



SCOTT WANDER







# WELCOME

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My name is Scott Wander and I would like to personally thank you for taking the time to review my brochure.

Having grown up in Western New York, I know how much we value a hard earned dollar and that's why it's disheartening to hear so many consumers asking the same question...

***"What ever happened to customer service?"***

As a premier real estate professional, I understand that ***effort is great but I only get paid after I produce results for my clients.*** It's this fact that drives me to be relentless in my pursuit to deliver to you and your family ***a world class buying and selling experience.***

I truly believe that I offer more sophisticated marketing tools and negotiation expertise than most agents in WNY. I invite you to explore my ***world class guarantees*** and ***rewards*** and discover how my marketing and financial experience, along with my unique real estate services, can give you the best competitive advantage when buying or selling your home.



*Scott*

 **I SELL WNY**  
...and I **GUARANTEE** you a world class experience!



# WORK...

*It's a performance business.*

Scott Wander has been in the customer service business for his entire life. From knocking on doors seeking odd jobs to delivering newspapers before school, Scott learned early on that providing exceptional service will lead to more satisfied customers.

These lessons have guided Scott while he worked his way up from a rookie salesperson to various corporate management positions throughout the United States.



# WHY REAL ESTATE?

*Scott was where you are.*

Having lived in 9 different cities across the country, Scott had some interesting dealings with real estate agents along the way. He felt that they lacked a certain type of business acumen as well as comprehensive marketing skills. Upon entering the real estate profession himself, one of Scott's main goals was to combine the teachings from his years in the television business with the training that he received as a financial advisor with *Merrill Lynch*. Scott brings a highly disciplined work ethic and professionalism to every transaction and he never forgets that it's your dreams and money that you've entrusted to him.





# REAL ESTATE COMES DOWN TO 2 THINGS...

## *Marketing and Financing.*

**MARKETING** and “*story-selling*” are the keys to attracting the right buyer to your property. Scott’s television experience has allowed him to work directly with international corporations as well as the world’s finest advertising agencies. Having been a part of developing multi-million dollar marketing campaigns, Scott has taken these highly innovative strategies and incorporated them into his real estate practice. His goal is to create unique selling propositions by highlighting the features of your house, developing a multi-level strategic marketing program *and* integrating his targeted listing services so that your property is properly positioned within the market.



**FINANCING** is one of the most important elements of the real estate transaction. As a former licensed financial advisor with *Merrill Lynch*, Scott would dissect every aspect of his client’s financial situation. By constantly exploring multiple options, he designed sophisticated portfolios that afforded individuals and businesses extraordinary opportunities. Scott’s open architecture approach to investments represents the same type of creative solutions that he employs to ensure that his clients receive customized financing plans when purchasing their new homes.



# REAL ESTATE...

*It's a contact sport.*

Scott believes that making contact with as many people as possible is the key to being a successful agent. His vast centers of influence are made up by his family, friends and corporate clients. Scott's father was a well-known television and radio sports personality while his mother was a clinical instructor for one of WNY's largest healthcare facilities. Scott's sister is currently a *Vice President at The Center for Hospice Buffalo and Palliative Care*. Scott values his strong relationships within the business, sports and medical communities because he knows that it's this type of exposure that can often bring a buyer a fantastic deal or present a seller with that dream offer.

# THE WINNING ISN'T IN THE GAME, IT'S IN THE PREPARATION...

***Making the wrong choice may cost you THOUSANDS!***

Whether you're buying or selling, today's market is very challenging and ever-changing. Having a true professional like Scott on your side can make all of the difference. He prides himself on his active marketing and negotiation skills as well as his in-depth knowledge of the latest market trends. When buyers and sellers try to go it alone or put their fate in the wrong hands, often times they wind up losing thousands of dollars. Scott realizes that buying or selling a home may be the largest financial transaction a family can make and that's why he works so hard on every detail to produce a successful outcome for his clients.





The following pages will illustrate how I set myself apart  
from the competition as I deliver to you...

## ***A WORLD CLASS EXPERIENCE!***



# WORLD CLASS GUARANTEES

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**What if** I decide to purchase or sell a home using your services...

*Do you offer a "100% Money Back Guarantee" program?*

**What if** I do not feel that you are providing me with a world class experience...

*Can I cancel our agreement?*

**What if** you sell my current home and I purchase a new home using your services...

*Do you offer any special financial incentive for representing me with both transactions?*

**What if** you list my house and also represent the buyer who purchases my home...

*Do you offer any special financial incentive if you secure a buyer for my home?*

**What if** I have listed my home with a For Sale By Owner service or I've tried selling on my own...

*Do you offer any special financial incentive if I list my home with you?*

**What if** I am currently in the process of selling my home and I'm now searching for a new home...

*Do you offer any special financial incentive if you represent me on the purchase of my new home?*

**What if** my listing has expired with another real estate company / agent...

*Do you offer any special financial incentive if I re-list my home utilizing your services?*

**What if** I need a shorter listing period...

*Can I reduce the number of days in my listing contract?*



# WORLD CLASS REWARDS

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**What if** I am interested in buying or selling a house?

*When you buy or sell a home utilizing my services, you may be awarded credits to participate in my exclusive “financial” or “merchandise” rewards program.*

**What if** I know of someone who may have questions about the home buying and / or selling process?

*When you introduce any potential buyer or seller to me, you may qualify to receive credits to participate in my exclusive “referral” rewards program.*

The following examples may be available when redeeming your credits through my exclusive **REWARDS program**:

- **Airline tickets**
- **Flat screen television**
- **Apple iPad computer**
- **Theater or sporting event tickets**
- **Retail shopping card**
- **One-year home warranty**
- **Home center gift card**
- **Dining certificates**



# WORLD CLASS MARKETING

*Here is my **68 POINT**  
marketing plan that I can  
offer to my sellers.*

- Howard Hanna's "100% Money Back Guarantee"
- My "World Class Guarantees and Rewards"
- My "Communication Guarantee"
- Video tour of your home
- 35 photos of your home
- Drone photography
- "Text to Video" program
- Weekly seller report
- New York seller agency law disclosure
- "Homes of Distinction" program
- Pre-listing home inspection
- Sales activity for the past 6-18 months
- "Average Days on the Market" report
- "Comparable Market Analysis" (CMA)
- Competitive properties on the market
- Properties that have been withdrawn
- Competitive properties under contract
- Properties that have recently closed
- Competitive listings that have expired
- Obtain information for the listing
- Property updating and staging tips
- Prepare the profile sheet for the MLS listing
- BN Home weekly print advertisement
- 2 Find Your Home print advertisement
- My "Marketability Scorecard" report
- "Open to Close" program
- Inclusion of a one year home warranty
- Virtual tour and photos on HH's website
- Marketing on related real estate websites
- Internet exposure on the top Realtor websites
- Compile a list of repairs and maintenance items
- Pricing strategy based on the market conditions
- Equity analysis and net figures
- Report of buyers searching in your neighborhood
- Present at HH's agents' sales meetings
- Present to all HH's offices
- My "Corporate Elite" program
- HH's relocation services
- Single internet home web address
- YouTube listing for added exposure
- My "Certified Pre-Owned" (CPO) home program
- On-site marketing booklet for the property
- Direct contact yard signage
- Installation of a secure, hi-tech lockbox
- Yard, Directional and Open House signage
- Automatic email distribution to buyers
- Produce, print and mail "Just Listed" cards
- MLS and internet marketing of open houses
- MLS and internet marketing of price adjustments
- Distribute color brochures of your home
- Showing Time appointment service
- Contact other real estate agents / companies
- Showing instructions for buyer's agents
- Conduct and cater a broker's open
- Neighborhood notices of open house
- Host the open houses and give away gift cards
- Conduct private showings of the property
- Marketing listing activity report
- "Rapid Response" Program
- "One Stop" homeownership services
- Personal follow-up calls on all showings
- Review all broker's open house comment cards
- Contact all of my past and present clients
- Multi-level lead intake system
- Mass marketing email campaign
- Showing feedback reports
- Internet traffic reports
- Customer service response tracking reports



# WORLD CLASS BUYERS

*Absolutely “NO COST” to you  
when I represent you with my  
**44 POINT** home buying process.*

- My exclusive “World Class Guarantees and Rewards” program
- Howard Hanna’s “100% Money Back Guarantee”
- Provide you with my “Communication Guarantee”
- Assist with the mortgage process
- “Pre-Purchase Commitment” program
- Multiple specialized mortgage options
- Explanation of the New York buyer agency law
- Conduct a complete wants and needs assessment
- Research the entire MLS system and exclusive listings
- “Real Scout Search” program
- “Text to Video” program
- Property selection with multiple updates
- Automatic email system of new listings
- Prepare a complete buyer’s tour package
- Provide convenient viewing of all properties
- My own initial in-person home preview
- Showing Time appointment service
- Saved search capabilities
- Saved comments for each property
- In-depth seller’s agent meeting
- Buyer market analysis of the area
- Review of seller’s property disclosure document
- Expert mortgage services
- My “Corporate Elite” program
- Complete contract preparation
- Provide a list of possible real estate attorneys
- Present purchase contract in-person
- Conduct all negotiations of the contract
- Discuss the services of WebTitle Agency
- Review the home inspection process and radon test
- Deliver finalized contracts to all parties
- Coordinate the property inspection
- Follow-up on inspection items
- Negotiate the inspection terms
- Suggest the seller include a home warranty protection plan
- Present the advantages of HH Insurance Services
- Review closing dates with your mortgage company
- Receive the mortgage commitment letter
- Coordinate the closing date with seller’s agent
- Schedule and conduct your final walk-through
- Final follow-up with your attorney
- Assist with arranging your move
- Coordinate the transfer of the utilities
- “One Stop” homeowner services



# WORLD CLASS FINANCING

**Premium Mortgage:** A custom tailored program with competitive rates and same day approval.

**Pre-Purchase Commitment:** You can go beyond the pre-qualification process with the full assurance of a complete mortgage commitment before you purchase.

**Renovation Plus:** A specialized loan program that allows you to build in the cost to renovate your dream home.

**First Home Club:** Open a savings account and for every \$1 that you deposit, you'll receive an additional \$4 (up to \$7,500) to be used towards a down payment and closing costs.

**Physician Plus:** A unique program for medical residents to “buy more” while “earning less”.

**My First Home:** This program allows qualifying borrowers to finance many of the closing costs into the rate thus making it easier and more affordable to become a homeowner.



## Additional Financing Options:

**100 Percent Financing:** Finance up to 100% by pledging eligible securities and eliminate the need to liquidate assets.

**Family Assist:** Assist a family member in financing up to 100% of a primary residence by pledging eligible securities. This can be done without co-signing on the loan, paying gift taxes or disrupting your investment strategy.

## Benefits of 100% Financing:

- Reduce your down payment and eliminate mortgage insurance with no additional fees or higher interest rates.
- Keep your investment strategies on track and remain fully invested.
- Possibly gain tax benefits by increasing the amount of your tax-deductible mortgage interest expense.

**Term Adjustable Rate:** Do you plan to own your home for less than 10 years or interested in maximizing your cash flow...a term adjustable rate mortgage may be a perfect fit.

\*Certain income, credit, geographic and other restrictions apply. Offers are subject to change. Not all applicants will qualify for a mortgage. Please note that some financial institutions may require opening an account and pledging eligible securities to qualify. All loans are subject to credit approval. Consult your tax consultant and mortgage banker to determine which plan may be right for you. Scott Wander is not a licensed mortgage banker.



# WORLD CLASS SERVICES

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**A World Class Experience:** I provide my clients with multiple guarantees as well as an exclusive *financial, merchandise and referral rewards* program.

**Interactive and Online Appointment Service:** Online scheduling service 7 days a week for all showings on your property and confirmed via phone, text and email.

**Automatic Activity Reports:** My system automatically sends out a total of 4 separate feedback request forms after each showing. My contact management network is used to alert all agents of future open houses and any modifications to the property and / or the listing.

**Home Financing:** Competitive mortgage rates and the most unique and comprehensive plans on the market.

**Award Winning Relocation Team:** Howard Hanna is ranked among the top 1% of all brokerages in America for relocation services and is a member of the exclusive organization... *Leading Real Estate Companies of the World.*

**“Senior Select” Program:** My team is dedicated to providing quality services to seniors who are looking for an advisor to help them create a more manageable and convenient lifestyle as well as participate in an exclusive rebate program.

**“Corporate Elite” Program:** A “free” corporate program that allows all employees to participate in an exclusive rebate program.

**Home Staging Report and Home Designers:** I partner with different designers and staging companies who can offer advice to prepare your home to be marketed.

**Additional Real Estate Services:** Access to experts that provide my clients with an entire spectrum of home ownership services before and after the sale:

- **Real estate attorneys**
- **Home warranty**
- **Heating and cooling**
- **Home security systems**
- **Home improvement contractors**
- **Home inspectors**
- **Lawn and maintenance services**
- **Painting and wallpaper**
- **Home decorating services**
- **Air duct cleaning**
- **Moving companies and storage**
- **Home insurance agents**





# SCOTT WANDER

## Education

Cardinal O'Hara High School  
State University of New York at Buffalo

## Licensed Real Estate Advisor

**Realty USA / Howard Hanna – Williamsville, NY**

- "National Sales Excellence Award" Top 5% Nationally
- "Platinum" award recipient
- "President's Council" member
- "Million Dollar" Producer member
- *Corporate Specialist*
- National Association of Realtors
- New York State Association of Realtors
- Buffalo / Niagara Association of Realtors

**HUNT Real Estate ERA – Williamsville and Orchard Park, NY**

- HUNT Real Estate ERA's "Rookie of the Year"
- "Top Gun" award winner at HUNT University
- Featured in a colored, two-page article in *Business First*
- *Who's Who in Luxury Real Estate*
- A member of the *Buffalo Bills* relocation team
- A member of the *Buffalo Sabres* relocation team
- Certified *Cartus Relocation Specialist*
- HUNT Real Estate ERA's "Circle of Honor" member
- "On The House" - Rookie of the Year
- "A" team member of the HUNT ERA's relocation team
- ERA *Sellers Select Plan* (SSP) certified agent
- Nominated to HUNT Real Estate's *Senior Advisory Board*
- National Association of Realtors
- New York State Association of Realtors
- Buffalo / Niagara Association of Realtors

## Licensed Financial Advisor

**Merrill Lynch – Buffalo and Williamsville, NY**

- Licensed Series 7
- Licensed Series 66
- Licensed Insurance Agent – Life, Accident and Health
- Member of the *Hahn / Scott Wealth Management Team*

## National Television Group Manager

**Clear Channel Television – Memphis, TN**

- National Sales Manager for WPTY, WLMT and WJKT
- Special Projects Manager for WPTY and WLMT
- Featured articles in *Television Week* and *Electronic Media*
- Appointed to the *Clear Channel Corporate Synergy Team*

**Scripps Broadcasting – Baltimore, MD**

- National Sales Manager for WMAR
- Managed the efforts of the local salespeople

**Belo Broadcasting – Dallas, TX**

- Local Sales Manager for WFAA
- Created, produced and sold the station's local special projects

**Allbritton Communications – Harrisburg, PA**

- National Sales Manager for WHTM
- Special Projects Coordinator for WHTM









# I SELL WNY

...and I **GUARANTEE** you a world class experience!



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

Please visit [www.AWORLDCLASSEXPRIENCE.com](http://www.AWORLDCLASSEXPRIENCE.com) to learn about the numerous guarantees, rewards and services that Scott offers to his clients. You'll find information that will prove extremely valuable if you're considering *PURCHASING* or *SELLING* a home in today's competitive market.

## SCOTT WANDER

Licensed Real Estate Salesperson  
Corporate Specialist

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Real Estate Services

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