



AOBT Real Estate Project

Final Client Presentation Assignment



Objectives:

- To create a polished, high-tech & professional multi-media presentation
- To practice formal oral presentation and marketing skills

Presentation Requirement Overview: You will deliver a formal 6-7 minute, multi-media presentation (Prezi, PowerPoint, MovieMaker or combination) to your client and other real estate-related community & business volunteers. The presentation will highlight and explain the three best property options for your client. Your presentation will be in the CHS Library and will count as your semester final. You and your partner will dress to impress and present jointly, as a team. You will also be graded as a team by your client, other volunteers, and teachers (your final grade will be an average of all scores – see Presentation Grading Rubric).

Topics: Your presentation will cover the following topics for each of the three homes you and your client have narrowed down:

1. Detailed information & pictures about each home including

- Specs, amenities, and appearance of exterior & interior
- Floorplan, square footage, age of home, etc.
- Pricing, how long on the market
- Pros and Cons about each home according to client's feedback
- Outside surroundings (part of a master community? HOA? Etc.)

2. Information about the surrounding neighborhood/community of each home including:

- Exact location of each home, zipcode, and which community & neighborhood it is considered
- Highlights and atmosphere or "feel" of the community.
- General economic facts about the community (average income of residents, average home price, kid-friendly or not, older homes versus new development, etc.).
- info essential to a new resident (such as what public schools are in area, grocery stores, freeway access, etc.)
- Nearby amenities / activities (parks? pools? rec centers? tourist attractions? beach access? etc.)

3. Financial Information tailored to client for each home (you will get this info from the excel spreadsheet budget you create prior to presentations. You will also provide your client with a hard copy of these financials, but will highlight the basic info in your presentation):

- Asking price of each home
- Monthly payment for each home (factoring in interest, fees, HOA, taxes, etc.)
- What percentage of client's monthly income the down payment will be.
- Monthly budget
- Offer suggestions for each home (with meaningful justification based on comparable homes & other factors)



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Presentation Reminders & Tips:

1. Your presentation must be between 6-7 minutes
2. Both partners share equal responsibility in presenting.
3. Both partners must dress professionally.
4. You will need a formal, interesting introduction to your presentation, being sure to introduce yourself and realty name.
5. You are presenting to your client, so use your best marketing skills
6. Be sure to use good presentation skills as discussed in your Communications class (appropriate pacing, volume, posture, etc.)
7. DO NOT just read your slides or pathways word-for-word; prepare interesting and pertinent information.
8. Your presentation should show off your multi-media skills *without being gaudy or wordy*. Think *lots of creativity and professionalism*. Lots of pictures, graphs, charts, tables, graphics, movies, etc and less text.
9. Use professional-looking themes, backgrounds, metaphors and/or slide schemes.
10. You will need a formal, interesting conclusion to your presentation. This may be a good place to make your offer suggestions.

Presentation Checklist:

- Is the presentation proofread for mechanical errors?
- Is presentation *professional*?
- Does your presentation contain a good balance of visuals and text?
- Do your slides contain text that is bulleted and big enough to read?
- Does your presentation address all of the items given in the requirement section?
- Is your presentation geared toward your audience (your client)?
- Is your presentation creative and persuasive?