



Why List With Us?

In a word, we're different. We have the knowledge, the experience, and most importantly the desire to get your property sold as quickly as possible for the highest price the market will support. Our goals are your goals.

Selling and buying property is always a big decision requiring a large commitment of time and energy. Picking the right agent ensures your transaction will go as smoothly as possible.

Thank you for considering Properties Unlimited Realty as your real estate provider. In this listing presentation, we will:

- Present who we are and what we do
- Outline the steps involved in a personalized marketing plan
- Discuss realistic evaluation of your property



We do business in accordance with the Federal Fair Housing Law

2320 South Junction Avenue · Sturgis, South Dakota 57785 · 1-605-347-7644

www.properties-unlimited.com





Who We Are

Properties Unlimited Realty, LLC has been one of the most trusted names in Black Hills real estate since 1999.

We consciously contribute to, and help shape, the economic and cultural growth of this region.

Our company consists of a select group of highly motivated people who act with integrity, responsibility, and initiative helping our clients achieve whatever lifestyle they desire.

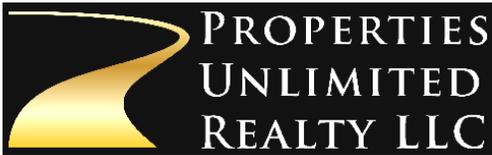


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What We Do

Properties Unlimited Realty, LLC specializes in the marketing of quality residential, commercial, land, and investment properties. We possess a thorough knowledge of, and dedication to, the Black Hills region. Our success is based on our ability to identify buyers' needs and match them with properties, using a broad range of interpersonal and technical skills. We work together bringing a cross-section of experience, talents, and perspectives to each transaction. We believe that real estate is much more than listing and selling homes - We believe each individual's home and business reflects their hopes and dreams, their personal lifestyle, and how they participate and contribute to their local community.

Our goal is to achieve customer satisfaction through exceptional people and exceptional service. As a firm, Properties Unlimited requires performance that inspires, demands ever-higher standards of care, and builds a culture where aspirations, dreams, and vision have free reign.

We believe quality is the universal language.



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Where We Came From



Properties Unlimited Realty, LLC was founded in May of 1999 by Dixie Olson, Owner/Broker. Over the last 18 years, Dixie has strategically grown her Properties Unlimited Team to what they are today – 7 agents with over 120 years combined real estate experience, and countless satisfied buyers & sellers. By providing uncompromising service to our real estate clients long after the sale has closed, Properties Unlimited Realty is looking forward to many more successful years in a business we love.

To better represent our customers and clients, we are committed to advanced education and state-of-the-art technology. As members of the Mt. Rushmore Area Association of Realtors' Multiple Listing Service and the Black Hills Multiple Listing Service, we provide the maximum exposure for both buyers and sellers in our Black Hills market place. The key to Properties Unlimited Realty's success has been, and always will be, caring professionals who provide our customers and clients with exceptional service.

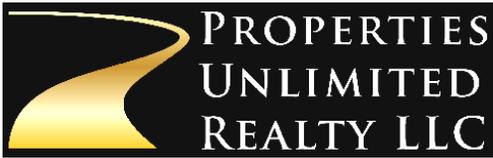


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Seller Services

1. Comprehensive Marketing Plan – A customized program of over 40 techniques to market the property effectively
2. Property Merchandizing – Advice on how to make the property more appealing to prospective buyers
3. Price Counseling – Market data and advice to enable effective and competitive pricing
4. Activate the real estate community – Making sure other agents are aware of and show the property to their buyers
5. Promotion, Advertising, Marketing Systems that provide maximum exposure
6. Contract and Finance Management – Handling the details of offers, agreements, buyer purchasing power and contingencies
7. Communication and Feedback – Keeping everyone informed, focused and up to date on progress, tasks and the market.
8. Negotiating Strategy – Applying tactics to assure ‘good deal’ results



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Our Marketing Plan

Properties Unlimited Realty, LLC makes every effort to market each property as effectively as possible. In the next couple of pages, you will learn how most buyers search for properties and how we utilize those avenues to direct buyers' attention to your property.

ELECTRONIC MEDIA:

According to a national survey of over 25,000 people who bought or sold homes in 2012 conducted by the National Association of Realtors, 90% of buyers used the internet in their property search. For 41% of the before mentioned buyers, the internet was the first step in their property search. To capture as many web surfers as possible, we post our listed properties on over 30 sites. Including, but not limited to:

- Properties-Unlimited.com
- Mountrushmoremls.com
- Bhmls.com
- Realtor.com
- HomesandLand.com
- CLRSearch.com
- Condo.com
- FrontDoor.com
- Google Base
- HomeGain.com
- HomeScout.com
- HotPads.com
- HouseLocator.com
- Oodle.com
- Trulia.com
- Yahoo.com
- Zillow.com
- Facebook.com/Properties.Unlimited.Realty



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Marketing Plan

(Continued...)

LOCAL REALTORS®:

The second most commonly used source of information for buyers was their REALTOR®. Unlike most offices, Properties Unlimited chooses to be a subscribing member of both local Multiple Listing Boards {the Mount Rushmore Area Association (serving the communities of Spearfish, Sturgis, Whitewood, Belle Fourche, Newell and southern Black Hills communities) and the Black Hills Board (serving Rapid City, Box Elder, and surrounding areas)} to capture the attention of as many agents & their clients as possible. Between the two MLS boards, our listings are exposed to over 600 local REALTORS® and their clients.

To provide local REALTORS® a chance to preview our listings for their sphere of influence, we participate in a weekly Realtor Open House Tour, featuring each recently listed home on the tour within the first week or two of the home entering the market.

YARD SIGNS:

Tried and true in the world of real estate, traditional yard signs are the third most common way buyers search for properties. We have an arsenal of signs ranging from our traditional metal frame yard signs to custom-created banners for commercial properties and larger lot signs. Our black, white, and gold logo is sharp enough to attract buyers' attention and professional enough to retain each property's element of class.

INDIVIDUALIZED MARKETING:

Beyond the top three in successful real estate marketing, buyers' home searches become as varied in method and means as the buyers themselves. Depending on the type of property, the type of buyer, the area, and the local real estate climate: home magazines, builders, open houses, newspaper print ads, relocation companies, television advertising, and billboard signs round out the top ten of the most common information sources used by buyers.

When Properties Unlimited Realty lists a property, we use our past experience, our professional expertise, and the preferences of each individual seller to formulate a marketing plan that is a unique and effective mix of all of these elements.



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The Benefit of the Multiple Listing Service

- The Multiple Listing Service (MLS) serves as the main database for active and sold properties for both REALTORS® and consumers alike in every local market. In our local market, there are two MLS Boards – the Black Hills MLS, covering the Rapid City area and central Hills, and the Mt. Rushmore Association covering the northern Black Hills and the southern Black Hills MLS, in short all the communities in the Black Hills not immediately in the Rapid City area.
- We pay dues to belong to both MLS Boards to provide the highest exposure for our sellers' properties and ensure that our buyers never miss their perfect property.
- Belong to both local MLS Boards ensure
 - top-of-mind exposure to over 600 REALTORS® in whatever Board they most often search
 - exposure to consumers searching throughout the Black Hills
 - double exposure on IDX Feed sites such as [realtor.com](https://www.realtor.com) and Google



Price

The price tag you place on your property is undoubtedly the most important of all the factors that must be considered when selling. REALTORS® and appraisers are excellent resources to help predict value, but the market is ultimately what determines it.

When pricing your property, you must consider the price of similar properties currently on the market, similar properties that have sold, and the unique characteristics of your own property such as condition and amenities. Remember, there is a price to compensate for any condition. To arrive at the price that will turn your listing into a timely and profitable sale, it is important to forget the lingering thoughts of how much capital you'd ultimately like to walk away with and focus on what the market will support.

When considering price, it is helpful to remember that every aspect of the property must be looked at from a potential buyer's perspective.



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The Risks of Over Pricing

1. Reduces sales associate activity
2. Minimizes advertising response
3. Loses interested buyers
4. Attracts the “wrong” buyers
5. Discourages or eliminates offers
6. Can lead to mortgage rejections
7. Helps to sell the competition
8. Property gets a reputation to be stale
9. Later price reductions tend to generate low/
delayed offers
10. Price reductions send the wrong message



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