



Welcome! I am delighted to start the journey towards selling your property with you. Selling a home can be an exciting, yet stressful experience. You will undoubtedly have many questions as we go through the steps of setting a price, to staging your house, to marketing your property, to handling offers, signing a contract, all the way to closing. I am here to assure you that I will be by your side each step of the way to make the process go smoothly and ensure you are informed and understand everything that we set forth to accomplish goes according to plan.

Communication will be the key to our success so I have created this welcome packet to help get the process started and answer some of the preliminary questions you may have. Let me start by introducing myself.





Biography

William “Bill” Zeltman III is a lifelong resident of Atlantic County, NJ and is your real estate expert at the Jersey Shore. Bill knows the area including neighborhoods, schools, local businesses, restaurants, and more, and understands the unique characteristics of each town.

If you are selling your home, Bill will use his 25 years of marketing experience and Zeltman Group - Town Gurus Realty’s industry leading proprietary marketing including their exclusive website marketing MyTownGurus.com to ensure that your property is sold quickly and for top dollar. Buyers can be sure that his extensive knowledge of the area and tough negotiation skills will ensure you find the perfect house at the lowest possible price.

Zeltman Group – Town Gurus Realty is a leading full service residential real estate brokerage that uses an innovative combination of a comprehensive online presence, stealth marketing system, robust proprietary technology and knowledgeable local agents to offer its clients fast, responsive, and transparent service. Zeltman Group – Town Gurus Realty has great appeal due to the lack of corporate rules and regulations that are counter-productive in most agencies.

Zeltman Group – Town Gurus Realty’s strategy for marketing homes is revolutionary, which enables them to dominate the market using a proprietary marketing system utilizing traditional, digital, and social media marketing, SEO, E-Newsletters, community outreach, public relations, and community networking. Marketing their listings on traditional digital real estate venues in addition to their standard and exclusive websites gives them a clear SEO advantage. Tradition, Distinction, and Innovation have distinguished Zeltman Group – Town Gurus Realty as the leading real estate company, and these values continue to drive the service you receive by innovative thinking, creative marketing and leadership.

Bill is a licensed real estate broker at Zeltman Group – Town Gurus Realty in Atlantic, Cape May, Ocean, Gloucester, Camden, and Burlington counties. He has an MBA in Marketing and is pursuing a Doctorate in Organizational Leadership. Bill is the Official Real Estate Town Guru for Egg Harbor Township, Atlantic City, and Brigantine named by MyTownGurus.com.

Bill enjoys the beach, boating, the boardwalk, cooking, and is an avid baseball fan. When he is not working he can be found on his favorite beach in Brigantine, in Atlantic City on his boat the Lazy Lab, or watching baseball.



Pledge of Performance

I pledge:

- To protect and promote your interests while treating all parties honestly.
- To refrain from exaggeration, misrepresentation, or concealment of pertinent facts related to property or transactions.
- To cooperate with other real estate professionals to advance your best interests.
- To not provide professional services where I have any present or contemplated interest in property without disclosing that interest to all affected parties.
- To disclose any fee or financial benefit I may receive from recommending related real estate products or services.
- To accept compensation from only one party, except where I make full disclosure to all parties and receive informed consent from my client.
- To keep the funds of clients and customers in a separate escrow account.
- To make sure that details of agreements are spelled out in writing whenever possible and that parties receive copies.
- To protect the individual right of real estate ownership and to be honorable and honest in all dealings; to seek to better represent my clients and customers by building my knowledge and competence; to act fairly toward all in the spirit of the Golden Rule; to serve my community well, and through it, my country; and to observe the Code of Ethics of the National Association of Realtors® and conform my conduct to its lofty ideals.

William M Zeltman III, MBA Licensed Real Estate Broker



Showing Tips

- Raising blinds and shades to open a room and bring in more light
- Painting, especially over flaws in the current paint. Replace with neutral colors when necessary
- Updating the landscaping - Plant blooming flowers and fresh greenery
- Staging the main living areas - dressing up the spare room, etc.
- Cleaning out cluttered storage areas
- Simplifying over-complicated decorations
- Fixing and replacing broken or burned-out light fixtures
- Vacuum the house
- Remove all smells – light candles
- Remove sight line impairments – make sure eyes are drawn to something appealing when entering a room
- Power wash siding and walkways
- Hang easy-to-read house numbers
- Mow lawn, and reseed or add fresh sod as needed
- Wash front windows
- Repaint or stain the porch floor as needed
- Style your dining room table
- Rearrange your furniture to make the room to look more inviting and spacious
- Make the master bedroom gender neutral
- Leave closets open
- Clean up toys
- Create a lifestyle people are searching for – play to the strengths of your neighborhood
- Stage the outside of your home including patio areas

Again, I look forward to working with you throughout this process and I pledge to make it as simple and enjoyable as possible. Let's get to work!

Bill



Consumer Information Statement on New Jersey Real Estate Relationships With Acknowledgements

Consumer Information Statement On New Jersey Real Estate Relationships

In New Jersey, real estate licensees are required to disclose how they intend to work with buyers and sellers in a real estate transaction (In rental transactions, the terms "buyers" and "sellers" should be read as "tenants" and "landlords," respectively.)

1. AS A SELLER'S AGENT OR SUBAGENT, I, AS A LICENSEE, REPRESENT THE SELLER AND ALL MATERIAL INFORMATION SUPPLIED TO ME BY THE BUYER WILL BE TOLD TO THE SELLER.
2. AS A BUYER'S AGENT, I, AS A LICENSEE, REPRESENT THE BUYER AND ALL MATERIAL INFORMATION SUPPLIED TO ME BY THE SELLER WILL BE TOLD TO THE BUYER.
3. AS A DISCLOSED DUAL AGENT, I, AS A LICENSEE, REPRESENT BOTH PARTIES, HOWEVER, I MAY NOT, WITHOUT EXPRESS PERMISSION, DISCLOSE THAT THE SELLER WILL ACCEPT A PRICE LESS THAN THE LISTING PRICE OR THAT THE BUYER WILL PAY A PRICE GREATER THAN THE OFFERED PRICE.
4. AS A TRANSACTION BROKER, I, AS A LICENSEE, DO NOT REPRESENT EITHER THE BUYER OR THE SELLER. ALL INFORMATION I ACQUIRE FROM ONE PARTY MAY BE TOLD TO THE OTHER PARTY.

Before you disclose confidential information to a real estate licensee regarding a real estate transaction, you should understand what type of business relationship you have with that licensee. There are four business relationships: (1) seller's agent; (2) buyer's agent; (3) disclosed dual agent; and (4) transaction broker. Each of these relationships imposes certain legal duties and responsibilities on the licensee as well as on the seller or buyer represented. These four relationships are defined in greater detail herein. Please read carefully before making your choice.

SELLER'S AGENT

A seller's agent WORKS ONLY FOR THE SELLER and has legal obligations, called *fiduciary duties*, to the seller. These include reasonable care, undivided loyalty, and confidentiality and full disclosure. Seller's agents often work with buyers, but do not represent the buyers. However, in working with buyers a seller's agent must act honestly. In dealing with both parties, a seller's agent may not make any misrepresentations to either party on matters material to the transaction, such as the buyer's financial ability to pay, and must disclose defects of a material nature affecting the physical condition of the property which a reasonable inspection by the licensee would disclose.

Seller's agents include all persons licensed with the brokerage firm which has been authorized through a listing agreement to work as the seller's agent. In addition, other brokerage firms may accept an offer to work with the listing broker's firm as the seller's agents. In such cases, those firms and all persons licensed with such firms are called "sub-agents." Sellers who do not desire to have their property marketed through sub-agents should so inform the seller's agent.

BUYER'S AGENT

A buyer's agent WORKS ONLY FOR THE BUYER. A buyer's agent has fiduciary duties to the buyer which include reasonable care, undivided loyalty, and confidentiality and full disclosure. However, in dealing with sellers, a buyer's agent must act honestly. In dealing with both parties, a buyer's agent may not make any misrepresentations to either party on matters material to the transaction, such as the buyer's financial ability to pay, and must disclose defects of a material nature affecting the physical condition of the property which a reasonable inspection by the licensee would disclose.

A buyer wishing to be represented by a buyer's agent is advised to enter into a separate written buyer agency contract with the brokerage firm which is to work as their agent.

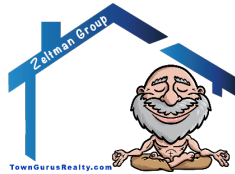
DISCLOSED DUAL AGENT

A disclosed dual agent WORKS FOR BOTH THE BUYER AND SELLER. To work as a dual agent, a firm must first obtain the informed written consent of the buyer and seller. Therefore, before acting as a disclosed dual agent, brokerage firms must make written disclosure to both parties. Disclosed dual agency is most likely to occur when a licensee with a real estate firm working as a buyer's agent shows the buyer properties owned by sellers for whom that firm is also working as a seller's agent or sub-agent.

A real estate licensee working as a disclosed dual agent must carefully explain to each party that, in addition to working as their agent, their firm will also work as the agent for the other party. They must also explain what effect their working as a disclosed dual agent will have on the fiduciary duties their firm owes to the buyer and to the seller. When working as a disclosed dual agent, a brokerage firm must have the express permission of a party prior to disclosing confidential information to the other party. Such information includes the highest price a buyer can afford to pay and the lowest price the seller will accept and the parties' motivation to buy and sell. Remember, a brokerage firm acting as a disclosed dual agent will not be able to put one party's interests ahead of those of the other party and cannot advise or counsel either party on how to gain an advantage at the expense of the other party on the basis of confidential information obtained from or about the other party.

If you decide to enter into an agency relationship with a firm which is to work as a disclosed dual agent, you are advised to sign a written agreement with that firm.

Contact Info: Office – 877-203-9588 ext 101 Direct – 609-412-7235 Email – Bill@ZeltmanGroup.com



Town Gurus Realty

No One Knows Your Town Like the Guru!

TRANSACTION BROKER

The New Jersey Real Estate Licensing Law does not require licensees to work in the capacity of an "agent" when providing brokerage services. A transaction broker works with a buyer or seller or both in the sales transaction without representing anyone. A TRANSACTION BROKER DOES NOT PROMOTE THE INTERESTS OF ONE PARTY OVER THOSE OF THE OTHER PARTY TO THE TRANSACTION. Licensees with such a firm would be required to treat all parties honestly and to act in a competent manner, but they would not be required to keep confidential any information. A transaction broker can locate qualified buyers for a seller or suitable properties for a buyer. They can then work with both parties in an effort to arrive at an agreement on the sale or rental of real estate and perform tasks to facilitate the closing of a transaction.

A transaction broker primarily serves as a manager of the transaction, communicating information between the parties to assist them in arriving at a mutually acceptable agreement and in closing the transaction, but cannot advise or counsel either party on how to gain an advantage at the expense of the other party. Owners considering working with transaction brokers are advised to sign a written agreement with that firm which clearly states what services that firm will perform and how it will be paid. In addition, any transaction brokerage agreement with a seller or landlord should specifically state whether a notice on the property to be rented or sold will or will not be circulated in any or all Multiple Listing System(s) of which that firm is a member.

THIS STATEMENT IS NOT A CONTRACT AND IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY.

The New Jersey Real Estate Commission, CN328, Trenton, NJ 08625. Gloria A. Decker, Executive Director.

ACKNOWLEDGMENT OF RECEIPT OF CONSUMER INFORMATION STATEMENT (CIS)

FOR LANDLORDS AND SELLERS

"By signing this Consumer Information Statement, I acknowledge that I received this Statement from Zeltman Group - Town Gurus Realty prior to discussing my motivation to sell or lease or my desired selling or leasing price with one of its representatives."

Print Name _____

Signed _____

FOR BUYERS AND TENANTS

"By signing this Consumer Information Statement, I acknowledge that I received this Statement from Zeltman Group - Town Gurus Realty."

Print Name _____

Signed _____

DECLARATION OF BUSINESS RELATIONSHIP

I, William M Zeltman III (name of licensee), as an authorized representative of Zeltman Group -Town Gurus Realty (name of brokerage firm) intend, as of this time, to work with you as a: (indicate one of the following)

- Seller's agent only
- Landlord's agent only
- Seller's agent and disclosed dual agent if the opportunity arises
- Landlord's agent and disclosed dual agent if the opportunity arises
- Transaction broker only
- Buyer's agent only
- Tenant's agent only
- Buyer's agent and disclosed dual agent if the opportunity arises
- Tenant's agent and disclosed dual agent if the opportunity arises
- Seller's agent on properties on which the firm is acting as the seller's agent and transaction broker on other properties

Agent Signed William M Zeltman III

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