

Prelisting through Listing Agreement

- Research all comparable currently listed properties
- Research sales activity from MLS and public databases
- Research “average days on market” for similar properties
- Prepare comparable market analysis (CMA) to establish market value
- Connect with you to determine your needs and priorities
- Present CMA results (comparable solds, current listings and expireds)
- Provide an estimate of net sales proceeds
- Provide copies of all contractual documents for your review prior to signing
- Establish Pricing Strategy based on interpretation of current market conditions
- Discuss Strategic Marketing Plan
- Tour your home and Provide tips for preparing for sale
- After viewing your home, provide additional, more personalized information and recommendations
- Home Staging Suggestions
- Help you connect with professional service providers
- Provide you with signed copy of listing agreement
- Prepare list of home amenities, inclusions, dimensions
- Arrange for professional photographs to be taken to provide the highest quality presentation of your home
- Arrange for yard sign installation
- Enter home data and photos into MLS database for exposure to thousands of active agents

**JUST SOME OF THE
MANY THINGS WE’LL
DO FOR YOU!**



Presenting Your Home To The Public (Active Listing)

- Present your listing professionally to a broad base of prospective buyers through multiple list and 100's of other web based sites
- Carry out scheduled marketing activities based on our Strategic Marketing Plan
- Prequalify potential buyers prior to showings
- Show your home to brokers and prospective buyers
- Provide professional appointment service and assist in coordinating showings (at our expense)
- Provide custom flyer of features and benefits of your home to cooperating agents showing your home
- Prepare showing instructions for buyers' agents
- Enhance convenience of buyer viewing by placing lockbox on home
- Reach out to showing agents for feedback via phone, email, text multiple times
- Monitor feedback and follow up as necessary
- Review MLS listings regularly to ensure your home remains competitive in price, terms, conditions and availability
- Communicate with you on a regular basis
- Modify Marketing Plan and Pricing Strategy, if necessary



We're Ready to Provide A Family-First Experience!

Offer to Contract

- Receive and review all offers submitted by buyers or buyer's agents
- Present and discuss all written offers with you in a timely manner
- Contact buyer's agent to review buyer's qualifications
- Contact loan officer to confirm buyer is pre-qualified
- Explain merits and weakness of any offer and provide you with a net proceeds sheet so that you can make an informed, logical decision
- Discuss and clarify proposed terms and conditions presented by buyer's agent in the offer
- Negotiate with buyer's agent on your behalf to reach final agreement
- Ensure that all contracts are complete with all required disclosures, disclaimers, and financing addenda
- Deliver ratified contract to buyer's agent
- Establish line of communication with buyer's agent, title company and loan officer
- Connect you with title company
- Follow loan processing through to the underwriter and communicate with the lender weekly to ensure processing is on track
- Ensure that inspections are completed in a timely manner
- Communicate with buyer's agent regarding results of inspections and inform you
- Continue to negotiate on your behalf to reach final agreement regarding requested repairs
- Assist you in coordinating any agreed upon treatments, repairs or replacements
- Personally meet and provide appraiser with comparable sales used in market pricing

Contract to Close and Beyond

- Transaction management through removal of any contingencies, Buyer's final walk-through of property, Loan Approval, Settlement, and possession of property by buyer
- Relay final approval of buyer's loan application
- Ensure all parties have all forms and information needed to close the sale
- Coordinate closing date and time that is convenient for you
- Request final closing figures from title company
- Preview closing figures to ensure accuracy and forward to you for review
- Attend settlement and ensure a smooth, hassle-free closing
- Personally deliver your proceeds check at closing of your home
- Respond to any post settlement follow up calls or emails
- Help you find your next home, as needed
- Assist you with relocation, as needed
- Provide resources for other after-sale homeowner needs