

SERVICES FOR SELLERS

We provide a comprehensive service to home sellers, ensuring their property sells in the shortest possible time, and for the highest price achievable

- Review complete online profile of your property for accuracy.
- Understand your home's strengths and weaknesses in the market.
- Perform a professional Competitive Market Analysis of your home.
- Calculate Neighborhood Absorption Rate for your property.
- Develop a specialized pricing strategy for your property.
- Calculate an estimate of your net proceeds from the sale.
- Conduct a thorough and diligent visual inspection of the property.
- Review the status of any encumbrances against the property.
- Review the status of any property tax liens against the property.
- Review listing agreement with seller.
- Explain commission splits between listing and selling brokers and how they may affect showing activity.
- Obtain copies of any architectural drawings relative to the property.
- Accurately measure the house.
- Tour the property from the buyers' standpoint.
- Review exterior of the house and provide recommendations to maximize curb appeal.
- Give advice on staging the interior of your home.
- Provide suggestions to help your house sell at a higher price.
- Assist in locating moving/storage facilities for large pieces of furniture.
- Provide a Seller's Real Property Disclosure for completion.
- Review Flood Zone information as necessary.
- Obtain a copy of seller's homeowners and flood insurance policies as appropriate
- Review Mold Disclosure, as required.
- Review Lead Paint Disclosure, as required.
- Obtain copies of permits relative to the property.

- Discuss the Foreign Investment in Real Property Tax Act if applicable.
- Discuss option for seller financing.
- Review benefits and drawbacks of using real estate lock boxes.
- Review benefits and drawbacks of using For Sale signs.
- Discuss procedures for showing appointments.
- Explain process for providing showing feedback.
- Develop a customized marketing plan that targets most likely buyers.
- Arrange for professional photography and video as appropriate.
- Review photography and select appropriate images for various marketing materials.
- Write property description(s) for use in various media.
- Develop Just Listed postcards.
- Develop property brochure.
- Write script for TV ad.
- Order printed materials.
- Mail Just Listed postcards.
- Prepare press release for noteworthy properties.
- Place property in Multiple Listing System.
- Arrange for pest and wood destroying organism (WDO) inspection of the house.
- Arrange for contractor's inspection of house if necessary.
- Arrange for roof report of the house if necessary.
- Arrange for septic tank inspection, as appropriate.
- Arrange for county inspection, as necessary.
- Assist in evaluation of inspection reports.
- Assist in correction of reported items, as requested.
- Obtain copies of Covenants, Conditions & Restrictions, as necessary.
- Assist seller in conforming to Fair Housing Laws.
- Place professional For Sale sign on property, as authorized.
- Place brochure box on property, as authorized.
- Place lock box on property, as authorized.
- Provide flyer display stand for inside the house.
- Deliver flyers to house.
- Provide copy of MLS Listing to seller.
- Directly contact agents with qualified buyers about the property.
- Respond to agent questions about the property.
- Respond to buyer questions about the property.

- Obtain a report on academic status of local schools.
- Prepare flyers for potential buyers showing financing options.
- Prepare Open House Guest Register.
- Develop an Open House schedule.
- Hold house open to the public
- Hold house open for private broker tour.
- Periodically update marketing program, as necessary.
- For vacant properties, coordinate the use of rental furniture if required.
- For vacant properties prepare home for each individual showing.
- For vacant properties make periodic inspections to ensure showing condition maintained
- Make appropriate changes in the Multiple Listing System.
- Meet and show potential buyers the property.
- Follow-up with agents who have shown the property to customers.
- Follow-up with potential buyers from Open House opportunities.
- Canvass centers of influence to locate potential buyers.
- Obtain other agents' opinions of home pricing strategy and presentation.
- Provide regular status report to seller.
- Review local news sources for changes in neighborhood.
- Place Open House advertisements, as appropriate.
- Leverage social media to increase property exposure
- Strategically place Open House signs to attract buyers.
- Review results of Open House with Seller.
- Prequalify all potential buyers before offers are made.
- Periodically review progress of marketing program.
- Send Thank You notes to agents who show the property.
- Keep brochure box filled with flyers.
- Regularly review all competing houses for sale.
- Coordinate presentations of offers to purchase the house.
- Negotiate with buyers and/or their agents in a professional manner.
- Review the financial impact of any offers with seller.
- Develop counteroffer(s) that will best protect seller interests.
- Help to determine the most advantageous time to close the sale.
- Structure counteroffer(s) for maximum impact.
- Explain the significance of multiple-offers, if appropriate.

- Explain the significance of various clauses in the Purchase Agreement.
- Ensure that conditions agreed upon can be performed as stated.
- Provide an estimate of net proceeds of the sale.
- Make sure initial deposit is placed into escrow in a timely manner.
- Make sure additional deposit(s) are made in a timely manner.
- Make sure the buyer applies for a loan within contracted period.
- Make sure the buyer applies for HOA approval within contracted period.
- Provide access to property for inspectors and others, as necessary.
- Make sure seller responds to closing agent inquiries.
- Arrange for seller to sign necessary documents.
- Assist seller in transferring utilities to buyer.
- Assist seller in moving to a new residence.
- Provide keys to the house to buyer following close of escrow.
- Assure that seller receives the appropriate funds from the sale.
- Other miscellaneous activities that help a house to sell.