Marketing Proposal



Prepared especially for You

John Riggins, Realtor ABR CRB CRS e-PRO SRES TRC John Riggins Real Estate 500 Ala Moana Blvd. Suite 400 Honolulu, Hi 96813

Email: <u>riggins@lava.net</u> Cell: 808-371-3930 Office: 808-674-1111 Fax: 808-356-0220 <u>www.johnriggins.net</u>



Five Reasons a Property Sells

- Price
- Terms
- Location
- Condition of the Property
- The <u>Agent</u> you Select

Marketing Factors

- The role of the real estate community
- The pricing & positioning of your home in the marketplace
- The role of the marketing coordinator

My strategy includes: "Personal Service on an individual basis"

• To handle the detail work:

Such as mechanical and termite inspections, title work, earnest money, appraisal, mortgage work.

To stay in touch with you

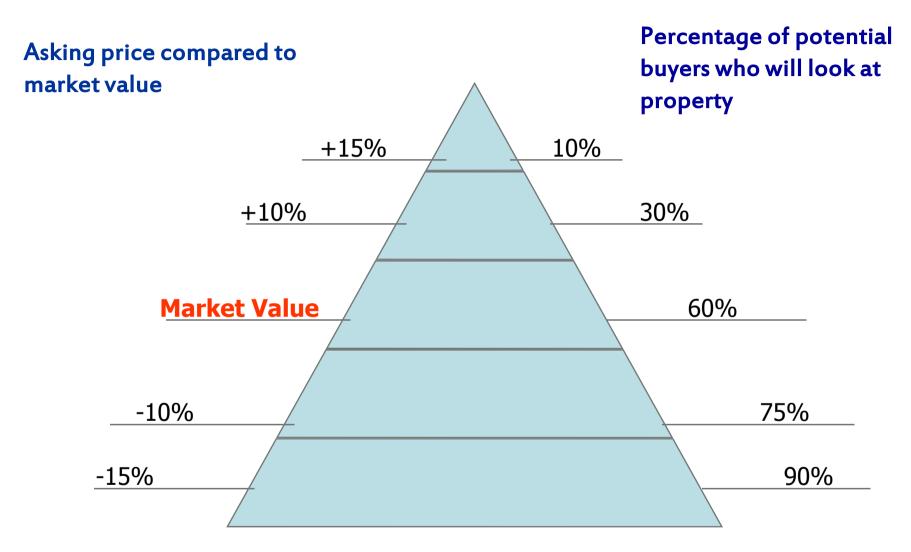
So that you will know what is going on and where we are in the marketing process

• To help maintain the property

with the names of competent contractors, especially if your property is vacant and you are out of town

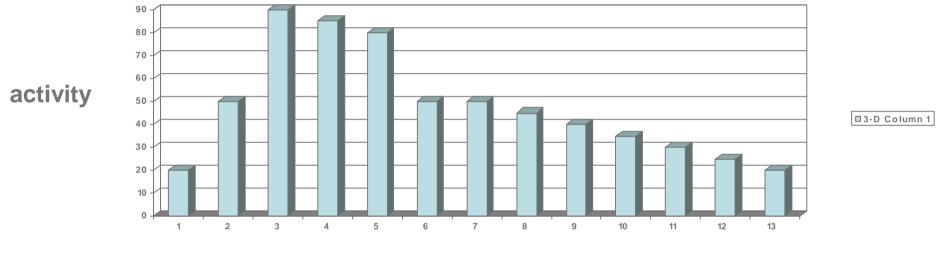
• To show you consideration

Because I know you are living in your home, and it's difficult to have it ready to show all the time



Properties priced too high attract fewer buyers, showings and offers. Properties priced at market value generate more buyer interest.

Market Activity



Weeks on the market

- •Well-priced properties generate immediate interest among agents
- •If the price is too high, that excitement never happens.
- •Dropping the price later will not generate the same enthusiasm.

The Importance of Intelligent Pricing

We must actually "SELL" your home 3 times

1. First to Real Estate Agents:

Experienced Realtors know the market price range. Your property may NOT be selected for showing, if it's not within the appropriate price range for your neighborhood.

2. Next to a Buyer:

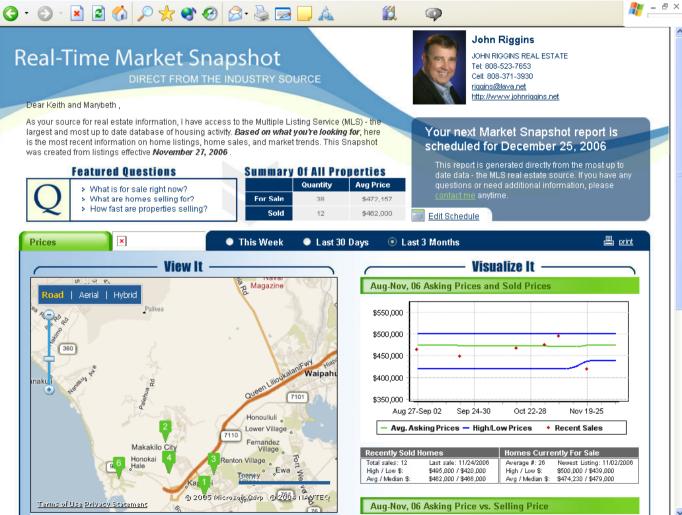
The Buyer is more "subjective", and compares the amenities and condition of your home to those of others in the same price range, based on the Buyer's own criteria.

3. An Finally, to an Appraiser:

The Appraiser is more "Objective", and compares age, size, and cost-identifiable features in your home, against other neighborhood properties that have Sold.

Real-Time Market Snapshot

Periodic reports showing properties for sale and sold in your market area.



Statistical Reports

Periodic Statistical reports to keep you abreast with the market During November, sales of 170 single-family homes and 201 condominiums were reported through the Board's MLS, decreases of 30.6 percent for single-family homes and 47 percent for condominiums, compared to the same month last year. This brings total single-family home sales on Oahu to 2,547 for the first eleven months of 2008, a decrease of 24.8 percent over the same time period one year ago. Total condominium sales through November were 3,690, a 28.3 percent decrease from last year. The median prices paid for



island properties from January through November 2008 were \$623,500 and \$325,000, respectively, a decrease of 3.3 percent for single-family homes from the same time period in 2007 and no change for condominiums. The total dollar sales volume generated in the housing market for the first eleven months of this year was \$3.447 billion, a decrease of 25.9 percent, or \$1.203 billion, compared to the \$4.650 billion produced one year ago.

SINGLE FAMILY HOME RESALES			CONDOMINIUM RESALES						
	Number of Sales	This Month Compared to	Median Sales Price	This Month Compared to		Number of Sales	This Month Compared to	Median Sales Price	This Month Compared to
Nov. 2008	170		\$594,500		Nov. 2008	201		\$316,200	
Oct. 2008	243		\$625,000	DN 4.9%	Oct. 2008	316		\$325,000	DN 2.7%
Nov. 2007	245	DN 30.6%	\$610,000	DN 2.5%	Nov. 2007	379	DN 47.0%	\$315,000	UP 0.4%



There is 2.5% decrease in Single Family Homes Median Sales Price from last year, while an 0.4% increase in Condominium Median Sales Price in November 2008 compared to the same month last year.



There is a 30.6% decrease in Single Family Homes Sales Volume from last year; and, a 47% decrease in Condominium Sales Volume in November 2008 compared to the same month last year.

"Although Oahu residential home sales declined substantially in November, our prices are still exhibiting much more stability than those for cities on the Mainland," said Dana Chandler, President of the Honolulu Board of REALTORS®. "Time will tell what the complete effects of the current economic conditions will be, but we're hopeful that the slowdown will be shallow and only of short-term duration here in the islands."

"The demand for housing sales was the lowest in ten years but, interestingly, the inventory of both single-family homes and condominiums actually contracted a bit last month, "added Harvey Shapiro, Research Economist at the Honolulu Board of REALTORS®, "This lack of inventory buildup indicates a slowdown in our market rather than a collapse as some Mainland cities have, unfortunately, experienced."

*Source: The Honolulu Board of REALTORS®

Promotion is more than a sign in the yard, an ad in the newspaper, placing in MLS and a prayer. Some of the promotional tools I offer are:

- 24 Hours 7 Days a week, 360 Degree Virtual Open House.
- Post Cards, e-mail & facsimiles (fax) to agents.
- "Just Listed" cards to neighbors.

- Broker's open house tour.
- Homes and Land Magazines.
- Direct response & caller ID marketing.
- Marketing on the Internet

John Riggins <u>REALTOR.com</u>® Marketing System

Reaching more potential buyers for your home





What do Consumers Search for Online?





REALTOR.com		Г
A CONTRACTOR OF	Official Site of the National Association of REALTORS® Weiceme, marragent (Service)	_
FIND A HONE	HOME FINANCE	Λ
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Homes for Sale in Anytown, USA	Featured Homes	
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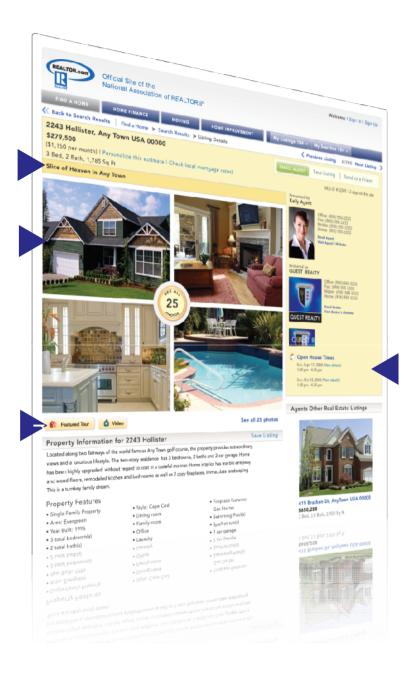
FEATURED HOMES MARKETING SYSTEM



FEATURED HOMES™

Your home will be selected for rotation in one of these exclusive positions – the most prominent location for your home on the <u>#1 real estate website.</u>*

* Source: ComScore Media Metrix, January 2008 through August 2008, averages.

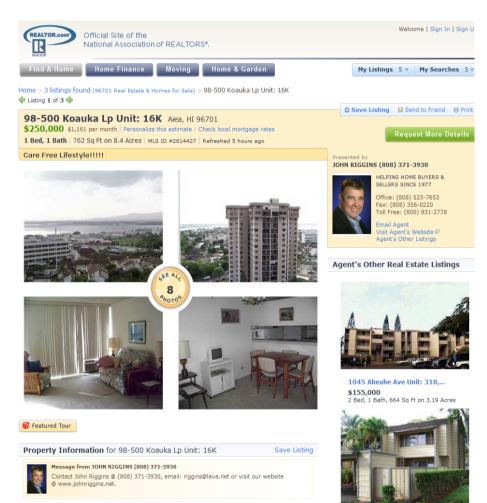


I will Showcase your listing

What SHOWCASE LISTING ENHANCEMENTS does to help sell your property.

- More exposure for your property
- Up to 25 Jumbo Photos
- Listing video tours
- Promote open houses

Your home is marketed with all the details.....



Care Free Lifestyle! You'll love the incredible Pearl harbor & Diamond Head views and relaxing lifestyle when you own this 1 bedroom 1 bath condo with nice kitchen, huge large master bedroom & 1 covered parking stall.

Please consider JOHN RIGGINS as your REALTOR®, because As your REALTOR®:

Please consider JOHN RIGGINS as your REALTOR®, because As your REALTOR®:

I can help you determine your buying power FREE CMA TO SEE IF THE MARKET IS RIGHT FOR SELLING YOUR HOME

I have many resources to assist you in your home search.
 I will assist you in the selection process by providing objective information about each property.

I advise you as to which investigations and inspections are recommended or required.
 I provide due diligence during the evaluation of the property.

 I help you in understanding different financing options and in identifying qualified lenders.
 I guide you through the closing process and make sure everything flows together smoothly. When selling your home, As your REALTOR®, I can give you up-to-date information on what is happening in the marketplace and the price, financing, terms and condition of competing properties

I market your property to other real estate agents and the public.
 I will know when, where and how to advertise your property. I will generally prescreen and

I will help you objectively evaluate every buyer's proposal without compromising your marketing

I will help close the sale of your home.

Thank You

JOHN RIGGINS

Property Features

 Condo/Townhome/Coop Property 	 Approximately 762 sq. ft. Style: Condo 	 Lot is 365883 sq. ft. Approximately 7.95 acre(s)
 Status: Active 	 1 covered parking space(s) 	 Lot size is between 5 and 10
 Area: PearlCity 	 Parking space(s): 1 	acres
 Year Built: 1975 	 Community swimming pool(s) 	 Elementary School: ALVAH
 1 total bedroom(s) 	 Ocean view 	SCOTT
 1 total bath(s) 		 Jr. High School: Aiea
 1 total full bath(s) 		 High School: Aiea

Interior Features

Storage room, Vinyl flooring, Wall to wall carpeting, Clothes dryer, Clothes washer, Dishwasher, Disposal, Microwave oven, Range and oven, Refrigerator, Wall or window air conditioner(s), Window treatments, Security features, Partially furnished

Exterior Features

Assigned parking, Guest parking, Outdoor BBQ/grill, Storage/out-building(s), TV cable available, Open Ianai, Condo, Marina view, Ocean view, Sunset view, Neighborhood: PEARLRIDGE

Listing Information

Refreshed at 5:14 AM (5 hours ago) Added on Sep 5, 2008 (96 days ago)

This listing is brokered by

John Riggins Real Estate Office: (808)523-7653

Map of 98-500 Koauka Lp Unit: 16K



Get driving directions

Schools Near 98-500 Koauka Lp Unit: 16K Central Oabu School District

94-161 Kuahelani Ave Unit: 166,.

3 Bed, 2.5 Bath, 1.396 Sg Ft on 9.52 Acres

States

\$365,000

School Name	Distance	Туре	Grades	GreatSchools Rating	Parent Rating
Our Savior Lutheran School	0.1 mi	Private	K - 8	n/o	****
Alvah A Scott Elementary School	0.2 mi	Public	K - 6	6	*****
Aiea High School	0.3 mi	Public	9 - 12	0	****
Pearl Ridge Elementary School	0.4 mi	Public	K - 6	9	****\$
St Timothys Childrens Center	0.6 mi	Private	К - З	n/o	☆☆☆☆☆
S Neighborhood Information	s	ources: Grea	tSchools.net	and Onboard In	formatics © 200





011153 Kumuiki St. Kanoloj, HT

\$400.000 2 Bed, 2 Bath, 1,021 Sq Ft on 0.1 Acres (4,199 Sq Ft Lot)

See all other listings for this agent

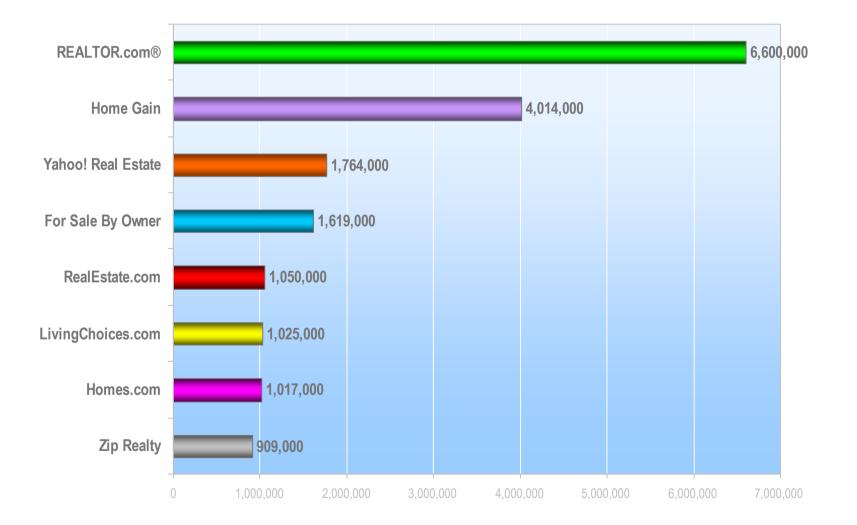
Find a Mover	
Move Date	
Move From (Zip Code)	
Move Size	
Select a Size 💌	
Get a Moving Quote	

Tracking Traffic on your Property

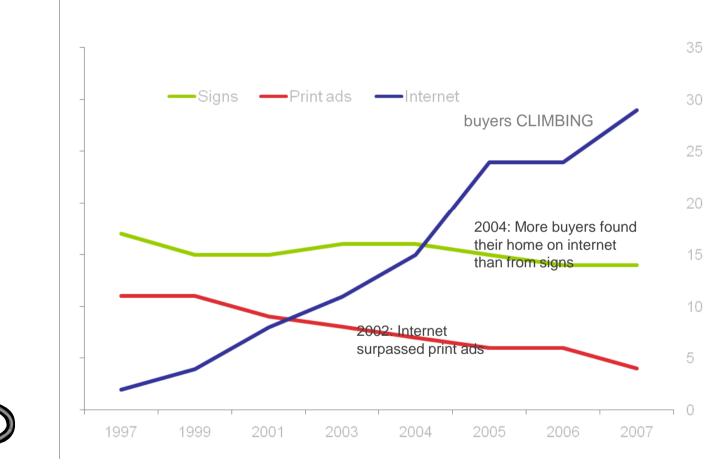
I will show you how often your home was "shown" on the real estate site where more potential buyers go to find a home.



More buyers search Realtor.com

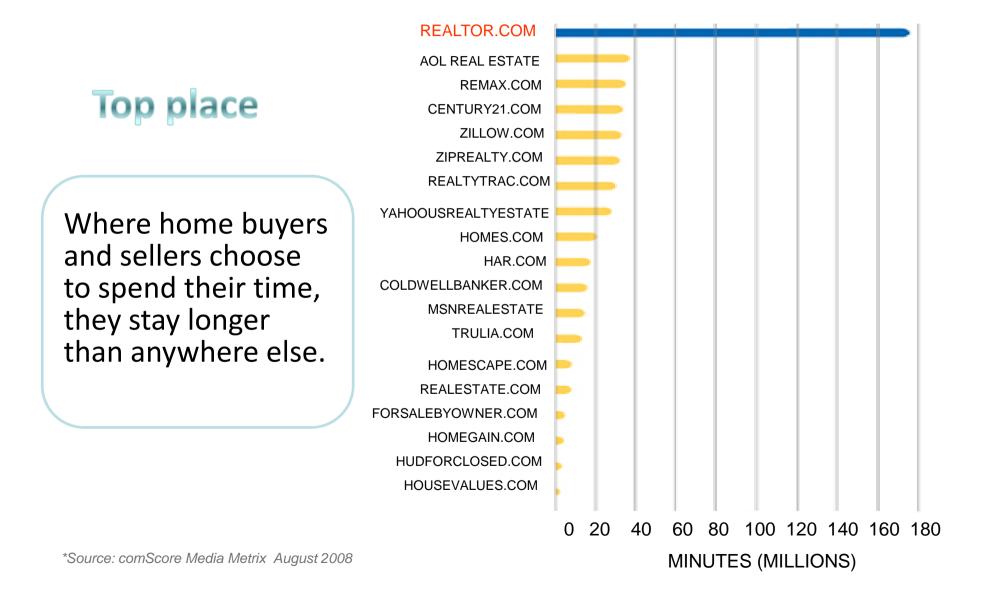


THE INTERNET IS NOW 9 TIMES MORE EFFECTIVE THAN PRINT ADS!

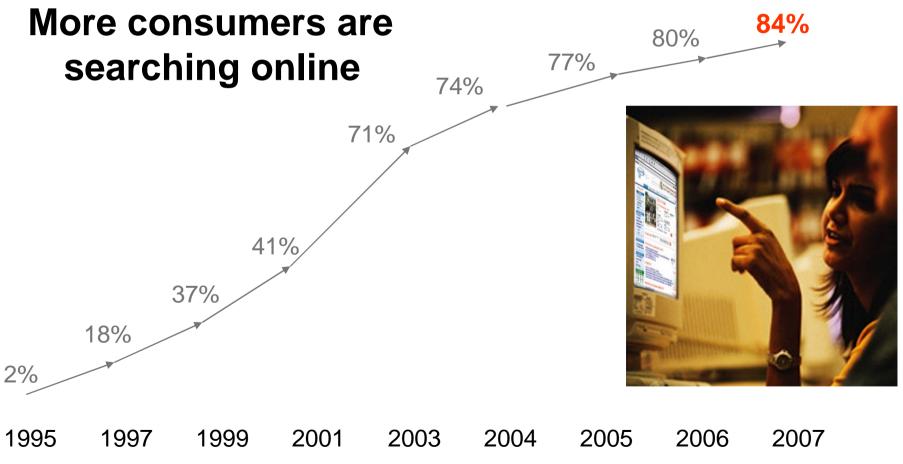


Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2007

comScore Media Metrix Realtor.com #1



Why I Market my Properties on line



* Source: The 2002-2007NAR Profile of Home Buyers and Sellers

I will market your home on these

sites:

















Our web positioner insures that our sites are on top of the searches

GOOGLE

YAHOO



ELABORT 1st Page Rankings (partial list only)

Google

#4 Condos in Ko Olina

#9 Condos in Mililani Hawaii #5 Free information on Mililani real estate #4 Home sales in Ko Olina #4 Home sales in Ko Olina Hawaii #4 Home sales in Ko Olina HI #1 & #2 John Riggins Honolulu #1 & #2 John Riggins Kapolei #1 & #10 John Riggins Ko Olina #1 & #2 John Riggins Mililani #1 & #2 John Riggins real estate #1 & #2 John Riggins real estate agent #1 & #2 John Riggins Realtor #10 Kapolei Hawaii real estate #4 Kapolei Hawaii real estate home sales #7 Kapolei Hawaii real estate sales #5 Kapolei HI real estate sales #4 Kapolei real estate home sales #8 Kapolei real estate sales #3 Ko Olina condos #4 Ko Olina Hawaii condos #6 Ko Olina Hawaii real estate #1 Ko Olina Hawaii real estate home sales #6 Ko Olina Hawaii real estate listings #3 Ko Olina Hawaii real estate sales #2 Ko Olina Hawaii schools #3 Ko Olina HI home sales #2 Ko Olina HI real estate #1 Ko Olina HI real estate home sales #1 Ko Olina HI real estate sales

#6 Ko Olina HI schools #7 Ko Olina home sales #4 Ko Olina luxury real estate #10 Ko Olina luxury real estate Hawaii #3 Ko Olina real estate #2 Ko Olina real estate home sales #2 Ko Olina real estate sales #3 Ko Olina Realtors #9 Luxury real estate in Ko Olina Hawaii #10 Mililani condominiums #8 Mililani Hawaii luxury real estate #5 Mililani HI real estate sales #8 Mililani luxury real estate Hawaii #8 Mililani real estate home sales #1 Real estate home sales in Kapolei #3 Real estate home sales in Kapolei Hawaii #1 Real estate home sales in Ko Olina #1 Real estate home sales in Ko Olina Hawaii #4 Real estate home sales in Mililani #3 Real estate in Ko Olina #4 Real estate listings in Ko Olina Hawaii #5 Realtors in Ko Olina

YAHOO!

#2,#8 & #10 John Riggins Honolulu #2 & #6 John Riggins Honolulu Hawaii #1 & #4 John Riggins Kapolei #1,#3 & #8 John Riggins Kapolei Hawaii #1 & #3 John Riggins Ko Olina #1 & #3 John Riggins Ko Olina Hawaii #1 & #7 John Riggins Mililani #1 & #7 John Riggins Mililani #2 & #5 John Riggins real estate #2 John Riggins real estate #1 & #7 John Riggins real estate #1 & #7 John Riggins real estate #1 & #7 John Riggins real estate

www.johnriggins.com

RIGGINS Real Estate msn

#5 Condominiums in Mililan #9 Condos in Honolulu #4 Condos in Kapolei #7 Condos in Kapolei Hawaii #4 Condos in Mililani #10 Condos in Mililani Hawaii #7 Home sales in Ko Olina HI #3 Honolulu HI real estate #1,#2 & #3 John Riggins Honolulu #1,#2 & #3 John Riggins Honolulu Hawaii #1 & #4 John Riggins Kapolei #1,#2 & #3 John Riggins Kapolei Hawaii #3,#4 & #5 John Riggins Ko Olina #1 & #4 John Riggins Ko Olina Hawaii #3 & #4 John Riggins Mililani #1 & #3 John Riggins Mililani Hawaii #1,#2,#7 & #9 John Riggins real estate #3 & #4 John Riggins real estate agent #6 Kapolei condos #9 Kapolei Hawaii real estate sales #8 Kapolei HI real estate home sales #5 Kapolei HI real estate sales #3 Kapolei real estate home sales #5 Kapolei real estate sales #9 Ko Olina HI condos #9 Ko Olina HI real estate sales #10 Ko Olina real estate home sales #4 Mililani condominiums #3 Mililani condos #8 Real estate home sales in Honolulu HI #8 Real estate home sales in Kapolei #10 Real estate home sales in Kapolei Hawaii #5 Real estate home sales in Kapolei HI #7 real estate home sales in Ko Olina #10 Real estate home sales in Ko Olina Hawa #7 Real estate home sales in Ko Olina HI #6 & #7 Real estate home sales in Ko Olina HI

WEBSTARGET* IS A COMPUTER CAMP COMPANY

Examples of some of John's web sites:

to view, click on: www.johnriggins.com



Honolulu Real Estate, Hawaii Real Estate and Condos, Buy Real Estate Using Your IRA, Hawaii Weather



Contact Me

Virtual Home Tours Email Home Search Search MLS for Homes

Honolulu Home Values

Money Exchange Rates Oahu's 2nd City-Kapolei

Ocean Pointe Homes

Neighborhood Info School Information

Local Links & Info Buy Real Estate with IRA Advice For Buyers

Buy/Sell Information

Mortgage Calculators

Seniors Information

State/City/Visitor Info Compare Two Cities

Live Traffic Cam+More

Pets

Termites Kid Stuff

Military Relocation

Advice For Sellers



John Riggins ABR CRS CRB ePRO SRES TRC

Where 98% Of All Listings Taken Since 1977 Have Sold

Specializing in residential sales, John Riggins Real Estate offers you assistance for all your **buying** and **selling** needs in the following communities

Aiea * Pearl City * Mililani * Waipahu * Kapolei *Ko Olina Resort*Ewa Beach * Waianae * Honolulu * Hawaii Kai*Kailua*Kaneohe*Waikiki*

View My Featured Properties

I offer you an excellent reputation for meeting and exceeding my client's expectations. Each of my websites offers you comprehensive information on buying and selling real estate in the Honolulu, Hawaii area.

> John Riggins Honolulu Hawaii Properties Honolulu Paradise Homes

If you would like more information on any property in the Honolulu area, please contact me John@JohnRiggins.net

John bases his business on honesty and providing the absolute best possible service while maintaining a sense of humor. I have assisted over 2,000 families buy and sell homes. Over 98% of the properties I have listed have sold.

By accomplishing my goals in assisting buyers and sellers with all their real estate needs I was named one of the **top 50 Realtors in North America** by Howard Brinton and Bill Barrett.

Another Web site:

To view click on:

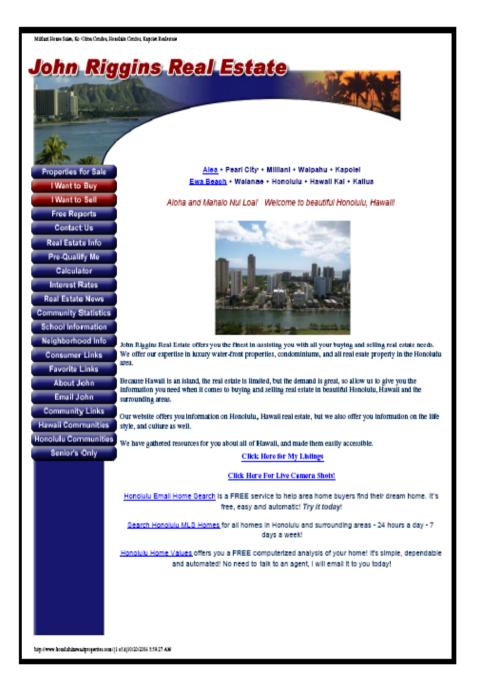
www.johnriggins.net

http://www.johnriggins.net/ (1 of 3)11/21/2006 5:04:11 AM

Another of John's Web Sites

To view click on:

www.honoluluhawaiiproperties.com



Another of John's web sites

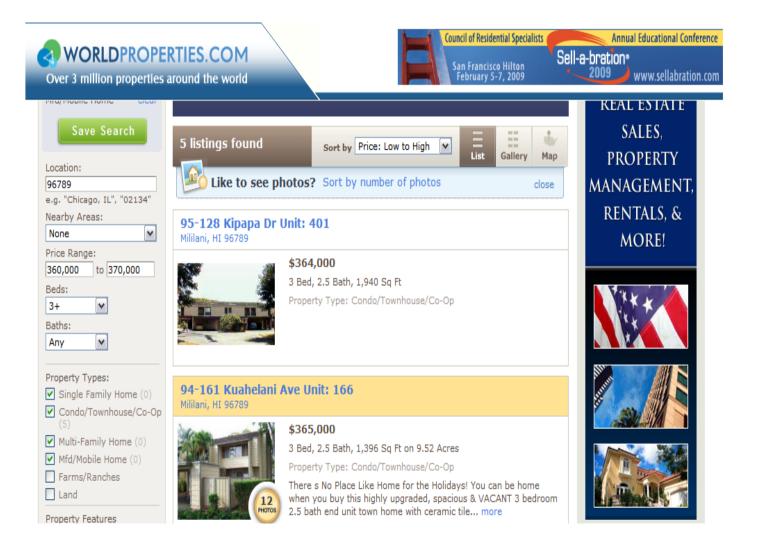
To view click on:

www.honoluluparadisehomes.com



World Properties.com

All of John's listing are posted on WorldProperties.com



Homes and Land Magazine

- Monthly Magazine
- Circulation is 25,000 copies

www.homesandland.com



\$7,500 FIRST TIME HOME BUYER TAX CREDIT!

CALL NOW! Time is Running Out to take Advantage of the First Time Home Buyer Tax Credit! We are Experts on the 37500 Home Buyer Tax orket Conditions, Properties Available, No Down VA, Low Down FHA and Selier Financing!! JOHN RIGGINS REAL ESTATE PROUDLY PRESENTS:





a 15,000 sq foot lot with





<u>PLLAN IN THE PROOF</u> You'll love this to Ollas Report guide community subsfully approved a before one 2 but in ground flow or usit with large open landredicating the pool. Edge guid, tamis, fitness costs, avianalog, besting of first data calcius. Jourt 2005,000 Code 2000



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Example of the 2 page brochure



THERE IS NO PLACE LIKE HOME! 94-362 Makapipipi Street Mililani, HI 96789 OPEN HOUSE 24 hours a day, 7 days a week 360 degree virtual home tour at

www.JohnRiggins.net, MLS #2901605

For more information, contact: John Riggins Real Estate 523-<u>SOLD(7653)</u> or fax 356-0220 <u>e-mail: riggins@lava.net</u>













	Lanai	765
PARKING:	Two.c	rport
PROP. TAXES:	\$119 n	nonthly
Assoc Fee	\$36 m	onthly
TENURE:	Fee Sin	nple
INCLUSIONS:		

AC window, Blinds, Cable TV, Ceiling Fan, Dishwasher, Disposal, Range/Oven, Refrigerator, Washer & Dryer

Built 1976

Three (3)

Interior I 507 Lanai 765

Two

Outstanding Features:

There is No Place Like Home. ! Spacious and Freshly Painted 3 bedroom 2 bath home with granite counters, ceramic tile floors, new light fixtures, new windows, covered lanai VA/FHA Financing is available.

Best of all is the Price: This is not a short sale.

94-362 Makapipipi Street



www.johnriggins.net 808-523.7653











Rec Center Pool

Example of Just Listed Postcard



- Laminated
- Double sided
- Multi color
- Multi Photos
- Top agents
- Neighborhood



Wow! WHAT A VALUE!!! 92-1017 J Koio Drive * \$1.6 MILLION

Live like the Rich and Famous when you own this luxurious Ko Olina Resort Gated community Golf Estates 4 bedroom 3 bath single family home with large master suite, marble counter tops, upgraded carpets & covered lanai *overlooking the 15th green* of the Ko Olina Resort LPGA Championship Golf Course. Besides privacy, you'll enjoy sunset walks by the ocean, tennis, the marina, fitness center, spa and world class restaurants. This home is ideal for the "person on the go" who demands low maintenance, privacy and enjoys backyard BBQs & golf.

USE THIS TRUCK FREE! CALL FOR DETAILS.



call... (808) 674-1111, cell (808) 371-3930

Email: riggins@lava.net

View 360° virtual home tour at: www.johnriggins.net



Example of email flyer

 E-mailed out to all agents in Hawaii

 E-mailed to John's personal data base



Brokers Open - Wednesday February 11th 10am to Noon

\$600,000 WOW!! Don't Miss Out on This Property! 94-362 Makapipipi Street - Mililani, HI 96789					
		and graphics contain links to more photos and website pages.			
Sq. Ft. (approx.)	1507	CONTRACTOR OF THE OWNER			
No. Bedrooms	3	A REAL PROPERTY AND A REAL			
No. Baths	2				
Parking	2				
Year Built	1976				
WOW! Don't miss out on this in painted remodeled single fami custom window coverings, no new light fixtures, new windo landscaping. While everything	ly home with new ew granite countertop, ows, and lush				

not a short sale. MLS # 2901605

footage & bedroom count do not match the tax record. While the property is very well priced, this is

Living Room



My Online Marketing Pledge

- I will feature your home on the #1 real estate site* so it can get as much as 3000% more exposure, on average**
- I will submit your property to multiple Web sites on the Internet including REALTOR.com® ,MSN, and 100 plus websites
- I will include multiple photos in marketing your property online because that is what buyers say they want most online
- Each online listing will include detailed information about your property for buyers to view
- Each site that features your property will include multiple ways to inquire about your property
- Inquiries about your property will be responded to in a timely manner

The Plan of Action

OUR OBJECTIVES ARE THE FOLLOWING:

- To get as many qualified buyers as possible into your home until it is sold.
- To communicate the results of our activities weekly to you.
- To assist you in getting the highest possible dollar value for your property with the least amount of problems.
- To constantly look for the best possible methods of exposing your property to the potential buyers in the market.

The following is my Plan for Marketing Your Home:

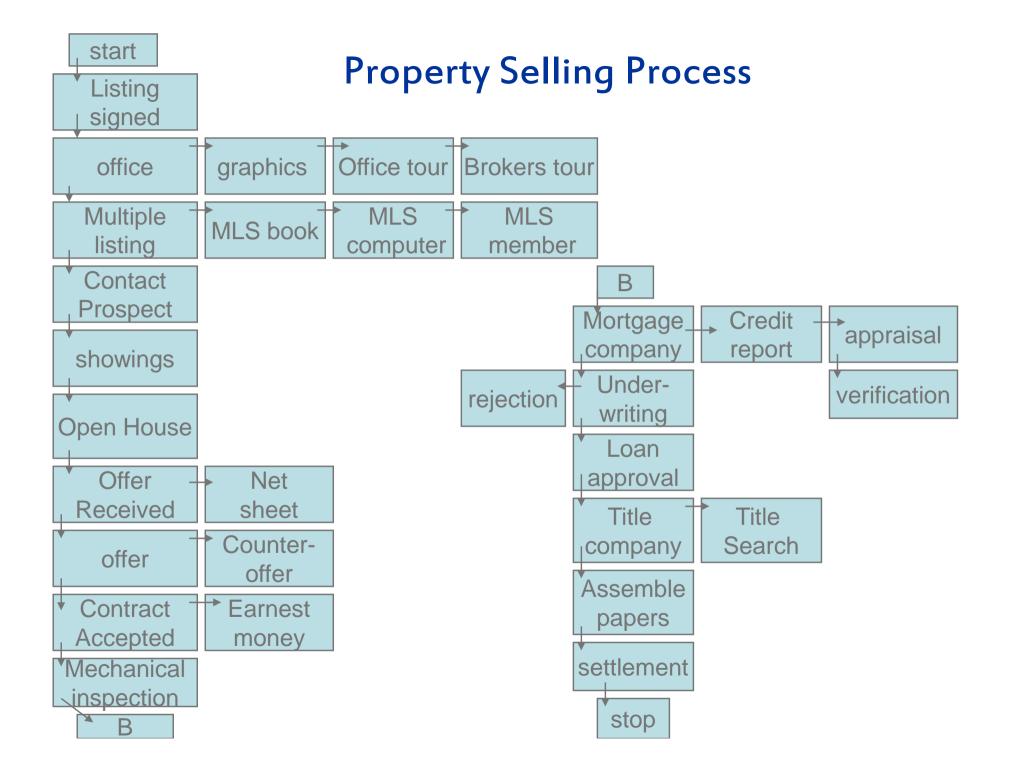
- Submit your home to the Multiple Listing Service (MLS).
- Submit copies of your listing to our waiting buyers.
- Submit your home for Internet 360 Degree Virtual Open House.
- Schedule Featured Home Advertisement on <u>WWW.Realtor.com</u>
- Promote your property through telephone calls, email, fax and at real estate meetings for maximum exposure to the other agents in the area.
- Develop a list of features & benefits of your home for the cooperating agents to use with their potential buyers.

Marketing Plan: continued

- Suggest & advise you as to any changes you might want to make in your property to make it even more marketable to the buyer.
- Constantly update you as to any changes in the market, both in prices & change in the money market & their effects on the sale of your property.
- Add additional exposure through a professional sign, brochure box with multi color, multi photo brochures, lock box & 24 hour toll free info hotline & fax back.
- Hold Open house when possible.
- Advertise when necessary.
- Pre-qualify when possible all prospective buyers.
- Make you completely aware of all the various methods of financing that your buyers may want to use.

Final Marketing Plan:

- Have the cooperating brokers in your area tour your home.
- Provide on a monthly basis for the cooperating brokers a list of the features & benefits of your property.
- Follow-up with all the salespeople that have shown your property for their response.
- Assist you in arranging interim financing, if necessary
- Deliver a copy of your multiple listing & a copy of advertisements have been published.
- Represent you upon the presentation of all contracts by the cooperating brokers & to help in negotiating the best possible price & terms for you
- Handle follow-up & keep you informed, after the contract has been accepted, on all mortgage, title, & other closing procedures.



John Riggins is more than a one man team....



- John Riggins Real Estate Offices: Honolulu Office, Kapolei Office
- Client Follow up: Hawaii, Florida, Alaska, Texas, Oregon
- Internet Marketing Director: California
- Internet Positioning: Hawaii, Florida, Utah, California
- Internet Data and Statistical Data: Hawaii, Florida, Colorado, Utah, Oregon, California
- Internet Technical Assistance: Florida, Texas, Hawaii
- Virtual Tours and Photography: Hawaii
- Web Site Development: Hawaii, Florida, California, Colorado, Utah, Oregon,
- Podcast: Oregon
- Blog Site Coodinator: Colorado, Florida
- Media and Print Marketing: Hawaii and Oregon
- Legal Assistance and Advisors: Hawaii, Washington, Nevada, Texas, Florida
- Business Advisors: Virginia, Florida, Illinois, Colorado
- Tax Advisor: Honolulu, Illinois
- Contractor, Cleaners, Carpets, Painting and Repairs: Hawaii

Over 98% of the properties we have listed since 1977 have sold.

Should we get started marketing your property?

Call John Riggins today.



Email: <u>riggins@lava.net</u> Cell: 808-371-3930 Office: 808-674-1111 Fax: 808-356-0220 <u>www.johnriggins.net</u>

