

BUYER BENEFITS

Let's Begin

Thank you for the opportunity to serve you in the sale of the property. A detailed description is important to many buyers. The following table helps describe the buyer population.

	Type	Characteristics
3%	Driver	Big picture; high level; bottom line
19%	Compliant	Detailed; methodical; lots of data
11%	Influencing	Social; loves experiences; fun
67%	Steady	Familial; Memories; relational; paced

With this in mind, complete the following feature list so that prospective buyers can have the best information available for making an informed decision.

Below is a sample from a previous listing

[SELLER]

- Update the sections that you believe apply.
- Feel free to skip over key sections.
- Need to be completed PRIOR to staging because this information goes immediately to the photographer and publisher.

NEXT STEPS

- EDIT PAGE 3

DPG 20160404

NUM STREET

Bedrooms || # Baths || # Car || #,### sqft || #,### land sqft

Top Reasons Why We Bought The Home

1. Nearby amenities: walking distance to restaurant such as Osaka and Indika
2. Nearby amenities: walking distance to nearby parks
3. Nearby amenities: easy shopping at grocery store, HEB
4. Preparing friends barbeque at custom-built grill
5. Generous storage space everywhere
6. Spacious kitchen with top of the line appliances
7. Gorgeous garden with plenty of shade and flowers
8. Great kid and sports friendly neighborhood
9. Jogging or biking around the lake with family
10. Superb indoor and outdoor space for entertainment
11. Oversized master bedroom with super large his and hers closets and dual-head shower
12. Spacious light filled rooms upstairs with oversized playroom and terrace with view of the pool and lake.
13. Walk-in closets in every room

Improvements You May Not Notice

- | | |
|---|------|
| 1. Roof upgraded to 30 yr shingle w/ warranty | 2013 |
| 2. Hot water heater w/6 yr. transferable warranty | 2011 |
| 3. Cedar fence | 2007 |
| 4. Storm doors on front and back | 2006 |
| 5. Solar screens | 2006 |
| 6. Cedar pergola | 2005 |
| 7. Extended patio | 2007 |
| 8. Programmable thermostat | 2004 |
| 9. Gas fireplace logs w/ embers and rocks | 2005 |
| 10. Programmable sprinkler system w/ rain sensors | 2007 |
| 11. Attic decking in garage | 2005 |

Utility Costs

- Electricity: High \$100.00 || Low \$100.00
- Water/Sewer: High \$100.00 || Low \$100.00
- Gas: High \$100.00 || Low \$100.00

**Information such as measurements, square footage, material descriptions of the home may not be accurate and should be verified by the buyer prior to purchase of the property. All improvements and utility costs were provided by the seller.*

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Top Reasons Why We Bought The Home

Improvements You May Not Notice

Utility Costs

- Electricity **High \$** _____ || **Low \$** _____ **OR Average \$** _____
- Water/Sewer **High \$** _____ || **Low \$** _____ **OR Average \$** _____
- Gas **High \$** _____ || **Low \$** _____ **OR Average \$** _____

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