

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
 - ▣ Professional Photographer
- Provide & Schedule:
 - ▣ Sign Installation
 - ▣ Pre-Inspection
 - ▣ Home Measurements
- Host Broker Open Houses
- Host Public Open Houses
- Host Neighbor 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

We negotiate the following:

- 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