

# BETH FERESTER

ABR, CRS

One of Houston's Top Ten Realtors®



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## *Beth's 10 Point Plan For Successfully Selling Your Home:*

- 1. Carefully study the comparables in your area, analyze the trends in the market and take into consideration your home's assets. After discussion and analysis, together we will arrive at a listing price to both maximize and expedite the sale.**
- 2. Pre-market your home to the top agents in the area by email, networking and brochures to allow them the opportunity of selling your home before it formally goes on the market. We also have signs that say, "This listing is coming soon." In today's market, where inventory is low in The Woodlands, agents and buyers are looking for those great homes coming on the market and are willing to pay for them before homes are offered to the public.**
- 3. Staging your home is one of the most important aspects of attracting prospective buyers. After we have assisted you in getting your home ready with our *First Impressions* brochure ideas, Beth provides a decorator for several hours to help accessorize your home.**
- 4. Beth provides virtual tours and color brochures for internet distribution and in-home display. For buyers who want to take them along, a complete list of your home's highlights and virtual tour CD's are also provided.**
- 5. Along with brochures, we place a notebook referencing the home's highlights including why you love your home plus neighborhood schools, neighborhood children, survey, taxes, Seller's Disclosure and other pertinent items.**
- 6. During the marketing process, Beth consults with her professional marketing company, Kelly Communications, on all advertising to optimize each ad in order to attract the proper clientele.**
- 7. The home is placed on Beth's website along with HAR, Realtor.com, Coldwell Banker and other prime sites using search engine optimization to attract those searching the web by utilizing the proper search engine keywords, titles and descriptions.**
- 8. Showings are continuously monitored by Beth personally, and agents are contacted via email and phone to get feedback and answer any concerns the agents may have. Beth's relationship with other Realtors® has always been a top priority for her, making sure to be a "Realtor's Realtor®," as they are the ones counseling the buyers.**
- 9. Once a week, Beth sends out an email to all of her sellers discussing the showings, the market in general and any comments from the agents that may need to be discussed. She believes that the team works better than a single unit and partners with her sellers to analyze and resolve any problems. Once a month, an updated market report and price opinion is sent out to her sellers.**
- 10. At the time of the second showing, Beth will contact the agent and work diligently to counsel with the agent on the benefits of your home. When a contract is presented, Beth negotiates the offer and obtains the highest and best price for her sellers.**