

COLDWELL BANKER FULL-SERVICE PLUS REALTOR®

As a Full Service Plus REALTOR, I will handle the complexities of the transaction documents, inspections, escrow, marketing and the important art of skilled negotiation...so you enjoy the peace of mind that the sale of your home will be smooth, efficient and satisfying. Here is a look at the professional duties I will perform on your behalf...

1 Pre-Sale Activities

- Research and determine market value
- Prepare for signature all documentation and home warranty
- Home preparation consultation including list of trade professionals who can help prepare your home for sale
- Arrange and attend inspections (representing seller's interests)
- Develop disclosure packages

2 Create Excitement in the Marketplace through Maximum Exposure Marketing

- Order sign ("Coming Soon" rider optional)
- Take multiple photos
- Create a virtual tour
- Put lock box on your home
- Enter property listing on Multiple Listing Service (MLS)
- Enter property listing on seven of the country's top real estate websites: CaliforniaMoves.com, ColdwellBanker.com., Google.com, NYTimes.com, OpenHouse.com, REALTOR.com and Trulia.com
- Create compelling brochure highlighting the features of the home
- Create and distribute a Just Listed postcard
- Create and distribute an Open House invitation to neighbors
- Promote to Agent network; announce at office and regional meetings
- Utilize Relocation Referral Network to promote your home to relocating buyers from around the country
- Call past client referrals
- Canvass the neighborhood to invite people to the Open House and alert buyers
- Submit ads to appropriate publications
- Host Broker's Open House
- Host public Open House
- Schedule showings and show property to potential buyers

3 Communication

- Provide feedback from showings
- Continuous monitoring of marketing results
- Communicate and consult with seller on a regular basis
- Respond quickly to all buyer inquiries
- Facilitate the flow of information between buyers and sellers
- Arrange showings when necessary

4 Negotiate Offers/Acceptance

- Schedule offer presentation with seller
- Present offer(s)
- Explain ramifications relating to terms
- Negotiate terms on behalf of seller (client)
- Complete necessary paperwork
- Organize and tender copies of offer, counter offer and addendums to appropriate parties for ratification

5 Negotiate Escrow

- Deliver completed contract to both parties involved in the contract
- Identify and disclose details concerning property to buyers
- Deliver completed contract to lender
- Deliver contracts to title company
- Coordinate and attend all inspections
- Negotiate post inspection findings
- Resolve problems and challenges relating to property condition
- Coordinate appraisal appointment
- Negotiate any negative impact relating to appraisal
- Arrange home warranty
- Complete necessary paperwork
- Negotiate actual occupancy
- Coordinate actual close date
- Coordinate and attend the closing
- Work with seller on organizing utility shut-off
- Work with seller in organizing moving and storage
- Arrange and attend buyer's final walk through
- Resolve any problems or challenges
- Deliver keys to new owners

6 After Escrow Follow-Up

- Provide close of escrow package with all supporting home sale documents
- Work with seller to ensure the transition to new residence is smooth
- Provide a list of trade professionals who can help with repairs or upgrades to your new home
- Serve as a resource to your friends and family