



The Harrelson Group

4449 Carolina Forest Blvd, Unit 18

Myrtle Beach, S.C. 29579

Cell: (843) 902-8980

Email: jlindstrand@C21@gmail.com



Listing Plan of Action

My Credentials:

1. I have over 220 hours of specialized "Real Estate Buy, Selling, and Contract Negotiation" training.
2. Co-founder and Board Member of the Grand Strand Real Estate Investors Assoc in Horry County.
3. I have been a real estate investor in the Grand Strand area since 2005. I have bought and sold over 30 properties as investments.
4. 15 years experience as Senior Business Analyst in NYC for 3 different Fortune 500 companies.
5. I served in United States Marine Corp from 1986 to 1991 and I am also a veteran of Operation Desert Shield/Storm.

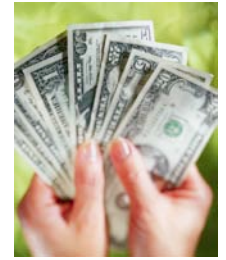
My Objectives Are the Following:

1. To assist in getting as many qualified buyers as possible into your home until it is sold.
2. To assist you in negotiating the highest dollar value....between you and the prospective buyer(s).

The Following Are the Steps I Take to Get a Home Sold....

The "Pro-Active Approach":

1. Submit your home to our local Multiple Listing Service (MLS).
2. Price your home competitively....to open the market vs. narrowing the market.
3. Promote your home at the company sales meeting.
4. Develop a list of features of your home for the Brokers to use with their potential buyers.
5. Email features sheets to the top 25 agents that sell a lot of property in your area.
6. Suggest & advise as to any changes you may want to make in your property to make it more saleable.
7. Constantly update you as to any changes in the marketplace.
8. My team will prospect 4 hours per day to talk to 40 people per day looking for potential buyers.
9. Contact over the next seven days...my buyer leads, center of influence and past clients for their referrals and prospective buyers.
10. Add additional exposure through a professional sign and lock-box.
11. Whenever possible, pre-qualify the prospective buyers.
12. Keep you aware of the various methods of financing that a buyer might want to use.
13. When possible, have the cooperating Broker in the area tour your home.
14. Follow-up on the salespeople who have shown your home...for their feedback and response.
15. Assist you in arranging interim financing...if necessary.
16. Represent & negotiating you on all offers to assure you are getting the best possible price and terms.
17. Handle all the follow-up upon a contract being accepted...all mortgage, inspections, and other closing procedures.
18. Most importantly get your property closed.



Marketing Plan

TRACK RECORD AND RESULTS

- We were ranked #1 in resale properties in 2008 and we are currently #1 in 2009 thus far.
- We had 649 closed transactions in 2008.
- Some of our Agents are ranked in the top 1% of Realtors Myrtle Beach and nationwide.
- We sell our listings in about 1/2 the time of the average sales in the MLS.
- Approximately 90% of our sales are our own listings.

KEY MARKETING STRATEGIES – UNIQUE & EFFECTIVE

1. CENTURY 21 – Franchise referrals– Brand Name Attraction of the #1 Real Estate Franchise.
2. Multiple Listing Service (MLS) – Exposure & access to 2,500 Agents with Buyers.
3. Internet advertising – Multiple search engines and websites (listed below).
4. Target mailers, e-mails messages, and promotions to realtors, buyers, and investors.
5. Daily telephone prospecting for buyers for at least 3 hours per day 5 days a week.
6. **800 Info Home Line service** – Your properties company “for sale sign” will have a sign rider with an 800 number that will have a 24 hr recorded message. This means your property is marketed 24 hr a day and a prospective buyer can hear about your property anywhere in the U.S. and Canada and at anytime. A text message of the prospective buyer’s name, address, and phone number is furnished to my team immediately while listening to the message about your home. My buyers agent and loan officer contact them within 12 hours to discuss your property.



John Lindstrand and Century 21 The Harrelson Group uses every method available to market your property by utilizing the following methods. (We are affiliated with and/ or have advertising and links to our home site or actual listings on the following sites):

1. Multiple Listing Service (MLS)
2. Century21.com (over 2 million hits a month)
3. C21theharrelsongroup.com
4. johnlindstrand.com
5. Houselocator.com
6. Oodle.com
7. Realestate.com
8. Trulia.com
9. Zillow.com
10. Google Real Estate
11. Homes.com
12. Homesandland.com
13. Realestatebook.com





OUR SERVICE & TEAM

I have a complete team that will assist in selling your house and who handle all the details courteously, competently and effectively. My team consists of 6 members:

1. **John Lindstrand:** Listing agent and Negotiator.
2. **Jill Lindstrand** (sister): Buyers agent -who is responsible for assisting me in finding a buyer for your property.
3. **Wanda Lindstrand** (wife): Loan Originator –Responsible for getting buyers qualified for loan(s) to purchase your property.
4. **Deborah Wodecki:** Executive Assistant - responsible for the day-to-day operations of the office.
5. **Stacey Bower:** Closing Coordinator - Responsible for getting your transaction closed and working with lawyers after I sell it.
6. **Lisa Welsh:** Listing Coordinator – Responsible for getting your listing processed and entered in MLS.

Our staff is experienced, friendly, professional, and always keeps your best interest in mind. We stay in touch, keep you updated & informed, but more importantly we get RESULTS! We give COMPLETE satisfaction.

PAST 8 YEARS TRACK RECORD

Century 21 The Harrelson Group has helped more families buy and sell real estate than any other realtor group on the Grand Strand for the past 8 years.

Year	Number of Total Sales
2002	363
2003	456
2004	712
2005	810
2006	516
2007	542
2008	649
2009	491
*Note: 2009 #'s are as of August 15th	

I look forward to working with you to realize your real estate goals.



**Sincerely,
John Lindstrand
(843) 902-8980**

