

OVER **33** YEARS  
OF  
**Experience**



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**PRE-LIST PACKAGE**  
MOHAMED DEGHEADY | PROPERTY CONSULTANT

**RE/MAX**  
**ALMOHAGER**

**MOHAMED DEGHEADY**

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**Work**  
**With The Best**





## AN INDUSTRY LEADER

# 1

**RE/MAX IS THE NO.**

**REAL ESTATE BROKERAGE IN THE WORLD**

RE/MAX is unique in that it is the only company currently in operation that is able to cater to a multitude of different target groups simultaneously and is the only company capable of selling primary and resale concurrently. RE/MAX Al Mohager's vision reflects being the single, biggest, most professional, leading real estate partners & consultants in Egypt, across the greater Middle East and in international basis acting as a gateway to both local & International markets.



# Top 5 Reasons to work with a RE/MAX agent

## An Experienced Agent you can count on

Your home may be your largest personal investment. One of the most important decisions you'll make when selling it is who will assist you. You should put the sale in the hands of an experienced agent who'll produce results for you and provide a premier customer experience.

## Trusted Advisor at your Side ...

RE/MAX Sales Associates are trusted advisors who are committed to you and possess the knowledge and experience to help you navigate today's complex real estate market.

## Marketing to attract more buyers

**Looking for more potential buyers to find your property ?** A RE/MAX Sales Associate will help your home stand out in a very competitive marketplace.

## Outstanding Results For you

Pricing, staging and marketing are the first steps in successfully selling your home, but closing the sale requires in-depth knowledge and experience. Once you've accepted an offer, a lot of details remain before you get to the closing table.

## Making a Difference in the Community

RE/MAX Sales Associates are well-known locally and nationally for their involvement in many community programs. When you choose a RE/MAX agent to sell your home, you contribute to the well-being of your community.



RE/MAX Associates average more sales than other real estate agents.  
RE/MAX Associates have more real estate sales experience than other real estate agents.  
Nobody in the world sells more real estate than RE/MAX



Nobody in the world sells more real estate than **RE/MAX**

- ◆ Number 1 in **Lead Generation**
- ◆ Number 1 **Brand Name** Awareness
- ◆ Number 1 in **Website a/c**
- ◆ Number 1 **Average Sales** per Agent
- ◆ Number 1 in **National** Advertising
- ◆ Number 1 **Sales, America, Canda & The world**
- ◆ Number 1 in **Agent Training**, Education & Certifications

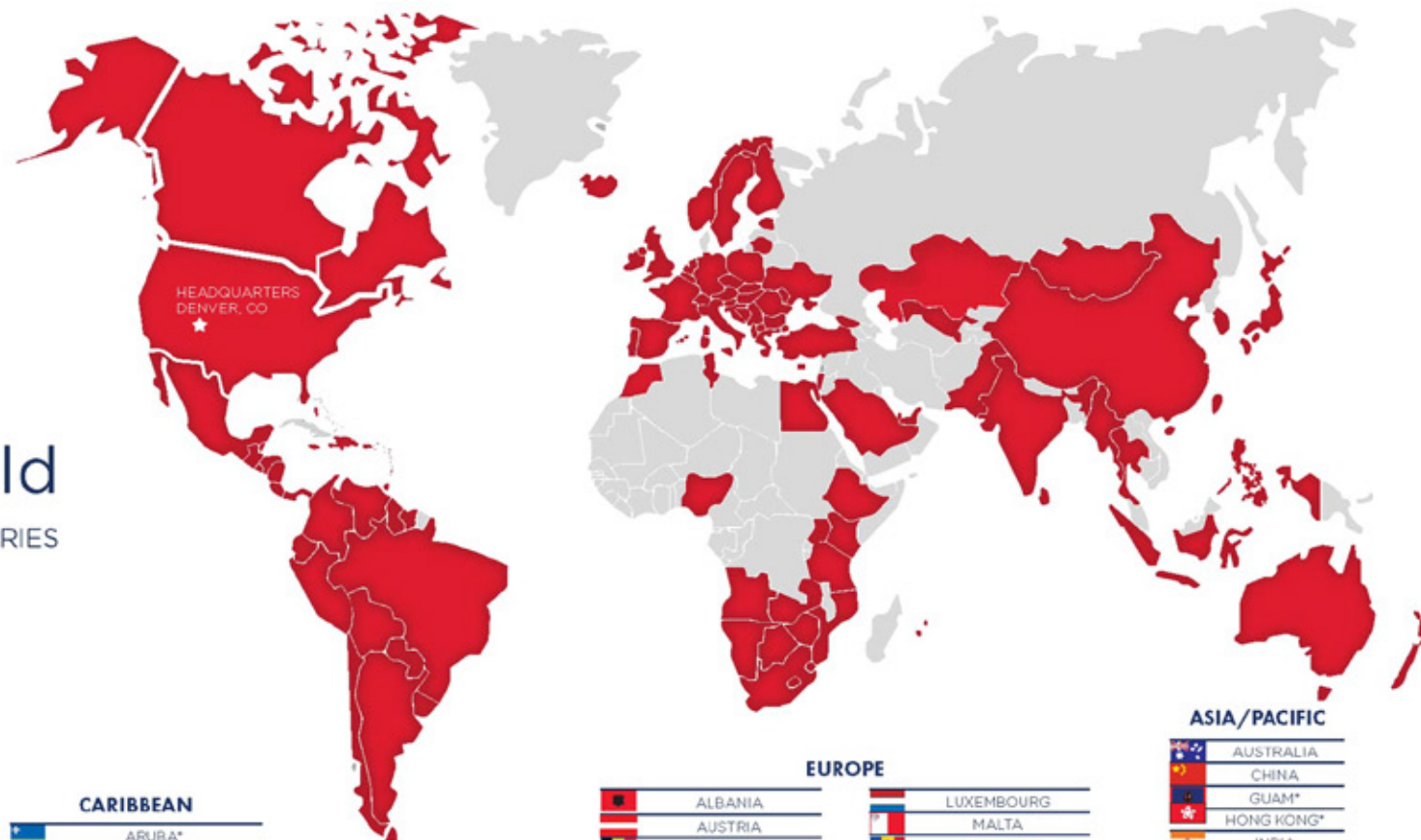






# Around the World

IN OVER 110 COUNTRIES AND TERRITORIES



## AMERICAS

	ARGENTINA
	BELIZE
	BOLIVIA
	BRAZIL
	CANADA
	CHILE
	COLOMBIA
	COSTA RICA
	ECUADOR
	EL SALVADOR
	GUYANA
	GUATEMALA
	HONDURAS
	MEXICO
	NICARAGUA
	PANAMA
	PARAGUAY
	PERU
	SURINAME
	UNITED STATES
	URUGUAY
	VENEZUELA

## CARIBBEAN

	ARUBA*
	ANTIGUA & BARBUDA
	BAHAMAS
	BONAIRE*
	BRITISH VIRGIN ISLANDS*
	CAYMAN ISLANDS*
	CURACAO*
	DOMINICAN REPUBLIC
	GRENADA
	HAITI
	JAMAICA
	PUERTO RICO*
	ST. BARTHELEMY*
	ST. LUCIA
	ST. KITTS & NEVIS
	ST. MAARTEN/ST. MARTIN*
	ST. VINCENT/GRENADINES
	TRINIDAD & TOBAGO
	TURKS & CAICOS*
	U.S. VIRGIN ISLANDS*

## AFRICA

	ANGOLA
	BOTSWANA
	ETHIOPIA
	KENYA
	LESOTHO
	MAURITIUS
	MOROCCO
	MOZAMBIQUE
	NAMIBIA
	NIGERIA
	SOUTH AFRICA
	SWAZILAND
	TANZANIA
	TUNISIA
	UGANDA
	ZAMBIA
	ZIMBABWE

## EUROPE

	ALBANIA
	AUSTRIA
	BELGIUM
	BOSNIA & HERZEGOVINA
	BULGARIA
	CROATIA
	CYPRUS
	CZECH REPUBLIC
	ENGLAND* AND WALES
	ESTONIA
	FINLAND
	FRANCE
	GERMANY
	GREECE
	GEORGIA
	HUNGARY
	ICELAND
	ISRAEL
	ITALY
	KOSOVO
	LITHUANIA
	LUXEMBOURG
	MALTA
	MOLDOVA
	MONTENEGRO
	NETHERLANDS
	NORTH MACEDONIA
	NORWAY
	POLAND
	PORTUGAL
	ROMANIA
	REPUBLIC OF IRELAND
	SCOTLAND*
	SERBIA
	SLOVAKIA
	SLOVENIA
	SPAIN
	SWEDEN
	SWITZERLAND
	TURKEY
	UKRAINE
	UNITED KINGDOM

## ASIA/PACIFIC

	AUSTRALIA
	CHINA
	GUAM*
	HONG KONG*
	INDIA
	INDONESIA
	JAPAN
	KAZAKHSTAN
	MONGOLIA
	MYANMAR
	NEW ZEALAND
	PALAU
	PAKISTAN
	PHILIPPINES
	SOUTH KOREA
	SRI LANKA
	TAIWAN
	THAILAND
	UZBEKISTAN

## MIDDLE EAST

	EGYPT
	QATAR
	SAUDI ARABIA
	UNITED ARAB EMIRATES

# My marketing tools

Premier Quality Service

## ◆ 1 - Pricing :

The sales price of your home has been determined by :

Recently sold homes in your area	All of these will determine the current market value of your property
Other homes on the market in your area	
Exclusive property Features ...	

## Comparative Market Analysis :

Price your home right the 1st time through ( CMA )  
will allow you open the market VS. narrowing it.

**N.P:** I have evaluated thousands and thousands of Residential,  
Commercial, and Administrative properties at Heliopolis, Nasr  
City, Fifth Avenue, Maadi and Zamalek over +25 years

## ◆ 2 - Preparing Your Home For Sale :

To maximize the value of your home,

we recommend the three C's of Staging:

**Clean** —————> spotless kitchens, bathes, patios and decks

**Clutter free** —> no personal items-show-home look

**Color** —————> warm rooms with color accents



# Maximum Exposure

## ◆ 3 - Submit your home correctly to our Multinational multiple listing service :

Our website remaxs.com , world's largest, most visited, most advertised real estate franchise company.

**Fact :** 90 percent of buyers now begin their home search on the Internet. We know they start to investigate two to three weeks before they contact a REALTOR. The reason that is important to you is that remax.com is the most visited real estate franchise website.

(We know this as a result of reports from Hit wise, ComScore and Compete.com for a six-month period through December 2011).

### RE/MAX Wins For Website Traffic

[www.nileestate.com](http://www.nileestate.com)

1 - RE/MAX	<div></div>	2,575,316
2 - Century 21	<div></div>	2,851,769
3 - Coldwell Banker	<div></div>	2,174,159
4 - Keller Williams	<div></div>	1,640,086
5 - Prudential	<div></div>	717,509
6 - ERA	<div></div>	289,999
7 - Real Living	<div></div>	262,977
8 - Sotheby's	<div></div>	198,037
9 - Better Homes and Gardens	<div></div>	113,032



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# Marketing Approach

- ◆ 1 - Promote your property at the company Sales meeting.
- ◆ 2 - Develop a list of features of your home for brokers to use with their potential clients.
- ◆ 3 - E-mail colorful flyer to RE/MAX TOP 90 Agents in the market to send for their potential buyers.
- ◆ 4 - Constantly update you as to any changes in the Market Place.
- ◆ 5 - Contact 20 persons per Day looking for potential buyers.
- ◆ 6 - Contact my buyer leads , centers of influence , and past clients for potential buyers.
- ◆ 7 - Add additional exposure for your home through professional sign.
- ◆ 8 - Provide professional photography.
- ◆ 9 - Create Virtual Tour for your home to potential buyers.
- ◆ 10 - Create Full Color flyers.
- ◆ 11 - Qualifying Buyers & Tenants , in order not to create a negative traffic over your property.
- ◆ 12 - Negotiating the price for you , to reach the most convenient price in the shortest time possible.
- ◆ 13 - Submit your home for most visited websites , almost 1000 Website through RSS , XML feed Service.

## Services:

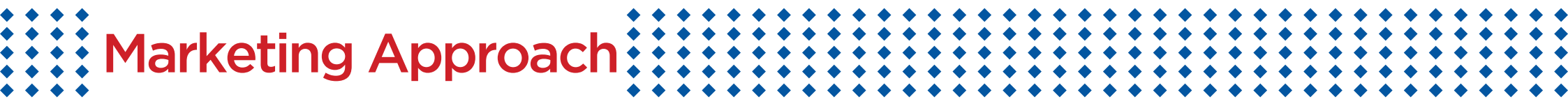
**We will** present all offers to you promptly and assist on evaluating them.

**We will** monitor progress toward closing , when a contract is accepted.

**We will** immediately advice you of events that may threaten closing.

**We will** be present at closing to assure a successful closing.





# Marketing Approach

## 17-Professional Team

### handling Answering Land Line Phone leads

One of the most important factors in marketing process is the concept created by the real estate agents . Developing a professional , stable concept in marketing your property is RE/MAX Agent main target. This image could be achieved through eliminating.Most prominent features in the property. Such a concept would achieve financial & conceptual stability for the property.

**Guarantee :** We wont show your home to any unqualified buyers.

#### Mohamed's Team

I am not working alone in the company as I collected a group of real estate professionals each is specialized in different area or field, my team includes members who has legal Expertise, Some are more into home Inspection, Mortgage, Property Appraisal & Professional Photography. My accomplishment as Broker Owner , I have 21 Years of Experience in Residential, Commercial; Administrative successfully closed around 3000 deal.





# Finally

we would like to thank you  
for taking the time to read through  
my **pre-listing** package

**RE/MAX**  
**ALMOHAGER**

Regards,  
*Mohamed Degheady*