

BROCKETTE HOMES

Creating memorable real estate experiences, worthy of referral!

*Meet the
Team...*



Broker Associate

BETH BROCKETTE

is expert at listing homes to sell. She helps stage your home and develops a marketing plan to attract your buyer. Buyers find her strong negotiating skills an important advantage.



Sales Associate

ALAN BROCKETTE

is our REALTOR® specializing in investment properties and commercial real estate. He also handles transactions from accepted offer to close.



JULIE BORKOSKY

is our talented and creative Marketing Assistant. She makes us look good, and your home too!

We Provide MEMORABLE SERVICE

- Above & Beyond service customized to client's needs
- Advanced online marketing
- Buyer & Seller written services guarantee
- Staging services
- Social Media promotion
- Preferred vendor relationships

About BETH and ALAN

Small town girl (Belle Plaine, Iowa) meets city boy (Dallas, Texas). Our blended family includes six adult children, five grandchildren and several grand-pets. We enjoy reading, taking walks, the arts and an occasional round of golf, just for fun! And, of course, we're avid followers of the Dallas sports teams.

We love being REALTORS® for Ruhl&Ruhl REALTORS. It's great to be part of a company so focused on clients. We're the only real estate company in the region that provides Buyers and Sellers with a written satisfaction guarantee! We take seriously the value you expect.



Community INVOLVEMENT



BETH

United Way- Women's Leadership Initiative
Muscular Dystrophy Association (MDA)
Salvation Army • Matthew 25

Cedar Hills Community Church
HR Team • Greater Elder
Welcome Team • Deacon

Cedar Rapids Association of REALTORS®
Past Board Member • Mission of Hope Meals

ALAN

United Way- T. M. Sinclair Society
Cedar Rapids Museum of Art- Docent
Leukemia & Lymphoma Society

Cedar Hills Community Church
Welcome Team • Missions Team Member
Matthew 25 Partnership • Former Deacon



Real Estate DESIGNATIONS

- Accredited Buyers Representative (ABR)
- Accredited Staging Professional (ASP)
- Certified Luxury Home Marketing Specialist™ (CLHMS™)
- Certified New Home Specialist (CNHS)
- Certified Residential Specialist (CRS)
- Green Designation (GREEN)
- Graduated Real Estate Institution (GRI)
- Residential Construction Certified (RCC)

Broker Associate License in the State of Iowa

Sales Associate License in the State of Iowa

Experience & TRAINING

- Sales & Marketing
- New Construction Sales
- Contract Negotiations
- Customer Service
- Small Commercial
- Valuation
- Buyer Specialist
- Luxury Home Marketing

Real Estate RESOURCES

- BrocketteHomes.com
- Facebook.com/BrocketteHomes
- BrocketteHomesDreamBig.com
- Brockette Homes blog and vlog posts
- Real estate reviews
- Preferred vendor relationships
- Ruhl Mortgage, in-house lender
- *Facts & Trends* quarterly real estate newsletter
- Homesnap.com - mobile app for buyers & sellers
- RuhlHomes.com - community data, home search

*“ We’re committed to
each of our clients.
Whether we’re helping you
buy or sell a home,
together we will
accomplish your goals. ”*



ABOUT Ruhl&Ruhl REALTORS...

For over 150 years Ruhl&Ruhl REALTORS has been serving our clients and communities. Ruhl&Ruhl has multiple office locations across eastern Iowa, northwestern Illinois and southwestern Wisconsin. Dedicated agents and staff have earned a wonderful reputation, growing to become the largest privately-owned real estate company in Iowa. All of us at Ruhl&Ruhl want to make your home buying or selling experience easy, fun and hassle-free.



5805 Council St. NE, Suite A
Cedar Rapids, IA 52402

People are TALKING...

...about

INTEGRITY

Beth and Alan were awesome. They walked me through the process, explaining everything, and answered all my questions with passion.

-James L.

...about

RESULTS

Beth and Alan made this not only a pleasant experience, but stress free for me as I sold my parents' home. They also helped both my kids in their selling and buying needs. We have all been happy with our experiences.

-Mike H.

...about

SERVICE

Beth and Alan were wonderful and provided us with great personal service.

-Kevin & Salakjit H.

...about BROCKETTE HOMES!

...about

KNOWLEDGE

The Brockettes are the ultimate professionals when it comes to real estate. We had to move out of state before closing, and they updated us continually about the process and what step was next.

-Judy S. & Robert K.

...about

COMMITMENT

Beth and Alan are the best! They helped us immensely with the purchase of our first home. No questions were left unanswered, and they always made time to check in with us and keep us updated. They are a fantastic duo!

-Kendra P. & Trevor E.

The BROCKETTE HOMES Experience

We work hard to provide quality service to our clients, leading to the most positive real estate experience possible. As your REALTORS®, here are some of the ways we serve your needs:

- Sharing our knowledge and skills
- Respecting and valuing each relationship
- Connecting people with resources
- Staying current with healthy home and green technologies
- Finding solutions and resolving conflicts
- Using technology to maximize marketing and service
- Committing to the best interests of our clients

BETH BROCKETTE

REALTOR® | Broker Associate

ABR | ASP | CNHS | CRS | GREEN | GRI | RCC

BethBrockette@RuhlHomes.com

319-551-8692



ALAN BROCKETTE

REALTOR® | Sales Associate

AlanBrockette@RuhlHomes.com

319-270-9614

www.BrocketteHomes.com



Licensed to Sell Real Estate in Iowa

Creating memorable real estate experiences, worthy of referral!

Keys to Selling a Home

What sells a home?

- Desirable location
- Compelling price
- Good condition
- Home's features
- Maximum exposure to willing & able buyers
- Seller & REALTOR® with common goals



Why don't some homes sell?

- Limited access to property
- Buyers see significant defects with no price modification
- Unprofessional or inexperienced real estate agent
- Poor promotion to buyers who are ready to purchase
- Unmotivated seller

How can a REALTOR® help?

- Enhance the home's value through professional presentation (repairs, staging, flyers, photos, remedies)
- Develop pricing strategy to meet your goals
- Provide maximum marketing exposure to qualified buyers
- Place you in the strongest negotiating position
- Maintain effective communications with you, potential buyers and other real estate agents
- Turn an offer into cash at closing!

Be sure to ask all agents you interview:

How will they accomplish these tasks?

What is their experience and training?

Do they offer a written service guarantee?





The Brockette Homes Team *offers customized service that goes above and beyond to create a memorable experience, worthy of referral and repeat business.*

To customize our services to best meet your needs, please review the following services and check those you believe will:

- ✓ Interact effectively with you through the process
- ✓ Help the most to attract offers

SELLER SERVICES

- | | |
|--|---|
| <input type="checkbox"/> Customer Service Guarantee | <input type="checkbox"/> Preferred vendor relationships |
| <input type="checkbox"/> Satisfied customer references | <input type="checkbox"/> Trained to negotiate for your best interests |
| <input type="checkbox"/> Weekly Seller's Report (website views) | <input type="checkbox"/> Arrange & meet contractor/vendor |
| <input type="checkbox"/> Weekly Neighborhood Report (changes in active, pending & sold listings) | <input type="checkbox"/> Access to all "sold" properties on RuhlHomes.com, for comparison |
| <input type="checkbox"/> Team support | <input type="checkbox"/> Be present at all showings for specialty homes |
| <input type="checkbox"/> Professionally trained communicator, committed to frequent updates | <input type="checkbox"/> Reimburse 1/2 expense of pre-listing appraisals for custom or unique homes |
| <input type="checkbox"/> Offer negotiations & contract management | |

MARKETING SERVICES

- | | |
|---|--|
| <input type="checkbox"/> Strategic pricing | |
| <input type="checkbox"/> Listing on MLS, shared with all local real estate company/agent sites, all major online services, and USAA (preferred military site) | |
| <input type="checkbox"/> Professional photography | |
| <input type="checkbox"/> 360-degree virtual reality tour | |
| <input type="checkbox"/> Video tour | |
| <input type="checkbox"/> Social media advertising to targeted markets | |
| <input type="checkbox"/> Promotion to nearly 2,000 social media connections | |
| <input type="checkbox"/> "Just Listed" postcards mailed to your neighborhood | |
| <input type="checkbox"/> Open Houses with buyer evaluations | |
| <input type="checkbox"/> Direct promotion to all local agents | |
| <input type="checkbox"/> Special financing promotion | |
| <input type="checkbox"/> Showing feedback & follow-up | |
| <input type="checkbox"/> Mailings to local Human Resources departments, schools, etc. | |
| <input type="checkbox"/> Ruhl&Ruhl REALTORS- largest privately owned real estate agency in Iowa | |
| | <input type="checkbox"/> Floor plan |
| | <input type="checkbox"/> Staging services |
| | <input type="checkbox"/> Mobile buyer app |
| | <input type="checkbox"/> Exclusive agent tour |
| | <input type="checkbox"/> Professional marketing materials |
| | <input type="checkbox"/> Single-listing website to provide more information than MLS allows |
| | <input type="checkbox"/> Listing on specialty websites (ie- vintage homes, lake homes, land/lot/acreage, luxury/international) |

Professional designations & training include:

- **Certified in New Construction Homes**
- **Trained in "Green" Technologies**
 - **Accredited Stager**
 - **Certified Luxury Home Marketing Specialist**
 - **Relocation Specialist**

BETH BROCKETTE

REALTOR® | Broker Associate

ABR | ASP | CNHS | CRS | GREEN | GRI | RCC

BethBrockette@RuhlHomes.com

319-551-8692

Licensed to Sell Real Estate in Iowa



ALAN BROCKETTE

REALTOR® | Sales Associate

AlanBrockette@RuhlHomes.com

319-270-9614



www.BrocketteHomes.com

Home-Selling Strategies

MARKETING

Strategy

Influence Buyers & Buyers' Agents

Focus on Lifestyle & Buyer Desires

- Tell lifestyle story & feature benefits through staging, remarks, seller letter, etc.
- Present options: staging, remarks, post notes, etc.
- Share neighborhood amenities
- Perceived value

Make Information Accessible

- All information available on MLS and at property
- Professional photos; virtual tour
- Floor plans
- Presented on social media

Make It Easy to Show

- Automated showing system
- Neat, clean & well-maintained
- Well-lighted
- Available on major on-line sites
- Open house option
- Minimal time limitations

Pros

- Creating value increases price
- More interest= quicker sale

Cons

- May take more effort/ cost

Limited Offer Period

Pros

- Creates sense of urgency
- Less negotiating/best offers
- Shortened showing period
- All buyers have a chance
- Seller isn't rushed to a decision
- Greater chance of closing

Cons

- Intense initial showings
- May not get an offer during limited period
- Not common in our market

PRICING

Strategy

"Comparative Market" Approach

(Traditional)

Pros

- Data is neutral, easy to access and easy to compare
- This strategy matches the appraisal process (reduces risk)

Cons

- Bulk of the data is based on either past information (sold homes) or on-line data that is not specific
- Some data may not be available
- Assumptions are subjective

"Less is More" Approach

(Price just under the competition)

Pros

- Creates urgency among buyers
- Multiple offers increase price
- Creates a sense of value to buyers
- Reduces time on the market, risk and carrying costs

Cons

- Higher price is not guaranteed
- Likely to sell quickly
- Price negotiating is limited (negotiate on other terms)

"Retail" Approach

(Start high; willing to discount)

Pros

- Opportunity to test the market
- Attempt to get more than market value

Cons

- Smaller market pool (cash buyers, big down payments, little concern for market value)
- Longer time on market (increases risk & carrying costs)
- High risk of sale that is below market value
- Home may not sell



BETH & ALAN BROCKETTE
319-551-8692 319-270-9614
BrocketteHomes@RuhlHomes.com
www.BrocketteHomes.com



Licensed to Sell Real Estate in Iowa



Housing Market Flow



New Listings

Sold Houses

Best Value
Shown & Offers Made

Shown but No Offers

Not Being Shown

Stagnant Mass

How We Help You Sell Your Home Virtually

To ensure your safety, we have a variety of digital resources to help you during your home selling process. They help you market and sell your home to prospective buyers.



Virtual Seller's Consultation

You may be overwhelmed thinking about everything that needs to be done to sell your home. Or maybe you don't know where to begin. No matter where you are in the process, we can proactively help you move forward virtually, so we are well-prepared when you are ready to list your home. We can give you tips to get your home market-ready, develop a timeline, analyze market conditions, and answer your questions about the process.

Virtual Property Tours

Creating a virtual tour of a home is more important now than ever. Tours allow buyers to have a more in-depth look at your property without having to walk through it. It also limits in-person showings, and during this time, can help sell your property quicker.

There are two main types of property tours available. The first is a 3D tour, where buyers can "walk" through the property themselves. One of the most popular types of 3D tours is called a Matterport. The second is a recorded video tour, which allows buyers to go through a home as if they were touring it with your agent.

Once we create this tour for you, your house will be highlighted on our website at RuhlHomes.com/Virtual.

Virtual Showings

Not all showings have to be in-person. There are buyers who are more comfortable with virtual showings. We have Google Meet video technology, which allows us to walk any buyer through your home and answer their questions in real-time.

Electronic Transaction Paperwork

All paperwork required to sell your property can be completed electronically. DotLoop is an online workspace that connects everyone and everything needed to complete a real estate transaction in one place. DotLoop allows you (and your agent) to edit, complete, sign and share documents remotely without ever needing to print, fax, or email.



BROCKETTE HOMES

Beth Brockette & Alan Brockette

319-551-8692

BrocketteHomes@RuhlHomes.com

www.BrocketteHomes.com

**Ruhl
&Ruhl**
REALTORS

HOME IMPROVEMENT PROJECTS WITH THE BEST RETURN ON YOUR INVESTMENT

Top seven projects with the highest satisfaction to the homeowner

Calculated by surveys given to homeowners after project completion; courtesy of the National Association of Realtors.

- Complete Kitchen Renovation
- Closet Renovation
- Full Interior Paint Job
- New Steel or Fiberglass Front Door
- Individual Room Paint Job
- Kitchen Upgrade
- New Vinyl or Wood Windows

| PROJECT | | JOB COST | RESALE VALUE | COST RE-COUPED |
|--|--------------------------------|-----------|--------------|----------------|
| MID RANGE | Entry Door Replacement (Steel) | \$1,830 | \$1,667 | 91.10% |
| | Minor Kitchen Remodel | \$22,607 | \$20,000 | 88.50% |
| | Garage Door Replacement | \$3,616 | \$2,850 | 78.80% |
| | Manufactured Stone Veneer | \$9,212 | \$7,150 | 77.60% |
| | Window Replacement (Vinyl) | \$17,348 | \$12,500 | 72.10% |
| | Master Suite Addition | \$129,412 | \$92,500 | 71.50% |
| | Major Kitchen Remodel | \$66,422 | \$46,667 | 70.30% |
| | Siding Replacement (Vinyl) | \$13,843 | \$9,000 | 65.00% |
| | Deck Addition (Wood) | \$13,561 | \$8,500 | 62.70% |
| | Grand Entrance (Fiberglass) | \$9,033 | \$5,500 | 60.90% |
| | Window Replacement (Wood) | \$21,120 | \$12,500 | 59.20% |
| | Bath Remodel | \$33,284 | \$19,500 | 58.60% |
| UPSCALE | Major Kitchen Remodel | \$133,899 | \$82,500 | 61.60% |
| | Bathroom Addition | \$87,552 | \$47,500 | 54.30% |
| | Bath Remodel | \$64,882 | \$32,500 | 50.10% |
| | Master Suite Addition | \$268,515 | \$125,000 | 46.60% |
| Source: Remodeling Magazine - 2020 Cost vs. Value Report | | | | |



Estimate of Seller's Closing Costs & Net Proceeds

Seller:
Address:

Closing Date:

Purchase Price:

Escrow Account (Balance as of Closing-available approx 30 days after closing): 0

TOTAL CREDITS:

\$0

Existing Mortgage:

Second Mortgage:

Home Equity Loan/Line of Credit:

Loan Discount (Points):

Interest to Date of Closing:

Property Taxes:

Jan 1-Jun 30, 20__ (Paid March following year)

Jul 1-Dec 31, 20__ (Paid Sept following year)

Prorated Tax due:

Brokerage Commission: \$0.00

Termite Inspection: (\$85 if Seller agreed to pay for Buyer)

Documentary Stamps: -0.8

Attorney Fee, Recording of Deed & Title Search: 600

Special Assessments:

Inspection Services:

Back Child Support/Alimony:

Home Warranty: (\$420-\$435 Buyer side; \$480-\$495 includes Seller during listing period)

Liens:

Sewer/Water Bill:

Closing Company: 250

Buyer's Closing Costs:

Misc: 100

TOTAL SELLER'S COSTS:

NET PROCEEDS TO SELLER:

THESE COSTS ARE ESTIMATED AND ARE ONLY AS ACCURATE AS THE INFORMATION PROVIDED BY SELLER.

Seller: _____



BrocketteHomes.com

Beth Brockette, Broker-Associate
ABR, CNHS, CRS, GREEN, RCC
BethBrockette@RuhlHomes.com
319-551-8692

Licensed to Sell Real Estate in Iowa



Alan Brockette, REALTOR®
AlanBrockette@RuhlHomes.com
319-270-9614



5805 Council St NE, Ste A
Cedar Rapids, IA 52402

2020 SALES STATS

| Client | Property | Side | List Date | Off Mrkt Date | Close Date | DOM | List Price | Sale Price | List/Sale | Notes |
|----------------|--------------------------------|--------|-----------|---------------|------------|-----|------------|------------|-----------|-------|
| Bowlin | 4 Sylvan Ln SE | Buyer | | 12/16/19 | 2/7/20 | | 350,000 | 350,000 | | |
| Boyle | 2184 Echo Hill Rd, Marion | Seller | 12/28/19 | 12/29/19 | 2/7/20 | 1 | 649,000 | 649,000 | 100% | |
| Dye | 2740 Spoonbill Dr, Marion | Buyer | | 12/24/19 | 2/10/20 | | 344,000 | 337,000 | | |
| Heemstra | 2073 Mackinaw Dr, Iowa City | Buyer | | 2/20/20 | 2/27/20 | | 269,900 | 264,000 | | |
| Hoffmann | 1736 Applewood Pl NE | Seller | 1/17/20 | 1/23/20 | 3/6/20 | 6 | 99,500 | 95,900 | 96% | |
| Heemstra | 1554 47th St NE | Seller | 1/24/20 | 1/26/20 | 3/13/20 | 2 | 148,000 | 146,500 | 99% | |
| Drzycimski | 6910 Grey Slate Ct SW | Buyer | | 8/20/19 | 3/23/20 | | 535,312 | 535,519 | | |
| Clefisch | 224 32nd St NW | Seller | 11/25/19 | 2/20/20 | 3/30/20 | 87 | 163,000 | 160,000 | 98% | |
| Traut | 4717 Hay Field Ct SW | Buyer | | 8/22/19 | 4/9/20 | | 489,000 | 490,000 | | |
| Jubeck | 859 Kerry Ln SE #47 | Buyer | | 3/27/20 | 4/24/20 | | 84,500 | 84,500 | | |
| Johnson | 6605 Brentwood Dr NE | Seller | 3/11/20 | 3/19/20 | 4/30/20 | 8 | 174,000 | 171,000 | 98% | |
| Lande | 6249 Muirfield Dr SW | Buyer | | 3/30/20 | 5/1/20 | | 150,000 | 146,000 | | |
| Klein/Schreur | 1304 Fox Trail Dr NE | Seller | 3/31/20 | 4/2/20 | 5/4/20 | 2 | 209,000 | 209,000 | 100% | |
| Lande | 525 Uthoff Dr | Seller | 3/24/20 | 3/27/20 | 5/4/20 | 3 | 249,000 | 247,000 | 99% | |
| Klein/Schreur | Lafayette Rd - land | Seller | 2/5/20 | 4/9/20 | 5/15/20 | 64 | 105,000 | 120,000 | 114% | |
| Drzycimski | 6801 Springwood Pl NW | Seller | 4/3/20 | 4/5/20 | 5/18/20 | 2 | 240,000 | 240,000 | 100% | |
| Henn | 1224 Fox Trail Dr NE | Seller | 4/10/20 | 4/11/20 | 5/19/20 | 1 | 249,000 | 249,000 | 100% | |
| Kair | 2906 Hillmer Dr SW | Seller | 4/7/20 | 4/17/20 | 5/20/20 | 10 | 212,000 | 212,000 | 100% | |
| Jubeck | 3150 Primrose St, Marion | Seller | 4/8/20 | 4/21/20 | 5/29/20 | 13 | 219,500 | 217,000 | 99% | |
| Staskal | 1353 W Mt Vernon Rd, Mt Vernon | Seller | 4/13/20 | 4/17/20 | 6/8/20 | 4 | 324,000 | 350,000 | 108% | |
| Wiegman | 6505 Bradford Rd NE | Buyer | | 4/30/20 | 6/10/20 | | 185,000 | 183,000 | | |
| Grabau Keele | 4115 Greystone Dr | Buyer | | 4/29/20 | 6/12/20 | | 1,100,000 | 975,000 | | |
| Traut | 1408 Memorial Dr SE | Seller | 5/7/20 | 5/8/20 | 6/12/20 | 1 | 174,000 | 174,000 | 100% | |
| Burgoz | 633 74th St NE | Buyer | | | 6/30/20 | | 204,000 | 203,000 | | FSBO |
| Degross | Blaines Crossing Rd - land | Buyer | | 6/5/20 | 7/9/20 | | 110,000 | 90,000 | | |
| Spratt/Sanders | Blaines Crossing Rd - land | Seller | 5/13/19 | 6/5/20 | 7/9/20 | 389 | 110,000 | 90,000 | 82% | |
| Keller | 23752 Gombert Dr | Seller | 6/12/20 | 6/15/20 | 7/24/20 | 3 | 229,000 | 230,000 | 100% | |
| Cameron | 95 S Colton Dr, North Liberty | Seller | 6/4/20 | 6/7/20 | 8/3/20 | 3 | 255,500 | 254,000 | 99% | |
| Dunn | 2736 Spruce Ave SE | Buyer | | 7/3/20 | 9/4/20 | | 165,900 | 127,500 | | |
| Jefferson | 2064 Addison Ct, Marion | Seller | 8/30/19 | 8/7/20 | 9/4/20 | 343 | 399,900 | 400,000 | 100% | |
| Crowther | 2724 O Ave NW #B | Buyer | | 8/30/20 | 9/25/20 | | 156,000 | 156,000 | | |
| Banerjee | 2925 Cedar Ridge Dr NE | Seller | 6/9/20 | 9/8/20 | 10/15/20 | 91 | 499,900 | 475,000 | 95% | |
| Williams | 4082 Kinderhook Ln, Marion | Seller | 9/1/20 | 9/25/20 | 10/30/20 | 24 | 275,000 | 275,000 | 100% | |
| Rohrsen | 1110 10th St, Coralville | Buyer | | 11/1/20 | 11/6/20 | | 199,900 | 195,000 | | |
| Peck | 3478 Montgomery Circle, Marion | Buyer | | 10/23/20 | 11/30/20 | | 320,000 | 315,000 | | |
| Linscheid | 1516 Hinkley Ave NW | Seller | 9/29/20 | 10/2/20 | 12/11/20 | 3 | 139,900 | 139,000 | 99% | |
| Boles/Wilson | 735 Deer View Ave, Tiffin | Buyer | | 9/22/20 | 12/15/20 | | 309,900 | 309,900 | | |
| Boles/Wilson | 4435 Cloverdale Rd | Seller | 9/15/20 | 10/8/20 | 12/18/20 | 23 | 324,500 | 324,500 | 100% | |
| Crowther | 3243 Blackberry Cir SW | Seller | 11/9/20 | 11/10/20 | 12/21/20 | 1 | 134,900 | 136,400 | 101% | |
| VanderWiel | 136 38th St NE | Seller | 11/25/20 | 11/30/20 | 12/23/20 | 5 | 119,500 | 118,500 | 99% | |

TOTAL # of Buyers 16
TOTAL # of Sellers 24

Total Buyers Sales 4,761,419
Total Sellers Sales 5,682,800

TOTAL # of Transactions 40

10,444,219

| | |
|-------------------------------|----------------------------|
| 45 Avg DOM | 50 MLS Avg DOM |
| 99.5% Avg List/Sale | 98.8% MLS Avg List/Sale |
| 236,783 Avg Sale Price | 216,000 MLS Avg Sale Price |
| 10,444,219 Total Sales Volume | |

2019 SALES STATS

| Client | Property | Side | List Date | Off Mrkt Date | Close Date | DOM | List Price | Sale Price | List/Sale | Notes |
|---------------------|--------------------------------|--------|-----------|---------------|------------|-----|------------|------------|-----------|-------|
| Deerberg | 1707 Bobcat Dr NW | Buyer | | 1/6/19 | 2/19/19 | | 265,000 | 262,000 | | |
| Chai/Zhang | 4635 Westchester Dr NE #B | Seller | 1/8/19 | 1/12/19 | 2/28/19 | 4 | 125,000 | 122,500 | 98% | |
| Pruhl | 1612 Bobcat Dr NW | Seller | 12/3/18 | 2/12/19 | 3/28/19 | 71 | 267,000 | 262,000 | 98% | |
| Deerberg | 1211 Stoney Point Rd NW | Seller | 1/17/19 | 1/20/19 | 4/1/19 | 3 | 349,500 | 349,500 | 100% | |
| Chai/Yi | 2560 Newcastle Rd, Marion | Seller | 12/21/18 | 1/22/19 | 4/2/19 | 32 | 318,000 | 307,000 | 97% | |
| Foubert | 295 Ridge View Dr, Fairfax | Seller | 3/12/19 | 3/31/19 | 5/3/19 | 19 | 249,900 | 249,900 | 100% | |
| Rammelsberg | 2835 Twinleaf Rd | Seller | 11/13/18 | 4/11/19 | 5/17/19 | 149 | 370,000 | 355,000 | 96% | |
| Bren | 4235 Wendy Lee Ln NW | Buyer | | 4/19/19 | 6/3/19 | | 239,900 | 215,000 | | |
| VanGenderen | 6817 Terrazzo Dr NW | Seller | 4/16/19 | 4/17/19 | 6/3/19 | 1 | 189,900 | 180,000 | 95% | |
| Connelly | 3371 Mulberry Dr, Marion | Buyer | | 4/11/19 | 6/7/19 | | 369,000 | 365,000 | | |
| Ebel | 1221 Ronald Way, North Liberty | Buyer | | 6/14/19 | 6/14/19 | | 206,900 | 206,900 | | |
| Ebel | 3418 Bel Air Dr SE | Seller | 5/8/19 | 5/8/19 | 6/14/19 | 0 | 137,500 | 143,000 | 104% | |
| Connelly | 2075 Eastern Blvd SE | Seller | 5/21/19 | 5/26/19 | 6/28/19 | 5 | 160,000 | 160,000 | 100% | |
| Eserin | 1945 26th Ave, Marion | Seller | 4/25/19 | 4/30/19 | 6/28/19 | 5 | 228,000 | 230,500 | 101% | |
| Shalla | 2114 Radcliffe Dr SW | Buyer | | 5/5/19 | 7/1/19 | | 239,900 | 239,900 | | |
| Lindell | 4762 Foxtail Ct, Marion | Seller | 6/13/19 | 6/15/19 | 7/12/19 | 2 | 118,600 | 119,000 | 100% | |
| Hagen | 109 1st Ave, Newhall | Seller | 5/23/19 | 6/2/19 | 7/16/19 | 10 | 144,000 | 140,000 | 97% | |
| Harnish | 109 1st Ave, Newhall | Buyer | | 6/2/19 | 7/16/19 | | 144,000 | 140,000 | | |
| Thorpe | 2126 E Ave NE | Seller | 6/11/19 | 6/11/19 | 7/17/19 | 0 | 133,000 | 136,100 | 102% | |
| Van Zee | 220 Willowood Dr, Hiawatha | Seller | 3/22/19 | 7/9/19 | 7/29/19 | 109 | 364,000 | 345,000 | 95% | |
| Simmons | 521 Bezdek Dr NW | Seller | 7/10/19 | 7/11/19 | 8/12/19 | 1 | 199,900 | 208,000 | 104% | |
| Schenk | 218 Teakwood Ln NE | Seller | 7/9/19 | 7/18/19 | 8/16/19 | 9 | 375,000 | 371,876 | 99% | |
| Venugopal | 218 Teakwood Ln NE | Buyer | | 7/18/19 | 8/16/19 | | 375,000 | 371,876 | | |
| VanderWiel | 4165 Lakeview Dr SW | Seller | 6/13/19 | 8/5/19 | 8/19/19 | 53 | 220,000 | 208,400 | 95% | |
| Freshour | 3815 Lexington Dr NE #C | Seller | 7/25/19 | 7/26/19 | 9/6/19 | 1 | 119,900 | 118,000 | 98% | |
| Scallon | 1715 Hollywood Blvd NE | Seller | 8/19/19 | 8/25/19 | 9/27/19 | 6 | 128,900 | 128,900 | 100% | |
| Bronkhorst | 4051 Treeline Ct NE | Seller | 8/31/19 | 9/2/19 | 9/30/19 | 2 | 204,000 | 197,000 | 97% | |
| Parsons | 590 S 11th St | Seller | 8/6/19 | 8/23/19 | 10/11/19 | 17 | 147,000 | 154,000 | 105% | |
| King | 3003 Cedar River Ct NE | Seller | 6/21/19 | 9/19/19 | 10/30/19 | 90 | 775,000 | 760,000 | 98% | |
| Warnke | 513 Sweetbriar Dr, Norway | Seller | 9/20/19 | 9/26/19 | 10/31/19 | 6 | 230,000 | 230,000 | 100% | |
| Drzycimski | 6917 Terrazzo Dr NW | Seller | 8/27/19 | 8/31/19 | 11/22/19 | 4 | 244,900 | 238,000 | 97% | |
| Webb Estate (Banes) | 700 East Post Ct SE | Seller | 9/17/19 | 10/27/19 | 12/4/19 | 40 | 159,000 | 157,000 | 99% | |
| Clemente | 2013 Aspen Ridge SE | Buyer | | 10/26/19 | 12/6/19 | | 879,000 | 850,000 | | |
| DeMeulenaere | 1131 Crestview Dr SE | Seller | 10/1/19 | 12/11/19 | 12/27/19 | 71 | 124,500 | 107,500 | 86% | |

TOTAL # of Buyers 8
TOTAL # of Sellers 26

Total Buyers Sales 2,650,676
Total Sellers Sales 5,978,176

TOTAL # of Transactions 34

8,628,852

| | |
|------------------------------|----------------------------|
| 27 Avg DOM | 52 MLS Avg DOM |
| 98.5% Avg List/Sale | 98.3% MLS Avg List/Sale |
| 229,930 Avg Sale Price | 203,000 MLS Avg Sale Price |
| 8,628,852 Total Sales Volume | |



Street Address
Cedar Rapids, IA
\$000,000

Your assistance in evaluating this home would be greatly appreciated. Please assist us by taking the time to fill out this quick evaluation while you view the home. The homeowners thank you in advance for your valuable feedback.

Please rate this home on each of the following criteria:

| | Poor | | Average | | Excellent |
|---------------|------|---|---------|---|-----------|
| Condition | 1 | 2 | 3 | 4 | 5 |
| Curb Appeal | 1 | 2 | 3 | 4 | 5 |
| Location | 1 | 2 | 3 | 4 | 5 |
| Floor Plan | 1 | 2 | 3 | 4 | 5 |
| Functionality | 1 | 2 | 3 | 4 | 5 |

How does the price of this property compare to others like it you have seen?

_____ Lower

_____ Average

_____ Higher

What are the best features of this home?

What are the features needed to encourage an offer from you?

How did you find out about this listing/open house?

Your Contact Info:

Name _____

Phone _____

Email _____

Are you working with an agent? _____

If so, agent name _____



Alan & Beth Brockette

Alan Mobile: 319-270-9614

Beth Mobile: 319-551-8692

BrocketteHomes@RuhlHomes.com

www.BrocketteHomes.com

| SUN | MON | TUES | WED | THUR | FRI | SAT |
|--|---|---|--|---|--|---|
| | | 1 Strategically price home, complete paperwork, collect supporting documents | 2 Order Home Warranty with Seller coverage | 3 Arrange for pre-inspection | 4 Discuss inspection defects, remedies and staging | 5 Prepare home for photos & arrange photographer |
| 6 Professional photos of home | 7 Record 360 virtual tour | 8 Submit to Multiple Listing Service (MLS) | 9 Submit to RuhlHomes.com, Realtor.com, BrocketteHomes.com & other websites | 10 Design & print customized marketing materials | 11 Deliver "For Sale" sign, showing notebook & shoe covers | 12 New listing social media ad |
| 13 Email professional flyer to all local realtors (700+) | 14 Review client showing procedures | 15 Write & submit ad for Open House | 16 Place Open House signs | 17 Hold Open House & gather feedback | 18 Provide Sellers Report | 19 Provide Seller with Open House feedback |
| 20 Open House Buyer follow-up | 21 Promote home on social media | 22 Present property during sales meeting | 23 Follow up with showing agents | 24 Discuss Buyer comments with Seller; recommend action | 25 Additional specialized advertising, if appropriate | 26 Mail new listing postcards to 50 neighbors |
| 27 Provide Neighborhood Report | 28 Present all offers | 29 Discuss financing programs with lenders | 30 Record all marketing activities & buyer feedback; review with Seller | 31 Discuss market position & price adjustments | | |