



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.

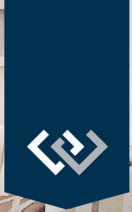
MY SERVICES

- › 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, Windermere.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





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.





Professional Photography

The old adage says, “A picture is worth a thousand words.” There is a reason that some adages become old ... because they are so true.

Statistically we know that 95 percent of buyers use the Internet during their home search, and 89 percent of them cite photos as a “very useful” aspect of their online search*. If they don’t like what they see, many potential buyers won’t bother to see your home in person.

In order to make the best first impression, we display only professional photography that will appeal to as many buyers as possible.

Professional photographers have the lighting, equipment, and know-how to showcase your home’s most flattering aspects.

This helps your home stand out from the competition, increasing buyer interest and potentially your final sales price.

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



Controlled Access

Easy access for buyers to see the interior of your home increases marketability and shortens market time. For added security, we use mobile-activated key boxes to provide access to your home, offering you peace of mind.

BENEFITS

CONTROL TIMES PEOPLE ARE ALLOWED IN

CONTROL WHO IS ALLOWED IN

TRACK AGENTS AS THEY SHOW THE HOME

IMMEDIATE FEEDBACK FROM AGENTS WHO HAVE SHOWN THE HOME



Guiding You Through The Inspection

Home inspections are a critical part of the home buying and selling process.

Inspections take the mystery out of selling your home and may make it easier for prospective buyers to imagine themselves living there. By making repairs and disclosing the home's condition to a prospective buyer before negotiations begin, you can create an atmosphere of good faith and instill confidence about your home's condition. This, in turn, may help sell your home faster and at a higher price.

A home inspection benefits all parties involved by providing insight into the condition of the home, thereby helping to reduce the overall listing time of your property.

I CAN HELP YOU

**FIND A REPUTABLE
INSPECTOR AND HOME
REPAIR CONTRACTORS**

**PREPARE FOR WHEN
UNKNOWN PROBLEMS
ARE DISCOVERED**

REVIEW INSPECTION OPTIONS

**NEGOTIATE FAIR AND
APPROPRIATE SOLUTIONS
IF NECESSARY**



Septic & Well Issues

Because well and septic systems can be expensive to replace, every knowledgeable buyer will want to know the condition of the well and septic systems of a home they are considering buying. A septic and well inspection can yield useful information on the condition of these systems.

WELL INSPECTION

- › A check of the well system including water level before and during pumping, pump motor performance, pressure tank, and pressure switch contact
- › Water quantity: A flow test to determine output
- › Water quality: Test for specific concerns in your area that could pose problems with plumbing, staining, water appearance, and odor

SEPTIC INSPECTION

- › Structural condition of tank, influent and effluent baffle tees, pumps, floats, etc.
- › Absorption test on the drainfield
- › Systems conditions, including root invasion and soil compaction



Considerations for Title Review

In order to properly prepare your home to go on the market, we will order a title report from a reputable title company.

A buyer has the future in mind when they buy a house, but with homeownership comes the need to protect the property against the past as well. A title report will provide peace of mind for all parties involved.

TITLE REVIEWS DISCLOSE

**UNFORESEEN LIENS
OR JUDGMENTS**

BOUNDARY DISPUTES

UNRESOLVED TITLE ISSUES

**COVENANTS, CONDITIONS
AND RESTRICTIONS (CC&RS),
AND EASEMENTS**





The Path to Closing

Once a buyer and seller have agreed to the details of a home sale, there's one final piece—the closing.

“Closing” is when you and the buyer sign all the paperwork and pay your share of the settlement fees, and the documents are recorded. Settlement obligations vary widely due to specific contract language, local laws and customs. My job is to manage those complex details to make it as easy as possible for you.

I WILL

COORDINATE WITH CLOSING SERVICE PROVIDERS

WORK WITH THE ESCROW COMPANY

HELP FACILITATE A TIMELY CLOSING

GUIDE YOU THROUGH THE PROCESS

PROVIDE TIMELY UPDATES