

Bend Office

50 SW Bond, Suite #1
Bend, OR. 97702



Robert Smith
Principal Broker
541-420-3287

Phone: 541-317-0123 • Fax: 541-317-1009 • Web: www.johnlnlscott.com/bend

John L. Scott®

REAL ESTATE

If you are interested in real time activity/information regarding our Real Estate industry in Central Oregon, I would like to offer you my services. Some of the services I offer are:

- I have been a licensed Real Estate Broker in the State of Oregon since 1994. I have the following Designations/Certifications:
- Certified Distress Realtor Specialists (CDRS) through America's Home Rescue
- Principal Broker
- Accredited Buyer Representative (ABR)
- Graduate of Realtor Institute (GRI).

I have handled Traditional, Bank Owned, Short Sales and Owner Carry sales during my 23-year Professional Realtor career in the greater Central Oregon area. I am detailed oriented; articulate in processing the paperwork these types of transactions require. Expedient, reliable and courteous to all. My goal is to get the job done and have satisfied clients for life.

- COAR Central Oregon Association of Realtors
- MLSCO Multiple Listing service of Central Oregon
- NAR Nation Association of Realtors
- Bend Chamber of Commerce

If I sound like the type of Realtor, you would be interested in having work for you please contact me at by email or my cell phone. I look forward to speaking with you.

Sincerely,



Robert A. Smith

John L. Scott ~ Bend

50 SW Bond Street STE: 100.

Bend, OR. 97702

Direct 541-420-3287

Mybendrealtor@gmail.com Email

www.mybendrealtor.com Web

Robert has been helping customers in Central Oregon buy and sell properties for over 24 years. Over those 24 years, Robert has shown his customers continued dedication, diligence, and honesty in the real estate buying and selling process.

What sets Robert apart from everyone else in Real Estate? Simple. He is proactive. Creating the best Real Estate transaction means marketing, staying on top of listings, reaching out to potential buyers and sellers. Put Robert's experience to work for you today.

"Referring your friends and family members to me will insure that they receive the highest level of customer service."

Robert A Smith, Principal Broker

John L Scott, Bend

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Bend, OR 97702

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<https://roberts.johnlscott.com/home>

<https://roberts.johnlscott.com/about-me>

Central Oregon area market trends-contact me for your market area.

Follow me on: Facebook @Thebendbroker

Twitter@Bendbroker

LinkedIn@Robert A. Smith

Customer Testimonials

Robert Smith is very professional and informed. My property was sold quickly. On the search for a new place he did his research and offered lots of choices. He helped guide the way through all the paper work for both transactions. I would use him again for sure. Nancy Vernon.

I am a single mom so finding a home in my price range was hard. My Robert helped me find a wonderful home in my budget that is perfect size for my little family. I suggest anyone looking for a home that wants a knowledgeable agent to go through Robert. He will help you find the right home with the right price and represent you with the approbation and generosity that you deserve as a home owner. Jessica C.

We have happily used Robert Smith successfully for multiple real estate transactions in Bend, over a period of the past 5 years, and would refer his good services to any other interested buyer or seller. Our repeated use of this agent could perhaps alone serve as an emphatic referral to other buyers and sellers. But to be more specific, we've found Robert to be completely honest in all of his dealings, very conscientious about following good business ethics, and attentive to even the most minute details of our estate negotiations. Retired Judge Guy B.

Robert treated us as if we were buying a million dollar house! His service went above and beyond what we ever expected. He was extremely responsive during the whole process. Not only did his expertise shine through so did his personality. We would recommend Robert to anyone purchasing or listing a home. Thank you Robert! Lisa D.

Robert is the most kind, diligent and thorough Real Estate Professional I have ever had the pleasure to work with. Robert recently helped us purchase 2 homes in 2016. We were looking for rental properties and both homes fit the profile of what we were looking for. Robert always fills me in on facts and information before I can come up with the questions. Elaine C.

Marketing Plan

1. Professional Photography including Drone
2. Color Flyers
3. Perma-flyer
4. John L Scott individual website for Property
5. Internet presence on endless websites (Realtor.com, Trulia, Zillow, Craigslist, etc.)
6. MLS Central Oregon
7. Social Media Marketing
8. For sale sign with John L Scott property code
9. Mobile App for property website
10. Kick Off Open House Weekend (Create a Buzz around your property)
11. Home Book
12. MLS Tour
13. Help you find your new home
14. Raving Reviews from our clients



John L. Scott

"It's about the possibilities in our client's lives"

-J. Lennox Scott

As your Realtors®, it is our job to understand your needs and respond to them promptly, professionally and with integrity. It is our pledge to provide you with sound real estate advice, helping you to understand the wisdom of the decisions you make.

By being your Realtors® our relationship is built on trust. Value and service will be provided before, during, and after the transaction, so that your changing needs are always addressed and satisfied.

It is not only our business philosophy, but also a commitment to provide you with exemplary personalized service beyond your expectations. Our practice is to listen, hear and truly understand your needs; a quality of business conduct that often seems to have been forgotten in today's fast paced, highly automated society.

The John L. Scott Story

John L. Scott...

Founded in 1931, in Seattle, Washington as a traditional Real Estate brokerage by John L. Scott, grandfather of the current Chairman and CEO, J. Lennox Scott.

John L Scott Real Estate has become one of the largest and most successful regional real estate company in the nation. It now operates over 100 offices with over 3,000 agents throughout Oregon, Washington, Idaho and now California.

- Because we have grown with our communities, our real estate professionals have intimate knowledge of each community's character, mood, and growth potential. Due to the fact that the majority of our associates live in the communities we serve, they can readily meet the unique challenges and problems families encounter in selecting their new homes. Drawing on their extensive knowledge of schools, recreational facilities, shopping requirements and transportation, our associates are able to better satisfy the special family housing needs of their clients.

VALUES: At John L. Scott, we fondly refer to our values and belief system as:

Expertise – Trusted Advisor

Integrity – Do the right thing.

Communication – Seek first to understand.

Customers – Always come first.

Transactional – Coordinate every Detail

Negotiations – Professional Negotiations Expert

Teamwork – Together everyone achieves more.

Trust – Begins with honesty.

Success – Results through people

Benefits

Listing property with **John L. Scott Real Estate** means receiving the following benefits:

*Experience • Integrity • Skill • Effectiveness • Advanced Techniques and Aids •
Intimate Knowledge of the Marketplace • Financial Counsel and Assistance*

So, there is something special about selecting **John L. Scott Real Estate** as your Realtors®. In addition, you should know about the many beneficial services you will also receive as part of our “Quality Personalized Service” program.

We have...

- **REPUTATION...** We have one of the best business reputations in the United States.
- **PROFESSIONALISM...** Our associates are all highly professional and well trained.
- **EXPERIENCE...** Our personalized service and record of excellence over the years have established a reputation of trust and fairness, which many of our clients have come to depend upon again and again.
- **LOCATIONS...** Our sales offices are situated in the Northwest, so you can be assured that your John L. Scott representative knows your neighborhood and the people in it. Our Realtors, of over 3000 professionals, have loyal buyers in each area who are ready, willing and able to purchase a home, which may very well be yours. When your home is listed with us, you come first, because we selfishly show our buyers our own offerings first.
- **COMPUTERIZED MULTIPLE LISTING SERVICE...** This is to give the seller the widest exposure via computer-terminal technology. In addition to our Realtors, your property will be exposed to over 2,000 participating members.

Benefits (continued)

- **MARKET ANALYSIS...** We will determine the realistic value of your home in two ways:
 1. An opinion by a qualified and knowledgeable Realtor who lists, shows and sells properties in your neighborhood.
 2. A written compilation and analysis of recent homes sold, homes presently on the market and those exposed to the market but not sold during the listing period.
- **ADVERTISING...** With our Internet presence, local advertising, mailers, flyers, and more. Our marketing is very competitive and very visible.
- **CORPORATE RELOCATION...** This area brings together the many buyers across the country that are interested in purchasing in the Central Oregon area. In addition, we can refer you to a qualified Realtor in any state in the U.S. and Canada.

Key Market Factors

How long does it take to sell a home?

There is no easy answer – some homes sell in a few days, others may take several months. Recognizing the key factors that influence a sale can give you significant control over market time.

The proper balance of these factors will expedite your sale:

LOCATION...

- Location is the single greatest factor affecting value.
- Neighborhood desirability is fundamental to a property's fair market value.

COMPETITION...

- Buyers compare your property against competing properties.
- Buyers interpret value based on available properties.

TIMING...

- The real estate market may reflect a seller's market or a buyer's market.
- Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.

CONDITION...

- Property condition affects price and speed of sale.
- Optimizing physical appearances and advance preparation for marketing maximizes value.

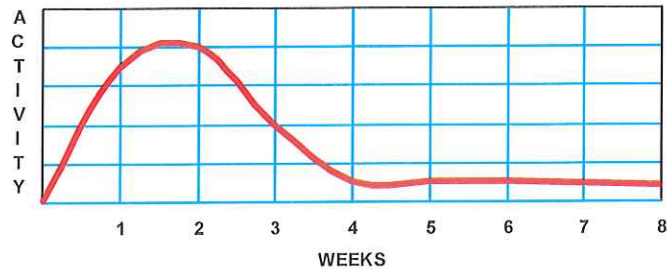
TERMS...

- The more flexible the financing, the broader the market, the quicker the sale and the higher the price.
- Terms structured to meet your objectives are important to successful marketing.

PRICE...

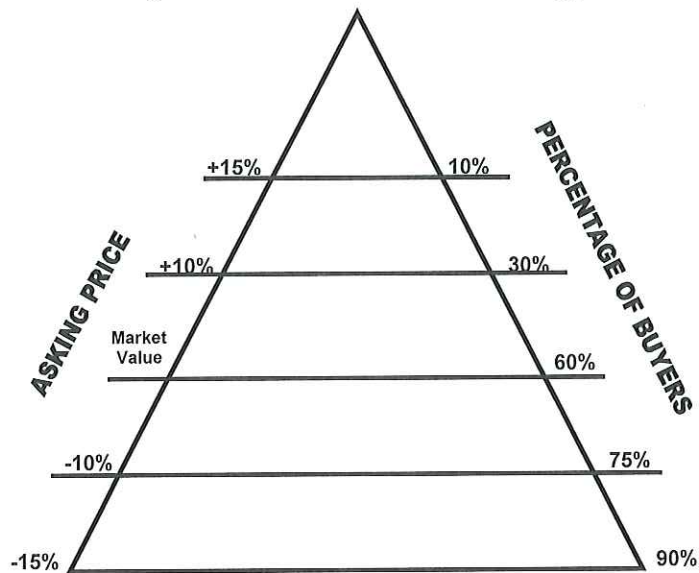
- If the property is not properly priced, a sale may be delayed or even prevented.
- John L. Scott Realty's comprehensive market study will assist you in determining the best possible price.

Selling Price vs. Timing



Timing is extremely important in the real estate market. The above graph illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed; therefore, it has the highest chance to sale when it is new on the market.

The Importance of Intelligent Pricing



As the triangle graph above illustrates, more buyers purchase their properties at market value than above market value. The percentage increases even further when the price drops below market value. Therefore, if you price your property at market value, you are exposing it to a much greater percentage of prospective buyers and you are increasing your chances for a sale.

Buyers Always Determine Value!

The value of your property is determined by what a **BUYER** is willing to pay in today's market based on comparing your property to others **SOLD** in your area.

COMMON PRICING ERRORS





Preparing Your Home For Sale

A few great tips on creating an atmosphere that will charm buyers and make them want to buy your home. Remember that you'll never get another chance to make a first impression. And first impressions are what count! Follow these simple tips and create the competitive edge that may help you sell your home more quickly.

Drive-up Appeal

- Trim trees and shrubs, clean out flower beds and invest in a few flats of seasonal flowers, paint the front door, make sure doorbell is working properly, wash the mailbox, keep the porch swept and get an attractive mat for people to wipe their feet.

Absolute Basics

- Start by airing out the home. Most people are turned off by even the smallest odor. Odors must be eliminated, especially those caused by dogs and cats; soiled diapers and/or cigarettes.
- Wash all the windows in the home, inside and out.
- If it has been over a year since the carpets have been cleaned, now is the time to have them cleaned. Bare floors should also be waxed or polished.
- Put bright light bulbs in every socket made for a bulb. Buyers like bright & cheery.
- Clean out closets, cabinets and drawers. Closets should look like they have enough room to hold additional items. Get everything off the floor and don't have the shelves piled to the ceiling.
- Make sure rooms are not overcrowded with furniture. Select pieces that look best, and store the rest.
- Keep the kitchen sparkling clean. Make sure all appliances are clean at all times. Straighten cupboards that appear cluttered and keep floors gleaming.
- Bathtubs, showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should be no leaks in the faucet or traps.

A few more suggestions...

- If you have limited counter space in the kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, sidewalks and front porch.
- Clean the ashes out of the fireplace.
- Make sure that the pull-down staircase is working correctly. Be sure there is a light in the attic.

For those willing to go the extra mile...

- There are some things you can do that will really add flair to your home. If your house is the least bit dated, changing out wallpaper in the entry, kitchen or bathrooms and replacing outdated light fixtures adds desirability.
- Fresh paint on interior and/or exterior where needed.
- New appliances in the kitchen can be an exciting feature that can actually make the difference in a buyer choosing your home over another.

Showing your home...

- When you leave the house in the morning or during the day, leave it as if you know it is going to be shown.
- Keep good scents in the house, such as potpourri or simmering pots or candles.
- Make sure all the lights are on and window treatments are open.
- Turn off the television.
- Keep pets out of the way – preferably out of the house. Many people are uncomfortable around some animals and may even be allergic to them.
- Leave your premises. Take a short break while your home is being shown. Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyer be at ease, and let the associates do their job.

Now that your home is “ON THE MARKET”...
Our Duties

I DO	YOU
<input type="checkbox"/> Install signs and submit to MLS.	<input type="checkbox"/> Complete all repairs and cleaning.
<input type="checkbox"/> Arrange for office tour by associates.	<input type="checkbox"/> “Stage” your home to be appealing.
<input type="checkbox"/> Prepare marketing information and advertising.	<input type="checkbox"/> Keep home ready for showing.
<input type="checkbox"/> Place marketing data in home for prospective buyers.	<input type="checkbox"/> Hide valuables (also prescriptions).
<input type="checkbox"/> Distribute marketing information.	<input type="checkbox"/> Keep marketing information out for buyers.
<input type="checkbox"/> Attempt to give 1-hour notice to show.	<input type="checkbox"/> Call me if information is depleted.
<input type="checkbox"/> Review market continuously.	<input type="checkbox"/> Leave premises for showings.
<input type="checkbox"/> Follow up with other realtors who show home.	<input type="checkbox"/> Call me with any questions.
<input type="checkbox"/> Communicate with you regularly.	<input type="checkbox"/> Market your home to friends and acquaintances.
<input type="checkbox"/> Advice of possible solutions if home has not sold.	<input type="checkbox"/> Keep me advised where to reach you or give permission to show if you are unavailable.
<input type="checkbox"/> Negotiate best contract for your needs.	<input type="checkbox"/> Refuse to discuss terms with buyers or their realtors without me present.

Home Warranties Can Aid Buyer and Seller

Many home purchasers erroneously assume that the Seller is always somehow liable when there is a defect or failure found in the home's cooling, heating, plumbing, electrical and/or appliances after the Buyer moves in. Unless otherwise provided for in the contract however, risk of loss often falls on the Buyer. Even where the contract provides that heating, plumbing, electrical, etc. be "operative" on or until date of possession, disputes can always arise as to when the breakdown occurred, who is responsible, how the repairs are to be funded, and when they are to be made.

Home warranty plans go a long way to alleviate these risks and concerns. For a modest price (currently basic coverage is \$280 to \$520, slightly more for optional coverage), Seller can provide to Buyer a one year warranty covering, specified heating, plumbing, electrical, water heater or appliance breakdowns. Coverage under most plans begins at closing (although some can be in effect during the listing period as well). In all cases, there are important limitations and exclusions (example: appliances/systems must be operative at commencement of coverage).

Presentation of Offers

When an offer is generated on your home we will do the following:

1. Present the offer to you personally.
2. Go over every item in the contract with you so that you thoroughly understand what the buyers are offering and what they are asking for.

Give you as much input as we possibly can regarding:

1. Current market and finance activity.
2. Other sales to date.
3. Competition.
4. Broker comments.

Checklist for Presentation of Offers

We use this checklist to protect you when offers are presented on your property:

1. Terms clear and complete.
2. Loan Information
 - A. Is the anticipated loan realistic?
 - B. Is there an interest rate – not to exceed _____%?
 - C. Is the Buyer to go back through existing lender?
 - D. Number of days to qualify for and obtain the new loan. _____
 - E. Pre-approval letter
3. Date of Closing.
4. Date of occupancy – provision made for rental, if possession not upon date of closing.
5. Any variation in payment of normal closing costs for Buyer and seller.
6. Personal property included and/or excluded.
7. INSPECTIONS
 - A. Who pays for them?
 - B. Time limit. _____
8. What repairs, if any, are to be made; by whom and with what dollar limitation, if any?
9. Property Owner's Disclosure of any deficiency within or affecting the property or structure, which might adversely affect the value, use or enjoyment of the property or structure by Buyer.
10. Signatures by all Buyers named in contract.
11. Homeowner assessments – paid by Seller or assumed by Buyer.
12. Sale of Buyer's Home.

A. Number of days to sell – does it correspond with the closing date – if so change it so that if Buyers don't sell, Sellers can put the home back on the market.

B. Contingency release clause – 72 hour release clause.

13. Broker acting as principal – disclosure.

14. Multiple Counter offers.

15. Understanding by Buyer and Seller of costs to be incurred, payments to be made and estimated net revenue to be realized from this transaction.

Negotiating the Sale

When purchase contracts are negotiated, you will be kept informed every step of the way.

During the selling process, we will:

- Establish and explain guidelines prior to presentation.
- Present all offers to you... as quickly as possible.
- Review the contract with you.
- Keep you up-to-date on current market activity, which may affect the strength of the offer.
- Ensure that all parties in all transactions are treated fairly and with honest consideration.
- Make certain there is compliance with disclosure laws and ordinances.

Processing the Sale

A Realtor® has more responsibilities than listing and showing! You should be aware of what we do after the contract is signed:

1. Open Title through our closing coordinator.
2. Deliver Residential purchase and sale agreement to Escrow.
3. Obtain receipt for earnest money check from Escrow.
4. Order all necessary inspections.
5. Examine the Preliminary Title Report for clouds and make sure problems are disclosed early so closing is not delayed.
6. Insure that you receive copies of all documentation pertinent to the transaction.
7. Note all contingencies and attempt to remove them within the time limit provided or get an extension of time, if needed.
8. Keep you abreast of buyer's loan application and the progress of the appraisal on your home.
9. Coordinate inspections and keep you informed of their findings:
10. Coordinate negotiations of any required repairs.
11. Coordinate the closing and move-in dates so that they are as convenient to both parties as possible.