SELLING A HOME IS EASY!*

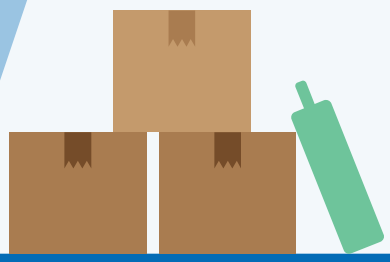
***If You Work with a Real Estate Agent Who is a REALTOR®**

SOME PEOPLE THINK SELLING A HOME IS AS SIMPLE AS:

- Put a sign in your yard
- Let other real estate agents know
- Patiently wait

BUT THERE'S SO MUCH MORE TO IT.

Some of the things a real estate agent who is a REALTOR® helps you with include:



PRE-LISTING

- Research sales activity for past 18 months from local broker marketplaces and public records databases.
- Guide on best market pricing position based on current market.
- Perform exterior curb appeal assessment.
- Address important topics such as odors, clutter, cleanliness, décor neutralization and more.

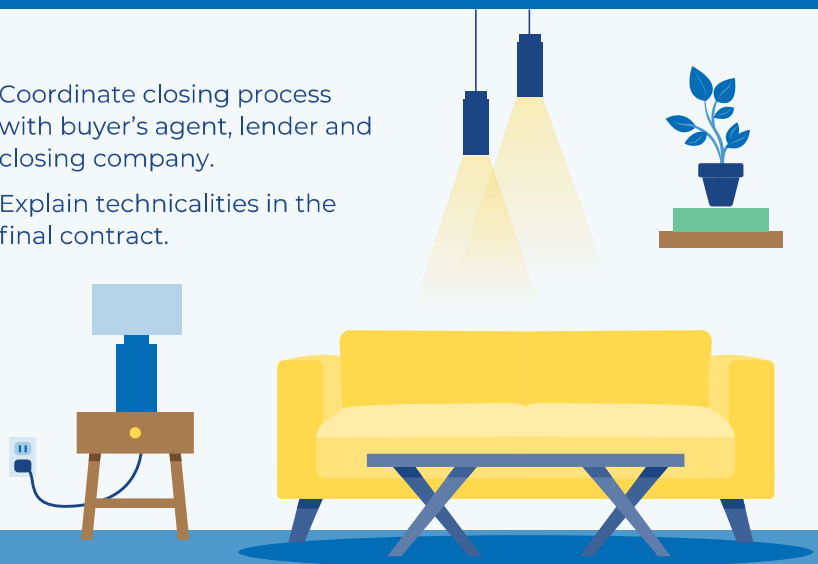
LISTING

- Create detailed list of property amenities.
- Develop and execute marketing plan.
- Coordinate showings with seller and other agents.
- Pull data to compare offers.
- Create plan for pricing strategies accounting for local market conditions.
- Promptly enter price changes on local broker marketplace listing database.
- Prepare contract for buyer.
- Communicate weekly with activity, showings of homes that compete and market movement.
- Follow up with each buyer and agent with timeliness and kindness.
- Have a strong market reputation where agents want to show your home.
- Continue to audit the home to make sure it's market ready.
- Negotiate all offers.



CLOSING

- Help coordinate and review appraisal.
- Audit itemized list of all cost components seller and buyer are to pay.
- Protect trust/earnest money through process.
- Ensure transaction is flowing to avoid unexpected complications.
- Ensure smooth transition with utilities, final walk throughs, inspection repairs and other tasks.
- Coordinate closing process with buyer's agent, lender and closing company.
- Explain technicalities in the final contract.



REALTORS® are members of the National Association of REALTORS®

NATIONAL ASSOCIATION OF REALTORS®