



# THE REAL ESTATE BLUEPRINT

AH

Lakes | Sotheby's  
INTERNATIONAL REALTY

FRONT ELEVATION







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Hope is never an effective strategy. Hoping to get top dollar for your home, or just hoping to find your new home, isn't going to get you the result you want. You need to have a plan, or blueprint, and you need an expert to help turn that blueprint into reality.

The real estate market continues to be dynamic at both a micro and macro level. In Minneapolis-St. Paul, inventory continues to be tight, prices continue to rise, and people continue to be discerning about what they want. Beyond MSP, these characteristics are present as people continue to relocate on a domestic basis and consider the safety of real estate investing both domestically and globally. Relocation for career opportunities is at an all-time high as are second home purchases for investments and enjoyment. What's it all mean? It's always a good time to buy and sell real estate.

The following pages will provide a high-level overview of the power and reach of the Sotheby's brand, along with the blueprint for listing your home and/or buying a new one. The blueprint will be tailored to your specific needs and requirements, and together we'll execute that plan and get you the result you want.

My name is Art Hays, and it would be my pleasure to help you design a plan and watch it come to fruition. I look forward to working with you!

Art Hays



# THE CLIENTS SAY IT BEST!

## *THE SMITHSONS*

"We worked with Art over several months, looking at a variety of potential homes. He was informed, giving helpful evaluations of properties relative to condition, price, and fit for us. When we got ready to list our house, Art gave great advice without being unrealistic regarding what we were willing to invest, in dollars and time, to get to market. The outstanding part of the sale process was Art's marketing the property. He knew how to price it; he has a great network in the industry; it sold quickly and for top dollar. Art gets an A+. Working with him was a great experience and one we'd gladly repeat."

## *BOB & DEEANN*

"Our experience working with you in selling our condo at Grandview and buying our home in Plymouth was just OVER THE TOP! You made it easy as you were open and honest with us about the market. When we asked to look at a property, you immediately were on it, getting something set up, and always so pleasant and excited to do it. You are full of energy, positive, and show genuine concern and care about your clients. You were always there to answer questions and guide us. This is what people should know; by selecting you as their Realtor, they are getting the best Realtor ever to represent them! I would refer you to anyone thinking of buying or selling a property; we feel it a privilege to have had the opportunity to work with you!"

## *THE PETERSONS*

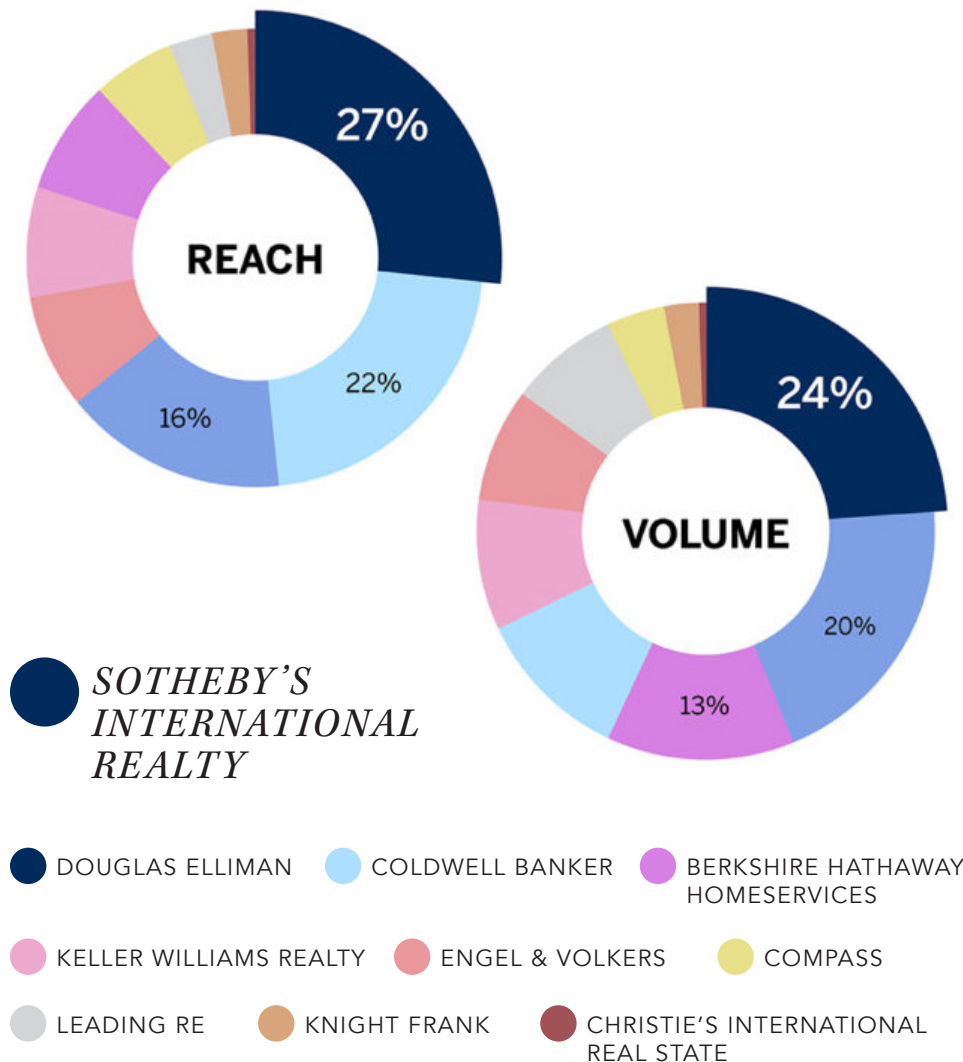
We are lucky and thankful we came across Art at an open house. We were not looking for a Realtor at that time since we were only casually looking for our first home to buy. When the time came the next year, we remembered Art and reached out to him to be our Realtor in search of buying our first home. He responded quickly and with excitement. He was excellent in so many ways. He made sure we never got stressed out by doing all the work for us, including finding homes to look at that we would be good for us, setting up appointment, all of the coordination, follow up, etc. His knowledge, expertise, flexibility, and motivation are a few of his qualities. As a person- he is kind, funny, easy to talk to and has become a friend to us and our children. We all love Art and would highly recommend him in a heartbeat! Thank you, Art, for all you did for us!



# THE **POWER** OF THE BRAND

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## THE VOICE OF REAL ESTATE

When it comes to real estate, Sotheby's drives the conversation. Our public relations team fosters relationships with leading media outlets globally, who generate awareness of the *Sotheby's International Realty* brand, and position our global network as the voice of real estate.

## MEDIA PARTNERSHIPS

We partner with leading media powerhouses to deliver content to discerning audiences worldwide. Our partners cutting-edge innovation, strategic positioning, and international impact enable the Sotheby's International Realty brand to successfully connect with a global clientele.

THE WALL STREET JOURNAL.

facebook

The New York Times

ELLE DECOR

YouTube

dwel

AD  
ARCHITECTURAL DIGEST

Google



# THE REACH OF THE BRAND

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# PROPERTY DISTRIBUTION

The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Our global property marketing partners include some of the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites.

**MANSION GLOBAL**

**Robb Report**

**FINANCIAL TIMES**

 **Zillow**

**JamesEdition**

**Bloomberg**

**THE WALL STREET JOURNAL.**

**The New York Times**

**twitter** 

**facebook**

**Instagram**

**Pinterest**

**Linked** 

 **WeChat**

 **YouTube**

## SOCIAL MEDIA

The Sotheby's International Realty brand creates exclusive content on multiple social media platforms, including Twitter, Instagram, Pinterest, LinkedIn, WeChat, and Facebook, the top referring source of traffic to sothebysrealty.com. Additionally, our award winning YouTube channel has more subscribers and video views than any other real estate brand in the world.





A detailed floor plan of a house is shown in the background. The plan includes an Alfresco (4.9 x 4.5), Dining (4.4 x 4.3), Family (4.6 x 4.3), Kitchen, Cinema (4.3 x 4.3), L'Dry, WIP, Entry, Bath, Study / Bed 5 (3.7 x 3.0), Porch, Double Garage (with remote sectional door), and five bedrooms (Bed 1: 4.3 x 3.3, Bed 2: 3.6 x 3.0, Bed 3: 3.6 x 3.0, Bed 4: 3.6 x 3.0, and Bed 5: 3.7 x 3.0). The plan also shows various closets, wardrobes, and storage areas.

# THE LISTING BLUEPRINT



# PRE-LIST INFORMATION

## *IN-PERSON MEETINGS*

### INITIAL MEETING

Objective: Understand prospective client's current situation, desired plans, and timing.

Actions: Meet & Greet, Home Tour, Q&A

### FOLLOW-UP MEETING

Objective: Discuss market data and activities calendar.

Actions: Review and discuss comparable properties and market pricing, review and align on marketing activities calendar relative to clients plans and timing.

### PAPERWORK MEETING

Objective: Walk through and sign listing/buying paperwork, review client deliverables for listing.

Actions: Discuss contract, disclosures, any inspection requirements, review updated marketing activities calendar if needed.

## MARKET PREPARATION ACTIVITIES

- Drone Video Shoot
- Professional Photography
- Floor Plan Measurement
- Video Tour/Photo Shoot for Social Media
- Required Inspections
- Print Materials Preparation

## PRE-LIST EVENTS

- Neighborhood Open House
- Broker Invite Open
- Client Mailings
- Colleague Mailings
- Private Showings
- Final MLS Preparations

# LIVE ON MLS

## FIRST WEEK ACTIVITIES

- Broker Open House (Public)
- Open Houses first Saturday & Sunday
- Agent Showings
- Email Blast (clients and colleagues)
- Social Media Outreach

## ONGOING ACTIVITIES

- Monthly Open House x1
- Social Media Outreach (open houses, price improvements, home highlights)
- Broker Open w/ any price improvement
- Saturday & Sunday open houses w/ any price improvement
- Email blast w/ any price improvement

## MONTHLY CHECK-IN'S

- Face-to-Face, every 30 days
- Review showing activity and feedback
- Updated market overview (if applicable)
- Discuss next 30 days activities
- Price improvement conversation (if necessary)



# OFFER REVIEW & MOVING TO CLOSING

## OFFER REVIEW

- Discuss terms of the offer
- Review options (accept, counter, decline)
- Align on timing (inspections, written statement, closing)
- Enter into contract

## OFFER ACCEPTANCE

- Inspection timing, types, and negotiation
- Appraisal timing (if required)
- Written Statement timing
- Closing date and planning for home exit

## MOVING TO CLOSING

- Planning for your exit: date, method, service provider recommendations
- Closer Introduction
- Scheduling closing (in-person or presign)
- Closing Day – Congratulations, your home is officially SOLD!







# THE BUYER BLUEPRINT





# INITIAL BUYING MEETING, THE SEARCH BEGINS

## ***BUYER PLANNING MEETING***

Objective: Understand your “must have” and “nice to have” for key search criteria, while aligning on other key points related to purchasing a home.

### **SEARCH CRITERIA TOPICS**

- Location (cities and/or school districts)
- Home Style (rambler, two story, split-level, condo, townhome)
- Minimum beds, baths, garages, square footage
- Price Range (low and high)
- Existing or New Construction
- Explanation of Home Status: Active, Active (i,r,s,o), TNAS, Pending

### **OTHER KEY POINTS OF DISCUSSION**

- Financing: cash, conventional, down payment plans
- Contingencies: Inspection, Financing, Sale of Existing Home
- Inspections: General, Sewer, Chimney, Radon, Well, Septic
- Multiple Offer Discussion
- Timing: walk-through of buying process and timing from offer to closing
- Other information as required



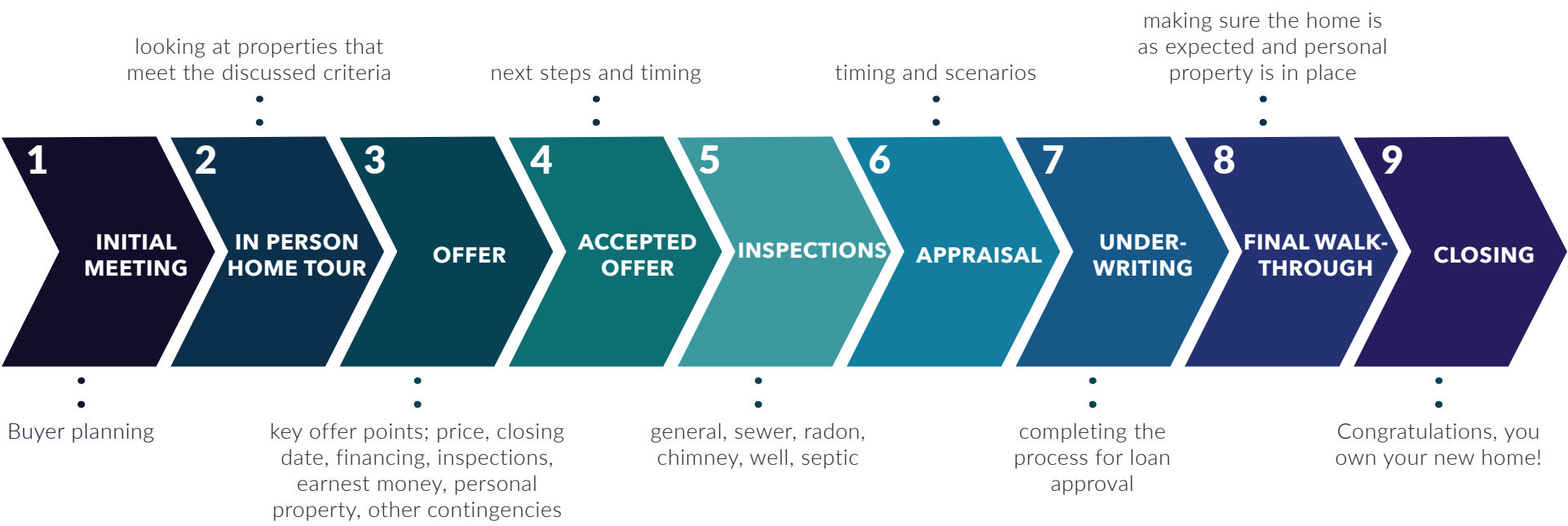








# THE BUYING PROCESS OVERVIEW





# DEVELOPING YOUR BLUEPRINT

## LISTING

- Client “Go/No-Go” Decision
- Align on Price
- Align on Marketing Calendar
- Sign Listing Paperwork
- Execute the Plan
- Close on Home Sale

## BUYING

- Client “Go/No-Go” Decision
- Sign Buying Paperwork
- Home Tours
- Offer
- Accepted Offer – Steps to Closing
- Close on Home Purchase







For most people, buying and/or selling a home is the single biggest financial transaction they will undertake in their lifetime. Many people, maybe even yourself, trust their financial advisor to advise them on the best course for managing their portfolio. Real estate is no different, and in many cases larger than an investment portfolio.

Trying to navigate the buying and selling process is not easy, and overlooking just one critical component can be the difference between realizing your dreams or missing the opportunity. The difference between getting top dollar or less than market value for your home. The difference between overpaying and getting your new home for fair market value. Simply put, don't underestimate the value of someone who is an expert in the field. The intrinsic value of a Real Estate Advisor, and making the decision to use one, will be the best decision you make in the entire process.

I look forward to working on your behalf, I'm ready to get to work when you are. Let's go!

Warm Regards,

A handwritten signature in black ink, appearing to be the name 'Art'. The signature is stylized with a large, sweeping 'A' and a horizontal line extending to the right.

- Art



ARTHUR (ART) HAYS  
REALTOR

CONTACT INFORMATION

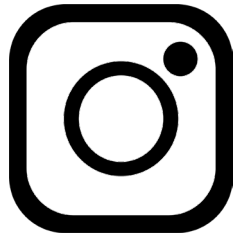
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# SOCIAL MEDIA INFORMATION



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ART HAYS REALTOR



ARTHAYSREALTOR.COM

## FOLLOW ALONG

If you love learning about great food, music, and travel spots, along with occasional real estate information like iconic homes both locally and globally, and tips and tricks for buying, selling, and maintaining your home, follow me on social media.

*Find all of the information about my business, along with videos and other useful insights, on my website.*

