

# TOP 10 QUESTIONS

YOU MUST ASK BEFORE HIRING A LISTING AGENT  
TO SELL YOUR HOME



Move Confidently with the Laurie Dau Team as your  
Trusted Real Estate Advisors

**LAURIEDAU**  
— TEAM —

**exp**<sup>®</sup>  
REALTY

# TOP 10 QUESTIONS

YOU MUST ASK BEFORE HIRING A  
LISTING AGENT TO SELL YOUR HOME



Dear Home Seller,

If you are in the market to sell your home, there's something very important you should know.

### Real Estate Agents Are NOT All The Same!

Your decision to place your home for sale involves more than simply dropping a sign in the front yard, putting it in MLS and waiting for the sales proceeds check.

Hiring the wrong agent can mean the difference between making or losing money, selling quickly...or taking a long time, a trouble-free transaction...or a living nightmare.

Unless you have extensive experience interviewing real estate agents, you won't always know what questions to ask. Further, you won't always know what answer will best suit your real estate needs. Here's a list of 10 important and insightful questions you should ask ANY Real estate agent BEFORE you sign anything.

If the agent you are interviewing tries to "dodge" any of these questions, doesn't have a great answer or tries to "spin" their answer to avoid the real question, you should be concerned by their approach to listing and marketing your home.

Don't let an agent without a clear strategy list your home...sadly enough it happens often in our industry.

Sincerely,

Laurie Dau

The Laurie Dau Team

Listing Specialist

**LAURIEDAU**  
— TEAM —

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# QUESTION 1:

## Will you let me unconditionally cancel my listing agreement if you aren't doing your job?

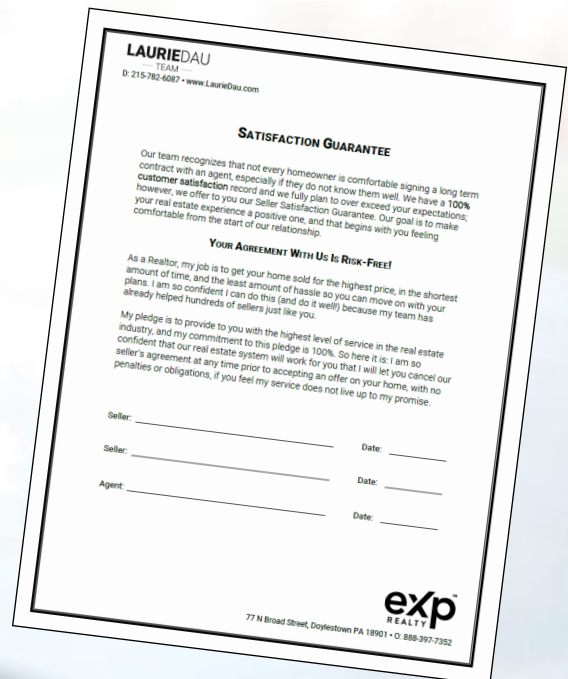
### Our "Easy Exit" Listing Agreement Is The Boldest Claim We Can Make!

Most agents lock you up in a listing agreement for 6 to 12 months with no ability for you to cancel or worse yet, they'll charge you a hefty cancellation fee to release your listing. Not at The Laurie Dau Team! We earn your business every day, and if you are not happy with our services, you can fire us at any time for any reason at all. Of course we'd like to have a chance to make it right...but if we can't we will release your listing unconditionally, no questions asked.

#### Here is the actual language from our Listing Agreement:

My pledge is to provide to you with the highest level of service in the real estate industry, and my commitment to this pledge is 100%. So here it is: I am so confident that our real estate system will work for you that I will let you cancel our seller's agreement at any time prior to accepting an offer on your home, with no penalties or obligations, if you feel my service does not live up to my promise.

The large majority of agents will hold you to the full term of your listing agreement even if they failed to do their job. Best case, they will make you pay \$500, \$1,000 or more to release your listing. We are so confident in our listing and marketing services that we can make this claim.



## QUESTION 2:

### Can you show me your actual results compared to other agents?

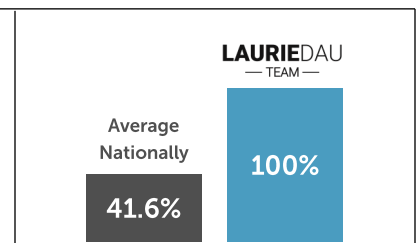
#### Our Results Do All The Talking For Us

In a market that is flooded with inexperienced agents that sell, on average, 6-8 homes per year, The Laurie Dau Team easily stands out. We're not bragging, it's the plain truth. Check it out...

#### 1. Your Home Is More Likely To Sell

**List to Sale Success Rate:** We take what we do very seriously!

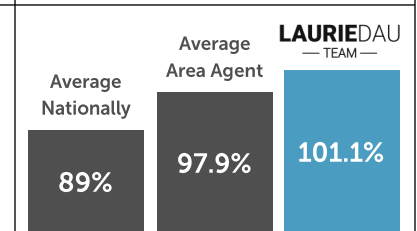
The Laurie Dau Team sold 100% of the homes we listed compared to the market average of only 41.6%! Can you imagine any other industry where you only get a 4 out of 10 chance of being successful?



#### 2. We Sell Homes For More Money

**Sales to List Price:** In our market that adds up to real money!

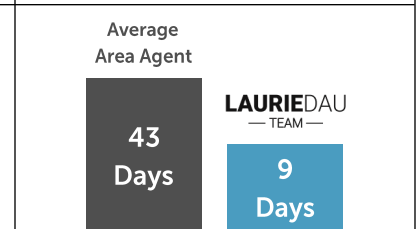
The Laurie Dau team's Median Original List Price to Sale Price is (101.1% vs. the market average of 89%—that's a 12.1% difference! On a \$500,000 home, the dollar difference amounts to \$60,500 more money in our seller's pockets.



#### 3. We Sell Homes Faster

**Days on Market:** We sell in less than half the time of the market average!

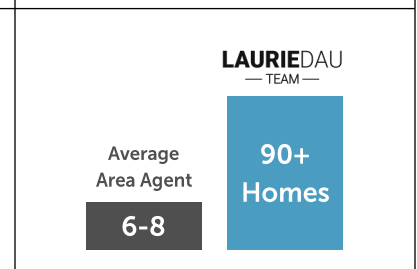
The Laurie Dau Team listings average 12 days on market vs. the Market Average of 43 days. That's one mortgage payment saved for our clients and less stress having their home on the market longer than it needs to be.



#### 4. We Sell More Homes

**Number of Homes Sold in Last 12 Months:** The Laurie Dau Team invests in doing things the right way, while average agents just can't provide the same level of service or get the same results!

The Laurie Dau Team sold over 90 homes in the last 12 months while the average agent sells just 6-8 homes per year.



Laurie Dau's proven home selling process yields superior results. That's not said to impress you but to impress upon you (again) that not all agents are created equal. Don't skip this critical question... make sure the agent you choose can clearly demonstrate their track record.

\*Statistics from Bright MLS, 2019-2020. Information deemed reliable but not guaranteed.

# QUESTION 3:

## What do you do to generate interest online for my home?

### Our Aggressive Buyer Internet Lead Generation Program Is Unlike Any Other In The Market

Bottom line is that 92% of buyers use the Internet to find their home. At The Laurie Dau Team, we invest in every home we sell to aggressively market and drive traffic online. We can only do this because we sell so many homes and have the resources to do it.

What does that mean for you? A database of buyers actively searching for homes on our site every day.

The collage illustrates the team's multi-channel digital marketing strategy. It features:

- Instagram Profile:** Shows the team's profile with 1,148 posts, 2,012 followers, and 7,338 following. The bio identifies them as the Laurie Dau Real Estate Team, Real Estate agents in Bucks County, PA, with expertise in helping people buy and sell homes.
- Website Listings:** Displays a grid of property listings with photos, prices (e.g., \$379,900, \$250,000, \$999,900), and key features like '1 Mercer Gate Drive, Doylestown'.
- Facebook Lead Generation Form:** A form titled 'Looking to learn more about this property?' with a '1-3 months' selection button, designed to capture potential buyer information.
- Facebook Post:** A post for an 'Open House' at 4060 Davisville Road, Hatboro, PA, scheduled for Sunday, January 23rd from 1-3 pm. The post includes a photo of the home and details about the property's features.
- Facebook Profile:** Shows the team's Facebook page with a cover photo of the team and a bio describing their services.
- Facebook Ad:** A sponsored post for a 'Sunny move-in ready home' at 4060 Davisville Rd, Hatboro, PA, with a 'LEARN MORE' button.
- Facebook Activity:** A screenshot of the team's Facebook activity feed showing various posts and interactions.

## QUESTION 4:

What do you do to get buyers to take action and call for more information on a listing that you have for sale?

### Our Exclusive Yard Marketing Program Generates Buyers For Your Home

Most agents have a single yard sign where calls are directed to a random Duty Agent that has no information about your home and will not likely qualify and show them your home. Our approach to yard signage involves multiple Calls-To-Action in your front yard which drives the volume of calls on our listings to 3 times that of a single yard sign.

When someone calls one of our team signs, it rings directly to all of the agents on the team. We answer questions and pre-qualify buyers that want to come see your home. We make sure only qualified buyers are able to see your home, and no one knows your home better than our team!

Why Does This Matter So Much? Every buyer that calls on one of our signs is put into our database and set up with a property search where we can cross sell our listings that match their home buying criteria. It's the difference between actively acquiring a buyer for your home and hoping a buyer finds your home, like most agents do.



# QUESTION 5:

## Do you have a database of your active buyers you can show me? If so, how do you work to match them with your listings?

### Our Exclusive Buyers-In-Waiting Program Drives More Demand For Your Home

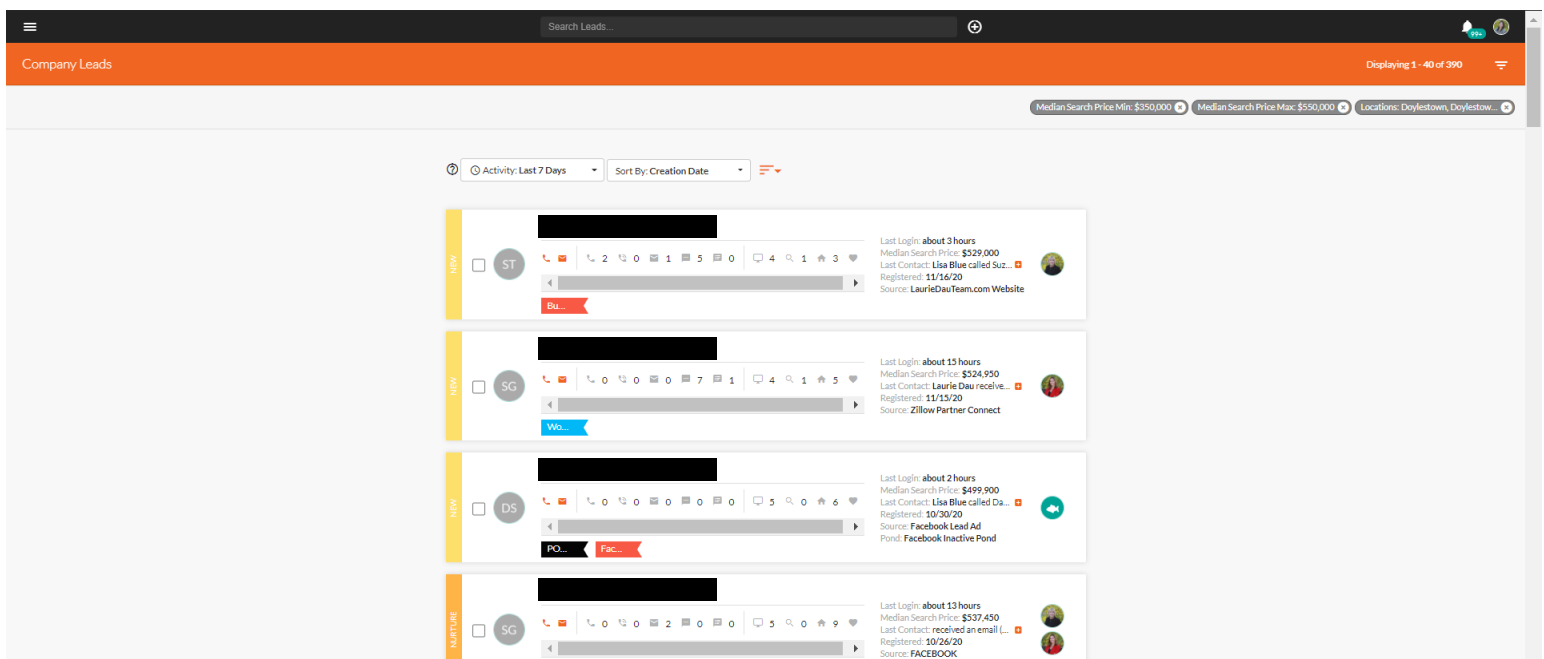
Our innovative "Buyers-In-Waiting" Program gives buyers working with our team priority access to new listings that match their home buying criteria. In a single click, we can pull up every prospect in our database that is a potential buyer for your home. We also present the details of your property to our current buyers so they know about your home first.

We have a 7-day a week coverage to follow up with buyers looking for information on our listings. Most agents are a "one man" show and they aren't able to follow up they way we do.

If we search any area and price point in our buyer platform, there are typically between 150-300 buyers ACTIVELY searching for a home that is similar to yours. These are buyers that have already been followed up with by our team of Buyer Specialists.

Below is a search for buyers currently searching on our site looking for homes in Bucks County from \$350k to \$550k. There are 390 buyers that are ACTIVELY searching on our site that would be interested in such a home. And all of them have been assigned to a Buyer Specialist on our team. We track every home they look at, when they've logged on last and if they want to preview our listings...it's a slick system to say the least.

Here are a couple of questions to ask a listing agent that you might interview...1) "How many buyers do you have that might be interested in my home?" and 2) "How do you manage the ongoing communication with these buyers?"





## QUESTION 6:

### Do you have a team of specialists working on my sale or do you do everything yourself?

#### Laurie Dau is a Team of Pros All Working Toward A Common Goal

There are 100+ tasks that need to happen in order for a successful home sale. While traditional agents do some of these, they can't possibly be an expert in all aspects of the home selling process. At The Laurie Dau Team, we break up the job of a real estate agent into various specialist roles. This is the way doctors and hospitals work... why wouldn't you want the best "surgeon" working on your home sale?

If you look at the best of the best in any industry, they are always part of a team of specialists. Bottom line is that results driven consumers demand the best...specialists, not generalists or jack-of-all-trades.

This is what we at The Laurie Dau Team believe is the biggest problem with traditional real estate agents and the reason we built our team the way we did. Traditional agents are doing 10 jobs at once and doing none of them at the expert level. They try to be an internet marketer, a graphics designer, a direct response expert, a stager, a photographer, a market researcher, an expert negotiator, a showing specialist, a buyer agent, a courier, a sign installer...the list goes on and on.

Well the same should apply to real estate. You should demand the best.

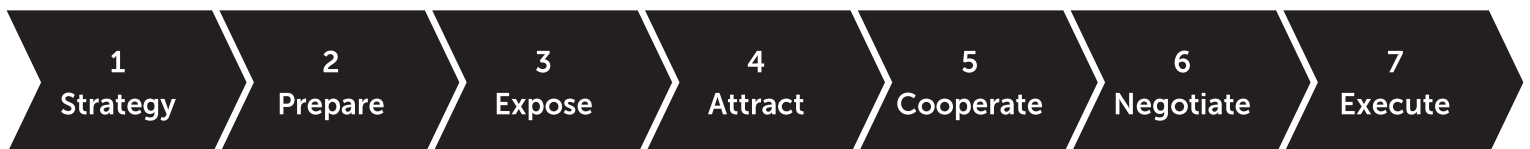
With The Laurie Dau Team, you get a whole team of specialists all working for your benefit (versus a single agent):

- Listing & Buyer Specialists
- Listing & Buyer Client Care Coordinator
- Operations Manager
- Marketing Manager
- Marketing Coordinator

In addition, we partner with other experts who all specialize in their fields as well:

- Photographers & Videographers
- Home Stagers
- Mortgage Lenders
- In House Title Company

We have perfected the home selling process. Our proven repeatable process gets the best results...and we couldn't do it without our team of pros.



## QUESTION 7:

### Do You Use Professional Photography?

A scary fact is that roughly 15% of agents use professional photography for their listings...this doesn't say much for our industry given the importance of first impressions online.

The pictures of your home are the gateway to getting showings which will drive demand and price. You only get one chance to make a first impression, so we ensure it's a good one!

Our partner company, HomeJob, specializes exclusively in real estate photography, videography, and drone photography. We have used them for years and have carefully vetted out all of our local photographers.

Make sure the agent you chose isn't cutting corners on this critical aspect of the home marketing process.



100 Telegraph Road, Perkasie

# QUESTION 8:

Do you perform a Traditional CMA when pricing homes or other sources of data as well? Also, how do you come up with the best pricing strategy to maximize the value of my home?

## Our Proprietary CMA Tool and Maximum Value Pricing Strategy Drives Net Proceeds For Our Sellers

Our mutual goal is to maximize your sales price and net proceeds. While most agents will list your home at any price based on incomplete data, our exclusive CMA Tool shows you exactly where the market is for your home and what the best pricing strategy is for your specific situation.

Our high-precision evaluation tool, provides you with a customized analysis, based on data from multiple sources, such as:

1. Comparative Market Analysis
2. Technical Analysis
3. Internet Estimates
4. Square Footage Analysis

This research gives us a range for the optimal listing and selling price, giving your confidence that you are setting the right asking price to maximize net proceeds.

Comparative Market Analysis  
**Sold Property Analysis**

Averages

**102.3%**  
Homes sold for an average of 102.3% of their list price.

**6** Days on market  
It took an average of 6 days for a home to sell.

Comparative Market Analysis  
**Comparable Properties**

Details

MLS #	List Price	Sold Price	Adjusted Price	Sold Date	\$/Sold	DOM	Year Built	Sqft	Lot Size (sqft)	Area	New	Subdivision	Outbox

Comparative Market Analysis  
**Map of Comparable Listings**

STATUS: ● CLOSED

BATHS	SQFT	PRICE
2.10	2,640	-
2.0/1.0	2,310	\$420,000
2.0/1.0	2,602	\$490,000
2.0/1.0	2,300	\$502,500
2.0/2.0	2,260	\$521,000
2.0/1.0	2,128	\$525,000
2.0/0	2,058	\$540,000

**Comparative Market Analysis**

**123 Main Street**  
Doylestown, PA 18901

**John and Jane Smith**

JANUARY 26, 2022

**Laurie Dau**  
exp Realty

## QUESTION 9:

### How Will You Handle Contract Negotiations For Us?

Most real estate agents have not been trained in negotiation. The disappointing truth is that most agents need to sell your home worse than you do, making their advice biased, thus taking dollars away from your final proceeds from the sale.

Our unparalleled experience and sheer volume of homes sold is one of our biggest assets that you can leverage. We train to be the best in all we do with more than 350 homes successfully negotiated and sold!

We use proven techniques and strategies and employ a non-emotional state of mind during the negotiation process.

Considerations when it comes to negotiating the sale of your home:

- ◆ Proactive vs Reactive Negotiation Strategy by setting expectations with agent
- ◆ Negotiating with authority by taking control of agent to agent discussions
- ◆ Eliminate Unqualified Buyers and Bad Surprises by probing for information
- ◆ Avoiding Home Inspection Deal Killers (the #1 reason a home sale falls through)

Surprisingly, many agents simply submit or receive offers, and act as a conduit between you and the buyer (or seller). That's not good enough. You want an agent who has exceptional negotiation skills. You want an agent who's committed to your interests and not desperate to sell your home. They'll need to represent you to other agents and buyers/sellers. It's a good idea to follow-up the above question by investigating specifically HOW their negotiation skills saved other clients money, hassles, or helped a deal come together. Our team feels so strongly about this that many of our team members have earned their RENE (Real Estate Negotiation Expert) designation.

There are "Real Estate Agents"... and then there are Committed Professionals. Which one do YOU want representing your interests?



# QUESTION 10:

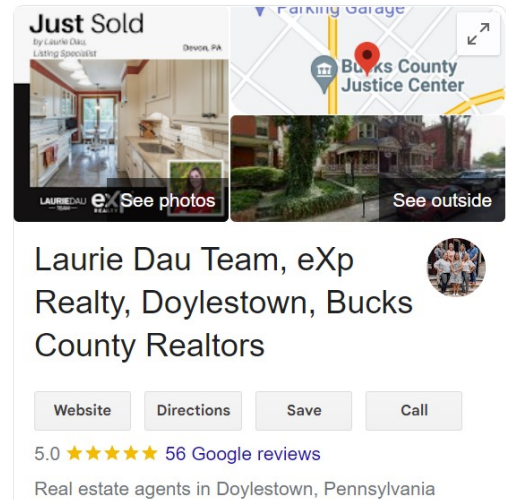
## Can you provide testimonials from past clients?

### Our Track Record of Success is Undeniable

Our single focus at the Laurie Dau Team is providing world-class real estate services to home sellers. It's what we thrive on and live for. We do everything in our power to make sure you have a great experience. Most agents operating the solo model just can't manage the transaction the way we can. Ask any agent you are considering working with to let you see testimonials from their happy clients.

We hope you are seriously considering Laurie Dau as your best option. To help you in your decision making, please see these client testimonials and visit our Zillow and Google pages to read more.

Visit [www.LaurieDauTeam.com/Testimonials](http://www.LaurieDauTeam.com/Testimonials)



**Just Sold**  
By Laurie Dau  
Listing Specialist  
Doylestown, PA

**Laurie Dau Team, eXp Realty, Doylestown, Bucks County Realtors**

Website Directions Save Call

5.0 ★★★★★ 56 Google reviews

Real estate agents in Doylestown, Pennsylvania



Lead of The Laurie Dau Team

**Laurie Dau**

eXp Realty

Zillow Premier Agent ⓘ

★★★★★ 5.0 • 103 Reviews

88 sales in the last 12 months



SEARCH ABOUT US NEIGHBORHOODS JOIN OUR TEAM SOCIAL CONNECT CONTACT US ☰

### Testimonials

Add Your Review

**Jackie Kim**  
New Hope, PA

"As the saying goes 'the Devil is in the Detail,' as our Buyer Agent, Laurie was meticulous with the 'Ts' and the 'ts' and fought for our best interest in every step of the way. Deploying her wealth of knowledge of the market, Laurie negotiated for us from the position of strength. We were also impressed with her 24/7 availability... Read More •



**patt7205**  
Doylestown

"Burying or selling a home is extremely stressful, but working with the Laurie Dau Team of Realty One Group Legacy significantly alleviates much of this stress. They clearly understand their clients' needs as well as the industry standards and current market trends and easily balance the two. As a result, they are able to successfully negotiate the best outcome. Working... Read More •



**zuser20170327161100339**  
Seller

"Laurie Dau and her team are the consummate professionals in every way. Laurie, Yadi, Lisa B. and Amanda K. were very well organized, well prepared, thorough with their marketing assessments, and consultative on a number of issues and opportunities. Laurie and her team were prompt in responding to my many inquiries and patient with my many questions and concerns. L. Read More •



**Grace and Jim**  
Seller - Doylestown

"Are you looking for a realtor? Do you want the best? Then you should contact Realty One Group in Doylestown, PA. This group exemplifies the word 'team'. Each person that we have interacted with has been knowledgeable, professional, helpful, and kind. We listed our home on a Wednesday and because of the marketing Laurie Dau and her team had done... Read More •



## **OUR PROVEN SYSTEM,** **THE LAURIE DAU TEAM EXPERIENCE**

Our Proven System has helped hundreds of homeowners sell their homes fast and for more money.

- In-depth marketability consultation
- Advise you on “staging” your property for prospective buyers
- Have professional photographs taken of your home to highlight the various marketable aspects to draw buyers to your property from MLS and online
- Install highly visible yard signs for maximum exposure
- We collaborate with Showing Time, which provides immediate notifications and feedback from agents for every showing
- Advertise your property on 100s of websites such as Zillow.com, Trulia.com, Realtor.com, Homes.com, Google, Yahoo, etc., exposing the home to thousands of potential buyers daily
- Targeted Social Media advertising through Facebook, Instagram and LinkedIn
- Keep you updated with an activity report of the market conditions in your neighborhood

**Your Experience is our Expertise**

The answers to the previous questions should give you a good feel for the commitment and competency of the real estate agent you're thinking about using. Remember, all agents are not the same! This is why The Laurie Dau Team wrote this report and structures a business that gives clients the most competent service possible.

We don't say any of these things to impress you, but to impress upon you the difference between an average real estate agent, and a competent, dedicated team of professionals. Selling real estate can be tricky business. And selecting the wrong agent can cost you a lot of money, headaches, and wasted time.

**That's why I want you to TRY our services to see...**

- How much money we can make you on your next transaction
- How we can reduce your time to sell your home
- How we can make your sale HASSLE FREE!

**But Don't Wait!**

In order to ensure we have undivided time for you, we need to hear from you immediately. We know there's a natural tendency to procrastinate and put off important decisions. But, the more you procrastinate, more pressure ultimately rests with you.

By not acting now, you could expose yourself to losing thousands of dollars! So, call now and we'll immediately arrange a convenient time to meet and share with you our exclusive and proven seller marketing programs.

See you at the closing table,

**Your friends at The Laurie Dau team**

**LAURIEDAU**  
— TEAM —

**exp**<sup>®</sup>  
REALTY

**SEE YOU AT THE CLOSING TABLE**

**LAURIEDAU**  
— TEAM —

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