

Welcome



to the
Kolarsky Connection
www.kolarsky.com





The Kolarsky Connection

www.kolarsky.com



My Goal is a Successful Sale

- For the Right Price
- In the Right Timeframe
- With the Least Amount of Inconvenience to you





The Kolarsky Connection

www.kolarsky.com



Background & Experience

Lisa Kolarsky





The Kolarsky Connection

www.kolarsky.com



Our Company

- Full-Time Call Coordinator
- Full-Time Office Staff
- Full-Time Relocation Director
- Full-Time Property Manager
- 4 Offices
- Over 100 Agents





The Kolarsky Connection

www.kolarsky.com



Comparative Market Analysis

- Based on your property information
- Based on real estate listings & sales in your area

Used to determine the fair market value to list your home for the right price, in the right timeframe, with the least amount of inconvenience to you.





The Kolarsky Connection

www.kolarsky.com



Right Pricing

- Problems with Overpricing
- Problems with Under-pricing





The Kolarisky Connection

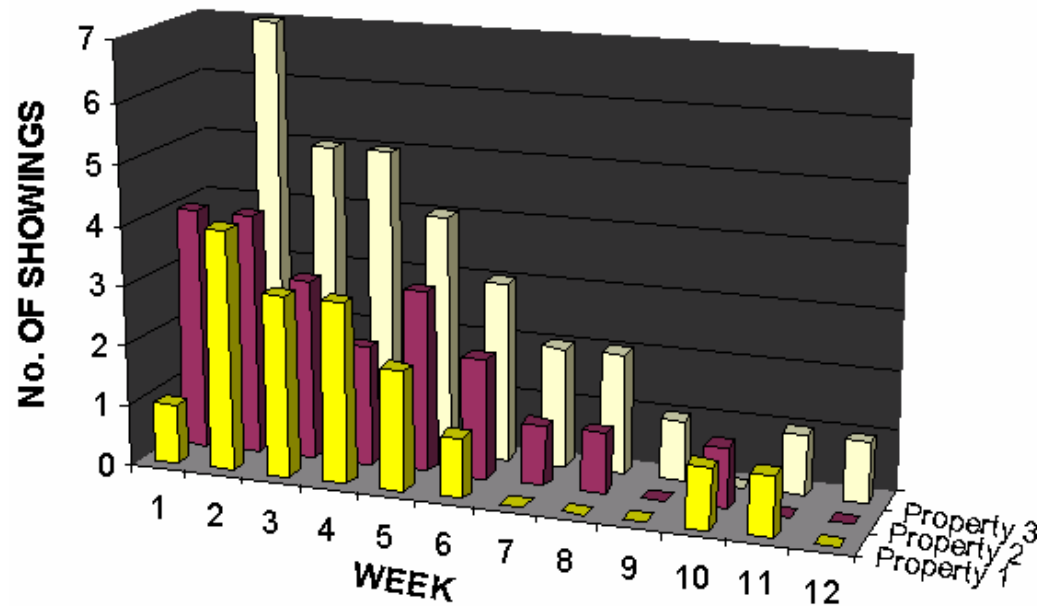
www.kolarisky.com



When Do Most Showings Occur?

- The prime marketing time occurs during the first few weeks after listing
- Make sure your home is priced right from the very beginning

Showings Frequency of Three Actual St. Tammany Parish Properties Over a 12-Week Period





The Kolarisky Connection

www.kolarisky.com



Marketing Methods I Employ



- Newspaper advertising
 - Local and national
- Multiple Listing Database (MLS)
- Photography
 - Still images
 - 360-degree virtual reality shots
- Yard signs
- Sales Meeting Promotions





The Kolarisky Connection

www.kolarisky.com



Marketing Methods I Employ



- Agent and office preview
- Open houses
- Showings
- Global Referral Network
- Follow-ups





The Kolarsky Connection

www.kolarsky.com



MLS Database on the Internet



Accessible through
www.kolarsky.com





The Kolarsky Connection

www.kolarsky.com



MLS Database Search Form at

www.kolarsky.com

- [kolarsky connection](#)
- [our listings](#)
- [property search](#)
- [contact us](#)
- [services](#)
- [our links](#)
- [mortgage center](#)
- [community/schools](#)
- [return home](#)

Property Search

To view our MLS inventory, register now!

Activate your online MLS search and access our entire Multiple Listing Service inventory of listings!

[Click Here!](#)

Home Search Form

Already know the listing number?

Select Property Type(s)
Select all that apply. Hold down the CTRL key (command key on a Macintosh) while clicking the mouse.

Single Family
 Condo/Townhouse
 Vacant Land
 Commercial/Industrial

Minimum Price **Maximum Price**

Number of Beds **Number of Baths**

City (eg. Slidell, ... , ...) **State**

ZIP Code (eg. 70461, ... , ...) **Search Radius** (around a zipcode) miles

Email me Free Home Updates?

Email Address **Frequency** Every Day Every Friday **Format** Photos Text

Other Search Options

Browse through our local inventory of featured office properties!

Browse through our national catalog of properties at your leisure!





The Kolarsky Connection

www.kolarsky.com



Photography

- Your home will be photographed inside and outside within a few days of listing
- Photographs will be used in:
 - MLS Internet Database
 - Local Advertising (News media, TV)
 - Internet Marketing
 - Customized Flyers



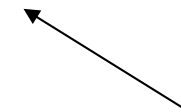
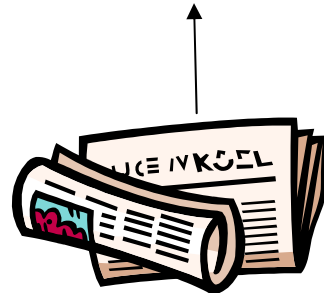
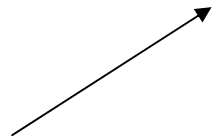
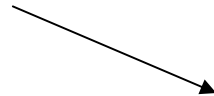


The Kolarsky Connection

www.kolarsky.com



Property Inquiries





The Kolarsky Connection

www.kolarsky.com



Marketing Plans

Platinum Plan

Over 72 marketing services with an increased emphasis on advertising. :

- Century 21 Home Protection Plan or RCI Vacation for the buyer
- 360-degree online virtual tour
- Television advertising
- Additional newsprint advertising
- Ad in Century 21 Homes Magazine
- Sunday open houses
- Broker open-house tour
- Professionally made multi-page flyers
- Guaranteed flyer box with promotional brochure

Gold Plan

This is our most popular marketing plan providing our high-level standard real estate services.

The plan offers over 61 marketing services and 15 optional ones.

Economy Plan

This plan allows sellers a reduced commission rate, yet still provides many vital resources and services to help sell the property.

This plan offers over 35 marketing services and over 16 optional ones.

For-Sale-By-Owner- On-the-MLS Plan

SAVE BIG and still have your property shown on the MLS and Century21 websites.





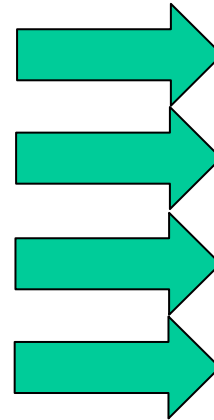
The Kolarsky Connection

www.kolarsky.com



Tours, Showings & Appointments

- Company Tour
- Agent Open House
- Public Open House
- Appointments
 - Office makes appointments
 - Lockbox



Feedback





The Kolarczyk Connection

www.kolarczyk.com



Questions & Answers





The Kolarsky Connection

www.kolarsky.com



Are you ready to list?





The Kolarsky Connection

www.kolarsky.com



Home Protection Plan

- Improves the odds of selling your home faster and at a higher price
- Helps protect your home against unexpected repairs during the listing
- Helps sell your home for an average 2.2% higher price
- Helps sell your home an average of 15% faster
- Helps make the odds of selling your home an average of 29% greater

