

**Tim  
Block**

*The* Senior Realtor

**ROADMAP TO  
SUCCESS**

platinum  **realty**<sup>®</sup>



**A home sale or purchase can often be one of the largest transactions a family makes during their lifetime. We take our fiduciary duty to our clients very seriously and work to consistently be available and to provide excellent service.**

## **AGENDA**

Choosing the Right Realtor

Testimonials

Our Services

The Selling Process

Pricing for Success

Marketing Where it Matters Most

Recent Sold Home

The Buying Process

Recent Purchased Home

Senior Housing Placement

Help Us By Sharing Our Story

# Choosing the right Realtor

Your Realtor should:

- Be a local expert
- Conduct comprehensive marketing for your property
- List your house with complete information and beautiful photos/tours
- Operate with honesty, integrity, and loyalty
- ALWAYS BE AVAILABLE - for open houses, negotiations, inspections, and more

Tim Block is a graduate of the United States Military Academy at West Point and a US Army Veteran. Tim also holds a Master of Business Administration (MBA) degree with focus in marketing, is a Certified Senior Advisor (CSA), Residential Assisted Living Specialist (RALS), and is a Realtor licensed in both Kansas and Missouri. Are you a family looking for your first home or needing more square footage? Are you a senior embarking on a new chapter in life? The Senior Realtor is here to revolutionize your real estate experience, providing a comprehensive suite of services tailored exclusively for families and seniors like you.



# WHAT PEOPLE ARE SAYING

## CHRIS L

The web presentation prepared by Tim was exceptional. It gave a clear and positive view of the property and the interior of the house. The same can be said for the flyer he prepared for prospective buyers. The house sold in 2 days at a price higher than for which it was listed. The closing was quick and professionally done. I highly recommend Tim to handle your property

## Alertha W

Tim has patience with people over 60 +. That is a good thing because the world is so fast. He took the time to help us understand.

## BLERINA B

We chose Tim as our agent when looking for a home. Tim was very knowledgeable and understanding as we were undecided between Leawood and Lees Summit. Tim was able to show us houses in both areas and we were able to find a home in a great neighborhood in Lees Summit. Tim has strong negotiation skills and will go to bat if you need him to. He will not just tell you what you want to hear but actually focus on your needs and help you make the best decision for your family. We would highly recommend Tim whether to buy or sell your home

## JEREMY O

Tim was very organized and honest during the entire home buying process. We requested to see as many houses as possible in a short period. Tim lined up several houses (some we requested and several he found) for us to see in one afternoon. He presented both of us a small booklet with information on each house we were to view along with a space for taking notes on each house.. He also wasn't afraid to voice positive and negative thoughts on each house we viewed, giving information on things we might not of seen or thought of. He was very prompt in helping set up viewings and corresponding with the other agents on our behalf. I have and would recommend Tim to anyone.



# Our Services

## REALTOR SERVICES

We help clients buy and sell homes and property. We only represent clients as a designated agent which means we work for you and your best interests. We offer low listing commission rates and include services that you would normally only see on higher end listings.

## SENIOR HOUSING PLACEMENT AGENT

We are certified senior advisors (CSA). CSAs are specialists in aging, health, social and financial issues important to many older adults. We help our clients and families to ensure they receive the best care possible, improve safety when staying in their current home, or when appropriate, we help seniors and their families find other housing such as independent living facilities, assisted living facilities, memory care facilities, or skilled nursing facilities.

## COMMUNITY RESOURCES

We offer a FREE book and FREE local workshops to seniors and their families that provide a broad overview of housing decisions from staying in an existing home, understanding finances and budgets, long term planning for families, and senior housing options like independent living, assisted living, or skilled nursing care.

# The Selling Process



# Pricing For Success

Strategically pricing your home is vital to getting it sold for the most money in the least amount of time.

Priced **too high** and you lose buyers

Priced **too low** and you lose value



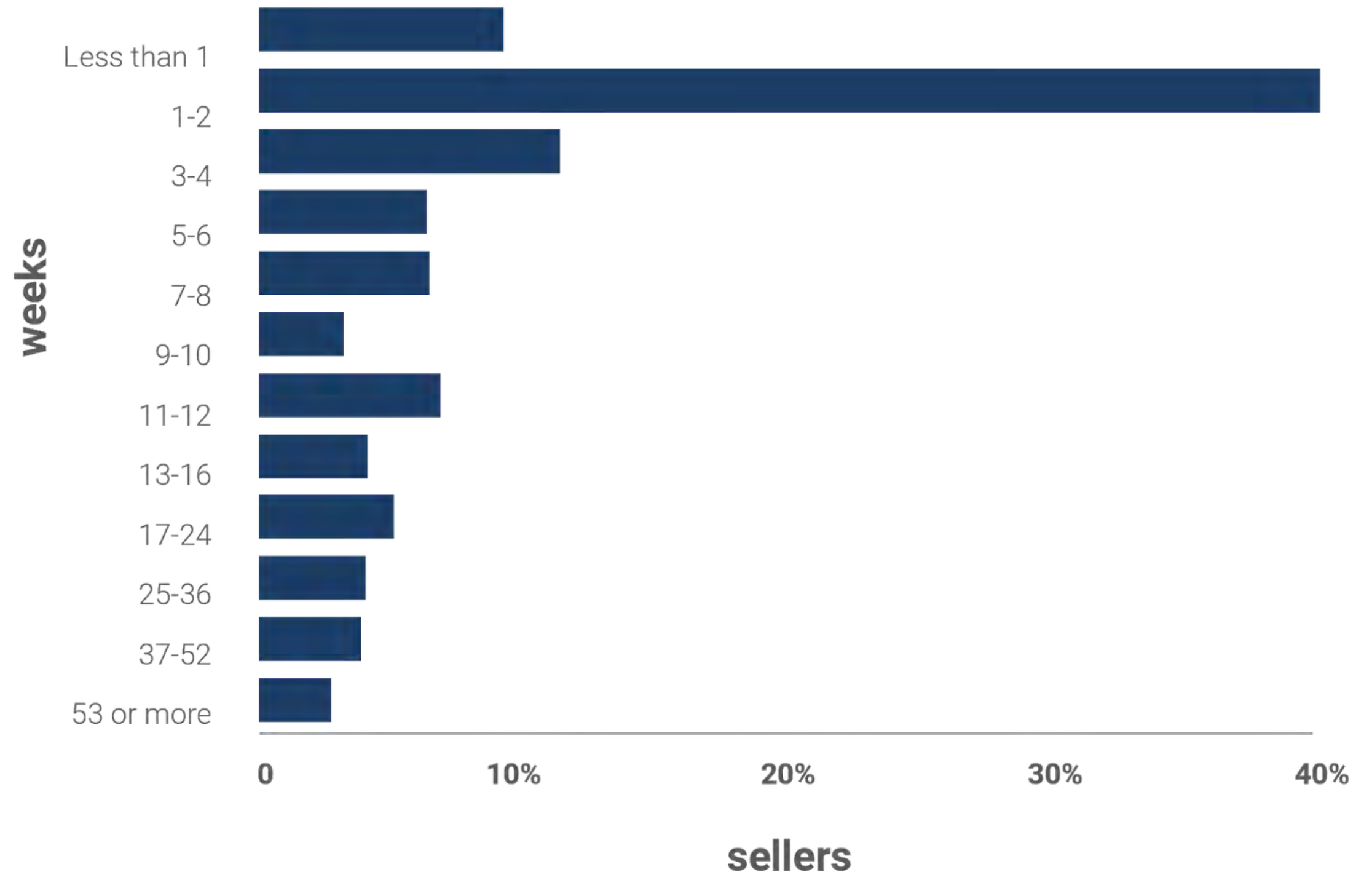
# Pricing For Success

Pricing correctly helps you land a deal while competition for your home is hot.

The typical home buyer searched for a total of 8 weeks and viewed 8 homes before purchasing.

Overpricing a home can lead to a property accumulating “days on market” (DOM). Homes with high DOM can lose potential buyers or cause lower than normal offers. There are situations where it can be hard to manage DOM (luxury listings, farm/ranch, etc.). In those cases it’s even more critical to know the market and work with clients to establish a timeline and pricing plan.

Number of weeks recently sold homes were on the market<sup>1</sup>





# MARKETING WHERE IT MATTERS MOST



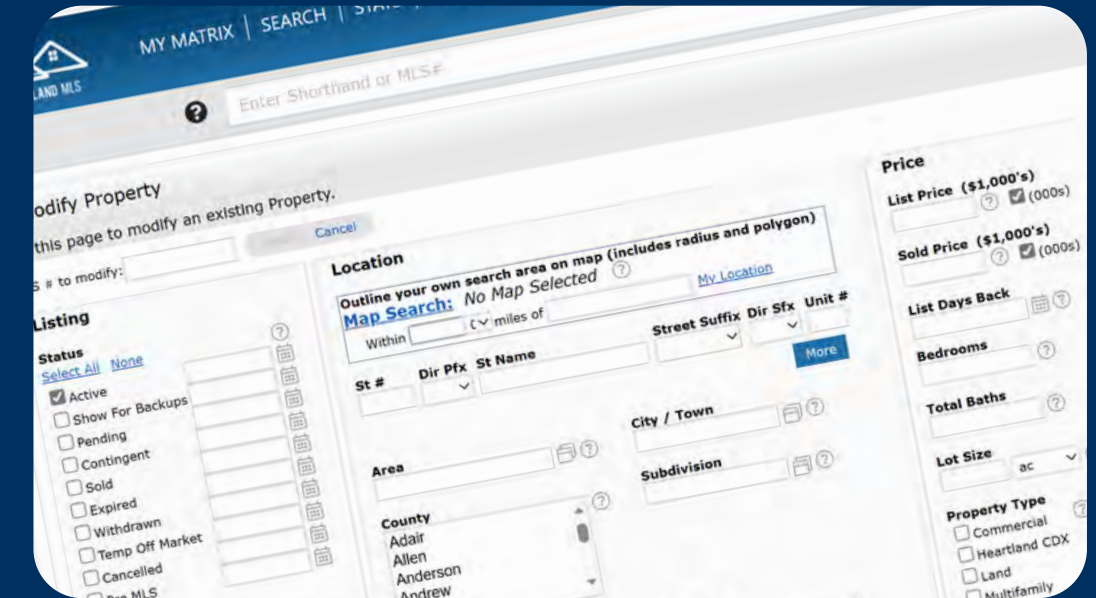
## INFORMATION

The first step in creating and executing a great marketing campaign is to have COMPLETE and ACCURATE information for the property. Inaccurate information causes tremendous problems for both sellers and Realtors. Inaccurate information can also lead to longer time on market as confused buyers cancel or don't even submit offers.



## PHOTOS

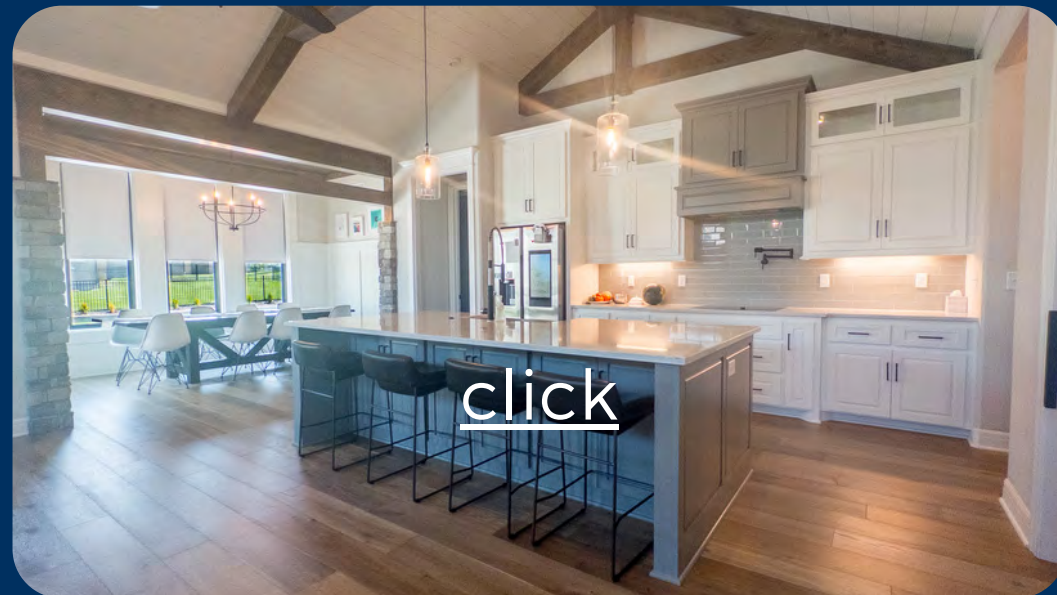
The saying, "a picture is worth one thousand words" holds true in ALL real estate listings. Listings that have beautiful, professional photos will always hold a buyer's attention over those that have poor quality images or don't have any photos at all. Don't rush to list as quickly as possible. It can hurt you in the long run.



## MLS

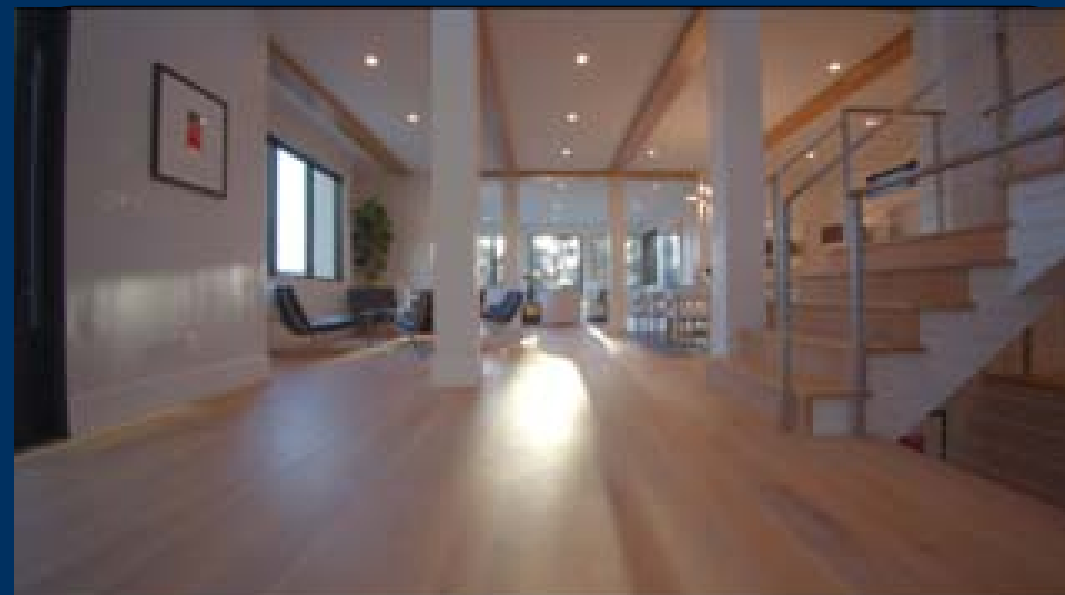
The Multiple Listing Service (MLS) is the single greatest tool a seller can use to get their home sold. If you aren't in the MLS, odds are you aren't getting in front of a majority of buyers/agents looking to buy a home like yours. When a home is listed in the MLS, the same information is pushed out to other home search sites like Zillow, Realtor.com, and many more.

# MARKETING WHERE IT MATTERS MOST



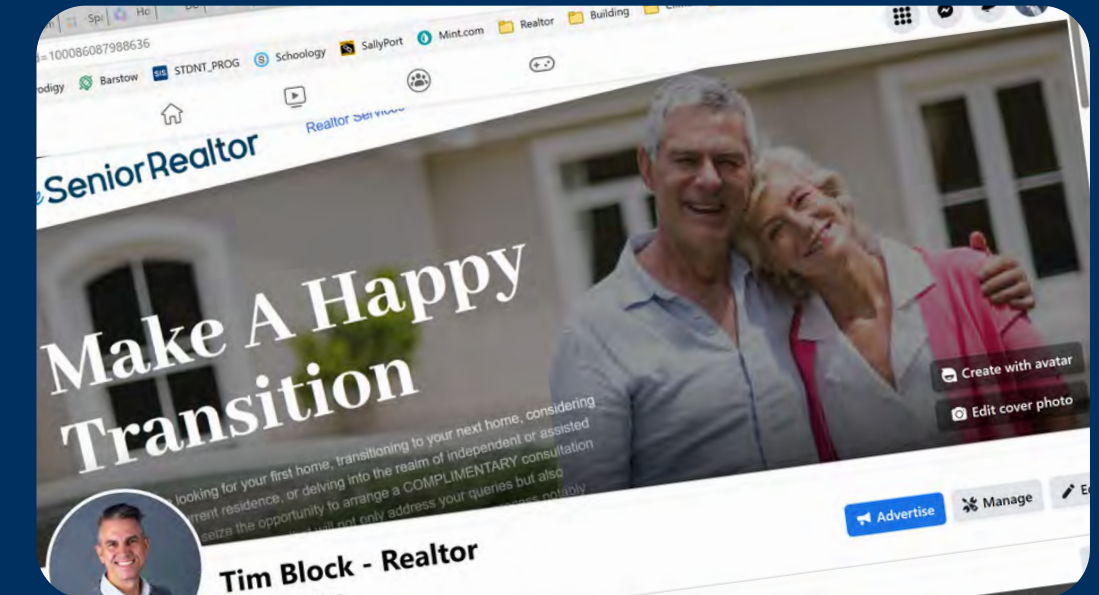
## 3D TOURS

During our marketing preparation phase, we make sure to create a virtual 3D tour of your property. Potential homebuyers spend more time on listings with 3D tours and love the way they can get a more immersive experience than with just photos. We make sure all our listings have a 3D tour setup.



## VIDEO

Video is a great addition to our marketing efforts and is extra special when used in social media campaigns. Video can create buzz prior to the listing going active and can also be another visual resource for potential buyers. Again, listings that have great photos, 3D Tours, and/or video will almost always hold the attention of potential buyers over listings that don't.



## SOCIAL

Social media can be a great tool during all phases of a listing. Prior to a listing going active, social media can be used to create buzz for a property and get more potential buyers ready to take a look. Once the listing becomes "active" social media can help bring in more potential buyers for open houses and showings. If adjustments are needed, social media can help quickly get the word out.

# MARKETING WHERE IT MATTERS MOST



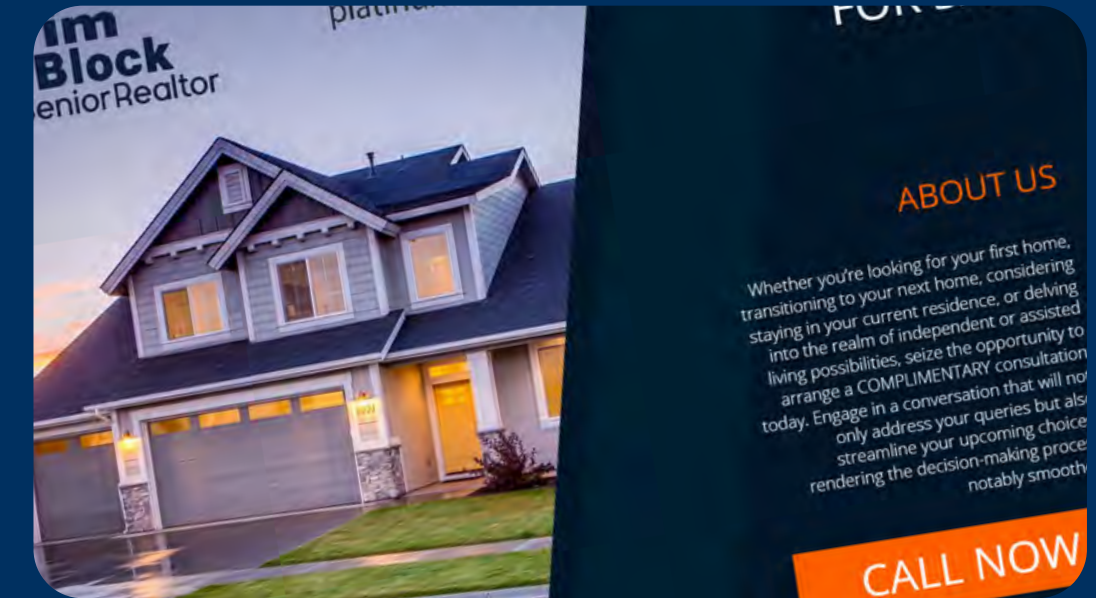
## COLLATERAL/FLYERS

We utilize collateral with all of our listings to ensure agents and potential buyers have a beautiful piece of marketing to take with them after touring your home. It helps to keep your home fresh in their memories if they do any comparison shopping later.



## NETWORK

An agent's network can help assist the sale of a property. We have access to a very large network in the Kansas City area.



## MAIL

Direct mail is more beneficial to agents in helping to spread awareness of the agent's company and services. The chances of selling a house because of a direct mail piece are very low. However, in certain circumstances, we will send out direct mail to alert local neighbors and residents.

recently sold...

217 NW Locust  
4BR | 4/2BA | 5000 sq ft


**\$910,000**

Lakefront luxury in one of the most beautiful and unique homes to be found in the Kansas City area.

...with hardscaped and private courtyard, imported carved wood and tile, and updates throughout to include gorgeous new kitchen, bathrooms and luxury steam shower in primary bath.



# The Buying Process

- 
- REVIEW DISCLOSURE AND SIGN AGENCY AGREEMENT
  - GET PRE-APPROVED
  - FILL OUT QUESTIONNAIRE
  - TOUR HOMES
  - CREATE AND NEGOTIATE OFFER
  - ASSIST WITH INSPECTION PROCESS
  - ASSIST WITH MORTGAGE PROCESS
  - BEGIN CLOSING PROCESS
  - FINAL WALK THROUGH
  - CLOSING COMPLETE

recently purchased...

157 NW Carson

4BR | 3/2BA | 5000 sq ft

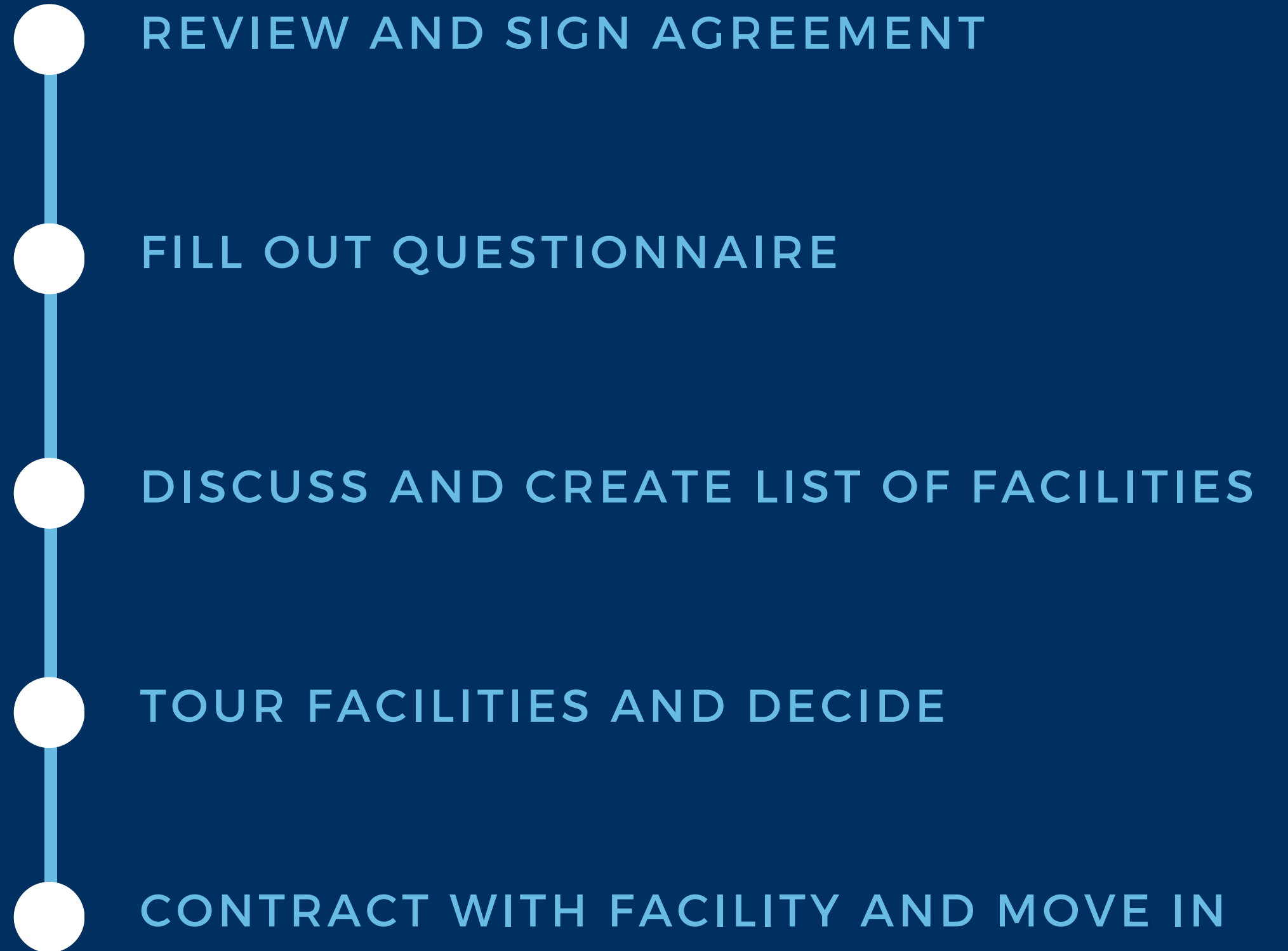
**\$710,000**

Located in the award winning neighborhood of Winterset Valley, featuring pools and recreation areas as well as miles of nature trails.

Open concept kitchen and living area with high end trim finish. Primary suite, spare bedroom, and laundry on main level. 2 additional bedrooms, rec room, and gym on the lower level.



# Senior Housing Placement



# Initial Forms and Procedures

## Realtor Services

- **BROKER DISCLOSURE (KS AND MO)**  
Explains broker relationships in each state
- **EXCLUSIVE RIGHT TO SELL (FOR SELLERS)**  
This gives us the authority to list your information on the MLS
- **EXCLUSIVE BUYER AGENCY (FOR BUYERS)**  
Establishes agency so we can help you look for and tour homes
- **AFFILIATED BUSINESS DISCLOSURE**  
Legal documents from Platinum Realty disclosing their current business relationships

## Senior Placement Services

- **PLACEMENT AGENT AGREEMENT**  
This is our placement agreement with our Clients
- **REFERRAL AGREEMENT**  
This is the agreement we often use with service providers

A signed agreement must be in place prior to any work being conducted. This protects our staff as well as our fiduciary relationship with our clients.



# HELP US BY SHARING OUR STORY



## FACEBOOK

- Click above icon to get to our page
- Please “like” and “follow” our page
- “Like” posts when you see them
- “Share” on your wall to help us network



## YOUTUBE

- Click above link and “follow” account
- Thumbs up any videos :)
- “Share” video(s) you like on facebook or directly with your friends by email.

**YOUR HELP IS GREATLY APPRECIATED**

**Tim  
Block**  
*The Senior Realtor*

platinum  realty.

**Thank You!**

WE HOPE TO HEAR FROM YOU SOON.

**TIM BLOCK**

**CELL 816-875-9571**

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