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## Real Estate Property Sales Services Proposal

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June 23, 20XX

Alan Hanes  
Premier Northwest Development, Inc.  
436 North 108<sup>th</sup> Avenue  
Suite 201  
Bellevue, WA 98033

Dear Mr. Hanes

I enjoyed meeting with you last week to discuss your new housing development. The quality and architecture of your homes is impressive, and Eagle Crest has the potential to become Redmond's most coveted neighborhood.

However, with the housing beginning to slow, you will need someone who has proven experience and a recognizable, reputable name to sell your homes. I have sold over 250 homes in the Bellevue/Redmond area over the last twelve years, and I can offer you that solid sales experience with an in-depth knowledge of our local area.

In addition, I propose that your on-site agent should be aggressively marketing your development instead of waiting for buyers. You will see that I already have a marketing plan for you, which will bring you the highest price possible for your homes.

My experience, reputation, knowledge, and marketing skills make me the best on-site agent you will find in the Bellevue/Redmond area. I am also a Microsoft Certified Relocation Specialist, allowing me the chance to find homes for Microsoft's new hires as they relocate. As Redmond is home to Microsoft's largest campus, this gives us an additional venue for finding buyers.

I welcome the chance to work with you.

Sincerely,

Julia Tempe  
Associate Broker  
Johnson Real Estate  
11516 164<sup>th</sup> Ave. NE  
Suite 302A  
Redmond, WA 98052  
425.752.8367  
jtempe@johnsonrealestate.com  
www.juliatempehomes.com



# PROPOSAL

## Real Estate Property Sales Services

**Prepared for:** Alan Hanes  
Premier Northwest Development, Inc.

**Prepared by:** Julia Tempe  
Johnson Real Estate



## DESCRIPTION

Hiring Johnson Real Estate to sell all 34 new homes in Eagle Crest for the highest possible price and showcase Premier Northwest Development, Inc. as a standard for quality home construction.

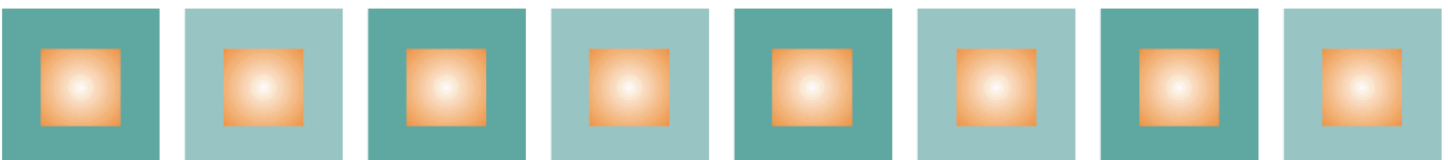
[www.JuliaTempeHomes.com](http://www.JuliaTempeHomes.com)

Johnson Real Estate  
11516 164<sup>th</sup> Ave. NE  
Suite 302A  
Redmond, WA  
98052

(PH) 425.752.8367  
(FX) 425.752.8368  
[www.JuliaTempeHomes.com](http://www.JuliaTempeHomes.com)

June 23, 20XX

Proposal Number: 53-493





# TABLE OF CONTENTS

Executive Summary	.....	2
Cost Summary	.....	3
Location Analysis	.....	4
Marketing Plan	.....	5





## EXECUTIVE SUMMARY

### The Objective...

Sell all 34 new homes in Eagle Crest for the highest possible price.

- **Need #1:** Experienced, qualified, reputable on-site agent.
- **Need #2:** Marketing plan.
- **Need #3:** Website with access to up-to-date information.

### The Opportunity...

To showcase Premier Northwest Development, Inc. as a standard for quality home construction.

- **Goal #1:** Achieve market exposure despite a saturated market.
- **Goal #2:** Promote Eagle Crest as a coveted living location.
- **Goal #3:** Establish a web presence for informational and marketing purposes.

### The Solution...

Hire the best agent and establish solid marketing.

- **Recommendation #1:** Contract with Julia Tempe as a listing agent.
- **Recommendation #2:** Approve detailed marketing plans.
- **Recommendation #3:** Register domains and build website.





## COST SUMMARY

<b>Development Costs</b>	<b>Price</b>
Eagle Crest website development	\$4,900.00
domain registration	\$20.00
3 <sup>rd</sup> party hosting fees, minimum 3 months	\$200.00
graphic design	\$1,000.00
<b>Total Development Costs:</b>	<b>\$6,120.00</b>
<b>Marketing Costs</b>	
billboard, print publications, Northwest MLS	n/a
<b>Total Marketing Costs:</b>	<b>n/a</b>
<b>Sales Costs:</b>	
Standard commission on sales price of home	6%
<b>Total Sales Costs:</b>	<b>6%</b>
<b>TOTAL AMOUNT</b>	<b>\$6,120.00 plus 6% commission</b>

**Standard Disclaimer:** The numbers represented above are to be used as an estimate for the projects discussed. The above Cost Summary does in no way constitute a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before being locked in by a binding contract.





# S A M P L E

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