

Marketing YOUR HOME



kw

Your Custom Marketing Plan

WHEN YOU HIRE **ALISA SNIDER** TO SELL YOUR HOME

PRE-LISTING & POSITIONING

- Research all comparable currently listed properties
- Research sales activity for the past year
- Prepare Comparative Market Analysis (CMA) to establish market value
- Establish market price trends
- Confirm taxes and property size
- Verify legal names of owners
- Confirm property public school district
- Perform exterior "Curb Appeal Assessment" of subject property

LISTING APPOINTMENT PRESENTATION

- Give seller an overview of current market conditions and projections
- Review both my credentials and Keller Williams, as well as accomplishments in the market
- Present company profile and position or "niche" in the marketplace
- Tour home reviewing with seller all updates, special features, and concerns
- Offer staging and marketing advice to seller before home is on the market. Consult with professional stager if necessary. Discuss goals with seller to market effectively
- Present initial CMA results to seller with current and under contract listings, sold properties
- Offer pricing strategy based on professional judgment and interpretation of the current market conditions
- Discuss what determines market value and what today's buyers are looking for in a home
- Explain the benefits of web marketing, social media and mail campaigns
- Explain the power of Multiple Listing Service
- Explain seller disclosure and lead paint forms
- Explain agency relationships as it relates to the seller
- Verify property mortgage
- Discuss seller closing costs
- Address sale and moving concerns in detail
- Assist in obtaining an out of state relocation agent if purchasing out of state
- Explain showing instructions/lockbox for Realtors ®
- Review and complete listing agreement and other required forms
- Provide copies of all signed forms after reviewed and signed by KW Broker

Launching

AND **MARKETING** YOUR PROPERTY

- Hire professional photographer to take pictures of interior and exterior of property for MLS and marketing brochure
- Prepare marketing brochure for home detailing property amenities, obtain survey if available
- Create a virtual tour of home for website marketing
- Prepare showing instructions for buyers' agents and agree on showing time window with seller
- Discuss possible buyer financing alternatives and options with seller
- Obtain average utility usage from last 12 months of bills
- Review completed Seller Disclosure form and Lead Paint Disclosure when applicable
- Discuss homeowner warranty with seller
- Obtain key from owner for lockbox
- Enter property data into MLS for syndication and exposure to Keller Williams real estate partner websites
- Give fellow office agents a "heads up" that a new listing is coming on the market
- Install lockbox and "for sale" sign for lawn
- Exposure to real estate community via broker open house preview for local agents to tour the property
- Review broker open house results and any feedback from agents
- Schedule all showing appointments
- Get feedback from buyer agents after showings
- Discuss feedback from showings with seller to determine if changes will accelerate the sale
- Direct mail campaign "Just Listed" cards for neighborhood residents alerting them that your property is now for sale
- Create social media and internet marketing
- Hold Sunday open house – Prepare advertising and social media marketing campaign for open house
- Review open house results and feedback from potential buyers
- Review comparable MLS listings regularly to ensure property remains competitive in price, terms, and condition
- Review any market changes and make recommendations

Guiding you

FROM CONTRACT TO CLOSING

- Receive and review all contracts submitted
- Review buyer mortgage qualifications
- Counsel seller on offers, explain merits and weakness of each component of the offer
- Prepare and convey counter-offers on sellers behalf
- Contact buyers agent to discuss offer
- Negotiate all offers on sellers behalf
- Have contracts/disclosures signed by all parties and deliver copies of fully executed contract to agents
- Email copies of signed contract to seller's/buyer's attorney
- Update property status in MLS
- Confirm inspections
- Be present at home inspection with buyer
- Review any seller required testing, well water if applicable
- Review inspection results with the seller and advise what repairs will be needed if any
- Assist seller with identifying contractors to perform any required repairs
- Confirm buyers deposit money has been sent to seller's attorney
- Schedule appraisal
- Provide comparable sales to appraiser and be present during appraisal
- Discuss appraisal results with seller if necessary
- Follow-up with buyers agent on a consistent basis to ensure sale is progressing in a timely manner
- Obtain copy of buyer mortgage commitment
- Provide seller with Certificate of Continued Occupancy/Smoke & Carbon Monoxide Detector info from the town and attend inspection with Fire/Building Official if necessary
- Confirm closing date and time and notify all parties
- Coordinate closing with seller's next purchase and resolve any timing problems
- Have seller schedule utility companies for final readings and alert buyers to put utilities in their name
- Schedule and supervise buyers final walk-through before closing
- Obtain keys/garage door openers from seller to bring to closing
- Attend closing with seller or on sellers behalf

CONGRATULATIONS, ON THE SALE OF YOUR HOME!