

Getting Results



REALTY EXECUTIVES BRIO

My Plan of Action, with your help

My job is to manage the details to get your home from “for sale” to “SOLD”. No one should go-it-alone, and that’s why I’m here to make sure you don’t have to.

Over the next few pages you will see all of the details, tasks and responsibilities that need to be complete for your house to sell.



REALTY EXECUTIVES BRIO

Earning your trust Exceeding your expectations Everyday

Master Plan for Success: The To-Do List

- Listening to your wants, needs and highest priorities when selling your home
- Marketing, pricing consultation and Competitive Market Analysis (CMA)
- Prepare, review and sign all contracts and disclosures and guide you through them
- Select title company, order a preliminary title report, and document the home is free of any legal encumbrances
- Make suggestions for presenting and enhancing your home, including staging if necessary
- Meet with designer (free to you) for staging consultation
- Detailed visual inspection of your home for disclosures
- Submit all contracts, disclosures and documents into my office for legal recording
- Order Pre-inspection, very helpful for bidding wars
- Discuss repairs to be made prior to marketing your home, if needed
- Help you order the Comprehensive Loss Underwriting Exchange (CLUE)
- Go to city for permit history/ disclosures
- Order C.C. & Rs and six months of minutes, if applicable
- Review all reports with you
- Coordinate repairmen, gardeners, painters, etc. for home enhancement, if necessary
- Meet photographer/videographer at your home
- Order and help create interactive virtual tour of your home for all websites
- Order yard sign and brochure box
- Get an extra set of keys and place in lock box at your home
- I supply a One Year of Home Warranty to help buyers offer more money for your Castle (starts with listing so you are covered)



Plan of Action

Master Plan for Success: The To-Do List

- Create onsite binder with all inspection documents for buyer perusal and all ancillary paperwork (civil codes, standard of care forms, etc.) and have online on a dedicated website for public information
- Assemble all appliance manuals
- Assess and catalogue all the positive points of the home
- Create a multi-page fact sheet both bullet style and narrative about your house
- You proof read and initial fact sheet
- Color marketing flyers are created and supplied
- Place your home on the Northwest Multiple Listing Service (NWMLS), with up to 25 pictures, link to video, and attachments
- Place your home on my personal and local websites
- Place your home on RealtyExecutives.com, Realtor.com and YahooRealEstate.com, Google™, GoogleBase™, Trulia®, Zillow® and/or other search engines
- Set up our schedule of “open house” and marketing
- Prepare all “open house” marketing materials
- Order “Your neighbor is Moving” postcards (*sample after the to do list*) to be sent to 100 homes in your immediate area with a date for the local area open house to take place
- Set up the NWMLS tour, where all brokerages and agents in your area can preview your house
- Host Brokers Only open to personally to point out assets of property. Stay beyond tour hours for agents who are holding other open houses. Clean up home and balance of food.
- Prepare for neighbor weekend “open house”
- Present your home in my monthly office networking meeting.
- Contact 10 top producing Executives in my company announcing your home has just been listed, inquiring if they have potential buyers



Plan of Action

Master Plan for Success: The To-Do List

- Create a spot in home for agents to leave cards, and supply shoe protectors at front door
- Check lockbox every day, via electronic recording of lock box entry for agents who have been in your home
- Call every third day for names on cards, or receive them by email from you
- Provide bi-weekly written updates – fax or e-mail regarding feedback from buyers
- Follow-up phone calls or e-mails to each client who attended “open house”
- Provide you with copies of homes for sale in the same area as yours, and in your price range, that are available
- Reassess and strategize for next marketing period if necessary, and adjust pricing if needed
- Present buyer's offers
- Represent and assist in negotiating purchase offer and respective counter offers
- Open escrow and manage escrow process until closing
- Attend buyer's home inspection, managing problem-resolution if necessary
- Attend appraisal appointment and answer any questions for the appraiser
- Talk with loan officer ensuring strength of buyer
- Manage and communicate all pre-settlement activity via weekly progress reports
- Attend closing sign off with you by title company and answer any questions you may have
- Monitor final funding of buyer's loan
- Follow-up consultation ensuring your expectations were exceeded throughout entire home selling process
- CELEBRATE!!

Plan of Action

