

**NOTE: This is a sample of Howard Brinton's Seller Book (or Pre-List Book). I've only included 13 pages. I don't believe this is a current version. Visit [www.GoStarPower.com](http://www.GoStarPower.com) or call 1-800-635-6750 for information on current products.**

*This is an example of how to customize a Star Power template.*



**SAMPLE**

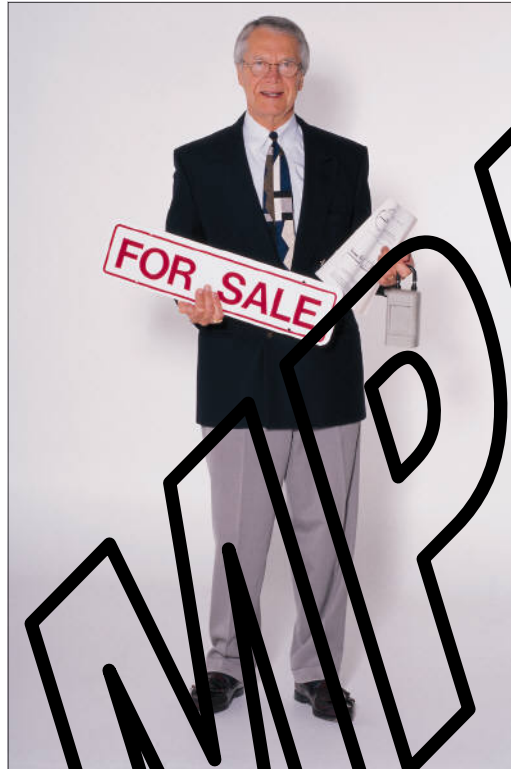
*How to Get*

*Your Home Sold Fast*

*...and for the most money!*



## *CONN REALTY*



At *Conn Realty*, real estate is their passion...it's what gets them up and going every morning. Even though *Conn Realty* sell over 60 homes every year, they make every effort to ensure that your family is comfortable and confident throughout the entire home-buying process. They truly understand that real estate is a family business. It's all about helping families.



## Selling a Home is a Team Effort

Selling a home can be complicated. There is a lot of competition out there trying to sell your home. Finding the right real estate agent is pivotal in determining the success or failure of selling your home. Give yourself the competitive advantage and confidence in working with professionals you can trust to help you find your way home ...call **Conn Realty!**



*"Home selling can be hassle-free! We will provide you with the accurate information necessary to ensure you save time and money!"*





## It Takes A Busy REALTOR® To Get The Job Done!

Service ... real quality service ... requires a tremendous amount of energy, commitment and activity. Sellers and buyers of real estate in today's market are usually long on needs and demands ... and very short on time. They expect a real estate agent who will deliver quality results, quickly, and without inconvenience. If you would like to enjoy the benefits of working with a real estate team who enjoys being busy, call *Conn Realty* for professional counsel on your next real estate decision.



# Shopping For A REALTOR<sup>®</sup>?

Buy One ...  
Get The Whole Team

# FREE!



*Your Real Estate  
Dream Team*

**SAVED!**

Five heads are better than one, you double the service not to mention the fun! Sellers and buyers who choose to work with the *Conn Realty* give themselves the advantage of a wealth of real estate expertise and experience of varying backgrounds and perspectives working together as a team to get the job done.

By utilizing proven "results oriented" techniques *Conn Realty* will ensure that your home sells for the most amount of money in the least amount of time. They will also search "the world over" to find the home of your dreams. So, if you are ready to move up, move out, or move on, call *Conn Realty* today ... your own Real Estate Dream Team.



*Things You Should Know About*  
**CONN REALTY AND ITS AGENTS**



Conn Realty is a leader in area residential real estate with over 5,000 properties sold since opening in 1984.

Today, Conn Realty associates are among the most experienced in the area, averaging almost 13 years of service.

Our agents are also distinguished by earning, on the average, more real estate educational designations than its industry competitors—a commitment to professional improvement.

Because of these industry high educations and experience achievements, the average Conn Realty agent outsells the competition by an incredible 3 to 1.

Over 70% of Conn Realty agents' business comes from repeat business or referrals from past customers and friends—more than twice the industry average.

Conn Realty agents make a personal financial investment in every listing.

Conn Realty agents competently control the marketing programs for each of their listings.

**SALE**



A Closer Look at Bob Conn of  
*Conn Realty.*



**Bob Conn ABR, CCREC, CRS, GRI, ePro**

**EXPERIENCE**

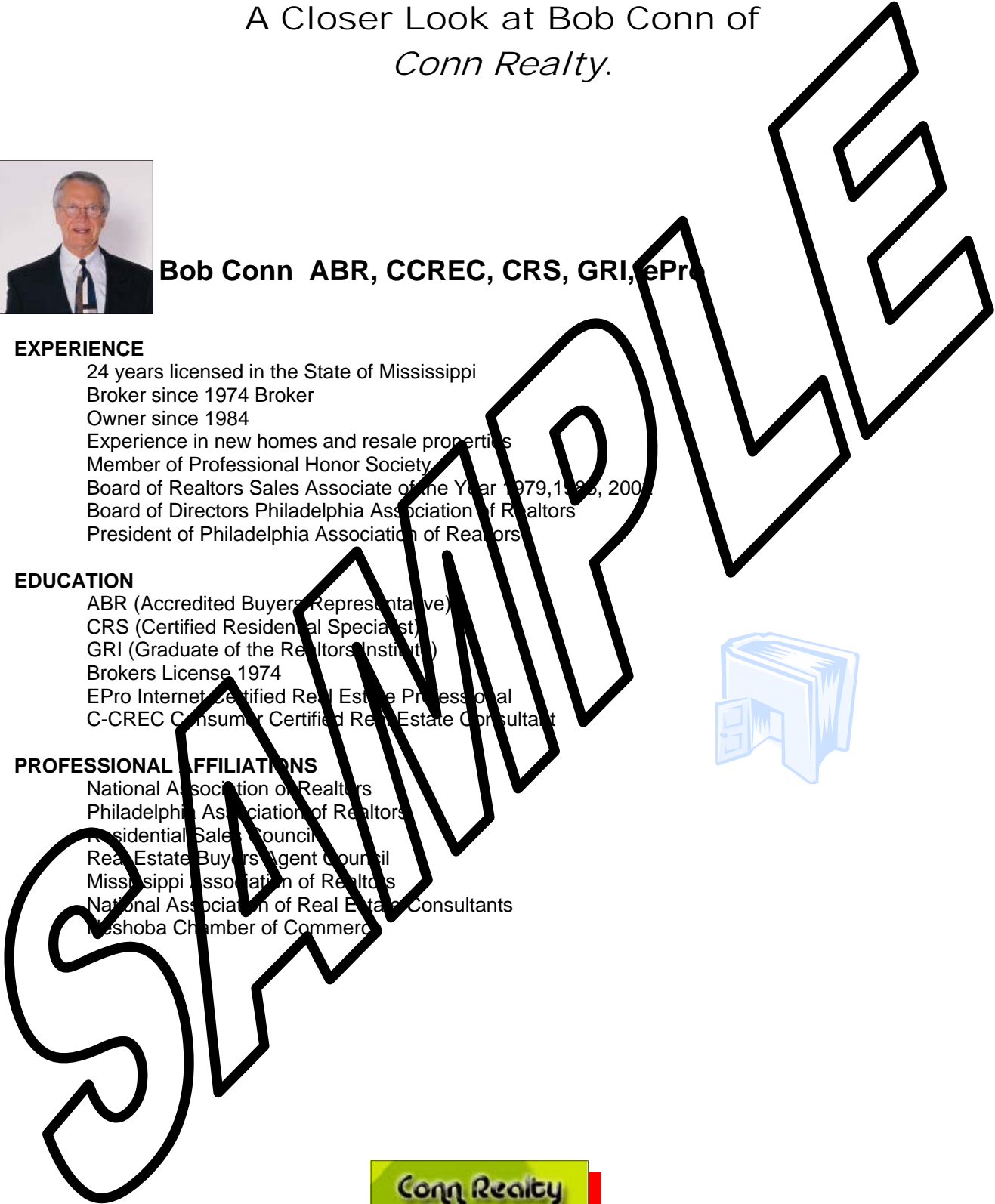
24 years licensed in the State of Mississippi  
Broker since 1974  
Owner since 1984  
Experience in new homes and resale properties  
Member of Professional Honor Society  
Board of Realtors Sales Associate of the Year 1979, 1983, 2001  
Board of Directors Philadelphia Association of Realtors  
President of Philadelphia Association of Realtors

**EDUCATION**

ABR (Accredited Buyers Representative)  
CRS (Certified Residential Specialist)  
GRI (Graduate of the Realtors Institute)  
Brokers License 1974  
EPro Internet Certified Real Estate Professional  
C-CREC Consumer Certified Real Estate Consultant

**PROFESSIONAL AFFILIATIONS**

National Association of Realtors  
Philadelphia Association of Realtors  
Residential Sales Council  
Real Estate Buyers Agent Council  
Mississippi Association of Realtors  
National Association of Real Estate Consultants  
Neshoba Chamber of Commerce



## Mission Statement

***Conn Realty*** is in the profession of providing services to customers and clients to facilitate their home purchases and home sales. We are successful because we prospect continually on your behalf, and because we are constantly striving to improve ourselves, what we do, and how we do it.

We concentrate on Quality Service to our customers and clients. We treat our clients' interests as if they were our own and we provide service to our customers as we would wish to receive for ourselves. We will always be the best at what we do!

**SAMPLE**



## Unconditional Guarantee

If for any reason *Conn Realty* does not provide 100% satisfactory service, just let us know, and we promise to remedy the situation as soon as possible. If you are still not satisfied, we will release you from the listing agreement with no further obligation.

We're so sure that you'll not only be just satisfied but actually delighted . . .

. . . **We Guarantee It!**

Bob Conn, ABR, C-CREC, CRS, GRI

SAMPLE

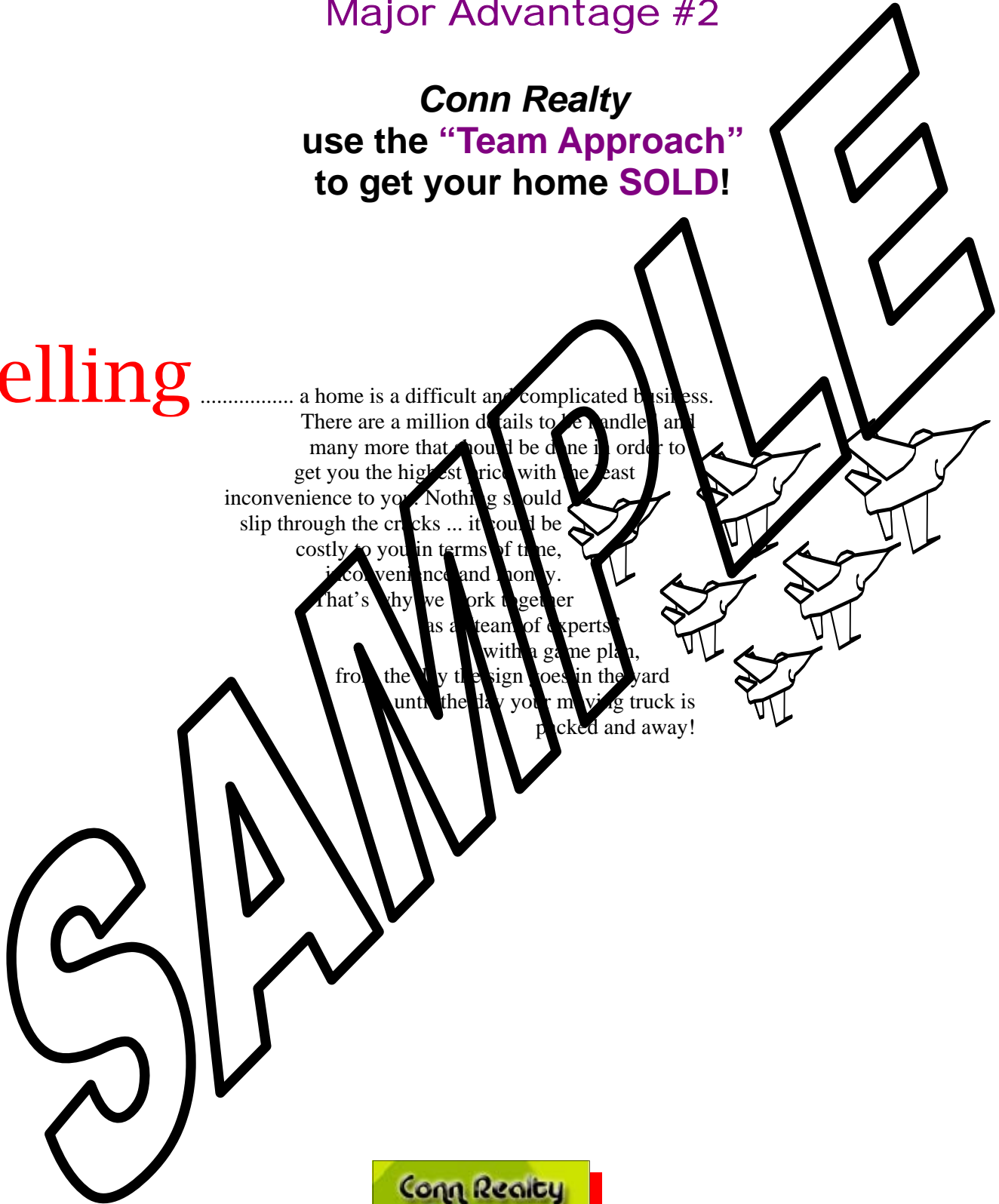


## Major Advantage #2

**Conn Realty**  
use the **"Team Approach"**  
to get your home **SOLD!**

# Selling

..... a home is a difficult and complicated business. There are a million details to be handled and many more that should be done in order to get you the highest price with the least inconvenience to you. Nothing should slip through the cracks ... it would be costly to you in terms of time, inconvenience and money. That's why we work together as a team of experts with a game plan, from the day the sign goes in the yard until the day your moving truck is packed and away!



## Major Advantage #3

**Conn Realty**  
has the expertise to get the job done!

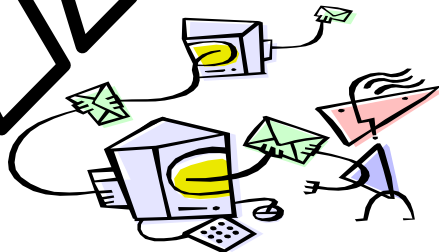
Basically, we have three things to offer a Seller:  
Knowledge, negotiation skills and market exposure.

**First**, we are very knowledgeable about marketing, financing, contracts and transaction processing. In a typical transaction, there are over 60 people involved from contract to close, and you need someone with the experience to guide you through this process. You can trust "Conn Realty" to get the job done!



**Secondly**, we are excellent negotiators. Our results with helping over 700 of families are a testament to this fact. Our job is to protect your interests to the best of our ability. It is our skill that can increase your return at the time of contract negotiation.

**and finally**, we have a proactive marketing and networking plan to reach both the internal and external markets. It's important to market your home to both the real estate community and the buying public. We spend the money on things that get results!



## Compare the Service and Hire the Best

- Are you a full-time REALTOR®?**  
Yes, absolutely! Our entire team is!
- How long have you worked in real estate?**  
Our office opened in 1984. Many of our agents have worked longer. Together our agents have over 75 years experience.
- Out of the approximately 100 REALTORS® in the Philadelphia area, where do you rank?**  
We are in the top 1% in helping families move.
- Where does your company rank in market share?**  
Conn Realty is the #1 office in Neshoba county and ranked in the top ten in the state.
- Do you have any references or testimonials?**  
Yes, a list is available on request.
- Do you have any advanced real estate designations or real estate degrees?**  
Yes, and that's so important (ABR, C-CREIC, CRS, GraduatePro)
- How much real estate have you sold in your career?**  
We have helped well over 5,000 families.
- Do you have an aggressive, proactive advertising and marketing program? Explain it.**  
Our marketing campaign is very aggressive and gets results. It starts the moment we list your home. We love to show you the entire program.
- Do you have your own personal staff to assist you in servicing your clients?**  
We have a wonderful, talented and very qualified staff.
- Will you communicate with me while my home is listed and after you sell it?**  
Yes, absolutely. That's a trademark of our service.
- Do you have a Toll free number?**  
Yes. 1-800-555-5555. Because of our reputation of working with relocating families it is an absolute necessity.
- Do you guarantee your services in writing?**  
Yes, absolutely and unconditionally. Our guarantee is included!

**Important** questions to ask BEFORE hiring a REALTOR®,  
"Conn Realty" has the Right Answers



## Why Select Conn Realty

- ◆ **The Best Service** . . . Client Satisfaction is our goal
- ◆ **Results** . . . We will obtain the **best price** for your home
- ◆ **Most Powerful** Marketing Program
- ◆ **More** out-of-town Buyers
- ◆ **Access** to largest customer base

## Integrity in Real Estate since 1984

Since our beginning in 1984, we have drawn a line between *Conn Realty* and our competitors. This line represents a difference in attitude founded upon one basic idea: That our job is not to deal with brick, mortar and parcels of land, but with **people**.

**People** who sell homes through us.

**People** who buy homes through us.

But first, last and always, **people**.

We know that if we make satisfying the real estate needs of **people** our business, then our product will be a success.

This fundamental idea, over 24 years old and still unchanged, has enabled us to take business, turn it into a profession, and make it foremost in the public's mind.

