

# RE/MAX REALTY GROUP IS MORE THAN JUST A COMPANY

**AGENTS**  
*you can count on*

**LOCAL EXPERTS**  
*with a global reach*

**MARKETING**  
*for maximum exposure*

**SERVICE**  
*beyond compare*



## Kyle Hiscock

*Real Estate Salesperson, REALTOR®, e-PRO®*

**Office/Fax: 585-389-1052**

**Cell: 585-704-7095**

[Kyle@RochesterRealEstateBlog.com](mailto:Kyle@RochesterRealEstateBlog.com)

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



THE  
*Hiscock*  
SOLD TEAM  
AT RE/MAX REALTY GROUP

## Keith Hiscock

*Associate Real Estate Broker, REALTOR®, GRI, RECS*

**Office/Fax: 585-389-1051**

**Cell: 585-704-7657**

[Keith@HiscockHomes.com](mailto:Keith@HiscockHomes.com)

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



For nearly 20 years, RE/MAX Realty Group has been the **#1 RE/MAX Company in New York State** in gross closed commissions, sales volume and total transactions.<sup>1</sup>

RE/MAX Realty Group has been named to **Rochester's Top 100** companies list 6 times! In 2014, we ranked 10th as a privately held company with three most recent years of consistent revenue growth.



Rochester's  
Choice Award Winner  
**6 Years in a Row!**

We've been named a **Premier Broker** within the entire RE/MAX International Network of over 6,500 offices in 100 countries.



For over 15 years we've been included in the prestigious listing of the **Top 500 Power Brokers** in the United States.



RE/MAX Realty Group agents have donated **over \$334,272** to Golisano Children's Hospital at Strong, the local affiliate of The Children's Miracle Network.

**Children's  
Miracle Network  
Hospitals**

<sup>1</sup>RE/MAX International

### Selling your home is an exciting time.

As you prepare to move on to bigger and better things in life, you can count on RE/MAX Realty Group to guide you at every step.

Our 130+ agents live and work in the communities they serve. They also give back to these same communities. RE/MAX Realty Group is privileged to support Golisano Children's Hospital at Strong, the local affiliate of The Children's Miracle Network. Our agents donate a portion of their commission at the close of each sale. They also volunteer much of their time to other area organizations such as Al Sigi Community of Agencies, Foodlink, Habitat for Humanity and many more.

When you add this unwavering commitment to our customers and community to the impressive highlights on the adjacent page, it's easy to see why RE/MAX Realty Group has remained at the top of our industry since 1987.

Our valued customers are the reason behind our success. We appreciate you considering RE/MAX Realty Group to represent the sale of your home.



Sincerely yours,

Tom Schnorr  
President, Broker/Owner

## experience COUNTS

The Hiscock Sold Team at RE/MAX Realty Group has over 35 years combined experience serving home sellers in the Greater Rochester NY area and surrounding Counties.

As Rochester's "cutting-edge" father/son real estate team, we find it extremely important to maintain our reputation and continue to further educate ourselves as the real estate industry is constantly evolving.

## getting to KNOW US



### Meet Keith:

- Licensed since 1987
- Married to Kim since February 1979
- Father of two boys; Jay & Kyle
- Hobbies include: Golfing, Traveling, & Gardening
- One of Rochester's top producing agents with numerous awards



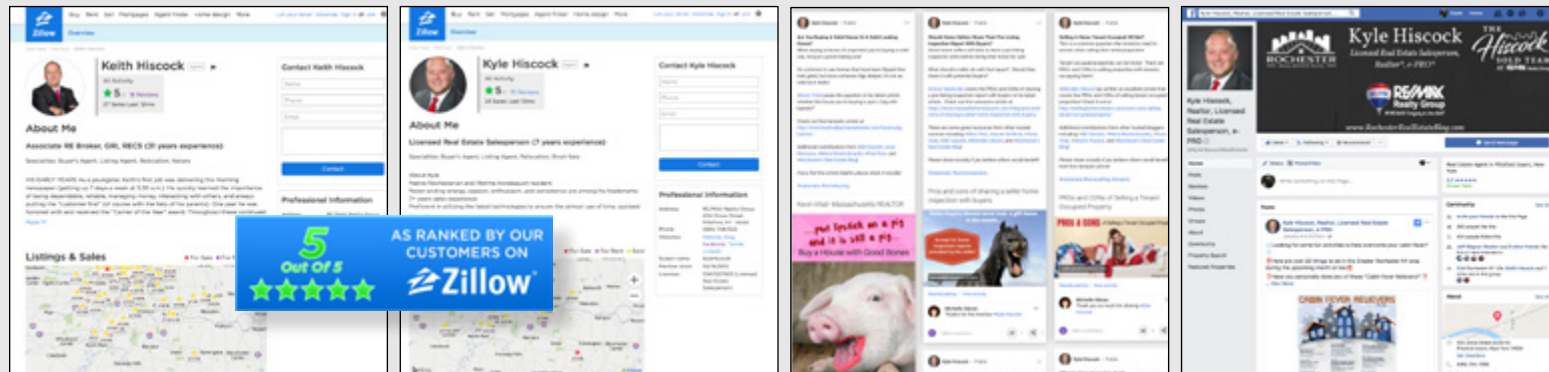
### Meet Kyle:

- Licensed since 2011
- Married to Melissa since April 2015
- Hobbies include: Playing golf and hockey, traveling, & watching sports
- Bachelors Degree in Business Administration w/marketing specialization



# reputation MATTERS

Over 75% of our year over year business is from past clients and referrals from our past clients! We take our reputation very seriously and strive to provide the highest level of service to ensure it remains second to none! Here are what a few of our recent past clients are saying about their experience of working with the Hiscock Sold Team at RE/MAX Realty Group.



*Kyle really helped me out selling my Dad's house after he died. For a house I thought we would have trouble selling, he listed it on a Thursday and on Saturday morning I had 6 offers, many of them over the asking price. Since I was out of town for the listing and closing, he also helped with getting the house ready to close. I highly recommend Kyle and his team.*

*"Tom S."*

*It was great working with Keith and Kyle Hiscock! My wife and I purchased our second home from them along with selling the first house we originally purchased from Keith. They were both there any time we needed them. Whether it be by phone, email or text! True professionals and took care all of our needs! We love our know home! Many thanks to Keith and Kyle. I would highly recommend working with these gentleman.*

*"John & Rachel S."*



*Simply put, Kyle was awesome to work with and we highly recommend him. He helped us sell our former home and purchase our new one. Over the course of our time working together we easily looked at 25 + homes all around Rochester (mostly because we didn't know where we wanted to live). His knowledge, positive attitude, and work ethic are second to none. He didn't stop until we were happy. Kyle would argue he's just doing his job but we would say he went above and beyond our expectations to make sure we were completely satisfied. Thanks for everything you do, Kyle!*

*"Mike & Whitney T."*

*What a fabulous father / son duo! We sold our house in two days, and could not have been happier with the photographs and overall process that Keith / Kyle provided...*

*If you are looking for a realtor that knows how to market / sell a property, this Realtor must be your FIRST CHOICE! Second to none in the Rochester market. We interviewed several Realtors before landing Keith! Great choice...*

*"Andy & Amy L."*

*This is our second home that we bought with Keith's help, and our first time selling our previous house. Keith's professionalism made the process feel like we're dealing with a friend rather than a realtor. He was attentive to our needs while buying and selling our home, was always available via emails or text, and made the home buying process much more simple and relaxed. We couldn't have sold and bought our home without him! Thanks Keith!*

*Joe & Alex R."*

# CONSIDER THE MARKET



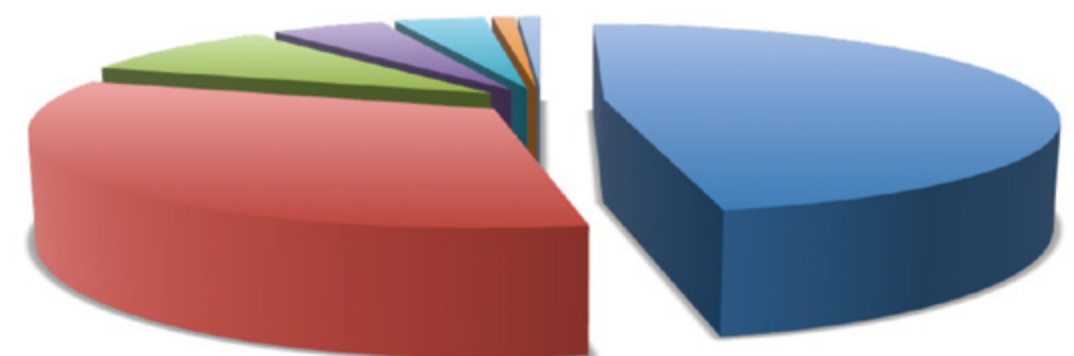
## Why do some transactions fail?



- Non-Sale of Contingent Property: 39%
- Engineers Inspection: 31%
- Mortgage Denied: 27%
- Not Enough Funds to Close: 2%
- Low Appraisal: 1%

## Where do buyers come from?

Where a buyer found the home they actually purchased



- Internet: 44%
- Real Estate Agent: 33%
- Yard Sign/Open House: 9%
- Friend, Family, Neighbor: 6%
- Builder: 6%
- Direct from Seller: 2%
- Newspaper Ad: 1%

<sup>1</sup> RE/MAX Realty Group - Logged Transactions (2013)

<sup>2</sup> The National Association of REALTORS® - Home Buyers and Sellers Generational Trend, 2016.

# How We Market Your Home

Effective marketing will help sell your home ... fast! As your agents, we take the sale of your home as seriously as if it were our own. We control the advertising and marketing of your home – including signage, lockboxes, ads, mailings, brochures, Internet marketing and more. We give you our personal assurance of the highest level of service and 100% dedication to your needs.



## Web Presence is Paramount!

To provide your home with **maximum exposure**, we ensure it is on the web and **uploaded to hundreds** of real estate websites including our own personal websites plus our listings get a unique URL to a single property page.



## Mobile Friendly Apps

Since your listing is uploaded to top real estate sites like Zillow, Trulia, Homesnap, Realtor.com and more, it will be **highly accessible to prospective buyers** on the most popular mobile apps.



## Print Ads

### Democrat & Chronicle Ads

Our firm doesn't believe print ads are dead like the competition claims, but the days when buyers wait to see "For Sale" listings in the paper are long gone! **RE/MAX does have a consistent and well-recognized presence** in the Democrat and Chronicle. Our focus is on the marketing plan we custom-tailor for your home – and we'll run a print ad if we determine it will work for you.

### FAST FACTS:

**88% of buyers** search for their home online<sup>1</sup>  
**43% of buyers** find their home online<sup>1</sup>  
**1% of buyers** find their home in the newspaper<sup>1</sup>

D&C circulation has seen a **33% decrease in the last 5 years**<sup>2</sup>

D&C's median age for print readers is **53**<sup>2</sup>

Nationally, newspaper distribution has **decreased 8% from 2014-2015**<sup>3</sup>

Zillow Group has **72% market share** of all mobile exclusive visitors for home searches<sup>4</sup>



## Nationally Recognized Sign

We'll place a **"For Sale"** sign outside your home and will respond to all calls generated by this sign **immediately**.

## Broker Opens & Open Houses

We'll market a Broker Open House to **over 1,800 agents**, as well as market any open houses on the Internet and occasionally in print ads.



## Powerful Networking

We have a network of over 130 agents at RE/MAX Realty Group. In fact, **39% of our sales are sold in-house** because of consistent internal marketing efforts. It doesn't just stop there...Once your listing hits the MLS, your home is now accessible to **over 1,800 real estate agents and their buyers**.



## Social Media

We also post and market your home on social media sites including Facebook, Twitter, Pinterest, Instagram, and YouTube.



## Outstanding Communication

Our focus is always **YOU, our client**. We're committed to updating you on showings, feedback, offers and negotiations from the day your home is listed right through the day it closes.



## Creative Marketing Department

We work with the RE/MAX Realty Group team of **experienced in-house graphic design and marketing professionals**. Each has a full-time focus on providing **ad-agency quality materials**, which are created with our **state-of-the-art equipment**.



## Picture Perfect

We'll take interior and exterior **photos that enhance your property** and bring out the **unique and beautiful** features of your home. In fact, among top firms, RE/MAX Realty Group has the **highest average quantity of uploaded photos**<sup>5</sup> to promote listings quickly and get them sold!



## Full Color Brochures

Our marketing team will create a detailed brochure including **important information** about your home, along with **pictures that compliment** your home.



## Direct Mail Creates Listing Exposure!

For **added exposure**, we can send a "Just Listed" postcard informing your neighbors of your listing. That way, they'll be sure to tell family and friends who are looking to move about your home.

<sup>1</sup>NAR Home Buyer Seller Generational Trends (March 2015) <sup>2</sup>Democrat & Chronicle Media Group-Audience Reach in the Rochester Market (Fall 2014)  
<sup>3</sup>Pew Research Center State of the News Media 2016 (June 2016) <sup>4</sup>Zillow First Quarter Results 2016 (5/3/16)  
<sup>5</sup>MLS NYSA (2-11-16) from 1/1/15-12/31/15



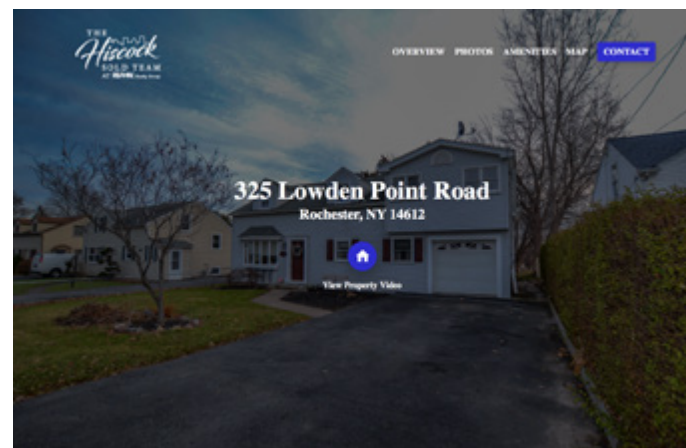
**We produce high quality photos & editing  
(Both aerial and non aerial) to highlight your home.**



**Enhanced photography**  
(above)

**Aerial Imaging**  
(right)

**Dedicated property webpage  
featuring custom listing video**  
(below)



**In today's fast-paced environment, more and more buyers conduct online searches to find their perfect new home. You won't find a firm that offers greater Internet exposure than RE/MAX Realty Group!**

**You'll Benefit from 24/7 Worldwide Marketing**

The details and photos of your property will be uploaded to hundreds of top real estate websites, reaching buyers who visit many sites to gather information.

Detailed marketing tools, reports and analytics promote an effective online advertising program for your home.

Customized web activity reports can be emailed directly to you.

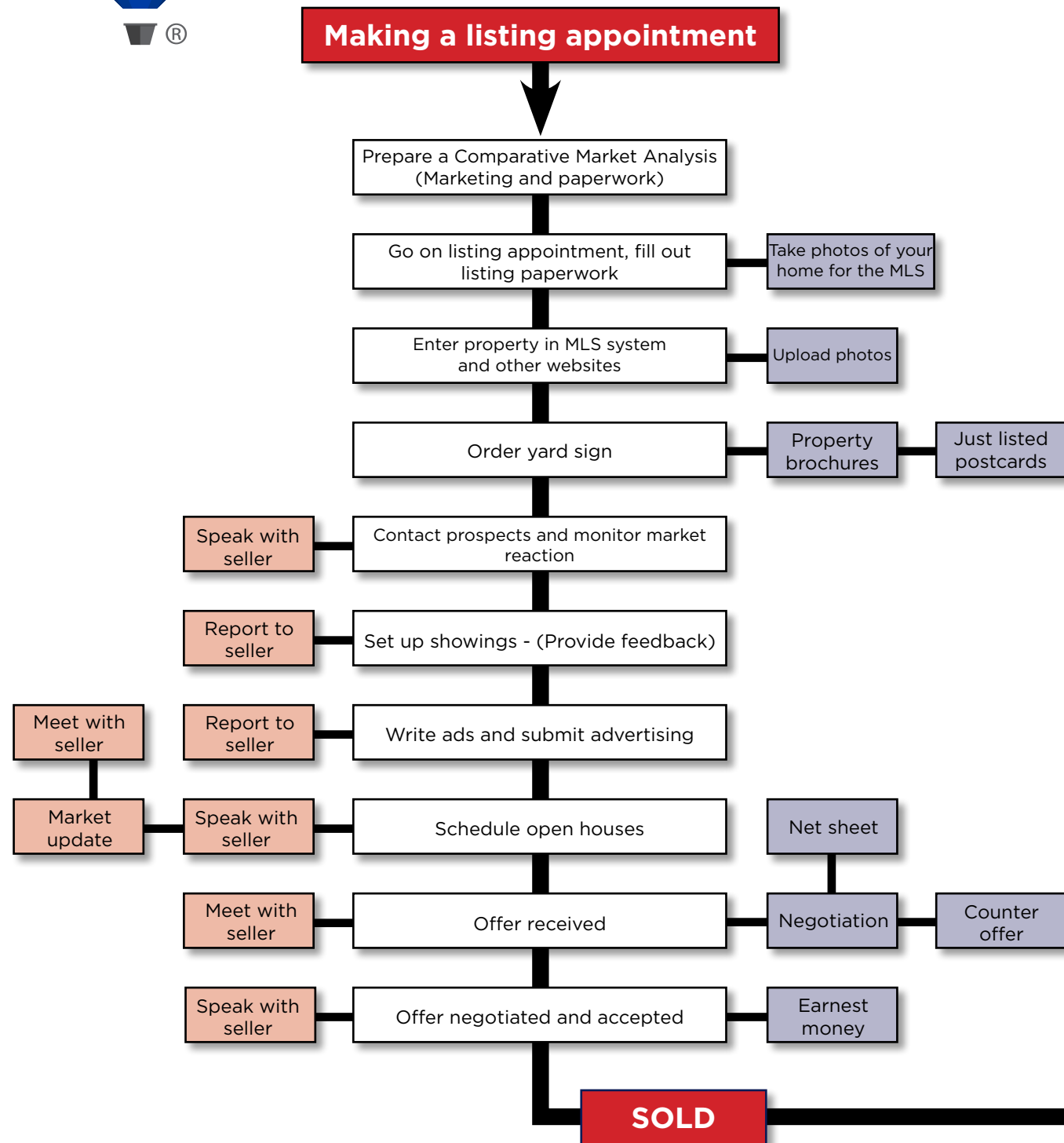






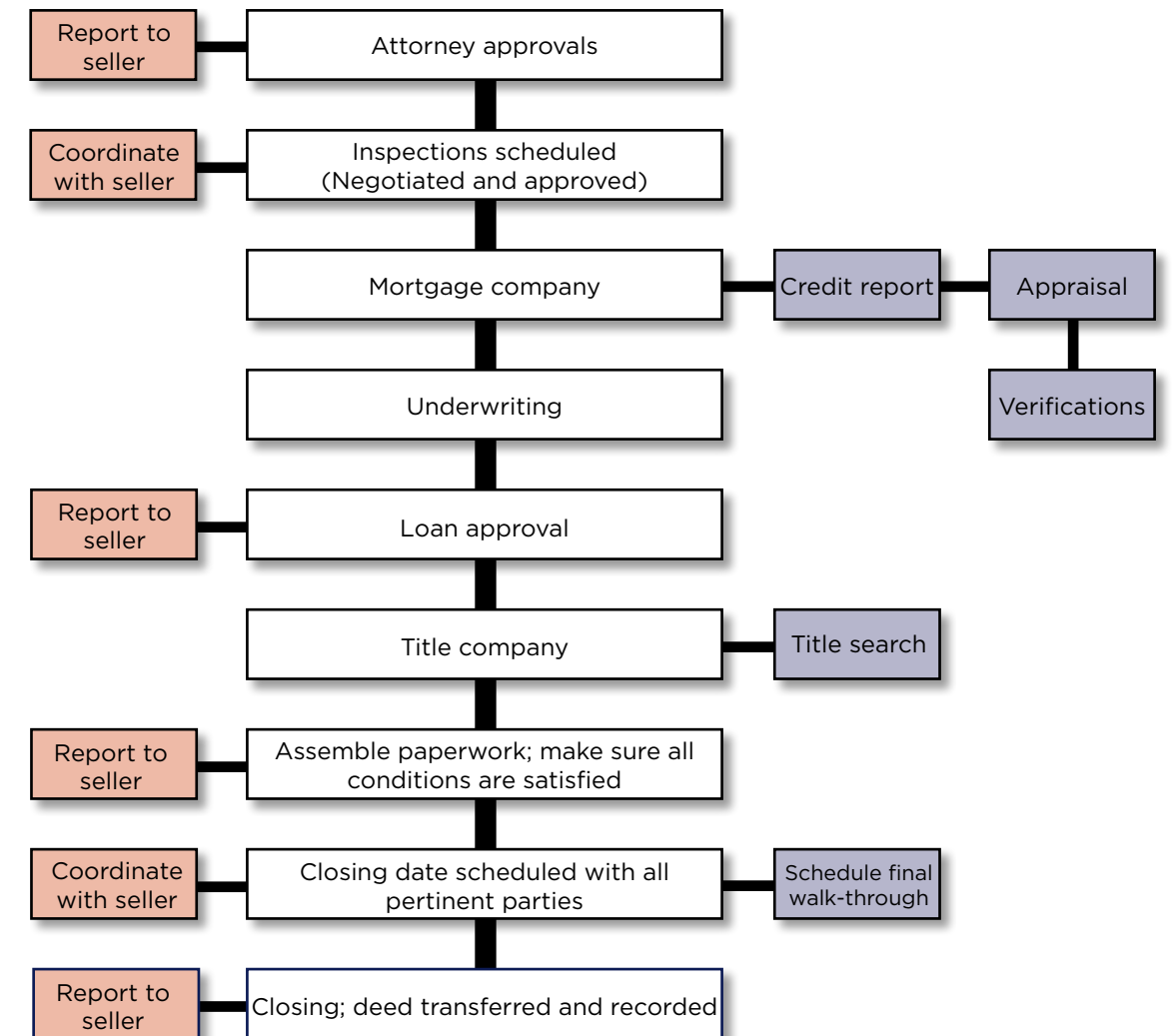
# LISTING FLOW CHART

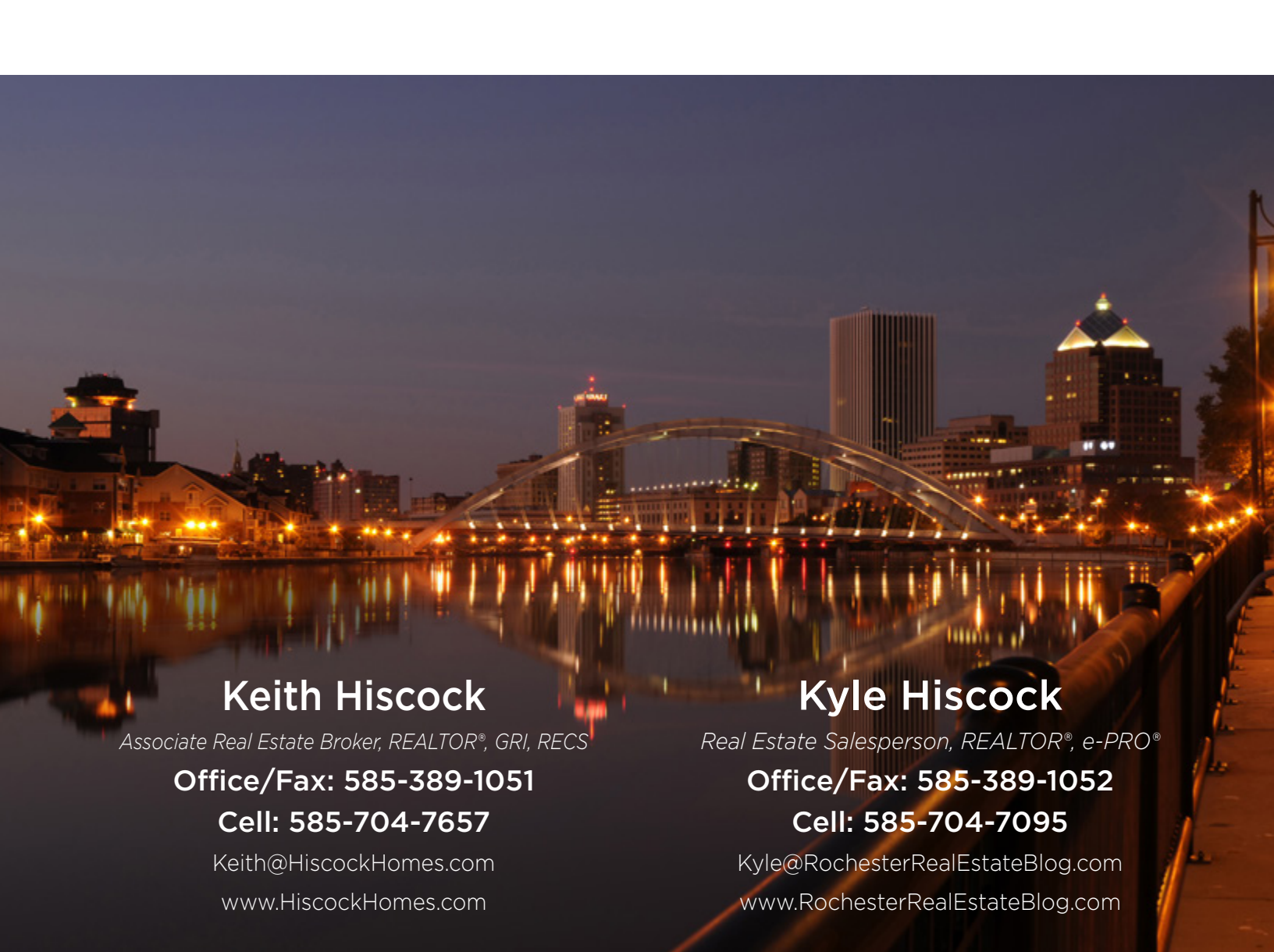
How the Listing Process Works from Start to Finish.



communication  
is **KEY**

*"Our pledge to you is to make your home selling experience a positive one. Every step of the way, we're here to exceed your expectations by offering the guidance you need and the respect you deserve."*





## Keith Hiscock

*Associate Real Estate Broker, REALTOR®, GRI, RECS*

**Office/Fax: 585-389-1051**

**Cell: 585-704-7657**

[Keith@HiscockHomes.com](mailto:Keith@HiscockHomes.com)

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

## Kyle Hiscock

*Real Estate Salesperson, REALTOR®, e-PRO®*

**Office/Fax: 585-389-1052**

**Cell: 585-704-7095**

[Kyle@RochesterRealEstateBlog.com](mailto:Kyle@RochesterRealEstateBlog.com)

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



### **Eastside Office:**

40A Grove Street | Pittsford, New York 14534 | 585-248-0250

### **Westside Office:**

101 Canal Landing Boulevard, Suite One | Rochester, New York 14626 | 585-719-3500

**MyRocHome.com**

Each Office Independently Owned & Operated.  
© RE/MAX Realty Group