

# Marketing Plan



A Marketing Plan  
Prepared By  
Robert Lerner  
Realtor

**RE/MAX PREMIER PROPERTIES I**

# Internet Marketing

Your home will have  
worldwide exposure on the  
Internet and will appear on  
the following web sites:

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

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

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

# Internet Marketing

The following pages contain a  
good example of how my  
listings appear on

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

## » Magnificently Updated Home Is Located On Huge Lot



**4469 ODESSA**

PLANO, TX 75093

MLS ID#: 10023705

**\$204,900**

4 Bed , 2 Bath

2,256 Sq. Ft.



Map & Directions



Save This Listing



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Send to your REALTOR®

< Previous

1 of 6 Photos

Next >



**Magnificently updated home is located on huge cul-de-sac lot with park-like backyard!! Located in the Plano school district!**



Dining Room



Family Room

Magnificent Goodman custom home has been extensively updated and is located on huge cul-de-sac lot. Outstanding curb appeal. Updates include: Whirlpool Gold dishwasher, Whirlpool Gold double oven, Jenn-Air cooktop, Amana Space Saver Microwave, ceiling texture, wallpaper, interior & exterior paint, interior faucets, garage cabinets, two inch wood blinds, six panel doors & ceiling fans. Roof replaced in late 1998. Park-like backyard is one of the largest lots in this price range in Plano. Other features: alarm system, sprinkler system, concrete curbed flower beds with decorative yard light, red cedar fence & hardwood flooring in entry, formal dining & kitchen. Close to restaurants, shopping, medical & major employment centers. Award winning Plano school district. Must see to believe. Some exclusions. To arrange an appointment to see this home or any other MLS listed home, please contact Robert Lerner toll-free 888 433 0662 or e-mail [Robert@RobertLerner.com](mailto:Robert@RobertLerner.com). Visit [www.RobertLerner.com](http://www.RobertLerner.com) for information about the following: schools, cities, area activities, on-line home searches, virtual tours & much more. When you are at [www.RobertLerner.com](http://www.RobertLerner.com), please be sure to request a printed relocation



Play Room



Kitchen/Breakfast Rooms



Backyard

information package that will be mailed to you.

Single Family Property, Area: Plano, Subdivision: PRESTONDALE, County: COLLIN, Year Built: 1986, Single story, Garage, Central air conditioning, Fireplace(s), Dining room

To access this webpage directly, use <http://www.realtor.com/Prop/1032917370>

## Property Features

- Elementary School: WEATHERFOR
- High School: VINES
- Middle School: WILSON
- School District: PLANO ISD
- Approximate lot is OVERSIZED
- 2 covered parking spaces
- 2 car garage
- Located on a cul-de-sac
- Exterior features: Assigned parking, Cul-de-sac location, Sprinkler system, Wood fencing
- Exterior construction: Brick exterior
- Area: Plano
- County: COLLIN
- Subdivision: PRESTONDALE
- 2 total bath(s)
- 4 total bedroom(s)
- Dining room is 13 X 9
- Kitchen is 12 X 9
- Living room is 23 X 15
- Master bedroom is 15 X 14
- 2 total full bath(s)
- Fireplace(s)
- Fireplace features: Wood burning
- Approximately 2256 sq. ft.
- Central air conditioning
- Heating features: Central heat - gas
- Interior features: Built-in microwave, Burglar alarm, Carpet, Ceiling fans, Ceramic tile flrs, Dishwasher, Double oven, Electric cooktop, Skylights, Slab foundation, Solarium/ Sunroom, Wood burning frpl, Wood flrs
- Single story
- Style: Traditional
- Single Family Property
- Type: Detached
- Year Built: 1986

[Find out more.](#)

# Internet Marketing

The following pages contain a  
good example of how my  
listings appear on

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

# Property Details

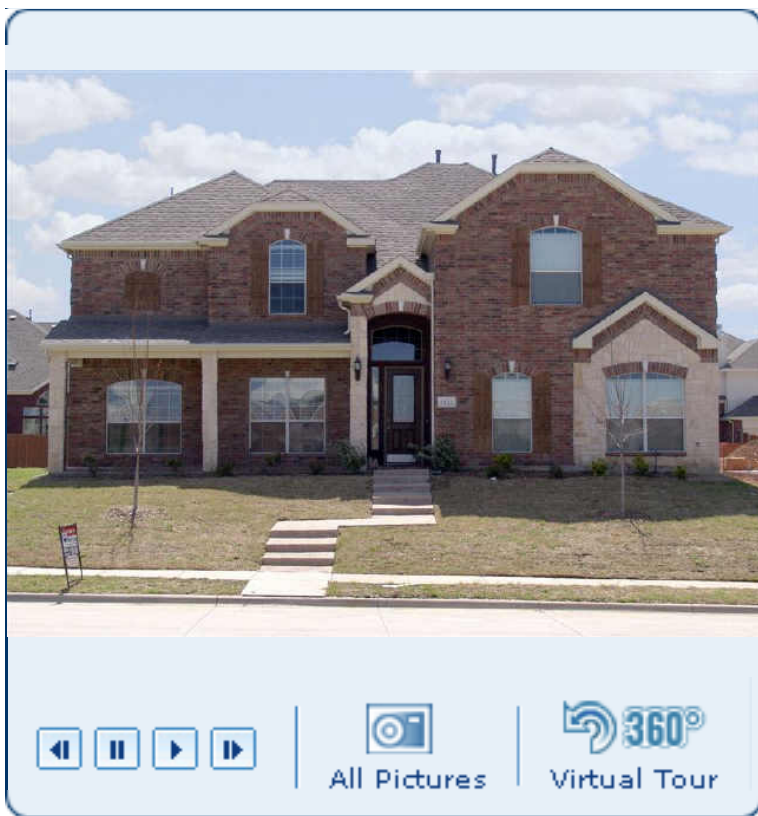
For More Information:

**Robert Lerner**

Associate  
RE/MAX PREMIER PROPERTIES I  
[Email Me](#)

Hello Robert Lerner, Welcome to the website of:  
**RE/MAX PREMIER PROPERTIES I**

## Single Family in FRISCO



Description

**1923 TIMBER RIDGE DR**  
Frisco - LAKE HILL VILLAGE  
PH 2  
TX, 75034

### Property Details

**Price** \$329,900

**Bedrooms** 5 BR

**Bathrooms** 3.00 BTH

**Living Area** 4,248 SQ. FT.

**MLS** 10495251

[Mortgage Calculator](#)



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 [School Information](#)

MAGNIFICENT HOME LOCATED IN S.W. FRISCO IN THE MASTER PLANNED COMMUNITY OF LONE STAR RANCH. THIS INCREDIBLE HOME WAS JUST COMPLETED IN NOV. 2005 & IS LOCATED ACROSS THE STREET FROM BLEDSOE ELEMENTARY. HUGE GOURMET KIT FEATURE S:GRANITE COUNTERS,SS GAS COOKTOP,SS DW,SS OVEN,CER-TILE BKSPLASH,HUGE CNTR ISLAND,LOTS OF CABINETS & ABUNDANT COUNTER SPACE. INCREDIBLE OPEN FLRPLN W ITH TALL CEILINGS & LOTS OF WNDWS ALLOWING NATURAL LIGHT TO STREAM INSIDE.

Main Features

|                |               |              |         |                |         |
|----------------|---------------|--------------|---------|----------------|---------|
| Type           | Single Family | Garage       | 2       | Jr High School | PIONEER |
| Listing Status | For Sale      | Floors       | 0       | High School    | FRISCO  |
| Year Built     | 2005          | Rooms        | 0       | County         | DENTON  |
| Lot Size       | 64 X 124      | Elem. School | BLEDSOE |                |         |

Courtesy Of RE/MAX Premier Properties I  
Robert Lerner

Request More Information

Name\*

Comments

Email\*

SUBMIT

Phone

“Broker Reciprocity is the current compilation of active listings of all Broker Reciprocity subscribers except those listings where the seller or the seller’s agency has opted out of Internet publication by so indicating on the listing contract or by written notice to the Multiple Listing Service”. North Texas Real Estate Information Service listings are marked with the "ntreis" logo. Information provided is thought to be reliable but is not guaranteed to be accurate; you are advised to verify facts that are important to you. No warranties, expressed or implied, are provided for the data herein, or for their use or interpretation by the user, “Information deemed reliable but not Guaranteed”. Information being provided is for consumers’ personal, non-commercial use and may not be used for any purpose other than to identify prospective properties consumers may be interested in purchasing.

Last Updated On: 5/5/2006 3:38:14 PM





# Internet Marketing

The following pages contain a  
good example of how my  
listings appear on

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

[Home](#)[Property Finder](#)[Property Wizard™](#)This site brought to you by [ROBERT LERNER](#)[Home](#)[Property Finder](#)[Property Wizard™](#)[Open Houses](#)[Info Booth](#)[About the MLS](#)[Contact Me](#)[Site Map](#)

Last updated:

2006-05-06 14:31:29

## Property Finder

[back](#)[next](#)[Back to Search Results](#)

### Almost New!! Beautiful Home Just Completed November 2005. Across From Elementary School.

**Beds:****5****Baths:****3 full  
1 half****Price:****\$329,900****City:****FRISCO**

### More Info. Request

Name:

Email:

[Calculator](#)[Email](#)[Property Wizard™](#)

### Property Details

**MLS Number:** 10495251**Type of Home:** Single Family

### Action Items

[Printable Flyer](#)

|                     |                                      |
|---------------------|--------------------------------------|
| <b>Style:</b>       | <b>Traditional</b>                   |
| <b>Year Built:</b>  | <b>2005</b>                          |
| <b>Lot Acreage:</b> |                                      |
| <b>Subdivision:</b> | LAKE HILL VILLAGE PH 2               |
| <b>Address:</b>     | <a href="#">1923 TIMBER RIDGE DR</a> |
| <b>County:</b>      | DENTON                               |
| <b>State, Zip:</b>  | TX , 75034                           |



Multiple Photos



Virtual Tour



Mapping

### Description

Magnificent home located in Southwest Frisco in the master planned community of Lone Star Ranch. This incredible home was just completed in November 2005 and is located across the street from Bledsoe Elementary. Huge gourmet kitchen features: granite counters, stainless steel gas cooktop, stainless steel dishwasher, stainless steel oven, ceramic tile backsplash, huge center Island, lots of 42" tall Ash wood cabinets and abundant counter space. Incredible open floorplan with tall ceilings and lots of windows allowing the natural light to stream inside. Extensive amount of ceramic tile downstairs. Wrought iron spindles on staircase. Upstairs features: gameroom, media room, four bedrooms and two full bathrooms. Driveway is extra wide and will park three cars side-by-side. Wired for multi-room audio. Lone Star ranch features: three swimming pools built into the side of a hill with panoramic views of the lake below, playground, clubhouse with work-out room and miles of sidewalks. Must see to believe!

|                                  |  |
|----------------------------------|--|
| <b>Area:</b>                     | FRISCO / DENTON COUNTY EAST  |
| <b>Home Owner's Association:</b> | Mandatory, \$720, Annual   |
| <b>Comments:</b>                 | MAGNIFICENT HOME LOCATED IN S.W. FRISCO IN THE MASTER PLANNED COMMUNITY OF LONE STAR RANCH. THIS INCREDIBLE HOME WAS JUST COMPLETED IN NOV. 2005 & IS LOCATED ACROSS THE STREET FROM BLEDSOE ELEMENTARY. HUGE GOURMET KIT FEATURE S:GRANITE COUNTERS,SS GAS COOKTOP,SS DW,SS OVEN, CER-TILE BKSPLASH,HUGE CNTR ISLAND,LOTS OF CABINETS & ABUNDANT COUNTER SPACE. INCREDIBLE OPEN FLRPLN W ITH TALL CEILINGS & LOTS OF WNDWS ALLOWING NATURAL LIGHT TO STREAM INSIDE. |

### Community Amenities

Club House, Community Pool, Playground, Greenbelt

**School Information**

FRISCO ISD School District, BLEDSOE Middle, PIONEER Middle, FRISCO High

**Home Interior Features**

|                          |   |
|--------------------------|---|
| Features:                | Sound System Wiring, Bed/Baths: Split Bedrooms, Separate Shower   |
| Square Footage:          | 4248  |
| Levels:                  | 2.00  |
| Flooring:                | Carpet, Ceramic Tile  |
| Fireplace:               | 1 Fireplace(s)  |
| Kitchen/<br>Dining Info: | Cooktop-Gas, Oven-Electic, Built-in Microwave, Dishwasher, Disposal, Island, Granite/Granite Type Cntrtop |
| Other Rooms:             | Game Room, Media Room, Utility Room: Washer Hookup, Dryer Hookup-Elec                                     |
| Heating/<br>Cooling:     | Central Air-Elec, Central Heat-Gas, Zoned   |
| Utilities:               | City Water, City Sewer  |

**Home Exterior Features**

|                    |                                 |
|--------------------|---------------------------------|
| Exterior Features: | Sprinkler System                |
| Construction:      | Brick                           |
| Roof:              | Composition                     |
| Garage:            | 2 Garage Spaces, Attached, Rear |
| Pool:              | No                              |
| Lot Description:   | Other                           |
| Lot Dimensions:    | 64 X 124                        |
| Lot Size:          | Less than .5 Acre (not Zero)    |

**Your Agent's Information**

|             |                             |
|-------------|-----------------------------|
| Your Agent: | ROBERT LERNER               |
| Phone:      | 972 733 9707                |
| Office:     | RE/MAX Premier Properties I |

**Listing Agent Information**

|                 |                             |
|-----------------|-----------------------------|
| Listing Agent:  | Robert M Lerner             |
| Listing Office: | RE/MAX Premier Properties I |

# Internet Marketing

RobertLerner.com provides high placement on several of the major search engines and generates significant viewing for my on-line listings. The following page contains the front page of my website

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

**Free** Relocation Information Package

**Free** Information on Schools.

**Free** List of Homes

**Free** Market Analysis

Robert Lerner services the homes and real estate needs for  
Allen, Carrollton, Flower Mound, Frisco, Garland, Lewisville, McKinney,  
Murphy, North Dallas, Parker, Plano, Richardson and The Colony, Texas.

Click here for

[Existing Home Search](#)

Many have Virtual and Grand Tours!

[Hot Properties!](#)

[Marketing Plan For Sellers](#)

[Featured Real Estate](#)

[Gift Certificate For Buyers](#)



**ROBERT LERNER**

RE/MAX Hall Of Fame Award Winner

[robert@robertlerner.com](mailto:robert@robertlerner.com)

Toll free (888)433-0662

Voice Mail/Pager (972)733-9707

Fax (972)964-0779

5501 Independence Pky #105

Plano, Texas 75023

RE/MAX PREMIER PROPERTIES I

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Robert Lerner](#)

# Virtual Tours

In addition to virtual tours of your home appearing on the Internet, I will place additional CD-ROM copies of the virtual tour inside your home next to the information sheets. The prospective buyers will be able to take copies of the virtual tours with them. This will help them to remember your home.



# hometour360°

Virtual Tour

Full Screen Tour

Map This Property

Printable Brochure

Close Tour

Living Room

Dining Room

Kitchen

Back Yard

Plano, TX 75093, USA  
MLS ID#: 10023705

Send to a Friend

Find Out More

Save to Desktop



Presented By

**Robert Lerner**

Tel. 972-867-4747

[Email Agent](#)

Photographed By

  
**DFW-Photo.com**  
**(214) 995-7530**



Powered by **SPX**



# hometour360°

Virtual Tour

Full Screen Tour

Map This Property

Printable Brochure

Close Tour

- Living Room
- Dining Room
- Kitchen
- Back Yard

Plano, TX 75093, USA  
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**DFW-Photo.com**  
**(214) 995-7530**

# hometour360°

Virtual Tour

Full Screen Tour

Map This Property

Printable Brochure

Close Tour

Living Room

Dining Room

Kitchen

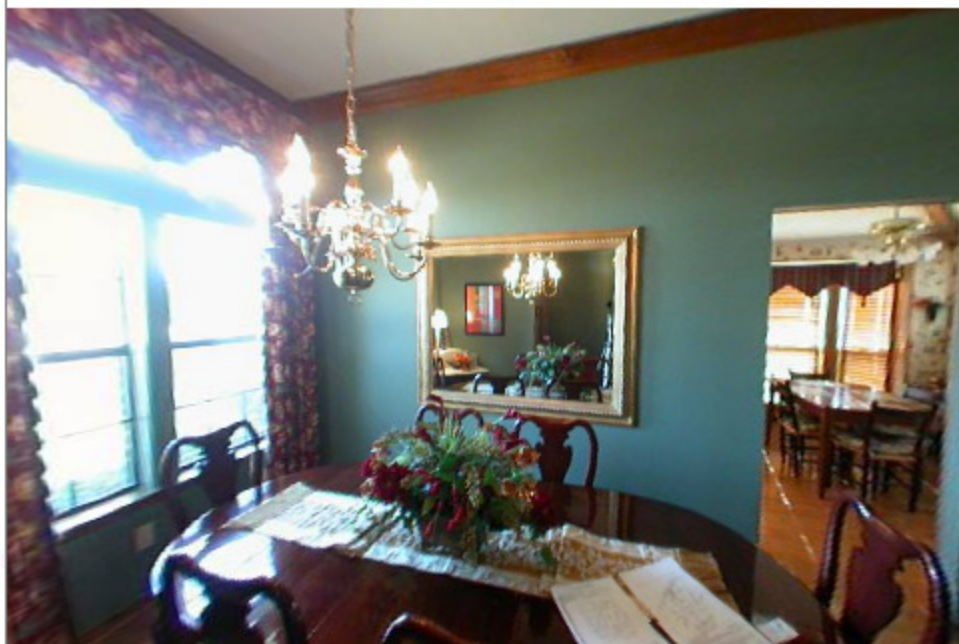
Back Yard

Plano, TX 75093, USA  
MLS ID#: 10023705

Send to a Friend

Find Out More

Save to Desktop



Presented By

**Robert Lerner**

Tel. 972-867-4747

[Email Agent](#)

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**DFW-Photo.com**  
**(214) 995-7530**

# hometour360°

[Virtual Tour](#)[Full Screen Tour](#)[Map This Property](#)[Printable Brochure](#)[Close Tour](#)[Living Room](#)[Dining Room](#)[Kitchen](#)[Back Yard](#)

Piano, TX 75093, USA  
MLS ID#: 10023705

[Send to a Friend](#)[Find Out More](#)[Save to Desktop](#)

Presented By

**Robert Lerner**

Tel. 972-867-4747

[Email Agent](#)

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**DFW-Photo.com**  
(214) 995-7530



# Open House

I will host open houses for  
the general public at your  
home.



# Information Sheets

I will prepare color information sheets about your house. The following page contains an actual copy of an information sheet.

www.RobertLerner.com



**4469 ODESSA CIRCLE**  
**\$204,900**



Descript: 4/2/2/3 LA'S

School District: PLANO ISD: WEATHERFORD / WILSON / VINES / PLANO SR

City: PLANO

Lot Size: OVERSIZED

Living 1: 23 X 15

F Dining: 13 X 9

Kitchen: 12 X 9

Brkfst: 11 X 9

Living 2: 18 X 13

Living 3: 15 X 10

Sq Ft: 2,256/APPRaiser

Area: 20/9

Age: 1986

Mstr Br: 15 X 14

Bdrm 2: 12 X 10

Bdrm 3: 11 X 10

Bdrm 4: 10 X 10

Utility: 5 X 5

MLS #: 10023705

Mapsc: 656.Z

Zip: 75093-5545

Stories: ONE

Heat: CENTRAL-GAS

Air: CENTRAL-ELEC

Found: SLAB

Roof: COMPOSITION

Garage: TWO CAR

Fence: WOOD

Exterior: BRICK

MAGNIFICENT GOODMAN CUSTOM HOME HAS BEEN EXTENSIVELY UPDATED AND IS LOCATED ON HUGE CUL-DE-SAC LOT. OUTSTANDING CURB APPEAL. UPDATES INCLUDE: WHIRLPOOL GOLD DISHWASHER, WHIRLPOOL GOLD DOUBLE OVEN, JENN-AIR COOKTOP, AMANA SPACE SAVER MICROWAVE, CEILING TEXTURE, WALLPAPER, INTERIOR & EXTERIOR PAINT, INTERIOR FAUCETS, GARAGE CABINETS, TWO INCH WOOD BLINDS, SIX PANEL DOORS & CEILING FANS. ROOF REPLACED IN LATE 1998.. PARK LIKE BACKYARD IS ONE OF THE LARGEST LOTS IN THIS PRICE RANGE IN PLANO. OTHER FEATURES: ALARM SYSTEM, SPRINKLER SYSTEM, CONCRETE CURBED FLOWER BEDS WITH DECORATIVE YARD LIGHT, RED CEDAR FENCE & HARDWOOD FLOORING IN ENTRY, FORMAL DINING & KITCHEN. CLOSE TO RESTAURANTS, SHOPPING, MEDICAL & MAJOR EMPLOYMENT CENTERS. AWARD WINNING PLANO SCHOOL DISTRICT. MUST SEE TO BELIEVE. SOME EXCLUSIONS.

www.RobertLerner.com

FINANCING INFO. SUBJECT TO CONFIRMATION BY MORTGAGEE-MEASUREMENTS ARE APPROX AND SHOULD BE VERIFIED BY PURCHASER

Subdv: PRESTONDALE

Lot: 32 Block: 4

Tax:

Owners:

Special Conditions:

**ROBERT LERNER**

robert@robertlerner.com

972-733-9707

RE/MAX PREMIER PROPERTIES 1  
5501 Independence Pkwy., Ste. 105  
PLANO, TX 75023 (972) 867-4747

Should your property currently be listed with another broker, this message is not intended to solicit your business. Each Office Independently Owned and Operated. The information contained herein is furnished by the owner to the best of his knowledge, but is subject to verification by the purchaser and agent assumes no responsibility for correctness thereof. The sale offering is made subject to error, omissions, change of price, prior sale or withdrawal without notice in accordance with the Law. This property is offered without respect to race, color, creed, national origin, sex, familial status or handicap.

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Dave's Photo Graphics 469-667-5481

## **Just Listed Postcards**

Just Listed postcards will be mailed to your subdivision. Your neighbors may have friends, family or co-workers who might be interested in moving to your subdivision. The next page contains an example of the postcard.



**Just Listed!! 8225 Fountain Ridge**



For More Information About This Home, Please Visit [www.RobertLerner.com](http://www.RobertLerner.com) & Click On The Featured Real Estate Button.



# Take One Info Tube

The Info Tube allows prospective buyers driving around your subdivision to gather information about your house.



# MLS Computer

Your House Will Be Placed In The

Multiple Listing Service (MLS) Computer

System. The MLS Computer System Is Where

The Realtors Go To Find Properties To

Show To Their Buyers. The following pages

contain an example of how my listings appear in

the MLS Computer System.

MLS# 10202950

Active

[8225 FOUNTAIN RIDGE DR](#)

PLANO\*

75025-3930\*

LP: \$199,900

Category: **Residential**

Type: Single Family Orig LP: \$199,900

Area: 20/3\*Map: DA/0557\*/M\*

Also For Lease:

Low: \$0

Subdv: SPRING RIDGE #03\*

Lst \$ / SqFt: \$80.57

County: COLLIN

Parcel ID: [R365200D01001](#)

Legal: SPRING RIDGE #03, BLOCK D, LOT

MultiParcel: No

Lot: 10\*

Blk: D\*

MUD Dst: No

Bedrooms: 4 Tot Baths: 2.1 Liv Areas: 2 Dining Area: 2 Story: 2 Pool: No

Fireplaces: 1 Full Baths: 2 Levels-1st: 1 2nd: 1 3rd: Bsmt:

Sec Sys: Yes Half Baths: 1 Levels-1st: 1 2nd: 3rd: Bsmt:

SqFt: 2,481\* / Tax Yr Blt: 1998 / Preowned HdcpAm: No

# Gar Spaces: 2 Gar Size: 0X0 # Carport Spaces: 0 Cvr'd Park: 2

Acres: 0 Lot Dimen: TBV Will Subdiv: No

Media: [10](#) / 0 / 0PAR: [Y](#)HOA: MandatoryHOA Dues: \$75 / Quarterly

School Dist: PLANO ISD

Bus: Type: E Name: SKAGGS

Bus: Type: M Name: RICE

Bus: Type: H Name: JASPER

Bus: Type: S Name: PLANO

Living 1: 17X16 / 1

Living 2: 17X12 / 2

Living 3:

Study:

Utility: 6X5 / 1

F Dining: 11X10 / 1

Breakfast: 11X10 / 1

Kitchen: 15X11 / 1

Other Rm:

Other Rm:

Mstr BR: 15X14 / 1

Bedroom 2: 11X11 / 2

Bedroom 3: 11X10 / 2

Bedroom 4: 11X12 / 1

Bedroom 5:

**Housing Type**

Single Detached

**Roof**

Composition

**Style of House**

Traditional

**Type of Fence**

Wood

**Lot Size/Acreage**

Less Than .5 Acre (not Zero)

**Parking/Garage**

Attached

**Lot Description**

Interior Lot

**Street/Utilities**

City Sewer

**Exterior Features**

Patio Open

**Common Features**

City Water

**Construction**

Brick

**HOA Includes**

Community Pool

**Foundation**

Slab

**Management Fees****Interior Features**

Other

**Oven-Electric**

Cash

**Bed/Bath Features**

Separate Shower

**Utility Room**

Dryer Hookup-Elec

Conventional

**Specialty Rooms**

Split Bedrooms

Washer Hookup

FHA

**Fireplace Type**

Gas Starter

**Alarm/Security Type**

Burglar

**Possession**

Negotiable

**Kitchen Equipment**

Built-in Microwave

**Flooring**

Carpet

**Showing**

Courtesy Call (Appt Svc)

**Cooktop-Gas**

Dishwasher

**Heating/Cooling**

Central Air-Elec

**Assumption Info**

Not Assumable

**Proposed Financing**

**Property Description:** MAGNIFICENT LENNAR HOME LOCATED ON A QUIET STREET IN SPRING RIDGE SUBDIVISION. OPEN FLOORPLAN W/LOTS OF WINDOWS. SPACIOUS FAMILY RM HAS A SOARING CEILING. KITCHEN FEATURES: 42 INCH CABINETS, TILE BACKSPLASH, BIG PANTRY, BUILT-IN MICROWAVE, GAS COOKTOP, BUILT-IN OVEN, LOTS OF CABINETS,

**Directions:** SUBSTANTIAL COUNTER SPACE & IS OPEN TO FAMILY ROOM. WALKING DISTANCE TO SKAGGS ELEMENTARY SCHOOL, RICE MIDDLE SCHOOL, BEAUTIFUL COMMUNITY SWIMMING

**Private Remarks:** POOL & RUSSELL CREEK PARK. ROOF SHINGLES REPLACED A FEW YEARS AGO.

**Loan Type:** Treat As Clear **Bal:** \$ **Equity:** \$ 199,900 **Int Rate:** % **Pmt Type:** Payment: \$

**Lender:** **Orig Date:** **2nd Mortg:** No **Unexempt Taxes:** \$

**SAC:** 3 **BAC:** 3 **Var:** N **List Type:** Exclusive Right to Sell/Lease

**DOM:** 33 **LD:** 11/2/2004 **XD:** 1/31/2005

**LO:** RMRP01 [RE/MAX Premier](#)

(972)867-4747 **Fax:** (972)867-6728

**Brk Lic#:** 0378828

[Properties I](#)

**LO Addr:** 5501 Independence Pkwy.Ste  
105 Plano, TX 75023

**Off email:** [bfeatherston@contactdallas.com](mailto:bfeatherston@contactdallas.com) **LO Website:** <http://www.homesforview.com>

**LA:** 0426094 [Robert Lerner](#) (972)733-9707 **Fax:** (972)964-0779

**Agnt Cell Phone:** (972)733-9707

**LA Email:** [robert@robertlerner.com](mailto:robert@robertlerner.com)

**LA Website:**

**Agnt Voice Mail:**

**Preferred Title Co:** HEXTER-FAIR  
TITLE (972) 867-5555 **Loc:** PRESTON/PARKER

**Agent Other:**

**Call:** CSS

**Appt:** (817) 858-0055 X:

**Owner Name:** SEE AGENT

MLS#: 10202950



Front



Kitchen



Breakfast Room



Dining Room



Family Room





Master Bedroom



Master Bathroom



Gameroom



Backyard

**MarketLinx** TEMPO

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**Support:** [helpdesk@ntreis.net](mailto:helpdesk@ntreis.net)

# Feedback

I will provide timely  
feedback from the Realtor  
showings.



**RE/MAX is #1**

**RE/MAX is the #1  
real estate company in the  
market.**

**Please see the following  
page for details.**



IN THE DALLAS AREAS,

**RE/MAX<sup>®</sup>**

TOWERS ABOVE THE COMPETITION

PREMIER MARKET PRESENCE

**SOLD**



**RE/MAX<sup>®</sup> 17.32%**

13.45%

11.98%

10.56%

8.65%

2.19%

RE/MAX<sup>®</sup>

Keller  
Williams

Coldwell  
Banker

Ebby  
Halliday

Century 21

Virginia Cook  
REALTORS<sup>®</sup>

### LISTING SIDE UNITS SOLD

Based on data compiled from all Single Family residential properties sold in the Dallas areas (areas 1-55) which were reported by the NTREIS MLS for the period from January 1, 2005 through December 31, 2005. These statistics represent the "Sold" Single Family Detached Residential Listing of all office locations and independent offices of each multi-office or franchise or franchise organization identified, which listings were sold by such organization, according to the publications of the Multiple Listing Service for Residential Properties (existing and new) in the NTREIS MLS areas for the time period indicated. Note: This representation is based in whole or in part on data supplied by NTREIS MLS. Neither the Association nor its MLS guarantees or is in any way responsible for its accuracy. Data maintained by the Association or its MLS may not reflect all real estate activity in the market. Each RE/MAX office is independently owned and operated.

FOR THE MOST LISTINGS, VISIT

**[www.remax-texas.com](http://www.remax-texas.com)**



# Profile

- Full-time Realtor since 1993.
- RE/MAX Hall Of Fame Award Winner.
- Member Collin County Association of Realtors, Texas Association of Realtors and National Association of Realtors.
- 1982-1993 loan officer for local banks specializing in real estate lending.
- 1982 Bachelor of Business Administration Degree from the University of Texas at Austin.
- Married since 1984 with two children.
- When not working, I enjoy traveling, exercising, reading, cooking, watching college football, attending my kids various sporting activities and just spending time with my family.

## **Testimonials**

Good customer service can be a difficult thing to find these days, but I must say yours is impeccable! You listen, you consider, you respond, you follow up...in other words you get it! Thanks so much for your assistance with our recent home sale and subsequent new home purchase. I truly appreciate your attention and focus on our needs through the entire process; Keeping us on track with important details, walking us through the steps, researching options based on our goals and leveraging your background to help us with information gathering. And to top it off, you're just a nice guy.

Mark McGovern

I want to express my appreciation for all your help in selling my home. As you know, it was on the market for quite some time with other real estate agents. None were able to sell it. I believe your success was due to your hard work, market insight and warm personality. Most importantly, I fully recognize that I am not an easy person to work with. You were very patient with my questions, concerns and requests. Thanks very much and feel free to refer any prospects to me for references.

Stuart Robinson

We were out of town home owners and we put our home on the market with Robert. He was wonderful! He was right on top of things, making sure everything was being taken care of. Robert is responsible, honest and hard working. I would highly recommend him as a Realtor.

Lynn Kane

I've known Robert for the past five years, and he has always delivered what he had promised. He handled the sale of my home. I'm especially impressed with his great work ethic, generosity, and friendliness. He, is someone that you can count on, trust, and make friends with. I welcome you as Robert's new friend."

Sue Han

We have known Robert for about 15 years. We have sold 2 homes and bought 2 homes using his expertise. He is truly a professional. He is the best at what he does. Our experiences working with him have always been exceptional. He is extremely knowledgeable, truthful, and committed to his client. We would highly recommend Robert to anyone.

Sincerely,

Curt and Brenda Sherwood

Thank you, Robert for another outstanding job you provided as our realtor. We especially appreciate the time you spent taking care of our needs as we purchased our 2nd home with you. It is great to work with a professional who has our needs as their main priority. We have worked Robert Lerner several times. He makes our needs a priority when dealing with both the buying and selling of our homes. His knowledge and ability to answer our questions makes his smiling, friendly face our number one choice when we need a real estate agent. No one will take better care of you and your family than Robert Lerner.

Mike and Merry Prather

We have worked with Robert Lerner on two different occasions within the last three years. He helped us find our first home in Frisco in 2001. In 2003 he sold that home for us and helped us find our new home and we couldn't be happier. Not only is he a great realtor, but we also consider him to be a friend of our family.

The Husby Family,

Frisco, Texas

Although I didn't think it was possible, Robert made selling my house easy during a very stressful time of not only selling my house but also moving out of state. Robert always kept me informed and was proactive in his approach. If I ever move back to the DFW area, I will definitely contact Robert.

Karissa Cottom

## **Testimonials**

My husband and I have worked with Robert Lerner in the purchase of both of our homes in less than 2 years time. He is Fabulous!! We truly value Robert's dedication, loyalty and the personal touch he brings to such a life changing event. Robert made this difficult change bearable for us with his calm, steady and trustworthy demeanor. He is truly one of a kind in his field and you will not be disappointed when you choose him to be your Realtor!

Sincerely,  
Allison and Rod Julian

We enthusiastically endorse your service for locating a home! The greatest aspect of our experience in working with you was that we never felt any pressure to "settle" on a house; through your email program, we were able to save time and effort in house-hunting by only going out to see the ones that particularly interested us. We continue to recommend your service to our friends.

Bill and Victoria Rice

Robert Lerner is not a typical Realtor. He is an outstanding business professional. We have very high expectations, and Robert Lerner exceeded all our expectations when we purchased our home almost four years ago. During the "looking process", Robert took our criteria and was always prepared to show us as many or as few houses as necessary. He was organized, efficient, and patient. His phenomenal service continued throughout the contract period and closing. The title company commented at our closing that things always went smoothly with Robert's transactions. We enthusiastically recommend Robert Lerner, and look forward to working with him again.

It is rare to find someone as knowledgeable, hard working and honest as Robert.

John and Denise London

Robert was extremely helpful and patient in my search for my first home. He offered honest opinions and advice. I would use him again.

Cindy Samaniego

My wife and I thoroughly enjoyed the adventure of looking for our first home. Months before we knew we would be moving, Robert took us out to help us get an idea of what we wanted. He was very patient and knowledgeable through the whole process. Thanks Robert for making it such a good experience!

Steven and April Woodward

Robert made the entire process for a first time home buyer easy. From his weekly e-mails showing new house listings to the final paperwork, he was extremely helpful, patient, and caring. He educated us on all the little details that make such a difference in buying a home and in the future for selling that home. We will definitely use him again in the future and we recommend him to anyone we know looking to purchase a home.

Eileen and Johnny Rodriguez

## **Testimonials**

My family and I had the pleasure of working with Robert for our move from Virginia to Dallas three years ago. I made a quick business trip to the area to scout for homes with Robert before bringing my wife to look at about 20 finalists. Robert made the search very efficient with his intense up front leg work. In the end, we found our dream house and the experience was very gratifying. Robert is the most courteous and honest person we have met in Texas and we have recommended him to our friends and acquaintances.

Roger & Denise Silver

My family and I were new to the Dallas area and so considered ourselves extremely fortunate to find a realtor as courteous and hard working as Robert. He understood what we were looking for and made our home search easier by only showing us properties that met the requirements we'd given to him. His knowledge of the area and market allowed us to find a great home in a great location. When the time comes to buy again, we'll certainly be giving Robert a call.

George and Cara Barkley

I can't begin to tell you how much I appreciate everything you did for me while searching for my dream home. If it weren't for your diligence and hard work, not to mention, patience with me during my search, I don't think I would have been able to find such a wonderful home that fits our family perfectly. I would highly recommend you to anyone I know who is not just looking for a house, but rather a home.

Sincerely, Jodie Carlson

We had the opportunity to work with Robert during a corporate relocation to the DFW area. We let Robert know what we were looking for in a home and the price range. He not only showed us existing homes for sale, he gave us a tour of new home communities. His outstanding knowledge and professionalism helped us choose our new home and area in the DFW area. We highly recommend Robert to anyone needing a real estate professional.

Sincerely, Mark and Brenda Faure

We recently purchased our new home and were very pleased with Robert Lerner's services. Specifically, he demonstrated patience and a willingness to provide historical data and provided excellent insight to potential resale issues. In short, we highly recommend his services!

Don and Julie Peteuil

Thank you so much for ALL of your help in making our move from New Hampshire to Texas such a smooth transition. You were so helpful and accommodating to us during our house hunting both with your updated multiple listings emailed regularly, and the help in showing us all over town searching for the perfect home. We love our neighborhood and the schools are fantastic. Thank you again for all of your help!

Scott and Michele Darwin

Just a note to thank you so much for everything you did for us in 2002. We love our new home, and really appreciate everything you did to make our home buying experience not only painless but enjoyable. And thanks again for the holiday fudge!!!!

Thank you, Kim & Mike Phillips

I liked Robert Lerner as my real estate agent because he was not a pushy salesman type. My husband & I like the house we bought with him and he gave his wise advice when asked.

Regards, Tellie Walling

We love Robert's e-mails that keeps us updated on the market value of the homes in our neighborhood. Without this information we would not know what homes like ours are selling for!"

Ladd and Ruby Gibke

## **Testimonials**

Robert effectively used internet technology to provide prompt and professional service. He was always courteous. In addition, he offered additional services after the house was closed.

Wei-Lei Lin

Robert took the time to find the exact house I was looking for, and in my case that was quite an effort! His extensive knowledge of the area was extremely helpful for me, having recently relocated to Dallas. He's also been fantastic in following up post-purchase. I'd recommend him to anyone.

Steven Flunker

The Letter On The  
Following Page Was  
Written By The Owner  
(Don Dahlberg) Of  
RE/MAX Premier  
Properties I

December 20, 2004

Dear Robert,

Congratulations to you on your outstanding achievement in November as a Top Individual Leader in closed sales. Your hard work towards this honor is greatly appreciated. RE/MAX Premier Properties I is proud to have a dedicated professional like you associated with us.

Your dedication, loyalty, and accomplishments show you are truly a "Real Estate Leader."

Best wishes for your continued success.

Sincerely,

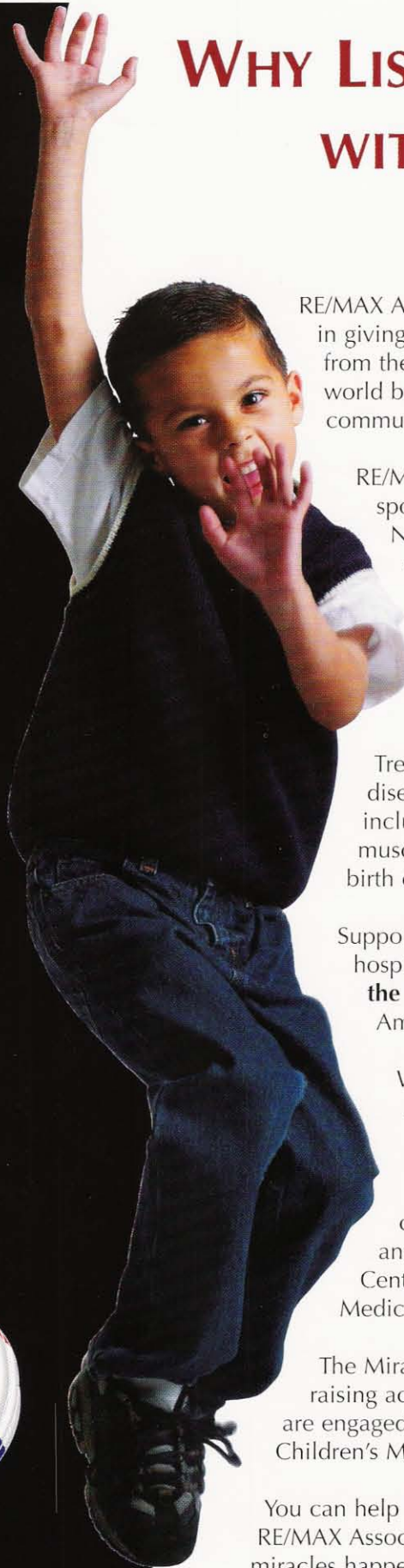
Proud of you ! Happy for you!  
Don

## **Children's Miracle Network**

For the last eleven years, I have made donations to the Children's Miracle Network for all of my successful closings. The money benefits Children's Medical Center of Dallas.



# MAKE YOUR HOUSE A MIRACLE HOME®!



## WHY LIST YOUR HOME WITH RE/MAX®?

RE/MAX Associates are Out in Front not only in giving the **highest quality service** available from the most **experienced Associates** in the world but when helping children in your community as well.

RE/MAX is the exclusive real estate sponsor of Children's Miracle Network, an international non-profit organization, which:

Consists of **171 children's hospitals** providing state-of-the-art, life-saving care 24 hours a day 365 days a year.

Treats **millions of children** for every disease and condition imaginable including cancer, pediatric AIDS, muscular dystrophy, sickle cell anemia, birth defect, asthma and accidents.

Supporting Children's Miracle Network hospitals is the **most effective way to save the lives** of children throughout North America.

Why list your home with a RE/MAX Associate?

- Your home will be designated as a "Miracle Home"
- Your Associate will make a contribution on behalf of the listing and/or sale to Children's Medical Center of Dallas and Cook Children's Medical Center in Fort Worth.

The Miracle Home program and other fund-raising activities in which RE/MAX Associates are engaged in are raising millions of dollars for Children's Miracle Network each year.

You can help by listing your home with a RE/MAX Associate. Together you can make miracles happen for children in North Texas.

# Preparing Your Home To Sell DVD By David Knox

David Knox is a nationally known real estate expert who has prepared a DVD about preparing and staging homes that are about to go on the market. If you have a chance, then please watch this short (15 minutes) DVD. There might be one or two ideas that you might find useful.



# Preparing Your Home To Sell

*How to Increase Your  
Home's Sales Appeal*



**DVD**  
VIDEO

By David S. Knox

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