



# Marketing and Listing Plan

for

## John Lindstrand

**Licensed S.C. Realtor**  
**Expert Short Sale Agent & Negotiator**

**CDPE-Certified Distressed Property Expert**  
**SFR-Short Sale & Foreclosure Resource**



**The Harrelson Group**  
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## Credentials

1. Sold over 300 properties since 2009, as a South Carolina realtor.
2. **SFR** -Short Sale & Foreclosure Resource designation
3. **CDPE** – Certified Distressed Property Expert designation
4. Century 21 Short Sale and REO certified.
5. Five Star Institute Short Sale and REO certified.
6. Equator and RES.net certified
7. Over 220 hours of specialized "real estate buy, selling, and contract negotiation" training.
8. Seasoned area real estate investor from 2005 to 2009.
9. Co-founder and Board Member of the "Grand Strand Real Estate Investor's Assoc., the local REIA group.
10. 15 years experience as Senior Business Analyst in New York City for 3 Fortune 500 companies.
11. Served in The United States Marine Corp from 1986 to 1991 and a veteran of Operation Desert Shield/Storm.



## My Business Objective

1. Monitor fluctuations and changes in our market place as it pertains to your property.
2. Suggest any changes you may want to make in your property to make it more saleable.
3. To assist you in negotiating the highest dollar value....between you and the buyer
4. To get your property sold as quickly and for the most money as possible.
5. Contact my buyer leads, center of influences, and past clients for their referrals and prospective buyers.

## Key Marketing strategies to get your property sold

1. Coastal Carolina Association of Realtors (CCAR) Multiple Listing Service (MLS)
2. www.Century21.com (Corporate website)
3. www.c21theharrelsongroup.com (company website)
4. www.johnlindstrand.com (personal business website)
5. Internet advertising on Realtor.com, Homes.com, Trulia.com, and Zillow.com.
6. Please property on my Business Facebook Page
7. Create a Craigslist Ad for your property
8. Target e-mails about your property to our investors databases.
9. Target e-mails about your property to active Realtors in our market.
10. Our team will prospect at least 4 hours per day to talk to over 50 people per day looking for potential buyers.
11. Place your property on "Showtime" which is an electronic feedback service.
12. "800 Info Line" rider for property that have for sale signs on property. This captures prospective buyer's info who calls on your property.



## Short Sales

- John Lindstrand is the **#1** Short Sale agent in the Grand Strand and has been since 2009.
- As of January 1st, 2012, John has successfully negotiated and closed **283** short sales.
- As your dedicated agent, I personally negotiate all of my short sales personal, to ensure each client gets the best deal.
- John negotiates with all lien holders, Investors, Private Mortgage Insurance companies (PMI), and Mortgage Insurance (MI) companies.
- John and his staff are trained and certified on Equator, RES.net, and National Quick Sale (NQS) systems. These are lender short sale submission programs.



All of John's short sales have had a zero deficiency balance at closing and reports as "Agreed settlement short of full payment" on your credit reports. Contrary to belief, a short sale only results in a 50 to 75 point credit decrease. Even if you have already been scheduled for foreclosure it is still not too late to get a short sale approved and avoid foreclosure and its devastating effects.

## TRACK RECORD AND RESULTS

- John Lindstrand personally sold **116** properties in 2011 and was ranked in the top **25** realtors in the area for 2009, 2010, and 2011.

John Lindstrand's Track Record	
Year	Number of Sales
2009	88
2010	112
2011	116



- John Lindstrand received the Century 21 "Centurion Producer" award in 2009, 2010, and 2011.
- John Lindstrand received the Century 21 "Quality Service Award" for 2010.
- In 2011 Century 21 The Harrelson Group had **856** closed transactions and is ranked **#1** real estate office in Horry and Georgetown counties for units sold, for the past 4 years.

Century 21 The Harrelson Group's Track Record		
Year	# of Sales	Company Ranking out of MLS
2008	649	#1
2009	814	#1
2010	821	#1
2011	856	#1



## Meet my Team

I have a complete and experienced real estate team called the "Lindstrand Real Estate Group" which consists of the following individuals:

1. **Deb Wodecki**- Client Care Coordinator
2. **Ashley Clark**- Client Care Coordinator
3. **Stacey Bower**- Closing Coordinator
4. **Jill Lindstrand** (sister)- Buyers Agent
5. **Renee Fletcher**- Buyers agent
6. **Lisa Gaston**- Listing Coordinator
7. **Wanda Lindstrand** (wife) Mortgage Broker/Owner of Palmetto First Mortgage - Financing



Our staff always keeps your best interest in mind. Our staff is experienced, friendly, and professional. We stay in touch, keep you updated and keep you informed. We get RESULTS! We seek and cherish long-term relations with all of our clients.