

Russell Shaw Group



August 30, 2011

Dear Phil,

Let me start by saying, I am so glad you are in the market for a new home. I have been in the market for a while and I know how frustrating it can be. I have been in the market for a while and I know how frustrating it can be. I have been in the market for a while and I know how frustrating it can be.

I have been in the market for a while and I know how frustrating it can be. I have been in the market for a while and I know how frustrating it can be. I have been in the market for a while and I know how frustrating it can be.

I have been in the market for a while and I know how frustrating it can be. I have been in the market for a while and I know how frustrating it can be. I have been in the market for a while and I know how frustrating it can be.



Russell Shaw Group Frequently Asked Questions

Why should we list our home for sale with you?

You should hire us for the same reason that thousands of others have used us over and over again for more than 30 years. They know that they can depend on us to get them the most money, in the shortest amount of time, with the least hassle.

Our No Hassle Listing Marketing System offers benefits that the ordinary agent does not. Our program offers flexible commission to suit your needs, a strict no-draw program when both buying and selling that actually reduces your risk to you, a strict no-draw policy, and the right to sell your home yourself and pay us nothing. Additionally, our average time to sell a home is over 3.5 times as fast as an ordinary agent.

Every year we help over 400 people buy and sell. The average agent handles about eight sales a year. When hiring anyone to perform a job for you, experience should weigh heavily in that decision. Who really wants to be the agent's first problem?

Let's examine one of our program benefits, we allow you to cancel the listing at anytime. Most agents will not give the consumer this right. You might ask yourself why agents need to "lock you up" for two to six months. Why would they do that to give you the right to cancel? Our philosophy is that we would rather drive to earn your business every day. We are confident that we can provide a superior level of service and care. If we don't, we don't deserve your business. It is that simple.

I heard that there are limited service agents who charge less. Why shouldn't I hire the cheapest agent?

Before don't meet an agent and to sell their house. They need an agent to sell their house for them. If you already want to sell for the same price as the agent who sells it - it probably would be in your best interest to sell the house yourself. In that case, why pay any agent?

The fact of the matter is no one can sell your home for you. We have the track record we do because we are experts at getting the property using a specific highly-tailored system prior to even listing for "longer" and squaring it.



Russell Shaw Group
"I'm not bragging, I'm applying for a job. I want to be your Realtor."
(602) 957-7777 • www.NoHassleListing.com

REALTY ONE GROUP
11211 North Tatum Boulevard, Suite 200 • Phoenix, AZ 85028
(602) 957-7777 • www.NoHassleListing.com

THE NO HASSLE LISTING® HOME MARKETING SYSTEM

- **Sell your property yourself, while it is listed and pay no commission**

This does not apply to a buyer exposed to the property by my office or another agent.

- **Cancel the listing at anytime**

Either you or I can cancel by calling and saying "I want to cancel the listing." It's that simple. The cancellation becomes effective at the time you call. Please allow 2 business days to have the sign removed and the listing withdrawn from the Multiple Listing Service.

- **No advance fees of any kind**

You only pay if I procure an offer that is acceptable to you.

- **"No Pressure" presentation**

I will never allow you to be "pressured" by the buyer's agent. All offers will be faxed or delivered to my office and presented to you by us, so you can make your decision privately.



FAQs

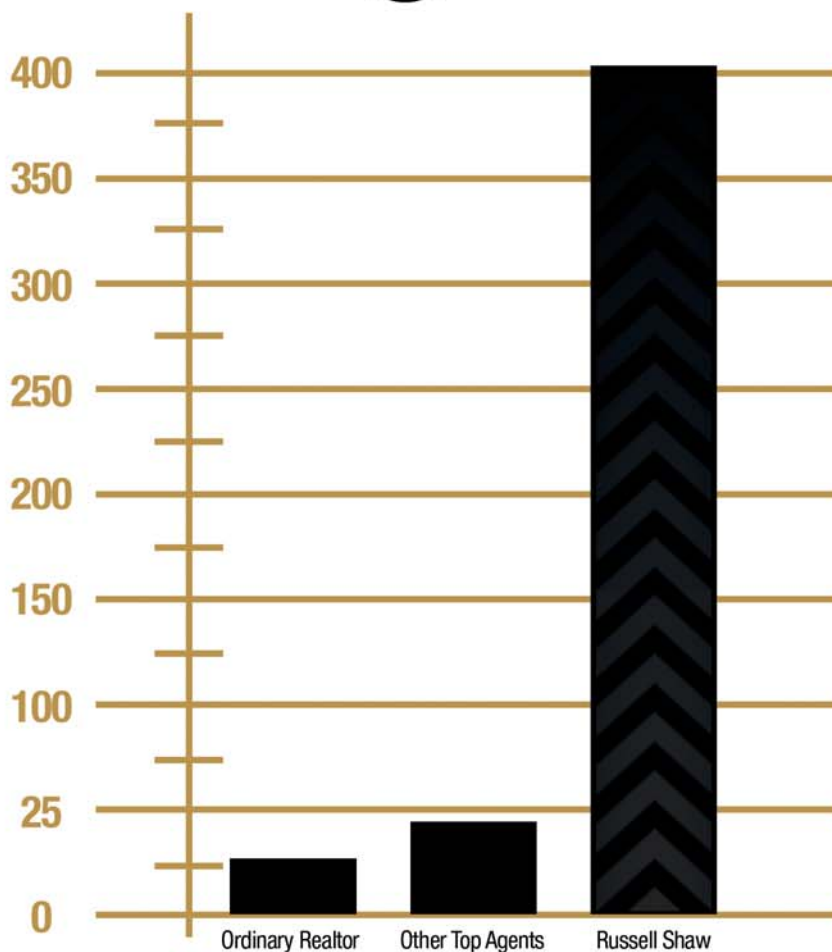
Once I have reviewed your No Hassle Listing package, then what?

Contact our office by email or phone, and we will set an appointment to have one of our listing specialists meet with you.

We will tour the home, go over recent market activity in your area to educate you on values, and make recommendations for maximizing your profit and increasing your speed of sale.

RUSSELL SHAW VS OTHER REALTORS

RUSSELL SHAW VS OTHER REALTORS



The ordinary agent sells 8 to 12 houses per year;
"Top Agents" sell 22 to 30 per year

Fact:

My team and I help more home sellers sell than any other agent in Arizona.
We sell over a house per day!



FAQs

Why do your homes sell so fast? Do you price them too low?

Absolutely not. Most of our listings sell at full price. We make it our business to know the market, so we can ensure we get the highest possible price for our sellers. Studies show that the highest value for a home is achieved in the first 30 days – so it is important to get it right the first time.

Our homes typically sell two and a half times faster than the average agent because of the effective marketing we do. We accomplish this by first doing a supply/demand analysis in the immediate area for any home we consider marketing. All agents have access to the same market information. It is the evaluation of what that information means to the marketing of a home that matters. X-rays mean nothing until they are evaluated by a competent doctor. Similarly, knowing what the market is doing in any area affects both the marketing time and value.

WHY THE RUSSELL SHAW GROUP HAS SO MANY BUYERS

Full-time Buyer Specialists.

Our buyer specialists only show property, write offers and negotiate contracts. Period. They know the inventory, the ins and outs of financing, and which lenders may save you money. They show you what you want to see, when you want to see it.

Our loyal clients.

Russell has been selling real estate in the Valley since 1978. Those years have provided him with many satisfied clients who call Russell for all their real estate needs.

Our huge inventory of homes for sale.

We are fortunate to market many desirable homes, in a variety of areas and price ranges. This large inventory prompts calls from old and new customers every day. Buyers know that they will have the inside track to the freshest listings.

High internet presence.

Our address, www.NoHassleListing.com, is on our signs as well as our TV and Radio advertising campaigns. We have ads running seven days a week, resulting in a large number of calls every day. Additionally, our listings are on over 150 major real estate websites including premium placements on all high traffic sites such as "Zillow", "AZCentral", and "Realtor.com."

TV and Radio Advertising Campaigns

We have ads running seven days a week, resulting in a large number of calls every day.

Consistent and extensive mailings.

Russell sends out more than 496,000 pieces of mail annually, to stay in touch with past and potential clients.

Additional savings.

We offer a "Client Reward Program" to our sellers who need to purchase another home, whether a new build or resale. With this program, clients save even more when they both sell and buy through us.



FAQs

Why do you sell so many homes?

Due to our extensive radio and TV campaigns, as well as our direct mail and internet presence, more buyers and sellers are familiar with us than any other agent in the valley. Additionally, experience, product knowledge, doing the little things right, effective marketing programs, and our skilled team all add up to positive results. Every field has people who, through their drive and passion, manage to excel.

If we list with you, will my home be on the internet?

Absolutely! All of our yard signs, as well as our TV and radio ads prominently feature our website address. No other local agent offers that benefit. Our media promotion drives thousands of buyers to view homes on our website.

Your home will also be prominently featured on over 150 websites with premium placement on sites such as Realtor.com, the number one real estate website in the world, as well as Zillow and AZ Central. To increase buyer interest in our properties we've secured a featured homes position. Per Realtor.com our listings are viewed twenty times as often as a regular listing on Realtor.com.

THE CUSTOMERS ALWAYS WRITE

THE CUSTOMERS ALWAYS WRITE

...I might feel lost not speaking to you regularly!! THANK YOU for all of your enduring PATIENCE, TENACITY, and genuine care. So many times, I just needed to know that somebody understood what this situation was doing to us!! I needed to be listened to and understood. You were really there for me. I appreciate your professionalism and your doggedness to stay with it. Thank you again so much.

Warmly,
Beth Anderson

Exceptional! Your team work - with each member doing his job so well - is impressive. A special thanks to Jean Patterson - her attention to detail was remarkable. I have already sung your praises.

Frances Brunt

I was lucky to have your help! I'm so glad I found you! Thank you so much! I have a medical problem & I appreciate your extra help & time. My experience was exceptional.

Mary Carter

Ron and I wanted to extend our thanks and gratitude for EVERYTHING you and your team did to successfully execute a short sale on our home.

This would never have been possible had it not been for the team (and I mean TEAM) ...You are a finely tuned group that had the insight and expertise to succeed.

To you and your TEAM - Thank you!!!! - Two simple words that simply underestimate the value of how fabulous you have been and all while holding our hand through the emotional element to the process.

Ronald & Fran Sussman

I just would like to thank the Russell Shaw group for everything that they have done for me. I had fallen on a bit of hard times and had to unload my home. I wanted to try everything possible to prevent a foreclosure. I tried working with my mortgage company, but that got me nowhere. I finally decided to short sale my home. I did not even consider using any other realtor. I have only heard great things about Russell Shaw. I knew if it was possible to sell my home that Russell Shaw would be my best choice. Every person that I talked with was prompt, professional, and very courteous. They never made me feel like I wasn't an important customer, even though I was going through the short sale process...

Once again I would like to thank you and your team. I could not have asked for a better realtor. When I get back on my feet and I am looking for a home again I will not even consider using another realtor.

Thank you,
James Wheeler

...All of our interactions with the fabulous people in your group made our whole home buying experience pleasant even with the hurdles we encountered during the lending approval process. We wanted you to know how much we appreciated Rina, J.C, and Jean. Bonuses all around? I think so!!

When we have a need for a realtor in the future you will definitely be called. We will also rave about you to any family member, friend, or acquaintance. We could not have had a better experience with buying a house.

We wish you all continued success.
Polly and Jim Mack

Highest service I have experienced from any real estate company. Exceptional!

Glenn Eiselin



FAQs

I heard that there are limited service agents who charge less. Why shouldn't I hire the cheapest agent?

Sellers don't need an agent just to sell their house. They need an agent to sell their house for more! If your property would sell for the same price no matter who sells it - it probably would be in your best interest to sell the home yourself. In that case, why pay any agent?

The fact of the matter is we can sell your home for more. We have the track record we do because we are experts at pricing the property (using a specific supply-demand analysis prior to even looking for "comps") and experts at creating the greatest amount of exposure of your property.

Even at contract presentation, we do not follow the pack. We do not permit other agents to pressure you into a rash decision. The contract will be presented to you by us alone. This specific action (especially when there are multiple offers) gets significantly more dollars for our sellers. It is very difficult for a seller not to transmit emotions and reactions to another agent. That can cost sellers money. Just like a poker player wears dark glasses to hide their hand, we want to protect you from tipping your hand and giving up money.

INTERNET, WHERE WE MARKET YOUR HOME

A few of the websites YOUR home will be featured on, with multiple photos & a Virtual Tour, when you list your home with the Russell Shaw Group of Realty ONE Group



Plus over **150** other high traffic sites where real estate consumers are searching. All of our listings are also on Immobel.com, which translates all of our listings into 12 different languages



FAQs

Why should we list our home for sale with you?

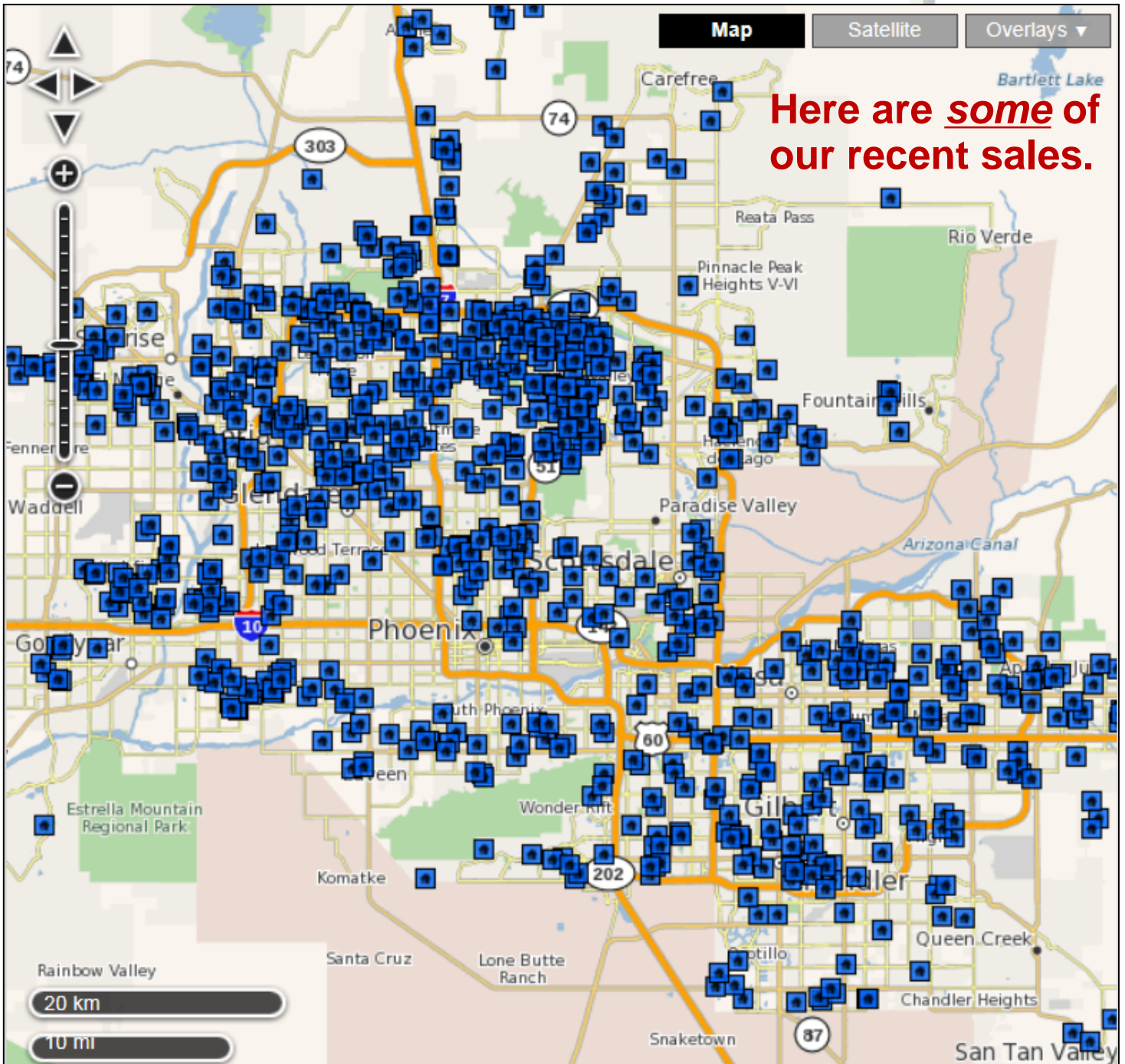
You should hire us for the same reason that thousands of sellers have used us over and over again for more than 30 years. They know that they can depend on us to get them the most money, in the shortest amount of time, with the fewest hassles.

Our No Hassle Listing Home Marketing system offers benefits that the ordinary agent does not. Our program offers flexible commissions to put more money in your pocket, a client reward program when both buying and selling that actually rebates cash back to you, a cancel anytime policy, and the right to sell your home yourself and pay us nothing. Additionally, our average time to sell a home is over 2.5 times as fast as an ordinary agent.

Every year we help well over 400 people buy and sell. The average agent handles around eight sales a year. When hiring anyone to perform a job for you, experience should weigh heavily in that decision. Who really wants to be the surgeon's first patient?

Let's examine one of our program benefits; we allow you to cancel the listing at anytime. Most agents will not give the consumer this right. You might ask yourself why agents need to "lock you up" for four to six months. Why would they be afraid to give you the right to cancel? Our philosophy is that we would rather strive to earn your business every day. We are confident that we can provide a superior level of service and care. If we don't, we don't deserve your business. It is that simple.

We help more home sellers sell than ANY other agent or team. We work Valley wide and have sold over 6,000 homes, most at full price or more.



Client Reward Program

Selling AND Buying?

If you sell a home as well as purchase another home through the Russell Shaw Group of Realty ONE Group you may be eligible for a special CASH BACK BONUS.

**1% of the sales price
of the 2nd home
you buy or sell.**

Price	Cash Back
\$250,000	\$2,500
\$500,000	\$5,000
\$1,000,000	\$10,000

Examples:

Program details: The 1% seller cash back program applies to any purchase and sale that pays 3% on each to the Russell Shaw Group. In the event that either of the two commissions falls below 3%, the cash back will be reduced accordingly. For example: Seller sells home with 3% paid but purchases a home with a 2.5% commission to the Russell Shaw Group. In this scenario the cash back to our client would be .5% rather than the full 1%. All cash back amounts are calculated on the base price commissions are paid on which may be less than the actual sales price. Payment is made to client after the close of the 2nd transaction. Both sales must occur within the same 180 day period.

References

Here are a few of our past clients who have graciously agreed to share their experiences with us.

Paul & Alicia Perez	(480) 726-6822
Chris & Adriana Kassay	(602) 321-3805
Albert Singh & Barbara Flanigan	(480) 330-3357
Jeremy Schachter	(480) 703-8088
Steve & Vicki Labriola	(602) 569-0503
Duane & Jean Humlicek	(402) 528-3676
Gary & Gwen Tanner	(970) 560-2372
Elvie Coffman	(256) 232-7894
Kim Austin	(586) 405-4075
Kristi Davis	(480) 210-6805
Carl Gerkin	(623) 846-5707
Ronald & Fran Sussman	(602) 300-8129
Dan Berg	(602) 628-9979
Jim Silha & Kimberly Rice	(928) 252-2469
Mike McQueary	(480) 818-2651
Chase Oesterreich	(623) 337-0684
Eugene Gardner	(480) 543-8577
Sandra Bigelow	(480) 510-7877
Danny Henry	(843) 270-1893
Kumara Sadashiviah	(602) 369-6551
Jim Stall	(480) 332-3939

Personalized Service



Wendy Shaw
General Manager

Wendy, a native Phoenician, obtained her real estate license in 1982. She is a lifetime member of the Phoenix Association of Realtors President's Round Table (award for most homes sold).

Andrew Ryan
**Contract & Client
Care Manager**

Born in Cupertino, California, Andrew spent a portion of his childhood in Phoenix and then returned in 2012 to make the valley his home. With a background in personal consulting and human resources, he obtained his real estate license in 2016. Andrew's strong educational background and people skills have allowed him to successfully guide sellers throughout the myriad of details involved in the listing process.



J.C. Gobins
Listing Specialist

J.C., a native Phoenician, is a Certified Residential Specialist. Licensed since 1981, with a background in commercial and residential development, J.C. has won the Phoenix Association of Realtors President's Roundtable Award for Most Homes Sold (Top 1% of all Realtors)

Eva Chugerman
Buyer & Seller Specialist

Born and raised in New York City, Eva moved to Scottsdale in 1996 with her husband and two children. After earning her Bachelor's Degree in Business Administration from Pace University, Eva obtained her real estate license in 2002. Her business sense combined with her people skills allows her to guide our clients smoothly through the home buying and selling process.



Jean Patterson
Office Manager

Originally from Kankakee, Illinois, Jean has a degree in elementary education as well as one in business administration. First licensed in Illinois in 1977, she obtained her Arizona Broker's license in 1981.

Russell Shaw
Associate Broker

A Phoenix native, he began his real estate career in 1978. He is both a GRI & a CRS, as well as a past President of the Arizona Certified Residential Specialists, and a lifetime member of the President's Roundtable. One of his highest honors was being ranked #28 for "Most Homes Sold" by the National Association's Realtor Magazine.



Personalized Service



Dianna Messiti **Administration**

Originally from Orange County, California, Dianna has over 16 years experience in customer service and 8 years experience in real estate administration. She obtained her Arizona real estate license in 2002.

Elaine Flinn **Buyer Specialist**

Born and raised in County Cork, Ireland - Elaine moved to the United States and her husband's home town of Phoenix in 2006. As a graduate from the Cork Institute Technical College, Elaine has extensive training and field experience in Materials management. Using her previous 15 years of experience as a Materials buyer has allowed Elaine to expertly guide home buyers successfully through the home buying process.



Betty Dragiewicz **Buyer Specialist**

Born and raised in Chicago, Illinois, Betty relocated to Arizona from Alaska in 2004 with her husband and four children. With over 20 years of sales and purchasing experience, Betty obtained her real estate license in 2005. Betty loves working with Buyers and fulfilling the American dream of homeownership.

Rachel Moran **Buyer Specialist**

A native Phoenician, Rachel graduated from ASU with a bachelor's degree before obtaining her Master's Degree in Business. With 25 years of working as an operations director, she brings a wealth of customer service experience and a strong organizational skillset to assisting buyers in finding their perfect home.





Many Agents think their most important job is satisfying the customer. I don't think that's true. I believe that satisfying the customer is simply the minimum requirement for staying in business. My staff and I work constantly to improve our systems, process and services to go beyond the standard level of "service" provided by most agents.

Simply put, our objectives are to get you the most money in the least time, and with the fewest hassles. We want to provide the best service in the industry. Period.

We want to make you satisfied that you listed your home with us that you will gladly refer us to your friends.

Russell Shaw Group

REALTY **ONE** GROUP
A Team of Professionals™

Realty ONE Group • 11211 North Tatum Boulevard, Suite 200 • Phoenix, AZ 85028
(602) 957-7777 • www.NoHassleListing.com