



PROPOSAL KIT SAMPLE

Real Estate Property Sales Services Proposal

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

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
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
Associate Broker





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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.

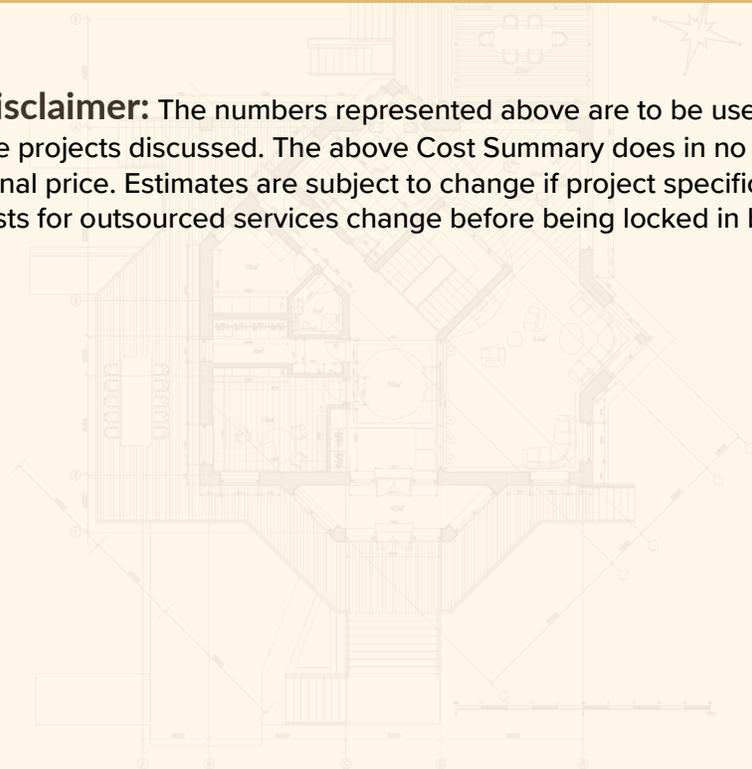




COST SUMMARY

| Development Costs | Amount |
|--|--------------------|
| Eagle Crest website development | \$4,900.00 |
| Domain registration | \$20.00 |
| 3rd party hosting fees, minimum 3 months | \$200.00 |
| Graphic design | \$1,000.00 |
| | \$6,120.00 |
| Marketing Costs | |
| Billboard & print publications | N/A |
| Northwest MLS | N/A |
| | N/A |
| Sales Costs | |
| Standard commission on home price | 6% |
| | \$6,120.00 |
| | plus 6% commission |

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