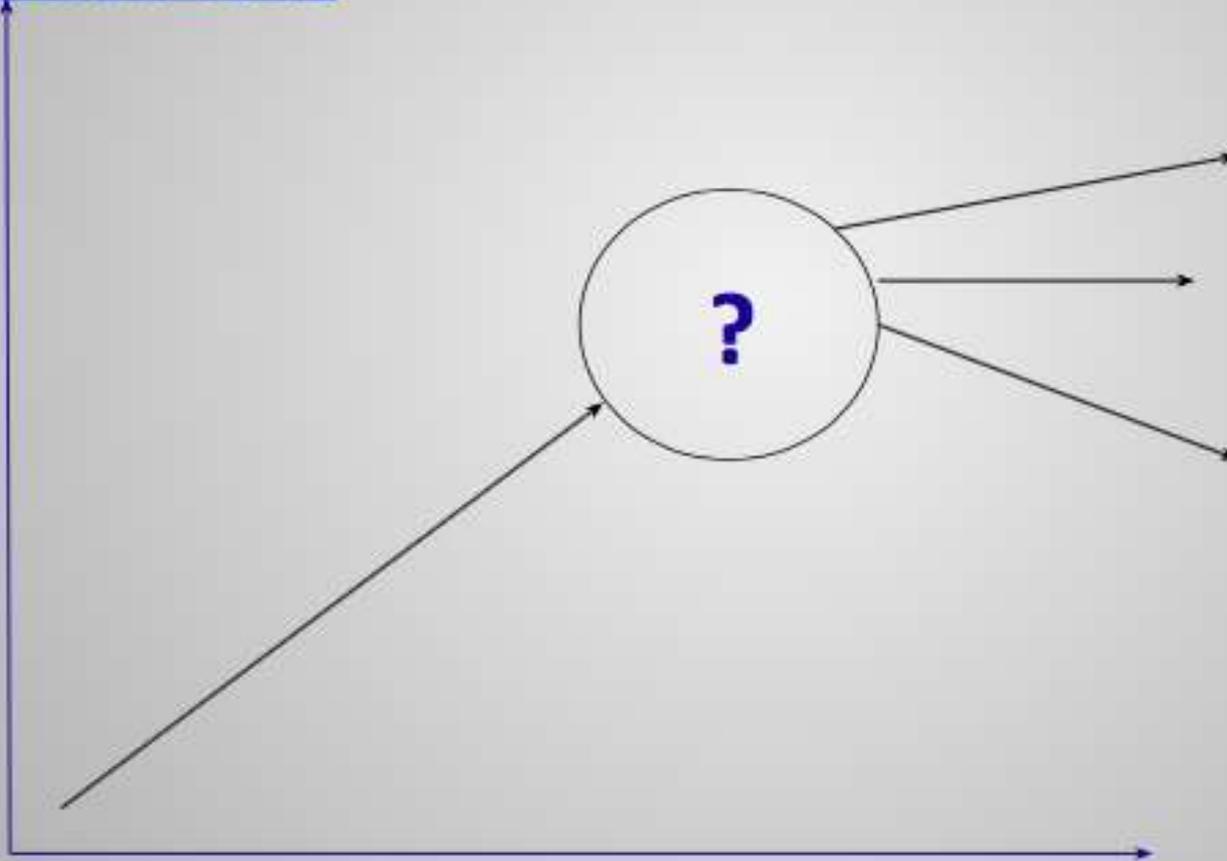
Local Experience may vary.

Source: National Association of Realtors

Home buying and Selling Process

Do You Feel We Should Price At Market/ Behind Market/ Ahead Of Market

Real Estate Value



Time

Benefits of Proper Pricing

Faster Sale

If your home is priced right, the excitement of the market produces a higher price and quicker sale. You can get on with your plans and accomplish the objectives of your move.

Less Inconvenience

If you've moved before, you know the energy it takes to prepare for showings, keeping the home clean and altering your lifestyle. Proper pricing reduces this.

Exposure To More Buyers

By pricing at market value, more people can afford to buy your home.

Better Response From Ads and Signs

Ad calls and sign calls to agents result in more showings when price is not a deterrent.



Continued...

Higher Offers

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

Means More Money In Your Pocket

You **NET** more, both in terms of actual sale price and less carrying costs.

Drawback of Overpricing

- **REDUCES ACTIVITY:** Agents will not show the property if they feel it's priced too high.
- **LOWER ADVERTISING RESPONSE:** Buyer excitement will be with other properties that offer better value.
- **LOSS OF INTERESTED BUYERS:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.
- **ATTRACTS THE WRONG PROSPECTS:** Serious buyers will feel that they should be getting more for their money.
- **HELPS THE COMPETITION:** The higher the price makes the others look like a good deal.
- **ELIMINATES OFFERS:** Since a fair priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.



Continued...

- **CAUSES APPRAISAL PROBLEMS:** Appraisers must base their value on what comparable properties have sold for.
- **LOWER NET PROCEEDS:** Most of the time an overpriced property will eventually end up selling for less than if it had been properly priced to begin with, not to mention the extra carrying costs.

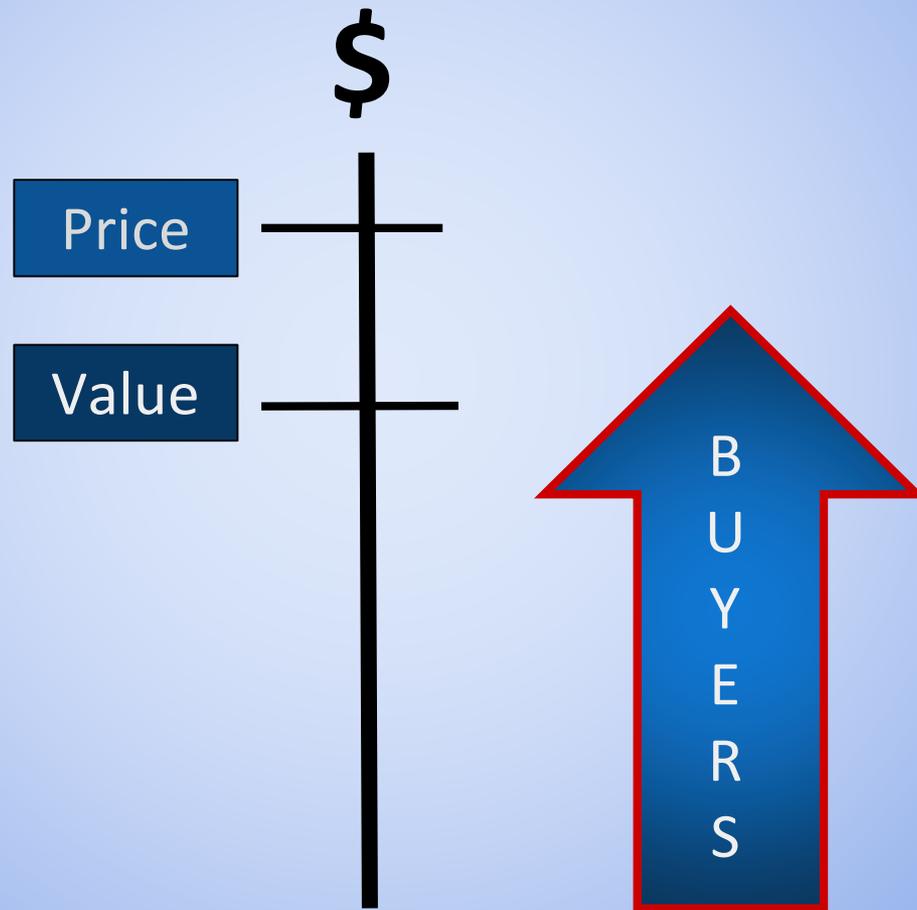
CMIA



INMS



They Can Always Make an Offer



Wrong Price attracts Wrong Buyers



**Value is determined by the price of your home
in relationship to the features and benefits
compared to other homes that have sold and
are currently listed for sale that are similar to
yours.**

**What Price Do You Feel We Should Ask
To Create Value in The Eyes of the Buyer
and Compel Someone to Buy Your Home
vs. the Competition?**

Opinion of Value

- Real Estate markets fluctuate. Buyers and Sellers alike change their minds. Circumstances can change in a New York second or a Hawaiian minute. No one can be assured of a certain selling price in advance. However, after considering the current market conditions, reviewing the properties in which your home will be competing against and examining recently sold properties, the following is my opinion of what buyers should be willing to consider for a home similar to yours, within a reasonable period in today's market.

Three Levels of Pricing

Buzz

At Market

Let's Try

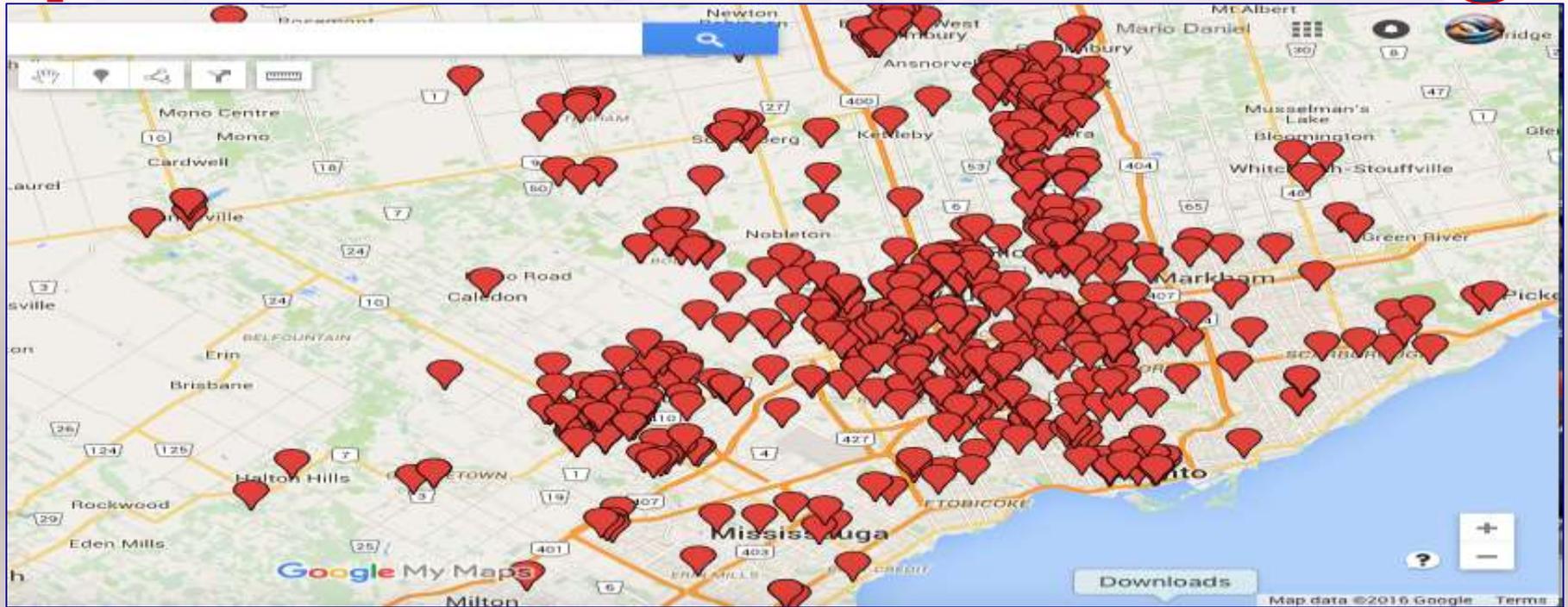


Buzz

At Market

Let's Try

Specialized Knowledge



Most people assume that when they list their home it will sell.

According to the Toronto Real Estate Board – over the past year only **68.7%** of properties listed sold within the term of the listing agents contracts.

8

Your Referrals Help the Women and Children!

Who do you know considering buying or selling a home that you could refer my real estate partnership to?

Yes Mario, these people may be considering Buying or Selling within the next 6 months.

1. _____
Name Phone

Email

2. _____
Name Phone

Email

3. _____
Name Phone

Email

VIP Client's Name

VIP Client's Name

Your Referrals *HELP* Bring Clean Water to the World



charity: water



charity: water

We are on a mission to raise \$25,000 for charity: WATER

663 Million people in the world live without clean water. That is nearly 1 in 10 people worldwide...or...20 times the population of our beautiful Canada.  The majority live in isolated rural areas and spend hours every day walking to collect some semblance of potable water for their family. Access to clean water means education, income and health--especially for women and children.

- ***CLEAN WATER CHANGES EVERYTHING***
- ***Your Referrals contribute to uniting all four corners of the earth and relieving a lot of human suffering ... LoveUnity2***
- ***Who do you know considering buying, selling or investing in Real Estate that we should start a conversation with?***
- ***Not only will they benefit from our award winning service, we donate a portion of our income from home sales to the Charity Water Foundation, a very worthy cause benefits as well.***
- ***Thanks in Advance for the referrals that will help the women and children.***

Commission Rates Menu

SCONZA & PARTNERS 	Titanium	Platinum	Gold	Silver
More Visibility				
Turnkey marketing service	✓	✓	✓	✓
Your property on MLS	✓	✓	✓	✓
Marketing (email alerts) to over 10,000 Buyers in Waiting	✓	✓	✓	✓
24 Hour 1-800 Number Service	✓	✓	✓	
High Definition Resolution Photos	✓	✓	✓	
Maximum exposure on over 335 Real Estate Websites	✓	✓	✓	
Video Commercial of your property on YouTube	✓	✓		
Your Home Featured on 4 Extra Websites	✓			
More Experts				
A team of professionals available to answer your questions	✓	✓	✓	✓
Professional assistance bringing your home to market	✓	✓	✓	
Personalized follow-ups by our professional marketing team	✓	✓		
Customized home staging consultation	✓	✓		
Customized home staging	✓			
Professional Deep Cleaning Service	✓			
More Tools				
Customized brochures of your home	✓	✓		
The activity on your property in real time	✓			
Feedback website with exclusive Seller access to agent's comments (see what we see)	✓			
Talking House System	✓	✓		
Weekly Area Sales Report	✓			
More Guarantees				
Buyer 18 Month Sell or Buy Back Guarantee*	✓	✓		
Your Home Sold or We'll Buy It (Trade Up Program)**	✓			
More Protection				
Error and omission insurance	✓	✓	✓	✓
Safe Close Insurance	✓			
Seller Protection Home Warranty	✓			
Commission and Marketing Fees	6%	5%	4%	3%
<i>Please Select Your Package</i>	\$695 at the signature	\$695 at the signature	\$495 when sold	\$495 when sold
<p>*The Sconza & Partners offers the buyer a 18 month or 18 month buy back guarantee. The buyer must have sold previous or the property. **Sconza & Partners does not apply to investors. Subject to restrictions.</p> <p>— The Sconza & Partners our guaranteed the sale of your home if you frame it. www.sconza.com. Buy a Home Sale by Sconza & Partners, subject to restrictions.</p>				
	Seller Signature _____			
	Seller Signature _____			

Seller New Listing Checklist

Working with Realtor form

Listing agreement signed

Mls data sheet signed

IDENTIFICATION

Job status

Rental item discovery

Existing contracts

Taxes

Maintenance fee if condo

Update client profile

Survey

Key

Tenant phone numbers

Alarm Code

Sign

Web domain

On market date

Due date for offers

Appointment instructions

- + give 3 usp referral business cards to client for them to give out
- + moving forward give the seller a copy of your pricing presentation
- + moving forward give the seller a copy of your what to expect presentation

- + I invest most of my time and energy marketing over the phone and over the Internet....I do advertise every day...unconventionally and not traditionally...no open houses...and...no branded advertising
- + No traditional brochures...Our brochures are all online...
- + We do track appointments and request feedback from every showing...10 % response ratio...I will be in touch a minimum of once per week updating you on feedback responses...new comparable listings and sales...and...website activity...for those agents that do respond what I want is your permission to share with you exactly what they are saying about your property without filtering it...would that be OK with you?
- + My work involves marketing your home to the public and to other Realtors...I may never personally show your home...I am...However....responsible for the activity...
- + Pricing...1 to 5% too high = plenty of showings and no offers...5 to 10% too high = very few showings and no offers
- + Communication is critical...any frustrations or challenges...please...let me know...I can't fix what I am not aware of...
- + If you are going away and not reachable by the information I have...please....let me know
- + Be patient...allow me to follow the process...and...you will experience the outcome...
- + I don't answer every call...I do...However....respond to every call...ASAP...call or text me ANYTIME...about anything
- + When I help you reach your desired outcome....will you seriously consider recommending my services?...WHO DO YOU KNOW THAT I SHOULD HAVE A CONVERSATION WITH ABOUT REAL ESTATE