



# SELLERS GUIDE

Find Your Way Home at [Brinkoetter.com](https://Brinkoetter.com)

# Who we are

As a company, Brinkoetter Realtors' system of experienced real estate agents, professional technicians, marketing strategists, and industry leaders add up to mean a powerful client advantage.

We are committed to advanced, continuous training of our Team, to staying ahead of the innovation game, and to earning our clients' confidence. On any given day, you'll find a Brinkoetter representative serving a local charity, volunteering at a school, or working to better our city neighborhoods, one block at a time.

We work hard.  
We move fast.  
We love our community.  
**And we know real estate.**

Welcome to Brinkoetter.



**TOM BRINKOETTER**

Designated Managing Broker/Owner  
BRINKOETTER REALTORS

## OUR NUMBERS SPEAK FOR THEMSELVES

BRINKOETTER STATISTICS

# 2.8M

**BRINKOETTER.COM** had over **2.804 million** pageviews in 2023

# 52%

Brinkoetter was involved in 52% of all home sales in the Macon County market for **2023**.

# 844

**Residential Real Estate Sides**  
in Macon County in 2023

Nearest  
Competing Office

**389**

Brinkoetter  
Realtors

**844**

**WE SELL  
MORE HOMES  
THAN OUR  
COMPETITORS**

**41%**

**MARKET SHARE**

**16%**

Nearest Competing  
Office

**41%**

**Brinkoetter**

- CIBR

**A SMALL  
DIFFERENCE IN  
SALES PRICE  
COULD MEAN  
THOUSANDS  
OF DOLLARS**

LIST TO SELL PERCENTAGE FOR BRINKOETTER

**97%**

## **THE POWER OF BRINKOETTER.COM**

Whether you're preparing to buy a home or sell yours, **Brinkoetter.com** has all the tools you need to get started. Our site zeros in on the user experience to make information available faster, with less clicks, and provide more immediate access. The functionality, the layout, the aesthetics- it's all in the service of creating a positive interaction for our clients.

**Quick click** buttons from the Homepage provide users more precision in their home search by scrolling through our up-to-the-moment listings.

**Search** functions allow users the opportunity to conduct searches based on New Listings, Central Illinois Communities, even available Lakehouses. The site also includes all area realtor open houses.

**Buyers and Sellers** will find customized tools and information specific to their needs when they click the navigation links at the top.

**Our Services** will give you an overview of the technology and innovation that goes into each of our listings. These services are all housed within the Brinkoetter Company and include: Drone Footage, HDR Photography, Interactive Floorplans, Listing Videos, 360-degree 3D Virtual Tours, and staging consultations.

But our sophisticated website, our impressive numbers, even our years of experience don't add up to mean more than our commitment to seeing our clients happy. We work hard, we listen well, and we are always working to positively impact the real estate industry.

**One click, one client,  
one community at a time.**

# OUR IN-HOUSE LISTING SERVICES SET US APART:

SERVICES AND ADVERTISING PROVIDED BY BRINKOETTER



## HDR PHOTOS

High-definition and resolution photography provided on every listing



## FLOOR PLANS

Accurate square footage and room dimensions are combined with proprietary photographs to create an interactive floor plan for all listings



## VIDEOS

Interior photography and exterior drone footage are used to create in-house videos for online viewing of our clients' homes and properties



## DRONE VIDEO

Our licensed drone pilots collect aerial footage used to give potential buyers a bird's-eye view of prospective properties



## 3D VIRTUAL TOUR

Gives potential buyers the chance to immerse themselves in 3D virtual walkthroughs



## STAGING CONSULTATION

Free service to help sellers best prepare their home to market



## DIRECT MAIL

Postcards are sent directly to potential buyers to increase awareness



## OPEN HOUSES

Realtor and public open houses are planned for potential buyers

**WE ARE THE  
ONLY COMPANY  
THAT OFFERS  
INTERACTIVE  
FLOOR PLANS  
ON ALL LISTINGS**

### LISTING SYNDICATION

All Brinkoetter listings are enhanced and syndicated to major Real Estate Websites:



and all local Real Estate websites

**Better appeal to  
potential buyers  
and generate higher  
selling prices with  
our custom-tailored  
professional advice  
on how best to stage  
your home**



**OUR TECHNOLOGY, EXPERIENCE, AND NETWORK IS  
YOUR POWERFUL ADVANTAGE**

# 60+ AGENTS

**OUR NETWORK.** Our strongest asset is our team of professional real estate agents. All of the marketing and advertising in the world can't replace the value that a network of 60+ agents brings to the table. At the end of the day, sales happen because an agent connects the dots between buyers and

sellers. **In 2023, Brinkoetter Realtors sold 51% of our own listings.** We wouldn't be successful without our team of agents hitting the streets every day, meeting new clients and connecting those dots. When you list with a Brinkoetter agent, you reap the benefits of the Brinkoetter Network.

## SOCIAL MEDIA

BRINKOETTER PROMOTES ON  
FACEBOOK & OTHER PLATFORMS

9,641+ FOLLOWERS

191,754+ MONTHLY  
IMPRESSIONS

**MORE ATTENTION,  
MORE EXPOSURE &  
MAKE A  
BIGGER  
IMPACT**

**BRINKOETTER.COM**

68.3k+

Avg. Monthly Sessions

234k+

Avg. Monthly Pageviews

# THE PRICE IS RIGHT

WHAT YOU NEED TO KNOW TO SET YOUR PRICE TO SELL

**Increase your chances of selling from day one.** It's important that your property is priced correctly from the beginning. The more accurate the price, the more attention that property will get. Buyers eventually stop looking at a property after a certain amount of time.

So, if you're overpriced from the beginning, you risk losing buyers who have moved on with their search. You also lose the opportunity for multiple offers leading to more money in your pocket.

# 90%

OF BUYERS WILL VIEW YOUR PROPERTY IF YOU PRICE **AT MARKET VALUE**

• **VERSUS ONLY** •

# 10%

OF BUYERS WILL VIEW YOUR PROPERTY IF YOU PRICE **15% ABOVE MARKET VALUE**

# 17.5% HIGHER AVG SALES PRICE

The MLS average in 2023 was only \$149,000. **Average Sales Price for Brinkoetter in 2023 was \$175,000.**

## OVERPRICING MEANS MISSING BUYERS AT THE PEAK OF EXCITEMENT FOR YOUR PROPERTY.

### WHEN IS PEAK SELLING ACTIVITY?

A property generates the most interest among brokers and buyers when it first goes on the market.

### THE MAJORITY OF SHOWINGS

If your property is priced at realistic market value, the number of showings is greatest when a property is first listed.

### LOWERING YOUR PRICE

Starting too high and dropping the price later misses the excitement from the initial listing and fails to generate very much activity as time goes on for your unsold property.

### BUYERS MOVE ON

Failing to generate excitement from the initial listing causes buyers to look for other options. Even worse, they start to think something might be wrong with your property because it's been on the market too long.

# THE OFFER IS JUST THE BEGINNING

BRINKOETTER REAL ESTATE AGENTS AREN'T DONE JUST BECAUSE AN OFFER IS MADE ON YOUR PROPERTY. WE STAY WITH YOU THROUGHOUT THE ENTIRE SELLING PROCESS.

## HANDLING THE OFFER

### PURCHASE OFFERS

- 1 THE OFFER**  
When an offer is presented, we will negotiate on your behalf to help you obtain the most favorable price and terms.
- 2 UNDERSTANDING YOUR CHOICES**  
Our aim is to reach a purchase agreement that is favorable to you. You will be able to accept, reject, or counter any offer that is submitted.
- 3 MEETING YOUR NEEDS**  
We present all offers in an objective fashion with an estimate of your net proceeds to help you evaluate how an offer fits your goals.

### QUALIFYING BUYERS

- 1 BUYERS**  
Our goal is to bring you financially pre-approved buyers to help ensure a successful transaction.
- 2 UNDERSTANDING YOUR CHOICES**  
A potential buyer for your house can be pre-approved by a reputable lender for a loan amount necessary for the purchase of your property.
- 3 MEETING YOUR NEEDS**  
We will seek financial qualifying information on buyers represented by other brokers.

## MAKING THE SALE

### CLOSING THE SALE

- 1 HANDLING THE DETAILS**  
We will monitor the progress of the transaction, including the satisfaction of contingencies and conditions.
- 2 WORKING WITH THE BUYER'S AGENT**  
We will continue to work on your behalf in dealing with the buyer's broker.
- 3 WE KEEP YOU INFORMED**  
We will stay in touch on a regular basis to keep you informed and answer your questions throughout the entire transaction.

### AFTER-SALE SERVICE

- 1 WRAPPING UP THE DETAILS**  
We will contact you after closing to follow up on any remaining details that need to be taken care of regarding your sale.
- 2 HANDLING ADDITIONAL NEEDS**  
We will help you with any further questions or service needs you may have, including relocation to another area.
- 3 RELOCATION SERVICES**  
With our 55+ years of doing business and our extensive network of professional relationships, we can help to guide you in the right direction when relocating.

**MORE ATTENTION.**  
**MORE EXPOSURE.**  
**BIGGER IMPACT.**

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**BRINKOETTER.COM**



**CONTACT US**

1610 E Pershing Rd • Decatur, IL 62526

TEL • (217) 875-0555