

# 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



### 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

### 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



# 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

BethBrochette@RuhlHomes.com

319-551-8692



### ALAN BROCKETTE

REALTOR® | Sales Associate

AlanBrochette@RuhlHomes.com

319-270-9614

www.BrochetteHomes.com



Licensed to Sell Real Estate in Iowa

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# 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"/> Floor plan  |
| <input type="checkbox"/> Direct promotion to all local agents   | <input type="checkbox"/> Staging services  |
| <input type="checkbox"/> Special financing promotion  | <input type="checkbox"/> Mobile buyer app  |
| <input type="checkbox"/> Showing feedback & follow-up   | <input type="checkbox"/> Exclusive agent tour  |
| <input type="checkbox"/> Mailings to local Human Resources departments, schools, etc.   | <input type="checkbox"/> Professional marketing materials  |
| <input type="checkbox"/> Ruhl&Ruhl REALTORS- largest privately owned real estate agency in Iowa   | <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**

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## 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



# Housing Market Flow

New Listings

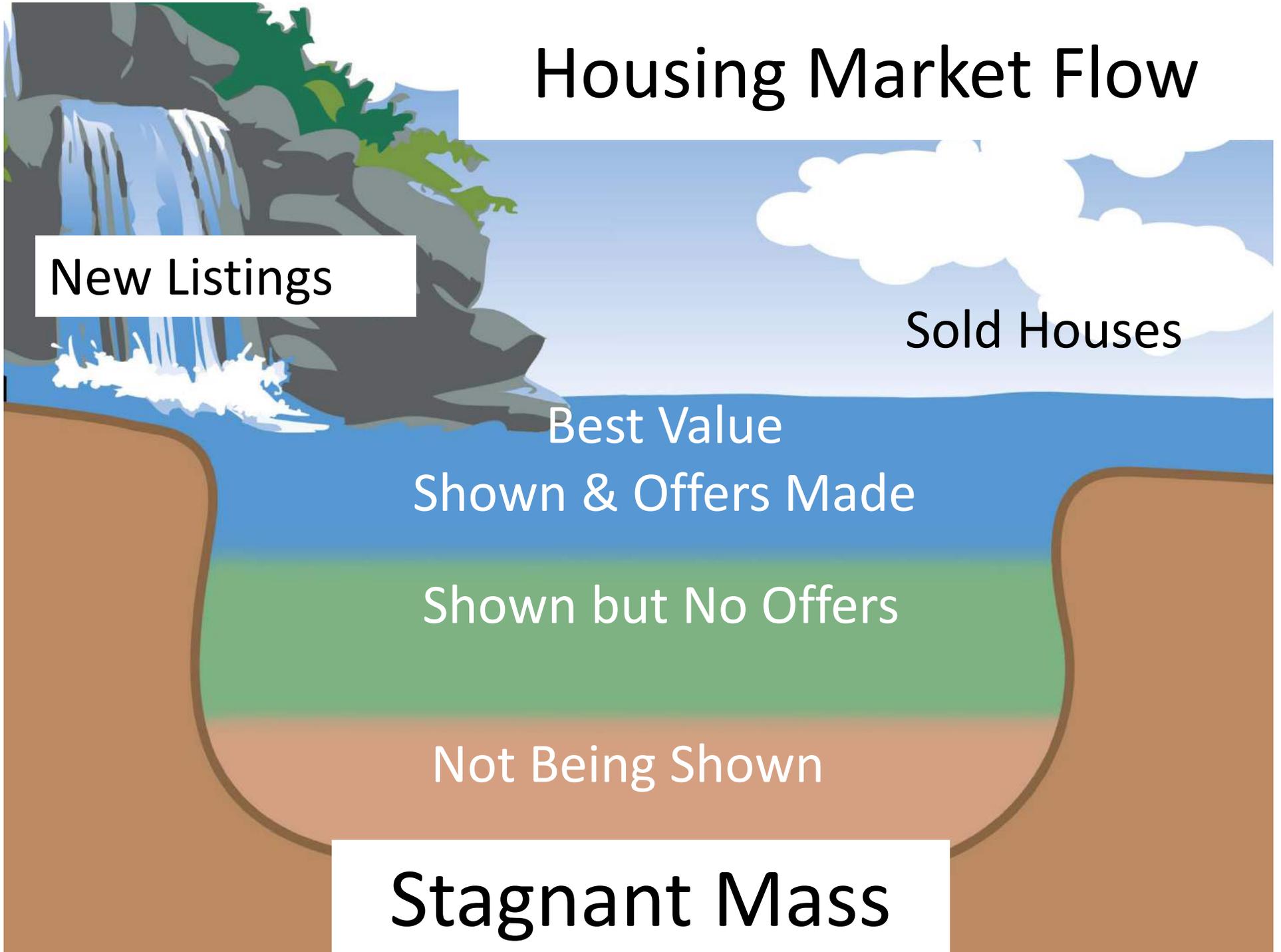
Sold Houses

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](https://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.



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**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
M I D R A N G E	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%	
U P S C A L E	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

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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 Sylan 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%	
Rohrssen	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%	
Prull	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?**

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

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

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