

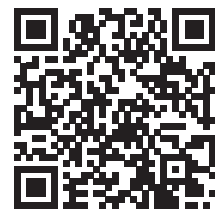


## Andy Bock, For The Record

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- Full time agent since 1991
- Over 1,200 houses sold
- Toured thousands of homes
- Navigated wide variety of market conditions
- Represent sellers and buyers, 60/40
- Experienced selling a cross section of property, ranging from old houses to new construction; starter houses to luxury homes and investment property
- Primarily focus on mid-town and suburban Omaha neighborhoods
- Dedicated to providing high touch and high tech service
- Recognized by my clients for possessing above average real estate knowledge
- Omaha native, 4th generation
- Married since 1986; three adult children

See my reviews  
on Zillow!



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# Andy Bock Adds Value

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## Here's How

- Help you enhance your property
- Help you price property so you get to the top of the range
- Execute a marketing campaign to give you maximum exposure
- Help you negotiate the best contract
- Help you get to closing on time with least amount of surprises or delay



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# The Building Blocks of a Successful Real Estate Transaction

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Reach as many people as  
possible, as frequently as possible,  
and provide excellent service

## How?



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# Buyer Profile

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- Typical home buyers will search 2-3 months for a home.
- 32% are first time buyers.
- 63% are married couples.
- 18% are single females.
- 14% of buyers purchased a multi generational home.
- First time buyers are 35 years old on average, non-first time buyers are 58 years of age on average.

## Typical Home Purchased:

1870 square feet, 3 Bedroom,  
2 Bathroom and built in approximately 1991

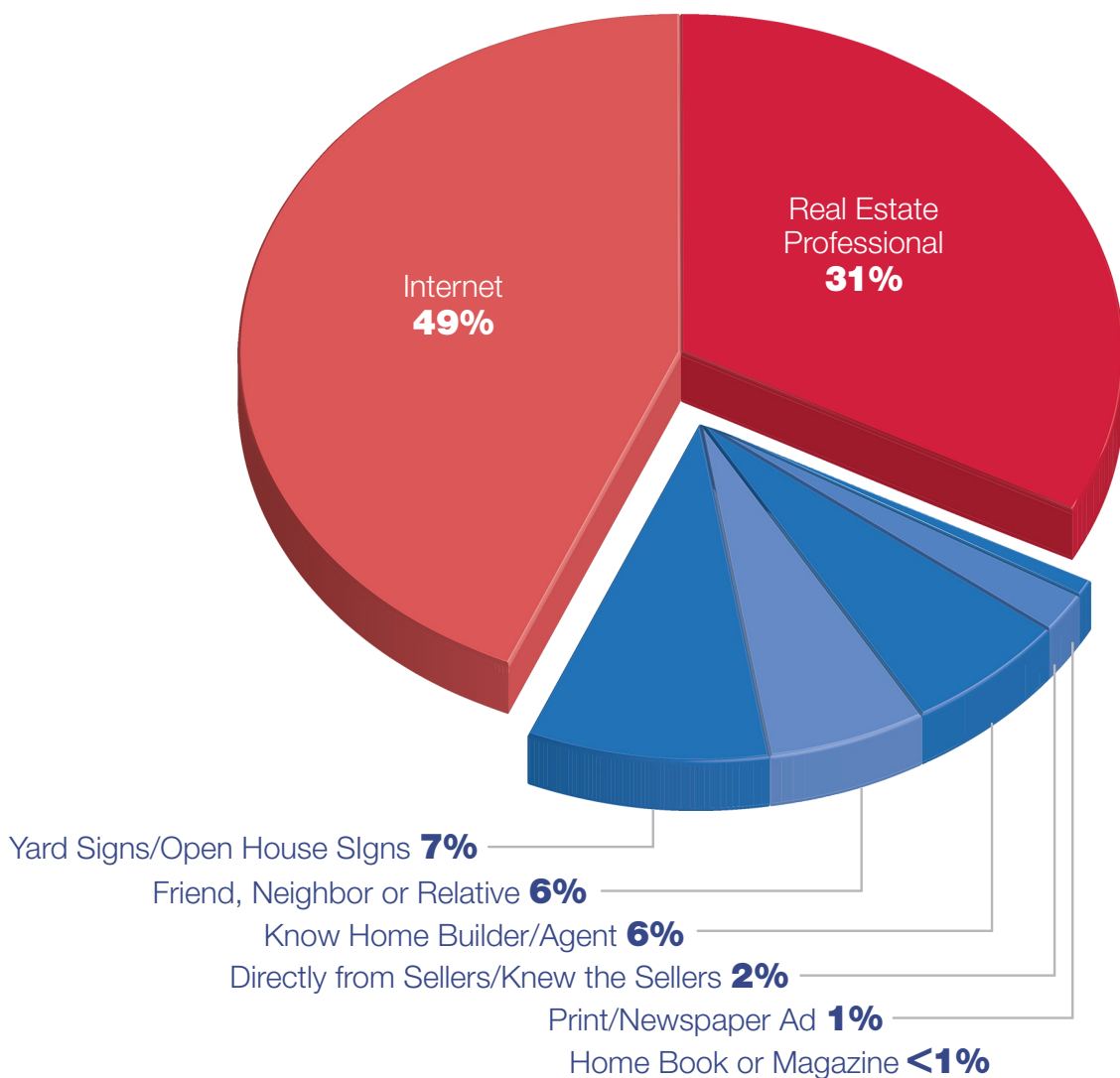


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# Where do **BUYERS** come from?

In the search for a new home, real estate agents and online websites continue to be the two most used resources. With nearly 2,800 area agents, our collective center of influence (other agents, friends, relatives and past clients) means more potential buyers for your home. And, npdodge.com is the best real estate website in the country.





# Why NPDodge?

When you have an NP Dodge sign in your yard, you have a first class company on your side.

- Chosen by more area home sellers than any other broker...since 1855
- Continually implementing leading edge tools, which could help you sell your home:
  - For more money • More quickly • More efficiently
- Supports the community through philanthropy, touching people from all walks of life



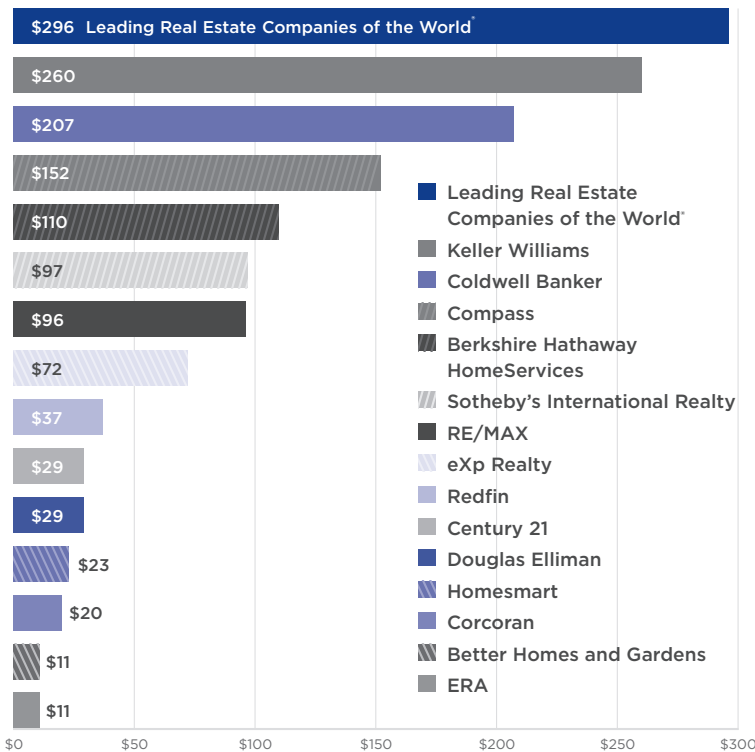
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# I'M LOCAL I'M GLOBAL®

*Leading* REAL ESTATE COMPANIES OF THE WORLD®

**NP Dodge Real Estate is a Member of the invitation-only network that has more U.S. Home Sales Volume than any other**



- 1.3 Million Global Transactions
- 565 Companies
- 4,600 Offices
- 150,000 Sales Associates
- 70 Countries
- NP Dodge is the only local real estate company

Volume shown in billions of dollars. This bar chart is sourced from REAL Trends 500 for 2020, realtrends.com.

**NP Dodge** SINCE 1855  
REAL ESTATE

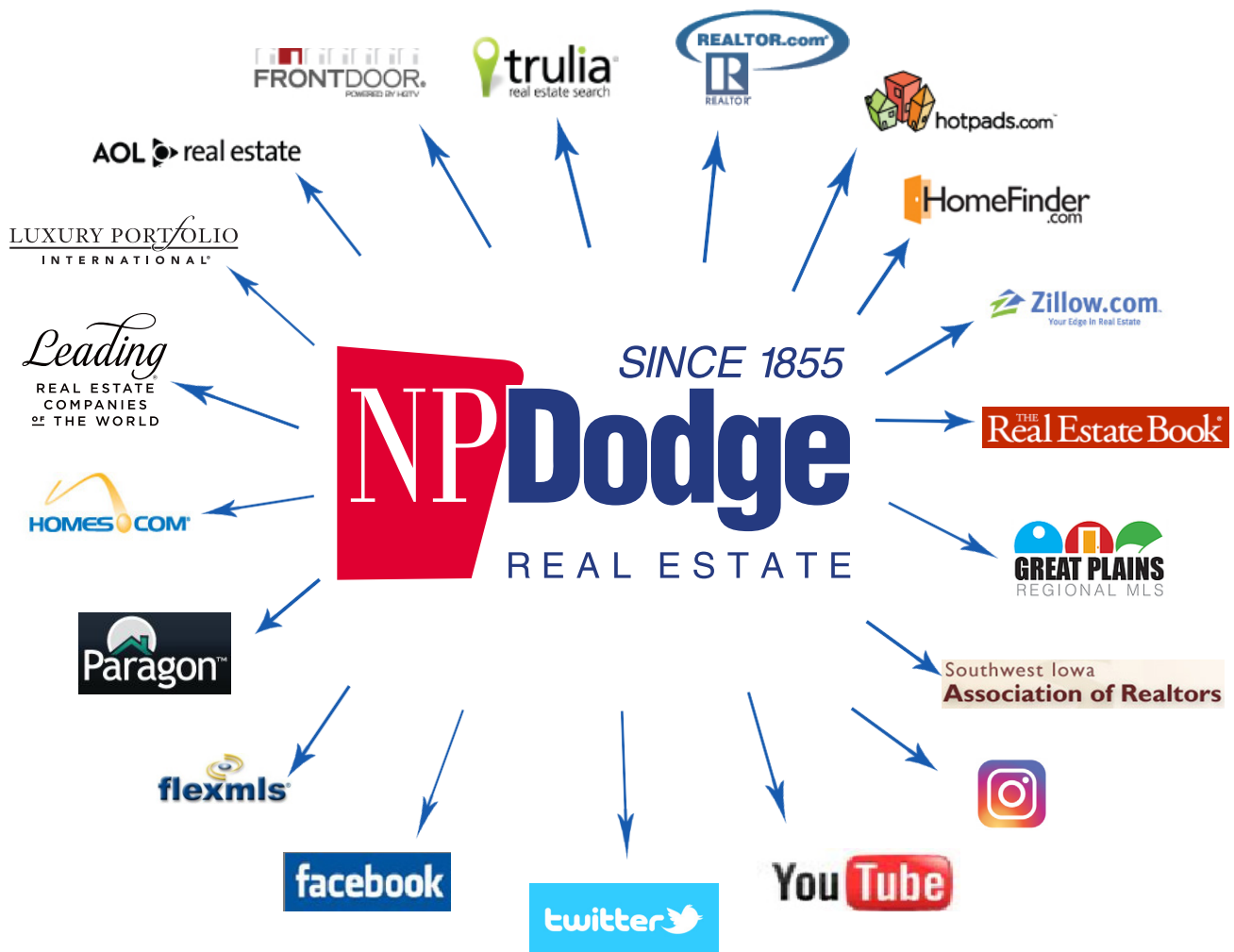
**THE POWER TO PERFORM.**

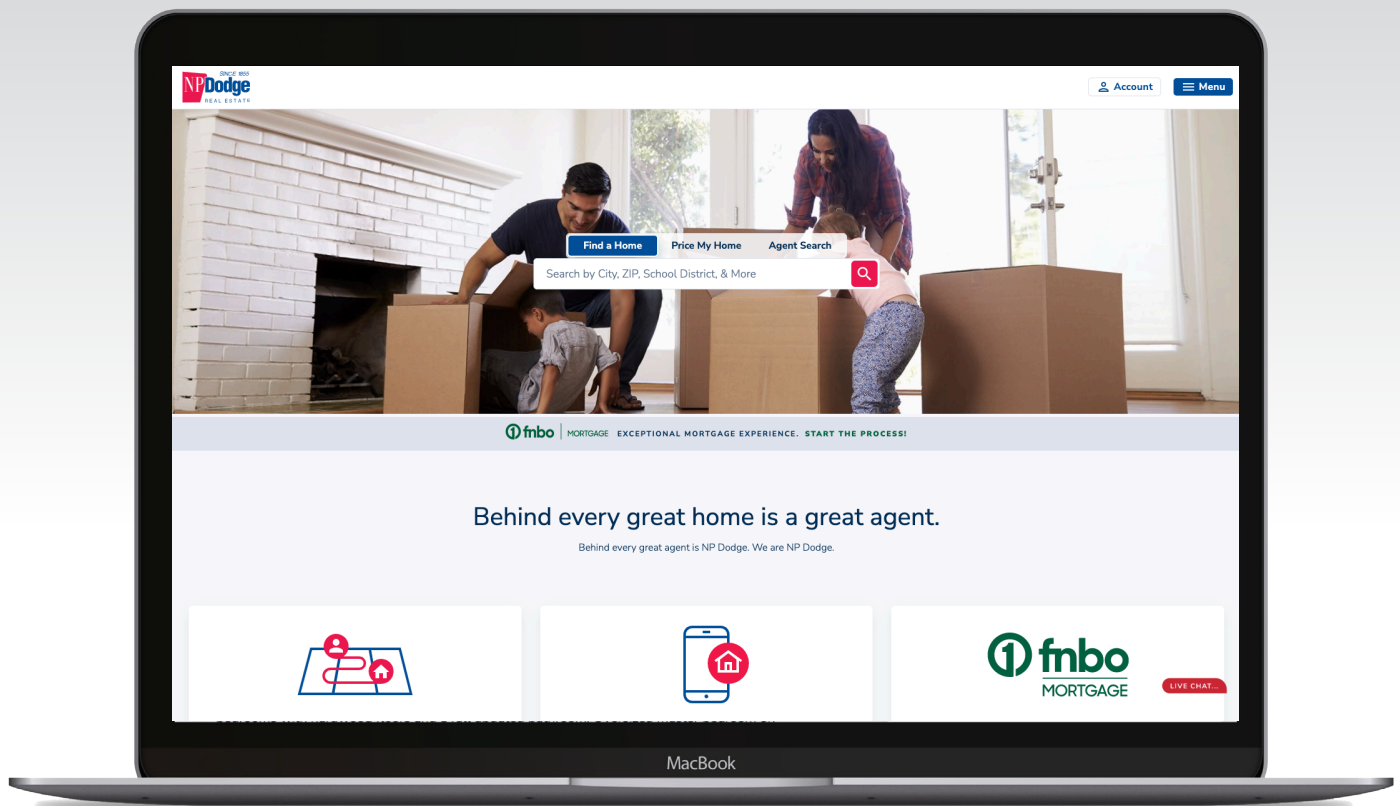


# NP DODGE offers Worldwide Exposure

## NP Dodge Real Estate gives you more exposure online:

With our listing syndication, your property is automatically networked, giving you targeted exposure to potential home buyers around the world.





# The Power of NPDodge.com

Top-ranked local real estate site in our market.

NPDodge.com provides you with more information and functionality than any other in the market place.

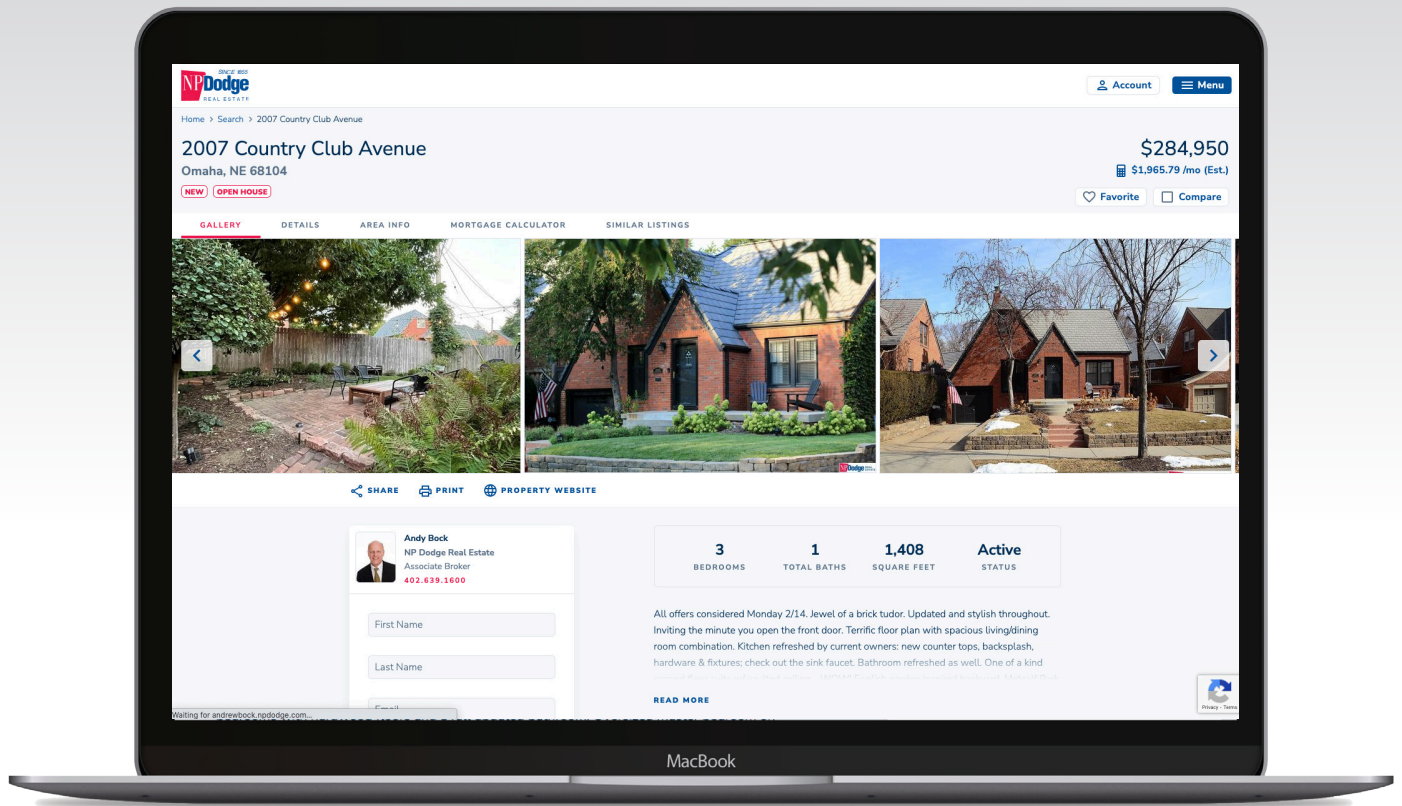
In 2021 NPDodge.com ranked #603 in the **WORLD** with in the Real Estate Industry!\*

\*SimWeb 2021



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# Property Websites

We provide a property website for your home.  
A unique website is created for each new listing!

PropertyAddress.NPDodge.com



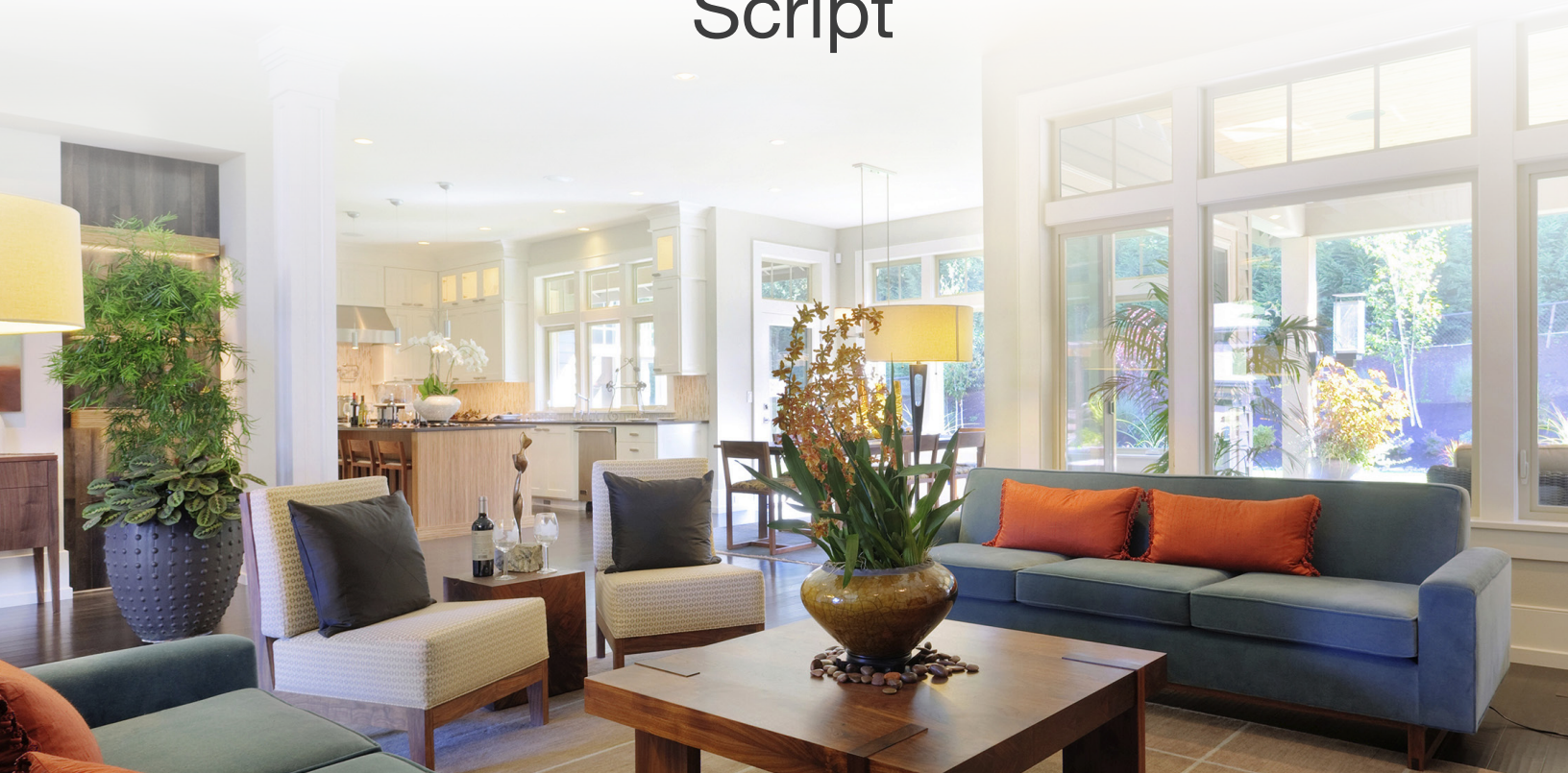
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# A Home's Internet Presentation is of **Greatest Importance**

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Staging  
Professional Photography  
Script



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63% of buyers in 2020 & 2021 made offers without physically viewing the home.

# My Listing

815 N 131 Plaza



**Remarks:** The Abbey, a village of **townhomes** featuring an architecturally diverse street scape inspired by **Craftsman & Tudor design**. Custom street lamps & paver sidewalk/ common area add to the old world charm. Prime Location: shopping, **walking/bike trails & lake** nearby. Desirable ranch plan w/true 2 car garage. Spacious & **open with main floor** laundry. **Walkout** basement includes full kitchen. Your pulse will quicken!

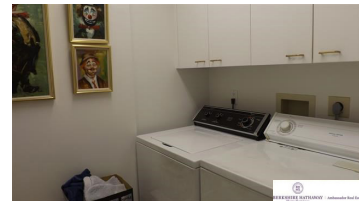
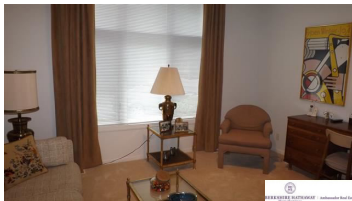


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# Other Guy's Listing

830 N 131 Plaza



**Remarks:** Ranch style **townhome** in The Abbey, conveniently located off 132/Dodge. Full unfinished basement. Private courtyard patio w/access off dining rm and master bedroom. Large living room with marble gas start, ceramic log fireplace. Lots of nice features in this home and tons of **closets** and cabinets!! Don't miss it!



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# Virtual Staging

Effective & Cost Efficient

**BEFORE**

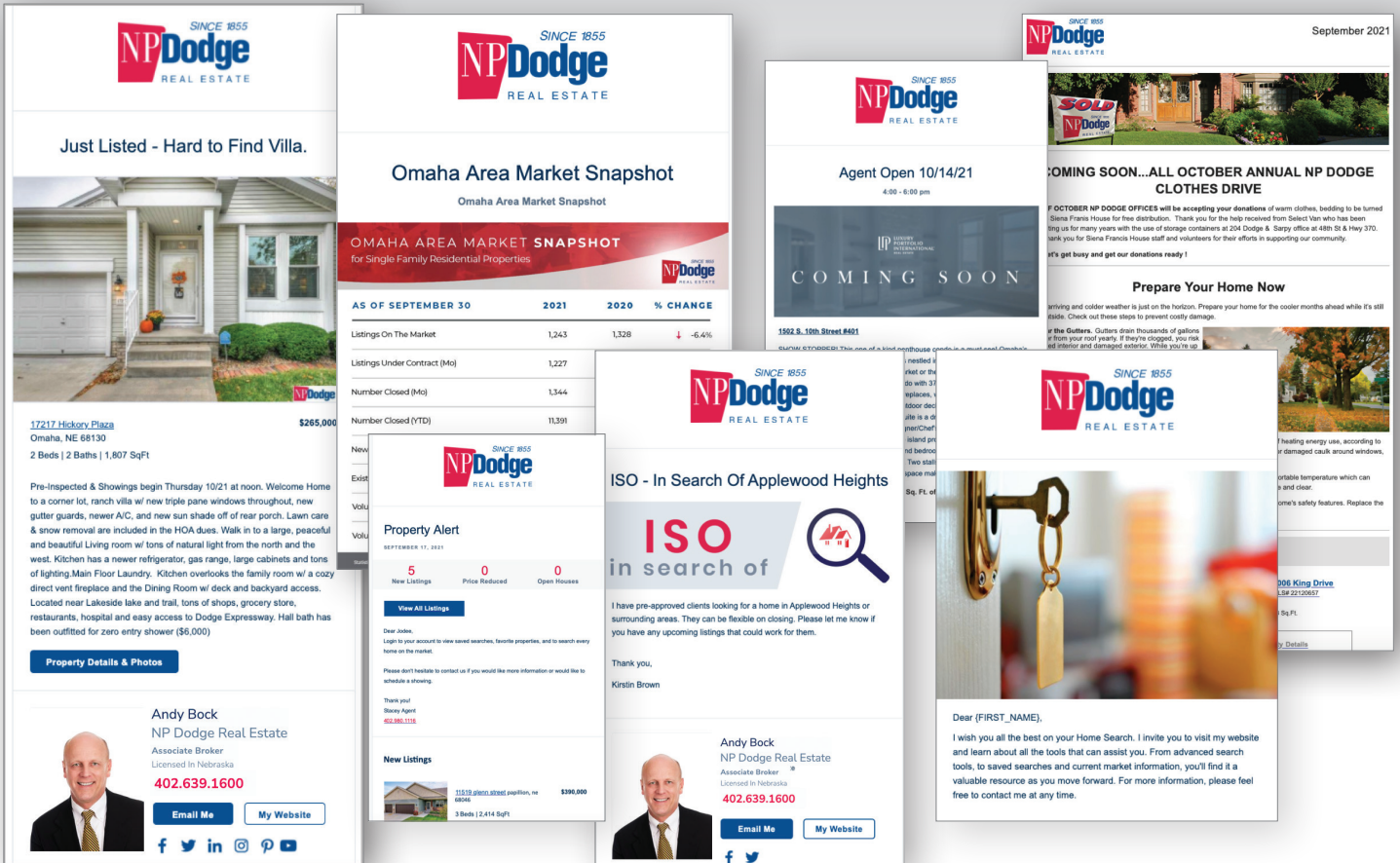


**AFTER**



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# Client Relationship Management

Engaging emails to stay top of mind in front of potential and current buyers.

## Types of CRMs

Property Notifications • myProperty Alerts • Market Snapshots • Seller Reports  
Event and Holiday Messages • Monthly and Quarterly Newsletters

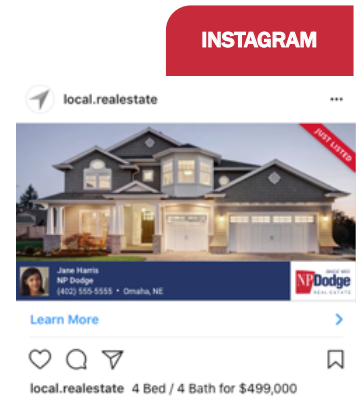
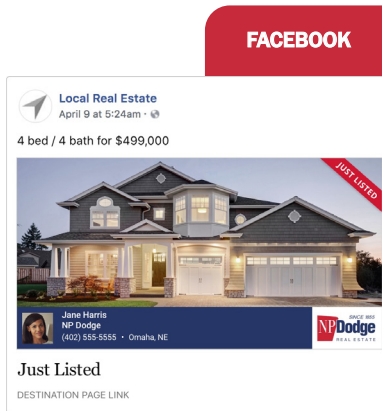
**4.1 MILLION eCARDS SENT IN 2021!**  
**That's around 350,000 per month!**



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# Powerful Digital Marketing



- The ad campaign will promote the listing on Facebook and top websites, targeting home buyers in a 15-mile radius from the listing.
- Approximately 7,000 weekly views.
- Targeted ads of your home toward local buyers, including those who searched for homes, used mortgage calculators, searched for moving companies, and more.
- Ads of your house follow potential buyers everywhere they go on the web.
- Daily reports on the ad campaign for your house.
- Your home is advertised to local buyers visiting top sites like USA Today, ESPN, Wall Street Journal, CNN, and thousands more.



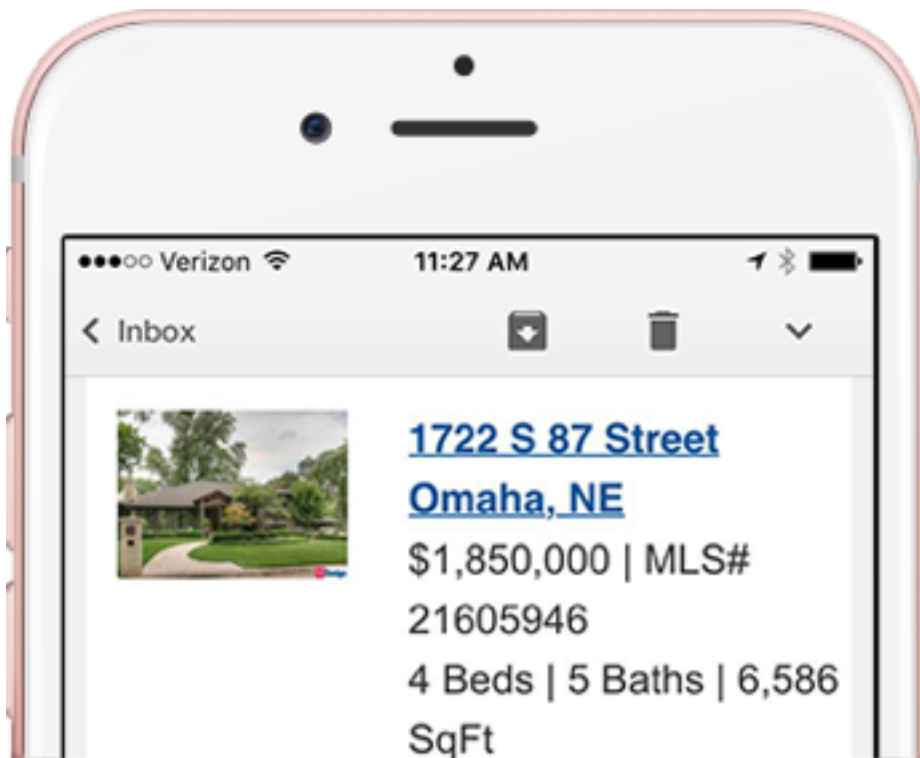
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# Automatic Emails to Buyers

## Your property will be sent immediately to buyers that have:

- Signed up NP Dodge Property Alerts - 20,000 households
- Registered on my agent website



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# Open Houses

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- High-touch experience
- Run every 4-6 weeks
- Create opportunity during purchase cycle



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# Safety

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Prospective buyers tour house accompanied  
by an agent

Lock boxes record the time and date of entry

You control access by coordinating with  
showing service



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# Resources

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- Packers
- Stagers
- Painters
- Carpenters
- Electricians
- Handyman
- Lenders
- Title companies
- Insurance agents
- Real estate attorneys



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# Communication

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- Text
- Email
- Phone
- Electronic Signatures
- Face to Face



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# Quality Feedback Matters

**NP Dodge** SINCE 1855  
REAL ESTATE

## Seller Report

Hello Mr. Seller,

In this email you will find a statistical breakdown of your property's performance online. The following report details where your property has appeared and how many visits it has received from each location. If you have any questions, please don't hesitate to [contact me](#).

Sincerely,  
John Kraemer  
Associate Broker

**1509 N 190th Street  
Elkhorn, NE**

March 1, 2017  
April 25, 2017



**TOTAL VISITORS**

177 visitors recorded via [www.npdodge.com/](http://www.npdodge.com/) and affiliated websites.



### TRAFFIC SOURCES

- 39.5% DIRECT**  
People who clicked a bookmark or typed the property URL into their browser.  
106 Visitors
- 36.2% SEARCH**  
People who visited your property from search engines.  
64 Visitors
- 3.4% REFERRING SITES**  
People who visited by clicking a link from another website.  
6 Visitors
- 0.4% EMAIL**  
People who visited by clicking an email link.  
1 Visitors

### PAGE TYPES

- 99.4% PROPERTY DETAILS PAGE**  
People who visited your main property details page.  
176 Visitors
- 0.4% IPW**  
People who visited your Individual Property Website (IPW).  
1 Visitors

### TRAFFIC TYPES

- 52.0% STANDARD**  
People who arrived via a desktop or laptop.  
92 Visitors
- 48.0% MOBILE**  
People who arrived via a mobile device.  
85 Visitors

### Interactive Marketing Mix

The Real Estate websites where your property has appeared and how many visitors you've received from these locations.

WEBSITE	VISITORS (%)
<a href="http://npdodge.com">npdodge.com</a>	165 (93.2%)
<a href="http://www.johnkraemer.npdodge.com">www.johnkraemer.npdodge.com</a>	4 (2.3%)
<a href="http://johnkraemer.npdodge.com">johnkraemer.npdodge.com</a>	3 (1.7%)
<a href="http://1509190th.npdodge.com">1509190th.npdodge.com</a>	1 (0.6%)

### Referring Traffic Sources

How many people visited your property after clicking a link on another website and the site the link came from.

WEBSITE	VISITORS (%)
<a href="http://hometeamwhatcounts.com">hometeamwhatcounts.com</a>	2 (1.1%)
<a href="http://facebook.com">facebook.com</a>	1 (0.6%)
<a href="http://outlook.live.com">outlook.live.com</a>	1 (0.6%)
<a href="http://tour.vfx.com">tour.vfx.com</a>	1 (0.6%)
<a href="http://us.search.yahoo.com">us.search.yahoo.com</a>	1 (0.6%)

### Search Traffic

What search engine was used by visitors to locate your property. Also, which words visitors typed into the search engine that led them to your property.

google KEYTERMS	VISITORS
(not provided)	52

yahoo KEYTERMS	VISITORS
(not provided)	0



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# The **keystone** throughout the home selling process:

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The listing agent.  
**Why?**

It's more than just putting a  
sign in the yard.

It's all about the skill set.



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# Andy Bock

REALTOR® Est. 1991

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- Available
- Connected
- Knowledgeable
- Listener
- Accommodating
- Resourceful
- Organized
- Closer
- Fiduciary
- Professional



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# Andy Bock

**Skillful:** 1,000+ houses sold

**Experienced:** Since 1991

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## What People Are Saying:

"Andy served as an experienced guide through what can be a pretty stressful process. He took the time to get to know us and was very honest in his approach. We always knew he was on top of everything, tending to the details and communicating clearly. He is readily available, thoughtful, extremely thorough and a solid negotiator. Plus, he has a wealth of knowledge because he's been in the business for so long. We have already recommended Andy to our friend." — *Marty and Melissa Kopplin*

"We were having a hard time selling our house and Andy helped us make it happen. He helped us sell our house in the middle of a very slow market and he helped us find a great new house for our family. Andy did everything that we needed him to do. His insight regarding the housing market proved to very valuable to us. Throughout our relationship with Andy he proved to be professional, helpful and flexible. Selling a house and buying a house are both big and complex issues as well as invoking emotional changes. Having a competent and reliable real estate agent to guide you through the process is invaluable. We highly recommend Andy Bock." — *Joe and Gina Gerstandt*



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# Price Matters

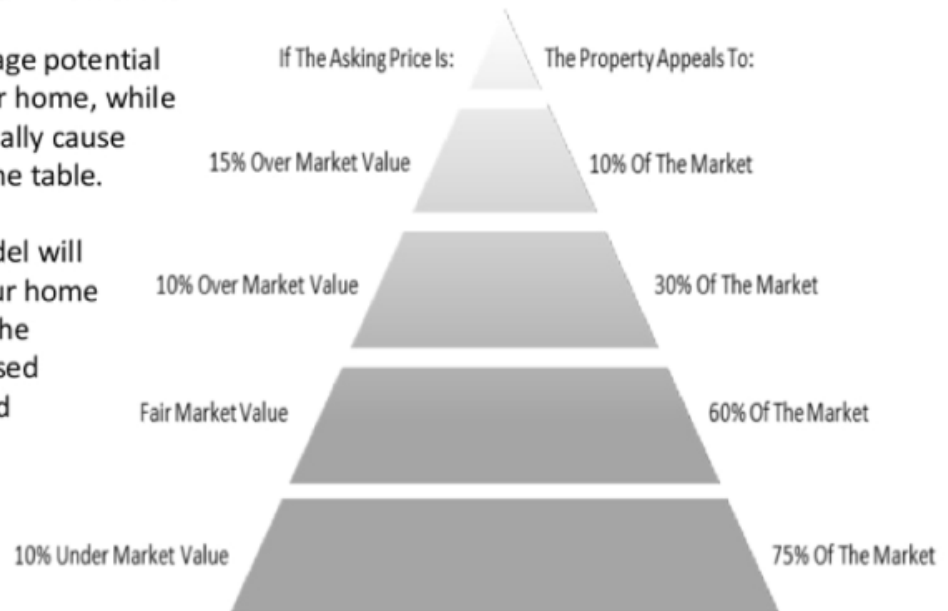
- Buyers get excited when a home is priced at or just below market value.
- Studies reveal that properties over market value tend to take longer to sell and typically end up selling below market value.

## STRATEGIC PRICING

All buyers are naturally attracted to a good value. The list price for your property in relation to the market value will have a direct impact on the number of interested buyers that come to see your property.

Over-pricing can discourage potential Buyers from viewing your home, while Underpricing can potentially cause you to leave money on the table.

Our Strategic Pricing model will guide you to position your home in the market to attract the highest possible offer based on current conditions and Has helped our sellers net up to **6% more** money when selling their home.



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# How To Create A Bidding War

## The Catalyst For A Higher Sale Price:

- 5 day showing period on MLS
  - Sunday Open House
  - Maximum advertising
    - House shines



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# 5627 Jackson Street

## Omaha, NE 68106

**\$223,500**

- Showings started Wednesday
- Offers considered Monday
- 56 showings
- 20 groups at open house
- 5 offers
- Starting price \$17,500 over list



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