

# ***Kathy Collings, CRB, CRS, ASP***

***"Helping you achieve your real estate objectives is my primary goal"***

**Senior Vice President, Residential Division, F.C. Tucker Co. Inc.**

**Over 30 years real estate sales experience.**

**Received the Honored "F.C. Tucker Sr. Award" 2008**

**Member "F.C. Tucker Presidents Club" (Personal Achievement)**

**Multi-Million Dollar Sales Producer since 1983**

**F. C. Tucker Office Co-Manager for 42 sales agents (1988-2000)**

**Stanley K. Lacy Leadership Series Graduate (1988)**

**Certified Residential Specialist (CRS-1989)**

**Certified Residential Broker (CRB-1996)**

**National Association of Realtors (ePRO-2000)**

**Certified Electronic Marketing Specialist (CEMS-2004)**

**Seniors Real Estate Specialist (SRES-2006)**

**Accredited Staging Professional (ASP-2009)**



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***“Helping you achieve your real estate objectives  
Is my primary goal.”***

1. Meet personally with a prospective seller to view the home to find the necessary information to present a marketing objective.
2. Also to discuss their wants and needs, to discuss pricing strategy and prelisting maintenance, improvements or staging needs for the home prior to entering the active housing market. We want the home to show at its best advantage.
3. Also discuss expectations of the homeowner of me and my expectations of the homeowner so that we can work as a team to sell the home..

**“How I work differently...and the benefits to you.”**

**1. Exclusively by Referral**

- a. Most agents spend the majority of each day trying to find their next client.
- b. My day is spent working with you and other clients.
- c. If I’m getting repeat business and referrals, I must be doing something right.

**2. I’m Full-time**

- a. Because of the nature of my business, I am not sitting at my desk all day 8:00 to 5:00. When I am showing homes or in an appointment, I give the courtesy of turning my cell phone off. I will give you the same courtesy.
- b. Once the appointment is finished, calls will be returned.
- c. Emails are received through my computer and my cell phone and will be responded to as soon as I can devote my full attention to the inquiry.

**3. My professional opinion will always be given.**

- a. I have been able to help many buyers and sellers through the buying and selling process. I know what to look and listen for and will provide you with information you need to hear, not just what you want to hear.

**4. My clients enjoy service from me before, during and long after the sale or purchase of their home.**

- a. A total real estate resource. I want you to feel Comfortable contacting me long after the transaction is complete.

# WHAT DETERMINES VALUE?

	<b>Yes</b>	<b>No</b>
<b>Improvements?</b>	( ✓ )	( ✓ )
<b>What I Say?</b>	( )	( ✓ )
<b>What Any Other Realtors Say?</b>	( )	( ✓ )
<b>How Much You Need to Make from the Sale of Your Home?</b>	( )	( ✓ )
<b>Original Purchase Price?</b>	( )	( ✓ )
<b>Market Trends (Rising, Falling, Level)?</b>	( ✓ )	( )
<b>Actual Neighborhood and Area Sales Prices?</b>	( ✓ )	( )
<b>Competition?</b>	( ✓ )	( )
<b>Condition of the Property?</b>	( ✓ )	( )
<b>Location?</b>	( ✓ )	( )

## **Comparative Market Analysis**

A Comparative Market Analysis takes a look at other homes in your area which are as similar to yours as possible.

The first part of the analysis lists homes which have sold recently. The second part lists homes which are currently on the market and will be your home's primary competition.

Pricing your home is your decision.

**You will determine the *list price* of your home,**  
**The market will determine the *sale price*.**

Comparing your home to recent sales and to the current competition is the most accurate way to determine your best list price. The market changes daily and affects pricing on all homes. (New homes coming on the market, and homes that have sold and at what price.)

**The 5 factors in selling a home are:**

1. Price
2. Condition
3. Location
4. Terms
5. Listing Realtor

You have control over everything except location. You should make your decisions on the other items carefully and wisely, with as much information as possible.