



Your Home...Sold!  
Sell Your Home Quicker and for More Money

B&Co.

[BromAndCo.com](http://BromAndCo.com)



Welcome

When you're selling your home, you want to work with a successful, trustworthy real estate agent—one who uses a variety of marketing tools to find you the best deal possible—in a reasonable amount of time.

I greatly appreciate the opportunity to present my proven approach to selling homes in the Houston area.

As your agent, there are several services you can expect me to provide, including:

- Setting the right price for your home.
- Aggressively marketing your home to potential buyers using the latest technology and Internet resources.
- Professionally staging your home using photography and 360° tours to showcase the details that attract buyers.
- Strong negotiating skills to manage counter-offers so you get the most money for your home.

Both you—and your home— will be prepared for a successful sale.

Warm Regards,

Brombacher & Co.

**We look forward to being your Realtor.**





# Testimonials

“Mike did an exceptional job and I would recommend him without hesitation. His attention to detail was exceptional and any problems or challenges that came up were immediately and appropriately taken care of. **One thing that really sets Mike apart is his critical thinking skills and creative business strategies.**”

-Brandon C.

“Mike did a terrific job for me on both sides of the deal; the sale and the buy of my homes. On the selling side **Mike provided a tremendous marketing and home staging plan which was undoubtedly the reason for my quick home sale at my FULL asking price.**

-Dan A.

“Mike is a great realtor! **He is knowledgeable, and was very helpful throughout the process.** He helped ease my worries, and answered all my questions. I highly recommend him.”

-Lola A.

“Mike was an absolute jewel! He responded to any inquiry whether phone or email usually in minutes. He arrived at all property showings on time and prepared. He totally understood what we were looking for and we are very happy with our new home. **We're new to Houston and we just got lucky that we found Mike!** Truly a five-star performer!”

-Vicki H.



# How Homes Sell

The primary purpose of the various marketing tactics I use is to promote your home to potential buyers with the main goal of securing in-person showings. When buyers reach your front door, the marketing has been successful.

Your home must now compete with other homes in two areas:  
**price and features.**

If your home is priced lower or has more features than comparable homes, your home will stand out as the better value.

However, if your home lacks the features that appeal to potential buyers, the only option is to compete on price.

To obtain the maximum value in the shortest amount of time, your home should stand out as one of the top two-to-three best values in your immediate neighborhood.



# Service

## WHAT ELSE YOU CAN EXPECT FROM ME

In addition to the services we've covered, you can expect me to provide the following:

- Attentive one-on-one service. The responsibility of managing the sale of your home is never passed off to other agents or assistants. I will be there for every showing to ensure your home is presented properly—and to gather valuable feedback.
- Communication regarding any changes in the market, including new listings, price changes of competing homes, neighborhood sales, and how we should reposition your property to remain competitive.
- Assistance negotiating offers and preparing contracts.
- Attending the closing to ensure all contract provisions have been met and that you are fully satisfied with the results of your sale.
- Continual communication and updates regarding the selling of your home.

## Factors that Influence Market Value

Supply & Demand  
Economic Conditions  
Asking & Selling Prices of Competing Homes  
Your Home's Condition  
Buyer's Perception of Your Home

## Factors with Little or No Influence on Market Value

Price the Seller Paid for the House  
Seller's Expected Net Profits  
Amount Spent on Home Improvements

## PRICING YOUR HOME FOR A SUCCESSFUL SALE

The single most important factor to ensure the successful sale of your home is to price the home accurately. If the home is overpriced, there is no amount of marketing, staging, or open houses that will help sell the home.

Many sellers are tempted to list their home with the agent who quotes the highest price. However, it's likely the high bid is an exaggeration to attract your business—and you will be forced to drop the price when your home doesn't sell.

The market will determine the value of your home. I stay abreast of your neighborhood price trends and will scour local records for comparable homes that have recently sold, as well as homes currently on the market in surrounding areas. I will also look at withdrawn and expired listings for patterns and common factors.

**Ultimately, we will set the right price for your home.**

# Price

## PROFESSIONAL APPRAISAL

When you're selling your home, a professional home appraisal is a key component to setting an effective price. When you list and close your home with me, I'll pay for a prelisting appraisal by one of Houston's most respected appraisal firms.

Benefits of having a professional appraisal:

- Receive an unbiased, third-party opinion of the market value of your home by a trained professional.
- Efficiently recognize and respond to a market offer.
- Effectively challenge a low lender's appraisal of your home, maintaining your higher contract price.

By having a professional appraisal of your home, you can avoid a real estate agent who suggests a higher listing price, pushing you out of the marketplace and wasting your time.

**An educated and informed seller is a smart seller.**







# Condition

## PREPARING YOUR HOME FOR A SUCCESSFUL SALE

Inspections are a typical part of buying a home, but they should also be a typical part of selling a home. When you list and close your home with me, I'll pay for a prelisting home inspection by one of Houston's most experienced inspection firms.

Through a prelisting home inspection, homeowners can discover and repair problems early in the marketing process, which places *you* in control and eliminates the stress of making repairs on the buyer's schedule.

Prelisting home inspections and subsequent repairs also

- Ensure your house is move-in ready.
- Focus buyers away from what they need to repair.
- Make your house more valuable and command a higher price.

I will also recommend trustworthy, professional home-remodeling contractors to address any repairs that are needed.





# Condition

## STAGING YOUR HOME

Highlight your home's strengths, downplay its weaknesses, and appeal to the greatest possible pool of prospective buyers by staging your home before buyers see it.

As the saying goes, “You never get a second chance to make a first impression.” Well-staged homes look better, photograph better, show better and—most importantly—sell faster than non-staged homes.

When you list and close your home with me, I will pay to have a staging consultation by one of Houston’s most experienced professional stagers. Home staging positions the home to appeal to the psychological needs of buyers by creating an emotional connection to the home, helping buyers imagine living in the home.

Potential buyers aren't just looking for a structure to inhabit—they're looking to fulfill their dreams and improve their lifestyles.



# Condition

## HOME WARRANTY

A home warranty is a service contract that covers the repair or replacement of many of the most frequently occurring breakdowns of home system components and appliances.

When you list and close your home with me, I will pay for a nationally recognized home warranty plan for your buyer.

By informing potential buyers that your home is covered by a comprehensive warranty, you're boosting the buyer's confidence—and your home stands apart from the competition.



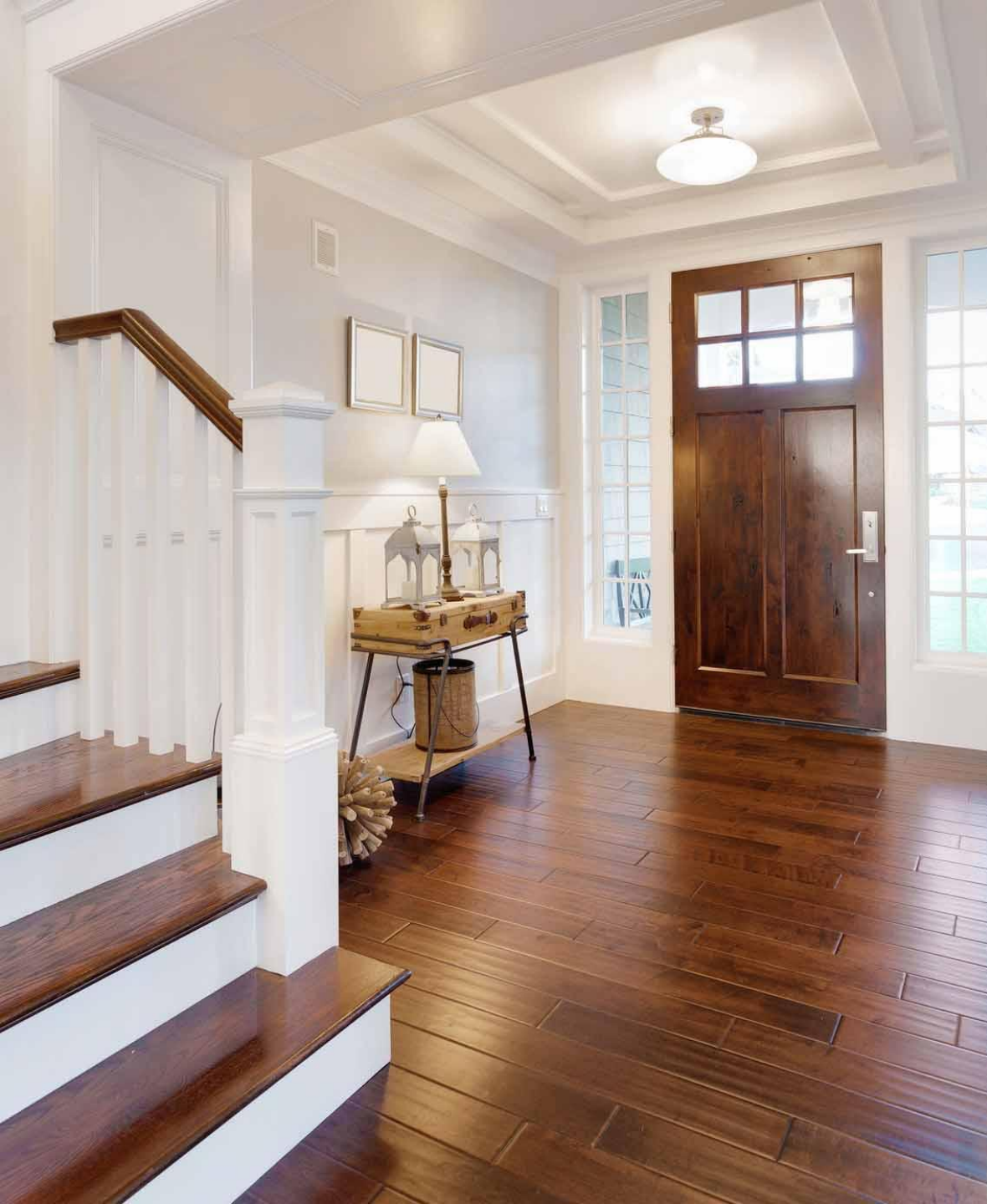


# Marketing

Using strong marketing techniques is smart business. Marketing might not sell your house, but it will generate interest in your home among potential buyers. In a seller's market, good marketing can bring higher prices, and in a buyer's market, it could mean the difference between **sold** or **expired**.

The most effective way to garner the attention of potential buyers and productive real estate agents is through accurate pricing and great photography of both the exterior and the interior of your home.

Because the Internet is such an important tool in the home buying process, I use every possible means—including my own websites, real estate aggregator websites, and social media. I also use traditional marketing methods such as yard signage, open houses, direct mail, and print advertising when I feel that it'll benefit the sale of your home.



# Marketing

## INTERNET MARKETING

I primarily use the Internet to market your home to potential buyers, posting the listing on my own website as well as a variety of aggregator real estate websites. Your home will be listed on Houston's most popular real estate website **HAR.com** and my website **BromAndCo.com**.

Your home's listing will include

- Professional photos of your staged home.
- 360° tours of your staged home.
- Detailed descriptions of your home.
- Interactive maps.
- Open house notices.
- Lead-generation forms for potential buyers.





# Marketing

## PROFESSIONAL PHOTOGRAPHY

Most home buyers begin a home search online, so quality photos are essential to piquing their interest. We have a number of unique photography options such as drone, twilight, floor plan, and more. After a consultation, we'll determine the best way to photograph your home and show it in the best way possible.

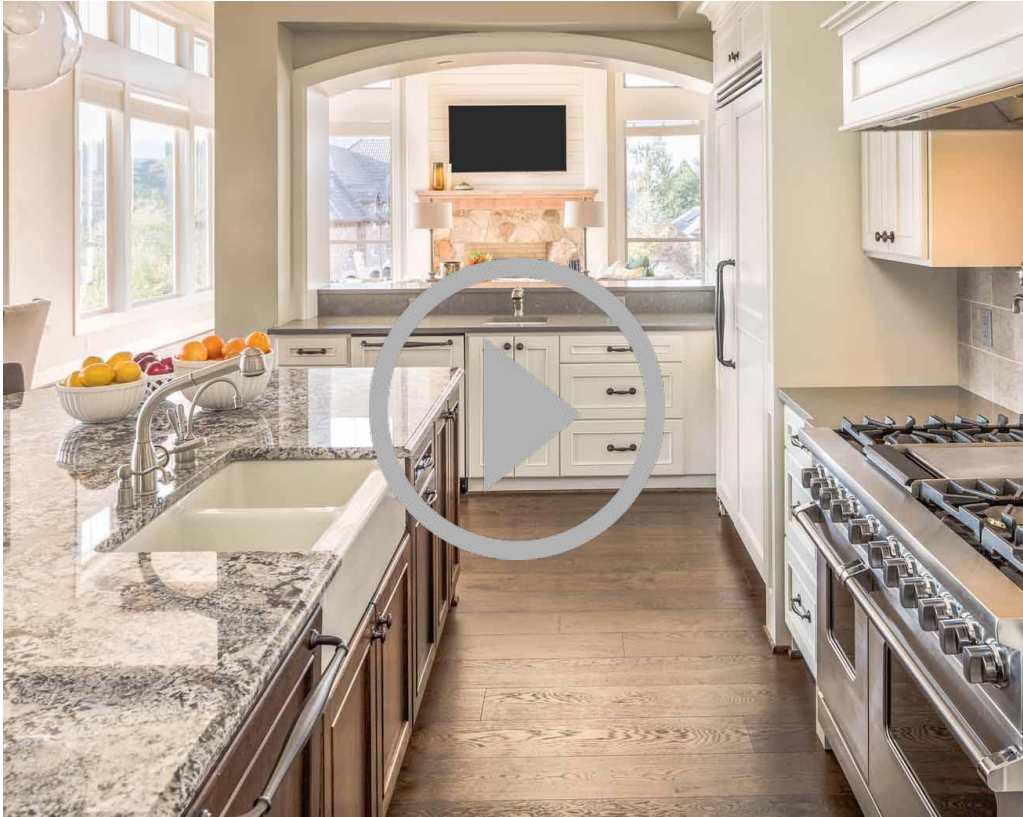
After your home is staged, I will pay to have your home professionally photographed by one of Houston's most experienced real estate photographers.

In a survey by the National Association of Realtors, homebuyers rated photos as the feature they use most when searching for a home on the internet. The professional photographs will showcase your home's curb appeal, the interior's natural lighting, and the move-in ready feel of the staged rooms.

I want your home to shine because I know it will attract the right kind of buyers for your home.

# Marketing

## 360° TOURS AND VIDEO



In addition to professional photography, I create tours of your entire home using a 360° camera. These 360° tours give potential buyers a feel for what living in the house could be like before they make a personal visit.

It can be difficult to convey space and depth by using pictures alone, and it's difficult to get a feel for how the house flows in regards to design without walking through the house. The 360° tours solve that problem.

Video has been shown to attract buyers, boost listings, and increase sales. Using video to sell your home sets you apart from your competition. It gives online visitors a feeling of being in the home, helps them get a feel for the flow of the house, and helps them feel the personality of your home.



# Marketing

## INTERNET MARKETING

Your home will be placed on the leading aggregator real estate websites used by buyers in the US. Here are a few of the sites where your home will be found by potential buyers:



# Marketing

## SOCIAL MEDIA MARKETING

I also use social media to market your home. Because social media sites like Facebook, Instagram, and LinkedIn have become extraordinarily popular with people of all ages, it's a viable outlet to market your home. These sites represent an opportunity to reach tens of thousands of local Houston residents on a site where they already spend a lot of time.

Potential home buyers who see posts about your home will be able to click on a link that takes them to your listing where they will see the full details with photographs and video.

I use social media to promote an open house of your home and to drive traffic to your listing.



**Reside Residential**  
Sponsored

Like Page

Spectacular custom Sullivan Brothers two story 3 bedroom/2.5 bath recent construction. Awesome location adjacent to the Heights bike path.



**Home for Sale in Heights | Harvard Elementary District**  
Spectacular Houston Heights home with three porches

[HTTP://WWW.HOUSTON-NEIGHBORHOODS.COM/PROPERTY/75...](http://www.houston-neighborhoods.com/property/75...) [Learn More](#)

  20

30 Comments 2 Shares

 Like

 Comment

 Share



# Marketing

## E-MAIL MARKETING

Another marketing technique that I use is e-mail marketing. This technique allows me to market your home to thousands of real estate agents in the Houston area.

E-mails sent to agents will give a brief overview of the property with photos. It will also include a link that takes them to my website where they will see the full listing with all of the photographs and 360° tour.

I am happy to offer this marketing technique as these e-mails have generated a tremendous response for my clients, leading to increased awareness and showings.



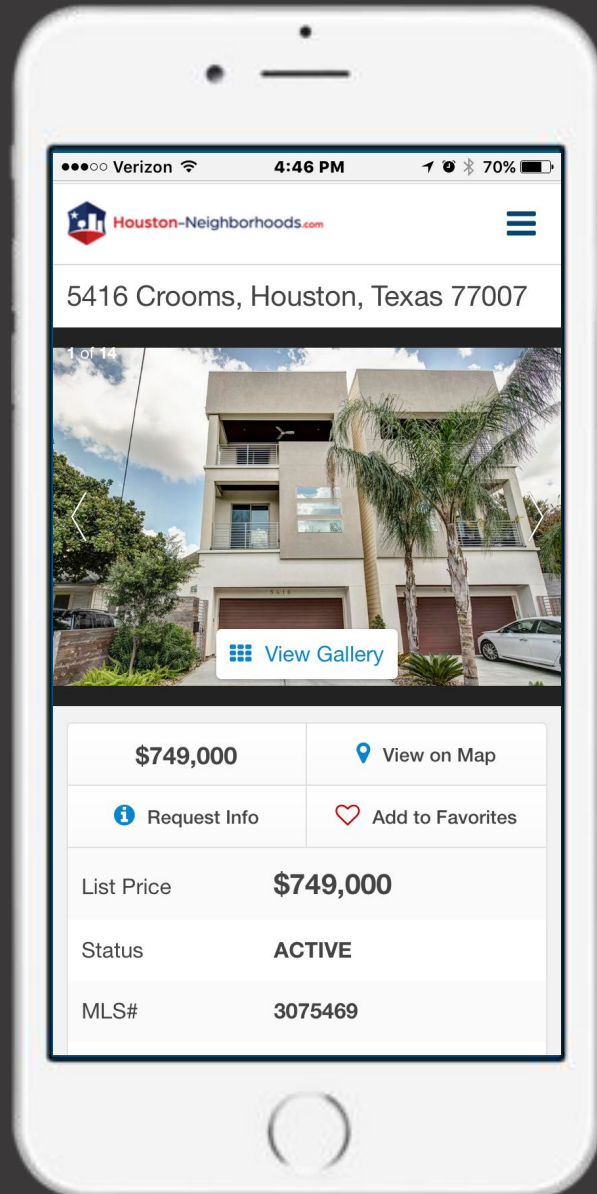
# Marketing

## MOBILE MARKETING

My website is completely optimized for mobile use. I will create a custom mobile website for your home that can be accessed from any smart phone, replacing the need for brochures.

Potential buyers are able to immediately access a detailed description of your home, along with beautiful photos and video. We can also make useful documents available such as your Seller's Disclosure, Inspection Report, and more.

I receive an immediate notification with the potential buyer's cell phone number, allowing me to follow up while the prospective buyer is still in your neighborhood.





# Marketing

## CORPORATE RELOCATION

Because it's home to twenty-four Fortune 500 companies and even more multinational corporations, many people relocate to Houston every year. Relocating can be daunting, but my knowledge of the Houston area can provide a huge advantage to help match people with new homes.

I work with individuals moving to Houston and corporate relocation teams, so your home will get maximum exposure to potential buyers looking in the area.



# About Me



*"I love Houston and the people. Of all the places I've been and of all the people I've met, nothing compares to Houston. This is home."*

I've lived in Houston most of my life and never want to live anywhere else. I grew up in West University, and attended neighborhood HISD schools: West University Elementary, Lanier Middle School (Montrose), and Lamar High School (Upper Kirby).

Growing up, I participated in all of my neighborhood sports including soccer, basketball, and swim team. I also worked up the ranks in my local Boy Scout Troop and became an Eagle Scout.

I like traveling to places like Vietnam, Colombia, and Cuba and love that so much of the world is right here in Houston. When I can't travel, I can head down the street to experience the same food and culture of my favorite places.

I love the Inner Loop, and I know it well. Sellers, my finger is on the pulse of current local real estate trends and the most effective marketing tactics, so your current home can sell as quickly as possible. Buyers, whether you're looking to find the best schools or which neighborhoods have the best communities, I can help you find your forever home in the city I love.

Perhaps most importantly, I know that a home is so much more than just a house. At the end of a long day of work, you want to come home. You want to be where your family creates its memories. Not just in the photo albums, refrigerator drawings and homemade cards. But, in the markings on the door frame where your children will grow to be taller than you. In the patchwork sheetrock where your boys love to rough-house. In the path you've worn on the kitchen tile from dancing with your daughter after dinner.

My passion is in helping others find their perfect home. I created MikeBrombacher.com for just that reason. We specialize in being a trusted resource for our buyers and sellers—and tailor our strategies, techniques, and recommendations for each individual client to create a truly personalized experience.





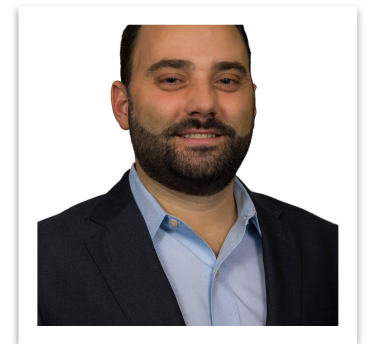
# Thank You

Thank you for the privilege and opportunity to work with you. As always, feel free to call me if you have any questions.

I look forward to meeting with you and helping you achieve a successful sale.

*MBrombacher*

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**BROMBACHER & Co.**  
P R O P E R T I E S