



SEASIDE
SELLERS

***PRE-LISTING
INFORMATION
PACKAGE***

<http://www.seasidesellers.com>

Seaside Sellers

PRE-LISTING INFORMATION PACKAGE

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Before You Read This Pre-Listing Package...

We would appreciate it if you would please take a few minutes to contact two or more of the References we have listed below. The truth is we can fill lots of pages with great information about our team, and why we are so different from other Real Estate Agents. But we find it is best if you hear some of this from our client and trade references. So, we invite you to please call or email some of the people on this list.

Clients References:

Mr. & Mrs. Joe & Misha Vetrano
29 Pigeon Hill Street
Rockport, MA 01966
617-293-4064, mishanagqus1@yahoo.com

Their home at 29 Pigeon Hill Street was listed and sold by us.

Joseph Parady
14 Mansfield Street
Gloucester, MA 01930
978-265-1122 jparady12@yahoo.com

Joe is a police officer who we are currently helping to find a home..

Paul Jensen & Donald Roby
53 Western Ave
Gloucester, MA 01930
978-281-4469 , paulrobby@comcast.net

Their property at 53 Western Ave was listed with us.

.Trade References:

Mark Olsen, President
East /West Mortgage
84 Newbury Street
Peabody, MA 01960
1-800-327-8937, jmarkolsen@yahoo.com

Mark is the President of East/West Mortgage whom I have worked with on many occasions.

Michelle Cooper, Mortgage Broker/ Partner
First Choice Mortgage
Gloucester, MA 01930
978-283-7909, choice7909@aol.com

Michelle is a Mortgage Broker and partner of First Choice Mortgage

Meet The Team

The Seaside Sellers Team

Clifford Cook

Realtor, Certified Buyer Specialist, Property Marketing Expert,
Internet Marketing Certified

Clifford is a Gloucester, Ma Native. He attended North Shore Community College and Salem State College and has a degree in Computer Science. He has worked in retail marketing for over ten years. He also worked as a photographer. He is a licensed real estate agent who has specialized training in Fine Homes & Estates and he is a graduate of the Create 21 program. He is a Property Marketing Expert who is Training Certified. He is also Internet Marketing Certified and a Certified Buyer Specialist. Cliff utilizes his Computer Programming, Marketing, Photography, and Real Estate expertise to incorporate innovative concepts that better serve our sellers and buyers by helping to expedite the successful sale of their homes.

David Billard

Realtor, Listing Specialist, Real Estate Valuation Expert

David is a Realtor who is a Northshore native. He has over twenty years of real estate valuation experience. He combines his enthusiasm, knowledge of the area, knowledge of the real estate market and valuation experience to sell your property for the best price. He graduated from Suffolk University with a BS Degree in Economics. David uses cutting edge technology to dramatically improve the efficiency of every part of the service he delivers. His clients are his #1 priority.

Interview Questions

The following list of questions should be used to interview each Real Estate Agent you are considering representing you and marketing your property. Below, we'll share our answers with you.

1. How many years have you been licensed? *Clifford Cook and David Billard have had their licenses for over 2 years. See "Meet The Team" page.*
2. How many homes have you sold in the past 4 months? *We have sold 3 homes in the last four months, and have two offers currently being negotiated on.*
3. How many listings do you currently have? *We currently have 4 active listings.*
4. How many potential buyers do you talk with in a week? A month? *We normally talk to 55 Potential buyers a week and over 200 in a month as a result of our aggressive marketing.*
5. How many buyers are you currently working with? *We have more than 25 qualified and motivated buyers interested in buying a home.*
6. In what ways will you encourage other Real Estate Agents to show and sell my home? *Immediately after listing your home we initiate an e-mail campaign to the top 20% of Real Estate Agents in our area (the top 20% do 80% of the transactions in our area).*
7. What can you tell me about the real estate market in this area? *Homes continue to sell quickly if priced correctly. Although mortgage rates have increased over the last 18 months, the buyer pool is still strong and many buyers are motivated to purchase. List prices stay steady, and list to sale ratios have only dipped slightly.*
8. What price do you recommend for my home, and what is it based on? *The price we determine to list your home at will be based on a careful study of CURRENT sales and listings of properties comparable to yours. We will do this together during our listing appointment.*

9. What is the “average days on the market” for the Cape Ann area? *The average days on the market for the Cape Ann area is 87 days*
10. What kind of advertising/marketing do you do? May I see some samples? *As you will see in our Home Selling System, We do many different types of advertising and marketing. This is one of the ways we set ourselves apart from our competition. We will bring samples with us to our appointment.*
11. Will you prepare an informative feature sheet for my property? May I see a sample? *We will have a sample to show you at our listing appointment. You will see that our feature sheets are detailed and informative to our potential buyers while not giving all the information they will want. We want them to contact us so that we have an opportunity to discuss with them all of the features of your property.*
12. Where and how will the feature sheets be distributed, and to whom? *Feature sheets will be available in our office, inside your home, and will be in a brochure box on our for sale sign in front of your home.*
13. Do you have a system to follow-up with other agents and brokers so that we get valuable feedback after every showing? May I see it please? *Yes, we do. Please see my Showing Evaluation Checklist contained in this Pre-Listing Package.*
14. Do you have a system for improving the staging of my home? May I see it please? *Yes, we do. Please see our Staging Checklist contained in this Pre-Listing Package.*
15. Do you have a system for offer Presentation, offer evaluation, and negotiation of the offer? May I see it please? *Yes, we do. Please see our Offer Presentation/Evaluation/Negotiation Checklists contained in this Pre-Listing Package.*
16. Do you have a transaction checklist to ensure the transaction has the best chance of staying together? May I see it please? *Yes, we do. Please see our Transaction Strategies Checklist contained in this Pre-Listing Package.*
17. Do you have a marketing plan designed to sell my property? How does it go beyond placing a sign in my yard, an ad in the paper, and notifying the Multiple Listing Service? *Yes, we do. Please see our Home Selling System contained in this Pre-Listing Package.*

18. May I see a copy of the MLS listing sheet from your last listing? *We will have several available for you to see at our appointment. We'll point out how detailed it is. Many agents are not diligent in entering all the important selling points of their listings. This has become very important as more and more buyers search for homes on the internet. If your MLS listing sheet is full of details, your online listings will be also.*
19. Do you have a 24 hour automated help line to promote my property 24/7 and capture all buyers? *Yes, we do. This system will be demonstrated during our appointment. It allows us to capture every buyer who even THINKS they may be interested in your home!*
20. How do I contact you? Do you have a contact sheet available? May I see it please? *Yes, we have a contact sheet. It is a part of this Pre-Listing Package and you will receive a copy when we list your home.*
21. How will we communicate? Do you guarantee that communication? May I see your guarantee please? *Our Communication Guarantee is contained in this Pre-Listing Package.*
22. How do you use the internet to advertise my property? What is the web address of the websites you use? *Yes, the internet is one of the many ways we market your property. We take professional quality digital pictures immediately after listing your home and upload them to enhance your listing. Your home will be shown on many different websites. Some of them include our local MLS site, our personal site and our office's site. We are a featured agent on www.realtor.com and will advertise your home on www.zillow.com, www.craigslist.com, and www.boston.com to name a few. We are diligent about creating a strong presence for your home on the internet as the National Association of Realtors reported in 2006 that 74% of buyers used the internet as an information source in their home search!*
23. What do I do if I am unhappy with your service? Do you have a satisfaction guarantee or a cancellation policy? Is it in writing? May I see a copy please? *Our simple, easy to understand "Listing Cancellation Policy" is included in this Pre-Listing Package. You will have a copy of this signed by us when you list your home with Seaside Sellers.*
24. Do you have references that I may call? Does the list include sellers who are currently listed with you? *Yes, we do have a reference list which is included in this Pre-Listing Package. Hopefully you contacted some of the people on*

that list when you received this Pre-Listing Package. We do have a current client on that list. Please feel free to contact any or all of the people listed!

25. Do you have trade references that I may call? *Absolutely, please see our Reference list in this Pre-Listing Package. It is important to know that we have strong relationships with other business people in our area. They enjoy doing business with us because they know we are reliable and competent. In most cases, they do not get paid if we don't keep the transaction together! we appreciate the trust they put in us!*

Thank you for taking the time to read our answers to these very important questions. We would be happy to explain in more detail any of these questions when we are together at our appointment. Should you have an additional question or need clarification on any of the above, please feel free to contact us.

We look forward to showing you examples and discussing in greater detail all the ways we separate ourselves from our competition!

Listing Cancellation Policy

In our experience, the biggest fear most sellers have when listing their home with a Real Estate Agent is whether they are choosing the right one. They wonder, “will this agent do a good job?” “will this agent represent my interests before their own?”, “will this agent communicate with us?”

In an effort to remove some of the fear from choosing to work with us, We have instituted a Listing Cancellation Policy.

It's very simple. No fancy language. No small print.

Here it is:

When you list your home with us, you can cancel your listing contract with us at any time. Simply call us and it will be removed from the MLS system within 24 hours.

That's it.

Could it be any easy or any more stress-free?

We believe if you are unhappy with your agent at any time before a purchase contract is accepted, you should have the right to cancel that listing.

we stand behind our service and our Home Selling System. If you're unhappy for any reason, you are released from your contract with us.

We have never had anyone ask for a release from a listing with us. And we will work hard to keep that from happening.

You have our word on it!

Communication Guarantee

Another way we remove risk from our sellers is by offering our Communication Guarantee.

We had the opportunity to help many families who have had bad experiences with Real Estate Agents before working with us.

We recognized a need to remove yet another fear that most sellers have (especially if they've had a bad experience).

You see, many sellers reported that they had listed their homes with an agent and almost never heard from them again! I didn't understand how those agents were able to stay in business, but I guess it does happen.

We take pride in our open lines of communications both with our buyers and our sellers. We contact our sellers each week. We use this time each week to update our sellers about what marketing has been done on their home that week, the response rate, what is planned for the next week, the feedback we have received from agents who have shown their home, any changes in mortgage rates or the local real estate market which might affect the sale of their home. This is also a great time to answer any questions they may have.

As you can tell, we are serious about communicating with our clients!

So serious, we are willing to guarantee that our clients who have signed a listing agreement with us will hear from us every single week.

If there is ever a week where you do not hear from us with an update on the marketing of your property, we will give you \$100 in cash at closing.

And we will give you **\$100** for **EACH TIME** it happens!

We have never had to pay anyone on our Communication Guarantee. And we will work hard to keep that from happening!

You have our word on it!

Let's take a look at where buyers come from:

Real Estate Marketing has been experiencing exciting changes. A recent study showed us where buyers actually come from. I thought you'd be interested to see the results.

49% knew the Listing Agent or the Company

15% saw the For Sale sign

8% responded to a Classified Ad

8% knew a friend, relative or neighbor of the seller

7% saw the home in a "Homes" type magazine

4% saw the home on the Internet

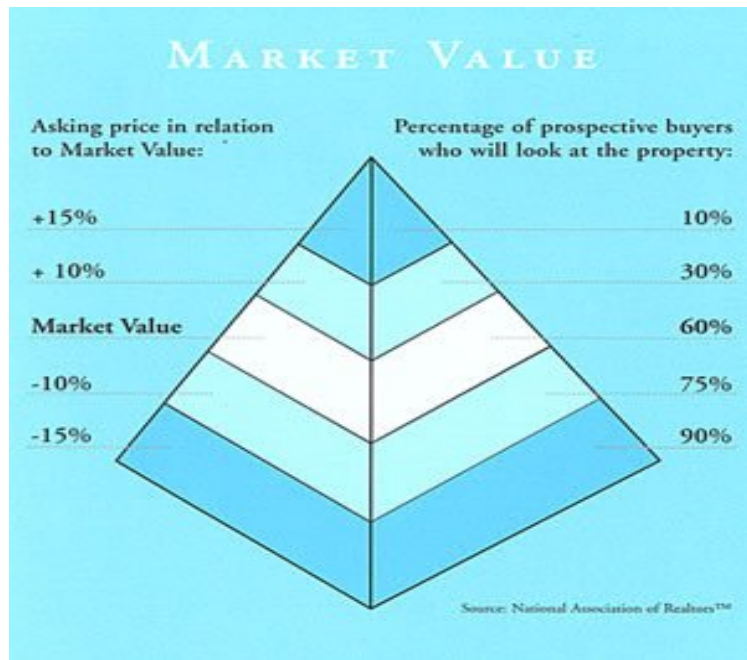
4% knew the Builder

3% saw a general print ad

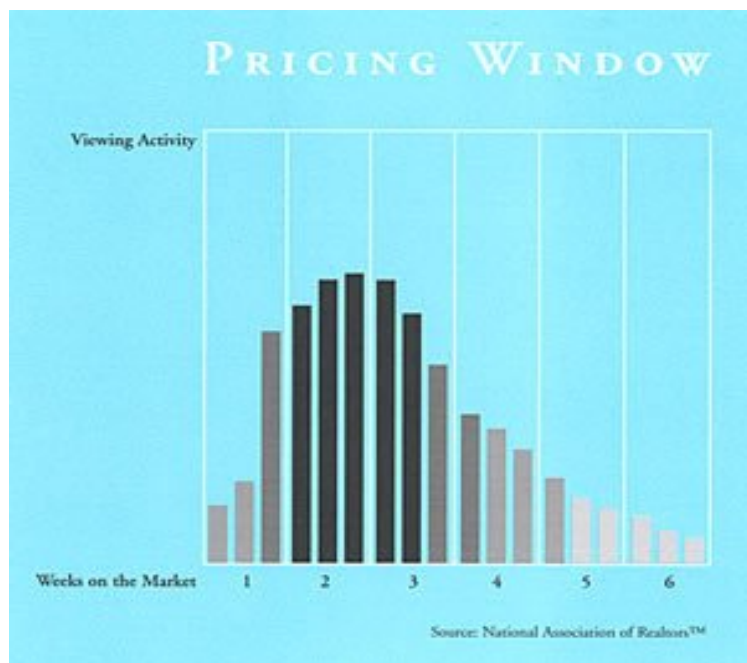
2% came to an Open House

Determining The Listing Price

One of the most important factors when determining selling price is Market Value. The pyramid graph illustrates the effects of properly pricing your property based on its Market Value. The ideal is to get the best possible price for your property while achieving the greatest possible exposure. As you can see, it's best to price your property within 10% of the Market Value.



Overpriced homes are not as competitive as those that are well-priced. Such homes are often shown only to help bring offers on well-priced homes in the same area. So it's vital to price your property realistically from the start. Market factors such as the number of homes for sale in a given area, the number that have sold, and the amount they sold for are all important to determine before setting a price.



Seaside Sellers Unique 53 Step Home Selling System

Our Unique Home Selling System constantly evolves as our market changes. Below, you'll find just some of the things we do for our clients while their property is listed with us.

You'll see some things on this list that may not seem to have anything to do with marketing your particular property, but rest assured that everything we do in our business is creating more activity which may in turn help us to discover just the right buyer for your property. For example, the marketing that we do to our past clients keeps a flow of wonderful new business coming to us every week!

Please read through our Unique 53 Step Selling System, and be sure to note any questions you may have. We look forward to answering them when we meet.

- 1) Provide a list of Interview Questions for prospective seller to use when interviewing agents.
- 2) Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout.
- 3) Provide Staging Checklist to suggest constructive changes to your home to make it more appealing, to show exceptionally well and help it to yield the greatest possible price to an interested buyer.
- 4) Provide you with Showing Checklist which offers home showing guidelines to help have the home prepared for appointments. (i.e. lighting, soft music, etc.)
- 5) Obtain and verify accurate methods of contacting the Sellers.
- 6) Gather information to help assess the Seller's needs.
- 7) Discuss Seller's purchase plans and determine whether Seaside Sellers team can assist them in their next purchase or if we can research and find a qualified agent to assist the Sellers in their new location.
- 8) Obtain information that will help the Seaside Sellers Team to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What do you think the home is worth? How much do you owe on the property?

- 9) Prepare seller by instructing them to gather home information: Encourage Seller to have copy of deed if available. Encourage Seller to have a current tax bill if available. Encourage Seller to have two sets of keys ready. One set of keys will be inserted in the lockbox; the other set will be kept at our office in case there is ever a problem with the first set.
- 10) Have rooms measured / create floor plan.
- 11) Using the information gathered in the initial meeting and tour of the subject property, We will then do research to begin to determine the market value of the property.
- 12) Research competitive properties that are currently active, sold, under agreement, withdrawn or expired from the market..
- 13) Research the previous sales activity (if any) on the Seller's home.
- 14) Strategically price home to enable it to show up on more MLS Searches.
- 15) Prepare a Seller's Net Proceeds Sheet to show seller expenses, closing costs and net proceeds.
- 16) Explain the use of the (SPDS) Seller Property Disclosure Statement that you will complete, this will be presented to the buyer of your home. This will help you to avoid devastating setbacks and preserve your legal rights.
- 17) Take full color professional quality digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.
- 18) Electronically submit your home listing information to the MLS-PIN for exposure to over 14,000 active real estate agents in the Multiple Listing Service Area.
- 19) Install lockbox to allow buyers and their agents to view your home conveniently but does not compromise your family's security. (if desired)
- 20) Write remarks within the MLS system specifying how you want the property to be shown on all of our listings,
- 21) We offer Virtual Tours through FloorPlanOnline (The Next Generation of Virtual Tours) This includes a Photo Gallery, Virtual Walk Thru of the property. A Floor Plan showing where each photo was taken of the property and much more. Check it out for yourself at <http://seetheproperty.com/11861>
- 22) Search the MLS System for Realtors most likely working with interested and capable buyers matching your home, then fax or email copies of your home listing information for them to review immediately.
- 23) Install For Sale sign in front yard when allowed by Home Owner or Association.
- 24) 800# sign rider when allowed by Home Owner or Association.

- 25) Target market to determine whom the most likely buyer willing to pay the highest price will be.
- 26) Set up a 24-hour 800# hotline message for your home to allow buyers to access your information at their convenience, morning, noon and night.
- 27) Give home unique ID # to allow information on home to be accessed 24 hours 7 days a week – also allows me to track and record interest on home from different sources and publications.
- 28) Enable option to “press zero” for direct connect to speak to someone personally about property.
- 29) Enable a fax back feature with this, so the buyer can have property and financing information faxed to them without delay.
- 30) Create a property brochure of features and lifestyle benefits of your home for use by buyer agents showing your home. This will be prominently displayed in your kitchen or dining room.
- 31) Place print advertising in various publications, including but not limited to: “The Real Estate Book”, “Distinctive Homes Magazine”, Local Print Advertising, and the Boston Globe
- 32) Create an online property feature sheet on www.Realtor.com, www.Zillow.com, and www.Craigslist.com
- 33) Create an online property feature sheet on our website and our company’s web site.
- 34) Promote your home to top Realtors in the Cape Ann Area Offices.
- 35) Send out Just Listed Postcards to 200 homes in the area promoting each new listing we take.
- 36) Send out Just Sold Postcards to 200 homes in the area promoting each home we sell.
- 37) We offer **Showing Feedback** on all our listings. After an agent brings a prospective buyer through your property. Showing Feedbacks sends them an e-mail survey. With just a few clicks the agent leaves showings feedback and comments about your property. The system will send a few reminders to the agent to fill out the survey. The results are incredibly valuable. They will tell us what kind of impression your house is making with buyers, If your house is motivating the buyers, If the house is overpriced, And if buyers want a second showing. You will be given access to the system, enabling you to see all the surveys and comments about your property.
- 38) Pre-qualify all buyers we will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.

- 39) Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.
- 40) Provide Open Houses at your request (note: these are not very effective).
- 41) Listing Cancellation Policy. 100% Satisfaction GUARANTEE.
- 42) Communication Guarantee. We call you weekly or it costs us CASH!
- 43) Receive Offer (if coming from another agent) and review important details of contract to determine best negotiating position.
- 44) Educate & explain all aspects of the legal sales contract, all counter offers, lead based paint, and follow up with the attorneys, verify prequalification, verify earnest money deposit.
- 45) Negotiate highest price and best terms for you and your situation.
- 46) Implement our Transaction Strategy Checklist once an offer is accepted.
- 47) Coordinate scheduling of appraisal and supply comparable sales if needed.
- 48) Coordinate scheduling of Home Inspection with other REALTOR and handle contingencies if any.
- 49) Coordinate financing, final inspections, closing and possession activities on your behalf to help ensure a smooth closing.
- 50) Set up Final Walk through of your home for buyers and their agent.
- 51) Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mail box keys, educate new owners of garbage days/recycling, mail procedures etc.).
- 52) Help you relocate out of area with highly experienced agents across the globe - you are sure to have the highest quality agent to help you on both sides of your move to make it worry and stress free.
- 53) Help you find your next home if you will be staying in our area.

As you can see, We are pretty thorough when it comes to getting your home sold!

Contact Information Sheet

Much of our business is derived from current and past clients referring their family, friends and neighbors to us. We believe we earn this distinction through their confidence in us and their satisfaction in our performance. In order to continue to achieve our goal of offering our clients a commitment of service and results, We are providing the following list of contact phone numbers and schedule of normal business hours for your information. In order to maintain this level of service to all clients a clear and concise method of operation and means of contacting each other must exist. Please retain this document for future reference.

Our Contact Information and Normal Business Hours

(978)944-2080
(617)930-7022
(978)865-1353
(800)359-0289

Clifford Cook's Cell #
David Billard's Cell #
Direct Private Voice / Fax Line
24 Hour 800 Hotline

We retrieve our voicemail several times a day and always return calls within 24 hours.

Hours of operation:

Monday through Friday
Saturday & Sunday

9:00am – 6:00pm
By Appointment

*** Evening Appointments are available.

*** We will always be available when there is an offer on your property.

Broker's physical location/ mailing address:

***Holly C & Co. Fine Homes
18 Wishart Road
Gloucester, MA 01930

**Please note that we do not sit at a desk in this location. we work from our home office.

Attention Sellers: If you are planning to be out of town or for any reason and need to have your showing instructions changed (including contact numbers) please be sure to CALL us with those changes promptly. While our commitment to service is on going, hours of operation have its limits. Likewise, in respect of our clients' privacy, We refrain from phone calls to their homes after 8:00pm (unless it's an emergency or as directed by our client).

Staging Checklist

To properly prepare your property to show at it's best, We offer this checklist to remind you of all the little things you can do. The closer your property is to "Model Home" condition, the more money you will get for it!

Exterior:

Buyer's may decide whether or not they like your property enough to purchase it in the first minute! You know what they say, "You can't change their first impression!" That means the condition of the exterior and entranceway of your property is crucial to the success of selling it. Let's review a few things you can do to improve your chances:

- ✓ Driveway and sidewalks should be swept and clear of toys or obstructions
- ✓ Remove cars from the driveway if possible
- ✓ Grass and shrubs should be trimmed neatly and trimmings removed
- ✓ Front door should look clean and freshly painted
- ✓ Exterior should look clean including siding, porch and windows
- ✓ Windows and doors should be clean and in good repair (including garage doors)
- ✓ Gutters should be clean and in good repair
- ✓ Seasonal flowers should be planted to add visual appeal
- ✓ Repair any loose shingles on your roof
- ✓ Place a seasonal wreath on your front door
- ✓ Paint door or window trim if needed
- ✓ Weed and mulch planting areas
- ✓ Remove dead plants and shrubs

Interior:

Our goals on the interior of your property are to depersonalize the space by removing at least half of your family photos, etc., to clear high traffic areas of any excess furniture to create a feeling of openness, and to highlight the best features of each room – like French doors or fireplaces or a beautiful view. Here is a list of steps that will help:

- ✓ Wash the windows
- ✓ Wash walls and doors (inside and out)
- ✓ Paint the walls of any room that will not clean up with washing
- ✓ Partially clear off built in shelves, countertops and cabinets
- ✓ Open the drapes or blinds – we want as much natural light as possible
- ✓ De-clutter – this includes magnets and pictures and calendars off the fridge, knick knacks, collections, fridge and freezer, posters in children's rooms, old anniversary cards etc.
- ✓ Scrub all kitchen appliances including the insides of fridge, oven and microwave
- ✓ Scrub kitchen cabinet doors, stove hood, countertops, etc.
- ✓ Increase the wattage of light bulbs in your bathrooms, laundry room and kitchen for a bright feeling in those rooms

- ✓ Replace any burned out bulbs in every room
- ✓ Consider a new shower curtain or set of decorative towels to freshen an older bathroom
- ✓ Refinish wood floors if possible – if not, at least purchase a cleaner/shiner product and apply it
- ✓ Have carpets cleaned if there is any hint of odor or stains
- ✓ Clean and polish the brass knocker on the front door or replace it altogether
- ✓ Clean and shine up the numbers on your house and mailbox
- ✓ Set the dining room table with your best china or a beautiful centerpiece – we want to stimulate the buyer's imagination
- ✓ Empty closets as much as possible – remove heavy winter coats that are not in use, place items in storage if you have to.
- ✓ Odor control is a MUST. If there are pets or a smoker in the house, use cleaners, carpet freshener, potpourri, candles, whatever is necessary to eliminate those odors clean out litter boxes each day
- ✓ Purchase a new welcome mat
- ✓ Purchase a new doorknob and lock if yours are dingy
- ✓ Vacuum floors each morning
- ✓ Be sure all faucets are drip free
- ✓ Clean out your fireplace or woodstove
- ✓ Remove unnecessary items from tubs, shower stalls, and toilet tops

Garage:

That's right, even the garage needs to be spruced up to get the highest dollar value for your property. Buyers like to see plenty of open space in the garage. It tells them your property has adequate storage plus room to park their car.

- ✓ Get rid of all the extra stuff you don't want to move with you. (Perhaps a garage sale would be a good idea – and give the left over items to charities?)
- ✓ Dust the walls and ceiling and corners to remove dust and cobwebs
- ✓ Remove all items from the floor that can be put away or thrown away
- ✓ Clean oil spots on the floors (wipe up excess oil, pour an absorbent material like kitty litter, sand or sawdust onto the spot to soak up the remainder. Leave it overnight, then sweep it up and clean with a concrete cleaning solution)

It looks like a lot of work, doesn't it? Please keep in mind that these hints, tips and ideas are provided to increase the value of your property – and that is part of our job as your agent!

Showing Checklist

Being prepared and knowing what to do before each showing will enhance the buyer's experience of seeing your property.

- ✓ Sweep walkway/porch area
- ✓ Vacuum/sweep floors
- ✓ Open blinds and curtains to allow natural light in
- ✓ Turn on decorative lighting
- ✓ Leave the home when buyers are scheduled to see your property (this includes pets and children)
- ✓ No dishes in sink or pots & pans on the stove
- ✓ Bathrooms lighted & clean towels on display
- ✓ Beds are made in every bedroom
- ✓ All interior room doors are open with lights on
- ✓ Tables, countertops & kitchen appliances sparkling
- ✓ No newspapers or magazines out of place
- ✓ Soft music playing and aromatic candles lit (if you will be home shortly – safety first!)
- ✓ Brochures neatly displayed
- ✓ Cabinet and closet doors closed
- ✓ Driveway empty
- ✓ Garbage cans put away
- ✓ Toys off the front lawn and not cluttering the back yard
- ✓ Temperature of the property set to a comfortable setting
- ✓ Laundry is out of sight (clean or dirty)

Showing Evaluation Checklist

The feedback from other Real Estate Agents and their buyers is important to us. We must take the overall comments we've received into careful consideration if your property does not sell in a timely fashion based on the current marketplace. This is the list of questions that may be asked of Real Estate Agents who have shown your property:

- 1) When was the property shown by you?
- 2) How many times have these buyers been to the home?
- 3) How does the property compare to others you have seen in our price range?
- 4) How did the buyers feel the property compared to other properties they have looked at?
- 5) What specifically did they like or dislike about the property?
- 6) Are the buyers interested in seeing the property again?
- 7) If your buyers are not interested in the property, could you please share why not?
- 8) If they are not interested in our property, would you share which property they did like and why?
- 9) Based on your experience and your buyer's input, what do you believe the selling price on this property will be?
- 10) Any additional comments I can share with my seller?

Each of these questions will shed light on our 'standing' among other homes we are competing against.

Notice that some of these questions will illicit negative information. I know you won't want to hear this information, but I am going to ask for your permission to share "the good, the bad, and the ugly"!

Our open lines of communication and your permission to be honest with you will create a truly synergistic environment where we are all able to do what is necessary to sell your property in the shortest amount of time and for the most amount of money!

Offer Presentation/Evaluation/Negotiation Checklists

Offer Presentation Checklist:

- Every time an offer is presented to us on your property we follow this checklist.
- Review the Comparative Market Analysis (CMA) if it has been more than 14 days since we last updated it. We want to know if there has been any change in the market which might affect the value of your property.
- Schedule a time to meet with you to go over the offer. We help you access the offer and remind you that our options are to accept the offer, to counter-offer or to reject the offer.
- The offer must include:
 - Signed Purchase Agreement
 - Signed agency disclosures
 - Copy of the earnest money deposit check
 - A current pre-approval or pre-qualification letter from the buyer's lender
 - Supporting documentation if the buyer has a home to sell

Offer Evaluation Checklist:

We must be sure the offer is complete to avoid legal problems down the road.

- Names of seller and buyer are correct and complete
- Legal description of property is correct (address, block, lot)
- Day, month and year of offer is on the offer and correct
- The math - Earnest money amount, additional down payment amount and financing amount total offer amount
- Is the buyer pre-approved or pre-qualified?
- Is the amount of the buyer's pre-approval or pre-qualification equal to or greater than the amount of financing they are quoting on the purchase agreement?
- Do they specify a mortgage rate or is it at prevailing rate?
- Closing date offered?
- Location of closing requested?
- Dates of home inspections?
- Items included in sale?

- Items excluded from sale?
- Is sales commission quoted correctly?
- Does the buyer request a home sale contingency?

Negotiation Checklist:

Some things we may be considering for a counter offer:

- Counter on any open ended dates (if closing date says 30 or 45 days, choose a date that is convenient for you)
- If there is a house sale contingency, how do we want to handle that?
- Will we allow showings and back up offers?
- Will we mark the house as under contract in our MLS immediately?
- If the buyer only has a pre-qualification, when can they provide a pre-approval?
- If there is a liquidated damages clause, negotiate for our best position
- Counter on inspection dates, who will pay for inspections, which inspections may be done

These three checklists are crucial to the successful start of a transaction. We believe it is important to treat each and every transaction the same. Following tested and proven systems and checklists will ensure that no balls are dropped!

It is our fiduciary responsibility to monitor each step of your transaction. These checklists and systems allow us to do so to the very best of our ability!

Transaction Strategies Checklist:

We use the following checklist to increase the chances of your transaction staying together.

- Once an offer is agreed upon by both the buyers and sellers, have the offers signed ASAP
- Deliver the offer to the seller's attorney, title company or closing agent
- Schedule any home inspections as soon as possible
- Provide copies of survey, Homeowner Association By-Laws to the buyer's agent
- Provide all property disclosures to the buyer's agent
- Track all contingency expiration dates (inspections, additional down payments, mortgage approval, etc.)
- Schedule smoke detector inspection
- Schedule closing
- Remind buyer's agent about transferring utilities
- Arrange for transfer of keys, garage door openers, appliance manuals, etc.
- Review the moving out checklist with seller to be sure property is ready for transfer

To keep your transaction running smoothly, We use this checklist and other record-keeping methods. We do what it takes to keep both you and the Buyer on track, on time, and happy!

At the end of the transaction, We will be asking you for referrals as this is the basis of our business growth. Our ability to provide a smooth transaction is the catalyst for that continued growth!

Who do you know who may be thinking of buying or selling Real Estate?

Pre-Approval vs. Pre-Qualification

As a seller, you want to be sure the buyers who are making an offer on your home can complete the transaction. A Pre-Approval is the most powerful tool a buyer can use to prove their ability to purchase. A buyer with a Pre-Approval means less surprises or problems!

Anyone who wants to buy a home today should first review their financial situation with a lender. The understanding of how much can be borrowed reduces the possibility of problems later.

There is a big difference between a letter of pre-qualification and a letter of pre-approval, and it is important that you understand this difference before we receive an offer.

The Definition of a “Pre-Qualification”

When a lender grants a buyer a “Pre-Qualification”, it means the lender has reviewed the buyer’s finances and has done a basic calculation to determine how much that buyer may be able to borrow. While pre-qualification can reduce the processing time for home loans, it does not guarantee that a loan will be made by a lender.

The Definition of a “Pre-Approval”

When a lender grants a buyer a “Pre-Approval”, it means the lender has actually approved the loan with only two additional requirements. First, that the buyer chooses a home to purchase, and second, the home the buyer chooses appraises at or above the sales price. The “Pre-Approval” letter represents an actual commitment on the part of the lender. In order to secure such a letter it is necessary to complete a formal loan application and pay the associated fees. Credit, salary and bank funds will be checked, and if the loan is a good investment, the lender will issue a pre-approved letter that provides a commitment for a limited period of time, subject to a satisfactory property appraisal and title search.

Can you see how important it is for your Real Estate Agent to be informed about such matters?

Sharing information like this is only one of the ways We protect you when representing you in the sale of your home.

Seller's Net Proceeds Sheet

The following fill-in-the-blank questions are designed to portray a very significant fact that many Real Estate Agents overlook. When pricing your home, you should also be aware of the actual amount you will net from your sale. The Seller's Net Sheet is a tool we will continue to use together throughout your listing and sale. As offers are presented, we will complete the Seller's Net Sheet so that you have a good approximation* of what each offer actually means to you in bottom-line dollars in your pocket. And that's a number we want to keep a very sharp eye on, right?

Your possible income:

Selling price of your property _____

Your possible expenses:

Balance of First Mortgage _____

Balance of Second Mortgage/Equity Line _____

Broker's Commission _____

Transfer tax cost _____

Attorney/closing agent cost _____

Total of final utility bills (sewer, water, electric, heating) _____

Smoke detector inspection fees _____

Additional inspection costs _____

Homeowner's association dues _____

Total Estimated Expenses: _____

Approximate Income minus Approximate Expenses: _____

This number represents the approximate* amount you will net from the sale of your property.

*Please note that while we are attempting to capture all expenses you may incur, there may be others that come up from time to time. This exercise is to determine an "approximate" net.

Preparation for Our Initial Appointment

The last section of our Pre-Listing Package will help us when we have our appointment. There are a few questions to answer and some items to gather. It's a good idea to consider these questions now, and to gather these items before we meet so that all questions regarding the value of your property, how it will be marketed, and how we can work together can be answered when we meet.

In preparation for our appointment, please gather the following items. These items are needed to complete our state regulated forms.

1. Most recent survey of the property (if available)
2. Architect/Builder's floor plan of the house (if available)
3. Copies of receipts for any work done to the property
4. Copies of permits for any work done to the property
5. Most recent inspection reports of the property (if available)
6. Most recent appraisal (if available)
7. Most recent tax bill or statement
8. Name and phone number of Property Management Company (if applicable)
9. Copy of Homeowner's Association By-Laws (if applicable)
10. Two house keys (one for the lockbox and a spare for our files)