



How I Help

Sell Your Home

Helping to find a buyer for your home is only one facet of my job. Below is an overview of my services and how they benefit you.

MY SERVICES

- ◆ Explain basic real estate principles and paperwork
- ◆ Do a Comparative Market Analysis (CMA) to help determine your home's value
- ◆ Help determine the right selling price
- ◆ Assist you in preparing your home for sale
- ◆ Market your home to buyers and other agents
- ◆ List your home on Realtor.com, Zillow.com and other real estate websites
- ◆ Keep you up-to-date on current market activity, as well as comments from potential buyers and agents about your home
- ◆ Assist you with the purchase and sale agreement
- ◆ Negotiate with buyers and their agents on your behalf
- ◆ Track contingencies and ensure contract deadlines are met
- ◆ Work with the escrow company to ensure all documents are in order and on time

YOUR BENEFITS

- ◆ Be more likely to get the highest return on your investment
- ◆ Decrease your days on market
- ◆ Understand all the terms, processes and paperwork involved
- ◆ Have exposure to more buyers and agents with qualified buyers
- ◆ Have current market information to make informed decisions
- ◆ Have a skilled negotiator on your side
- ◆ Have peace of mind that the details are being handled



Buy | Sell | Build | Develop | Consult





How Do Realtors Help Sellers

PRICE

- ◆ Provide market overview
- ◆ Produce Comparative Market Analysis
- ◆ Design price strategy
- ◆ Help determine inclusions & exclusions

REPAIRS & UPGRADES

- ◆ Recommend home improvements and/or staging to increase value
- ◆ Recommend repairs to home

SAFETY

- ◆ Install lockbox for controlled access
- ◆ Document all showing activity
- ◆ Make safety & anti-theft recommendations

MARKETING

- ◆ Design & implement marketing plan
- ◆ Hire & schedule:
 - ◆ Professional cleaner
 - ◆ Photographer
- ◆ Schedule:
 - ◆ Sign installation
 - ◆ Pre-inspection
 - ◆ Home measurements
- ◆ Host broker open houses
- ◆ Host public open houses
- ◆ Host neighborhood open houses
- ◆ Input home into MLS system
- ◆ Produce property brochure
- ◆ Send home information to syndicate websites
- ◆ Send "Just Listed" postcards
- ◆ Post on social media
- ◆ Send email blast to REALTORS® & industry professionals
- ◆ Run print advertising
- ◆ Promote within office
- ◆ Promote to sphere of influence

CONTRACTS

- ◆ Explain Contract to Buy & Sell
- ◆ Explain listing agreement
- ◆ Explain required disclosure documents
- ◆ Explain deeds
- ◆ Explain title work
- ◆ Assemble H.O.A. documents
- ◆ Obtain Owners & Encumbrance Report
- ◆ Obtain & review Buyer's Qualification Letter

COMMUNICATION

- ◆ Conduct pre-listing interview to determine needs
- ◆ Guide through inspection process
- ◆ Guide through appraisal process
- ◆ Explain closing procedure
- ◆ Schedule & manage vendors
- ◆ Guide through TRID requirements
- ◆ Track due diligence deadlines

- ◆ Provide a weekly showing report
- ◆ Coordinate with:
 - ◆ Lenders
 - ◆ Appraisers
 - ◆ Inspectors
 - ◆ Title company

NEGOTIATION

- ◆ Price
- ◆ Inspection resolution
- ◆ Appraisal resolution
- ◆ Title resolution
- ◆ Multiple offers
- ◆ Seller concessions
- ◆ Earnest money
- ◆ Inclusions & exclusions
- ◆ Conditional sale contingency
- ◆ Survey resolution
- ◆ Due diligence resolution
- ◆ Closing & possession date



Buy | Sell | Build | Develop | Consult





Keeping You Informed

Good communication is key to a successful working relationship.

I am committed to keeping you up-to-date on the events surrounding the sale of your home. This will enable you to make informed, timely decisions based on the continuing flow of information.

YOU CAN EXPECT

MARKET ACTIVITY UPDATES

**FEEDBACK FROM AGENTS
THAT TOUR YOUR PROPERTY**

**INFORMATION FROM
AGENTS WORKING WITH
QUALIFIED BUYERS**

**OPEN HOUSE
ATTENDEE FEEDBACK**



Buy | Sell | Build | Develop | Consult





Timing the Market

A commonly asked question is, "Is there a best time to put your home on the market?" The answer is "Yes." The best time to market your home is exactly when you are ready.

What is important is to have a good game plan and time for preparation. When you are ready, I will be there to assist you with information that will help you get the greatest return on your investment.

Let's talk about your personal goals and current market conditions to determine when the time is right for you.

I WILL

**DETERMINE HOW MUCH
YOUR HOME IS WORTH**

**PROVIDE INFORMATION
ON MARKET CONDITIONS**

**PREPARE YOUR HOME
FOR SHOWINGS AND
FOR SELLING**



Buy | Sell | Build | Develop | Consult





Pricing Your Property

The market value of your home is what buyers are willing to pay in today's market conditions. My job is to help you set the right price from the start, and to position your property so it stands out in the market.

DANGERS OF PRICING ABOVE MARKET VALUE:

- ♦ True target buyers may not see your property because it's listed out of their price range.
- ♦ Buyers in the higher price point may compare your home to other homes at that price and consider it a bad value.
- ♦ It may sit on the market longer and sell for less than asking price. MLS statistics show that the longer a home is on the market, the lower the sales price.

YES

WE CAN CONTROL:

- › Price
- › Terms of Sale
- › Condition of Property

NO

WE CANNOT CONTROL:

- › Location
- › Competition
- › Market Conditions

HERE'S HOW I WILL PRICE AND POSITION YOUR PROPERTY FOR THE HIGHEST RETURN:

- ♦ Analyze current market conditions and sales prices of comparable properties.
- ♦ Discuss your goals and needs.
- ♦ Advise you about ways to make your property more attractive to buyers.
- ♦ Create a comprehensive marketing plan targeting the most likely buyers.
- ♦ Market your property to other agents, and get their feedback on its price and presentation.
- ♦ Keep you up-to-date on sales activity and market conditions.



Buy | Sell | Build | Develop | Consult





Listing Your Home

Uploading photos and detailed information about your home quickly and accurately is an important part of getting it sold.

Once you have listed your property, we will immediately upload photos and information your home on the Multiple Listing Service (MLS). Within minutes, every real estate agent in the system will know that your property is on the market.

Simultaneously, your property will be listed on Strategicrealestateservice.com, which receives an average of one million page views every month. Strategic listings are also accessible through top real estate sites such as Realtor.com®, Zillow and Trulia.

realtor.com®

trulia®

Zillow.com®



Buy | Sell | Build | Develop | Consult





Marketing

Your Home Online

According to a national survey*, 95 percent of home buyers use the Internet to search for homes. When you're ready to sell your home, you should expect your agent to have a plan for marketing your home online.

I will post your home on Strategicrealestateservice.com, and because I am a member of the Multiple Listing Service, your listing will also appear on all other major participating brokerage sites in the area. Strategic's listings also appear on real estate search sites like Realtor.com®, Trulia and Zillow, with a combined reach of nearly 200 million viewers.

Your home is your most treasured asset. Don't miss out on this crucial opportunity to reach buyers in your community, and beyond.

Strategic Real Estate

↓ ↓ ↓
Realtor.com® Trulia.com Zillow.com

More than 200 million combined viewers

** National Association of REALTORS®
2017 Profile of Home Buyers and Sellers*



Buy | Sell | Build | Develop | Consult





Staged for Success

A well presented home will draw more attention from serious buyers and can greatly decrease the amount of time the home is on the market.

- ◆ 77% of buyers' agents say that staging makes it easier for buyers to visualize the property as thier future home
- ◆ 49% of buyers' agents say that staging a home increases the dollar value offered
- ◆ 62% of sellers' agents say that staging a home decreases the amount of time a home spends on the market
- ◆ 93% of agents recommend that sellers declutter their home before putting it on the market

Source: The National Association of Realtors®
2017 Profile of Home Staging

MOST COMMONLY STAGED ROOMS



Buy | Sell | Build | Develop | Consult



Coordinating the Closing

