



Christopher Tenggren
BROKER/REALTOR®

ABR, AHWD, BPOR, CDPE, CNHS, CLHMS, CRS, ePRO, GREEN, GRI, PMN, RECS, RFS, SFR, SRES, SRS

RE/MAX All Pro
505 W Main Street - St. Charles, IL 60174

630-513-0222

HomesInTheFoxValley.com

Christopher@HomesInTheFoxValley.com

Each RE/MAX office is independently owned and operated.



Pre-Listing Presentation



Christopher
Tenggren
HomesInTheFoxValley.com

Bringing Buyers and Sellers Together in Today's Real Estate Market!

"When Excellence Matters - Count on Christopher!"



An Exclusive Presentation

for...

Mr. and/or Mrs. Prospective Home Seller

123 Any Street - Anytown, Illinois



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Greetings

Selling your home is one of the most significant transactions of your life.

Christopher takes his responsibilities very seriously and approach this task with sensitivity, concern and the highest level of professionalism.

Thank You...

For the opportunity to discuss the marketing of your home!

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About Christopher

Christopher is a Full Time, Full Service Independent Residential Professional REALTOR®!

Why choose Christopher?

All REALTORS® are not created equal!

Just ask anyone who's bought or sold a home. Finding the right professional REALTOR® is one of the most important steps you'll take in buying or selling real estate.

REALTOR® Designations and Certifications can mean the difference!
What are REALTOR® Designations and Certifications?

"These are the marks of Expertise and Service" according to the National Association of REALTORS® (NAR®). NAR® offers Designation and Certification programs to its members (including the ABR®, and GRI® designations, and the ePRO® certification program), and a variety of affiliates as well as third party industry organizations that provide education and Designations acknowledging experience and expertise in various real estate sectors.

To learn more about what the NAR® says about the REALTOR® Family Designation and Certification Programs, visit their national web site at: REALTOR.org

Christopher believes that being fully Involved, Affiliated & Educated in his field is critical to bringing the highest level of value and knowledge to his clients! As a result...

Christopher holds the following 15 Industry Recognized Designations & Certifications:

Designations:

ABR, CDPE, CLHMS, CNHS, CRS, GREEN, GRI, PMN, RECS, RFS, SRES, SRS

Certifications:

AHWD, BPOR, ePRO, SFR

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About Christopher



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About Christopher

Designations & Certifications (16)

A.B.R. (Accredited Buyer Representative - N.A.R. Designation) - 2003

A.H.W.D. (At Home With Diversity - N.A.R. Certification) - 2006

B.P.O.R. (Broker Price Opinion Resource - N.A.R. Certification) - 2012

C.D.P.E. (Certified Distressed Property Expert - Designation) - 2009

C.L.H.M.S. (Certified Luxury Home Marketing Specialist - Designation) - 2004

C.N.H.S. (Certified New Home Specialists - Designation) - 2006

C.R.S. (Certified Residential Specialists - N.A.R. Designation) - 2005

ePRO (N.A.R. e-Professional Online Technology - N.A.R. Certification) - 2003

GREEN (N.A.R. Green Resource - N.A.R. Designation) - 2009

G.R.I. (Graduate, REALTOR Institute - N.A.R. Designation) - 2003 & Graduate Course Completion - 2003-2009

P.M.N. (Performance Management Network - N.A.R. Designation) - 2006

R.F.S. (Residential Finance Specialist - Designation) - 2004

R.E.C.S. (Real Estate Cyberspace Specialist - Designation) - 2006

S.F.R. (Short Sale & Foreclosure Resource - N.A.R. Certification) - 2010

S.R.E.S. (Senior Real Estate Specialist - N.A.R. Designation) - 2003

S.R.S. (Seller Representative Specialist - N.A.R. Designation) - 2014

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About Christopher

Resent Awards

Five Star Professional – 2011, 2012, 2013, 2014, 2015 & 2016 "Chicago Area" Award Recipient (listed under St. Charles, IL)
Awarded Annually to Real Estate Agents with the Highest Overall Satisfaction by Clients, Peers and Industry Experts (less than 2% of Real Estate Agents in Chicagoland were selected). See the "Five Star Professional" Section in the Annual October Issue of "Chicago" Magazine.



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About Christopher

Resent Awards

REALTOR Association of the Fox Valley - **2010 REALTOR of the Year**
Council of Residential Specialists - Illinois State Chapter - **2010 Certified Residential Specialist of the Year**
Women's Council of REALTORS - Illinois State Chapter - **2010 Member of the Year**

Council of Residential Specialists - National - **2013 National President's Award**
REALTOR Association of the Fox Valley - **2013 & 2015 President's Awards**
Women's Council of REALTORS - Fox Valley Chapter - **2013 REALTOR Member of the Year**



National



**2013
President's
Award**

Women's Council of
REALTORS®
Illinois - Fox Valley Chapter

**2013
REALTOR
Member of the
Year**




**2013
President's
Award**



**2015
President's
Award**

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Resent Awards

Illinois Association of REALTORS® - **2014, 2015, 2016 REALTOR Advocate**, **2013 R.P.A.C. Hall of Fame Inductee**
National Association of REALTORS® - **2014 R.P.A.C. Hall of Fame Inductee**, **GREEN Resource Council - 2015 EverGREEN Award**



**2014 , 2015 & 2016
Illinois Association of
REALTORS
Advocate**



**2014
N.A.R. REALTOR
Political Action Committee
"Hall of Fame" Inductee**



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A banner for Christopher Tenggren Real Estate. It features a house icon with a "RE/MAX" logo, the text "Christopher Tenggren", "HomesInTheFoxValley.com", and a tagline: "Bringing Buyers and Sellers Together in Today's Real Estate Market! 'When Excellence Matters - Count on Christopher!'". A photo of Christopher Tenggren is on the right.

About Christopher

Profesional Statements

My Vision

Determination + Integrity + Loyalty = Trust, Satisfaction & Success!

My Mission

As a Full Time, Full Service Independent Real Estate Professional, I will utilize my extensive Training and Experienced Sales, Marketing and Negotiating Skills, to provide my Clients (& Customers) the Highest level of Service possible (through ongoing Practical Experience, Personal Skill and Educational Development and Industry Involvement), in order for them to realize their Personal and Financial Objectives in the Residential Real Estate Marketplace!

My Goal

To be a Permanent and Trusted Member of my Client's Professional Life Team and a Recognized Professional by my Industry and Peers!

My Brand

"When Excellence Matters - Count on Christopher"

Sincerely,

Christopher A Tenggren
BROKER/REALTOR®

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About RE/MAX

Why **RE/MAX**...

It's the Experience!

RE/MAX is the **#1 Real Estate Agency** in the world with over 100,000 Agents in over 60 countries.

RE/MAX Northern Illinois

REMAX of Northern Illinois is one of the largest REMAX regions in the system and it continues to be the longstanding leader in Northern Illinois.

The REMAX Northern Illinois network encompasses the top fourth of the state of Illinois and consists of well over 100 Offices with Thousands of Agents.

A RE/MAX REALTOR®


A REALTOR® is a member of the NATIONAL ASSOCIATION of REALTORS® and subscribes to it's strict Code of Ethics.

RE/MAX is the number 1 name in Real Estate.

No One in the World Sells More Real Estate than RE/MAX!

You never know where your buyer will come from. Through RE/MAX, your property is displayed to buyers around the world in 36 local languages and 40 currencies.

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The Power of RE/MAX

We Get Results!

Christopher's Expertise in the local market combined with the widespread awareness of the RE/MAX brand, enables Christopher to help you achieve your homes sale objectives.



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About RE/MAX



For Sale

Christopher Tenggren
www.HomesInTheFoxValley.com

RE/MAX All Pro (630) **513-0222**



THE
RE/MAX
COLLECTION

Fine Homes & Luxury Properties

Marketed By
Christopher Tenggren
RE/MAX All Pro
630-513-0222
LuxuryHomeMarketingSpecialist.com

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About RE/MAX



Certainly other real estate networks have luxury divisions, but none have the global scope of RE/MAX.

RE/MAX Associates have access to thousands of international referral sources, which is key to finding qualified buyers and sellers in the high-end market.

REMAXCollection.com

Pre-Listing Presentation

A banner for Christopher Tenggren, a RE/MAX agent. On the left is the RE/MAX logo. In the center is a stylized house icon with the text 'HomesInTheFoxValley.com' in a large, bold, red font. Above the house icon, the name 'Christopher Tenggren' is written in a red, cursive font. Below the house icon, the text 'Bringing Buyers and Sellers Together in Today's Real Estate Market!' is written in a small, black, sans-serif font, followed by the quote 'When Excellence Matters - Count on Christopher!' in a red, cursive font. On the right is a black and white portrait of Christopher Tenggren, a man with short hair, wearing a suit and tie, smiling.

Christopher's Objectives

Christopher Will...

- Listen - So I Will Understand Your Objectives.
- Explain - The Home Selling and Marketing Process - My Responsibilities & Your Responsibilities.
- Review - Your Home Thoroughly.
- Advise - To Help Properly Price Your Home.
- Prepare - You & Your Home for the Market.
- Advocate - From the Time of Contract through Closing.
- Ask - You for Your Commitment to Begin Marketing Your Home.

Frequently, a real estate agent will tell a seller what they want to hear just to get the listing. I will speak with you very candidly and tell you the truth about what is needed to get your home sold.

Pre-Listing Presentation



Agency

What is Agency?

Agency is the legal framework that allows a person to act through representation.

In our state (Illinois), our License Law Provides for two primary types of Agency:

Designated Agency & Dual Agency

Recent updates to our License Law provide a minimum level of service requirement for the consumer in our state. Between the License Law and the REALTOR Code of Ethics, you can trust your REALTOR.

Agency is disclosed and defined to the consumer in the Exclusive Agreement they will sign and enter into with the Brokerage they select to work with.

Pre-Listing Presentation



Common Goals

In Selling Your Home...

...We Have Common Goals!

- Sell At the highest possible price;
- Sell In the shortest amount of time, and;
- Sell with the most favorable terms!

Pre-Listing Presentation



Common Goals

**We will be working together as a team to
get your home sold!**

**Cooperation and Communication will
ensure successful achievement of our
Common Goals!**

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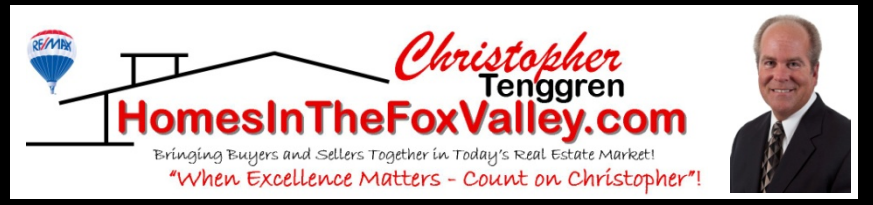


The Process

The Home Selling Process

- Initial Meeting
- Review Your Home
- 2nd Meeting to Discuss CMA
- Prepare Listing
- Set Up Warranties (if applicable)
- Prepare/Distribute All Paperwork
- Track all Showings
- Discuss Showing Feedback
- Qualify Buyers
- Present All Offers
- Negotiate All Counter Offers
- Deposit All Earnest Checks
- Handle Post Contract Paper Work
- Follow Up on Inspections
- Confirm Appraisal is Ordered
- Confirm Survey is Ordered
- Final Documents to Closing
- Post-Closing Follow Up

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Maximizing Value

We cannot control Market Conditions, Location & Size

Our focus will need to be on the factors we can control in order to get maximum value:

- Price
- Condition
- Marketing for Maximum Exposure

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Marketing

Marketing to Potential Buyers

- MLS Input
- Yard Signs
- Direct Mail Campaign
- Internet Syndication of Data & Information
- Write and Place Print Ads
- Prepare Feature Sheets
- Show Home to All Prospects

Marketing to other REALTORS®

- Enter Agent Remarks into MLS
- Host Agent Tour

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Marketing

- Office Staff to Handle Sign and Ad Calls
- Reverse Prospect Match
- REALTOR® -to- REALTOR® Marketing to Top Area Offices
- Customized Internet Listing & Multiple Home Photos on:
 - REMAXCollection.com
 - REMAX.com
 - IllinoisProperty.com,
 - HomesInTheFoxValley.com
 - REALTOR.com
 - Zillow.com, Trulia.com, Redfin.com & Homes.com
 - Social Media
- Follow Up on All Showings for Feedback
- Direct Mail Campaigns Targeted to Your Neighborhood/Area
- And More...

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Custom Marketing

Marketing advantages

Agents who use the RE/MAX Collection Program have access to specialized marketing opportunities with several national, and international luxury home publications. Targeting the demographically suited readership of these publications ensures marketing reaches the correct audience – potential qualified buyers. Such as:

- E-Mail Marketing Campaigns
- Direct Mail Campaigns Targeted to
Your Neighborhood for Potential Buyers
- Local Newspaper Advertising
- Magazine Advertising Targeting Luxury Home Buyers
 - Wall Street Journal
 - Unique Homes Magazine
 - & (of Course) RE/MAX Renowned Properties Magazine

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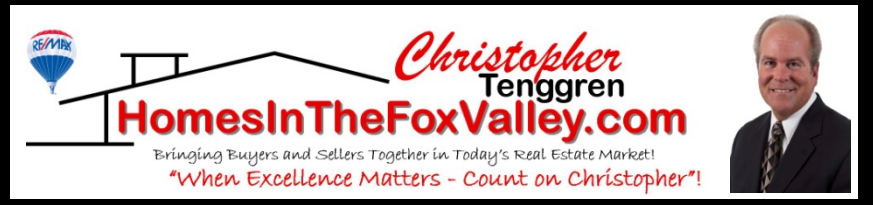
Comparative Marketing Analysis

The Recommended Initial List Price for your home
Will be determined by:

- Recently Sold Homes in Your Neighborhood
- Other Homes Currently on the Market in the area
- Features and the Condition of Your Home

All of these factors will contribute in determining the
Current Market Value of Your Home.

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Seller's Responsibilities

**We're a Team - Let's Work Together!
It is Essential**

Our Teamwork is Necessary for a Successful Sale

The Seller's Responsibilities:

- **Keep your home in showcase condition and provide easy access for potential buyers.**
- **Keep your home accessible for the appraisal and inspections.**
- **Make yourself available from the time a contract is presented as well as signed up until the closing day.**
- **Openly share all information about your home and its condition.**
- **For your security, refer all potential buyers to your REALTOR®.**

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Staging Your Home

To Maximize the Value, Christopher recommends following the 3 C's of Staging:

- **Clean = Spotless Kitchens, Baths, Entry Approaches, Porches, Patios, Decks & Yards**
- **Clutter Free = No Personal Items, Creating a Show/Model Home Look**
- **Color = Warm Neutral Rooms, with Color Accents**

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Staging Your Home

In the Case of Older or more Challenging Homes,
Christopher might recommend...

- **Use of a Home Stager/Staging Consultant**
- **Conducting a Pre-Listing Home Inspection**
- **Professional Cleaning and/or Repairs**
- **Radon Testing and/or Mitigation**

...or Other 3rd Party Services that may help to
prepare the Property to Shine in the Marketplace.

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Christopher's Promises

Christopher Promises to...

- Prepare an Honest Competitive Market Analysis for Your Home.
- Distribute Property Profile Information to Promote Your Home.
- Widely Distribute Your Home's Listing Information on the Internet.
- Place Your Home in My Print Advertising.
- Place Your Home in the Multiple Listing Service, Allowing Thousands of other REALTORS® to Work Your Property for You.
- Place a Yard Sign within two Business Days after we Sign an Agreement to Market Your Home.
- Explain Various Ways to Improve Your Property to Effect a Quicker Sale.
- Propose Ideas to Allow Your Home to Appeal to the Broadest Marketplace.
- Keep You Updated on the Progress of the Sale of Your Home Whenever there is Information to Share.

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Next Steps

In Preparation to List Your Home on the Market

Christopher will require...

- A Scheduled Date & Time to do the Interior Photography
- A Copy of Your Original Property Survey (if possible)
- A list of Upgrades and Updates the Home has had since your original possession (incl. cost of the individual investments)
- Agreement on the Initial Pricing Strategy
- Execution the Exclusive Right to Sell Agreement and Property Disclosures
- A (tested) Entry Door Key (for use in the Electronic Lockbox)
- A Date to Upload the Home Data into the Multiple Listing Service

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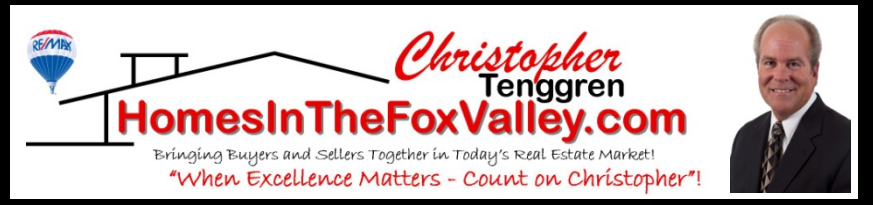


In Closing

**Thank You for your Time
And Consideration!**

**I look forward to the Opportunity to Help you
Market & Sell your Existing Home
Successfully!**

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In Closing

Please always know that Christopher will be available to field any and all question you may have about the process.

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