



**CONDO DOMAIN**

Smart Agents. Smarter Clients.

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Web-Based Real Estate Brokerage Firm

Why List & Sell  
With Us

# Why List & Sells With Us

CondoDomain far supersedes what any 'traditional' real estate brokerage can offer you. We are not just a highly sophisticated, data-driven real estate brokerage backed by a team of fanatical agents – but we are a **MARKETING POWERHOUSE** that has more reach than any of our competitors.

CondoDomain was founded in 2005 as a lead generation and consumer-based information portal and quickly morphed into a licensed real estate brokerage with on-the-street agents. The roots of our company are based upon pure Internet Marketing, where more than 90% of buyers are searching today. Simply put, we “get it!”

## **Our Formula for Success**

### **Exposure**

- Our website, syndication partners & blogs: We average more than 100k unique visitors per month in each city.
- Our professional relationships span every major top real estate search site nationwide including: Trulia, Zillow, Realtor.com, Craigslist, Yahoo, AOL and local online newspapers, among 30 others categories
- Depending on your home, location and price point – we know exactly how to get you the most exposure – from web 2.0 and social media to traditional print advertising, we have the data that supports the best approach
- MLS - we know how to leverage it to its maximum

### **Marketing**

- Forget “cheap signage” and “flimsy flyers,” only the best for our clients
- Our in-house marketing department performs:
  - HD Professional Photography (and lots of it)
  - HD Video of the entire home & amenities
  - Professional copywriting
  - Professional stager / Interior design & Construction
  - Both traditional print advertisement and new Internet marketing initiatives

### **Research**

- Data-driven pricing
- On-the-street reality
- On average, our agents close more transactions than a traditional broker proving that we find and tour more properties than anyone else, giving our agents a step up on other brokers.

### **Partnership & Savings**

- Depending on what program you choose we form a partnership with you to either “help you sell your home” or to “take on the reigns” and sell it for you. Either program will ensure that you save big \$\$\$.

CondoDomain is committed to delivering better real estate marketing and listing services than anyone else and doing it for less (thanks to the invention of technology & the Internet.)

## **Next: How it Works**

## How It Works

Selling a home takes a lot of online and offline marketing but just a single stellar showing.

Whether you choose our “Premier Entry-Only” service or our “Commission Based Full Service” program, you are sure to get one thing in common – an absolute priority customer care experience from our entire team here at CondoDomain.



### ➤ **So how does it work?**

- Shoot us a note or give us a call and speak with one of our agents
- Review what selling option is best for you and your budget
- We come to you and visit your home
- We price the property for maximum profit

### ➤ **Now that it's a go...here are the next steps:**

- Clean the property (bring in professional stagers/designers if need be)
- Photograph AND Video inside and out and all of the amenities
- Launch the listing with online fireworks
- Host Open Houses (Weekdays and Weekends) and private tours
- Negotiate the offer and get you the best possible terms
- Close the deal, we only get paid if your home closes, on average our clients save \$10,000 in commissions

**Next: Compare Us vs. Traditional Agents**

# CondoDomain vs. Traditional Agents

**Choice = Savings, You tell us what you want & need.**

**Experience** A CondoDomain Real Estate Agent does deals every week. He/She knows your market, and can hold out for the best price.

Side-by-Side Comparison	Traditional	CondoDomain
Choice of Listing Services	No	Yes
MLS Entry	Yes	Yes
Professional Signage/Flyers	Maybe	Yes
Professional Photos	Maybe	Yes
Professional Video	Maybe	Yes
Data-driven Pricing	No	Yes
Online Marketing Blitz	No	Yes
Social Media Marketing Blitz	No	Yes
Weekly Activity Reviews	Maybe	Yes
Agent Hosted Open Houses	Maybe	Yes *
Private Buyer Tours	Yes	Yes **
Savings on \$500,000 Sale (Full Service)	\$0	\$3,000
Savings on \$500,000 Sale (Flat Fee)	N/A	\$9,500

**Superior Service** A CondoDomain Real Estate Agent spends his/her time selling your house not prospecting for new clients. You save thousands in commissions and get the **BEST** service.

## Next: How Much Will You Save?

\* For our premier entry-only program we host (1) open house for you so you can see how its done and our for full service program, we host as many open houses to maximize the sale.

\*\* For our premier entry-only program you perform all buyer & agent private tours and four our full service program, we handle all private tours.

# How Much Will You Save?

Just like our “buy side” services we offer two listing packages for you as well! (1) Our most popular and effective “**Accelerated Full Service**” listing package and (2) our most economical for maximum savings – “**Premier Entry-Only**” listing.

## **Accelerated Full Service Listing (Save up to 33% on the listing commission)**

- You get the works, every bell and whistle we have
- Meet with our agents - full consultation, pricing & approach
- Professional photos, video, copywriting, print collateral in preparation for listing blitz
- Marketing blitz, MLS, Websites, Blogs, Social Networks, Internet and Traditional media
- Open Houses (weekdays and weekends)
- Find the buyer, negotiate the best deal and bring this all the way to closing
- The average \$500,000 home sale will save you \$3,000

Call us for details regarding our "Accelerated Full Service Listing" commission scale and see how you can save up to 33% in commission when we sell your home! **877-852-6636**

## **Premier Entry-Only Listing (Zero listing commission, just small flat fee)**

- Meet with our agents - full consultation, pricing & approach
- Professional photos, copywriting, print collateral in preparation for listing blitz
- Marketing blitz, MLS, Blogs, Social Networks, Internet and Traditional media
  - o *and this is where you take over*
- We set you up for a great launch, now you take over.
- You do your own open houses after we show you how to do one (we will let you borrow a sign)
- You do your own showings
- And although we are here to support you along the way via telephone, the entry only package is design for the do-it-yourself sellers.

Entry Only Fee is **\$2,500** and is paid for upfront.

\* We highly recommend offering a buyers co-broke commission to ensure you gain maximum visibility from the general brokerage community.

**Next: Meet Our Agents & Contact Us**

**Contact Us**     **Corporate Headquarters**

The CondoDomain Loft  
319 A Street  
3<sup>rd</sup> Floor  
Boston, MA 02210

877.852.6636 (toll free)  
617.314.7704 (p)  
617.507.8447 (f)

Meet us on our website: <http://CondoDomain.com>

Twitter: <http://twitter.com/CondoDomain>

Facebook: <http://www.facebook.com/pages/CondoDomaincom/36932813081>

Write to us @ [info@CondoDomain.com](mailto:info@CondoDomain.com)