

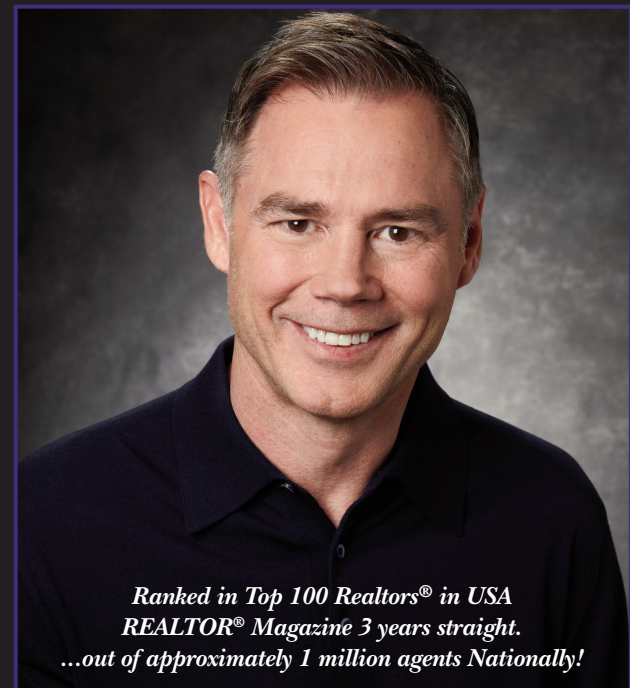
# BRINGING EXPERIENCE & KNOWLEDGE

# HOME

This presentation has been designed to aid you with one crucial decision...

Selecting your REALTOR®

Choosing the right REALTOR® may make or save you thousands of dollars



*Ranked in Top 100 Realtors® in USA  
REALTOR® Magazine 3 years straight.  
...out of approximately 1 million agents Nationally!*

**NOBODY KNOWS IT BETTER**

"The Real Estate Leaders"

**RE/MAX**  
Real Estate Specialists

**PHIL HERMAN**

A NATIONAL TOP REAL ESTATE PROFESSIONAL

(937) 305-4838

# Nice Guys Can Finish First

## *From Boxboy to Soccer Dad to Leading Businessman*

### ***This National Top Real Estate Professional's Success Story is Ongoing.***

To truly know Phil Herman, you have to understand what makes him tick. Consider this example from his past: Phil tries out for the high school wrestling team but doesn't make the cut. Devastated, he spends the summer bagging groceries, scrimping and saving the tuition to attend a renowned wrestling clinic in the Midwest. All summer long he works...and trains.

Cut to the following school year. Phil not only makes the wrestling team, but wins 32 consecutive matches! That, in a nutshell is the essence of Phil Herman. What will it take to get him to the top of his game? Phil will find it - and do it. From the schoolyard to the business arena, Phil's driven personality is formidable - and awesome to watch.

Cut to present day. In another chapter of Phil's ongoing success story, this all-around nice guy, family man, soccer dad, was recently singled out as one of America's Top 100 agents by REALTOR® Magazine. According to the National Association of REALTORS®, which published the article "Top 100 Salespeople," the level of service and the accomplishments Phil has achieved in his field represent the best of the best in the real estate industry.



In the article, at the time "Top 100 Salespeople," Phil Herman was ranked #29 in the nation, based on a combination of transaction sides and other total dollar volume. He ranked 18th in number of transaction sides (homes bought or sold through Phil.)

Phil's story is an All-American Success Story that is both inspiring and motivating. **Phil says the honor of being acknowledged by his industry is nice, but his real pride comes from helping families with one of their most important investments -** that and those times watching his son, Taylor, from the sidelines of the local soccer fields.

But local soccer fields are probably the only place you'll ever see Phil on the sidelines. This devoted family man and driven businessman hasn't attained the success he's enjoyed by approaching life as a spectator sport. Phil is a born competitor - as many other agents in Ohio will attest.

Harvard trained in negotiations, Phil's competitive nature and strong work ethic have made him a high profile agent. From his yard signs to his interactive Website to his Internet & Social Media Marketing, to his billboards that peppered the area, his face and colorful logo are highly visible. His commercials can even be seen on television. Phil firmly believes that it's just as important to market himself as it is to market his clients' homes. For Phil, high visibility translates into high productivity. The network of buyers, sellers and other area brokers and agents he's established over the years are the ingredients that make things happen in the industry.

For Phil, the best thing about his successful rise and growth as a real estate professional is that it gives him the resources to provide a level of service other agents simply cannot provide. For Phil, that's the name of the game and the real moral of the story.

# A Message to Home Buyers and Sellers During This Health Crisis:

"Tough Times Never Last. Tough People Do."

Dr. Robert Shuller

Like you, I am concerned as we ride out this Corona-virus pandemic. Sending positive thoughts to you and your families. I have a message for people who may need to sell or buy their home during these uncertain times. Just as I did back in the 1980's with mortgage rates hitting 19%, and after 9/11, as our Country reeled from attack, and after the 2008 Real Estate Market crash and Great Recession—and even today with the Corona-virus pandemic, I carefully and successfully guided my buyers and sellers through the perils of each crisis. People will always need to buy and sell homes—no matter what is happening in the world. What's important is having expert, experienced and knowledgeable real estate representation to ensure your success and to protect your best interests. That's where I can help. I offer unmatched credentials to help guide you. Unlike 2008, the real estate market/economy has been healthy. Add historically low mortgage rates and lack of inventory, and it is still a good time to buy or sell—if you have an expert Real Estate Professional on your side. **Please review my resumé and call me** if you need to buy or sell. I'll help you navigate this unique time in history. *Phil Herman*

You CAN buy or sell during these uncertain times with the right real estate expert on your side guiding you. **Here's Phil's resumé:**

- Nearly **4 decades of experience** in multiple markets gives him insights and expertise most agents simply don't have.
- He's **successfully helped over 7,000 families** with their home sale or purchase, fast approaching 8,000. Nationally, the average agent sells about 6 homes a year.
- Phil has **out sold a field of nearly 3,000 area agents for 27 years straight.**
- **Phil is Harvard Trained in the field of Negotiation.**
- He's been **ranked in the Top 100 Agents in the Nation by Realtor® Magazine 3 years straight, out of 1 million agents**  
**Phil is recognized as "one of America's Top Producing Real Estate Professionals"** in his #1 International Best Seller book on Amazon.com, ***The Phil Herman Method.***

*If you are venturing out into this complex market, be safe and make sure you have topnotch experience and proven methods on your side!*



Phil Herman and Associates provides a level of service and expertise that is unparalleled in the Real Estate Industry. We have refined the art of real estate with over three decades of experience, knowledge and success in

our marketplace. We utilize leading-edge technologies, marketing strategies and negotiating skills while honoring an established tradition of integrity and professionalism.

# What a Standing Ovation Looks Like on Paper...

**This is what people say about their experience with Phil Herman Partners, RE/MAX Real Estate Specialists:**

Phil is flexible on his fees and offers the best commission value. He is Harvard trained in negotiations and has successfully negotiated to his clients' benefits over 7,000 transactions!

**Brian S.**

Phil was kind, considerate, prompt, man of his word, and lives up to his TV commercial. I can see why he is ranked as one of America's Top 100 Realtors® by Realtor® Magazine.

**Dawn B.**

Phil was realistic and straight forward, awesome and efficient.

**Paul S.**

Phil has a great working model, built for success, professional and pleasant to work with. Not a time waster. Everyone we dealt with is Top Notch, a great experience.

**Ronald C.**

Phil confidently sold our house. We had tried with other Realtors® for 3.5 years and couldn't get it done... Phil did!

**Nicholas A.**

Phil has a wide dissemination of the property availability. Good and effective operation.

**Ron D.**

Excellent service and communication. Extremely professional, knowledgeable with vast experience.

**Michael V.**

Impressed how professionally conducted himself and easy to talk to and how smooth the experience went from beginning to end.

**Vickie S.**

Professional. Great. Always there when I had a question.

**Walter J.**

He covers a broad area and could be our listing agent as well as our buying agent. Phil's personal involvement and dedication to helping us was very positive.

**J. Frigge**

Everything was explained and made clear. Phil is personable and easy to talk to. I would recommend Phil to everyone.

**Karen C.**

Ease of the whole process. Smart individual. Professional.

**Nickie R.**

In a highly stressful experience like selling a home, it is wonderful to work with competent and caring individuals like those on Phil Herman's staff.

**Gregg & Janet I.**

This is the 4th house we have bought and the best experience. Excellent!

**Mary H.**

Great reputation. Very helpful and attentive to our needs. I would recommend Phil to friends and family members.

**Ruth B.**

Phil gave good advice and got the job DONE.

**Phyllis C.**

Property was sold quickly. Excellent.

**John S.**

Quick to return phone calls, readily available service. Passionate about what he does. Works hard for his clients.

**Miles G.**

Very nice experience. I enjoyed the selling and buying process with Phil Herman and staff.

**B. Elliott**

He was very professional with a wealth of knowledge and expertise. How quickly and easily everything transpired.

**Michael & Linda R.**

Best selling record. Great, well informed. Did a great job.

**R. Biggs**

He got the best price for my house. He is very good.

**Lucy K.**

Was perfect! Follow up was excellent! Very professional and provides outstanding service!

**Teri P.**

He was fabulous. The best in the business! Outstanding.

**Mary L.**

The professional, kind, courteous way we were treated!! From our standpoint, every aspect was great!!

Very professional, confident and caring!! Treated us like we were his only client.

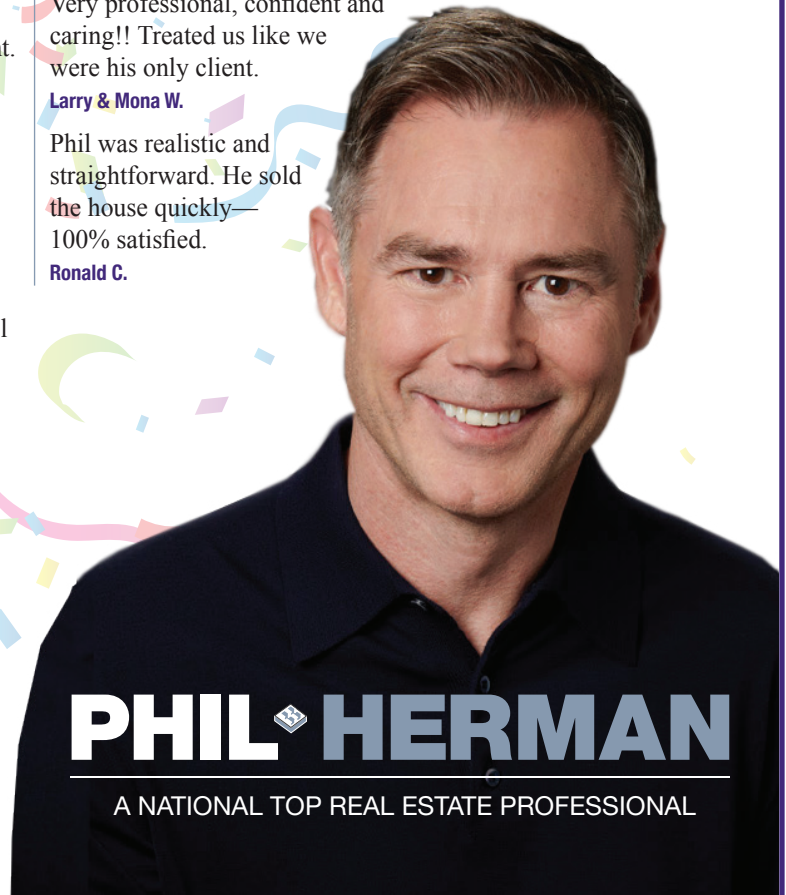
**Larry & Mona W.**

Phil was realistic and straightforward. He sold the house quickly—100% satisfied.

**Ronald C.**



**Over 9 out of 10 clients would use Phil's services again and refer him to their friends, family and business associates!**



# Social Media

**PHIL HERMAN**

A NATIONAL TOP REAL ESTATE PROFESSIONAL

It's no secret how effective social media can be in generating interest. As early adapters, Phil Herman has managed to create a network spanning the globe, including an international agent referral network with over 130,000 agents worldwide, and Phil Herman at the center.

SOLD SOLD SOLD



# Internet Syndication

## *Utilizing effective internet tools*

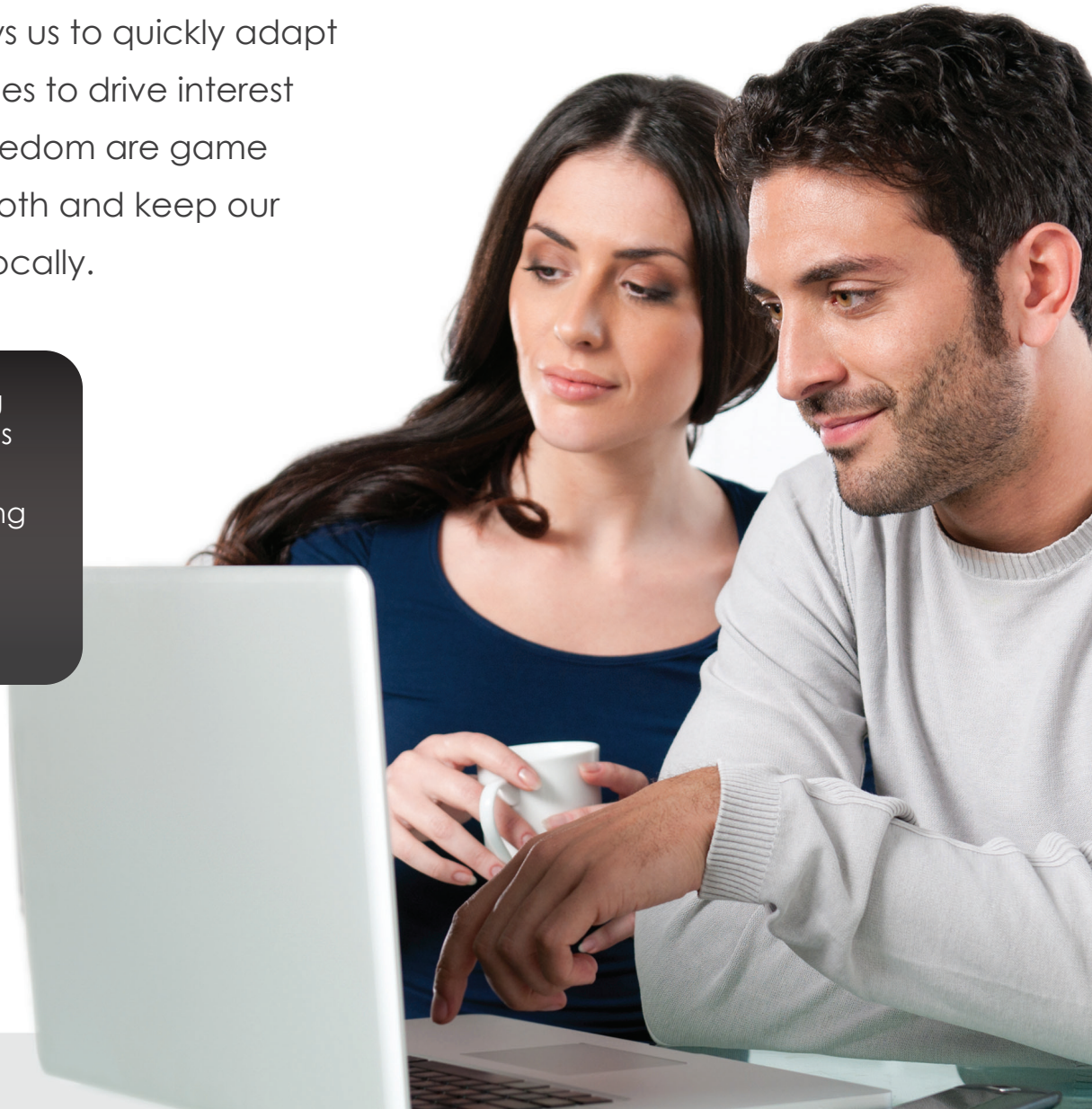
Being a RE/MAX National Franchise allows us to quickly adapt the latest cutting-edge tools and strategies to drive interest in our listings. In marketing, agility and freedom are game changers. We found ways to maximize both and keep our marketing dollars working to sell houses locally.

- Marketing with a local focus
- Dynamic campaigns with outstanding results
- Global syndication of listings
- Innovating cutting edge technologies
- Industry-wide syndication of listing information

“

We use the latest technology to drive the best sales.”

- *Phil Herman*



# Videographers

## *Video Tours*

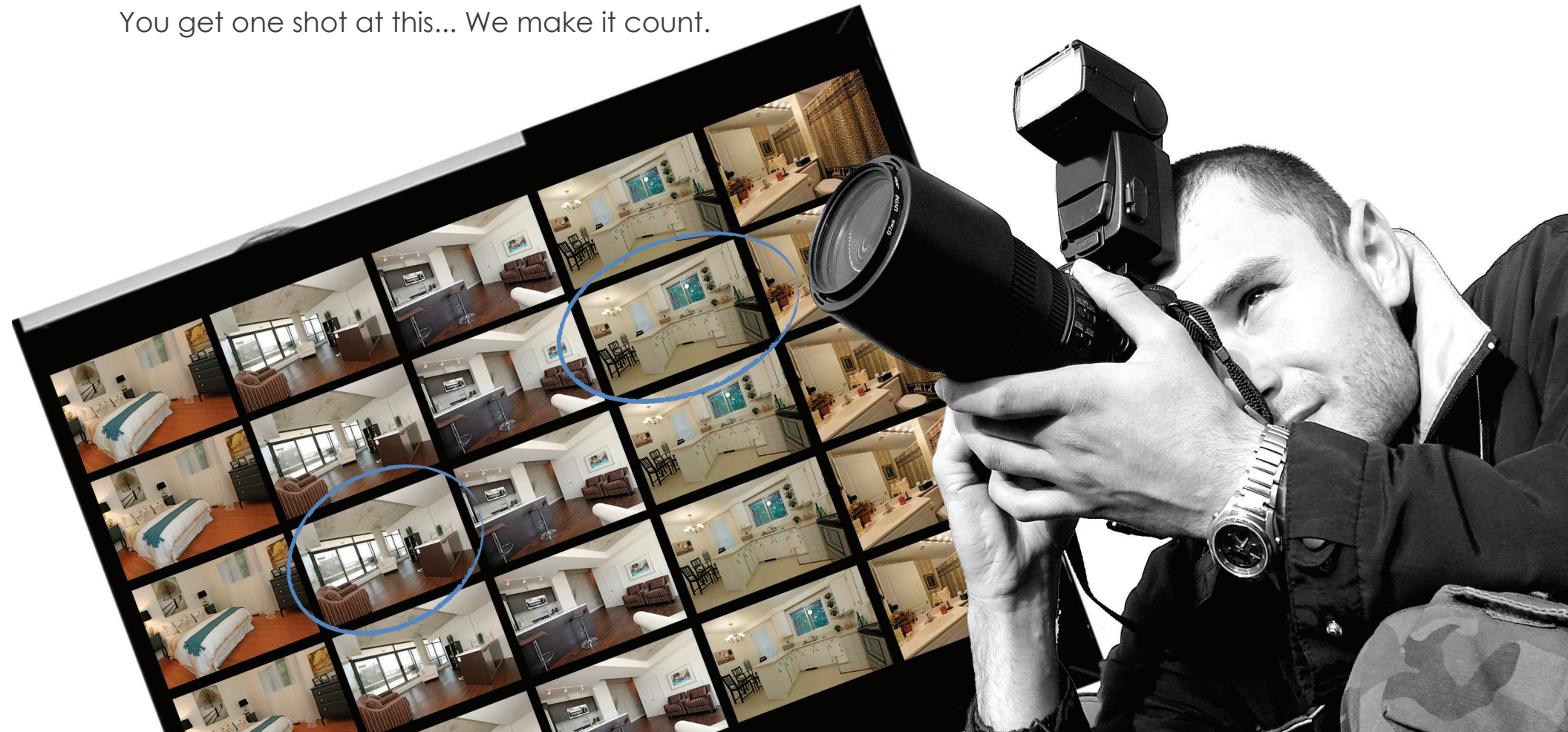
Gone are the days of marketing with still pictures or old-fashioned fisheye lens virtual tours. Many of today's buyers are looking to see realistic video walkthroughs of the homes before they get in their car to come visit your home. YouTube.com, facebook and twitter are just a few of the places our video commercials are distributed.



# Only the Best

## *Professional imaging*

The importance of presenting your home in the very best light and making the right first impression cannot be overestimated. Outsourcing to the best photographers, videographers and graphic designers ensure our materials make your home look its very best. You get one shot at this... We make it count.



# How YOU Control the Sale of Your Home

**There are four reasons a property sells:** • Location • Price • Condition • REALTOR®

## **Location:**

You have no control over the location of your home, but its location helps determine value.

## **Price:**

You control this. The right price can only be determined by a well-researched, computerized market evaluation. As a home seller, you should get a written market analysis comparing your home to similar properties that have recently sold and are currently on the market.

## **Condition:**

Your home's condition is vital to a sale. A clean, well-maintained home enjoys a competitive edge over all the other homes on the market. You'll sell faster and at a higher price if you "stage" your home to enhance its appeal.

## **REALTOR®:**

The REALTOR® advises you on market conditions, pricing and staging recommendations, contract negotiations, financing, title work, appraising, and closing activities. Just as you insist on an experienced, well-prepared doctor to treat your family, you want a REALTOR® with a proven track record who does his homework representing you in the sale of your home.

Prior to setting the price, we will obtain: Pre-Title , Pre-Appraisal & Computerized Market Evaluation  
We believe that this is the very best way to maximize your net sales proceeds in the most time effective manner.

## **THEN YOU WILL SET THE PRICE.**

Upon setting the price, one of two things will happen

- A. We will agree on the price and our team will immediately go to work for you, or
- B. You will choose to work with someone else

# A Few Words on Pricing

Do NOT list with the REALTOR® who gives you the highest price.  
Consumer Reports, July 1990, stated . . .

“Expect the agent to suggest a price range, but don't let that frame you in. Be aware that some devious agents will, at first, suggest a very handsome price. Then, after they have the listing and the house hasn't sold, they'll come back with a pitch to lower the price.”

If you bought Apple stock five years ago and wanted to sell it today, would you call your stockbroker and tell him that you insisted on selling at a 200% profit or would you ask him to tell you what the market price is? This is the same principle with the Phil Herman Team of Specialists and their market analysis on your home.

## Pricing guidelines

- What is your property worth?
- What you paid for your property does not affect its value!
- The amount of cash you need from the sale of your property does not affect its value!
- What you want for your property does not affect its value!
- What another real estate agent says your property is worth does not affect its value!
- What an appraiser says your property is worth does not affect its value!

The value of your property is determined by what the buyer is willing to pay in today's market based on comparing your property to others currently on the market for sale.

**BUYERS ALWAYS DETERMINE VALUE!**

## Obstacles to proper pricing:

- Incompetent agents who will accept a listing at any price the seller puts on it.
- Neighbors who lead the seller to believe they got more for their home than they did.
- Inflationary times that cause prices to go up rapidly because of economic factors.
- Recessionary times that cause prices to go down because of economic factors.
- Fear of making a mistake in pricing which could lead to losing a significant portion of their equity.
- Loss of perspective due to the seller being emotionally involved and not necessarily thinking objectively.
- Need for a certain amount of cash out of a home which has nothing to do with value no matter how important the reasons.

# Overpricing can be costly!

REALTOR® are working with buyers who have seen what is currently on the market and are waiting for something new to be listed. Therefore, most activity will take place in the first 30 days of a listing. Your home will most likely receive its highest and best offers during this time.

After this initial period, the only people to look at your home will be new buyers in the marketplace.

## **Why is proper pricing so crucial especially in the very beginning?**

- Reduce Sales Associates Activity — Agents won't show it if they feel it is priced too high.
- Reduce Advertising Responses — Potentials buyers will be looking for certain types of homes in a price range.
- Lose Interested Buyers — They will feel they should be getting more for the price.
- Attract the Wrong Prospects — They will be comparing it with properties that really are higher-priced homes.
- Eliminate Offers — Buyers make offers based on what properties are available to them.
- Help the Competition — A high-priced house makes the others look like a great deal.
- Cause Appraisal Problems — Appraisals are based on what like properties have sold for.
- Extend Marketing Time — Most of the time the price ends up lower than what it could have been to start with.

### Common Pricing Objections

## **Statements frequently heard from sellers that have no relationship to the home's value**

- "Another agent said it was worth more."
- "Our home is nicer than those houses."
- "People always offer less than asking price."
- "We have to get that much out of our home"
- "My neighbor was able to get this price."
- "Let's try it at our price for a month or so."
- "The buyers can always make an offer."
- "We paid more than that for our home."

## **Other factors that do not affect value:**

Your original cost, The cost to re-build it today, Your investment in improvements, Personal attachment & Certain types of improvements.

# Real Estate Myths

## **MYTH #1: “Discount” brokers can do an adequate job selling real estate.**

Truth: Promotional costs such as photos, brochures, ads, MLS inserting fees, social media marketing, printing, direct mail, Phil's Professional Telemarketing Department, directional signs, etc., are paid by Phil. Will the discount broker offer a complete market campaign? Does the discount broker have a staff to personally attend to your specific needs? Does he have a proven track record of success, or is he using the discounted commission to win your business? Does he have expertise to guide you through problems that may develop during the closing process? Remember that you only pay a commission if and when your property sells successfully; you owe nothing if THE PHIL HERMAN TEAM OF SPECIALISTS does not get results. The supply of buyers through your home will be less if marketing is limited.

## **MYTH #2: Phil sells a lot of real estate. Perhaps he is too busy to pay attention to my listing.**

Truth: Just as superior restaurants are busy at dinnertime and superior doctors have a heavy patient-load, Phil's success in marketing homes has resulted in him being busy. Like good restaurants and doctors, Phil has assembled a top-flight team of specialists to assist him with the routine details and free him up to devote the time and attention YOU require to sell your property successfully. Phil has built his business one satisfied customer at a time. And his goal is for you to be another satisfied client who spreads the word about how well you were served.

## **MYTH #3: You should select the REALTOR ® who says they can get you the highest price.**

Truth: This is the oldest scam in real estate: tell the seller what they want to hear and compliment the home to get the listing, then ask for a price reduction 30 days later. Instead, insist on a written, well-researched computerized market analysis to determine the realistic amount your home will bear in today's market and price accordingly. Select your REALTOR ® based on their credentials, then decide on price. NEVER SELECT AN AGENT BASED ON THE PRICE THEY RECOMMEND.

## **Myth #4: Empty homes don't show as nicely as furnished homes.**

Truth: The important consideration is whether or not a home is properly staged, that it is clean, in good repair, and available to show. If you must move in your new home before your old home has sold, simply take measures to ensure it shows well empty: repair/replace worn carpeting, oil all woodwork, wash windows, and clean walls. In fact, it will probably appear larger without your furnishings and the buyers can envision their belongings in each room more easily.

## **Myth #5: Property condition is not important to buyers.**

Truth: Wrong! A property in superior condition will sell faster and for more money than a home in average condition with a lower asking price. Many sellers recognize this and repaint and re-carpet their homes in preparation for selling. These sellers know that home buyers purchase value and will perceive a clean, fresh home as more appealing than an average, lived-in, forgive-the-mess home.

## **MYTH #6: Pricing a home for sale is a mysterious process.**

Truth: Your home will sell for whatever the market will bear. To determine the range of value, you simply need to see what similar homes are selling for. Furthermore, because every home is unique, your home will probably sell for a high or a low range depending upon its condition (see myth #5 above). Phil's Team researches the Multiple Listing Service database to collect data to help you decide where to put the price. It is not an easy process, but it's not mysterious either.

# 2020 RE/MAX VS. THE INDUSTRY



**RE/MAX**



**CENTURY 21**

**kW**  
KELLER WILLIAMS



Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

## NATIONAL, FULL-SERVICE BROKERAGE BRANDS

TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>15.6</b>	<b>965,859</b>	<b>32.5%</b>	<b>110+</b>	<b>8,629</b>	<b>130,889</b>
9.2	117,126	1.4%	37	2,300	35,400
7.3	684,981	18.5%	43	3,100	96,300
7.0	370,289	24.2%	84	11,600	131,800
6.9	1,071,208	11.6%	44	1,060	169,317
6.7	335,440	6.0%	7	1,500	50,091
6.4	79,351	1.7%	5	390	13,000
6.4	126,211	3.2%	70	1,000	23,300

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# Dayton

Success in the  
Community



# When you Work With Realtor® Phil Herman, You're working with an international, best-selling author!

When you're an expert at something, they often ask you to write a book and share that expertise. That's exactly how Phil Herman became an international best seller with his book, "The Phil Herman Method."

Helping over 7,000 families with their real estate needs is a high bar, and Phil's goal with his book was to share that knowledge with agents all over the world. What does all this mean for you? You get the assurance that you are working with a recognized expert on your home sale or purchase. In fact, you could say, when it comes to Dayton, Cincinnati & Columbus Region real estate, "Phil Herman wrote the book!"

## PHIL HERMAN

A NATIONAL TOP REAL ESTATE PROFESSIONAL

Phil Herman is constantly improving his residential marketing plan to benefit his sellers and buyers. The Phil Herman Residential Marketing Plan is subject to change without notice. Thank you for taking the time to read this marketing plan. Information should be deemed reliable but not guaranteed, all representations are approximate, and individual verification is recommended. ©2021

This brochure is not intended to solicit the listings of other real estate agents.

Knowing that the professional helping you sell your home has written a book on the subject gives you the assurance that you are working with a recognized expert. Trust your home sale to the agent who "wrote the book" on real estate. Call Phil for your next move!



Phil's knowledge of real estate is vast. As an international best selling author, he even wrote a book to help agents all over the world become better agents!



*Phil Herman*

Call Phil for your next move: (937) 305-4838

