

MARKETING STEPS FOR LISTING

MARY RIDENHOUR REALTOR®, BROKER, ABR, CLHMS, SRES, CNE, SFR NC, SC LICENSED



3P's to Selling: Prepare Home, Price Home, Present Home

Preparing your home for the market with decluttering, needed repairs, staging considerations along with curb appeal are factored into correctly **Pricing** the home. The better conditioning and preparation of the home, the better the market price. **Presenting** the home to the public with quality marketing and strategies to attract buyers, brings about offers on your home.

- Consultation with sellers, plan repairs, and staging, research comparisons, discuss pricing, marketing, warranties and listing agreements.
- Fill out MLS Data sheet on property details, schedule professional measurements and schedule professional photography and staging as needed.
- Install KW FOR SALE sign, Flyer Take ONE Box, Install Lock Box
- Once photos and measuring are completed, activate information into Charlotte MLS & KWLS, and set up showing service instructions through Showing Time.
- Build virtual tour, add listing & tour to Charlotte MLS, Keller Williams KWLS, REALTOR.COM, Trulia.com, Zillow.com, Googlebase.com, also picked up by various search engines/with IDX Property Searches throughout internet. Published on www.MarysRealty.com, & Active Rain Blog Community. Internet ads/tour may be placed on Craig's List and Backpage.com, YouTube and Facebook. Provide a stand-alone property website, complete with info regarding nearby conveniences & school info. Provide weekly reports for online viewing of virtual tour. Provide feedback on all showing appointments.
- Create customized flyer for brochure box. Including buyer packets inside the home with flyer, property info, floor plan, Residential Property Disclosure info and HOA.
- Broadcast flyer emails and virtual tour link to Realtor Community & Keller Williams with agents in local area. Email Broadcast to my buyer email base.
- Schedule OPEN HOUSE Sat 2-4 pm, Sun 2-4 pm, optional*.
- Advertise periodically in other print options, post card mailers and online Adwerx.
- Monitor all showing appointments, provide feedback from showings.
- Use MLS reverse prospecting to identify potential buyers.
- Field questions from buyer's agents, highlight promotion of property's features.
- Receive and deliver all "Offer to Purchase" offers, discuss, advise and negotiate contracts per seller's instructions, coordinate signatures on all required contract forms.
- Contract accepted, follow through with buyer's agent & monitor performance dates in contract. Receive repair request agreement, negotiate repair request. Receive verification of loan application and for loan commitment, and appraisal appointment.
- Coordinate necessary forms and submission to closing attorney.
- Provide utility information to buyer's agent, remind sellers to discontinue utilities, and make sure property is vacated and clean.
- Attend Closing. Provide successful oversight and professional coordination for smooth closing.