

Marketing Program



The Complete Guide to Selling Your House Quickly
for the Highest Possible Price

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You’ve Decided To Sell Your Home

Deciding to sell your home is a major endeavor, and in most cases, your home is the most valuable asset you own. We understand the importance of selling for the best possible price, and we’re ready to make it happen. This booklet is designed to provide all necessary information upfront so you can make an informed decision about how to sell your home.



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Beth Traverso

Beth Traverso is a highly skilled real estate professional who works to provide superior customer service to her clients, to share knowledge, and to ensure her clients receive the best possible results, every time. She is cooperative and resourceful, utilizing technology to get faster and better results for her clients. When you choose to work with her, you are getting the collective expertise that many years of experience can provide. You will never have to second-guess yourself about getting the best possible outcome, and the highest quality of service.

Re/Max Northwest Realtors

Re/Max Northwest Realtors is the fastest-growing, most modern real estate firm in Washington. We have offices throughout the greater Seattle area. Using cutting-edge tools, we have the ability to complete your transaction with unmatched flexibility and speed. We use online tools to keep all parties up to date on the progress of a transaction. This efficient and proven system allows us to put your home on the market faster, and it provides more opportunities for potential buyers to discover it, which leads to more offers in a shorter period of time.



Meet Your Realtor, Beth Traverso

Now that you know why you need an agent, meet the agent that will be handling your transaction.



Beth began her real estate career at an early age. When 21, she bought her first house – a 1916 fixer with a sagging porch and a forgotten purpose. Restoring this house launched her career in real estate in 1998.

With her passion for houses, she purchased other “forgotten” structures that soon became real homes. Her reach expanded to New Orleans where she restored historic homes both before and after Hurricane Katrina.

Today, her home overlooks a mountain vista where Beth and her husband raise their 3 lively children. On any day, a parade of baby chicks, deer or an occasional bear may wander out from under the trees and down the driveway. Throw in a rowdy road trip every now and then and the picture is complete.

Beth is a natural negotiator and knows how to get to “yes”. Her skills are honed and productive with an attentive ear to understand what both buyer and seller are saying.

Her experience has taken her all around the Greater Seattle area. Her early start has given her depth and skills on all sides of a transaction; for your personal home or for an investment property.

Having begun this self-defined journey in the pursuit of her own dreams, Beth is ready to help you find yours!

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PROFESSIONAL COMMITMENT

“I am driven to exceed expectations and provide concierge level service. All while keeping the personal touch and accessibility that my clients deserve.”

EXPERIENCE

Licensed Realtor Since 1998
Top 1% Producer
Extraordinary Representation

AREAS OF EXPERIENCE

Real Estate Negotiation
Online Marketing
Demographic Targeted Marketing
Interior Design, Staging

CAREER ACHIEVEMENTS

Member: REMAX Hall of Fame
Recipient: REMAX Diamond Club, REMAX Chairman’s Club, REMAX Platinum Club
Clients: Over 100 Five Star Reviews

PROFESSIONAL DESIGNATIONS

Real Estate Broker Since 1998
CRS: Certified Residential Specialist, Fewer than 3% of all Realtors have this designation for expertise in the residential field
SRES: Senior Real Estate Specialist
ABR: Accredited Buyer Representative
MCNE: Master Certified Negotiation Expert

PROFESSIONAL AFFILIATIONS

NWMLS: Northwest Multiple Listing Service
WAR: Washington Association of Realtors
NAR: National Association of Realtors
REBAC: Real Estate Buyer’s Agency Counsel
IAHSP: International Association Home Staging Professionals
RENI: Real Estate Negotiation Institute
CRS: Council of Residential Specialists
SRESC: Senior Real Estate Specialist Council



What Others Are Saying about Beth...

"Beth is both very professional and very personable at the same time, a rare quality to see in someone. She was very skilled in marketing and forming a strategy for the sale of my beautiful and rare craftsman four square. I would not hesitate in recommending her to someone as a Realtor!!"

— BART T



"Beth is a true professional. She is knowledgeable about the market, understands value and explains the process very clearly. She is a joy to work with and helped me find a wonderful home!"

— PAMELA V



"Beth is exceedingly knowledgeable on all aspects of the sales process. She knows how to read the market, and advise on what to do to maximize a home's value. She knows how to market the home using all available resources, especially those that could target buyers looking for your type of property. She keeps the lines of communication open for any questions or advise, and so, knows when you're ready for the next stage in the process, so everything's ready when you need it. Knowing you have this sort of expertise guiding you takes a major portion of the stress out of the entire process. I'm sure, the success of my sale, is in large part due to the knowledge and experience she brought into the equation."

— JIM & JENI M.



"Beth Traverso had our business before our first meeting was complete. My wife Carol and I agreed that the sales plan Beth presented was thoroughly professional and demanded an experienced agent to execute the plan. Our house sold immediately and the entire process was accomplished without a problem. We were so pleased with the results we asked Beth Traverso and her capable assistant Kelly Matava to also assist with the purchase of the home we chose."

— RANDY S.



"Beth did a wonderful job for us. She handled both the sale of our home and purchase of new one as we downsized. She was persistent but Not overbearing! Her suggestions and upgrades to the home pre-list were not outrageous but reasonable and made a difference. It is very stressful to sell a home and she made it seamless with her professionalism and dedication. I also liked the fact how responsive she was night or day. Highly recommend!!"

— DARCY C.



"Beth's awesome. Very responsive. Very knowledgeable. She's a property owner herself, so has a very good understanding on the ins and outs of investment properties."

— IAN G.

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"Our experience with Beth was absolutely wonderful. After interviewing a number of real estate agents, it was quickly obvious that Beth stood above the rest. She is extremely organized, knows and understands the local market extremely well, and is a whiz at marketing your home, which these days is everything. We ended up with a house sale in just 4 days, well over the listing price. Sheer excellence, we would recommend Beth for any type of house sale that you might be considering. She is absolutely the best agent out there!"

— MARK BLAKE



Beth is an awesome agent! Without her knowledge and expertise, I am sure we would still be "sitting" on the sale of Mom's house. Instead, she wisely advised us to stage and professionally photograph the house. That along with her expert marketing and negotiating skills brought us 3 offers within 24 hours of listing the home! Amazing! What's even more incredible is that the home sold for more than we listed it for! If you or anyone you know is considering selling or buying a home, Beth is the agent for you. You will not be disappointed. I will be recommending her to all my friends and family members.

— TERRY, DEBBIE AND ROBIN HECK



"I worked with Beth on the sale of a home and she was wonderful! Beth is great at communicating, organized, professional and full of energy. Throughout the process she offered a variety of helpful resources — from landscapers to house cleaners — and stayed in constant contact. And, she deftly helped us navigate the special conditions which apply to an estate sale. Her market knowledge helped us to properly price the home and reach our target customer — the home sold quickly to the perfect buyer. I recommend Beth highly and would definitely work with her again!"

— KATHY S.

See more of Beth's 100+ five star reviews at:
www.zillow.com/profile/Beth-Traverso/

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Meet Our Team, Kelly Matava, Real Estate Broker



Kelly grew up in Spokane, WA and has been living in the Seattle area since 2000, with a few years spent in Phoenix, AZ. She has been in Real Estate as a Office Manager, Transaction Coordinator, Showing Assistant and currently works for the Beth Traverso Group as a Buyer’s Agent. Kelly has been very successful in the Seattle area and Eastside housing markets. She thrives on finding her clients the perfect match in a home and neighborhood. Kelly lives on the Eastside with her 2 rescue dogs, Duke & Jax. She loves to play golf, hike and spend as much time as possible with her nieces.

What Others Are Saying about Kelly...

“I heard a lot of things about home buying being a really stressful process but Kelly made it feel enjoyable instead! Her extensive knowledge and deep experience with the inner workings of real estate market helped us find the right place quickly and close the deal without any problems. If you’re looking for a buyer’s agent, I totally recommend working with Kelly!”
- ISSAQUAH, WA



“Kelly was simply great. She was very helpful throughout the process and helped us make the right decision. She also very well aware of the local housing market and was very well connected with other realtors as well. If we plan to buy another house, then we will definitely go with Kelly.”
- ISSAQUAH, WA



“Kelly was fantastic! She was very patient and transparent with us, making sure our questions got answered, and even suggesting things we didn’t think to ask! She kept us informed each and every step of the way, and helped us to be ready for each step as it came. She took something that is normally very nerve-racking and stressful and made it simple, and almost....fun. I would not hesitate to work with Kelly again in the future.” - RENTON, WA



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“Kelly was an absolute delight to work with! She was friendly, accommodating and willing to do wherever was needed to help us find a home. Nothing was ever too much for her. She was diligent, thorough and persistent. Kelly’s bright personality and positive attitude made house hunting a joy. With her dedication and help we found the perfect one!”
- AUBURN, WA



“Kelly helped us Buy our new home which was contingent on selling our current home. Given the short period of time we had to list and sell our home, Kelly and the team did an amazing job in getting the home ready and sold it within 3 days after it was listed. They have a great team working together for their clients and they really know the market better than most other agents I spoke to.”
- SAMMAMISH, WA.



“As first-time homebuyers navigating this stressfully competitive market, we were lucky to have Kelly with us every step of the way. From the get-go, she took our unique search needs and expectations to heart and helped us to explore compelling prospects in our area. And when we were ready to jump on brand new listings, Kelly made room in her schedule to scout them out early and often. We often relied on her candor when we needed the voice of experience during the sale process, and were ultimately very pleased with the persistent, thoughtful approach she took through our (early) closing. Highly recommend - thanks again, Kelly!”
-NORTH BEND, WA.



Kelly Matava is a diligent, engaged, and very personable realtor. She is responsible for making my recent Bellevue condo purchase an exceptional experience, marked by efficient resolution of concerns, steady presentation of prospective properties, networking with quality real estate professionals, and an early closing date.” - BELLEVUE, WA.



See more of Kelly’s five star reviews at:
www.zillow.com/profile/Kelly-Matava



Meet Our Team, Chris Weaver, Real Estate Broker



After years in the customer service industry, Chris moved his service skills to real estate in 2012. Chris prides himself on providing expert knowledge and personal service. Chris is has lived in various cities on the Eastside over the past 20 years and currently resides in Renton with his wife and 2 kids.

What Others Are Saying about Chris...

"We were so very fortunate to find Chris Weaver, the perfect agent for us. He went above and beyond to find the perfect house for us. Best of all he is down to earth and real. In a market that moves fast and can be emotional, Chris was our rock. He provided us with expert advice and excellent support each step of the way. Chris came as a recommendation and we are so glad he did! We will continue to refer him to our family and friends." - RENTON, WA



"Chris took all of the pressure and stress off me while I was selling my home. His experience really shined through and he sold my house very quickly and got me well above asking! I highly recommend Chris to anyone selling, or buying a new home." - KIRKLAND, WA

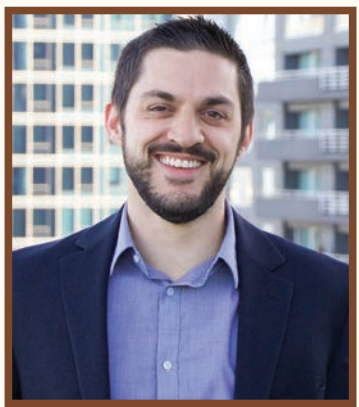


"Chris is very helpful and informative. He would always be available when we needed to see a home, and was excellent about getting background information or letting us know how things work. We got regular updates on availability and the sale of properties. We are still looking and hope to find something with his help." - ISSAQUAH, WA



See more of Chris's five star reviews at:
www.zillow.com/profile/Christopher-Weaver

Meet Our Team, Joey Duwe, Real Estate Broker



Hello and thank you for visiting my profile! My journey in the world of real estate began at Zillow where I worked for 5+ years primarily helping real estate agents understand how to deliver the best experience to the buyers and sellers that reached out to them. After consulting agents on how to do this I saw a great opportunity for myself to go out and help people like you throughout the whole process of such an important purchase. One of my greatest joys in life is helping people and making a positive impact on their lives. I love being a real estate agent as I'm able to make a positive impact on my clients lives' over and over again.

I am a Fall City resident and am passionate about the lifestyle that the Eastside, Snoqualmie Valley, and surrounding areas provide. It's remarkable that such an incredible area exists so close to downtown Seattle. Living throughout the Seattle area almost my entire life I have extensive knowledge of what each community brings and I look forward to sharing with you my insights on whatever communities you and your family are focusing on!

Our Team, Kaylinn Conner, Office Manager



After growing up in the sunny Tri-Cities on the east side of the state, Kaylinn attended Central Washington University and graduated with a double major in Psychology and Theatre Arts, as well as a minor in Dance Performance. She then moved to Bellingham, WA where she was hired as the Director of First Impressions at a real estate office. After her wedding in 2017, Kaylinn moved to Issaquah to be with her husband. Kaylinn loves to dance, ride horses, hike, and spend time with family. While still adjusting to the rainfall in Western Washington, Kaylinn has found the best way to spend a rainy afternoon is curled up with a good book and a cup of tea.



Our Mutual Goals

Now that you know who I am, let's talk about what I want to do for you.
I want to sell your home

1. At the highest possible price
2. In the shortest amount of time, or within the time frame you specify
3. At the most favorable terms for you

We're all in the same boat. When I come on board, these goals become my top priority.

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The Plan

Our proven method can be boiled down to the 3 p's:

Presentation - I'll prepare your home to highlight its best attributes, inside and out. First impressions are crucial, so I coordinate professional photography, landscaping, handiwork, and house cleaning. Many buyers start shopping on line, so I aim to make the best possible impression and spark as much interest as possible. Of course, you have final say on what I can and can't do to prepare your property for sale, but it's important to understand that recommendations are drawn from my combined experience in what works.

Promotion -You receive a complete Online, Mobile and Direct Mailing marketing campaign to attract the most potential buyers. Increasing the number of buyers who see your home in the first 10 days will result in higher and better offers to purchase. My marketing strategy is based on my own research, experience and innovation. I am statistically ahead of the curve in this department, and always refining my methods to be more effective.

Price - A complete and thorough market evaluation will ensure your listing stands out, gets high traffic, and sells faster for the best price. It is extremely important to price a home correctly because a house stagnant on the market attracts few buyers. I utilize Intelligent Pricing and complete extensive research so your home is priced right.

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Communication

In the beginning stages I'll work with you to prepare your home for showings, and I'll coordinate the signing of necessary documents to list your home.

Once your home is listed, I'll provide periodic updates about recent activities and open houses. Buyer feedback can offer valuable insight into our marketing strategy, and it will allow us to adjust our strategy if needed.

All offers received will be presented to you for review, and we will discuss our negotiation strategy together before responding. Once we decide on an offer, I will keep you informed about repair requests, milestones, and deadlines.

Throughout the process, I am just a call, text, or email away. I am here to help, so feel free to share concerns or ask questions.

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Photography

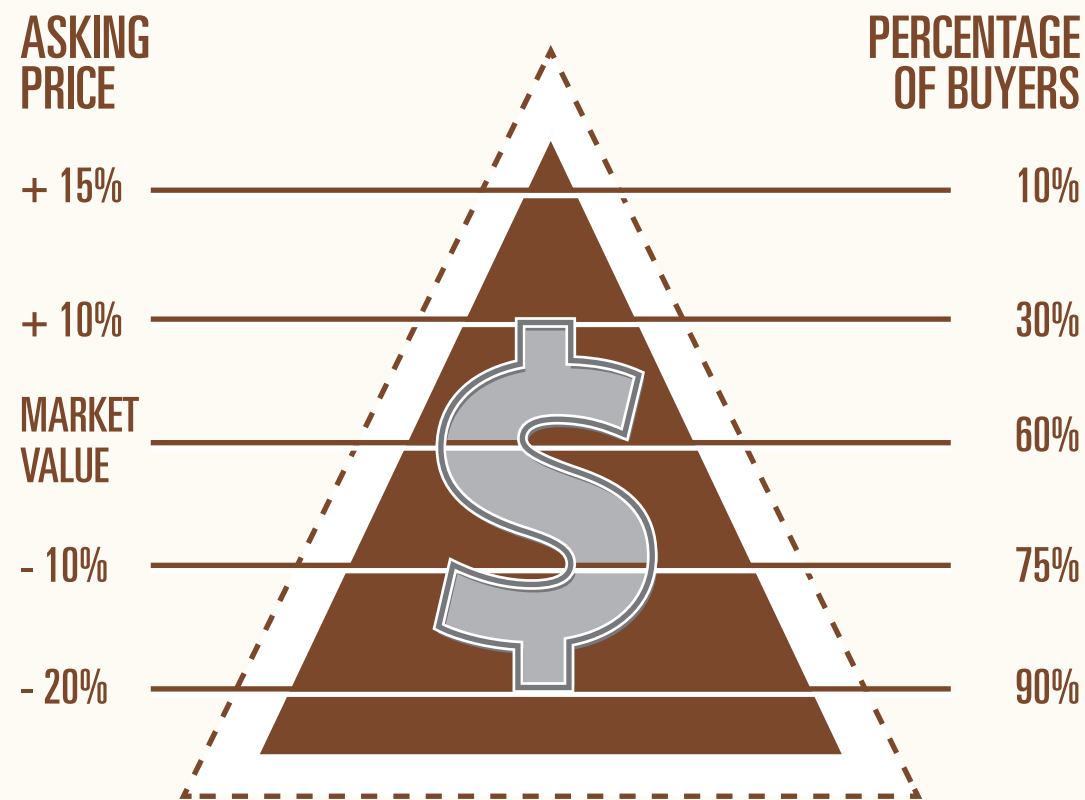
Some additional notes about how I use photography to market your home.

Since most home searches start on line, photos are the first impression that most people will get of your home. It is important that we provide numerous high-quality photos for people to view. Higher quality photos will also translate to higher quality marketing, which translates to more interest in your listing.

I always hire professional photographers at my own expense. They have the relevant experience in the field to know what makes your home look appealing. I will coordinate their photography appointment, and work with them to make sure everything looks good, and that they get their job done in a timely manner. Our photographers will edit the photos to make sure they look consistent, bright, and emphasize the best qualities of your home.

Note: Do not be seduced by real estate agents with fancy cameras. Professional stagers and photographers know how to make your home look best in photos. Since photos are usually the first thing people notice about your property, I don't skimp on it.

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Intelligent Pricing and Timing

Pricing your home correctly yields measurably better results. The chart above shows how many buyers will see your home at different price levels.

Sellers often view their homes as special which tempts them to put a higher price on the home, believing they can always come down later, but that's a serious mistake. Overpricing prevents the very buyers who are eligible to buy the home from ever seeing it. Most buyers shop by price range, and look for the best value in that range. Statistically, by pricing at or near fair market value, more buyers will see your home and more competitive offers to purchase will be submitted. The first two weeks of marketing are crucial to selling the property. In that time, the home is fresh and exciting to buyers and their agents. It is important that your home is priced correctly from the beginning so that more people will consider it in their search.

Note: An agent is an objective third party that can make a non-emotional assessment of the value of your home. Their expertise in this area is based on knowledge, training, and experience.

Comparative Market Analysis (CMA)

This is how I arrive at the recommended list price for your home. It is a personalized profile of what is happening in your neighborhood's real estate market, and how it affects the price of your home.

The market value of your home is commonly determined by comparing it to the value of other homes that have recently sold in the area, or are currently listed on the market. It is an art and a science.

THE SCIENCE:

Using information that is available to your real estate agent, they can find comparable homes by number of bedrooms, bathrooms, square footage, lot size, and an untold number of additional features. Then, using the information about how much those homes have sold for, or are being listed for, they can determine what your home's fair market value is.

THE ART:

Decisions must be made about how to adjust the value of your property as compared to other homes. If an active listing is being used for comparison, and has been on the market for over 90 days, it's safe to assume it's overpriced and that people won't pay that much for your home unless it's in better condition or has more premium features. If your home is the only one on the block with a jacuzzi, your value goes up as compared to the others.

In order to be as accurate as possible, your agent must look at your home to evaluate its condition, and get a sense for how it fits into the neighborhood. By drawing accurate conclusions from an accurate set of data, your home will be priced correctly.

Note: The CMA, as you can see, requires a lot of technical experience, neighborhood knowledge, and critical thinking on behalf of your agent. A poorly executed CMA might compare your property to other properties that: are not similar, or it might draw the wrong conclusions from the data.



Appraisal

An appraisal is a comprehensive look at a home's location, condition, and eligibility for federal guarantees. For example, a home that doesn't meet safety requirements such as handrails on steps will not be eligible for FHA or VA loans until the handrail is installed or repaired. Appraisers use the same data in their market research to find comparable homes as REALTORS® do when preparing CMAs. They are also members of the MLS, but they also have additional guidelines from the bank to follow that minimize risk to the bank. They may take off value for slow-moving markets, or markets with high rates of foreclosures. If prices are falling, the appraiser takes the number of days a home has been on the market far more conservatively.



When the appraisal is finished, the bank makes the decision to fund the loan, or it may require the seller to fix certain items and show proof that the repairs have been made before letting the loan proceed. If the loan doesn't meet lending guidelines, the bank will decline the loan. Despite stricter lending and appraisal standards, most buyers' loan applications go through to closing - nearly 85 percent. One reason for that is that real estate agents are preparing CMAs that are better tuned to lending standards, for sellers and buyers to better understand not only what the market is doing, but how much lenders are willing to finance.

Note: When vetting offers, a good agent can protect you by spotting when an offer comes in that is too high, will not pass appraisal, and does not offer a contingency in the event of a low appraisal .. Your agent will know from experience when an offer is not all it appears to be.



Preparing to Show

Getting ready to put your home on the market requires some preparation.

MOVING

A vacant home is easier to sell because potential buyers don't need to make appointments to show your home. Also, the less clutter that is around your home, the more appealing your home will be to anybody that views it. Even if you can't move yourself out before your home goes on the market, you can still store your less-essential items off-site. You should also consider storing valuables off-site to minimize the risk of them being lost or stolen as people view your property. There are moving companies that can take some or all of your stuff and put it into storage until you are ready to do a complete move.

Note: You can ask your agent for a referral or comparison of moving companies. They may be able to get you an incentivized deal!

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STAGING

Depending on the situation, a professional stager can make a difference in how fast and how favorably your home sells. If your home is vacant, a stager can bring in furniture that emphasizes the space of your home and makes it easier for potential buyers to view themselves living there. If you plan to live in your home while it's on the market, consider minimizing your furniture by putting some of it into storage. Some stagers will help to arrange your home to show with the furniture you own. At the very least, your agent can offer some tips. Also, a little bit of staging can add a lot to your listing photos.

DEPERSONALIZE

It is important that you move all family photos, trophies, and unique furniture that has a sentimental association out of sight. When somebody comes to view your home, they should imagine themselves living there, not somebody else. Also, personal items often distract buyers, and slow down their tour.

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Showing and Open House Checklist

How to get your house ready to show in 10 minutes!

If you are living in your home while it’s on the market, you need to be ready to show at a moment’s notice, even if you request advanced notice. People want to view the property without interference or scrutiny from the current owners. Therefore, it is important that you not be there when an agent makes an appointment to show your home. This checklist has some quick things you can do to get your home ready, and assumes that your home is already relatively clean and depersonalized.

- ☐ **Eliminate Clutter** - remove all non-decorations from counter space and floors. This includes papers, dishes, boxes, the vacuum, jackets on the backs of chairs, keys, toothbrushes, and anything else that is loose evidence of somebody living there. When in doubt about whether or not to leave something out on display, stash it. If there’s time, wipe down the counters after clearing.
- ☐ **Make The Bed** - Think “hotel room”. People will feel more comfortable in a bedroom with a neat bed.
- ☐ **Empty Garbage Cans**-Especially if the can is out on the floor. Even if it looks neat, it might not smell that way, and you might be too used to it to notice.
- ☐ **Load The Dishwasher (If you have one)** - The kitchen sink is a feature of your home. Let people see it.
- ☐ **Load The Laundry Machine** - Nobody will open your washer to see what’s in side. People might open the closet where you keep your hamper.
- ☐ **Turn On Lights And Open Windows** - Make the rooms as bright as possible for a first impression. Plus, it keeps people from getting discouraged because they can’t find the light switch.
- ☐ **Take Pets With You Or Put Them In Daycare** - You can put up signs to not let the cats out, but there’s no guarantee that anybody will read them. Dogs tend not to like strangers in their space.



Dealing with Offers

Once an offer is submitted on your home I will:

1. Review the Purchase and Sale Agreement with you.
2. Advise and represent you in all negotiations.
3. Get you the highest and best terms possible.

Once an offer has been accepted by both parties, I will:

1. Keep you updated on all time lines and milestones.
2. Order the Resale Certificate (if applicable) and make sure Escrow opens a case and gets all necessary paperwork.
3. Verify that Escrow receives Earnest Money.
4. Follow up with Buyer’s Agent for their time line obligations, including inspection Date/Time (if applicable).
5. Advise and represent you in all further negotiations.
6. Facilitate all appointments and work orders.
7. Verify buyer’s loan approval and lender time lines, including appraisal.
8. Ensure that contractual deadlines are met and that your overall experience is as smooth and stress-free as possible.

Closing Costs

These are the customary fees associated with a real estate transaction, and who typically pays them.

Seller’s Responsibility

- 1. Owner’s Title Insurance
- 2. Half of Escrow Fee
- 3. Excise Tax
- 4. Real Estate Broker Commissions
- 5. Loan Balances
- 6. Pro-Rated Property Taxes
- 7. Current Utility Balances
- 8. Homeowner’s Association Fees (if applicable)
- 8. Pro-Rated HOA Dues (if applicable}
- 9. Miscellaneous HOA Fees (if applicable)

Buyer’s Responsibility

- 1. Lender’s Title Insurance Policy
- 2. Half of Escrow Fee
- 3. Home Inspection
- 4. Recording Fees
- 5. First Year Fire Insurance Premium First Year Flood Insurance Premium (if applicable)
- 6. Pro-Rated Property Taxes
- 7. Survey Fee (if required)
- 8. Homeowner’s Association Fees (if applicable)
- 9. Pro-Rated HOA Dues (if applicable)
- 10.Miscellaneous HOA Fees (if applicable)
- 11. Lender Fees such as the Appraisal, Credit Report, Loan Origination Fee, Pre-Paid Interest, and Private Mortgage Insurance

Agent Resources



A Real Estate Agent is the most valuable resource you can have in the process of successfully selling your home. Aside from their own expertise, they have access to resources that they can use to help with the sale of your property.

They are trained, licensed professionals that are experienced in the real estate market. Their daily job is to know and understand how the market works, and to advise you in the best way to reach your goals. Their knowledge covers everything from the bureaucratic process of the transaction, to the proper way to physically stage and advertise your home for the best response.

They have access to the most accurate information about the market and your neighborhood, and the knowledge to make sense of it. Every agent is required to stay up to date and educated about the constantly-evolving real estate industry. They know the laws, the procedures, and the issues involved in selling your home. The best of them know how to use this information to your advantage.

They have support and oversight from brokers and colleagues to make sure they are serving you to the best of their abilities.

They have the time to manage your listing. Listing your home in a way that generates interest in the marketplace is a full-time job. Don’t make that your burden when you can have a professional do all the legwork for you.

They know contractors and other people that they can hire to expedite the process of getting your home ready to sell.

Terms You Should Know

Amendments – A change-either to alter, add to, or correct-part of an agreement without changing the principal idea or essence.

Appraisal – An estimate of real property resulting from analysis of facts about the real property; an opinion of value.

Assumption – Taking over another person’s financial obligation; taking title to a parcel of real property with the Buyer assuming liability for paying an existing note secured by a deed of trust against the real property.

Beneficiary – The recipient of benefits, often from a deed of trust; usually the lender.

Close Of Escrow – Generally the date the documents are recorded and title passes from Seller to Buyer. On this date, the Buyer becomes the legal owner, and title insurance becomes effective.

Comparable Sales – Sales that have similar characteristics as the subject real property, used for analysis in the appraisal. Commonly called “comps.”

Deed, Grant Deed, Or Warranty Deed – A real estate-oriented document used to convey fee title to real property from the grantor

(usually the Seller) to the grantee (usually the Buyer).

Deed Of Trust – An instrument used in many states in place of a mortgage.

Deed Restrictions – Limitations in the deed to a parcel of real property that dictate certain uses that may or may not be made of the property.

Earnest Money Deposit – Down payment made by a purchaser of real property as evidence of good faith; a deposit or partial payment.

Easement – A right, privilege or interest limited to a specific purpose that one party has in the land of another.

Lien – A form of encumbrance that usually makes a specific parcel of real property the security for the repayment of a debt or discharge of an obligation. For example, judgments, taxes, mortgages, deeds of trust.

Mortgage – The instrument by which real property is pledged as security for repayment of a loan.

PITI – A payment that combines Principal, Interest, Taxes, and Insurance.

Power Of Attorney – A written instrument whereby a principal gives authority to an agent. The agent acting under such a grant is sometimes called an “Attorney-in-Fact.”

Purchase Agreement – The purchase contract between the Buyer and Seller. It is usually completed by the real estate agent and signed by the Buyer and Seller.

Quit Claim Deed – A deed operating as a release, intending to pass any title, interest, or claim which the grantor may have in the real property, but not containing any warranty of a valid interest or title by the grantor.

Recording – Filing documents affecting real property with the County Recorder as a matter of public record.

Realtor® – A Realtor® is a licensed real estate agent and a member of the National Association of Realtors®, a real estate trade association. Realtors also belong to their state and local Association of Realtors.

Real Estate Agent – A real estate agent is licensed by the state to represent parties in the transfer of real property. Every Realtor is a real estate agent, but not every real estate agent has the professional designation of a Realtor®.

Listing Agent – A key role of the listing agent or broker is to form a legal relationship with the homeowner to sell the property and place the property in the Multiple Listing Service.

Buyer’s Agent – A key role of the buyer’s agent or broker is to work with the buyer to locate a suitable property and negotiate a successful home purchase.

Multiple Listing Service (MLS) – The MLS is a database of properties listed for sale by Realtors who are members of the local Association of Realtors. Information on an MLS property is available to thousands of Realtors.

Title Company – These are the people who carry out the title search and examination, work with you to eliminate the title exceptions you are not willing to take subject to, and provide the policy of title insurance regarding title to the real property.

Escrow Officer – An escrow officer leads the facilitation of your escrow, including escrow instructions preparation, document preparation, funds disbursement, and more.

Marketing Plus

PHASE I: Before we list the property

1. Research property's ownership and deed type

2. Research property's public record information for lot size, dimensions, and other data

3. Research sales activity for past 6-18 months from the Multiple Listing Service and public record databases

4. Establish market price trends

5. Research "Average Days on Market" for property of this type, price range, and location

6. Research competitive properties that are currently on the market

7. Research competitive properties that have sold in the recent past

8. Research sales activity on your home (if previously listed)

9. Prepare "Comparable Market Analysis" (CMA)

10. Establish fair market value

11. Verify Home Owner Association fees and other information, if applicable

12. Determine need for lead-based paint disclosure

13. Verify if property has rental units involved

14. Copy all lease agreements, verify all rents and deposits

15. Inform tenants of listing and discuss how showings will be handled

16. Inspect property exterior and interior

17. Compile list of repairs and maintenance items

18. Arrange free consultation with a staging firm

19. Review your time schedule

20. Review your plans and goals

21. Make arrangements for new purchase if needed

22. Address your sale and moving concerns in detail
23. Compile a list of the best property features and benefits

24. Create a neighborhood information list (schools, shopping...)

25. Verify property mortgage, taxes, fees, etc.

26. Review the basic marketing plan

27. Review advanced marketing strategies

28. Prepare showing instructions for other Realtors

29. Present current market data

30. Review competing properties currently for sale

31. Evaluate recent sales

32. Suggest the best listing price

33. Determine the most likely sales price range

34. Prepare estimate of closing costs and fees

35. Determine estimated net cash proceeds after the sale

36. Review and complete the listing agreement

37. Review and complete other contracts and applicable disclosures

38. Introduce support staff and team members

39. Install secure lock box system

40. Install professional For Sale sign

41. Install QR code scan and link to property site


42. Have professional photos taken

43. Have professional virtual tour created

44. Prepare a full-color property information sheet
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PHASE 2 – Marketing and Promotion



- 1. Submit the property to Multiple Listing Service
- 2. Email you a copy of the MLS
- 3. Register a custom web domain
- 4. Build a professional website – include HD photos, video, property features and benefits, neighborhood information, schools, etc.
- 5. Email you a property site link for review
- 6. Email property information to all potential buyers
- 7. Launch direct mail campaign to potential buyers
- 8. Mail Just Listed postcards to the area
- 9. Build a Facebook property web page and email you the link
- 10. Submit property video to YouTube and other video sites
- 11. Review all online marketing syndication channels, such as Zillow, Trulia, etc.
- 12. Schedule Broker Open House and promote it to other Realtors
- 13. Review the Broker Open House results and feedback with you
- 14. Show property to all interested buyers
- 15. Review all buyer comments and feedback
- 16. Make changes and adjustments if needed
- 17. Contact you weekly with updates, results and feedback
- 18. Review recent market changes and updates in the area
- 19. Schedule an Open House if applicable
- 20. Complete a pre-open house marketing campaign
- 21. Set up property before Open House
- 22. Review Open House results and feedback
- 23. Prepare and review monthly market update
- 24. Make recommendations based on the latest data

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PHASE 3 – Sale And Closing

- 1. Prequalify all potential buyers when possible
- 2. Eliminate bargain-hunters and non-qualified buyers when possible
- 3. Receive and review all Offers to Purchase contracts submitted by buyers or buyers' agents
- 4. Determine the best negotiating position
- 5. Review all offers in detail with you
- 6. Negotiate the highest price and the best terms on your behalf
- 7. Have all purchase contracts signed by all parties and deliver all copies to you
- 8. Promptly record buyer's deposit in escrow account
- 9. Obtain buyer pre-qualification letter from lender
- 10. Provide buyer and/or buyer agent with all applicable contracts, disclosures and documents for signatures
- 11. Review all inspection results with you and make suggestion regarding any repairs needed
- 12. Change MLS status to "SALE PENDING"
- 13. Contact the lender weekly to ensure timely loan processing
- 14. Coordinate property appraisal and provide comparable sales data
- 15. Review the appraisal results with you
- 16. Coordinate to assure all contracts, escrow documents, title insurance, and property insurance is processed
- 17. Review property tax payoff and mortgage payoff through escrow
- 18. Coordinate closing process with buyer agent and/or buyer
- 19. Coordinate the final buyer walk-through inspection
- 20. Update all closing forms as needed
- 21. Review any prorations such as HOA, utilities, etc.
- 22. Confirm closing date and coordinate with all parties o Request final closing figures from escrow
- 23. Confirm title insurance commitment
- 24. Handle any last-minute details
- 25. Coordinate smooth closing on your behalf
- 26. Arrange possession and transfer of ownership – keys, remotes, security codes, etc.
- 27. Present you with your closing documents and final check
- 28. Respond to any follow up calls and inquires after closing
- 29. Assist you to make your move as easy and stress-free as possible so you get to enjoy YOUR NEW HOME

SOLD

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TEN QUESTIONS



Ten most important questions you should ask an agent before signing a listing contract:

- 1. How long have you been a licensed Realtor?
- 2. How many buyers are you working with?
- 3. How big is your company?
- 4. How long has your company been in the business?
- 5. What percentage of your listings sell?
- 6. What is your average marketing time?
- 7. Do you have testimonials from past clients?
- 8. How often do you stay in touch with me?
- 9. How are you different from other agents in the area?
- 10. Why should I hire you?

PRICING TIPS



- 1. What you paid for your property does not determine its current market value.
- 2. The amount you need to get out of the sale of your property does not affect its market value.
- 3. An appraisal does not necessarily determine what your property will sell for.
- 4. What another real estate agent thinks your property is worth does not determine its value.

Here is a tip from CONSUMER REPORTS:

"Expect the agent to suggest a price range, but don't let that frame you in. Be aware that some devious agents will, at first, suggest a very handsome price. Then, after they have the listing and the house hasn't sold, they'll come back with a pitch to lower the price."

The value of your property is determined by what a qualified buyer will pay for it. We will together determine the best price based upon current competition and recent closed sales in the area.

THE GOAL:

To present a clean, spacious, clutter-free home – the kind you’d like to buy! Do a little each day and it will pay dividends.

Curb Appeal

- * Mow lawn
- * Trim shrubs
- * Edge gardens and walkways
- * Weed and mulch
- * Sweep walkways and driveways, remove branches, litter and toys
- * Add color and fill bare spots with plantings
- * Remove mildew or moss from walls or walks with bleach and water
- * Take stains off your driveway with cleaner or kitty litter
- * Stack woodpile neatly
- * Clean and repair patio and deck areas
- * Remove any outdoor furniture which is not in good shape
- * Make sure pool or spa sparkles
- * Replace old storm doors
- * Check roof shingles
- * Repair broken windows/shutters, replace torn screens, make sure frames and seams have solid caulking
- * Hose off exterior wood and trim, replace damaged bricks or wood
- * Touch up exterior paint, repair gutters and eaves
- * Clean and remove rust from any window A/C units or store them away
- * Paint the front door and mailbox
- * Add a new front door mat and consider seasonal door decoration
- * Shine brass hardware on front door, exterior lighting fixtures, etc.
- * Make sure doorbell is in good working order

General Interior Tips

- * Add a fresh coat of interior paint in light neutral colors
- * Shampoo carpeting, replace if necessary
- * Clean and wax hardwood floors, refinish if necessary
- * Clean and wash kitchen and bathroom floors
- * Wash all windows, vacuum blinds, wash window sills
- * Clean the fireplace
- * Clean out and organize closets. Add extra space by packing clothes and items you won’t need again until after you’ve moved
- * Remove extra furniture, worn rugs and items you don’t use: keep papers, toys, etc. picked up, especially on stairs
- * Repair easy fixes: loose doorknobs, cracked molding, leaky taps and toilets, squeaky doors, closet or screen doors off their tracks, etc.
- * Add dished potpourri or drop of vanilla or bath oil on light bulbs for scent
- * Secure jewelry, cash or other valuables

Living Room

- * Make it cozy and inviting, discard chipped or worn furniture and frayed or worn rugs
- * Consider packing away personal photos
- * Remove as much clutter as possible

Dining Room

- * Polish any visible silver or crystal
- * Set the table for a formal dinner to help viewers imagine entertaining here

Kitchen

- * Make sure appliances are spotless inside and out (try baking soda for cleaning Formica stains).
- * Make sure all appliances are in perfect working order
- * Clean often forgotten spots on top of fridge and under sink
- * Wax or sponge floors to brilliant shine, clean baseboards
- * Organize item inside cabinets, pre-pack anything you won’t be using before your move
- * Keep counters as clear and empty as possible

Bathrooms

- * Remove all rust and mildew
- * Make sure tile, fixtures, shower doors, are immaculate and shining
- * Make sure all fixtures are in good shape
- * Replace loose caulking or grout
- * Make sure lighting is bright, but soft

Master Bedroom

- * Organize furniture to create a spacious look with well-defined sitting, sleeping and dressing areas
- * Organize and minimize walk-in closet

Basement

- * Sell, give away or throw out unnecessary items
- * Organize and create more space by hanging tools and placing items on shelves
- * Clean water heater and drain sediment
- * Change furnace filter

- * Make inspection access easy
- * Clean and paint concrete floors and walls
- * Provide strong overhead lighting

Attic

- * Tidy up by discarding or pre-packing
- * Make sure exposed insulation is visible and in good condition
- * Make sure air vent is in good working order
- * Provide strong overhead lighting

When It’s Time to Show

- * Make sure all marketing materials are readily available
- * Open all draperies and shades, turn on all lights
- * Pick up toys and other clutter, check to make sure beds are made and clothes are put away
- * Give the carpets a quick vacuuming
- * Add some strategically placed fresh flowers
- * Open bathroom window for fresh air
- * Pop a spicy dessert or just a pan of cinnamon in the oven for aroma
- * Turn off the TV and put on some light non-offensive music at low volume
- * Make a fire in the fireplace (seasonal)
- * Put pets in the backyard or arrange for a friend to keep them
- * Make sure pet areas are clean and 100% odor-free
- * Make sure all trash is disposed

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