



## The Star Treatment Marketing Plan

How Your Home Is Guaranteed  
To Sell Fast and For Top Dollar!

**Sell Your Home Faster, for More Money...  
And Enjoy the Best Home-Selling Experience of Your Life!**

### The Real Secret to Selling Your Home

According to a survey of the Orange County Association of Realtors in February 2005, residential homes in Orange County over the past year were sold in the following ways:

- 95% through MLS / Realtor Contacts (Multiple Listing Service)
- 2% through Ads (print and online)
- 2% through Signs
- 1% All Other Methods, plus for sale by owner.

#### It's a Fact:

At least 95% of homes in Orange County are sold through Realtors on the MLS—not ads.

So why do real estate companies keep spending money on ads? To keep their sellers happy. Because most sellers mistakenly believe that ads sell homes.



### We Put Our Money Where the Results Are: The Realtors

NOVA invests in communicating with the people who will bring 95%+ of all buyers to your door: THE REALTORS. Why? Because showcasing your home to Realtors gets your home sold faster and for more money.

Look at our exclusive Star Treatment Marketing Plan and you'll agree: NOVA invests more in Realtor Communications than any other Real Estate Agency in Orange County.



NOVA will sell your home FASTER, for MORE MONEY and give you the most enjoyable home-selling experience of your life. At NOVA, we're so sure that our exclusive Star Treatment Marketing Plan works, we'll put it on the line:

**We Guarantee that Your Home  
Will Be Sold in 90 Days or Less...  
or We'll Buy It!**

# NOVA's Exclusive "Star Treatment" Marketing Plan

## Get The Star Treatment!

We know what you want when you're selling your home:

- The Best Value
- The Least Amount of Time
- The Fewest Hassles

Designed by a Top 1% Orange County Real Estate Agent, NOVA's exclusive Star Treatment Marketing Plan gives you everything you want... and more than you expect.

## Star Treatment Advantages

### Price It Right

Our Star Treatment Marketing Plan will help you price your home right and put you in a stronger position during the negotiation process. We set the price based on a professional market evaluation and a pre-inspection evaluation of condition and needed repairs. Now you know exactly what your property is worth, with no surprises from inspection during negotiation.

### Increase The Value

We increase the perceived value of your property by giving your home a "Star Treatment" makeover. This exclusive free consultation shows you how to make a great impression that will generate higher offers.

### Premier It To The Market

Your home is a Star in the spotlight! We kick off the campaign with an exclusive "Home Premier" Party, to showcase your home to the top-performing Realtors in Orange County.

### Expose It to Realtors

Realtor exposure generates more sales. The Star Treatment gives your home exposure to over 2,000 OC Realtors through an integrated marketing campaign that includes home showcases, direct mail, email, e-flyers, your own web site with a photo gallery... and more.

**Look at all the advantages you'll enjoy with the full Star Treatment Marketing Plan!**

## First 30 Days

### Week 1

- Collect detailed house info
- Agree on Price, based on:
  - Pre-Inspection Evaluation of Property and Repairs
  - Professional Market Evaluation
- Consult on Star Treatment Home Make-over to increase perceived value
- Take Pictures of Home
- Create the Basic 5 Marketing Tools:
  - Flyer
  - MLS Listing
  - Sign
  - Lockbox
  - Home Web Site with Photo Gallery

### Week 2

- Broker Premier Party
  - "Home Premier" Star Party for top OC Realtors
  - Handouts: Home Flyers, Market Evaluation and Realtor Bill of Rights
- Showcase Home to Potential Buyers
- Market Update to Seller – what's selling in the area

### Week 3

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors
  - Thank you for attending
  - Sorry you couldn't make it

### Week 4

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors, to include
  - E-flyer with link to web site and photo gallery
  - Market Evaluation of your home
- Market Update to Seller – what's selling in the area
- If your home is not sold in 30 days, we will perform a Professional Market Re-Evaluation.

**Over 60% of homes are sold by week 4 – time to celebrate your sale!**

# NOVA's Exclusive "Star Treatment" Marketing Plan

## 30 - 60 Days (If Needed)

### Week 5

- Showcase Home to Potential Buyers
- Direct Mail Postcard #1 to Realtors
  - Key features of home
  - 1 to 2 pictures to illustrate the primary features of your home
  - Compelling value proposition to create urgency

### Week 6

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors
  - E-flyer with link to home web site and photo gallery
  - Market Evaluation of your home
- Market Update to Seller – what's selling in the area

**Over 75% of homes are sold by week 6 – time to celebrate your sale!**

### Week 7

- Showcase Home to Potential Buyers
- Direct Mail Postcard #2 to Realtors
  - Key features of home
  - 1 to 2 pictures to illustrate additional features of your home
  - Compelling value proposition #2

### Week 8

- Showcase Home to Potential Buyers
- Email to 2,000+ Realtors
  - E-flyer with link to web site and photo gallery
  - Market Evaluation of your home
- Market Update to Seller – what's selling in the area
- If your home is not sold in 60 days, we will perform a Professional Market Re-Evaluation.

**Over 90% of homes are sold by week 8 – time to celebrate your sale!**

## 60 - 90 Days (If Needed)

### Week 9

- Showcase Home to Potential Buyers
- Direct Mail Postcard #3 to Realtors
  - Key features of house with 1-2 pictures to illustrate additional features of your home
  - Compelling value proposition #3

### Week 10

- Showcase Home to Potential Buyers
- Email to Realtors
  - E-flyer with link to web site and virtual tour
  - Market Evaluation of your home
- Market Update to Seller – what's selling in the area

**Over 98% of homes are sold by week 10 – time to celebrate your sale!**

### Week 11

- Showcase Home to Potential Buyers for back-up offers
- Direct Mail Postcard to Realtors — Just Sold!

### Week 12

If your home is not sold in 90 days, we will perform a Professional Market Re-Evaluation.

### NOVA STAR GUARANTEE:

NOVA will sell your home FASTER, for MORE MONEY– and give you the best home-selling experience of your life. Our Star Treatment Marketing Plan will increase the perceived value of your property... and generate MORE exposure and qualified offers through Realtors than any other marketing plan in Orange County.



**Your home will sell in 90 days or we will pay you CASH for the purchase price agreed upon, as per the Professional Market Evaluation and the estimate of your selling expenses.**

# **Get The Star Treatment!**

## **Sell your Home Faster, For More Money... and Enjoy the Best Home-Selling Experience of your Life!**

Designed by a Top 1% Orange County Real Estate Agent, NOVA's exclusive Star Treatment Marketing Plan gives you everything you want and more.

We help you price your home right... and put you in a stronger position during the negotiation process. We increase the perceived value of your property in the marketplace by giving your home a "Star Treatment" makeover.

We kick off your marketing campaign with an exclusive "Home Premier" Party, to showcase your home to the top Realtors and give them the Star Treatment. We give your home exposure to over 2,000 OC Realtors through an integrated marketing campaign that includes home showcases, direct mail, email, e-flyers, your own web site with a photo gallery... and much more

At NOVA, we're so sure that our exclusive Star Treatment Marketing Plan works, we'll put it on the line:

**We Guarantee That Your Home Will Be Sold In 90 Days Or Less...Or We'll Buy It!**

**To Schedule an Appointment,  
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